



Hahei, Coromandel

**100% PURE  
NEW ZEALAND**

[newzealand.com](http://newzealand.com)

# PROSPECTUS

Kiwi Link North America 2022

Version 1



21 February 2022

Kia ora,

With the anticipated reopening of destination New Zealand to international travellers, we are taking this opportunity to reconnect New Zealand product with our North American buyers and therefore are pleased to invite representatives of the New Zealand tourism industry to participate in **Kiwi Link North America 2022**. The team is excited to be bringing back this high-profile event July 24 – 27, 2022, after a more than 12-year hiatus in market.

We encourage you to join us this July in Los Angeles, as this timing falls within a critical period to impact 2022/23 peak season travel from North America, one of TNZ's core inbound markets. Preference and demand for New Zealand has held firm in the North American market over the past two years, and as we move closer to a full reopening, we want to lay the groundwork to ignite that demand. This event affords New Zealand industry a premium opportunity to connect, strengthen and establish business relationships with our market's leading wholesale partners, as well as build top-of-mind product recognition amongst our most qualified retail travel advisors.

Due to the impact of the Covid pandemic and border closure, Tourism New Zealand is significantly discounting the standard participation fee for qualifying sellers. The discounted registration fee will include three nights' accommodation, all meals during the event, one-on-one business meetings, and an assortment of networking opportunities. New Zealand RTO representatives are invited to participate (as part of their IMA grouping) but please note IMA participation will not include an appointment stream, and in lieu of that, the event will feature an IMA destination forum on two days of the program.

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

The following prospectus outlines key information and deadlines. Please review it carefully.

Please also note that TNZ needs a minimum number of registrations in order to hold a viable and successful event. If a minimum of 40 NZ product supplier applications is not reached, TNZ reserves the right to reschedule the event for another time.

**DON'T DELAY...DEADLINE TO REGISTER IS FEBRUARY 28, 2022 AND SPACE IS LIMITED.**

We look forward to your participation. If you have any questions, please contact [Carrie.Talbot@tnz.govt.nz](mailto:Carrie.Talbot@tnz.govt.nz).

Yours sincerely

Michelle Rosenberg  
Regional Trade Manager, North America



# Event checklist

## KEY DATES

<b>Registration opens</b>	Monday 21 February 2022
<b>Registration closes</b>	Monday 28 February 2022
<b>New Zealand delegation confirmed</b>	Friday 11 March 2022
<b>New Zealand delegation invoiced</b>	Monday 4 April 2022
<b>Participation fee payment due</b>	Monday 2 May 2022
<b>Registration cancellation penalty begins</b>	Monday 9 May 2022 (100% of participation fee)

## 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 11.

# Kiwi Link North America 2022

## EVENT DETAILS

<b>Event type</b>	TNZ offshore trade event
<b>Event format</b>	Kiwi Link event
<b>Target market s</b>	<ul style="list-style-type: none"><li>• USA</li><li>• Canada</li></ul>
<b>First day of official event programme</b>	Sunday 24 July 2022
<b>Last day of official event programme</b>	Wednesday 27 July 2022
<b>Event location</b>	Los Angeles, United States
<b>TNZ event listing</b>	<a href="https://www.tourismnewzealand.com/events/kiwi-link-north-america-2022/">https://www.tourismnewzealand.com/events/kiwi-link-north-america-2022/</a>
<b>Event objectives</b>	<ul style="list-style-type: none"><li>• Build strong selling capability of travel sellers.</li><li>• Engage with existing network of travel sellers and build on general business relationships.</li><li>• Facilitate new business relationships and expand network of engaged travel sellers.</li><li>• Increase product knowledge of travel sellers.</li><li>• Promote regional dispersal.</li><li>• Promote shoulder season travel.</li><li>• Provide platform for negotiating new and existing contracts with travel sellers.</li><li>• Showcase new products to the market.</li><li>• Highlight the Tiaki promise.</li></ul>
<b>Event benefits</b>	<p>This event provides New Zealand organisations with an opportunity to:</p> <ul style="list-style-type: none"><li>• Connect with travel distributors who play a large role in the development, promotion and purchasing process of New Zealand tourism experiences.</li><li>• Broaden their customer base far beyond the reach of their marketing budget.</li><li>• Build new relationships and foster existing relationships with distributors.</li></ul>

- 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

The United States is New Zealand's third-largest international visitor market.

