

The Redwoods, Rotorua



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PROSPECTUS

Kiwi Link | UK and Europe 2025



Version 1

7th February 2025

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in Kiwi Link | UK & Europe 2025, taking place in London on October 13th-15th 2025.

The following prospectus outlines key information for the event. Please read it carefully and note the event dates and deadlines.

Tourism New Zealand has seen a rapid rebound in the number of Active Considerers from both the UK and Germany. Trade remains crucial, with over 70% of all New Zealand bookings made through trade channels.

Our research shows an existing gap between seasonal consideration and share of arrivals to date, so Tourism New Zealand aims to capitalise on this opportunity and host Kiwi Link to enable industry and regions to bring their off-peak proposition to life. Kiwi Link | UK & Europe 2025 is an appointment-based Buyer-Seller event offering New Zealand Sellers and regional representatives an effective platform to build and foster strong relationships with Product Managers from key tour operators based in the UK, Germany, and capacity allowing, a few selected Buyers from wider Europe, to develop their product portfolio with a focus on off-peak experiences.

In addition to the Buyer-Seller meetings, Tourism New Zealand is pleased to offer a frontline agent training opportunity. This will include an in-person product marketplace and regional showcase for UK-based agents as well as a small group of German agents. Then, to extend the reach of your product training across our region we will also record some training content that we can push out through our trade channels following the event.

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 email events@tnz.govt.nz to reach our New Zealand events team.

Yours sincerely,

Sarah Handley
General Manager - Americas & Europe
Tourism New Zealand

Event Checklist

KEY DATES

Detail	Deadline
Registration opens	24 th February 2025
Registration closes	10 th March 2025
New Zealand delegation confirmed	28 th March 2025
New Zealand delegation invoiced	20 th April 2025
Participation fee payment due	20 th May 2025
50% cancellation period begins	1 st August 2025
100% cancellation period begins	29 th August 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 11.

Kiwi Link | UK and Europe 2025

EVENT DETAILS

Event type	TNZ offshore trade event
Event format	<p>Kiwi Link: Pre-scheduled one-on-one meetings with Product Managers Kiwi Link Frontline add-on:</p> <ul style="list-style-type: none">• In-person frontline training: product marketplace + regional presentations• Virtual frontline training/recording
Target market(s)	UK, Germany, and capacity allowing, a select handful from wider Europe
First day of official event programme	13 th October 2025 (Note: In-market briefing session for NZ Sellers will be in the morning of Oct 13 th)
Last day of official event programme	15 th October 2025
Event location	London, United Kingdom
TNZ event listing	Event Listing - Kiwi Link UK and Europe 2025
Event objectives	<ul style="list-style-type: none">• Showcase New Zealand as a year-round destination for travel Sellers, building their confidence and ability to sell New Zealand off-peak• Enable industry and regions to build and foster strong commercial relationships with tour operators in these markets• Provide a platform for negotiating new and existing contracts with tour operators• Promote regional dispersal and stimulate product development for off-peak travel
Event benefits	<p>This event provides New Zealand organisations with an opportunity to:</p> <ul style="list-style-type: none">• Create long-term growth in off-peak arrivals booked through trade• Build new relationships and foster existing relationships with key tour operators based in the UK/Europe• Meet with a larger base of travel distributors than they would have access to at New Zealand trade shows• Benefit from economies of scale and TNZ investment – TNZ-organised events require a fraction of the investment and time needed for individual sales calls. For tour operators, it has established itself as a popular event that we aim to hold every two years, alternating with the Aussie Marketplace.

Market importance and insights

With extended lengths of stays and the highest spend per trip, the UK and Germany are extremely valuable markets for New Zealand. Research reveals a gap between off-peak interest and actual arrivals, providing a significant opportunity to enhance trade efforts.

TNZ's insights team develops a range of market insights which present key facts and data, showing the demographics and behaviour of international travellers to New Zealand, including off-peak travel behaviour. We strongly recommend that you align your application to these insights:

- [Visitor Profiles](#)
- [Off-peak Insights](#)

NZ-based TNZ contact

Pepper Buchanan
Events and Experience Specialist
events@tnz.govt.nz

In-market TNZ contact

Fenja Schiebuhr
Trade Manager - UK & Europe
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EVENT PARTICIPATION

Types of NZ Sellers suited to this event

- Accommodation providers
- Activity providers
- Marketing clusters*
- National tourism operators
- Regional Tourism Organisations (RTOs) and/or International Marketing Alliances (IMAs) and/or other regional clusters that are relevant to these markets*
- Transport providers

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.

