CREATING DEALS FOR CAMPAIGNS ON NEWZEALAND.COM

Tourism New Zealand (TNZ) markets New Zealand internationally as a tourism destination with offices around the world. Each market has its own schedule of campaigns to target different groups of potential visitors. By creating a deal for a specific market, you have an opportunity to leverage the large advertising that TNZ, and various partners, are investing in to drive more people to your region.

Deals on newzealand.com

A travel deal is a small tile on newzealand.com which advertises a special travel offer. This can be for an activity, accommodation offering, transport or a package. A travel deal has a button inviting users to ‘Find out more’ that goes through to the website or booking engine for the business.

To load a travel deal, a business must first be registered in the Operator Database and have an approved product listing on newzealand.com. Once a listing has been approved, the deals function will appear in your Operator Database account, where you can create and submit deals to show with your listings and/or articles on newzealand.com.

If you need assistance with creating a listing, contact the Tourism Database Specialist by emailing register@tnz.govt.nz

Why create deals for campaigns?

Travel deals appear on various types of web pages across the website. They are the most effective tool a business listed on newzealand.com can use to drive traffic to their website.

TNZ in-market teams select deals created for their market for use in campaigns and these feature on campaign landing pages. The campaign landing page is where all paid media traffic for the campaign is sent to.

Campaign landing pages receive high visit volumes which means that the number of potential customers seeing your deal is high. You are likely to receive more leads, creating

Overview of a deal

Some basics to be aware of when creating deals:

- The image or logo is the Operator Database ‘featured image’ taken from your business listing.
- The title and description needs to be created in a way that describes the offer and makes it clear what the consumer is getting.
- ‘More information’ must go to a web page with further details about the product on offer. Ideally, it should be mobile optimised with the deal clearly showing.
Steps for creating campaign deals

Start by logging into your Operator Database account on https://register.newzealand.com/en/home/

Once logged in, select Deals from the navigation bar in the top right hand side of the page.

Remember you must have an approved product listing showing on newzealand.com to be able to create deals.

To create a market specific deal, you should change the country in the drop-down box from International to the corresponding country that the campaign is in e.g. for an Australian touring campaign you should change the drop-down option to Australia.

Step 1: Choose your listing

Use the drop down list to link your deal with one of your product listings. If you have more than one listing, pick only the product listing that the deal is for.

Step 2: Choose the deal type

You can choose from five different types of deals:

- Free
- Percentage Off
- More for Less
- Price Point
- Save Amount.

Choose the deal type that suits your deal the best and click 'Next'.
Step 3: Choose the currency

Here you can change the currency that the deal will be in. You must match the currency of your deal to the pricing on your website.

Note: you will only be able to add the currency that corresponds with the website version you previously selected e.g. if you selected the Australian market you will be able to add both NZD and AUD.

Step 4: Choose the deal to be available in the market you want.

You need to select the right market to ensure your deal is included in that market’s campaign. Only tick the relevant boxes for your deal.

When creating a deal as part of a wider campaign with Tourism New Zealand or your RTO, you should only select the market relevant to the campaign e.g. Australia for the North Island Road Trips or South Island Journeys campaigns. This will ensure your deal is approved by the right team and has the opportunity to be included.

Step 5: Add the deal details

Make sure to clearly state what product the deal is for. Include the location, what deal is on offer in simple language and set the date range to match the campaign dates. Deals for specific markets can be created in that country’s language. For example, a deal for Germany can be written in German.

For more information on what makes good and bad deals, see pages 8 and 9 of the Operator Database User Guide.

Step 6: Add your website link to the deal

Add a link to your website where users are directed to find out more information or book. These links work best when the linked page shows the same information as the deal. Potential customers must be able to easily see all the information they need to book.
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What happens next?
Your deal will be approved by the market you created it for. e.g. if the deal is for the Australian market, the TNZ Australian office will approve it. The approval time for a deal should be no more than 5-7 working days.

You can check the approval status of your deal by going to the deals section in your Operator Database account on register.newzealand.com and selecting the website version for the market you created the deal in.

Top points to remember:
1. Describe the deal well for best possible performance. Include the product, location of the deal, what is on offer and any necessary information needed to claim the offer e.g. a booking code.
2. Include the price/deal on the page of your website that you link the deal to.
3. When creating a deal, only select the market for the campaign that you want the deal to be created in.
4. Deals for specific markets can be created in the relevant language for that country.
5. Your deal should be approved within 5-7 working days.
6. You can only see approved deals in your profile by selecting the market they were created in.
7. Once your deal is approved, it will then be able to be added to the TNZ campaign when relevant.

Note: You can see the deals you have created for different markets by changing the market selected in the drop down box.

For any questions regarding deals, please email register@tnz.govt.nz