

DISCOVER AOTEAROA NEW ZEALAND

Aotearoa New Zealand is an inspiring destination where there's something for every traveler.

[Learn More](#)

100% PURE
NEW ZEALAND

Essential Knowledge for
Travel Professionals



Know Before You Go

NONSTOP FLIGHTS FROM NORTH AMERICA

With non-stop direct flights from eight different international airports within North America – New York, Chicago, Dallas, Houston, Los Angeles, San Francisco, Vancouver and Honolulu – it's never been easier to travel to Aotearoa New Zealand. And with over seven separate airline partners including Air New Zealand, American Airlines and United Airlines you'll have plenty of choice.

[Open Flight Map](#)





Visa & Entry Requirements

NEW ZEALAND ELECTRONIC TRAVEL AUTHORITY

North Americans traveling to or transiting through New Zealand under the visa waiver program are required to have an NZeTA. This is also true for cruise ship passengers. It can take up to 72 hours to process an NZeTA so apply well in advance of your trip. The NZeTA is valid for multiple visits for up to two years.

[Learn More](#)

NEW ZEALAND TRAVELLER DECLARATION

It is free and everyone travelling into New Zealand needs to complete a declaration.

Complete it online or via the NZTD mobile app before arriving into all international airports in New Zealand including Auckland, Wellington, Christchurch and Queenstown. A paper version will continue to be available for those who cannot complete it online.

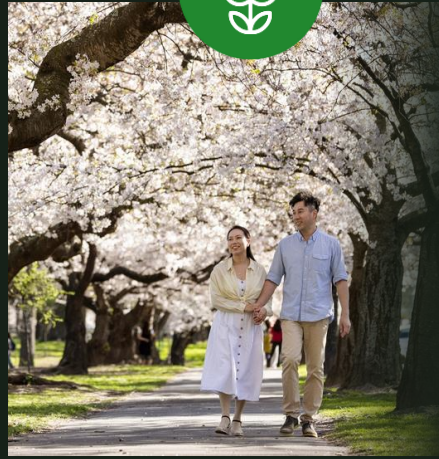
[Learn More](#)

Seasonal Climate



Summer

December - February
Average daytime temperature:
20 - 25°C (68 - 77°F)



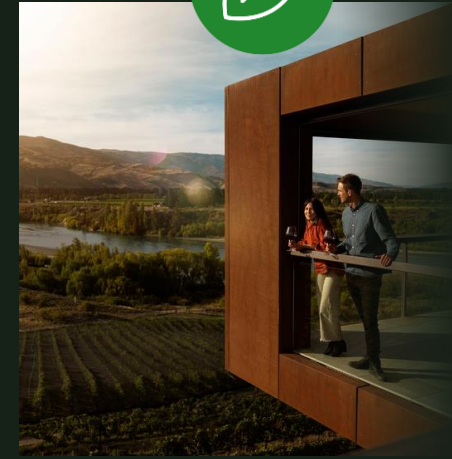
Spring

September - November
Average daytime temperature:
16 - 19°C (61 - 66°F)



Winter

June - August
Average daytime temperature:
12 - 16°C (53 - 61°F)



Fall

March - May
Average daytime temperature:
17 - 21°C (62 - 70°F)

[Learn More](#)



Getting Around

With so many things to do and spectacular places to see, choosing how you travel around New Zealand is as important as choosing where you want to go.



[Learn More](#)

Regional Highlights

From the top of Te Ika-a-Māui the North Island to the bottom of Te Waipounamu the South Island, explore the highlights and top experiences of each of Aotearoa New Zealand's regions.

North Island

Northland
Auckland
Hamilton Waikato
Bay of Plenty
Rotorua
Taupo
Hawke's Bay
Wellington

South Island

Nelson Tasman
Marlborough
Christchurch &
Canterbury
Queenstown
Fiordland
Central Otago
Dunedin

[Learn More](#)





NORTHLAND

A subtropical wonderland of islands, marine life, kauri forests and Māori myths and legends, Northland is an incredible place to visit.

