



# PROSPECTUS

South East Asia Roadshow 2025



17<sup>th</sup> December 2024

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in the South East Asia (SEA) Roadshow 2025.

The SEA Roadshow 2025 provides a unique opportunity for New Zealand tourism representatives and operators to educate and establish business relationships with key travel sellers across South East Asia. The event includes four full days of frontline travel seller and product manager training, as well as official networking events with senior industry leaders and stakeholders. Additionally, the event held in Malaysia will provide additional live streaming appointments, reaching an audience of 900+ SEA travel agents.

The SEA Roadshow 2025 locations and dates are:

- Kuala Lumpur, Malaysia: 14<sup>th</sup> July 2025
- Jakarta, Indonesia: 16<sup>th</sup> July 2025
- Bangkok, Thailand: 18<sup>th</sup> July 2025
- Singapore, Singapore: 21<sup>st</sup> July 2025

The following prospectus outlines key information on the SEA Roadshow 2025. Please read it carefully and note 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 email [events@tnz.govt.nz](mailto:events@tnz.govt.nz) to reach our New Zealand events team.

Yours sincerely,

Tse Wei Ma  
Asia Development Manager  
Tourism New Zealand

# Event Checklist

## KEY DATES

Detail	Deadline
Registration opens	18 <sup>th</sup> December 2024
Registration closes	15 <sup>th</sup> February 2025
New Zealand delegation confirmed	25 <sup>th</sup> February 2025
New Zealand delegation invoiced	4 <sup>th</sup> March 2025
Participation fee payment due	25 <sup>th</sup> March 2025
50% cancellation period begins	12 <sup>th</sup> May 2025
100% cancellation period begins	9 <sup>th</sup> June 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 12.



# SEA Roadshow 2025

## EVENT DETAILS

Event type	TNZ offshore trade event
Event format	Roadshow/Frontline Training
First day of official event programme	14 <sup>th</sup> July 2025 (Note: In-market briefing session for NZ Sellers will be on 13 <sup>th</sup> July 2025)
Last day of official event programme	21 <sup>st</sup> July 2025
Event locations	<ul style="list-style-type: none"><li>• Kuala Lumpur, Malaysia</li><li>• Jakarta, Indonesia</li><li>• Bangkok, Thailand</li><li>• Singapore, Singapore</li></ul>
TNZ event listing	<a href="#">Event Listing - South East Asia Roadshow 2025</a>
Event objectives	<ul style="list-style-type: none"><li>• Showcase New Zealand as a year-round destination for travel sellers focusing on off-peak.</li><li>• Build strong selling capability of travel sellers.</li><li>• Engage with existing and new networks of travel sellers and build on business relationships.</li><li>• Provide a platform for negotiating new and existing contracts with travel sellers.</li><li>• Stimulate the development of products.</li><li>• Increase New Zealand's share of voice in the travel trade in South East Asia.</li></ul>
Event benefits	<p>This event provides New Zealand organisations with an opportunity to:</p> <ul style="list-style-type: none"><li>• Connect with travel distributors who are significant contributors to the development, promotion, and purchase of New Zealand tourism experiences.</li><li>• Educate new travel planners who lack knowledge of destinations and products and require upskilling. 88% of Asian staff are expanding their portfolio of destinations.</li><li>• Raise distributors' awareness of their regions and/or product(s) and what they have to offer to the distributors' clients so that they can sell the region better.</li><li>• Acquire market intelligence, insights and guidance on international markets.</li><li>• Provide an opportunity to educate a larger audience of travel sellers from the SEA Closed Facebook Group through Live Streaming.</li></ul>

## Market importance

### Singapore

Singaporeans travel to New Zealand to experience unique landscapes and culture, connect with nature, and feel refreshed and relaxed. Traditional peak travel seasons in Singapore are Chinese New Year from late May to late June (around school holidays) and Deepavali from mid-November to the end of December.

