



Abel Tasman

**100% PURE
NEW ZEALAND**

newzealand.com



Driving business in Australia

Welcome to the South Island Touring Campaign

Maximising campaign work in the Australian market

You have an opportunity to leverage the large advertising campaign in Australia that TNZ, in partnership with CIAL and SOUTH RTOs, are investing in to drive more people to your regions.

Campaign dates: 11 Sep – 5 Nov 2017

Investment: Over \$1.4m in media exposure – Bus and tram shelter ads and bus side ads, digital advertising, social media advertising, PR

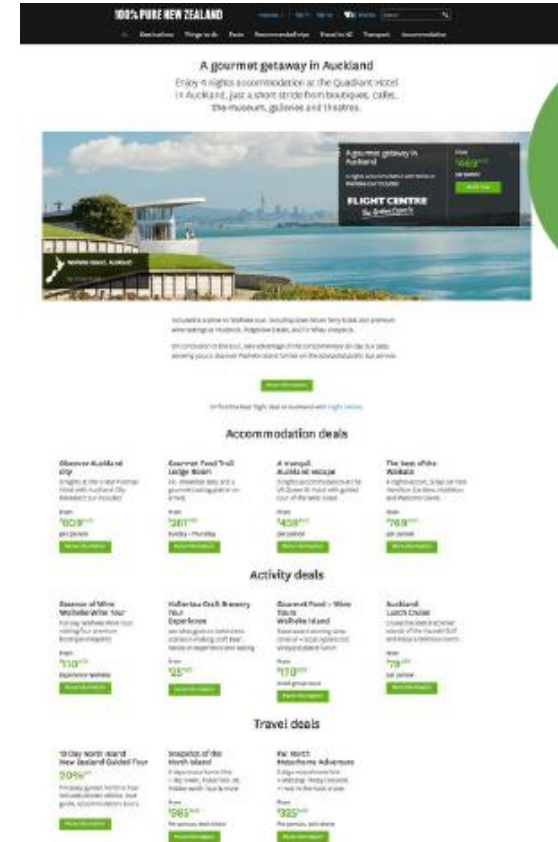
Target Audience: Independent Professional's (people aged 25 – 54) in Eastern Sea Board

Your opportunity:

- To make sure your business listing is up to date with relevant images
- To make sure you have deals loaded into newzealand.com by **21 August 2017**
- Regional deals will be featured on our campaign pages – these are free leads for you!

What is a travel deal?


1. A small tile on newzealand.com which advertises a special travel offer. This can be for an activity, accommodation, transport or a package.
2. A travel deal has a button inviting users to 'Find out more'. This button goes through to your website, or to an online booking engine (if you have one set up).
3. To load a travel deal, you must first be registered in the Operator Database.
4. To sign up, go to register.newzealand.com.



Why upload deals?

IT IS FREE ADVERTISING FOR YOU!

The Australian version of newzealand.com had in July 2016 – June 2017:

4,300,000 visits  560,000 referrals
off to a third party
sites

The anatomy of a travel deal

Some basics to be aware of:



Auckland Lunch Cruise

Cruise the sheltered inner
islands of the Hauraki Gulf
and enjoy a delicious lunch.

From
\$79NZD

per person

[More information](#)

The image or logo is the Operator Database 'featured image' taken from your business listing

A title and description needs to be loaded which describes the offer and makes it clear what the consumer is getting

'More information' must go to a web page with further details.

Ideally, it should be mobile optimised.

What makes a good deal?

- **Available for a limited time**

Travel deals should not be used to promote services which you offer all the time – for example, ‘Free Wifi’, ‘Free Parking’

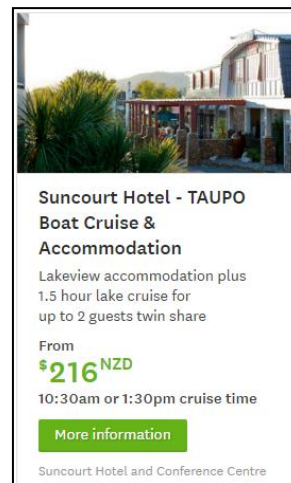
- **Attractive to consumers**

‘5% Off’. ‘Free transfers’ or ‘Free Cup of Tea or coffee’ probably won’t inspire visitors to click through to your website

