



**“THE EFFECTIVENESS OF PROMOTIONAL
ACTIVITIES BY NZ HOLIDAYS TRAVEL &
TOURS**

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ABSTRACT

Government's aim to attract 20 million tourists in 2007. So it is important for company such as travel agency to take this good opportunity by doing ongoing promotion to promote health tourism and eco-tourism through various activities such conferences and exhibitions. Means that promotion activities such as advertising, personnel selling, publicity and sales promotion will be the key elements for NZ Holidays in managing their promotional activities to increase the number of customer and penetrate their market.

Based from the study conducted by the researcher, there are four independent variables of Promotional elements was selected, since they have the connection with one independent variable. These variables were selected by the researcher based from the perspectives of the several authors that expert in the marketing and managing promotional activities and business manner.

This dissertation examines the effectiveness of promotional activities and measures in improving the promotional activities by NZ Holidays Travel & Tours and services in travel agency as well as upgraded the tourism sector.

Because of that, this study focuses on the effectiveness of promotion activities that use by NZ Holidays Travel & Tour to increase customer awareness towards their service.

The objective of this study is to identify the effectiveness of promotional activities by NZ Holidays and to measure the level of customer involvement towards the travel package offered by NZ Holidays .