#### **Key insights:**

- Arrivals to New Zealand reached 53,165 in the year ending October 2024, representing a 96% recovery from pre-COVID levels in 2019.
- Singapore continues to present a growing opportunity for New Zealand. It has the highest conversion rate regarding AC population to NZ arrivals (AC incidence of 40% -FY24), with a strong preference of 45.1% and high appeal of 59% and 78% considering off-peak travel to NZ.
- Singapore also has robust direct flight connectivity with 28 flights per week by Air New Zealand and Singapore Airlines.
- About 79% of Millennials and Generation Z's in Singapore prefer travelling and travelling during off-peak seasons (Singapore Business Review).
- The economy is stable, and GDP growth is forecasted to be between 1% and 3% in 2025, with a solid recovery in outbound travel.
- Building relationships with trade partners in the Singaporean Market is essential for product development, as 31% of our target audience prefers to book through travel agencies.
- Singaporean travellers prefer FIT over groups; However, the trend has shifted to smaller private group tours.
- Majority of travellers stay 9-12 days and explore the North and South Islands.
- Singaporean travellers show interest in various activities, such as trying local cuisine, taking scenic trips, visiting local cities, and having unique experiences.

### Malaysia

Malaysians enjoy travelling to New Zealand for self-drive and campervan holidays. Malaysia's peak travel seasons are end-of-term school holidays in mid-February to mid-March and mid-May to June, Labaran holidays in April, and around Chinese New Year.

#### **Key insights:**

- Preference for New Zealand is 52%, with 71% indicating it is a first-choice preferred destination for 7.3 million potential travellers. Spring presents a solid opportunity to higher-income households, while winter appeals more to pre-families.
- Arrivals to New Zealand reached 29,731 in the year ending October 2024.

- Malaysia's economy is expected to outperform in 2025, with a projected gross domestic product (GDP) growth rate of 4.7 per cent, driven by a robust labour market and strengthening investment, according to the Mastercard Economics Institute
- Malaysian travellers are interested in soft adventure, nature, wildlife and trying local cuisine.
- Travel agents remain the primary booking channel for travel packages in Malaysia.
- Established connectivity with Malaysian Airlines' potential Batik Air flights starting in January 2025.

### **Indonesia**

Indonesian travellers are interested in soft adventure, nature, wildlife, landscapes, and trying local cuisine. Indonesia has a strong off-peak arrival. The peak travel seasons are school holiday periods, including Labaran Holidays in April and mid-December to early January.

#### **Key insights:**

- Arrivals reached 18,191 in the year ending October 2024.
- Indonesia's economy is expected to grow 4.8-5.6% in 2025, Amid Global Economic Challenges. The country will continue to count on its strong domestic market for economic growth, powered by a growing middle-class population.
- Preference for New Zealand is high at 74%, with 52% indicating it is a first-choice destination for 46.5 million potential travellers. There is a clear opportunity to drive off-peak visitation among Indonesian Active Considerers, with Spring being the primary opportunity, followed by Winter.
- The largest Muslim population globally, but outbound Muslim travellers tend to be less rigid about religious requirements.
- No direct flights from Jakarta, only Qantas and Virgin Australia via AU; direct connectivity from DPS – AKL with Air New Zealand. However, travel is usually made directly from Singapore to New Zealand.
- Over 85% of conversions result from travel agency bookings, and a noticeable increase in flight bookings from online travel agents (OTAs).
- The visa application situation is currently stable, with most agents applying for clients' visas online, which is generally faster and smoother via VFS, which usually takes longer.

### **Thailand**

Thais are high-spend visitors, and view New Zealand as having a positive and premium brand image. Thailand has strong off-peak arrivals. The peak travel seasons are during the Songkran Festival in April, their shoulder season, and the school holidays in June, mid-December to early January.