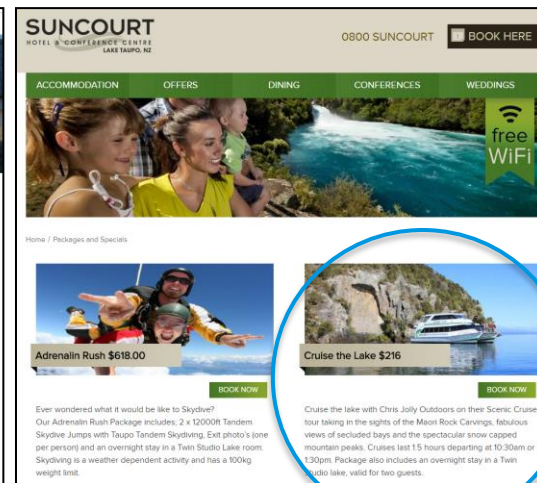
- **Link directly to an offer page**

Not your homepage, unless your deal is featured there. They can also link off to an online booking engine, if you have one.

Deal on nz.com:

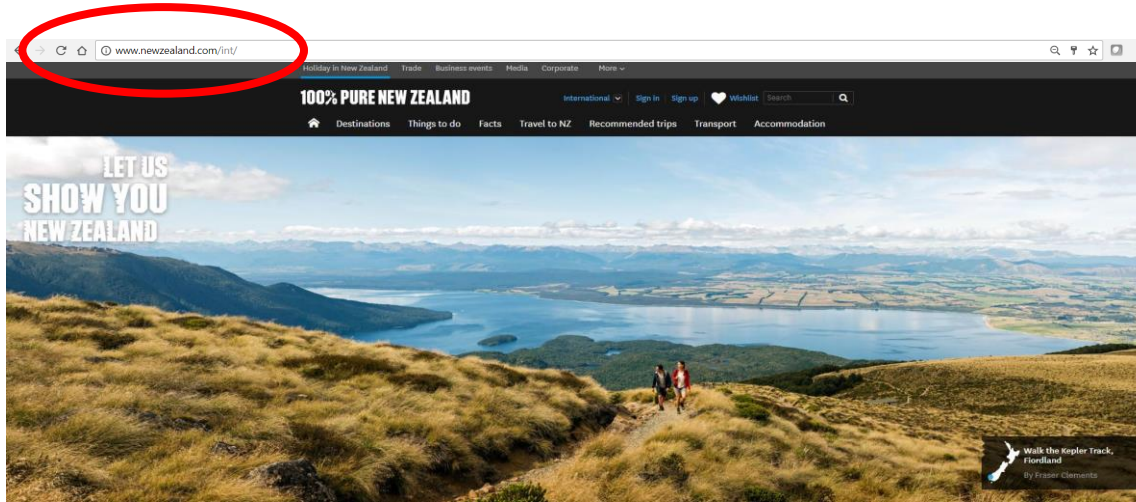


Landing page on operator site:



