



newzealand.com & TBD – Hurunui 26 May 2021

Today we'll cover

1. Overview of newzealand.com
2. How to list your products and deals via the Tourism Business Database
3. Tourism New Zealand Domestic Campaigns and how to be involved

newzealand.com

Website now targets international and domestic audiences

Serves as a “travel guide” and drives the booking of tourism products

Essential part of Tourism New Zealand’s digital media campaigns, including Do Something New NZ

Receives significant paid & organic traffic



newzealand.com – Content sources



Content helps visitors discover new possibilities then plan & book a trip

Two main sources of content:


1. Curated by newzealand.com Content Team
in collaboration with RTOs and other industry stakeholders
2. Tourism Business Database (TBD) – product listings and deals

Vast content. Products and Deals widely integrated

100% PURE NEW ZEALAND

New Zealand

Search

DestinationsThings to doItinerariesTransportAccommodationAbout New ZealandTravel deals

Regions

Cities

Towns

Islands

Activities

Tours

Top things to do lists

Different travel types

Explore itineraries & trips

Different travel types

Vehicle rental

Flights

Rail

Public transport

Driving Tips

Time / Distance Calculator

Apartments

Backpackers

B&B & Holiday homes

Boutique & Luxury Campgrounds

Homestays

Hotels & Motels

Facts

Tiaki / Care

Weather / Climate

Geography / Geology

Plants & Wildlife

History

People & Culture

All Deals

Accom Deals

Activity Deals

North Island Deals

South Island Deals

Tourism Product Listings & Deals widely integrated in the site

newzealand.com editions

English Language	Hybrid / Partially Translated	Fully Translated
New Zealand	Argentina	China
International English	Brazil	Japan
Australia	Chile	Korea
Canada	France	
India	Germany	
Ireland	Indonesia	
Malaysia	Mexico	
Netherlands		
Singapore		
United Kingdom		
United States		

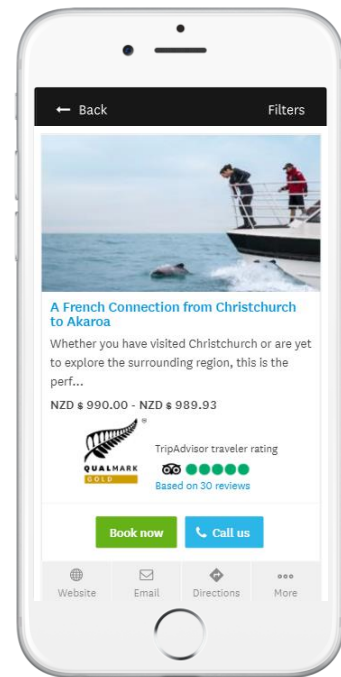
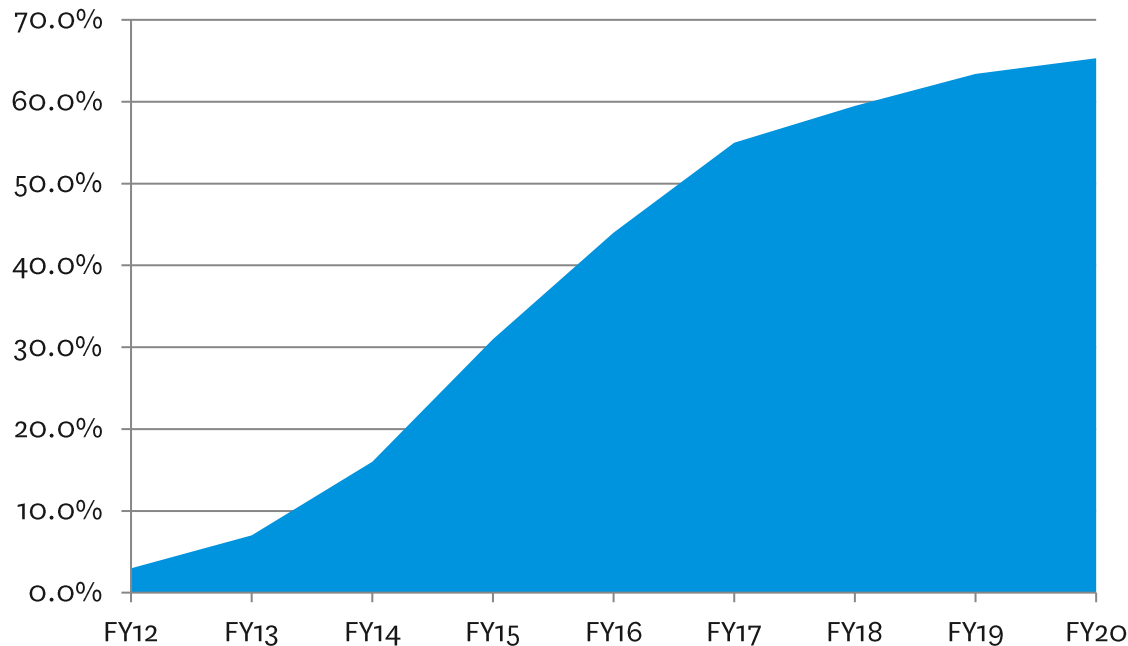
Focus of
today's talk

21 different
editions

9 Languages

newzealand.com – most visits now by mobile

% of newzealand.com visits - Mobile



newzealand.com/nz - launched 2020

Customised content & campaigns for the domestic audience

e.g. Homepage, Do Something New NZ pages & social content, Winter holidays, Top experiences lists

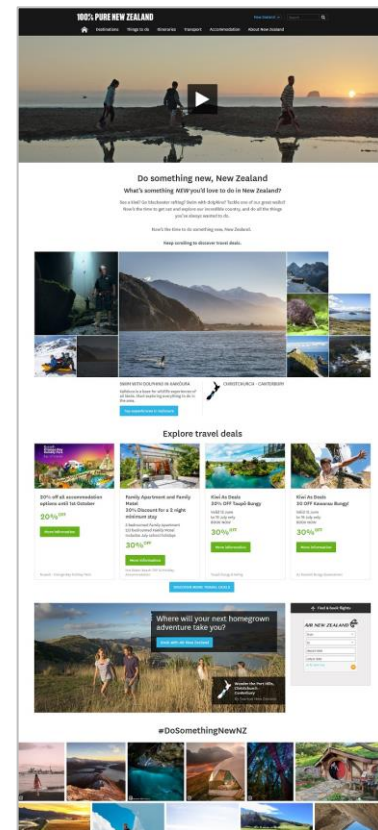
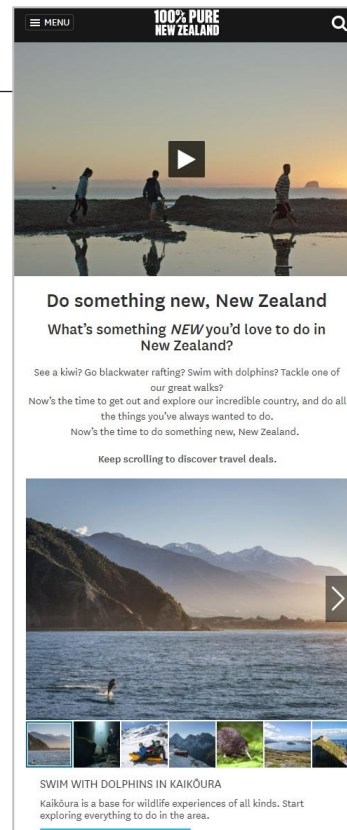
Navigation is tailored for NZ audience

