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Prospectus

Kiwi Link Greater China 2025

Version 1

20 May 2025
Kia Ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in Kiwi Link Greater China 2025.

China is now New Zealand's third largest market by arrivals. In 2024 Chinese visitors spent \$1.1 billion in New Zealand, with \$872 million spent by holidaymakers. The average spend per trip was \$5,591, rising to \$6,729 for holiday visitors. According to ACM report, there are 59 million people in China seriously considering a holiday in New Zealand, 62% of these people have New Zealand as their top choice.

China remains a priority market for Tourism New Zealand. Arrivals for the year ending March 2025 were at 61% of 2019, which is largely due to a shift in travel behaviour where value and ease are lead drivers in destination choice. Our role, in partnership with stakeholders, is to address those planning and booking barriers and accelerate arrivals.

Kiwi Link Greater China is a TNZ offshore event that provides a unique opportunity for representatives of the New Zealand tourism industry to connect with buyers from Mainland China, Hong Kong and Taiwan, to establish business relationships, address concerns & barriers and drive New Zealand holiday bookings.

Kiwi Link Greater China 2025-Connect, Commit, Convert will take place in Hangzhou from 17th to 20th November 2025, includes 3 full days of pre-scheduled one-on-one appointments with buyers from 3 markets, as well as networking functions.

TNZ will collaborate with Fliggy (owned by Alibaba Group) to launch a marketing campaign during the Double 11 shopping festival. All Kiwi Link Greater China 2025 sellers will have the opportunity to gain exposure for their products on Fliggy, which will facilitate sales growth. TNZ will provide further details closer to the campaign.

The following prospectus outlines key information on Kiwi Link Greater China 2025. Please read this prospectus carefully and take note of the dates and deadlines.

TNZ welcomes your application. 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 email Charlette Potts at events@tnz.govt.nz.

Yours sincerely,

Gregg Wafelbakker
Regional Director Asia
Tourism New Zealand

EVENT CHECKLIST

KEY DATES

| Detail | Deadline |
|----------------------------------|---------------------------------|
| Application opens | 1 st July 2025 |
| Application closes | 15 th July 2025 |
| New Zealand delegation confirmed | 6 th August 2025 |
| New Zealand delegation invoiced | 19 th August 2025 |
| Participation fee payment due | 8 th September 2025 |
| 50% cancellation period begins | 15 th September 2025 |
| 100% cancellation period begins | 29 th September 2025 |

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 12.

KIWI LINK GREATER CHINA 2025

CONNECT, COMMIT, CONVERT

EVENT DETAILS

| | |
|---------------------------------------|---|
| Event type | Tourism New Zealand offshore trade event |
| Event format | One-on-One rotating meeting format |
| Target market(s) | Mainland China, Hong Kong, Taiwan |
| First day of official event programme | 17 th November 2025 |
| Last day of official event programme | 20 th November 2025 |
| Event location | Hangzhou, Zhejiang Province, China |
| TNZ event listing | https://www.tourismnewzealand.com/events/kiwi-link-greater-china-2/ |
| Event objectives | <ul style="list-style-type: none"> • Showcase NZ as a year-round destination for international visitation and drive conversions. • Provide a platform for negotiating new and existing contracts with travel distributors in Greater China and merchants on Fliggy. • Build strong selling capability of travel agents in Greater China. • Increase general destination & product knowledge, address planning and booking barriers and accelerate arrivals. • Increase New Zealand's share of voice amongst travel trade in Greater China. |
| Event benefits | <p>This event provides New Zealand organizations with an opportunity to:</p> <ul style="list-style-type: none"> • Connect with travel distributors who play a large role in the development, promotion and purchasing process of New Zealand tourism experiences. • Build new relationships and foster existing relationships with distributors. • Set themselves apart from their competition and encourage distributors to promote and sell their product(s). • Raise distributors' awareness of their product(s) and/or regions and what they have to offer to the distributors' clients so that they are in a better position to sell the products/region. • 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 organized 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 organizations to meet with more high-quality distributors.

