



Shotover River, Queenstown

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PROSPECTUS

India Frontline Training and Network Evening 2023



Version 2

Thursday, 24 November 2022

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in the India Frontline Training Event 2023.

India Frontline Training and Networking Evening will be held in New Delhi and Mumbai, commemorating the 20th anniversary of Tourism New Zealand's India office. This event will provide a unique opportunity for New Zealand tourism industry to educate and establish business relationships with key Indian travel sellers in order to promote off-peak travel.

The event includes pre-scheduled small group appointments with frontline sellers and networking opportunities at official event functions.

It will take place in New Delhi on Wednesday 15 March 2023 and in Mumbai on Friday 17 March 2023.

We encourage you to join us in March, as this timing falls within a critical period to impact with a growing preference for New Zealand to be the first destination that Indians visit next over the summer months of Apr-Jun 2023.

Demand for New Zealand has held firm in India, with a growing preference for New Zealand to be the first destination that Indians want to visit next (64%). The incidence of Active Considerers (ACs) is stable at 38%, equating to approximately 12.3 million people. There is a strong opportunity for conversation, with 63% of ACs stating that they have done enough research and are ready to book their trip to New Zealand and wish to spend more than ten days on holiday. This event offers New Zealand industry an opportunity to connect, strengthen and establish business relationships with frontline travel sellers that play a large role in conversions/bookings.

The following prospectus outlines key information on India Frontline Training Event 2023. Please read this prospectus carefully and take note of the event dates and deadlines. 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.

Tourism New Zealand welcomes your registration. Should you have any questions on this event, please contact Takahide Nakazawa Takahide.Nakazawa@tnz.govt.nz.

Yours sincerely

Neha Bhola
Country Manager - India

Event checklist

KEY DATES

Registration opens	24-Nov-2022
Registration closes	09-Dec-2022
New Zealand delegation confirmed and invoiced	16-Dec-2022
Participation fee payment due	20-Jan-2023
50% cancellation period begins	06-Feb-2023
100% cancellation period begins	20-Feb-2023

WHAT NZ SELLERS NEED TO BOOK

You can find more details on what NZ sellers need to book on pages 9-10.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

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

India Frontline Training 2023

EVENT DETAILS

Event type	TNZ offshore trade event
Event format	Frontline training event
Target market	India
First day of official event programme	Wednesday 15 th March, 2023
Last day of official event programme	Friday 17 th March, 2023
Event locations	<ul style="list-style-type: none">• New Delhi, India• Mumbai, India
TNZ event listing	https://www.tourismnewzealand.com/events/indiafrontlinetraining2023/
Event objectives	<ul style="list-style-type: none">• Build strong selling capability of travel sellers• Engage with existing network of travel sellers and build on general business relationships• Facilitate new business relationships and expand network of engaged travel sellers• Increase general destination & product knowledge of travel sellers• Promote TNZ campaign(s) and increase brand awareness amongst trade• Promote shoulder season travel• Showcase new products to the market• Showcase new regions to the market• Stimulate product development
Event benefits	<p>This event provides New Zealand organisations with an opportunity to:</p> <ul style="list-style-type: none">• Re-connect with an existing and updated network of travel sellers post-COVID that play a large role in conversions/bookings• Build new relationships and foster existing relationships with travel sellers• Build the selling capability of travel sellers• Facilitate new business relationships across networking events

- Increase general destination & product knowledge of travel sellers
- Promote off-peak season travel
- Showcase new regions to travel sellers
- Increase New Zealand's share of voice amongst travel sellers in India
- Better output on Joint marketing campaigns
- Gain market insights

Market importance

India

Prior to COVID-19 India was TNZ's largest emerging market with close to 69k visitors to New Zealand (YE Feb 2020 - 69141 total visitors from India). The market demonstrated strong growth, with holiday arrivals doubling in five years (FY14-FY19).

The Indian market's preference to travel in New Zealand's autumn and spring shoulder seasons makes it an important market to help spread tourist visitation across the year, and the Indian visitors' propensity to engage in a high number of activities makes it very valuable.

Key insights:

- Tourism New Zealand's key target segment in India is Vibrant Adventurers, Spontaneous Explorers, and Passive Passengers
- Long haul travel planning, and booking was dominated by travel agents prior to COVID-19 (approximately 85% of transactions), this is likely to increase further
- New Zealand is a popular destination for those seeking self-drive itineraries and for honeymooners.
- FIT makes up around 60% of New Zealand's Indian visitors
- With no nonstop air services from India to New Zealand most visitors arrive via Australia or South-East Asian ports
- Most Indian holiday arrivals are first-time visitors to New Zealand and around three-quarters will combine their trip to New Zealand with another destination
- India is Tourism New Zealand's highest spending visitor market at NZ\$ 6,144 per visit
- India is the fastest growing region in Asia – 13%
- India is no 1 Asia market for regions visited with the longest LOS at 14 days
- With 12.3m AC's, 64% have New Zealand as their no 1 preference (highest market)

- After 2+ years of not being able to have face to face training events, the India market travel trade is eager to connect with New Zealand industry
- The travel trade has a knowledge gap that needs to be addressed regarding products and travel policies
- India market travel peaks: April – June and October – November

The current landscape in India is quite positive with the country treating COVID-19 as endemic with all restrictions being lifted including the wearing of face masks - 90% of the eligible adult population has been fully vaccinated.

