IS THE BUSINESS EVENTS MARKET RIGHT FOR YOUR BUSINESS?

STRATEGY & FIT

- Does your business actively want to attract meetings, incentives, conferences, or events?
- Is the business events market aligned with the brand, values, and long-term goals of your business?

PRODUCT & EXPERIENCE

- Can your business comfortably host groups (size, flow, accessibility, privacy)?
- Are experiences adaptable for different group objectives (conference, meetings, networking, product launches, seated or standing functions)?
- Is your business able to consistently deliver for business events, or is the Free Independent Traveller (FIT) market its primary focus?

OPERATIONS & CAPACITY

- Does the team have the capacity to manage group bookings alongside regular trade?
- Are systems in place for quoting, contracting, and invoicing for business clients?
- Is there flexibility to customise timing, layouts, or run-of-show?

PROFESSIONALISM & SERVICE

- Is the team confident working with event planners and corporate decision-makers?
- Are response times reliable and information clear, accurate, and up to date?
- Are health, safety, and risk management plans documented and current?

PARTNERSHIPS & DELIVERY

- Can the business collaborate smoothly with venues, caterers, AV, and transport providers?
- Is there a clear point of contact for event organisers before and during delivery?

If you've answered YES to most of these questions, please contact Business Development Executive, Victoria Jenner, victoriaj@queenstown-wanaka.nz, to explore how the bureau can help promote your business within the business events market.



Wānaka | Queenstown NEW ZEALAND