



Prospectus Australian Destination Showcase 2025

ChristchurchNZ



Ōtautahi
Christchurch

10 October 2024

Kia ora,

The following prospectus outlines key information on the Australian Destination Showcase 2025. Please read this prospectus carefully and take note of the event dates and deadlines.

ChristchurchNZ welcomes your registration. Please note that final participation is at ChristchurchNZ's discretion and is subject to the guidelines outlined in the event terms and conditions.

Should you have any questions on this event, please do not hesitate to contact me.

Ngā mihi,

Krissy Griggs
Visitor Markets Manager ChristchurchNZ
Krissy.griggs@christchurchnz.com



KEY DATES

Registration opens
11 October 2024

Registration closes
1 November 2024

New Zealand delegation confirmed and invoiced
6 November 2024

Participation fee payment

Business Partners

- \$2,300 Sydney/Melbourne only
 - \$2,700 Sydney/Melbourne/Brisbane/
Gold Coast – All events
-

Participation fee payment due
20 November 2024

WHAT NZ SELLERS NEED TO BOOK

You can find more details on what NZ sellers need to book on page 5.

- Flights
- Accommodation
- Transport/Transfers

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

You can find more details on what information NZ sellers need to provide on page 6.

EVENT DETAILS

Event Type

ChristchurchNZ Trade Show.

Who is invited to attend

- Trade Agents
 - Business Events (PCO's and events managers)
 - Media - N.B. Sydney is a private luncheon
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First day of official event programme

18 February 2025. Seller needs to be in Melbourne by 10am.

Last day of official event programme

21 February 2025. Seller can depart from the Gold Coast from 4pm.

Event Locations

Melbourne, Sydney, Brisbane and Gold Coast.

Event Objectives

Drive visitation—particularly during the shoulder months—to the city and regions, and showcase Christchurch and Canterbury as a year-round destination.

Event Format

Melbourne, Gold Coast, and Brisbane are luncheons with exhibitor presentations throughout followed by networking.

Sydney is a free flow mini-tradeshow style event across an afternoon followed by networking.

Sydney will also have a separate media luncheon.

EVENT PARTICIPATION

This event is open to activity, transport, venues, operators and accommodation that welcome Australian guests and visitors via trade and business event channels.

Minimum number of applications required for event to proceed

30 (Please refer to page 16 for cancellation terms and conditions)

Maximum number of applications available

50

Preferred type of NZ sellers if capacity is reached

Please read the participation and selection criteria on page 7.

Maximum number of delegates per application

1

Items included in participation fee

- Event participation
 - Food and beverage during specific event
 - N.B - Beverages (alcoholic) are available during networking hours for delegates
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Participation fee(s)

- Melbourne and Sydney only \$2,300 NZD
 - All four locations (MEL, SYD, OOL, BNE) \$2,700 NZD
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Can delegates bring pull up banners with them?

Yes

- 1 x table top banner
 - 1 x pull-up banner
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Preferred collateral type

Digital. In lieu of any printed collateral, we are asking sellers to create a bespoke microsite for each market. This will be able to be accessed by sellers at the event via a QR code on each desk. More information on the microsite will be provided upon confirmation of registration.

EVENT ATTENDEES

Primary type of in-market attendees attending the event

Qualified retail and wholesale travel trade, product managers, professional conference organisers, corporate event planners, as well as travel and business events media.

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

Yes, we will send out a contact list prior to the event with a follow up full list post event if this changes.

EVENT PROGRAMME AND VENUES

Melbourne luncheon

Date: Tuesday, 18 February 2025
Time: 11:30am – 4:00pm
Address: Alto Event Space
Top Floor Melbourne GPO Building, Cnr Elizabeth + Little Bourke Street
Sellers arrive: 10:30am

Sydney tradeshow

Date: Wednesday 19 February 2025
Time: 11:30am – 7:30pm
Address: 12 Mircon
Tower 1, Level 2/100 Barangaroo Ave, Barangaroo, Sydney
Sellers arrive: 10:30am
Media luncheon: 12:00pm – 3:00pm

Brisbane luncheon

Date: Thursday 20 February 2025
Time: 12:00pm – 4:00pm
Address: Alice Room, Cloudland
641 Ann St, Fortitude Valley, Brisbane
Sellers arrive: 11:00am

Gold Coast luncheon

Date: Friday 21 February 2025
Time: 11:30am – 3:00pm
Address: The Darling Penthouse at The Star
Broadbeach Island, Gold Coast
Sellers arrive: 10:30am

WHAT SELLERS NEED TO BOOK

Accommodation

Sellers need to book their own accommodation.