New Deals pages

Content for offshore audience is hidden

E.g. Getting to New Zealand

Inherits most content from International English edition but further NZ optimisation under way

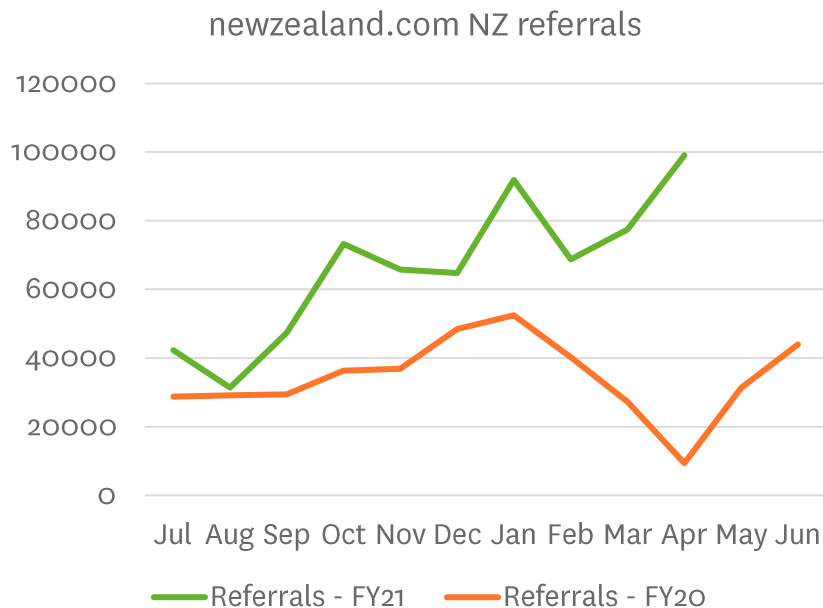
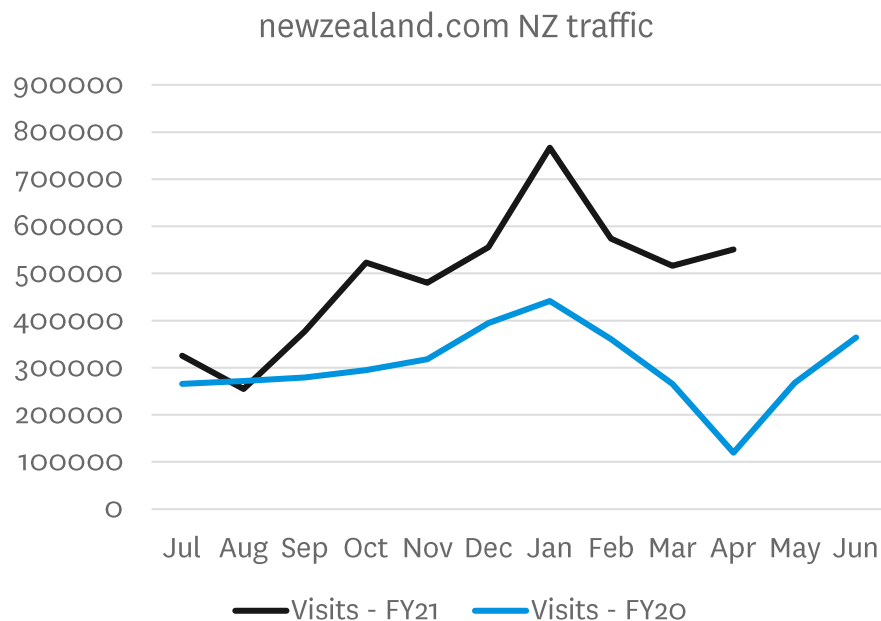


Kia ora. You are viewing the International English edition

Switch to New Zealand

New Zealanders are using newzealand.com

Growth year-on-year is very positive given most of last year there were no International visitors in NZ using the site. Domestic campaigns will continue to drive significant traffic.



Hurunui District Traffic - April 2021

newzealand.com statistics

- 5,525 user sessions
- **78% of users were domestic vs 32% in April 2020**
- Users viewed on average 4.9 pages per visit (vs. 4.3 in April 2020)
- Intent to book up year on year. Clicks through to business websites up 384% on April 2020
- **53% of referrals to Activities and Tours and 44% to Accommodation providers**
- Hanmer Springs TOP 10 Holiday Park, Hanmer Spring Thermal Pools & Spa and Hanmer Apartments received the most referrals
- Please note, TNZ can't see actual bookings as these occur on your websites

Help us get your product in front of international trade

Trade-ready operators can send product updates and/or news to:

TradeNews@tnz.govt.nz

Helps
inform

TNZ B2B
campaigns
for trade

Product
training or
virtual
famils

Trade
specific
content
e.g
itineraries



The Tourism Business Database

Why list in the Tourism Business Database?

