



Real world experience of using Totara for global travel agent certification

The New Zealand story

100% PURE NEW ZEALAND



3.8 million
visitors



New Zealand's
biggest export
earner



\$16.2
billion
spend

The New Zealand story

100% PURE NEW ZEALAND

Crown Entity
tasked with
marketing NZ as
a visitor
destination

158 staff, 14
offices
across the
globe

\$111
million
budget for
FY20



The New Zealand story

100% PURE NEW ZEALAND

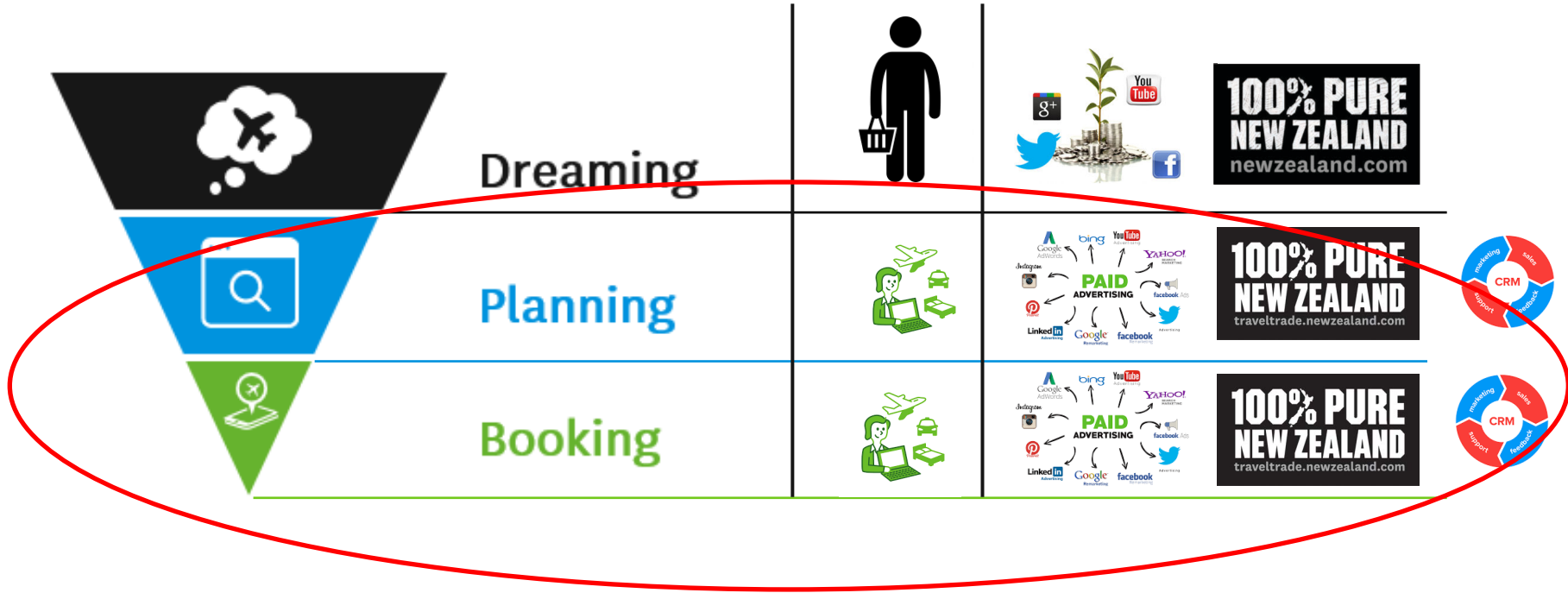
Forecast
+30%
growth in
arrivals

5.1
million
visitors
by 2024

Resulting in
\$4.6 billion
extra to the
New Zealand
economy



How we target audience's - Consumer vs Trade



Tourism New Zealand - Travel Trade Education Programme

[Holiday in New Zealand](#) [Trade](#) [Business events](#) [Media](#) [Corporate](#) [More](#) ▾

100% PURE NEW ZEALAND

[International](#) ▾



[Planning Trips](#)

[Training](#)

[Sales Tools](#)

[Benefits](#)

[Working with us](#)

[News, Events and Updates](#)

SIGN UP TO BECOME A 100% PURE NEW ZEALAND SPECIALIST

Becoming a 100% Pure New Zealand Specialist provides you with some great advantages and benefits when selling New Zealand as a destination.

