

**FOR IMMEDIATE RELEASE**

**REVAMPED WEBSITE HELPS TRADE SELL NEW ZEALAND**

***New cutting-edge features are making selling New Zealand easier for the international travel trade.***

SANTA MONICA, CA, July 23, 2009 – Tourism New Zealand's redeveloped trade website offers travel trade advanced tools, making it quicker and easier for those that sell New Zealand offshore.

The website's features include four languages, with more engaging online training modules; a comprehensive 'Industry Guidebook' with nearly 2000 New Zealand product listings offering trade information and new market snapshots.

"Travel sellers are an integral part of promoting New Zealand to our potential visitors," says Tourism New Zealand Chief Executive George Hickton. "The improvements to content and addition of new features to this website will ensure they have the best-possible understanding of what our country has to offer."

Originally launched in 2004, the latest changes to Tourism New Zealand's travel sellers' website allow information be customised to suit fourteen different target markets in which New Zealand is promoted.

The site now brings together interactive, searchable maps; itinerary planning guides; industry information and feeds relevant information from [www.newzealand.com](http://www.newzealand.com). Product listings, uploaded into the site by operators themselves, are searchable from the homepage and can be further filtered in an innovative, searchable 'Industry Guidebook' application, created with frontline travel sellers in mind. Products are clearly marked as 'new' or 'updated'

The product database search function has been made more flexible, allowing searches by dates, types of product and region. The 14 online training modules are now quicker and easier to complete, its open-book and highly automated format allowing instant learning.

A market snapshot section summarises Tourism New Zealand activity in a specific market, giving sellers from that market a 'one-stop-shop' from which to access current and future marketing activity happening nearby and how they can be involved.

The new site also collects valuable information on travel sellers, allows Tourism New Zealand to gain insights into the demographics of their trade partners, as well as administer the 'Explore' and 'Kiwi Specialist' programmes globally.

"The key thing we wanted to achieve with this revamp is to make the site relevant and useable for the travel trade, while minimising the time required from us to administer the site," says George Hickton. "It has definitely improved the efficiency of the site for us."

<http://www.traveltrade.newzealand.com>