



# PROSPECTUS

Kiwi Link Greater China

2023



June 20, 2023

Kia ora,

With the reopening of international travels in China, Tourism New Zealand is pleased to invite representatives of the New Zealand tourism industry to participate in Kiwi Link Greater China in Shanghai from November 13 to November 16, 2023.

In 2019, China was New Zealand's second-largest international visitor market and one of the most valuable in terms of holiday spend. Chinese visitors spent over \$1.7 billion NZD, an average of \$4,605 NZD per person. Half of the visitors stay in Aotearoa for longer than a week. In FY24, Tourism New Zealand aims to shape Chinese off-peak arrivals and build off-peak brand preference for destination New Zealand.

Kiwi Link Greater China led by Tourism New Zealand provides tourism whānau the opportunity to connect with buyers from Mainland China, Hong Kong, and Taiwan, to establish business relationships, address concerns & barrier through education, shape demand, and drive New Zealand holiday bookings.

Tourism New Zealand is committed to a productive and result-driven event, we are going to invite a maximum number of 40 New Zealand-based sellers to attend Kiwi Link Greater China 2023. The selection criteria will be applied in an oversubscription situation.

The following prospectus outlines key information and deadlines for Kiwi Link Greater China 2023. Please read this prospectus carefully. 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 about this event, please contact Elva He, senior Events and Experience Specialist, ([elva.he@tnz.govt.nz](mailto:elva.he@tnz.govt.nz)).

Yours sincerely

Gregg Wafelbakker  
General Manager Asia

# Event checklist

## KEY DATES

Registration opens	03-Jul-2023
Registration closes	17-Jul-2023
New Zealand delegation confirmed and invoiced	07-Aug-2023
Participation fee payment due	24-Aug-2023
50% cancellation period begins	04-Sep-2023
100% cancellation period begins	25-Sep-2023

## WHAT NZ SELLERS NEED TO BOOK

You can find more details on what NZ sellers need to book on page 11.

## WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

You can find more details on what information NZ sellers need to provide on page 12.

# Kiwi Link Greater China 2023

## EVENT DETAILS

Event type	Tourism New Zealand offshore trade event
Event format	One-on-One rotating meeting format
Target market(s)	Mainland China Hong Kong Taiwan
First day of official event programme	13-Nov-2023
Last day of official event programme	16-Nov-2023
Event location	Shanghai, China
Tourism New Zealand event listing	<a href="https://www.tourismnewzealand.com/events/kiwi-link-greater-china">https://www.tourismnewzealand.com/events/kiwi-link-greater-china</a>
Event objectives	<ul style="list-style-type: none"><li>• Build strong selling capability of travel sellers</li><li>• Engage with existing network of travel sellers and build on general business relationships</li><li>• Shape off-peak arrivals</li><li>• Promote regional dispersal</li><li>• Facilitate new business relationships and expand network of engaged travel sellers</li><li>• Increase general destination &amp; product knowledge of travel sellers</li><li>• Promote Tourism New Zealand campaign(s) and increase brand awareness amongst trade</li><li>• Stimulate product development</li><li>• Showcase new products and new regions to the market</li></ul>

## 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 Tourism New Zealand investment – Tourism New Zealand -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

China was the second largest international visitors market before the pandemic. Chinese visitors spent over \$1.7 billion NZD, an average of \$4,605 NZD per person. Half of the visitors stay in Aotearoa for longer than a week, and they tend to visit across the year. China is an important visitor market that supports Tourism New Zealand's strategy to attract high-quality visitors to Aotearoa New Zealand. High quality visitors contribute positively to New Zealand's natural environment, culture, society, and economy.

It is forecasted that airline connectivity between New Zealand and Mainland China would have reached more than 80% of pre-Covid level by September 2023, with direct flights to Auckland via Air New Zealand, Air China, China Eastern Airlines, China Southern Airlines and Hainan Airlines.

New Zealand is well-placed to support the growing trend of Chinese FIT and small group/tailor-made travel. There is an increasing interest in outdoor activities (for example, hiking, camping/glamping, cycling), and winter activities, such as skiing and snowboarding.

In FY24, key objectives for Greater China markets are:



- Shape off-peak arrivals for Active Considerers by partnering with channel partners that focus on off-season promotions/products
- Build off-peak brand preference for Active Considerers by highlighting Winter/Spring/Autumn experiences and products in Tourism New Zealand channels
- Taiwan & Hong Kong shape off-peak arrivals for Active Considerers by raising brand visibility through PR to facilitate trade/airline conversion

**Tourism New Zealand contact – New Zealand based**

Elva He  
Senior Events and Experience Specialist  
[elva.he@tnz.govt.nz](mailto:elva.he@tnz.govt.nz)

**Tourism New Zealand contact(s) – China based**

Grace Yao  
Regional Trade Manager Greater China  
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Emma Zhou  
Event and Training Manager  
[emma.zhou@tnz.govt.nz](mailto:emma.zhou@tnz.govt.nz)

