



Media Release from Destination Queenstown

Queenstown's Australia Roadshow returns to Melbourne and Sydney

Queenstown, New Zealand (20 October 2023) – The Queenstown Convention Bureau (QCB) is once again hosting its renowned Australia roadshow, focused on showcasing Queenstown businesses to conference and business events buyers in Australia.

With networking events set for both Melbourne and Sydney, conference organisers and corporate clients will have the opportunity to connect directly with operators and be inspired by some of Queenstown's premium experiences.

Destination Queenstown Chief Executive, Mat Woods, says Australia is a very important market for Queenstown, contributing significantly to the region's share of international visitor arrivals.

"Queenstown has seen strong recovery in Australian visitor demand following Covid-19, which has been amazing for local operators. We look forward to meeting event organisers during our Australia roadshow and welcoming them to the region in 2024 and beyond," he says.

Appetite for Queenstown conferences and incentives continues to grow, and the Australia roadshow is just one way Queenstown can showcase its corporate events offering and regenerative tourism strategy.

"As a world-renowned destination for conferences and business events, our operators are passionate about creating first class visitor experiences for guests and making a positive impact on our community and the environment," says Mr Woods.

Sarah McDonald, Queenstown Convention Bureau (QCB) Manager, and Jess Langelaan, recently appointed to the new QCB Account Manager role, will attend the events alongside 25 of Queenstown's business events suppliers.

The roadshow is also an opportunity to showcase Queenstown Lakes destination management plan, launched earlier this year. The goal of the plan is ensuring tourism supports a thriving community – environmentally, socially, culturally and economically – with a focus on regenerative tourism and a carbon zero visitor economy by 2030.

This goal has led to an increased focus on short haul markets and demonstrates how important Australia is to Queenstown and meeting its ambitious goals.

Mr Woods explains there is plenty of work to be done in the pursuit of eliminating carbon, and the region's connection with Australia has never been more important.

"Tourism inherently relies on air travel, and we're committed to working with airlines and other partners to reduce short-haul trans-Tasman emissions to create a regenerative tourism economy."

Register for Queenstown Convention Bureau's Australia Roadshow networking events [here](#).

- **Melbourne**, Tuesday, 31 October 2023 | 5:30pm - 8:00pm
- **Sydney**, Thursday, 2 November 2023 | 5:30pm - 8:00pm

For assistance with planning your next conference, incentive trip, or executive retreat in Queenstown, contact a member of the [Queenstown Convention Bureau team](#).

Read more about Queenstown's regenerative tourism strategy: [Travel to a Thriving Future](#).

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