

PROSPECTUS

Kiwi Link India 2025







17 December 2024

Kia Ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in Kiwi Link India 2025.

Kiwi Link India is a TNZ offshore event that provides a unique opportunity for representatives of the New Zealand tourism industry to educate and establish business relationships with key product managers, owners, directors and frontline travel sellers.

Kiwi Link India 2025 includes 2 full days of pre-scheduled one-on-one meetings with product managers, owners and directors, as well as networking functions. In addition to the one-on-one meetings, representatives are also invited to participate in frontline training. This additional frontline training event provides a further opportunity to inform and build relationships with frontline travel sellers from across India.

Kiwi Link India 2025 will take place in Goa from 7th to 9th July (one-on-one meetings) and in New Delhi from 10th to 11th July (frontline training).

The following prospectus outlines key information on Kiwi Link India 2025. Please read this prospectus carefully and take note of the event dates and deadlines.

TNZ welcomes your registration. 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 email Salina Sos at events@tnz.govt.nz.

Yours sincerely,

Neha Bhola Country Manager – India Tourism New Zealand





EVENT CHECKLIST

KEY DATES

Detail	Deadline
Registration opens	27th January 2025
Registration closes	15 th February 2025
New Zealand delegation confirmed & invoiced	19 th February 2025
Participation fee payment due	26 th February 2025
60% cancellation period begins	26 th February 2025
80% cancellation period begins	1 st April 2025
100% cancellation period begins	1 st May 2025

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 15.



KIWI LINK INDIA 2025

EVENT DETAILS

Event type TNZ Offshore Trade Event

Event format Kiwi Link

Target market India

First day of official event programme 7th July 2025

Last day of official event programme 11th July 2025

Goa

New Delhi

TNZ event listing Kiwi Link India 2025

Event objectives

• Showcase NZ as a year-round destination for international visitation as well as drive off-peak conversions.

- Build strong selling capability of product managers and frontline travel sellers.
- Engage with existing and new network of product managers, owners, directors and frontline travel sellers and build on business relationships.
- Showcase off-peak products and new products (launched within the last 12 months of Kiwi Link 2025).
- Provide a platform for negotiating new and existing contracts with product managers, owners and directors.
- Increase New Zealand's share of voice amongst travel trade in India.

This event provides New Zealand organisations with an opportunity to:

 Connect with product managers, directors, owner and travel sellers that play a large role in the development, promotion and purchasing process of New Zealand tourism experiences.

Event benefits

Event locations





- Educate Indian travel agents who lack knowledge of destinations and products and require upskilling (88% of staff in Asia are increasing their portfolio of destinations).
- Contribute to sustainable tourism growth and innovation across the supply chain.
- Broaden their customer base far beyond the reach of their marketing budget.
- 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/product(s).
- Gain market intelligence, insights and advice on international markets.

India's outbound tourism industry has experienced significant growth in recent years, driven by factors such as rising disposable incomes, improved connectivity, and a burgeoning middle class. As one of the fastest-growing outbound tourist markets globally, India is expected to continue its rapid expansion, fuelled by increasing collaborations and technology-driven solutions.

Since the pandemic, India's travel market has experienced three major shifts: a generational shift, with young Indians traveling at much younger ages than their parents did; an attitudinal shift, with a greater emphasis on 'living for today' influencing travel decisions; and a purpose shift, with Indians now more likely to travel for social and cultural gatherings, such as music and sports events, than they did previously.

The travel distribution landscape in India is highly fragmented due to the country's vast and complex market, with each state having its own culture, language, and media outlets. There is a growing recognition of the need for the coexistence of digital and traditional distribution ecosystems, with progressive retail agents and OTAs adopting an omnichannel approach. This includes a significantly increased focus on digital marketing and social content. The market is predominantly led by Indian OTAs, with less presence from Western OTAs. Additionally, destinations that offer swift and easy visa processing continue to see an increase in visitation.

Key motivators for Indians visiting New Zealand include experiencing stunning landscapes, feeling relaxed and refreshed, and enjoying local food and beverages.

