

EXPLORE NEW ZEALAND DISCOUNT PROGRAMME

Guide for New Zealand
Tourism Operators



Waipoua Forest
Northland

**100% PURE
NEW ZEALAND**
traveltrade.newzealand.com



Milford Sound, Fjordland

The Explore New Zealand Discount Programme supports international travel trade on independent trips (self-famils) to Aotearoa New Zealand. As a Qualmark tourism business, you're invited to be part of this initiative.

Open to travel sellers in all markets (except China), the programme is proving highly effective. In FY25, more than 270 travel sellers applied to participate, and 89% reported feeling more confident to sell New Zealand and increased their New Zealand sales upon return.

What is the benefit to Qualmark Operators?

-  **Promote your product to international markets**
Travel sellers who experience your product firsthand are more likely to recommend it to their clients.
-  **Connect with quality international sellers**
All participants are vetted and approved by Tourism New Zealand, ensuring you host trusted, professional sellers.
-  **Encourage off peak visitation**
Most visits occur between April - October (outside peak times), helping to drive businesses during quieter months.
-  **Bookings confirmed in advance**
Travel sellers must book directly with operators at least 30 days prior to travel, with no risk of last-minute discount requests.



Blenheim, Marlborough



Kaikōura, Canterbury

Who can apply for the Explore New Zealand Discount Programme?

The Explore Programme is available to international travel sellers, including, but not limited to:

- Frontline travel agents who can use their New Zealand experiences to better advise, recommend and sell products to their clients.
- Product managers and/or key decision makers within the tourism sector who can increase New Zealand's profile.

Please note: the programme is not available to offshore media and journalists.

All applicants are thoroughly vetted by Tourism New Zealand staff in market.

'Through the Explore program, I gained firsthand experience in New Zealand, deepening my understanding of the country.

I stayed, toured, and immersed myself in travel, allowing me to better comprehend my clients' needs and recommend suitable options.'

– **Travel Seller, United States**

What discount should my business offer?

Offers are usually free, two-for-one or 50% off for the travel seller. Travel sellers are often travelling with a companion so we encourage you to extend a discount to their travel partner as well.

When you register, you will be presented with a range of offers to choose from. You can offer something different if you wish by selecting 'other' and entering your offer manually.

Small discounts are less likely to appeal, however if you have a premium product or one with high operating costs (scenic flights, boat charters etc...), a 10-30% off offer can be attractive to travel sellers.

'The Explore Programme opened up doors for me to not only get to know tour operators and their products, but to get to know New Zealand itself, as a place. I cannot stress enough how useful and valuable this programme is for a travel consultant, especially if you are just starting out creating trips to New Zealand!'

– **Travel Seller, Australia**



Tiaki Promise

New Zealand is precious, and everyone who lives and travels here has a responsibility to look after it. We encourage travel sellers to follow the guiding principles of the Tiaki Promise while on their self-famil and operators are invited to show travel sellers their products through the Tiaki lens.

Read about the Tiaki Promise at [tiakinewzealand.com](https://www.tiakinewzealand.com)



Makorori, Gisborne

Time & resource required to join the Explore New Zealand Discount Programme

We understand that your time is valuable so we have outlined the steps and the approximate time required to load an offer, complete the booking process and fill out the post-family operator survey.



Submitting an offer

(approximately 30 minutes depending on the number of offers you submit) once)

1. Log-in to the Tourism Business Database - register.newzealand.com
2. Click <Product Name> on the menu bar
3. Choose the listing you want the offer to apply to
4. Review and agree to the terms of trade
5. Complete the required fields (including an email address for travel sellers to book your product directly or discount code for travel sellers to use on your website)
6. Choose your offer type from the pre-populated fields or choose your preferred discount
7. Set special conditions (validity/backout dates, subject to availability etc)
8. Click 'Submit for Approval'



Approval timeframe

Tourism New Zealand will review and approve your offer within 5 business days.



Booking process

(approximately 20-30 minutes, frequency on demand)

Travel sellers will book your product either by emailing you directly or via your website using the discount code that you have entered in the Tourism Business Database.

For email bookings, please provide your nominated email address when submitting your offer. Please aim to respond within 10 working days.

To help streamline requests, Tourism New Zealand supplies travel sellers with a booking template that includes:

- Their unique Explore New Zealand Discount Programme ID
- Preferred travel date
- Name/s of participants
- If they currently sell New Zealand, and if yes, how many trips per year
- What wholesaler/IBO/DMC they currently work with
- Is this their first trip to New Zealand. If no, provide details of their most recent trip

Apply today - visit the Tourism Business Database:

register.newzealand.com