



PROSPECTUS

Western Markets IMA Roadshow 2023



Version 3

12 June 2023

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite International Marketing Alliances (IMA's) to participate in the Western Market's IMA Roadshow 2023.

The Western Markets IMA Roadshow provides an opportunity for IMAs to engage with a network of high performing travel sellers within the North American, UK and German markets. This event enables participants to build awareness of their regions (so that the trade is equipped to include your region in their client itineraries), as well as to gain market intelligence and insights from these key visitor markets.

The Roadshow will take place in New York (25 September), Atlanta (26 September), Los Angeles (27 September), Vancouver (28 September), London (3 October) and Munich (5 October).

The teams' intention is to execute an interactive training event that inspires and motivates our best travel advisors to sell higher quality holidays to New Zealand and to recognize the unique characteristics of each of your regions. In today's very competitive marketplace, New Zealand's edge is its diversity and breadth of regional experiences, therefore we've designed an event format that leans into our strengths while serving up a unique event that will attract our best sellers. It is our goal to drive regionality across New Zealand and length of stay. Therefore, we want to test moving away from purely product-led trainings and focus on regional storytelling. Because our audience (and their clients) don't see regional borders as granularly as we do, we believe the IMA groups can effectively deliver this vision of inspiring travel to their respective regions.

In an effort to respect our world's limited natural resources and improve our carbon footprint, we'll be implementing a number of practises throughout the event that align with the Tiaki Promise. This includes reducing single-use plastics and printed material. We encourage all participants to use digital collateral and to minimise printing to assist with this effort. Tourism New Zealand will be supporting further branding elements in consultation with each IMA.

Tourism New Zealand welcomes your registration, and we look forward to working collaboratively with confirmed IMA delegates to build an event format that inspires travel sellers from these key markets.

Please read this prospectus carefully. Should you have any questions about this event please contact Charlette Potts, Events & Experience Specialist, at charlette.potts@tnz.govt.nz.

Ngā mihi,

Sarah Handley
General Manager Americas and Europe

Event checklist

KEY DATES

Registration opens	12-Jun-2023
Registration closes	23-Jun-2023
New Zealand delegation confirmed and invoiced	30-Jun-2023
Participation fee payment due	03-Aug-2023
100% cancellation period begins	04-Aug-2023

Western Markets IMA Roadshow 2023

EVENT DETAILS

Event type	TNZ offshore trade event
Event format	IMA event
Target markets	<ul style="list-style-type: none">• North America• United Kingdom• Germany
First day of official event programme	25-Sep-2023
Last day of official event programme	05-Oct-2023
Event locations	<ul style="list-style-type: none">• New York, United States (25 Sept)• Atlanta, United States (26 Sept)• Los Angeles, United States (27 Sept)• Vancouver, Canada (28 Sept)• London, United Kingdom (03 Oct)• Munich, Germany (05 Oct)
TNZ event listing	https://www.tourismnewzealand.com/events/western-markets-roadshow-2023/
Event objectives	<ul style="list-style-type: none">• Build strong selling capability of travel sellers• Engage with existing network of travel sellers that send high quality visitors to NZ and build on general business relationships• Facilitate new business relationships and expand network of engaged travel sellers• Increase general destination knowledge of travel sellers and their understanding New Zealand's diversity and unique selling points of each region• Promote regional dispersal• Showcase new regions to the market
Event benefits	<p>This event provides New Zealand organisations with an opportunity to:</p> <ul style="list-style-type: none">• Participate in six high impact training events across four countries and gain access to a network of high performing travel sellers.

- Raise travel sellers' awareness of the regions and what they have to offer their clients so that they are in a better position to sell the region.
- Gain market intelligence, insights, and advice on international markets.
- 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 the opportunity to gain more value from visitors by showcasing the unique experiences and reasons to travel to each region.

Market overview

USA

The United States is currently New Zealand's second-largest international visitor market. Visitor numbers from the US on are on the rise due to increased air capacity and more direct airline routes. In 2019, average spend from the USA was (NZD)\$4707 per person.