## EVENT PARTICIPATION

### Types of NZ sellers suited to this event

- Accommodation providers
- Activity providers
- Airlines
- Inbound tourism operators (ITOs)
- International marketing alliances (IMAs)
- Marketing clusters
- National tourism operators
- Regional tourism organisations (RTOs)
- Tourism products with in-market representation
- Transport providers

### Comments

In line with the Kiwi Link concept, Tourism New Zealand strives to offer a balanced portfolio of exhibitors, however, in the event of oversubscription, Tourism New Zealand's China strategy and China-readiness will prioritise sellers who are able to provide China ready products, off-peak season products, attend event with Chinese sales representatives, and companies who supported Tourism New Zealand events/activities in the previous years.

The in-market buyer survey result indicates the preference will be given in the following order:

- Inbound tourism operators (ITOs)
- International marketing alliances (IMAs) & Regional tourism organisations (RTOs)
- Activity providers
- Accommodation providers
- Transport providers

#### Notes:

Representation agencies or Marketing clusters must be official companies contracted to represent the operators. They must have formal agreements in place, a payment structure, and a website. The represented products must be Qualmark endorsed.

Please note, if an individual product chooses to register for this event and is also affiliated with a representation agency or marketing cluster, preference will be given to the representation agency or the marketing cluster.



All IMAs that can provide the commercial state of place in each region as well as present smaller products that won't be able to attend.

<b>Minimum number of applications required</b>	32
<b>Comments</b>	If a minimum of 32 NZ supplier applications is not reached, TNZ reserves the right to reschedule the event for another time.
<b>Maximum number of applications available</b>	40
<b>Maximum number of delegates per application</b>	2
<b>Event participation fee(s)</b>	<ul style="list-style-type: none"><li>• Delegate one participation fee \$3000.00 NZD</li><li>• Delegate two participation fee \$2000.00 NZD</li></ul>
<b>Items included in participation fee</b>	<ul style="list-style-type: none"><li>• Appointment scheduling software</li><li>• Accommodation (core nights only)</li><li>• Event participation</li><li>• Scheduled function(s)</li><li>• Food and beverage</li></ul>
<b>Note</b>	<ul style="list-style-type: none"><li>• The second delegate will work in conjunction with the first delegate and will not have their own appointment schedule</li><li>• No more than two delegates can attend per organisation</li><li>• If you wish to bring a colleague with you to provide translation services, they need to be registered as a second delegate</li></ul>
<b>Can delegates bring pull up banners with them?</b>	No
<b>Preferred collateral type</b>	Digital



## EVENT ATTENDEES

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

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

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.

You can find a list of all market insights at - [www.tourismnewzealand.com/insights/](http://www.tourismnewzealand.com/insights/)

## EVENT FORMAT

Appointment schedule      Pre-scheduled appointments

Appointment format      One-on-one meetings

Appointment duration (mins)      14

Appointment rotation      In-market attendees rotate

Layout      Table layout

## EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar	24-Oct-2023	NZ time: TBC Local time: TBC
Latest that NZ sellers can arrive in-market	13-Nov-2023	Before noon
In-market briefing	13-Nov-2023	04:30 PM - 06:00 PM
Kiwi Link Greater China 2023 Day One	14-Nov-2023	08:30 AM - 05:30 PM
Kiwi Link Greater China 2023 Day Two	15-Nov-2023	08:30 AM - 05:30 PM
Kiwi Link Greater China 2023 Day Three	16-Nov-2023	08:30 AM - 05:30 PM
Business Networking Function	16-Nov-2023	08:30 PM - 10:30 PM
Earliest that NZ sellers can fly home	17-Nov-2023	N/A

## EVENT VENUE

Venue	Event/Function	Address	Phone number	Website
Hyatt Regency Shanghai, Wujiaochang	In market briefing & 3-day meeting	88 East Guoding Road, Shanghai, China, 200433	+86 21 2565 1234	<a href="https://www.hyatt.com/en-US/hotel/china/hyatt-regency-shanghai-wujiaochang/shwhr">https://www.hyatt.com/en-US/hotel/china/hyatt-regency-shanghai-wujiaochang/shwhr</a>

## EVENT ACCOMMODATION

### Hyatt Regency Shanghai, Wujiaochang

Core nights at hotel	13 November 14 November 15 November 16 November
Is it mandatory to stay at the hotel?	Yes
Hotel details	<a href="#">Hyatt Regency Shanghai, Wujiaochang</a> Address: 88 East Guoding Road, Shanghai, China, 200433 Ph: +86 21 2565 1234
Core nights booked by	Tourism New Zealand will automatically book core night accommodation on behalf of NZ sellers
Core nights paid by	Tourism New Zealand- included in event participation fee
Additional nights booked by	New Zealand sellers are to contact the hotel direct to book additional nights (the group rate is available for NZ sellers for any additional nights required).
Additional nights paid by	New Zealand sellers
Room type	Single room & Double room
Additional comments	There is no reduction in your registration fee if you stay elsewhere
Wi-Fi included in rates	Yes
Breakfast included in 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. Detail of the fare offer will be provided to all participants once applications are confirmed.

