



UK/Europe

New Product & IMA Workshop

**London
27-30 July 2010**

New Zealand Industry Application

Coordinated by Tourism New Zealand

Kia ora,

Tourism New Zealand is pleased to invite regional representatives and New Zealand tourism operators who are new to the UK/Europe travel seller market to participate in the July UK/Europe New Product & IMA Workshop in London.

The UK/Europe New Product & IMA Workshop is an opportunity to educate a targeted audience of UK/European travel sellers, as we expand our footprint in these markets. The event will focus on attendance by Product Managers, frontline reservation staff, and possibly Training Managers who are seeking to increase and develop their knowledge of new-to-the-market New Zealand tourism products and regions.

The Workshop is also designed as an opportunity for New Zealand IMA (International Marketing Alliances) representatives to re-connect with travel sellers and train them on their region, however the main focus of the Workshop is to introduce New Zealand tourism products not currently brochured or sold in-market by UK/Europe travel sellers.

Tourism New Zealand is aiming to confirm attendance at the Workshops by new-to-the-market New Zealand tourism products who;

- Are established product providers within New Zealand
- Are ready to work with international travel distribution channels
- Need an opportunity to develop business relationships with, and gain a better understanding of, the key UK/Europe markets for New Zealand.

This document outlines objectives, formats, event outline and costs, including the application form to be completed and returned to Tourism New Zealand before the **26 February 2010** registration deadline.

Please ensure you review this document in detail and read the Terms & Conditions before registering. Tourism New Zealand reserves the right of selection, and may make changes to this event if and as required.

Supplementary to this document, New Zealand suppliers who are confirmed to attend this event will receive an Event Guide comprehensively outlining the event schedule and preparation requirements.

Should you have any questions please contact Monica Armesto in Wellington:

Monica Armesto
Product Development Manager
+64 4 462 8036
monicaa@tnz.govt.nz

1. Critical Dates

Monday 11th Jan 2010	Event applications open
Friday 26 th Feb 2010	Event applications close
Wednesday 31 st March 2010	Event attendance confirmed and invoices sent
Friday 16 th April 2010	Deadline for collateral to be with A.G. Sturm Shipping for bulk shipping to London if you choose this option.
Friday 30th April 2010	Product Workshop Event Guide distributed to confirmed delegates
Friday 30th April 2010	Deadline for payments to Tourism New Zealand
Monday 12 th July 2010	Last day for cancellation without penalty.
Monday 26 th July 2010	Event commences

2. Objectives

- To give IMAs the opportunity to increase regional product knowledge amongst key partners' reservation and sales staff
- To facilitate relationships between new-to-the-market NZ tourism products and key UK/Europe travel sellers in order to develop new sales channels
- To increase yield for key travel seller partners by instilling confidence and motivation to sell more New Zealand regions and new-to-the-market tourism products
- To provide new-to-the-market NZ tourism products and IMAs with a holistic and comprehensive understanding of the UK/Europe marketplace, and how to best leverage potential opportunities.

3. Event Outline

This event offers new-to-the-market NZ tourism products and IMAs a cost effective and coordinated approach to training frontline sales staff and Product Managers from key direct-sell and wholesale travel companies, and allows a more personal and tailored style of interaction. It offers New Zealand tourism products who do not currently sell in the UK/Europe market the opportunity to develop business relationships and gain a better understanding of these markets.

Tourism New Zealand aims to attract approximately 80 frontline agents, 8 UK Training Managers, and 32 Product Managers from UK, Netherlands, Germany, Scandinavia, France, Italy, Spain and Eastern Europe. Below is the basic event outline.

Monday 26 th July 2010 New Zealand House, 80 Haymarket – Level 17, Penthouse	Morning Market update presentations by TNZ
	Afternoon Dedicated afternoon of Rugby World Cup meetings for IMAs and market workshops with TNZ staff for New Products TNZ Market Forum for New Products *
Tue 27 July	UK Product Manager meetings @ Le Meridien Piccadilly Hotel– IMAs and New Products
Wed 28 July	IMAs only, but New-to-the-market NZ tourism products can attend their IMA presentations UK Frontliner Training @Le Meridien Piccadilly Hotel
Thur 29 July	UK Product Manager meetings @ Le Meridien Piccadilly Hotel– IMAs and New Products
Fri 30 July	UK/Europe Product Manager meetings@ Le Meridien Piccadilly Hotel– IMAs and New Products
<i>A detailed schedule will be provided in the Product Workshop Event Guide</i>	

* TNZ Market Forum; A session with Tourism New Zealand staff who work in the UK and Europe markets. New-to-the-market NZ tourism products will be split into two groups, and will then spend the morning learning about and discussing the UK and Europe markets, and discovering how to best present their products to increase travel seller uptake. At 11am the groups swap and continue discussions. It is estimated these discussions will conclude at approximately 12.30pm, however this may vary if required.