Key insights:

- Our target market segments in the US are the Experienced Connectors, Vibrant Adventurers and Fun Loving Trailblazers.
- Almost half of US holiday visitors choose to visit during New Zealand's summer months, December to March.
- Travellers from the US are the most satisfied with their New Zealand holidays, according to our Visitor Experience Monitor research. During their visit, two-thirds of Americans travelled beyond New Zealand's main tourist centres to the regions.
- Almost three-quarters of US holiday makers visit another country during their trip. US visitors stay around eleven days on average, although some stay for as many as 21 days. Many US holiday makers also visit Australia and the Pacific Islands (Fiji, Tahiti and Cook Islands).
- 68% of American travellers book their travel through an agent.
- According to our research, US holiday makers are looking for a destination where they can have fun, enjoy themselves, feel happy and relax.
- Older travellers from the US have a greater desire for fun, learning and exploring, feeling safe and welcome, and broadening their minds. By comparison, younger travellers have a stronger desire to feel good about themselves, feel excited, engage in personal challenges and get an adrenaline rush.
- Approximately half of all US visitors to New Zealand are fully independent travellers who plan and organise their own accommodation, transport, and itinerary. Purchasing land and air travel independently is

increasingly prevalent with Online Travel Agencies (OTA's) and airlines aggressively chasing direct business

Canada

- Our target market segments in Canada are the Experienced Connectors and Vibrant Adventurers.
- The 5.7 million Active Considerers from Canada consider New Zealand for its safety, landscapes and scenery and fun and enjoyment. 26% of them are in the booking stage of the funnel.
- The inclination to use a travel agent is increasing post pandemic, with 40% of ACs saying they will use a travel agent or other professional planner for their New Zealand vacation.
- According to our research about half of ACs in Canada want to visit New Zealand to learn and explore new things.

United Kingdom

Prior to COVID-19 the United Kingdom was our fourth largest international visitor market. The average spend per visitor was \$5,000, with a lot of it spent in the regions.

Key insights:

- Our target market segments in the UK are the Experienced Connectors and Vibrant Adventurers.
- 75% of all UK visitors into New Zealand booked through a traditional travel agent, about 5% booked via an OTA (online travel agent), and about 20% booked airline direct online.
- Half of British visitors to New Zealand have been to New Zealand at least once before.
- Around three quarters (73.2%) of British travellers ventured outside of the main tourist centres and into the regions.

Germany

Prior to COVID-19 Germany was New Zealand's second-largest visitor market in Europe (after the UK) and 6th globally. For many Germans, New Zealand is an aspirational destination for 'their trip of a lifetime'. Because of this, Germans are willing to invest in their trip, spending an average of \$6,300 per person, the highest spend of all our target markets.

Key insights:

- Our target market segments in Germany are the Experienced Connectors and Vibrant Adventurers

- German visitors are independent travellers and travel to an average of eight regions in New Zealand, making them our most widely travelled market.
- They appreciate New Zealand's mix of natural wonders and cultural attractions and seek an active encounter with the environment and culture.
- The length of stay and average spend per night are both high compared to other markets, increasing the value of the German market to New Zealand's tourism industry.
- 80% of all German visitors into New Zealand book through a traditional travel agent, about 5% book via an online travel agent, and about 15% book direct online.

NZ TNZ contact(s)

Please include both NZ contacts in all correspondence.

