



PROSPECTUS

Kiwi Link India 2024





9 February 2024

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in Kiwi Link India 2024.

Kiwi Link India is a TNZ offshore event that provides a unique opportunity for representatives of the New Zealand tourism industry to educate and establish business relationships with key product managers and frontline travel sellers from India. Kiwi Link India includes 2 full days of pre-scheduled one-on-one meetings with product managers, 1 full day of frontline travel sellers training and a networking evening.

In 2024, Kiwi Link India will take place in Mumbai from 10th – 12th July. Note: This event is followed by Kiwi Link South East Asia from 15th – 16th July in Malaysia, please refer to the [event page](#) if you wish to register.

The following prospectus outlines key information on Kiwi Link India 2024. Please read this prospectus carefully and take note of the event dates and deadlines.

Tourism New Zealand welcomes your registration. Please note that final participation is at Tourism New Zealand's discretion and is subject to the guidelines outlined in the event terms and conditions.

Should you have any questions on this event, please contact salina.sos@tnz.govt.nz, New Zealand based Events and Experience Specialist.

Yours sincerely

Neha Bola
Country Manager - India

Event checklist

KEY DATES

Registration opens	01 March 2024
Registration closes	12 March 2024
New Zealand delegation confirmed and invoiced	22 March 2024
Participation fee payment due	05 April 2024
30% cancellation period begins	09 April 2024
50% cancellation period begins	05 May 2024
100% cancellation period begins	05 June 2024

WHAT NZ SELLERS NEED TO BOOK

You can find more details on what NZ sellers need to book on page 10.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

You can find more details on what information NZ sellers need to provide on page 10.

Kiwi Link India 2024

EVENT DETAILS

Event type	TNZ Offshore Event
Event format	Kiwi Link event
Target market	India
First day of official event programme	10 July 2024 (Note: In-market briefing for sellers will be on the 9 th July).
Last day of official event programme	12 July 2024
Event location	Mumbai, India
TNZ event listing	https://www.tourismnewzealand.com/events/kiwi-link-india-2024/
Event objectives	<ul style="list-style-type: none">• Showcase NZ as a year-round destination to product managers and frontline travel sellers.• Build strong selling capability of product managers and frontline travel sellers.• Engage with existing and new network of product managers and frontline travel sellers and build on business relationships.• Provide a platform for negotiating new and existing contracts with product managers.• Increase New Zealand's share of voice amongst travel trade in India.
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.• Educate new travel planners who lack knowledge of destinations and products and require upskilling (88% of staff in Asia are increasing their portfolio of destinations).• Contribute to sustainable tourism growth and innovation across the supply chain.• Broaden their customer base far beyond the reach of their marketing budget.

- 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.

Market Importance

Indians are emerging as big globetrotters with outbound travel crossing pre-covid levels. As per McKinsey, the market has the potential to grow from 13 million trips in 2022 to over 80 million by 2040, and travel and tourism expenditure is expected to surge over 2.5X from USD 150 billion in 2019 to USD 410 billion in 2030.

The key motivators for Indians visiting New Zealand include experiencing beautiful landscapes/scenery, to feel relaxed and refreshed and the opportunities to interact with people of a different culture or lifestyle.

Key insights:

- India is New Zealand's fastest recovery market exceeding 2019 arrivals.
- Arrivals reached 82,000 in the year ending November 2023.
- With 17.7m potential travellers, 67% have New Zealand as their preferred destination.
- 85% of bookings for New Zealand are through in-direct channel.
- 96% of our target audiences in India claim that they are likely to use a travel agent to book a holiday to New Zealand.
- India market travel peaks: October - November and April - June with 66% of 2019 arrivals off-peak.
- The ideal length of holidays for most ACs is between 14 - 22 days
- High on experiences with 23% of total package cost including adventure, scenic trips and wildlife.

In-market TNZ contact

Neha Bhola
Country Manager India
Neha.Bhola@tnz.govt.nz

Karem Basulto
Regional Trade Manager Asia
Karem.Basulto@tnz.govt.nz

New Zealand based TNZ contact

Salina Sos
Events and Experiences Specialist - Wellington
Salina.sos@tnz.govt.nz

EVENT PARTICIPATION

Types of NZ sellers suited to this event

- Accommodation providers
- Activity providers
- Airlines
- Inbound tourism operators (ITOs)
- International marketing alliances (IMAs)
- Marketing clusters
- National tourism operators
- Regional tourism organisations (RTOs)
- Transport providers

Note

All NZ sellers must be Qualmark endorsed and trade ready.

