

KIA ORA

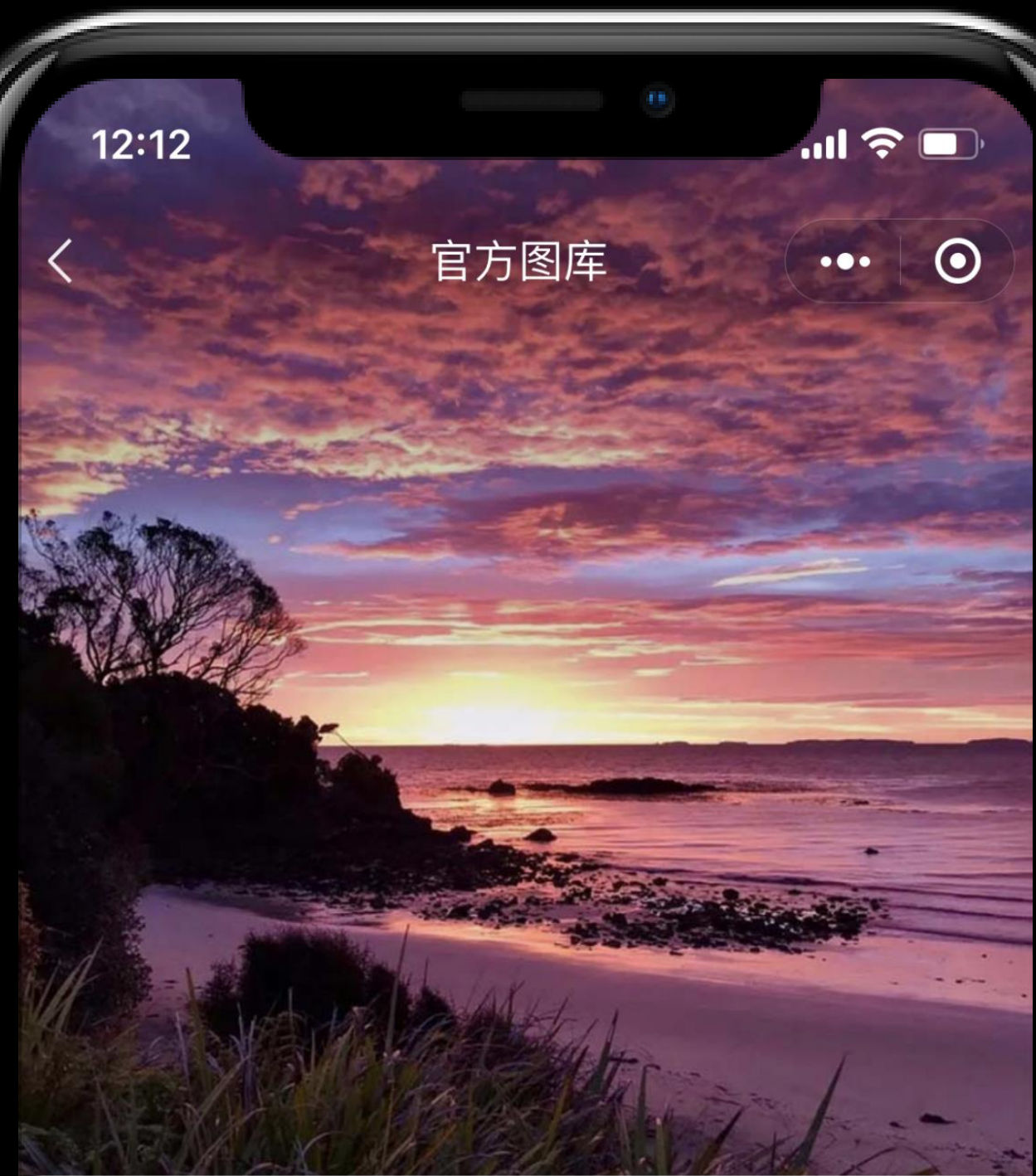
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NEW ZEALAND TRADE MARKETING HUB MINI-PROGRAM

