



Southern Lakes Report	
Name of Tradeshow/Event	Kiwi Link South America 2018
Dates and Locations of Tradeshow	Sao Paulo, Brazil 17-18 September, 2018 Buenos Aires, Argentina 20-22 September, 2018
Southern Lakes Attendee/s	Sarah Norton
Background	
Market background, size, trends	<p>Both Argentina and Brazil have seen strong growth between 2017 and 2018 and this is hoping to continue with 13.7 million people actively considering New Zealand. This has increased from the influences TNZ have bought to NZ. Brazilian travel TV show Lugar Incomum, each episode had an average number of 300k viewers.</p> <p>Since the direct route from Buenos Aires started in late 2015 arrivals from Brazil and Argentina have grown 95% since December 2015 with over 36,280 visiting New Zealand in the year ending December 2017. The market has a preference for dual country likely to visit Australia and New Zealand staying an average of 14-16 days for holiday arrivals, 40% of holiday arrivals coming in shoulder season.</p> <p>TNZ still believe there is strong potential for growth however the Brazilian Real and the Argentinian Peso are very weak against the NZ dollar. This is not looking promising with elections looming in both countries. Especially in Brazil these elections have been quite turbulent with political corruption. Watch this space!</p> <p>BRAZIL</p> <p>Brazil has seen rapid growth with Independent professionals accounting for two thirds (60%) of visitors aged between 25-54 years of age. Great for shoulder season with 25% arriving in Spring time.</p> <p>ARGENTINA</p> <p>Argentina has seen great growth over the last 12 months as well with 36% increase in last holiday arrivals from last year, benefitting from the direct flights from Buenos Aires to Auckland.</p>

ORIGIN	YEAR END JUNE			MONTH JUNE		
	YE JUNE 2017	YE JUNE 2018	%	Jun-17	Jun-18	%
Argentina	16.864	23.296	38.1	624	668	10.3
Brazil	15.632	19.152	22.5	1.008	1.104	9.5

Airline activity

- Daily direct flights LATAM Airlines Auckland – Santiago and Melbourne – Santiago.
- Qantas direct flights to Sydney - Santiago, an important link given the high level of dual destination travel from Brazil and Argentina.
- Air New Zealand service from Buenos Aires - Auckland offers five times weekly services in peak and 4 times in off peak.

Tradeshaw format, number of days, number of appointments, frontline or wholesale?

Sao Paulo

Day 1 Product Managers
22 x prescheduled 15minute appointments.
Day 2 Frontline training
22 x prescheduled 15minute appointments.
Networking function after each day

Buenos Aires

Day 1 Product Managers
22 x prescheduled 15minute appointments.
Day 2 Frontline training
22 x prescheduled 15minute appointments.
Networking function after each day



Number of NZ attendees

Total 22

IMA x2 – Southern Lakes, Northland and Auckland
IBOs x4 - Pacific Travel Planners, Pacific Destinations, Pan Pacific, Finesse
Hotels x3 – Heritage, Scenic Suites, MCK
Product x12– Hobbiton, InterCity Group, Queenstown Expeditions, Real Journeys, Skyline Rotorua, Skyline Queenstown, Southern Discoveries, Te Puia, The Helicopter Line, THL, Whale Watch, Ziptrek
Airline x1 – Air New Zealand



