



PROSPECTUS

Kiwi Link UK/Europe 2022

Version 1



16 March 2022

Kia ora,

On the back of the overwhelming response to Kiwi Link North America 2022, the UK/Europe Team is pleased to announce Kiwi Link UK/Europe, to be held in London 1-2 August 2022.

The trade landscape in UK/Europe remains integral to New Zealand tourism's recovery, and enabling tour operators to fill our 22/23 season and convert New Zealand enquiries to their highest value potential is core to our trade marketing strategy. We are therefore looking to provide an in-market opportunity for key tour operators from the UK with the addition of selected key partners from Germany and wider Europe to re-connect with their New Zealand network and thereby strengthen their product offering, boost product knowledge, influence their sales teams, and drive conversion of New Zealand holidays.

Securing Product Managers' commitment of their time is a challenge, as teams across the tour operator landscape are stretched in the current post-Covid context. Yet we know they remain committed to New Zealand and are keen to connect in order to be fully up-to-date with all changes that may apply to the products and services you are offering. Our ambition is to create a time efficient event that provides the right platform to accommodate as many sellers as feasible, whilst ensuring impactful meetings and networking opportunities.

We will therefore limit this event to two days and cap the number of sellers to a maximum of 50. Preference will be given to those that were confirmed for the cancelled UK/ Europe Kiwi Link in 2020 and ITB 2022 where applicable. In an effort to provide the fairest and maximum representation of our industry, we invite IMAs to play an important role in representing operators unable to attend. Please take time to carefully read through the detail and further preference criteria outlined in the prospectus.

In line with the approach for Kiwi Link North America and Tourism New Zealand's commitment to provide the industry with extra support in the re-start phase, Tourism New Zealand is offering a substantial discount for qualifying sellers. The discounted registration fee includes 2 nights' accommodation, a maximum of 50 one-on-one appointments, an evening function, networking opportunities during breaks and all meals during the event.

In an effort to respect our world's limited natural resources and improve our carbon footprint, we'll be implementing a number of practises throughout the event that align with the Tiaki Promise. This includes reducing single-use plastics and printed material. We encourage all participants to use digital collateral and to minimise printing to assist with this effort.

We look forward to your registrations, should you have any questions please contact Carrie Talbot.

Ngā mihi,

Your Tourism New Zealand Trade Team in London
Kate, Fenja, Marian and Lilly

Event checklist

KEY DATES

Registration opens	21 March 2022
Registration closes	29 March 2022
New Zealand delegation confirmed	11 April 2022
New Zealand delegation invoiced	2 May 2022
Participation fee due	30 May 2022
Registration cancellation penalty begins	6 June 2022

WHAT NZ SELLERS NEED TO BOOK

You can find more details on what NZ sellers need to book on page 11.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

You can find more details on what information NZ sellers need to provide on page 11.

Kiwi Link UK/Europe 2022

EVENT DETAILS

Event type	TNZ offshore trade event
Event format	Kiwi Link event
Target markets	<ul style="list-style-type: none">• United Kingdom (primary)• Continental Europe (secondary)
First day of official event programme	01-Aug-2022
Last day of official event programme	02-Aug-2022
Event location	London, United Kingdom
TNZ event listing	www.tourismnewzealand.com/events/kiwi-link-ukeurope-2022/
Event objectives	<ul style="list-style-type: none">• Re-connect with existing and updated network of travel sellers post Covid to enable a fast start to bookings• Provide platform for negotiating new and existing contracts with travel sellers,• Stimulate product development• Build strong selling capability of travel sellers,• Increase general destination & product knowledge of travel sellers,
Event benefits	<p>This event provides New Zealand organisations with an opportunity to:</p> <ul style="list-style-type: none">• Connect with travel distributors who play a large role in the development, promotion and purchasing process of New Zealand tourism experiences• Broaden their customer base far beyond the reach of their marketing budget• Build new relationships and foster existing relationships with distributors• Set themselves apart from their competition and encourage distributors to promote and sell their regions and/or product(s)

