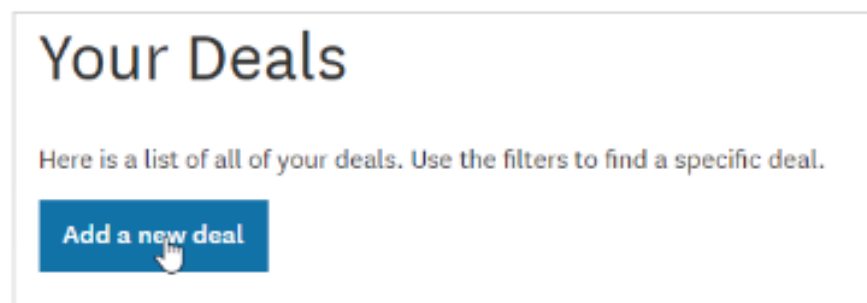
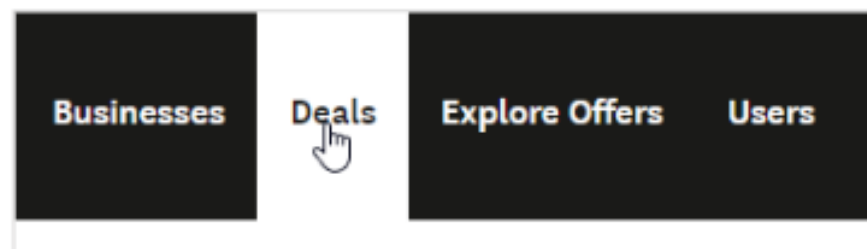


**DEALS ON
NEWZEALAND.COM**

Key things to know about Deals

- Submit after a Business and Product Listing are approved
- They can be specific to market editions of newzealand.com



Choose the language you want to create the deal in:

English

Select the markets where you want to publish the deals to: *

International English Australia India United Kingdom
 New Zealand Canada Singapore United States

Please note any deals published to the International English market will be visible on all English versions of newzealand.com unless a market-specific deal for the associated listing exists.

If this deal has been created specifically for one of Tourism New Zealand's campaigns, please select the relevant campaign

Domestic & Australia: Winter campaigns

Campaign deals have specific criteria to be approved. [Learn more.](#)

Deals on newzealand.com – maximising your referrals

- A travel deal is a significant value add or discount to normal rates.
- It can also be with another tourism business in your region. For example, an accommodation and activity provider partnering.
- It is designed to drive quality leads to your business and promote direct booking
- It can be for activities, tours, accommodation, transport or a package.



Dolphin and Wildlife Cruise
Use code GIFT30 for \$52.50 off

Applies to Adult prices.
Watch up-close Wild Dolphins
Tauranga, Bay of Plenty. NZ

Was \$175
\$122 NZD

[More information](#)

Bay Explorer



Sky Waka Package Hot Deal
Breathtaking Scenery
Tongariro

King Bed Breakfast in your Pod
Sky Waka Pass & Mini Golf
Dinner Voucher at Schnapps Bar

Package
\$599 NZD

Plus More Inclusions

[More information](#)

Plateau Lodge

There are five deal types to choose from

1. Price point
2. Percentage off
3. Save amount
4. Free
5. More for less

Tip: In which the format of the Prefix to Suffix fields is just 'number, word, number' e.g. '5 FOR 4'



23 Day Wildlife Encounters Self Drive Tour

See kiwi, feed wild stingrays,
dolphin & penguin encounters
Quality accom & rental car

From
\$3955 NZD

Per Person, Share Twin

[More information](#)

South Pacific Travellers' World

Bay Explorer Wildlife Cruises

Summer Special!

20% off when booking online,
Use code DOLPHIN19
Valid until end of Feb19

20% OFF

[More information](#)

Best Day Ever Island and Wildlife
Cruise

Stray Hop-on Hop-off Bus.

'Everywhere' Pass on SALE!

The best way to see it all!
Hurry - Offer ends 31 January

Save
\$466 NZD

[More information](#)

Stray Bus

Purchase OGO Three Ride Flexi Combo

Ride any three OGO Tracks
and receive

FREE

Videos & Photos (value \$50)

[More information](#)

OGO Rotorua

Manuka Lodge B&B Welcome luxury

Stay 5 nights Pay 4
King room/Super King Bed
Full cooked breakfast

5 FOR 4

[More information](#)

Manuka Lodge

Deals for TNZ's three current Campaigns

- **Gifting** offers for any time to the end of 2022.
- **Families** Domestic and Australia campaign with any End Date up to 12 months from submission.
- **Spring** Domestic and Australia Campaign 1 Aug – 31 Oct.

- **S** If this deal has been created specifically for one of Tourism New Zealand's campaigns, please select the relevant campaign **menu**.

Domestic & Australia: Winter campaigns

Campaign deals have specific criteria to be approved. Learn more.

- See TNZ's Deals for Campaigns page for approval criteria:
<https://www.newzealand.com/nz/utilities/tourism-business-database-deals-for-campaigns/>

- New seasonal campaigns will be offered quarterly.



