



# EXPLORE NEW ZEALAND DISCOUNT PROGRAMME

Guide for New Zealand  
tourism operators



The Explore New Zealand Discount Programme is designed to support international travel trade and media visiting New Zealand on an independent trip. Approved applicants receive access to the Explore Pass, which provides discounted product offers at tourism businesses across the country.

## WHY SHOULD I BE INVOLVED?



Travel sellers who experience your product are more likely to recommend and sell it to their clients when they return home.



Media have either been commissioned to write a story, make a broadcast programme, or have their own recognised media channel, so you will have the opportunity to be included in their work.



Because Explore Pass holders are thoroughly vetted and approved by Tourism New Zealand, you can rest assured that they are of high quality and worth hosting.



Providing an offer for the Explore Pass means at the very least that you are visible to accredited visiting travel sellers and media – free marketing!



If you make the effort to meet them when they visit your business, you can start a positive working relationship. Remember to get their business card so you can follow up easily.



It's a great way to showcase your product for free to people who can attract you more business.



More than 500 people are issued a pass each year.



Poor Knights Islands, Northland



Abel Tasman National Park



New Regent Street, Christchurch



Roys Peak, Wanaka

## WHO CAN APPLY FOR THE EXPLORE PASS?

The Explore Pass is available to international travel sellers and media, 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.
- International media (including travel and lifestyle writers for print and online platforms, broadcast, and social media influencers) with a validated commission to profile New Zealand as an international destination.

## HOW DO INTERNATIONAL TRAVEL SELLERS AND MEDIA APPLY?

International travel sellers and media apply for the Explore Pass through our trade and media websites. Applications are verified and approved by our staff in the relevant market. Once approved, they receive access to the offers supplied by New Zealand tourism operators.

[traveltrade.newzealand.com/en/benefits/explore-nz-programme](https://traveltrade.newzealand.com/en/benefits/explore-nz-programme)  
[media.newzealand.com/en/explore-programme-for-media-visiting-new-zealand](https://media.newzealand.com/en/explore-programme-for-media-visiting-new-zealand)

## WHAT SHOULD I OFFER?

There are over 1000 offers currently listed by the New Zealand tourism industry.

Offers are usually free, two-for-one or 50% off for the cardholder.

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 offers 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 media and travel sellers.

If you are a nationwide company, you will need to make an offer related to each individual product listing.

## STEPS TO LOADING AN OFFER

New Zealand tourism operators can submit an offer through their profile on the operator database – [register.newzealand.com](https://register.newzealand.com)

This is the same place you go to enter your listings for [newzealand.com](https://newzealand.com) and [traveltrade.newzealand.com](https://traveltrade.newzealand.com)

Use the following steps to load your offer, after which you will receive an email confirmation.

