



# PROSPECTUS

Kiwi Link India 2026





12th February 2026

Kia ora,

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

Kiwi Link India 2026 is a TNZ offshore event that provides a unique opportunity for representatives of the New Zealand tourism industry to establish high-value business relationships with key product managers, owners and directors in the India travel trade.

We have made some changes to this year's event incorporating feedback from Kiwi Link India 2025. Kiwi Link India 2026 includes three full days of pre-scheduled one-on-one meetings with product managers, owners and directors, as well as networking functions. The additional frontliner training event has been removed. This will allow attendees to focus on maximising engagement and productivity.

Kiwi Link India 2026 will take place in in Goa from 20th July 2026 to 23rd July 2026 (*note: Kiwi Link SEA will be held after this event from 27-29 July in Bangkok, please refer to the [event page](#) if you wish to apply*). Please note that the length of the event will be determined by the final number of seller registrations. Should TNZ receive less than 55 seller registrations, the event may have an earlier end date.

The following prospectus outlines key information on the Kiwi Link India. 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 Charlette Potts, [events@tnz.govt.nz](mailto:events@tnz.govt.nz).

Yours sincerely

Ma Tse Wei  
Regional Trade and Partnerships Manager  
Tourism New Zealand

# Event checklist

## KEY DATES

Applications open	26-Feb-2026
Applications close	13-Mar-2026
New Zealand delegation confirmed and invoiced	27-Mar-2026
Participation fee payment due	17-April-2026
50% cancellation period begins	15-May-2026
100% cancellation period begins	29-May-2026

## WHAT NZ SELLERS NEED TO BOOK

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

# Kiwi Link India 2026

## EVENT DETAILS

Event type	TNZ offshore trade event
Event format	Kiwi Link event
Target market	India
First day of official event programme	20-Jul-2026
Last day of official event programme	23-Jul-2026
Event location	Goa, India
TNZ event listing	<a href="#">Kiwi Link India</a>
Official event website	<a href="#">TNZ Events</a>
Event objectives	<ul style="list-style-type: none"><li>• Sustain a strong presence in the Indian market and encourage a 10% growth (v. FY26 arrival) in holiday arrivals by the end of FY27.</li><li>• Build strong selling capability of travel sellers.</li><li>• Engage with existing and new network of travel sellers and build on general business relationships.</li><li>• Facilitate new business relationships and expand network of engaged sellers</li><li>• Continue to build strong selling capability of product managers</li><li>• Provide a platform for negotiating new and existing contracts with product travel sellers.</li><li>• Increase New Zealand's share of voice amongst travel trade in India</li><li>• Reinforce New Zealand's value proposition as a year-round destination</li></ul>
Event benefits	<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><li>• Broaden their customer base far beyond the reach of their marketing budget.</li><li>• Build new relationships and foster existing relationships with distributors.</li><li>• Set themselves apart from their competition and encourage distributors to promote and sell their regions and/or product(s)</li></ul>

- 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

India's outbound tourism industry has experienced significant growth in recent years, driven by factors such as rising disposable incomes, improved connectivity, and a burgeoning middle class. As one of the fastest-growing outbound tourist markets globally, India is expected to continue its rapid expansion, fuelled by increasing collaborations and technology-driven solutions.

Since the pandemic, India's travel market has experienced three major shifts: a generational shift, with young Indians traveling at much younger ages than their parents did; an attitudinal shift, with a greater emphasis on 'living for today' influencing travel decisions; and a purpose shift, with Indians now more likely to travel for social and cultural gatherings, such as music and sports events, than they did previously.

The travel distribution landscape in India is highly fragmented due to the country's vast and complex market, with each state having its own culture, language, and media outlets. There is a growing recognition of the need for the coexistence of digital and traditional distribution ecosystems, with progressive retail agents and OTAs adopting an omnichannel approach. This includes a significantly increased focus on digital marketing and social content. The market is predominantly led by Indian OTAs, with less presence from Western OTAs. Additionally, destinations that offer swift and easy visa processing continue to see an increase in visitation.

Key motivators for Indians visiting New Zealand include experiencing stunning landscapes, feeling relaxed and refreshed, and enjoying local food and beverages.

### Key Insights:

#### 1. MARKET PERFORMANCE & RECOVERY

- India shows 129% recovery over 2019, though arrivals have softened since mid-2024.
- Outbound spends reached USD 31.7B in FY2024 (+25%). Forecast: USD 55.4B by 2034.

