

The Redwoods, Rotorua



**100% PURE  
NEW ZEALAND**

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

# PROSPECTUS

## Kiwi Link SEA 2024

Version 1



9 February 2024

Kia ora,

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

Kiwi Link South East Asia is a TNZ offshore event that provides a unique opportunity for representatives of the New Zealand tourism industry to educate and establish business relationships with product managers from Singapore, Malaysia, Indonesia and Thailand. Kiwi Link South East Asia includes 1 and a half days of scheduled one-on-one meetings with product managers and a networking evening.

In 2024, Kiwi Link South East Asia will take place in Kuala Lumpur Malaysia, from 15<sup>th</sup> – 16<sup>th</sup> July. Note: Kiwi Link India will be held before this event from 10<sup>th</sup> – 12<sup>th</sup> July in Mumbai, please refer to the [event page](#) if you wish to register.

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

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

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

Yours sincerely

Karem Basulto  
Regional Trade Manager - Asia

# Event checklist

## KEY DATES

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

## WHAT NZ SELLERS NEED TO BOOK

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

## WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

You can find more details on what information NZ sellers need to provide on page 13.

# KIWI LINK SOUTH EAST ASIA 2024

## EVENT DETAILS

<b>Event type</b>	TNZ offshore trade event
<b>Event format</b>	Kiwi Link
<b>Target markets</b>	<ul style="list-style-type: none"><li>• Singapore</li><li>• Malaysia</li><li>• Indonesia</li><li>• Thailand</li></ul>
<b>First day of official event programme</b>	15 July 2024 (Note: In-market briefing session for sellers will be on the 14 <sup>th</sup> ).
<b>Last day of official event programme</b>	16 July 2024
<b>Event location</b>	Kuala Lumpur, Malaysia
<b>TNZ event listing</b>	<a href="https://www.tourismnewzealand.com/events/kiwi-link-south-east-asia/">https://www.tourismnewzealand.com/events/kiwi-link-south-east-asia/</a>
<b>Event objectives</b>	<ul style="list-style-type: none"><li>• Showcase NZ as a year-round destination to product managers.</li><li>• Build strong selling capability of product managers.</li><li>• Engage with existing and new network of product managers and build on business relationships.</li><li>• Provide a platform for negotiating new and existing contracts with product managers.</li><li>• Increase New Zealand's share of voice amongst travel trade in South East Asia.</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></ul>

- Educate new travel planners who lack knowledge of destinations and products and require upskilling (88% of staff in Asia are increasing their portfolio of destinations).
- Contribute to sustainable tourism growth and innovation across the supply chain.
- Broaden their customer base far beyond the reach of their marketing budget.
- Raise distributors' awareness of their regions and/or product(s) and what they have to offer to the distributors' clients so that they are in a better position to sell the region.
- Gain market intelligence, insights and advice on international markets.

## Market importance

### Singapore

Singaporeans travel to New Zealand to experience unique landscapes, culture, and connect 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) and around Deepavali from mid-November to the end of December.

#### Key insights:

- Arrivals to New Zealand reached 47,000 in the year ending November 2023, representing a 73% recovery compared to pre Covid levels in 2019.
- Singapore continues to present a growing opportunity, with a strong preference for New Zealand at 69%, and 51% indicating it is the first-choice destination for 1.2 million potential travellers.
- Singapore has a strong direct flight connectivity with 38 flights per week to New Zealand operated by Air New Zealand and Singapore Airlines.
- The economy is stable, and growth for GDP is forecasted to be between 1% to 3% in 2024, with a solid recovery in outbound travel.
- For product development, it is considered important to build relationships with trade partners in the Singaporean Market, as 77% of our target audience prefers to book through travel agencies.
- Singaporean travellers prefer FIT over groups; However, the trend has shifted to smaller private group tours.
- Majority of travellers stay 9-12 days and explore both the North and South Islands.
- Singaporean travellers show interest in a wide range of activities: trying local cuisine, scenic trips, visiting local cities and unique experiences.

### **Malaysia**

Malaysians enjoy travelling to New Zealand for self-drive and campervan holidays. Malaysia's peak travel seasons are end-of-term school holidays in mid-February to mid-Mar and mid-May to June, Lebaran holidays in April, and around Chinese New Year.

