

# SEVEN WAYS TO BECOME AN EXPERT NEW ZEALAND TRAVEL SELLER



**H**ello, G'Day, Bonjour, Nǐ hǎo, Guten Tag to travel agents from all over. In New Zealand, we greet you with 'Kia ora', a Māori phrase wishing you good health. It's one of the many things you can learn about Aotearoa (the Māori name for our country). That's two fun facts for the price of one (you're welcome!).

At Tourism New Zealand, we believe that the more you know, the more your clients will want to go! This is true for travel agents in every corner of the world – new or experienced. Your ability to deliver accurate and exciting information about a travel destination dictates your success.

We want to help you succeed by making you an expert on our lovely, welcoming country. The more folks you can send here to Aotearoa, the more new friends we get to make. We might even greet them with a hongi! (That's three fun facts – alright, we'll quit counting now.)

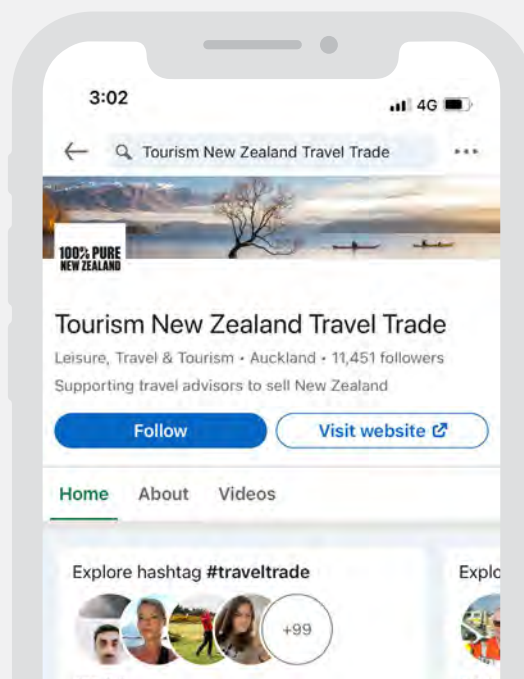
Tourism New Zealand has many tools to help you get a handle on everything about Aotearoa, and they're fit for any style of learning. If you're more of a "keep-me-posted" type of person, we've got brief, incremental info to occasionally send your way. Want to poke around on your own? We've got some resources to explore at your pace. Or maybe, you prefer proactive learning. We've got tools to help educate you.

## KEEP ME POSTED

1

### 100% Pure New Zealand Trade LinkedIn page

Follow our [LinkedIn page](#) for bite-sized content that'll keep you across the latest and greatest in New Zealand. We post hidden gems, suggested itineraries, topical information. Whether you don't know much about New Zealand, or you've campervanned both islands three times, following us on LinkedIn will make sure you're always in the know.





Moutohorā Island, Bay of Plenty

## KEEP ME POSTED

2

### 100% Pure New Zealand Trade E-newsletter

Let us tell you a story...literally. Each month we'll send themed stories and relevant destination content straight to your inbox. Think of it as an in-flight magazine, but without the crossword in the back or the coffee stains on the cover. Subscribe to our newsletter for a monthly dose of Aotearoa imagination.

## LET ME EXPLORE

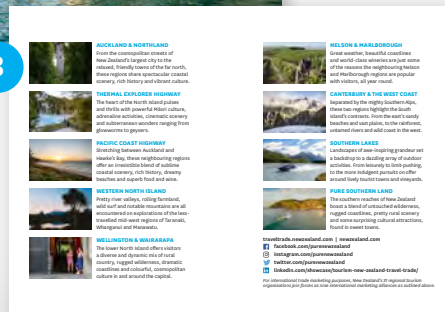
3

### Discover New Zealand Guide

This is the ultimate quick reference. It's perfect for those who are getting acquainted with New Zealand's geography, activities and culture. Give this a read when convenient, and keep it handy.