The remainder of the day will be time at leisure for the new-to-the-market NZ tourism products.

4. Training Format*

FOR IMAs

- **Product Manager Delegates**

To allow the inclusion of as many Product Managers as possible, delegates may be paired/grouped together with like-minded companies if required. These meetings will be **25 minutes** in duration and are an opportunity to update UK and European Product Managers on regional/product information.

- **UK Frontline Seller Delegates**

UK frontliner seller delegates will be grouped together according to company and move between IMAs for each **45 minute session**. Where numbers are small, multiple companies may be joined together. Group sizes are estimated at around 10 delegates.

FOR NEW-TO-THE-MARKET NZ TOURISM PRODUCTS ONLY

- **Product Manager Delegates**

To allow the inclusion of as many UK and European Product Managers as possible, delegates may be paired/grouped together with like-minded companies if required. These meetings will take the form of **15 minute sessions**. They are an opportunity to initiate relationships with Product Managers who are key influencers and decision makers for their companies, and present information on new-to-the-market NZ tourism products.

**In order to ensure a successful and productive event, Tourism New Zealand reserves the right to change this format if deemed necessary.*

5. Selection Criteria and Process

Selection Criteria for new-to-the-market NZ tourism products.

- Must be Qualmark accredited
- Must offer wholesale commission rates
- Must not have established in-market relationships in UK/Europe
- Must not have other products already sold/brochured by the UK travel trade
- In the event of over-subscription for this event, first preference will be given to NZ tourism products who will exhibit as 'New Product' at TRENZ 2010.

Selection Process

There is a maximum of **12 new-to-the-market NZ tourism product places** available.

In the event of oversubscription, final attendance will be at the discretion of Tourism New Zealand working in consultation with UK industry partners and IMA representatives.

Phase 1 - Registration Process

- IMA and tourism product registrations are to be made directly with Tourism New Zealand in Wellington.

Phase 2 – Confirmation

- Suppliers will have their attendance confirmed via email on 31 March 2010.

6. Additional Delegates

To assist with presentations, IMAs may choose to attend the UK/Europe New Product & IMA Workshop with a second delegate at an additional fee (see Event Costs section). However, please note that an additional delegate does not increase the allotted presentation time.

7. Venue

Day 1, July 26th 2010, will be held at New Zealand House, 80 Haymarket, London, SW1Y 4TE – Level 17, Penthouse

Days 2-5, July 27th to 30th 2010, will be held at Le Meridien Piccadilly Hotel, 21 Piccadilly, London, W1J 0BH

8. Collateral

Tourism New Zealand does not coordinate or subsidise collateral shipment for this event. We recommend **Andy Sturm Shipping** from New Zealand to London as this company has much experience with this type of event.

It is at the discretion of New Zealand IMAs and tourism products whether they choose to utilise this service or make independent arrangements, however should you choose to do so, the deadline for collateral to be with Andy Sturm Shipping is **Friday April 16th 2010**.

Full shipping details will be supplied to the industry upon confirmation of attendance, however it is anticipated that collateral should be addressed to Tourism New Zealand, Level 7, 80 Haymarket, London SW1Y 4TE.

Please consider the environment when arranging collateral shipments. Tourism New Zealand estimates event attendance at:

- 32 Product Managers
- 80 Frontline agents (only meeting with IMAs)
- 8 Training Managers (only meeting with IMAs)

9. Participation Fees & Cancellations

Participation fee includes:

- Participation in the event
- Venue costs
- Lunch during pre-arranged meetings
- VAT

Participation fee does not include:

- Flights
- Accommodation
- Travel and transit expenses
- Collateral Shipping
- Audio Visual Equipment

NZ Tourism Operators - Single Delegate: \$2,500 NZD

IMAs - Additional IMA delegate: \$1,000 NZD

IMA participation, as per the MOU signed by IMA representatives and Tourism New Zealand is free for the first delegate. There is a cost for any additional IMA delegates attending the event.

Invoices

Upon confirmation of attendance, invoices will be mailed and payment will be required within 30 days to Tourism New Zealand in Wellington.

Cancellations

Refund requests must be made in writing to Monica Armesto, Tourism New Zealand, Wellington by email: monicaa@tnz.govt.nz. Cancellations before 12th July 2010 will be refunded in full. **Cancellations received on or after 12th July will be non-refundable.**

10. Flights, Accommodation & Travel Insurance

International Flights

July dates have been chosen for this event as it is good timing for the majority of our travel seller partners, both for frontliner training and Product Manager meetings prior to the completion and production of new season brochures.

