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*House of Travel is hoping for 'three in a row' in this year's TAANZ NTIA awards. HoT has won 'Best Retail Brand' for two years running. Marketing manager Ken Freer and House of Travel Ellerslie's Glen Armstrong share an ale at the brand's television campaign launch in Auckland on Friday night. (See second story)*

- TAANZ announces NTIA finalists

The names of agents, suppliers and individuals who have progressed to the NTIA 2016 finalists stage have been announced by TAANZ.

'In the most keenly contested vote seen yet, we are delighted with the cross-industry representation and talent on show,' says TAANZ chief executive Andrew Olsen. 'For the first time ever we could not split the third position in the Best Broker category so four broker finalists will proceed to judging.'

'Finalists, including the new rookie and best industry representative, will now prepare for judging during the week commencing 4 July. They will be staking their claim to be awarded an NTIA gong on 10 September.'

'As a result of feedback we have permitted Brand and Location category finalists

this year to utilise audio visual content in their presentations,' says Olsen. 'This offers more latitude to wow the judges and we encourage all finalists to be familiar with, prepared to answer the questions, and importantly enjoy, the process.

'Supplier finalists don't get to sit back and relax either. We encourage them to spread the word and have friends and colleagues join them on a table at the gala ceremony.

'We are also delighted to advise our MC for the evening is comedian Urzila Carlson. NTIA is about celebrating excellence, and enjoying a great night of entertainment with possibly some irreverence – Urzila ticked that box for us. We have a couple of other special things planned but you will have to come along on the night to find out what we have in store,' says Olsen.

'Tickets for the dinner, drinks, entertainment and after party package traditionally start to move when we reveal the finalists so don't wait until the last minute to join us at NTIA.'

[Click here to purchase](#) TAANZ NTIA Gala dinner 2016 tickets.

For the full list of finalists, [click here](#)

- **House of Travel's 'worst kept secret' unveiled**

House of Travel consultants described the company's first television brand campaign in five years as 'brave and bold,' 'overdue' and 'authentic' when it was launched with hoopla on Friday night.

Dubbed by HoT CEO Mark O'Donnell as the 'worst kept secret', the advertisements appeared for the first time on television screens last night. 'The best holidays are created together' campaign features House of Travel consultants planning holidays with their clients.

'I love the style of the ads,' says Glen Armstrong from HoT Ellerslie. 'They are ads that make you stop and think. The time is right to position the brand as collaborative – we are not the gatekeepers of knowledge anymore. Clients come into us with their research and we work together to find the best outcome.'

HoT's Steve Parsons from Palmerston North says the ads reflect 'what we do all day every – we create experiences for our customers.'

Marketing manager Ken Freer says the campaign creative embraced customers' ideas. 'It had to be authentic so we've used real consultants, real customers and real experiences created together,' he says. 'But it is not just about this campaign. We have a powerful proposition that resonates with New Zealanders, and one that we can deliver.'

Ads running this week are in partnership with Air New Zealand and Gold Coast Tourism.

*Below: Linda and Jason Kroupa, HoT Motueka, Mark O'Donnell, House of Travel at Friday's launch – [click here to see more pics](#) and [click here to watch the advertisement](#)*



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