



**HOME OF
ADVENTURE**

Tourism New Zealand

Kiwi Connection Webinar Series

Report

October 2021

Destination Queenstown
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queenstownNZ.nz

1. Overview

TOURISM NEW ZEALAND:

Tourism New Zealand is currently conducting a webinar series called “Kiwi Connection Japan” fortnightly to their Japanese travel agents, which has been in place since 2020, with over 900 registrations to the series. The 28th in the series (15th September) was held with 250 travel trade staff on Zoom.

The Kiwi Connection Series is focused on maintaining trade engagement with Japanese travel agents throughout the pandemic, with an emphasis on reconnecting and re-educating on destination New Zealand. On the 29th of September, Tourism New Zealand conducted the latest webinar in the series, which was held in Queenstown with Sadao Tsuchiya hosting on the ground in Queenstown with a visit to Yonder café.

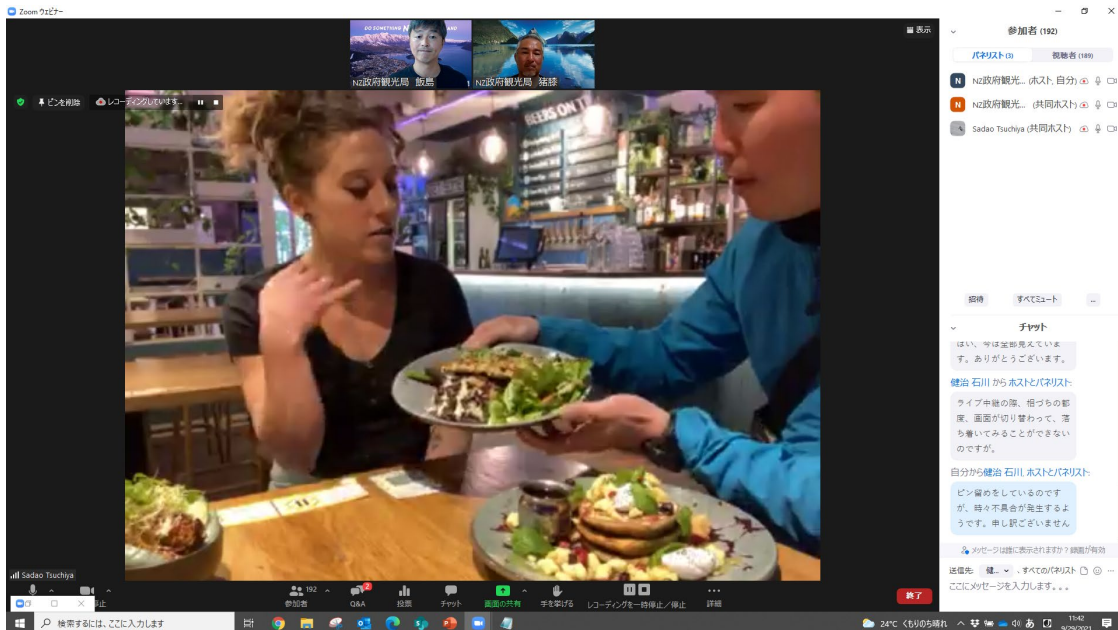
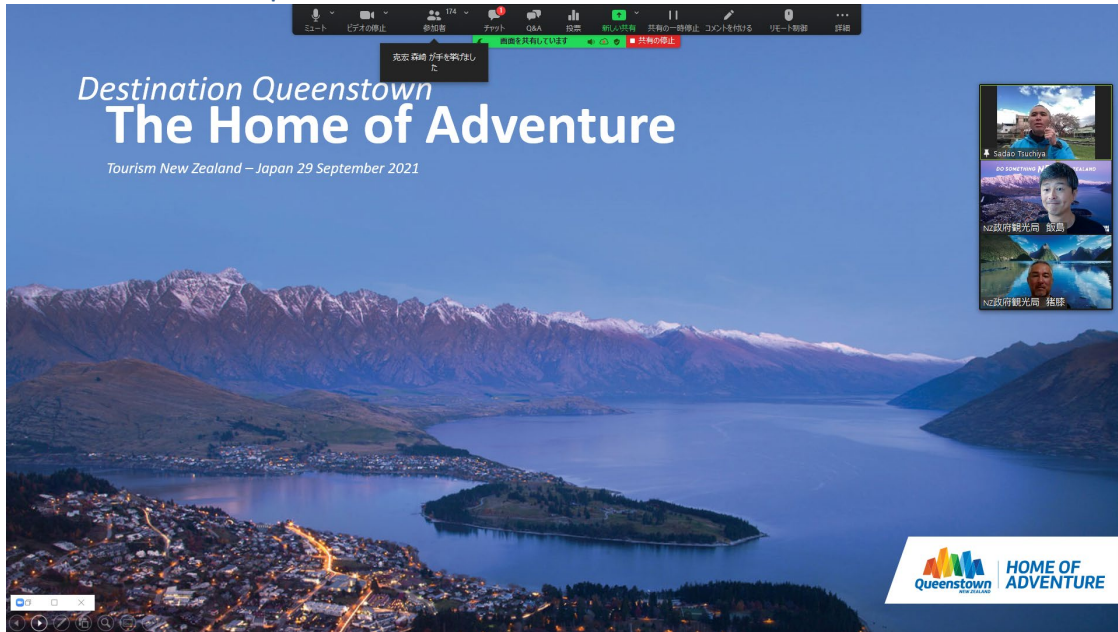
The event provided a unique opportunity for Queenstown to be showcased to the Japanese market, educating, and strengthening relationships with the Japanese travel sellers. This included visits and exposure to a range of local businesses and operators around Queenstown.