#### Key insights:

- Preference for New Zealand is 66%, with 44% indicating it is a first-choice preferred destination for 6.9 million potential travellers.
- Arrivals to New Zealand reached 28,000 in the year ending November 2023.
- Malaysia's economy is expected to expand between 4% and 5% in 2024 due to strong domestic demand and improving external demand.
- Malaysian travellers are interested in soft adventure, nature, wildlife and trying local cuisine.
- Travel agents remain the primary booking channel for travel packages in Malaysia.
- Established connectivity with Malaysian Airlines and indirect capacity with Air Asia X and Batik Air.

### **Indonesia**

Indonesian travellers are interested in soft adventure, nature, wildlife, landscapes and trying local cuisine. Indonesia has a strong off-peak arrival - the peak travel seasons are school holiday periods, including Lebaran Holidays in April and mid-December to early January.

#### Key insights:

- Arrivals reached 13,000 in the year ending November 2023.
- Indonesia's economy is expected to grow 5.2% in 2024, with a rather strong outlook. The country will continue to count on its strong domestic market for economic growth, powered by a growing middle-class population.
- Preference for New Zealand is high at 70%, with 52% indicating it is a first-choice destination for 37.3 million potential travellers.
- The largest Muslim population globally, but outbound Muslim travellers tend to be less rigid about religious requirements.
- No direct flights from Jakarta, only Qantas and Virgin Australia via AU; seasonal direct connectivity from DPS –

AKL with Air New Zealand. However, travel is usually via Singapore direct to New Zealand.

- Strong growth in Business Events and Incentive groups with stable visa application processing.
- Over 85% of conversions result from bookings via travel agencies and there is a noticeable increase in flight bookings from online travel agents (OTAs).
- The visa application situation is currently stable, with most agents applying for clients' visas online, which is generally faster and smoother vs via VFS, which usually takes longer.

### **Thailand**

Thais are high-spent visitors, and New Zealand has a positive and premium brand image. Thailand has a strong off-peak arrival - The peak travel seasons are during the Songkran Festival in April, our shoulder season, and the school holidays in June, as well as mid-December to early January.

#### Key insights:

- Arrivals reached 16,000 at the end of November 2023.
- Thailand's economic growth is projected to rise to 3.2% in 2024 from 2.5%, supported by a recovery in tourism and goods exports and sustained private consumption.
- Preference for New Zealand is 60%, with 39% indicating it is a first-choice destination for 7.8 million potential travellers.
- Air connectivity between Thailand and New Zealand are with Qantas via Australia, and with Singapore Airlines and Air New Zealand via Singapore.
- Thailand travellers are interested in soft adventure, nature, outdoor experiences, landscapes and trying local cuisine.
- Good source market for Business Events and Incentive groups.



### **In-market TNZ contacts**

Theresa Goh  
Trade Marketing Manager  
[theresa.goh@tnz.govt.nz](mailto:theresa.goh@tnz.govt.nz)

Karem Basulto  
Regional Trade Manager Asia  
[Karem.Basulto@tnz.govt.nz](mailto:Karem.Basulto@tnz.govt.nz)

### **New Zealand based TNZ contact**

Salina Sos  
Events and Experience Specialist  
[salina.sos@tnz.govt.nz](mailto:salina.sos@tnz.govt.nz)

## **EVENT PARTICIPATION**

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

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

### **Note**

All NZ sellers must be Qualmark endorsed and trade ready.

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

Marketing clusters must be official companies contracted to represent operators. They must have formal agreements in place, a payment structure, and a website. The represented products must be Qualmark endorsed.





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

<b>Minimum number of applications required for event to proceed</b>	30 (Please refer to page 16 for cancellation terms and conditions)
<b>Maximum number of applications available</b>	40
<b>Preferred type of NZ sellers if capacity is reached</b>	Please read the participation and selection criteria on page 15
<b>Maximum number of delegates per application</b>	2
<b>Items included in participation fee</b>	<ul style="list-style-type: none"><li>• Event participation</li><li>• 2 nights' accommodation, including breakfast</li><li>• Food and beverage during specific event days</li><li>• Networking event</li></ul>
<b>Kiwi Link SEA participation fee(s)</b>	<ul style="list-style-type: none"><li>• Delegate one participation fee \$4,000 NZD</li><li>• Delegate two participation fee \$3,500 NZD</li></ul>
<b>Note</b>	<p>The second delegate will work in conjunction with the first delegate and will not have their own appointment schedule.</p> <p>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. (Note: All markets are English speaking).</p> <p>Trade ready is defined using the TRENZ Seller Criteria as listed here - <a href="https://www.trenz.co.nz/trenz/trenz/trenz-criteria-1">https://www.trenz.co.nz/trenz/trenz/trenz-criteria-1</a></p>



