



Work with Tourism New Zealand

Opportunities for the tourism industry

**100% PURE
NEW ZEALAND**

Useful Links

- Browse our website: [tourismnewzealand.com](https://www.tourismnewzealand.com)
- Browse our latest opportunities: <https://www.tourismnewzealand.com/work-with-us/marketing-activity/>
- Become Qualmark accredited: <https://www.qualmark.co.nz/>
- Share the Tiaki promise: <https://www.tourismnewzealand.com/work-with-us/tiaki/>
- Connect with your local iSite: <https://www.tourismnewzealand.com/work-with-us/isite-new-zealand/>
- Join the Tourism Business Database to receive commission free referrals to your website:
Join the <https://www.newzealand.com/nz/tourism-business-database/>
- Review our Insights & Research Hub: <https://www.tourismnewzealand.com/insights/>
- Keep up to date with Tourism news: <https://www.tourismnewzealand.com/news-and-activity/>
- Register for our Newsletter: <https://www.tourismnewzealand.com/contact-us/newsletter-sign-up>
- Register for our upcoming events: <https://www.tourismnewzealand.com/events/>
- Follow us on LinkedIn: [*Tourism New Zealand LinkedIn, Tourism New Zealand Travel Trade LinkedIn*](#)
- Follow us on Social Media:
100% Pure New Zealand [Facebook](#), [Instagram](#), [TikTok](#), [Twitter/X](#), [YouTube](#), [Travel Trade Youtube](#)



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Feature your Products & Deals on newzealand.com

Promote your business on newzealand.com by submitting your business and product information to the Tourism Business Database (TBD).

- **28 million unique visitors** to newzealand.com in the last year*
- Of which **10 million were active users**
- Resulting in **3 million free referrals** to operator websites

Significant work has been undertaken to improve product discovery across the site, enabling visitors to find your products more easily.

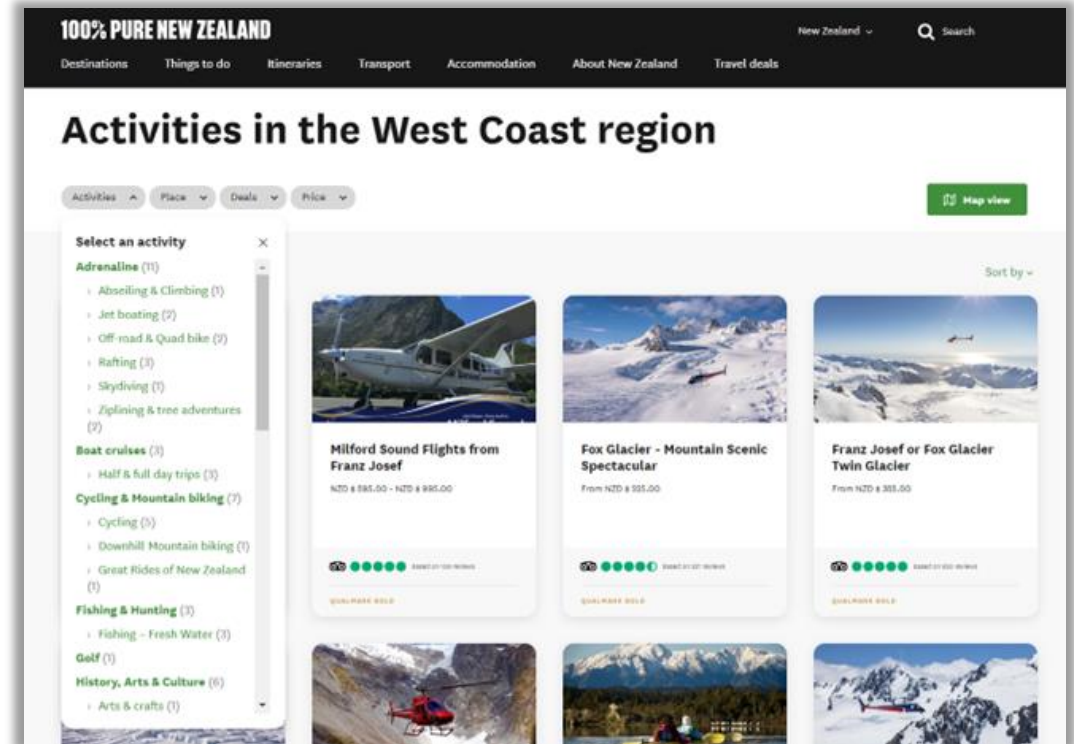
You can feature on newzealand.com for free via:

1. **Product listings**
2. **Deals**

For more information on signing up to the Tourism Business database, please head to our handy help guide below:

[Operator Help](#)

Reminder, Qualmark businesses are prioritised on newzealand.com.