New Zealand - Wellington

Charlette Potts
 Events & Experience Specialist
charlette.potts@tnz.govt.nz

New Zealand - Auckland

Pepper Buchanan
 Events & Experience Specialist
pepper.buchanan@tnz.govt.nz

In-market TNZ contact(s)

North America

Michelle Rosenberg
 Regional Trade Manager, The Americas
michelle.rosenberg@tnz.govt.nz

UK & Europe

Lilly Douglas
 Trade Executive - UK & Europe
lilly.douglas@tnz.govt.nz

EVENT PARTICIPATION

Types of NZ sellers suited to this event

International marketing alliances (IMAs)

Minimum number of applications required

6

Maximum number of applications available

9

Maximum number of delegates per application

2 delegates per IMA

Event participation fee

- IMA delegate one participation fee: \$10,000 NZD
- IMA delegate two participation fee: \$5,000 NZD
 (*note: second IMA delegate will work in conjunction with the first delegate and will not have their own appointment schedule*)

Items included in participation fee

- Event participation
- Food and beverage during event

Items not included in participation fee

- Travel
- Accommodation
- Interactive/experiential element used during sessions

Can delegates bring pull up banners with them?

No

Preferred collateral type

Digital

EVENT ATTENDEES

Primary types of in-market attendees attending the event

North America:

- Travel Advisors from consortia partners
- Frontline travel advisors

United Kingdom:

- Tour operator travel consultants
- High quality frontline travel sellers

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

Yes – names & email addresses will be provided with consent.

EVENT FORMAT

Appointment schedule

Pre-scheduled sessions

Appointment format

Small group storytelling sessions (for more information, please [click this link](#))

Appointment duration (mins)

Approx. 10-15 minutes

Appointment rotation

In-market attendees rotate

Appointment comments

Session duration might be adjusted based on final number of participants and without prior notice

Layout

Varies

Layout comments

Each IMA will host a small group of agents at a dedicated table or lounge area. IMA's will create their own sensory experience (e.g. honey or chocolate tasting) to incorporate into their regional story. TNZ will help support IMAs to develop this interactive element and ensure there are no duplicate experiences.

It will be the responsibility of each IMA group to purchase/ship product to each venue for their experience however TNZ will assist and provide on-site coordination at the events.

Please note this may vary among events if shipping to UK/EU is cost prohibitive.

EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar	30-Aug-2023	NZT: 08:00 (20 Aug) <i>PDT: 12:00 (20 Aug)</i> <i>BST: 20:00 (20 Aug)</i>
Latest that NZ sellers can arrive in-market (New York)	24-Sep-2023	15:00
In-market briefing (New York)	24-Sep-2023	20:00
New York	25-Sep-2023	08:00 - 1:00
Atlanta	26-Sep-2023	08:00 - 1:00
Los Angeles	27-Sep-2023	08:00 - 1:00
Vancouver	28-Sep-2023	08:00 - 1:00
In-market briefing (London)	03-Oct-2023	09:00 - 11:00
London	03-Oct-2023	18:00 - 22:30
Munich	05-Oct-2023	18:00 - 22:30
Earliest that NZ sellers can fly home	06-Oct-2023	Anytime

