

# **Destination Queenstown Australia C&I Roadshow Melbourne & Sydney**

## **Report**

18 and 20 May 2021

**Destination Queenstown**  
PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700

## 1. Overview

---

Destination Queenstown's Australia C&I Roadshow visited both Melbourne and Sydney in May 2021 with 33 Queenstown operators in attendance – the largest number we have ever taken into Australia. These events provided a great opportunity for Queenstown operators to re-connect with key business events contacts in market now that the Australian travel bubble has been established with NZ.

Re-entering the market within 5 weeks of the trans-Tasman bubble opening was important to not only re-establish Queenstown as the premier four-season international destination for Australian conferences and incentives, but to also reinforce with this key market how much importance and value we place on their business. The roadshow was well timed following the launch of DQ's Queenstown – Home of Adventure Campaign that started in Australia on April 19.

Dates:

Tuesday, 18 May 5.30-7.30pm – Melbourne

Thursday, 20 May 5.30-7.30pm – Sydney

The format for the C&I component of the roadshow was a casual 2-hour cocktail session, with all 33 operators placed around the room so buyers could access them easily. It started with an introduction by Kiran Nambiar, Business Development Director followed by an address from our Mayor Jim Boulton. The Queenstown, Home of Adventure video and our new C&I videos were also played for the group.

All attending guests were provided with an e-book Supplier Directory, this can be viewed [here](#).

## 2. Key Messages

---

Key messages delivered to the market included the delivery of our new Business Events video and the importance and value of the Australian C&I market to Queenstown.

We also addressed flight and accommodation capacity in particular that the number of flights per week will exceed those of 2019 from 23 August onwards, and there is plenty of accommodation availability for business events groups of all sizes.

**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand

+64 3 441 0700

### 3. Prizes

---

At each of the C&I events we held a prize draw for a trip for 2 to Queenstown including flights, accommodation and a huge array of activities and offerings from all operators participating in the roadshow. The value of each prize package (including flights for 2 sponsored by Air NZ) was NZ\$10,000.

**Prize winners:**

Melbourne: Jessical Dowell, MYOB

Sydney: Riin Rodenberg, The Misfits

### 4. Attendees – Melbourne and Sydney

---

DQ invited our entire NSW and VIC databases to each respective event.

**RSVP numbers for each city were:**

Melbourne: 63

Sydney: 127

**Actual attendees on the day were:**

Melbourne: 41

Sydney: 81

### 5. Feedback

---

Hey congrats to you and your team for pulling it off!! A month after a safe travel zone was established. I dare say no bureau / RTO globally has managed such a feat post 2019 BC. – **Kirstie Dyer-Grose, National Partnerships Manager, Air NZ**

**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700

I just wanted to drop you a quick note to say thank you for having me (and Helen) to your roadshow in Sydney last night. It was a pleasure to see how happy everyone was to be back together again and in Australia.- **Brownyn Largier, Journalist, Micenet**

I just wanted to drop you a line to say a huge thank you for last night. You should be very proud of yourself with the great job you did for Queenstown. It was reassuring to see so many of your suppliers take the flight over to welcome Aussie groups back to Queenstown. Congratulations again on getting customers in droves – never an easy task, but especially given the current climate, you did so well. Please do let me know when you are next in town. It would be great to grab a coffee. – **Marissa Fernandez, Managing Director, Destination Management**

A big thank you to you and the team, and all your partners for putting on a wonderful event last night. It was refreshing to meet with so many of our peers again in the one room, to hear similar stories from across the ditch and know we are all in this together (hate that cliché actually) and also that we are all going to come out the other side mainly due to the way we are able to support each other. It was great to catchup with friends from years ago but also meet new people and hear about new product. Queenstown has always been my favourite destination in the world, I get asked that question from my non-industry friends all the time and the way you all came together last night reinforces that. – **David Dymmott, Managing Director, CC Conferences**

Thank you so much for the invitation to last night's event. Craig and I had so much value for it. We have a couple of new ideas and starting to form an event itinerary with the activities we would like to offer. – **Michelle Bridger-Darling, Event Manager, CASF**

Congratulations to you all on a very successful night last night. It was great to see so many suppliers attend and there was so much energy in the room. It was really good to catch up with colleagues after so long so thank you for inviting me & I look forward to coming to Queenstown soon regards **Dianna Crebbin, Managing Director – DCC Conferences**

Trust this email finds you feeling very proud with what you accomplished this week ... a great achievement on getting so many of your Queenstown partners to Australia and the quality of the clients that attended last night was fantastic. Thank-you for including us.

I received really good feedback on having your Mayor Jim Boulton in attendance. – **Helen Bambry, Business Development Manager, Tourism NZ**

Thank you for inviting us to our very first Industry event last night – so great to see such positive conversation with the Queenstown vendors. We have definitely seen a positive change in conversation and to travel and look forward to bringing Queenstown opportunities to our clients. – **Mandi Ford, Managing Director. Essential Solutions**

**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700

Thanks for an awesome event yesterday  
so good to see our industry coming back  
thanks very much for the invite too I really appreciate it - **Garth Taylor, Managing Director, 1E Events**

Just a short note to say thank you for last night. It was wonderful to reconnect with Queenstown's team of suppliers after so long.  
I hope we can get groups over there soon, and if we have any enquiries I'll be sure to contact you. – **Victoria Jarworskyj – Sales Manager, APTI**

I wanted to thank you once again for last night. Not only was it great to be out and see so many industry people again, it was really special to have so many suppliers come over and show us how important our business is. – **Jess Dowell, Event Manager, MYOB**

It was so great to see suppliers again face to face – and how lucky that it was last week and not this week! Thanks for the very useful information in your email below – particularly the supplier directory – very helpful! – **Anne Gray, Impact Events**

Thanks, it was a great event. Lots of valuable information and connections. – **Christine McGregor, Steadfast**

Thank you...it was great....just not long enough to see all of the vendors as too much catching up to do! – **Kerrie O'Dea, Organisation Unlimited**

Soooooooooooo great to be there and connect to Queenstown again, thank you for the invite and for the intros to new and old friends as well that I met when at CINZ in Auckland 2019. – **Leonie Ferris-Tonge, Arinex**

Just a quick note to say a Very Big Thank You for the Queenstown Road Show and Hospitality last week. Fingers crossed we can return with Clients next year.  
Thanks again to you and all the Queenstown Partners involved. – **Mark Thompson, Imagine If**

**Destination Queenstown**  
PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700



**The whole Queenstown crew**



**The DQ team**

**Destination Queenstown**  
PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700





**The Sydney event – Ovolo Woolloomooloo**



**Destination Queenstown**  
PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700



**Mayor Boulton speaking at the Melbourne function**

**Destination Queenstown**  
PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700