



Hump Ridge Track, Fiordland

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PROSPECTUS

Kiwi Link Japan and Korea 2026

Version 2

24 April 2026

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in Kiwi Link Japan and Korea 2026.

Kiwi Link Japan and Kiwi Link Korea are TNZ offshore events that are hosted bi-annually that provides a unique opportunity for NZ sellers to educate and establish business relationships with product managers from Japan and Korea.

Outbound travel from Japan and Korea continues to rebound, fuelled by growing demand for safe, trusted and high-quality travel experiences. New Zealand's strong global reputation as one of the world's safest destinations, together with its pristine natural landscapes and premium, experience-led tourism offer, positions it as an ideal choice for travellers seeking both reassurance and meaningful journeys.

With approximately 60% of travel to New Zealand from Japan and Korea booked through travel agencies, strong and enduring relationships with the travel trade are critical. Ongoing engagement and clear communication are essential to support partners' promotion and sales efforts. Kiwi Link Japan and Korea provide a powerful platform to connect with key trade partners, strengthen collaboration, and keep New Zealand top of mind as a safe, reliable and aspirational year-round destination. Strong trade partnerships remain the single most important driver of success in both markets.

Kiwi Link Japan and Kiwi Link Korea each include scheduled one-on-one appointments with product managers/owners/directors and networking events. The events will take place in Tokyo, Japan, from 7 September 2026 and Seoul, Korea, from 9 September 2026.

The following prospectus outlines key information on Kiwi Link Japan and Kiwi Link Korea. Please read this prospectus carefully and take note of the event dates and deadlines. Tourism New Zealand welcomes your application via the [website](#).

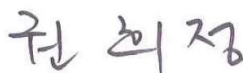
Please note that final participation is at Tourism New Zealand's discretion and is subject to the guidelines outlined in the event terms and conditions.

Should you have any questions on this event, please contact Pepper Buchanan, events@tnz.govt.nz.

Yours sincerely



Naoki Inohiza
Country Manager Japan



Hee Jeong Kwon
Country Manager Korea

Event checklist

KEY DATES

Applications open	11-May-2026
Applications close	25-May-2026
New Zealand delegation confirmed	8-June-2026
Participation fee payment due	26-June-2026
50% cancellation period begins	6-July-2026
100% cancellation period begins	20-July-2026

WHAT NZ SELLERS NEED TO BOOK

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

Kiwi Link Japan and Korea 2026

EVENT DETAILS

Event type	TNZ offshore trade event
Event format	Kiwi Link event
Target market(s)	Japan, Korea
First day of official event programme	Japan: 7-Sep-2026 Korea: 9-Sep-2026
Last day of official event programme	Japan: 9-Sep-2026 Korea: 10-Sep-2026*
Comments	*Note: As at 8 June 2026, Kiwi Link Korea will be held as a one-day event on 10 September, reflecting final Seller numbers and a refined format.
TNZ event listing	Kiwi Link Japan and Korea 2026
Official event website	TNZ Events
Event objectives	<ul style="list-style-type: none">• Facilitate new business relationships and expand network of engaged travel sellers• Provide platform for negotiating new and existing contracts with travel sellers• Engage with existing network of travel sellers and build on general business relationships• Build strong selling capability of travel sellers• Engage with existing network of travel sellers and build on general business relationships• Increase general destination & product knowledge of travel sellers• Promote TNZ campaign(s) and increase brand awareness amongst trade• Promote regional dispersal• Promote year-round travel• Showcase new products to the market• Showcase new regions to the market
Event benefits	These events provide New Zealand organisations with an opportunity to: <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• 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
- 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

Japan:

- Japan remains a highly important visitor market for New Zealand and a priority for recovery and sustainable growth.
- In the year ending February 2026, New Zealand welcomed 75,123 visitors from Japan.
- Japanese arrivals to New Zealand for the period March 2025 to February 2026 reached 76.7% of pre-pandemic levels, outperforming the overall outbound travel recovery of 73.0%.
- Japan is a high-value market for New Zealand, driven not only by its scale but also by its quality, stability and long-term contribution to the tourism sector. The market aligns strongly with New Zealand's focus on premium, low-impact and sustainable tourism.
- There are an estimated 4.5 million active considerers of travel to New Zealand in Japan, including 1 million travellers currently in the booking mindset, representing a strong pipeline for future growth.