Market importance

Market Importance

- China is New Zealand's third largest market by arrivals. In 2019, it was our second largest international visitor market.
- 245,190 visitors from China arrived between Mar 2024 – Feb 2025, 164,545 of these were holiday visitors.
- The average length of stay was 10 days.
- In 2024 Chinese visitors spent \$1.1 billion in New Zealand, with \$872 million spent by holidaymakers. The average spend per trip was \$5,591, rising to \$6,729 for holiday visitors.

Destination Preference

- According to ACM report, there are 59 million people in China seriously considering a holiday in New Zealand, 62% of these people have New Zealand as their top choice.

Airline Connectivity

- Between China and New Zealand has recovered to 85% since 2019.

TNZ market infographics

The TNZ 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/visitorprofiles/>

NZ-based TNZ contact

Charlette Potts
Events & Experience Specialist
events@tnz.govt.nz

In-market TNZ contacts

Cindy Chen
Regional Trade Manager Greater China
cindy.chen@tnz.govt.nz

Emma Zhou
Event and Training Manager
Emma.zhou@tnz.govt.nz

EVENT PARTICIPATION

Types of NZ sellers suited to this event

- Activity providers
- Accommodation providers
- Transport providers (Airports and Airlines included)
- Marketing clusters (see note below)
- Inbound Tourism Operators (ITOs)/Inbound Operators (IBOs)
- International marketing alliances (IMAs)
- Regional tourism organizations (RTOs)

Other tourism adjacent organisations may have an appointment stream at Tourism New Zealand's discretion

Participation and selection criteria

Your application to participate in the event will be assessed using the following criteria:

- Qualmark endorsed
- Commissionable product
- A marketing cluster/organisation that represents multiple products (i.e., IMA)

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.

Marketing clusters/organisations 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. Priority will be given to marketing clusters or organisations representing a majority of Qualmark endorsed products.

Preferred type of NZ sellers if capacity is reached

If this event is oversubscribed, TNZ will give preference to sellers that meet the criteria below. Preference has been determined by seller feedback and market insight.

- Sellers that are China Ready
- New products and experiences that are China Ready
- Helicopter operators will be limited to four maximum (max 2 from the same region)
- Priority given to ITO/IBO's handling a higher volume of ADS arrivals
- International Marketing Alliances (IMA)

Alongside the above, TNZ will also consider a balance of regional dispersal and product.

For the purposes of this event, a China Ready operator may include the list below (but is not limited to):

- Sellers attending with a Chinese sales representative
- Chinese language version of your website
- Chinese speaking staff at your New Zealand operation
- A consideration for Chinese food at your operation (if applicable)
- Availability of Chinese payment methods (Alipay, WeChat)

Minimum number of applications required

32

Comments

If a minimum of 32 NZ supplier applications is not reached, TNZ reserves the right to reschedule the event for another time.

Maximum number of applications available

42

Maximum number of delegates per application

Two - Representatives from the same company sharing one appointment stream.

Event participation fee(s)

Delegate one participation fee \$6,000.00 NZD

Delegate two participation fee \$5,000.00 NZD

Please note if you have an in-market rep that you would like to bring as your second delegate please email events@tnz.govt.nz

Items included in participation fee

- Accommodation (Core nights only, 17th – 20th November)
- Event participation
- Food and beverages
- Scheduled function(s)

Note

- The second delegate will work in conjunction with the first delegate and will not have their own appointment stream.
- No more than two delegates can attend per organization.
- If you wish to bring a colleague with you to provide translation services, they need to be registered as a second delegate.

Can sellers bring pull up banners with them?

No

Preferred collateral type

Digital

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 printed materials - Only digital collateral will be accepted at this event, to minimize printing and touch points between participants.

