WE KNOW NEW ZEALAND’S A GREAT PLACE. WE WANT YOU TO KNOW TOO.

Our 100% Pure New Zealand Specialist Programme offers great benefits and opportunities for people who sell New Zealand as a destination.

Why become a 100% Pure New Zealand Specialist?

- Improve your knowledge of New Zealand so you can build inspiring itineraries.
- 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.
- Enjoy plenty of incentives and benefits.

Benefits of being a 100% Pure New Zealand Specialist:

- Travel seller listing on newzealand.com
- Famill opportunities.
- In-market events and training sessions.
- Sales tools and collateral.
- Access to the Explore New Zealand Discount Programme.
- Merchandise and more!

How to achieve a 100% Pure New Zealand Specialist status

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<tr>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
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<tr>
<td>1. Complete 10 online training modules</td>
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<td>2. Attend one Tourism New Zealand training session in your market (webinar, frontline training, Kiwi Link event, in-office training)</td>
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<td>3. Upload evidence of your Tourism New Zealand training (within the last two years) on your personal dashboard.</td>
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<td>3. Visit New Zealand</td>
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<td>4. Upload evidence of your trip to New Zealand on your personal dashboard (scan of passport stamp/boarding pass or e-ticket)</td>
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Maintain your 100% Pure New Zealand Specialist status

Each status is valid for two years and will only expire if you have not maintained it by completing additional modules or in-market training.

- To maintain Bronze status you must complete two modules every two years. We’re frequently updating our modules so you will always be able to learn something new.
- To maintain Silver and Gold status you must complete two modules every two years and attend Tourism New Zealand training in your market.
- Your status as a specialist stays with you even if you change companies.

For more information, visit traveltrade.newzealand.com
How to sign up and create an account

• Go to www.traveltrade.newzealand.com
• Create your account.

Your listing on newzealand.com

When you create an account with the 100% Pure New Zealand Specialist Programme you will be given the option to create a travel agent listing on our consumer website newzealand.com. It’s not automatic, so make sure you opt in during the sign-up process. Adding a photo and logo to your agent listing will improve your chances of receiving referrals so don’t forget to add them to your profile.

Why you should list on newzealand.com

• It’s free and easy.
• newzealand.com receives over 30 million hits per year. Each one of those visits could be a potential client for you.
• It helps increase your visibility with consumers and therefore boosts your sales.
• Receive preferential listing on newzealand.com – the higher your status, the higher up the page you appear.

Some tips for writing your listing

• You have a maximum of 320 characters, so make sure you are concise.
• Introduce your personal background as well as your company. For example: How long have you been a 100% Pure New Zealand Specialist? Do you have a favourite activity or region in New Zealand? How many times have you travelled to New Zealand?
• Do you specialise in a particular travel style, such as backpacking adventures or luxury holidays? Make sure you highlight this so clients looking for specific holiday types can find you.
• Make sure your contact details in the profile are always up to date, so potential clients can get in touch.