



PROSPECTUS

Kiwi Link 2025 | The Americas



17 December 2024

Kia Ora,

Tourism New Zealand (TNZ) is pleased to invite New Zealand sellers and RTOs to participate in Kiwi Link 2025 | The Americas.

Kiwi Link 2025 | The Americas is an appointment-based buyer-seller event now held every 3 years in the United States that provides a unique opportunity for accommodation & lodge providers, activity operators, experiences, transportation companies and regional tourism boards to build business relationships with new and existing wholesalers, tour operators and a select handful of travel advisors from the USA, Canada and Mexico. Kiwi Link 2025 | The Americas includes 1-on-1 matched appointments and dedicated networking events with both product managers and key luxury travel advisors.

In addition to the core Kiwi Link event, some representatives may also be invited to participate in one of two concurrent sessions – a Premium program with select luxury buyers, and a Business Events program with 8-10 hosted incentive planners. These events provide a further opportunity to build relationships with a focused set of buyers.

Kiwi Link 2025 | The Americas will take place in Chicago from Monday, 20 October 2025 to Wednesday, 22 October 2025.

The North American market is currently the second largest inbound visitor market to New Zealand and was the first market to achieve post-Covid recovery in visitor numbers. In the past 24 months, North America has seen an increase in air connectivity with direct service from six carriers and one-stop service on two others. New routes and new carriers have resulted in significant increase in capacity, Jan'24 was +121% vs Jan'19 (16k more seats). According to our current insights, there are 77M Active Considerers in North America, with over 40% in the booking mindset.

The following prospectus outlines key information on Kiwi Link 2025 | The Americas. 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 TNZ'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 Salina Sos at events@tnz.govt.nz

Yours sincerely,

Sarah Handley
General Manager - The Americas & UK/Europe
Tourism New Zealand

EVENT CHECKLIST

KEY DATES

Detail	Deadline
Registration opens	24 th February 2025
Registration closes	10 th March 2025
New Zealand delegation confirmed	28 th March 2025
New Zealand delegation invoiced	20 th April 2025
Participation fee payment due	20 th May 2025
50% cancellation period begins	1 st August 2025
100% cancellation period begins	29 th August 2025

WHAT NZ SELLERS NEED TO BOOK

You can find more details on what NZ sellers need to book on pages 12.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

You can find more details on what information NZ sellers need to provide on page 14.

KIWI LINK 2025 | THE AMERICAS

EVENT DETAILS

Event type	TNZ Offshore Trade event
Event format	Kiwi Link
Target market(s)	United States, Canada, Mexico
First day of official event programme	20 th October 2025
Last day of official event programme	22 nd October 2025
Event location	The Chicago Athletic Association, 12 S Michigan Ave, Chicago, IL 60603, United States
TNZ event listing	Kiwi Link 2025 The Americas
Event objectives	<ul style="list-style-type: none">• Drive preference for shoulder season travel and address any booking barriers/challenges• Showcase premium product and/or experiences• Showcase off-peak products and new products (launched within the last 12 months of Kiwi Link 2025)• Showcase New Zealand Māori Tourism products• Grow sellers' database of buyers• Promote regional dispersal
Event benefits	<p>This event provides New Zealand organisations with an opportunity to:</p> <ul style="list-style-type: none">• 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 product(s).• Raise distributors' awareness of their product(s) and/or regions and what they have to offer to the distributors' clients so that they are in a better position to sell the products/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 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

The North American market is currently the second largest inbound visitor market to New Zealand and was the first market to achieve post-Covid recovery in visitor numbers. In the past 24 months, North America has seen an increase in air connectivity with direct service from Air New Zealand, United Airlines, American Airlines, Delta Airlines, Qantas, and Hawaiian Airlines. One-stop service is available via Fiji Airways and Air Tahiti Nui. New routes and new carriers has resulted in significant increase in capacity, Jan'24 was +121% vs Jan'19 (16k more seats).