<p>Number of local attendees</p>	<p>Sao Paulo Day 1 – 52 pax (product managers) Day 2 – 86 pax (frontline)</p> <p>Buenos Aires Day 1 - 42 pax (product managers) Day 2 – 72 pax (frontline)</p>
<p>Southern Lakes Objectives</p>	
<p>Why are we attending? What are we planning to achieve?</p>	<p>Argentina and Brazil are seen to be an emerging market and it is important for the Southern Lakes region to be at the forefront of people’s minds as a destination to visit. The Southern Lakes are one of three important destinations (Auckland, Rotorua and Southern Lakes) that Brazilians and Argentinians travel too. It is important to maintain and increase their knowledge of how to get here, what we have to offer and what there is to do. Our key messages included:</p> <ul style="list-style-type: none"> - How easy it is to get here and the close proximity of the region - Four seasons destination (a big push for Spring and Autumn) - Allowing 5 + nights in the region - Ski season and how we are different to South American ski areas - Adventure, wine, nature, scenery <p>It is also important that we can understand and report current market conditions (especially the political environment) to our members and partners.</p>
<p>Outcomes</p>	
<p>Were objectives met?</p>	<p>The event itself was very well organised. The event was a great way to get firsthand knowledge into the Brazilian and Argentinian market and get an understanding of where their knowledge level is, which was surprisingly ok and agent engagement and questions were quality. It was only a handful of times the Southern Lakes video was played - the questions took up a lot of time. Definitely worth our time and investment.</p>
<p>Local attendee knowledge</p>	<p>Majority of product managers currently sell Queenstown and Fiordland and intrigued in Wanaka and wanting to know more. Frontline agents, there was a mix of knowledge. There were a few people who knew nothing or very little at the events however there were occasions that the destination updates and news were utilized – very promising!</p>
<p>Well attended or not?</p>	<p>All events had good attendance with about 30-40 pax not attending in each location.</p>

Opportunities and Feedback	
<p>What have we learnt about the market?</p>	<p>Both Brazil and Argentina had high engagement. Majority sell New Zealand as a dual destination with Australia. A big pull was direct flights in/out of Queenstown to Australia. Most people sell Southern Lakes for 4 nights. They realise they need more time as you can stay in Te Anau instead of doing a day trip from Queenstown.</p> <p>Brazil - Sao Paulo Southern Lakes was seen as a premium destination. Most had heard and/or currently sell Queenstown and Milford. Interest was piqued about Wanaka as there was limited knowledge of this area.</p> <p>A lot of questions around wine and adventure tourism. The AJ Hackett catapult had a lot of interest. This was surprising as this was not in the presentation.</p> <p>Surprised to know that there is accommodation in Te Anau and Wanaka.</p> <p>There were a few times region specific updates came out for Product Managers.</p> <p>Argentina – Buenos Aires I found the Southern Lakes a harder sell. Fiordland especially was seen as a similar place to Patagonia. The general landscape and animals are similar. Argentina also have great wine and this again was not a draw card. Adventure was definitely a drawcard.</p> <p>A lot of questions around ski fields and that you drive to the mountains. Questions around Spring ski and what there is to do.</p>
<p>Growth segments</p>	<p>It will be interesting with elections and exchange rates looking forward through the rest of the financial year. In Brazil it may be only high net worth individuals that may travel – it is where the money is. Obviously with LATAM and Air NZ flying out of Chile and Argentina it hopefully will drive conversions.</p>
<p>Popular products</p>	<p>Milford and Doubtful were a winner, especially with over night cruises. Brazil - adventure and scenic/nature tours, intrigued about spring Ski and wine Argentina – again intrigued about winter and ski, adventure</p>
Conclusion	
<p>Summary</p>	<p>I great all round event. Well organized and with quality buyers. You can definitely see the increase in knowledge – TNZ are doing well in market.</p> <p>On a whole the South Americans will want to travel to NZ in their summer months however I really think with more education about Winter and our ski mountains, Spring could be a great time to push in both Brazil and Argentina.</p> <p>I pushed that people needed an absolute minimum of 5 nights in our region. We are very lucky that the Southern Lakes is on the touring route with Auckland, Rotorua and Southern Lakes.</p>



<p>Recommendations for next year</p>	<p>Knowledge is growing around the Southern Lakes so attending next year is a must.</p> <p>I would recommend:</p> <ul style="list-style-type: none">- Our new one page map and info sheet with less words and a zoomed in map of the Southern Lakes area.- a shorter promo video
<p>What follow-up was completed?</p>	<ul style="list-style-type: none">• A spreadsheet of all attendees contact details will be distributed with report.• Generic thank you email to all contacts on behalf of Wanaka, Queenstown and Fiordland with any additional information included that was requested. The email also included the presentation and one page info sheet, both of which had been translated into Spanish and Portuguese.