#### 2. TRAVELLER BEHAVIOUR SHIFTS

- Younger Indians travelling earlier.
  - Live for today' mindset driving decisions.
  - Growth in travel for sports, events, cultural experiences.
3. ACTIVE CONSIDERERS (ACs)
- 96% prefer booking through an agent.
  - 34% AC incidence = 14M potential travellers.
  - 61% prefer NZ; 74% open to off-peak travel.
4. DISTRIBUTION LANDSCAPE
- Highly fragmented; omnichannel models rising.
  - 85% of NZ bookings via trade partners.
  - Visa ease strongly influences destination choice.
5. CONNECTIVITY CHALLENGES
- No direct flights; SIN route constraints.
  - Average NZ holiday 1.4x cost of AU, 2x South Africa.
6. TRAVEL MOTIVATORS
- Stunning landscapes, rejuvenation, food & culture.
7. TRADE ENGAGEMENT
- Kiwi Link India 2025: 94% business objectives met; 83% improved confidence.
8. INDIA TRAVEL PEAKS
- Oct-Nov and Apr-Jun dominate

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 TNZ contact

Charlette Potts  
Events and Experiences Specialist  
[events@tnz.govt.nz](mailto:events@tnz.govt.nz)

In-market TNZ contact

Debapriya Gupta  
Trade Marketing Manager  
[debapriya.gupta@tnz.govt.nz](mailto:debapriya.gupta@tnz.govt.nz)

## EVENT PARTICIPATION

Types of NZ sellers suited to this event  
(in order of preference)

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

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 registering must provide group and FIT product/s. Only Qualmark endorsed product can be represented and presenting at Tourism New Zealand events.

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 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

Minimum number of applications required 30

Maximum number of applications available 55

Maximum number of delegates per application 2

Event participation fee

- Delegate one participation fee \$5000.00 NZD
- Delegate two participation fee \$3,750.00 NZD
- New Seller participation fee \$3,750 NZD (*25% discount*)

Comments

- 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](mailto:events@tnz.govt.nz)

New Seller Selection Criteria

- 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

- Seller 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.

Notes:

- A maximum of 10 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 above criteria.

Items included in participation fee

- Core night’s accommodation
- Event participation
- Food and beverage during event
- Networking functions
- Ground transfers for recommended flights only

Can delegates bring pull up banners?

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 several practices throughout the event that align with the [Tiaki Promise](#).

## EVENT ATTENDEES

Primary type of in-market attendees attending the event

- Product managers
- Owners and Directors

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

Yes - TNZ will provide a provisional buyers list (Excel format) 6 weeks out and a full buyer’s profile booklet 3 weeks out (Word format).

## 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 buyer/seller registrations.

## EVENT PROGRAMME *(subject to changes)*

Item	Date	Time
Pre-departure webinar	W/C 1 July	TBC
Latest that NZ sellers can arrive in-market	20-Jul-2026	12:00 PM (IST)
In-market briefing	20-Jul-2026	6:00 PM - 07:00 PM (IST)
Welcome Dinner with Indian Buyers	20-Jul-2026	7:00 PM - 09:00 PM (IST)
One-on-One Appointments	21-Jul-2026	10:00 AM - 05:00 PM (IST)
One-on-One Appointments	22-Jul-2026	10:00 AM - 05:00 PM (IST)
Networking Dinner	22-Jul-2026	7:30 PM - 10:30 PM (IST)
One-on-One Appointments	23-Jul-2026	10:00 AM - 05:00 PM (IST)
Farewell Dinner	23-Jul-2026	7:30 PM - 10:30 PM (IST)
Earliest that NZ sellers can leave Goa	24-Jul-2026	Anytime on the 24 <sup>th</sup> of July

## 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

TNZ will cover ground transfers for NZ sellers flying on the recommended flights listed below. NZ sellers travelling outside of the TNZ recommended flights need to arrange their own ground transportation.

## EVENT VENUE

Venue	Address	Phone number	Website
JW Marriott Goa	Vagator Beach Road Bardez, Goa, 403509 India	+91 832-6749800	<a href="https://www.marriott.com/en-us/hotels/goivm-jw-marriott-go/overview/?scid=f2ae0541-1279-4f24-b197-a979c79310bo">https://www.marriott.com/en-us/hotels/goivm-jw-marriott-go/overview/?scid=f2ae0541-1279-4f24-b197-a979c79310bo</a>

