**Registration and Listing Information: NewZealand.com and NorthlandNZ.com**

**1. Register your business**

• Create or review your business account at www.register.NewZealand.com

• Instructions are available at www.newzealand.com/int/utilities/operator-help/

• You can load multiple products under your business account

• If you already have a listing then you can login with your email address and password to make any updates and keep your listing information current. Sign-in button on the black tool bar at the top of the page

• If you have forgotten your password email register@tnz.govt.nz

• You will receive a confirmation email when your business is registered. You can then load your product information (select ‘Manage this business’)

**2. Upload your product listing**

• Have everything ready before you start loading your listing – description, images, logo, video link, Trip Advisor ID, Qualmark accreditation, social media links

• There are restrictions on the amount of text for each listing

• Aim to upload 5 to 10 really good images. Photos need to be of a good file size and landscape

rather than portrait. The images need to be a minimum width of 1080 pixels preferably 1920px or larger

• A product listing can have up to five tags associated with it. These tags help to further describe your product, and are part of determining where your listing is displayed on the site, so choose the most important first.

• Follow the steps for every part of this process and click SAVE after every step

• Remember to enter the URL to your direct booking engine where users can see availability,

select dates and pay online – rather than an enquiries form. This generates the ‘book now’

button on the listing

• Plotting your business on a Google Map is mandatory as part of the registration process

• Once you have finished loading your information it passes through an approval process before it goes live. This usually only takes a couple of days but could take up to two weeks at

peak times of the year

• You need to log in at least every 12 months or the listing will be deactivated by Tourism New Zealand and will no longer show on either website

• For assistance contact Samantha Hampson at Tourism New Zealand 04 462 8000 or email register@tnz.govt.nz

IMPORTANT

**3. Listings on NorthlandNZ.com**

• Accommodation, Activity and Transport listings on NorthlandNZ.com are sourced directly from NewZealand.com. So, if you have a listing on NewZealand.com, you will also have a free

standard listing on NorthlandNZ.

• Any changes or additions must be made via your account at www.register.NewZealand.com

• **NOTE**: The free listings on NorthlandNZ.com appear in alphabetical order within each category.

• **For the cost of $200+GST per year (or pro-rata for part year) you can upgrade to a FEATURED LISTING. Featured Listings rotate at the top of the list in any applicable searches, before the standard alphabetical listings.**

For further information contact Cheryl Jensen | [Cheryl@bigfish.nz](mailto:Cheryl@bigfish.nz) | 027 255 5487