



West Coast Roadshow

AUSTRALIA 2024

Sydney – Brisbane – Gold Coast – Melbourne

Location & Dates:

Sydney: Tuesday 20 August 2024

Brisbane: Wednesday 21 August 2024

Gold Coast: Thursday 22 August 2024

Melbourne: Friday 23 August 2024

Kia Ora,

Development West Coast is delighted to invite you to participate in the 2024 West Coast Roadshow.

The West Coast Roadshow is an event organised and hosted by Development West Coast. Through the roadshow format, Development West Coast and its' partners propose a series of valuable opportunities to engage with and access Australia's east coasts' most valuable travel trade partners and agents.

This roadshow, scheduled for August 20-23, 2024, will include Sydney, Brisbane, Gold Coast and Melbourne. In these locations the roadshow presents the opportunity to join a West Coast collective of operators and key industry partners to present your products to travel trade.

In each city, DWC will invite travel agents from key agencies to join and meet with West Coast Tourism operators, to gain knowledge about their products and services. During the event, drinks and food will be served as well as prizes.

Each event will enable you to conduct training presentations with trade agents as well as ample time for networking thus increasing awareness for West Coast's variety of tourism products as well as increase agents' ability and confidence in selling the West Coast as part of a New Zealand experience. Additionally introducing new itineraries, increasing the length of stay and the number of tourism products engaged. The timing of this roadshow is strategically positioned to make the most of the summer holiday booking season, and train agents about key products and itineraries for the West Coast.

The main primary target is travel trade; comprised mainly of frontline travel agents working in retail outlets currently selling New Zealand, travel agents working in wholesale roles currently selling New Zealand as well, kiwi-specialist agents both independent and affiliated with our major brands.

Each event will offer unique opportunities and a unique account mix, so please carefully read this document and choose your opportunities wisely. Additionally, DWC will seek involvement from key industry stakeholders such as Tourism New Zealand and Air New Zealand.

This document contains valuable information about the event, timelines, and registration information. Please take note of critical dates as the success of your attendance at the 2024 Roadshow is important to the destination.

IMPORTANT DATES:

12.12.2023	Applications Open
01.04.2024	Applications Close
03.04.2024	Final attendees notified
22.05.2024	Event briefing with participating operators
01.06.2024	Invoices sent – due June 20 2024
19.07.2024	Deadline to provide Development West Coast with travel arrangements and product presentation

OBJECTIVES:

The West Coast Roadshow aims to provide West Coast tourism operators a unique opportunity to promote their tourism products, service or attraction to a highly focused trade clientele from Australia's main eastern centres.

- Develop relationships with key wholesale and retail partners in the Australian Market.
- Meet key product managers and specialists actively selling New Zealand in Australia.
- Uncover incentive and group opportunities.
- Increase front-line agents' awareness and knowledge for your product and service.
- Increase travel sellers' enthusiasm and confidence for selling your products.
- Increase travel sellers' ability to sell your product and increase sales through in-depth training.

This will be achieved by:

- Educating agents on the West Coast through interactive front-line training sessions.
- Providing information and promotional collateral to agents.
- Showcasing the West Coast's extensive variety of products and high potential for commissions.
- Position products as a high quality at a fraction of the costs of other regions.
- Highlight product capacity and capability.
- Engaging agents with quiz and prize draws.

Desired outcomes:

- Increase awareness and knowledge of the West Coast products with top performing agencies.
- Engage with a minimum of 200 travel agents in Australia.
- Increase travel sellers' enthusiasm for selling West Coast products.
- Recover Australian visitor spend of \$60M prior to COVID.
- Create passionate advocates for the West Coast and its' products.
- Develop new business relationships and strengthen existing relationships with key agencies.
- Develop key relationships with Australian accounts.

ROADSHOW SCHEDULE AND EVENT SUMMARY:

Development West Coast will be hosting client events in the main eastern cities in Australia.

Sydney

Tuesday 20 August 2024
4:30pm – 8:00pm
Venue TBC

Gold Coast

Thursday 22 August 2024
7:00am – 2:00pm
Venue TBC

Brisbane

Wednesday 21 August 2024
4:30pm – 8:00pm
Venue TBC

Melbourne

Friday 23 August 2024
11:30am – 2:00pm
Venue TBC

PARTICIPATION FEES:

Delegate 1: **NZD\$2500** *Additional delegate: NZD\$500.

Registration fee includes:

- Participation for your company in the West Coast Roadshow
- Coordination of registration
- Attendance at all events
- Database of all event attendees and registrations
- Catering, theming, entertainment, AV, and set-up
- Hosting, venue and event management
- Ground transportation from Gold Coast to Brisbane

Registration fee does NOT include:

- Accommodations
- Airfares; international and domestic
- Collateral freight and custom duties for brochures and giveaways
- Meals and incidentals
- Airport transfers and local transportation

PAYMENT AND CANCELLATION POLICIES

Development West Coast will confirm participation on 02 April 2024.

Payment will be due no later than 20 April 2024.

100% cancellation fee will apply after 20 April 2024.

It is suggested that you bring the below to the training day:

- Pop-up banner or similar.
- Printed promotional collateral for trade and mice (such as brochures or flyers).
- Laptop or other multimedia device for presenting your information, displaying videos.
- A minimum of 500 business cards.
- Promotional items.
- Extension cord, chargers, or other power supply for your electronics.

Development West Coast will also require a selection of three (3) hero images as well as a 30-second promotional video to be displayed (loop) during the training.

Development West Coast will be producing a landing page website for frontliners attending the events; participating operators will be required to supply:

- Fact Sheet
- Presentation
- Image library
- Video assets

SHIPPING COLLATERAL

Instructions regarding shipping of company promotional materials will be provided closer to the event dates. Shipping will be at operator costs.

For more information, please feel free to contact us,

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