

# Tourism New Zealand Singapore Frontline training & Queenstown Convention Bureau Singapore Incentive Workshop

## Report

5 July & 12 July 2019  
Singapore

**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700

## 1. Introduction

---

### **Tourism New Zealand Singapore Trade Training on 5 July**

Tourism New Zealand organise a frontline training session in Singapore in conjunction with a Kiwi Link event each year. The frontline training provides a unique opportunity for RTOs and New Zealand operators to educate frontline agents and product managers in Singapore. DQ had 12 30 minute meetings with over 120 product managers, frontline agents, reservations teams and online travel sellers at this event.

### **Air New Zealand and Singapore Airlines function on 5 July**

Air New Zealand will operate non-stop flights between Christchurch and Singapore from December 2019. To celebrate this new seasonal route, Air NZ, Singapore Airlines and Christchurch Airport hosted a networking dinner on 5 July in Singapore. More than 80 key trade and MICE partners as well as media were invited to this function. Queenstown plays a key role in promoting the South Island and continuing to work closely to support Air NZ and encourage Singaporean travellers to stay longer and enjoy our premium offerings in all seasons.

### **QCB and TNZ Incentive Workshop on 12 July**

For the first time QCB partnered with Tourism New Zealand to host an incentive workshop in Singapore. 17 key incentive companies attended this event. QCB did a comprehensive destination update including new accommodation, iconic and new activities, and unique gala dinner venues.

## 2. Market Background

---

### *Market overview:*

The SEA market is one of the fastest growing long haul markets for Queenstown and New Zealand. DQ is focused on leveraging the region's potential to help spread visitation across the year. Many visitors from Indonesia, Malaysia, the Philippines and Singapore tend to travel in the off-peak shoulder seasons. Traditional peak travel seasons in Singapore are Chinese New Year; late May to late June (around Hari Raya), Deepavali in late October, and mid-November to the end of December.

Travel agents are still the primary mode of booking for travel packages, however there is a growing trend towards direct online booking for airfares and land packages. There is an increasing trend of last-minute bookings due to online tactical fares and lower/more competitive land packages. The majority of Singaporean travellers prefer free independent travel (FIT) over group tours.

Singapore's luxury travel market offers considerable opportunity for Queenstown, with local demand of high-end travel matching the Asian-wide upswing. Singaporeans come to New Zealand to enjoy the open space, scenery and fresh air, with holiday arrivals reaching 41,696 in the year ending June 2019.

The region's strong incentive travel market also helps boost arrivals during the off-peak shoulder seasons with incentive groups arriving in winter, spring and autumn. SEA has been included in DQ business plan as a tier 1 market along China and USA.

**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700

DQ regularly is featured in joint venture campaigns with airline partners, such as Singapore Airlines and Air New Zealand, along with key trade partners to drive New Zealand holiday bookings. DQ also partner with Air New Zealand, Singapore Airlines and other trade partners for agent training sessions and sales visits.

#### *Airline Update:*

Air New Zealand and Singapore Airlines offer three daily services between Auckland and Singapore, ten weekly services between Christchurch and Singapore, and four weekly services between Wellington and Singapore (via Australia) under their joint alliance. Air New Zealand will also launch an additional seasonal service to Christchurch in December 2019.

Direct options from Singapore to New Zealand are available with Qantas, Virgin Australia, British Airways, and Emirates.

#### *Halal travel:*

The Halal travel industry is one of the important emerging segments in SEA. It is the fastest growing travel market around the globe. The Muslim millennial is younger, more educated and has a bigger income, and that's exactly why Muslims are now traveling more than ever.

Halal Tourism is a term that the media uses but our focus is on Muslim travellers, for pleasure and business. The industry categorises those needs into different areas from halal food, information for prayers, separate swimming pools and gyms, etc. Not all Muslims are looking for this, but it is preferable to have these options available. Some Muslims want everything, but for some being able to have halal food is more than enough.

### 3. Objectives

---

#### Tourism New Zealand Frontline Training:

- Build strong selling capability of frontline agents in Singapore
- Engage with the existing network of frontline agents and build on general business relationships
- Facilitate new business relationships and expand the network of engaged travel sellers
- Promote shoulder season travel
- Introduce new products to travel trade in Singapore and SEA market
- Increase frontline and product manager knowledge, brand awareness

#### Incentive Workshop:

- Increase general destination and specific Queenstown incentive products knowledge
- Collect Singapore and SEA incentive insights
- Enhance working relationship with TNZ Singapore office
- Engage with existing network of incentive agents and build business relationships
- Increase general destination and product knowledge

**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700

- Promote seasonal travel

Air New Zealand and Singapore Airlines function:

- Support NZ and SQ upcoming non-stop services from Singapore to Christchurch in December 2019
- Network with key travel trade and incentive partners in Singapore
- Support CIAL SOUTH programme
- Introduce Queenstown operators to key partners in Singapore

#### 4. Event Format

---

##### **Tourism New Zealand Frontline Training**

Over 130 frontline agents, product managers from key trade partners and airline partners such as Chan Brothers Travel and Dynasty Travel in Singapore were exposed to Queenstown's premium offering at the event. 17 New Zealand operators attended this event including DQ and 3 Queenstown based operators (Southern Discoveries, NZONE Skydive and Nomad Safaris)

To bring to life what each region has to offer, there were 5 tasting tables featured outside of the conference room. They showcased what to eat and drink in New Zealand with cheeses and Akaroa salmon from Canterbury, craft beer and chocolate from Wellington, some of the best Sauvignon Blanc from Marlborough, and Pinot Noir from Central Otago. It was well received by agents and some photographs from the event were posted by agents on their own social media channels.

