

# HOW TO SELL AOTEAROA NEW ZEALAND



Lake Mapourika  
West Coast

**100% PURE  
NEW ZEALAND**  
[traveltrade.newzealand.com](http://traveltrade.newzealand.com)



# KIA ORA

Thank you for your interest in selling  
quality New Zealand experiences.

We've put together this resource  
with all the information you'll  
need to get started.



Mataatua  
Whakatāne





# Getting started

## VISIT OUR TRADE WEBSITE

Tourism New Zealand's trade website is a dedicated site for travel sellers. Here you'll find everything you need to educate yourself and inspire your clients. Including regional and special interest videos, fact sheets and itineraries, industry-related news and events, and various other tools to enable you to build quality New Zealand itineraries.

Visit [traveltrade.newzealand.com](http://traveltrade.newzealand.com)

## SELECT AN INBOUND TOUR OPERATOR

Inbound tour operators (ITOs) provide a link between the suppliers of Aotearoa New Zealand tourism product and the overseas travel companies that buy it.

ITOs understand the interests, needs and cultures of different markets and keep up-to-date with New Zealand product development. The Tourism Export Council of New Zealand (TECNZ) has a comprehensive online list of ITO members. You can also search for ITOs who work extensively in your market.

Visit [tourismexportcouncil.org.nz](http://tourismexportcouncil.org.nz) for more information.

## EXPLORE OUR FREE MARKETING TOOLS

### Marketing Hub

Find free, professionally designed, marketing materials to help you inspire your clients to choose New Zealand as their next destination.

The marketing hub offers customisable assets including emails, social posts, web banners, and sales flyers, as well as marketing content that can be incorporated into other creative assets such as articles, images and videos.

Sign up and log in at [marketinghub.newzealand.com](http://marketinghub.newzealand.com)

### Visual library

Tourism New Zealand's visual library gives you access to an extensive range of high resolution still images, moving footage and brand resources (including brand guidelines and logos).

The visual library allows you to easily find resources using the search function and quickly download your selection using the simple checkout process.

Go to [visuals.newzealand.com](http://visuals.newzealand.com) to register and start browsing.

### List your business on newzealand.com

[newzealand.com](http://newzealand.com) is Tourism New Zealand's consumer website used to market New Zealand and connect potential travellers with both travel sellers and New Zealand operators.

Listing your business on [newzealand.com](http://newzealand.com) is free and puts your business in front of thousands of potential visitors each year. You can create a business listing by visiting [register.newzealand.com](http://register.newzealand.com).

(Please ensure your listing only promotes your New Zealand in-bound offering.)

If you have any questions or need assistance with your business listing, please email [register@tnz.govt.nz](mailto:register@tnz.govt.nz)



Kaikōura  
Canterbury





# Developing your product

## TOURISM INDUSTRY RENDEZVOUS NEW ZEALAND (TRENZ)

Each year, TRENZ brings hundreds of international travel buyers and media delegates together to meet with New Zealand's leading tourism operators (sellers), to build or renew relationships and negotiate business deals for the coming seasons.

An online platform, "TRENZ Connect" (launched in 2021), is an always on digital marketplace where buyers and sellers can connect virtually, download the latest product manuals, schedule meetings and participate in virtual market events.

The annual TRENZ symposium is an in-person, face-to-face event, which changes location each year. For more details visit [tourismnewzealand.com/events/](https://tourismnewzealand.com/events/)

*Tourism Industry Aotearoa (TIA) manages TRENZ on behalf of the Tourism Industry New Zealand Trust. TRENZ is supported by Tourism New Zealand.*

## IN-PERSON AND VIRTUAL TRAINING

Join a Tourism New Zealand training event or product workshop, where New Zealand regional tourism organisations and/or Qualmark-licensed tourism operators train product managers and frontline agents. Or take part in one of our many virtual training sessions, webinars, and updates.

For details of events in your market go to [traveltrade.newzealand.com](https://traveltrade.newzealand.com)

## INSIGHTS & MINDSETS

Read research undertaken by Tourism New Zealand about what experiences consumers from your market are looking for out of their holiday to New Zealand.

To access this information and other research, visit our corporate website [tourismnewzealand.com](https://tourismnewzealand.com)



Milford Sound  
Fiordland



# Become a New Zealand expert

## 100% PURE NEW ZEALAND SPECIALIST PROGRAMME

Our 100% Pure New Zealand Specialist Programme is a fun and interactive way to increase your knowledge of Aotearoa.

