

# Destination Queenstown TNZ India Travel Trade Training EVENT & General Travel TRADESHOW

## Trip Report

11-23 March 2023

**Destination Queenstown**

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

## 1. Overview

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India is an important market for Tourism New Zealand and had demonstrated strong growth pre-Covid, with holiday arrivals doubling between 2015-2019 to reach 66,775 visitors in 2019. Tourism will be an important contributor to New Zealand's recovery and Tourism, India is one of the key markets to encourage high-quality visitation with over 10 million people actively considering visiting. With an increasing wealthy middle class, the Indian traveller visiting New Zealand is well travelled and selective.

80% of Indian visitors to NZ are FIT Travellers, with a feature of this market that long haul travel planning, and bookings is dominated by travel agents, average length of holiday stay is 13.2 days (Tourism NZ). India visitors have the longest length of stay within Asian markets to New Zealand (12.5 days), high value market with 20+ activities per trip.

## 2. Market Background

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- The peak season for travel from India has traditionally been from mid-April to June, because of summer school holidays; and again, from October to January, due to the festival period, the New Year break and the wedding season, which drives honeymoon travel.
- Top seven source cities for leisure travel, estimated traffic and the growth (CAGR) were: New Delhi (1.1m, +8%), Mumbai (930k, +6%), Chennai (663k, +6%), Kolkata (388k, +11%), Bangalore (373k, +14%), Kochi (342k, +22%) and Hyderabad (297k, +16%).
- The most popular itineraries for families and honeymooners was about 14 days. Honeymoon itineraries have a longer period in the South Island and a higher component of self-drive.
- The market was using a combination of different channels (Direct, OTA, Kiwi Specialist Agents/IBOs) for booking different services to get and arrange an itinerary.

## 3. Event Objectives & Benefits

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The TNZ India Travel Trade Training Event and General Travel roadshow/frontline training provided a unique opportunity for New Zealand tourism representatives and operators to educate and establish business relationships with key travel sellers in order to promote off-peak travel. The event includes Frontline training and networking events in Delhi and Mumbai, commemorating the 20th anniversary of Tourism New Zealand's India office.

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The General Travel roadshow to four other second tier cities enabled NZ Sellers to educate and promote New Zealand to key travel sellers. The in-depth sales call and roadshow give NZ sellers great opportunities to promote their products and give travel seller wider knowledge about NZ for their longer stay itinerary.

#### Objectives:

- Re-connect with existing and updated network of travel seller post-COVID to enable a fast start to bookings.
- Increase general destination and product knowledge of travel sellers.
- Showcase new products and regions to the market.
- Build strong selling capability for travel sellers.
- Engage with an existing network of travel sellers and build on general business relationships.
- Facilitate new business relationships and expand the network of engaged travel sellers.

#### Benefits:

- Raise distributors' awareness of their regions and/or products and what they have to offer to the clients so that they are in a better position to sell the region.
- Build new relationships and foster existing relationships with distributors.
- Meet with a large base of travel distributors than they would have access to at NZ trade shows.
- Gain market intelligence, insights and advice in India markets.

#### 4. Attendance

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13 Mar 2023—General Travel Frontline training, Kolkata (32 attendances)

15 Mar 2023--- TNZ Travel trade training, Delhi (64 attendances)

18 Mar 2023— TNZ Travel trade training, Mumbai (74 attendances)

20 Mar 2023—General Travel Frontline training, Ahmedabad (45 attendances)

21 Mar 2023—General Travel Frontline training, Bangalore (21 attendances)

23 Mar 2023—General Travel Frontline training, Chennai (42 attendances)

#### NZ Attendance:

#### RTO

Destination Queenstown & Destination Rotorua

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## Activities, Attraction, Accommodation

The Rees

Distinction Hotels

Totally Tourism

Skyline Queenstown and Rotorua \*\* Kolkata, Delhi and Mumbai only \*\*

Southern Discoveries \*\*Not Kolkata, joining us in Delhi and the rest \*\*

Ngai Tahu Tourism

Sudima Hotel Group

Entrada Group

Wētā Workshop

## 5. Market & Event Insights

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- 75% of India-NZ passengers flew 1-stop. Key connecting points include Singapore, Kuala Lumpur, Dubai & Hong Kong
- AKL total seat recovering to 81% of 2019 level by Mar 2023. International 75% & domestic 89%
- India is NZ's 4th largest flight search market (#1 AU, #2 UK, #3 SG) and have exceeded 2019 levels by 24%. Conversions are even higher at +56%.
- NZ's biggest competitor is Australia and Switzerland
- Pent up demand-NZ is very popular- revenge travel.
- Move to more bespoke itineraries.
- Honeymoon-big travel driver.
- Love Queenstown, average stay from 2-5 nights.

### Barriers:

- Visa process time is long, around 50-60 days.
- Food is a challenge—70% are vegetarians.
- Demand for more Indian restaurants

## 6. Summary

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Demand for New Zealand has held firm in India, with a growing preference for New Zealand to be the first destination that Indians want to visit next (64%). The incidence of active considers is stable at 38%, equal to approximately 12.3 million people. There is a strong opportunity for conversation, with 63% of ACs stating

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that they have done enough research and are already book their trip to New Zealand and wish to spend more than 10 days on holiday.

Key messages delivered to India market:

Most Product Managers had high a level of awareness for New Zealand and Queenstown products. Key messages delivered in market were around:

- Queenstown as an Incentive destination for Indian Corporates.
- Queenstown’s Autumn proposition and being a year-round destination.
- New products in Queenstown over the last 24 months.
- New Accommodation already in place and the pipeline of inventory coming up over the next two years.
- Resources, presentations, and toolkits on DQ’s trade & QCB pages.

## 7. Tour Photos



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