Flights

New Zealand sellers need to make their own international and domestic flight arrangements for this event. Note the times to be at each destination.

Ground transfers

Sellers need to arrange their own ground transportation (E.g., airport transfer).

Pre-departure webinar

- Friday, 8 November 10am
- A Teams link will be sent on confirmation of attendance
- The webinar will be recorded for those unable to attend.

NZ Seller Information to Provide

Item	Details	Due Date
Organisation name and description	Maximum of 250 words	12 November 2024
Company logo	High resolution company logo (png or jpeg). Specs to come.	12 November 2024
Flight details	Inbound and outbound flights.	12 November 2024
Hero image	One High Resolution hero image (png or jpeg). Specs to come.	12 November 2024
Videos (if available)	Min 30 second to one minute max video that can be displayed in the background of the events.	12 November 2024
QR code	Specs to come.	12 November 2024
Information/microsite address	More information on the microsite will be provided upon confirmation of registration.	12 November 2024
Prizes	<ul style="list-style-type: none">• Digital vouchers for grand prize pack.• Submit via registration form https://forms.office.com/pages/responsepage	12 November 2024

EVENT REGISTRATION AND CANCELLATION

First day of registration

11 October 2024

Last day of registration

1 November 2024

How to register

You will be able to register for this event via this link once registration opens:

<https://forms.office.com/pages/responsepage>

Registration confirmation date

6 November 2024

Participation fee payment due

20 November 2024

CNZ reserves the right to withdraw registrations if payment has not been received by this date.

100% cancellation period begins

30 November 2024

Participation and selection criteria Organisations can only apply for this event that are business events or trade ready. Trade products are to be commissionable and ready for the Australian market.

Consideration and acceptance of applications is at the sole discretion of CNZ. CNZ is not obliged to provide any reasons for their acceptance or rejection of applications.

CNZ strives to offer a balanced portfolio of operators and will determine who will be given preference in the event of oversubscription.

Additionally, your application to participate at the event will be assessed using one or more of the following criteria:

- The need to have an appropriately diverse selection of products and services promoted at the event, as mentioned above.
 - The availability of information about your product/service over the internet and by email and the quality of such information.
 - Where relevant, the ability of your product/service to be booked and commission paid in respect of your product/service at the appropriate industry levels and relevant to the distribution system used.
 - Evidence of international marketing of your product/service in relevant markets by you or via offshore travel sellers.
 - The availability of the relevant retail and wholesale rates for your product/service at the start of the event.
 - Your financial and industry performance; and
 - Any other criteria that CNZ considers relevant to the selection of products and services for promotion at the event.
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Code of professional conduct

All delegates must act using professional conduct to ensure the safety of all personnel and that high professional standards are met.

Cancellation by delegates

Following acceptance of your application you may cancel your participation in the Event by providing written notice of such cancellation to sarah.mault@christchurchnz.com. Please take note of the cancellation periods noted above.

Cancellation by CNZ

A minimum number of 30 sellers is required for the event to proceed. CNZ have the right to cancel the event if less than 30 seller registrations are received.

CNZ may, in its sole discretion, by notice in writing, withdraw its acceptance of your application and cancel your right to participate in the Event without incurring any liability to you or any third party if:

- CNZ considers that you cease to satisfy any of the criteria or have otherwise breached these terms and conditions.
- CNZ reasonably considers that it is no longer appropriate for you to participate in the Event.
- You fail to pay the Participation Fee to CNZ by the due date for payment specified by CNZ.
- CNZ does not meet the minimum number of applications required for the Events to proceed.

Cancellation of your participation will have immediate effect on receipt of such notice.

PASSPORTS, VISA, VACCINATIONS & INSURANCE

NZ delegate passports, visas, and vaccinations

Passports, visas, and vaccinations are the responsibilities of the delegates attending the event.

Travel and medical insurance

Please ensure that you arrange your own travel and medical insurance to provide appropriate insurance cover in attending the event. CNZ does not provide indemnity for any loss or injury suffered by participants whilst travelling to or attending the event.

Pandemic Travel Terms and Conditions

Be prepared for a pandemic to disrupt your travel.

It is important you understand and accept the circumstances in which you travel and the associated risks. CNZ does not take responsibility and is not liable for any pandemic-related travel disruptions.

CNZ does not cover any associated costs if you are required to quarantine in your home region, this cost is at the expense of the participant and/ or their organisation. CNZ does not cover any medical costs for participants, you should have adequate travel insurance.

ChristchurchNZ



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