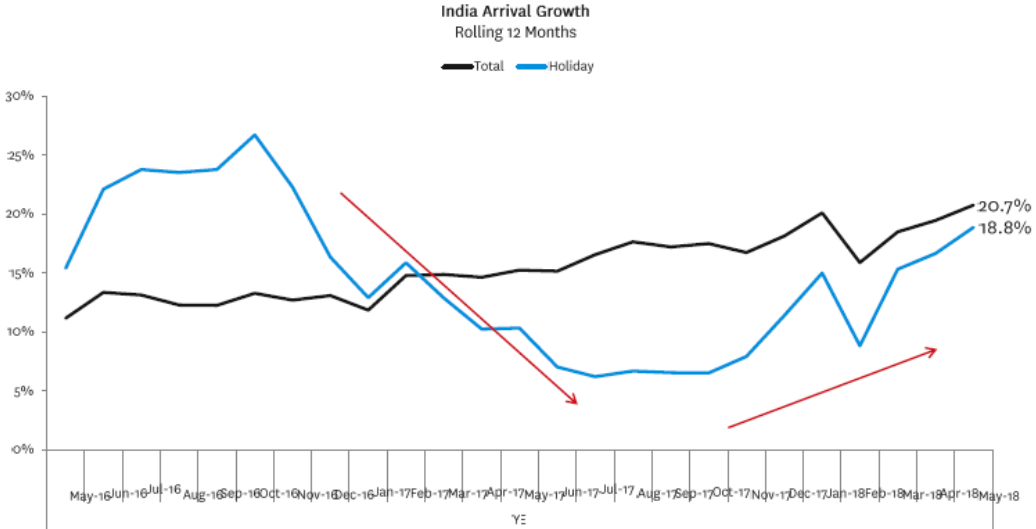




Southern Lakes Tradeshow Report	
Name of Tradeshow	Kiwi Link India 2018 and Frontline training in Bengaluru and New Delhi.
Dates and Locations of Tradeshow	9 & 10 July 2018 – Kiwi Link, Mumbai 12 July 2018 – Frontline Training, Bengaluru 13 July 2018 – Frontline Training, New Delhi
Southern Lakes Attendee	Sarah McDonald
Background	
Market background, size, trends	<p>India is the largest of the emerging markets. The arrivals are now at 66,000 pax. Total holiday arrival is 31,000pax. The Indian market's preference to travel in New Zealand's autumn and spring shoulder seasons is still holding strong. The active considers are still at 80% so it now the focus to convert that 80% into actual trips to New Zealand.</p> <p>Just under 2 weeks continues to be the preferred length of holidays. The majority of holiday arrivals are 1st time visitors. The total number for first time holiday makers is at 75%. It is time to look at how to increase the number of repeat visitors.</p> <p>There is still aggressive competition from USA, Australia and Switzerland. The latter 2 are the top competition.</p> <p>Independent professionals make up 50% of all holiday arrivals this is partly due to the popularity of New Zealand to the honeymoon market. This was really evident during the meetings. Most agents were looking for more activities and unique opportunities for this market.</p> <p>In 2017 and 2018 there was a negative dip in arrivals during Chinese New Years. This is factored on the amount of travelers to New Zealand and the price of accommodation and tours during this time.</p>
Tradeshow format, number of days, number of appointments, frontline or wholesale?	<p>Kiwi Link India (Delhi): Individual Booth set up with 14 minute appointments. The product managers or GMs move from booth to booth.</p> <p>Frontline Training (Bengaluru and New Delhi): Two NZ sellers share one table (We were partnered with Southern Discoveries). Each session was 20 minutes (10 minutes each). NZ Sellers moved to each table after 20 minutes.</p>