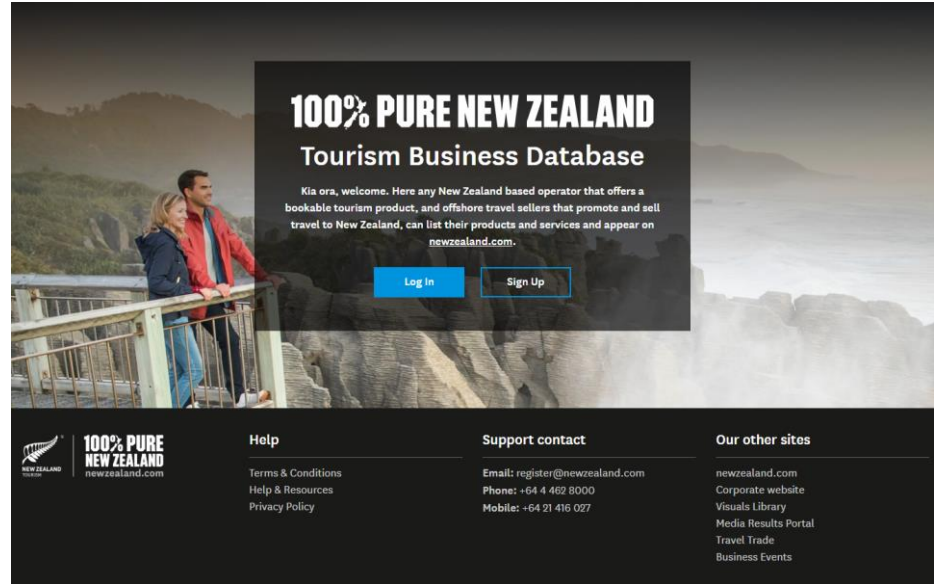
Free

Deeply integrated into newzealand.com

Allows your business to reach large international and domestic audiences

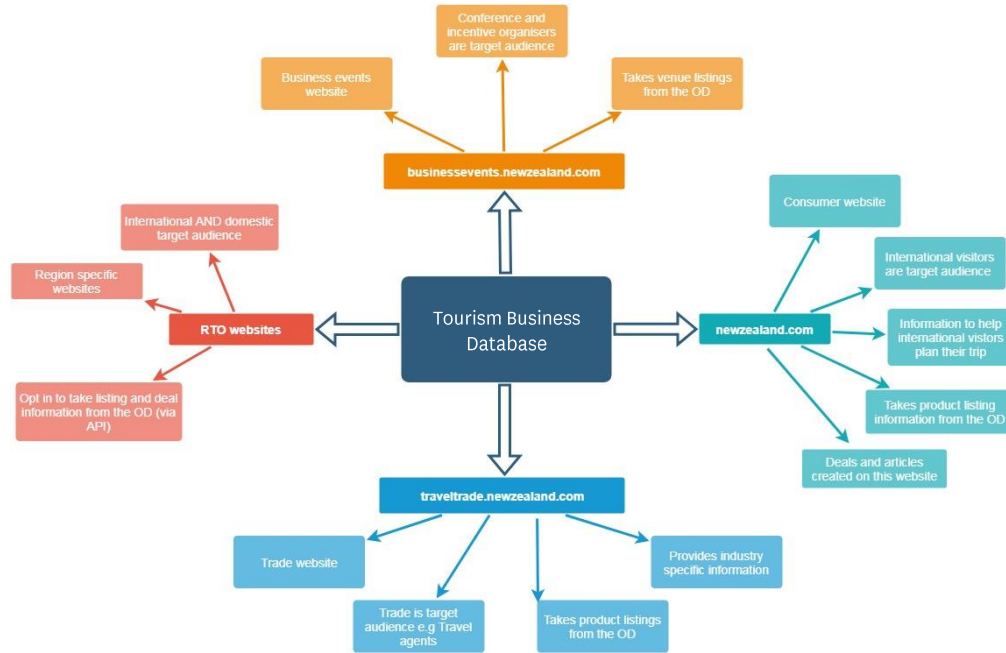
Can obtain leads by:

- showcasing tourism product and
- offering special consumer deals



Visit <https://register.newzealand.com>

Bonus: Your Product Listings and Deals reflect on your RTO site



Product Listings reflect in Hurunui Tourism's site:

<https://visithurunui.co.nz/>

Including current English markets deals loaded at:

<https://visithurunui.co.nz/travel-deals/>

We also recommend signing up for two free Google products

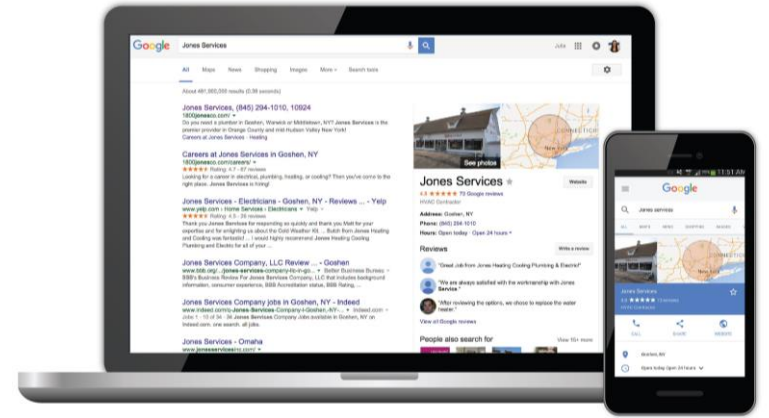
www.google.com/intl/en_nz/business/

Google My Business is a tool for businesses to manage your online presence across Google, including Search and Maps.

Free resources including a small business digital marketing course.

www.analytics.google.com

Google Analytics lets you track and count traffic to your site from organic search or paid advertising



“Put yourself where your customers are”

Digital marketing - Think about the consumer's journey

It is easy to get caught in our own point of view – but marketing is for the consumer.

Things to consider online:

- Where are people coming from?
- Where do you want them to go on your site?
- What do they need to know to click to the next step?

You can make it easier for potential consumers to use your website with:

- Compelling information and images.
- Easy to use online booking.
- Clear linking to specific product information

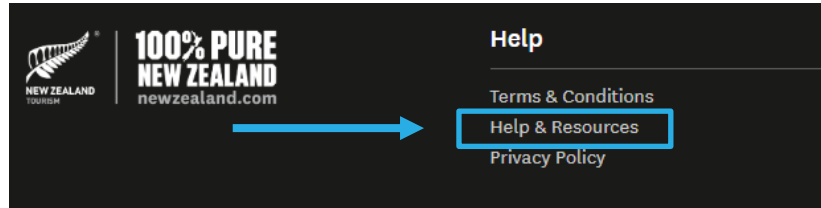


Tourism Business Database Help Page

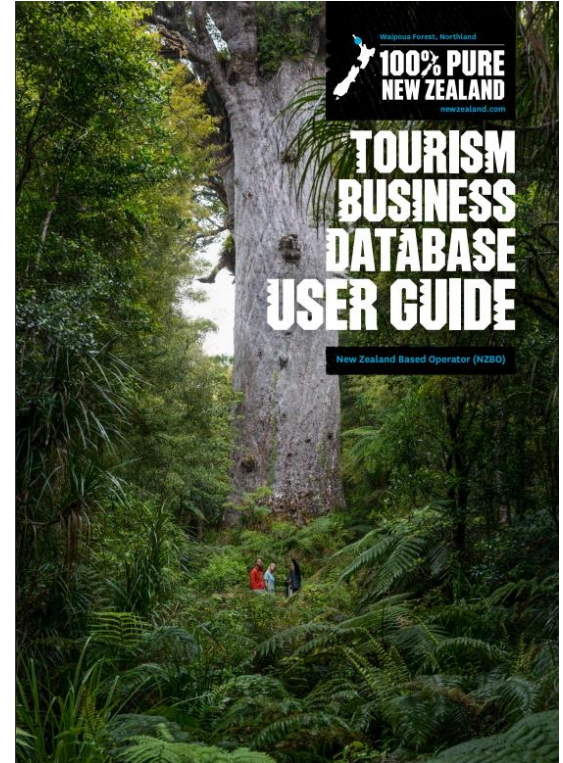
A user guide is available:

‘Tourism Business Database user guide for New Zealand Based Operators’

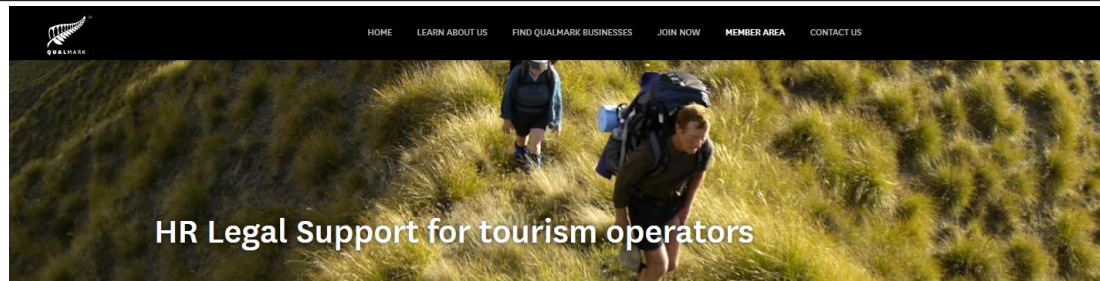
The guides can be found in the footer of the newzealand.com and the Tourism Business Database. I can also email you the link.