*RTOs are welcome to apply individually, however there is a maximum of 10 regional spaces only. If we receive more than 10 applications, we will ask regions to group together, either as an existing IMA or in a different cluster relevant to these markets. Please coordinate with your partners to avoid duplication. In the event of a group application, we welcome up to two delegates per group.

Preferred type of NZ Sellers if capacity is reached

In the event of oversubscription, TNZ will select operators based on the strength of their off-peak proposition as outlined in their event application. We will also ensure a balance of regional diversity and a mix of well-established and new products/Sellers. It is essential that all operators align with the off-peak drivers as per [published research](#). If this approach does not yield clear or balanced results, we will seek feedback from all invited Kiwi Link Buyers to determine which NZ Sellers they would like to see at the event, ensuring maximum Buyer turnout.

We guarantee up to 10 spots for regions, either as RTOs or regional groupings, and will aim to achieve the above stated balance. In case of any ties, we will consult invited Buyers to determine their preferences.

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) or other marketing group or national association.

All NZ Sellers must be trade ready. Trade ready is defined using the TRENZ Seller Criteria as listed at www.trenz.co.nz/trenz/trenz/trenz-criteria-1.

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. Applications to participate at the event will be assessed using one or more of the following criteria:

- The consistency of an application and product/service with TNZ’s event objectives and attendee selection priorities
- The need to have an appropriately diverse selection of products and services promoted at the event
- The alignment between the product/service and promotion of off-peak travel
- The availability of the relevant retail and wholesale rates for the product/service at the start of the event
- Financial and industry performance; and
- Any other criteria that TNZ considers relevant to the selection of products and services for promotion at the event

Maximum number of delegates per application	1 delegate per company and per RTO Up to 2 delegates for regional groups, either as an IMA or as part of a regional cluster
Items included in participation fee	<ul style="list-style-type: none"> • Event participation, including food and beverage during the event • Networking events, including food and beverage during the event
Event participation fee(s)	<ul style="list-style-type: none"> • Delegate One Fee - \$5,100 NZD • Delegate Two Fee - \$1,600 NZD (<i>Applies to regional clusters only</i>)
Can delegates bring pull up banners with them?	No
Required collateral type	Digital
Note	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 to minimise printing and touch points between participants.

EVENT ATTENDEES

Primary type of in-market attendees attending the event	Kiwi Link: Product Managers Frontline Training: Frontline Agents
Will an attendee contact list be made available to NZ Sellers following the event?	Yes

EVENT FORMAT – KIWI LINK

Appointment schedule	Up to 60 Seller-Buyer appointments pre-scheduled by TNZ
Appointment format	One-on-one appointments
Appointment duration (mins)	10-13 minutes
Appointment rotation	In-market Buyers rotate
Note	Appointment duration may be adjusted based on final number of participants and without prior notice.

EVENT FORMAT – FRONTLINE TRAINING

On Monday 13 October, we will run three frontline training events for New Zealand Sellers, including an in-person and digital formats. For the in-person events, the majority of attendees will be UK-based, but we also intend to support a small group of German agents to travel to London and attend. These frontline training events are an add-on to Kiwi Link registration and come at no additional cost to suppliers.

More detailed information will be provided after NZ Seller registrations are confirmed.

Detail	When	Who	Description
Digital/Virtual Training	Daytime	New Zealand Sellers & RTOs/Regional Clusters	Agents in Europe are based far and wide and are not all able to attend our in-person frontline training later in the day/evening. To extend the reach of your product training, we are offering a digital solution to capture your product pitch that we can use within our trade channels throughout the year. More detailed information and exact timings will be provided following the confirmation of registrations.
Product Marketplace	Afternoon	New Zealand Sellers	Free-flow product marketplace where operators can connect in-person with frontline agents. Products will have their own table. <i>Please note:</i> some agencies do not allow sales staff to leave office during office hours so this will be largely independent agents and homeworkers.
Regional Training	Evening	RTOs/Regional clusters	Small group regional training roundtables. Regions will present to small groups within a series of 12–15-minute sessions. NZ Sellers are welcome to stay during the evening for networking during the dinner break.