Market importance





Key Insights:

- India is one of the fastest markets to recover (128.9% recovery over 2019), however recent decline in holiday arrivals observed since June 2024
- Trade partners play a crucial role in influencing consumer choices as 85% of bookings for New Zealand are made through trade channels
- 96% of Active Considers (TNZ 's targeted audience) in India are likely to use a travel agent to book a holiday to New Zealand
- A high AC incidence of 43%, equating to 18.3 million potential travellers
- New Zealand is the top preference for 57% of these 18.3m travellers, and with a strong consideration for off-peak travel at 80%
- Indian market travel peaks: October November and April June
- Outbound travel from India in 2023 surpassed pre-pandemic levels. Overseas spends reached \$31.7 billion in the 2024 fiscal year (+25% YOY)
- Outbound tourism is expected to grow annually by over 11%, reaching \$55.4 billion by 2034
- Improved aviation connectivity has made travel more convenient, with the number of airports in India increasing from 74 to 149 between 2014 and 2023

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:

- <u>Visitor Profiles</u>
- Off-peak insights

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

Neha Bhola Country Manager - India neha.bhola@tnz.govt.nz

TNZ market infographics

NZ-based TNZ contact

In-market TNZ contact





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
- Regional tourism organisations (RTOs)
- Transport providers

Comments

All NZ sellers must be Qualmark endorsed and trade ready. Trade ready is defined using the TRENZ Seller Criteria as listed here - https://www.trenz.co.nz/trenz/trenz/trenz-criteria-1

If an IMA puts forward a delegate for inclusion in this event, this will need to be agreed with the RTOs covered by this IMA – as this would be the sole delegate for the regions (i.e. we could not also accept applications from RTOs in the same area). However, if there is no IMA application, it is possible for every RTO to submit an individual delegate application for selection. Please co-ordinate with your partners to ensure no double-ups.

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.

ITO/IBOs registering must provide group and FIT product/s. The represented products must be Qualmark endorsed.

Minimum number of applications required

30

Maximum number of applications available

42

Preferred type of NZ sellers if capacity is reached

Please read participation and selection criteria on page 18

Maximum number of delegates per application

Two - Representatives from the same company sharing one appointment stream





Event participation fee(s)

If arriving into Goa from a domestic city in India on 7 July Delegate one/two participation fee \$3335.00 NZD

If arriving into Goa directly from NZ on 6 July Delegate one/two participation fee \$ 3825.00

Please note if you have an in-market rep that you would like to register as your second delegate, please email <u>Salina Sos.</u>.

Items included in participation fee

- Core nights accommodation (see page 11)
- Domestic flight from Goa to New Delhi on 10th July
- Food and beverage during specific event days
- Networking functions

Note

No more than two delegates can attend per organisation.

Can delegates bring pull up banners with them? No

Preferred 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. This includes reducing printed materials - Only digital collateral will be accepted at this event, to minimise printing and touch points between participants.



EVENT ATTENDEES

Primary type of in-market attendees

attending the event

Product Managers, Owners and Directors (Goa)

Secondary type of in-market attendees

attending the event

Frontline Travel Sellers (New Delhi)

Comments Frontline Travel Sellers are New Delhi based only

Will an attendee contact list be made

available to NZ sellers prior/following the event?

Yes

EVENT FORMAT (GOA)

Appointment schedule Pre-scheduled appointments

Appointment format One-on-one meetings

Appointment duration (mins)

Between 10 - 15

Appointment rotation In-market Buyers rotate

Appointment comments Charging points will be provided on each table for NZ

sellers

Layout Table layout

EVENT FORMAT (NEW DELHI)

Appointment schedule Pre-scheduled appointments

Appointment format One to many

Appointment duration (mins)

Between 10 - 15

Appointment rotation Sellers rotate





Appointment comments

Charging points will be provided on each table for NZ

sellers

Layout Table layout

EVENT PROGRAMME (subject to changes)