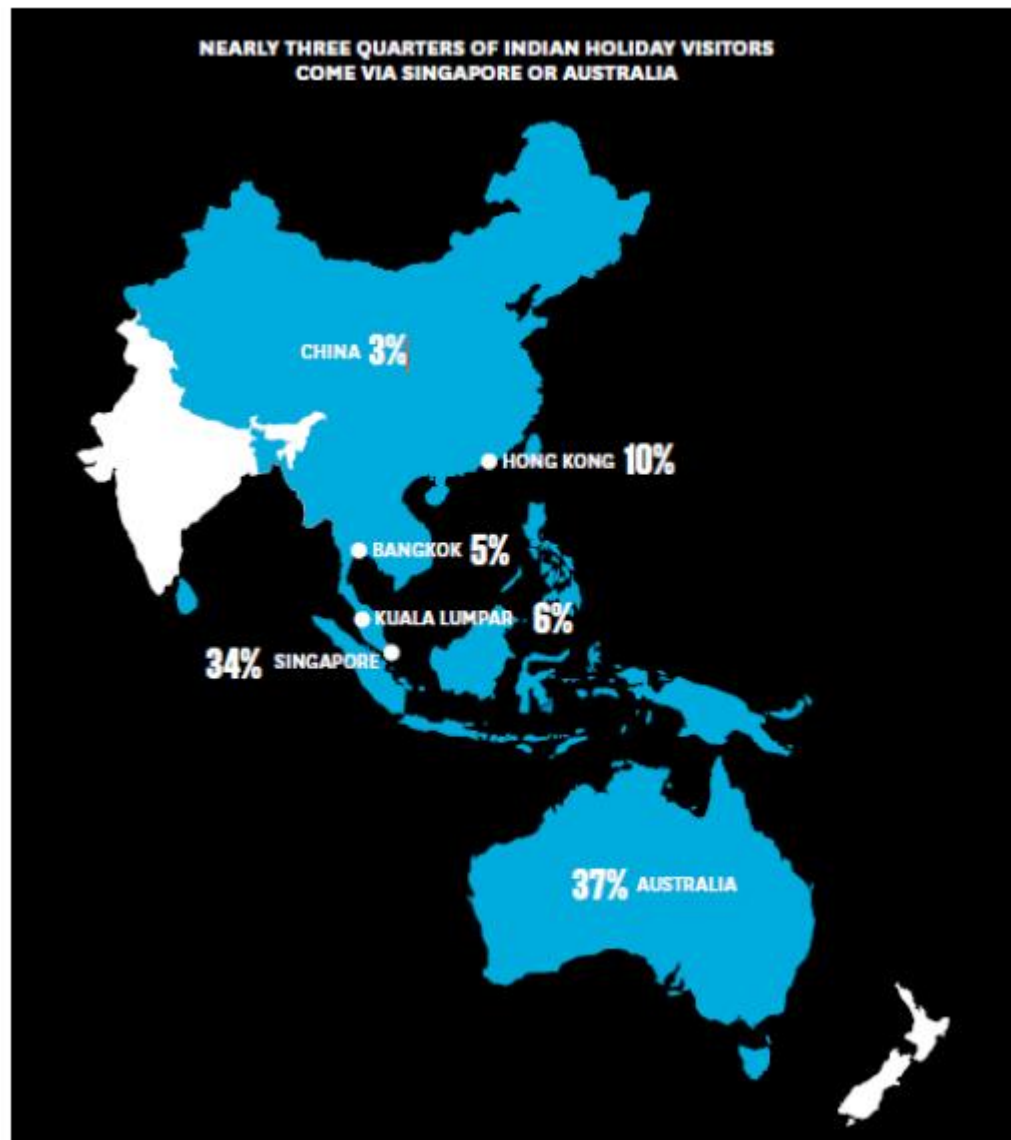
Number of NZ attendees	<p>12x operators from Southern Lakes region at Kiwi Link India:</p> <ul style="list-style-type: none"> • NZONE Skydive • Ngai Tahu Tourism • Real Journeys • Go Orange • Southern Discoveries • Jucy Cruise • Ziptrek • Skyline Queenstown • The Helicopter Line/Milford Sound Scenic Flights • AJ Hackett Bungy • Distinction Hotels • Azur Lodge Ltd & Hidden, Queenstown • 4 x IMAs (Christchurch & Canterbury Tourism IMA, Auckland & Northland IMA, Thermal Explorer Highway IMA & Southern Lakes) • 6 x ITOs (General Travel, Naturally NZ, Vyom Journeys, Freedom Travel, NTB and ATS Pacific) • 5 x Accommodation suppliers (Sudima Hotels and Resorts, Scenic Hotels Group, Millenium Hotel & Resorts, Distinction Hotels and Azur Lodge) and the rest of NZ operators • 3 x airlines (Air NZ, Singapore Airline, Thai airways) • Tourism New Zealand
Number of local attendees	<p>Kiwi Link India: 49 appointments over 2 days (72 agents)</p> <p>Frontline training Bengaluru: 23 sessions in one day (47 agents)</p> <p>Frontline training New Delhi: 46 sessions in one day (76 agents)</p>
Southern Lakes Objectives	
Why are we attending? What are we planning to achieve?	<p>Frontline Training: To educate frontline agents on basic information of Southern Lakes and what we have to offer.</p> <p>Kiwi Link India 2018: A great opportunity for Southern Lakes to develop relationship with key agents in India. Provide product updates and answer questions about the region.</p>
Outcomes	
Were objectives met?	<p>Kiwi Link India – Yes: To obtain information and insights from India market (both TNZ and the agents) was very valuable. Reinforce and update the agents on Southern Lakes’ proposition. Accommodation updates were popular and activities for honeymooners was well sort after. Connections with key travel trade partners</p>

