



# EVENTS ON NEWZEALAND.COM

Tourism New Zealand (TNZ) markets New Zealand to the world as a tourist destination. Our consumer website, [www.newzealand.com](http://www.newzealand.com), is the main way we provide information about New Zealand to international visitors. Major Event listings in the events area of the website, [www.newzealand.com/int/events](http://www.newzealand.com/int/events), are designed to further entice international visitors to travel to New Zealand by showcasing the world-class major events that are held in New Zealand.

## EVENT CRITERIA

To be an event that displays on [newzealand.com](http://newzealand.com) the event must hold to the following requirements:

- Be a stand-alone event i.e. a one off occurrence or an annual event. This does not include Tourism Operator run tours as these should be created as a product listing in the Operator Database.
- Must have a minimum of 500 people attending the event.
- Have a primary focus on, and appeal to, international visitors.
- Have a minimum of one image attached.
- Have text content that describes the event. This includes location details, time and date of the event, ticket purchasing and a website link.

Once an event is created it will be sent to Tourism New Zealand for a small moderation process before it is published to [newzealand.com](http://newzealand.com). If an event does not fit the above criteria, the event creator will receive an email notifying them that the event has been declined.

## CREATING EVENTS

To help the event listing perform the best possible on [newzealand.com](http://newzealand.com), follow the tips below when wrting your listing:

- Content should speak directly to foreign visitors, with content that is relevant to them when planning their trip.
- 250-400 words is an optimal length for an event.
- Where more words are used, subheadings are needed, as web visitors tend to scan information rather than read every word.
- A website and/or online booking site will help with increasing referrals and the success of an event listing on [newzealand.com](http://newzealand.com)

If you have any questions around your event or the event criteria, please contact the Major Events team by emailing [events@tnz.govt.nz](mailto:events@tnz.govt.nz)