

Destination Queenstown

Conoscenti Event

Report

August 2021

Destination Queenstown
PO Box 353, Queenstown 9348, New Zealand
+64 3 441 0700

1. Introduction

QCB in partnership with Auckland Convention Bureau, Gibbston Valley and Homelands The Food Embassy, hosted an event on Tuesday 10 August in Auckland for the Conoscenti members at Peter Gordons new restaurant Homelands The Food Embassy. Peter Gordon created the menu of Auckland food, matched with Queenstown wines from Gibbston Valley. Christopher Keys from Gibbston Valley and Peter Gordon both presented to the group the food and wine matches. It was a true collaboration between Auckland and Queenstown.

Conoscenti has 25 members who are Executive Assistants to Chief Executive Officers in top New Zealand companies. We identified NZ corporates as a key target as part of QCBs domestic strategy, EAs and PAs are often tasked with planning the company's business events so it's crucial they are well informed on Queenstown as an events destination and the services that QCB offer. It was fantastic to get EAs of this calibre in a room to speak about Queenstown, the feedback was exceptional from guests, they thoroughly enjoyed their evening.

20 Conoscenti members attended the event from the following companies: BusinessNZ, ABB, Craigs Investment Partners, Datacom Group, Sanitarium New Zealand, Dame Trelise Cooper, Bupa, Loyalty NZ, Les Mills, Beca, The people shop, Spark, Holmes Consulting, Sky NZ, TVNZ, Foodstuffs, Alvarium Investments, Fonterra, Fidelity Life Assurance.

On the evening we gave away a luxury trip to Queenstown worth over \$4,000, this was made possible because of our amazing sponsors The Rees Hotel, Gibbston Valley Lodge and Spa, Heliworks, Go Orange and Real Journeys. Natalie from TVNZ won the prize.

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