##### **QCB and TNZ Incentive Workshop**

DQ conducted a 90-minute comprehensive destination training on Queenstown's variety of experiences, activities, wide range of accommodation options, unique gala dinner venues, professional operators, and the strong destination support available. This was followed by a 30-minute Q&A session. Edward from TNZ did a presentation on visa requirements and family opportunities. Edward from TNZ and Ella Zhang from DQ also hosted these key agents for a networking lunch after the training.

##### **Air New Zealand and Singapore Airline function**

Air New Zealand, Singapore Airlines and Christchurch Airport hosted a cocktail function and dinner to celebrate the launch of the new Singapore to Christchurch seasonal services starting in December 2019. GMs and owners from key travel trade partners such as Chan Brothers Travel and Dynasty Travel attended this event. The feedbacks from key trade partners were that New Zealand has always been a popular destination, and the new services are in line with the trend they are seeing amongst travellers towards packages and itineraries that spending more time in South Island.

**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700

## 5. Summary

---

### **TNZ's strategy in Singapore and SEA:**

- TNZ is currently working closely with their new media and PR agencies to review the 100% Pure brand and current marketing activities.
- Historically the travel trade partners have focused on family market but increasing demand from young professionals have made trade partners offer more tailor-made itineraries and increase their digital influence on social media.
- DQ have been working very closely with TNZ's office in Singapore to influence the evolution of the trade activities and the best representation of our region. In the past few years, TNZ's regional dispersal objective resulted in reduced investment to promote our region. The appointment of a new senior trade manager with more of a digital focus in Singapore and SEA, means DQ will secure more opportunities to be featured in TNZ's campaign work.

### **Premium:**

This region has the fastest growing wealth rate in the world. Singapore has the highest concentration of high net worth households, above 15 per cent, and Hong Kong has the fourth highest, so naturally we want our luxury offering to be front of mind and ILTM is a great platform to make this happen. Singaporeans are familiar with New Zealand's iconic regions, but increasingly these travellers want to branch out beyond the traditional tourist highlights. They desire authentic experiences and want to 'live like a local' while on holiday.

### **Halal Travel:**

Muslim travelers from Southeast Asia (SEA) specifically are a large and untapped market. There is a total of 240 million Muslims in SEA and this translates to approximately 42% of the total SEA population. The past few years have seen a growing number of them expressing interest in international travel and they are slated to drive the next wave of global consumer and tourism growth. Here are some of the key points from this trip:

- Word-of-mouth recommendations from people they know and trust continue to be a credible and preferred source.
- Safety, cost and availability of Halal food options are generally ranked as the top factors when choosing a particular destination.
- Price, the reputation of the airlines, and having halal menu onboard flights are common key considerations when choosing a particular airline to fly with.

**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700

- Cleanliness, safety and price are usually ranked as the top considerations when deciding on a place to stay.

#### **Incentive:**

In conjunction with TNZ, QCB hosted a Queenstown incentive workshop with 18 key MICE agents in Singapore on Friday 12 July. A two-hour training session focused on our easy accessibility, unique experiences, venues and natural landscape. It was the first time that QCB conducted this kind of BE training session with key incentive decision makers in SEA. It was a huge success for a relatively small destination like Queenstown to have 18 key incentive agents in one session. It also shows the high level of interest from SEA market as Queenstown is renowned for its natural beauty and unique incentive offerings. There is still relatively strong growth from SEA but some industry experts are a bit concerned about the incentive business slowing down. The primary driver of the slowdown is the trade war between the US and China, though increasing competition and rising oil prices are also factors. We have seen that the uncertainty surrounding US-China relations have caused corporate bookings in the US to weaken, as travelers become more cautious, leading to lower revenue growth in both the US and Asia-Pacific. While contentious social and political issues unfold, many companies go into wait-and-see mode, holding back on travel spending until a resolution emerges. The lack of demand often affects pricing.

According to data released by the Global Business Travel Association (GBTA) and travel management company CWT, in the coming year, travel pricing is set to slow globally even as the overall economy remains healthy. Europe, in particular, could see a slowdown due to tensions surrounding Brexit as well as labour unrest, climate change protests, and regional terrorism.

As businesses react by spending less on travel, hotels and airlines might see less long haul incentive groups, which may even translate into lower commissions for travel management companies.

It was a very successful trip from both DQ trade and QCB's perspective. Maintaining relationships with key partners in this market is essential, which requires regular training and engagement. With increased competition and significant investment from other NTOs, it is important to maintain relationships and be top of mind for a desirable four-season destination.

A few photographs from this trip:

1. TNZ Singapore Frontline training
2. Air NZ and Singapore Airlines function ( Ella Zhang, BDM from Air NZ, Product manager from Dynasty Travel)
3. QCB & TNZ Singapore incentive workshop
4. QCB & TNZ Singapore incentive workshop

**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700





**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700



**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700