EVENT TRANSLATORS

| | |
|---|---|
| Are translators recommended for this event? | Yes Non-Chinese speaking sellers are recommended to book translation support through Tourism New Zealand. Should you wish to bring a dedicated translator, they must register as second delegate. |
| Will TNZ arrange translators for NZ sellers on request? | Yes |
| Translator cost | 4,000 RMB (approximately \$930 NZD) |
| Translator payment instructions | WeChat Pay, Alipay or cash |
| Notes | <ul style="list-style-type: none"> If you are bringing you 2 delegates and require a translator, we would advise that the New Zealand Sellers rotate throughout the day due to space at the appointment table. |

SPONSORSHIPS

| | |
|--------------------------------------|--|
| Sponsorships opportunities available | <p>Coffee break - \$5,000.00 NZD</p> <p>The event includes six coffee breaks across three themes (two sessions per theme), with each sponsor supporting one theme.</p> |
| Sponsorship Inclusions | 5-minute speech opportunity during coffee break, with the company logo displayed on the coffee break snacks. |
| Number of opportunities available | 3 |
| Who can apply | <ul style="list-style-type: none"> Activity providers Accommodation providers Transport providers (Airlines and Airports included) Marketing clusters International marketing alliances (IMAs) Regional tourism organizations (RTOs) |
| Comments | TNZ will notify successful sponsorship applications once the seller list is confirmed. More details will be included at that time. |
| Notes | <ul style="list-style-type: none"> Only those who have completed the application process and become Kiwi Link Greater China 2025 sellers may become sponsors. Sponsorship will be allocated on a first-come, first-served basis. |

- Should any of the top three applicants be disqualified, replacements will be drawn sequentially from the waitlist.
- TNZ determines the coffee break theme, format, menu, and all related arrangements.

For more details, please email emma.zhou@tnz.govt.nz

EVENT ATTENDEES

Primary types of in-market attendees

Product Managers

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

Yes

Expected buyers attending the event

90

EVENT FORMAT

Appointment schedule

Pre-scheduled appointments (Minimum 70 one-on-one appointments)
Note: sellers will not have an appointment with every buyer, you will have the opportunity to connect with the buyers you do not have an appointment with at networking functions.

Appointment format

One-on-one meetings

Appointment duration (mins)

10 to 14 mins

Appointment rotation

In-market buyers rotate

Comments

Appointment duration might be adjusted based on the final number of participants and without prior notice.

Layout

Table layout

EVENT PROGRAMME

| Item | Date | Time |
|--|---|---------------------|
| Pre-departure webinar | w/c 20 th Oct 2025 | NZ time: TBC |
| Latest that NZ sellers can arrive in Hangzhou | Monday, 17 th November 2025 | Before noon |
| Sellers in-market briefing | Monday, 17 th November 2025 | Afternoon, time TBC |
| Kiwi Link Greater China Day 1 | Tuesday, 18 th November 2025 | 08:30 AM - 05:30 PM |
| Kiwi Link Greater China Day 2 | Wednesday, 19 th November 2025 | 08:30 AM - 05:30 PM |
| Kiwi Link Greater China Day 3 | Thursday, 20 th November 2025 | 08:30 AM - 05:30 PM |
| Business Networking Function | Thursday, 20 th November 2025 | 08:30 PM-10:30 PM |
| Earliest that NZ sellers can fly out of Hangzhou | Friday, 21 st November 2025 | N/A |

EVENT VENUE

| Venue | Event/Function | Address | Phone number | Website |
|--------------------------|---------------------|-------------------------------------|-------------------|---|
| Kempinski Hotel Hangzhou | One-to-one meetings | No. 66 Lishui Road, Hangzhou, China | +86 571 8809 3333 | https://www.kempinski.com/en/hotel-hangzhou |

WHAT NZ SELLERS NEED TO BOOK

| | |
|---------------|---|
| Accommodation | NZ sellers need to book additional accommodation nights using the booking link provided once application is confirmed. |
| Flights | NZ sellers need to make their own flight arrangements for this event. Travel information will be collected for our records. |

