

Destination Queenstown

BE Reconnected

Auckland Sales Calls

Report

December 2020

Destination Queenstown
PO Box 353, Queenstown 9348, New Zealand
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1. Introduction

Event background

BE Reconnected was the first industry event post Covid-19, the purpose of the event was to connect and reconnect with clients and industry colleagues.

QCB had a booth at the event and we pre-scheduled appointments with key corporate clients that we wanted to connect with. In addition to the pre-scheduled appointments we had a lot of visitors to our booth, where we exchanged details and gave an update on Queenstown. We generated 7 leads from the event.

Throughout the day we heard from 3 inspiring keynote speakers, Sir John Kirwan, Lisa O'Neill and Cam Calkoen.

QCB sponsored the welcome refreshments, Lisa O'Neil's travel costs and in partnership with our operators put together a Queenstown giveaway which was the major prize on the day. Caroline Henty from BCD Travel won the prize.

Sales Calls

In addition to attending BE Reconnected we undertook 2 days of sales calls, meeting with 5 PCOs, 1 corporate client and a PR agency.

From the sales calls we generated 2 leads.

2. Market Background

While international borders remain closed, QCB have a strong focus on the domestic business events market. Key targets for QCB are connecting with corporates direct and PCOs.

At BE Reconnected we had a hit list of NZ corporates that we wanted to connect with and then our sales calls were with key PCOs.

3. Objectives

The main objective of our trip to Auckland was to re connect and connect with industry and clients.

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4. Appointments & Insights

PCO 1

- Product update with team (2 pax)
- New team at the company, they would like to learn more about Queenstown. The team are in Queenstown for an event in April 2021, QCB will host a 2-day site inspection following the event.
- Currently planning for an 80 pax conference in April 2021
- Finding groups are smaller post covid
- [Action: follow up regarding site inspection, send Meet Queenstown document and provide additional information for lead](#)

PCO 2

- Product update with team (2 pax)
- Business is going really well, clients in the grocery sector are still continuing with their schedule of business events.
- Meant to be taking a 300pax conference to Australia, but with the uncertainty of boarders opening are looking at Queenstown.
- [Action: follow up on lead details](#)

PCO 3

- Product update with team (2 pax)
- Team are familiar with Queenstown
- At this stage they don't have any business for Queenstown, a lot of their work is in Auckland
- Clients are wanting to stay in the main centres for their events
- Next year is looking busy for the company

PCO 4

- Product update with team (2 pax)
- Looking to bring senior clients from a NZ tech company to Queenstown for a famil, QCB are discussing partnership opportunities
- Business is going well, they are very busy with domestic events

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- Pipeline of business heading into next year is positive
- [Action: follow up on famil opportunity in the new year](#)

Corporate client 1

- Usually take groups overseas, however now looking to host a domestic event in 2021
- Interested to receive information about Queenstown
- QCB helping with an initial proposal for a 100 pax incentive
- [Action: send proposal for lead and Meet Queenstown document](#)

5. Summary

Overall, the trip was very successful. The domestic market is an important market for QCB and it is crucial that we stay connected with clients to ensure we are increasing awareness of Queenstown as a credible business event destination and in turn generating more leads.

There were a few common themes that came from our sales calls, lead times are much shorter and group sizes are smaller. PCOs were positive about the business that they have on the books for 2021 and the overall feeling is that confidence will improve and businesses will start to meet again.

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