

# MEMORANDUM OF UNDERSTANDING (MOU)

Between the

**Backpacker, Youth, and Adventure Tourism Association (BYATA) and Tourism New Zealand (TNZ)**

This purpose of this MOU is to outline the expectation and commitment between BYATA and TNZ with regard to strengthening the relationship between the youth travel sector and Tourism New Zealand. The overriding objective is to jointly grow the value of the international youth arrivals to New Zealand by the provision of mutual support, the sharing of assets and data in the spirit of marketing New Zealand's Tourism Industry specifically to the youth segment.

The key terms of the MOU are set out below:

KEY TERMS	
PARTIES	Backpacker Youth Adventure Tourism Association  Tourism New Zealand
TERM	From 1 April 2020 – 30 March 2021
REVIEW	1 February 2021
Investment, rights and services from BYATA	<ul style="list-style-type: none"><li>• A representative from BYATA Board to discuss strategy, execution &amp; support of current and future marketing campaigns.</li><li>• Sharing of data, insights and statistics from BYATA in agreement with onshore members and offshore stakeholders. This may include but not limited to WYSE, Hostelworld, ICEF etc.</li><li>• Encouragement of our members to participate in and support TNZ activities such as TNZ Roadshows.</li><li>• Encourage our members to provide supporting resources (imagery, video, famils) for TNZ promotions &amp; education of agents, on and offshore</li><li>• The provision of a presentation slot at the Annual BYATA Conference and an open invitation to BYATA networking functions.</li><li>• A commitment to an open and constructive dialogue that aims to strengthen our collective understanding and alignment of industry and market needs.</li></ul>
Investment, rights and services from TNZ	<ul style="list-style-type: none"><li>• A senior marketing representative from TNZ, to attend BYATA board meetings, discuss strategy, execution &amp; support of current and future marketing campaigns.</li></ul> <p>Note: BYATA do not expect the TNZ representative to attend the full Board Meeting. Timings can be confirmed prior to each monthly Board Meeting.</p>

**KEY TERMS**

- Sharing of data, insights & statistics from TNZ including the audience project, buying trends, imagery as they relate to the Youth market including visitor arrivals, statistics on spend, length of stay and nationality.
- Timely communication of Marketing Campaigns in each market, that is relevant to our sector alongside information on whether (or how) our sector can participate and extend these campaigns
- Facilitate the engagement of Stakeholders; including MBIE, RTO's etc.
- Commitment to the BYATA conference delivery focusing on sector specific updates and opportunities

BYATA and TNZ will work together to define their understanding of 'youth sector' to ensure there is a common language. The parties agree that this MOU is signed in good faith and will not have legal effect between the parties.

Please indicate your acceptance of the key terms set out above by signing and returning a copy of this document.

**SIGNED for and on behalf of****BYATA**

---

Signature

---

Name

---

Position

---

Date**TOURISM NZ**

---

Signature

---

Name

---

Position

---

Date