Korea:

- Korea is one of the most well-travelled outbound markets globally and continues to represent a strong opportunity for New Zealand.
- In the year ending February 2026, New Zealand welcomed 67,917 visitors from South Korea.
- Korea represents significant growth potential, supported by an estimated 7.3 million active considerers of travel to New Zealand (incidence of 21%), including 1.9 million travellers in the booking mindset.
- Strong air connectivity underpins market growth, with Korean Air operating four direct flights per week, increasing to daily services during the New Zealand summer season from November.

TNZ 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, including off-peak travel behaviour. You can find a list of all market insights below:

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

NZ-based TNZ contact

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

In-market TNZ contacts

Ryosuke Iijima
Trade Marketing Executive – Japan
ryosuke.ijima@tnz.govt.nz

Sora Jang
Trade Marketing Manager – Korea
sora.jang@tnz.govt.nz

EVENT PARTICIPATION

Types of NZ sellers suited to this event (in order of preference based on buyer feedback)

- Activity providers
- Regional tourism organisations (RTOs) / International marketing alliances (IMAs)
- Accommodation providers
- National operators
- Inbound tourism operators (ITOs)
- Transport providers
- Airlines with established routes into New Zealand
- Marketing clusters

Comments

IMA/RTO applications must be agreed and supported by all RTO's covered by that IMA, as RTO's would not be able submit individual applications if their IMA has applied. If oversubscribed RTO's may be asked to group into their IMA groupings and IMA groups will be given preference. RTO's able to showcase a majority of market suitable, trade ready, Qualmark endorsed product will be given preference.

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. If oversubscribed, preference will be given to marketing clusters representing a majority of market suitable, trade ready, Qualmark endorsed product.

ITO/IBOs applying must provide group and FIT product/s. Only Qualmark endorsed product can be represented and presenting at Tourism New Zealand events. Consideration will be given if ITOs are TECNZ members.

National Operators able to showcase a majority of market suitable, trade ready, Qualmark endorsed product will be given preference if the event is oversubscribed.

Participation and selection criteria

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

- All sellers must be Qualmark endorsed
- TNZ strives to offer a balance portfolio of exhibitors, products and services at Kiwi Link events. This will be given preference in the event of oversubscription.
- 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
- All sellers must be International Market and Trade Ready – as defined using [the TRENZ Seller Criteria as listed](#) and as listed below
- Evidence of international marketing of your product/service in relevant markets by you or via offshore travel sellers
- Your financial and industry performance; and
- Any other criteria that TNZ considers relevant to the selection of products and services for promotion at the event

International Market and Trade Ready means:

- Evidence the product is well accepted in the domestic marketplace
- An identified target for international visitor markets and an understanding of their needs and expectations
- Set pricing for a 12-18 month period, and understanding of net rates and commission structures at the appropriate industry levels
- Evidence of a high standard of service, which meets the expectations of the most demanding international visitors, e.g. You have well trained staff, high safety standards, sound operational plans (including crisis plans), your product enables the visitor to learn and become engaged
- Appropriate booking mechanisms in place which make it easy for the international markets to book
- Confidence the product meets the requirements of wholesalers and inbound tour operators

Consideration and acceptance of applications is at the sole discretion of TNZ. Meeting the criteria does not guarantee acceptance, as demand for participation may exceed availability. TNZ is not obliged to provide any reasons for their acceptance or rejection of applications.

