



# 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 **Tourism Business Database** and have an approved product listing on newzealand.com. Once a listing has been approved, the deals function will then be available in your account, where you can create and submit deals to show with your listings on newzealand.com.

If you need assistance with creating a listing, contact the Tourism Database Specialist by emailing [register@tnz.govt.nz](mailto:register@tnz.govt.nz)

## 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 should 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.

## 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. These deals can then 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 potential value for your business.



### Distinction Hotels - Dunedin Bed & Breakfast for 2

Stay & wake up to a delicious breakfast at Dunedin's premier luxury hotel

From  
**\$249<sup>NZD</sup>**  
+ FREE unlimited WiFi

[More information](#)

Distinction Dunedin Hotel



### Great Barrier Island 4 day Hiking Trip

Trek golden beaches, azure waters, volcanic mountains. Soak up the Island culture.

All inclusive package  
**\$1850<sup>NZD</sup>**

Boutique Lodge Accom

[More information](#)

Walking Legends Guided Walks - Lake Waikaremoana Guided Walk

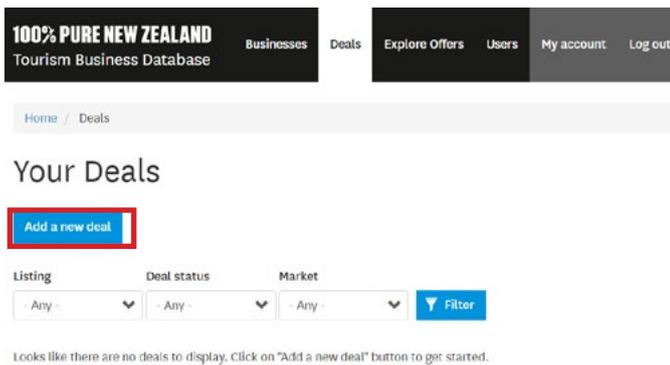


## Steps for creating deals

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

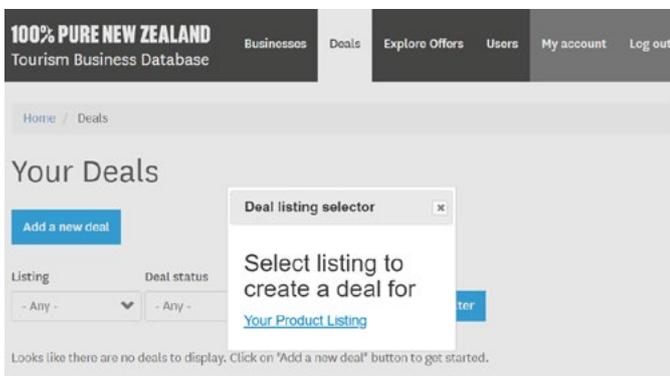
Start by logging into your Tourism Business Database account on: <https://register.newzealand.com/en/home/>

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.

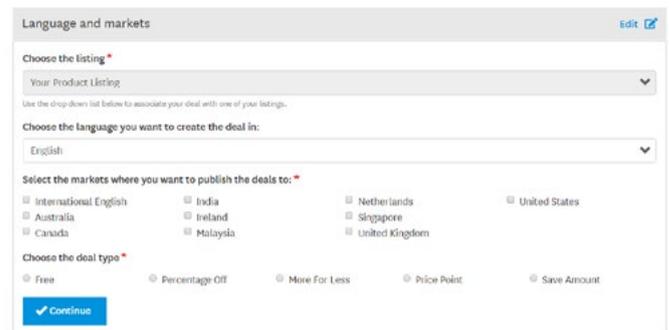


Note: If you would like the deal to show on more than one listing, it will need to be created again for each one.

**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. If the deal is not for a specific market, make sure to select International English.**

### 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.

You should select the deal type that will frame your deal in the best light.



For example, a business 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 phrased for the different deal types. It is up to you to select what one promotes your deal offer the best. Think about what type would sound the best with potential consumers.

<p><b>Price point:</b></p> <p>Price Point</p> <p><b>Heli-Hunting Queenstown</b></p> <p>Luxury Adventure Package at The Reef Hotel Queenstown</p> <p>From <b>\$649<sup>USD</sup></b> per person, per night</p> <p><a href="#">More information</a></p>	<p>It's the top performing deal type compared to other travel deal types and is the most recommended travel deal type to use.</p>	<p><b>Percentage off:</b></p> <p>Percentage Off</p> <p><b>Wendy's Walking Tour in Fiordland</b></p> <p><b>50%<sup>OFF</sup></b></p> <p>Explore New Zealand with a 5 day tour for \$599 Valid 20 June - 15 August</p> <p><a href="#">More information</a></p>	<p>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.</p>
<p><b>Free</b></p> <p>Free</p> <p><b>Bob's Boat Cruise Milford Sound</b></p> <p>Book a \$199 boat cruise and experience a kayaking tour</p> <p><b>FREE</b></p> <p>Valid 1 Jan - 31 March</p> <p><a href="#">More information</a></p>	<p>It is not recommended to put "Free parking" or "Free Wifi".</p>	<p><b>Save Amount</b></p> <p>Save Amount</p> <p><b>Lucy's Lodge Bay of Islands</b></p> <p>Save <b>\$100<sup>USD</sup></b></p> <p>When you book two nights accommodation in June 2014</p> <p><a href="#">More information</a></p>	<p><b>More for Less</b></p> <p>More For Less</p> <p><b>Auckland Museum</b></p> <p><b>2<sup>FOR</sup>1</b></p> <p>Pay for one admission (\$20) and get a second free</p> <p>Valid 1 Jan - 31 March</p> <p><a href="#">More information</a></p>

### Step 5: Add the deal details

Think about what information would a consumer most need to know to understand:

- what the deal is.
- what product/service the deal is for.
- where it is located .
- how they claim the offer.

Title and description

Title \*

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 link \*

https://yourwebsite.co.nz ✓

[Continue](#)

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.

### 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 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 are 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. This create a more cohesive user journey for potential consumers.

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.

If your website does not have that currency displayed on the provided landing page, it is recommended to state a 'from' price or similar to allow for currency conversion differences.

Examples of deal details:

### 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.

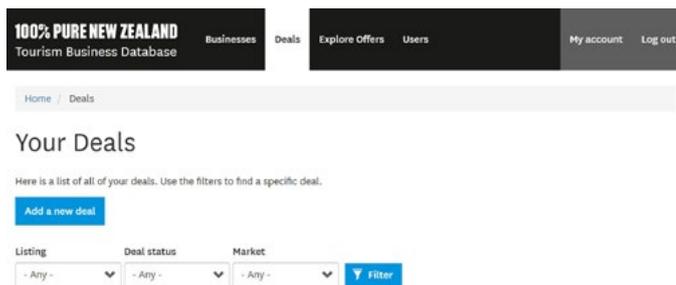


## CAMPAIGN DEAL PROCESS - NEXT STEPS

### 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 Tourism Business Database account on [register.newzealand.com](https://register.newzealand.com) and selecting the deals section at the top of the window.



**Note:** Your deals you have access to will automatically be sorted by the listing they have been created for.

### 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.

For any questions regarding deals, please email [register@tnz.govt.nz](mailto:register@tnz.govt.nz)

