



Waipoua Forest, Northland

**100% PURE  
NEW ZEALAND**

[newzealand.com](http://newzealand.com)

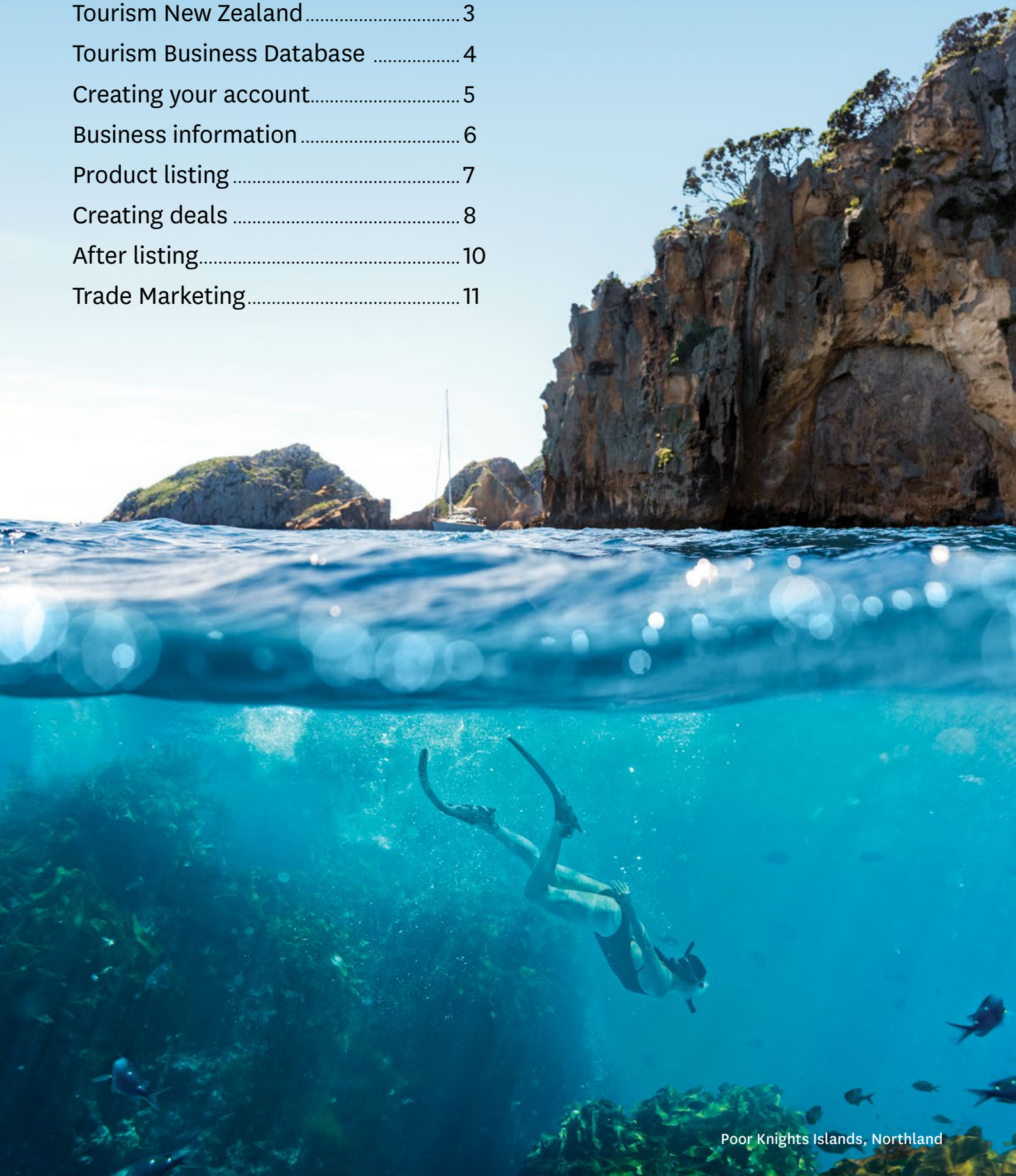
# TOURISM BUSINESS DATABASE USER GUIDE

New Zealand Based Operator (NZBO)



# CONTENTS

Tourism New Zealand.....	3
Tourism Business Database .....	4
Creating your account.....	5
Business information .....	6
Product listing .....	7
Creating deals .....	8
After listing.....	10
Trade Marketing.....	11



Poor Knights Islands, Northland





Tongariro Alpine Crossing, Ruapehu

# TOURISM NEW ZEALAND

**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 20 years to make New Zealand one of the world's most well-respected tourism brands.**

Our consumer website, [www.newzealand.com](http://www.newzealand.com), is the main way we provide information about New Zealand to international visitors. [newzealand.com](http://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 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](http://newzealand.com).