- Waitangi Treaty Grounds
- Poor Knights Island
- Waipoua Forest



AUCKLAND

Auckland is the perfect mix of city sophistication and a stunning natural playground. World-class shopping and dining experiences are never too far from beautiful scenery that includes harbours and islands, volcanic cones, native bush and black-sand beaches.





HAMILTON WAIKATO

Rolling green hills, spectacular limestone caves and black sand surf beaches surround Hamilton's vibrant city hub.

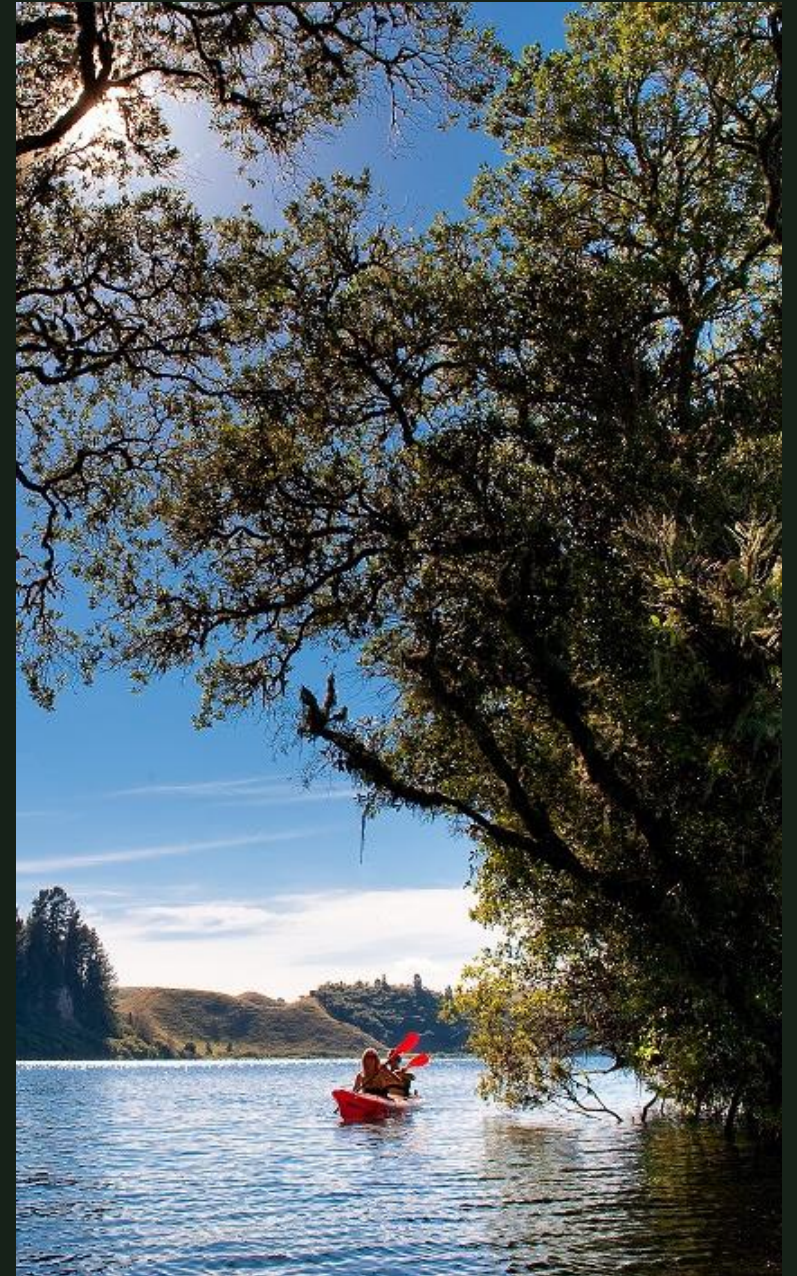
- Hobbiton
- Waitomo Glowworm
- Hamilton Gardens



BAY OF PLENTY

Whether you are looking for something a little adventurous, cultural or family-friendly, the Bay of Plenty offers plenty of things to do.