Minimum number of applications required	Japan: 17 Korea: 20
Maximum number of applications available	25
Maximum number of delegates per application	2

Event participation fee(s)	<p>Japan</p> <ul style="list-style-type: none"> • Delegate one participation fee \$4,200.00 NZD • Delegate two participation fee \$4,200.00 NZD • New seller participant fee \$3,200.00 NZD <i>(25% discount)</i> <p>Korea</p> <ul style="list-style-type: none"> • Delegate one participation fee \$3,400.00 NZD • Delegate two participation fee \$3,400.00 NZD • New seller participant fee \$2,720.00 NZD <i>(25% discount)</i>
Comments	<ul style="list-style-type: none"> • 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 have an in-market representative you'd like to register for the event, please email events@tnz.govt.nz
New Seller Selection Criteria	<ul style="list-style-type: none"> • A seller must not have attended an offshore Tourism New Zealand trade event in the previous 5 years (sellers can have attended a market event with an industry partner, i.e Kia Ora South) • Preference will be given to sellers who have previously attended TRENZ • Preference will be given to sellers who have previously been to a third-party trade event in market • Sellers will be asked to submit a one-page business plan on how they intend to enter/show up in the market post KL, and/or how they have started investing in market already <p>Notes:</p> <ul style="list-style-type: none"> • Japan: A maximum of 3 places will be eligible for the new seller's discount • Korea: A maximum of 5 places will be eligible for the new seller's discount • The new seller discount only applies to the first delegate; second delegate will pay full first delegate pricing • RTOs can apply as a 'new seller' if they meet the above criteria
Items included in participation fee	<ul style="list-style-type: none"> • Core nights' accommodation • Event participation • Food and beverage during event • Networking functions • Ground transfers
Can delegates bring pull up banners with them?	No
Preferred collateral type	Digital

EVENT ATTENDEES

Primary type(s) of in-market attendees attending the event

- Product managers
- Owners and Directors

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

Yes - TNZ will provide a provisional buyers list (Excel format) approximately 6 weeks out and a full buyers profile booklet approximately 3 weeks out (Word format) along with a printed version for each seller at the event.

EVENT FORMAT

Appointment schedule

Pre-scheduled appointments

Appointment format

One-on-one meetings

Appointment duration (mins)

Between 12-14 minutes

Appointment rotation

Buyers rotate

Comments

Appointment duration and number of appointments will depend on final buyer/seller registrations

EVENT PROGRAMME *(subject to change)*

Japan:

Item	Date	Time
Latest that NZ sellers can arrive in-market	7-Sep-2026	6:15pm (JST)
In-market welcome dinner for Sellers (optional)	7-Sep-2026	TBC
Meetings Day	8-Sep-2026	8:30am - 5:00pm TBC (JST)
Farewell Dinner/Event	8-Sep-2026	5:00pm TBC (JST)
Earliest sellers can depart the market	9-Sep-2026	Anytime

Korea:

Item	Date	Time
Latest that NZ sellers can arrive in-market	9-Sep-2026	12:00pm
In-market welcome & briefing session	9-Sep-2026	2:00pm TBC (KST)
Local Korean famil (TBC/optional)		3:30pm
Welcome Dinner for Sellers and Buyers		6.00pm TBC (KST)
Meetings Day	10-Sep-2026	8:30am - 5.00pm TBC (KST)
Casual Dinner for sellers (optional)	10-Sep-2026	6:30pm TBC (KST)
Earliest sellers can depart the market	11-Sep-2026	Anytime

WHAT NZ SELLERS NEED TO BOOK

Accommodation	NZ sellers need to book their own additional accommodation required outside of the core nights – booking details will be provided.
Flights	NZ sellers need to make their own flight arrangements for this event.
Ground transfers	Ground transfers will be arranged for NZ Sellers travelling on TNZ-recommended flights, with final transfer provisions based on the flights booked by the majority of Sellers. Final transfer arrangements will be confirmed accordingly. NZ Sellers travelling outside of these flights will need to arrange their own ground transportation.