- Raise distributors' awareness of their regions and/or product(s) and what they have to offer to the distributors' clients so that they are in a better position to sell the region
- Gain market intelligence, insights and advice on international markets
- Meet with a larger base of travel distributors than they would have access to at New Zealand trade shows
- Benefit from economies of scale and TNZ investment – TNZ organised or facilitated events require a fraction of the investment and time required for individual sales calls. In addition, these events create more value for the travel distributors and therefore enable organisations to meet with more high-quality distributors

Market overview

United Kingdom

Prior to COVID-19 the United Kingdom was our fourth largest international visitor market. They are a high value market for New Zealand, the average spend per visitor was \$5,000, with a lot of it spent in the regions.

UK Visitor Information (PDF file)

Key insights:

- Our target market segments in the UK are high value active boomers and independent professionals
- 75% of all UK visitors into New Zealand booked through a traditional travel agent, about 5% book via an OTA, and about 20% book airlines direct online
- Half of UK visitors to New Zealand had already been to New Zealand at least once before
- Around three quarters (73.2%) of travellers ventured outside of the main tourist centres and into regions

Germany

Prior to COVID-19 Germany was New Zealand's second-largest visitor market in Europe (after the UK). For many Germans, New Zealand is an aspirational destination for 'their trip of a lifetime'. Because of this, Germans are willing to invest in their trip, spending an average of \$6,300 per person, the highest spend of all our target markets.

Germany Visitor Information (PDF file)

Key insights:

- Our target market segments in Germany are high value independent professionals

- The majority of travellers spend significant time researching New Zealand before travelling and are keen users of guidebooks.
- German visitors were likely to make the majority of their travel arrangements as they travel around New Zealand.
- German visitors are independent travellers and travelled to an average on eight regions in New Zealand. Making them our most widely travelled market.
- The length of stay and average spend per night were both high relative to other markets, increasing the value of the German market to New Zealand's tourism industry.
- 80% of all German visitors into New Zealand booked through a traditional travel agent, about 5% book via an online travel agent, and about 15% book direct online.

NZ TNZ contact

Carrie Talbot
Events and Project Specialist
Carrie.Talbot@tnz.govt.nz

In-market TNZ contact

Fenja Schiebuhr
Trade Manager - UK & Europe
Fenja.Schiebuhr@tnz.govt.nz

EVENT PARTICIPATION

Types of NZ sellers suited to this event

- Accommodation providers
- Activity providers
- Airlines
- International marketing alliances (IMAs)
- Marketing clusters (see note below)
- National tourism operators
- Tourism products with in-market representation
- Transport providers

Note: Marketing clusters must be official companies contracted to represent operators. They must have formal agreements in place, a payment structure and a website. The represented products must be Qualmark endorsed. Priority will be given to marketing clusters representing a majority number of Qualmark products.

Comments

In line with the Kiwi Link concept, TNZ strives to offer a balanced portfolio of exhibitors, however the specific post-Covid context determines who preference will be given to in the event of oversubscription.

Preference will be given in following order:

- All companies confirmed and waitlisted for Kiwi Link UK/Europe 2020 and ITB2022, where applicable.
- All IMA's that can provide the commercial state of play in each region as well as present smaller product that won't be able to attend.
- All companies that have supported TNZ events and activity in UK/Europe in previous years and therefore can 'hit the ground running' and re-connect with buyers rather than starting in the market from scratch.

Note: we appreciate the value and importance of small and/or new operators, however ask for them to be represented through their IMA as priority for this first Kiwi Link post Covid will be placed on larger and well-established operators. Companies with representatives based in market and/or confirmed for KiwiLink North America to keep travel efficient.

- Representation agencies or official marketing clusters that are representing a number of Qualmark products.



Note: individual product applying that are affiliated with a representation agency or official marketing cluster (that will be confirmed) will not get preference.

- Accommodation – to address one of the key issues buyers have raised in not receiving rates to fulfil long-term bookings.
- Operators from regions where IMAs won't be able to attend.

