

Asian Incentives

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TNZ's Asia Strategy

- “Get China Right” by growing
 - FIT leisure
 - Mono NZ group leisure
 - *Incentives*
- Build sustainable demand from South & South East Asia
- Recover Japan & Korea

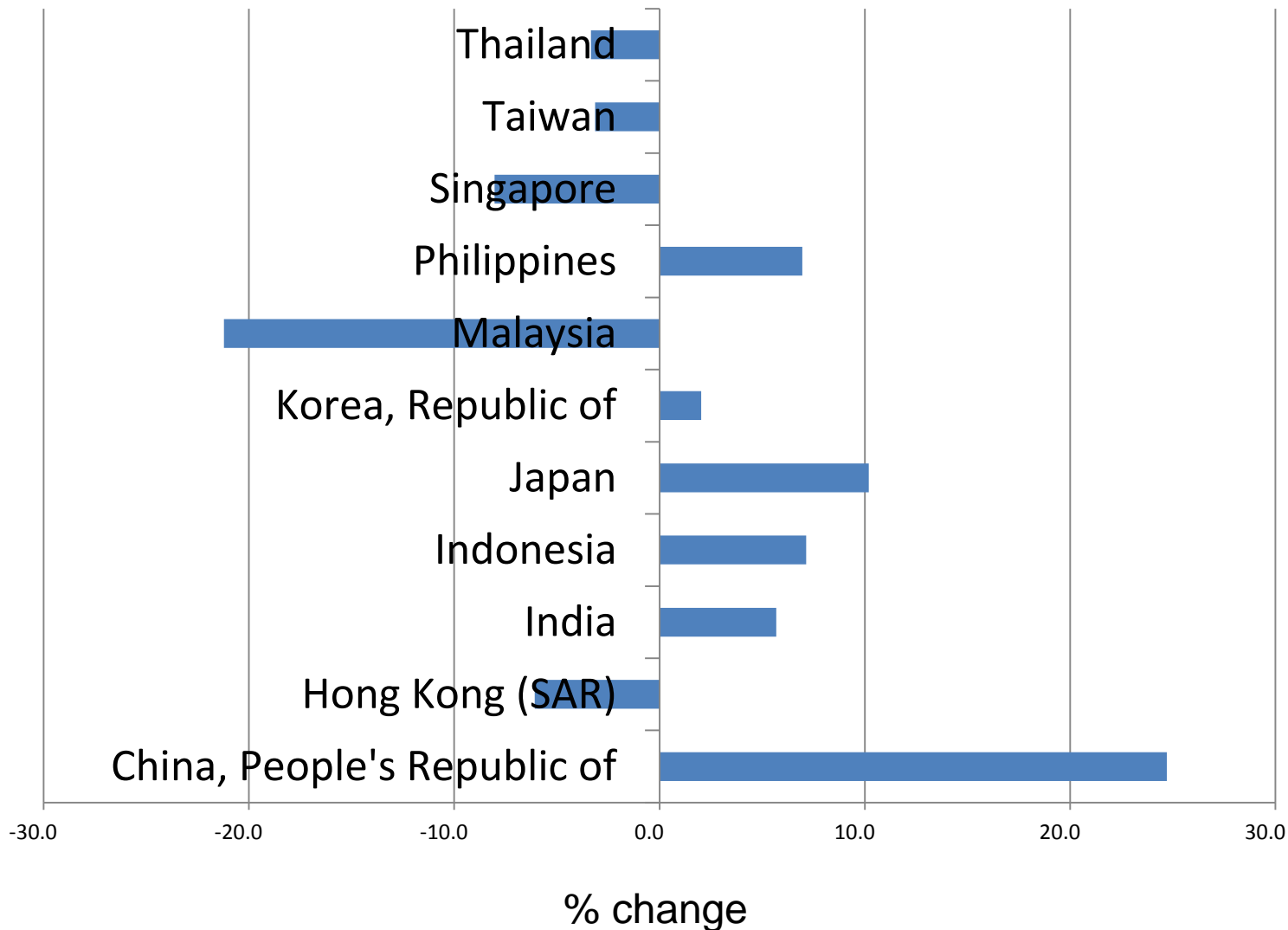
There's a long way to go, but we're getting...

