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PROSPECTUS

Kiwi Link Japan
and Korea 2024



Version 2



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20 October 2023

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in Kiwi Link Japan and Korea 2024.

Kiwi Link Japan and Korea 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 travel sellers from Japan and Korea. Kiwi Link Japan and Korea 2024 includes pre-scheduled meetings with travel sellers and networking opportunities at official event functions.

In 2024, Kiwi Link Japan will take place in Isawa-Onsen/Yamanashi, Japan on 11th and 12th March 2024. Kiwi Link Korea will take place in Seoul, Korea on 13th and 14th March 2024.

Following the recent trade events review we will be trialling a New Seller Participation Fee at this event in order to encourage new product representation. Further details and the criteria can be found on page 7.

The following prospectus outlines key information on Kiwi Link Japan and Korea 2024. 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 events@tnz.co.nz to get in touch with New Zealand based Events and Experience Specialists.

Yours sincerely

권희정

Naoki Inohiza
Country Manager Japan

Hee Jeong Kwon
Country Manager Korea

Event checklist

KEY DATES

Registration opens	03 Nov 2023
Registration closes	17 Nov 2023
New Zealand delegation confirmed and invoiced	08 Dec 2023
Participation fee payment due	22 Jan 2024
100% cancellation period begins	02 Feb 2024

WHAT NZ SELLERS NEED TO BOOK

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

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

You can find more details on what information NZ sellers need to provide on page 13.

Kiwi Link Japan and Korea 2024

EVENT DETAILS

Event type	TNZ Offshore Event
Event format	Kiwi Link event
Target market	<ul style="list-style-type: none">• Japan• Korea
First day of official event programme	11-Mar-2024
Last day of official event programme	14-Mar-2024
Event location	<ul style="list-style-type: none">• Tokyo, Japan• Isawa-Onsen/Yamanashi, Japan• Seoul, Korea
TNZ event listing	www.tourismnewzealand.com/events/kiwi-link-japan-and-korea-2024
Market importance	<p>Japan</p> <ul style="list-style-type: none">• Japan continues to be a very important visitor market for New Zealand. In 2019 (prior to Covid), Japan was New Zealand's 6th largest international visitor market with 97,340 visitors.• Post Covid, there is growing momentum for overseas travel and Japanese arrivals to NZ (Jan-Jul 2023, 53%) is above the overall outbound recovery of 40%.• There are 6.7 million Japanese visitors actively considering leisure travel to New Zealand and 42% of these travellers rank New Zealand as their #1 preferred destination.• <i>According to the JTB Outbound Tourism Report 2023, New Zealand is ranked 15th on the most desired destination to travel to, moving up 5 spots from 2020.</i>• Currently Air New Zealand operates daily flights from Tokyo and starting 30 November 2023, will add 3 weekly flights, bringing the total to 10 flights weekly.• A key motivator for Japanese visitors to New Zealand is interactions with nature such as hiking, walking and wildlife encounters. Japanese travellers are also motivated by cultural experiences and enjoy a wide variety of high-quality food and beverages.• Post pandemic, group travel remains important for Japanese travellers but there has also been an increase in independent travel.• Independent travellers want to minimise risks and have the flexibility to adjust travel plans, while having the freedom to engage more deeply with local culture and customs.

- More than 60% of travel sellers* consider agent training, events and roadshows to be important. Face-to-face communication is highly valued in Japanese culture, and Kiwi Link Japan provides travel sellers with this opportunity to showcase their product offerings. Travel sellers are interested in maintaining and establishing new relationships, particularly as there are a lot of new travel planners in the industry.

* Report conducted in August 2023 surveying a wide range of travel sellers via qualitative and quantitative research. 46 Japanese agents responded.