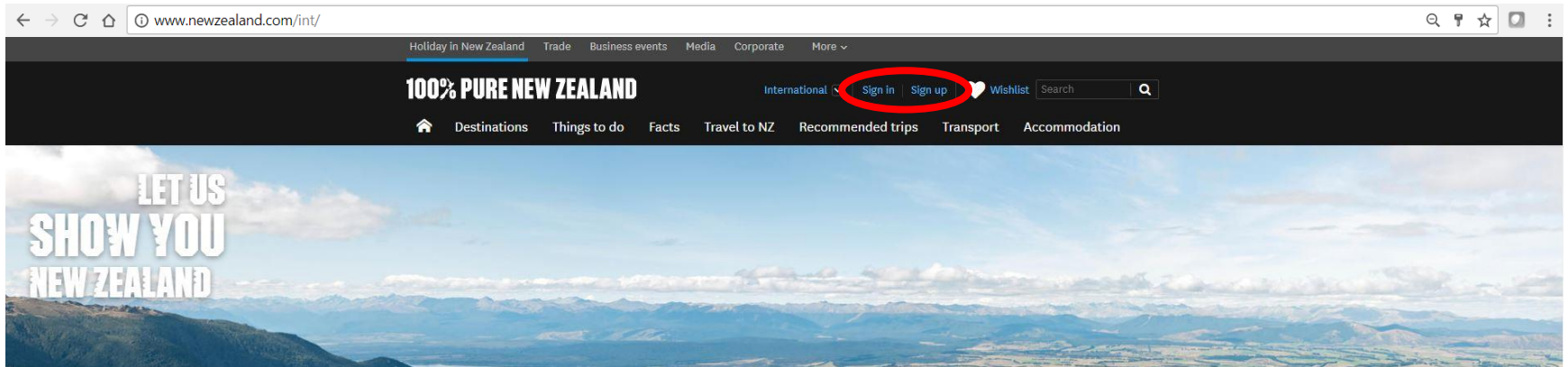
Logging in to your business profile

Step 1: Go to [newzealand.com/int/](https://www.newzealand.com/int/) in your browser.



Signing in

Step 2: Click on 'Sign In' in the top black bar and type your email and password. These are the same login details you use for the Operator Database.

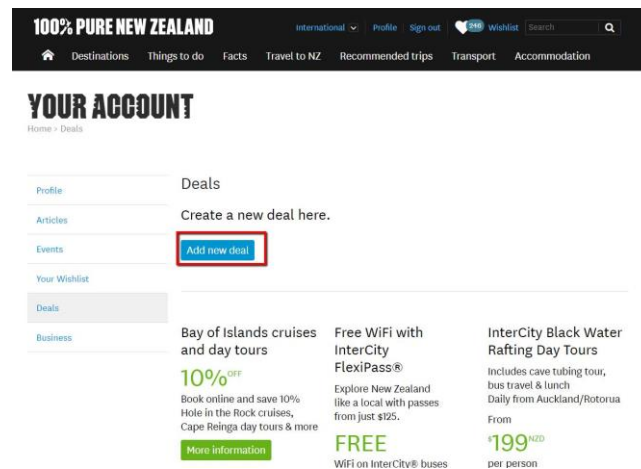
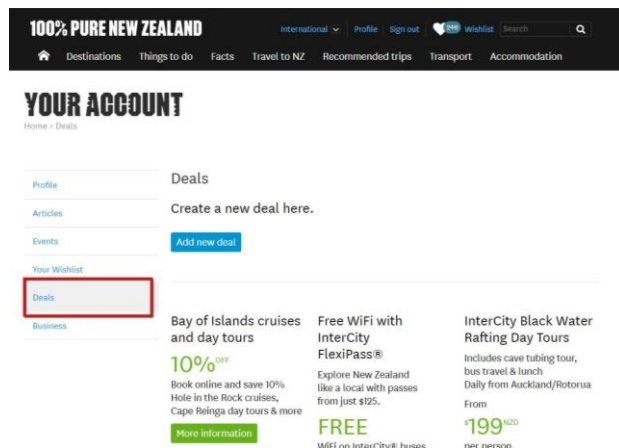


Finding deals on your dashboard

Step 3: Once you've signed in your dashboard will open.

From your dashboard, click on the 'Your Deals' link in the left-hand column

and then click on the 'Add new deal' button



To access your dashboard at anytime just click on the 'Profile' link on the top navigation bar.

7 steps to loading a deal

Step 1 Choose your listing. Use the drop down list to link your deal with one of your business listings.

Step 2 You can choose from five different types of deal:

1. Free
2. Percentage Off
3. More for Less
4. Price Point
5. Save Amount.

Choose the one which best suits your deal. Click 'Next'.

Step 3 Choose the deal to be available in AUSTRALIA.

If you don't, your deal won't be part of the campaign. You can tick as many countries as you like – your deal will show in the countries you tick.

Create a new deal

For tips on creating good deals see [How to add travel deals \(pdf\)](#)

Step 1 - Choose your listing

Use the dropdown list below to associate your deal with one of your listings

Flight Centre ▾

Choose the markets you would like to present this deal to on the site.