Tourism New Zealand is endeavouring to secure assisted fares for this event, however due to the timing, (European summer season) confirmation has not been obtained at this stage. We will communicate further with participants on this matter as soon as possible.

Accommodation

Tourism New Zealand has negotiated a group rate of £159.80 including VAT and breakfast at the Cavendish Hotel London. Full details on how to book will be provided to confirmed participants.

Travel and Medical Insurance

Tourism New Zealand does not arrange for travel or medical insurance on behalf of New Zealand delegates. Tourism New Zealand does not provide for any indemnity for loss or injury suffered by participants during this event. Participants are responsible for arranging their own insurance, including public and products liability, property (owned or on loan including transit) and workers compensation. We recommend that a comprehensive medical and travel insurance policy is purchased prior to departure.

11. Application Form UK/Europe Product Workshop

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Registration Deadline: Friday 26 February 2010

Please complete and return by email to: Tourism New Zealand, Attn: Monica Armesto, PO Box 95, Wellington, monicaa@tnz.govt.nz

Company Name: _____
Phone: _____
Fax: _____
Email: _____
Website: _____
Street Address: _____

Billing Address: _____
Accounts payable contact: _____
Product Category:
<input type="checkbox"/> Tour Operator
<input type="checkbox"/> Transport
<input type="checkbox"/> Accommodation
<input type="checkbox"/> Activity
<input type="checkbox"/> Regional Representative
Qualmark Accreditation:
<input type="checkbox"/> Endorsed Transport
<input type="checkbox"/> Endorsed Activity
<input type="checkbox"/> Endorsed Service
<input type="checkbox"/> Accommodation
Category: _____ Star Rating: _____
Company Description (150 – 200 Words): _____

11. Application Form UK/Europe Product Workshop

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Company Name _____

Delegate Details:

Delegate 1

Name: _____

Title of role: _____

Phone: _____

Mobile: _____

Email Address: _____

Special Meal Requirements: _____

Emergency Contact Name: _____

Emergency Contact Phones:

Day: _____

Night: _____

Delegate 2 (if applicable)

Name: _____

Title of role: _____

Phone: _____

Mobile: _____

Email Address: _____

Special Meal Requirements: _____

Emergency Contact Name: _____

Emergency Contact Phones:

Day: _____

Night: _____

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Registration Fee:

Tourism Operators

Single Delegate: \$2,500 NZD (inclusive of VAT)

IMAs

IMAs will not be charged a fee for the first delegate.

Additional Delegate: \$1,000 NZD (inclusive of VAT)

Total Fee: \$ _____ (enter your total amount)

Confirmation:

By completing this application your company agrees to Tourism New Zealand's selection criteria, invoicing fees and all deadlines.

Name: _____

Date: _____

12. Tourism New Zealand Offshore Events Terms & Conditions

By submitting an application for registration to participate in a Tourism New Zealand event you agree that these terms and conditions apply to you, in all, such application, and, should Tourism New Zealand accept your application, your participation in the event.

Relevant terms: In these terms and conditions the following terms have the corresponding meanings: Cancellation Fee means the fee specified in the Event prospectus or as otherwise notified by TNZ, that is payable by you in the event of your cancellation of your participation at the Event.

Criteria means the criteria specified in the paragraphs entitled Selection Criteria and Participation Criteria below. Event means the event organised or coordinated by Tourism New Zealand in respect of which you are applying to participate.

Exhibit means the exhibit promoting your Products at the Event and includes, without limitation, any electronic or other documentation used or provided in respect of your Products, any audio-visual tools used and the information provided or shown using those tools, and any presentations or performances given in respect of your Products.

Participation Fee means the fee specified on the Website that is payable by you to Tourism New Zealand in relation to your participation at the Event. Product/Service means the products and/or services that you supply and that you wish to promote at the Event.

Qualmark refers to an accreditation system used to assess the quality of providers of products and services to tourists in New Zealand. Website means the Tourism New Zealand website at URL www.tourismnewzealand.com or individual operator websites, depending on the context. References to you or your are references to the individual or body corporate submitting this application to participate at the Event.

The Event: The location, timing, format, purpose, and all other aspects of the Event are determined at the sole discretion of Tourism New Zealand. Tourism New Zealand may change any aspect of the Event, including without limitation the location, timing, format and purpose, where it reasonably considers necessary to do so.

