

# How to place a deal



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# Placing your first deal with GeoZone



## Tourists are now at your finger tips, using GeoZone's real-time technology.

As a verified business, you can now attract tourists using the 'Place a Deal' function you see below..

Once you add the deal information and hit confirm, your deal will be shown live to all tourists within your GeoZone. Exciting stuff!

We've created this document as a quick guide to help.

**Callout 1:** This shows how many tourists are currently in your GeoZone and using one of our connected travel apps. Basically, this is the number of tourists you can reach right now.

**Callout 2:** This is your GeoZone and shows a 20km radius around your business (our example is in Auckland)

**Callout 3:** The title is what's shown to users as a pop up, keep it short and catchy.

**Callout 4:** Give more details about your deal. This is what they'll read first if they're interested after reading the title

**Callout 5:** Enter any terms and conditions that you may have.

**Callout 6:** Original Price: Enter the price before discount.

**Callout 7:** Discount Price: Enter the amount you are discounting (enter number or use slider).

**Callout 8:** We'll calculate these for you so you know what they customer pays and your net profit

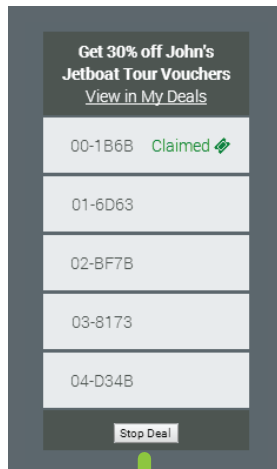
**Callout 9:** These will show what the deal starts and ends. Outside of these times, the deal will not be visible.

**Callout 10:** Set a maximum number of vouchers that can be claimed. Once all these have been claimed, the deal will not be visible.

**Form Fields:**

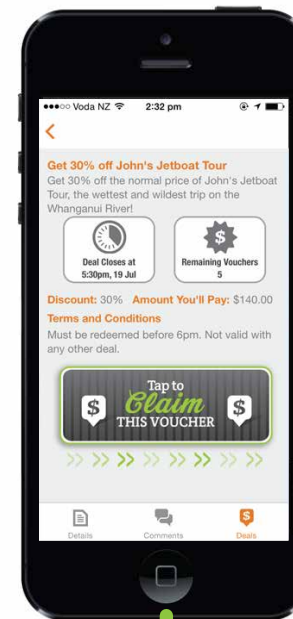
- Title: Get 30% off Johns Jet Boat Tour
- Description: Johns Jet Boat Tour is Auckland's favourite Jet Boat Tour. Claim the deal to get 30% off our regular
- Terms And Conditions: Not valid after the 2pm Jet Boat Trip
- Original Price: \$175.00
- Discount: 50.00%
- Customer Pays: \$87.50
- Our Success Fee: \$10.94
- You Make: \$76.56
- Starts At: Now!
- Ends At: After 2 hours
- Max Redemptions: 4
- Confirm

# What happens next?

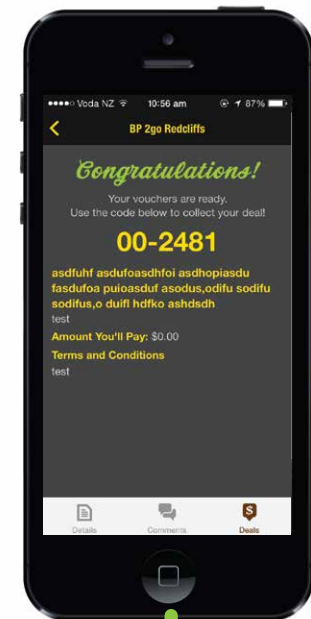


You view a number of unique codes that customers may bring in to claim their deal

1. You will see in the sidebar display a unique number of codes, just like this. These are the possible codes that users may bring in which will be on their smart phone.  
*Tip: You can print or email a PDF with these codes by tapping on 'View in My Deals' and 'Download PDF'*
2. When someone claims a unique code you will see the word 'Claimed' show up next to the code they have been given.
3. They will come into your business and display their code, just like this and pay you the price you have stated on the deal.
4. The deal will end when the End Time is reached, or the total number of deals available has been claimed.



The customer's screen view before they claim the deal



When the customer arrives at your business they will show you their unique code to claim

## GeoZone Deal Best Practices

Here at GeoZone, we want for our users to have the best tourism experience New Zealand has to offer! This is what motivated us to offer up our location-based deal platform; to showcase the best of NZ's tourism attractions to our user base and offer great discounts users couldn't receive elsewhere.

We want for tourism operators (Merchants) to have boats, buses and tours full of happy GeoZone guests who can't wait to tell other GeoZone users about their great experience!!

