



*feel the
inspiration*

Destination Queenstown Convene South

Report

September 2018

Destination Queenstown

PO Box 353, Queenstown 9300, New Zealand

+64 3 441 0700

1. Introduction

Convene South is in its 6th year.

Held at Addington Raceway and Events Centre on September 25.

Convene South 2018 is an annual expo where the South Island can showcase its business event offerings to conference organisers around New Zealand. The forum, located in Christchurch, gives attendees the opportunity to conduct face-to-face business with a highly qualified and targeted audience – designed to bring tangible results.

93 buyers (of which 78 released their contact details)

Number of Exhibitors – 54

Number of Hosted Buyers – 22

NZ vs OZ – 70 vs 3

Number of Day Buyers - 55

2. Objectives

Build the Bureaus database

Facilitate new business relationships and thereby expand network of engaged buyers for the region

Strengthen existing relationships

Increase general destination & product knowledge of buyers

Increase the number of RFPS

Provide assistance to those who already have business confirmed for Queenstown

Brand exposure

3. Key messages

Ease of access

Quality accommodation, meeting facilities and venue options set against a stunning natural backdrop

Beautiful, clean and safe environment

Unparalleled range of activities make it the perfect place to create unique and memorable experiences

Bureau services available

4. QCB Appointments/ feedback

15 pre scheduled appointments

2 no shows

Generated 1 solid lead for 2020 and a site inspection for early October

Overall everyone has a good knowledge of the destination in terms of the services it can offer but it became apparent their ideas about our capacity were not necessarily true. People perceived Queenstown to be a destination that can only cater to small numbers (150-200). Even though this is definitely our sweet spot the destination can most certainly cater to larger numbers and people need to be educated on this and understand how different venues can be more flexible.

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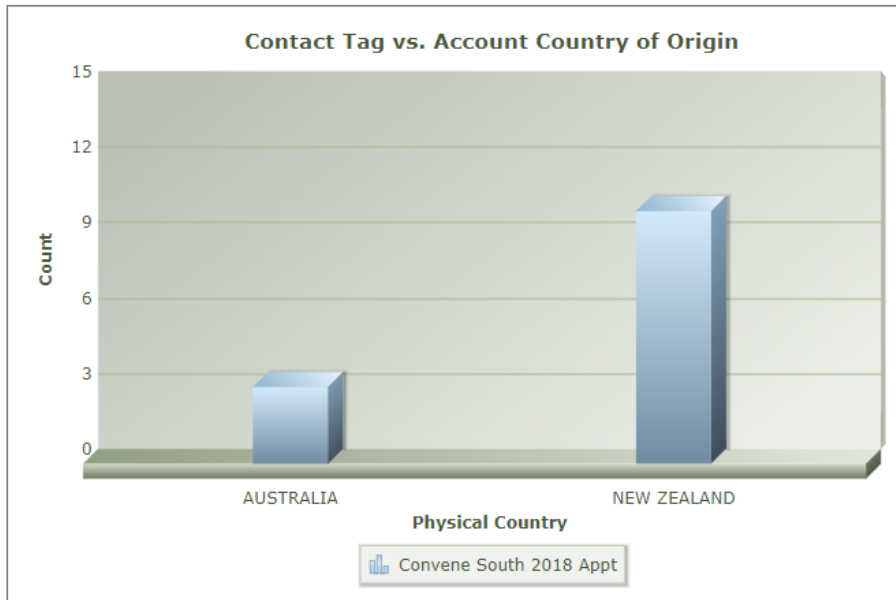
This led to many conversations and questions focussed on the potential of a convention centre and the need and demand for one in this region. People are aware that new hotels are coming on board but are hoping new conference spaces will become available with these, which unfortunately is not the case. A lot of people commented that the current conferencing facilities in Queenstown are old and dated.

There were a lot of enquiries into team building options available along with the need to keep educating people on the services of the bureau from a domestic perspective.

Below is a breakdown of the appointments by account category (PCO/Corporate) along with a breakdown of the country of origin of the client. It clearly shows that we had a good mix of appointments of both corporates and PCOs and that this show is heavily focused on the domestic market.



Category	Contact Tag(s)	Grand Total
	Convene South 2018 Appt	
Corporate	6	6
PCO/Incentive House	7	7
Grand Total	13	13



Physical Country	Contact Tag(s)		Grand Total
	Convene South 2018 Appt		
AUSTRALIA	3		3
NEW ZEALAND	10		10
Grand Total	13		13

5. Famil

The pre-Convene famil was hosted by Louise and Chelsea. The group arrived on Saturday afternoon and the operators involved and showcased were those that were attending the Tradeshow. The group was small with only two participants. There was a mix between the two of those who were very familiar to Queenstown and those who had not ever been to Queenstown for business. Everything went to schedule and the participants were happy with the balance of activities, dining out and down time.

It was made apparent that in the communications that went to the hosted buyers, Queenstown was a listed option for a destination to visit for pre famil yet through the registration process Queenstown was not an option to select so many hosted buyers assumed all the spots on the famil were full.

Both participants very happy with the itinerary and the experience they had with the operators. The famil met and exceeded the expectations of the attendees and they found the experience valuable and an effective way to meet their business needs.

6. Recommendations/ Summary

Please contact the Bureau for recommendations on this event.



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