

QCB Quarterly Report Q1 2022-23

1 July - 30 Sept 2022

Market Overview & Insights

The following report outlines the key activity and results of the Queenstown Convention Bureau for Quarter 1 (July – September 2022) of 2022-2023 financial year.

This report includes insights from the managers, and lead generation by market. We display how the leads were generated, the source from which the business originated and reasons any events were lost.

An activity summary from the Bureau includes a breakdown of sales calls, tradeshow appointments, networking meetings/updates, site inspection participants and family participants.

In this report we also provide a running annual summary of total leads, the breakdown of conference vs incentive and our activity summary. In our pipeline reports confirmed business from the last 12 months that has occurred, all future confirmed business on record and a summary of all prospective business is also outlined.

Finally, the calendar of events outlines the activities the Queenstown Convention Bureau will undertake for the upcoming financial year. It also indicates which industry partners we are working with (if any) for each event.



KIRAN NAMBIAR
Business Development
Director

We welcomed Tracy Cui into the team as the Business Development Manager for Asia. Tracy's role will cover all Asian markets on the Travel Trade Marketing side and for development of the Incentives for Queenstown from Asia. Tracy started with us in the last week of September and will be working between Auckland and Queenstown until the end of the year, moving back to Queenstown full time from Jan 2023. Previously, Tracy worked with Skyline, Helicopter Line and Ngai Tahu Tourism as Asia Sales Manager and has a deep understanding of Asian markets and Queenstown products.

Leads generated this quarter is ahead of last year with Australia bouncing back strongly. Leads from Australia are up over previous years for the last 5 consecutive quarters. The demand remains extremely high across all markets. Converting the demand into leads and bookings continue mostly due to supply related issues. The lost reasons charts on page 9 does paint the picture accurately, with a quarter of leads lost due to supply related constraints.

[Continue reading on page 2](#)



JANA KINGSTON
Business Development Manager
– Australia & North America

It certainly feels very much like we are back to "business as usual", with Q1 results showing the market is well and truly keen to travel. Business events appeal and intent remain strong for Queenstown and we are seeing both short-term and long-term opportunities from the Australian market. The current buying sentiment is being influenced by availability and the cost of flights and we anticipate this will be ongoing until further capacity is placed on the Tasman. Aligned with this are constraints on availability of accommodation and function space in Queenstown, with clients needing to be much more flexible with their dates and expectations. However, overall, this does not appear to be hampering interest or conversions too significantly.

We are also noticing client budgets affected in programmes that had been postponed and re-booked to the backend of 2022 and into 2023. Part of the budget claw-back is achieved by reducing on-ground activities and/or social events. FY23 is also seeing many larger corporate events recommence – some for the first time since 2019 – but with estimates of reduced delegate numbers.

[Continue reading on page 2](#)



SARAH MCDONALD
NZ Business Development
& Marketing Manager

Welcome to the first QCB report for the 22/23 financial year. As anticipated in my last commentary, as the data shows, and as you'll all be feeling on the ground, it's been quite a busy quarter for us all!

While a portion of our domestic clients are still working through postponed events, it is refreshing to see more advanced planning again with interest for 2023 and 2024 South Island rotations being requested. Pairing this the Australian market results, (thank you Jana!) and strong inquiries from international markets, Queenstown really is still a top-of-mind destination and 2023 is already looking busy.

Thank you to all of those that joined us for the QCB members update at Sudima Five Mile in August. As I covered at the update, we've had great success in actions developed from the [QCB Domestic strategy](#), with more activity in the pipeline as can be seen on page 15 and 16.

A large piece of activity from the strategy executed in Q1 was QCB attending the Office EA & PA Show in August. QCB exhibiting at the event and sponsored (thanks to the generosity of members) a leading prize

[Continue reading on page 2](#)

[Continue reading on page 2](#)

Market Overview & Insights

...Continued from page 1

For additional information, the Members Area of the Destination Queenstown website houses reports from the managers on processes, tradeshow and sales calls. Find them [here](#) to get more insights and details on specific markets, the trips we carry out and the way the Bureau operates.

For additional information, the Members Area of the Destination Queenstown website houses reports from the managers on processes, tradeshow and sales calls. Find them [here](#) to get more insights and details on specific markets, the trips we carry out and the way the Bureau operates.

KIRAN NAMBIAR

Events held in the last quarter shows the value the C&I industry brings to Queenstown with 21 events valued at \$4.5m delivered through QCB leads just in Sep 2022. The forward pipeline of leads is also looking strong with 100+ leads valued at \$42m that the team is following up to convert.

Looking forward the team is busy with preparations for QCB's first time at IBTM Barcelona in end-November. This is followed joint sales calls with Auckland Convention Bureau in Singapore in early December. Preparations for AIME 2023 in Melbourne and Meetings 2023 in Wellington have started as well. And comms about the next QCB Air NZ Domestic Corporate End User Famil in March 2023 will be sent out shortly.

JANA KINGSTON

Clients are not shy to consider long-haul destinations either, particularly for high-end incentives. We are seeing Hawaii, US, SE Asia and even parts of Europe back on the agenda as competing destinations of choice. The Tourism NZ CAP funding continues to assist with securing programmes as other destinations are still utilising subvention offerings to entice business events, although we anticipate this to be wound back in the coming months.

The resumption of normal in-market sales activity from Q4 continued July-Sept with the Bureau attending and sponsoring the inaugural SITE conference in Sydney and conducting many sales calls in both Melbourne and Sydney. Numerous site inspections are scheduled for the next few months for pieces of business looking at 2023/24. Planning is also underway for AIME 2023 as well as MEETINGS 2023. Other activity in the coming few months includes a FY23 strategy planning session with TNZ BE team in Sydney, hosted lunch for VIP Melbourne clients and the PCOA Conference in Hobart in December. Famil activity is also being reviewed to align with client availability and the ability of our operators to successfully host buyers without additional stress on their business operations.

As always, please don't hesitate to reach out for any assistance or information. I look forward to being back in Queenstown in November.

SARAH MCDONALD

to build our domestic database by 150 contacts. QCB also hosted a Clinic Session on "working with bureaus", a great opportunity to educate this group on our services of support as the bureau. See full activity report [here](#).

QCB continues to develop planning resources and tools for all markets. We've received great feedback on the [9-month forward outlook](#) and are pleased with this quarters results in engagement across our communication channels (Bureau Remarks & LinkedIn). This coming quarter will see the redevelopment of the Business events website, as well as updates of our Meet Queenstown document and supporting resources. Watch this space.

