



PROSPECTUS

South East Asia
Roadshow 2023



5th April 2023

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in the Southeast Asia (SEA) Roadshow 2023.

The SEA Roadshow provides a unique opportunity for New Zealand tourism representatives and operators to educate and establish business relationships with key travel sellers across Southeast Asia. The event includes pre-scheduled small group appointments with frontline travel agents and product managers and networking opportunities at official event functions.

The SEA Roadshow will take place in Singapore (5th September), Malaysia (7th September), Indonesia (11th September) and Thailand (13th September).

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 aligns with the Tiaki promise. This includes reducing single-use plastics and printed materials. Only digital collateral will be accepted at this event, to minimise printing and touch points between participants.

The following prospectus outlines key information on the SEA Roadshow 2023. 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 at salina.sos@tnz.govt.nz.

Yours sincerely

Karem Basulto
Regional Trade Manager – Asia

Event checklist

KEY DATES

Registration opens	17-April-2023
Registration closes	15-May-2023
New Zealand delegation confirmed and invoiced	8-June-2023
Participation fee payment due	3-July-2023
50% cancellation period begins	26-July-2023
100% cancellation period begins	9-August-2023

WHAT NZ SELLERS NEED TO BOOK

You can find more details on what NZ sellers need to book on page 12.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

You can find more details on what information NZ sellers need to provide on page 12.

SEA Roadshow 2023

EVENT DETAILS

Event type	TNZ offshore trade event
Event format	Roadshow / Frontline Training
Target markets	<ul style="list-style-type: none">• Singapore• Malaysia• Indonesia• Thailand
First day of official event programme	05-Sep-2023
Last day of official event programme	13-Sep-2023
Event locations	<ul style="list-style-type: none">• Singapore, Singapore• Kuala Lumpur, Malaysia• Jakarta, Indonesia• Bangkok, Thailand
TNZ event listing	www.tourismnewzealand.com/events/south-east-asia-roadshow-sea-2023
Event objectives	<ul style="list-style-type: none">• Re-connect with existing and updated network of travel sellers post-COVID to enable a fast start to bookings• Increase general destination and product knowledge of travel sellers• Showcase new products and regions to the market• Build strong selling capability for travel sellers• Engage with an existing network of travel sellers and build on general business relationships• Facilitate new business relationships and expand the network of engaged travel sellers• Promote TNZ campaign(s) and increase brand awareness among trade• Provide a platform for negotiating new and existing contracts with travel sellers• Stimulate product development

Event benefits

This event provides New Zealand organisations with an opportunity to:

- Connect with travel distributors who play a large role in the development, promotion and purchasing process of New Zealand tourism experiences.
- Broaden their customer base far beyond the reach of their marketing budget.
- Build new relationships and foster existing relationships with distributors.
- 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
- Contribute to sustainable tourism growth and innovation across the supply chain
- 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 importance

Singapore

Singaporeans travel to New Zealand to experience beautiful landscapes, get in touch with nature and feel refreshed and relaxed. Traditional peak travel seasons in Singapore are Chinese New Year, from late May to late June (around school holidays); around Deepavali in mid-November to the end of December. Singapore's luxury travel market offers considerable opportunity for New Zealand, with the local demand for high-end travel matching the Asian-wide upswing.

Key insights:

- Holiday arrivals reached 64,574 in the year ending December 2019.
- Stable economy with growth forecasted for 0.5-2.5% growth in 2023 with outbound solid recovery.
- Travel agents are the primary mode of booking travel packages. Singaporean travellers prefer FIT

over groups; However, the trend has shifted to smaller private group tours.

- Direct flights to New Zealand from Singapore through Air New Zealand and Singapore Airlines.
- Remains a global hub for transport: in 2022, Changi recovered 47% of its pax traffic compared with 2019 and is ranked the 7th busiest international airport in the world.

Malaysia

Malaysians enjoy travelling to New Zealand for self-drive and campervan holidays. Malaysia's peak travel seasons are year-end school holidays which now take place in mid-Feb to mid-Mar (coinciding with NZ off-peak season), Deepavali in mid-November to the end of December, and around Chinese New Year.

Key insights:

- Holiday arrivals reached 41,779 in the year ending December 2019.
- Malaysia's economy is projected to grow at 4.5% in 2023, underpinned by strong domestic demand and improving labour market conditions.
- Travel agents remain the primary booking mode for travel packages in Malaysia.
- Malaysian Airlines committed to direct route, with new indirect AirAsia X service.
- Business Events continue to deliver value and volume during off-peak.

Indonesia

Indonesians are "creature comfort" travellers who prefer less extreme adventure. A status-driven market, shopping is a key activity for holidaymakers. Indonesia's peak travel season are school holiday periods, including Labaran Holidays in May and mid-Dec to early-Jan.