**Key insights:**

- Arrivals reached 19,891 at the end of October 2024.
- Thailand's economic growth is projected to grow by 2.9% in 2025, slightly up from an estimated 2.7% growth in 2024. Normalised public spending will provide a transitory boost to overall economic growth in 2025.
- Preference for New Zealand is 73%, with 46% indicating it is a first-choice destination for 11.2 million potential travellers. Spring and winter are the visitation periods among Thai Active Considerers.
- Air connectivity between Thailand and New Zealand is with Qantas via Australia, Singapore Airlines, and Air New Zealand via Singapore.
- Travel agents remain the primary booking channel for travel packages in Malaysia.
- Thailand travellers are interested in soft adventure, nature, outdoor experiences, landscapes and trying local cuisine.

**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, including off-peak travel behaviour. You can find a list of market insights below:

- [Visitor Profiles](#)
- [Off-peak Insights](#)

**NZ-based TNZ contact**

Pepper Buchanan  
Events and Experience Specialist  
[events@tnz.govt.nz](mailto:events@tnz.govt.nz)

**In-market TNZ contact**

Theresa Goh  
Trade Marketing Manager  
[theresa.goh@tnz.govt.nz](mailto:theresa.goh@tnz.govt.nz)

## EVENT PARTICIPATION

### Types of NZ Sellers suited to this event

- Accommodation providers
- Activity providers
- Inbound tourism operators (ITOs)\*
- Marketing clusters\*
- National tourism operators
- Regional Tourism Organisations (RTOs) and International Marketing Alliances (IMAs)\*
- Transport providers

### Note

All NZ Sellers must be Qualmark endorsed and trade ready.

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

\*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.

\*If an IMA nominates a delegate, it must be agreed upon by the RTOs covered by this IMA, as this will be the sole delegate for the region. If there is no IMA application, each RTO can submit an individual delegate application. Please coordinate with your partners to avoid double-ups.

Minimum number of applications required for event to proceed

20

Maximum number of applications available

24

Preferred type of NZ Sellers if capacity is reached

Please read the participation and selection criteria on page 14.

Maximum number of delegates per application

2

Items included in participation fee

- Event participation
- Two nights' accommodation per market in a single room at official event hotels, including one breakfast per day
- Food and beverages at Frontline Training events
- Networking events
- Food and beverages at networking events



**Event participation fee(s) per market**

- Delegate One Fee - Event attendance in 4 markets: \$8,000 NZD\*
- Delegate Two Fee - Event attendance in 4 markets: \$7,000 NZD\*

**Note**

\*Delegates must attend events in all four markets.

\*The second delegate will work in conjunction with the first delegate and will not have their own appointment schedule.

No more than two delegates can attend per organisation. If you wish to bring a colleague with you to provide translation services, they need to be registered as a second delegate (Note: All markets are English speaking).

If you have an in-market representative that you would like to register as your **second delegate**, please email [events@tnz.govt.nz](mailto:events@tnz.govt.nz) with details of your request and wait for TNZ’s response before registering.

Trade ready is defined using the TRENZ Seller Criteria as listed at [www.trenz.co.nz/trenz/trenz/trenz-criteria-1](http://www.trenz.co.nz/trenz/trenz/trenz-criteria-1)

**Can delegates bring pull up banners with them?**

No

**Required collateral type**

Digital

**Note**

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**

Frontline Travel Agents, Product Managers

**Comments**

Online travel sellers will be invited to join networking functions, but will not attend appointments

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

Yes

## EVENT FORMAT

<b>Appointment schedule</b>	Pre-scheduled appointments
<b>Appointment format</b>	Small group meetings
<b>Appointment duration (mins)</b>	12-15 minutes
<b>Appointment rotation</b>	NZ Sellers rotate
<b>Note</b>	Charging points to be provided on each table
<b>Layout</b>	NZ Sellers will be put into pairs and share one table, however, will still receive 12-15 minutes each per appointment

