



*feel the
inspiration*

Destination Queenstown Queenstown Convention Bureau Prevue Visionary Summit 2018

Report

July 2018

Destination Queenstown

PO Box 353, Queenstown 9300, New Zealand

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1. Introduction

Event background/ dates and locations of event

The event was held in Pasadena, Los Angeles, 9 - 10 July 2018
6 partners representing NZ including TNZ

Tourism New Zealand and Prevue (a major North American incentive and meetings publication) have created a custom event to connect senior incentive, meeting and conference planners with an exclusive team of New Zealand suppliers.

Prevue Summits are a unique event experience bringing a select group of exclusively New Zealand suppliers and experienced, pre-qualified North American meeting planners together in a setting for interactive discussion and networking. With a focus on education and thought leadership, summit topics are crafted by Prevue especially with the attendee audience in mind. As a custom New Zealand event, content is designed to help planners navigate the complexity of planning international meetings and incentives with New Zealand centric examples discussed throughout.

This custom created summit will give us, NZ suppliers, exclusive access to pre-qualified meeting planners over a day and a half. Planners qualified to attend are senior buyers with an average of 19 years of industry experience who book long haul incentive, meeting and conference programs. They are sourced from all over the United States. Planners are motivated to attend based on access to quality education content (for which they will earn qualification credits), respected industry speakers and thought leaders as well as the interest they have to learn more about New Zealand as a MICE destination.

Global Meeting and Incentive Planning Summit 2018 is a valuable opportunity to get to know a hand-picked and highly experienced group of meeting planners in an intimate setting. Each supplier will meet buyers during one-on-one appointments, in addition to roundtable discussions and networking opportunities around the education sessions.

2. Market Background

Market background, size, trends, air connectivity.

Key characteristics of visitors from the United States of America

Year ended July 2014–18

Key characteristic	Year ended July					Change 2017–18	
	2014	2015	2016	2017	2018	Number	Percent
Total visitor arrivals	211,680	235,232	262,000	323,600	338,192	14,592	4.5
Travel purpose							
Holiday	127,648	144,128	164,208	210,704	224,656	13,952	6.6
Visiting friends & relatives	42,960	46,192	50,864	59,968	58,944	-1,024	-1.7
Business	19,888	20,256	20,960	21,488	22,448	960	4.5
Education	6,816	7,520	7,552	8,544	8,784	240	2.8
Conferences & conventions	3,696	4,128	4,784	5,616	5,888	272	4.8

Source: Stats NZ, IVA, July 2018

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The new Chicago route provides a fifth gateway (already including LA, San Francisco, Houston and Vancouver) for visitors to fly non-stop from the United States to New Zealand and vice versa. It will be the first direct flight to New Zealand from the north-east, making the east coast of the USA more accessible than ever before.

As a direct result of more international visitors picking New Zealand as their preferred travel destination, we've seen an almost 20 percent reduction in the cost of international flights over the past 10 years, and a significant increase in the number of airlines flying to New Zealand. The Auckland to Chicago route is the latest in growing USA airline capacity, which saw the addition of the Auckland to Houston route in December 2015. There are currently more than 45 direct flights a week from the USA to New Zealand.

New direct services to New Zealand are available on United Airlines (from San Francisco) and American Airlines (from Los Angeles). Hawaiian Airlines is offering three flights a week between Honolulu and Auckland.

3. Objectives

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

Build the Bureaus database of US buyers
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 New Zealand
Brand exposure

4. Key messages

Ease of access, direct flight to AKL, overnight flight
Genuine hospitality, welcoming visitors from around the world
Quality accommodation, meeting facilities and venue options set against a stunning natural backdrop
Beautiful, clean and safe environment
Unparalleled range of activities make it the perfect place to create unique and memorable experiences.

5. Appointments

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

28 one on one 7 minute appointments (breakdown of contact type below)
No specific leads however out of the above there were 7 contacts with potential business within the next 5 years
3 guest speakers – Topics: International Site Selection, Navigating Visa Snags, Strategic Hotel Contracting,
1 x open forum session of round table discussions
1 x Maori performance and educational presentation
Networking opportunities: Welcome and Farewell function, 2 x group lunches and 1 x group breakfast.

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Category	Contact Tag(s)	Grand Total
	Prevue Visionary Summit 2018	
Corporate	5	5
Other	8	8
PCO/Incentive House	15	15
Grand Total	28	28

*Other – sourcing, travel agency, media



6. 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 exceeded expectations and certainly met our objectives.

General observations and feedback from the event:

- A lot of education is still needed in terms of distance and time to travel to NZ.
- The buyers all specialised in international group travel in which Europe and Asia was top of mind. Once the barrier of distance was removed people were definitely more open to considering New Zealand.
- Most people liked the idea of dual destination (e.g Auckland/Queenstown) due to the distance travelled and wanting to experience more of the country.
- 2 nights Auckland and 4 nights Queenstown seemed to appeal the most.
- International programmes are typically 6/7 nights

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- International hotel chains are not a necessity and unique/bespoke accommodation offerings were more favourable.
- The variety of activities available in Queenstown was a huge draw card as something to appeal to all demographics of traveller.
- Itineraries like to incorporate activity options but also free time to explore area – Queenstown’s ‘compact’ setting was very appealing.
- 90% of the buyers understand the benefits of the Bureau and use them very actively. They appreciate this service and also appreciate the anonymity of them.
- Most of the planners also utilise the services of Cvent as a sourcing tool.

7. Summary

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

Overall I feel this trip was very successful. The US market is very fragmented with a lot of companies having Head Offices but a lot of employees are home based. There are also a number of smaller, independent companies. Being able to talk to and connect with 27 buyers in the space of 2 days was a very beneficial use of time and resource.

The majority of the buyers were located in California however other areas were Chicago, Texas, Denver.

7 minute appointments are very short so it is difficult to get all your information across in this time but also getting as much information from the buyer as possible. I feel a presentation to the group from TNZ would have been beneficial because I would be having meetings with the buyers before TNZ and therefore talking about more generic information rather than getting down to Queenstown specifics.

Flight connectivity to the US is at an all-time high with the Chicago route coming on board in November. This is just increasing the potential of the US market and therefore the need for us to stay active in this space.

A great event, well run, well organised and top quality buyers.

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