EVENT VENUES

Japan:

Venue	Address	Phone number	Website
The Strings by Intercontinental Tokyo in Shinagawa	F Shinagawa East One Tower, 32, 2-16, 26-1 Konan, Minato City, Tokyo 108-8282, Japan	+81 3-5783-1111	Click here

Korea:

Venue	Address	Phone number	Website
The Westin Josun Seoul	106 Sogong-ro, Jung District, Seoul, South Korea	+82 2-771-0500	Click here

EVENT ACCOMMODATION

Japan - The Strings by Intercontinental Tokyo in Shinagawa

Core nights at hotel	2x nights: <ul style="list-style-type: none">Monday 7th SeptemberTuesday 8th September (Check out on Wednesday 9 th September)
Is it mandatory to stay at the hotel?	Yes
Core nights booked by	Tourism New Zealand
Additional nights booked by	NZ sellers
Booking instructions	-TBC
Core nights paid by	Tourism New Zealand

Additional nights paid by	NZ sellers
Room type	King room or twin room
Additional nightly rate	Friday 4 th / Sunday 6 th September: JPY50,000 (Approx. 582.00 NZD) Saturday 5 th September: JPY58,000 (Approx. 675.00 NZD)
Wi-Fi included in rates	Yes
Breakfast included in rates	Yes

Korea - The Westin Josun Seoul

Core nights at hotel	2x nights: <ul style="list-style-type: none"> • Wednesday 9th September • Thursday 10th September (Check out on Friday 11 th September)
Is it mandatory to stay at the hotel?	Yes
Core nights booked by	Tourism New Zealand
Additional nights booked by	NZ sellers
Booking instructions	-TBC
Core nights paid by	Tourism New Zealand
Additional nights paid by	NZ sellers
Room type	Deluxe (Single occupancy)
Additional nightly rate (single occupancy)	TBC
Additional nightly rate (double occupancy)	TBC
Wi-Fi included in rates	Yes
Breakfast included in rates	Yes

EVENT FLIGHTS

Air New Zealand flight support	Air New Zealand will provide access to discounted fares for eligible long-haul sectors. Confirmed Sellers will be contacted directly by Air New Zealand with fare details and terms and conditions.
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TNZ Recommended Flights

Route	Departure date	Departure time	Arrival date	Arrival time	Flight number
NZ > Japan					
AKL - NRT	07-Sep-2026	10:15am	07-Sep-2026	6.15pm	NZ99
Japan > Korea (for sellers who are attending Kiwi Link Korea after this event)					
HND - GMP	09-Sep-2026	9.00am	09-Sep-2026	11.20am	OZ1055
NRT - ICN	09-Sep-2026	9.20am	09-Sep-2026	11.45am	KE706
Korea > NZ					
ICN - HKG	11-Sep-2026	3:15pm	11-Sep-2026	6:00pm	CX411
HKG - AKL	11-Sep-2026	9:15pm	12-Sep-2026	9:50pm	NZ080
ICN - NRT	11-Sep-2026	3:45pm	11-Sep-2026	6:25pm	OZ106
NRT - AKL	11-Sep-2026	8:00pm	12-Sep-2026	9:25pm	NZ090

GROUND TRANSFERS

Tourism New Zealand will provide confirmed attendees with details of any applicable ground transfer arrangements.

WHAT NZ SELLERS NEED TO PROVIDE

Seller information required

Once applications have been confirmed, sellers will be asked to provide the following:

- Flight and accommodation details
- Company logo
- Hero video
- Digital trade collateral

EVENT TRANSLATORS

Are translators recommended for this event? Yes

Will TNZ arrange translators for NZ sellers on request? Yes

Translator cost

- Japan: 640 NZD – One day's services
- Korea: 360 NZD – One day's services

Translator payment instructions

- Japan: Invoice will be issued by TNZ
- Korea: Invoice will be issued by TNZ

Application information

EVENT APPLICATION AND CANCELLATION

How to apply

You will be able to apply for this event on the [event listing](#) once applications open.

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 to receive event application updates: www.tourismnewzealand.com/newsletter-signup

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 events@tnz.govt.nz. Please take note of the cancellation periods noted on page 3.

Cancellation by TNZ

A minimum number of 17 NZ sellers for Kiwi Link Japan, and 20 NZ sellers for Kiwi Link Korea are required for the event to proceed. TNZ have the right to cancel the event if less than the minimum 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
- TNZ does not meet the minimum number of applications required for the Events to proceed

- 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.

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.

Pandemic Travel Terms and Conditions

Be prepared for disruption to 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.

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