- Mount Maunganui
- Tauranga Coast
- Moutohora "Whale Island"





ROTORUA

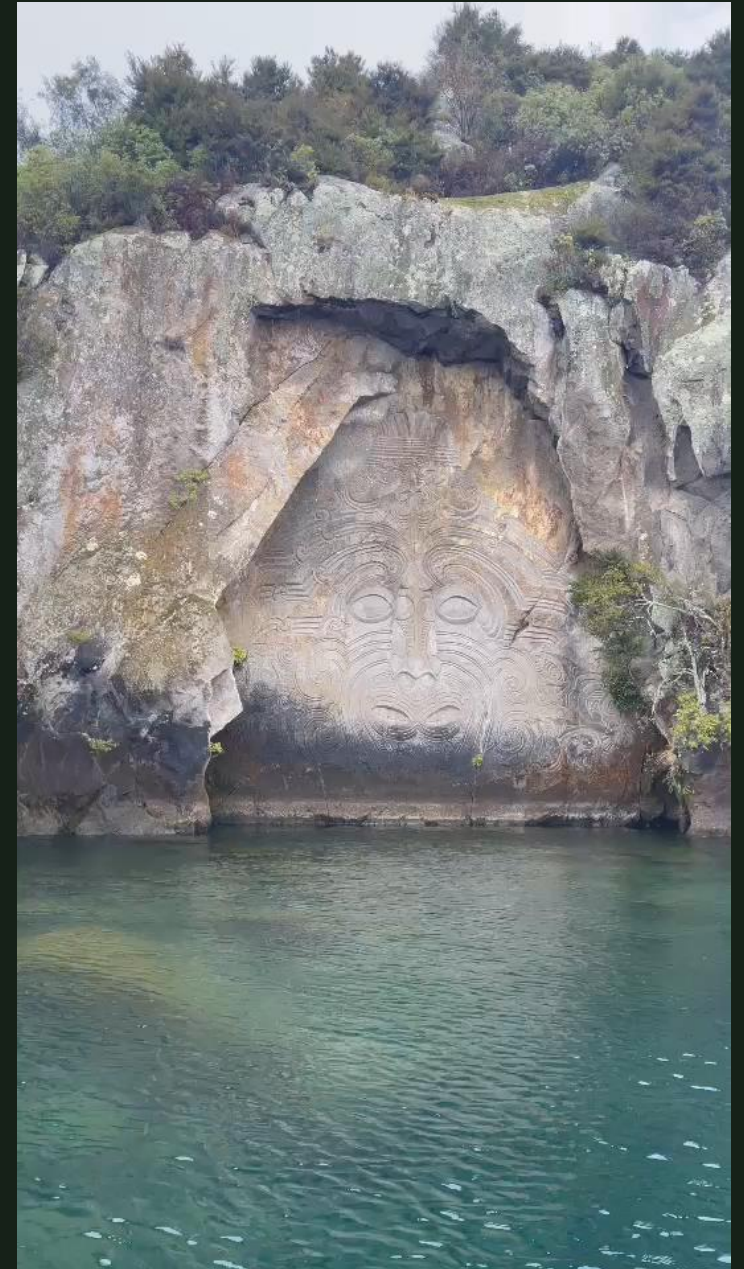
Rotorua is a hot spot for more than volcanic landscapes and bubbling hot springs – it is also one of Aotearoa New Zealand’s best places to explore Māori culture, health spas, and outdoor recreation.



TAUPO

With some of the North Island’s most impressive landscapes right on its doorstep, the Taupō region is perfect for outdoor adventures.

- Geothermal Water
- Tongariro Alpine Crossing
- Huka Falls





HAWKE'S BAY

Explore wineries, sample locally-produced fare and marvel at the Art Deco architecture.