Direct link: <https://www.newzealand.com/nz/utilities/operator-help/>



Qualmark HR Legal Support for tourism operators



IN THIS SECTION

[Request Qualmark Logos and Templates](#)

[Qualmark's Tourism Business Advisors](#)

[Qualmark 100% Pure New Zealand Experience Awards](#)

[COVID-19 - Information for Qualmark Partners](#)

[HR Legal Support for tourism operators](#) >

SHARE THIS PAGE



Introduction

Dentons Kensington Swan is partnering with Qualmark licence holders to assist them with personnel issues raised by the COVID-19 crisis.

HR Legal Support for tourism operators has been established by Qualmark as another layer of assistance available to our members to continue to navigate a sustainable way forward through the COVID-19 crisis with a focus on business continuity.

This a great opportunity for tourism operators to get specialist guidance and support, for those who are having to adapt to the changed market conditions, focused on providing an understanding of the legal framework to make any changes in personnel arrangements lawfully.

Programme details

This three stage programme will provide Qualmark members with tools for managing changes in operations or duties and/or changes to workplace structures for the continuity of your business.

Stage one involves an initial one-hour, small group, online webinar covering the areas you've indicated you'd like guidance.

In stage two Qualmark members will be provided with access to basic templates and resources for reorganisation and contractual variation proposals, which you can access as needed.

Stage three is a one-on-one session to support further conversation where a particular situation or issue may require further support. This will be offered in person, online or over the phone and will be provided by one of the Associates in the Dentons Kensington Swan's specialist employment law group.

HR Legal Support for tourism operators is available only to Qualmark licence holders, free of charge.

<https://www.qualmark.co.nz/en/member-area/hr-legal-support-for-tourism-operators/>



Getting Started: Create an Account

Key steps in setting up your listing

1

**CREATE AN ACCOUNT IN
THE DATABASE**

2

**ADD BUSINESS
INFORMATION**

3

**CREATE PRODUCT
LISTING**

4

ADD DEALS

Think of a tree diagram

1

**CREATE AN ACCOUNT IN
THE DATABASE**

2

**ADD BUSINESS
INFORMATION**

3

**CREATE PRODUCT
LISTING**

4

ADD DEALS

TIPS:

Business Info does not show on newzealand.com on its own— a product Listing needs to be created too.

Operators can have multiple product Listings under a Business for branches, properties or tours

User accounts

Business info

Product
listing A

Product
listing B

Deal

Deal

Deal

Deal

1

CREATE AN ACCOUNT IN
THE DATABASE

2

ADD BUSINESS
INFORMATION

3

CREATE PRODUCT
LISTING

4

ADD DEALS

Creating a user account is the first step

Visit <https://register.newzealand.com>



Important to review

- Terms & conditions
- Health and Safety at Work Act obligations.

If you have trouble accessing an existing account
email register@newzealand.com

100% PURE NEW ZEALAND
Tourism Business Database

[Log in](#) [Create new account](#) [Reset your password](#)

Sign up to Tourism Business Database

To sign up for free access to the Tourism Business Database, create a user profile to manage your business and listing(s) information. These details will only be used to contact you about managing your business and listing information.

First name *

Last name *

Email *

A valid email address. All emails from the system will be sent to this address. The certain news or notifications by email.

☐ I have read and accept the Terms and conditions of listing on

☐ I confirm I meet my obligations under the Health and Safety Act

[Create new account](#)

Set password

Set New Password *

New password *

Password strength:

Confirm new password *

Passwords match:

Please set a new password so that you can login next time.

This is a one-time login for tom.jackson.nz@gmail.com.

Click on this button to log in to the site and change your password.

This login can be used only once.

[Log in](#)



A Business on newzealand.com



100% PURE NEW ZEALAND
Tourism Business Database

BusinessesDealsExplore OffersUsersMy accountLog out

Home / Businesses

Your Businesses

Welcome, it looks like you currently do not have any businesses assigned to your profile.
Let's get started ...

1. Add a Business

A business profile represents each of the businesses you own and provides a top level grouping of the listings for that business.

Add a Business

2. Add a Listing

Once you have completed your business information you can create a listing page to appear on newzealand.com.

Adding a Business comes first and includes:

- Business name
(in some cases this may not be a product name)
- Provide information about the business. Logo, location, contact details, social media and TripAdvisor ID.
(again for some businesses this is different to the product information)
- Please Submit for approval.
You can save a draft to work on later if needed
- Tip: Prepare to quickly work through the process by writing your business Description in advance. Also save the Images you plan to upload to your desktop.
- Aim to complete the Business and Listings processes in 30 minutes each.