India is the fastest growing economy with 8.7% GDP growth in FY21-22, FY22-23 GDP growth predicted at 7.4% by IMF. Overtook the UK to become world 5th largest economy

International flights' capacity at 85% of pre-pandemic levels with long haul booking window sitting between 6-8 weeks.

NZ TNZ contact

Takahide Nakazawa
Events and Experience Specialist
takahide.nakazawa@tnz.govt.nz

In-market TNZ contacts

Darshana Seth
Trade Marketing Manager - India
darshana.seth@tnz.govt.nz

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

EVENT PARTICIPATION

Types of NZ sellers suited to this event

- Regional Tourism Organisations (RTOs) or International Marketing Alliances (IMAs) (see note below)
- Qualmark endorsed Activity providers
- Qualmark endorsed Accommodation providers
- Qualmark endorsed Transport providers
- Qualmark endorsed Marketing Cluster (see note below)

Note: If an IMA puts forward a delegate for inclusion in this event; this would need to be agreed with the RTO's covered by this IMA – as this would be the sole delegate for the region (i.e. we could not also accept applications

from RTO's 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.

Note: 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.

Minimum number of applications required	20
Maximum number of applications available	25
Preferred type of NZ sellers if capacity is reached	Please read participation and selection criteria in registration information section
Maximum number of delegates per application	1
Event participation fees	<ul style="list-style-type: none"> • Delegate one participation fee \$1000.00 NZD

Items included in participation fee	<ul style="list-style-type: none"> • Appointment scheduling software • Event participation • Food and beverage during event • Networking Function
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Can delegates bring pull up banners with them?	No
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Preferred collateral type	Digital
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EVENT ATTENDEES

Primary type of in-market attendees attending the event	Frontline travel agents
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Secondary type of in-market attendees attending the event	Online travel sellers
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Will an attendee contact list be made available to NZ sellers following the event?	Yes
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Tourism New Zealand market infographics

- Tourism New Zealand's Insights team develops a range of infographics which present key facts and data in picture form, showing the demographics and behaviour of international travelers to New Zealand.
- You can find the report of India active consider <https://www.tourismnewzealand.com/assets/insights/intl-research/active-considerers/India-Active-Considerer-Market-May-2022.pdf>

EVENT FORMAT

Appointment schedule

Pre-scheduled appointments

Appointment format

Small group meetings

Appointment duration (mins)

13

Appointment rotation

NZ sellers to rotate

Appointment comments

- The total appointment will be for 15 mins out of which 13 mins will be for seller update with 2 mins allocated towards rotation/movement from one table to another
- We will provide charging points on each table

Layout

Table layout

Layout comments

EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar	22-Feb-2023	NZ time: 5:00 pm Local time: 9:30 am
Latest that NZ sellers can arrive in-market	14-Mar-2023	N/A
Frontline Training in New Delhi	15-Mar-2023	9:30 am – 6:00 pm
Network function in New Delhi	15-Mar-2023	7:30 pm -10:30 pm
Frontline Training in Mumbai	17-Mar-2023	9:30 am – 6:00 pm
Network function in Mumbai	17-Mar-2023	7:30 pm -10:30 pm
Earliest that NZ sellers can fly home	18-Mar-2023	N/A

EVENT VENUES

Venue	Event/Function	Address	Phone number	Website
The Imperial Hotel	Frontline Training in New Delhi	Janpath Ln, Janpath, Connaught Place, New Delhi, Delhi 110001	+91 11 4150 1234	https://theimperialindia.com/
New Zealand High Commission	Network Evening in New Delhi	Sir Edmund Hillary Marg, Chanakyapuri, New Delhi, Delhi 110021	+91 11 4688 3170	N/A
The Trident, Nariman Point	Frontline Training and Network Evening in Mumbai	Near Air India Building, Dorabji Tata Road, Mumbai, Maharashtra 400021	+91 22 6632 4343	https://www.tridenthotels.com/hotels-in-mumbai-nariman-point

EVENT ACCOMMODATION RECOMMENDATIONS

Hotel Name	Address	Negotiated deal	Booking Instruction	Night booked by
The Imperial, New Delhi https://theimperialindia.com/	Janpath Ln, Janpath, Connaught Place, New Delhi, Delhi 110001	Option 1: Imperial Room- 320 sq ft <ul style="list-style-type: none"> Single Occupancy - INR 20,000+18 % GST tax Double Occupancy - INR 22,000 + 18% GST tax Option 2: Heritage Room- 370 sq ft <ul style="list-style-type: none"> Single Occupancy - INR 24,000+18 % GST tax Double Occupancy - INR 26,000 + 18% GST tax 	Pls send email to Mr. Gaurav Sharma (gsharma@theimperialindia.com) <i><u>Kindly mention: Part of Tourism New Zealand Event – Frontline Training to avail corporate rate</u></i>	NZ Seller

