

Auckland IBO Sales Calls Prospectus

DATES

Monday 08 September

IBO sales calls & training sessions plus an evening client event

Tuesday 09 September

IBO sales calls & training sessions plus an evening TNZ event

Wednesday 10 September – Central South Island Product Showcase
(additional event not included in costs outlined below)

LOCATION

Auckland, New Zealand

REGISTRATIONS CLOSE

Wednesday, 11 June 2025

OBJECTIVE

The purpose of this trip is to re-engage with New Zealand based Inbound Tourism Operators (IBO's) ahead of the coming season, provide product updates and where appropriate, highlight new tourism products and experiences.

We will be meeting with product managers to improve knowledge and understanding of the West Coast and the many experiences available.

IBO ACCOUNTS

- Operators: Develop relationships with key IBOs in Auckland
- Operators: Highlight new products/experiences
- Operators: Uncover market opportunities and source feedback

- IBO: Increase awareness for West Coast products with key agents
- IBO: Increase confidence in selling the West Coast and developing itineraries
- IBO: Drive production & preference from all accounts

IMPORTANT DATES

02.06.2025	Registrations open
11.06.2025	Registrations close
12.06.2025	Final attendees notified and invoices sent
01.08.2025	Deadline for payment and 100% cancellation applies
12.08.2025	Sales call briefing with participating operators
04.09.2025	All materials and presentations due
07.09.2025	Participants arrive in Auckland

SALES CALLS & CLIENT TRAINING SESSIONS

The training sessions will be held at visiting agencies with attendance from front line agents, supervisors, product managers and managing directors.

Keep it simple. Remember that travel trade representatives see assorted products/suppliers in one day. Get noticed by making your presentation dynamic, humorous, interesting, relevant, and new. Please focus on giving a good overview of your offering but homing in on a TOP 5 LIST of what they should remember about your presentation.

Each session will last 60-minutes. The group will prepare a cohesive PowerPoint product presentation encompassing all participants. Each operator will have an 8-minute presentation of their product.

A run sheet and time allocation will be produced and distributed prior to departure.

CLIENT EVENT

As part of this sales trip, DWC and partners will host a client event to further enhance connections and develop relationships with IBOs. The event, which will be held in the evening of **Monday 8 September**, will focus on an activity to collaborate and nurture relationships in a relaxed and informal setting.

ADDITIONAL EVENT – Central South Island Product Showcase

Held on Wednesday 10 September, the Central South Island Product Showcase is a yearly event organised and hosted by– ChristchurchNZ, Destination Kaikoura, Development West Coast, Mackenzie Region, Venture Timaru, and Visit Hurunui.

Through the showcase format, the six RTOs propose an opportunity for operators to engage with and access New Zealand most valuable Inbound partners. Based on the 3 previous events, DWC expects participation between 125 -150 IBO agents. Please register using the following link: [Central South Island Product Showcase](#).

MATERIALS REQUIRED

- Promotional memory sticks with images and videos or Dropbox link

- Brochures and business cards
- Two-sided fact sheet
- Please have all presentations back to Lara by **Thursday 04 September**
- All presentations will be required to be on 16:9 format, PowerPoint
- All videos will require a format on .WMV format for easier integration with PowerPoint

PARTICIPATION FEE: NZD \$250+GST

Registration fee includes:

- Presentation to all participants
- Email follow-up and distribution of collateral
- Database of all event attendees and registrations
- Vehicle hire for appointments
- Parking fees
- Catering for event
- Central South Island Product Showcase event
- Collateral freight for brochures and giveaways
- Giveaway items
- Printing of any required collateral
- Creation of any collateral / presentation
- Travel
- Accommodation
- Meals

Registration fee EXCLUDES:

For any further details please contact us,

Lara Thomas

Tourism & Events Executive

Development West Coast

lara@dwc.org.nz

027 252 0118