HOW TO SELL NEW ZEALAND
Kia ora (hello) and 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. Inside you’ll find details on developing your product, including links to market research, information on training events and the familiarisation programme. You’ll also find out how to increase your knowledge of New Zealand by becoming a 100% Pure New Zealand Specialist.
Select an Inbound Tour Operator (ITO)

ITOs provide a link between the suppliers of New Zealand tourism product and the overseas travel companies that buy it. ITOs understand the interests, needs and cultures of different markets and keep ahead of 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 for more information.

Trade website

Tourism New Zealand’s Trade website, traveltrade.newzealand.com, is a dedicated site for travel sellers. Here you’ll find regional information (including top ten selling points for each region), product search (including commissionable product), trade itinerary suggestions, and the latest industry related news and updates.

Market research & arrival statistics

Access the latest information about each of the offshore markets Tourism New Zealand works in, including market trends, key visitor statistics and campaign work. To view this information, visit tourismnewzealand.com/markets-and-stats/

Video resources

Use Tourism New Zealand’s video resources to increase your knowledge of New Zealand and train frontline staff. Video resources can also be used to promote New Zealand holidays to your clients.

Resources include:
- Promotional videos
- Regional videos (with subtitles in seven languages)
- New Zealand Cycle Trail videos
- New Zealand cruise videos

To access these resources, visit traveltrade.newzealand.com → Training → Videos about New Zealand

Tourism New Zealand also has a selection of video resources on YouTube, search ‘New Zealand 100% Pure’.

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 to register and start browsing.

Note: The visual library replaces the image library that was found at images.newzealand.com and the footage library that was located at footage.newzealand.com

Marketing collateral

Tourism New Zealand has a range of touring maps and A1 posters that can be ordered online or by post. Touring maps are available in a variety of languages such as French, German, Chinese, Japanese, Korean, Bahasa Indonesia, Latin American Spanish and Portuguese.

See traveltrade.newzealand.com → Sales Tools → Order Marketing Material for more information.

Middle-earth resources

Since the release of The Lord of the Rings and The Hobbit Movie Trilogies, New Zealand has been known as the ‘Home of Middle-earth’. Find out about guidelines for trade, Middle-earth film locations, commissionable products and suggested itineraries, visit traveltrade.newzealand.com → Sales Tools → Middle-earth Resources

NewZealand.com

On newzealand.com you will find comprehensive regional information, activities (including special interests), facts about New Zealand, details on cruising to New Zealand, transport within New Zealand, accommodation options and sample itineraries.

Listing your business on newzealand.com

newzealand.com is Tourism New Zealand’s consumer website that is used to market New Zealand and connect potential travellers with both travel sellers and New Zealand operators. A key role of the website is to drive quality traffic to your company’s website, and other contact points, such as email and phone. Listing your business on newzealand.com is free and puts your business in front of over 18 million potential visitors each year. You can create a business listing by visiting register.newzealand.com.

If you have any questions or need assistance with your business listing, please email register@tnz.govt.nz

Getting started

Aoraki/Mt Cook National Park, Canterbury

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Developing your product

**Tourism Industry Rendezvous New Zealand (TRENZ)**

TRENZ is New Zealand’s biggest annual international tourism event, held in a different region each year, showcasing the country’s best experiences. Over four days buyers can increase their knowledge of New Zealand product (including new product) and develop business relationships. International buyers also have the opportunity to experience New Zealand first hand on a pre or post-TRENZ famil. These three-day famils are organised and hosted by RTOs and showcase their region’s highlights.

Please read [trenz.co.nz/criteria/international-buyers-criteria](http://trenz.co.nz/criteria/international-buyers-criteria) and the TRENZ ‘terms and conditions’ to check if you are eligible to attend. Limited airline and accommodation sponsorship may be available.

**In-market training sessions**

Participate at a New Zealand training event, for example a Product Workshop or Kiwi Link, where New Zealand RTOs and/or operators come into market to meet with and train Product Managers and/or frontline agents.