- Te Mata Peak
- Wineries
- Cape Kidnappers



WELLINGTON

Labelled the world's 'coolest little capital' by Lonely Planet, Wellington is renowned for its vibrant creative culture.

- Wellington Cable Car
- Weta Workshop
- Mount Victoria Lookout



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Nelson Tasman
Marlborough
Christchurch &
Canterbury
Queenstown
Fiordland
Central Otago
Dunedin

[Learn More](#)





NELSON TASMAN

Nelson Tasman is an extraordinary, vibrant region where art and businesses thrive together among a stunning natural landscape.

- Abel Tasman National Park
- St Arnaud
- Golden Bay



MARLBOROUGH

The Marlborough region is about world-famous sauvignon blanc, delicious fresh seafood and diverse landscapes, from valleys of vines to sheltered waterways.

- Queen Charlotte Track
- Marlborough Sounds
- Green-lipped Mussels





CHRISTCHURCH & CANTERBURY

From sweeping plains to soaring mountains, coastline to glacial lakes, the Christchurch and Canterbury region has it all.

- Aoraki Mount Cook
- Lake Pukaki
- Tranzalpine Railway
- Akaroa & Kaioura
- Arthur's Pass National Park
- Christchurch City





QUEENSTOWN

With its towering mountains and lakeside location, Queenstown is a hub of adventure, bursting with adrenaline and fun. Explore wineries, epic film locations, adventure activities or spoil yourself with a trip to a spa.

- Lake Wakatipu
- Arrowtown
- Glenorchy



FIORDLAND

Fiordland is one of the most dramatic and beautiful parts of New Zealand. Absorb the breathtaking treasures of this region by water, air or hiking.

- Overnight Boat Cruises
- Kayak
- Dusky Sound & Doubtful Sound





CENTRAL OTAGO

Central Otago is a powerful landscape, sunny, dry and brown with weathered ancient mountains, alpine herb fields and fast flowing rivers. Home to some of New Zealand's Great Rides, award-winning wineries, gold rush history and dramatic landscapes.



DUNEDIN

Known as the Wildlife Capital of New Zealand, Dunedin prides itself on its beautiful built heritage, stunning scenery, and unique biodiversity. Surrounded by dramatic hills and at the foot of a long, picturesque harbor, Dunedin is one of the best-preserved Victorian and Edwardian cities in the Southern Hemisphere.





Sailing & Cruising

Boat cruises are a great way to relax, unwind, and enjoy the beauty of New Zealand's coastline and islands. With so many options and sights around the country, you'll want to include a maritime adventure on your trip.

[Learn More](#)



Food & Drink

Eat and drink your way around New Zealand to discover unique flavors and food fresh from the source.

[Learn More](#)



Māori Culture

Māori culture is an integral part of life in Aotearoa, New Zealand. For millennia, Māori have been the tangata whenua, the indigenous people of Aotearoa. Arriving here from the Polynesian homeland of Hawaiki over 1,000 years ago, the great explorer Kupe, was the first Māori to reach these lands.

[Learn More](#)



Nature & Wildlife

Experience New Zealand's unique nature and wildlife. See New Zealand's icon, the Kiwi bird or explore the unspoiled landscape. Whether you want to meet some playful dolphins, listen to native birdsong or visit an underground galaxy, New Zealand's wildlife is sure to impress.

[Learn More](#)



Helicopter Tours & Scenic Flights

There's a wide variety of scenic flight options available around New Zealand. These range from 15-minute helicopter rides over a city, to two-hour flights to view the stunning Southern Alps, or luxury full day tours complete with gourmet picnics or vineyard visits. There are even trips to heli-hike on a glacier, or heli-ski in remote locations.

[Learn More](#)



Walking & Hiking

The diversity of tracks across New Zealand's national parks and reserves means there's something for everyone, from leisurely nature trails that bring unique ecosystems into focus, to challenging multi-day adventures in remote, untouched wilderness.

[Learn More](#)



Adventures & Adrenaline Activities

Home of adventure tourism, New Zealand has plenty of exciting and thrilling one-of-a-kind experiences.

