

14,696,507+ VISITS. IF YOU'RE NOT SIGNED UP, YOU SHOULD BE.

If you operate a tourism product in New Zealand, you can list for **free** on our consumer and travel trade websites. www.newzealand.com and www.traveltrade.newzealand.com jointly welcomed over 14.5 million visits in the last 12 months – that's the kind of exposure that you can't afford to miss.

YOUR CONSUMER LISTING HERE

On www.newzealand.com we take the listings from our Operator Registration database, apply filters and searches to them, and serve them up to our website visitors to help them plan their New Zealand holiday.

You can list an activities, accommodation, transport and tours.

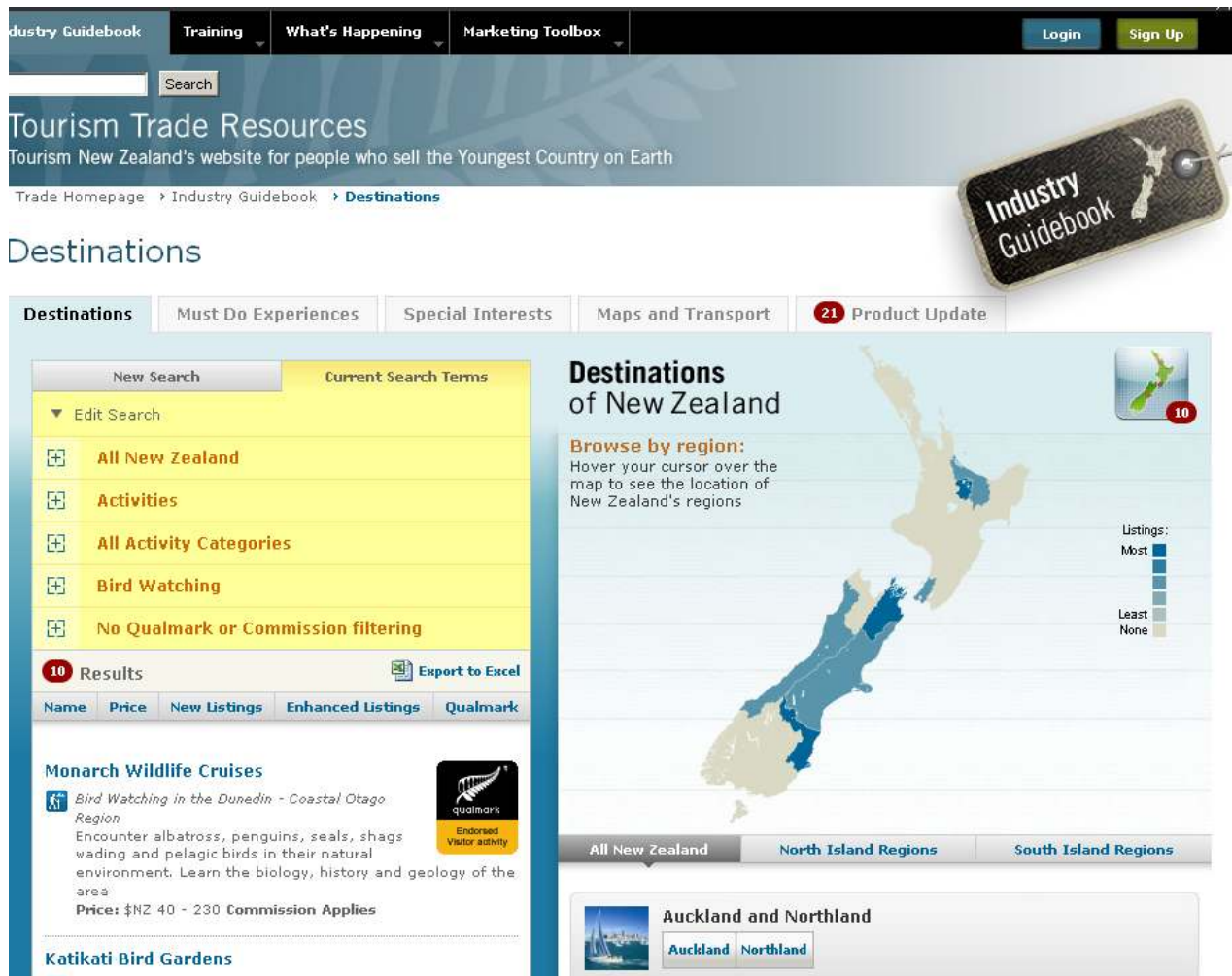
We even send your product listing out to the websites of selected partners such Tourism Auckland and Destination Northland.

The image shows a screenshot of the New Zealand tourism website's search results page. The top navigation bar includes 'Home | Travel Planner', 'International Edition | change', and a search bar. Below the navigation is a banner for '100% PURE NEW ZEALAND' with a search bar and a 'Search' button. The main content area is divided into two sections: 'Activities' and 'Accommodation'. The 'Activities' section features a 'Planning Your Day' sub-section with a 'What's on your 'to do' list?' heading and a 'Find Activities' sidebar with filters for 'Activity category' and 'Activities'. The 'Accommodation' section features a 'Whatever your travelling style, you'll find great places to stay wherever you want to go.' heading and a 'Find Accommodation' sidebar with filters for 'Accommodation Type', 'Region', and 'Town/City'. The website also includes a 'QUALITY' logo and a 'More about this image' link.

YOUR TRADE INFORMATION HERE

Once you have finished adding your consumer information, make sure you complete your listing by adding information for travel sellers that will display in our new, interactive Industry Guidebook on our website for travel sellers www.traveltrade.newzealand.com

Our Industry Guidebook allows travel sellers and product buyers to quickly search out trade product listings and then filter them by region, special interest and a number of other criteria.



The screenshot displays the 'Tourism Trade Resources' website interface. At the top, there is a navigation bar with tabs for 'Industry Guidebook', 'Training', 'What's Happening', and 'Marketing Toolbox', along with 'Login' and 'Sign Up' buttons. A search bar is located below the navigation. The main heading is 'Tourism Trade Resources' with the tagline 'Tourism New Zealand's website for people who sell the Youngest Country on Earth'. A breadcrumb trail shows 'Trade Homepage > Industry Guidebook > Destinations'. A large graphic of a luggage tag with 'Industry Guidebook' and a map of New Zealand is overlaid on the right side. The 'Destinations' section is active, showing a map of New Zealand with a legend for 'Listings: Most, Least, None'. A sidebar on the left contains search filters like 'All New Zealand', 'Activities', and 'Bird Watching'. Below the filters, there are 10 search results, with the first one being 'Monarch Wildlife Cruises' in the 'Coastal Otago Region', featuring a 'Qualmark Endorsed Visitor activity' badge. The price is listed as '\$NZ 40 - 230 Commission Applies'. Other results include 'Katikati Bird Gardens'. A 'Browse by region' section at the bottom of the map area shows 'Auckland and Northland' with sub-links for 'Auckland' and 'Northland'.

HOW TO START

Create an account on our Operator Registration Database <http://register.nzta.co.nz>. Once completed and submitted, it will be checked by our online editors, before going live.

Some tips to make your listing the best it can be:

- Write your listing with care, to get the best possible exposure
- Login and update it regularly – at least twice a year
- Get your product into more brochures – have a commission structure in place