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Explore – Self-Famil Programme (Qualmark operators)

Join our Self-Famil Programme to showcase your product to travel sellers:

Join the Explore New Zealand Discount Programme (Explore) to get international travel sellers to experience your product. Travel sellers are more likely to recommend and sell products to their clients when they have experienced them first hand. All Qualmark tourism businesses are invited to join the programme.

Find out more information and [how to participate here](#).

What is the benefit to Qualmark Operators?

- Travel sellers who experience your product are more likely to recommend and sell it to their clients when they return home.
- Participants of the Explore Programme are thoroughly vetted and approved by Tourism New Zealand, meaning approved applicants are of high quality and worth hosting.
- It's a great way to showcase your product to an audience who can attract more business.
- International travel sellers are encouraged to visit Aotearoa outside of peak seasons. Typically between April and October.
- Travel sellers must book directly with operators at least 30 days prior to travel. You will not have any travel sellers turning up on the day and asking for a discounted rate.



International Trade Events

TRENZ

TRENZ is the biggest tourism trade event on New Zealand's calendar, where industry leaders and representatives gather in person to showcase their products and services to high-quality international and New Zealand travel Buyers.

This event occurs annually in May. The event includes 15-minute appointments between buyers and sellers, multiple networking opportunities and pre and post-TRENZ buyer famils.

Tourism New Zealand is a sponsor of TRENZ and supports the event by bringing international buyers from key markets to New Zealand.

TRENZ is brought to you by the [Tourism Industry New Zealand Trust](#) and managed by Tourism Industry Aotearoa (TIA).

www.tia.org.nz

www.trenz.co.nz

Tourism New Zealand Off-Shore Events

The following event schedule has been agreed by all offshore General Managers until the end of FY27

FY26	FY27	Agreed Frequency
July 2025: Kiwi Link India, w/c 7 July SEA Roadshow, 14-21 July October 2025: Kiwi Link North America Kiwi Link UK & Europe November 2025: Kiwi Link China February 2026: Australia TNZ RTO Regional Showcase (TBC) May 2026: TRENZ (May 2026)	July 2026 Kiwi Link India Kiwi Link or Roadshow SEA September 2026 Kiwi Link Japan Kiwi Link Korea May 2027: TRENZ (May 2027)	Western Markets North America – every 3 years UK & Europe – every 2 years Australia – every 2 years Eastern Markets India – every year (at the moment) SEA – every year (at the moment) Korea – every 2 years Japan – every 2 years China – every 2 years

Tourism New Zealand run international trade events within key markets to increase product knowledge and build connections between travel buyers and sellers.

To make an application to attend an TNZ offshore event, check the [event](#) or [calendar](#) page on the [Tourism New Zealand website](#).



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Marketing & PR

➤ Engage with our Global Campaign

Our global brand campaign 'your 100%' is live. Learn more about our campaign and ways you can get involved [by downloading our industry toolkit here](#).

➤ Use our branding in your marketing

Feature our branding in your marketing, to enjoy the benefits of brand association. [Explore our visual library here](#).

➤ Guidelines for Photoshoots and Filming

We have created a set of guidelines to use as a tool when planning a still or moving shoot. This guide is here to help give you direction and tips for content creation. *Please note that these are not Tourism New Zealand's Visual Library Guidelines and do not guarantee TNZ's usage.* [Photoshoot and filming guidelines here](#).

➤ Share your news stories

What's happening in your region? Do you have a good news story to tell about your region or business? Our public relations team are always looking for amazing stories we can share with consumers offshore. Email media@tnz.govt.nz

➤ What's New Form

Whether you are a new operator or have recently opened a new experience, we want to hear from you on our [What's New form](#). TNZ's primary role is to promote New Zealand internationally, so please ensure updates are targeted for an international audience.