Minimum number of applications required	25
Maximum number of applications available	50
Preferred type of NZ sellers if capacity is reached	as outlined above
Maximum number of delegates per application	1
Event participation fees	<ul style="list-style-type: none">• Delegate one participation fee \$1,000 NZD• IMA delegate one participation fee \$1,000 NZD
Items included in participation fee	<ul style="list-style-type: none">• Event participation• Accommodation (2 x core nights)• Appointment scheduling software• Food and beverage during event• Functions
Can delegates bring pull up banners with them?	No
Preferred collateral type	Digital

EVENT ATTENDEES

Primary type of in-market attendees attending the event

Product managers

Comments

TNZ will be assessing closer to time whether and how it can extend the opportunity to include selected frontline travel sellers

Will an attendee contact list be made available to NZ sellers following the event?

Yes – names will be provided, email addressed with consent

EVENT FORMAT

Appointment schedule

Pre-scheduled appointments

Appointment format

One-on-one meetings

Appointment duration (mins)

13

Appointment rotation

In-market attendees rotate

Appointment comments

Appointment duration might be adjusted based on final number of participants and without prior notice

Layout

Table layout

Layout comments

Exact layout to be confirmed

EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar	TBC	NZ time: TBC Local time:
Latest that NZ sellers can arrive in-market	31 July 2022	AM
In-market briefing	(to be given in webinar)	TBC
Meeting Day 1	01 Aug 2022	08:00 AM - 06:00 PM
Evening function	01 Aug 2022	TBC
Meeting Day 2	02 Aug 2022	08:00 AM - 05:00 PM
Earliest that NZ sellers can fly home	02 Aug 2022	08:00 PM

EVENT VENUE

Venue	Event/Function	Address	Phone number	Website
TBC				

EVENT ACCOMMODATION

Hotel details	TBC, Greater London
Core nights at hotel	31 July and 1 August
Is it mandatory to stay at this hotel?	Yes
Core nights paid by	2 nights covered by participation fee
Core nights booked by	Tourism New Zealand
Additional nights booked by	NZ Seller

EVENT FLIGHTS

Air New Zealand flight support	Air New Zealand is pleased to support this event by offering delegates discounted travel on Air New Zealand. Detail of the fare offer will be provided to all participants once applications are confirmed.
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EVENT TRANSLATORS

Are translators recommended for this event?	No
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WHAT NZ SELLERS NEED TO BOOK

Accommodation	Two nights accommodation (31 July and 1 August) are included in the event participation fee.
Flights	NZ Sellers are required to make their own flight arrangements.
Ground transfers	NZ Sellers are required to make their own ground transport arrangements.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Required/Optional	Due date
Company Logo	High Resolution image (png/jpeg)	Required	Collected at registration
Company Marketing Information	One marketing paragraph tailored specifically to event market	Required	Collected at registration
Image	One branded high resolution hero image that represents your company in the following format (png/jpeg)	Required	Collected at registration
Video	One branded high resolution video file that represents your company (30 seconds to one minute)	Optional	Collected at registration
Product Manuals, Brochures or other digital collateral	PDF file (under 5MB per file)	Required	TBC
Flight details	Please email your flight details to Carrie.Talbot@tnz.govt.nz	Yes	1 June 2022

Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration	21-Mar-2022
Last day of registration	29-Mar-2022
How to register	<p>You will be able to register for this event on the event listing once registration opens:</p> <p>www.tourismnewzealand.com/events/kiwi-link-ukeurope-2022/</p> <p>On submission, delegates should receive an email confirming that the application has been received. If you do not receive an email, please contact Carrie.Talbot@tnz.govt.nz.</p>
Registration confirmation date	15-Apr-2022
Participation and selection criteria	<p>Organisations can only apply for this event if their product/service is Qualmark endorsed or they are an International Marketing Alliance (IMA), other marketing group or national association; or an airline with established routes to New Zealand.</p> <p>Consideration and acceptance of applications is at the sole discretion of TNZ. TNZ is not obliged to provide any reasons for their acceptance or rejection of applications.</p> <p>Your application to participate at the event will be assessed using one or more of the following criteria:</p> <ul style="list-style-type: none">• NZ Seller participant preferences noted on page 8.• The consistency of your application and your product/service with the objectives of the event and Tourism New Zealand• The consistency of your application and product/service with Tourism New Zealand's event objectives and statutory obligations