EVENT ACCOMMODATION

| Kempinski Hotel Hangzhou | |
|---|--|
| Core nights at hotel (included in your registration fee) | 4 nights: Monday, 17 th November 2025 Tuesday, 18 th November 2025 Wednesday, 19 th November 2025 Thursday, 20 th November 2025 |
| Is it mandatory to stay at the hotel? | Yes, included in registration fee |
| Hotel details | Kempinski Hotel Hangzhou No. 66 Lishui Road, Hangzhou, China +86 571 8809 3333 https://www.kempinski.com/en/hotel-hangzhou |
| Core nights booked by | Tourism New Zealand will automatically book core night accommodation |
| Core nights paid by | Tourism New Zealand - included in event participation fee |
| Additional nights booked by | New Zealand sellers are to contact the hotel directly to book additional nights using link provided once application is confirmed. (The group rate is available for NZ sellers for extra nights, subject to the hotel's booking policies). |
| Room type | Double or King (collected at registration) |
| Comments | There is no reduction in your registration fee if you stay elsewhere |
| Wi-Fi included in rates | Yes |
| Breakfast included in rates | Yes |

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. Details of the fares and the Terms & Conditions will be provided to participants directly once application is confirmed.

GROUND TRANSPORT

Bus transportation between Shanghai and Hangzhou

For sellers taking the flights below, TNZ will provide bus transportation between the airport and the event venue.

Flight NZ289 arrives at Shanghai Pudong International Airport on 17th November.

Flight NZ288 departs from Shanghai Pudong International Airport on 20th November.

No other ground transportation will be arranged by TNZ. For sellers who are arriving in Shanghai on different flights or at different times, please make your own ground transportation arrangements.

Travel times to Event Venue from Airports

From Shanghai Pudong International Airport: 2.5 hours
From Shanghai Hongqiao International Airport: 2 hours
From Hangzhou Xiaoshan International Airport: 45 minutes
From Hangzhou Railway Station/ East Railway: 25 minutes

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

| Item | Details | Required/ Optional | Due date |
|---|--|-----------------------|---------------------------------|
| Room preference | King or Double | Required | Post successful registration |
| Passport details | Passport details | Required | Post successful registration |
| Flight details | Inbound and outbound flights for Hangzhou | Required | 22 nd September 2025 |
| Company logo | High resolution company logo (png or jpeg). | Required | Post successful registration |
| Translator requests | Recommended for this event | Required | Post successful registration |
| Digital collateral for Trade Marketing Hub mini program | Details will be shared via email | Required | 22 nd September 2025 |
| Prizes | We welcome accommodation, activities and tours prizes. Donated items will be grouped. If you are preparing an e-voucher, please include the following information: | Optional | 22 nd September 2025 |

| | | | |
|--|--|--|--|
| | <ul style="list-style-type: none"> • <i>Company name</i> • <i>Prize description</i> • <i>Booking email contact</i> • <i>Voucher numbers</i> • <i>Expiry date</i> • <i>Conditions</i> | | |
|--|--|--|--|

Note: Instructions for how to submit the above information will be provided directly to sellers once application has been confirmed.

TNZ & FLIGGY DOUBLE 11 MEGA SALE CAMPAIGN

TNZ will collaborate with Fliggy (owned by Alibaba Group) to launch a marketing campaign during the Double 11 shopping festival. Kiwi Link Greater China 2025 sellers will have the opportunity to gain exposure for their companies or products on Fliggy, which could facilitate sales growth.

What is Fliggy?

Fliggy, Alibaba Group's leading online travel platform, is one of the top players in China's travel market. Fliggy specializes in flights, hotels, holiday packages, and local experiences. Fliggy partners with global airlines, hotel chains, and tourism boards to offer Chinese travellers seamless booking services, exclusive deals, and personalized recommendations.

What is Double 11 Mega Sale?

Alibaba's Double 11 Mega Sale is the world's largest online shopping festival, offering massive promotional offers. During the Double 11 Mega Sale, Fliggy unleashes compelling offerings on flights, luxury hotels, and holiday packages, making it the best time to book dream getaways.

The campaign will be an added benefit to Kiwi Link and exclusively available to products or companies participating in Kiwi Link Greater China 2025.