[Learn More](#)



Luxury Lodges

Experience New Zealand's stunning natural beauty from one of our distinctive and unique Luxury Lodges. Offering the pleasures of things from spa treatments, private golf, helicopter flights, wilderness adventures and more – almost whatever your heart desires.

[Learn More](#)

TRAVEL TRADE NEW ZEALAND

Your first stop in the Tourism New Zealand network of tools. This website will act as your home and has all the content and links to further resources you need.

Some features include:

- Upcoming webinar schedule, past webinar recordings and other training resources
- Supporting marketing materials such as printable maps and brochures, sales guide, story of New Zealand, link to Marketing Hub, and more.
- Benefits such as Explore program deals and Families
- Latest news and updates (regional, product, events)

[Learn More](#)

The screenshot shows the homepage of the '100% PURE NEW ZEALAND Travel Trade' website. The top navigation bar includes links for 'Training & Inspiration', 'Tools & Resources', 'News', 'Events', 'Contact', 'North America', and a search icon. The main hero section features a large image of people kayaking on a lake. A text overlay on the left reads 'Sign up for Camp Aotearoa New Zealand' and describes a virtual camp program. A 'Learn more' button is present. On the right, there is a small map of New Zealand with the text 'Waka Abel Tasman, Nelson Tasman' and 'By Graeme Murray'. Below the hero section, a welcome message says 'Kia ora! Welcome to the Tourism New Zealand trade website' and encourages users to learn and find resources. A second hero section features a scenic lake image with a text overlay 'Discover New Zealand' and a 'Learn More' button. Below this, a 'Get inspired' section encourages exploring what's waiting for clients in New Zealand. At the bottom, there are two video thumbnails: one showing a woman in a kitchen and another showing a yellow airplane.

100% PURE NEW ZEALAND SPECIALIST PROGRAM

Help increase your New Zealand sales by joining the 100% Pure New Zealand Specialist program. Improve your destination knowledge. Get inspired and help create your clients' dream trip. It's effective, online and it's free.

[Learn More](#)

100% PURE NEW ZEALAND
SPECIALIST BRONZE

Complete 10 Modules to become BRONZE

- Increased knowledge of New Zealand so you can build must-do itineraries for your clients
- Access to exclusive sales tools and marketing collateral to help you sell New Zealand.
- Access to Tourism New Zealand's Self-Famil Explore Discount Program

100% PURE NEW ZEALAND
SPECIALIST SILVER

Complete 10 Modules to become + join a Tourism New Zealand event or webinar to progress to SILVER

- Invites to Tourism New Zealand training and events in your region
- FAM opportunities

100% PURE NEW ZEALAND
SPECIALIST GOLD

Complete 10 Modules to become + join a Tourism New Zealand event or webinar + visit New Zealand in the last 5 years to progress to GOLD