### Why become a 100% Pure New Zealand Specialist?

- Boost your ability to plan and sell New Zealand holidays.
- Gain credibility with clients through a certificate and use of the 100% Pure New Zealand Specialist logo.
- The opportunity to participate in Tourism New Zealand's familiarisation programme.

The programme is open to anyone who sells (or intends to sell) New Zealand holidays.

Visit [traveltrade.newzealand.com](https://traveltrade.newzealand.com) for more information.

### How to become a 100% Pure New Zealand Specialist



#### BRONZE

1. Complete 10 online training modules

#### SILVER

1. Complete 10 online training modules
2. Attend one Tourism New Zealand training session in your market (webinar, frontline training, Tourism New Zealand event)
3. Upload evidence of your Tourism New Zealand training (within the last two years) on your personal dashboard.

#### GOLD

1. Complete 10 online training modules
2. Attend one Tourism New Zealand training session in your market (webinar, frontline training, Tourism New Zealand event)
3. Visit New Zealand
4. Upload evidence of your trip to New Zealand on your personal dashboard scan of passport stamp/boarding pass or e-ticket)



Hooker Valley Track  
Aoraki Mt Cook National Park



# Experience New Zealand

## **TOURISM NEW ZEALAND FAMILIARISATION PROGRAMME**

This programme matches quality New Zealand sellers (including senior managers, product managers and frontline sales staff) with internationally ready New Zealand operators that meet the needs of a particular market.

Most famils operate outside of New Zealand's peak summer season (December to February).

The aim of a famil is to show participants regions of Aotearoa they may be unfamiliar with, as well as introduce them to new

products. Plus it's a fun and memorable way to learn about the motu (country), meet other agents and give you the confidence to sell quality New Zealand holidays.

If you would like to learn more about the famil programme please contact your local Tourism New Zealand office.

**NOTE:** Famil participants are required to complete at least 10 online training modules prior to taking part on a Tourism New Zealand famil.



Rangitoto Island  
Auckland



# Keeping up to date

## SUBSCRIBE TO OUR NEWSLETTER

The latest trade news, upcoming training events, useful tips and helpful tools, delivered to your inbox.

Visit [traveltrade.newzealand.com](http://traveltrade.newzealand.com) to sign up.

## SAY 'KIA ORA' ON LINKEDIN



Follow us for useful tips and tools to help you and your business, inspiring stories and news from New Zealand.

Visit [www.linkedin.com/showcase/tourism-new-zealand-travel-trade](http://www.linkedin.com/showcase/tourism-new-zealand-travel-trade)

## JOIN OUR FACEBOOK COMMUNITY



Receive up-to-the-minute New Zealand product and destination news, connect with the Tourism New Zealand team and other travel sellers in your region. Ask your local Tourism New Zealand team for a link to your market's Facebook group.

## FOLLOW US ON YOUTUBE



Browse all our video content in one place including our latest campaign video playlist and the Travel Seller's

Regional Guides. Watch our videos and subscribe to our channel at [youtube.com](http://youtube.com)

## REGIONAL TOURISM ORGANISATIONS

New Zealand's 30 regional tourism organisations (RTOs) are responsible for promoting their regions to domestic and international visitors. Many provide online trade resources and work closely with isite Visitor Centres in their regions. For a full list and contact details, please visit [rtnz.org.nz](http://rtnz.org.nz)

## INDUSTRY ASSOCIATIONS

For a comprehensive list of New Zealand travel industry associations, including accommodation, activities, transport, and training and professional groups, see [tia.org.nz](http://tia.org.nz)

## IMMIGRATION NEW ZEALAND

For visa and immigration information, visit [immigration.govt.nz](http://immigration.govt.nz)

## NEW ZEALAND CUSTOMS SERVICE

Find out about duty free allowances, customs duty and import procedures, at [customs.govt.nz](http://customs.govt.nz)

## CONTACT YOUR NEAREST TOURISM NEW ZEALAND OFFICE

Find your nearest Tourism New Zealand office at [traveltrade.newzealand.com](http://traveltrade.newzealand.com)

Use the dropdown at the top of the website to ensure you're contacting the Tourism New Zealand team from your market.



Omarama  
Waitaki





# NGĀ MIHI



Te Puia  
Rotorua

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