



**HOME OF
ADVENTURE**

Tourism New Zealand
Online Kia Ora Class Webinar (Korea)
Report
October 2021

Destination Queenstown
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1. Overview

TOURISM NEW ZEALAND:

Tourism New Zealand is currently conducting a webinar series called 'Online Kia Ora Class' to their Korean agents, which has been in place since September 2020. There were 10 sessions in Season 1 (2020-2021) with Destination Queenstown being a part of the second Season (2021). with over 900 registrations to the series. The webinar was livestreamed on Wednesday 11 August with Destination Queenstown supporting them on their Queenstown feature, there were 92 agents in attendance.

The 'Online Kia Ora Class' is focused on maintaining trade engagement with Korean travel agents throughout the pandemic, with an emphasis on reconnecting and re-educating on destinations throughout New Zealand. Their first session in Queenstown was done in June 2021 with AJ Hackett, Southern Discoveries and K-Jet which was well received by the Korean audiences. For this session, the rehearsal was held on the 10 August, with the webinar occurring on the 11 August, both at the top of Skyline with Kenny Wynter (ZipTrek Ecotours) and Kay Leung (Skyline) both a part of the webinar alongside Paul Hyun (host), Sora Jang and Hee Jeong Kwon (Tourism New Zealand Korea) and Destination Queenstown.

The event provided a unique opportunity for Queenstown to be showcased to the Korean market while the borders are closed, Educating, and strengthening relationships with Korean agents. This included an outline of Queenstown and the region, and exposure to local businesses and operators in Queenstown.

DESTINATION QUEENSTOWN'S INVOLVEMENT:

Although this was run by Tourism New Zealand, Destination Queenstown worked with them on providing a venue, operators, and resources that they needed. Destination Queenstown provided collateral for use during the Webinar and were able to co-host this alongside Paul. This included a showcase of the Queenstown NZ, Home of Adventure brand, brand video, and Queenstown offering, as well as details, updates, and resources on the Travel Trade website.

Online Kia Ora Class Korea Webinar





온라인 키아오라 클래스 - SEASON2

홈 > 교육 > 온라인 키아오라 클래스 > Season2

뉴질랜드관광청에서 진행하는 온라인 키아오라 클래스에서는 뉴질랜드의 여러 지역, 다양한 상품과 액티비티에 대한 정보를 전달해 드립니다.

뉴질랜드 현지 지역관광청, 관광업체들의 프레젠테이션과 영상을 통해 상세한 설명을 들을 수 있고, 뉴질랜드관광청 담당자의 여행상을 개발 및 판매를 위한 정보와 소식들을 받으실 수도 있습니다.

온라인 키아오라 클래스는 한달에 한번 온라인을 통해 여러분께 뉴질랜드의 다양한 정보를 전달해 드리겠습니다.



지난 교육영상보기

홈 > 교육 > 온라인 키아오라 클래스 > Season2 > 지난 교육영상보기

뉴질랜드관광청은 한달에 한번, 온라인 키아오라 클래스를 진행하여 뉴질랜드의 다양한 여행 관련 정보를 전달해 드립니다.

이미 진행한 교육영상을 다시 보고 싶으시면 아래에서 확인해 주세요.

Season 2 (2021년 8월 -)

교육2: 뉴질랜드 와인

날짜: 2021년 8월 29일(수)
시간: 오전 10시

와인 전문 유틸리티와 함께 뉴질랜드의 지역별 와인과 와인러, 함께 여행할 수 있는 여행지를 소개합니다. 뉴질랜드 와인이 궁금하시다면 지금 바로 확인해 보세요!

발표자: Taylor Kim

[영상보기](#)

교육1: 퀸스타운 2

날짜: 2021년 8월 11일(수)
시간: 오전 10시

뉴질랜드 최고의 관광도시, 멋진 실경과 아름다움을 자랑하는 퀸스타운과 주요 업체들을 생생한 라이브로 소개해 드립니다.

발표자: Linda McIntosh/Alex Homes (Destination Queenstown), Kerry Wynter (Ziptrak Eco tours), Kay Leung (Skyline Queenstown), Paul Hyun

[영상보기](#)

관련 페이지

- [교육: 뉴질랜드 와인여행](#)
- [온라인 키아오라 클래스 일정](#)
- [지난 교육영상보기](#)
- [뉴질랜드 스페셜리스트 되기](#)
- [뉴질랜드관광청 카카오톡 채널](#)

2. Outcome & Feedback

Event results published by TNZ:

- More than 902 attendees throughout Season 1 of the 'Online Kia Ora Class' over 10 sessions (66% attendance rate).
- 92 agents attended our webinar session (114 pre-registrations, 81% attendance rate) on Wednesday 11 August.
- Have received positive feedback and it was received well by the Korean audience.

[TNZ Korea Online Training webpage](#)

Recording Link: [TNZ Korea 'Online Kia Ora Class' August 2021](#)

Past Recording Link: [TNZ Korea 'Online Kia Ora Class' June 2021](#)

Review

Destination Queenstown found this a great opportunity to collaborate with Tourism New Zealand and engage with travel agents in Korea. It was valuable being able to co-host this and provide resources and insight to Tourism New Zealand, which is important in maintaining relations with the Korean travel agents. It was a great opportunity to stay in contact with Covid impacted markets that we cannot physically reach, especially one that was free for travel agents.