## Key insights

- Almost half of US holiday visitors choose to visit during New Zealand's summer months, December to March.
- Travellers from the US are the most satisfied with their New Zealand holidays, according to our Visitor Experience Monitor research. During their visit, two-thirds of Americans travelled beyond New Zealand's main tourist centres to the regions.
- Almost three-quarters of US holiday makers visit another country during their trip. US visitors stay around seven days on average, although some stay for as many as 21 days. Many US holiday makers also visit Australia and the Pacific Islands (Fiji, Tahiti and Cook Islands).
- 68% of American travellers book their travel through an agent.
- 50% of US visitors to NZ are independent travellers.
- According to our research, US holiday makers are looking for a destination where they can have fun, enjoy themselves, feel happy and relax.
- Older travellers from the US have a greater desire for fun, learning and exploring, feeling safe and welcome, and broadening their minds. By comparison, younger travellers have a stronger desire to feel good about themselves, feel excited, engage in personal challenges and get an adrenaline rush.



- Approximately half of all US visitors to New Zealand are fully independent travellers who plan and organise their own accommodation, transport, and itinerary. Purchasing land and air travel independently is increasingly prevalent with Online Travel Agencies (OTA's) and airlines aggressively chasing direct business

#### More Detail

#### Visitor profiles

This information is to help the tourism industry guide their business decisions, providing information about our visitors including their preferences, behaviours, expectations of a New Zealand holiday, and what motivates them to come here.

#### US Visitor Profile

#### New Zealand TNZ contact

Carrie Talbot  
Events and Project Specialist  
[Carrie.Talbot@tnz.govt.nz](mailto:Carrie.Talbot@tnz.govt.nz)

#### In-market TNZ contact

Michelle Rosenberg  
Regional Trade Manager Americas  
[Michelle.Rosenberg@tnz.govt.nz](mailto:Michelle.Rosenberg@tnz.govt.nz)

## EVENT PARTICIPATION

#### Types of NZ sellers suited to this event

- Activity providers
- Accommodation providers
- Transport providers
- National tourism operators
- Airlines
- International Marketing Alliances (IMAs)
- ITOs (selling a product)
- Marketing clusters

#### Comments

New Zealand RTO representatives are invited to participate (as part of their IMA grouping) but please note IMA participation will not include an appointment stream, and in lieu of that, the event will feature an IMA destination forum on two days of the program.



There are a limited number of places available for New Zealand operators to attend Kiwi Link North America 2022. Tourism New Zealand will seek to confirm attendance which reflects a balanced range of product.

Priority will be given to operators with product new to the US and Canadian markets and those whose offering aligns with the needs of the market audience.

Priority will also be given to high value product in line with Tourism New Zealand's high value strategy to increase productivity of visitors.

<b>Minimum number of applications required</b>	40
<b>Comments</b>	If a minimum of 40 NZ supplier applications is not reached, TNZ reserves the right to reschedule the event for another time.
<b>Maximum number of applications available</b>	65 NZ Suppliers; 10 IMAs
<b>Preferred type of NZ sellers if capacity is reached</b>	Activity providers
<b>Maximum number of delegates per application</b>	One
<b>Standard event participation fee</b>	<ul style="list-style-type: none"><li>• NZ product seller: Delegate one registration fee: \$1500 NZD</li><li>• IMA representative: Delegate one registration fee: \$1500 NZD</li></ul>
<b>Items included in participation fee</b>	<ul style="list-style-type: none"><li>• Event participation</li><li>• Food and beverage during event</li><li>• Accommodation (3 x core nights)</li><li>• Networking functions</li><li>• One-to-one business meetings (NZ Product seller only)</li></ul>
<b>Preferred collateral type</b>	Digital

## EVENT ATTENDEES

Primary type of in -market attendees attending the event

Product managers

Secondary type of in -market attendees attending the event

New Zealand Specialist Programme Travel Advisers & top South Pacific/New Zealand producers from Virtuoso, Signature, Travel Leaders and Ensemble.

