SEA BE Corporate &Incentive

Market Activity

March 2026

Destination Queenstown and Lake Wanaka Tourism
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1. Event Background

In March 2026, I represent Destination Queenstown & Lake Wānaka Tourism at the TNZ BE SEA C&I Market Activity. Two in-market events were held in Southeast Asia, with one taking place in Kuala Lumpur on 10 March and the other in Singapore on 12 March. Each event focused on Corporate & Incentive buyers, and Association planners/executives.

The session began with an introduction from Tourism New Zealand, followed by a series of pre-scheduled one-on-one meetings between buyers and sellers from New Zealand.

2.Market Background and Challenges

Southeast Asia remains an important growth market for New Zealand within the Corporate and Incentive sector, supported by demand from key hubs such as Singapore and Malaysia.
These markets have a high concentration of multinational companies and regional headquarters, which continue to drive outbound incentive and corporate travel.

However, budget remains a key consideration for Southeast Asian buyers. Queenstown is often perceived as a higher-cost destination, and more price-competitive markets within Asia and other short-haul destinations can be more attractive for some programmes. This can influence decision-making, particularly for larger groups or more cost-sensitive clients.

Air connectivity is also a challenge. For Malaysia, there are limited direct flight options, meaning travellers often need to transit to Singapore, which increases both travel time and cost. This can be a barrier when compared to destinations that are more easily accessible.

As a result, Queenstown is best positioned for smaller, high-value incentive groups where experience and exclusivity are prioritised over cost. Clear value proposition and targeted engagement remain important to compete effectively in this market.

3. Attendance

Airnz, Attend NZ, Auckland Convention Bureau, Christchurchnz Business Event, Destination Queenstown & Lake Wānaka Tourism, Grand Millennium Hotel, Hobbiton Movie Set, HQ New Zealand, Minor Hotels, Rotorua NZ, Te Pae Christchurch Te Pua, Terra and Tide。

We met with 19 agents, 25 attendees in Kuala Lumpur. In Singapore, we met 18 agents and 26 attendees; there were a few last-minute cancellations.

4. Event Objectives

- **Engage Key Buyers**-Connect with qualified corporate, incentive buyers in Kuala Lumpur and Singapore to showcase Queenstown and Wānaka's latest information on accommodation opening and venue details, conference facilities and new visitor experience, including wellness and sauna offers.
- **Strengthen relationships and provide the tools-**Demonstrate to buyers the value of our free RFP service to assist buyers with accommodation and conference planning, venue consideration, and hosting site visits.
- **Exchange Mutual Updates**-Great opportunities to listen and understand what they need and how we support them in the market.

5. Summary

These TNZ BE SEA market events in Kuala Lumpur and Singapore offered an excellent opportunity for Queenstown and Wānaka to actively engage with key Corporate, Incentive buyers in Southeast Asia. As the regional tourism organisation, we showcased our latest accommodation, venues, conference facilities, and unique experiences, reinforcing the region's capability to host business events and incentive programmes.

We observed that agents and planners are currently very busy adjusting itineraries due to global uncertainties. Despite these challenges, there is a strong interest in New Zealand as a long-haul, high-value destination. Overall, these events confirmed that, with active in-market presence and tailored engagement, Queenstown and Wānaka have significant potential to expand their footprint in the Southeast Asia Corporate and Incentive market. Additionally, this represents a significant amount of new business for us, as most of the companies I met with are new to us.

8. Related Event Photos



Sales Call Mice team training 9th March



Sales Call with Harmony Tour 9th March



Hosted lunch with the General Travel Asia team on 9th March



Events photo

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