

EXPLORE NEW ZEALAND DISCOUNT PROGRAMME

Guide for Travel Sellers



Christchurch
Canterbury

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



Haumoana, Hawke's Bay

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 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 between December and February), 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)
- Become a Graduate or Advanced Specialist of our 100% Pure New Zealand Specialist Programme
- Check **traveltrade.newzealand.com** for any additional criteria specific to your market



Fox Glacier, West Coast



Lake Wānaka, Central Otago

Why choose the Explore Programme?



Flexible travel

Visit New Zealand as a time that suits you, with travel encouraged between April - October (outside peak season).



Extended stays

Enjoy up to 30 days in New Zealand, choosing your own travel dates and duration.



Tailored itineraries

Design your own itinerary, focusing on the regions and operators most relevant to your business.



Exclusive discounts

Access Qualmark business savings, typically free or 30–50% off, often extended to your travel companion.



Industry connections

Build relationships with Qualmark operators to support curated itineraries for your clients.

'The Explore program is a game-changer for travel professionals looking to connect with local operators to create authentic and unforgettable experiences. I highly recommend this program to fellow travel advisors who want to enhance their expertise and provide their clients with exceptional travel opportunities in one of the world's most breathtaking destinations.'

– **Travel Seller, United States**

How to apply and use the Explore New Zealand Discount Programme?



1. Submit your application

Apply online at traveltrade.newzealand.com. Tourism New Zealand will review your application within ten (10) working days.



2. Receive your Explore ID

If approved, you'll be issued a unique Explore ID and a link to view all available programme offers.



3. Make your bookings

Book directly with Qualmark operators by:

- Emailing operators using the booking template and your Explore ID
- Booking on the operator's website with a discount code (where applicable)
- Ensuring all bookings are made at least 30 days before travel



4. Complete the Pre-famil Survey

Once your bookings are confirmed, advise Tourism New Zealand by submitting the Pre-famil Survey emailed to you.



5. Present your approval

Show a print or electronic copy of your Explore Programme approval email on arrival at each pre-booked experience.

Note:

Some markets provide partner airline discounts, viewable at traveltrade.newzealand.com



Kaikōura, Canterbury

Explore Programme Surveys

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**



Makorori, Gisborne



Shotover River, Queenstown