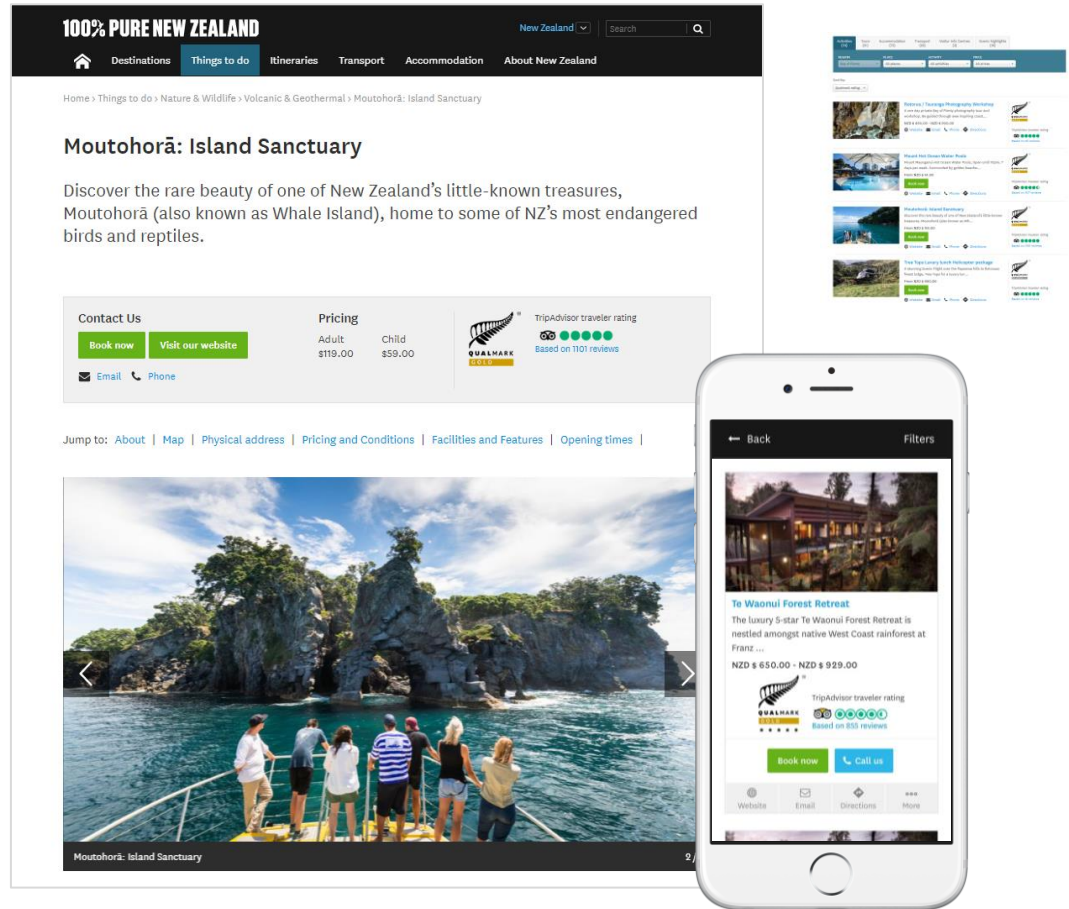
newzealand.com Business Overview

Introduces your product, inviting visitors to learn more or book

Main types of listing

- Accommodation
- Activity
- Tours
- Transport
- Travel Seller

Note: Listings don't replace or replicate your website
– it's a summary.



Key Product Listing Fields on newzealand.com

Home > Things to do > Water activities > Boat cruises > [Te Anau Glowworm Caves, Real Journeys](#)

Title and summary → **Te Anau Glowworm Caves, Real Journeys**

Online booking link generates 'Book Now' button → **Book now** Visit our website

Adult: \$88.00
Child: \$20.00

5/5 (10 reviews)
Real Journeys

TripAdvisor information
Qualmark award – also effects search ranking

Images and videos help communicate your product offering

Description to outline what product is on offer → **About**

The fascinating caves system on the western shore of Lake Te Anau offers an underground adventure that charms visitors of all ages.

Following a scenic cruise across beautiful Lake Te Anau, informative and friendly guides take you on an exploration of the caves by path and small punt.

Observe how the rushing water sculpts the rock formations, before gliding through silent darkness to the glowworm grotto. The delicate incandescence of hundreds of tiny glowworms is a magical sight.

See our website [www.realjourneys.co.nz](#) for departure times, prices and other great Real Journeys tours.

Link to website - 'Call to action' button → **Visit our website**

Maps, pricing, address, hours → **Map**

Business logo

TripAdvisor logo

Current Deals for a listing

BUY 2 or more* excursions & SAVE **20% OFF**
All lower priced excursions.
Queenstown & Fiordland.
*Must be different trips.
[More information](#)

Enter your social media information

Social Media

- Please add all relevant social media pages to display with your listing.
- This will create the following buttons on your listing for potential customers to look further into your business.
- The more information available to customers, the more chance you have to sell your product to them.

Contact Us

[Book now](#) [Visit our website](#)

[Email](#) [Phone](#) [Freephone](#) [Fax](#)

[Facebook](#) [YouTube](#) [Flickr](#)

Social Media

Facebook URL

This must be an external URL such as <http://example.com>.

Youtube URL

This must be an external URL such as <http://example.com>.

Instagram URL

This must be an external URL such as <http://example.com>.

Twitter URL

This must be an external URL such as <http://example.com>.

Flickr URL

This must be an external URL such as <http://example.com>.

Bookit ID

Skype name

TripAdvisor

☐ Yes, show my TripAdvisor rating to all my product listings

TripAdvisor ID

Tips for getting your ID number from TripAdvisor

[Continue](#)

Enter your TripAdvisor ID

TripAdvisor

☒ Yes, show my TripAdvisor rating to all my product listings

TripAdvisor ID

Tips for getting your ID number from TripAdvisor

[Continue](#)


Contact Us

[Book now](#)[Visit our website](#)


[Email](#)[Phone](#)

Pricing

Adult	Child
\$395.00	\$320.00



TripAdvisor traveler rating

 Based on 419 reviews

- newzealand.com users have the option of filtering businesses by TripAdvisor ratings.
- You can add your ID number in the Social Media tab. This is the second set of numbers in your TripAdvisor web address e.g. 3530213
- https://www.tripadvisor.co.nz/Attraction_Review-g1602388-d3530213-Reviews-Ballooning_Canterbury_Hot_Air_Balloon_Rides-Darfield_Canterbury_Region_South_Isl.html
- Trip Advisor information is refreshed every 24 hours and any discrepancies double checked monthly. TNZ contacts TripAdvisor in the US on bugs.

Enter Qualmark information for best newzealand.com rankings

All product listings are displayed on newzealand.com based on their Qualmark rating.

The order is Qualmark Gold, Silver, Bronze then not Qualmarked. Random display within these four categories.


Qualmark membership free until all of New Zealand's top three International Markets open (AU, CN & US) so it's worth considering if you've not been assessed.

Plan your holiday


Activities (200) Tours (204) Accommodation (280) Transport (104) Visitor Info Centres (7) Scenic highlights (7)

REGION: All regions PLACE: All places ACTIVITY: All activities PRICE: All prices


Sort by: Qualmark rating



A French Connection from Christchurch to Akaroa
Whether you have visited Christchurch or are yet to explore the surrounding region, this is the perf...
NZD \$ 990.00 - NZD \$ 989.93
[Book now](#)
[Website](#) [Email](#) [Phone](#) [Directions](#)



Aotea Gifts - Tekapo
Aotea Gifts was established in 1979 and is 100% New Zealand family owned and operated. We lead the w...
[Website](#) [Email](#) [Phone](#) [Directions](#)



Mt Hutt Ski Area
Voted NZ's Best Ski Resort four years in a row (2015, 2016, 2017 and 2018), Mt Hutt boasts wide open...
NZD \$ 85.00 - NZD \$ 119.00
[Book now](#)

Qualmark ratings and endorsements

Qualmark Account ID
Enter your Qualmark Account ID and click Refresh to see your awards that you have achieved.

AQF 1119

Please email enquiries@qualmark.co.nz or call 0800 782 562 to get your Qualmark Account ID sent to you.

