



# Tourism New Zealand's specialist program is now tiered

By [Jamie Biesiada](#) / June 08, 2017

[A+](#) [A-](#)

The launch of an updated New Zealand specialist program brings with it a tiered status program for agents.

Tourism New Zealand's [100% Pure New Zealand Specialist Programme](#) now awards bronze, silver or gold status based on completion of online training, webinar participation and visiting the country.

Agents will be listed on [Tourism New Zealand's website](#) preferentially by tier. Specialists will have opportunities to participate in in-country events and fam trips.

To earn bronze status, agents must complete 10 online modules. Silver is achieved by completing 10 online modules and attending a training session. To reach gold status, agents must complete 10 online modules, attend a training session and visit New Zealand.

To maintain status, Tourism New Zealand said agents must continue regular engagement with online modules and training sessions (whether a webinar or an in-country event).

The updated specialist program features a dashboard enabling agents to track their progress.