

Selling Small Groups & Affinity Travel Booking Incentive
Official Rules

1. The Promoter/Sponsor

1.1 The Incentive is organized by the New Zealand Tourism Board, trading as Tourism New Zealand ('TNZ' and "**Sponsor**"), and registered at Tourism New Zealand, 2425 Olympic Blvd, Suite 610E, Santa Monica, CA 90404

2. Booking Incentive Entry Period

2.1 The Small Group & Affinity travel sales incentive ("**the Incentive**") will run during a promotional period from 00:01 GMT on December 1st, 2025 (**the "Opening Date"**) to 23:59 GMT on June 30th, 2026 inclusive ("**the Closing Date**").

2.2 All Incentive applications received after the Closing Date are automatically disqualified.

3. Eligibility

3.1 This Incentive is only open to legal residents in the United States and Canada (excluding Quebec) who are both (i) aged 18 years or older at the time of entry and (ii) actively employed full-time as a retail travel agent or travel consultant selling travel to New Zealand, at the time the Incentive is issued ("**Participants**" or "**you**").

3.2 Employees of TNZ or any of its subsidiary or affiliated companies and their immediate families (parents, siblings, spouses, children) and members of their households, and anyone otherwise connected with operation or fulfilment of the Incentive and the immediate family members of, and/or those living in the same household of, such persons are not eligible to receive the Incentive.

3.3 Wholesale or tour operator companies, including Inbound Operators (IBOs, ITOs and/or DMCs), their reservation agents and employees, are not eligible to receive the Incentive.

3.4 This Incentive is void in Quebec, outside the United States and where prohibited or restricted by law. All federal, state, provincial, municipal and local laws and regulations apply.

3.5 All applicants must be an IATA-certified travel advisor and must be a certified 100% New Zealand Specialist Program graduate.

3.6 In applying for the Incentive, you confirm that you are eligible to do so and eligible to claim the incentive. TNZ may require you to provide proof that you are eligible to apply for the Incentive.

3.7 In the event of a dispute as to any application, the authorized account holder of the email address submitted at time of entry will be deemed to be the entrant. The authorized account holder is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider, or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

4 Cash Incentive awards

4.1 Participants must enter the Incentive online by applying for Small Group & Affinity Travel booking incentive using this link – <https://traveltrade.newzealand.com/us/small-affinity-group-travel> and must agree to the Official Rules.

4.2 To be eligible, Participants must watch the two Selling Small Groups & Affinity Travel webinars, fill out the entry form by February 18, 2026 using this link

<https://traveltrade.newzealand.com/us/small-affinity-group-travel>, make and log a New Zealand small group booking during the campaign period, and provide evidence of such booking on or before June 30, 2026 (“**entry**”).

4.3 To receive the Incentive, group bookings must meet the following criteria:

- a) include a minimum of 10 passengers traveling on the same itinerary on the same dates
- b) bookings must be confirmed with deposit by June 30, 2026
- c) travel must be completed by Dec. 31, 2026
- d) the itinerary must include a minimum 6 nights in New Zealand

4.4 Qualifying entries will be eligible for a one-time \$1000 USD cash incentive payment if they meet the group booking criteria and are for New Zealand travel only. Qualifying entries will be eligible for a one-time \$500 USD cash incentive payment if they meet the group booking criteria and are for a New Zealand plus either Australia or Fiji itinerary.

4.5 Cash incentives will be issued at the completion of travel by the group. Incentives may be issued by TNZ.

4.6 No purchase is necessary and there is no charge to apply for The Incentive.

4.7 Issuance of The Incentive is subject at all times to availability of funds in the Incentive reserve which will include a minimum total payout of \$15,000 USD.

4.8 Tourism New Zealand:

- (a) Is not responsibility for entries that are lost, mislaid, damaged or delayed in transit, regardless of cause, including, for example, as a result of any equipment failure, technical malfunction, systems, satellite, network, server, computer hardware or software failure of any kind
- (b) Will not accept proof of transmission as proof of receipt of entry to the Incentive

4.9 By submitting an Incentive entry and booking, you are agreeing to be bound by these Official Rules. Any entry not complying with these Official Rules is invalid.