Korea

- Korea has one of the most well-travelled populations in the world. 29M travelled overseas in 2019 - 57% of the total population.
- In 2019 (Prior to Covid-19), Korea was the 3rd largest international visitor market in Asia with 88,000 arrivals.
- Post Covid-19, outbound numbers are sharply increasing. Arrivals recovered by 68.5% and arrivals to NZ reached 55.7% recovery in comparison with 2019 (Jan-Jul).
- Air New Zealand and Korean Air operate direct services to New Zealand: 3 weekly flights by Air NZ and 5 weekly flights by Korean Air, which will increase frequency to daily from November to mid-March 2024.
- Preference for New Zealand remains strong with 48% indicating it is a first-choice preferred destination for 6.1 million potential travellers.
- 60% of our target audiences prefer to book through travel agencies and OTAs are also commonly used. For product development, it is considered important to build relationships with trade partners in the Korean market.
- A key motivation for visiting NZ is the beautiful scenery, the opportunity to connect with nature and relax from the stresses and routine of daily life.
- Activities Korean travellers are interested in doing in NZ include short nature walks, trying local cuisine, local wine & beer, scenic trips, wildlife, visiting historical sites and unique experiences.
- One of the strong drivers of preference for NZ is that it is a family friendly destination and 60% of target audiences have children living at home.
- Majority of travellers stay 9-12days and explore both the North and South Islands.
- This event provides a valuable opportunity to engage with key travel agencies, particularly as many were reshuffled at a large scale due to Covid-19. Therefore, establishing new relationships with industry is now more important than ever.

In-market TNZ contact s

Ryo Iijima
Market Development Executive - Japan
ryosuke.iijima@tnz.govt.nz

Sora Jang
Trade Marketing Manager- Korea
sora.jang@tnz.govt.nz

New Zealand based TNZ contacts

Charlette Potts and Pepper Buchanan
Events and Experience Specialists – New Zealand
events@tnz.govt.nz

EVENT PARTICIPATION

Types of NZ sellers suited to this event

- Accommodation providers
- Activity providers
- Airlines
- Destination marketing companies (DMCs)
- Inbound tourism operators (ITOs)
- International marketing alliances (IMAs)
- Marketing clusters
- National tourism operators
- Regional tourism organisations (RTOs)
- Tourism products with in-market representation
- Transport providers

Minimum number of applications required for event to proceed

Twenty (20)
(Please refer to page 15 for cancellation terms and conditions)

Maximum number of applications

Thirty (30)

Maximum number of delegates per application

Two (2)

Items included in participation fee (Korea)

- Event participation
- 2 nights’ accommodation including breakfast
- Food and beverage during event
- Functions

Items included in participation f ee (Japan)

- Event participation
- 3 nights’ accommodation (two nights in Tokyo and one night in Yamanashi) including breakfast
- Food and beverage during event
- Functions
- Bus Transport (Tokyo ⇔ Yamanashi)

**Kiwi Link Japan and Korea event
participation fee(s)**

Attending both Korea and Japan events:

- Delegate one participation fee \$5,000 NZD
- Delegate two participation fee \$4,000 NZD

Attending either Korea or Japan event only:

- Delegate one participation fee \$4,000 NZD
- Delegate two participation fee \$3,000 NZD

**Kiwi Link Japan and Korea New Seller
participation fee(s)
(see criteria below)**

Attending both Korea and Japan events:

- New Seller Delegate one participation fee \$3,750 NZD
- New Seller Delegate two participation fee \$3,750 NZD

Attending either Korea or Japan event only:

- New Seller Delegate one participation fee \$3,000 NZD
- New Seller Delegate two participation fee \$3,000 NZD

**New Seller Criteria
(Limited to six operators)**

Following the recent trade events review we will be trialling a new seller participation fee to encourage new product representation. To qualify, your organisation must:

- Be internationally trade ready.
- Be Qualmark accredited (if appropriate).
- Have previously attended TRENZ or a TNZ Offshore Event.
- Has not undertaken in-market trade activities, including events in Korea or Japan in the last five years.
- Have a genuine interest in investing in the Japan/Korea Market.

We are seeking a diverse range of regional operators. If **more than six new seller registrations are received, successful applicants will be at the discretion of TNZ.**

Note

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.

Trade ready is defined using the TRENZ Seller Criteria, as listed here -

<https://www.trenz.co.nz/trenz/trenz/trenz-criteria-1>

To show genuine interest in remaining in the Japanese and Korean market, please submit a one page business plan (or similar documentation) when registering, with how you intend to achieve this.

RTO's can also qualify for the new sellers discount if they;

- Have trade ready product in region.
- Have previously attended TRENZ or a TNZ Offshore Event.
- Have not undertaken in-market trade activities, including events in Korea or Japan in the last five years.
- Have a genuine interest in investing in the Japan/Korea Market.

