



Rotorua, Bay of Plenty

**100% PURE
NEW ZEALAND**

newzealand.com

PROSPECTUS

Tourism New Zealand

Virtual Travel Expo '21

Reconnect. Re-educate. Re-sell.



Version 2



19 May 2021

Kia ora,

Tourism New Zealand is pleased to invite representatives of the New Zealand tourism industry to participate in “Tourism New Zealand Virtual Travel Expo ‘21 – Reconnect. Re-educate. Re-sell.”

“Tourism New Zealand Virtual Travel Expo ‘21 – Reconnect. Re-educate. Re-sell.” provides a unique opportunity for representatives of New Zealand tourism industry to educate and establish business relationships with frontline travel agents, online travel sellers, wholesale agents and product managers from Australia. The event includes large group presentations and networking opportunities at official event function.

“Tourism New Zealand Virtual Travel Expo ‘21 – Reconnect. Re-educate. Re-sell.” will take place on 16 June 2021.

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

Tourism New Zealand 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 contact Takahide Nakazawa (Takahide.Nakazawa@tnz.govt.nz).

Ngā mihi nui

Andrew Waddel
General Manager Australia

Event checklist

KEY DATES

Registration opens for New Zealand sellers Please note that the number of virtual booths is limited (first come, first serve)	14-May-2021
Registration closes for New Zealand sellers	4-June-2021
New Zealand delegation confirmed for sellers	By 7-June -2021
Registration opens for Australian and New Zealand buyers	14-May-2021
Registration closes for Australian and New Zealand buyers	14-June-2021
New Zealand delegation confirmed for buyers	By 14-June -2021

WHAT INFORMATION NEW ZEALAND SELLERS NEED TO PROVIDE

You can find more details on what information New Zealand sellers need to provide on page 8



Tourism New Zealand Virtual Travel Expo '21

Reconnect. Re-educate. Re-sell.

EVENT DETAILS

Event type	Tourism New Zealand offshore trade event
Event format	Virtual trade show
Target market	Australia
First day of official event programme	16-June-2021
Last day of official event programme	16-June-2021
Tourism New Zealand event listing	https://www.tourismnewzealand.com/events/tourism-new-zealand-virtual-travel-expo-australia-2021/
Event objectives	<ul style="list-style-type: none">• Build strong selling capability of travel sellers• 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• Showcase new products to the market• 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">• Connect with travel sellers and 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 sellers and distributors to promote and sell their regions and/or product(s)
- Raise sellers and 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 sellers and 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. In addition, these events create more value for the travel distributors and therefore enable organisations to meet with more high quality distributors

NZ TNZ contact

Takahide Nakazawa
Events & Project Specialist
Takahide.Nakazawa@tnz.govt.nz

In-market TNZ contacts

Caitlin Risk
Trade Marketing Executive - Australia
Caitlin.Risk@tnz.govt.nz

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

EVENT PARTICIPATION

Types of New Zealand sellers suited to this event

- Accommodation providers
- Activity providers
- Transport providers
- Airlines
- Inbound tourism operators (ITOs)
- Regional tourism organisations (RTOs)

Maximum number of applications available

350

Preferred type of New Zealand sellers if capacity is reached

Qualmark

Maximum number of delegates per application

5 delegates



Event participation fee Participation at this event is free.
Tourism New Zealand to cover virtual event fee

Note

- No pre-scheduled appointments, however, on-site video appointments are available with those who visit your booth

Can delegates bring pull up banners with them? No

Preferred collateral type Digital

EVENT ATTENDEES

Primary type of in-market attendees attending the event Frontline travel agents and sellers

Secondary types of in-market attendees attending the event

- Online travel sellers
- Wholesale agents
- Product managers

Will an attendee contact list be made available to New Zealand sellers following the event? Yes (opt-in)

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/markets-stats/research/infographics

EVENT FORMAT

Appointment schedule Drop-in appointments, on-site appointments

Appointment format Large group presentations, one-on-one meeting (optional)

Appointment duration (mins) TBC



Appointment rotation

In-market attendees rotate

Layout

Virtual Booth

Layout comments

You will be given at least 2 weeks to set up your virtual booth in EventsAIR.

Contact Tourism New Zealand if you require support during this period.


EVENT PROGRAMME

Item	Date	Time
Welcome message and Introduction Andrew Waddel. General Manager - Australia	16-June-2021	11:00 AM - 11:10 AM AEST 01:00 PM – 01:10 PM NZST
Event First Half	16-June-2021	11:10 AM - 12:50 PM AEST 01:10 PM – 02:50 PM NZST
Interlude/Break	16-June-2021	12:50 PM - 01:00 PM AEST 02:50 PM – 03:00 PM NZST
Event Second Half	16-June-2021	01:00 PM - 02:50 PM AEST 03:00 PM – 04:50 PM NZST
Farewell message	16-June-2021	02.50 PM – 03.00 PM AEST 04:50 PM – 05:00 PM NZST

WHAT INFORMATION NEW ZEALAND SELLERS NEED TO PREPARE FOR YOUR VIRTUAL BOOTH

Item	Details	Required/Optional	Due date
Digital collateral for your virtual booth	<p>Please prepare some Virtual collateral to set up your virtual booth.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product manuals (optional) <input type="checkbox"/> Maps (optional) <input type="checkbox"/> Videos(optional) <input type="checkbox"/> Presentations(optional) <input type="checkbox"/> Brochure (optional) <input type="checkbox"/> Company logo, etc. 	Yes	4 June 2021

Your virtual booth

Sample Image	Content	Participant
	<p>Your virtual booth</p> <p>Showcase products and services online.</p> <p>Engage with attendees through video calls or live chat, record interactions, brochure downloads. Connect via the Meeting Hub. Show corporate videos in queue. Use lead capture to follow up on opportunities. Sellers profile</p>	Everyone

Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration for sellers

14-May-2021

Last day of registration for sellers

4-June -2021

How to register

You will be able to register for this event on the event listing once registration opens:
<https://www.tourismnewzealand.com/events/tourism-new-zealand-virtual-travel-expo-australia-2021/>

[Link to Registration form for New Zealand sellers \(exhibitor\)](#)

[Link to registration form for Australian and New Zealand buyers](#)

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

Sign up to Tourism New Zealand's newsletter Tourism News to receive event registration updates:
www.tourismnewzealand.com/newsletter-signup.

Please note that the number of virtual booths is limited (first come, first serve)

Registration confirmation date

By 7-June-2021



Participation and selection criteria

Organisations can only apply for this event if their product/service is Qualmark endorsed, Regional Tourism Organisation (RTO), or national association; or an airline with established routes to New Zealand.

Consideration and acceptance of applications is at the sole discretion of Tourism New Zealand. Tourism New Zealand 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
- 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:

<http://www.tourismnewzealand.com/events>.

Cancellation by delegates

Following acceptance of your application you may cancel your participation in the Event by providing written notice of such cancellation to Takahide.Nakazawa@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

Cancellation of your participation will have immediate effect on receipt of such notice.