

EXPLORE NEW ZEALAND DISCOUNT PROGRAMME

Guide for Travel Sellers



Waipoua Forest
Northland

**100% PURE
NEW ZEALAND**
traveltrade.newzealand.com



Hot Water Beach, The Coromandel

Tourism New Zealand, with the support of Qualmark tourism businesses, extends an invitation to all travel sellers who are seeking new adventures, new connections, and are curious to experience manaakitanga (a deep expression of hospitality) through a self-famil of Aotearoa New Zealand.

What is the Explore New Zealand Discount Programme?

Explore is an industry discount pilot programme that allows approved travel sellers and their travel companion to curate their own Aotearoa New Zealand itinerary through discounts generously provided by participating Qualmark tourism businesses.

Travel sellers can choose when to travel (close-out periods apply), what regions and operators to visit and then experience Aotearoa New Zealand at their own pace.

Who is eligible for the Explore New Zealand Discount Programme?

Travel sellers must meet the following criteria to be eligible:

- Be a full time travel seller (retail travel agent, travel advisor, wholesaler, product manager)
- Complete at least ten 100% Pure New Zealand Specialist online learning modules
- Must be a member of the relevant market's TNZ Facebook Group
- Check [traveltrade.newzealand.com](https://www.traveltrade.newzealand.com) for any additional criteria specific to your market



Hooker Valley Track, Aoraki Mount Cook National Park



Omarama, Waitaki

Why choose the Explore Programme?

- A self-famil gives travel sellers the flexibility to visit Aotearoa New Zealand at a time that suits. Travel sellers are encouraged to travel outside of peak season, **close-out periods apply between December and February.**
- Travel sellers can spend up to 30 days in Aotearoa New Zealand on a self-famil. Unlike a hosted famil with specific departure dates, travel sellers can decide when to travel and how long to stay for.
- A self-famil allows travel sellers to construct their own itinerary, meaning they can visit the regions and operators that they want to see.
- Discounts offered by participating Qualmark tourism businesses are typically free of charge or between 30%-50% off. Discounts are also typically extended to your travel companion.
- Make new connections with Qualmark tourism operators to enable you to build curated itineraries for your clients.

How do I apply for and use the Explore New Zealand Discount Programme?

1. Apply online at **traveltrade.newzealand.com**. Tourism New Zealand will review your application within ten (10) working days.
2. If approved, you will receive a unique Explore ID and a link to view all of the Explore Programme offers.
3. Book your experiences directly with Qualmark operators by either:
 - Emailing operators using the suggested booking template and your unique Explore ID
 - Booking via the operator website using the discount code provided (where applicable)
 - **Bookings must be made at least 30 days prior to travel.**
4. Once your bookings are confirmed, you must advise Tourism New Zealand by completing the **Pre-famil Survey**.
5. Please show a print out or electronic copy of your Explore Programme approval email when you arrive at your pre-booked experience.
NOTE: Some markets offer partner air discounts and these can be viewed at traveltrade.newzealand.com.



Wānaka, Lake Wānaka



Rotorua, Bay of Plenty



Maunga Hikurangi, Tairāwhiti Gisborne

Explore Pilot Programme Survey

We'd like to hear your thoughts about the Explore Programme. Anyone who travels on Explore will be asked to complete a short pre-famil and post-famil survey.

Ready to apply or find out more?

Apply now or read the Frequently Asked Questions at traveltrade.newzealand.com



Tiaki - Care for New Zealand

New Zealand is precious, and everyone who lives and travels here has a responsibility to look after it. We encourage travel sellers to follow the guiding principles of the Tiaki Promise while on your self-famil.

Read about the Tiaki Promise at tiakinewzealand.com



Treble Cone, Wānaka



Mt Maunganui, Bay of Plenty