Participation criteria: You may only apply to participate at this Event if :

a) Your Product/Service falls into one of the following Qualmark categories and evidence can be shown that such Product/Service has achieved Qualmark accreditation:

- Accommodation;
- Endorsed Visitor Activity;
- Endorsed Visitor Transport;
- Endorsed Visitor Services;

or

- Your Product/Service demonstrates or you can show evidence of an independent accreditation under a third party quality rating system for your Product/Service which:
 - Has an appropriately documented assessment framework; and
 - Is recognised nationally and/or internationally; and
 - Has a robust and frequent assessment process that is provided by a third party accreditation provider

or

- You are an International Marketing Alliance (IMA), touring route, Regional Tourism Organisation (RTO) or other regional group; or
- You are an airline with established routes to New Zealand.

Tourism New Zealand reserves the right to consider any other application that falls outside these categories on a case by case basis, including but not limited to applications by:

- a) Specialist New Zealand Tourism providers who are operating in an emerging market and/or sector where there are very few Qualmark endorsed operators provided that the Event is focused on a small and/or high potential emerging region or sector;
- b) Non quality accredited operators within an attendance category provided that the Event is under subscribed; or
- c) Approved Destination Status (ADS) operators who are fully compliant with the ADS Code of Conduct provided that the Event is for the Chinese market.

Acceptance: Consideration and acceptance of your application to participate at the Event is at the sole discretion of Tourism New Zealand. Tourism New Zealand is under no obligation to provide you with any reasons for their acceptance or rejection of your application.

Selection criteria: Without limiting the preceding paragraph entitled Acceptance, your application to participate at the Event will be assessed using one or more of the following criteria:

- 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 at the Event;
- The order in which your application is received within the application timeframe eg: "first come first served"
- Evidence of an independent accreditation under a third party quality rating system, which is widely recognised nationally and/or internationally for its robust assessment process, for example Qualmark;
- 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 Product/Services for participation at the Event.
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Warranties: You undertake and warrant that your Products, participation at the Event, the content of your Exhibit, and any information provided by you in respect of your Products at the Event will not:

- Be misleading or deceptive or likely to mislead or deceive or otherwise be in breach of the Fair Trading Act 1986;
- Be defamatory or offensive to generally accepted community standards or otherwise unlawful; or
- Breach or otherwise infringe any intellectual property rights, including copyright and trade marks, of any third party.

Cancellation by Tourism New Zealand: If, at any time following acceptance of your application but prior to the Event:

- 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; or
- You fail to pay the Participation Fee to Tourism New Zealand by the due date for payment specified by Tourism New Zealand,
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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. Cancellation of your participation in the Event by Tourism New Zealand will have immediate effect on receipt of such notice.

Cancellation by you: Following acceptance of your application you may cancel your participation in the Event, 15 business days or more before the Event, by providing written notice of such cancellation to Tourism New Zealand and paying the Cancellation Fee as provided for in the Event prospectus or as otherwise notified by Tourism New Zealand.

Cancellation of your participation in the Event less than 15 business days prior to the Event, by written notice or otherwise, will require payment of the Cancellation Fee and result in forfeiture of your Participation Fee to Tourism New Zealand.

Participation Fee: The Participation Fee is due and payable in full within 30 days of issue of an invoice by Tourism New Zealand and in any case no later than 15 business days prior to the Event.

Late payment: Tourism New Zealand may charge default interest on any amounts due to it, including the Participation Fee and the Cancellation Fee that are not received by the due date. Default interest shall be calculated at a rate equal to the then current 90 day bank rate of Tourism New Zealand's principal bank plus two per cent per annum calculated on a daily basis from the due date for payment down to the date on which payment is received by Tourism New Zealand.

Taxes: Participants agree to pay all applicable taxes in connection with the Event as provided for in the Event prospectus or as otherwise notified by Tourism New Zealand. Other costs: You are responsible for all your costs associated with the Event, including without limitation, travel and accommodation costs, advertising costs, exhibition and promotional materials, including freight and customs costs. Tourism New Zealand will not be responsible for any costs or disbursements that you incur as a result of your application or your participation in the Event.

Privacy: Tourism New Zealand may collect personal information from you (such as your name, home/business address and email) for the purpose of facilitating your participation in the Event, and for event management. It may be provided to other event related organisations or entities (such as state tourist authorities, other event participants and event contractors) for the purpose of event management or Tourism New Zealand may use it to contact you in the future for purposes relating to the Event. Tourism New Zealand will keep personal information confidential except where disclosure is necessary for the purpose of organising or running the Event or where disclosure is required:

- By law enforcement or other Government agencies in connection with the conduct of any investigation of criminal activities; or
- By court order.

