



PROSPECTUS

Tourism New Zealand
Regional Showcase 2024

Version 2



11 September 2023

Kia ora e te whānau,

We are excited to extend a warm invitation to all New Zealand Regional Tourism Organisations (RTOs) to join us at the Tourism New Zealand Regional Showcase, scheduled to take place in Sydney on Tuesday 20th and Wednesday 21st February, 2024.

The Tourism New Zealand Regional Showcase, formerly known as the RTO Workshop, is the centrepiece of Tourism New Zealand trade event calendar in Australia. This event offers a unique platform for RTOs to foster and nurture business relationships with both new and established key travel sellers from Australia.

Hosting this event in-market aligns perfectly with our strategic priorities that contribute towards enriching Aotearoa New Zealand and enhancing brand appeal and preference for New Zealand among our Australian neighbours.

- **Build Brand Connection:** Ignite interest in New Zealand travel, aiming to attract more Australian High-Quality Visitors (HQVs) who view New Zealand as their dream destination.
- **Shape Visitor Mix:** Convert the desire to visit New Zealand into actual visitation among HQVs actively considering travelling to all regions of New Zealand.
- **Maximise Contribution:** Influence the choices made by Australian visitors, ensuring positive outcomes for both the visitors and Aotearoa New Zealand's four enrichment areas – Economy, Environment, Culture and Community.

The Tourism New Zealand Regional Showcase will span two exciting days. On the first day, we have organised a workshop with the Australian Market Team, followed by a group dinner. This provides an ideal setting to gain a deeper understanding of the Australian market and receive an overview of ongoing initiatives by Tourism New Zealand. The second day includes pre-scheduled meetings with product and marketing managers, along with a networking opportunity at an official function.

To access comprehensive details about the event, please refer to the enclosed prospectus. We kindly request you to review this document carefully, paying particular attention to the event dates and deadlines. Final participation is subject to compliance with the guidelines outlined in the event terms and conditions.

In the meantime, we'll eagerly await your registration for the Tourism New Zealand Regional Showcase, which promises to be an invaluable experience. Should you have any queries or require additional information about this event, please do not hesitate to contact Pepper Buchanan at Pepper.Buchanan@tnz.govt.nz.

Thank you for considering this invitation, and we look forward to your participation in this exciting event.

Ngā mihi nui,

Andrew Waddel
General Manager Australia



Tourism New Zealand Regional Showcase 2024

KEY DATES

Registration opens	Monday, 11 September 2023
Registration closes	Friday, 29 September 2023
Delegation confirmed and invoiced	Monday, 9 October 2023
Participation fee payment due	Monday, 30 October 2023
100% Cancellation period begins (non-refundable)	Friday, 17 November 2023
New Zealand Delegates pre-departure webinar brief	W/C 5 February 2024
Event dates	Tuesday 20 and Wednesday 21 February 2024

EVENT DETAILS

Event type	Tourism New Zealand Offshore Event
Event format	Australian market insights and commercial meetings with Australian buyers
Target market	Australia
First day of official event programme	20 February 2024
Last day of official event programme	21 February 2024
Event location	Sydney, Australia
Tourism New Zealand event listing	www.tourismnewzealand.com/events/tourism-new-zealand-regional-showcase-2024
Event objectives	<ul style="list-style-type: none">• Reconnect with and re-educate Australian travel trade• Ignite and enable Australian travel trade to sell destination New Zealand• Understand the value of the Australian market• 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• Promote regional dispersal• Promote shoulder season travel• Showcase new products to the market• Showcase new regions to the market• Stimulate product development
Event benefits	<p>This event provides New Zealand organisations with an opportunity to:</p> <ul style="list-style-type: none">• Gain market intelligence, insights and advice on the Australian market• 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
- 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

Market overview

Australia is New Zealand's largest international visitor market, accounting for over 40% of all international visitor arrivals pre-2019 and 48% over the last 12 months in the COVID recovery period.

Australia's close proximity and strong relationship with New Zealand continues to drive consideration and arrivals. Our work in Australia aims to grow brand appeal and preference for New Zealand amongst Australians by aligning to three strategic priorities:

1. *Build Brand Connection: Spark appeal for New Zealand travel to increase the number of Australian HQVs who see New Zealand as the most desirable destination in the world*
2. *Shape Visitor Mix: Convert preference to visitation among high-quality audiences actively considering travel to New Zealand*
3. *Maximise Contribution: Influence the choices Australian visitors make to deliver positive outcomes for visitors and New Zealand's four enrichment areas*

Key insights

- Australian visitors contributed 1.25M (48%) arrivals annually and spent \$3.05b in the 12 months to July 2023
- Australian holiday visitors stay an average of 11 days, spending \$333 per day, with 23% visiting more than 4 regions
- Seasonally, Australian holiday arrivals were balanced throughout the year. In the 12 months to July 2023, Australians made up 46% of holiday arrivals - but over winter this jumped to 66%
- 71% of Australians opted for self-drive holidays in New Zealand
- Visitors from Australia returned to New Zealand 3-4 times in their lifetime providing a big opportunity to increase regional dispersal and 'touring' activity to increase bookings for smaller regions
- Historically, 71% of all international arrivals who skied are Australian
- Travel agents were the most preferred way to book a holiday in Australia, with 49% of Australians booking their New Zealand holiday via traditional methods