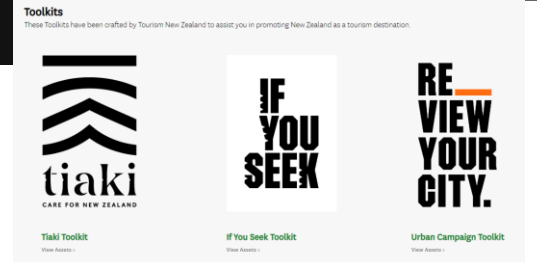
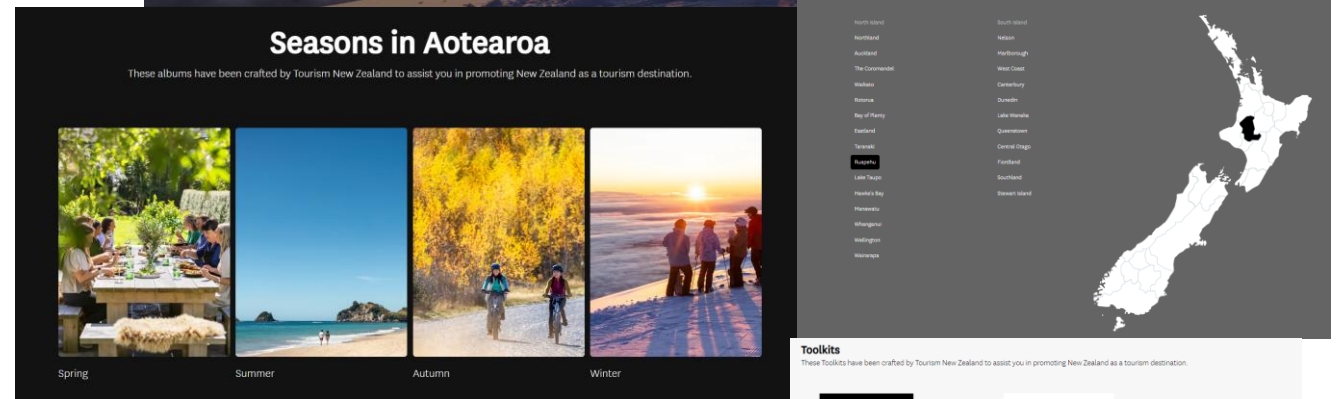
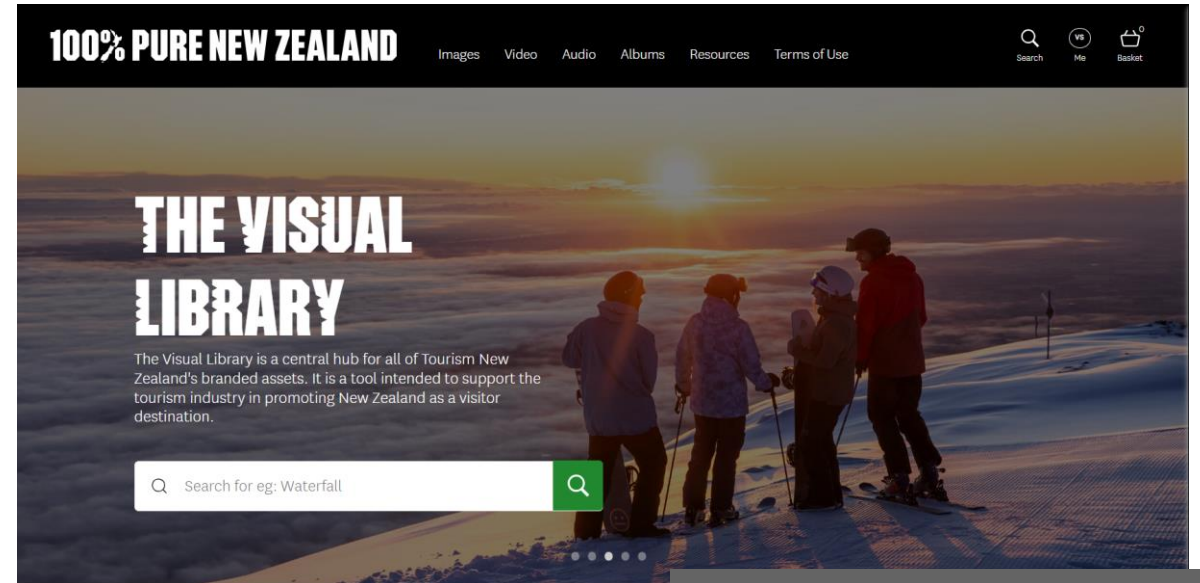
- Preferential listing on our consumer website, newzealand.com giving access to over 50 million consumers worldwide

100% PURE NEW ZEALAND VISUAL LIBRARY

Access a range of free images and footage assets. Use it however you wish, just be sure to check the licensing (we'll let you know once it's expired!).

Search by theme, region, activity and more to find the perfect image to inspire your clients to choose New Zealand.