EVENT VENUES

New York City –

[SECOND](#) – 8am to 1pm

849 6th Ave, New York, NY 10001

Atlanta –

[The Estate](#) – 8am to 1pm

3109 Piedmont Rd NE, Atlanta, GA 30305

Los Angeles –

[The Smog Shoppe](#) – 8am to 1pm

2651 S. La Cienega Blvd, Los Angeles, CA, 90034

Vancouver –

[ARRAS](#) – 8am to 1pm

1464 W. 7th Avenue, 4th FL, Vancouver, BC V6H 4H2,
Canada

London –

[The Conservatory](#) at the Barbican Centre – 6pm to
10.30pm

Silk Street, London EC2Y 8DS

+442078702500

Munich –

[Market](#) at Weitblick – 6pm to 10.30pm

Sapporo Arc 6-8, 80637 Munich

+49 (0) 89 1592 984-10

EVENT ACCOMMODATION

Night of	City	Accommodation
24 th September	New York City, USA	Hotel Eventi, 851 6th Avenue, New York, NY Hotel rate: \$339.00 USD + tax (Sunday) NOTE: the hotel has offered a Friday/Saturday rate of \$499 USD + tax To Book: Tourism New Zealand Room Block
25 th September	Atlanta, USA	Hyatt Place, Atlanta Buckhead, 3242 Peachtree Rd, NE, Atlanta, GA Hotel rate: \$132.00 USD + tax (Monday) To Book: https://www.hyatt.com/en-US/hotel/georgia/hyatt-place-atlanta-buckhead/atlbz?corp_id=G-ZEAL - Book using the above link and enter G-ZEAL as the group/corporate number
26 th September	Los Angeles, USA	Hilton Los Angeles Culver City, 6161 West Centinela Avenue, Culver City Hotel rate: \$209 USD + tax (Tuesday) To Book: https://www.hilton.com/en/attend-my-event/newzealandtourismgroup/
27 th September	Vancouver, Canada	Holiday Inn Vancouver Centre, 711 West Broadway, Vancouver BC Hotel rate: \$279 CAD + tax (Wednesday) To Book: https://www.ihg.com/holidayinn/hotels/us/en/vancouver/yvrbw/hoteldetail?cm_mmc=GoogleMaps--HI--CA--YVRBW - Under <i>Rate Preference</i> select “Group Rate”, type HWC into the Group Code box and click Search
2 nd and 3 rd of October	London, UK	There are lots of great hotels within walking distance to Barbican Centre. Here are some recommendations: Nhow London CitizenM Shoreditch EasyHotel Shoreditch (budget) Citadines Trafalgar Square (Near TNZ office)
4 th and 5 th of October	Munich, Germany	Munich has limited availability on Wednesday 4th October. Here are some recommendations: Living Hotel am Olympiapark - Ihr Aparthotel in München (living-hotels.com) Hotel in Munich Leonardo Hotel Munich Olympiapark (leonardo-hotels.com) Businesshotel im Zentrum am Hauptbahnhof Hotel Europa München (hotel-europa.de) Hotel München Olympia Gate Motel One Design Hotels München Olympiapark (motel-one.com) MEININGER Hotel München Olympiapark zentral, modern, günstig (meininger-hotels.com)

EVENT FLIGHTS

Air New Zealand flight support

Air New Zealand have offered flight support in and out of USA ports. This has been advised to all RTO/IMAs directly by Jenny Simpson from Air New Zealand. Any questions, please get in touch with the Tourism NZ New Zealand based contacts.

Flights recommended by Tourism New Zealand

New Zealand to North America

- Air New Zealand are able to offer flight support to IMA's for flights in and out of the following US airports: LAX, IAH, ORD and SFO. Air New Zealand also offers a nonstop flight to JFK/New York, however this is unfortunately not included in the official flight support that is being offered.
- Please arrive no later than 1pm, Sunday, Sept. 24 in New York City.

Domestic flights – North America

- Tourism New Zealand inter-North America flight recommendations:

JFK to ATL – 25 Sept:

BEST OPTION

Delta Air, flt#1553, departing JFK at 5pm, arriving ATL at 7:33pm

ALTERNATE OPTION

American Airlines, flt#9206, departing JFK at 3:50pm, arriving ATL at 6:24pm

ATL to LAX – 26 Sept:

BEST OPTION

American Airlines, flt#2221, departing ATL at 5:05pm, arriving LAX 6:52pm

ALTERNATE OPTION

Delta Air, flt#301, departing ATL at 4:35pm, arriving LAX 6:19pm

LAX to YVR – 27 Sept:

BEST OPTION

United Airlines, flt#8451 (operated by Air Canada), departing LAX at 5:20pm, arriving YVR at 8:21pm

ALTERNATE OPTION

United Airlines, flt#608, departing LAX at 7:29pm, arriving YVR at 10:30pm

North America to London

- Air Canada & British Airways offer direct services between Vancouver (YVR) and London Heathrow (LHR).
- Please arrive in London no later than Monday 02nd October.

London to Munich

- British Airways, Lufthansa and EasyJet offer direct services between London (LGW & LHR) and Munich.
- Please arrive no later than midday, Thursday 05 October. Some European airports are still experiencing the occasional disruption, so we highly recommend travelling to Munich on Wednesday 03rd or first thing Thursday 4th October.
- Please note availability for accommodation in Munich is limited on Wednesday 03rd October.