A few details to note

- TNZ will connect Kiwi Link sellers with Fliggy merchants who are selling New Zealand travel products on the platform before Kiwi Link Greater China takes place.
- Product selection, price negotiation, and all business discussions are solely at the discretion of Fliggy or Fliggy merchants. Therefore, TNZ cannot guarantee that your company or product will be made available for sale on Fliggy.
- TNZ will not issue a Kiwi Link registration fee refund if your organisation does not end up featuring with a Fliggy merchant.
- For RTOs, operators in your region who are not participating in Kiwi Link Greater China 2025 will not be included in this campaign.

What are the next steps?

TNZ will disclose further details when we have finalised applications for Kiwi Link Greater China. There is no action required from you at this stage. This information serves only as a general overview of this campaign and campaign content and rules are subject to change. All final decisions regarding this campaign rest solely with TNZ.

For more information, please contact Emma Zhou, emma.zhou@tnz.govt.nz

TRADE MARKETING HUB MINI PROGRAM (THE HUB)

1.) *Trade Marketing Hub Mini Program Overview*

The Trade Marketing Hub mini program serves as a dedicated digital platform designed to foster connections between New Zealand industry partners and Chinese travel agents, while showcasing New Zealand's unique travel offerings. Launched during Kiwi Link Greater China 2023, the platform now features over 300 New Zealand products and has become TNZ's primary engagement tool for travel agents in China. It provides a centralized resource for agents to:

- Explore New Zealand product information
- Download marketing assets
- Register for events
- Enroll in the New Zealand Specialist Program

2.) *Key Features During Kiwi Link*

Sellers and buyers can log in to access:

- Event schedules
- Appointment schedules
- Seller/buyer profiles
- More features still to be released

Each seller has a dedicated profile page, featuring their product Points of Interest (POI) listings, enabling buyers to view and download relevant assets.

3.) *Onboarding Process for Sellers*

Upon attendee confirmation, the TNZ China Team will confirm if your organisation, company, or products are listed on the Hub. If not, our team will be in touch to collect the necessary information to ensure you are set up pre event.

4.) *Additional Support*

Free translation services are available for all content submitted in English.

EVENT APPLICATION AND CANCELLATION

| | |
|---------------------------------|--|
| First day of application | 1 st July 2025 |
| Last day of application | 15 th July 2025 |
| How to register | <p>You will be able to register for this event on the event listing once application opens.</p> <p>On submission, delegates will receive an email confirming that the application has been received. If you do not receive an email, please contact events@tnz.govt.nz</p> <p>Sign up to TNZ's newsletter Tourism News to receive event registration updates: www.tourismnewzealand.com/newsletter-signup</p> |
| Application confirmation date | 6 th August 2025 |
| Delegates invoiced | 19 th August 2025 |
| Invoice payment due | <p>8th September 2025</p> <p>TNZ reserves the right to withdraw registrations if payment has not been received by this date.</p> |
| 50% cancellation period begins | 15 th September 2025 |
| 100% cancellation period begins | 29 th September 2025 |

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. |
| 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. TNZ does not provide indemnity for any loss or injury suffered to participants whilst traveling to or attending the event. |
| Pandemic Travel Terms and Conditions | <p>Be prepared for disruption to your travel</p> <p>It is important that you understand and accept the circumstances in which you travel and the associated risks. TNZ does not take responsibility and is not liable for any pandemic related travel disruptions.</p> <p>You should also be prepared for safe travel zones status of a state or region to change at short notice.</p> <p>In the event of a government-imposed restriction which causes disruption to your scheduled travel TNZ will work with you to adhere to government guidance and this may mean a change to the planned itinerary.</p> <p>TNZ 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. TNZ does not cover any medical costs for participants, you should have adequate travel insurance in place.</p> |

REGISTER YOUR TRAVEL

| | |
|------------|---|
| SafeTravel | <p>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.</p> <p>We also recommend that you check if any travel advisories are in place before departure: www.safetravel.govt.nz/travel-advisories</p> |
|------------|---|