

# HOW TO SELL AOTEAROA NEW ZEALAND



Abel Tasman National Park  
Nelson Tasman

**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.



# 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)





# 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)



# Become a New Zealand expert

## 100% PURE NEW ZEALAND SPECIALIST PROGRAMME

The 100% Pure New Zealand Specialist Programme (NZSP) is a free and comprehensive online training programme designed to elevate your New Zealand destination knowledge in a fun and engaging way.

The programme is made up of bite-sized (three to seven minute) interactive modules which can be easily completed during a busy working day.

There are two levels of learning. You will begin at the Graduate level, completing foundation courses to gain essential knowledge for selling New Zealand. This includes visa information and determining the best months for your clients to visit. If you consider yourself an expert, you can pass a knowledge test at the start of each course to skip the micro-modules and expedite your learning. After achieving Graduate Specialist, you will unlock advanced courses that provide in-depth information about special interest topics.

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

**100% PURE  
NEW ZEALAND**  
**GRADUATE  
SPECIALIST**

**100% PURE  
NEW ZEALAND**  
**ADVANCED  
SPECIALIST**


To achieve these levels, the requirements are:

- **Graduate Specialist** – complete eight foundation courses
- **Advanced Specialist** – complete any four advanced courses and provide proof that you've visited Aotearoa New Zealand within the last five years

Advanced Specialist status is valid for two years from date of completion. To remain an Advanced Specialist, you will need to complete two additional advanced courses.

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

- All Specialists receive a digital certificate of completion
- All Specialists are eligible to apply for the *Explore NZ Discount Programme* and visit Aotearoa New Zealand on a self-famil for you and a travel companion
- Advanced Specialists receive digital badges for promotion as a destination expert

 Milford Sound  
Fiordland



# 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 8 online training modules prior to taking part on a Tourism New Zealand famil.

## EXPLORE NEW ZEALAND DISCOUNT PROGRAMME


Travel sellers visiting Aotearoa New Zealand on an independent holiday may be eligible to access discounts for a range of accommodation, transport and experiences through the Explore New Zealand Discount Programme.

You must meet the following criteria to be eligible to apply:

- Be a full-time travel seller (travel advisor, wholesaler, product manager)
- Complete eight foundation training courses in the *100% Pure New Zealand Specialist Programme*
- Live outside of New Zealand

The Explore Programme is a great way to curate your own itinerary and experience New Zealand at your own pace. Plus, many operators participating in the programme generously extend their discounts to your travel companion.

To find out more visit [traveltrade.newzealand.com](http://traveltrade.newzealand.com)

 Hahei  
The Coromandel





# 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.



Hāwea  
Otago



# NGĀ MIHI



Te Puia  
Rotorua

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