'China Right'

Chinese visitors for the six months July-Dec 2012 (cross-referencing several information sources) compared to the same six month period in 2011:

		July-Dec 11	July-Dec 12
Proportion of group visitors	↓	63.9%	61.5%
Proportion of ADS <u>dual</u> visitors	↓	48.3%	45.5%
Proportion of ADS <u>mono</u> and ADS <u>premium dual</u> (long stay or South Island)	↑	5.9%	7.2%
Proportion of <u>independent holiday</u>	↑	14.9%	18.1%
% of " <u>quality</u> " Chinese holiday visitors (i.e. ADS mono + ADS premium dual + general group + independent holiday)	↑	21.8%	27.2%

Arrivals, Year Ended Jan 2013



Asian MICE Outlook

“Despite a challenging worldwide economic environment, the meetings, incentive, conference and events industry in China and Asia is rapidly expanding”

China & Asia Meetings Industry Research Report

TNZ Incentive Plan China

Market and position New Zealand as an attractive and compelling business events destination internationally

Destination marketing campaign

Keyword testing in SEM currently driving to translated MICE page on Business Events website

Advertising in key MICE publications utilising dedicated Business Events imagery

PR opportunities

2 key MICE media (attending MEETINGS)



TTG^{BT}mice
Business Travel • meetings, incentives, conventions & exhibitions
企业旅游报 C H I N A

新西兰会奖旅游 体验会议之外的精彩

这里有世界级的休闲度假胜地，从冒险登山到悠闲高尔夫球赛，从享受奢华游轮到品尝当地美食，一切尽在您的旅程之中。

作为世界顶级会议目的地之一，这里的住宿设施更是一流，为您的会议活动提供一切便利。

新西兰旅游局 100% PURE NEW ZEALAND



TNZ Incentive Plan China

Prospecting for high quality leads

Event programme

CIBTM Beijing (September)
MICE Roadshow with AirNZ
MEETINGS

Key incentive buyers account management

CRM system implemented July 2012

Famil programme

End User Famil (Oct 2012)

Agents (June 2013)

together with MEETINGS)



TNZ Incentive Plan China

Expand Premier Kiwi Partner (PKP) Programme to Incentives

- Demonstrate a better business model for agents
- Shopping tours are a sunset industry
- Work with selected outbound agents and their IBO partners to boost their volumes of premium Chinese visitors
- TNZ “endorsed” itineraries, marketing support

TNZ Incentive Plan South East Asia

Prospecting for high quality leads

- Develop target list of key incentive buyers and set account management and sales call plan
- Implement targeted famil programme
- Training
- Attendance at or facilitate events
- Track lead conversion
- Next year, looking to increase profile through PR in business/corporate publications using case studies

TNZ Incentive Plan for South East Asia

- Thailand – 2 key partners
 - Big World Holidays and Global Link
- Malaysia – 1 key partner
 - Holiday Tours
- Indonesia
 - there is opportunity and we will need to maximise this

TNZ Incentive Plan for India

- Group sizes range from 30 - 400
- 3 key partners
 - Thomas Cook, Club 7 Holidays, Journeys & Destinations
- Training agents
- Hosted functions

QUEENSTOWN

Queenstown is one of New Zealand's top winter destinations and it's easy to see why. The town sits on the shores of crystal clear Lake Wakatipu among stunning snow-capped ranges. World class winter skiing is just 30 minutes away and activities such as bungee jumping, canyoning, skydiving, horse trekking and river rafting are on your mind. There's easy access to nature on the many hiking and biking trails, or sightseeing tours. Other recreation includes hot springs, spa treatments, boutique shopping and wonderful food and wine.

Thomas Cook Recommends:

- ✓ **Cruise:** The 150 Excursion. This scenic cruise makes several daily trips across the stunning lake Wakatipu to Water Peak High Country Farm.
- ✓ **Explore:** Take a 4WD safari through rugged back country to Skippers Canyon, try gold panning or just drink in the scenery.
- ✓ **Tour:** Through nearby Dillons Valley. A stunning wine region surrounded by mountains fringed with lakes and deep river gorges. Sample award-winning wines or enjoy an address book next to the vineyards.
- ✓ **Challenge yourself:** Queenstown has it all - skydiving, bungee jumping, river rafting plus great hiking and mountain biking trails to explore.
- ✓ **Visit: Arrowtown.** A picturesque historic gold mining village twenty minutes or so from Queenstown. Home to boutique designer stores, galleries, fine dining restaurants and cafes.

An amazing array of dining venues for private and corporate events are available - choose from one of over 150 restaurants and pubs or opt for something different such as a winery, boat cruise, historic homestead, themed marquee events or restaurants with spectacular views.

NEW ZEALAND TOURISM

TNZ Incentive Plan for India

- Joint pitching to corporates
- Joint collateral
- Famil hosting of corporate end users
- Assist facilitation with Immigration New Zealand
- Next year, looking to increase profile through PR in business/corporate publications using case studies



TNZ Incentive Plan China & SSE Asia

Develop tools and resources that support post-win marketing opportunities.

Promote www.newzealand.com business events hub

Investigate leverage opportunities for pre and post itineraries (coordination with airlines, monitor Australia business event opportunities)

Things that Make a Difference

Union Pay acceptance network

- 61 countries and regions outside China
- 580,000 ATMs and 430,000 merchants overseas
- 1.18 million merchants within China



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Questions?