Refresh

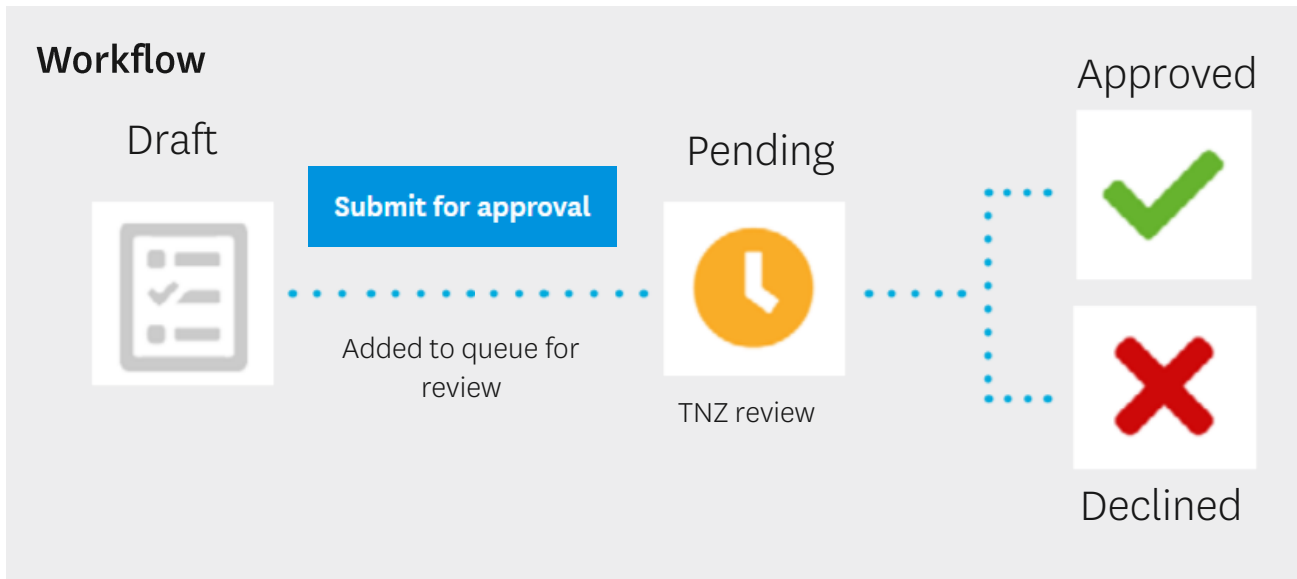
Award
Gold (Visitor Service - Tour Operators)

Select the award that you would like to display on your product

Need help? Find out about the Qualmark accreditation programme for your business.

Continue

From: <https://www.newzealand.com/int/christchurch-canterbury/>



Submissions will be sent to Tourism New Zealand for moderation.

Moderation takes 5-7 working days and an email confirmation will be sent if approved, if there are questions or if it's been declined. Make sure your email addresses are correct.



A Product Listing on [newzealand.com](https://www.newzealand.com)

Key things to know about creating a Product Listing:

- You don't need to wait until your Business is approved to start creating a product Listing
- Listings are generally for a **single product/ property**
- Can be created in nine different languages. TNZ suggests you focus on English as this stage.
- **Both the Business and the product Listing** need to be approved by TNZ before a listing will show on newzealand.com

To create a listing after a business is submitted











Listings for "Example Business"



Looks like there are no listings to display. Click on "Add a listing" button to get started.

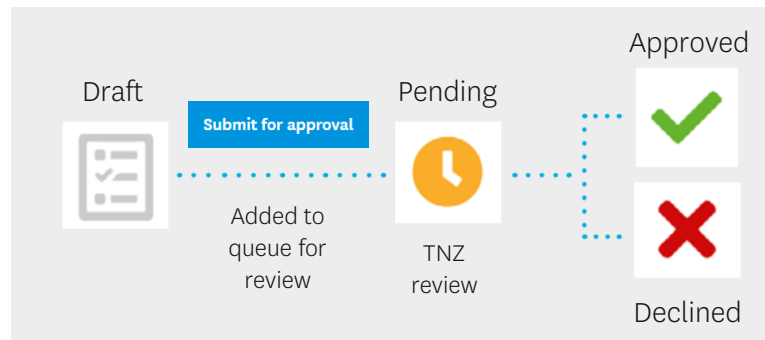
There are a number of sections to complete

Listing name and type	Edit 
Summary and description	Edit 
Images	Edit 
Videos	Edit 
Pricing and booking details	Edit 
Location and contact details	Edit 
Qualmark ratings and endorsements	Edit 

 Save draft

Submit for approval

Listings workflow



Same as Business Info. Submissions are moderated. Moderation takes 5-7 working days. You will receive an email with decision or with questions. Make sure your email addresses are correct.

Please allow 24 hours for approved listings to appear on [newzealand.com](https://www.newzealand.com)



Tips for creating your product listing

- **Create one listing per product**
If the business offers different products, then you can create a listing for each one.
- **Name the listing with the website visitor in mind**
Think about what a visitor would expect your products to be called and name them accordingly. Match the names on your website. Leave out 'Co', 'T/A' and 'Ltd' if not used in consumer marketing.
- **Describe and differentiate**
What makes the product special or different from others of its kind? Make sure to outline this in the Description. Use the Summary to grab attention by briefly outlining what the product is.
- **Include your Qualmark License and Award**
Add this information to your listing so your award displays on newzealand.com. See the Qualmark Awards guide on the Tourism Business Database Help page.
- **Include High Quality imagery**
Each listing must have at least one relevant image. Select images that show what the product is and reflect it in its best light- a picture tells a thousand words so use this space well.
- **Use tags to categorise your product**
Tags help to further describe your product and help decide where your listing is displayed on newzealand.com. For the tag list go to the *Listing Tags drop-down field* on the create/ edit listing screen. Just choose the most relevant tags as there is a limit of five to help with user search.

Tip: Quality images sell the experience – The best images...



Show people in the right context when set against a landscape



Use natural lighting where possible



Make the images feel aspirational



Show interaction between people, so long as it appears natural and not acted



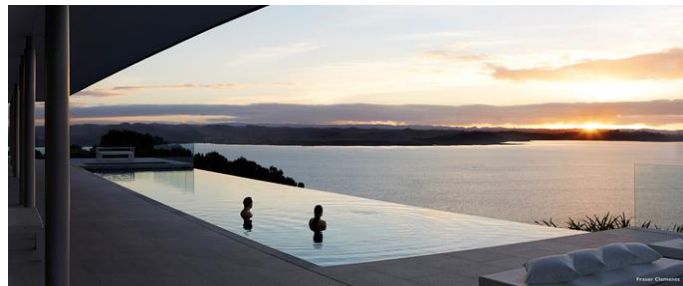
Show people in a landscape that is distinctly New Zealand



Make images appear un-retouched

Example: Accommodation images

- Get high quality images.
- More specifically:
 - Use wide-angle lenses (but don't overdo it)
 - Use natural light where possible
 - Show a variety of rooms (particularly important for trade)
 - 2400 pixels wide for christchurchnz.com
- 3-10 images per product listing is recommended.
- Images show in a carousel in the Listing section.