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

Yes

## EVENT FORMAT – PRODUCT MANAGERS

Appointment schedule

Pre-scheduled appointments

Appointment format

One-on-one meetings

Appointment duration (mins)

8-12 min

Appointment rotation

Product Manager

Layout

Table layout

## EVENT FORMAT – NZSP TRAVEL ADVISORS

Appointment schedule

Pre-scheduled appointments

Appointment format

Small group meetings

Appointment duration (mins)

8-12 min

Appointment rotation

Advisor

Layout

Table layout



## EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar	<u>Friday</u> 08/07/2022 (NZT)	10.00am (NZT)
	<u>Sunday</u>	
Latest that NZ sellers can arrive in-market	24/07/2022	4:00pm
Group Dinner for NZ Sellers and TNZ Team		6:00pm
<u>Kiwi Link North America 2022 – Day One</u>	<u>Monday</u>	
Group Lunch to welcome Buyers	25/07/2022	1:00pm – 2:00pm
Welcome Presentation <ul style="list-style-type: none"> <li>- TNZ Welcome</li> <li>- Market Update</li> <li>- IMA Presentations (x3)</li> </ul>		2:00pm - 4:30pm
Appointment Sessions (1-8)		4:40pm – 6:30pm
Welcome Cocktails		7:15pm – 8:00pm
Welcome Dinner		8:15pm – 9:30pm
<u>Kiwi Link North America 2022 – Day Two</u>	<u>Tuesday</u>	
Group Breakfast	26/07/2022	7:00am – 7:50am
Appointment Sessions (9-18)		8:00am – 10:00am
Break		10:00am – 10:20am
Appointment Sessions (19-28)		10:25am – 12:25pm
Lunch <ul style="list-style-type: none"> <li>- IMA Presentations (x3)</li> </ul>		12:30pm – 1:30pm
Appointment Sessions (29-38)		1:35pm – 3:40pm
Break		3:40pm – 4:00pm
Appointment Sessions (39-47)		4:05pm – 6:00pm
Poolside Cocktails		7:15pm
Poolside Kiwi BBQ		8:15pm
<u>Kiwi Link North America 2022 – Day Three</u>	<u>Wednesday</u>	
Group Breakfast	27/07/2022	7:30am – 8:15am
Appointment Sessions (48-53)		8:20am – 10:20am
Break		10:20am – 10:35am
Appointment Sessions (54-57)		10:40am – 11:30am
Lunch <ul style="list-style-type: none"> <li>- IMA Presentations (x3)</li> </ul>		11:35am – 12:35pm
Departures		1.00pm

## EVENT VENUE

Venue	Event/Function	Address	Website
The Luxe Sunset	Kiwi Link USA 2022	11461 Sunset Blvd Los Angeles 90049	<a href="https://www.luxehotels.com/">https://www.luxehotels.com/</a>

## EVENT ACCOMMODATION

<b>Hotel details</b>	The Luxe Sunset and The Angeleno Hotel Los Angeles, California
<b>Core nights at hotel</b>	24, 25, 26 July 2022
<b>Is it mandatory to stay at the hotel?</b>	Yes
<b>Core nights paid by</b>	3 nights covered by participation fee
<b>Additional nights paid by</b>	NZ Seller
<b>Core nights booked by</b>	NZ Seller
<b>Additional nights booked by</b>	NZ Seller
<b>Additional nightly rate</b>	\$289.00 USD excluding tax and fees (available for three nights either side of event). This is a special rate provided to TNZ for this event.
<b>Booking instructions</b>	Must be booked through the booking link which will be provided with registration confirmation.  When making your hotel reservation please reference group name “Tourism New Zealand Kiwi Link” and ensure you book your accommodation under the same name you registered for Kiwi Link.
<b>Booking deadline</b>	<b>Bookings must be made by 1 May 2022.</b>
<b>Wi-Fi included in rates</b>	Yes
<b>Breakfast included in rates</b>	No. However breakfasts on 26 and 27 July are included in event registration fee)



## EVENT FLIGHTS

### Flight support

Air New Zealand is pleased to support this event by offering delegates access to industry fares on Air New Zealand, subject to availability. Detail of the fares and the Terms & Conditions will be provided to all participants once applications are confirmed.

