

# PROSPECTUS

AUSTRALIA 2024



**SALES CALLS**

MELBOURNE - SYDNEY - GOLD COAST - BRISBANE

Kia Ora,

Destination Kaikōura is delighted to invite you to participate in the Destination Kaikōura 2024 Australia Sales trip.

This sales trip is organised and hosted by Destination Kaikōura.

Through this sales trip, Destination Kaikōura propose a series of valuable opportunities to engage with and access Australia's east coasts' most valuable travel trade partners and agents.

This sales trip, scheduled for July 21-27, 2024, will include Sydney, Brisbane, Gold Coast and Melbourne. In these locations, you will be given the opportunity to present your products to key industry partners or the travel trade.

In each city, the Kaikōura collective will go meet travel agents from key agencies to provide knowledge about their products and services.

Each meeting will enable you to conduct training presentations with trade agents as well as time for networking thus increasing awareness for Kaikōura's variety of tourism products as well as increase agents' ability and confidence in selling Kaikōura as part of a New Zealand experience. Additionally introducing new itineraries, increasing the length of stay and the number of tourism products engaged.

The timing of this sales trip is strategically positioned to make the most of the summer holiday booking season, and train agents about key products and itineraries for Kaikōura.

This sales trip will offer a great opportunity to meet with travel trade; comprised of travel agents working in wholesale roles currently selling New Zealand as well as kiwi-specialist agents both independent and affiliated with our major brands.

Additionally, Destination Kaikōura will seek involvement from key industry stakeholders such as Tourism New Zealand and Air New Zealand.

Please carefully read this document as it contains valuable information about the trip, timelines, and registration information.

Please take note of critical dates as the success of your attendance is important to us.

For more information, please feel free to contact us,

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# OBJECTIVES

This Australia Sales trip aims to provide Kaikōura tourism operators an opportunity to promote their tourism products, service or attraction to a highly focused trade clientele from Australia's main eastern centres.

- Develop relationships with key wholesale and retail partners in the Australian Market.
- Meet key product managers and specialists actively selling New Zealand in Australia.
- Uncover incentive and group opportunities.
- Increase front-line agents' awareness and knowledge for your product and service.
- Increase travel sellers' enthusiasm and confidence for selling your products. Increase travel sellers' ability to sell your product and increase sales through in-depth training.

This will be achieved by:

- Educating agents about Kaikōura through interactive front-line training sessions.
- Providing information and promotional collateral to agents.
- Showcasing Kaikōura's extensive variety of products and high potential for commissions.
- Position products as a high quality offering.
- Highlight product capacity and capability.

Desired outcomes:

- Increase awareness and knowledge of Kaikōura products with top performing agencies.
- Engage with travel agents in Australia.
- Increase travel sellers' enthusiasm for selling Kaikōura products.
- Recover Australian visitor market
- Create passionate advocates for the West Coast and its products.
- Develop new business relationships and strengthen existing relationships with key agencies.
- Develop key relationships with Australian accounts.

# KEY DATES

<b>11.03.2024</b>	Applications Open
<b>20.03.2024</b>	Applications Close
<b>25.03.2024</b>	Event participation confirmed by Destination Kaikoura
<b>15.04.2024</b>	Deadline for payment
<b>26.06.2024</b>	Operator briefing
<b>21.07.2024</b>	Participants arrive in Sydney
<b>26.07.2024</b>	Sales trip concludes in Brisbane

# CLIENT TRAINING SESSIONS

The training sessions will be held at visiting agencies with attendance from front line agents, supervisors, product managers and managing directors.

## **Kaikōura delegation size:**

Considering the nature of the trip and the time allocated at each trade partner, we will be limiting attendance to 5 operators (1 delegate per operator).

## **Keep it simple.**

Remember that travel trade representatives see a lot of suppliers/operators. Get noticed by making your presentation dynamic, humorous, interesting, relevant and new.

Please focus on giving a good overview of your offering but focusing on the top 5 elements they should remember about your presentation.

## **Each session will last 60-minutes.**

The group will prepare a cohesive PowerPoint product presentation encompassing all participants. Each operator will have an 8-minute presentation of their product.

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
- Promotional collateral - we encourage digital / paperless
- Business cards
- Two-sided fact sheet
- Please have all presentations back to Geraldine by 1 May 2024 who will combine them into one.
- 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

## **Locations & Dates:**

- Sydney - date TBA
- Melbourne - date TBA
- Gold Coast - date TBA (only for ANCRO suppliers)
- Brisbane - date TBA

# PARTICIPATION FEES

**NZD 980.00 + GST**

## **Registration fee includes:**

- Participation for your company in the Destination Kaikoura Sales trip.
- Coordination of registration
- Database of all agents visited
- Vehicle hire (inclusive of fuel) from Gold Coast to Brisbane
- Parking fees in Gold Coast and Brisbane
- Email follow up and distribution of collaterals (online)

## **Registration fee does NOT include:**

- Accommodations
- Airfares; international and domestic
- Collateral freight and custom duties for brochures and giveaways
- Giveaway items
- Meals and incidentals
- Transportation from / to airports and to/ from appointments
- Catering we might want to bring along to appointments

## **Payment and Cancellation policies:**

- Payment will be due no later than 15 April 2024.
- 100% cancellation fee will apply after 15 April 2024.