## EVENT TRANSLATORS

### Are translators recommended for this event?

Yes

If you do not speak Chinese, we expect you to use a translator. If you wish to bring a colleague with you to provide translation services, they will need to be registered as a second delegate.

### Will TNZ arrange translators for NZ sellers on request?

Yes

### Translator cost

4000 RMB (approximately \$950 NZD)

### Translator payment instructions

Cash

## WHAT NZ SELLERS NEED TO BOOK

### Accommodation

NZ sellers need to book any accommodation required outside of the core nights

### Flights

NZ sellers need to make their own flight arrangements for this event

### Ground transfers

NZ sellers need to make their own ground transport arrangement for this event.

## WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Required/Optio nal	Due date
Room preference	Single or double room  <u>Collected in EventsAIR system during registration</u>	Required	17-Jul-2023
Passport details	<u>Collected in EventsAIR system during registration</u>	Required	17-Jul-2023
Company Logo	High resolution company logo (PNG)  <u>Collected in EventsAIR system during registration</u>	Required	17-Jul-2023
Mobile phone numbers for WeChat group	The mobile phone number that you intend to use while in China, so that you can be added to the event WeChat group.  You will need to have the WeChat App installed on your phone to be added to the group.  <u>Collected in EventsAIR system during registration</u>	Required	17-Jul-2023
Translator requests	Recommended for this event  <u>Collected in EventsAIR system during registration</u>	Required	17-Jul-2023
Flight details	Inbound & outbound flight details  <u>Email to <a href="mailto:elva.he@tnz.govt.nz">elva.he@tnz.govt.nz</a></u>	Required	25-SEP-2023
Prizes	Prizes encourages the travel buyers' attendance to the networking functions.  If you are preparing a an e-voucher, please include the following information: <ul style="list-style-type: none"> <li>• Company name</li> <li>• Prize description</li> <li>• Booking email contact</li> <li>• Voucher numbers</li> <li>• Expiry date</li> <li>• Conditions</li> </ul> <u>Email the details to <a href="mailto:elva.he@tnz.govt.nz">elva.he@tnz.govt.nz</a></u>	Optional	25-Sep-2023
Digital collateral	USB <u>Questions to <a href="mailto:Emma.Zhou@tnz.govt.nz">Emma.Zhou@tnz.govt.nz</a></u>	Optional	Bring to the event

# Registration information

## EVENT REGISTRATION AND CANCELLATION

First day of registration	03-Jul-2023
Last day of registration	17-Jul-2023
How to register	<p>You will be able to register for this event on the event listing once registration opens:</p> <p>On submission, delegates should receive an email confirming that the application has been received. If you do not receive an email, please contact <a href="mailto:elva.he@tnz.govt.nz">elva.he@tnz.govt.nz</a></p> <p>Sign up to TNZ's newsletter Tourism News to receive event registration updates - <a href="http://www.tourismnewzealand.com/newsletter-signup">www.tourismnewzealand.com/newsletter-signup</a></p>
Registration confirmation date	07-Aug-2023
Participation fee payment due	24-Aug-2023
	TNZ reserves the right to withdraw registrations if payment has not been received by this date
50% cancellation period begins	04-Sep-2023
100% cancellation period begins	25-Sep-2023



## 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), other marketing group or national association; or an airline with established routes to New Zealand.

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.

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

- The consistency of your application and product/service with Tourism New Zealand's event objectives and statutory obligations
- The need to have an appropriately diverse selection of products and services promoted at the event
- The availability of information about your product/service over the internet and by email and the quality of such information
- Where relevant, the ability of your product/service to be booked and commission paid in respect of your product/service at the appropriate industry levels and relevant to the distribution system used
- Your involvement with Tourism New Zealand's marketing programmes, including but not limited to the international media programme
- Evidence of international marketing of your product/service in relevant markets by you or via off-shore travel sellers
- The availability of the relevant retail and wholesale rates for your product/service at the start of the event
- Your financial and industry performance; and
- Any other criteria that Tourism New Zealand considers relevant to the selection of products and services for promotion at the event

## 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:

<https://www.tourismnewzealand.com/events/kiwi-link-greater-china>.



### Cancellation by delegates

Following acceptance of your application you may cancel your participation in the Event by providing written notice of such cancellation to [elva.he@tnz.govt.nz](mailto:elva.he@tnz.govt.nz). Please take note of the cancellation periods noted above.

### Cancellation by TNZ

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 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.



## Covid-19 Travel Terms and Conditions

### Be prepared for Covid-19 to disrupt 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](http://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. This is essential for travel during covid-19.

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