



Destination Queenstown Tradeshaw Report

AIME 2022
Melbourne, Australia

22 and 23 March 2022

Destination Queenstown

PO Box 353, Queenstown 9348, New Zealand
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queenstownNZ.nz

1. Show overview

About AIME

Asia Pacific Incentives and Meetings Event (AIME) is the pre-eminent tradeshow event for the meetings and event industry in the Asia Pacific region. AIME is where Business Events industry decision makers connect, create and do business. It brings together international and local buyers to access the best exhibitors from around the world. AIME 2022 was held at the Melbourne Convention & Exhibition Centre. There was a total of 320 exhibitors and 350 hosted buyers at AIME 2022.

The show was approximately 1/3 smaller than in previous years due to several countries being unable to travel due to continued boarder closures and budget constraints for many previous exhibitors after 2 years of the global pandemic. There was also a noticeable lack of presence from the main airlines this year.

This provided an excellent opportunity for NZ to be the dominate international stand in both location and size. The only stand with a larger footprint was Melbourne. The limited number of international destinations on the show floor and the knowledge that New Zealand is a safe and close destination created a high degree of interest from buyers. The market has been waiting a long time for NZ to open for business and the announcement from the NZ Government of quarantine-free travel for Australians from 13 April would not have been better to generate interest and leads.

Queenstown was represented by the Destination Queenstown QCB team. Jana Kingston and Sarah McDonald managed the Queenstown stand and pre-scheduled appointment stream (PSA).

The NZ stand was managed by Tourism NZ under the 100% Pure NZ brand. There were 12 regions/companies exhibiting in person, plus 5 conducting virtual appointments.

In person:

Tourism NZ, BEIA, Queenstown Convention Bureau, Dunedin Convention Bureau, Christchurch Convention Bureau Te Pae, Venues Otautahi, Millennium Hotels and Resorts, Business Events Wellington, NZICC, Cordis, Auckland Convention Bureau

Virtual:

Waikato Convention Bureau, CPG Hotels, Destination Rotorua, Auckland Conventions Venues and Events, Southland

Also included on the stand was the Tourism New Zealand Pepeha activation, providing an activity for buyers to participate in creating their own Pepeha.

2. Outcomes

The results from attending AIME were as follows:

The programme consists of educational sessions, two full days of prescheduled appointments (PSA) and a social Programme.

Queenstown Convention Bureau held 32 prescheduled appointments and 35 unscheduled appointments (walk ups) over the course of the show. The breakdown of market segments of our appointments were 4 association clients, 12 corporates and 51 PCOs/Incentive Houses.

Some of the key clients seen included: Impact Events, Incentive Action, All Experiential, Spectacular Events, FM Meetings and Events, Helms Briscoe, CWT M&E, BCD M&E, Motivating People, Arinex, MYOB, ETM, Maritz, The Conference Shop, The Association Specialists, This Space and MCI.

From our appointments we generated 18 potential and actual leads. Two of these leads came from Singapore (1 for 75 pax and 1 for 350 pax) and two leads were for Top 3 global technology companies from the UK – both 14 day incentives. The rest were Australian programmes.

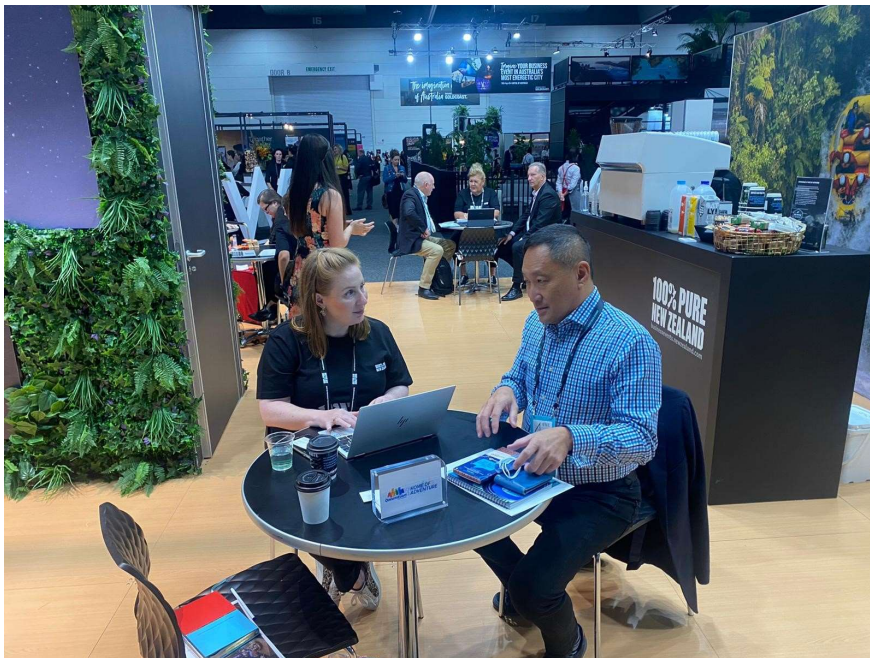
Essential to success of PSAs was the time invested prior to the show researching and qualifying potential buyers and ensuring our time at the show would be utilised to the maximum potential. Having 2 people on our stand made sure we took advantage of every opportunity to engage with and secure leads from buyers.

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The whole NZ contingent



Conducting an appointment with a Singaporean buyer

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Catching up with key Australian clients



The NZ stand reception and pepeha creation area

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