



<b>Southern Lakes Tradeshow Report</b>	
Name of Tradeshow	<b>Tourism New Zealand South East Asia Roadshow 2018</b>
Dates and Locations of Tradeshow	<p>27 August 2018 – Frontline training, Singapore 27 August 2018 – Networking dinner, Singapore</p> <p>29 August 2018 – Frontline training, Kuala Lumpur 29 August 2018 – Networking dinner, Kuala Lumpur</p> <p>31 August 2018 – Frontline training, Jakarta 31 August 2018 – Networking dinner, Jakarta</p> <p>3 September 2018 – Frontline training, Manila 3 September 2018 – Networking dinner, Manila</p>
Southern Lakes Attendee	<b>Ella Zhang</b>
<b>Background</b>	
Market background, size, trends	<p>TNZ's focus is on leveraging SEA region's potential to help spread visitation across the year. Many visitors from Indonesia, Malaysia, the Philippines and Singapore tend to travel in the off-peak shoulder seasons.</p> <p>The region's strong incentive travel market also helps boost arrivals during the off-peak shoulder seasons with incentive groups arriving in winter, spring and autumn.</p> <p><b>Singapore:</b></p> <p>Singaporeans come to New Zealand to enjoy the open space, scenery and fresh air, with holiday arrivals reaching 60,592 in the year ending August 2018.</p> <p>Traditional peak travel seasons in Singapore are: mid-November to the end of December; the last week of May to the last week of June; Chinese New Year; Hari Raya in July or October; and Deepavali in early November.</p> <p>Singapore's luxury travel market offers considerable opportunity for New Zealand, with</p>

	<p>local demand of high-end travel matching the Asian-wide upswing.</p> <p><b>Malaysia:</b></p> <p>Over 53,808 Malaysians visited New Zealand for a holiday in the year ending August 2018.</p> <p>Malaysians enjoy the self-drive opportunities offered by New Zealand as a holiday destination, and with fewer seats available for group travel from Malaysia free independent travel (FIT) is becoming more popular.</p> <p>Malaysia is also a strong market for incentive travel, with groups travelling in New Zealand's off-peak and shoulder seasons.</p> <p><b>Indonesia:</b></p> <p>Indonesia is a priority emerging market and arrivals from the South East Asian country continue to grow. 25,856 Indonesians visited New Zealand for a holiday in the year ending August 2018.</p> <p><b>Philippines:</b></p> <p>More than 27,696 Filipinos visited New Zealand for a holiday in the year ending August 2018, 21 per cent more than the previous year.</p> <p>This increase in visitor arrivals from the Philippines is due to an emerging middle class and improved airline connectivity, making the Philippines an interesting market.</p> <p>New Zealand is considered a premium destination in the Philippines as the cost of tour packages amongst the highest for long-haul destinations.</p>
<p>Tradeshaw format, number of days, number of appointments, frontline or wholesale?</p>	<p><b>Frontline Training (Singapore, KL, Jakarta and Manila)</b></p> <p>Two New Zealand sellers shared one table (we were partnered with Scenic Hotels). Each session was 20 minutes (10 minutes each). Local frontline agents moved to the next table after 20 minutes.</p> <p>Networking dinners / functions (Singapore, KL, Jakarta and Manila)</p> <p>Key travel trade and MICE partners and selected media and journalists were invited to join the networking functions. New Zealand operators had the opportunity to meet these decision makers to have in-depth conversations and get feedback from them.</p>
<p>Number of NZ attendees</p>	<p>12 x operators have products in Southern Lakes region at TNZ SEA Roadshow:</p> <ul style="list-style-type: none"> <li>• Ngai Tahu Tourism</li> <li>• Real Journeys</li> <li>• Southern Discoveries</li> <li>• Ziptrek</li> <li>• Skyline Queenstown</li> <li>• The Helicopter Line/Milford Sound Scenic Flights</li> <li>• AJ Hackett Bungy</li> <li>• Nomad Safaris</li> <li>• Distinction Hotels</li> </ul>

