



## **AUSTRALIA/NEW ZEALAND EAST COAST USA SALES MISSION**

**DESCRIPTION:** Join the Meet Boston, Destination DC, and Philadelphia Convention and Visitors Bureau international tourism teams as they lead a sales and media mission to one of our top markets: Australia and New Zealand. This is an opportune time to be in market as Air New Zealand and Qantas have new direct flights to the region from Auckland.

In 2021, the US welcomed 52.4k Australian visitors, whose average length of stay is 24 days. For 2023, the market will begin to gradually recover projecting a total of 977k visitors. A full recovery of travel to 2019 numbers is projected in 2024, equaling 1.3 million visitors to the US. It is expected for the market to continue to grow. By 2025, Brand USA's forecast estimates 1.5 million visitors.

The three organizations will partner together to promote the East Coast USA brand and travel to each destination. We will meet with leading tour operators, travel agencies, media and direct consumers. This mission will be complemented by B2B Marketplaces, VIP client events, and a Consumer Activation. Included cities are Auckland, Melbourne, and Sydney. This will be complemented by media appointments with the leading travel media outlets.

**PROGRAM:** The East Coast USA Sales Mission connects participants to travel trade, travel media, and other key partners in the Australia and New Zealand travel industry through Media Marketplaces, pre-scheduled B2B meetings, and networking events in each city. Participants will also directly reach consumers through a consumer activation event.

**DATE:** August 4-13, 2023

**LOCATION:** Auckland, New Zealand; Melbourne/Sydney, Australia

### **SUPPLIER PARTICIPATION BENEFITS:**

- Participation in B2B Marketplace
- Participation in VIP client event
- Participation in Consumer Activation
- Post-mission report

### **DMO PARTICIPATION BENEFITS:**

- Recognition in marketing/PR collateral

- Participation in B2B Marketplace
- Participation in Media Marketplace
- Participation in Agent Training
- Participation/Recognition at VIP client event
- Participation/Recognition in Consumer Activation
- Post-mission report

**INVESTMENT:** Supplier: \$2,500.00  
 DMO: \$7,500.00  
**Please note this fee does not include travel expenses or accommodations. We will provide preferred travel arrangements and secure best negotiated rates.**

**DEADLINE:** April 14, 2023

**CONTACT:** Sarah Dale, 1-857-301-5850, [sdale@meetboston.com](mailto:sdale@meetboston.com)

- Yes, we commit to participating in the East Coast USA Mission to Australia/New Zealand at the rate listed above. I understand that once my participation is confirmed, I will receive an invoice in the indicated amount. All co-op fees cover only one participant unless otherwise noted.

*Please write legibly and send your high-res logo along with your co-op form.*

Organization Name: \_\_\_\_\_

Organization Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

**CO-OP CONTACT** (person attending) \* if different from the above contact

Attendee Name:\* \_\_\_\_\_

Title: \_\_\_\_\_

Phone:\* \_\_\_\_\_

Mobile:\* \_\_\_\_\_

E-mail:\* \_\_\_\_\_

Dietary Needs: \_\_\_\_\_

**Please e-mail the completed and signed form to: Sarah Dale, [sdale@meetboston.com](mailto:sdale@meetboston.com)**

**Terms & Conditions**

**Cancellation Policy**

121 days and beyond; 100% refund. 120-61 days prior to the event; 50% refund. 60 days or less; no refund. I understand the registration fee does not include accommodations, transportations, meals, and personal expenses.

**Good Standing**

Your partnership with Meet Boston must be in good standing to participate. You have 30 days from registration to fulfill all outstanding payments; otherwise, you will be unregistered for the event.

**GDPR**

Meet Boston complies with the European Union's General Data Protection Regulation (known as GDPR). Due to the specifications of GDPR, we are not able to share the contact information of our customers with third parties. To read Meet Boston's full privacy policy, please visit [meetboston.com/privacy-policy](https://meetboston.com/privacy-policy).

**Professional Conduct**

By registering for this co-op, I understand my organization is a partner and/or co-host with Meet Boston for this event. I understand that I am representing my organization, Meet Boston, and the city of Boston. I agree to represent all parties in a positive and professional manner.

**Photo Release**

I hereby authorize Meet Boston to publish photographs taken of me for use in print, web, mobile, out-of-home, event advertising; all Meet Boston social media channels; all Meet Boston associated websites (editorial, advertising, and advertorial purposes) and publications (including, but not limited to, Meet Boston's Official Visitor Guide and Destination Planning Guide).

**Social Media**

I will give credit to Meet Boston, its social media channels, and all appropriate hashtags for producing this event. I understand by posting via social media that I am representing my organization, Meet Boston and Boston.

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