[Login or sign up](#)



The programme – The journey to the NZSP



Steps To Become A 100% Pure New Zealand Specialist



Create an account

+



Relax and complete 10
online training modules

=



+



Attend a TNZ led training
session, E.g webinar or in-office

=



+



Visit New Zealand

=



NZSP – Agent sign up journey

The screenshot displays the 'Trade' section of the 100% Pure New Zealand website. The navigation bar includes links for 'Holiday in New Zealand', 'Trade', 'Business events', 'Media', 'Corporate', and 'More'. The main header features the '100% PURE NEW ZEALAND' logo, a search bar, and a 'Log in or sign up' button highlighted with a red circle. Below the header, a navigation menu lists 'Home', 'Planning Trips', 'Training', 'Sales Tools', 'Benefits', 'Working with us', and 'News, Events and Updates'. The main content area features a large banner with the text 'KIA ORA' and 'Welcome to the Trade Website - helping you sell New Zealand travel.' Below this, a '100% PURE NEW ZEALAND SPECIALIST' badge is shown, followed by the text 'Tourism New Zealand offers training to become a 100% Pure New Zealand Specialist.' and a 'Find out more' button.

Holiday in New Zealand **Trade** Business events Media Corporate More ▾

100% PURE NEW ZEALAND International ▾ Search 🔍

🏠 Planning Trips Training Sales Tools Benefits Working with us News, Events and Updates

KIA ORA

Welcome to the Trade Website
- helping you sell New Zealand travel.

100% PURE NEW ZEALAND
SPECIALIST

Tourism New Zealand offers training to become a 100% Pure New Zealand Specialist.

[Log in or sign up](#) [Find out more](#)

The user Journey



100% PURE NEW ZEALAND SPECIALIST PROGRAMME

Log in

Username (email address)

Password

Remember username

Log in

[Forgotten your username or password?](#)

Cookies must be enabled in your browser 

Is this your first time here?

Sign up to the 100% Pure New Zealand Specialist Programme 1. Click on the 'Create new account' button. 2. Fill out the form. 3. Once you have submitted the form, an email will be sent to you (sometimes emails are delayed or do not arrive in your inbox, please check your junk mail if it has not arrived in your inbox). 4. Click on the link to confirm your account. 5. You will be able to access the 100% Pure New Zealand Specialist Programme and start doing the online training modules.

Create new account



- English (en)
- Deutsch (de)
- English (en)
- Español - Internacional (es)
- Français (fr)
- Indonesian (id)
- Português - Brasil (pt_br)
- 한국어 (ko)
- 日本語 (ja)
- 简体中文 (zh_cn)

You are not logged in.

8 Languages

Fill out the form. 2. Once you have submitted the form, an email will be sent to you (sometimes emails are delayed or do not arrive in your inbox, please check your junk mail if it has not arrived in your inbox). 4. Click on the link to confirm your account. 5. You will be able to access the 100% Pure New Zealand Specialist Programme and start doing the online training modules.

The User Journey – Sign Up

100% PURE NEW ZEALAND SPECIALIST PROGRAMME

English (en) ▼

You are not logged in. [Log in](#)

New account

▼ [Collapse all](#)

Kia Ora. You are taking the first step in increasing your knowledge of New Zealand. To start your journey, fill in the fields below to create an account. There are required fields in this form marked *.