Key insights:

- Holiday arrivals reached 27,697 in the year ending December 2019.
- Indonesia's economy is expected to grow 5.3% in 2023, driven by consumer spending and commodity exports.



- Largest Muslim population globally, but outbound Muslim travellers tend to be less rigid about religious requirements.
- No direct flights from Jakarta, only Virgin Australia via AU; direct connectivity from DPS – AKL with Air New Zealand.
- Strong growth in Business Events and Incentive groups.
- Over 85% of conversions result from bookings via travel agencies and there is a noticeable increase in flight bookings from online travel agents (OTAs).

Thailand

Thais are a highly status driven market and New Zealand has a premium brand image. Thailand's peak travel season are Songkran Festival in April, and the school holidays in June and mid-Dec to early-Jan.

Key insights:

- Holiday arrivals reached 28,378 in the year ending December 2019.
- Thailand has a stable economy with a forecasted 3.8% growth in 2023.
- No direct flights between Thailand and New Zealand, however Thai Airways flew direct from Bangkok to Auckland up to 2019 but paused due to pandemic.
- Good source market for Business Events and Incentive groups.

NZ TNZ contact

Salina Sos
Events and Experience Specialist
salina.sos@tnz.govt.nz

In-market TNZ contacts

Theresa Goh
Trade Marketing Manager
theresa.goh@tnz.govt.nz



EVENT PARTICIPATION

Types of NZ sellers suited to this event

- Regional Tourism Organisations (RTOs) and International Marketing Alliances (IMAs – see note below)
- Qualmark Endorsed Activity providers
- Qualmark Endorsed Accommodation providers
- Qualmark Endorsed Transport providers
- Qualmark Marketing Clusters (see note below)
- Qualmark Inbound Tourism Operators (ITOs – see note below)

Comments

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.

Note: ITO/IBOs registering must also provide FIT product/s; this is because ITOs will also be meeting with frontline travel sellers alongside product managers. The represented products must be Qualmark endorsed.

Minimum number of applications required	15
Maximum number of applications available	25
Preferred type of NZ sellers if capacity is reached	Please read participation and selection criteria on page 15
Maximum number of delegates per application	2
Event participation fee	<ul style="list-style-type: none">• Delegate one participation fee \$2000.00 NZD• Delegate two participation fee \$2000.00 NZD

Items included in participation fee

- Event participation
- Food and beverage during event
- Networking Functions

Note

- Event participation fee includes all 4 countries.
- 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

Can delegates bring pull up banners with them?

No

Preferred collateral type

Digital

EVENT ATTENDEES

Primary type of in-market attendees attending the event

Frontline travel agents, Product Managers

Comments

Online travel sellers will also join networking functions, not appointments.

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

Yes

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 travellers to New Zealand.

You can find a list of all market insights at <https://www.tourismnewzealand.com/insights/consumer-research/#intl>

EVENT FORMAT

Appointment schedule	Pre-scheduled appointments
Appointment format	Small group meetings
Appointment duration (mins)	10
Appointment rotation	Sellers rotate
Appointment comments	We will provide charging points on each table
Layout	NZ Sellers will be put into pairs and share one table, however, will still receive 10 minutes each per appointment.

EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar	21-Aug-2023	NZ time: 16:00
Latest that NZ sellers can arrive in-market	04-Sep-2023	N/A
Frontline Training in Singapore	05-Sep-2023	Time: 0830-1815
Network function in Singapore	05-Sep-2023	Time: 1845-2200
Frontline Training in Malaysia	07-Sep-2023	Time: 0830-1815
Networking function in Malaysia	07-Sep-2023	Time: 1845-2200
Business Events Product Update in Malaysia*	08-Sep-2023	Time: 0900-1600
Frontline Training in Indonesia	11-Sep-2023	Time: 0830-1815
Networking function in Indonesia	11-Sep-2023	Time: 1845-2200
Frontline Training in Thailand	13-Sep-2023	Time: 0830-1815
Networking function in Thailand	13-Sep-2023	Time: 1845-2200
Earliest that NZ sellers can fly home	14-Sep-2023	N/A

*Business Events Product Update open to Operators who have Business Events component

