

MEDIA AND TRADE FAMILIARISATIONS

Familiarisations (often called famils) enable tourism, hospitality, and accommodation businesses to build visibility, strengthen relationships, and inspire future visitors. By hosting people who influence travel decisions — whether they are travel sellers, inbound tour operators, journalists, or content creators — businesses can give them first-hand experience of what makes their product, and the wider Ōtorohanga District, special. That experience can translate into increased profile, stronger referrals, and more bookings.

WHAT IS A MEDIA FAMIL?

A media famil involves hosting travel journalists, writers, photographers, broadcasters, or digital content creators such as bloggers, vloggers, and influencers. Their role is to tell stories that inspire travel.

A media famil helps your business by:

- Generating editorial coverage in newspapers, magazines, blogs, or online channels and trade platforms.
- Reaching large, engaged audiences through social media posts, reels, videos, or travel features.
- Providing authentic, first-hand storytelling that builds interest and trust in your experience.

For tourism, media famils can deliver exposure that would otherwise require significant marketing spend.

WHAT IS A TRADE FAMIL

A trade famil involves hosting travel trade partners such as inbound tour operators, travel agents, wholesalers, or conference and incentive planners. These are the people who design itineraries, package experiences, and sell destinations to their primarily off-shore clients.

A trade famil helps travel sellers:

- Understand your product first-hand so they can confidently include it in itineraries.
- Experience the wider district, making it easier for them to package Ōtorohanga as part of a broader journey.
- Build personal relationships with operators, which often leads to stronger, long-term referrals.

For many businesses, trade famils are a pathway to new markets, higher-value visitors, and year-round bookings. There are some criteria you must adhere to in order to work with this sector of the industry - [click here to learn more about working with trade trade.](#)

HOW FAMILS HELP GROW YOUR BUSINESS

Whether trade or media, famils work because they give influential people a genuine experience of your product and the district.

- **First-hand understanding:** Experiencing your product themselves allows trade and media to describe it accurately, confidently, and enthusiastically.
- **Stronger storytelling:** Journalists and content creators produce richer, more compelling stories when they've met you, seen your place, and felt the experience.
- **Access to new audiences:** Trade partners bring your product into packaged itineraries, while media and influencers introduce you to thousands of potential visitors.
- **District-wide benefits:** When multiple businesses participate, the whole region gains visibility and becomes easier to promote as a cohesive, experience-rich destination.

HOSTING A TRADE FAMIL

Trade famils work best when they are well-planned, efficient, and tailored to the interests of the visiting trade partners.

Some practical tips:

- Provide a short, well-paced experience that showcases your product's strengths.
- Share clear product information, pricing, capacity, and booking processes.
- Highlight what makes your experience unique within the district.
- Coordinate with other local operators to build a seamless itinerary that shows how experiences connect.
- Keep the visit focused - trade partners often have limited time and full schedules.

HOSTING A MEDIA FAMIL

Media famils require a slightly different approach, with more emphasis on storytelling, visuals, and access.

Some practical tips:

- Offer an experience that is photogenic, authentic, and easy to capture.
- Provide background stories and local insights.
- Share high-quality images or video assets they can use if needed.
- Clarify expectations in advance - what coverage is likely, what platforms they use, and what their audience looks like.
- Make the experience smooth, welcoming, and flexible enough for creative capture.

WORKING WITH INFLUENCERS

Influencers and content creators can be valuable partners, but it's important to assess whether the investment of time, hosting, or lost revenue is likely to deliver meaningful benefit for your business.

Consider:

- **Audience fit** — Do their followers match your ideal visitor?
- **Engagement quality** — Are their followers genuinely interacting with their content?
- **Content style** — Does their tone and aesthetic align with your brand and identity?
- **Expected deliverables** — What outputs will you receive (posts, reels, images, video, content for you to use), and when?
- **Value exchange** — Is the exposure worth the cost of hosting or the revenue you may forgo?

A simple checklist or short agreement can help ensure clarity and avoid misunderstandings for both parties.

WORKING TOGETHER AS A DISTRICT

Famils can be even more effective when operators collaborate.

- **Shared itineraries** help trade and media understand how experiences connect across the district and how a certain time period can be best spent in an area – from activities to dining, retail and accommodation.
- **Co-hosting** spreads the time and cost of hosting, especially for multi-day visits.
- **Joint storytelling** strengthens the district's identity and makes the area more compelling to feature.
- **Coordinated hosting** ensures visitors experience a smooth, well-paced journey that reflects the quality of the district.

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