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PROSPECTUS

Kiwi Link South East Asia

2025

Version 1



12 February 2026

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 (SEA) 2026.

Kiwi Link South East Asia is a TNZ offshore event that is hosted bi-annually that provides a unique opportunity for NZ sellers to educate and establish business relationships with product managers from Singapore, Malaysia, Indonesia and Thailand.

South East Asia is rebounding rapidly, with outbound travel surging and demand for premium, experiential tourism on the rise. Kiwi Link South East Asia offers a powerful platform to engage key trade partners in the market and maintain New Zealand's position at the forefront of travel trade minds. Trade partnerships remain the critical lever to position New Zealand as the preferred year-round destination in Singapore, Malaysia, Indonesia and Thailand.

Kiwi Link South East Asia includes two days of scheduled one-on-one appointments with product managers/owners/directors, a Facebook Live appointment stream and networking events. The event will take place in Bangkok, Thailand, from 27-29 July 2026 (*note: Kiwi Link India will be held prior to this event from 20-24 July in Goa, please refer to the [event page](#) if you wish to apply*).

The following prospectus outlines key information on Kiwi Link South East Asia. 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 Salina Sos, events@tnz.govt.nz.

Yours sincerely,

Theresa Goh
Trade Marketing Manager, International – Singapore

Event checklist

KEY DATES

Applications open	26-Feb-2026
Applications close	13- Mar-2026
New Zealand delegation confirmed	27-Mar-2026
Participation fee payment due	17-Apr-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 11.

Kiwi Link South East Asia

EVENT DETAILS

Event type	TNZ offshore trade event
Event format	Kiwi Link event
Target markets	<ul style="list-style-type: none">• Singapore• Thailand• Malaysia• Indonesia
First day of official event programme	27-Jul-2026
Last day of official event programme	29-Jul-2026
Event location	Bangkok, Thailand
TNZ event listing	Kiwi Link South East Asia
Official event website	TNZ Events
Event objectives	<ul style="list-style-type: none">• Sustain a strong presence in the Singaporean market and strengthen presence in the emerging markets (Thailand, Malaysia and Indonesia) to encourage a 10% growth (v. FY26 arrival) in holiday arrivals by the end of FY27• Build strong selling capability of travel sellers• Engage with existing network of travel sellers and build on general business relationships• Facilitate new business relationships and expand network of engaged travel sellers• Increase general destination & product knowledge of travel sellers• Provide platform for negotiating new and existing contracts with travel sellers,• Showcase new products to the market, Showcase new regions to the market• Educate emerging travel trade partners• Reinforce New Zealand's value proposition as a year-round destination
Event benefits	This event provides New Zealand organisations with an opportunity to:

- 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

Singapore: Singapore continues to present a growing opportunity for TNZ, with a conversion rate from AC population to NZ arrivals (AC incidence of 26.2% - FY26), a strong preference of 48%, and a high appeal of 62%. It also has robust direct flight connectivity with 28 flights per week.

About 79% of Millennials and Generation Z in Singapore prefer traveling during off-peak seasons. (*Singapore Business Review*)

Thailand: the preference is 46% incidence of ACs (11.2 million people), and 43% of ACs are high-spending visitors. Spring and winter are the visitation periods among Thai ACs. The potential of Thai Airways connections to New Zealand in 2026.

Malaysia: The preference for ACs is 52% (7.3M), with 71% of ACs stating that New Zealand is their first choice for their next destination. Spring offers a strong opportunity for higher-income households, while winter appeals more to pre-families. There are daily connections to New Zealand with Malaysia Airlines.

Indonesia: The preference for AC is 52% (approximately 46.5 million people), with high visitor spending. Approximately 90% of ACs will be considered off-peak, with Spring being the primary season, followed by Winter. 52% of ACs say New Zealand is their first choice of the next destination to visit.