Winter Escape For Two at the Mount Hot Pools

Relax with a 1 Hour Massage, 1/2 Hour Private Pool entry and free towel hire.

Only
\$200 NZD

Per Couple - Save \$50

[More information](#)

Mount Maunganui Hot Salt Water Pools



Midweek Ski Getaway For Two People

20% off midweek accomm special
Spa-sauna-cooked breakfasts
Close to ski-field & bars

20% OFF

[More information](#)

Ruapehu Country Lodge

1

CREATE AN ACCOUNT IN
THE DATABASE

2

ADD BUSINESS
INFORMATION

3

CREATE PRODUCT
LISTING

4

ADD DEALS

Tips for creating outstanding deals

- **Have an attractive offer**
Stated in plain language. Think of what sort of deals will be impactful. Value added deals are welcome.
- **Clearly and succinctly state the deal**
Name the product in the title and include the region/ location. There are just a few lines to work with so keep sentences very short. You are welcome to leave some lines blank. Don't repeat text.
- **Link directly to an offer page on your website**
Rather than your homepage link to a deal page.
- **Make important terms clear**
Such as kids ages, family sizes and months a seasonal deal applies to.
e.g. 'Kids 4-14 Ride Free', 'Family of 2 Adults + 2 Kids <12', 'Winter Special 1 June – 31 July'.

But don't try to explain all of the T&Cs in the deal tile.
- **Refer directly to a TNZ Campaign**
e.g. Warm up over Winter, Winter Wonderland, Escape from Winter.
- **Have a reasonable start and end date**
A general deal can be for up to 12 months. A Campaign deal shows on newzealand.com during it. **Tip:** Please note if the start date you choose is in the future the deal won't show yet. Choose 'Today' as the start date if this is what you want.
- **Use the Preview function**
You can Preview how your deal looks and edit it more than once before Submitting for approval.
- **Choose good imagery in your listing**
The image you choose should relate to a campaign and be without text as this is hard to read on newzealand.com from mobile.
- **Consider package deals with other operators**
These will show against both Businesses product Listings on newzealand.com.

Choosing a different image for a deal

New TBD Feature

You may have a photo that specifically relates to a newzealand.com Campaign. Here an operator has chosen one of kids enjoying their experience for a previous campaign.

You are welcome to leave the default image in place (that comes from your product Listing) but you can also change this out within the Deals area of the Tourism Business Database. Click on Choose File to start the process:

The screenshot displays the 'Deal details and preview' interface. On the left, under 'Deal image', there is a thumbnail of a family kayaking, a 'Remove' button, and a 'Caption' field containing 'Family kayaking'. Below this is a 'Credits' field with 'Kids go 100%' and a 'Choose file to use image' button. A detailed instruction block explains that the first image from the product listing will show by default and that the new image will help promote the deal to potential visitors. It also lists requirements: images must be a minimum width of 800 pixels, less than 10MB, and must be in .jpg, .png, or .gif format. On the right, a preview shows the deal card with the new image, the title 'Kids go 100% Family kayaking', a 50% off discount, and a 'View deal now' button.

Examples of well-presented deals

Why do these deals work?

They show people enjoying an experience or accommodation you can see yourself at. One contrasts the retail and deal cost. None use repetitive text. The discount is clear. Added benefits or inclusions are mentioned.



Getaway Package 3 Nights package

Daily full breakfast for two.
One 3 course dinner for two at Nest.
Receive \$50 hotel credit for "Kamana Soak".

20% OFF

[More Information](#)

Kamana Lakeshore



Matakana Daytrip Including Craft Beer

and local curated lunch
plus other treats!
Was \$299.

Now
\$249 NZD

[More Information](#)

The Travel Co



Queenstown Better in Winter Warm Cosy Accommodation

Stay 3 nights and only pay for 2!
Valid on all accommodation
types and sites

3 FOR 2

[More information](#)

Queenstown TOP 10 Holiday Park



Haggas Honking Holes Enter Promo Code "WAL20"

Abseil, rockclimb, spiderwalk
Waterfalls & glowworms
A Warmer Option

20% OFF

[More information](#)

Waitomo Adventures Ltd

Common reasons a deal is declined, it:

- Is at rack rate or from a \$ rate that includes rack rate.
- Includes two \$ amounts but it isn't clear what their relationship is.
- Is inaccurate not matching pricing on the operator's website.
- Links to a page on the operator's website that doesn't mention or explain the offer.
- The deal promotes services which are always offered free (e.g. 'Free WIFI' or 'Free Parking'),
- Is for a very short time, for say under a week, so won't show on newzealand.com for long enough to lead to many referrals.

Deals Workflow

Same as Business & Listings.

Please allow 24 hours for approved deals to appear on newzealand.com

Making changes to product Listings & Deals

Product listings & Deals can be modified after they are created.

- Same approval workflow applies
- They require resubmission to Tourism New Zealand for review
- Moderation takes around 5-7 working days

Tip: Please don't resubmit until TNZ has approved content as the system becomes confused by Product Listings or Deals in more than one state at the same time:

- Resubmitted for approval by an operator and
- Approved to be published by TNZ.