According to current insights, there are 77M Active Considerers in North America, with over 30% in the booking mindset. The average length of stay for the US visitor is 13 days, while the average length for Canadians is 18 days. The average spend in New Zealand, excluding air, is now \$5181 USD.

TNZ market infographics

TNZ'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:

<https://www.tourismnewzealand.com/insights/visitorprofiles/>

NZ-based TNZ contact

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

In-market TNZ contacts

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

Hadyn Fitzpatrick
Trade Manager
hadyn.fitzpatrick@tnz.govt.nz

EVENT PARTICIPATION

Types of NZ sellers suited to this event

- Accommodation providers
- Activity providers
- National Tourism Operators
- Airlines
- Marketing Clusters (see note below)
- Transport Providers
- Regional Tourism Organisations

Comments

Please note this event is not suitable for ITO's.

Note: 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. Priority will be given to marketing clusters representing a majority number of Qualmark products.

Please carefully review the "Preferred type of NZ sellers" section below to fully understand the market priorities for attendance. The priority list is a byproduct of seller feedback and market insights.

Preferred type of NZ sellers if capacity is reached

TNZ are anticipating this event will be oversubscribed therefore preference will be given in the following order:

- Sellers with a strong alignment with the market's job to be done to drive shoulder season arrivals i.e sellers with strong product that highlights shoulder season travel well.
- Premium product, experiences and luxury lodges (ex: luxury lodges and experiences starting at \$1000NZD+ per person).
- New products and experiences that are North American focused and launched within the last 12 months of Kiwi Link 2025. Buyers have ranked meeting with 'new product' as very important.
- New Zealand Māori Tourism products or experiences.
- Ensuring there is a balanced regional dispersal of sellers and product.
- Transfer companies including Helicopter operators will be limited to four maximum, and a maximum of two from the same region with consideration given to regional dispersal.
- Regional Tourism Organisations

Note:

- 1.) *This criteria is based on strong feedback from buyers that their priority is to see product first.*
- 2.) *RTO submissions will be evaluated based on meeting the market priorities listed above.*



3.) Individual product applying that are affiliated with a representation agency or official marketing cluster (that will be confirmed) will not get preference.

Participation and selection criteria Organisations can only apply for this event if their product/service is Qualmark endorsed, or they are a Regional Tourism Organisation (RTO), 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 TNZ 's event objectives and attendee selection priorities.
- The need to have an appropriately diverse selection of products and services promoted at the event
- The alignment of your product/service to promotion of shoulder season travel
- 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

Minimum number of applications required 45

Maximum number of applications available 60

Maximum number of delegates per application Two - Representatives from the same company sharing one appointment stream

Event participation fee(s) Delegate one participation fee \$6,600.00 NZD
Delegate two participation fee \$4,600.00 NZD

Please note if you have an in-market rep that you would like to bring as your **second delegate** please email events@tnz.govt.nz

Sponsorship Discount Program TNZ are running a scholarship programme which will award discounted registration for five operators that are new to market – i.e. have not attended a TNZ event in market before. Scholarships will be awarded based on alignment to market priorities. The discounted participation fee is \$3250 NZD for the first delegate only. If the company wishes to send a second delegate there will be no discount, delegate two fee remains at \$4,600NZD.



Items included in participation fee

- Core nights accommodation (see page 12)
- Event participation
- Food and beverage during event
- Networking functions

Note

No more than two delegates can attend per organisation.

Can sellers 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.



SPONSORSHIPS

Sponsorships opportunities available

- Health & Wellness Lounge, \$3500 USD
- Room Drop, \$3000 USD
- Buyers Welcome Bags, \$2000 USD
- Lanyards, \$1500 USD

Sponsorship Inclusions

- Lounge sponsorship: Banner placement in lounge
- Bag or lanyard sponsorships: logo inclusion on item

Notes

If a sponsoring company is not selected for primary attendance, no appointment stream will be included, however they will be invited to attend all meal functions.