Nugget Point, Catlins



Mine Bay, Taupō



Abel Tasman National Park





Milford Sound, Fiordland

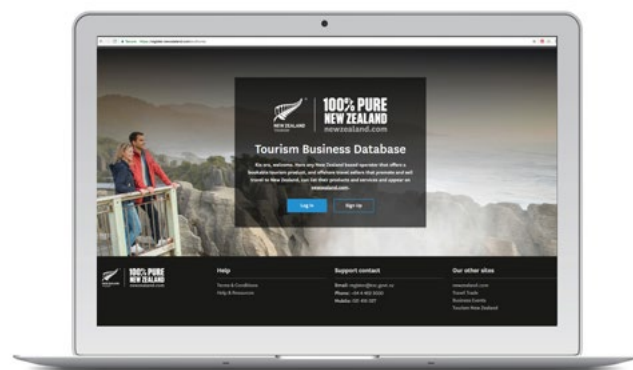


## THE TOURISM BUSINESS DATABASE

### Why list your products in the 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 both the business generally and individual products you wish to list
2. Images (including logos) and video
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 for activities, tours, transport or accommodation listings.

- 1 CREATE AN ACCOUNT IN THE DATABASE > 2 ADD BUSINESS INFORMATION > 3 CREATE PRODUCT LISTING > 4 ADD DEALS

## CREATING AN ACCOUNT

To have your business listed on [newzealand.com](https://newzealand.com), you must first sign up to the Tourism Business Database on <https://register.newzealand.com/>

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 listing content.





There are two steps to listing your products on [newzealand.com](https://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](https://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](https://newzealand.com) will tell consumers where you are and what you offer.**

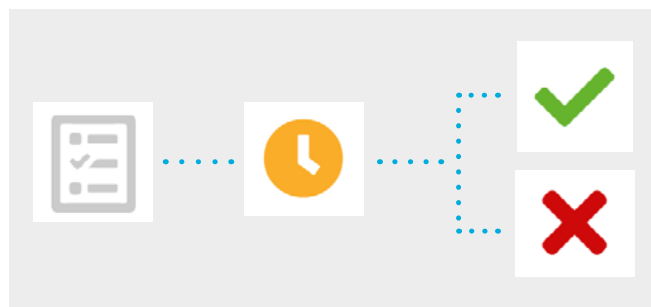
Once you have created a listing, it will be sent to Tourism New Zealand for moderation. This is so we can ensure that listings contain all the necessary information and are consistent. Moderation takes around 5-7 working days before your listing will show on [newzealand.com](https://newzealand.com)

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 sections are complete in a draft listing and the listing is submitted for approval – click 'submit for approval' – from grey draft logo 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](mailto:register@tnz.govt.nz)



Moeraki, Otago

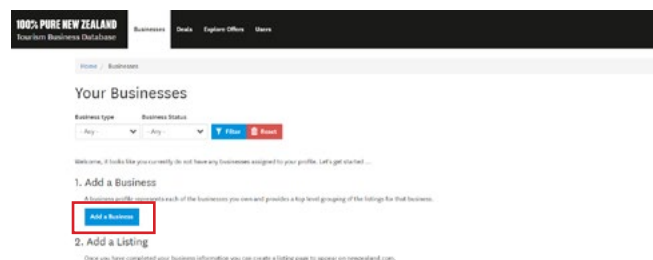
1 CREATE AN ACCOUNT IN THE DATABASE > 2 ADD BUSINESS INFORMATION > 3 CREATE PRODUCT LISTING > 4 ADD DEALS

## ADD YOUR BUSINESS INFORMATION

Once you have created an account you can start the process of listing on [newzealand.com](https://newzealand.com).

Step 1 is adding your business information. If the business already exists on [newzealand.com](https://newzealand.com), please email the Tourism Database Specialist for help on [register@tnz.govt.nz](mailto:register@tnz.govt.nz).

Select 'Add a business' to start creating your business information content.



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.

- Add or update your business logo.
- 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.
- If you need to finish this at a later date, make sure to click 'save as draft' and complete it at another stage.

Once you have finished adding your content, click 'Submit for approval'.

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](https://newzealand.com). Only product listing information is displayed on the website.



Roys Peak, Wanaka

- 1 CREATE AN ACCOUNT IN THE DATABASE > 2 ADD BUSINESS INFORMATION > 3 CREATE PRODUCT LISTING > 4 ADD DEALS

## CREATE A PRODUCT LISTING

After adding your business information you can create a product listing. A product listing is designed to be for a single product and is the part that displays on newzealand.com.