For details of events in your market see [tourismnewzealand.com/upcoming-events/](http://tourismnewzealand.com/upcoming-events/)

**Product manager familiarisations**

Join a Tourism New Zealand trade familiarisation to experience New Zealand first hand and develop relationships with operators and RTOs. Read the ‘Experience New Zealand’ section in this booklet for more information.

**Consumer research**

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 [tourismnewzealand.com/markets-and-stats/research](http://tourismnewzealand.com/markets-and-stats/research)
100% Pure New Zealand Specialist Programme

Tourism New Zealand’s specialist programme is a fun and informative way to help sales staff increase their knowledge of New Zealand. Currently offered in eight languages, the interactive training modules are a fun way to learn about the regions and popular New Zealand travel styles.

How to become a 100% Pure New Zealand Specialist:

1. Complete 10 online training modules.
2. Visit New Zealand for at least three nights.
   - You must have visited New Zealand within the past five years (or 10 years if you are from Europe).
3. Attend a Tourism New Zealand training event
   - Includes attendance at a Kiwi Link, Product Workshop, webinar or in-house training session within the past 12 months.

Specialist status expires after two years.

To maintain the New Zealand Specialist status:

1. Re-sit any two available training modules;
2. Attend another Tourism New Zealand training session.

Benefits of becoming a 100% Pure New Zealand Specialist:

- The opportunity to participate in Tourism New Zealand’s familiarisation programme.
- Receive a 100% Pure New Zealand Specialist certificate and use of the 100% Pure New Zealand Specialist logo.
- Preferential listing on newzealand.com

The programme is open to any staff based outside of New Zealand who sell (or intend to sell) New Zealand holidays.

Visit traveltrade.newzealand.com → Training → 100% Pure New Zealand Specialist Programme for more information.

Frontline seller familiarisations

Tourism New Zealand’s famil programme allows travel sellers to experience a variety of New Zealand products. For more details refer to the “Experience New Zealand” section in this booklet.

In-market training sessions

Frontline staff can attend Tourism New Zealand training sessions which are delivered in a variety of ways, including webinars, in-house training and frontline events.

Sign up to the trade newsletter in your market where these events are announced.

Trade website

Visit Tourism New Zealand’s Trade website regularly. Here you can read the latest product updates and features which are added monthly, read up-to-date industry news, browse sample itineraries and search for commissionable product using the ‘Listing’ pages under the Planning Trips section.
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 New Zealand they may be unfamiliar with, as well as introduce them to new products. Plus it’s a fun and memorable way to learn about New Zealand, 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.

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

To be eligible for this programme, frontline travel sellers must:
- Currently sell New Zealand as a destination;
- Have completed 10 Online Training Modules;
- Reside outside of New Zealand

The programme has been successfully running for over 13 years and is a great way to design your own itinerary and experience New Zealand at your own pace.

To find out more visit traveltrade.newzealand.com → Benefits → Explore Programme Travel Discounts

Trade newsletters
Sign up to Tourism New Zealand’s Trade newsletters and receive regular updates directly to your inbox. Visit traveltrade.newzealand.com → News, Events and Updates to sign up.

Regional Tourism Organisations (RTO)
New Zealand’s 30 RTOs are responsible for promoting their regions to domestic and international visitors. Many RTOs provide online trade resources and work closely with i-SITE Visitor Centres in their regions. For a full list and contact details, please visit rtonz.org.nz

Industry associations
For a comprehensive list of New Zealand travel industry associations, including accommodation, activities, transport, and training and professional groups, see traveltrade.newzealand.com → Sales Tools → Industry Contacts

Immigration New Zealand
For visa and immigration information, visit immigration.govt.nz

New Zealand Customs Service
Find out about duty free allowances, customs duty and import procedures, at customs.govt.nz

Tourism New Zealand
Find your nearest Tourism New Zealand office at traveltrade.newzealand.com → Contact Us

Keeping up to date

Kaikoura, Canterbury

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Tourism New Zealand
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