▼ Choose a password

Password* Unmask

▼ Personal Details

First Name*

Preferred Name*

Surname*

Contact Email (Must be lowercase)*

Phone Number*

Mobile Number

Country/Region you live in*

State/Province

Your Role*

The User Journey – Sign Up

▼ Travel Agent Reference Number

IATA Number

Other: eg ABTA Number

▼ Company Details

Company Name*
If your company is not listed, please select 'Not Available'. A new field will appear below for you to type in your company name

Store/Branch

Address 1*

Address 2

Address 3

Company Email

Company Website

Company City*

Company Postal Code

The User Journey – Sign Up

▼ Social Media Links

Facebook

Twitter

LinkedIn

▼ Your Sales Information

How many years have you been selling New Zealand? *

How many times have you visited New Zealand? *

How many bookings do you personally make to New Zealand per year? *

What categories describe the standard of travel you book for your customers? (Please select all that apply)

Budget

Mid Range

Luxury

▼ Be listed on newzealand.com

Opt in and agree to be listed on newzealand.com *

Increase your visibility when you become a 100% Pure New Zealand Specialist your contact details will be listed on newzealand.com, which will enable you to receive referrals from consumers.

User Dashboards

The screenshot displays the user dashboard for the 100% Pure New Zealand Specialist Programme. At the top, the navigation menu includes links for Planning Trips, Training, Sales Tools, Benefits, Working with us, and News, Events and Updates. The main header identifies the user as Aotea Roa, Long White Cloud Travel. The dashboard features a 'Gold Specialist' badge, a progress bar showing the user's status (Bronze, Silver, Gold), and a congratulatory message with a photo of a group of people jumping on a beach. Below the main content, there is a section for 'Online Training Modules'.

- Download Certificates
- Download Badges
- Edit profile
- See status progress
- Access to online training modules
- Update on trade news
- Coming trade events
- Load trip and training evidence to move to next tier
- Add in new blocks for promotion in markets

User Dashboards – Use as comms tool

100% PURE NEW ZEALAND

🏠 Planning Trips Training Sales Tools Benefits Working with us News, Events and Updates

100% PURE NEW ZEALAND SPECIALIST PROGRAMME

Paul Trowell

You are logged in as amanda.washington

My Dashboard



Amanda
washington

2019 Gold Specialist



[Edit your profile and business listing](#)

[Download certificate](#)

100% Pure New Zealand Specialist Famil 2019

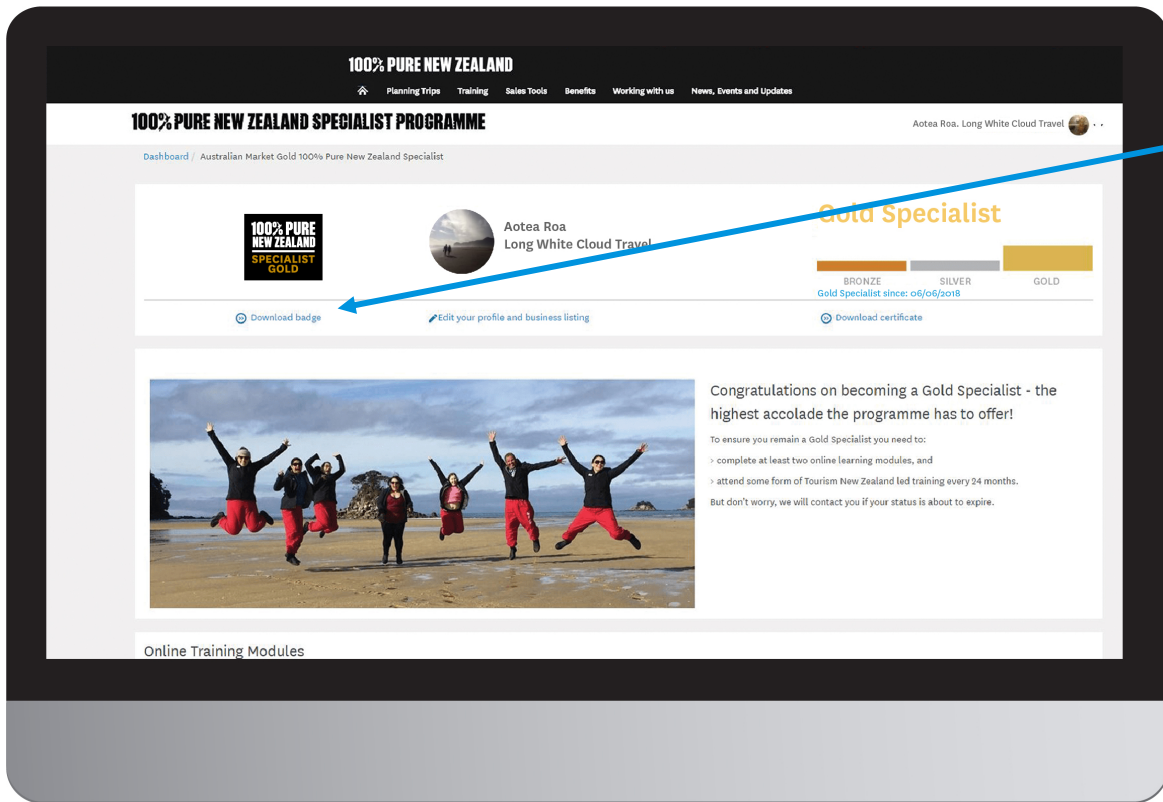
Experience the warm and welcoming embrace of New Zealand and its people by visiting Travel Trade to hear from our local guides. For the opportunity to experience this in person, register for the 100% Pure New Zealand Specialist Famil (15 - 21 November).

