



## **Explore New Zealand Registration 2011-2012**

### **Questions & Answers**

#### **1. What is Explore?**

The Explore New Zealand Programme offers discounts to travel agents and visiting international media from our target visitor markets for travel in New Zealand.

The programme supports Tourism New Zealand international media programme and trade familiarisation programme by offering discounts to those who can't be fully hosted.

The discounts are published in a Guide Book sent to accredited agents/media, as approved by Tourism New Zealand, when they apply for an Explore Card. Around 650 people travel in New Zealand on the Explore Programme each year.

The Explore Guide Book is published every two years. Each edition now offers around 500 discounts from operators across New Zealand.

Tourism New Zealand typically allows agents and media to travel using the Explore Card for a period of two or three weeks. Explore Cards can cover longer periods of travel when Tourism New Zealand sees a benefit.

#### **2. Who can apply for Explore?**

Explore New Zealand cards may be issued to:

- Frontline travel sellers who can use their New Zealand experiences to better advise and sell to their clients in our international tourism markets
- Product planners, managers and other key decision makers in the travel trade who can increase New Zealand's profile and visitor numbers
- International travel writers or individuals in media with a written commission to profile New Zealand

Before they travel, Tourism New Zealand's offshore offices assess applicants to confirm they fit the above categories.

The Explore discount book is published in English so Australia, North America and UK/Europe are the main places Explore cardholders come from. A wide range of other markets are also represented.

In May 2010 Explore was extended to Air New Zealand's 60 strong in-flight concierge team; 40 of whom are based in Auckland and 20 in London. The concierges provide destination information to passengers on flights from Hong Kong, London, Los Angeles and Vancouver.

### **3. Why should I bother offering a discount through Explore?**

By providing industry rate discounts through Explore, New Zealand tourism companies can give a diverse range of media and travel sellers the opportunity to experience their products.

You will be meeting the people who can put business your way and give you media coverage in our international tourism markets. Although sale recommendation and editorial decision making remains with the Explore cardholders, you will be raising awareness of your product and they may choose to include you in their next story or customer itinerary.

Because all Explore cardholders are thoroughly assessed by Tourism New Zealand before they are able to take part in the programme, you know these people are worth hosting. If visiting trade and media haven't heard of Explore they are unlikely to be working with Tourism New Zealand.

### **4. How do I register my offer?**

You can register for Explore from Tuesday 8 June until Friday 16 July. Please see [www.tourismnewzealand.com](http://www.tourismnewzealand.com) for a link to the online registration form.

### **5. What is a typical discount offer?**

Discounts are typically two-for-one for the Explore cardholder and their partner or 50 per cent off for the cardholder. Bigger discounts – even offering your products free of charge – can also be made.

When you register you will be presented with a choice of discount options.

Businesses subject to large depreciation and operating costs such as scenic flight and boat charter businesses often offer a discount in the 20-30 per cent range.

### **6. Can I offer less than that?**

You can but our experience is that you are less likely to be approached by travel agents and media so Explore may not be for you. Tourism New Zealand reserves the right to exclude insignificant or token discount offers from the Explore Programme.

### **7. How long is my offer valid for?**

Explore discounts are valid for a two year period. For this edition, your discount will be valid from 1 January 2011 to 31 December 2012.

### **8. Can I set conditions with my offer?**

All operators set conditions with their offers. These typically include exclusions during the peak season and a 'subject to availability' clause.

When you register you will be presented with a choice of special conditions that you can assign to your discount. You can submit other conditions as required by your business.

### **9. When does registration close?**

Registration for Explore 2011-2012 opens on Monday 7 June and closes at 5pm New Zealand time on **Friday 16 July**. No registrations will be accepted after this date. The next opportunity to register will be for Explore 2013-2014, in mid-2012.

### **10. Can I edit my offer once I've submitted it?**

Registration is an online process open for six weeks. You are most welcome to edit your offer text during that period up to Friday 16 July.

The Explore Guide will go to production after that date and any further changes will be charged at a per-word cost to the operator.

### **11. Can I change my offer later on?**

The Explore Guide is a printed publication and changes cannot be made once the Guide has gone to print. Please ensure you agree your offer with any other partners in the business before it is submitted to Tourism New Zealand.

### **12. How much does it cost to participate in Explore?**

It's free to be part of Explore. There is no registration cost.

However, please keep in mind that there will be a cost to your business when Explore cardholders redeem their discount vouchers over the two years of the programme.

### **13. How often will I be approached by media and trade?**

Explore cardholders are free to choose where they travel in New Zealand and which discount offers they redeem. This makes it difficult to predict how many Explore cardholders will choose to take up your offer.

The number of times you've been approached in the past by trade and media offshore will give you an indication. Some operators report only being approached a few times a year, while well-known and larger attractions are approached on a weekly basis.

You may choose to actively promote your Explore discount as part of your work with international travel sellers or media, which may boost the number that visit your business.

**14. We've been involved in Explore in the past. Why don't you just ask me to confirm our previous offer?**

Tourism New Zealand's experience is that most businesses change in the two years between editions, and it is better to start again with each edition. The things that change most often are retail prices, logos, contact details including email addresses, and business ownership.

**15. We're a nationwide company. How do we register for Explore?**

If your business is an accommodation chain, rental vehicle business, national tour or transport provider then the registration process is not online.

Please contact Stephen Griffith at Tourism New Zealand directly on 0508 868 747 to discuss registration requirements.

This separate registration process allows us to ensure your offer is formatted to fit a half-page listing in the 'National Operator' section in the front of the Explore discount book.

**16. Do I get a chance to approve my listing?**

Tourism New Zealand will email you a PDF of the page with your listing once it has been laid-up by our design agency. This will take place in September.

However, please note that only typos and errors will be amended free of charge. A per-word charge to other text changes will apply, so please ensure you and other partners/colleagues in the business are happy with your offer before it is submitted.

**17. Any tips on registration?**

Please note that you're interacting with an online registration process. We strongly recommend that you draft your text on paper or elsewhere on your computer before you submit it online, so that you have a copy for your records and in case there is an error with the application process.

Our online registration process may 'time out' after around 15 minutes, and you may lose changes made. So it is a good idea to complete your registration at a time when you are able to put aside phone and email distractions.

You can go back and finalise exact wording before Friday 16 July, once you have submitted your initial offer.

Your listing will fill one-fifth of an A5 page. Remember that your audience is travel agents and travel media so please keep your product description within three brief sentences and factual. Please don't try to copy and paste more text from another source.

If you don't receive login details by email after you have written your text, we're sorry, you haven't submitted an offer to us. Sometimes there is a connection issue that contributes to this. The login allows you to go back and review and edit your offer during registration.

**18. Who can I contact if I get stuck or have any questions?**

If you have further questions please call Stephen Griffith in Tourism New Zealand's Wellington Office toll free on 0508 868 747 weekdays.