



Opening doors in global
tourism marketplaces

TRNZ TOURISM RESULTS
NEW ZEALAND



**What if there was one place
where you could go to....**


**Open doors for your
business in almost any
market in the
world...with successful
results**

**That has strong
relationships in the
domestic market & can
introduce your business
to key contacts**

**Works across every
sector – group, cruise
ship, FIT, Coach touring,
events, education,
corporate and
accommodation**

**Infiltrate the Australian
market and has very
strong relationships
with key Australian
wholesalers**

**Has a complete
understanding of the
tourism distribution
channels**



We assist your business to become the best it can & get the most out of tourism by...

- Leveraging our strong relationships both internationally, domestically & with the travel trade
- Mentoring your key staff to work with and get the most out of the tourism industry
- Regular sales calls and product updating of staff at all major travel companies

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- Attend travel trade shows both within New Zealand and internationally
- Generate business leads as well as actual business
- Strong coach touring company relationships, regularly in touch with key personnel
- Using our experience and expertise to your advantage



**I look forward to
working with you...**

I'm Jason and I bring over 25 years' of full-time sales, marketing and general management experience to my tourism consultancy services, I have a complete understanding of the tourism industry and its needs.

I've worked with some of New Zealand's leading tourism companies, including accommodation providers, tourist attractions and inbound tourism operators. I have also successfully represented New Zealand companies on trade missions and in-market sales roles in Australia, Singapore, Hong Kong, China, Japan and North and South America.

I live and breathe tourism, it's my passion & has been my life's work, I love to share my knowledge and get results for great, quality products and bring them to the international tourism markets.

I have known Jason through our mutual involvement in the New Zealand tourism industry for almost 20 years. In that time Jason has represented some of New Zealand's most iconic and respected tourism focussed organisations. Jason's in-depth knowledge of marketing tourism businesses via various distribution channels matched with well-established industry relationships has contributed significantly to their success.

Jason has a natural ability to 'open doors' for new or developing tourism ventures. As an Inbound Tour Operator we are always happy to discuss products in Jason's portfolio whether they have been with TRNZ for many years or new to marketing in the wholesale arena. Jason understands our business and that is the key to uncovering opportunities that benefit all parties. Jason is hardworking and very trustworthy and someone that I gladly recommend to tourism operators when asked for advise on who would be provide excellent representation for their business and help them grow their market share.

John Gregory, Director – Terra Nova Tours



Jason Baker is the consummate Tourism industry sales professional, hardworking, honest, hugely networked and as his company name suggests results focused – I cannot recommend him personally and his company highly enough.

Duncan Fletcher, CEO – Distinction Hotels



I have worked with for over 10 years. Jason is an individual who strives for excellence, his attention to detail in servicing and representing his various clients is second to none. Jason has a strong understanding of the tourism industry and is able to provide great opportunities for his clients based on his intimate knowledge of their products. Through Jason's approach we have made several positive changes to our tour programs and his passion and hard working 'can do' attitude has been a large part of this. I would have no hesitation in recommending Jason as a great ambassador to represent any product within the New Zealand Tourism Industry.

Peter Harding, Managing Director – Grand Pacific Tours



At IDNZ, we generally do not make a point of providing references for suppliers or industry colleagues. In this instance however, we are prepared to make an exception. We share an excellent relationship with Tourism Results NZ. Jason's overall experience in New Zealand tourism combined with his understanding of our business needs, his professionalism and his personality, has positioned him as one of our most respected industry representatives. Our door is always open for Tourism Results and his portfolio of clients.

Debbie Summers, Executive Director – IDNZ





**We offer you the key to unlock
success in international &
domestic tourism**

- Introductions to key offshore markets
- Regular sales calls and contact with key decision makers
- Mentoring and coaching to help your business work well with travel trade
- Covering every sector – Travel trade, education, cruise ship, coach touring, events and corporate

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- Over 30 years experience
- Strong and meaningful relationships with all facets of the tourism industry
- Market intelligence
- Proven success for many companies from cruise to coach tours, accommodation and attractions
- Dedication, honesty and integrity