To close, it's great to see the town buzzing with business events again, and I am so warmed by the positive feedback I've received from clients who have executed events this quarter. Such success is all thanks to the tireless efforts from you all on the ground, so a big thank you from our team to yours.

As always, if you have any questions or just want a chat, please don't hesitate to get in touch.

QCB Quarterly Report Leads












Total Leads

This table reflects the leads generated within the quarter and their current status (won/lost/in progress) and compares the figures with the same quarter in the previous financial year. Year end totals are also provided with a comparison against last financial year.

In progress means a decision is still pending on the piece of business. Leads cancelled are those that are cancelled after initially confirming. Leads postponed are those that were generated and postponed within the same quarter. The won/lost figures are low as the status of a lead rarely becomes confirmed/lost within the same quarter it was generated

For Quarter 1 a total of 61 leads have been generated. Australia has produced the highest number of leads totaling 32, followed by New Zealand with 24 leads. Interest from the rest of the world is yet to pick up but is expected to in the coming months.

Total Overview

	 NEW ZEALAND Q1 21-22 Q1 22-23		 AUSTRALIA Q1 21-22 Q1 22-23		 REST OF WORLD Q1 21-22 Q1 22-23		 Q4 TOTAL Q1 21-22 Q1 22-23		 YE TOTAL 21-22 22-23	
GENERATED 	31	24	15	32	2	5	48	61	48	61
WON 	8	8	3	8	0	0	11	16	11	16
POSTPONED 	1	0	0	0	0	0	1	0	1	0
LOST 	2	4	2	2	0	1	4	7	4	7
CANCELLED 	0	0	0	0	0	0	4	0	4	0
IN PROGRESS 	20	12	10	22	2	4	32	34	32	34

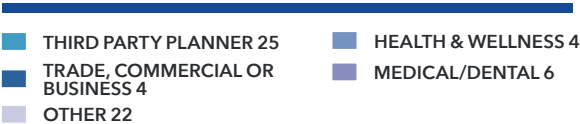
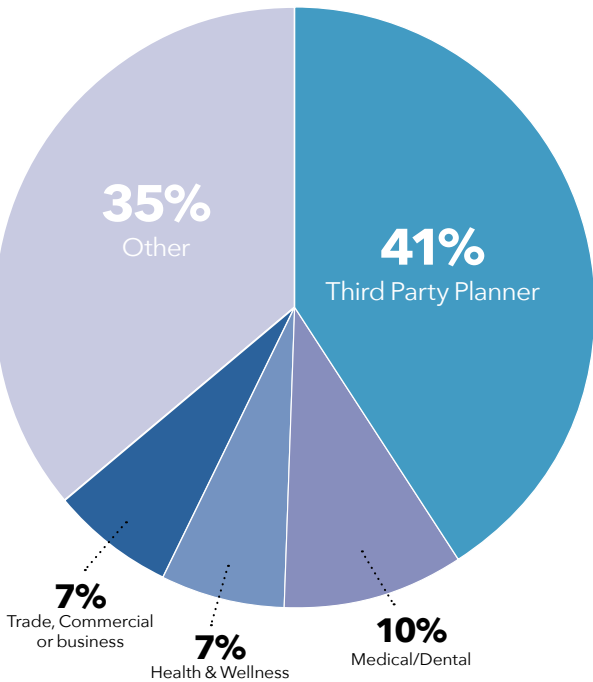
Market Segmentation

This chart shows the market segment from which leads have been generated over the last 3 months (1 July – 30 September 2022) and the last 12 months (1 October 2021 – 30 September 2022). In the last 12 months the “other” segment with 6 leads or less associated encompasses:

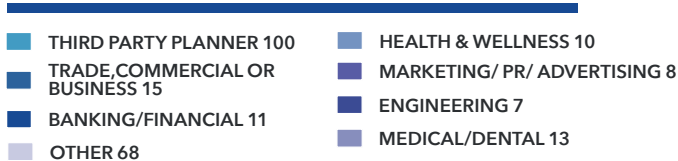
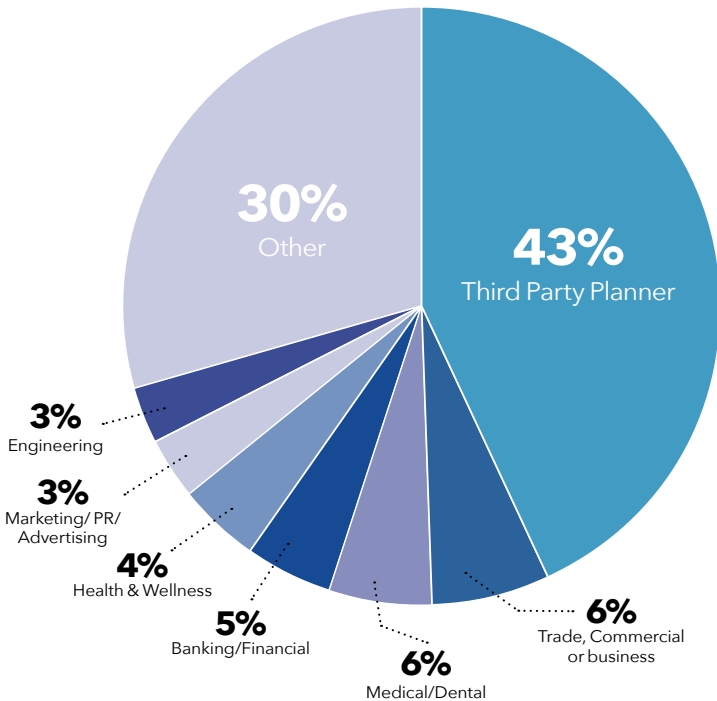
- FMCG (6)
- IT (6)
- Real Estate (5)
- Agriculture/ Farming (4)
- Insurance (4)
- Tourism (4)
- Automotive (3)
- Cultural, Fine Arts, Libraries (3)
- Educational (3)
- Government (3)
- Technology (3)
- Charity (2)
- Construction (2)
- Direct Sales (2)
- Legal (2)
- Manufacturing (2)
- Pharmaceutical (2)
- Retail (2)
- Athletic & Sports/Recreation (1)
- Environmental (1)

This Quarter the majority of leads were generated through third party planners with 25 leads generated in total, followed by medical/ dental and then health and wellness.

