

QUEENSTOWN CONVENTION BUREAU 101

DQ QCB Introduction



ABOUT QUEENSTOWN CONVENTION BUREAU

Destination Queenstown (DQ) is the Regional Tourism Organisation responsible for both destination marketing and destination management in Queenstown. Our role is to market Queenstown in both international and domestic markets and to work collaboratively with partners to deliver the region's destination management plan, focusing on regenerative tourism by 2030 and attracting 'high contributing' visitors.

As a team within DQ, Queenstown Convention Bureau's (QCB) role is to position the Queenstown Lakes region as a leading business events destination for planners across all markets* and industries. QCB does this through supporting members with the business events offering and acts a neutral connection between those considering/planning a business events (clients) in the region and our membership.

*QCB work across all domestic and international markets but offer deliberate promotion in the NZ and Australian market to align with our destination carbon zero objectives.



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THE VALUE OF BUSINESS EVENTS

- **Knowledge exchange.** Facilitate knowledge sharing among professionals, fostering innovation and skill development not only amongst their group but in connecting with community.
- **Destination awareness.** Promote the region as a top destination for future events, tourism, and investment, bolstering economic growth.
- **Economic seasonality support.** Offers a high-yielding revenue stream, leveling seasonality, through delegate spending, stimulating local sectors like hospitality, retail, tourism, and transportation.
- **Sustainable workforce.** Create and sustain jobs across a range of the visitor economy industries, from event planning to hospitality, sustaining existing roles and prompting new hires.
- **Infrastructure Development.** Spur infrastructure investment, improving facilities like conference centers and hotels, benefiting residents and visitors.



BUSINESS EVENT TYPES



Conference

A formal gathering, serving as a platform for learning, sharing knowledge, fostering professional development, and building connections within a particular field or community. While social functions, activities and CSR experiences can still feature, the conference is the core reason for gathering.



Incentive

Designed to motivate and reward employees or clients for their performance and loyalty. These events are typically characterised by exclusive, rewarding experiences often include travel, unique activities, luxurious accommodations, or special access to events.



Meeting

A 'meeting' refers to a gathering of individuals to discuss business-related topics, make decisions, plan strategies, or exchange information. Usually only a day or half day in length, this activity functions around an agenda and typically is smaller in numbers.



Trade Show/Exhibition

A large-scale industry-specific exhibition where businesses showcase their latest products, services, and technologies. The primary audience for trade shows includes industry professionals, buyers, suppliers, manufacturers, and the media.



QCB OBJECTIVES

QCB holds a vision that business events in the Queenstown Lakes region have a positive impact not only economically, but environmentally, socially and culturally. Business events contribute to the destination's regenerative tourism goal, encouraging knowledge sharing with our local community, ensuring delegates leave inspired and connected.

1. Position Queenstown Lakes as a leading business events destination.
2. Service and support incoming business event enquiries to best benefit the region and members.
3. Actively seek new business events that align with the region's regenerative tourism vision.
4. Support Queenstown Business Events suppliers through member capability building and product development.

QCB FOCUS

1. Support event planners that are considering Queenstown to evolve their programmes to align with the Queenstown Lakes regenerative tourism strategy.
2. Educate event planners on ways they can make procurement decisions that give back to the community and connect delegates with people and place.
3. Work with our local business event suppliers to support product development that aligns with regenerative tourism.
4. Build a member capability programme that supports our members to improve their daily business event practice to align execution of events with regenerative tourism.
5. Work with our local non-for-profit sector to identify ways to increase their revenue streams through the contribution of business events.
6. Identify what an optimal business event for Queenstown Lakes is for both events and community, based on infrastructure, capacity, experience delivery and local impact.
7. Continue to drive business event visitation in shoulder seasons.



WORKING WITH QCB

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WORKING WITH QCB



Connect with the team

Get in touch with the QCB team to make them aware of your business events offering. QCB will organise a meeting and/or site inspection to see how your business best sits in the business events market and where they can best promote you through their channels/activity.



DQ Events & Trade Shows

DQ, QCB and Tourism New Zealand attend various industry events and roadshows across all business events markets, many of which provide partner opportunities. Further information on activity and ways to be involved is shared in DQ Fortnightly Remarks.



Famil & Site Inspection support

When working with clients on events considering Queenstown, QCB offer site inspection support to help secure proposed (RFP process) venues and the destination and will include members where appropriate and best value for both parties. Support in site inspections and planned famil activity is always appreciated.



Send us BE product updates

For presentation and marketing opportunities, keep DQ and QCB updated on your products and share your video and imagery we can use for promotion. When you send us content please confirm whether DQ are able to load these images to our library for DQ Full Use.

ADDITIONAL BUSINESS EVENTS RESOURCES

Developing and introducing your experiences to business events involves strategic planning and consideration to ensure a successful and seamless experience for both your business and potential clients needs.

Research:

- Subscribe to industry intelligence media and data sources, such as Inside Tourism, Tourism Business magazine, and annual sector reports like CAM – Commercial Accommodation Monitor.
- Look at international markets and identify potential business event markets that best align to your offering.
- Develop understanding of the difference in travel styles and requirements of conference groups vs incentive groups.
- Gain an understanding of the standards and expectations of business events, including conference facilities, incentive travel preferences, specific requirements of event planners.

Collaboration:

- Become a member of key tourism organisations such as Business Events Aotearoa (BEIA), Tourism Industry Association (TIANZ), NZ Māori Tourism, and Qualmark.
- Build relationships with event planners, conference organisers and incentive travel agencies.
- Attend industry conferences, trade shows, and networking events to stay updated on industry trends and connect with potential clients.
- Train your staff to understand the dynamics of business events, including conference logistics, incentive travel expectations, and client handling.

Sustainability:

- Consider how your business can provide a product or offering to business events that is environmentally friendly. This could be through;
- Implementing a waste management plan.
- Sourcing local produce as much as possible.
- Working with Love Queenstown on how you can support visitor giveback. Communicate your initiatives to encourage them to participate. More information on Love Queenstown [here](#).



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