- The need to have an appropriately diverse selection of products and services promoted at the event
- The order in which your application is received within the application timeframe, for example: “first come first served”
- The availability of information about your product/service over the internet and by email and the quality of such information
- Where relevant, the ability of your product/service to be booked and commission paid in respect of your product/service at the appropriate industry levels and relevant to the distribution system used
- Your involvement with Tourism New Zealand’s marketing programmes, including but not limited to the international media programme
- Evidence of international marketing of your product/service in relevant markets by you or via off-shore travel sellers
- The availability of the relevant retail and wholesale rates for your product/service at the start of the event
- Your financial and industry performance; and

Any other criteria that Tourism New Zealand considers relevant to the selection of products and services for promotion at the event

Code of professional conduct

All delegates must act in accordance with Tourism New Zealand’s code of professional conduct to ensure the safety of all personnel and that high professional standards are met.

A copy of the code of professional conduct can be downloaded here: [Event Code of Conduct](#).

Cancellation by delegates

Following acceptance of your application you may cancel your participation in the Event by providing written notice of such cancellation to Carrie.Talbot@tnz.govt.nz. Please take note of the cancellation periods noted above.

Cancellation by TNZ

Tourism New Zealand may, in its sole discretion, by notice in writing, withdraw its acceptance of your application and cancel your right to participate in the Event without incurring any liability to you or any third party if:

- Tourism New Zealand considers that you cease to satisfy any of the criteria or have otherwise breached these terms and conditions



- Tourism New Zealand reasonably considers that it is no longer appropriate for you to participate in the Event
- You fail to pay the Participation Fee to Tourism New Zealand by the due date for payment specified by Tourism New Zealand

Cancellation of your participation will have immediate effect on receipt of such notice.

PASSPORTS, VISA, VACCINATIONS & INSURANCE

NZ delegate passports, visas and vaccinations

Passports, visas and vaccinations are the responsibility of the delegates attending the event. Delegates should confirm their individual visa and vaccination requirements for each country prior to departure.

Travel and medical insurance

Please ensure that you arrange your own travel and medical insurance to provide appropriate insurance cover in attending the event. We recommend that you purchase a comprehensive medical and travel policy prior to departure. Tourism New Zealand does not provide indemnity for any loss or injury suffered to participants whilst traveling to or attending the event.

Covid-19 vaccinations

Tourism New Zealand is committed to keeping our staff safe and stopping the spread of Covid-19. We have a vaccine policy that requires all in-person attendees at Tourism New Zealand events to be vaccinated. On arrival at this event, you will be required to show proof of vaccine so please have this with you. Please note that Tourism New Zealand will not keep a record of your proof of vaccine.

Covid-19 Travel Terms and Conditions

Be prepared for Covid-19 to disrupt your travel

It is important you understand and accept the circumstances in which you travel and the associated risks. Tourism New Zealand does not take responsibility and is not liable for any pandemic related travel disruptions.

You should also be prepared for borders and/or safe travel zones status of a state or region to change at short notice.



In the event of a government-imposed restriction which causes disruption to your scheduled travel Tourism New Zealand will work with you to adhere to government guidance and this may mean a change to the planned itinerary.

Tourism New Zealand does not cover any associated costs if you are required to quarantine in your home region, this cost is at the expense of the participant and/or their organisation. Tourism New Zealand does not cover any medical costs for participants, you should have adequate travel insurance in place.

REGISTER YOUR TRAVEL

SafeTravel

All delegates must register their travel online through SafeTravel (www.safetravel.govt.nz). SafeTravel allows the government to contact you if there is an unforeseen crisis, or if you have a family emergency, while you are overseas. If an emergency develops in the country you are in, then the government will do its best to contact you and see if they can provide any assistance. This is essential for travel during covid-19.

We also recommend that you check if any travel advisories are in place before departure (<https://www.safetravel.govt.nz/travel-advisories>).