Last 3 months



Last 12 months



















QCB Quarterly Report Leads

Business Event Type

This table breaks down the leads generated this quarter into conferences, incentives or groups and the number of delegates.

Of the 61 leads generated this quarter the majority are conferences with 44 total leads and 7079 attendees. The remaining split of enquiry is relatively even between incentives, groups and meetings.

	Conference		Incentive		Groups		Meetings		Totals	
	EVENTS 	ATTENDEES 	EVENTS 	ATTENDEES 	EVENTS 	ATTENDEES 	EVENTS 	ATTENDEES 	EVENTS 	ATTENDEES 
GENERATED 	44	7079	7	1299	6	8820	4	83	61	17281
WON 	14	1534	1	40	1	130	0	0	16	1704
LOST 	5	1850	0	0	1	40	1	8	7	1898
CANCELLED 	0	0	0	0	0	0	0	0	0	0
POSTPONED 	0	0	0	0	0	0	0	0	0	0
IN PROGRESS 	25	3695	6	1259	4	8650	3	75	35	13679






QCB Quarterly Report Leads

Group Size

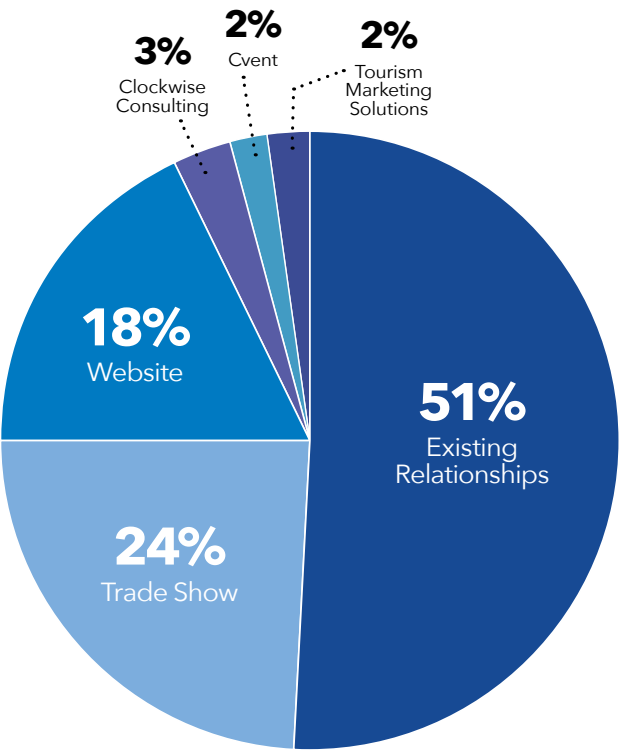
This table breaks down the number of leads generated this quarter into the brackets of the different group size.

This quarter the majority of leads generated sat in the <50 pax size with a total of 18 leads in this bracket. The 101 - 150 bracket had a total of 15 leads and the 250 + size bracket had a significant increase to 11 enquiries.

Number of Leads Generated

DELEGATES	NEW ZEALAND	AUSTRALIA	REST OF WORLD	TOTAL
				
< 50	8	10	0	18
51 to 100	2	5	1	8
101 to 150	6	9	0	15
151 to 200	1	4	0	5
200 to 250	2	2	0	4
> 250	5	2	4	11
TOTAL	24	32	5	61

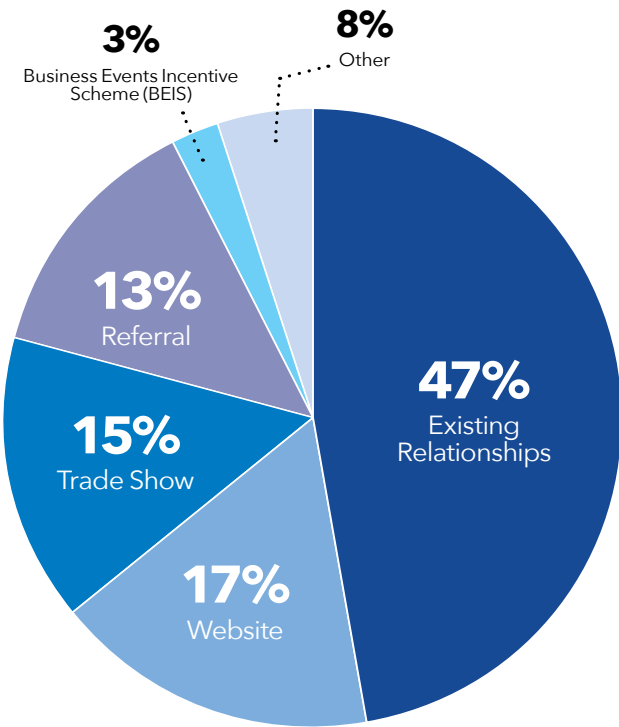
Source by Channel Last 3 Months



This chart illustrates a breakdown of the channel from all leads generated from 1 July to 30 September 2022.

Existing relationships play a vital role in generating leads providing 31 leads with website and referrals providing significant volumes of enquiry.

Source by Channel Last 12 Months



This chart illustrates a breakdown of the channel from which leads are sourced for all leads generated from 1 October 2021 to 30 September 2022.

These figures reflect all leads that have been generated in the last 12 months. In total there have been 232 leads generated. There are three main types of lead generation sources - existing relationships (47% of leads), the website (either through the RFP, direct phone call or direct email from a client) (17%) and referral (15%). With tradeshows resuming like AIME and MEETINGS post covid we can see an increase in the numbers of leads generated through tradeshows which accounted for 13%.

Source by Account Category

Associations, Corporate, PCO/Incentive House:

This graph shows the breakdown of the lead source for all leads generated in the last 12 months (1 October 2021 – 30 September 2022.)

