



The Business Events Expo 2023 Report by Jessican Langelaan

November 2023

1. Introduction

Event background

The Business Events Expo 2023 was held on Tuesday 21 November 2023 at the Viaduct Events Centre in Auckland.

This was the first time since 2019, that Auckland has been the host destination for a major expo specifically targeting organisers of conferences and meetings, incentives, corporate travel, destination weddings, group and special interest travel, trade shows and more.

This was also the first time in New Zealand that both national and international business events solutions were presented under one roof in one day. Exhibitors came from all around New Zealand, as well as from Australia, the Pacific, Asia and further afield.

The event was held with the format of a mixture of pre-scheduled appointments and free flowing meeting and networking opportunities. The event ended with a cocktail hour for more networking opportunities between the exhibitors and buyers.

QCB exhibited with a pop-up style set up alongside RealNZ, TomTom Productions, Canyon Brewing, Ngai Tahu Tourism, Nomad Safaris, Oxbow Adventure Co. and IFly.

Sales Calls

While in Auckland, QCB took advantage of being in destination and caught up with the group sales team at AirNZ. QCB also attended the BEIA Christmas networking drinks for members at Britomart Hotel the day before the expo.

2. Market Background

It is important for QCB to maintain engagement and position of Queenstown as a business events destination, not only to the domestic buyers present, but as well to the domestic and international exhibitors. By continuing to encourage a baseline of domestic business events, Queenstown will keep a steady stream of interest and income for our C&I membership while international markets are recovering at varied rates.

3. Objectives

This event is one of the few dedicated Business Events shows in New Zealand that effectively brings together a diverse audience for outreach.

Through attendance, QCB gained an extensive database of contacts, ranging from corporate EA's, PA's to third-party planners. Additionally, QCB could effectively leverage the collective strength of all Queenstown operators, strategically presenting the destination to potential domestic buyers.



4. Show attendance & Sales Appointments

The BE Expo generated 391 registrations, with an overall of 267 attendees. QCB had an appointment stream with 10 formal appointments scheduled as well as time to speak with attendees just wanting to flow free through the space. These appointments and additional walk ups resulted in 4 leads that went out to RFP while also created new relationships and connections with potential leads to follow.

5. Insights & Summary

Based on interactions with attendees at the event, there is a strong interest in Queenstown as a business event destination from the domestic audience. Buyers expressed their interest in receiving updates and learning about new offerings. The show provided an excellent opportunity to reestablish connections with existing clients whilst simultaneously educating new industry members about the distinctive offerings of Queenstown.

Conversations with third party planners highlighted a growing interest in exploring international options, particularly to Australia, given the high flight prices to Queenstown. Post-COVID, there has been a trend of domestic conferences, and companies are now looking to venture offshore while international flight prices remain affordable. It remains crucial to consistently showcase Queenstown with its latest updates and unique offerings to sustain and elevate interest.

With some of our scheduled appointments cancelling last minute, it is evident that our domestic PCO's are still very time poor and have limited availability (especially with the portion that didn't attend the show on the day even having registered).

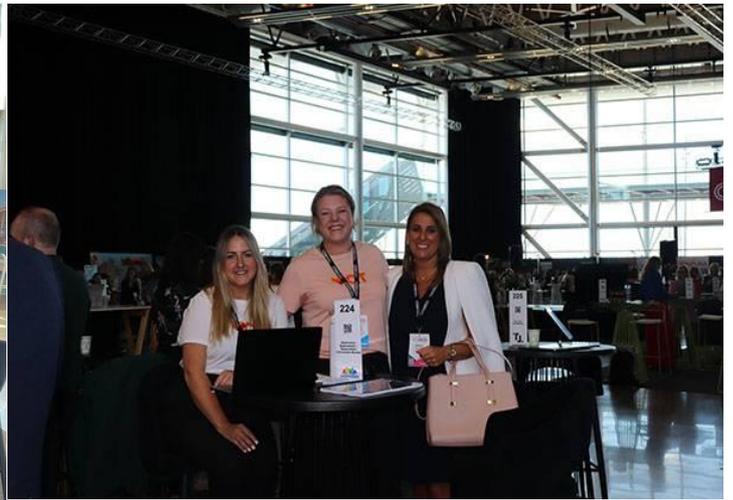
Queenstown operators provided feedback indicating that while their appointment streams were not extensive, the quality of buyers they connected with was high. They engaged in meaningful conversations with potential business prospects, emphasizing positive interactions for future business. The overall cost of the event was considered low, especially in relation to the extensive database acquired. Many operators expressed their intention to participate in next year's expo. A notable suggestion for improvement was to enhance the visibility of Queenstown through signage, emphasizing the destination's strong presence in the business events space. Despite the smaller scale presence of Queenstown operators at the event, QCB successfully leveraged the opportunity to promote and showcase all Queenstown operators. The event provided a valuable platform for QCB to enhance its network, educate potential clients about bureau services, and contribute to the expansion of the QCB database for future engagement and business opportunities.

As QCB, we saw high value in the destination presence at the show and will continue to support the event in the future. More consideration to amplify our Queenstown brand and hold more presence at future events will occur to offer a stronger platform for the operator partners that also choose to attend.

6. Activity Imagery



QCB was joined by 7 Queenstown operators



QCB catching up with Orbit at the Expo



QCB attending the BEIA networking drinks at the Britomart Hotel