Additional Insights

- There is a sizeable opportunity to drive arrivals from Australia in both short and mid-term to accelerate on-the-ground recovery. However, over the 2019-2022 period the percentage of Australians considering New Zealand declined, and thus additional strategic focus needs to be on growing the AC pool
- Australia presents a sizeable opportunity to drive arrivals, with 3.6 million potential ACs, 29% of whom are ready to book
- The 'If you Seek' brand platform offers an opportunity to grow preference by highlighting unique experiences, connection with local culture and people, with these attributes emerging as stronger drivers of preference compared to two years ago
- New Zealand's competitive strengths are its pristine nature, wide range of adventure experiences and a unique cultural connection to the land. The opportunity lies in strengthening its positioning on natural scenery, safety and being a fun destination to visit.
- Japan, Hawaii and Queensland remain the biggest competitors, while Tasmania remains a strong domestic competitor, particularly among the key 'Experienced Connectors' mindset

New Zealand TNZ contact

Pepper Buchanan
Events and Experience Specialist - Auckland
Pepper.Buchanan@tnz.govt.nz

In-market TNZ contacts

Sandra Etter
Trade Development Manager - Australia
Sandra.Etter@tnz.govt.nz

Lexy Wildash
Trade Development Executive - Australia
Lexy.Wildash@tnz.govt.nz



EVENT PARTICIPATION

Types of New Zealand sellers suited to this event	Regional Tourism Organisations (RTOs)
Maximum number of delegates per application	Two
Event participation fee	Delegate One Participation Fee – \$1,000.00 NZD Delegate Two Participation Fee – \$500.00 NZD
Items included in participation fee	<ul style="list-style-type: none">• Event Participation• Day 1 Australian Market Team Workshop – Lunch, Afternoon Tea & Group Dinner• Day 2 Tourism New Zealand Regional Showcase – Food & Beverage provided during event• Networking Cocktail Function
Registration Note	<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• This event is only open to RTOs (no IMAs)
Can delegates bring pull up banners with them?	No
Collateral type	Digital only

EVENT ATTENDEES

Primary type(s) of in-market attendees attending the event	Product Managers Wholesale Travel Agents Online Travel Agents
Secondary type(s) of in-market attendees attending the event	Marketing Managers
Will an attendee contact list be made available to New Zealand sellers following the event?	Yes

EVENT FORMAT

Appointment schedule	Pre-scheduled appointments
Appointment format	Presentations, workshops and one-on-one appointments
Appointment duration (mins)	Approx. 12-15 minutes
Appointment rotation	In-market attendees rotate
Layout	Table layout

EVENT PROGRAMME*

Item	Date	Time
Pre-departure virtual brief & Market update for New Zealand delegates	5-Feb-2024	Details to be shared with confirmed delegates
Latest that New Zealand sellers can arrive in-market	20-Feb-2024	AM <i>Recommendation is for arrival on 19 Feb</i>
Australia Market Team Workshop	20-Feb-2024	12.00pm – 5.00pm (AEST)
Tourism New Zealand & Exhibitor Dinner	20-Feb-2024	5.00pm – 8.00pm (AEST)
Tourism New Zealand Regional Showcase 2024	21-Feb-2024	7.00am – 5.30pm (AEST)
Tourism New Zealand Regional Showcase 2024 Networking Function	21-Feb-2024	5.30pm – 7.30pm (AEST)
Earliest that New Zealand sellers can fly home	22-Feb-2024	AM

*Exact timings may change. Agenda to be confirmed closer to the event

Side note for RTOs planning to stay on for IMM Sydney, 22-23 February 2024 (networking event connecting the travel industry with editors, journalists, broadcasters and influencers): This is not a TNZ hosted event. Please register directly on the [organisers' website](#). TravMedia is offering all New Zealand exhibitors an additional \$200 discount (enter **IMMNZ** at the checkout)

EVENT VENUE

Venue	Event/Function	Address	Phone number	Website
Intercontinental Sydney	Australian Market Team Workshop & Regional Showcase 20+21 February	117 Macquarie St, Sydney NSW 2000	(02) 9253 9000	www.sydney.intercontinental.com