**Step 1:** From your business dashboard, select 'Manage this business' to go to the over-view page for that business.

100% PURE NEW ZEALAND Tourism Business Database

Home / Businesses

### Your Businesses

Below is a summarized list of all your businesses. To view or edit the business information or product listings, click the "Manage business" button to the right of the listing.

[Add a new Business](#)

Business type:  Business Status:  [Filter](#)

Business	Status	Count	Action
100% PURE NEW ZEALAND New Zealand Based Operator Location: Auckland	Approved	1 Listing	<a href="#">Manage business</a>

**Step 2:** Select 'add a new listing' to start creating your listing content.

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Home / Businesses / Your Business

### Your Business

View your business details, or review and update your listings using the summary displayed below.

100% PURE NEW ZEALAND  
1 Nelson Street  
Phone: +64 21 234 5670  
youremail@example.com  
yourwebsite.co.nz

Approved ☒

[Edit business](#)

[Manage users](#)

#### Listings for Your Business

[Add a new listing](#)

Listing type:  Listing status:  [Filter](#)

**Step 3:** Complete each section with as much detail as possible to ensure the best possible performance of the listing.

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Home / Your Business / Add Listing

### Add a listing

Listing name and type [Edit](#)

Name of your listing \*

☐ Use this business name as the name of this listing

☐ Use a different name for this listing

Content limited to 80 characters, remaining: 80

Listing type \*

Select

Listing tags \*

Select one or more tags

[Continue](#)

Summary and description [Edit](#)

Images [Edit](#)

Note: all fields with a red star (\*) are required and must be completed to be able to either save or create the listing.

Once a section is complete, click 'Continue' to automatically open the next section.



Oparapa Arches, West Coast

- 1 CREATE AN ACCOUNT IN THE DATABASE > 2 ADD BUSINESS INFORMATION > 3 CREATE PRODUCT LISTING > 4 ADD DEALS

**Step 4:** When you have entered as much information as you can, click 'Submit for approval' to save and send the listing to TNZ for approval.

All content created, business information or listings, need to be approved before the listing can show on newzealand.com.

**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.

### Tips for creating your product listing

Here are a few things to keep in mind while creating your product listing:

- Create one listing per product. If the business offers multiple different products, then you can create a listing for each one.
- Think about what a visitor would expect your product(s) to be called and name things accordingly.
- What makes the product special or different from others of its kind? Make sure to outline this in the Description.
- The summary is the first thing a consumer may read about the product. Use this space to grab their attention by succinctly outlining what the product is.
- Each listing must have at least one relevant image. We recommend between 3 - 10 images is best.
- Select images that show what the product is and reflect it in its best light. Use high quality images - a picture tells a thousand words so use this space well.
- If a product has more than one address, generally a transport offering, create a location for each address. Make sure to label each location carefully as this can display with the listing.
- Tags help to further describe your product, and are part of determining where your listing is displayed on the site.





Franz Josef Glacier, West Coast

- 1 CREATE AN ACCOUNT IN THE DATABASE
- 2 ADD BUSINESS INFORMATION
- 3 CREATE PRODUCT LISTING
- 4 ADD DEALS

## 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, tour, 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

#### Step 1: Log in and go to Deals

Start by logging into your Tourism Business Database account on:

<https://register.newzealand.com/en/home/>

Once logged in, select **Deals** from the navigation bar at the top of the page and click **Add new deal**.

#### Step 2: Choose your listing

You can choose which listing/product your deal is for. The listing you select will be where the deal will primarily display on. If you would like the deal to show on more than one listing, it will need to be created again for each one.

#### Step 3: Choose the language and corresponding markets

You can create deals in a variety of languages. It is best to select the same language as the listing you previously selected in step 2.

Once the language is selected, you will be able to choose from the corresponding markets that the language is for. If you are not targeting a specific market with the deal, create it in English and select International English.

#### Add a deal

**Tip: Be specific with your markets for the best chance of useful referrals. The more specific with market selection you can be, the better.**





Lake Pukaki, Canterbury

- 1 CREATE AN ACCOUNT IN THE DATABASE > 2 ADD BUSINESS INFORMATION > 3 CREATE PRODUCT LISTING > 4 ADD DEALS

#### Step 4: 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:	Percentage off:
<p><b>Price Point</b></p> <p>Heli-Hunting Queenstown Luxury Adventure Package at The Rees Hotel Queenstown From <b>\$649<sup>NZD</sup></b> per person, per night <a href="#">More information</a></p>	<p><b>Percentage Off</b></p> <p>Wendy's Walking Tour in Fiordland <b>50% OFF</b> Explore New Zealand with a 5 day tour for \$599 Valid 20 June - 15 August <a href="#">More information</a></p>

It's the top performing deal type compared to other travel deal types and is the most recommended travel deal type to use.