[REGISTER NOW](#)

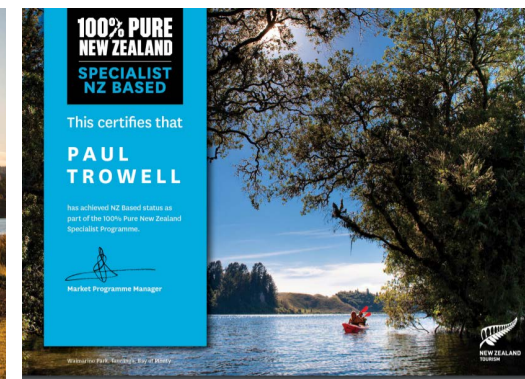
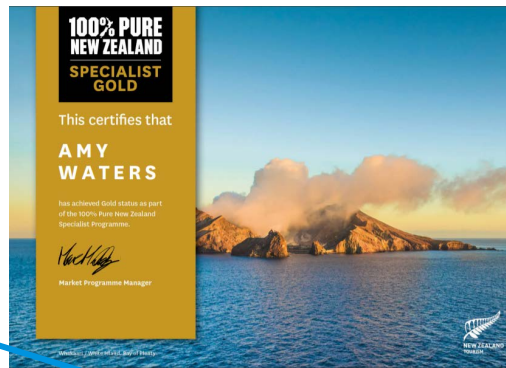
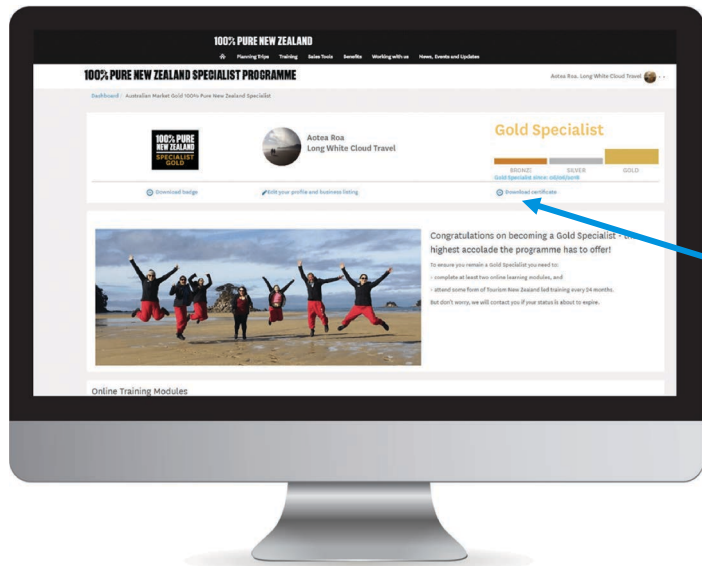


