



VENTURE.

NEW ZEALAND

We came. We saw. We **loved**

Be a part of the most exciting travel
experience to hit New Zealand.



What is VENTURE?

Venture New Zealand promotes domestic tourism and brings affordability to the market. Venture is the first platform of its kind, which allows tourism suppliers throughout New Zealand to **create profiles to add products, market them, and change pricing**. The website is subscription based and doesn't take any commissions. The directory is about leaving the control in the supplier's hands, where they have the ability to log in to their profile and market their products the way they choose to.

The Venture NZ platform makes it exciting to be a part of the community with monthly giveaways, driving consumers towards different experiences on the platform.

Venture is the most significant marketing push for domestic tourism ever!





Product Goals

The goals for Venture are quite simple and benefit both tourism suppliers and domestic tourists throughout New Zealand. Our aim is to develop Venture into the **premiere directory** for Kiwis to plan and create excursions throughout the country at affordable rates, all in one place. Simultaneously, this will give New Zealand tourism **the means to advertise their products in the way they choose.**

We know how hard New Zealand tourism suppliers work, and we want to provide them an effective platform to advertise their products without making all the sacrifices.



Domestic Market

For a significant amount of time, the tourism industry has focused on catering to the international market. We designed Venture New Zealand to target the businesses and consumers in the domestic tourism market. The site provides a **one-stop website for Kiwis to access amazing deals** from suppliers throughout the industry, such as wine tours, accommodation, rental cars, and other activities.

At Venture, we believe it is **crucial to bring affordability to the domestic tourism industry**. This will enable suppliers to continue their focus on international visitors while giving domestic tourists a different price point, making it affordable to explore their own backyard and promote growth in this local market.

The site also runs monthly competitions to interact with Kiwi adventure seekers and gives incentives to use tourism products throughout New Zealand.





Incentive

Venture New Zealand has a reward program which allows **Kiwi users to receive incentives** when they travel and participate in monthly competitions.

A special Venture QR code placed on the window of your business allows travellers to earn points by scanning. These points allow entry into monthly competitions on the site, and incentivise travelling and scanning wherever they go.



Why VENTURE?

- No commissions
- Free subscription until 1st June 2022, followed by an affordable monthly subscription of **\$99**
- Change product deals or details at any time
- Direct cashflow
- Have control of your own profile within the Venture New Zealand platform
- Opportunities for additional marketing through Venture New Zealand's social reach