新西兰旅业云链接小程序







新西兰旅游局官方图库

The Visual Library

Visual Library 是新西兰旅游局官方资料库。它为新西兰旅游从业人员提供其将新西兰作为旅游目的地进行推广时所需的素材。

旅游业者可免费下载和使用素材库中的资源，请仔细阅读每个素材的使用条款、版权归属和有效期等信息。

请复制链接去外部浏览器访问

复制链接



“新”动之旅，一键揭秘！



全新线上营销内容平台

Brand new travel trade marketing platform

多方位展示新西兰旅游资源及产品信息

Displays a wealth of information about New Zealand's tourism resources and products

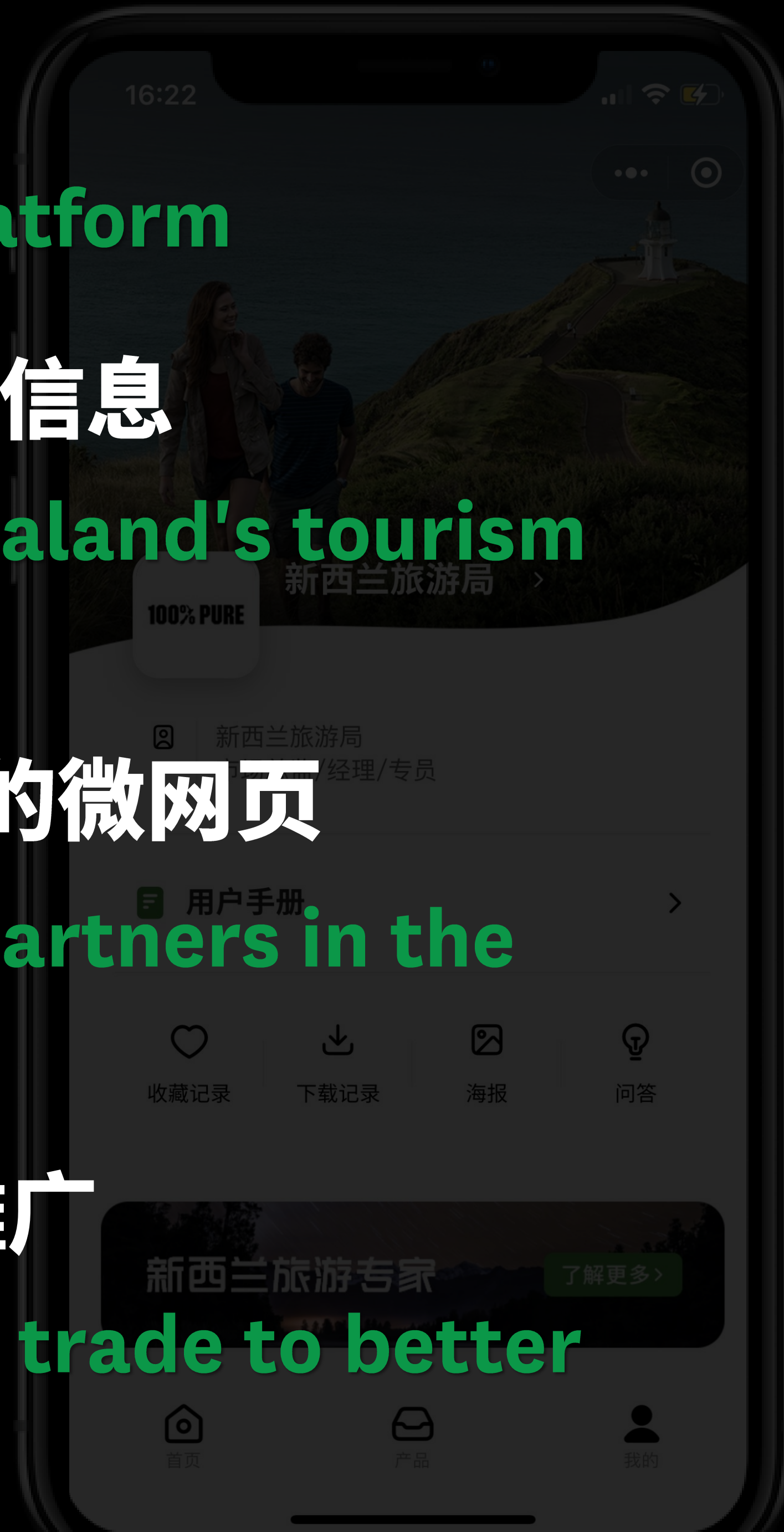
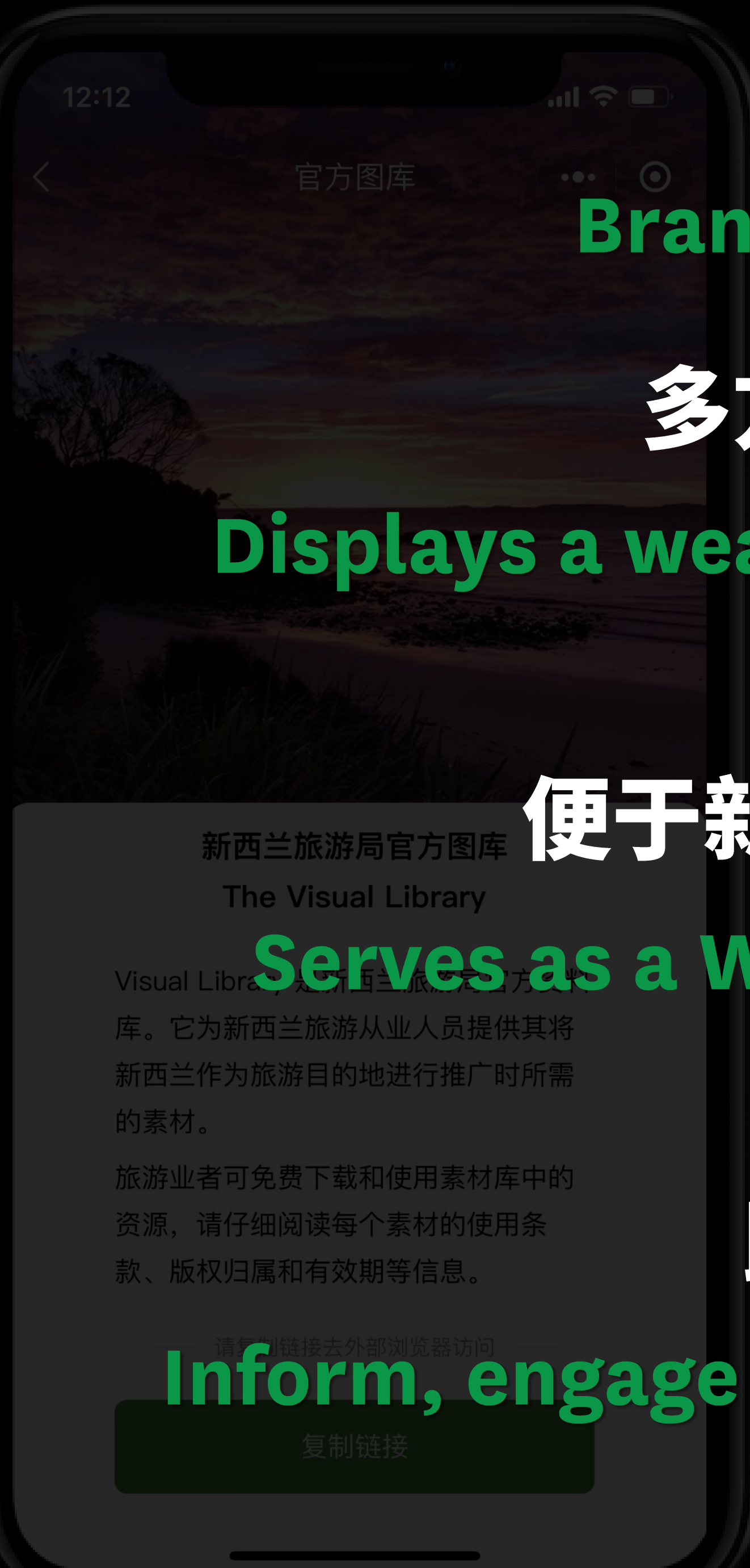
便于新西兰旅业伙伴在中国市场使用的微网页

Serves as a WeChat-based mini-site for TNZ partners in the

Chinese market

助力新西兰旅游产品的开发和推广

Inform, engage and empower the Chinese travel trade to better sell New Zealand



移动端一站式信息分享及旅业交流平台

Mobile-friendly Super APP

轻松获取最新产品信息及营销素材

Quick access to
the latest marketing and sales assets

随时随地访问并与伙伴分享

Always on, easy to access and share

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请复制链接去外部浏览器访问

复制链接

全黑队体验馆

Oxbow
Adventure Co.