		The above rates are inclusive of breakfast & WIFI		
The Trident, Nariman Point, Mumbai https://www.tridenthotels.com/hotels-in-mumbai-nariman-point	Near Air India Building, Dorabji Tata Road, Mumbai, Maharashtra 400021	Option 1 – Premier Room- 28 sq mtr <ul style="list-style-type: none"> • Single Occupancy - INR 12,750 + 18% GST tax • Double Occupancy - INR 13,750 + 18% GST tax The above rates are inclusive of breakfast and WIFI	•Pls send email to Mr. Karan Shukla on Karan.Shukla@oberoigroup.com <i>Kindly mention: Part of Tourism New Zealand Event – Frontline Training to avail above corporate rate (promo code)</i>	NZ Seller

EVENT FLIGHTS

Air New Zealand flight support

Air New Zealand is pleased to support this event by providing a promo code for \$300 off return fares from New Zealand to India, via Singapore, booked via airnz.co.nz. Details and terms and conditions will be provided to all participants once applications are confirmed.

WHAT NEW ZEALAND SELLERS NEED TO BOOK

Accommodation

New Zealand delegates need to make their own accommodation arrangements for this event. More information above.

Flights

New Zealand delegates need to make their own international and domestic flight arrangements for this event.

Ground transfers

New Zealand delegates need to make their own ground transport arrangements for this event

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Required/Optional	Due date
Accommodation details	<ul style="list-style-type: none"> • Check in dates, • Check out dates, 	Yes	10-Feb-2023

	<ul style="list-style-type: none"> • Hotel addresses, • Hotel names <p>Email to takahide.nakazawa@tnz.govt.nz</p>		
Digital collateral	Email to takahide.nakazawa@tnz.govt.nz	Yes	10-Feb-2023
Flight details	<ul style="list-style-type: none"> • Flights during event • Inbound flight • Outbound flight <p>Email to takahide.nakazawa@tnz.govt.nz</p>	Yes	10-Feb-2023
Images	Email to takahide.nakazawa@tnz.govt.nz	Yes	10-Feb-2023
Logos	Email to takahide.nakazawa@tnz.govt.nz	Yes	10-Feb-2023
Mobile phone numbers for WhatsApp group	<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> <p>Email to takahide.nakazawa@tnz.govt.nz</p>	Yes	10-Feb-2023
Prizes	Email to takahide.nakazawa@tnz.govt.nz	Optional	10-Feb-2023
Videos	Email to takahide.nakazawa@tnz.govt.nz	Optional	10-Feb-2023

Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration	24-Nov-2022
Last day of registration	09-Dec-2022
How to register	<p>You will be able to register for this event on the event listing once registration opens: https://tnz.eventsair.com/india-frontline-training-event/nzregistration</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 Takahide.Nakazawa@tnz.govt.nz</p> <p>Sign up to TNZ's newsletter Tourism News to receive event registration updates: www.tourismnewzealand.com/newsletter-signup</p>
Registration confirmation date	16-Dec-2022
Participation fee payment due	20-Jan-2023
	TNZ reserves the right to withdraw registrations if payment has not been received by this date
50% cancellation period begins	06-Feb-2023
100% cancellation period begins	20-Feb-2023

Participation and selection criteria

Organisations can only apply for this event if their product/service is Qualmark endorsed or they are an Regional Tourism Organisation (RTO) or International Marketing Alliances (IMAs), other marketing group, national association.

By registering for this event you acknowledge and agree to attend all two days' event activities, including all assigned small group appointments, network evenings.

In line with this event concept, TNZ strives to offer a balanced and diverse portfolio of experiences and services promoted at the event, however, the specific post-COVID context determines who preference will be given to in the event of oversubscription.

In preference order based on our latest (June 2022) in-market buyer survey results.

- Regional Tourism Organisations (RTOs) or International Marketing Alliances (IMAs)
- Qualmark endorsed Activity providers
- Qualmark endorsed Accommodation providers
- Qualmark endorsed Transport providers
- Qualmark endorsed Marketing Cluster

Note:

- Representation agencies (official marketing clusters), national operators, hotel chains should have a majority number of Qualmark products.
 - individual products applying that are affiliated with a representation agency or national operators will not get preference
- Smaller operators maybe asked to be represented by their RTOs/IMAs
- Operators from regions where RTOs/IMAs won't be able to attend may be given preference

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.

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 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
- Evidence of international marketing of your product/service in relevant markets by you or via off-shore travel sellers
- 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

Cancellation by delegates

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

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
- You fail to pay the Participation Fee to Tourism New Zealand by the due date for payment specified by Tourism New Zealand
- 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. Here is [more detail](#).

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.

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.

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 Travel Terms and 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 also be prepared for the borders and/or 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

All delegates must 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 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).