



Destination Queenstown

Kiwi Link India

2025

1. Overview

Kiwi Link India has been attended by Destination Queenstown for some time now. With last years 2024 event being the first post-pandemic. The event building on from last year provides a valuable opportunity to connect with this market and grow off-peak visitation.

The event included a mix of pre-scheduled appointments with managers from key companies, frontline trainings, an online training session and networking events over 4-days.

2. Market Background

India's outbound tourism industry has experienced significant growth in recent years, driven by factors such as rising disposable incomes, improved connectivity, and a burgeoning middle class. As one of the fastest-growing outbound tourist markets globally, India is expected to continue its rapid expansion, fuelled by increasing collaborations and technology-driven solutions.

Since the pandemic, India's travel market has experienced three major shifts: a generational shift, with young Indians traveling at much younger ages than their parents did; an attitudinal shift, with a greater emphasis on 'living for today' influencing travel decisions; and a purpose shift, with Indians now more likely to travel for social and cultural gatherings, such as music and sports events, than they did previously.

The travel distribution landscape in India is highly fragmented due to the country's vast and complex market, with each state having its own culture, language, and media outlets. There is a growing recognition of the need for the coexistence of digital and traditional distribution ecosystems, with progressive retail agents and OTAs adopting an omnichannel approach. This includes a significantly increased focus on digital marketing and social content. The market is predominantly led by Indian OTAs, with less presence from Western OTAs. Additionally, destinations that offer swift and easy visa processing continue to see an increase in visitation.

Key motivators for Indians visiting New Zealand include experiencing stunning landscapes, feeling relaxed and refreshed, and enjoying local food and beverages.

3. Objectives & Benefits

Objectives

- Showcase NZ as a year-round destination for international visitation as well as drive off-peak conversions.
- Build strong selling capability of product managers and frontline travel sellers.
- Engage with existing and new network of product managers, owners, directors and frontline travel sellers and build on business relationships.
- Showcase off-peak products and new products (launched within the last 12 months of Kiwi Link 2025).

- Provide a platform for negotiating new and existing contracts with product managers, owners and directors.
- Increase New Zealand's share of voice amongst travel trade in India.

Benefits

This event provides organisations with an opportunity to:

- Connect with product managers, directors, owner and travel sellers that play a large role in the development, promotion and purchasing process of New Zealand tourism experiences.
- Educate Indian travel agents who lack knowledge of destinations and products and require upskilling (88% of staff in Asia are increasing their portfolio of destinations).
- Contribute to sustainable tourism growth and innovation across the supply chain.
- Broaden their customer base far beyond the reach of their marketing budget.
- Raise distributors' awareness of their regions and/or product(s) and what they have to offer to the distributors' clients so that they are in a better position to sell the region/product(s).
- Gain market intelligence, insights and advice on international markets.

4. Cities/Attendees/Format

Goa, 7-9 July (one-on-one meetings 13 minutes each rotation) – 62 buyers

Key India buyers: Thomas Cook, MMT, KKH, Veena World, Kesari, Flamingo, Pristine, Holiday Craft, Peekay Holidays, Gypsy Soul, Harmony, Abbee, Dreamsetgo, TravelnLiving etc.

Included a target of 20% new sellers that have not previously attending a Kiwi Link India event.

New Delhi 10-11 July (frontline small group training 7 minutes each rotation) – 100+ (in-person) and 300+ (virtually).

Key India buyers: Thomas Cook, SOTC, MMT, N.Chirag, Veena World, Akbar Holidays, Highflyer, Dream Trip4U, Travel O Holidays, Seas Holidays, Book and Fly Travels, Soulfull Vacations, Konnect Holidays etc.

Included a target of 20% new sellers that have not previously attending a Kiwi Link India event.

Queenstown operators:

Southern Discoveries, THL, Alpine Luxury Tours, The Rees, Altitude/Black, RealNZ, Ngāi Tahu Tourism, NZONE Skydiving, Skyline Queenstown, Heliworks, KJet, Real Guns, Sudima and Glenorchy Air.

5. Market Insights

Key Insights:

- India is one of the fastest markets to recover (128.9% recovery over 2019), however recent decline in holiday arrivals observed since June 2024

- Trade partners play a crucial role in influencing consumer choices as 85% of bookings for New Zealand are made through trade channels
- 96% of Active Considerers (TNZ 's targeted audience) in India are likely to use a travel agent to book a holiday to New Zealand
- A high AC incidence of 43%, equating to 18.3 million potential travellers
- New Zealand is the top preference for 57% of these 18.3m travellers, and with a strong consideration for off-peak travel at 80%
- Indian market travel peaks: October – November and April – June
- Outbound travel from India in 2023 surpassed pre-pandemic levels. Overseas spends reached \$31.7 billion in the 2024 fiscal year (+25% YOY)
- Outbound tourism is expected to grow annually by over 11%, reaching \$55.4 billion by 2034
- Improved aviation connectivity has made travel more convenient, with the number of airports in India increasing from 74 to 149 between 2014 and 2023

Auckland Airport Update

- Visitors from India grew 77% since 2015 to 81k in YE Apr 25 (+22% vs 2019). Holiday visitors accounting for 30% of total arrivals (up from 26%), and +7% YoY in Jan-Apr 25.
- Delhi accounted for 39% of NZL-India market. Strong growth in Kochi, Amritsar, Ahmedabad, Bengaluru, Hyderabad & Trivandrum.
 - 81% of arrivals from India via Auckland.
 - 81% of India-NZ travellers flew 1-stop, of which over 45% via Singapore, a third via Kuala Lumpur, 8% via Hong Kong.
- Cathay Pacific and Malaysia Airlines adding flights during summer peak season
- Visitor visas have exceeded pre-COVID levels since Sep-22, reflecting sustained demand. Flight searches from India to NZ up 26% YoY for travel over the next half-year, with NZ ranking among the top 15 long-haul destinations for Indian travellers.

5. Summary

Kiwi Link India is a market that is highly engaged with the proposition of Queenstown and Wānaka. Often cited during my appointment schedule, as being the most beautiful place in the world and a 'must visit' for any Indian traveller visiting New Zealand. They have a very positive attitude and sentiment toward our towns.

Building on knowledge from appointments, it is apparent that average night stays in Queenstown for FIT guests is 4+ nights and Wānaka 1+ nights. While group stays are more typical of 3+ nights. All itineraries appear to be fully inclusive and highly scaled with inclusions to maximise time in destination that are tailored to client's needs.

With 85% of the market bookable through trade, this is a market that values reliable connection with suppliers to deliver the best in experience. Many companies receive business exclusively by word of mouth, which is the biggest influencer for all travellers, connecting with an agency that can create the most memorable of New Zealand experience.

Secondary to the above airline connectivity and ease of visas are the next biggest influencers in destination choice. With the probability of direct airline connectivity in future to New Zealand, we will see an increase to the investment of this market, making Kiwi Link India a must attend industry event for any supplier keen to pursue the Indian market and their two peaks of visitation during shoulder seasons.

While travellers are price sensitive in the early stages of travel planning and building their itinerary to New Zealand, once in market it is apparent that they splurge for indulging in all the things they don't want to miss out on.

Highly recommend that any operator interested in this market, get in touch so that we can connect you with the TNZ India team, and you can have this event on your radar, which is intended to be delivered again in July 2026. Be sure to check out all TNZ offshore events, which are posted and updated [here](#).

6. Event Images



