



TOP TIPS FOR YOUR PRODUCT LISTING ON NEWZEALAND.COM

The purpose of your product listing on [newzealand.com](https://www.newzealand.com) is to drive valuable traffic to your website so people can find out more information on your product and then book it. It is therefore very important that you make the most out of your listing. Here are some top tips to achieve this and maximise your opportunity for referrals.

1. Enter a booking website/URL

Entering an Online Bookings Website automatically generates a 'Book Now' button on your listing. This makes it easier for people to make a booking directly for your product. The easier it is for potential customers to book, the more opportunities you have for referrals.

2. Create deals

Deals are the number one driver of referrals to businesses from [newzealand.com](https://www.newzealand.com), accounting for 50% of all referrals. Creating a deal to display on your listing is the best way to generate referrals to your website. You can do this in your Tourism Business Database account by going to the Deals section.

3. Use high quality images

Pictures are key to a good listing as they give potential customers a better feel for your product. Make sure your images are of a high quality - 1080 pixels wide is recommended - and clearly show what product is on offer. **It is recommended to use between 3-8 images in your listing.**

4. Have a relevant description

Make sure your content is easy to understand and specific to the product so potential customers know exactly what you are offering. Check for spelling and grammar mistakes before saving any changes.

5. Enter your Qualmark information

All product listings are displayed by default on [newzealand.com](https://www.newzealand.com) based on their Qualmark rating. In order to appear higher up in the listings it is important to add your Qualmark ID to your listing. Make sure to enter it in the first page of your listing. **For more information on Qualmark, contact enquiries@qualmark.co.nz or see the [Operator Help](#) page.**

6. Enter your TripAdvisor information

Similarly to Qualmark, potential travelers can choose to filter product listings by TripAdvisor rating. As TripAdvisor is recognised internationally, it is useful to add this information to your listing. You can add your ID number by going to "edit this business" and then the Social Media tab. Make sure to tick the box to display your TripAdvisor information in your listing. **TripsAdvisor information is refreshed around the 15th of every month so it does take some time for any updated information to appear on your listing.**

7. Enter social media links

You have the opportunity to add any relevant social media pages to your business information to display with your listing. This will generate the corresponding buttons on your listing for potential customers to look further into your products and business. The more information available to a potential customer, the more chance you have to sell your product to them.

8. Check your tags

When you create a listing you have the opportunity to select relevant 'tags' or product types. These determine where your product is displayed on [newzealand.com](https://www.newzealand.com) from the order in which they are added. You should select the most relevant tag first, then other tags that might apply to your listing. **Tags are moderated so only select the ones that apply to the exact product you are listing.**

Make sure to save each page as you make changes to ensure all changes are submitted to Tourism New Zealand. Every change goes through a small approval process that can take 5-7 working days before it will show on [newzealand.com](https://www.newzealand.com).

For any enquiries regarding your listing on [newzealand.com](https://www.newzealand.com) or the Tourism Business Database, contact the Tourism Database Specialist at register@tnz.govt.nz or on +64 21 416 027.