	<ul style="list-style-type: none"> <li>• Millennium Hotel &amp; Resorts</li> <li>• Intercity group</li> <li>• Tourism Holdings LTD</li> <li>• 5 x IMAs (Christchurch &amp; Canterbury Tourism IMA, Wellington &amp; Wairarapa Thermal Explorer Highway IMA, Dunedin and Southland IMA, and Southern Lakes)</li> <li>• 2 x ITOs (General Travel, and NZ Journeys)</li> <li>• 4 x accommodation suppliers (Heritage hotels group, Scenic Hotels Group, Millennium Hotel &amp; Resorts, Distinction Hotels) and the rest of NZ operators</li> <li>• 8 x airlines (Air NZ, Singapore Airline, Malaysia Airlines, Virgin Australia, Qantas, Philippine Airline, Garuda Indonesia and Emirates)</li> <li>• Tourism New Zealand</li> </ul>
Number of local attendees	<p>27 August 2018 – Frontline training, Singapore (30 companies, 57 agents) 27 August 2018 – Networking dinner, Singapore (30x decision makers)</p> <p>29 August 2018 – Frontline training, Kuala Lumpur (35 companies, 70 agents) 29 August 2018 – Networking dinner, Kuala Lumpur (33 x decision makers)</p> <p>31 August 2018 – Frontline training, Jakarta (45 companies, 110 agents) 31 August 2018 – Networking dinner, Jakarta (32 decision makers)</p> <p>3 September 2018 – Frontline training, Manila (65 companies, 113 agents) 3 September 2018 – Networking dinner, Manila (23 decision makers)</p>
<b>Southern Lakes Objectives</b>	
Why are we attending? What are we planning to achieve?	<p><b>Frontline Training:</b> To educate frontline agents on basic information on Southern Lakes and what each region has to offer.</p> <p><b>Networking dinners &amp; functions:</b> A great opportunity for Southern Lakes to develop and enhance relationships with key agents in SEA and to provide more specific product updates and answer questions about our region.</p>
<b>Outcomes</b>	
Were objectives met?	<p><b>TNZ SEA Roadshow Frontline training - Yes.</b> Most of the frontline agents have limited knowledge on New Zealand, they are very eager to learn. We need to sell our destination to these agents first and change frontline agents' existing perceptions is also a key objective. I spent time teaching them how to convince their customers to visit NZ instead of EU or other popular long-haul destinations. They found the sales pitch was very useful.</p> <p><b>Networking dinner &amp; function - Yes</b></p>

	This environment provided the opportunity for more tailor-made updates for each key agent in a more relaxed atmosphere. For the roadshow we didn't have the one-on-one time where we normally receive market insights and trends from the decision makers, each networking function was complementing.
Local attendee knowledge	Mentioned above, frontline agents have limited understanding of our offerings. Product managers are eager to know more accommodation and activity update.
Well attended or not?	<b>Yes – see above.</b>
<b>Opportunities and Feedback</b>	
What have we learnt about the market?	<p>NZ is still considered as a premium destination. Visitors from SEA come to NZ to see our landscape and experience our outdoor activities as well as our food and wine. Travel agents are still the primary mode of booking for travel packages, however there is a growing trend towards direct online booking for airfares and land packages.</p> <p>TNZ started to explore OTA partnerships in Singapore and Indonesia as markets shift in recent years. There should be a focus on Singapore to deliver value through the premium sector and business events. Apartment style accommodation is becoming more popular. An update on Queenstown's hotel supply was well received, helping agents rebuild the confidence to sell our region.</p> <p>The majority of Singaporean travellers prefer free independent travel (FIT) over group tours. Self-drive is still preferred for Malaysians. Over 80% of visitors from Indonesia arrive in our off-peak season.</p> <p>The newly introduced non-stop flight from Manila to Auckland by Philippine Airlines added 60% capacity to this route. Over 70% of visitors from Philippines are FITs and an average seven-month booking lead time makes this market very attractive for our operators.</p> <p>Singapore JV partners:</p> <ul style="list-style-type: none"> <li>• Chan Brothers Travel</li> <li>• Dynasty Travel</li> <li>• Holiday Tour</li> <li>• Price Breaker</li> <li>• Scenic Travel</li> <li>• Zuji.com ( OTA)</li> </ul> <p>Indonesia JV partners:</p> <ul style="list-style-type: none"> <li>• Golden Rama</li> <li>• Dwidaya</li> <li>• Panorama JTB</li> <li>• AntaVaya</li> <li>• Avia</li> <li>• Bayu Buana</li> <li>• Via.com ( OTA)</li> </ul>

	<p>Philippine JV partners:</p> <ul style="list-style-type: none"> <li>• Pan Pacific Travel Corporation</li> <li>• Rasko Travel</li> <li>• VIA.com</li> <li>• Mulit Destination Inc</li> </ul>
Popular products	<p><b>Queenstown:</b> Skyline, TSS Earnslaw, wine tour, AJ Hackett Bungy  <b>Wanaka:</b> Puzzling World, U Fly, 4WD.  <b>Fiordland:</b> Milford and Doubtful Sounds, overnight cruises for premium Singapore clients</p>
<b>Conclusion</b>	
Summary	It was another good event with the strong support of 12 operators from our region.
Recommendations for next year	The format of only frontline training in each country was questioned by few New Zealand operators as they would like to have more one-on-one time with decision makers. I suspect that Kiwi Link + Frontline trainings will be back on next year. SEA is a very valued market for Southern lakes from seasonality and value delivery perspective, and the Southern Lakes IMA will attend in 2019.
What follow-up was completed?	A follow up email to all decision makers and agents was sent out with contact details for LWT and DF.