## EVENT ACCOMMODATION

### JW Marriott Goa

Core nights at hotel	4 x nights: <ul style="list-style-type: none"> <li>• Monday 20<sup>th</sup> July</li> <li>• Tuesday 21<sup>st</sup> July</li> <li>• Wednesday 22<sup>nd</sup> July</li> <li>• Thursday 23<sup>rd</sup> July</li> </ul> (Check out on Friday 24 <sup>th</sup> July)
Is it mandatory to stay at the hotel?	Yes
Core nights booked by	Tourism New Zealand
Additional nights booked by	NZ Sellers
Booking instructions	<p>We have contracted an agency, Travel Specialist LLP, for this event to facilitate all on-ground hotel logistics. Booking instructions for additional nights will be sent directly to sellers once registrations have been confirmed.</p> <p>If any pre-nights need to be booked, the rate will be extended effective 1st July 2026 onwards (Bookings need to be made through Travel Specialist LLP). For any bookings done directly with the hotel, the special rate will not be extended, and BAR rates will be applicable.</p>
Core nights paid by	Tourism New Zealand
Additional nights paid by	NZ sellers
Room type	Luxury Room, Single occupancy
Additional nightly rate (single occupancy)	\$INR 24,538 (NZ\$ 490) per room per night with breakfast, wifi and all applicable hotel taxes
Additional nightly rate (double occupancy)	\$INR 25,465 (NZ\$ 510) per room per night with breakfast, wifi and all applicable hotel taxes
Wi-Fi included in rates	Yes
Breakfast included in rates	Yes (Note: if 2 delegates are sharing a room, breakfast only applies to 1 pax).



## EVENT FLIGHTS

Air New Zealand flight support

Air New Zealand is pleased to support this event by offering delegates discounted travel on Air New Zealand as far as Singapore. Detail of the fare offer will be provided to all participants once applications are confirmed.

### TNZ recommended flights

Route	Departure date	Departure time	Arrival date	Arrival time	Flight number
<b>New Zealand &gt; India – option 1</b>					
AKL – SIN	18-Jul-2026	10:10AM	18-Jul-2026	5:00PM	NZ284
SIN – BOM	18-Jul-2026	7:40PM	18-Jul-2026	11:25PM	AI2108
BOM – GOI	19-Jul-2026	5:10AM	19-Jul-2026	6:20AM	AI603
<b>New Zealand &gt; India – option 2</b>					
AKL – SIN	18-Jul-2026	11:55PM	19-Jul-2026	6:45AM	NZ282
SIN – BOM	19-Jul-2026	10:20AM	19-Jul-2026	2:00PM	AI2118
BOM – GOI	19-Jul-2026	4:30PM	19-Jul-2026	5:50PM	AI9533
<b>India &gt; Thailand</b>					
GOX – BOM	26-Jul-2026	7:10AM	26-Jul-2026	8:35AM	6E6278
BOM – BKK	26-Jul-2026	1:05PM	26-Jul-2026	7:15PM	6E1059
<b>India &gt; New Zealand</b>					
GOI – BOM	24-Jul-2026	2:55PM	24-Jul-2026	4:30PM	AI2478
BOM – SIN	24-Jul-2026	11:40PM	25-Jul-2026	7:40AM	SQ423
SIN – AKL	25-Jul-2026	8:35AM	25-Jul-2026	10:15PM	NZ281

## GROUND TRANSFERS

There will be ground transfers provided to/from all recommended flights above (paid by TNZ). Tourism New Zealand will confirm ground transfer information directly with attendees.

Date	Details	Transfer Route
19 Jul-2026	Transfer for sellers arriving to GOI on flight AI603	GOI Airport > GOI Accommodation
19 Jul-2026	Transfer for sellers arriving to GOI on flight AI487	GOI Airport > GOI Accommodation
24-Jul-2026	Transfer for sellers departing GOI on flight AI2478	GOI Accommodation > GOI Airport
26-Jul-2026	Transfer for sellers departing GOX to BKK on flight AI9527	GOI Accommodation > GOI Airport

## WHAT NZ SELLERS NEED TO PROVIDE

Seller information required

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

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

## EVENT TRANSLATORS

Are translators recommended for this event?

No – all Buyers will speak English

# Application information

## EVENT APPLICATION AND CANCELLATION

### How to apply

You will be able to apply to attend 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](mailto:events@tnz.govt.nz)

[Sign up to TNZ's newsletter Tourism News](#) to receive event application updates.

### 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](#).

### 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](mailto:events@tnz.govt.nz). Please take note of the cancellation periods noted on page 3.

### Cancellation by TNZ

A minimum number of 30 NZ sellers is required for the event to proceed. TNZ have the right to cancel the event if less than 30 seller applications are received. Should TNZ receive less than 55 sellers, the event may have an earlier end date.

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:

- 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.



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 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](#). 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.



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