Global social media

Our social media channels (Facebook, Instagram, X, Pinterest and TikTok) have a global follower base of **over 4.5 million**.

A couple of ways to amplify your reach via our social media channels:

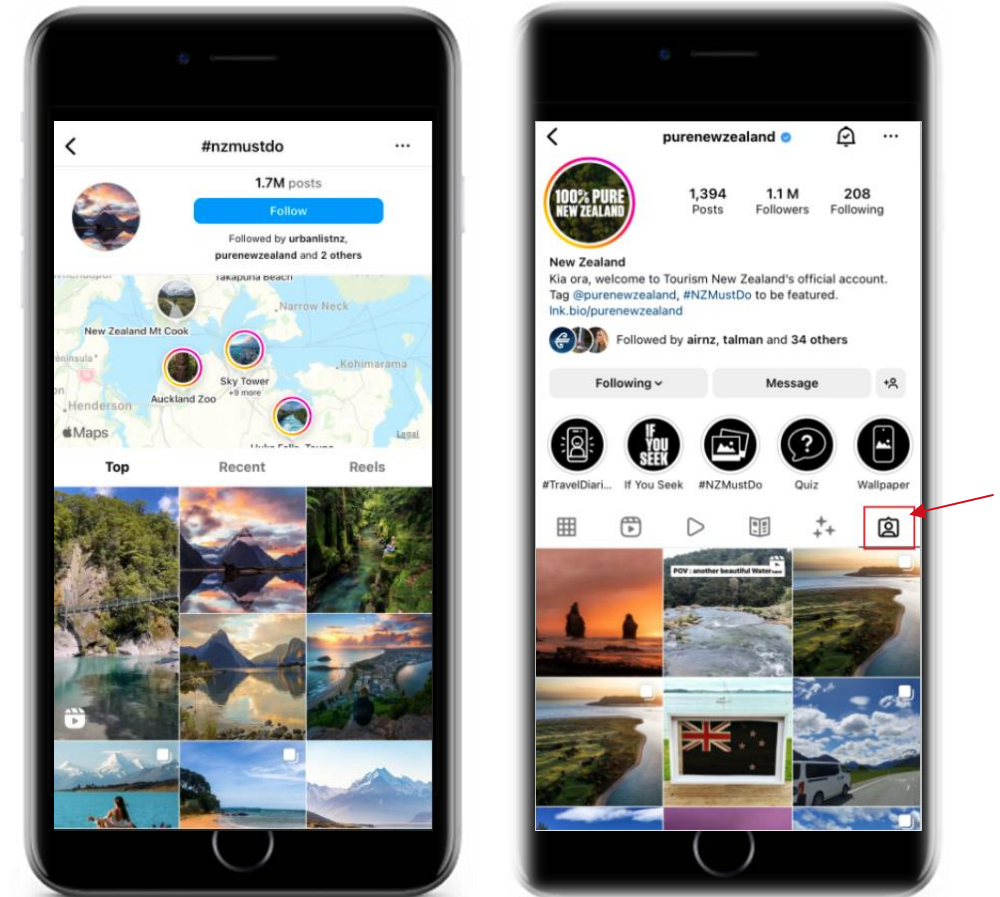
- Tag @purenewzealand on Instagram so the content can sit under the tagged post section on our profile. In the last 90 days, we had almost **150k profile visits**, which provides an excellent reach extension opportunity.
- Use our hashtags (#NZMustDo #NZBucketlist and #FEEL100inNZ) to get your content indexed and seen by users who are interested in travelling to New Zealand. Due to its popularity, our #NZMustDo has the follow button feature available, with **1.7 million** posts under it.

Facebook and Instagram: @purenewzealand

Youtube: 100% Pure New Zealand

X: @PureNewZealand

TikTok: @PureNZ



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China Digital & social media

China has a varied and complex digital and social environment. We operate on four main channels: RED, Douyin, WeChat and Weibo, and have a Chinese follower base of **over 1 million+**.

