



*feel the
inspiration*

Destination Queenstown Queenstown Convention Bureau Sales Report

Wellington and Auckland

February and March 2019

Destination Queenstown

PO Box 353, Queenstown 9300, New Zealand

+64 3 441 0700

1. Introduction

The aim was to undertake client and industry partner sales calls in both Wellington and Auckland. This was a good time to catch up with clients in the New Year and get a feel for how business has been going over the past 6 months and how forward business is shaping up. This is a busy time of year for events so great to be able to see so many people.

2. Wellington

1. Tourism New Zealand

- New member of the trade, premium and business events famil team – good to talk to her about Queenstown, our famil preferences from a destinalional perspective and educate her on Queenstown
- Updated the remaining team on all new/ updated product
- Met with new Marketing Manager (Anna Fennessy's replacement)
- Received feedback on IBTM Barcelona – successful event but difficult to quantify as first time attendance this year, but plan is to go back next financial year
- Advised the Incentive Summit is scheduled for October 2019 in Chicago
- Upcoming pre-Meetings Incentive day for all TNZ hosted international buyers
- **Action:** send Anna the invite to the Queenstown Remarkable Famil so one of the team can represent TNZ

2. Association

- We have received 2 leads from this association through the Bureau over the past 12 months, one of which was confirmed
- Team member has been to Queenstown for a site inspection but I wanted to discuss all future possibilities with other conferences and events they hold
- One event has grown so much that is now not feasible for Queenstown but definitely potential for more to come through this association
- **Action:** send invite to the Queenstown Remarkable Famil so one of the team can be represented

3. National Convention Bureau Meeting

- These meetings take place 3 x a year
- All active Bureaus from NZ are invited and represented
- These meetings are very productive with a lot of content covered
- Good to get a sense of what other regions are doing, activities, marketing, tradeshows etc
- Calendar of events and regional updates also discussed
- A good time to talk about industry issues/concerns and how these can be tackled going forwards

4. PCO

- Currently there seems to be a lot of demand for Auckland
- It has the perception of being an 'easy' destination (capacity/accessibility)
- Focus on the medical and technology sectors – they have a much higher delegate spend
- 2019 has been a little softer but 2020 is currently shaping up to be a big year
- **Action:** send presentation so she is able to share with Auckland and Christchurch offices

5. PCO

- Meeting cancelled, but will be in Queenstown end of Feb so will catch up then

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6. Corporate

- Lead came through Bureau for an international conference
- Keen to get to Queenstown on a site inspection soon
- Talked through hotel and venue options for the group and laid out a sample itinerary for the site inspection
- [Action: get confirmed flights and lock in site inspection itinerary](#)

7. PCO

- Did product training with the team (7pax in total)
- Only a couple of the team are really familiar with Queenstown
- On average have 4-5 groups to Queenstown in a year
- Always dealing with perceptions of cost and it being a 'jolly' destination
- Would love to get more groups across the line to Queenstown
- [Action: send invite to the Queenstown Remarkable Famil so one of the team can be represented and share their knowledge with the rest of the team](#)

3. Auckland

1. Corporate

- Currently have one lead prospective with the Bureau – but looking likely to be confirmed
- Client is wanting to come to Queenstown for site inspections in mid April
- Potential for another conference lead for Mar/Apr 2020
- South Island is preferred but will depend on the DHB decision
- Will know next week as to result of this decision
- [Action: follow up on dates for site inspection and follow up on DHB decision for Mar/Apr 2020 conference](#)

2. PCO

- Product update with team (6pax)
- All very familiar with Queenstown – currently have series running so team are in Queenstown regularly
- Business looking good for 2020 – there has been a recent influx of enquiries
- [Action: send presentation and links to new toolkits on website](#)

3. PCO

- Very busy year with next year looking busier still
- Shorter lead times are becoming more popular e.g. 380pax group confirmed in Jan for an event in Akl in Mar
- Still lots of demand for Queenstown however restricted by capacity constraints
- They wish there was a convention centre – build and they will come
- Big group for Queenstown in Sept 2019 – all accommodation and venues secured
- [Action: send presentation and links to new toolkits on website](#)

4. PCO

- Just 2 in their events team – very busy
- Only met with one pax as a last minute proposal had come through which they were working on
- Strong knowledge on Queenstown but don't get many groups across the line
- One of the 2pax team has not been to Queenstown – more education needed here

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- Action: send presentation and links to new toolkits on website, ensure both signed up to Bureau Remarks newsletters

5. PCO

- 8 pax in the team but met with 3 of them over lunch
- Currently struggling with Auckland capacity as a lot of the larger venues are offline
- Clients need to be more willing to consider alternative destinations as difficult to get things to work in Auckland
- Experiencing short lead times so clients have to be more flexible with their requirements to make things work
- Perception of Queenstown being expensive
- Action: send presentation and links to new toolkits on website

6. PCO

- Lots of demand for Queenstown
- One lead confirmed through the Bureau recently
- Potential piece of business for 350pax group in Mar/Apr/May 2020
- Couple of staff coming to Queenstown in mid April for site inspections
- Action: follow up regarding site inspections and see if they need any assistance with hosting and locking in operators. Send presentation and links to new toolkits on website

7. PCO

- Confirmed business for Mar 2019 want to resign for 2020. Loved the programme and wants an exact replica
- Some potential business in the pipelines and site inspections may take place
- Queenstown is not a hard sell
- Easier for international inbound groups compared to the domestic market as cheaper for a domestic group to go to Thailand than Queenstown sometimes
- If Auckland isn't an option the Queenstown is always the next option
- Cost of accommodation is a major barrier
- Lack of larger venues
- Couple of team will be in Queenstown for site visits early April
- Action: assist with any additional site inspections when they are in Queenstown, send presentations and links to new toolkit on website

8. PCO

- Noticing much shorter lead times with new clients and new proposals
- Existing clients offer much great flexibility and ability to influence, also longer lead times
- Have a conference this year in Queenstown (secured after domestic famil last year) – needing delegate gift ideas
- Action: send delegate gift ideas and send presentations and links to new toolkit on website

9. Tourism New Zealand

- Met with the BE team and presented all product updates
- Discussed the success of IAC press release and the reach it achieved
- Talked about future CAP potential and delegate marketing funds – success with Travel Bootcamp conference

10. Auckland Convention Bureau

- Met with Jen
- Just a check in to see how everything is going
- Discussed IMEX Las Vegas and the need to have a more structured approach in our presentations and key messages
- Advised that Lee may attend IMEX this year
- ACB team to be down in Queenstown hopefully before Meetings2019 for further MoU discussion and strategy sessions

4. Summary

It is easy to see some common themes coming from the sales calls and appointments. Lead times can vary and it is becoming more common for these to be very short (6weeks to 2months) which is adding a lot of pressure on event organisers and showing quick response times from operators are more important than ever. Most are reporting successful years with the following years shaping up to be very busy as well, there certainly doesn't seem to be any sign of slowing.

There is a lot of interest in Queenstown and PCOs are trying to get groups to consider Queenstown as a destination to 'mix things up' for their clients. The PCOs are very aware that the accessibility and availability/rate perceptions are just that. This proves that the PCOs are just as important as the bureau in their education to clients on these issues. We must keep plugging away at this key messaging and reinforcing our unique selling points.

Auckland seems to be a 'hot' destination at the moment however with their capacity constraints and several of their large venues being offline for refurb, this could prove to be an advantage for other regions in the next couple of years. APEC 2021 and America's Cup are also approaching in Auckland and again could be seen as an opportunity for Queenstown as more businesses look to hold their events elsewhere.

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