If an IMA puts forward a delegate for inclusion in this event, this will need to be agreed with the RTOs covered by this IMA – as this would be the sole delegate for the regions (i.e. we could not also accept applications from RTOs in the same area). However, if there is no IMA application, it is possible for every RTO to submit an individual delegate application for selection. Please co-ordinate with your partners to ensure no double-ups.

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.

ITO/IBOs registering must provide group and FIT product/s. The represented products must be Qualmark endorsed.

Minimum number of applications required for event to proceed	30 (Please refer to page 13 for cancellation terms and conditions)
Maximum number of applications	40
Preferred type of NZ sellers if capacity is reached	Please read participation and selection criteria on page 12
Maximum number of delegates per application	2

Items included in participation fee

- Event participation
- 4 nights’ accommodation including breakfast
- Food and beverage during specific event days
- Networking event

Kiwi Link India participation fee(s)

- Delegate one participation fee \$6,000 NZD
- Delegate two participation fee \$5,500 NZD

Note

The second delegate will work in conjunction with the first delegate and will not have their own appointment schedule.

No more than two delegates can attend per organisation. If you wish to bring a colleague with you to provide translation services, they need to be registered as a second delegate.

Trade ready is defined using the TRENZ Seller Criteria as listed here - <https://www.trenz.co.nz/trenz/trenz/trenz-criteria-1>

Can delegates bring pull up banners with them?

No

Collateral type

Digital

In lieu of any printed collateral, we are asking sellers to create a bespoke microsite for each market. This will be able to be accessed by sellers/buyers at the event via a QR code on each desk. More information on the microsite will be provided upon confirmation of registration.

EVENT ATTENDEES

Primary type of in-market attendees attending the event

Product managers and frontline travel sellers

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

EVENT FORMAT

Appointment schedule	Pre-scheduled appointments
Appointment format	One-on-one meetings
Appointment duration (mins)	Between 10-15 minutes appointment
Appointment rotation	Buyers rotate (one-on-one meetings) Sellers rotate, round robin (Frontline travel sellers training)
Note	Charging points will be provided on each table for NZ sellers (one-on-one meetings)
Layout	Individual table layout (one-on-one meetings)

EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar	TBC (week of 17 th June)	TBC
Latest that NZ sellers can arrive in-market	09 July 2024	
In-market briefing session	09 July 2024	1900-2100
Kiwi Link India – Day 1	10 July 2024	0900-1730
Kiwi Link India – Day 2	11 July 2024	0900-1730
Networking/Dinner event	11 July 2024	1930-2200
Kiwi Link India – Day 3 (Frontline travel sellers training)	12 July 2024	0900-1730

EVENT VENUES

Venue	Event/Function	Address	Phone number	Website
Trident Hotel, Nariman Point Mumbai	Kiwi Link India (Day 1-3) and Networking event	CR 2 Nariman Point, Marine Dr, Mumbai, Maharashtra 400021	+91 22 6632 4343	https://www.tridenthotels.com/hotels-in-mumbai-nariman-point/?utm_source=GMBlisting&utm_medium=organic

EVENT ACCOMMODATION

Hotel details	Trident Hotel, Nariman Pont Mumbai (see above).
Core nights at hotel	4x nights: Check-in 9 th July, Check-out 13 th July
Is it mandatory to stay at the hotel?	Yes – however if you choose to stay elsewhere there will be no reduction in your participation fee.
Core nights booked by	Tourism New Zealand will automatically book core night accommodation on behalf of NZ sellers
Core nights paid by	Tourism New Zealand – included in participation fees
Additional nights	An email ID will be provided at a later date if you wish to request additional nights. Payments for additional nights will be at your own expense.
Room type	Single
Wi-Fi included in rates	Yes
Breakfast included in rates	Yes
Govt tax included (18%)	Yes

EVENT FLIGHTS

Air New Zealand flight support	Should flight Air New Zealand flight support be available, it will be advised upon confirmation of registration.
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GROUND TRANSPORT

Tourism New Zealand intend to provide group transfers for the dates below. Please make your own transport arrangements if you are travelling outside of these dates.