[Learn More](#)



100% PURE NEW ZEALAND MARKETING HUB

A marketing tool designed to provide our travel industry partners, with all the necessary tools to sell New Zealand. With a range of ready-to-use and customizable assets including email templates, shareable Facebook posts, sales flyers, videos, images, fun Zoom backgrounds and more!

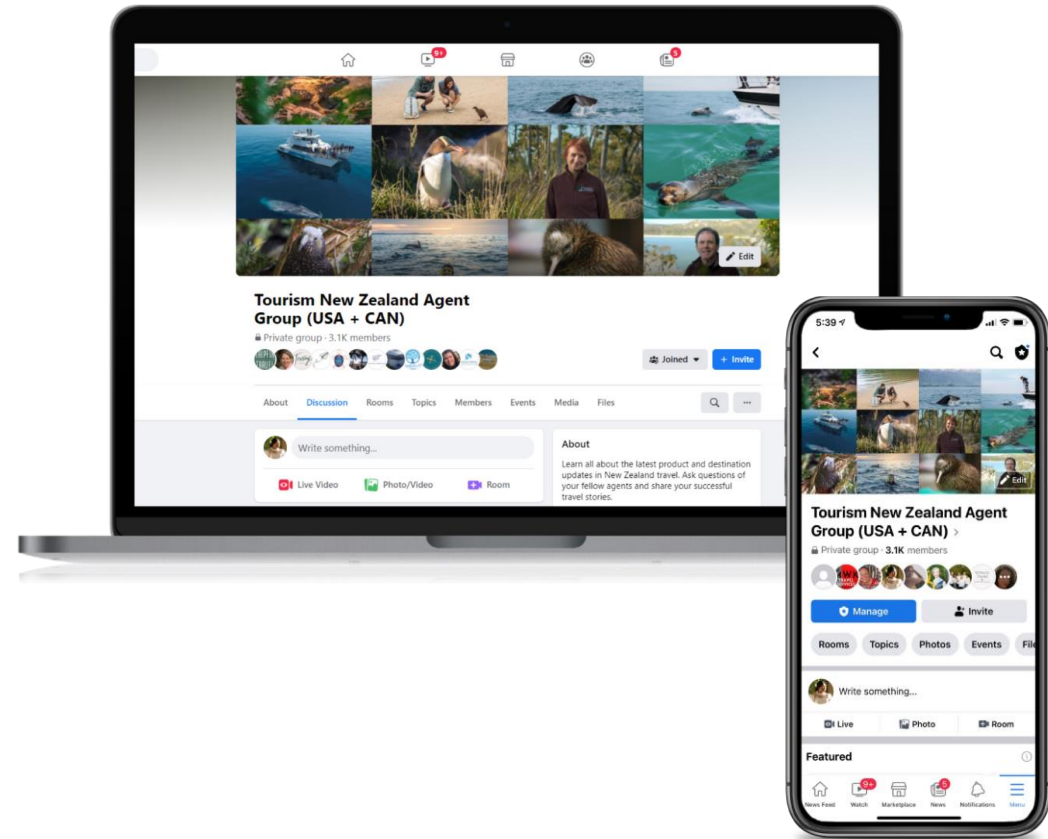
[Learn More](#)

The screenshot shows the '100% PURE NEW ZEALAND Marketing Hub' website. The header includes navigation links for 'Campaigns', 'Themes', 'Asset Types', 'Help', and a user profile 'Vitiya Siripanya'. The main banner features a photo of three people in a vineyard with the text 'MARKETING TOOLS TO HELP YOU SELL NEW ZEALAND'. Below the banner are four green buttons: 'Marketing Videos' (with a play icon), 'Social Media Posts' (with a thumbs-up icon), 'Email Campaigns' (with an envelope icon), and 'User Guide' (with a wrench icon). A featured campaign section titled 'If You Seek' includes a video thumbnail with the text 'IF YOU SEEK A GOLD GLASS OF NEW ZEALAND' and a 'View the If You Seek Campaign' button. The video thumbnail also shows 'Craft Beer Tours Wellington' and '100% PURE NEW ZEALAND' branding.