One off promotions

Download badges

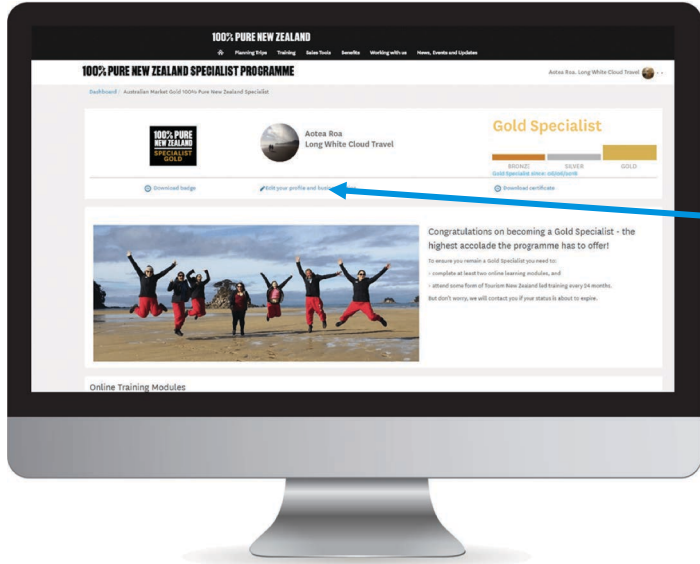


Download Certificates



100% PURE
NEW ZEALAND

Edit Profile



▼ Your Sales Information

How many years have you been selling New Zealand?*

5 - 10 ▼

How many times have you visited New Zealand?*

1 - 3 times ▼

How many bookings do you personally make to New Zealand per year?*

200 - 300 ▼

What categories describe the standard of travel you book for your customers? (Please select all that apply)

Budget

Mid Range

Luxury

▼ Be listed on newzealand.com

Opt in and agree to be listed on newzealand.com*

Yes ▼

Increase your visibility, when you become a 100% Pure New Zealand Specialist you referrals from consumers.

What market would you like your profile to appear in?*

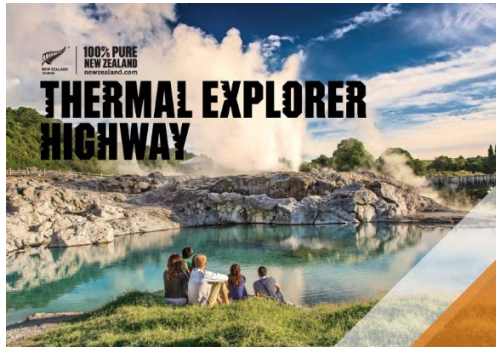
United Kingdom ▼

What secondary market would you like your profile to appear in?

Choose... ▼

Update profile Cancel

Access online training Modules



Bronze 100% Pure New Zealand Specialist (UK & Ireland)

Date assigned: 01 June 2017

Due date: No due date set

Progress:

My Modules


You must complete at least 10 modules to achieve 100% Pure New Zealand Specialist status.

Allow at least 24 month(s) to complete this set.

Module name	Actions	Status
Practical Travel Knowledge for New Zealand	Launch module	<div style="width: 100%; height: 10px; background-color: #90EE90;"></div>
Welcome to New Zealand	Launch module	<div style="width: 100%; height: 10px; background-color: #90EE90;"></div>
Western North Island	Launch module	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>
Wellington and Wairarapa	Launch module	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>
Thermal Explorer Highway	Launch module	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>
Southern Lakes and Central Otago	Launch module	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>
Pacific Coast Highway	Launch module	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>
Nelson Tasman and Marlborough	Launch module	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>
Coastal Otago, Dunedin and Southland	Launch module	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>
Canterbury and West Coast	Launch module	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>
Auckland and Northland	Launch module	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>
Visiting New Zealand: Considerations for all seasons	Launch module	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>
How to Sell Ski New Zealand	Launch module	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>
How to sell New Zealand cruising	Launch module	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>

Content – Training Tools

100% PURE NEW ZEALAND SPECIALIST PROGRAMME

Paul Trowell 

My Dashboard

Turn editing on

A taste of New Zealand



Your progress 

If you are launching this module for the first time it may take a minute to load.