**Can delegates bring pull up banners with them?** No

**Preferred collateral type** Digital

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

## EVENT ATTENDEES

**Primary type of in-market attendees attending the event** Product Managers

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

## EVENT FORMAT

**Appointment schedule** Pre-scheduled appointments

**Appointment format** One-on-one meetings

**Appointment duration (mins)** Between 10-15 minutes appointments

**Appointment rotation** Buyers rotate

**Note** Charging points will be provided on each table for NZ sellers.

**Layout** Individual table layout

## EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar	TBC (week of 17 <sup>th</sup> June)	TBC
Latest that NZ sellers can arrive in-market	14 July 2024	
In-market briefing with NZ sellers	14 July 2024	1700-1900
Kiwi Link SEA – Day 1	15 July 2024	0900-1730
Networking/dinner function	15 July 2024	1830-2200
Kiwi Link SEA – Day 2	16 July 2024	0900-1400

## EVENT VENUES

Venue	Event/Function	Address	Phone number	Website
Pavilion Hotel Kuala Lumpur Managed By Banyan Tree <i>*Subject to change.</i>	Kiwi Link SEA (Day 1-2) and Networking event	170, Jln Bukit Bintang, Bukit Bintang, 55100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia	+60 3-2117 2888	<a href="https://www.banyantree.com/malaysia/pavilion-hotel">https://www.banyantree.com/malaysia/pavilion-hotel</a>

## EVENT ACCOMMODATION

### Hotel details

Pavilion Hotel Kuala Lumpur Managed By Banyan Tree (see above).

### Core nights at hotel

2x nights: Check-in 14<sup>th</sup> July, Check-out 16<sup>th</sup> July

### Is it mandatory to stay at the hotel?

Yes – if you choose to stay elsewhere there will be no reduction in your participation fee.

### Core nights booked by

Tourism New Zealand will automatically book core night accommodation on behalf of NZ sellers.

### Core nights paid by

Tourism New Zealand – included in participation fees



<b>Additional nights</b>	A booking link will be provided at a later date if you wish to request additional nights. Payments for additional nights will be at your own expense.
<b>Room type</b>	Single
<b>Wi-Fi included in rates</b>	Yes
<b>Breakfast included in rates</b>	Yes
<b>Tourism tax included (MYR10)</b>	No – sellers are required to pay this upon check out

## EVENT FLIGHTS

<b>Air New Zealand flight support</b>	Should flight Air New Zealand flight support be available, it will be advised upon confirmation of registration.
---------------------------------------	--

## EVENT TRANSLATORS

<b>Are translators recommended for this event?</b>	No
<b>Will TNZ arrange translators for NZ sellers on request?</b>	No

## WHAT NZ SELLERS NEED TO BOOK

<b>Accommodation</b>	NZ sellers need to book any accommodation required outside of the core nights – booking link will be provided at a later date.
<b>Flights</b>	New Zealand delegates need to make their own international and domestic flight arrangements for this event.
<b>Ground transfers</b>	NZ sellers need to arrange their own ground transportation (E.g. airport transfer). However, we will update you should there be sufficient demand for TNZ to put on pre-arranged ground transport once we have received delegate flight details.

## WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Requirement	Due date
Organisation description	Maximum of 250 words	Required	Collected at registration
Company Logo	High resolution company logo (png or jpeg). Specs to come.  Submit via form (link to be sent)	Required	17 <sup>th</sup> May 2024
Flight details	Inbound and outbound flights for Malaysia  Submit via form (link to be sent)	Required	17 <sup>th</sup> May 2024
Hero image	One High Resolution hero image (png or jpeg). Specs to come.  Submit via form (link to be sent)	Required	17 <sup>th</sup> May 2024
Videos (if available)	30 second to one minute video that can be displayed in the background of the events. Specs to come.  Submit via form (link to be sent)	Required	17 <sup>th</sup> May 2024
QR Code Information/Microsite address	More information on the microsite will be provided upon confirmation of registration.  Submit via form (link to be sent)	Required	17 <sup>th</sup> May 2024
Prizes	Digital vouchers for grand prize pack.  Submit via form (link to be sent)	Optional	17 <sup>th</sup> May 2024

