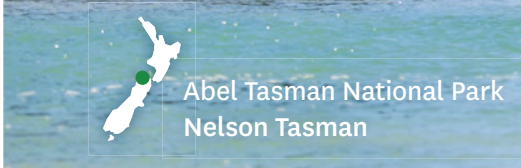


DISCOVER AOTEAROA NEW ZEALAND



Aotearoa New Zealand is an inspiring destination where there's something for every traveler. Hike through awe-inspiring mountains. Indulge in world-class wine tasting. Zipline above native forest. Come face-to-face with unique wildlife. And become immersed in rich cultural encounters. Whichever experience your clients choose, they'll return home having felt the spirit of manaakitanga (a deep expression of hospitality) for themselves.

GOOD TO KNOW

- New Zealand is similar in size to the United Kingdom and is the length of California
- English is the most commonly spoken language, while Te Reo Māori and New Zealand Sign Language are official languages
- Māori are the tangata whenua (indigenous people of the land) of Aotearoa New Zealand
- Non-stop flights to New Zealand fly from Los Angeles (12 hours), San Francisco (13 hours), Houston and Vancouver (14 hours), Chicago (16 hours) and New York (17.5 hours)
- Tipping is not customary in New Zealand
- Manuhiri (visitors) are asked to follow the Tiaki Promise while traveling in Aotearoa New Zealand

CLIMATE & WHAT TO BRING

Aotearoa New Zealand's climate is diverse, and it pays to always be prepared for sudden changes in weather. The sun in New Zealand is stronger than in other countries, especially in the warmer months. Use SPF 30+ sunscreen and wear sunglasses and a hat when outside.

SUMMER (Dec – Feb) 57°F – 82°F



T-shirt



Shorts



Jumper



Jumper



Light Pants

WINTER (Jun – Aug) 48°F – 68°F



Pants



Jacket



Gloves



Thermals



Layers



Jacket



Light Pants

FALL (Mar – May) 50°F – 75°F



Jumper



Light Pants

SPRING (Sep – Nov) 54°F – 72°F



Layers



Jacket



Light Pants

REGIONAL HIGHLIGHTS

NORTHLAND: Waitangi Treaty Grounds. Ancient kauri forest. Ninety Mile Beach and Cape Reinga

AUCKLAND: Harbour sailing. Wine on Waiheke Island. The All Blacks Experience

WAIKATO: Waitomo Caves. Hobbiton™ Movie Set Tours. Surfing in Raglan

BAY OF PLENTY: Dolphin watching. Hike up Mount Maunganui. Glow-worm kayaking tours

ROTORUA: Māori cultural experiences. Geothermal activity. Hot pools and day spas

TAUPŌ: New Zealand's largest lake. Fly fishing. Ngātoroirangi Mine Bay Māori Rock Carvings

HAWKE'S BAY: Wineries and cellar doors. Art Deco architecture. Cape Kidnappers gannet colony

WELLINGTON: Te Papa Tongarewa Museum. Cafés and craft breweries. Wētā Workshop Tours

NELSON: Abel Tasman National Park. The Great Taste Cycle Trail. Artisan food and drink

MARLBOROUGH: The Marlborough Sounds. Queen Charlotte Track. Seafood and world-class wine

CHRISTCHURCH & CANTERBURY: Akaroa wildlife cruises. TranzAlpine railway. Ski fields and star gazing

FIORDLAND, QUEENSTOWN & WĀNAKA: Milford Sound. Bungy jumping and jet boating. Central Otago wineries

DUNEDIN: Edwardian and Victorian heritage. Breweries and distilleries. Otago Peninsula wildlife

SPECIAL INTERESTS



SAILING AND CRUISING – With thousands of miles of coastline, island dotted harbors, pristine lakes and mesmerizing fiords, Aotearoa New Zealand delivers abundant opportunities for sailing and cruising. Whether your clients want to sit back and relax, soak up the scenery or spot wildlife, there's an eco-sailing, luxury or overnight cruise to suit. Popular locations include the Bay of Islands, Kaikōura and Fiordland.



