



HOW TO ADD QUALMARK AWARDS TO YOUR PRODUCT LISTING

A key role of your product listing on newzealand.com is to drive qualified traffic to your website so that potential customers can find out more information about your product and then make a booking.

All product listings on newzealand.com are displayed in lists according to Qualmark awards by default. Qualmark awarded products display first in the order of Gold, Silver, then Bronze. All non-Qualmark awarded listings show after these with a randomised order to be fair to everyone. It is important for any business that has a Qualmark award to ensure that they have added it to their relevant product listings for those listings to display as highly as possible in the list ranking.

A Qualmark licence holder who has passed the COVID Clean Approved assessment will automatically have this logo display on their product listing if the Qualmark Account ID has previously been added.

Steps to adding your award:

Step 1: Log into your business account on the Tourism Business Database - <https://register.newzealand.com/en/home/>



Step 2: Go to the product listing you want to add your award to. Select 'Manage Business' then 'Manage Listing'. The Qualmark section will show at the bottom of the listing information under 'Qualmark ratings and endorsements'.

Step 3: Enter your Qualmark Account ID number and click 'refresh'. This will refresh the page. NOTE: The drop-down will still show 'no award' at this stage.

Step 4: Use the drop-down to select the available award. This will ensure the selected award is linked to your listing. Click 'Continue' and 'Submit for approval'.

Note: All changes to product listings must go through an approval process. This process can take up to seven working days. Once approved, please allow 48 hours for your listing, including your Qualmark award, to update on newzealand.com.

For more information on Qualmark, or for help with your ID number, please contact enquiries@qualmark.co.nz. For any questions regarding the Tourism Business Database please contact register@tnz.govt.nz.