

Expression of Interest for Chinese New Year Event 2024

Date:

Thursday 8 February 2024

Location:

Auckland, New Zealand

Expression of Interest required:

Friday, 01 December 2023

Kia Ora,

Development West Coast is delighted to invite you to participate in a Chinese New Year event in Auckland on Thursday 8 February 2024. We are seeking interest from businesses that want to work with Chinese Inbound Tourism Operators (ITOs).

This document contains valuable information about the event, timelines and expression of interest registration information.

OBJECTIVES:

The Chinese New Year Event aims to provide tourism operators a unique opportunity to promote their regions tourism proposition, service or attraction to a highly focused trade and incentive clientele in the Chinese market.

- Develop relationships with key ITO and airline partners in the China market.
- Meet key product managers, agency owners actively selling New Zealand tourism products into the China Market.
- Uncover Group, FIT, incentive and luxury opportunities.
- Increase ITO awareness and knowledge for your products and services.
- Collectively support the development of new tourism routes on the West Coast.
- Introduce new itineraries.
- Increase international visitation from the Chinese market.
- Increase ITO confidence and desirability to include the West Coast in itineraries.

This will be achieved by:

- Educating ITOs through networking session.
- Providing information and promotional collateral to ITOs.
- Showcasing the extensive variety of products and high potential for commissions.
- Positioning products as a high quality and high value.
- Highlighting product capacities and capabilities.

IMPORTANT DATES:

21.11.2023	Expression of Interest - Open
01.12.2023	Expression of Interest - Close
04.12.2023	Final attendees notified and invoices sent
23.01.2024	Event briefing with participating operators

EVENT FORMAT:

The event will be held in Auckland City (venue TBC) with attendance from approx. thirty front line Chinese ITO product managers and managing directors including invited airline representatives. Airlines have vested interest in FIT through OTA and consumer-led activity to attract international travellers and optimise existing routes.

The event duration will be 4:00pm to 9:00pm.

The event will start with a 60-minute free-roam session where operators will be positioned next to bar leaser's to chat and engage with agents as they make their way into the venue. A brief welcome and introduction will occur during that hour. Canapés and drinks will be served.

After that, another 60-minute session will take place where each operator will present their product to the wider audience.

This will be followed by dinner.

A run sheet and time allocation will be produced and distributed prior to departure.

MATERIALS REQUIRED:

- Promotional memory sticks with images and videos or Dropbox link.
- Brochures and business cards.
- Two-sided fact sheet.
- Please have all presentations back to Lara by Friday 26 January 2024.
- All presentations will be required to be on 16:9 format, PowerPoint.
- All videos will require a format on .WMV format for easier integration with PowerPoint.

PARTICIPATION FEE: NZD \$250+GST

Development West Coast aims to deliver a complete turnkey event where we will provide you with all the relevant participant materials, and promotional visuals.

Registration fee includes:

- Database of all event attendees and registrations.
- Catering, theming, entertainment, AV and setup.
- Hosting, venue and event management.
- Email follow-up and distribution of collateral.

Registration fee does NOT include:

- Collateral freight and custom duties for brochures and giveaways.
 - Printing of any collateral.
 - Creation of any collateral / presentation.
 - Travel to Auckland.
 - Accommodation.
 - Meals and incidentals outside of event days.
 - All additional arrangements and costs for all events are the responsibility of the participant.
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TENTATIVE ITINERARY:

Date: Thursday 8 February 2024

Venue: Auckland City, TBC

Markets: China FIT and group ITOs

Invitations: Christchurch NZ, Christchurch International Airport, Auckland International Airport, Tourism New Zealand, China-focused inbound agents, Tourism Export Council, Air New Zealand, China Eastern Airlines, China Southern Airlines, Cathay Pacific, Hainan Airlines.

16:00 – 17:00

60-minute presentation sessions – bar leaner tables (free roam)

17:00 – 18:00

60 minutes of audience presentation on stage

18:00 – 21:00

VIP Dinner

For more information, please feel free to contact us,

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