## WHAT NZ SELLERS NEED TO BOOK

### Accommodation

NZ Sellers are required to book core and additional nights via the booking link (to be supplied with registration confirmation).

### Flights

NZ Sellers need to make their own flight arrangements for this event.

### Ground transfers

NZ Sellers need to make their own ground transport arrangements for this event.

## WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Required/Optional	Due date
<b>Company logo</b>	High resolution company logo (png/jpeg)	Required	02/05/2022
<b>Company detail</b>	One paragraph maximum, tailored specifically to be distributed to North American industry	Required	Collected at registration
<b>Delegate profile photo</b>	High resolution jpg or png file (under 5 MB per file)	Required	02/05/2022
<b>Product manuals, brochures or other digital collateral</b>	PDF file (under 5 MB per file)	Required	02/05/2022
<b>Mobile phone numbers for WhatsApp group</b>	<p>The mobile phone number that you intend to use while in-market so that you can be added to the event WhatsApp group.</p> <p>You will need to have the app installed on your phone to be added to the group</p>	Required	Collected at registration
<b>Accommodation details</b>	<p>Confirmation that you have booked at the event hotel. Please supply:</p> <ul style="list-style-type: none"> <li>• Check in date</li> <li>• Check out date</li> <li>• Booking reference confirmation</li> </ul> <p>Email to <a href="mailto:Carrie.Talbot@tnz.govt.nz">Carrie.Talbot@tnz.govt.nz</a></p>	Required	01/05/2022
<b>Flight details</b>	<p>Flight(s) during event, Inbound flight, Outbound flight</p> <p>Email to <a href="mailto:Carrie.Talbot@tnz.govt.nz">Carrie.Talbot@tnz.govt.nz</a></p>	Required	03/07/2022

# Registration information

## EVENT REGISTRATION AND CANCELLATION

First day of registration	21/02/2022
Last day of registration	28/02/2022
How to register	<p>You will be able to register for this event on the event listing once registration opens:</p> <p><a href="https://tnz.eventsair.com/kiwi-link-north-america-2022/nzregistration">https://tnz.eventsair.com/kiwi-link-north-america-2022/nzregistration</a></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 <a href="mailto:Carrie.Talbot@tnz.govt.nz">Carrie.Talbot@tnz.govt.nz</a>.</p>
New Zealand delegation confirmation date	11 March 2022
Registration cancellation penalty begins	09/05/2022 (100% of participation fee)
Participation and selection criteria	<p>Organisations can only apply for this event if their product/service is Qualmark endorsed, a marketing group or national association; as part of an IMA grouping, 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"><li>• The consistency of your application and your product/service with the objectives of the event and Tourism New Zealand</li><li>• The consistency of your application and product/service with Tourism New Zealand's event objectives and statutory obligations</li></ul>

- 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: [www.tourismnewzealand.com/events](http://www.tourismnewzealand.com/events).

#### **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](mailto:Carrie.Talbot@tnz.govt.nz). Please take note of the cancellation penalty dates previously noted.

#### **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

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.

Tourism NZ strongly recommends that you make sure your vaccinations are up to date before you travel, this includes vaccination for measles and Covid-19 (if this is available to you). Please contact a general practitioner or travel medical practitioner well in advance of your travel.

US immigration site;

<https://travel.state.gov/content/travel/en/traveladvisories/ea/requirements-for-air-travelers-to-the-us.html>

### Travel and medical insurance Terms & Conditions

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.

It is strongly recommended that you purchase travel insurance that includes cover for Covid-19 related expenses. All participants must understand and accept the circumstances in which you travel under and the associated risks. Tourism New Zealand does not take responsibility or assume any liability for Covid-19 related disruptions or expenses.

### 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 & 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 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 (please see our travel and medical insurance T&Cs above).

## **REGISTER YOUR TRAVEL**

### **SafeTravel**

All delegates must register their travel online through SafeTravel ([www.safetravel.govt.nz](http://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 ([www.safetravel.govt.nz/travel-advisories](http://www.safetravel.govt.nz/travel-advisories)).