



Mitchell Corp

Connecting over  
**500** properties  
throughout  
**New Zealand**  
to the **World**





## Mitchell Corp

**Committed to your success.**

Our well-established team of New Zealand specific experts will help you do the background work, so you can focus on what you do best, welcoming more guests through your doors.

We have negotiated strong partnerships with national and international travel agents, corporate accounts, sports groups, car clubs, social clubs, visitor information centres, regional tourism boards, tourism industry groups including Hospitality New Zealand, Hotel Council Aotearoa and Tourism New Zealand, **connecting over 500 properties throughout New Zealand to the world.**

Knowing that distribution and marketing are taken care of, we can work together on growing and innovating your business ensuring a competitive edge.

“*The Invercargill Licensing Trust has a longstanding relationship with Mitchell Corp, with six of our accommodation properties under either the Mainstay or Golden Chain brand.*

*Mitchell Corp provides us with valuable marketing channels and opportunities, particularly with their wider network. I also value their industry knowledge and support at a national level.*

**Nikki Buckley**  
Corporate Sales Executive  
Invercargill Licensing Trust

*Being part of Golden Chain and Mitchell Corp has been an integral part of our sales strategy for both Kerikeri Park Lodge (corporate market) and Whangaparaoa Lodge (leisure and groups) for 10 years now.*

*Excitingly we are now focusing with them to improve the other markets to “fill the gaps” and having access to the channels they provide is invaluable.*

**Troy Clarry**  
Kerikeri Park Lodge  
Whangaparaoa Lodge”



Mitchell Corp



## Why join us?

Because we can help you and your business unlock your full potential. We value successful partnerships, and with Mitchell Corp you gain access to the tools, support and resources needed to create your success story — Increased revenue, reduced costs and more guests through your doors.

- ✓ It's an affordable way to reach an international audience, with an immediate return on investment.
- ✓ You gain instant access to a world wide network of 700+ agents.
- ✓ You own and control the business and bookings you accept.
- ✓ You gain consistent forward booking help increase your yield.
- ✓ A manageable way to grow your business through our booking channels.

### THE MITCHELL CORP PROMISE.

Money back guarantee — if we do not generate rooms revenue equal to your monthly licence fees within the first 12 months, we will gladly refund your licence fee.

## What do I get?

The key to your success is Mitchell Corp is a highly efficient systems. We can therefore charge very reasonable fees; and put a huge proportion of those fees into marketing, sales and advertising activities to generate bookings for your beds.

- ✓ Bigger market share.
- ✓ Brand and product recognition with guests and throughout the region and industry.
- ✓ Industry knowledge and feedback.
- ✓ Access to national purchasing agreements.
- ✓ Access to exclusive preferred partner deals.
- ✓ Global sales team.
- ✓ National sales team — corporate and leisure.
- ✓ Representation at international tradeshows and sales activities.
- ✓ Digital marketing support and promotions.
- ✓ 24 hour central reservations team.
- ✓ Digital booking connections to the world through a global distribution system.
- ✓ Ezibed.com retail website connection.
- ✓ Hospitality New Zealand Accommodation Association membership.

### Supplementary Business Services and Assistance (POA)

- Accounting and finance
- Human Resources
- Payroll
- Print and Digital Marketing
- IT Support
- Maintenance and Buildings
- Sustainability



## Which one is for me?



A network of independently owned and operated hotels nationwide, our Mainstay Hotels are community leaders with a team of staff committed to providing great service and hospitality to guests and their local communities.

You offer 3 to 4+ star level hotel accommodation with an on-site restaurant and bar. You want to retain your individual personality as a property while extending your marketing reach, growing your network of clients and support services.



Nationwide premier motel accommodation group of independent motels and motor inns. Golden Chain properties have their own distinct character, often reflecting the local region, guaranteeing a warm friendly welcome and a home away from home.

You have accommodation in the 2.5 - 4.5 star sector including motels, and serviced apartments. You offer studios and/or 1 and 2 bedroom units with full kitchen facilities and off-street parking.