WHAT NZ SELLERS NEED TO PURCHASE/ORGANISE

Accommodation	IMA delegates are required to book their own accommodation. More information is available above.
Flights	Flight recommendations are available on the previous page.
Ground transfers	We recommend IMA's coordinate transfers among themselves if travelling on the same flights.
Experiential element	<p>IMA's will create their own sensory experience (e.g. honey tasting, chocolate tasting) to incorporate into their regional story.</p> <p>TNZ will help support IMAs to develop this interactive element and ensure there are no duplicate experiences. It will be the responsibility of each IMA group to purchase/ship product for their experience however TNZ will assist and provide on-site coordination at the events.</p> <p>Please note this may vary among events if shipping to UK/EU is cost prohibitive.</p> <p>Please see this link for further information.</p>

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Required/Optional	Due date
IMA description	<p>Marketing blurb describing the IMA regions and their key experiences.</p> <p><i>Max 250 words</i></p>	Required	Collected at registration
Digital collateral & regional trade contacts	<p>We'd like to provide all registered agents with a comprehensive follow up that includes more detailed regional and product information. This could include online product directories and regional trade contacts.</p> <p>Please email these resources to the Experience New Zealand team: charlette.potts@tnz.co.nz and pepper.buchanan@tnz.govt.nz.</p>	Required	25-Aug-2023
Mobile phone numbers for WhatsApp group	<p>The mobile phone number that you intend to use while in-market so that you can be added to the event WhatsApp group.</p> <p>You will need to have the app installed on your phone to be added to the group.</p>	Required	01-Aug-2023

	Please include your contact number on the registration form.		
Accommodation details	<p>North America Please see recommended accommodation near the event venue on the above pages, including special rates.</p> <p>UK & Europe Venues in London and Munich will not be within hotels so delegates will need to organise their own accommodation. Details are supplied above.</p> <p>For H&S purposes, please advise the Experience New Zealand team of your final accommodation bookings.</p> <p>Please email your booking details to charlette.potts@tnz.co.nz and pepper.buchanan@tnz.govt.nz.</p>	Required	01-Aug-2023
Flight details	<p>For H&S purposes, please advise the Experience New Zealand team of your final flight bookings.</p> <p>Please email your booking details to charlette.potts@tnz.co.nz and pepper.buchanan@tnz.govt.nz.</p>	Required	11-Aug-2023
Prizes	<p>North America 2x air inclusive prizes will be given out in each city. If able, we would be grateful for IMAs to provide at least 1 accommodation and 1 activity voucher per event location. These will be divided into 2 trip prizes per event.</p> <p>UK & Europe If able, we would be grateful for IMAs to provide physical prizes for each event that can be given away on the evening and are relevant to the regional story presented.</p>	Optional	06-Sep - 2023

Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration	12-Jun-2023
Last day of registration	23-Jun-2023
How to register	<p>You will be able to register for this event on the event listing once registration opens: www.tourismnewzealand.com/events/western-markets-roadshow-2023/</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 charlette.potts@tnz.govt.nz.</p>
Registration confirmation date	30-Jun-2023
Participation fee payment due	<p>03-Aug-2023</p> <p>TNZ reserves the right to withdraw registrations if payment has not been received by this date.</p>
100% cancellation period begins	04-Aug-2023
Participation and selection criteria	<p>Organisations can only apply for this event if they are an International Marketing Alliance (IMA).</p> <p>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 application</p>
Code of professional conduct	<p>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.</p> <p>A copy of the code of professional conduct can be downloaded here: www.tourismnewzealand.com/assets/events/event-code-of-professional-conduct.pdf</p>
Cancellation by delegates	<p>Following acceptance of your registration you may cancel your event participation by providing written notice to charlette.potts@tnz.co.nz and pepper.buchanan@tnz.govt.nz. Please take note of the cancellation periods noted above.</p>

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 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.

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.

REGISTER YOUR TRAVEL

SafeTravel

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.

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. 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).