Digital Platforms: WeChat Mini Program, newzealand.com/cn
Trade Marketing Hub mini program

A couple of ways to amplify your reach via our social media channels:

- Tag @新西兰旅游局 on RED, Douyin or Weibo, we can deeper engage with your accounts eg. like or re-post your post so that our followers will see.
- On RED, use our hashtags (#新西兰旅行推荐) to get your content indexed and seen by users who are interested in travelling to New Zealand.
- We are keen to hear your stories. Provide images and footage to us would largely help us promoting your experiences. Please reach China Marketing team or Content Manager Yvonne Yang via yvonne.yang@tnz.govt.nz

Digital platforms:

- Promote your business on newzealand.com/cn and WeChat Mini Program by submitting/updating your business and product information to the Tourism Business Database (TBD) - Chinese language.

Trade Marketing Hub mini program

- Join online webinar to do product training to Chinese travel agents.
- Showcase your product information and marketing assets for Chinese travel agents to learn and download.
- Exchange e-business card with Chinese travel agents online and seek for potential business opportunity.

To sign up for the trade marketing hub mini program, or to provide images and stories for our social media channels, please contact the China market team on emma.zhou@tnz.govt.nz



Trade Marketing Hub mini program
Home page

Other Asia Social Platforms

Korea

Kakaotalk Consumer Channel: http://pf.kakao.com/_qFNHb

- It offers essential travel information for those interested in traveling to New Zealand. Launched in June 2023, it currently has 42K followers. The channel provides discovery and planning information, including hidden gems, curated itineraries, and seasonal travel tips. It also connects our fans with advocate activities.

Kakaotalk Trade Channel: http://pf.kakao.com/_GRVVK

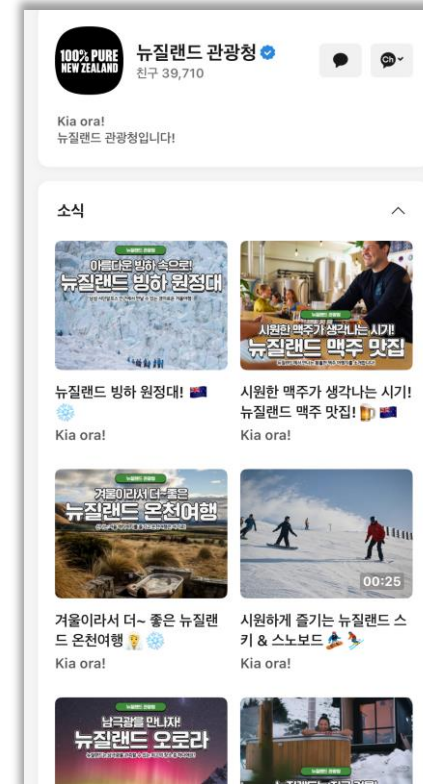
- The official communication platform for travel industry professionals, launched in August 2021, with 1,162 followers. It provides travel specialists with information on various New Zealand destinations and activities, helping them offer enhanced travel experiences to their customers.

Japan

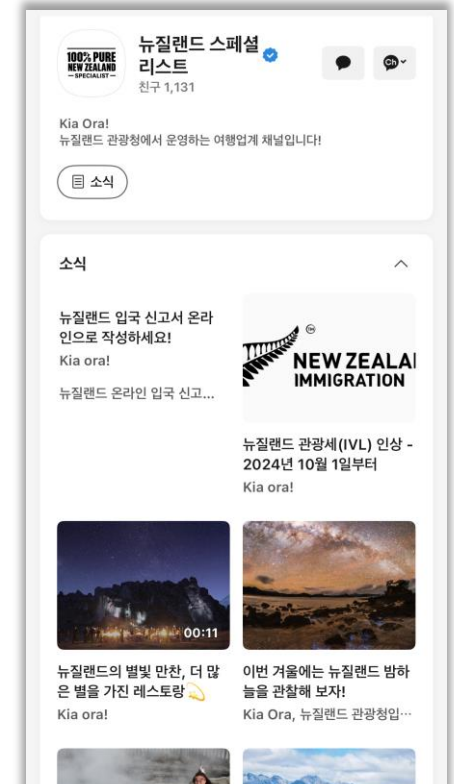
X Consumer Channel: <https://twitter.com/PureNZinJapan>

- TNZ Japan X account started in 2009 and currently has 68K followers. We introduce the seasonal information using the hashtag #NZanytime (いつでもニュージーランド). It also helps us to connect and introduce our destination through advocates.