Deals on newzealand.com

Key things to know about Deals

- Submit after a Business and Product Listing are approved
- They can be specific to market editions of newzealand.com

Businesses

Deals

Explore Offers

Users

Your Deals

Here is a list of all of your deals. Use the filters to find a specific deal.

Add a new deal

Add a deal

Language and markets

Edit

Choose the listing *

Example Tourism Product Listing

Use the drop down list below to associate your deal with one of your listings.

Choose the language you want to create the deal in:

English

Select the markets where you want to publish the deals to: *

☐ International
English
New Zealand

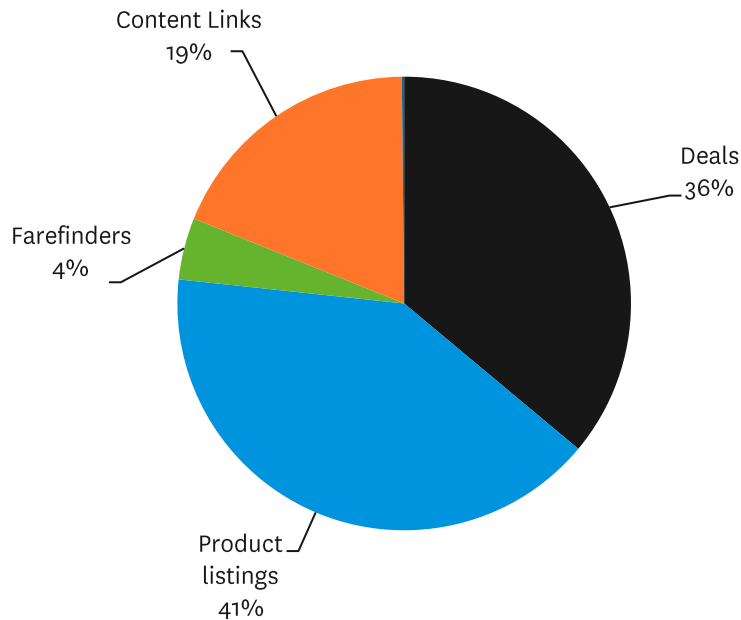
☐ Australia
Canada
India

☐ Ireland
Malaysia
Netherlands

☐ Singapore
United Kingdom
United States

Choose the deal type *

Reminder: Product listings and deals are the top drivers of referrals



FY20 newzealand.com referrals : Total 2.5m

To make the most of newzealand.com operators need both Listings & Deals.

Deals are displayed in four or more places, contributing to the high number of referrals, on:

1. Your product Listing page for the life of the deal
2. The new Travel Deals area top right of newzealand.com's homepage
3. The Taupō page and nationally on your product type pages. To be fair to all, deals are rotated every 15 minutes.
4. Campaign and other landing pages

We advise using New Zealand AND International English for the most reach domestically.

(At the moment some NZers still land on the International English edition of newzealand.com but are prompted to visit the NZ edition. This is reducing as Google search recognised the /nz version)


Deals on newzealand.com – maximising your referrals

A travel deal is a significant value add or discount to normal rates

It show in a ‘tile’ on newzealand.com which advertises this special travel offer

It is designed to drive quality leads to your business and promote direct booking

It can be for activities, tours, accommodation, transport or a package.



**Mid-week off-season
Stay & Explore**

Using Hanmer Springs as your base, explore coast to coast, coming "home" to relax & enjoy

From
\$345 NZD
Incl. Breakfast & Pools Option

[More information](#)

Tussock Peak Motor Lodge



**20% discount on adult
whale watching tours.**

20th July - 31st December 2020
Discount automatically applied.

20% OFF

[More information](#)

Whale Watch Kaikoura Ltd

There are five deal types to choose from

1. Price point
2. Percentage off
3. Save amount
4. Free
5. More for less

Tip: In which the format of the Prefix to Suffix fields is just 'number, word, number' e.g. '5 FOR 4'



23 Day Wildlife Encounters Self Drive Tour

See kiwi, feed wild stingrays, dolphin & penguin encounters
Quality accom & rental car

From
\$3955^{NZD}

Per Person, Share Twin

[More information](#)

South Pacific Travellers' World

Bay Explorer Wildlife Cruises Summer Special!

20% off when booking online,
Use code DOLPHIN19
Valid until end of Feb19

20%^{OFF}

[More information](#)

Best Day Ever Island and Wildlife
Cruise

Purchase OGO Three Ride Flexi Combo

Ride any three OGO Tracks
and receive

FREE

Videos & Photos (value \$50)

[More information](#)

OGO Rotorua

Stray Hop-on Hop-off Bus.

'Everywhere' Pass on
SALE!

The best way to see it all!
Hurry - Offer ends 31 January

Save
\$466^{NZD}

[More information](#)

Stray Bus

Manuka Lodge B&B Welcome luxury

Stay 5 nights Pay 4
King room/Super King Bed
Full cooked breakfast

5^{FOR} 4

[More information](#)

Manuka Lodge

Deals for TNZ's three current Campaigns

- You are welcome to submit a Deal specific to any of these Campaigns.
- Domestic Campaigns, submit in the normal way selecting in the drop-down menu. for example:

If this deal has been created specifically for one of Tourism New Zealand's campaigns,

Domestic - Winter - 07 June- 31 July ✕

- Australia Campaign, just tick the Australia Market box:

Select the markets where you want to publish the deals to: *

- | | |
|--|----------------------------------|
| <input type="checkbox"/> International English | <input type="checkbox"/> Canada |
| <input type="checkbox"/> New Zealand | <input type="checkbox"/> India |
| <input checked="" type="checkbox"/> Australia | <input type="checkbox"/> Ireland |

- See TNZ's Deals for Campaigns page for approval criteria:
<https://www.newzealand.com/nz/utilities/tourism-business-database-deals-for-campaigns/>



25% off on Weekdays up to
Sept
Sunday - Thursday Limited
Offer

Check availability on Website
Continental Breakfast Included
Free WiFi & Picturesque Views

25% OFF

[More information](#)

CPG Hotels Limited - Management



Hanmer Springs Perfect
Escape
In house massage/stay

1 night stay in 4.5 star.
2 x 45 minute massages.
Free bottle of wine.

From
\$335 NZD

Must Book Directly With Us

[More information](#)

Hanmer Apartments



Tips for creating outstanding deals

- **Have an attractive offer**

Stated in plain language. Think of what sort of deals will be impactful. Value added deals are welcome.

- **Clearly and succinctly state the deal**

Name the product in the title and include the region/ location. There are just a few lines to work with so keep sentences very short. You are welcome to leave some lines blank. Don't repeat text.

- **Link directly to an offer page on your website**

Rather than your homepage link to a deal page.

