



*feel the
inspiration*

Destination Queenstown Queenstown Convention Bureau Office and PA Show 2018

Report

September 2018

Destination Queenstown

PO Box 353, Queenstown 9300, New Zealand

+64 3 441 0700

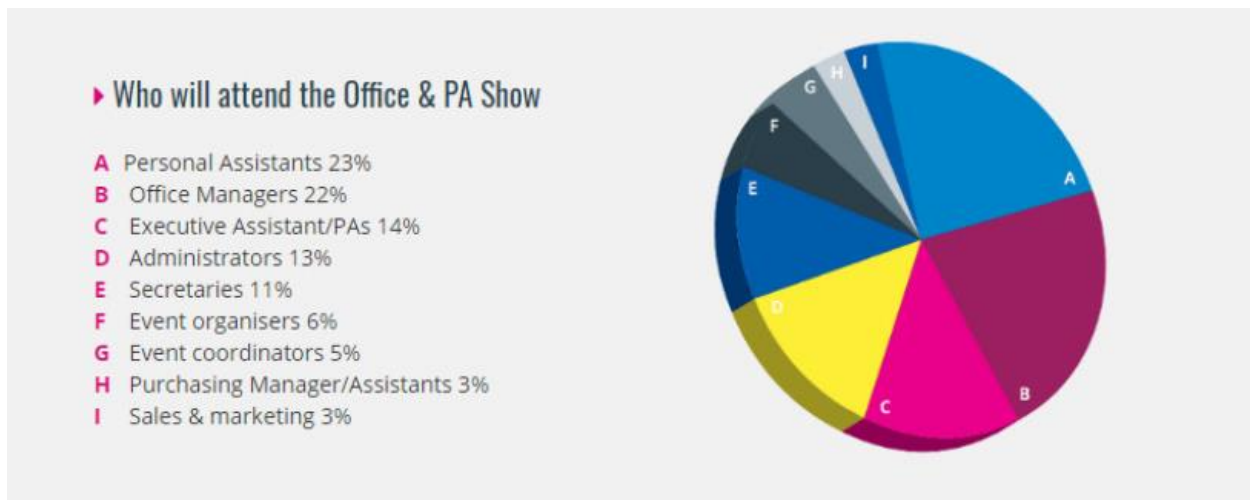
1. Introduction

Event background/ dates and locations of event

The event was held in the ANZ Viaduct Events Centre in Auckland, 19 - 20 September 2018.

Held over two days, The Office & PA Show brings a wide range of sponsors and exhibitors together with New Zealand's Office Managers/Administrators and EAs/PAs, to facilitate conversations, relationships and training. It is said to be inspiration and development for New Zealand's most influential business market.

78% of attendees at the Office & PA Show were influencers or decision makers in purchase decisions for their organisation – most were long stay visitors guaranteeing you multiple opportunities to connect and create a great relationship.



2. Objectives

Why are we attending? What are we planning to achieve?

- Build the Bureau's database of corporate buyers encouraging clients to come direct to the Bureau
- Facilitate new business relationships and thereby expand network of engaged buyers for the region
- Increase general destination & product knowledge of buyers
- Increase the number of RFPs for business travel to Queenstown
- Brand exposure

3. Key messages

- Ease of access, direct flights from Auckland, Wellington and Christchurch
- Competitive destination within NZ
- Bureau services available

Destination Queenstown

PO Box 353, Queenstown 9300, New Zealand
+64 3 441 0700

Quality accommodation, meeting facilities and venue options set against a stunning natural backdrop
 Unparalleled range of activities make it the perfect place to create unique and memorable experiences

4. Appointments

Tradeshow format, number of days, number of appointments, breakdown of buyers?

- 2 day show
- Open plan exhibition booths for sponsors
- No pre scheduled appointments so it was up to you to engage with the audience and encourage them onto your stand
- Prize draws and free gifts is what people were drawn to
- 1 main stage for keynote speakers and 2 additional stages for concurrent presentations
- 8.15am – 5.30pm, however 3 hours total each day of 'expo time' where no sessions were taking place
- 1 x networking function, including awards ceremony
- 32 contacts made over 22 different companies

Category	Contact Tag(s)	Grand Total
	Office and PA Show 2018	
Corporate	25	25
Other	7	7
Grand Total	32	32

*Other – Schools, colleges, media



5. Outcomes/ Feedback

Were objectives met? What have we learnt about the market?

This was the first time the QCB had attended this event and therefore there were no pre conceived ideas about what to expect. Saying that I believe this event did not meet expectations with relation to the quality of attendees.

General observations and feedback from the event:

- Attendees were drawn to booths with freebies and giveaways
- A lot of people expressed concern over Queenstown with regards to value for money and expense
- Not many people understood or knew about bureaux and the services they offer

6. Summary

Recommendations, what follow up was completed, additional activity carried out?

Please contact the Bureau for recommendations on this event



Destination Queenstown

PO Box 353, Queenstown 9300, New Zealand
+64 3 441 0700