EVENT VENUES

Venue	Event/Function	Address	Phone number	Website
Singapore: The M Hotel Singapore (Banquet Suite, Level 10)	Frontline Training (5-Sep)	81 Anson Rd, Level 9, Singapore 079908	62241133	https://www.millenniumhotels.com/en/singapore/m-hotel-singapore/?cid=gplaces-m-hotel-singapore
The M Hotel Singapore (J Bar, Level 9)	Networking Dinner (5-Sep)	“ ”	“ ”	“ ”
Malaysia: The Westin Hotel Kuala Lumpur (Westin 1, Level 2)	Frontline Training (7-Sep)	199, Jln Bukit Bintang, Bukit Bintang, 55100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia	60 3 2731 8333	https://www.marriott.com/en-us/hotels/kulwi-the-westin-kuala-lumpur/overview/
The Westin Hotel Kuala Lumpur (Splash, Level 4)	Networking Dinner (7-Sep)	“ ”	“ ”	“ ”
The Westin Hotel Kuala Lumpur (Room/Level TBC)	Business Events Session (8-Sep)	“ ”	“ ”	“ ”
Indonesia: Hotel Indonesia Kempinski Jakarta (Bali Ballroom)	Frontline Training (11-Sep)	Jl. M.H. Thamrin No.1, RT.1/RW.5, Menteng, Kec. Menteng, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10310, Indonesia	62 21 235 83800	https://www.kempinski.com/en/hotel-indonesia?utm_medium=organic&utm_source=google&utm_campaign=KIJKT1&utm_content=gmb&source=S308962248
Hotel Indonesia Kempinski Jakarta (Ramayana Terrace)	Networking Dinner (11-Sep)	“ ”	“ ”	“ ”
Thailand: East Grand Hotel Phayathai (Phayathai 4-3, Level 6)	Frontline Training (13-Sep)	The Unicorn Building, 18 Phaya Thai Rd, Thung Phaya Thai, Ratchathewi, Bangkok 10400, Thailand	66 2 483 2899	https://www.eastinhotelsresidences.com/eastingrandhotelphayathai
East Grand Hotel Phayathai (Siam Hall, Level 6)	Networking Dinner (13-Sep)	“ ”	“ ”	“ ”

EVENT ACCOMMODATION RECOMMENDATIONS

Hotel Name	Address	Negotiated deal	Booking Instruction
Singapore: The M Hotel Singapore	81 Anson Rd, Level 9, Singapore 079908	Please see email sent out to all confirmed delegates	Please see email sent out to all confirmed delegates
Malaysia: The Westin Hotel Kuala Lumpur	199, Jln Bukit Bintang, Bukit Bintang, 55100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia	“ “	“ “
Indonesia: Hotel Indonesia Kempinski Jakarta	Jl. M.H. Thamrin No.1, RT.1/RW.5, Menteng, Kec. Menteng, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10310, Indonesia	“ “	“ “
Thailand: East Grand Hotel Phayathai	The Unicorn Building, 18 Phaya Thai Rd, Thung Phaya Thai, Ratchathewi, Bangkok 10400, Thailand	“ “	“ “

EVENT FLIGHTS

Air New Zealand flight support

Air New Zealand is pleased to support this event by offering delegates access to industry fares on Air New Zealand. 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

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. Tourism New Zealand will confirm group airport transfers (where applicable) before departure.

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 • Hotel addresses • Hotel names <p>Email to Salina.sos@tnz.govt.nz</p>	Yes	12-July-2023
Digital collateral	<p>Email to Salina.sos@tnz.govt.nz</p>	Yes	12-July-2023
Flight details	<ul style="list-style-type: none"> • Flights during event • Inbound flight • Outbound flight <p>Email to Salina.sos@tnz.govt.nz</p>	Yes	12-July-2023
Images (2x hero)	<p>Email to Salina.sos@tnz.govt.nz</p>	Yes	12-July-2023
Logos	<p>Email to Salina.sos@tnz.govt.nz</p>	Yes	12-July-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 Salina.sos@tnz.govt.nz</p>	Yes	12-July-2023



Prizes	Email to Salina.sos@tnz.govt.nz	Optional	12-July-2023
Videos (1x hero)	Email to Salina.sos@tnz.govt.nz	Optional	12-July-2023

Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration	17-April-2023
Last day of registration	15-May-2023
How to register	<p>You will be able to register for this event on the event listing once registration opens: www.tourismnewzealand.com/events/south-east-asia-roadshow-sea-2023</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 salina.sos@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	8-June-2023
Participation fee payment due	3-July-2023
	TNZ reserves the right to withdraw registrations if payment has not been received by this date
50% cancellation period begins	26-July-2023
100% cancellation period begins	09-August-2023



Participation and selection criteria

Organisations can only apply for this event if their product/service is Qualmark endorsed or they are a Regional Tourism Organisation (RTO) or International Marketing Alliances (IMAs), Marketing Clusters, Inbound Tourism Operators (ITOs) or Airlines.

By registering for this event, you acknowledge and agree to attend all event activities, including all assigned small group appointments and networking 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 and event objectives determines who preference will be given to in the event of oversubscription.

In preference order:

- 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
- Inbound Tourism Operators (ITOs)
- Airlines

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 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 salina.sos@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.

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 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).