Such personal information does not extend to information that:

- Was known to Tourism New Zealand prior to the submission of this application;
- Is, or becomes public knowledge without the fault of Tourism New Zealand; or
- Is, or becomes available to Tourism New Zealand from a source other than you; or
- Is required to be disclosed by law.

You may have access to any personal information about you held by Tourism New Zealand by submitting a request to Tourism New Zealand in writing. Tourism New Zealand will update and correct such information upon receipt of a written request from you.

Confidential Information: Tourism New Zealand may provide you with confidential information during the Event, including information relating to other Event participants. Such information must only be used by you for the purposes of the Event, and must otherwise be kept confidential by you. Such confidential information must not be provided to a third party without the prior consent of Tourism New Zealand (and any individuals whose information is included).

Liability: Tourism New Zealand will not be liable for any loss or damage (including consequential loss or damage, loss of profits, loss of revenue or loss of savings) which may be suffered or incurred or which may arise directly or indirectly in respect of your application and/or the Event or any failure or omission on the part of Tourism New Zealand to comply with its obligations under these terms and conditions.

Insurance: Participants must effect and maintain at their own expense insurance policies covering all aspects of their participation in the Event including, but not limited to, public and product liability, workers compensation and property insurance. Participants acknowledge that Tourism New Zealand does not:

- Have any responsibility or liability for any loss suffered by or damage caused to participants, visitors, or any other third party;
- Provide or arrange for any insurance for, or on behalf, of participants, visitors or any other third party; and
- Provide any indemnity for loss or injury suffered by participants, visitors, or any other third party.

Exclusions: All conditions and warranties which may be implied by law into these terms and conditions are excluded except to the extent that it would be unlawful to do so. You agree that to the extent that you are acquiring goods or services under these terms and conditions for the purposes of a business, the guarantees provided under the Consumer Guarantees Act 1993 shall not apply to the supply of such goods and services.

Limitation: If, for any reason, Tourism New Zealand cannot rely upon the limitations and exclusions in the preceding paragraphs entitled Liability and Exclusions, the maximum aggregate liability that Tourism New Zealand will have to you in respect of the subject matter of these terms and conditions is the total Participation Fee paid by you under these terms and conditions.

Indemnity: You will indemnify Tourism New Zealand against any costs, losses and damages and will, at your cost, defend or settle any claim suit, action or proceeding brought against Tourism New Zealand arising from:

- Any breach of these terms and conditions by you;
- Your participation at the Event;
- Use of your Products by any third party; or
- Any third party claim of intellectual property rights infringement in respect of your Exhibit or your Products.
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Notices: Any notice to be given to Tourism New Zealand under these terms and conditions must be in writing sent to:

Tourism New Zealand PO Box 95 Level 22,
Vodafone on the Quay 157 Lambton Quay Wellington

Any notice to be given to you may be sent to the address provided by you with your application.

A notice given in accordance with this paragraph entitled Notices is deemed to be received 3 business days after posting, if sent by prepaid post or on the day of delivery or left at the recipient's provided address during business hours.

Third party terms and conditions: Should the Event be run by a third party (and your participation co-ordinated by TNZ) the terms and conditions of this third party that apply to your participation in the Event will be supplied to you for your review. Unless you give notice to TNZ to the contrary, you will be held to have accepted such terms and conditions and be bound by them.

Representations: You acknowledge that you have not relied on any representation made by Tourism New Zealand which is not expressly stated in these terms and conditions.

Assignment: You may not, without Tourism New Zealand's prior written consent, assign, sub-contract, pledge or transfer the whole or any part of your rights, duties or obligations under these terms and conditions.

Waiver: Failure or neglect by Tourism New Zealand to enforce at any time any of the terms, conditions or provisions of these terms and conditions shall not be construed to be a waiver of Tourism New Zealand's rights, or in any way affect the validity of the whole or any part of these terms and conditions, or to otherwise prejudice Tourism New Zealand's right to take subsequent action.

Any waiver by Tourism New Zealand in respect of any right provided for in these terms and conditions shall not be construed to be a waiver of any further or future rights arising under these terms and conditions.

Governing law: These terms and conditions shall be governed by New Zealand law and the courts of New Zealand shall have non-exclusive jurisdiction to hear and determine all issues which may arise under or in connection with these terms and conditions.

Entire agreement: These terms and conditions constitute the entire agreement between you and Tourism New Zealand and supersede all prior communications, representations, agreements and understandings, either verbal or written, between you and Tourism New Zealand with respect to the subject matter of these terms and conditions.