JOIN OUR FACEBOOK COMMUNITY

Be the first to learn about upcoming events, new products, travel news and be part of the travel advisor community. Engage with your peers, ask questions and share insight on New Zealand.

[Learn More](#)



SIGN UP TO OUR NEWSLETTER

Get the latest trade news, industry events, tools and resources, and more.

[Learn More](#)



CENTRAL OTAGO - A WORLD OF DIFFERENCE

There are few places in the world which will leave you with a lasting difference. Central Otago is undoubtedly one of them from its laid-back Mediterranean-like climate, seasons, people, produce and experiential moments it will quietly reveal its differences to you in subtle and surprising ways.



VISIT BANGIOCKUHN VINEYARDS

Enjoy a perfect afternoon of easy biking along Bangiockburn's scenic Filton Road visiting numerous wineries who serve delicious food, pose prestigious wines all with stunning Central Otago views and friendly hosts.

[Read more](#)



EXPLORE AT YOUR OWN RISK

Hiking or biking in Central Otago is a thrill-seeking discovery of majestic outdoor fruit salads, 5 wineries awaiting and you're welcome!

[Read more](#)



BE OUR GUEST!

Experience true hospitality staying in Boutique B&Bs, vineyard cottages, country lodges, small hotels, apartments, motels or choose an eco-chalet on a high-country station.

[Read more](#)



A WORLD OF FLAVOUR!

Central Otago produce features globally. Great menus and wine lists throughout the world. Organic, ethno, representative meats, fish, truffles, seafood, olive oils. It all tastes better when here.

[Read more](#)

SIGN UP TO OUR NEWSLETTER

Home > Contact > Sign up to our newsletter

Inspiration in your inbox
Sign up for the latest New Zealand trade news, upcoming training events, useful tips and helpful tools.

First Name *

Last Name *

Email Address *

Location *

Country

State / Province

reCaptcha

 I'm not a robot

[Sign up now](#)



to contact, first name
azing is our word for the captivating combination of New Zealand's star-studded dark skies and rich culinary culture.
to witness this stellar pairing, Tourism New Zealand recently invited international tastemakers to enjoy a six-course degustation created by New Zealand chef Ben Bayly. The restaurant's Pou-o-Kai, for this one-off experience was gifted by local (local) and loosely translates to a place of sea (food) as it being an ode to the eagle that used to soar the skies of Tawhiti Castle Hill, where the evening's event was held.

While in Aotearoa New Zealand, your clients can experience the stargazing and quality food and wine. Learn about a range of curated products that you can add to your clients' itinerary through our dedicated trade resources hosted on our trade website.

[Experience the magic of Pou-o-Kai](#)



Stargazing Product Manual

Inspired reading our second manual complete curated experiences suggested 10-day itinerary taking in both the North and South Islands.

[Download Now](#)



Stargazing Training Videos

Watch our series of 60 second themed training videos to increase your knowledge of stargazing, culinary, accommodation and wellness experiences.

[Watch On YouTube](#)



Where To Dine Under The Stars

Discover 10 places in New Zealand where your clients can dine under the stars while enjoying exceptional local cuisine and premium wines.

[Read The Listicle](#)

YOU'RE INVITED

Explore New Zealand on a self-famil!



Te Pā Tū
Rotorua

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

What is the Explore New Zealand Discount Program?

A travel industry discount program that allows you and your travel companion to curate your own Aotearoa New Zealand itinerary through discounts generously provided by Qualmark tourism businesses.

Who can apply for Explore?

- Be a full-time travel seller (travel advisor, wholesaler, product manager)
- Complete at least ten 100% Pure New Zealand Specialist online learning modules
- Be a member of the Facebook Group
- Signed up to receive our Travel Trade newsletters

What type of discount can I expect from operators?

Discounts offered by Qualmark Gold tourism businesses are typically free of charge, or between 30% - 50% off. Discounts are usually extended to your travel companion.

[Learn More](#)