## EVENT PROGRAMME

Detail	Date/Time	Location
NZ Sellers pre-event webinar	TBC	Online
Latest that NZ Sellers can arrive in-market	Sunday, 13 <sup>th</sup> July 2025 - Before noon	Malaysia
In-market event briefing & sharing of SEA insights	Sunday, 13 <sup>th</sup> July 2025	Malaysia
Frontline Training Day – incl. live streaming	Monday, 14 <sup>th</sup> July 2025	Malaysia
Networking evening event	Monday, 14 <sup>th</sup> July 2025	Malaysia
Flight – Kuala Lumpur to Jakarta	Tuesday, 15 <sup>th</sup> July 2025 - AM Flight	Malaysia/Indonesia
Networking evening event	Tuesday, 15 <sup>th</sup> July 2025	Indonesia
Frontline Training Day	Wednesday, 16 <sup>th</sup> July 2025	Indonesia
Flight – Jakarta to Bangkok	Thursday, 17 <sup>th</sup> July 2025 - AM Flight	Indonesia/Thailand
Networking evening event	Thursday, 17 <sup>th</sup> July 2025	Thailand
Frontline Training Day	Friday, 18 <sup>th</sup> July 2025	Thailand
Free Day (All costs, incl. hotel, at own expense)*	Saturday, 19 <sup>th</sup> July 2025	Thailand
Flight – Bangkok to Singapore	Sunday, 20 <sup>th</sup> July 2025 - Noon Flight	Thailand/Singapore
Frontline Training Day	Monday, 21 <sup>st</sup> July 2025	Singapore
Networking evening event	Monday, 21 <sup>st</sup> July 2025	Singapore
Travel home	Tuesday, 22 <sup>nd</sup> July 2025	Singapore/New Zealand

**Note** \*On Saturday 19<sup>th</sup> July, NZ Sellers are responsible for paying all costs at their own expense.

## EVENT VENUES

**Venue Details** Event venues will be confirmed once registrations have closed. TNZ will share more information once NZ Seller registrations are confirmed.

## WHAT NZ SELLERS NEED TO BOOK

<b>Accommodation</b>	NZ Sellers need to book and pay for accommodation required outside of core nights. TNZ will share more information once NZ Seller registrations are confirmed.
<b>Flights</b>	NZ Sellers need to make their own international and domestic flight arrangements for this event.
<b>Ground transfers</b>	TNZ will cover ground transfers for NZ Sellers flying on TNZ recommended flights. NZ Sellers booking alternative flights outside of TNZ’s recommended flights are required to arrange their own ground transportation.

## EVENT ACCOMMODATION

<b>Accommodation Details</b>	Event accommodation will be confirmed once registrations have closed. TNZ will share more information once NZ Seller registrations are confirmed.
<b>Is it mandatory to stay at the event hotels?</b>	Yes
<b>Room type and inclusions</b>	Single room including one breakfast
<b>Wi-Fi included in rates</b>	Yes
<b>Breakfast included in rates</b>	Yes – one breakfast per day
<b>Core nights booked and paid by</b>	TNZ will <b>automatically book core night</b> accommodation on behalf of NZ Sellers. This is included in participation fees. See the table below for core room nights paid for by TNZ.
<b>Additional nights</b>	TNZ will share more information on how to book and pay for additional accommodation nights once NZ Seller registrations are confirmed

Accommodation Nights Paid for by TNZ	Location
Sunday, 13 <sup>th</sup> July 2025	Malaysia
Monday, 14 <sup>th</sup> July 2025	Malaysia
Tuesday, 15 <sup>th</sup> July 2025	Indonesia
Wednesday, 16 <sup>th</sup> July 2025	Indonesia
Thursday, 17 <sup>th</sup> July 2025	Thailand
Friday, 18 <sup>th</sup> July 2025	Thailand
Sunday, 20 <sup>th</sup> July 2025	Singapore
Monday, 21 <sup>st</sup> July 2025	Singapore
Accommodation Nights NOT Paid for by TNZ	Location
Saturday, 19 <sup>th</sup> July 2025*	Thailand

\*This is a free day for NZ Sellers. Any costs related to this day will be at the own expense of NZ Sellers.