<KR – Consumer Channel>



<KR – Trade Channel>



Connect with your nearest isite

There are almost 50 isites located across New Zealand that provide advice to international and domestic visitors and can **sell your product**.

All isites are Qualmark accredited and support Tourism NZ's campaigns and programmes such as Tiaki. They belong to a membership network that is guided by Tourism NZ and supports local communities. They are promoted as a 'trusted guide' and research shows many visitors desire personalised, impartial advice and reassurance.

A quarter of total holiday visitors pool visit an isite - This illustrates the opportunity to convert. Those who visit isite centers tend to have a higher awareness of New Zealand's '100% Pure' brand and the Tiaki Promise. Not only do they spend more on average during their holidays, but they also present a strong likelihood of recommending NZ as a destination.

Isites mainly sell tourism product in their own region but also assist with itinerary planning and bookings further afield. They are a great source of last-minute bookings. They operate like any travel agent and rely on sales commission.

You should consider:

- Contacting your closest isites to ensure they know your product well and can easily book it. Offer staff famils and connect with them regularly to promote special deals.
- Stocking your brochures or displaying digital content, on a pay to play basis.
- Talking to isite NZ to get your product on their online channel at book.isite.nz

Visit isite.nz for more information on how to find and contact any isite or isite New Zealand.



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Tiaki – Care for New Zealand

An indigenous approach to influencing visitor behaviour for positive impact on people, place, and culture.\

In Aotearoa New Zealand, people have a strong connection to the place around them. Tangata whenua (people of this land) see nature as something intrinsically intertwined with their own lives. For Māori, every mountain, every river, every tree has a story. These stories form part of their own identities and help to shape their place in the world.

Tiaki invites us all to look at the world through this indigenous lens. To form a deeper connection with place, and to reflect this in our attitudes and behaviours.

www.tiakinewzealand.com

#TiakiPromise



BE
PREPARED



DRIVE
CAREFULLY



KEEP NZ
CLEAN



PROTECT
NATURE



SHOW
RESPECT

How to bring Tiaki to life



Display Tiaki at your place

Check out the Tiaki Toolkit to find heaps of resources to help you share Tiaki with your visitors.



Share online

Use #TiakiPromise and share your commitment to Tiaki with your social media followers.



Add to your booking comms

Add a link to the Tiaki website in your automated booking emails to inspire your visitors pre-arrival.

For Tiaki assets check out:

www.tiakinewzealand.com or
www.visuals.newzealand.com/pages/tiaki-toolkit



Qualmark businesses are internationally recognized

- The Global Sustainable Tourism Council® (GSTC) establishes and manages global standards for sustainable travel and tourism, known as the GSTC Criteria.
- Qualmark's Sustainable Tourism Business Criteria became the first in New Zealand to gain GSTC-Recognized Status from the Global Sustainable Tourism Council.
- This ensures that every Qualmark accredited business is recognised with a standard that aligns with universal criteria for sustainable management, social and economic benefits to the local community, cultural heritage preservation and the reduction of pollution.



Join Qualmark

Sustainability: Our Sustainable Tourism Business (STB) Criteria is recognised by the Global Sustainability Tourism Council (GSTC), meaning members can be confident that achieving Qualmark certification meets global standards of sustainability.

