



Destination Marlborough

Big Day Out 2025



Marlborough's Big day Out 2025

Destination Marlborough is delighted to invite Tourism businesses in Marlborough region to participate in its annual Big Day Out 2025, *"A one of its kind event in New Zealand focused on showcasing a single region's offerings"*. The Annual event will be returning in 2025 – Friday June 6th to Sunday 8th 2025

This is no ordinary regional tourism trade event it is Marlborough's Big Day Out! This is a highly respected event among travel trade professionals nationwide. Each year, Destination Marlborough curates a select gathering of up to 20 buyers from around New Zealand and invites them to meet with the best of you (Marlborough's tourism businesses). This provides a powerful platform to stand out in the marketplace by showcasing your unique, local experiences that only Marlborough can provide.

Big Day Out is an appointment-based Buyer-Seller event offering Marlborough Sellers an effective platform to build and foster strong relationships with Product Managers and decision makers of Travel Trade. The event has proven to be a well-established platform for one-on-one meetings and networking opportunities with buyers from around New Zealand and Australia.

Destination Marlborough welcomes your registration

The following prospectus outlines further details and key information on Big Day Out 2025. Please read this prospectus carefully and take note of the event dates and deadlines.

Why Big Day Out Is Unique

- This Trade event was created to facilitate B2B connections, where motivated buyers meet and engage directly with Marlborough-based tourism operators who are ready to do business.
- Marlborough has been the only region in the country to provide a dedicated regular showcase event of this nature, for over 15 years.
- This event aims to increase visitor numbers and overnight stays by supporting new partnerships and strengthening existing relationships
- It aims to grow long term regional impact by product development supporting both on and off-peak travel
- We specifically invite and vet Travel Wholesalers, Inbound Operators from across New Zealand & Australia (Subject to budget), ensuring you spend your time with decision-makers who are genuinely keen on bringing further business.

Benefits of Participating

- **Prominent Exposure**
Gain direct visibility to potential buyers eager for fresh, Trade ready and authentic experiences. Share your unique value proposition directly with the decision makers that will grab their attention.
- **Immediate Business Leads**
An opportunity to establish new distribution channels. The dedicated appointment schedule allows you to develop relationships and negotiate packages that highlight your offering.
- **Influential Networking**
Strengthen your network not only with buyers, but also with fellow local operators. These connections may open new market segments or bundled experiences that none of you could achieve alone.
- **Year-Round offerings**
Present off-peak or shoulder-season opportunities to incentivise travel when the region's beauty remains vibrant, yet crowds are thinner—meeting the buyers' ongoing demand for unique seasonal experiences.
- **Actionable Market Insights**
Learn emerging travel trends and expectations from buyers, gather feedback on pricing and packaging, and refine your offerings based on real-time discussions with the people who know what sells.
- **Famil Trips**
An opportunity to participate in the famil component of Big Day Out giving buyers firsthand experience of Marlborough's attractions—an essential step in converting interest into sales. Famil participation will be determined once attendees have been finalised.

Key Dates

Details	Deadline
Registration Opens	Monday, 24 th February
Registration Closes	Friday, 7 th March
Confirmation and invoices	Tuesday, 11 th March onward
Participation fee due	8 th April
Minimum number of applications	20
Maximum number of applications	25

Event Details

- First Day of the official programme – Friday 6th June 2025
- Last Day of the official programme – Sunday 8th June, 2025

Event Format

- Pre-scheduled one-on-one meetings of approximately 10-12 mins with Product Managers and key decision makers.
- Networking opportunity with operators and Agents – details to be provided close to date
- Opportunity to participate in the family component of Big Day Out

Types of NZ Sellers suited to this event

- Accommodation providers
- Activity providers
- Transport providers

Selection criteria and Participation requirements

Your business must demonstrate that it meets the selection criteria:

- Product should offer high service standards to satisfy the demands of the domestic and international visitor. e.g. You have well trained staff, high safety standards, sound operational plans (including crisis plans), your product enables the visitor to learn and become engaged.
- You should understand the needs and expectations of international visitors.
- Understanding of net rates and commission structures
- Appropriate booking mechanisms in place which make it easy for the international market to book.
- Confidence the product meets the requirements of wholesalers and inbound tour operators.
- Be a New Zealand registered company paying applicable taxes in New Zealand
- Offer commissionable product and provide buyers with confirmed rates for a minimum period of 18 months following TRENZ (please note the industry expectation is a minimum of 20% commission on products)
- Have current and appropriate operating licenses as required for the business (e.g., Passenger Service License, Department of Conservation concessions)
- Have current and up to date health and safety plans
- Have current Public Liability Insurance
- Be in a stable financial position

If you are a new business going into International Markets, you must ensure your business was launched in May 2024, and be Trade Ready as mentioned above.

Participation Details

The cost for Destination Marlborough to organize this event is \$1,250.00 NZD plus GST Per business (Maximum 25 Operators will be represented)

What is included in the participation fee

- This includes a branded trade booth/table, event catering, and up to 20 one-on-one appointments.
- Detailed event information, appointment stream details and Buyer profiles shared pre-event
- Networking function "Happy hour" with all the buyers and sellers

Can delegates Sellers bring banners with them?

Yes

What can I put on the stand?

You can decorate your table with any marketing material you wish. Each table will have the company name, a tablecloth and chairs. We do ask that you are conscious of what you may gift or ask the buyers to take home.

How can I be involved in the Familis

The famil program of Big Day Out will be determined once participants are confirmed.

Registration Information

To ensure the smooth flow of the event, we recommend early registration by completing the form before the deadline available on the website.

If you have any issues, please contact trade@marlboroughnz.com.

Cancellation

If you wish to cancel your participation, please contact trade@marlboroughnz.com by providing written notice of such cancellation.

Please note due to the event being so close you will not receive a complete refund.

Terms and conditions

There is no obligation on the Trade Manager to approve applications and the Trade Manager may reject any expression of interest with or without reason. The Organiser retains the right to determine, in its sole absolute discretion, whether the business should be represented.