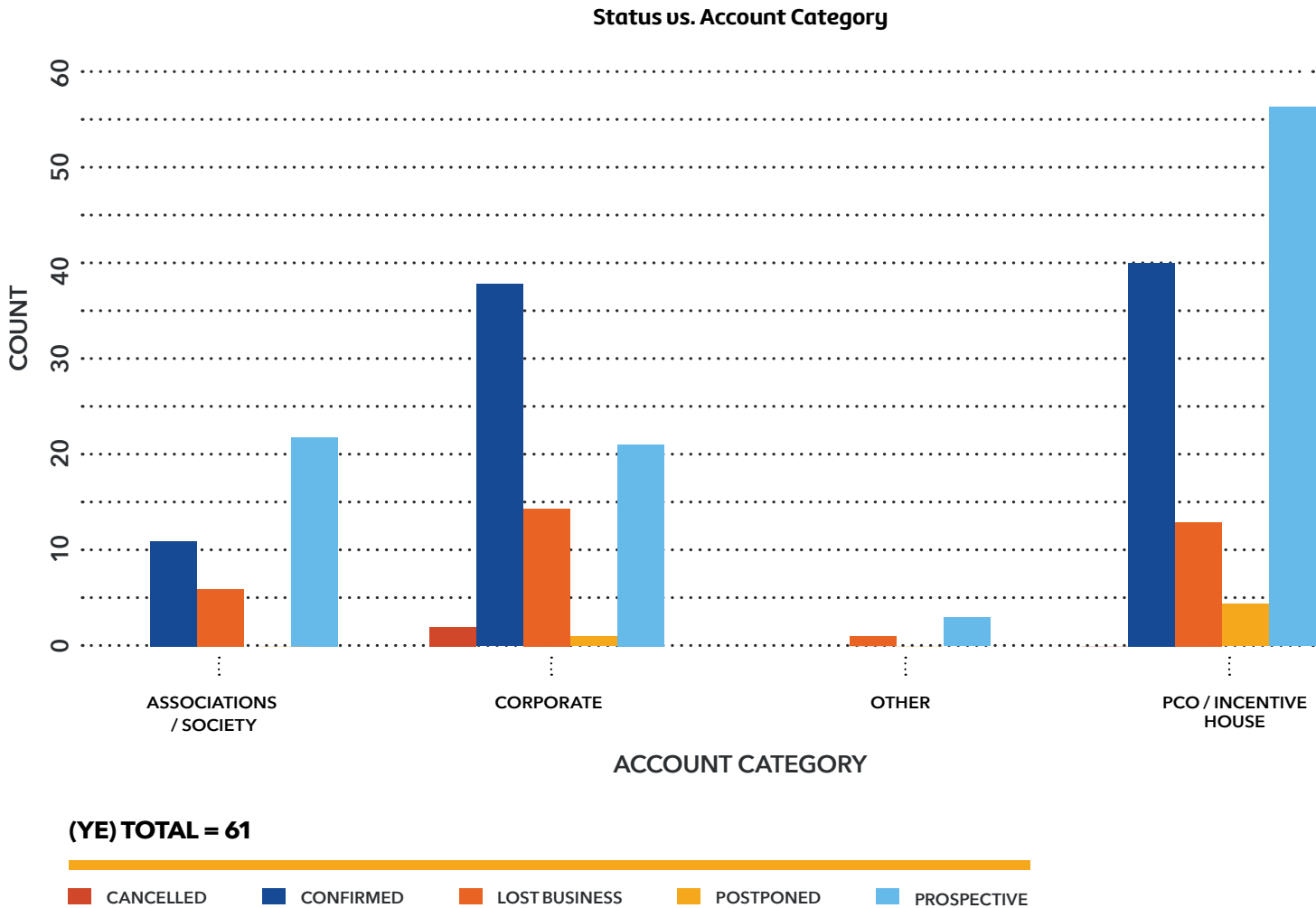
Quarter 1 the breakdown of the 61 leads generated is as follows:

PCO/Incentive House (27)

Corporate (19)

Association/Society (13)

Other (2)



QCB Quarterly Report

Lost Reasons

Lost Reasons

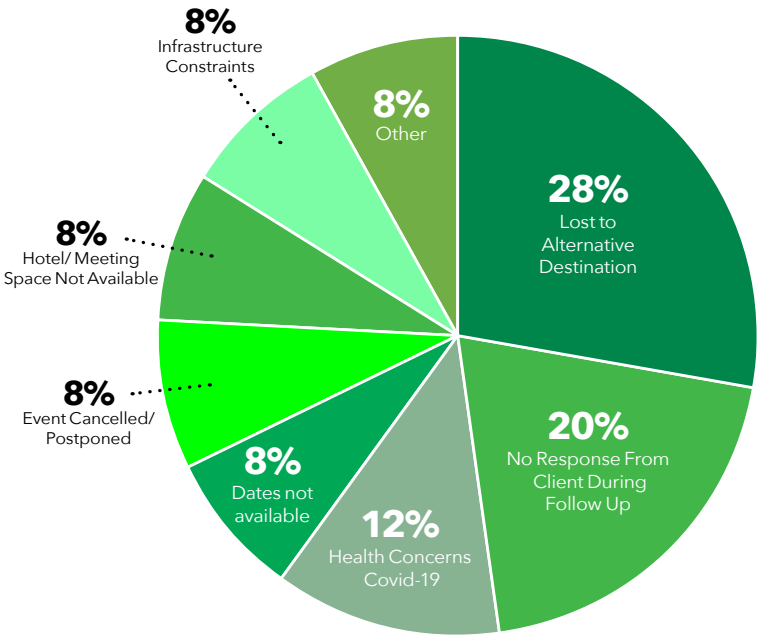
The chart on the right highlights the reasons business events have been lost for the destination for leads generated in the last 12 months and on the left leads lost in the last three months. A reminder that “lost” business is an event for which we sent a proposal to the client but it was never confirmed for Queenstown.

In Quarter 1 FY22-23 a total of 10 leads were lost, mostly due to losing to an alternative destination or the event itself being called off.

The lost lead categories we report on are:

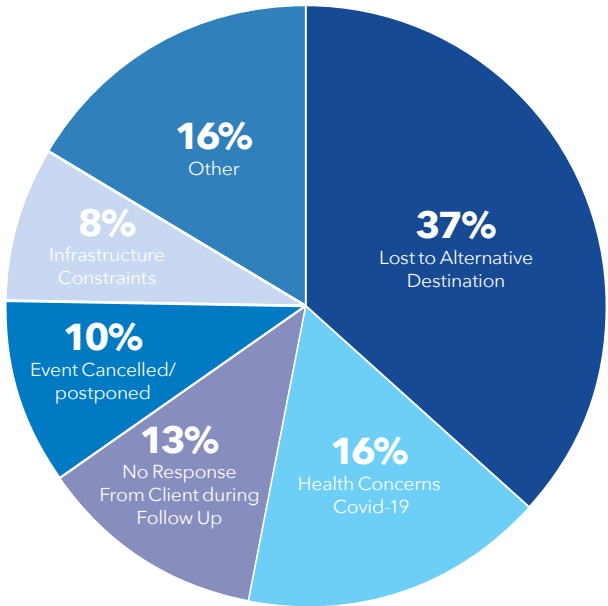
- Hotel / meeting space not available
- Rates too high
- Dates not available
- Infrastructure constraints
- Event cancelled / postponed
- PCO lost the business
- Lost to alternative destination
- No air service
- Budget cuts
- No response from client to follow ups
- Health concerns – COVID-19

Lost in the Last 3 Months



Based on leads lost from
1 July – 30 September 2022

Lost in the Last 12 Months



Based on leads lost from 1
October 2021 – 30 September 2022

QCB Quarterly Report Activity

Bureau Activity Summary (Quarter 1)

Sales Calls:

The majority of sales calls were conducted in Australia - a result of local Melbourne-based client meetings, attendance at the SITE Conference and a dedicated sales trip to Sydney by Jana.

