Operator Database User Guide

New Zealand Based Operator (NZBO)
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Tourism New Zealand (TNZ) markets New Zealand to the world as a tourist destination. The major tool we use to do this is the 100% Pure New Zealand marketing campaign, a campaign that has evolved over the past 19 years to make New Zealand one of the world’s most well-respected tourism brands.

Our consumer website, www.newzealand.com, is the main way we provide information about New Zealand to international visitors. newzealand.com provides information and connects consumers with travel sellers and gets over 51 million visits to the site each year.

The site offers interactive planning tools, special travel deals, operator listings and information about New Zealand. Content on the site is tailored to the interests and requirements of consumers from all our key markets. There are now over 20 market versions of the site, with nine of the editions either partly or fully translated. All our campaign activity drives visitors to newzealand.com.

The website has twice won the international Webby Award for best tourism site in the world.
THE OPERATOR DATABASE (OD)

Why list on the Operator Database?
A presence on newzealand.com can help grow your business by connecting you with people considering a visit to New Zealand. A key role of the website is to drive qualified traffic to your website (a ‘referral’).

There is no charge for having a product listing on newzealand.com and your listing has the potential to reach the millions of visitors to newzealand.com every year. It also means your business will benefit from being distributed through our partnerships with some of New Zealand’s regional tourism organisations – it’s worth taking time to register and make the most of this opportunity.

What you need before you start
Before you start, it can help to prepare by gathering the information you will need first. You will need information about your business and products that you wish to list, such as:

1. Type and description – of business and individual products you wish to list
2. Images and video (including logos)
3. Contact and booking information
4. Physical location
5. Tour locations (tour listing only)
6. Branch location details (transport listing only)
7. Pricing and details
8. Facilities and features (activity and accommodation listings only)
9. Trade information
10. Any relevant explore program offers
11. Website information
12. Qualmark ID
13. TripAdvisor ID
14. Social media links

Note: The exact information will differ slightly depending on what listing type is selected. The different listing types for New Zealand Based Operators are activity, tour, transport or accommodation listings.
CREATING AN ACCOUNT

To have your business listed on newzealand.com, you must first sign up on the Operator Database on https://register.newzealand.com/en/home/

Here you can create an account by entering your details and confirming this information via email. Once your account is confirmed, you will be able to create listings.

There are two steps to listing your products on newzealand.com:

1. Add your business information – This includes your business name, contact information, website and social media links, physical business location and an optional business logo.

2. Create a product listing to display on newzealand.com – This includes the product type, a brief description, images, videos, booking information and pricing information.

Getting your listing working effectively helps drive referrals to your business website. A product listing on newzealand.com will tell consumers where you are and what you offer.

Once you have created a listing, it will be sent to Tourism New Zealand for moderation. This is so we can ensure that listings contain all the necessary information and are consistent. Moderation takes around 5-7 working days before your listing will show on newzealand.com.

There are four main stages a listing goes through before it is published on the site:

- **Draft**: The listing is still being created, with sections left to complete. Draft listings do not display on the site.
- **Pending**: The listing has been submitted and is waiting for approval. Pending listings do not display on the site.
- **Approved**: The listing has been approved by Tourism New Zealand and is showing on the site.
- **Declined**: The listing/edits to a listing have been declined and do not show on the site. You will be notified if your listing has been declined and the reason why so that you can make the necessary changes and re-submit it.

The workflow for listing approval is as follows:

- All tabs are complete in a draft listing and the listing is submitted for approval – click ‘save and finish’ – from orange ‘!’ to orange clock
- If TNZ approves the listing, it will be published to be displayed on the site – orange clock to green tick.
- If TNZ declines the listing, you will be notified by email with a reason outlining why and any recommended changes – orange clock to red cross

If you need assistance with creating a listing, contact the Tourism Database Specialist on +64-21-416-027 or register@tnz.govt.nz

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**ADD BUSINESS INFORMATION**

**ADD DEALS**

**CREATE PRODUCT LISTING**
ADD YOUR BUSINESS INFORMATION

Once you have created an account you can start the process of listing on newzealand.com. Step 1 is adding your business information.

As a New Zealand operator, you need to make sure you select the ‘New Zealand Based Operator’ business type, then enter the relevant information for each information tab.

- Check your contact information: address, email address, phone number(s), website link and booking link.
- Check your social media links, such as facebook, TripAdvisor and YouTube.
- Check your map location. It is important that you make sure your location is accurate on the map. Visitors will use this map to find you so it's in your best interest that it’s correct.
- If you don’t operate your business from a set physical address, please enter a pick-up point or the best point of reference for visitors as your map location.
- Add or update your business logo.
- Don’t forget to click save after each step!

If you would like to list more than one business, you can repeat these steps by clicking ‘add a new business’ in your account.

Note: Your business information does not display directly on newzealand.com. Only product listing information is displayed on the website.
CREATE A PRODUCT LISTING

After adding your business information you can create a product listing. Here are a few things to keep in mind when creating a product listing to help it perform at its best.

• Think about what a visitor would expect your products to be called and name things accordingly.
• Your product summary and description are very important for a visitor to understand what you are offering and if it is something they would be interested in.
• Each listing must have at least one relevant image. We recommend between 3 - 10 images is best.
• A product can only belong to one listing with one listing type.
• If a product has more than one address, generally a transport offering, create a location for each address.
• A product listing can have up to five tags associated with it. These tags help to further describe your product, and are part of determining where your listing is displayed on the site, so choose the most important first.