This module is best viewed in Chrome and Internet Explorer, if viewing it in Firefox then it is recommended that you install Flash. We do not recommend you view this module on a mobile device.

Useful Websites

- [Food & Wine hub on newzealand.com](#)
- [Fine & Wine on traveltrade.newzealand.com](#)
- [The Classic New Zealand Wine Trail website](#)
- [New Zealand Winegrowers website](#)
- [Driving safely in New Zealand](#)

Resources



Download a printable version of the [module](#)

Topic 2

Get a taste of New Zealand

Welcome to your culinary world!

In this module you'll explore New Zealand south to north, discovering delicious experiences along the way that you can infuse into client itineraries.

From Indian to Chinese to Halal food, you might be surprised how easy it is to indulge your taste buds while exploring New Zealand.

Click on Bluff, located in Southland, to start.

The wild West Coast

You might send your clients to the South Island's West Coast to visit glaciers and explore the mining history, but this region is also a popular place to enjoy whitebait - juvenile fish caught in nets and served in tasty fritters.

The West Coast is also known for its annual Wild Food Festival - a weekend of entertainment, wild food and New Zealand beer and wine. Today you're going to 'catch' some whitebait for a fritter. Try not to catch any other creatures or they'll end up in your fritter!

Click on each whitebait to 'catch' them - you'll need five.

Types of Backpacker

The Spiritual Traveler

Flash Packer

The Adventurer

The Couple

Quickpacker

BACK TO MAIN MENU

A journey for everyone

How to sell ski in New Zealand

Meet your first client

"Hi! We are having a great winter holiday with the family. This ski area in the North Island is great for beginners; there is a special area for them. The views from the slopes are just spectacular and it is a thrill to know we are skiing on a volcano!"

We also love the fact that it is really close to other attractions, so we can get a few days skiing and do some other sightseeing activities nearby as well. Come and see us!

Meet us by the visitor centre in Ohakune and we will go for dinner!"

Choose the correct ski areas on the map and select Submit.

Submit

Pacific Coast Highway

Discover the Bay of Plenty

Driving times from Tauranga to:

Wahi	55min
Rotorua	1hr 5min
Whakatane	1hr 20min
Hamilton	1hr 35min
Auckland	2hr 45min
Gisborne	4hr

Select each tab to learn more.

Welcome

Explore how to get to Tauranga, starting with driving.

- The Pacific Coast Highway; this route follows SH25 through The Coromandel, taking SH2 at Wahi through to Tauranga.
- Alternative routes to Tauranga from other locations include SH2 or other smaller inland highways from Hamilton or Rotorua.

Select > to continue.



100% PURE NEW ZEALAND

Load trip and training

Benefits of becoming a Gold Specialist:

- > Priority listing on newzealand.com
- > Access to training and webinars
- > Famil opportunities
- > 100% Pure New Zealand Specialist branded items
- > Access to the [Explore New Zealand Discount Programme](#)

Upload evidence of your trip to reach Gold

Upload here



100% PURE NEW ZEALAND SPECIALIST PROGRAMME

My Dashboard

Paul Trowell

You are logged in as **Kir Brennan**

Upload Trip Details

This is where you upload the scan of your trip details. [Click here to go back to your dashboard.](#)

File submissions

Maximum size for now files: 1.5GB, maximum attachments: 1

Files

You can drag and drop files here to add them.

Save changes Cancel



**100% PURE
NEW ZEALAND**

API – newzealand.com

100% PURE NEW ZEALAND

International

[Home](#) [Destinations](#) [Things to do](#) [Facts](#) [Travel to NZ](#) [Recommended trips](#) [Transport](#) [Accommodation](#)

GOOD MORNING WORLD

As one of the first countries to see the sun each day, we have a bit more time to say good morning.