## EVENT FLIGHTS

### Air New Zealand flight support

Air New Zealand is pleased to support this event by offering delegates discounted travel on the recommended flights listed below. Once registrations are confirmed, participants will receive details on fares, booking instructions, and terms & conditions directly.

Route	Date/Time	No. Seats at Discounted Rate
AKL/SIN	Saturday, 5 <sup>th</sup> July 2025	10
AKL/SIN	Saturday, 5 <sup>th</sup> July 2025	10
SIN/AKL	Tuesday, 22 <sup>nd</sup> July 2025	20
SIN/AKL	Wednesday, 23 <sup>rd</sup> July 2025	20

### Domestic Flights

TNZ will share details of recommended in-market domestic flights once NZ Seller registrations are confirmed

## WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Requirement	Due date
<b>Flight details</b>	<ul style="list-style-type: none"> <li>Flights during event</li> <li>Inbound flight</li> <li>Outbound flight</li> </ul>	Required	12 <sup>th</sup> May 2025
<b>Company logo</b>	High resolution company logo (png or jpeg) - Specs to be advised	Required	12 <sup>th</sup> May 2025
<b>Hero image</b>	One high resolution hero image (png or jpeg) - Specs to be advised	Required	12 <sup>th</sup> May 2025
<b>Hero video</b>	30 second to 1 minute video that can be displayed in the background of the events	Required	12 <sup>th</sup> May 2025
<b>Prizes</b>	Digital vouchers for grand prize pack/s	Optional	12 <sup>th</sup> May 2025
<b>Presentations</b>	PowerPoint copy of your presentation for the Frontline Training appointments – to be used for Live Facebook Presentations	Required	23 <sup>rd</sup> June 2025

# Registration Information

## EVENT REGISTRATION AND CANCELLATION

First day of registration	18 <sup>th</sup> December 2025
Last day of registration	15 <sup>th</sup> February 2025
How to register	<p>You will be able to register for this event on the TNZ event listing: <a href="http://www.tourismnewzealand.com/events/south-east-asia-roadshow-sea-2025">www.tourismnewzealand.com/events/south-east-asia-roadshow-sea-2025</a></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 <a href="mailto:events@tnz.govt.nz">events@tnz.govt.nz</a>.</p> <p>Sign up to TNZ's newsletter Tourism News to receive TNZ event updates: <a href="http://www.tourismnewzealand.com/newsletter-signup">www.tourismnewzealand.com/newsletter-signup</a></p>
Registration confirmation date	25 <sup>th</sup> February 2025
Delegates Invoiced	4 <sup>th</sup> March 2025
	TNZ reserves the right to withdraw registrations if payment has not been received by this date
Invoice payment due	25 <sup>th</sup> March 2025
50% cancellation period begins	12 <sup>th</sup> May 2025
100% cancellation period begins	9 <sup>th</sup> June 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)/Regional Convention Bureau (RCB), other marketing group or national association.

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.

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 feedback:

1. Regional Tourism Organisations (RTOs) or International Marketing Alliances (IMAs)
2. Activity providers
3. Accommodation providers
4. Transport providers
5. Marketing Cluster
6. Inbound Tourism Operators (ITOs/IBOs)

### **Note:**

- 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 TNZ
- 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 TNZ’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 offshore 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 TNZ’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](mailto:events@tnz.govt.nz). Please take note of the cancellation periods noted above.

### Cancellation by TNZ

A minimum number of 20 NZ Sellers is required for the event to proceed. TNZ have the right to cancel the event if less than 20 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 if:

- 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 TNZ
- 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 responsibilities 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 by participants whilst travelling to or attending the event.

### Pandemic Travel Terms and Conditions

#### **Be prepared for a pandemic to disrupt 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

All delegates must register their travel online through SafeTravel ([www.safetravel.govt.nz](http://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](http://www.safetravel.govt.nz/travel-advisories)).