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	Save Amount	More for Less
<p><b>Free</b></p> <p>Bob's Boat Cruise Milford Sound Book a \$199 boat cruise and experience a kayaking tour <b>FREE</b> Valid 1 Jan - 31 March <a href="#">More information</a></p>	<p><b>Save Amount</b></p> <p>Lucy's Lodge Bay of Islands Save <b>\$100<sup>NZD</sup></b> When you book two nights accommodation in June 2014 <a href="#">More information</a></p>	<p><b>More For Less</b></p> <p>Auckland Museum <b>2<sup>FOR</sup>1</b> Pay for one admission (\$20) and get a second free Valid 1 Jan - 31 March <a href="#">More information</a></p>

It is not recommended to put "Free parking" or "Free Wifi".

You should select the deal type that will frame your deal in the best light. For example, you would like to offer a \$10 discount on a \$30/hour kayak hire product.

- As a 'save amount' deal, this could be stated as "save \$10 per hour on all kayak hire".
- As a 'percentage off' deal this could be "33% off all hour long kayak hire".
- As a 'price point' deal this could be "Limited time offer - \$20 per hour on all kayak hire".

All of these show the same deal in the different deal types. It is up to you to select what one promotes your deal offer the best. Think about what type would land the best with potential consumers.

#### Step 5: Add the deal details

Think about what information would a consumer need to know to understand what the deal is, what product/service the deal is for, where it is located and how they claim the offer.

**Title and description**

Title 1  
This is your deal title

Title 2

Description 1  
What is the deal?

Description 2  
What product is it for?

Description 3

Description bottom  
How is the deal claimed?

More about this:  
<https://yourwebsite.co.nz>

[Confirm](#)

#### 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.





Caitlins, Otago

- 1 CREATE AN ACCOUNT IN THE DATABASE > 2 ADD BUSINESS INFORMATION > 3 CREATE PRODUCT LISTING > 4 ADD DEALS

More About URL - this is where you can 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.

#### Step 6: Add deal type details

This is the section that is dependant on the deal type you have previously selected. Use the deal examples on the previous page as a guide for what details work for each deal type.

If you wish to create a deal in a different currency, use a Price Point deal type and select the single market for that currency. For example, to create a deal in \$AUD, select the Price Point deal type and only select Australia in the market selection.

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

Examples:

Price point Edit

Prefix \*

From ✓

This is displayed in front of the price point, e.g. From \$125.00.

Select the currency for your deal: \* \$ NZD

Value \*

✓ Continue

More for less Edit

More for less prefix \*

3 ✓

More for less label \*

for ✓

More for less suffix \*

2

✓ Continue

#### Things to note about deals:

- Deals are the biggest point of referrals from newzealand.com so it is important to take your time to create good quality deals.
- Once the deal is approved, you will receive an email and your deal will show on newzealand.com.
- The image shown with the deal is from the feature image of the listing it is attached to.
- On the mobile version of newzealand.com, only the Title sections show so it is important to phrase these parts of a deal carefully. Check that it still makes sense in this limited version.

#### Deals can surface on newzealand.com in a number of places:

- With a listing:

The first place a deal will show is with the listing it is attached to on newzealand.com.

- Randomly by 'tag' from the listing its created with

There are a number of deals sections around the website that display any relevant deals on that page. The system will automatically match deals to the page that has the same tags and randomly choose a small number to display in that section. In general, these randomly selected deals change every 15 minutes.

An example is if a listing, and corresponding deal, is for a Waiheke scenic flight, then the deal could potentially show in the deals section on the Auckland hub page and/or on the Air Activities page under 'Things to Do'.

- Campaign pages

This is where relevant deals have been specifically curated to show on a campaign landing page. If you are creating a deal as part of a wider campaign with Tourism New Zealand and you RTO, it is likely that your deal can display on one of these pages.





Routeburn Track, Fiordland

## AFTER LISTING

### 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 account on the Tourism Business Database <https://register.newzealand.com/>

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 any listings.

### The fine print

#### Terms and conditions

<https://www.newzealand.com/int/utilities/terms-and-conditions/>

#### Terms of use

<https://www.newzealand.com/int/utilities/terms-of-use/>

#### Privacy Policy

<https://www.newzealand.com/int/utilities/privacy-policy/>

#### 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.

### Foreign language listings

Currently, the Tourism Business Database supports languages:

English, Japanese, Chinese, Korean, German.

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.

It is recommended that a product/service has full capability in the market for each language to make the most out of a foreign language listing. For example, in-house speakers of the language and safety information available in the correct language.

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