[View the videos](#)

Start your journey

TRAVEL AGENTS, AGENCIES AND AIRLINES

Home > Travel to NZ > Travel Agents, Agencies and Airlines

The travel agents listed here can help you plan and book your trip to New Zealand, whether you're on a budget or wish to experience a luxury holiday.

If you see a '100% Pure New Zealand Specialist' logo beside a travel agent listing, it means they are an accredited expert on New Zealand airlines, accommodations, activities, and more. They have undertaken specific training with Tourism New Zealand to increase their knowledge of our country.

See Also

[Special travel offers](#) >

[i-SITE Visitor Information Centres](#) >

Travel agents
(632)

Travel Agencies
(28)

Airlines
(34)

COUNTRY / REGION

Please select

AREA

Please select

API - newzealand.com

Travel agents (632) Travel Agencies (28) Airlines (34)

COUNTRY / REGION AREA

Please select Please select



Vicki Hope

I'm a Personal Travelmanager with a love scenery especially the Bay of Islands and Lake Taupo and jetboat rides on the Waikato river. Life isn't measured by the number of breaths we take but by the moments that take our breath away. Let me take you to the NZ destinations that will take your breath away.

[Website](#) [Email](#) [Phone](#) [Mobile](#) [facebook](#)















































Amanda Washington

I am a fully accredited MTA - Mobile Travel Agent I have everything you need at my fingertips. I am a newly accredited 100% Pure New Zealand Specialist and have visited New Zealand a few times.

[Website](#) [Email](#) [Phone](#) [Mobile](#) [facebook](#)



Reporting – Admin access

User generated Reports			
Name	Source	Global report restrictions	Options
All Module Completions - Admin (View)	Course Completion	No	  
All Module completions (View)	Course Completion Including History	No	  
All Modules (View)	Modules		  
All Program Completions (View)	Program Completion	No	  
All User Report (View)	User - with fields from DAN included	No	   
All Users (View)	User	No	   
All Users by Status (View)	Badges Issued	No	  
All user all fields (View)	User - with fields from DAN included	No	  
All user emails (View)	User	No	  
Assignment Submissions (View)	Assignment submissions	No	  
Assignments by Office (View)	Assignment submissions	No	  
Audience members (View)	Audience Members	No	  
Audiences (View)	Audience Members	No	  
Audiences - Nigel (View)	Audiences	No	  

Reporting

User	Modules completed	Email	Country	Role	Last Login	Post Code	Address 1	Address 2	Address 3	User Creation Time	Registered Company
Crystal Langlands	10	crystal.langlands@hotmail.com	Australia	Student/Other	29 Nov 2018					16 Oct 2018 at 12:25	
crystal perry	1	crystal.perry@flightcentre.com.au	Australia	Travel Seller	24 Jul 2019	5211	13/77 Torrens St, Victor Harbor SA 5221			4 Jul 2019 at 13:21	Flight Centre
Crystal Venus	10	crystal.venus@flightcentre.com.au	Australia	Travel Seller	18 Jan 2018	7000	84 Liverpool Street			1 Jun 2017 at 15:12	Flight Centre
Crystal Venus	12	c.venus@ract.com.au	Australia	Travel Seller	23 Apr 2019	7000	110 Collins Street			21 Aug 2018 at 15:01	
Crystelle Anderson	0	crystelle@nccat.com.au	Australia	Travel Seller		4563	Shop 7	13 Garnet St	Wattle St complex	1 Jun 2017 at 15:11	
CUSHLA TULL	0	cushla.tull@anzcro.com.au	Australia	Travel Seller	20 May 2019	4214	6 SHORT STREET, SOUTHPORT			19 Jun 2017 at 13:27	ANZCRO Australia
CUSHLA TULL	4	cushla.tull@anzcro.com.au	Australia	Travel Seller	20 May 2019	4214	6 SHORT STREET, SOUTHPORT			19 Jun 2017 at 13:27	ANZCRO Australia