Item	Date	Time
Pre-departure Webinar	w/c 16 th June (TBC)	NZ time: TBC
Latest sellers can arrive in Goa (if flying directly from NZ)	Sunday, 6 th July 2025	
Latest sellers can arrive in Goa (if already in market)	Monday, 7 th July 2025	
In-market Briefing and Insights Session (Goa)	Monday, 7 th July 2025	6:15 PM - 7:15 PM (IST)
Welcome Dinner	Monday, 7 th July 2025	7:30 PM - 10:00 PM (IST)
Day One: 1-on-1 appointments	Tuesday, 8 th July 2025	9:00 AM - 6:00 PM (IST)
Networking Dinner	Tuesday, 8 th July 2025	7:30 PM - 10:00 PM (IST)
Day Two: 1-on-1 appointments	Wednesday, 9 th July 2025	9:00 AM - 6:00 PM (IST)
Farewell Dinner	Wednesday, 9 th July 2025	7:30 PM - 10:00 PM (IST)
Travel Day to New Delhi	Thursday, 10 th July 2025	7:30 AM: Departure from hotel 10:30 am: Domestic Flight (TBC)
Seller Debrief session (New Delhi)	Thursday, 10 th July 2025	6:00 PM - 7:00 PM (IST)
Full Day: Frontline Training	Friday, 11 th July 2025	9:30 AM - 6:00 PM (IST)
Earliest that NZ sellers can fly home	Friday, 11 th July 2025	7:00 pm (IST)

EVENT VENUES

Venue	Event/Function	Address	Phone number	Website
Goa:	One-to-one	Vagator Beach	+91 832-	https://www.marriott.com/en-us/hotels/goivm-jw-
JW	meetings,	Road	6749800	marriott-goa/overview/?scid=f2ae0541-1279-4f24-
Marriott	Functions	Bardez		<u>b197-a979c79310b0</u>
		Goa,		
		403509		
		India		
New	Frontline	Africa Ave,	+91 11 3933	https://www.theleela.com/the-leela-palace-new-
<u>Delhi:</u>	Training	Diplomatic	1234	delhi?utm_medium=organic&utm_source=GMBlisting
The		Enclave,		
Leela		Chanakyapuri,		
Palace		New Delhi, Delhi		
		110023, India		





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 TNZ will only cover the domestic flight between Goa and

New Delhi on 10th July for NZ sellers. Outside of this, 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 ACCOMMODATION

Goa: JW Marriott

Core nights at hotel (for sellers flying directly from NZ and arriving in Goa on 6th July)

4x nights:

Sunday, 6th July Monday, 7th July Tuesday, 8th July Wednesday, 9th July

Note: NZ sellers flying directly from NZ must arrive in Goa by 6th July. The accommodation cost for 6th July will be covered by your registration fee—TNZ and is considered a core night (this only applies to sellers flying directly from NZ and arriving in Goa on 6th July. This excludes sellers

who are already in market).

Core nights at hotel (for sellers already in market) 3x nights:

Monday, 7th July Tuesday, 8th July Wednesday, 9th July

Is it mandatory to stay at the hotel?

Yes, included in registration fee

Hotel details See above



Core nights booked and paid by Tourism New Zealand

Additional nights booked and paid by NZ sellers

Booking instructions We have contracted an agency, Travel Specialist LLP, for

this event to facilitate all on-ground logistics to avail special contracted rates. Booking instructions for additional nights will be sent directly to sellers once

registrations have been confirmed.

Room type Luxury Room on Single occupancy

Core nightly rate (single occupancy) INR 24,538 (NZ\$ 490) per room per night with breakfast,

wifi and all applicable hotel taxes

Core nightly rate (double occupancy) INR 25,465 (NZ\$ 510) per room per night with breakfast,

wifi and all applicable hotel taxes

Do the same rates apply for additional nights? Yes

If any pre-nights need to be booked, the above contracted special rate will be extended effective 1st July 2025 onwards (Bookings need to be made through Travel Specialist LLP). For any bookings done directly with the hotel, the special rate will not be extended, and BAR

rates will be applicable.

Wi-Fi included in rates Yes

Breakfast included in rates Yes (Note: if 2 delegates are sharing a room, breakfast

only applies to 1 pax).

