

# Destination Queenstown IMEX Frankfurt 2022

Report

June 2022

**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand

+64 3 441 0700

## 1. Introduction

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IMEX Frankfurt is a three-day tradeshow annually held in Frankfurt, Germany for the global business events industry. It is one of the most important trade shows for the international meetings, events and incentive travel industry. The show brings together buyers and sellers of conference and incentive travel products from across the globe, to grow mutual business opportunities and share knowledge and ideas.

This year, the show attracted around 9,000 visitors, including almost 3,000 buyers and 2,300 exhibiting companies. IMEX Frankfurt 2022 was being held again for the first time after being cancelled in 2020 & 2021 due to Covid-19.

This year was the first time the Queenstown Convention Bureau had representation at the Tourism New Zealand stand, never having exhibited in the past. Sophie Koehler attended on 1-2 June 2022 offering stand support for Tourism New Zealand Business Events.

## 2. Objectives

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- Determine if QCB should attend IMEX Frankfurt annually moving forward
- Increase general destination & product knowledge of buyers

## 3. Appointments/ feedback

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QCB did not have any client appointment streams at IMEX Frankfurt 2022.

TNZ had two appointment streams, one for conference groups and one for incentive groups.

Other regions attending:

- Auckland Convention Bureau
- Business Events Wellington
- Te Pae Christchurch Convention Centre & Business Events Christchurch

PCO's attending:

- Liberty Australia & NZ
- JCM Destination

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**HOME OF  
ADVENTURE**

Business is back in a big way especially in Europe and United States and companies are looking to hold in-person events again. There was a great appetite from walk ups and QCB was able educate walk ups about Queenstown.

Even though QCB had no official client appointment streams, Queenstown was in the talk a lot, especially for incentive groups. For conference groups, most clients are looking for combination of Auckland & Queenstown with Queenstown being the pre or post conference component.

Due to the event being held for the first time again since the pandemic, the visitor flow was less than in previous years. This year IMEX Frankfurt attracted 2,876 Hosted Buyers compared to 3,817 Hosted Buyers in 2019.

**2,876**

Hosted buyers and  
visitor buyers

**9,303**

Total participants  
including exhibitors

**42,000**

Appointments (one-  
on-one, group  
appointments and  
stand presentations)

#### Hosted Buyers by Country (top 3)

- US – 15%
- Germany – 14%
- UK – 6.5%

#### Hosted Buyers by Account Category

- PCO – 66%
- Independent Planner – 12%
- Corporate – 11.5%
- Association – 10.5%

Even though Hosted Buyer numbers and therefore walk-up numbers were down slightly compared to previous years, all TNZ BE, other regions and DMC's were satisfied with the quality of the buyers with solidly filled appointment streams.

Apart from TNZ's conference & incentive appointment streams Queenstown had additional exposure from TNZ's stand presentations (approx. 5 each day). The presentations had a great volume of day & hosted buyers with most of the presentations being filled up to 20 delegates.

QCB was able to generate 1 soft lead for a 2025 event from the European market.

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#### 4. Recommendations/ Summary

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It was great attending IMEX Frankfurt in 2022, but not having appointment streams with clients made it difficult to gain further market insights. There was less client interaction and less opportunities to talk actual business. However, it was very valuable to give TNZ additional support as a national advocate and having the opportunity to educate hosted buyers and day buyers about Queenstown whilst TNZ remains to represent other regions at the same time.

The presence of QCB at IMEX Frankfurt 2022 was a strong support for further encouragement of Queenstown being included at IMEX Frankfurt in the future, giving those buyers that were there more confidence to consider Queenstown.

With the re-opening of the NZ border businesses are starting to look at New Zealand again which was positive to see, even though the pre-departure testing and vaccination requirement remains a barrier.

Queenstown is certainly a popular destination for international buyers especially for incentive business. Together with our biggest cities (Auckland, Wellington & Christchurch) a dual destination approach is reasonable especially for conferences. Whilst the cities had enquiries for large conference business that Queenstown is unable to accommodate, there is an opportunity for us being able to offer pre- and post-conference programs. Having QCB attend in future means that these opportunities can be picked up and we can keep in front of the audience to deliver the message of Queenstown being a world class business event destination.

In 2023 IMEX Frankfurt will take place from 23-25 May.



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