



The Bedwoods, Rotorua

**100% PURE
NEW ZEALAND**

newzealand.com

PROSPECTUS

ITB Berlin 2024

Version 1



14 October 2023

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in ITB Berlin 2024, “*The World’s Leading Travel Trade Show*” that will be held by Messe Berlin, Germany from Tuesday 5th - Thursday 7th March 2024.

In 2023, ITB successfully brought back approximately 5,500 exhibitors from 161 countries to network, negotiate and do business in person. The show has proven to be a well-established platform for one-on-one meetings and networking opportunities with buyers from Germany as well as wider Continental Europe.

Despite its size and uniquely diverse range of products and services, ITB Berlin is structured by geographical breakdown by destination, and halls are also divided by market segments e.g. Business Travel, MICE, Travel Technology / Mobile Travel Services, Technology, Tours & Activities (TTA), Cultural Tourism, LGBTQ+ Travel, Youth & Adventure Travel, Responsible Tourism, Medical Tourism, Luxury Tourism and Career in Tourism. The 100% PURE New Zealand stand, along with Tourism Australia and neighbouring Pacific islands are located in Hall 5.2.

Following a new format in 2023, ITB Berlin will continue taking place over three successive days from Tuesday to Thursday with a renewed focus on exhibiting companies, trade visitors, buyers and the media. The event will no longer include a B2C weekend for consumers.

Once again, TNZ is working closely with Tourism Australia to ensure alignment in approach, pricing and jointly creating the maximum pulling power for buyers to attend. TNZ has requested a slightly larger stand than last year in an effort to accommodate all relevant registrations. Applications to exhibit for a portion of the event only, can only be considered once registrations have closed.

TNZ is further committed to continuously assessing the commercial impact that ITB can achieve for New Zealand and participating businesses. We will continue to use a measurement framework that requires all participating exhibitors to not only report back on short-term goals after the show but also on longer-term success measures. This is compulsory for any exhibitors wanting to join the 100% PURE New Zealand stand.

The following prospectus outlines further details and key information on ITB Berlin 2024. Please read this prospectus carefully and take note of the event dates and deadlines.

Please note that final participation is at Tourism New Zealand’s discretion and is subject to the guidelines outlined in the event terms and conditions.

Should you have any questions on this event, please contact Charlette Potts Charlette.Potts@tnz.govt.nz.

Yours sincerely,

Kate Fenton

Regional Trade Manager – UK and Europe

Event checklist

KEY DATES

Registration opens	10 August 2023
Registration closes	8 September 2023
New Zealand delegation confirmed	27 September 2023
New Zealand delegation invoiced	30 September 2023
Participation fee payment due	14 November 2023
50% cancellation period begins	10 December 2023
100% cancellation period begins	12 January 2024

WHAT NZ SELLERS NEED TO BOOK

You can find more details on what NZ sellers need to book on page 9.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

You can find more details on what information NZ sellers need to provide on pages 9-10.

ITB Berlin 2024

EVENT DETAILS

Event type	Third party trade event
Event format	Trade show
Target markets	<ul style="list-style-type: none">• Germany• Rest of Europe
First day of official event programme	05-Mar-2024
Last day of official event programme	07-Mar-2024
Event location	Berlin, Germany
TNZ event listing	https://www.tourismnewzealand.com/events/itb-berlin-2024/
Official event website	https://www.itb.com/en/
Event objectives	<ul style="list-style-type: none">• Provide platform for negotiating new and existing contracts with travel sellers• Engage with existing network of travel sellers and build on general business relationships• Facilitate new business relationships and expand network of engaged travel sellers• Showcase new products to the market• Increase general destination & product knowledge of travel sellers• Build the New Zealand brand – B2B, and promote TNZ campaign(s) to increase awareness amongst trade
Event benefits	<p>This event provides New Zealand organisations with an opportunity to:</p> <ul style="list-style-type: none">• Connect with travel distributors who play a large role in the development, promotion and purchasing process of New Zealand tourism experiences• Broaden their customer base far beyond the reach of their marketing budget• Build new relationships and foster existing relationships with distributors