New Delhi: The Leela Palace

Core night at hotel 1x night:

Thursday, 10th July

Is it mandatory to stay at the hotel?

Hotel details See above





Core nights booked and paid by Tourism New Zealand

Additional nights booked and paid by NZ sellers

Booking instructions We have contracted an agency, Travel Specialist LLP, for

this event to facilitate all on-ground logistics to avail special contracted rates. Booking instructions for additional nights will be sent directly to sellers once

registrations have been confirmed.

Room type Grande Deluxe Room on Single occupancy

Core nightly rate (single occupancy) INR 19,800 (NZ\$ 400) per room per night with breakfast,

wifi and all applicable hotel taxes

Core nightly rate (double occupancy) INR 19,800 (NZ\$ 400) per room per night with breakfast,

wifi and all applicable hotel taxes

Do the same rates apply for additional nights?

If any post-nights need to be booked, the above contracted special rate will be extended until 14th July 2025 ONLY (Bookings will need to be made through Travel Specialist LLP). For any bookings done directly with the hotel, special rate will not be extended, and BAR

rates will be applicable.

Wi-Fi included in rates Yes

Breakfast included in rates Yes (Note: if 2 delegates are sharing a room, breakfast

only applies to 1 pax).





EVENT FLIGHTS

Air New Zealand flight support

Air New Zealand is pleased to support this event by offering delegates discounted travel on specific flights. Once registrations are confirmed, sellers will receive details on fares, booking instructions, and terms & conditions directly. Limited fares apply.

Flights recommended by TNZ:

Route	Departure date	Departure time	Arrival date	Arrival time	Flight number
Option 1 (preferred):					
AKL – Singapore (Air NZ) <i>– industry fare</i> <i>available</i>	5 th July 2025	11:55 PM	6 th July 2025	6:45 AM	NZ0282
Singapore – Mumbai (Air NZ)	6 th July 2025	7:40 AM	6 th July 2025	10:30 AM	NZ3202
Mumbai – Goa (Air India)	6 th July 2025	1:35 PM	6 th July 2025	2:50 PM	Al663
Option 2 (if unable to b	oook option 1):		I.		<u> </u>
AKL – Hong Kong (Air NZ) <i>– industry fare</i> <i>available</i>	6 th July 2025	10:15 AM	6 th July 2025	5:45 PM	NZ0081
Hong Kong – Mumbai (Cathay Pacific)	6 th July 2025	8:45 PM	7 th July 2025	12:20 AM	CX663
Mumbai – Goa (Air India)	7 th July 2025	5:10 AM	7 th July 2025	6:20 AM	AI685

Note

TNZ will book and pay for the domestic flight between Goa and New Delhi on 10th July for all NZ sellers. Flight details will be confirmed once registrations are confirmed.

GROUND TRANSPORT

Ground transfers booked and paid for by TNZ:

Departure date	Departure	Arrival date	Arrival time	Route	Ref. number
	time				
6 th July 2025 (Arriving on AI663)	2:50 PM	6 th July 2025	4:00 PM	Dabolim Airport – JW Marriot	TBC
7 th July 2025 (Arriving on AI685)	6:20 AM	7 th July 2025	7:30 AM	Dabolim Airport – JW Marriot	TBC





10 th July 2025	TBC	10 th July 2025	TBC	JW Marriot - Dabolim	TBC
(Departing flight to				Airport	
Goa – TBC)					

Note

Ground transfers recommended by TNZ

Special contracted rates

Ground transfers that will be booked and paid for by TNZ only applies to NZ sellers who are travelling on the TNZ recommended flights listed above.

We have contracted an agency, Travel Specialist LLP, to facilitate all on-ground transfers. Booking instructions will be emailed to sellers directly once registrations have been confirmed.