In order for you to get the most from the GeoZone deals platform, we've created these guidelines. As always though, if you have any questions, would like some assistance on placing a deal or would like to learn more about the best approach to deal placing, please feel free to contact us through the 'Online Support' button on the top right of the screen when logged in.

Note: We place a 75 metre restriction around your business, so people already on site don't receive deals.

## The GeoZone User Base

GeoZone users are generally non-domestic tourists - mostly from English, German, French and Chinese-speaking countries. They are either users of the original CamperMate application or users from Maui, Britz, Jucy and YHA. The GeoZone apps are used by thousands of tourists, each and every day.

GeoZone users are in your area at the time of deal placement which offers you a real-time method of reducing distressed inventory and increasing awareness of your products and services to highly-targeted visitors.

GeoZone users will generally plan no more than two days out and will spend an average of \$108 per person, per night on food, activities and accommodation. Supplementary to your above-the-line activities, these users are in your area, right now with money to spend. Just do the maths on those returns for a second and placing a deal on GeoZone becomes a no-brainer!

## Get Your Deal Noticed

The trick to getting your deal noticed on GeoZone is to make it strong! We use push notifications to alert relevant users to exciting deals in their area and the best way to cut through the noise is to offer a larger discount than these users can expect via traditional voucher sites. Remember, because GeoZone users are right where you are, if that boat is leaving at 2pm half-full, you have the option to send a deal out at 11am to fill the boat up - with no costs for placing a deal, think of the additional revenue you could receive, even at a heavily discounted price. GeoZone deals work best for tourism operators who have standard fixed costs that can be reduced per visitor with instantly redeemable deals.

## Targeting, how to decide who and when is right for you

Through the GeoZone deal management interface, you will be able to see how many relevant users there are in your area at any one time. We recommend that you undertake some testing with your deals to ascertain what is the best time/best number of users for you. As GeoZone is focused on distressed inventory (and subsequent discounts associated with that) - it is expected that GeoZone is not used as a standard deal site and that only true special offers are placed.

## Discounts - What You Need to Know

It's important to know that the Fair Trading Act of 1986 clearly states that 'any representations a business makes about price must be clear, accurate and unambiguous.'

GeoZone discounts must be made on the price an attraction ticket is commonly sold, i.e. the same price a GeoZone user could expect to buy a ticket for if they contacted the merchant independently on that day.

The Act states that 'If businesses continually sell products at a promotional price then the promotional price becomes the usual selling price. It would be misleading for a business to continue to claim it was discounting a price when that price had become the usual selling price.'

By registering to place deals with GeoZone, all Merchants are agreeing to offer a discount on the price the attraction tickets are commonly sold and be transparent in all pricing activities. Failure to comply will result in termination of a Merchants' GeoZone account. For more information on this please refer to our terms and conditions.

## Add-ons or Hidden Fees

By placing a deal with GeoZone, you accept that the price charged after any discounts is the all inclusive price for the activity and there are no add-ons and hidden fees that GeoZone users will incur at point of sale. Exempt from this are optional extras such as souvenirs, photographs or merchandise. The Fair Trading Act of 1986 states that 'consumers are entitled to consider that any price quoted for a good or service is the price that they will be asked to pay in order to purchase it.' It is imperative that GeoZone users are not charged additional fees upon coupon redemption for a deal. Remember, we're trying to create the best tourism experience NZ has to offer and great customer service is key for this!

## Redemption

GeoZone users will have a coupon on their smartphone or tablet for redemption at point of sale. On this coupon will be a unique number that will correspond to the list of coupon numbers a Merchant will receive once a deal is placed. Any one GeoZone user can have up to four coupons, for redemption amongst their party.

## Rainchecks

There may be times when, through no fault of your own, you may be unable to supply goods or services as advertised (during bad weather for example). As you have already offered the deal to a GeoZone user who has redeemed the coupon attached to the deal, we recommend that a Raincheck system is in place to ensure that if this happens, you are able to supply at the stated deal price as soon as possible. This offer should be provided within a reasonable time if the Raincheck is accepted as an alternative by the user.

## Expiry

Given the immediate nature of GeoZone deals, we do understand if expired offers cannot be honoured. We would of course like to think that our visitors would be accommodated wherever possible in order to secure mutually beneficial outcomes, your competitors will be registered on GeoZone and could capture those users easily after a bad experience at another attraction.

For more information on your obligations when registering for GeoZone and placing deals, please see our Terms and Conditions.

For help placing deals or for guidance on the best deals to place, please contact us.



[help@geozone.co.nz](mailto:help@geozone.co.nz)

# Happy Deal Placing!