- Set themselves apart from their competition and encourage distributors to promote and sell their regions and/or product(s)
- Raise distributors' awareness of their regions and/or product(s) and what they have to offer to the distributors' clients so that they are in a better position to sell the region
- Gain market intelligence, insights and advice on international markets
- Meet with a larger base of travel distributors than they would have access to at New Zealand trade shows
- Benefit from economies of scale and TNZ investment – TNZ organised or facilitated events require a fraction of the investment and time required for individual sales calls. In addition, these events create more value for the travel distributors and therefore enable organisations to meet with more high quality distributors

Market importance

Germany

- New Zealand has seen a strong recovery from the German market with holiday arrivals in 2023 reaching 50% on 2019
- The length of stay and average spend per night continue to be high relative to other markets, increasing the value of the German market to New Zealand's tourism industry.
- The majority of German travellers spend significant time researching New Zealand before traveling.
- German visitors are independent travellers and travel to an average of eight regions in New Zealand. Making them our most widely travelled market.
- They appreciate New Zealand's mix of natural wonders and cultural attractions and seek an active encounter with the environment and culture.
- Historically 80% of all German visitors into New Zealand book through a traditional travel agent, about 5% book via an online travel agent, and about 15% book direct online.

NZ TNZ contact

Charlette Potts
Events and Experience Specialist
Charlette.potts@tnz.govt.nz

In-market TNZ contact

Fenja Schiebuhr
Trade Manager UK and Europe
Fenja.Schiebuhr@tnz.govt.nz

EVENT PARTICIPATION

Types of NZ sellers suited to this event	<ul style="list-style-type: none"> • Qualmark endorsed Inbound tourism operators (ITOs) • Qualmark endorsed National transport providers • Airlines
Comments	ITB is a key platform for Inbound Tour Operators and national transport providers, such as airlines and national rental companies and buyers tend to prioritise to meet with these over smaller product operators. TNZ therefore discourages small products or operators that may find it hard to secure appointments and gain adequate ROI or share of voice.
Minimum number of applications required	6
Preferred type of NZ sellers if capacity is reached	<p>Space at ITB is limited and in the event of oversubscription priority will be given in the following order:</p> <ul style="list-style-type: none"> • ITOs that have previously exhibited on TNZ’s ITB stand • National transport providers and airlines that have previously exhibited on TNZ’s ITB stand • ITOs that have not previously attended ITB Berlin • National transport providers and airlines that have not previously exhibited on TNZ’s ITB stand • All other relevant sellers
Maximum number of delegates per application	2
Event participation fees per company (incl. 1 delegate)	7,050 NZD
Extra delegate fee	1,700 NZD
Items included in participation fee	<ul style="list-style-type: none"> • Event participation for 3 days, including registration fee • Joint buyer function “Happy Hour” with Tourism Australia
Comments	As space is extremely limited, we might not be able to accommodate requests to exhibit for a reduced amount of time. Applications for 1 or 2 days only will be considered once registrations have closed and be allocated if space remains available. Alternatively, companies may consider sharing a table for the entire show and split the time as they see fit.
Can delegates bring pull up banners with them?	No
Preferred collateral type	Digital

EVENT ATTENDEES

Primary types of in-market attendees attending the event

- Product Managers
- Frontline travel agents
- Other senior decision-makers

Comments

Event attendees might not want to commit to their ITB attendance until close to the event date, so all exhibitors are strongly encouraged to touch base with their existing databases well ahead of the event to secure appointments and create an incentive to visit ITB. Based on 2023, we would recommend reaching out as early as December.

Will an attendee contact list be made available to NZ sellers following the event?

No

TNZ is not legally allowed to provide databases. However, ITB Berlin offers an exhibitor portal where sellers can connect with buyers. In the past only a limited number of buyers have made use of this portal so we do recommend getting in touch with your databases directly.

EVENT FORMAT

Appointment schedule

There is no automated appointment schedule, so it is each individual exhibitor's responsibility to make their own appointments. Drop-ins can be accommodated by TNZ reception staff.

Appointment format

One-on-one meetings.

Appointment duration (mins)

There is no set appointment duration, and it is at each exhibitor's discretion how much time they want to allow for their meetings. Traditionally, ITB appointments are scheduled for 30 minutes.

Appointment rotation

No

Appointment comments

As per above, it is crucial that exhibitors are as pro-active as possible to secure appointments, as ITB can get very busy and buyers need to allow time for key partners from different destinations.

Layout

Table set-up



Layout comments

Exact layout and table allocation will be dependent on overall exhibitor numbers and therefore confirmed once registrations are closed. This will be at TNZ's discretion.

EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar	Upon request	TBC
Latest that NZ sellers can arrive in-market	04 Mar 2024	-
In-market briefing	04 Mar 2024	5:00 PM
Trade Show opens	05 Mar 2024	10:00 AM
Trade Show closes	07 Mar 2024	5:00 PM
Network functions	08 Mar 2024	-
Earliest that NZ sellers can fly home	07 Mar 2024	Based on buyer visitation in 2023, we strongly recommend staying for the entire last day before departing

EVENT VENUE

Venue	Event/Function	Address	Phone number	Website
Messe Berlin/Berlin Expo Centre City	Messe Berlin	Messedamm 26, 14055 Berlin Germany	+49(0)3030380	https://www.messe-berlin.de/en/

EVENT FLIGHTS

Air New Zealand flight support

Air New Zealand is pleased to support this event by offering delegates access to industry fares on Air New Zealand to North America or Asia. Participants would need to purchase a separate ticket for onward travel to Europe. Detail of the fares and the Terms & Conditions will be provided to all participants once applications are confirmed.

WHAT NZ SELLERS NEED TO BOOK

Accommodation, Flights and Ground Transfers

Once your registration has been confirmed TNZ will be in touch with any relevant flight and accommodation details.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Required/Optional	Due date
Accommodation details	Check in date(s), Check out date(s), Hotel addresses(s), Hotel name(s) Email to charlette.potts@tnz.govt.nz	Required	20 January 2024
Digital collateral	The TNZ stand will be entirely brochure free, and we are unable to provide storage for physical collateral. Instead, TNZ will promote a QR code for each partner so does require a unique URL. We strongly recommend for this not to be your generic URL, but a bespoke microsite for ITB visitors. Email to charlette.potts@tnz.govt.nz	Required	1 December 2023
Flight details	Inbound flight, Outbound flight Email to charlette.potts@tnz.govt.nz	Required	10-Feb-2024
Logos	Email to charlette.potts@tnz.govt.nz	Required	3-Nov-2023
Mobile phone numbers for WhatsApp group	The mobile phone number that you intend to use while in-market so that you can be added to the event WhatsApp group. You will need to have the app installed on your phone to be added to the group. We will collect your mobile phone number for WhatsApp on the registration form. Email to charlette.potts@tnz.govt.nz	Required	10-Feb-2024
Additional Collateral	The TNZ stand at ITB will be paper-free and we are unable to provide storage for physical collateral. However, we will be looking into working with a variety of QR codes that will allow visitors to bring up relevant information on their own device during or after the ITB appointments. We invite exhibitors to send us dropbox links to all the information they would like to include. Email to charlette.potts@tnz.govt.nz	Optional	3-Nov-2023

Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration	10 August 2023
Last day of registration	08 September 2023
How to register	<p>You will be able to register for this event on the event listing once registration opens: Registration form: https://tnz.eventsair.com/itb-berlin-2024/nzregistration/Site/Register</p> <p>On submission, delegates should receive an email confirming that the application has been received. If you do not receive an email, please contact charlette.potts@tnz.govt.nz</p>
Registration confirmation date	27 September, 2023
Participation fee payment due	14 November 2023
50% cancellation period begins	10 December 2024
100% cancellation period begins	12 January 2024



PASSPORTS, VISA, VACCINATIONS & INSURANCE

NZ delegate passports, visas and vaccinations

Passports, visas and vaccinations are the responsibility of the delegates attending the event. Delegates should confirm their individual visa and vaccination requirements for each country prior to departure.

Travel and medical insurance

Please ensure that you arrange your own travel and medical insurance to provide appropriate insurance cover in attending the event. We recommend that you purchase a comprehensive medical and travel policy prior to departure. Tourism New Zealand does not provide indemnity for any loss or injury suffered to participants whilst traveling to or attending the event.

REGISTER YOUR TRAVEL

SafeTravel

All delegates must register their travel online through SafeTravel (www.safetravel.govt.nz). SafeTravel allows the government to contact you if there is an unforeseen crisis, or if you have a family emergency, while you are overseas. If an emergency develops in the country you are in, then the government will do its best to contact you and see if they can provide any assistance.

We also recommend that you check if any travel advisories are in place before departure (www.safetravel.govt.nz/travel-advisories)