EVENT ACCOMMODATION RECOMMENDATIONS

Hotel Name	Address	Negotiated deal	Booking Instruction	Night booked by
InterContinental Sydney	117 Macquarie St, Sydney NSW 2000	Negotiated rate: 15% off the best available rate	Guests to book through this link .	RTO
The Grace Hotel	77 York Street, Sydney, NSW, 2000	Negotiated rate: Signature Superior King Room: \$300 AUD p/n Inclusions: - Room, wifi & discounted breakfast	Guests to book through this link https://reservations.travelclick.com/95041?RatePlanId=8020892	RTO
The Old Clare	1 Kensington Street, Chippendale, NSW 2008	Negotiated rates: Kent Rooms: \$260 AUD p/n Connell Rooms: \$270 AUD p/n Chippendale Lofts: \$300 AUD p/n Abercrombie Rooms: \$320 AUD p/n Inclusions: - Breakfast can be added on at an additional \$25 per person, per day - Wifi and access to the gym and pool	Quote code ‘ Tourism NZ Regional Showcase 24 ’ when booking via phone on 02 8277 8277 or email at reservations@theoldclarehotel.com.au Rooms and rates are subject to availability at the time of booking.	RTO
A by Adina Sydney	2 Hunter St, Sydney NSW 2000	Negotiated rate: 15% discount	Guests to use promo code: TH16177628 when booking with the following link: Book Now	RTO
The Woolstore 1888	139 Murray St, Pyrmont NSW 2009	Negotiated rate: 15% off Best Available Rates	Guests book via the website www.ovolohotels.com Promo code: TNZRS24 When booking, enter the code in the promo code field and the discount will be applied	RTO
Mantra Hotels	Several Sydney options available Mantra 2 Bond Mantra on Kent Mantra on Sydney Airport Mantra Sydney Central	Negotiated rate: 10% off Best Available Rates	Guests can book online via the website, select Sydney and one of the Sydney listed hotels www.mantrahotels.com Promo Code: TNZGCAU When booking, enter the code in the promo code field and the discount will be applied	RTO

EVENT FLIGHTS

Air New Zealand flight support

Flight support is unfortunately not available for this event as a result of the exceptionally strong demand that Air New Zealand is experiencing during this time. Therefore, we recommend you book your travel as soon as possible.

WHAT NEW ZEALAND SELLERS NEED TO BOOK

Accommodation

New Zealand delegates need to make their own accommodation arrangements for this event.

Flights

New Zealand delegates need to make their own flight arrangements for this event.

Ground transfers

New Zealand delegates need to make their own ground transport arrangements for this event.

INFORMATION NEW ZEALAND SELLERS NEED TO PROVIDE

Item	Details	Required/Optional	Due date
Company Description for Attendee App	One paragraph maximum, tailored specifically to be distributed to Australian industry at Tourism New Zealand Regional Showcase 2024	Required	Collected with registration
Company Logo for Attendee App	High resolution jpg or png file (Under 5MB)	Required	Collected with registration
Profile Photo for Attendee App	High resolution jpg or png file (Under 5MB)	Optional	Collected with registration
Link to Trade website	Link to the Trade page of your website with useful resources for Australian Buyers	Required	Collected with registration
Accommodation details	<ul style="list-style-type: none"> Check in date Check out date Hotel name Email to Pepper.Buchanan@tnz.govt.nz	Required	17 November 2023
Flight details	<ul style="list-style-type: none"> Inbound flight Outbound flight Email to Pepper.Buchanan@tnz.govt.nz	Required	17 November 2023

Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration 11 September 2023

Last day of registration 29 September 2023

How to register

Register for this event at: www.tourismnewzealand.com/events/tourism-new-zealand-regional-showcase-2024

On submission, delegates should receive an email confirming that the application has been received. If you do not receive an email, please contact Pepper.Buchanan@tnz.govt.nz.

Delegation confirmation date 9 October 2023

Participation and selection criteria

Organisations can only apply for this event if they are a Regional Tourism Organisation (RTO).

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 your product/service with the objectives of the event and Tourism New Zealand
- 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 order in which your application is received within the application timeframe, for example: “first come first served”
- 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
- 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:

www.tourismnewzealand.com/assets/events/event-code-of-professional-conduct

Cancellation by delegates

Following acceptance of your application you may cancel your participation in the event by providing written notice of such cancellation to Pepper.Buchanan@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 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 as 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 requirements for each country prior to departure.

Tourism New Zealand strongly recommends that you make sure your vaccinations are up to date before you travel; this includes vaccination for measles and Covid-19 (if this is available to you). Please contact a general practitioner or travel medical practitioner well in advance of your travel.

Australian immigration site:

info.australia.gov.au/information-and-services/immigration-and-visas
immi.homeaffairs.gov.au/entering-and-leaving-australia/new-zealand-citizens

Travel and medical insurance Terms & Conditions

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 travelling to or attending the event.

It is strongly recommended that you purchase travel insurance that includes cover for Covid-19 related expenses. All participants must understand and accept the circumstances in which you travel under and the associated risks.

Pandemic and travel restriction information

Tourism New Zealand (TNZ) activity follows all government advice and safety measures. 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.

Quarantine-free travel is not guaranteed and is subject to change at short notice. Participants travel at their own risk and must be prepared for changes before, during and after their activity/travel. 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 (as per our Travel & Medical Insurance Terms and Conditions).

This event takes place in Australia. Please view this website for more information: [NSW Health guidelines for all international arrivals](#)



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).