Note: If you have a Qualmark License and award, you should add this information to your listing so your award displays on newzealand.com. See the Qualmark Awards guide on the Operator Help page for more information.
Adding Deals

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 an operator’s website.

Travel deals appear on various types of web pages across the site including articles, destination pages, feature pages, things-to-do and promotional campaign pages. It’s the most effective tool a business listed on newzealand.com can use to drive traffic to the business’ website.

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

Creating a deal

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 and click Add new deal.

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

Step 1: Choose your listing

You can choose where your deal will display during the deal creation process. You can choose to either assign the deal to display with your product listing or with one of your relevant articles. If you want the deal to display in multiple places, then you must create the same deal again and change where it will display.

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**

**Price point:** It’s the top performing deal type compared to other travel deal types and is the most recommended travel deal type to use.

**Percentage off:** Performs best when the percentage is higher (more than 20%). For example, if the product only has 5% discount, it’s not recommended to use this type of deal.

**Free**

It is not recommended to put “Free parking” or “Free Wifi”.

**Save Amount**

**More for Less**
Step 3: Select the currency for your deal

As a New Zealand Based Operator, you should keep the currency in $NZD to keep the deal the same as your pricing on your site.

Step 4: Choose the markets where the deal will display

Choose this carefully as it affects where your deal will be shown. In general, it is a good guide to keep International English selected. If you are creating a deal as part of a wider campaign with Tourism New Zealand or your RTO, you can select the relevant market(s) as well.

Step 5: Add the deal details

What makes a deal?

Good Deals:

- State the product in the title.
- State the city/region.
- State an attractive offer in plain language. Deals that do not provide value to consumers may not be approved.
- Link to a page that directly relates to the offer and product, not a generic homepage unless the deal is shown there.
- Have a reasonable start and end date - a deal should be for a limited time offer.
- Currency of the deal matches the landing page selected.
- Description of the product is hidden on mobile so make sure the title makes sense when the description is hidden.

Deals are declined when:

- The deal is confusing/unclear – it does not state what is actually being offered.
- The deal is inaccurate, and does not match the pricing or discount on the operator’s own website.
- The deal links to a page on the operator’s website that doesn’t mention or explain the offer.
- The deal promotes services which the operator always offers standard at that price – for example ‘Free WiFi’ or ‘Free Parking’ - or provides minimal value to consumers.

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 must show the same information as the new deal on the webpage and users can easily see all the information they need to book.

Once the deal is approved, you will receive an email and your deal will show on newzealand.com.
AFTER LISTING

Foreign language listings
Currently, the Operator Database supports four languages; English, Japanese, Chinese and Korean. If you have language capabilities in any of these languages, you can submit another language version of your product listing. All products must first have an English listing created and approved before any other languages can be added.

The steps for adding a foreign language listing are similar to the English language listing process. In your business account, next to your product listing, you will see an "add a translation button".

Select which language you wish to create and follow the same steps as the original listing. Once you have saved and submitted the listing, it will then go to the relevant offshore Tourism New Zealand office for approval before showing on the site.

Important things to remember:
- You must first have an English version of the listing submitted and approved.
- You (or someone in your business) must have the ability to provide the translation so that it matches the content of the English version.
- We advise not using Google Translate as the translation can be inaccurate and will not be approved.
- All links should connect with web pages in the same language, e.g. a Chinese listing must link to your Chinese language website home page.

Account expiry
You need to access and update your listings regularly to keep them current and up-to-date. You can do this by logging into your listing on the Operator Database [https://register.newzealand.com/en/home/](https://register.newzealand.com/en/home/)

To keep your account and listing active, you must log in a minimum of once every 12 months. Tourism New Zealand may unpublish listings from newzealand.com that have not been accessed by the account holder for longer than one year. However, we will endeavour to contact the administrator via email one month prior to removing a listing. It is best have a generic email the contact email address for your account e.g. info@yourbusiness.com

The fine print
Terms of use [https://www.newzealand.com/int/utilities/terms-of-use/](https://www.newzealand.com/int/utilities/terms-of-use/)
Health and safety
An operator must operate a legal and reputable tourism operation and needs to meet its obligations under the Health & Safety at Work Act 2015.
TRADE MARKETING

Trade marketing overview
Tourism New Zealand works with travel sellers across all key offshore markets to ensure they have a good understanding of New Zealand, that they offer the products Tourism New Zealand’s target market wants to buy and that they are passionate about selling New Zealand as a holiday destination. Each office does this in a way that works best for their individual market, including:

- partnering with trade partners in both consumer and trade marketing campaigns and assisting them with promoting New Zealand.
- bringing travel sellers to New Zealand to build their knowledge of New Zealand regions and products.
- training travel sellers (both face to face and via webinar) to help them increase the value of their New Zealand itineraries.

To read more about working with the travel trade see here.
To check how export ready your business is, check out Tips for Working in the Export Tourism Market.

Explore discount programme
Through Explore, New Zealand tourism businesses can offer discounts to international travel agents and media coming independently to our country. There are currently over 1,000 New Zealand offers in Explore. Around 450 media and trade travel to New Zealand with Explore each year.

Explore gives you the opportunity to showcase your product to travel professionals that can help grow your business in New Zealand’s key markets.

TNZ’s offshore offices pre-approve Explore applicants before they arrive in New Zealand to ensure only genuine agents and quality media have access to your offers.

You can set close out periods over dates you do not wish to accept visiting agents and media. You can alter these at any time. There is no cost to being in Explore other than honouring your offer.

You can read more about Explore here and extend a discount through your Operator Database (OD) product listing.