

Queenstown Convention Bureau DMC Hosted QCB Site Inspection Process

Prepared by QCB team
Agreed by Queenstown DMCs
Supported by QCB Advisory Board

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

1. Introduction

The purpose of this document is to outline the process around client site inspections whereby the Bureau outsources some requests to the Queenstown DMCs to manage site inspections as Queenstown hosts on behalf of the Bureau.

The procedures and requirements from all parties are outlined below.

2. What does the Bureau want?

The purpose of the change is three-fold:

- To improve efficiency of the bureau by freeing up hosting time that will be re-allocated to QCB's main focus of increasing C&I leads for Queenstown.
- To ensure the client is hosted professionally and their needs are met in terms of the suppliers they meet with and experience while in town
- To help secure business for Queenstown and give the DMCs an opportunity to meet with potential clients

3. What does the client want?

The major consideration should be the needs and wants of the client. Bearing in mind each situation is slightly different and will need to be handled on an ad hoc basis, the different scenarios and outcomes are as follows:

- Confirmed business for Queenstown – a lot of the time these can be handled by a DMC. If the client advises they do not want a DMC involved, then the Bureau conducts the site inspection as per current process
- Prospective business for Queenstown – we will recommend the option of a DMC hosting the site inspection to the client. If the client advises they do not want a DMC involved, then the Bureau conducts the site inspection as per current process
- If the client confirms they would like a DMC to host their site inspection, then the process outlined in Section 7 of this document is implemented

There will always be some pieces of business which need to be handled differently e.g. major pitches like Amway. We will manage these on a case by case basis. The resulting site inspection might end up incorporating the two options i.e. both the Bureau and one or more DMCs involved.

4. DMC Qualification Criteria

The initial step is to establish which of the Queenstown based DMCs will be participating in the programme. All DMCs will be given the opportunity to formally register their application, demonstrating they meet the following criteria:

- i. Must be a DQ member as a DMC
- ii. Must have at least one permanent full time staff member based in Queenstown i.e. a Queenstown office
- iii. Must have operated in Queenstown as a DMC for a minimum of 12 months
- iv. Must have a good level of knowledge of the Queenstown market and be able to showcase the best of Queenstown in line with the clients' programme requirements*
- v. Must have proven experience planning and delivering a range of events in Queenstown*
- vi. Person hosting the client need to be of a senior level with proven hosting experience, be adaptable and have a problem solving approach
- vii. DMC must show support to DQ initiatives annually in line with their marketing spend e.g. attend QCB Member updates, participate in famils, exhibit on the regional stand at Meetings, conduct joint sales calls with the Bureau etc.
- viii. Vehicle used for hosting must be clean, tidy, and professional
- ix. Must hold comprehensive insurance to meet local requirements - a minimum of \$1m public liability insurance
- x. DMC must have a fit for purpose health and safety management system and demonstrate they are a health and safety conscious business.

We believe these criteria are fair, realistic and demonstrate the faith the Bureau has in our DMC partners, their professionalism and their experience. The criteria will be reviewed and if required changed from time to time.

* No actual proof needs to be provided by the DMC. A discussion with each DMC following their application will be sufficient for us to confirm they meet these criteria.

5. Code of conduct – our expectations of the DMCs

There need to be clear rules around our expectations of the DMCs participating in the programme. Key points of agreement are:

- DMCs agree to follow the process outlined in Section 7 of this document
- DMCs agree they are acting as an extension of the Bureau and playing the role of a Queenstown host during the site inspection and as such will be representing the entire destination in an impartial capacity
- DMCs should be willing to follow the clients brief and lead of the Bureau in terms of what products the client is shown, of course with the opportunity to make recommendations during the planning process
- There should be no “hard selling” of their services to the client. At no stage do we want the client to feel any sort of pressure to engage the services of the host DMC or any DMC. This is very important to ensure the credibility of the Bureau and this process.
- Management of the client and lead post-site is conducted by the Bureau until decision on event is made (particularly if a prospective piece of business).

6. Allocation of sites

- In order to ensure there is no perception of bias by the Bureau, allocation of site inspections will be on a standard rotation A, B, C, D, A, B, C.... etc, regardless of the client or piece of business
- The initial order will be established by the Bureau drawing names out of a hat. The DMCs will be given the opportunity to be present for this process to ensure complete transparency
- Site inspections will be allocated according to the date the site inspection is requested, not the date of the actual site (bearing in mind most site inspections take place within 3-4 weeks of the request being received by the Bureau)
- Only 1 DMC will be required to host per site inspection, even if it is a multi-day visit
- If a DMC is unable to accept a site, then the next on the list is given the opportunity. The DMC who has turned down the opportunity will then have to wait for their next position on the rotation
- If a site inspection cancels after allocation, the DMC allocated gets the next available site inspection allocated to them
- If, for any reason, a client requests a particular DMC for a site, then the opportunity is taken out of the rotation and allocated to that DMC immediately. Normal process as per Section 7, Point iv continues

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7. Site inspection management process

The process to be undertaken for the management of each site inspection is as follows:

- i. Discussion with the client to establish dates of the site, which products/suppliers they would like to see
- ii. Bureau establishes who the host will be based on discussion with the client – Bureau or DMC. If it is the Bureau, current process is followed
- iii. If a DMC will be hosting, the next DMC on the rotational list is contacted by the Bureau with the opportunity to establish if they are available to host the site inspection
- iv. If the DMC agrees, then an email template with the event brief and a list of operators to include is forwarded by the Bureau to the DMC
- v. The Bureau will then email all operators to be included advising of the upcoming Bureau-led site inspection and that the DMC is hosting and representing the Bureau in this instance. The DMC will be in touch re booking an appointment
- vi. An introduction email is sent by the Bureau to the client and DMC so they can liaise directly with the client, keeping Bureau in copy at all times
- vii. The DMC then puts the itinerary together along with any additional suggestions they have and sends to the Bureau for sign-off prior to it being sent to the client for sign-off. The Bureau is to be cc'd into emails between the client and the DMC
- viii. The DMC will confirm health and safety considerations are appropriately addressed and communicated to the client either by themselves where appropriate or by the local operators
- ix. Site inspection is conducted by the host DMC with possible meet-and-greet at airport by Bureau if time permits
- x. Bureau to meet with the client for a post-site debrief prior to departure for airport if time permits
- xi. The DMC will provide a post-site review to the Bureau with any commentary/feedback from the client and outline follow up that needs to be completed. Any issues or concerns regarding any matter (including health and safety) will be communicated back to the Bureau.
- xii. The Bureau completes all post-famil comms with the client through to final decision being made

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8. Additional points of consideration

- As part of the overall “ownership” of the site inspection, the Bureau will complete all relevant Health & Safety documentation including risk assessment and obtain completed personal information forms from all site inspection participants prior to the site inspection. Risk assessment is to be agreed to and signed by both parties.
- In the case of an emergency at an operator’s premises, the DMC is to follow the operator emergency processes
- DQ’s Sustainability Commitment and all OH&S info will be shared with the host DMC prior to the site inspection
- Any ancillary costs associated with the site inspection e.g. coffees are to be covered by the host DMC. If the DMC wants to host the clients to a lunch or dinner not covered by an operator in the site, then that will be at their own cost
- There is a strict “no gifts” policy
- Although all communications after the site inspection are to be completed by the Bureau, the DMC hosting the site can follow up with the client post-site with a “thank you” email (Bureau to be cc’d in)