FOOD AND DRINK – New Zealand's culinary scene is diverse and delicious from world-class wineries and craft breweries to farmers markets and café culture. Taste your way across the motu (country) with immersive and luxury food and drink-focused experiences including high-altitude gin tastings, gourmet lunches at five-star lodges and modern-day hāngī (food cooked in an earth oven).



MĀORI CULTURE – Engage in meaningful cultural encounters that help you and your clients to connect with Aotearoa New Zealand's tangata (people) and whenua (land). Authentic Māori experiences can be anything from feeling the warmth of a pōwhiri (welcoming ceremony) or paddling the waters in a traditional waka (canoe) to learning about rongoā rākau, the art of Māori herbal medicine.



HELICOPTER TOURS & SCENIC FLIGHTS – Take to the skies and experience a bird's eye view of Aotearoa New Zealand's spectacular landscapes from the snow-covered slopes of the Southern Alps to the wild beauty of the West Coast. There's a wide variety of helicopter and scenic flights to choose from including heli-skiing and glacier landings to full-day luxury experiences. Private charters are also available.



GOLF – With around 400 golf courses across the motu (country), New Zealand has the world's second highest ratio of golf courses per capita! Varying in character and style, while making the most of the natural topography, expect classical coastal links and traditional parkland courses, as well as courses designed by the likes of Jack Nicklaus and Robert Trent Jones Jnr.



Te Arai, Auckland



Christchurch, Canterbury



Queenstown



Rotorua, Bay of Plenty



WALKING AND HIKING – With a vast network of trails, there's a walk for all ages and every level of fitness and experience in New Zealand. Be immersed in the country's landscapes on easy-going short walks, iconic day walks, popular multi-day hikes and the internationally acclaimed 'Great Walks'. Hike independently or go with a guide and stay in campsites, backcountry huts or privately-run lodges.



NATURE AND WILDLIFE – Experiencing New Zealand's stunning nature and unique wildlife are sure to be the highlights of any vacation. Witness geothermal wonders, discover unbelievably clear night skies and jump from the beach to the mountains in one day! Spot the rare kiwi at an eco-sanctuary, see the world's smallest penguin in their natural habitat and go in search of dolphins and whales on a cruise.



