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- Travel Agents Awareness Week – get social says TAANZ

New Zealand travel agents are being urged to get behind an international social media campaign next week to help drive consumers towards their services.

Andrew Olsen, chief executive of the Travel Agents Association of New Zealand (TAANZ) says the association will be taking the opportunity to raise awareness of its agents via American counterpart the American Society of Travel Agents' (ASTA) promotion of Travel Agents Awareness Week.

'We'll be posting pictorial images, accompanied with a message every day from 5 to 9 December via our social profiles on [Facebook](#) and twitter [@TAANZcrew](#). Consumers will be able to learn the values and benefits TAANZ travel agents provide. We will associate these posts with social hashtags that are in line with the campaign - [#TravelAgentAwareness](#) and [#TravelAgents](#).

'We really want to galvanise the New Zealand trade to get behind this Travel Agent Awareness Week campaign by having them share our posts on their own social profiles and spread these messages to their consumers and other members of the public.'

- For more news see today's Memo [HERE](#)

This is a special edition of TRAVELinc Memo, your personal travel and tourism trade magazine brought to you in PDF form, and uploaded onto our website, 48 weeks a year, on Tuesday and Friday mornings. We focus on keeping international and domestic travel sellers current on industry matters, destination developments and new products, at home and around the world.

Current and back issues of TRAVELinc Memo are available [HERE](#) on our website www.travelinc.co.nz

We welcome editorial news contributions, details and pictures of industry events, and industry appointments. Email lisa@promag.co.nz

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