Example – Australia

Reporting – Market Dashboards

Select status



You have 5 training to approve in your queue

[Approve here](#)

Approve trips



You have 0 trips to approve in your queue

[Approve here](#)

Specialist Lifetime Status



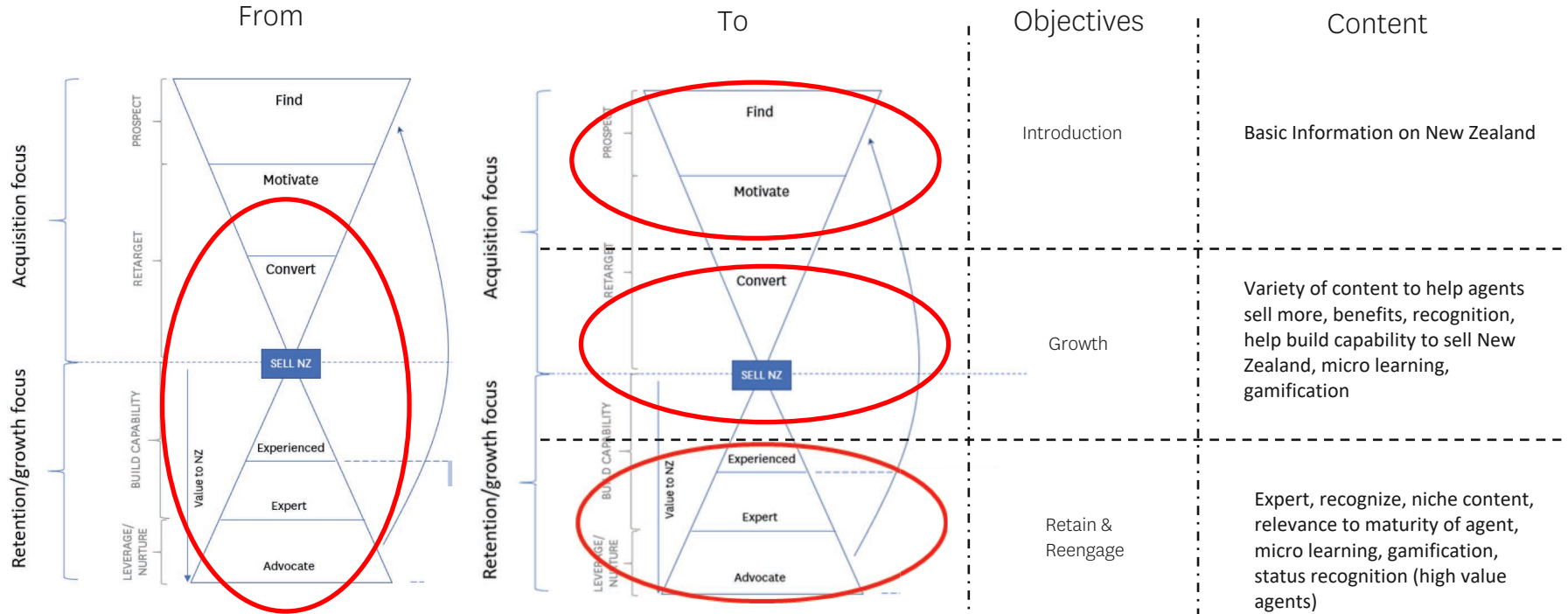
Award Lifetime Specialist status to someone in your market.

[Award here](#)

My Reports

- [Modules Completions Report by User for the Philippines Market](#)
- [Modules Completions Report for the Philippines Market](#)
- [All Users Report for the Philippines Market](#)
- [All Users Certified Status Report for the Philippines Market - Bronze, Silver, Gold](#)
- [Lifetime Gold Members](#)
- [View all Reports](#)

NZSP – From – To



From a one size fits all programme to a programme that recognizes that agents have diverse learning needs through different stages of their NZSP lifecycle journey.

A programme that will recognize and grows high value agents



Questions