EVENT PROGRAMME

Detail	Time
NZ Sellers pre-event webinar	Week commencing September 22 nd 2025
Latest that NZ Sellers can arrive in-market	Late on October 12 th 2025
Monday, October 13th 2025	
Seller welcome and In-market event briefing	09:00 – 10:00
Seller set-up and content recording	10:00 – 16:00
Agent marketplace and networking	16:00 – 19:00
Regional training presentations with networking dinner	19:00 – 21:30
Tuesday, October 14th 2025	
Buyer welcome & networking	08:00 – 09:00
Kiwi Link Day 1 - One-on-one meetings with networking lunch	09:00 – 17:00
Evening networking function	18:00 – 21:30
Wednesday, October 15th 2025	
Optional morning activity	07:00 – 08:00
Kiwi Link Day 2 - One-on-one meetings with networking lunch	09:00 – 16:00
Farewell and travel onwards that evening or the next day	16:00 – 17:00

Note

All timings are subject to change without prior notice.
The exact schedule and format for Monday, October 13th 2025 will be communicated closer to the event.

EVENT VENUE

Venue Details

[Etc. Venues at County Hall](#)
Belvedere Rd, London SE1 7PB

WHAT NZ SELLERS NEED TO BOOK

Accommodation

Accommodation is not included in registration fees and attendees are responsible for securing their own bookings. Etc. Venues at County Hall has provided a 'HotelMap' live bookable link displaying accommodation options conveniently located near the venue. This allows you to book whatever suits your requirements best, whilst assuring you are still located reasonably close to the event venue. While booking through this link is optional, it may serve as a useful resource.

Note: Invited UK and European Product Managers and Agents will be hosted at [Park Plaza County Hall](#) (If wishing to stay here, please be mindful when booking that there is a similarly named hotel close by, "Park Plaza Westminster Bridge")

List of nearby hotels: <https://HotelMap.com/MV8Q7>

Additionally, for a more economical option, we suggest [Premier Inn County Hall](#).

Flights

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

Ground transfers

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

EVENT FLIGHTS

Air New Zealand flight support

Air New Zealand is proud to support this event by offering delegates access to industry fares. After Tourism New Zealand notifies NZ Sellers of registration acceptances, Air New Zealand will contact these confirmed participants directly with information on fares, booking instructions and terms & conditions. Attendees are kindly asked to wait for this communication to receive all necessary details.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Due date
Flight Details	<ul style="list-style-type: none"> Inbound flight Outbound flight 	1 st July 2025
Company Logo	High resolution company logo (png or jpeg) - Specs to be advised	1 st August 2025
Hero Image	One high resolution hero image (png or jpeg) - Specs to be advised	1 st August 2025
Hero Video	30 second to 1 minute video that can be displayed in the background of the events	1 st August 2025
Digital Collateral	Digital copy of brochures, trade manual, etc	1 st August 2025

Note

Instructions for how to submit the above information will be provided directly to NZ Sellers once registrations have been confirmed.

Registration Information

EVENT REGISTRATION AND CANCELLATION

How to register

Between 24th February – 10th March 2025, you will be able to register for this event on the TNZ event listing:

[Event Listing - Kiwi Link UK and Europe 2025](#)

On submission, delegates should receive an email confirming that the application has been received. If you do not receive an email, please contact events@tnz.govt.nz.

Sign up to TNZ's newsletter Tourism News if you wish to receive news of all upcoming events: www.tourismnewzealand.com/newsletter-signup

Registration confirmation date

28th March 2025

Delegates invoiced

20th April 2025

Invoice payment due

20th May 2025

50% cancellation period begins

1st August 2025

100% cancellation period begins

29th August 2025

Code of professional conduct

All delegates must act in accordance with TNZ'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/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 events@tnz.govt.nz. Please take note of the cancellation periods noted above.

Cancellation by TNZ

A minimum number of 45 NZ Sellers is required for the event to proceed. TNZ have the right to cancel the event if less than 45 Seller registrations are received.

TNZ 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:

- TNZ considers that you cease to satisfy any of the criteria or have otherwise breached these terms and conditions
- TNZ reasonably considers that it is no longer appropriate for you to participate in the Event
- You fail to pay the Participation Fee to TNZ by the due date for payment specified by TNZ
- TNZ 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.

UK Electronic Travel Authority (ETA):

New requirements introduced in January 2025 by the UK government mandate that all New Zealand passport holders traveling to the UK visa-free must apply for an Electronic Travel Authorisation (ETA). More information, including how to apply for a UK ETA, is on the [UK government website](#). Further guidance is available [here](#).

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 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. TNZ 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 TNZ will work with you to adhere to government guidance and this may mean a change to the planned itinerary.

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.

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.

We also recommend that you check if any travel advisories are in place before departure (www.safetravel.govt.nz/travel-advisories).