Tradeshaw Appointments:

Tradeshaw appointments occurred at the Office PA and EA show held in Auckland and attended by Sophie and Sarah.










Site Inspection Participants:

3 site inspections took place this quarter with 4 participants total, 1 from AUS market, 2 from NZ market.

Famil Participants:

DQ hosted a famil for the EA Inc. board at the end of September.

Summary Overview

	 NEW ZEALAND	 AUSTRALIA	 REST OF WORLD	 Q4 TOTAL Q1 21-22 Q1 22-23	 YETOTAL 21-22 22-23
 SALES CALLS	2	25	0	10 27	10 27
 TRADE SHOW APPOINTMENTS	16	0	0	0 16	0 16
 SITE INSPECTION PARTICIPANTS	3	3	0	6 6	6 6
 FAMIL PARTICIPANTS	5	0	0	0 5	0 5

QCB Quarterly Report

Digital/Online Presence

Bureau Remarks Reach

This breakdown explains the reach of our seasonal "Bureau Remarks" newsletter/ update that goes out to our industry contacts at the start of every season. We sent out our August Update at the start of August and the Spring Remarks in the first week of September. We segmented our audience into different geographic markets with our communications and tailored our messaging to be appropriate for the audience. The three audiences are New Zealand, Australia and Rest of World. A link to the August Update can be found [here](#) and the Spring Bureau Remarks 2022 can be found [here](#).

August Update

AUDIENCE
RECIPIENTS



%
OPEN RATE



ALL MARKETS

2588 13%

Spring Remarks

AUDIENCE
RECIPIENTS



%
OPEN RATE



NEW ZEALAND



946 16%

AUSTRALIA



1331 8%

REST OF WORLD



244 8%

LinkedIn

QCB established a dedicated [LinkedIn](#) presence in July 2020. The primary objectives of the LinkedIn page is to build a network of engaged event planning professionals as well as frequently run sponsored mini campaign styled posts to grow awareness of Queenstown as a business event destination.

TOTAL POSTS IN QUARTER (ORGANIC AND SPONSORED): 13

TOTAL IMPRESSIONS (ORGANIC AND SPONSORED): 8,902

FOLLOWER AUDIENCE GROWTH: 8% (925 TO 1,109 FOLLOWERS)

Website

The below two metrics are a performance gauge of the [/event-planning](#) pages housed on the Destination Queenstown website.