Date	Time	Route
9 th July	TBC (dependant on recommended flight)	1x coach transfer from airport to hotel (details TBC via email)
13 th July	TBC (dependant on recommended flight)	1x coach transfer from hotel to airport (details TBC via email)

EVENT TRANSLATORS

Are translators recommended for this event? No

Will TNZ arrange translators for NZ sellers on request? No

WHAT NZ SELLERS NEED TO BOOK

Accommodation	NZ sellers need to book any accommodation required outside of the core nights – email ID will be provided at a later date.
Flights	NZ sellers need to make their own flight arrangements for this event.
Ground transfers	NZ sellers need to arrange their own ground transportation if not travelling on the dates listed above/ recommended flights (flight details are TBC). We will update you should there be sufficient demand for TNZ to put on any extra ground transport.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Requirement	Due date
Organisation description	Maximum of 250 words	Required	Collected at registration
Company Logo	High resolution company logo (png or jpeg). Specs to come. Submit via form (link to be sent)	Required	17 th May 2024
Flight details	Inbound and outbound flights for India Submit via form (link to be sent)	Required	17 th May 2024
Hero image	One High Resolution hero image (png or jpeg). Specs to come. Submit via form (link to be sent)	Required	17 th May 2024

Videos (if available)	30 second to one minute video that can be displayed in the background of the events. Specs to come. Submit via form (link to be sent)	Required	17 th May 2024
QR Code Information/Microsite address	More information on the microsite will be provided upon confirmation of registration. Submit via form (link to be sent)	Required	17 th May 2024
Prizes	Digital vouchers for grand prize pack. Submit via form (link to be sent)	Optional	17 th May 2024

Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration 1 March 2024

Last day of registration 12 March 2024

How to register

You will be able to register for this event on the event listing once registration opens:

<https://www.tourismnewzealand.com/events/kiwi-link-india-2024/>

On submission, delegates should receive an email confirming that the application has been received. If you do not receive an email, please contact salina.sos@tnz.govt.nz.

Sign up to TNZ's newsletter Tourism News to receive event registration updates:

www.tourismnewzealand.com/newsletter-signup

Registration confirmation date 22 March 2024

Participation fee payment due 05 April 2024

TNZ reserves the right to withdraw registrations if payment has not been received by this date

30% cancellation period begins 09 April 2024

50% cancellation period begins 05 May 2024

100% cancellation period begins 05 June 2024

Participation and selection criteria

Organisations can only apply for this event if their product/service is Qualmark endorsed or they are an International Marketing Alliance (IMA), Regional Tourism Organisation (RTO)/Regional Convention Bureau (RCB), other marketing group or national association, or an airline with established routes to New Zealand.

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.

In line with the Kiwi Link concept, TNZ strives to offer a balanced portfolio of exhibitors and will determine who will be given preference in the event of oversubscription.

Preference will be given in the following order:

As per in-market buyer survey:

1. International marketing alliances (IMAs) / Regional Tourism Organisations (RTOs)
 2. Accommodation providers
 3. Activity providers
 4. Inbound Tour Operators (ITO/IBOs)
 5. Transport providers
- Operators from regions where RTOs/IMAs won't be able to attend may be given preference.
 - Individual products applying that are affiliated with a representation agency or national operators will not get preference.
 - Representation agencies (official marketing clusters), national operators, hotel chains should have a majority number of Qualmark products.
 - Smaller operators maybe asked to be represented by their RTOs/IMAs.

Additionally, your application to participate at the event will be assessed using one or more of the following criteria:

- The need to have an appropriately diverse selection of products and services promoted at the event, as mentioned above
- The consistency of your application and your product/service with the objectives of the event and Tourism New Zealand
- 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: <https://www.tourismnewzealand.com/assets/events/event-code-of-professional-conduct.pdf>.

Cancellation by delegates

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

Cancellation by TNZ

A minimum number of 30 NZ sellers is required for the event to proceed. Tourism New Zealand have the right to cancel the event if less than 30 seller registrations are received.

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
- Tourism New Zealand does not meet the minimum number of applications required for the Events to proceed.

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.

Official e-Visa site: <https://indianvisaonline.gov.in/evisa/tvoa.html>

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.

Pandemic Travel Terms and Conditions

Be prepared for a pandemic 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 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

TNZ encourages delegates to 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 situation 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.

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