Goa:

If arriving at Dabolim Airport OR at Manohar International Airport/ MOPA Airport;

- AC Sedan Car: Transfer from Dabolim airport to JW
 Marriot Hotel: INR 4,300 (NZ\$ 90) per transfer per way
- AC Toyota Crysta: Transfer from Dabolim airport to JW
 Marriot Hotel: INR 6,600 (NZ\$ 130) per transfer per way

New Delhi:

- AC Sedan Car: Transfer from The Leela Palace to New Delhi airport: INR 3,000 (NZ\$ 60) per transfer per way
- AC Toyota Crysta: Transfer from The Leela Palace to New Delhi airport: INR 3,500 (NZ\$ 70) per transfer per way





WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Requirement	Due date
Copy of passport	Copy of passport is required for hotel booking and domestic flight booking	Required	14 th March 2025
Flight details	Inbound and outbound flights for India (including domestic flights for sellers already in market)	Required	31 st March 2025
Accommodation details	Additional nights accommodation (if applicable)	Required	12 th May 2025
Company Logo	High resolution company logo (png or jpeg). Specs to come.	Required	12 th May 2025
Hero image	One High Resolution hero image (png or jpeg). Specs to come.	Required	12 th May 2025
Hero video	30 second to 1 minute video that can be displayed in the background at the events.	Required	12 th May 2025
Digital collateral	Digital copy of brochures, trade manual, etc.	Optional	12 th May 2025
Prizes	Digital vouchers for grand prize pack/s.	Optional	12 th May 2025
Presentations	PowerPoint copy of your presentation for the Frontline Training – to be used the virtual live stream appointment.	Required	23 rd June 2025

Note

Instructions for how to submit the above information will be provided directly to sellers once registrations have been confirmed.



REGISTRATION INFORMATION

EVENT REGISTRATION AND CANCELLATION

First day of registration 27th January 2025

Last day of registration 15th February 2025

How to register You will be able to register for this event on the event listing once

applications opens, here:

https://www.tourismnewzealand.com/events/kiwi-link-india-2/

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 registration updates: www.tourismnewzealand.com/newsletter-

signup

Registration confirmation date 19th February 2025

Delegates invoiced 19th February 2025

Invoice payment due 26th February 2025

TNZ reserves the right to withdraw registrations if payment has not

been received by this date.

60% cancellation period begins 26th February 2025

80% cancellation period begins 1st April 2025

100% cancellation period begins 1st May 2025



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.

In line with the Kiwi Link concept, TNZ strives to offer a balanced portfolio of exhibitors and will determine who will be given preference in the event of oversubscription.

Preference will be given in the following order:

As per in-market buyer survey:

- 1. Accommodation providers
- 2. Activity providers
- 3. Inbound Tour Operators (ITO/IBOs)
- 4. Regional Tourism Organisations (RTOs) / International marketing alliances (IMAs)
- 5. Transport providers

Please note this is based on strong feedback from in-market Buyers who have completed a recent survey, outlining the preferred types of Sellers they would like to meet with.

Notes:

- Operators from regions where RTOs/IMAs won't be able to attend may be given preference.
- Individual products applying that are affiliated with a representation agency or national operators will not get preference.
- Representation agencies (official marketing clusters), national operators, hotel chains should have a majority number of Qualmark products.
- Smaller operators may be asked to be represented by their RTOs/IMAs.

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



- The need to have an appropriately diverse selection of products and services promoted at the event, as mentioned above
- 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
- The alignment of your product/service to promotion of shoulder season travel
- 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
- 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 TNZ 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/assets/events/event-code-of-professional-conduct.pdf

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 above.

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.

TNZ 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

- TNZ considers that you cease to satisfy any of the criteria or have otherwise breached these terms and conditions.
- TNZ reasonably considers that it is no longer appropriate for you to participate in the Event.
- You fail to pay the Participation Fee to TNZ 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.

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.

Official e-Visa site: https://indianvisaonline.gov.in/evisa/tvoa.html

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. TNZ 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. TNZ 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 TNZ will work with you to adhere to government guidance and this may mean a change to the planned itinerary.

TNZ 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. TNZ does not cover any medical costs for participants, you should have adequate travel insurance in place.

REGISTER YOUR TRAVEL

SafeTravel

TNZ encourages delegates to 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 situation 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