PAGE VIEWS



3,747 DOWN 30% VS Q1 2021-22

AVERAGE TIME
ON PAGE



2:17 UP 17% VS Q1 21-22

QCB Quarterly Report

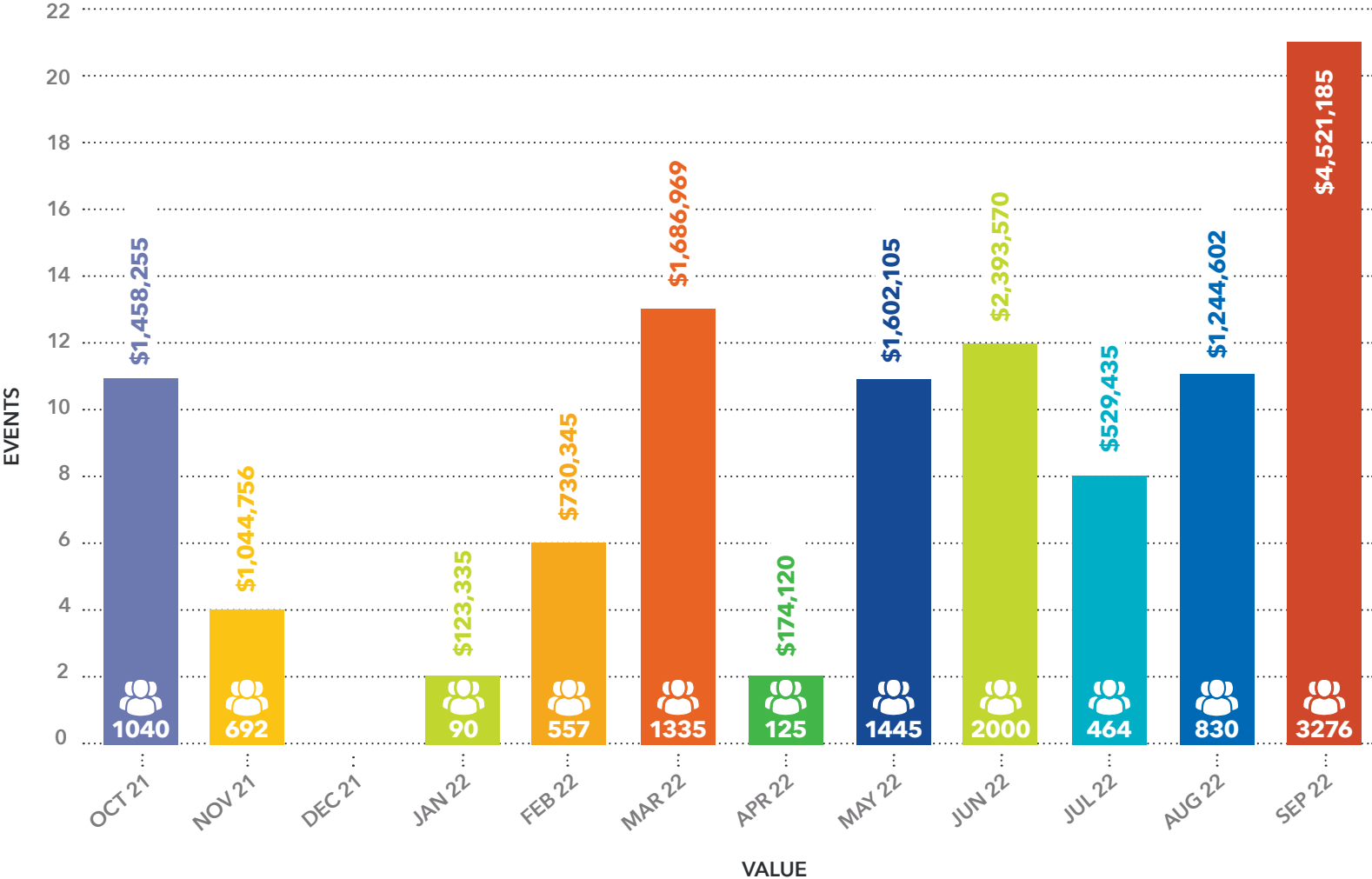
Events Held

Events Held in last 12 Months

This table shows the number of business events that the bureau were involved in confirming in the last 12 months.

The Convention Bureau has been involved in a total of 101 events that have occurred in the last 12 months (1 October 2021 – 30 September 2022) in Queenstown. This brought approximately 11,854 delegates to the area and was worth approximately \$15 million.

TOTAL EVENTS = 101
TOTAL ATTENDEES = 11,854
TOTAL VALUE = \$15.5 MILL



Events Confirmed

This table has been split into the quarter just passed and the upcoming 5 quarters. It indicates the number of events confirmed for each period, the total number of attendees and the estimated economic value. Due to the current and ongoing changing COVID-19 developments, we are endeavoring to keep our reporting as accurate as possible and are currently contact all confirmed events to establish the status of our current confirmed leads.

Please note the economic value differs depending on the source of the lead (e.g. domestic, international, Australia) as delegate spend varies accordingly. The calculations are based on MBIE research and reflects the same calculations TNZ use in their reporting to ensure consistency and comparability.

Calculations are as follows;

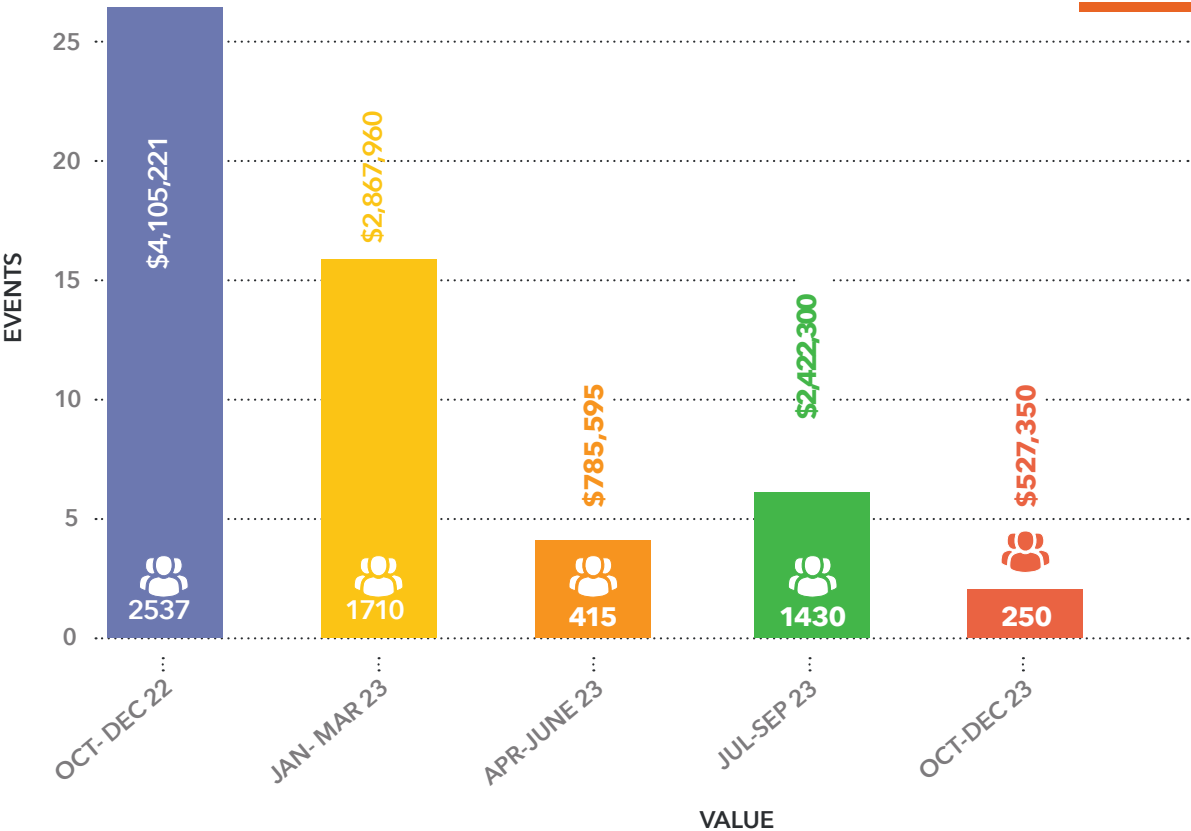
Domestic delegates = number of attendees x \$1,451 which is average dollar spend per stay.

Australian delegates = number of attendees x \$1893 which is average dollar spend per stay.

International delegates = number of attendees x \$2434 which is average dollar spend per stay.

** these figures are for accommodation and all on-ground costs but do not include the air component

TOTAL EVENTS = 89
TOTAL ATTENDEES = 6262
TOTAL VALUE = \$10.7 MILLION











QCB Quarterly Report Pipeline

Events Confirmed

This table breaks down the number of leads generated and attendees for future confirmed events by market where the group is from.

Number of Leads Confirmed and Attendees by Market

	New Zealand		Australia		International		Total	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
								
OCT-DEC 2022	14	1560	12	977	0	0	26	2537
JAN-MAR 2023	6	835	10	875	0	0	16	1710
APR-JUN 2023	0	0	4	415	0	0	4	415
JUL-SEP 2023	0	0	6	1350	0	0	6	1350
OCT-DEC 2023	0	0	1	150	1	100	2	250

Prospective Events

This table shows there are currently 103 pieces of prospective business in the pipeline for Queenstown with an estimated economic value of almost \$42 million.