- | | |
|--|---|
| <input checked="" type="checkbox"/> Australia | <input type="checkbox"/> Canada |
| <input type="checkbox"/> International English | <input type="checkbox"/> United Kingdom |
| <input type="checkbox"/> India | <input type="checkbox"/> Ireland |
| <input type="checkbox"/> Netherlands | <input type="checkbox"/> Malaysia |
| <input type="checkbox"/> USA | <input type="checkbox"/> Singapore |

Add deal details and submit for publishing

Listing: Flight Centre

Deal type: Price Point

Step 3 - Please select the currency for your deal.

\$ AUD ▾

7 steps to loading a deal

- Step 4 Add in all the information about your deal.
- Step 5 Enter links for your website, so visitors can get more information on your deal. Your deal must be featured on your own website, so that when consumers click on the deal, they can see straight away that they've come to the right place.
- Enter the URL for the page where your deal is featured
- Step 6 If you've already created articles on newzealand.com, you can now select which of those articles you'd like your deal to be displayed on. This is a great way of getting extra exposure for your deal. You don't have to create an article in order to create a deal. This is optional.
- Step 7 Enter the start and end date for your deal. To be part of this campaign, make your deal's start date 11th September 2017 (or earlier), and your end date 5th November 2017 (or later).

And finally click 'Submit deal for publishing'.

Step 5 - Add the details of your deal

Title line 1
Explore Forest & Beaches

Title line 2
in Northland

Description line 1
4 nights accommodation

Description line 2
5 day car hire

Description line 3
+ Tours

Price point prefix, eg. From
From

Price point price value
869

Description bottom line
per person, twin share

Explore Forest & Beaches in Northland
4 nights accommodation
5 day car hire
+ Tours
From
***869^{AUD}**
per person, twin share
[More information](#)

Step 6 - Choose the link for your deal

Link for users to 'find out more' (mandatory)

<http://www.flightcentre.com.au/product/3689138>

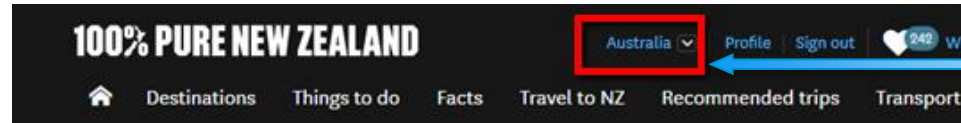
Step 8 - Publishing settings

Start date
2015-11-08

End date (NZ date & time)
2015-11-30

[Submit deal for publishing](#) [Cancel](#)

Creating Deals for Australia (AU)



Change market edition.

YOUR ACCOUNT

Home > Deals > Edit

- Profile
- Articles
- Events
- Your Wishlist
- Deals
- Business

Add deal details and submit for publishing

Listing:

Deal type: Price Point

Step 3 - Please select the currency for your deal.

- \$ NZD
- \$ NZD**
- \$ AUD

Choose the markets you would like to present this deal to on the site.

- | | |
|--|---|
| <input checked="" type="checkbox"/> Australia | <input type="checkbox"/> Canada |
| <input type="checkbox"/> International English | <input type="checkbox"/> United Kingdom |
| <input type="checkbox"/> India | <input type="checkbox"/> Ireland |
| <input type="checkbox"/> Netherlands | <input type="checkbox"/> Malaysia |
| <input type="checkbox"/> ... | <input type="checkbox"/> Singapore |

If you change the market edition to AU, you should be able to have AUD.

How does a deal “go live”

Once you have clicked “publish your deal” it required approval from TNZ, which takes about 2 working days.

At times, a deal may be declined. This is usually due to:

- The deal being confusing or unclear
- The deal is inaccurate and does not match the pricing or discount on the travel sellers website
- The deal links off to a page on the travel sellers website which does not mention or explain the offer
- The deal promotes services with the travel seller always offer as standard

You will be notified if this occurs, and you can then update your deal and re-publish for approval.

Who at Tourism NZ can help you?

For more information or assistance
please contact Samantha Hampson:

register@tnz.govt.nz



Waitangi

**100% PURE
NEW ZEALAND**

newzealand.com



THANK YOU