暗夜观星

福克斯冰川直升机

霍比特屯电影拍摄

Quick access to

the latest marketing and sales assets

12:12

全部

进行中

已结束

进行中

“新”动之旅，一键揭秘！

16:22

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新西兰旅游局

新西兰旅游局
市场总监/经理/专员

用户手册

收藏记录

下载记录

海报

问答

新西兰旅游专家

了解更多

首页

产品

我的

便捷的登录体验

WELCOME ONBOARDING EXPERIENCE

中国旅游从业者、新西兰旅游从业者可以选择与身份对应的登录入口访问小程序，在完善个人信息后即可浏览「新西兰旅业云链接」小程序上所有内容。

To access the mini program, Chinese travel trade and professionals from New Zealand Tourism Industry can choose the login that matches your identity.

Once you have completed registration, you will be able to browse all the content in the New Zealand Trade Marketing Hub Mini Program.





快速获取官方资料

QUICK ACCESS TO OFFICIAL CAMPAIGN AND MARKETING ASSETS

培训资料：获得新西兰旅游局官方中文地图、手册、推荐线路等资料
Using a unified credential, travel trade partners can gain access to digital assets, including maps, itineraries and brochures.

市场活动：了解和参与新西兰旅游局市场推广活动
Check out the latest campaigns and register as a participant.

合作伙伴：查看新西兰旅游局官方合作伙伴名单
View the list of official partners of Tourism New Zealand.

官方图库：下载新西兰旅游局官方图片及推广素材
The mini program also provides quick links to the Visual Library.

随时随地查看新西兰产品信息

CHINESE TRAVEL TRADE CAN BROWSE AND SEARCH A LIST OF THE MOST MARKET RELEVANT POIS AND REVIEW DETAIL.

筛选搜索：通过关键字搜索，地区、主题等筛选条件，快速定位目标产品
POIs can be quickly found by keyword, region, travel theme and other filter criteria.

下载资料：下载产品图片、视频、手册等，用于行程的制作和营销推广
Chinese professionals can also download product images, videos, brochures, etc. for itinerary planning, marketing and sales.

定制海报：定制专属产品海报，分享给目标客户，为推广及销售效果加分
Each POI page features a tailor-made poster with a unique QR Code that can be shared on social media to drive more awareness. Chinese travel trade can further customize the poster by adding their own contact information to enable immediate call to action.





新西兰旅业常见问题及官方解答

TOP QUESTIONS & OFFICIAL ANSWERS FROM TOURISM NEW ZEALAND

推荐阅读：新西兰旅游局最希望中国旅业掌握的知识点
实时热榜：当下最受中国旅游从业者关注的话题

The QAs are listed in different sequences:

- What Tourism New Zealand wants you to know most.
- What Chinese travel professionals are most interested in.

更多同业工具

MORE FEATURES ARE AVAILABLE

「新西兰旅业云链接」小程序用户可随时浏览收藏、下载记录，快速查看已定制的海报和对应产品信息，亦能一键直达「新西兰旅游专家」培训小程序并开始系统性学习。如有工作变动，可进行个人信息修改，以便新西兰旅游局掌握你的最新动向。

Users can change personal information, access *My Favorites*, *My Downloads*, *My E-Flyers* and relevant POIs at any time. Apart, the New Zealand Trade Marketing Hub also provides quick links to the NZSP from within the mini program.



即刻开启「新西兰旅业云链接」小程序体验之旅

SCAN THE FOLLOWING QR CODE TO EXPLORE



在微信内搜索「新西兰旅业云链接」小程序 或扫描上方小程序码

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