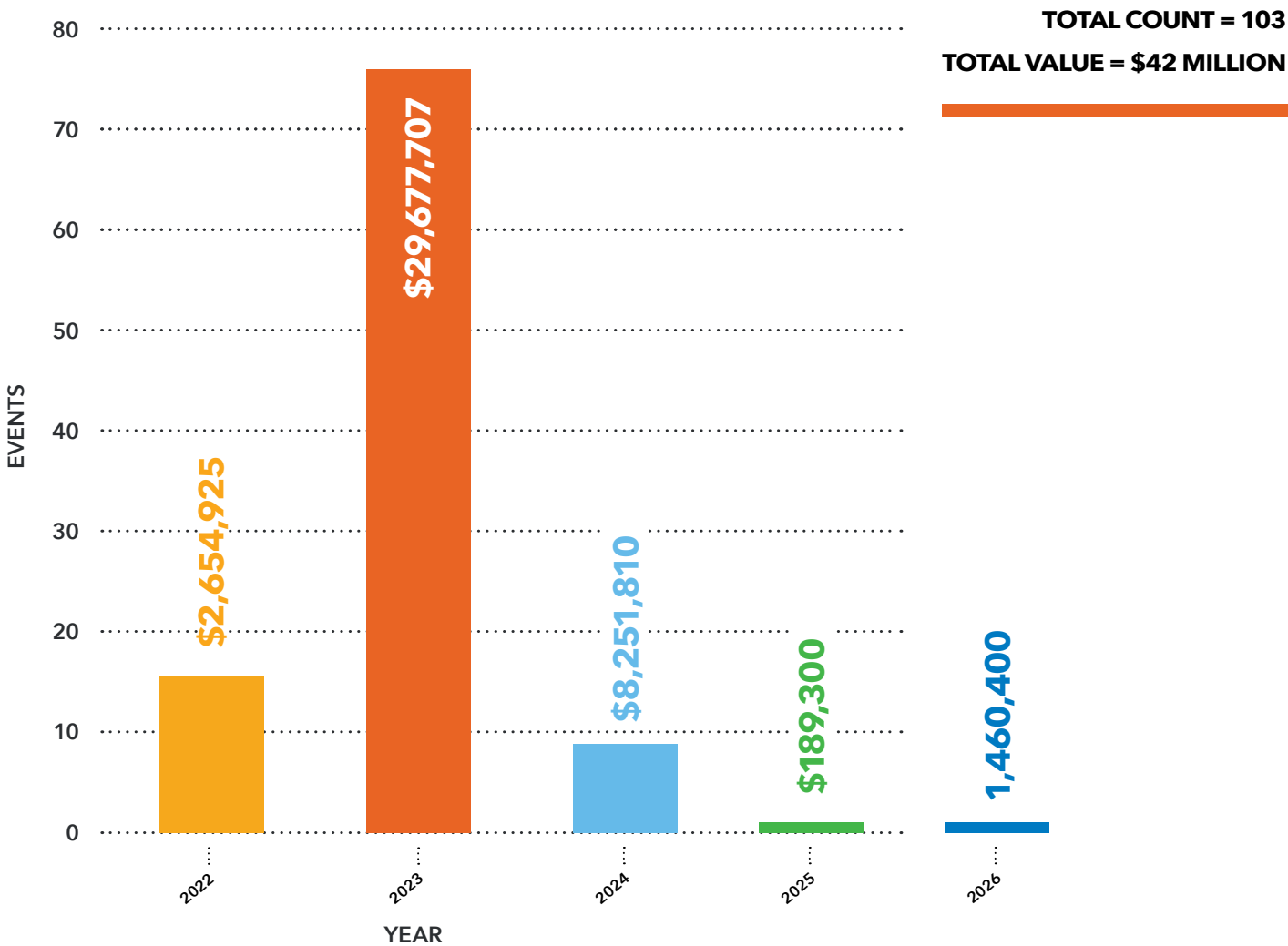
Calculations are as follows;

Domestic delegates = number of attendees x \$1,451 which is average dollar spend per stay.

Australian delegates = number of attendees x \$1893 which is average dollar spend per stay.

International delegates = number of attendees x \$2434 which is average dollar spend per stay.

** these figures are for accommodation and all on-ground costs but do not include the air component







QCB Quarterly Report Pipeline

Prospective Events

This table breaks down the number of leads generated and attendees for all future prospective events by market where the group is from.

Number of Leads Prospective and Attendees by Market

	New Zealand		Australia		International		Total	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
								
OCT-DEC 2022	3	240	12	1175	1	40	16	1455
JAN-MAR 2023	10	1370	15	1674	1	75	26	3119
APR-JUN 2023	4	280	16	1971	1	450	21	2701
JUL-SEP 2023	5	600	13	1924	2	650	20	3174
OCT-DEC 2023	0	250	8	1730	1	4000	9	5980
JAN-MAR 2024	1	4000	2	280	-	-	3	4280
APR-JUN 2024	1	100	1	200	-	-	2	300
JUL-SEP 2024	-	-	3	640	-	-	3	640
OCT-DEC 2025	-	-	1	100	-	-	1	100
JUL-SEP 2024	-	-	-	-	1	600	1	600

Business Events Data Programme

The Business Events Data Programme measures business event activity in New Zealand and is compiled by Fresh Info and funded by Business Events Industry Aotearoa, the Regional Convention Bureaux and MBIE. This program takes the place of the Business Events Activity Survey, full results can be found [here](#).

Key insights from the CY Quarter 2 (April – June) results include:

- Queenstown held 45 events for the quarter
- Queenstown hosted 5,200 delegates resulting in 8,505 delegate days

Further Insights & Information

Useful links for more Destination Queenstown insights

[90 Forward Outlook Chart](#)

[Tourism Insights and Stats](#)

Useful links for more industry insights

[Business Events Activity Survey](#) is an outcome of the [Business Events Research Programme](#)

[International Visitor Survey](#)

[International Visitor Arrivals](#)

[Accommodation Data Programme](#) (replacement for Commercial Accommodation Monitor)

[Business Events Industry Aotearoa](#)

[Industry Research & Statistics](#)

[Tourism New Zealand Business Events \(TNZ\)](#)

[Markets & Stats](#)

[Visitor Profile Tool](#)

TNZ also publish interesting articles [click here](#) to view.

