



The Business Events Expo 2024 Report by Jessican Langelaan

November 2024

1. Introduction

Event background

The Business Events Expo 2024 took place on Tuesday, 19 November, at the Viaduct Events Centre in Auckland. This marked the second occasion where Auckland hosted this expo, designed to engage organisers of conferences, meetings, incentives, corporate travel, destination weddings, group tours, trade shows, and special interest travel.

The Expo attracted 150 exhibitors, showcasing a wide range of destinations. These exhibitors represented regions from all around New Zealand, as well as Australia, the Pacific, Asia, and further abroad.

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 attendees.

QCB showcased a Queenstown-inspired stand with an alpine feel. Six Queenstown suppliers joined the stand which included: Tom Tom Productions, Oxbow Adventure Co, Alpine Luxury Tours, RealNZ, Canyon Brewing and Ngai Tahu tourism.

Client Dinner

Ahead of the Expo, QCB hosted an exclusive dinner at Origine, inviting eight directors from Auckland-based third-party planners as well as the Queenstown suppliers exhibiting at the Expo, creating a valuable opportunity to engage in meaningful, one-on-one conversations between the clients and the suppliers.

2. Market Background

Maintaining engagement and reinforcing Queenstown's position as a premier business events destination remains a key priority for QCB. This includes not only connecting with domestic buyers at the event but also fostering relationships with both domestic and international exhibitors. By continuing to promote a strong foundation of domestic business events, Queenstown ensures ongoing interest for our membership.

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 suppliers, strategically presenting the destination to potential domestic buyers.

4. Show attendance & Sales Appointments

Last year, the BE Expo saw 391 registrations and a total of 267 attendees. This year, the event attracted 258 registrations and 185 attendees, resulting in a quieter atmosphere overall but a sense that those who did attend were engaged and created deliberate conversation.

QCB had an appointment stream with six 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 2 leads that went out to RFP while also created new relationships and connections with potential leads to follow.

5. Insights & Summary

The feedback from attendees showed a strong interest in Queenstown as a business events destination. Buyers were keen to stay updated and learn about new offerings, reinforcing the importance of keeping Queenstown top of mind. The expo was also a great chance to reconnect with existing clients while introducing Queenstown to new industry players.

However, there were some challenges, including last-minute appointment cancellations and a noticeable number of registered attendees not showing up. This highlights the ongoing time pressures PCOs are facing, with limited availability being a clear issue. On discussions with the organisers, this was noted and could have been to the “free” to attend nature as well as the length of time of the show. This will be in consideration for future events.

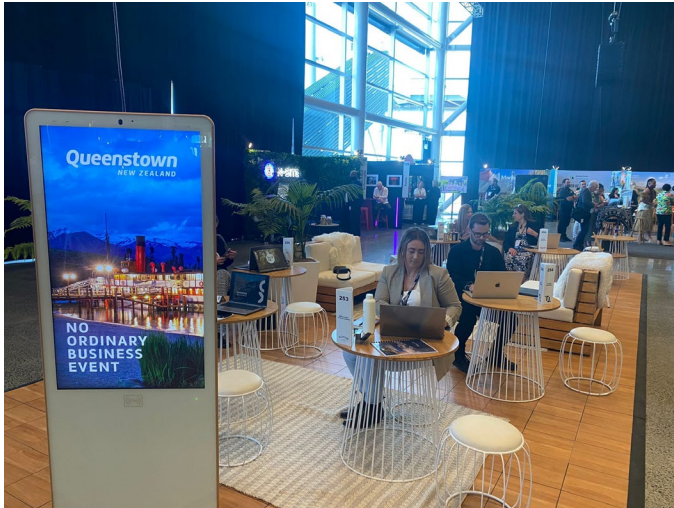
Feedback from Queenstown suppliers was mixed. While the quality of interactions with buyers was high, some suppliers noted that their appointment schedules were not as extensive as anticipated. A few questioned the value of attending if tangible results do not materialise this year. Others, however, appreciated the opportunity to form new relationships and saw value in receiving the full database of registered buyers, including details of those who were unable to attend.

The Queenstown stand was a significant improvement compared to the previous year, with a stronger presence, creating a more inviting and impactful experience for attendees.

QCB recognises the importance of maintaining Queenstown’s presence at this event and remains committed to supporting this activity in the future, ensuring the destination continues to build meaningful connections within the industry.

The Business Events Expo 2025 will once again be held at the Viaduct Events Centre in Auckland on 25 November 2025. Registration opportunities for the show are expected to open from mid this year.

6. Activity Imagery



The Queenstown Stand



Jessica (QCB) presenting on the Destination



Real NZ, Oxbow, Canyon, QCB, Ngai Tahu tourism, QCB, Alpine Luxury Tours and TomTom Productions