

Tourism + Business Events Activity Calendar January 2025

2025	Month	Date	Type of engagement	Focus	Market	Industry participation
	January					
	February	10-12 Feb'25	AIME - MEL	Business Events	International	
	February	18-21 Feb'25	CNZ Australia Roadshow - AU	Tourism + Business Events	Australia	CNZ Destination Partner Members only
		10-14 Feb'25	Pinot Noir NZ 2025 - CHC	Tourism	International	
	March	11-13 Mar'25	Kia Ora South Australia - AUSTRALIA	Tourism	Australia	TBC
		18-19 Mar'25	RTNZ/ IBO Connect - AKL	Tourism	Inbound	RTO Only
		TBC	BE Domestic client famil - CHC	Business Events		
		TBC	BE Australia Client famil - CHC	Business Events	Australia	<i>note, was previously booked for Jan'25</i>
	April	1 Apr'25	CNZ Winter Campaign launches	Tourism	Domestic	CNZ Destination Partner Members only
		TBC	CNZ Networking Event - CHC	Tourism + Business Events	Members	CNZ Destination Partner Members only
		3-7 Apr'25	USA Travel Leaders Conference - CHC	Tourism	North America	Conference, 100pax, Tourism New Zealand
		8-14 Apr'25	AU Media famil - Canterbury	Tourism	Australia	
		9-10 Apr'25	TECNZ Trade Event - AKL	Tourism	Inbound	TECNZ members, note CNZ not attending
		TBC	Inbound After 5 ITO / Partner Event - CHC	Tourism	ITOs	CNZ Destination Partner Members only + CHC based ITOs
		TBC	Business Events AU Sales Mission - SYD	Business Events	AU	
		20-24 April'25	The Meetings Show Asia & PCMA APAC - SIN	Business Events	Asia, APAC	
		29 April'25	CNZ Breakfast Connect - CHC	Tourism	Industry	CNZ Destination Partner Members only, <i>note, was previously booked for March'25</i>
		TBC	Central North Island Sales Calls	Tourism		
	May	2-6 May'25	CNZ Pre TRENZ famil - CHC	Tourism	International	
		6-9 May'25	TRENZ 2025 - ROT	Tourism	Global	TBC
		18-23/25 May'25	AirNZ AU Trade campaign	Tourism	Australia	
		19-25 May	AirNZ Trade Faml	Tourism	Australia	
		19-22 May'25	IMEX - FRA	Business Events		
		TBC	TNZ Engagement Hui - CHC	Tourism + Business Events		
	June	12 June'25	CNZ Breakfast Connect - CHC	Tourism	Industry	CNZ Destination Partner Members only
		11 - 12 June '25	MEETINGS 2025 - AKL	Business Events		BEIA Members only
		13 - 15 June '25	Pre / Post MEETINGS famils - CHC	Business Events		
		20-28 June'25	Kia Ora South (KOS) - CHINA	Tourism	China	TBC
		TBC	Queenstown / Wanaka sales trip	Tourism		
		TBC	CNZ After 5 ITO / Partners Event - CHC	Tourism	ITOs	CNZ Destination Partner Members only + CHC based ITOs
	July	9-12 Jul'25	TNZ Global Travel Marketplace (GTM) Trade show, Nth America	Tourism	North America	TBC
	August	4-7 Aug'25	TEC NZ Conference			
	September	9-13 Sep'25	Kia Ora South (KOS) In the Bay (CIAL UA) - TBC	Tourism	North America	
	October	TBC	KiwiLink UK/ Europe - LONDON	Tourism	UK / Europe	IMA, Qualmark products
		TBC	TIA Summit	Tourism	Industry	All members
		TBC	IMEX Americas 2025 TNZ - LAS VEGAS	Tourism	North America	RTO, Qualmark products
	November	TBC	KiwiLink China	Tourism	China	IMA, Qualmark products

Acronyms

TBC	To be confirmed
CNZ	ChristchurchNZ
TEC	Tourism Export Council
IBO	Inbound Operator
TIA	Tourism Industry Aotearoa
IMA	International Marketing Alliance (Kakioura, Hurunui, Mackenzie, Timaru, West Coast)
QM	Qualmark
US	United States of America
BE / INT	Business Events / International
RTO	Regional Tourism Organisation (ChristchurchNZ, Kaikoura, Hurunui, Mackenzie, Timaru, West Coast)
AIME	Asia Pacific Incentives and Meetings Event
RTNZ	Regional Tourism New Zealand
TNZ	Tourism New Zealand