



# How to add listings and deals in Chinese, Japanese or Korean

The purpose of your listing on [newzealand.com](http://newzealand.com) is to drive valuable traffic to your website so that people can find out more information on your product and then book it. [newzealand.com](http://newzealand.com) has separate editions for the Chinese, Japanese and Korean markets that are fully translated, helping you to target these markets with specific product listings and deals.

If you or a member of your team can read/write in any of these languages you can submit another version of your product listing and deals in the corresponding language. These will then go to the Tourism New Zealand office in the appropriate market for approval.

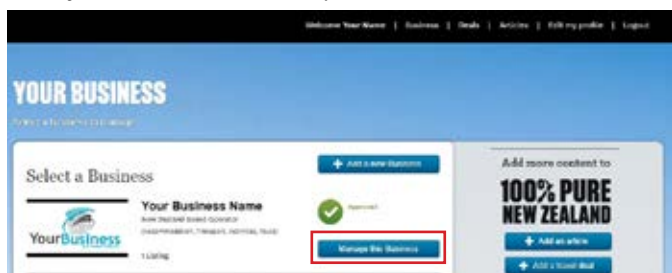
A few things to note before you start:

- 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.
- Do not use Google Translate as this doesn't produce the best translation results.

## Translate a listing

### Step 1: Sign into your account

To sign into your account, go to [register.newzealand.com](http://register.newzealand.com) and enter your email address and password.



Once logged in, click on **'Manage this Business'**.

**Note:** If you can't remember your password, you can reset it on the home page by clicking 'Forgotten your password'. If you have reset your password but still can't sign in, please contact the Tourism Database Specialist at [register@tnz.govt.nz](mailto:register@tnz.govt.nz) or +64 21 416 027 for further assistance.

### Step 2: Add a translated listing version

On the right of your dashboard you will see "Listing versions". Click on the **'Add a translation'** button.



Select the market you would like to translate your listing for and click **'add'**.



### Step 3: Add translated content

Enter your listing summary and description translation and click the next button. You will see the English content to translate above the relevant boxes.

#### Summary and description

This is where you provide information about your business for potential customers. Your content needs to be current and descriptive. The summary must be no more than 250 characters and the full description no more than 750 characters.

**Summary** \*

💡 Need help? [Tips for writing an effective summary.](#)

[Hide EN summary](#)

We are close to Forsyth Barr Stadium, cafes and main shopping precinct, designer clothing boutiques and adjacent to the Otago University, Otago Museum, Dunedin Hospital and the Botanical Gardens.

228 characters left

Enter translation here

[View tracked changes](#) | [Check spelling](#)

### Step 4: Finish all content pages

Continue to translate the content for the remaining steps of your listing, including the contact and booking info, pricing and details, and facilities and features pages by clicking **'next'** at the bottom of each page.

If you have specific images or website links for the translated listing version, make sure to add these as you go through.

**Note: Make sure to click the "Save and finish" button. This will send it through to the relevant in-market team to approve. Approval can take up to 10 working days.**

## Foreign language deals

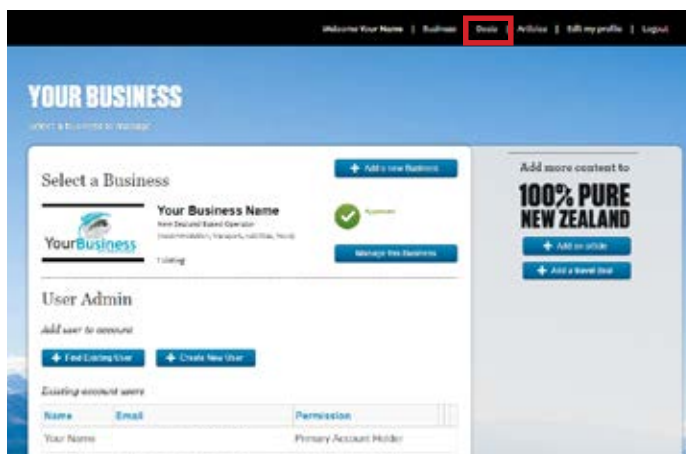
You can add a travel deal to any of our foreign language editions on newzealand.com if:

- You (or someone in your business) is fluent in the language you are wanting to submit the deal for.
- You have an approved product listing showing on newzealand.com for that market (see previous steps).
- The deal is in \$NZD or in the local market's currency.

### Step 1: Sign into your Operator Database account

Log into your account on the Operator Database 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.

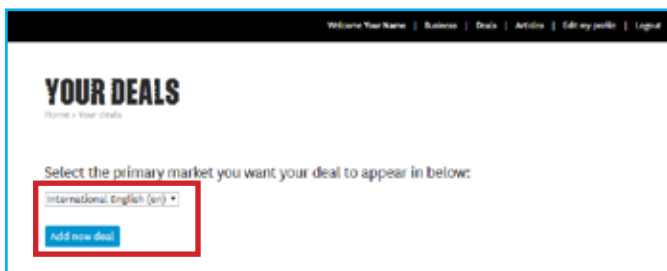


Remember you must have an approved product listing showing on newzealand.com to be able to create any deals.



## Step 2: Add a deal

You should then change the country in the drop-down box from International to the corresponding country that the deal is for e.g. for Chinese deal you should change the drop-down option to China.



Once you have selected the correct market for your deal, click Add new deal to start creating your deal.

**Note: This screen will appear in Chinese, Japanese or Korean depending on the market you are adding the deal for.**

Choose the type of deal you would like to add and fill in the deal information in Chinese, Japanese or Korean.

For information on what a deal is and how to add it please refer to the **“Operator Database user guide”** on the [Operator Help](#) page.

If you need further assistance with your account please contact the Tourism Database Specialist at [register@tnz.govt.nz](mailto:register@tnz.govt.nz) or +64 21 416 027.

For any enquiries about the status of your foreign language listing or deals please contact the market using these details:

### Japan:

Setusko Yajima  
Marketing Manager, Japan & Korea  
[Setsuko.Yajima@tnz.govt.nz](mailto:Setsuko.Yajima@tnz.govt.nz)

### Korea:

Jihyun Kim  
Market Development Coordinator  
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### China:

Ann Zheng  
Marketing Manager, China  
[Ann.Zheng@tnz.govt.nz](mailto:Ann.Zheng@tnz.govt.nz)



Nugget Point, Catlins



Mine Bay, Taupō



Abel Tasman National Park