Can delegates bring pull up banners with them? No

Collateral type Digital (Translated Japanese and Korean language preferable).

In lieu of any printed collateral, we are asking sellers to create a bespoke microsite for each market. This will be able to be accessed by sellers at the event via a QR code on each desk. More information on the microsite will be provided upon confirmation of registration.

EVENT ATTENDEES

Primary type of Japan attendees attending the event Product managers/travel planners and IBOs based in Japan

Primary type of Korean attendees attending the event Product managers/travel planners - Seoul and Busan agencies

Will an attendee contact list be made available to NZ sellers following the event? Yes

EVENT FORMAT

Appointment schedule Pre-scheduled appointments

Appointment format One-on-one meetings

Appointment duration (mins) Between 10-15 minutes appointment

Appointment rotation In-market attendees rotate

Layout Table layout

EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar (Japan/Korea Market briefing)	16 Feb 2024	NZ time: 14:00
Latest that NZ sellers can arrive in-market	10 Mar 2024	
Casual Dinner	10 Mar 2024	TBC
Depart Tokyo by bus to Yamanashi	11 Mar 2024	7:30
Arrive at Isawa-Onsen/Kagetsu	11 Mar 2024	10:30
Lunch	11 Mar 2024	11:30 – 12:30
Kiwi Link Japan – Day 1 (Yamanashi)	11 Mar 2024	13:00 - 17:30
Kiwi Link Dinner (Japanese style)	11 Mar 2024	19:00 – 21:00
Kiwi Link Japan – Day 2 (Yamanashi)	12 Mar 2024	08:30 - 12:30
Depart Yamanashi by bus to Tokyo	12 Mar 2024	14:00
Arrive at Shinagawa/Tokyo Prince hotel	12 Mar 2024	18:00
Depart Japan for Korea (Seoul)	13 Mar 2024	Suggested Flight: OZ107/NH6977 - 9:00am Departure from Narita Airport, arrive in Seoul 11:40am Airport transfer will be provided for those who are arriving on the suggested flight
Kiwi Link Event briefing	13 Mar 2024	16:30 Westin Josun Hotel
Kiwi Link Function	13 Mar 2024	18:00 NZ Residence
Kiwi Link Korea (Seoul)	14 Mar 2024	08:30-18:00
Earliest that NZ sellers can fly home	15-Mar-2024	AM

EVENT VENUES

Venue	Event/Function	Address	Phone number	Website
Kagetsu, Isawa Hot Springs	Kiwi Link Japan - Yamanashi	385 Kawanakajima, Isawa Town, Fuefuki City, Yamanashi #406-0024	+81 55-262-4526	www.isawa-kagetsu.com
NZ residence	Kiwi Link Function	Seoul		
The Westin Josun Seoul	Kiwi Link Korea	106, Sogong-ro, Jung-gu Seoul 04533	+82 2 771 0500	Marriott.com/SELWI

EVENT ACCOMMODATION

Tokyo, Japan

Core nights at hotel	10 Mar 2024 12 Mar 2024
Is it mandatory to stay at the hotel?	Yes – if you choose to stay elsewhere there will be no reduction in your participation fee
Hotel details	Shinagawa Prince Hotel 4-10-30, Takanawa Minato-ku, Tokyo +81 3-3440-1111 https://www.princehotels.com/shinagawa/
Core nights booked by	Tourism New Zealand will automatically book core nights accommodation on behalf of NZ sellers
Core nights paid by	Tourism New Zealand – included in participation fees
Additional nights	Any additional nights will need to be requested at registration for TNZ to book and invoice back to operator
Room type	Single
Wi-Fi included in rates	Yes
Breakfast included in rates	Yes

Isawa-Onsen/Yamanashi, Japan

Core nights at hotel	11 Mar 2024
Is it mandatory to stay at the hotel?	Yes – if you choose to stay elsewhere there will be no reduction in your participation fee
Hotel details	Kagetsu, Isawa Hot Springs 385 Kawanakajima, Isawa Town, Fuefuki City, Yamanashi https://www.isawa-kagetsu.com/ Isawa View Hotel, 1607 Kawanakajima, Isawa Town, Fuefuki City, Yamanashi http://www.i-view.jp/ Depending on the numbers registered for this event, Tourism New Zealand will book the most appropriate hotel per delegate – hotels are no further away from the event venue than a 2 minute walk