- **Make important terms clear**

Such as kids ages, family sizes and months a seasonal deal applies to. e.g. 'Kids 4-14 Ride Free', 'Family of 2 Adults + 2 Kids <12', 'Summer Special 1 Nov – 28 Feb'.

But don't try to explain all of the T&Cs in the deal tile.

- **Refer directly to a TNZ Campaign**

e.g. Warm up over Winter, Winter Wonderland, Escape from Winter.

- **Have a reasonable start and end date**

A deal should be for a limited time. Deals only show on newzealand.com for the date range you choose. Tip: Please note if the start date you choose is in the future the deal won't show yet. Choose 'Today' as the start date if this is what you want.

- **Use the Preview function**

You can Preview how your deal looks and edit it more than once before Submitting for approval.

- **Choose good imagery in your listing**

The image shown with a deal is always the **first one** you submitted in the Images section of your Listing so make sure you use great images.

- **Consider package deals with other operators**

Please note that these will still show in a specific Businesses Listing.

Examples of well-presented deals



Getaway Package 3 Nights package

Daily full breakfast for two.
One 3 course dinner for two at Nest.
Receive \$50 hotel credit for "Kamana Soak".

20% OFF

[More information](#)

Kamana Lakehouse



Matakana Daytrip Including Craft Beer

and local curated lunch
plus other treats!
Was \$299.

Now
\$249 NZD

[More information](#)

The Travel Co



Queenstown Better in Winter Warm Cosy Accommodation

Stay 3 nights and only pay for 2!
Valid on all accommodation
types and sites

3 FOR 2

[More information](#)

Queenstown TOP 10 Holiday Park



Haggas Honking Holes Enter Promo Code "WAL20"

Abseil, rockclimb, spiderwalk
Waterfalls & glowworms
A Warmer Option

20% OFF

[More information](#)

Waitomo Adventures Ltd

1

CREATE AN ACCOUNT IN
THE DATABASE

2

ADD BUSINESS
INFORMATION

3

CREATE PRODUCT
LISTING

4

ADD DEALS

Common reasons a deal is declined, it:

- Is at rack rate or from a \$ rate that includes rack rate.
- Includes two \$ amounts but it isn't clear what their relationship is.
- Is confusing or unclear – it doesn't state what is being offered.
- Is inaccurate not matching pricing on the operator's website.
- Links to a page on the operator's website that doesn't mention or explain the offer.
- The deal promotes services which are always offered free (e.g. 'Free Wi-Fi' or 'Free Parking')
- Is for a very short time, for say under a week, so won't show on newzealand.com for long
- Is just a teaser 'Ask us about Specials'.

Deals Workflow

Same as Business & Listings.

Please allow 24 hours for approved deals to appear on newzealand.com

Making changes to product Listings & Deals

Product listings & Deals can be modified after they are created.

- Same approval workflow applies
- They require resubmission to Tourism New Zealand for review
- Moderation takes around 5-7 working days

Tip: Please don't resubmit until TNZ has approved content as the system becomes confused by Product Listings or Deals in more than one state at the same time:

- Resubmitted for approval by an operator and
- Approved to be published by TNZ.

More Tips for newzealand.com product Listings

A second User Guide designed for you to make the most out of your listing.

Gives the tops tips for having the best listing possible and the highest chance of referrals.

Can be found here:

<https://www.newzealand.com/int/utilities/operator-help/>

or also from the footer of the Tourism Business Database.



TOP TIPS FOR YOUR NEWZEALAND.COM LISTING

The purpose of your business listing on newzealand.com is to drive valuable traffic to your website so that people can find out more information on your product and then book it. It is therefore very important that you make the most out of your listing. Here are some top tips to achieve this and maximise your opportunity for referrals.

1. Enter a booking website/URL

Entering an Online Bookings Website automatically generates a 'Book Now' button on your listing. This makes it easier for people to make a booking directly for your product. The easier it is for potential customers to book, the more opportunities you have for referrals.

2. Create deals

Deals are the number one driver of referrals to businesses from newzealand.com, accounting for 45% of all referrals. Creating a deal to display on your listing is the best way to generate referrals to your website. You can do this in your newzealand.com profile by going to the 'deals' tab.

3. Use high quality images

Pictures are key to a good listing as they give potential customers a better feel for your product. Make sure your images are of a high quality, 1080 pixels wide is recommended, and clearly show what product is on offer. **It is recommended to use between 3-8 images in your listing.**

4. Have a relevant description

Make sure your content is easy to understand and specific to the product offered so potential customers know exactly what you are offering. Also check for spelling and grammar mistakes, before saving any changes.

5. Enter your Qualmark information

All business listings are displayed on newzealand.com based on their Qualmark rating. In order to appear higher up the listings it is important to add your Qualmark ID to your listing. Make sure to enter it in the first page of your listing. **For more information on Qualmark, contact enquiries@qualmark.co.nz.**

6. Enter your Trip Advisor information

Similarly to Qualmark, potential travelers can choose to filter business listings by Trip Advisor ratings. As Trip Advisor is recognised internationally, it is useful to add this information to your listing. You can add your ID number by going to 'edit this business' and then the Social Media tab. Make sure to tick the box to display your Trip Advisor information in your listing. **Trip Advisor information is refreshed around the 15th of every month so it does take some time for any updated information to appear on your listing.**

7. Enter social media links

You have the opportunity to add any relevant social media pages to your business information to display with your listing. This will generate the corresponding buttons on your listing for potential customers to look further into your products and business. The more information available to a potential customer, the more chance you have to sell your product to them.

8. Check your tags

When you create a listing you have the opportunity to select relevant 'tags' or product types. These determine where your product is displayed on newzealand.com from the order in which they are added. You should select the most relevant tag first, then other tags that might apply to your listing. **Tags are moderated so only select the ones that apply to the exact product you are listing.**

Make sure to save each page as you make changes to ensure all changes are submitted to Tourism New Zealand. Every change goes through a small approval process that can take 5-7 working days before they show on newzealand.com.

For any enquiries regarding your listing on newzealand.com or the Operator Database, contact the Tourism Database Specialist at register@tnz.govt.nz or +64 21 416 007

Top tips for your listing | newzealand.com

100% PURE NEW ZEALAND
newzealand.com



100% PURE
NEW ZEALAND



TNZ Contacts

Key Contacts for help or more information

Tourism Business Database

- Stephen Griffith
- register@tnz.govt.nz

Any other newzealand.com queries

- Digital Help
- digital.help@tnz.govt.nz

Domestic

- Anna Smith
- anna.smith@tnz.govt.nz

Trade – product updates & website

- Faith Dennis
- faith.dennis@tnz.govt.nz

My Tourism NZ (media coverage)

- mytnz@tnz.govt.nz

Visual Library

- [Visuals.newzealand.com](https://visuals.newzealand.com)

Qualmark queries

- Emma Brown
- Emma.Brown@qualmark.co.nz



Questions