

Destination Queenstown C&I Australian Roadshow

Report

15 & 16 October 2019

Destination Queenstown

PO Box 353, Queenstown 9300, New Zealand

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1. Objectives

- Give our operators exposure to key buyers in the Australian market that they may otherwise not get an opportunity to network with
- Product and destination updates for the buyers
- Promote Queenstown as a key C&I destination
- Work with our major partner Air NZ

2. Overview of the event

After two years of alternative strategic activity, in 2019 the Queenstown Convention Bureau re-introduced the Roadshow in line with the direction of DQ's Business Plan for 2019/20.

Networking cocktail functions were held in Sydney and Melbourne, each for a 2-hour duration. The events took a free-flow format where buyers and operators could meet for product updates and discussions in an informal setting. Substantial food and beverages were also provided.

In addition to the roadshow, a Market Insights session was held at the Air New Zealand Sydney office. Tourism New Zealand (TNZ), Conventions & Incentives New Zealand (CINZ) and Air New Zealand (Air NZ) all presented to the Queenstown operators, covering market trends, activity in the sector and strategy moving forward. This session was 2 hours in duration.

Speakers:

TNZ – Andrew Waddell (General Manager Australia), Helen Bambry (Business Development Manager Australia) and Samantha Kent (Bid Manager Australia)

CINZ – Heidi Heming (Business Development Manager, Australia)

Air NZ – Kirstie Dyer-Grose (Business Development Manager Australia)

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3. Operators in attendance

This year 25 Queenstown operators exhibited at the roadshow from a range of sectors - accommodation, venues, activities, DMCs, experiences, property development.

AJ Hackett Bungy
Crowne Plaza Queenstown
Dinamics
Future Bars & NZ High Country
Gibbston Valley Winery
Heritage Queenstown
Hilton Queenstown resort & Spa
HQ New Zealand
In2Food Catering & The Winehouse
Kamana Lakehouse
KJet
Millbrook Resort
Millennium Hotels Queenstown
Moonlight Country
Ngai Tahu Tourism
Nomad Safaris
QT Queenstown /Rydges Lakeland Resort Queenstown
Remarkables Park Ltd
Ripple Experience Management
Skyline Gondola & Luge Queenstown
Hotel St Moritz and Sofitel Queenstown Hotel & Spa
The Playground
Totally Tourism
Wayfare
Ziptrek Ecotours

4. Guest attendees

The roadshow invitation list was highly targeted to those key buyers and prospects who the Bureau know have solid opportunities for Queenstown. In previous years the entire Australian database has been invited to attend.

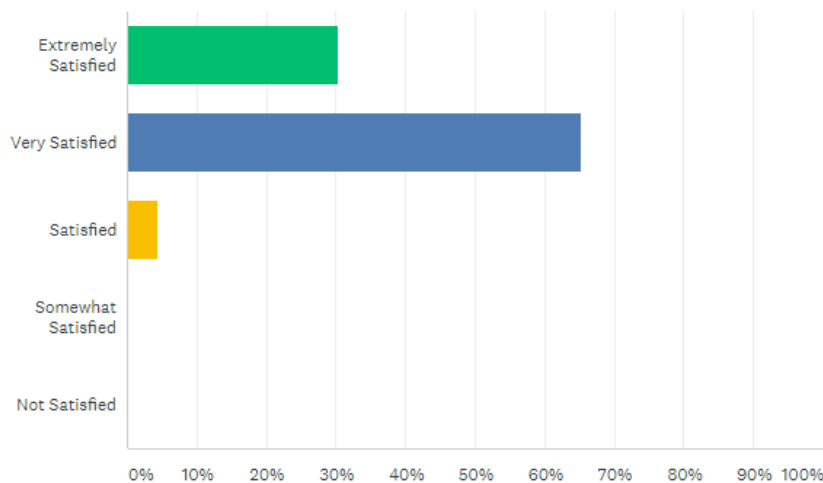
85 guests attended the Sydney event (from 130 RSVPs)
40 guests attended the Melbourne event (from 55 RSVPs)

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5. Operator Feedback

In the post event survey, out of 25 operators we had a 92% response rate (23 responses) where 100% stated they were satisfied, very satisfied or extremely satisfied with the overall performance of QCB in delivery of the QCB Australian Roadshow.

Answered: 23 Skipped: 0



Overall buyers preferred the Melbourne event in comparison to the Sydney event. Comments were the layout in Melbourne at the Carousel worked better (operators around the outside of the room) compared to the layout in Sydney at the Establishment where operators were around the outside of the room but also down a centre aisle.

6. Buyer Feedback

97% of all the buyers stated they were satisfied, very satisfied or extremely satisfied with the Queenstown exhibitors that were showcased at the roadshow.

Majority of the buyers (Sydney 95%, Melbourne 100%) rated the event as useful, very useful or extremely useful way to meet their business needs.

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7. Summary

Overall the QCB is delighted with how this event ran and from the feedback from the operators and buyers we can confidently say the C&I Australia Roadshow was a success. At the de-brief with the operators in the room, it was determined that the occurrence of this event should be every second year with a dedicated Australian QCB Famil to Queenstown every other year. The market insights session was well received and will be included in the programme going forward.

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8. Photos



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