QCB Quarterly Report

Calendar of Events

Calendar of Events

OCT 2022	OCTOBER	QUARTERLY STREAM ON DEMAND AGENT TRAINING	ONLINE	TRADE TEAM
	OCTOBER	FRONTLINE AGENT TRAINING AUSTRALIA	AUSTRALIA	TRADE TEAM
	4-6 OCTOBER	BEIA CONFERENCE (NZ CONVENTION BUREAU MEETING)	HAWKES BAY	BUSINESS EVENTS
	3-7 OCTOBER	AUCKLAND & QUEENSTOWN US INCENTIVE STRATEGY - AA, MARITZ, AMEX, UA, NZ, TNZ, ACCOR INTERVIEWS	USA	BUSINESS EVENTS
	10-12 OCTOBER	IMEX LAS VEGAS	LAS VEGAS	BUSINESS EVENTS
	18 OCTOBER	TNZ USA NORTH AMERICA TRAVEL AMBASSADORS FAMIL	QUEENSTOWN	TRADE TEAM
	23-26 OCTOBER	LAX AIR NEW ZEALAND & AKL/QT VIP FAMIL	QUEENSTOWN	TRADE TEAM
	24-27 OCTOBER	QCB SYDNEY SALES CALLS & TNZ BE FY23 PLANNING SESSION	SYDNEY	BUSINESS EVENTS
	26-30 OCTOBER	TNZ AMERICAS TRADE TEAM QUEENSTOWN FAMIL - MICHELLE AND BRIANNA	QUEENSTOWN	TRADE TEAM
NOV 2022	29 OCTOBER	GROCERY CHARITY BALL 2022	AUCKLAND	BUSINESS EVENTS
	NOVEMBER	QUARTERLY WEBINAR & OUTLOOK PUBLICATION	ONLINE	TRADE TEAM
	6-9 NOVEMBER	TNZ DEEP SOUTH UK/DE PRODUCT MANAGERS FAMIL	QUEENSTOWN	TRADE TEAM
	8-10 NOVEMBER	TNZ UK/DE KEY ACCOUNTS FAMIL	QUEENSTOWN	TRADE TEAM
	9-10 NOVEMBER	TNZ FIRE & ICE US PRODUCT MANAGERS FAMIL	QUEENSTOWN	TRADE TEAM
	21-24 NOVEMBER	DQ TRAVEL TRADE MANAGERS FAMIL TO ROTORUA	ROTORUA	TRADE TEAM
	18-24 NOVEMBER	NORTH ASIA CAPE - JAPAN TOURISM STUDY TOUR	JAPAN	TRADE TEAM
	29 NOV-1 DEC	IBTM BARCELONA, SPAIN	SPAIN	BUSINESS EVENTS
	DATE TBC	TNZ GREATER CHINA 'SELLERS & BUYERS' VIRTUAL EVENT	ONLINE	TRADE
DEC 2022	DECEMBER	QUARTERLY TRAVEL TRADE NEWSLETTER	ONLINE	TRADE TEAM
	DECEMBER	QUARTERLY QCB BUREAU REMARKS	ONLINE	BUSINESS EVENTS
	5-7 DECEMBER	AUSTRALIAN FAMIL OF MEETINGS HOSTED BUYERS	QUEENSTOWN	BUSINESS EVENTS
	6 DECEMBER	TECNZ XMAS SYMPOSIUM AUCKLAND	AUCKLAND	TRADE TEAM
	10-13 DECEMBER	GOWAY TRAVEL CANADA RESERVATIONS MANAGER FAMIL	QUEENSTOWN	TRADE TEAM
	11-13 DECEMBER	PCOA CONFERENCE, HOBART	HOBART	BUSINESS EVENTS
JAN 2023	JANUARY	QUARTERLY STREAM ON DEMAND AGENT TRAINING (JANUARY 2023)	ONLINE	TRADE TEAM
FEB 2023	FEBRUARY	QUARTERLY WEBINAR & OUTLOOK PUBLICATION	ONLINE	TRADE TEAM
	1 FEBRUARY	TNZ REGIONAL SHOWCASE SYDNEY	SYDNEY	TRADE TEAM
	13-15 FEBRUARY	AIME MELBOURNE	MELBOURNE	BUSINESS EVENTS

QCB Quarterly Report

Calendar of Events

Calendar of Events Continued

MAR 2023	MARCH	QUARTERLY TRAVEL TRADE NEWSLETTER	ONLINE	TRADE TEAM
	MARCH	QUARTERLY QCB BUREAU REMARKS	ONLINE	BUSINESS EVENTS
	6-10 MARCH	QUEENSTOWN SALES MISSION: NEW DELHI & MUMBAI + TNZ INDIA 20-YEAR CELEBRATIONS	INDIA	TRADE TEAM
	19-22 MARCH	QCB CORPORATE DOMESTIC END USER FAMIL	QUEENSTOWN	BUSINESS EVENTS
	26 MAR-1 APR	MOUNTAIN TRAVEL SYMPOSIUM BANFF & LAKE LOUISE	USA	TRADE TEAM
APR 2023	APRIL	QUARTERLY STREAM ON DEMAND AGENT TRAINING	ONLINE	TRADE TEAM
	4-5 APRIL	IBTM SINGAPORE	SINGAPORE	BUSINESS EVENTS
	18-TBC APRIL	DQ AUCKLAND ITO EVENT	AUCKLAND	TRADE TEAM
	19-TBC APRIL	DQ QCB DOMESTIC EVENT	AUCKLAND	BUSINESS EVENTS
	APRIL	QUEENSTOWN CHINA MISSION	CHINA	TRADE TEAM
	APRIL	QUEENSTOWN SOUTH KOREA MISSION	SOUTH KOREA	TRADE TEAM
MAY 2023	MAY 2023	QUARTERLY WEBINAR & OUTLOOK PUBLICATION	ONLINE	TRADE TEAM
	9-11 MAY	TRENTZ - ŌTAUTAHU CHRISTCHURCH	CHRISTCHURCH	TRADE TEAM
	22-25 MAY	LION TRAVEL TAIWAN FAMIL	QUEENSTOWN	TRADE TEAM
	23-25 MAY	IMEX FRANKFURT	FRANKFURT	BUSINESS EVENTS
JUN 2023	JUNE	QUARTERLY TRAVEL TRADE NEWSLETTER	ONLINE	TRADE TEAM
	JUNE	QUARTERLY QCB BUREAU REMARKS	ONLINE	BUSINESS EVENTS
	JUNE	QUEENSTOWN JAPAN MISSION	JAPAN	TRADE TEAM
	21-22 JUNE	MEETINGS 2023 - TAKINA WELLINGTON	WELLINGTON	BUSINESS EVENTS