Everything NZ

Everything NZ White Label Platform

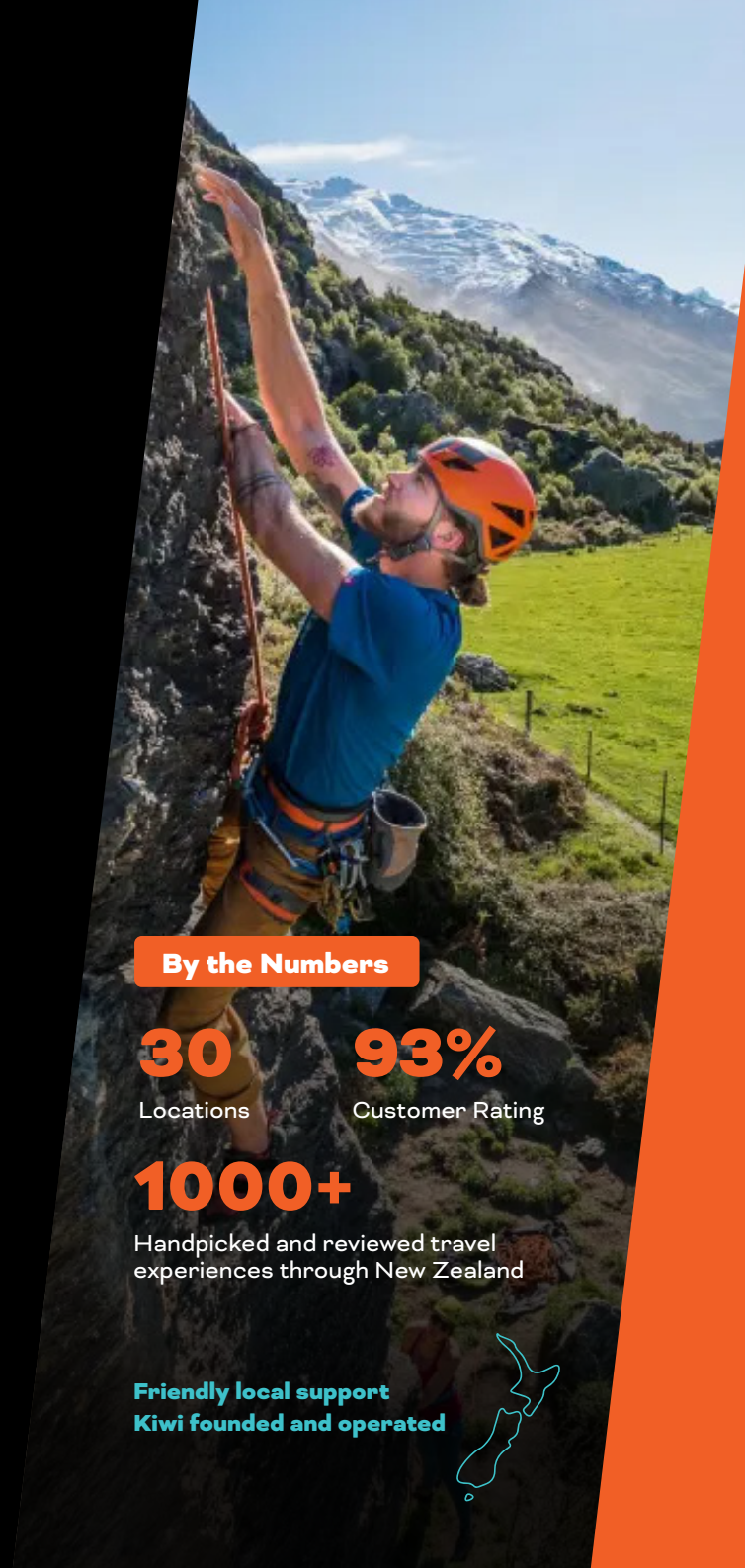
The Goal

Turn your audience into New Zealand explorers.

How

A white label experience marketplace powered by Everything NZ and built around your brand.

Your Audience. Your Brand. Our Experiences.



By the Numbers

30 Locations

93% Customer Rating

1000+

Handpicked and reviewed travel experiences through New Zealand

Friendly local support
Kiwi founded and operated

Turn every trip to New Zealand into a reason to choose you.

The Opportunity

Give your customers access to 1000+ experiences across New Zealand through a branded page on your website. It looks and feels like your brand, while Everything NZ runs the products, bookings and support behind the scenes. You get a new revenue stream without building or managing a marketplace.

Why Partner With Us

- Give travellers the experiences that make the trip
- Stay front of mind from the moment they start planning
- Earn commission with no inventory or fulfilment to manage

How It Works

01 You Bring the Audience

You bring the audience: Promote the marketplace through your channels, and share your brand assets, customer insights and campaign priorities.

02 We Power the Experience

We build and maintain the marketplace, curate experiences for your audience, and manage pricing, bookings and customer support.

03 You Earn

Earn a commission on every experience sold, with ongoing reporting from us.

Experience Categories

Fiords & Cruises
Milford Sound, Doubtful Sound, TSS Earnslaw, Bay of Islands

Big Thrills
Shotover Jet, Auckland Bridge Bungy, SkyJump, Kaituna white water rafting

From Above
Franz Josef heli hikes, glacier flights, Milford fly-cruise-fly, hot air balloons

Wildlife
Whale Watch Kaikōura, swimming with dolphins, kiwi hatchery, albatross encounters

Culture & Geothermal
Te Puia, Mitai Māori Village, Hell's Gate mud spa, Waitangi Treaty Grounds

Scenic Journeys
TranzAlpine, Coastal Pacific, Hobbiton day tours, Cape Reinga

Slow it Down
Hot pools, Queenstown wine tours, Waiheke Island

Why it Works

01 Engage

Give members a reason to open your emails and visit your site, especially when they're planning a New Zealand trip, booking flights or hunting for a gift.

02 Reward

Use experiences for member benefits, competitions and loyalty moments. Our local support team handles every booking question.

03 Differentiate

Offer something your customers wouldn't expect from your brand, curated by New Zealand experts, without building or managing it yourself.

04 Earn

Earn a commission on every experience sold through your marketplace.

Who Does What

You Bring the Audience

- Promote the marketplace across your customer channels
- Provide brand assets, customer insights and campaign requirements
- Share your objectives and support member communications

Powered by Big Red Group

Australia and New Zealand's largest experience network, behind Everything NZ, Experience Oz, Adrenaline and RedBalloon. **We connect a customer with an experience every 17 seconds.**



Go everywhere. Do everything.

Your Brand. Powered by Everything NZ.