	<p>through appointments and other networking opportunities was very successful.</p> <p>Frontline training -Yes. Frontline agents were very engaging and always had some questions relating to new activities and specific products. The frontline knowledge is growing. I found some frontliners were interested more in product updates than basic information.</p>
Local attendee knowledge	Some Frontline agents had a reasonable understanding of what Southern Lakes is about, some wanted more specific product updates/information. Product managers have really good knowledge of our iconic activities and some adventure activities.
Well attended or not?	Yes.
Opportunities and Feedback	
What have we learnt about the market?	<p>Arrival growth is expected to grow with total arrivals forecast to reach 108k by 2024.</p>  <p>There was a drop in the market with the new GST roll out in July 2017 but this has recovered now. TNZ was expecting a reaction to this but they weren't sure what this would be. They are happy that the market has recovered quickly from it.</p> <p>Safety is still a knowledge gap. This is split into 2 areas. Is the country safe to travel to and are the adventure activities safe to participate in. With continued visits to market and regular updates this concern with hopefully diminish.</p> <p>The main reasons for travelling to New Zealand are for scenic attractions, shopping and short nature walks. These activities work well for the Southern Lakes region as the area can offer an abundance of them.</p> <p>Due to annual leave being hard to confirm the lead times for planning a holiday is very short. These range from 4-8 weeks but it can be less than that in some instances. Some agents have struggled to secure accommodation during peak</p>

season. Due to this short lead in time agents are finding that the cancellation policies aren't working for the market. They are finding that when they are booking a lot of the cancellation policies don't apply therefore people aren't confident in booking the activities.

Apartment style accommodation is still quite popular.

Direct flights are still not in the future but there is now increased competition from airlines with one stop options. Tourism New Zealand is working with Air New Zealand and Singapore Airlines to increase capacity. There are also looking at new partnerships to extend the capacity especial for the shoulder seasons. Singapore Airlines are still strong in the market.



The New Zealand is becoming very popular with the Honeymoon market. They are looking for luxury accommodation and activities. They are also drawn to unique experiences. Due to this the smaller overnight boats in Milford and Doubtful Sounds, Ignition Self Drive and glacial helicopter flights gained a lot of interest. The honeymoon market is also moving in to having a personal photographer for a day. I found a lot of agents were interested in having a photographer contact to use for

	<p>these photo shoots. Most of them were wanting to use the photographer with helicopter flight to get the unique photo opportunities.</p> <p>More information was asked for Fiordland especially Te Anau. The agents had a good knowledge of Queenstown and were really interested in the new accommodation options coming on line. They knew a bit about Wanaka and were interested in stopping there as part of the touring route.</p> <p>Queenstown is still the main place for the Indian Market to stay. They are slowly looking to Te Anau and Wanaka for accommodation options.</p>
Popular products	<p>Queenstown: Skydive, Shotover Jet, AJ Hackett Bungy ,Skyline and Helicopter trips, Ignition Self Drive</p> <p>Wanaka: Puzzling World, U Fly, Skydive, glacial helicopter flights (with landings)</p> <p>Fiordland: Milford and Doubtful Sounds</p>
	<p>TNZ Indian Trade Partners</p> <ol style="list-style-type: none"> 1. Thomas Cook (India) Limited 2. SOTC Travel Services Pvt Ltd. 3. Cox & Kings Limited 4. Kulin Kumar Holidays 5. Make My Trip India Pvt. Ltd 6. Yatra.com 7. Goibibo
Conclusion	
Summary	<p>It was a very successful event and Southern Lakes is a very popular region for Indian visitors. As we have the adrenaline activities, shopping and scenic attraction this popularity will continue to grow. Continue to educate NZ industry about Indian trade and consumers' behaviors.</p>
Recommendations for next year	<p>Southern Lakes should attend this event next year. We need to add more accommodation and new activity updates. Continue to recommend apartment style accommodation to ease the shortage of accommodation capacity over peak season. We also need to be aware that the agents have a reasonable knowledge of Southern Lakes and therefore we should be giving more updates/new operators.</p>
What follow-up was completed?	<p>All Indian buyers received an A4 information sheet at the appointments. A drop box link with Southern Lakes information has been emailed out. The final list of attendees were also emailed to DQ and LWT for their reference.</p>