Core nights booked by	Tourism New Zealand will <u>automatically book core night</u> accommodation on behalf of NZ sellers
Core nights paid by	Tourism New Zealand – included in participation fees
Additional nights booked and paid by	Additional nights to be requested upon registration - Tourism New Zealand to book on delegates' behalf (delegate to pay)
Room type	Single room
Do the same rates apply for additional nights?	Yes
Wi-Fi included in rates	Yes
Breakfast included in rates	Yes

Seoul, Korea

Core nights at hotel	13 Mar 2024 14 Mar 2024
Is it mandatory to stay at the hotel?	Yes – if you choose to stay elsewhere there will be no reduction in your participation fee
Hotel details	The Westin Josun Seoul 106, Sogong-ro, Jung-gu Seoul 04533 Marriott.com/SELWI
Core nights booked by	Tourism New Zealand will <u>automatically book core</u> night accommodation on behalf of NZ sellers
Core nights paid by	Tourism New Zealand – included in participation fees
Additional nights booked and paid by	Additional nights to be requested upon registration - Tourism New Zealand to book on delegates' behalf (delegate to pay)
Room type	Single room
Do the same rates apply for additional nights?	Yes
Wi-Fi included in rates	Yes
Breakfast included in rates	Yes



EVENT FLIGHTS

Air New Zealand flight support

Should Air New Zealand flight support be available, this will be advised upon confirmation of registration

GROUND TRANSPORT

Ground transfers booked and paid for by TNZ

Departure date	Departure time	Arrival date	Arrival time	Route
11 Mar 2024	07:30	11 Mar 2024	10:30	Chartered Bus
12 Mar 2024	14:15	12 Mar 2024	18:00	Chartered Bus

EVENT TRANSLATORS

Are translators recommended for this event?

Yes

Will TNZ arrange translators for NZ sellers on request?

Yes

Translator cost

Japan - \$420.00 NZD per day (2 days, +\$200NZD travel costs)
Korea - \$345.00 NZD per day (1 day)

Translator payment instructions

Invoiced at time of registration fee

WHAT NZ SELLERS NEED TO BOOK

Accommodation

NZ sellers need to book any accommodation required outside of the core nights – please advise at registration if you would like to extend your stay at the TNZ hotels.

Flights

NZ sellers need to make their own flight arrangements for this event.

Ground transfers

NZ sellers need to arrange their own ground transportation (E.g. airport transfer) **except for the bus** between Tokyo and Isawa return. We will update you should there be sufficient demand for TNZ to put on any extra ground transport.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Requirement	Due date
Organisation description	250 words	Required	Collected at registration
Translator requests		Recommended	Collected at registration
Flight details	Inbound and outbound flights for Japan, Inbound and outbound flight for Korea Submit via form (link to be sent)	Required	15 Dec 2023
Hero image	One high resolution hero image (png or jpeg). Specs to come. Submit via form (link to be sent)	Required	15 Dec 2023
Company Logo	High resolution company logo (png or jpeg). Specs to come. Submit via form (link to be sent)	Required	15 Dec 2023
Videos (if available)	30 second to one minute video that can be displayed in the background of the events. Specs to come. Submit via form (link to be sent)	Required	15 Dec 2023
QR Code Information/Microsite address	Submit via form (link to be sent)	Required	15 Dec 2023
Prizes	Spot prizes and travel vouchers to be used throughout the events (soft toys, hand creams, vouchers etc) Submit via form (link to be sent)	Optional	Advise by 7 Feb 2024 and then bring to event

Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration	03 Nov 2023
Last day of registration	17 Nov 2023
How to register	<p>You will be able to register for this event on the event listing once registration opens: www.tourismnewzealand.com/events/kiwi-link-japan-and-korea-2024</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	08 Dec 2023
Participation fee payment due	22 Jan 2024
	TNZ reserves the right to withdraw registrations if payment has not been received by this date
100% cancellation period begins	07 Feb 2024
Participation and selection criteria	<p>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</p> <p>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.</p>

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: <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

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 specified by Tourism New Zealand
- Tourism New Zealand 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.

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. Tourism New Zealand does not provide indemnity for any loss or injury suffered to participants whilst traveling to or attending the event.

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)