

# LISTING ON NEWZEALAND.COM

If you are an activity, tour or transport operator or an accommodation property, listing your business on [newzealand.com](https://www.newzealand.com) is a really good way to increase your visibility to travellers who are actively planning their trip. A listing on [newzealand.com](https://www.newzealand.com) is free, and as Tourism New Zealand's official website, it is a trusted first stop for domestic and international visitors researching what to see, do, eat, and book.

## BENEFITS OF LISTING

A strong presence on [newzealand.com](https://www.newzealand.com) connects you with high-intent audiences who are actively seeking inspiration and planning information on where to go and what to do on their holiday.

Being featured on New Zealand's national tourism website adds credibility and signals professionalism to travellers, while the platform's search results, themed collections, and regional pages provide free marketing reach that would otherwise require significant investment by an individual business.

## WHAT MAKES A STRONG LISTING

A clear, compelling listing helps visitors understand what you offer and why it belongs in their itinerary.

- Use high-quality images that accurately reflect the visitor experience.
- Write a concise, engaging description that highlights what makes your product unique.
- Keep your contact details, opening hours, pricing, and booking links up to date.
- Select the most relevant categories so your listing appears in the right searches.
- Refresh your content seasonally to reflect new products, events, or changes.

## HOW TO LIST YOUR BUSINESS

You list your business on [newzealand.com](https://www.newzealand.com) by creating a profile in Tourism New Zealand's **Tourism Business Database**. This is the platform Tourism New Zealand uses to collect business information, images, product descriptions, and booking details. Once your profile and product listings are approved, you can manage and update your listings at any time through the platform.

Click here to create your listing <https://register.newzealand.com/>

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*This document was first created in **March 2026**.*