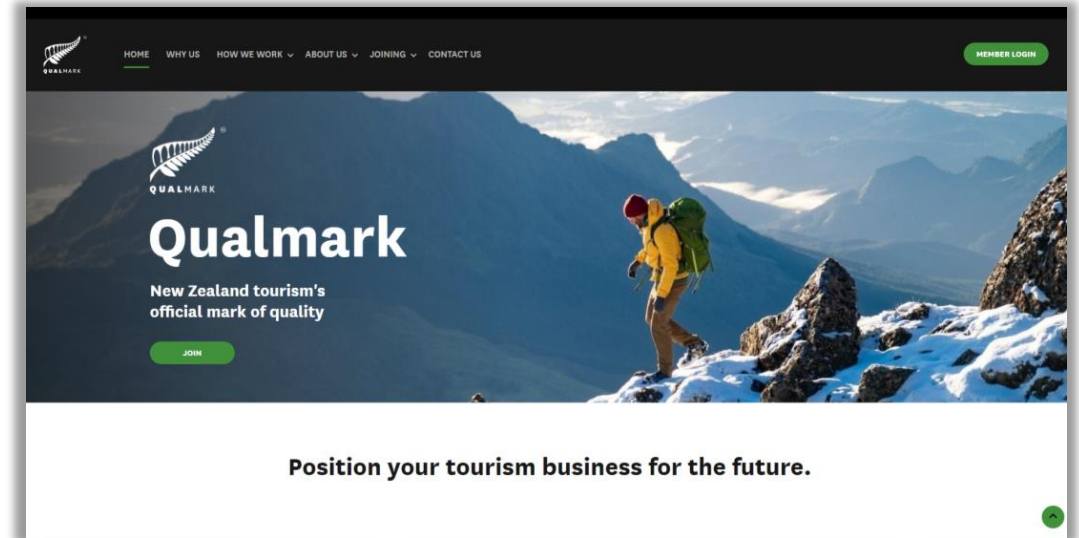
Industry Knowledge: Members will receive a one-on-one evaluation with their local Qualmark Specialist to identify opportunities for strengthening the business and improving visitor experience.

Marketing: Marketing opportunities are available with the use of Qualmark branded assets and a priority product listing on newzealand.com.

Key Partnerships: Eligibility to participate in Qualmark-exclusive campaigns with Tourism New Zealand and additional support through other key industry partnerships.

Member Portal: We provide a central hub where members can manage their business information and use a variety of tools & recourses in alignment with our STB Criteria, designed to support businesses through the evaluation process.

For more benefits or to join Qualmark, please email enquiries@qualmark.co.nz



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Qualmark members

Useful Links (Qualmark members)

- **Marketing activity:**

We often reach out to industry to engage with us for adhoc marketing campaigns & activities. Please connect with your Regional Tourism Organisation regularly to keep up with new opportunities. [Find your RTO here.](#)

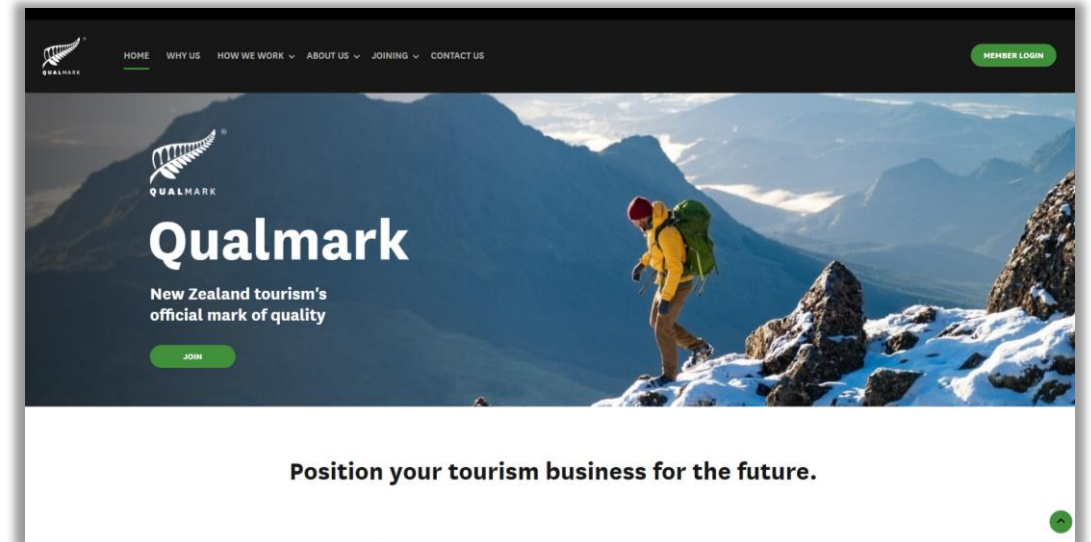
- **Qualmark Member Portal**

[Login to the portal here](#) & [Register an account here](#) - any issues, please email enquiries@qualmark.co.nz

- **Keep up with the latest Qualmark news:**

[Subscribe to Qualmark newsletters here](#)

- **Connect with Qualmark on LinkedIn:** [Qualmark LinkedIn](#)



NGĀ MIHI



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