

EXPLORE NEW ZEALAND DISCOUNT PROGRAMME

Guide for New Zealand
Tourism Operators



Hooker Valley Track
Aoraki Mount Cook National Park

**100% PURE
NEW ZEALAND**
traveltrade.newzealand.com



Waipoua Forest, Northland

The Explore New Zealand Discount Programme is a pilot programme designed to support international travel trade visiting Aotearoa New Zealand on an independent trip. Qualmark tourism businesses are invited to join the Explore Programme which will be running for a period of at least 12 months.

The programme is available to travel sellers in North America, Australia, United Kingdom, Europe, South East Asia and Japan with the intent to extend the programme to more markets in the future.

Since the pilot launched in May, there have been over 100 travel sellers approved to use the Explore Programme.

What is the benefit to Qualmark Operators?

Travel sellers who experience your product are more likely to recommend and sell it to their clients when they return home.

Participants of the Explore Programme are thoroughly vetted and approved by Tourism New Zealand, meaning approved applicants are of high quality and worth hosting.

It's a great way to showcase your product to an audience who can attract more business.

International travel sellers are encouraged to visit Aotearoa outside of peak seasons. Typically between April and October.

Travel sellers must book directly with operators at least 30 days prior to travel. You will not have any travel sellers turning up on the day and asking for a discounted rate.



Hokianga Harbour, Northland



Kaikoūra, Canterbury

Who can apply for the Explore New Zealand Discount Programme?

The Explore Programme is available to international travel sellers, including, but not limited to:

- Frontline travel agents who can use their New Zealand experiences to better advise, recommend and sell products to their clients.
- Product managers and/or key decision makers within the tourism sector who can increase New Zealand's profile.

Please note: the pilot programme will not be available to offshore media and journalists.

All applicants are thoroughly vetted by Tourism New Zealand staff in market.

What discount should my business offer?

Offers are usually free, two-for-one or 50% off for the travel seller. Travel sellers are often travelling with a companion so we encourage you to extend a discount to their travel partner as well.

When you register, you will be presented with a range of offers to choose from. You can offer something different if you wish by selecting 'other' and entering your offer manually.

Small discounts are less likely to appeal, however if you have a premium product or one with high operating costs (scenic flights, boat charters etc...), a 10-30% off offer can be attractive to travel sellers.



Tiaki Promise

New Zealand is precious, and everyone who lives and travels here has a responsibility to look after it. We encourage travel sellers to follow the guiding principles of the Tiaki Promise while on their self-famil and operators are invited to show travel sellers their products through the Tiaki lens.

Read about the Tiaki Promise at tiakinewzealand.com



Milford Sound, Fiordland



Abel Tasman National Park



Hot Water Beach, The Coromandel

Time & resource required to join the Explore New Zealand Discount Programme

We understand that your time is valuable so we have outlined the steps and the approximate time required to load an offer, complete the booking process and fill out the post-famil operator survey.



Submitting an offer

(approximately 30 minutes depending on the number of offers you submit, frequency once)

1. Log-in to the Tourism Business Database - register.newzealand.com
2. Click <Product Name> on the menu bar
3. Choose the listing you want the offer to apply to
4. Review and agree to the terms of trade
5. Complete the required fields (including an email address for travel sellers to book your product directly or discount code for travel sellers to use on your website)
6. Choose your offer type from the pre-populated fields or choose your preferred discount
7. Set special conditions (validity/backout dates, subject to availability etc)
8. Click 'Submit for Approval'



Booking process

(approximately 20-30 minutes, frequency on demand)

Travel sellers will either email you directly to book your product or book via your website using the discount code that you have entered in the Tourism Business Database. If you choose to receive bookings by email, please ensure you supply your nominated email address when you submit your offer. We strongly encourage businesses to respond to travel sellers within 10 working days. To streamline this process, Tourism New Zealand has supplied travel sellers with a booking template that includes:

- Their unique Explore New Zealand Discount Programme ID
- Preferred travel date
- Name/s of participants
- If they currently sell New Zealand, and if yes, how many trips per year
- What wholesaler/IBO/DMC they currently work with
- Is this their first trip to New Zealand. If no, provide details of their most recent trip



Approval timeframe

Tourism New Zealand will review and approve your offer within 5 business days.



Quarterly Operator Survey

(approximately 10-20 minutes, frequency four times per year)

Feedback from operators is critical for the pilot programme. As part of the review process we will be sending all operators who have signed up to the pilot programme an online survey to help us understand the volume of enquiry and bookings that you are receiving, what is working/not working with the pilot programme and feedback on potential enhancements.