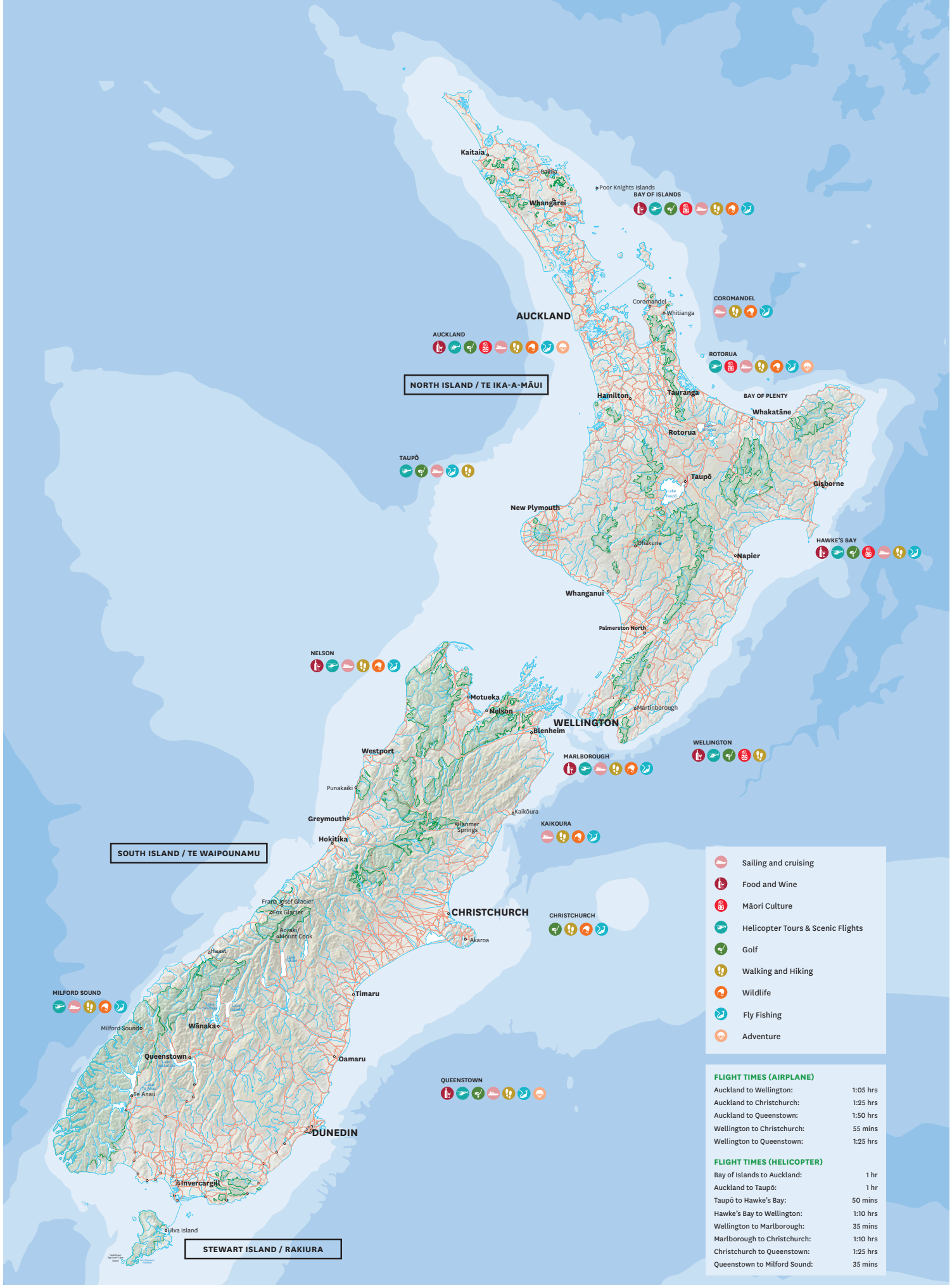
FLY FISHING – With 'gin clear' rivers, streams and spring creeks, Aotearoa New Zealand has a deserved reputation for having some of the world's best fly fishing for wild brown and rainbow trout. Nelson Tasman, Canterbury and Rotorua are popular fly fishing locations, with dedicated luxury and boutique fishing lodges found across the country. Guided and heli-fly fishing experiences can be arranged.



ADVENTURE – New Zealand has long been linked to adventure tourism. After all, this is the country that pioneered commercial bungee jumping and invented the modern jet boat! Whatever kind of heart-racing thrill your clients are seeking, whether it be sky diving, mountain biking, abseiling or backcountry skiing, they'll find it here in Aotearoa New Zealand.



LUXURY LODGES – New Zealand's luxury lodges and unique retreats deliver exclusivity, privacy and sophistication while making the most of the country's outstanding natural beauty – think beachfront villas overlooking the ocean and alpine lodges backdropped by mountains. Bespoke excursions, gourmet cuisine, helicopter transfers and spa treatments are extras that add to the luxury experience.



NORTH ISLAND / TE IKA-A-MĀUI

SOUTH ISLAND / TE WAIPOUNAMU

STEWART ISLAND / RAKIURA

- Sailing and cruising
- Food and Wine
- Māori Culture
- Helicopter Tours & Scenic Flights
- Golf
- Walking and Hiking
- Wildlife
- Fly Fishing
- Adventure

FLIGHT TIMES (AIRPLANE)

Auckland to Wellington:	1:05 hrs
Auckland to Christchurch:	1:25 hrs
Auckland to Queenstown:	1:50 hrs
Wellington to Christchurch:	55 mins
Wellington to Queenstown:	1:25 hrs

FLIGHT TIMES (HELICOPTER)

Bay of Islands to Auckland:	1 hr
Auckland to Taupō:	1 hr
Taupō to Hawke's Bay:	50 mins
Hawke's Bay to Wellington:	1:10 hrs
Wellington to Marlborough:	35 mins
Marlborough to Christchurch:	1:10 hrs
Christchurch to Queenstown:	1:25 hrs
Queenstown to Milford Sound:	35 mins



Lake Hayes, Queenstown

100% PURE NEW ZEALAND SPECIALIST

BECOME A 100% PURE NEW ZEALAND SPECIALIST!