Tourism New Zealand 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

Salina Sos
Events and Experience Specialist
events@tnz.govt.nz

In-market TNZ contact

Theresa Goh
Trade Marketing Manager, International - Singapore
theresa.goh@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 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

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

30

Maximum number of applications available	50
Maximum number of delegates per application	2
Event participation fees	<ul style="list-style-type: none"> • Delegate one participation fee \$4200.00 NZD • Delegate two participation fee \$3150.00 NZD • New seller participant fee \$3,150 NZD (25% discount)
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 • 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. <p>Notes:</p> <ul style="list-style-type: none"> • A maximum of 8 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 the participation fee	<ul style="list-style-type: none"> • Core nights' accommodation • Event participation • Food and beverage during the event • Networking Functions • Ground Transfers
Can delegates bring pull-up banners with them?	No
Required 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](#).

EVENT ATTENDEES

Primary types 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) 6 weeks out and a full buyers profile booklet 3 weeks out (Word format).

EVENT FORMAT

Appointment schedule

Pre-scheduled appointments

Appointment format

- One-on-one meetings
- Facebook Live appointment stream

Appointment duration (mins)

Between 12-14 minute

Appointment rotation

Buyers rotate

Comments

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

EVENT PROGRAMME *(subject to changes)*

Item	Date	Time
Pre-departure webinar	w/c 1 July	TBC (NZT)
Latest that NZ sellers can arrive in-market	26-Jul-2026	11:59 pm (ICT)
In-market briefing and networking welcome session – Sellers/Buyers	27-Jul-2026	from 3:00 pm (ICT)
Meetings Day 1	28-Jul-2026	9.00am – 6.00pm (ICT)
Meetings Day 2	29-Jul-2026	9.00am – 6.15pm (ICT)
Farewell Dinner/Event	29-Jul-2026	7.00pm - 10.00pm (ICT)
Earliest sellers can depart the market	30-Jul-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	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
Millennium Hilton Bangkok	123 Charoen Nakhon Rd, Khlong Ton Sai, Khlong San, Bangkok 10600	+66 2 442 2000	Click here

EVENT ACCOMMODATION

Millennium Hilton Bangkok

Core nights at the hotel	4x nights: <ul style="list-style-type: none"> • Sunday 26th July • Monday 27th July • Tuesday 28th July • Wednesday 29th July (Check out on Thursday 30 th 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	TBC
Core nights paid by	Tourism New Zealand
Additional nights paid by	NZ sellers
Room type	TBC
Additional nightly rate (single occupancy)	\$ - TBC
Additional nightly rate (double occupancy)	\$ - TBC



Wi-Fi included in rates Yes

Breakfast is included in the rates Yes

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. Details of the fare offer will be provided to all participants once applications are confirmed.

TNZ Recommend flights

Route	Departure date	Departure time	Arrival date	Arrival time	Flight number
NZ > Thailand					
AKL - SG	26-Jul-2026	10.10am	26-Jul-2026	5.00pm	NZ284
SG - BKK	26-Jul-2026	6.15pm	26-Jul-2026	7.35pm	TG408
India > Thailand (for sellers who are attending Kiwi Link India prior to this event)					
GOX - BOM	26-Jul-2026	9:10AM	26-Jul-2026	10:30AM	AI9527
BOM - BKK	26-Jul-2026	1:30PM	26-Jul-2026	7:20PM	AI2337
Thailand > NZ					
BKK - SG	30-Jul-2026	1.50pm	30-Jul-2026	5.05pm	TG407
SG - AKL	30-Jul-2026	6.45pm	30-Jul-2026	8.25am	NZ283

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
26-Jul-2026	Transfer for sellers arriving to BKK on flight TG408	BKK Airport > Bangkok Accommodation
26-Jul-2026	Transfer for sellers who attended Kiwi Link India and arriving in BKK from Goa on flight AI2337	BKK Airport > Bangkok Accommodation
30-Jul-2026	Transfer for sellers departing BKK on flight TG407	Bangkok Accommodation > BKK 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 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 30 NZ sellers is required for the event to proceed. TNZ 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
- 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).