# Registration information

## EVENT REGISTRATION AND CANCELLATION

<b>First day of registration</b>	1 March 2024
<b>Last day of registration</b>	12 March 2024
<b>How to register</b>	<p>You will be able to register for this event on the event listing once registration opens: <a href="https://www.tourismnewzealand.com/events/kiwi-link-south-east-asia/">https://www.tourismnewzealand.com/events/kiwi-link-south-east-asia/</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:salina.sos@tnz.govt.nz">salina.sos@tnz.govt.nz</a>.</p> <p>Sign up to TNZ's newsletter Tourism News to receive event registration updates: <a href="http://www.tourismnewzealand.com/newsletter-signup">www.tourismnewzealand.com/newsletter-signup</a></p>
<b>Registration confirmation date</b>	22 March 2024
<b>Participation fee payment due</b>	05 April 2024
	TNZ reserves the right to withdraw registrations if payment has not been received by this date.
<b>30% cancellation period begins</b>	09 April 2024
<b>50% cancellation period begins</b>	05 May 2024
<b>100% cancellation period begins</b>	05 June 2024

## Participation and selection criteria

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

Consideration and acceptance of applications is at the sole discretion of TNZ. TNZ is not obliged to provide any reasons for their acceptance or rejection of applications.

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

Preference will be given in the following order:

As per in-market buyer feedback:

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

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

- The need to have an appropriately diverse selection of products and services promoted at the event, as mentioned above
- The consistency of your application and your product/service with the objectives of the event and Tourism New Zealand
- The availability of information about your product/service over the internet and by email and the quality of such information
- Where relevant, the ability of your product/service to be booked and commission paid in respect of your

product/service at the appropriate industry levels and relevant to the distribution system used

- Your involvement with Tourism New Zealand’s marketing programmes, including but not limited to the international media programme
- Evidence of international marketing of your product/service in relevant markets by you or via off-shore travel sellers
- The availability of the relevant retail and wholesale rates for your product/service at the start of the event
- Your financial and industry performance; and
- Any other criteria that Tourism New Zealand considers relevant to the selection of products and services for promotion at the event

### **Code of professional conduct**

All delegates must act in accordance with Tourism New Zealand’s code of professional conduct to ensure the safety of all personnel and that high professional standards are met.

A copy of the Code of Professional Conduct can be downloaded here: <https://www.tourismnewzealand.com/assets/events/event-code-of-professional-conduct.pdf>.

### **Cancellation by delegates**

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

### **Cancellation by TNZ**

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

Tourism New Zealand may, in its sole discretion, by notice in writing, withdraw its acceptance of your application and cancel your right to participate in the Event without incurring any liability to you or any third party if:

- Tourism New Zealand considers that you cease to satisfy any of the criteria or have otherwise breached these terms and conditions.
- Tourism New Zealand reasonably considers that it is no longer appropriate for you to participate in the Event.
- You fail to pay the Participation Fee to Tourism New Zealand by the due date for payment specified by Tourism New Zealand
- Tourism New Zealand does not meet the minimum number of applications required for the Events to proceed.

Cancellation of your participation will have immediate effect on receipt of such notice.



## PASSPORTS, VISA, VACCINATIONS & INSURANCE

### **NZ delegate passports, visas and vaccinations**

Passports, visas, and vaccinations are the responsibilities of the delegates attending the event. Delegates should confirm their individual visa and vaccination requirements for each country prior to departure.

### **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 by participants whilst travelling to or attending the event.

### **Pandemic Travel Terms and Conditions**

**Be prepared for a pandemic to disrupt your travel.**

It is important you understand and accept the circumstances in which you travel and the associated risks. Tourism New Zealand does not take responsibility and is not liable for any pandemic-related travel disruptions.

You should also be prepared for safe travel zones status of a state or region to change at short notice.

In the event of a government-imposed restriction which causes disruption to your scheduled travel Tourism New Zealand will work with you to adhere to government guidance and this may mean a change to the planned itinerary.

Tourism New Zealand does not cover any associated costs if you are required to quarantine in your home region, this cost is at the expense of the participant and/or their organisation. Tourism New Zealand does not cover any medical costs for participants, you should have adequate travel insurance in place.



## REGISTER YOUR TRAVEL

### SafeTravel

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)).