The 100% Pure New Zealand Specialist Program is a fun and interactive way to

increase your knowledge of Aotearoa New Zealand. Get inspired by completing the free online training modules, increase your sales and help create your clients' dream vacation. You'll also:

- Boost your ability to plan and sell New Zealand vacations
- Gain credibility with the use of the 100% Pure New Zealand Specialist logo
- Have the opportunity to participate in Tourism New Zealand's familiarization program

100% PURE NEW ZEALAND SPECIALIST BRONZE

Complete 10 Modules to become **BRONZE**

100% PURE NEW ZEALAND SPECIALIST SILVER

Join a Tourism New Zealand event or webinar to progress to **SILVER**

100% PURE NEW ZEALAND SPECIALIST GOLD

Visit New Zealand to progress to **GOLD**

Get started at onlinemodules.newzealand.com

EXPLORE NEW ZEALAND DISCOUNT PROGRAM

Explore is an industry discount pilot program that allows you and your travel companion to curate your own Aotearoa New Zealand itinerary on an independent FAM.

We believe your sales skills and knowledge of New Zealand are greatly enhanced if you've had first-hand experience of New Zealand.

Why choose Explore?

It's affordable thanks to generous discounts from our airlines as well as Qualmark Gold tourism businesses including accommodation providers, activities and attractions partners.

- **Flexibility:** travel when it's convenient for your schedule (close out periods apply between December – February)
- **Stay longer:** spend up to 30 days in Aotearoa New Zealand on an Explore FAM
- **Choose your experiences:** visit the regions and operators that you want to see
- **New connections:** new connections with Qualmark Gold operators enable you to build curated itineraries for your clients

Apply for the Explore New Zealand Discount Program online at traveltrade.newzealand.com

STAY CONNECTED ON TRADE SOCIAL CHANNELS

Join Our Facebook Community

Receive up-to-the-minute New Zealand product and destination news, connect with the Tourism New Zealand team and other travel advisors in your region and share your successful travel stories

Join us at facebook.com/groups/TNZAgentUSACAN

Say 'Kia Ora' On LinkedIn

Follow us for useful tips and tools to help you and your business, inspiring stories and the latest tourism industry news from Aotearoa New Zealand

Visit linkedin.com/showcase/tourism-new-zealand-travel-trade/

Follow Us On YouTube

Browse all our video content in one place including our latest campaign video playlist and the Travel Seller's Regional Guides.

Watch our videos and subscribe to our channel at youtube.com/@tourismnewzealandtraveltrade

RESOURCES FOR TRAVEL TRADE

Visit Our Trade Website

Tourism New Zealand's trade website is a dedicated site for travel advisors. You'll find videos, factsheets, itineraries, and more to educate yourself and inspire your clients.

Sign up to our newsletter for the latest New Zealand trade news, upcoming training events, useful tips and helpful tools

Visit traveltrade.newzealand.com

List Your Business On Our Consumer Website

Listing your business on newzealand.com is free and puts your business in front of thousands of potential visitors each year. You can create a business listing by visiting register.newzealand.com

Access Our Visual Library

Tourism New Zealand's visual library gives you access to an extensive range of high resolution still images, moving footage and brand resources including brand guidelines and logos

Register at visuals.newzealand.com

Explore Our Marketing Hub

Find free, professionally designed, marketing materials and customizable assets including social posts, videos, emails, web banners and sales flyers to help you inspire your clients to choose New Zealand as their next destination

Sign up and log in at marketinghub.newzealand.com

Itineraries, Tourism Operators & More!

The newzealand.com consumer website is host to an extensive range of suggested itineraries from short three-day trips to extensive two or three-week journeys. These are a great resource if you're seeking ideas on which regions and experiences to include in your client's vacation. The website also has listings of tourism operators, accommodation and transport providers with contact details

Visit newzealand.com