4.10 The Incentive is non-transferrable, non-negotiable, and non-substitutable. Any further details of the Incentives will be communicated to the applicants by email only, by Tourism New Zealand.

4.11 Tourism New Zealand and its associated agencies and companies are not responsible or liable for any tax implications that may arise from issuance of the cash incentive.

4.12 The decision of Tourism New Zealand in qualifying the booking is final and no correspondence or discussion will be entered into.

4.13 Tourism New Zealand will contact the qualifying Incentive recipients by email as soon as practicable after the close of the Incentive period, using the email address provided with the Incentive entry.

4.14 For help with entries, please see <https://traveltrade.newzealand.com/us/small-affinity-group-travel> where you can also find a copy of these Promotion Official Rules (under Terms & Conditions)

5. Claiming the Incentive

- 5.1 To claim the Incentive you must provide proof of booking a New Zealand small group or affinity travel itinerary to a minimum off 10 clients traveling on the same itinerary on the same dates. Proof must include confirmation documents and payment receipts from the booking provider (wholesaler, tour operator, IBO/ITO/DMC or product supplier) showing all passenger names, travel dates and the name of the travel advisor making the booking. TNZ has the right to request additional documents.
- 5.2 TNZ may require the Incentive recipients to verify their entry and provide acceptable proof of identity, age, residency and employment. In the event the submission does not comply with the eligibility conditions the application will be discarded.

6. Limitation of Liability

- 6.1 Insofar as is permitted by law, TNZ, its agents or distributors will not in any circumstances be responsible or liable to compensate any Incentive recipient or accept any liability for any loss, damage, personal injury or death occurring as a result of accepting the Incentive. Your statutory rights are not affected.

7. Personal Information

- 7.1 TNZ will only collect, use, disclose and otherwise process your personal information (“PI”) in relation to the Incentive as set out in the TNZ privacy policy, available here: <https://traveltrade.newzealand.com/us/about/privacy-agreement/> or as otherwise notified to you. Your PI will be collected to enable TNZ and its agencies to administer and promote this Incentive, and advertise to you. The PI of winners may be provided to third parties assisting in the conduct of the Incentive, including conversion partners, and for publicity purposes surrounding the Incentive. If the PI requested is not provided, the individual may not participate in the Incentive and or receive the cash. By entering this Incentive, the individual consents to the use of their PI as described. Individuals may have rights of access to and correction of their PI. A request to access, update or correct any personal information should be directed to the TNZ privacy officer at [privacypolicy@tnz.govt.nz].
- 7.2 TNZ would like to use the details of the Incentive recipients for publicity purposes in connection with the Incentive. By submitting an entry to the Incentive, you acknowledge that TNZ may use your name, entry and a photograph of you for publicity purposes in connection with the Incentive. If you object to this use, please contact TNZ at the address set out in paragraph 1.

8. General

- 8.1 If there is any reason to believe that there has been a breach of these Official Rules by you, TNZ may, at its sole discretion, reserve the right to exclude you from participating in the Incentive or receiving cash.

- 8.2 If, for any reason, the Incentive is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Incentive, in the event of technical or other difficulties and in such event if any entries are received, Incentive payments will be made to eligible entries received prior to termination.
- 8.3 Except to the extent pre-empted by applicable state law, the Incentive shall be governed by the laws of the State of California in the U.S., without giving effect to any conflict of law provisions thereof. By participating in the Incentive, entrants agree that any and all disputes which cannot be resolved between Entrant and Sponsor, and causes of action arising out of or connected with this Incentive, shall be resolved individually, without resort to any form of class action, exclusively before a court located in CA, having competent jurisdiction, which court shall apply the laws of the State of CA in the U.S. without giving effect to any conflict of law provisions thereof. This Incentive is in no way sponsored, endorsed or administered by or associated with Facebook, LinkedIn or any media publications used to promote this Incentive.