In the first week of July, Tourism New Zealand also hosted the Kiwi Connection series around ‘Skiing in Queenstown’ which included a livestream by Sadao up Coronet Peak.

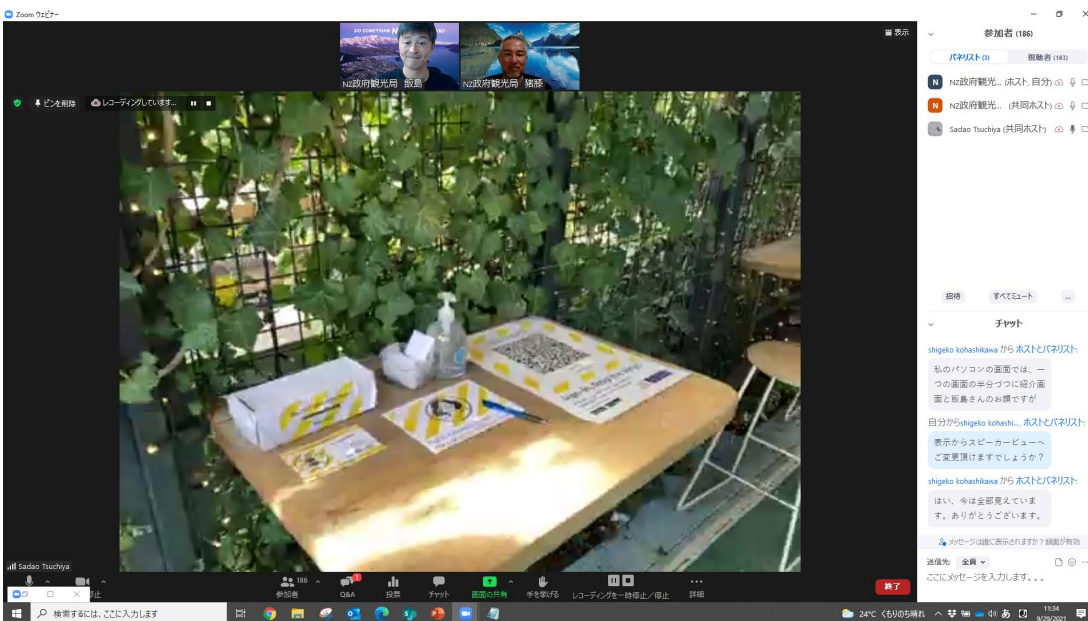
DESTINATION QUEENSTOWN’S INVOLVEMENT:

Although this was run by Tourism New Zealand, Destination Queenstown provided collateral for use during the Webinar. This included a showcase of the Queenstown NZ, Home of Adventure brand and Queenstown offering, as well as details, updates, and resources on the Travel Trade website.

Kiwi Connection Japan webinar session



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2. Outcome & Feedback

Event results published by TNZ:

- More than 900 sellers have registered to the Kiwi Connection Japan webinar series
- 215 participants/travel sellers attended the 29th Kiwi Connection session on 29th September 2021 in Queenstown
- Have received a lot of positive feedback and it was received well

Review

Destination Queenstown were not present in the Tourism New Zealand Kiwi Connection session but it was great to be given the opportunity to be involved and provide our resources and insight to the team and to have Tourism New Zealand maintaining relations with travel sellers in Japan. A great opportunity to stay in contact with Covid impacted markets that we cannot physically reach, especially one that was free for travel sellers.

There was also a new Tourism New Zealand Japan [video campaign](#) that was played in the webinar that may be of interest. With the full session also below:

[Queenstown TNZ Kiwi Connection Japan \(Session 29\)](#)

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