3

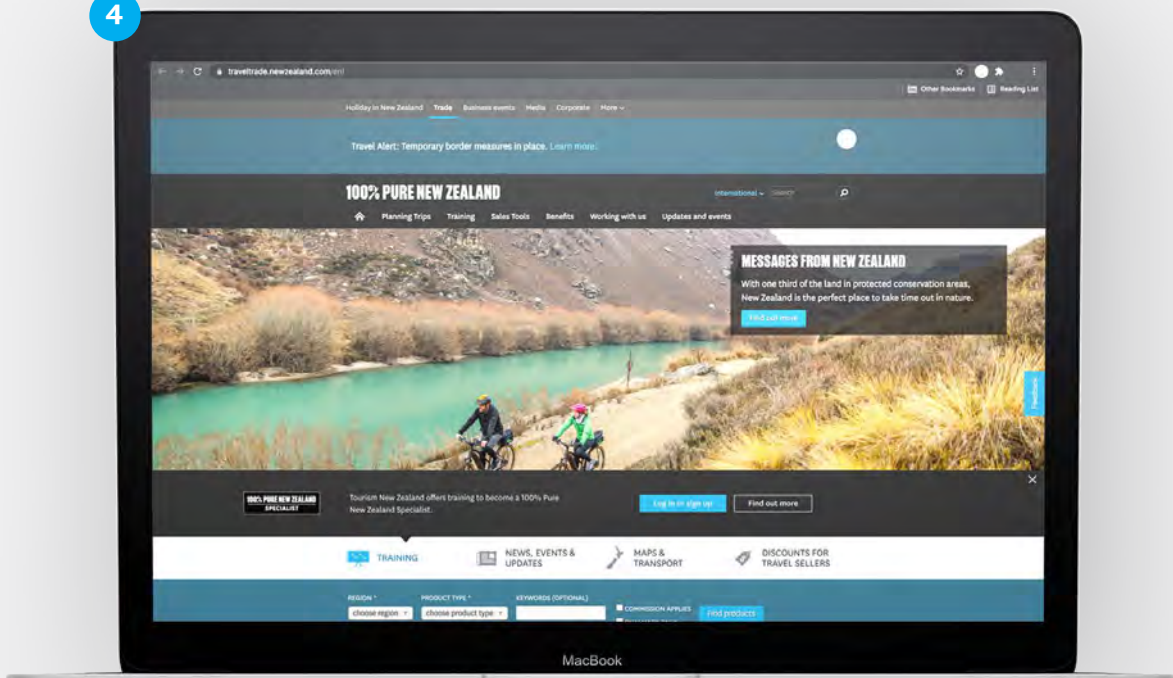


4

### 100% Pure New Zealand Travel Trade Website

This is our central hub for travel agents. It houses stacks of helpful information – itineraries, downloadable maps and fact sheets, training resources and the latest news. Take a cruise around this site and you'll undoubtedly wander down a path of inspiration.

4





Fox Glacier, West Coast

## LET ME EXPLORE

5

### 100% Pure New Zealand Visual Library

We promise the images and footage in this library are real. We know, you're going to think it's CGI, Lord of the Rings movie magic, there's no way all these places exist in those two small islands...BUT THEY DO!

These are real visuals. It's a massive bank of downloadable assets for you to use for your own brochures, websites, newsletters, personal screensavers. Happy watching!

## EDUCATE ME

6

### 100% Pure New Zealand Specialist Programme

This is for hands-on learning. Enroll in this free set of online educational modules. Quickly and easily, you'll get educated on different topics and themes that will increase your selling capability. The more you complete, the more potential you unlock.



Lake Karapiro, Waikato



Treble Cone, Wānaka

Whatever way you want to get to know us, we're happy you're interested.

We hope that you enjoy becoming an expert on anything Kiwi-related, including our country, the fruit, and the flightless bird that represents us all.

**Thanks again for taking the time and we look forward to welcoming the wonderful travellers you send our way.**

**Kia ora (also a farewell!)**

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