For more details, please email michelle.rosenberg@tnz.govt.nz

EVENT ATTENDEES

Primary types of in-market attendees	Product Managers - Wholesale & Tour Operator
Secondary type of in-market attendees	Luxury retail travel advisors & NZSP Gold Specialists
Comments	Incentive planners will also attend the Business Events program as well as select meal functions.
Will an attendee contact list be made available to NZ sellers prior/following the event?	Yes

EVENT FORMAT

Appointment schedule	Between 40-50 appointments (Note: not all sellers will have an appointment with all buyers, but there will be plenty of networking opportunities to connect with the sellers you do not have an appointment with).
Appointment format	One-on-one meetings
Appointment duration (mins)	10 (10 minutes + 2 minutes to rotate)
Appointment rotation	In-market buyers rotate
Comments	Appointment duration might be adjusted based on final number of participants and without prior notice.
Layout	Table layout

EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar	w/c 28 th Sep 2025	NZ time: TBC
Latest that NZ sellers can arrive in Chicago	Sunday, 19 th October 2025	No specific time
Sellers in-market briefing and program	Monday, 20 th October 2025	08.00 AM – 11.00 AM (CST)
Day 1: Welcome + Appointments Opening dinner	Monday, 20 th October 2025	12:30 PM - 09:30 PM (CST)
Day 2: Breakfast networking event Appointments continue Kiwi BBQ Dinner	Tuesday, 21 st October 2025	07:30 AM - 09:30 PM (CST)
Day 3: Appointments continue Closing Lunch (optional) <i>NZ Sellers flying to NZ may skip the lunch and depart for Airport</i>	Wednesday, 22 nd October 2025	07:45 AM - 12.15 PM (CST)
Earliest that NZ sellers can fly out of Chicago	Wednesday, 22 nd October 2025	1:00 PM (CST)

EVENT VENUE

Venue	Event/Function	Address	Phone number	Website
The Chicago Athletic Association	One-to-one meetings, Functions	12 S. Michigan Avenue, Chicago, Illinois, 60603 United States	+1-312-940-3552	www.chicagoathletichotel.com/



WHAT NZ SELLERS NEED TO BOOK

Accommodation	NZ sellers need to book core and additional accommodation nights using the booking link provided once registrations are confirmed.
Flights	NZ sellers need to make their own flight arrangements for this event.
Ground transfers	NZ sellers need to arrange their own ground transfers for this event.

EVENT ACCOMMODATION

Chicago Athletic Association

Core nights at hotel <i>(included in your registration fee)</i>	3x nights: Sunday, 19 th Oct Monday, 20 th Oct Tuesday, 21 st Oct
Is it mandatory to stay at the hotel?	Yes, included in registration fee
Hotel details	Chicago Athletic Hotel, 12 S. Michigan Avenue, Chicago, Illinois, 60603, United States 1-312-940-3552 www.chicagoathletichotel.com/
Core nights booked by	NZ sellers
Core nights paid by	TNZ
Additional nights booked by	NZ sellers
Core nights paid by	NZ sellers
Booking instructions	Sellers to book their core and additional nights' accommodation using link provided to them once registration is confirmed. Core nights (19-21 October) will be invoiced to TNZ once booked. Any additional nights will require sellers credit card for payment.
Room type	Double or King
Core nightly rate (single occupancy)	\$299.00 USD plus taxes (17.4% room tax per night)



Core nightly rate (double occupancy)	\$299.00 USD plus taxes (17.4% room tax per night)
Do the same rates apply for additional nights?	Yes
Wi-Fi included in rates	Yes
Breakfast included in rates	TNZ will be hosting breakfast networking functions – this cost is part of your registration fee.

EVENT FLIGHTS

Air New Zealand flight support Air New Zealand is pleased to support this event by offering delegates access to industry fares on Air New Zealand. Detail of the fares and the Terms & Conditions will be provided to participants directly once registrations are confirmed.

Flights recommended by TNZ	
Recommended flight if arriving from Kiwi Link U.K/Europe	{to be confirmed}
Recommended flight if arriving from New Zealand	{to be confirmed}
Recommended flight for departing to New Zealand post event	{to be confirmed}

GROUND TRANSPORT

Ground transfers recommended by TNZ

Group Transfers TNZ will not be offering group transfers to/from the airport. Chicago has notoriously bad traffic especially during the commuter hours (when most the NZ connecting flights land and depart). Therefore, we strongly recommend that all sellers use public transport, which is the easiest and quickest way to get to/from the airport – see detail below.

Public Transport Chicago O’Hare International Airport offers train service from the airport to downtown Chicago. The fare is approximately \$10 USD return. Arriving passengers can board the Blue Line train outside Terminals 1, 2 or 3 or via a free shuttle at Terminal 5. Take the Blue Line from O’Hare to the Washington stop, use the W. Calhoun Place exit, and walk 2 blocks to the hotel (towards Millenium Park). Tickets can be purchased on site.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Required/Optional	Due date
Accommodation details	Booking confirmation number and check in/out dates	Required	1 st July 2025
Flight details	Inbound and outbound flights for North America	Required	1 st July 2025
Company Logo	High resolution company logo (png or jpeg). Specs to come.	Required	1 st August 2025
Digital collateral	Digital copy of brochures, trade manual, etc.	Required	1 st August 2025
Prizes	We request accommodations, activities and tours prizes. Donated items will be grouped with airline tickets into travel package prizes.	Optional	1 st August 2025

Note

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



SECONDARY EVENT INFORMATION (invitation only)

Two dedicated programs will take place concurrently within Kiwi Link 2025 | The Americas. Select New Zealand suppliers and/or RTOs will be invited to attend once the registration period has closed and seller attendees are confirmed.

1.) Premium Product Program

The goal of the premium program is to provide premium sellers and buyers additional time together for networking and relationship building. Qualifying sellers and buyers will participate in panel discussions, insight sessions and dedicated meal functions during some breakfast or lunch periods.

Qualifying participants will include luxury lodges and accommodations (5 star and above), and bespoke activities (\$1000+ NZD pp).

TNZ reserves the right to select sellers for inclusion in the Premium Program.

For more information please contact Hadyn Fitzpatrick, hadyn.fitzpatrick@tnz.govt.nz

2.) Business Events Program

The Business Events program is designed to connect New Zealand partners with North American meeting and incentive planners, fostering valuable relationships and showcasing the unique offerings in New Zealand. Through engaging sessions featuring experiential activities and collaborative discussions on industry trends, this track aims to enhance understanding for both partners and planners and promote New Zealand as a premier destination for business events. Sellers will be invited to participate and present to the group at times that do not impact their appointments.

Qualifying participants will include activities and regions key to the New Zealand incentive proposition.

TNZ reserves the right to select sellers for inclusion in the BE Program.

For more information, please contact Natalie Fulton, natalie.fulton@tnz.govt.nz

EVENT REGISTRATION AND CANCELLATION

First day of registration	24 th February 2025
Last day of registration	10 th March 2025
How to register	<p>You will be able to register for this event on the event listing once registration opens: Kiwi Link The Americas 2025</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 events@tnz.govt.nz</p> <p>Sign up to TNZ's newsletter Tourism News to receive event registration updates: www.tourismnewzealand.com/newsletter-signup</p>
Registration confirmation date	28 th March 2025
Delegates invoiced	20 th April 2025
Invoice payment due	20 th May 2025
	TNZ reserves the right to withdraw registrations if payment has not been received by this date.
50% cancellation period begins	1 st August 2025
100% cancellation period begins	29 th August 2025



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. 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	<p>Be prepared for disruption to your travel</p> <p>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.</p> <p>You should also be prepared for safe travel zones status of a state or region to change at short notice.</p> <p>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.</p> <p>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.</p>

REGISTER YOUR TRAVEL

SafeTravel	<p>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.</p> <p>We also recommend that you check if any travel advisories are in place before departure: www.safetravel.govt.nz/travel-advisories</p>
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