

QCB Quarterly Report Q4 2021-22

1 April - 30 June 2022

Market Overview & Insights

The following report outlines the key activity and results of the Queenstown Convention Bureau for Quarter 4 (April - June 2022) of 2021-2022 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.

[Continue reading on page 2](#)



KIRAN NAMBIAR
Business Development
Director

This Q4 report also has the annual summary of leads for QCB. Top line lead generation numbers for FY 2021-22 are better than what we expected in the beginning of 2022. We have closed the year with 217 leads in comparison to 211 leads in the previous year.

Forward pipeline of business events confirmed and prospective leads looks strong. For the next six quarters we have booked in 52 events with 6095 delegates delivering value of \$10.4 million in Queenstown. The last 4 months we have lost a lot of business due to non-availability of rooms in town for Sep 2022. Current prospective leads in process that we are following up to convert over the next few years are at 122 leads with a value of \$35 million.

As international markets come online, QCB is increasing investment to attend International Trade Shows to raise the profile of Queenstown as a Business Events destination. QCB is committed to attend the five largest International Business Events Trade Shows in the world with presence in the Tourism New Zealand stand. We are keen to get more Queenstown operators into these shows, please click here for more

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JANA KINGSTON
Business Development Manager
- Australia & North America

I think we can safely say Q4 of 2021/22 was the highlight of the last 2 years. After months on speculation and what felt like (and was!) forever, the NZ border was finally opened to Australia.

The relief was palpable across the industry and resulted in an immediate influx of business events enquiries and conversions of business we had quoted on in the months prior. We finished the financial year with 109 leads from Australia - the largest number the Bureau has ever achieved, even pre-pandemic.

In-market activity was also ramped up this quarter with attendance at multiple tradeshow and summits - AFNC Conference, Executive PA summit, TNZ Business Events Roadshow and of course MEETINGS 2022.

The presence of a full contingent of Australian buyers at MEETINGS was a huge win for the industry and those we connected with on the fam and at the show were absolutely thrilled with the opportunity to participate in the show. It was also amazing to have 20 operators join the Queenstown regional stand at MEETINGS - the largest contingent of exhibitors ever.

The challenge we now face will be accommodating the groups that want to confirm Queenstown as their

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SARAH MCDONALD
NZ Business Development
& Marketing Manager

The final quarter of the financial year saw a strong increase in domestic leads as confidence in market grew in being able to deliver events with less Covid-19 disruption or limitations. While many immediate leads were quoting from postponements, it is good to see that the desire to host in Queenstown is still in high for our domestic business events audience.

With more stability in the traffic light system, we executed our intended domestic activity this quarter. In partnership with Air New Zealand, QCB hosted the Domestic Corporate End Users fam in April. The three-day itinerary showed the qualified group of 16 EAs and PAs what Queenstown has to offer as a destination for their future business events and the QCB team built strong direct relationships the attendees representing some of the largest New Zealand corporate companies such as Microsoft, NZME, TVNZ, and Meridian Energy to name a few.

After three postponed attempts over the last 18 months, QCB hosted 34 EAs and PAs for a networking event in partnership with EA Inc at the Park Hyatt in Auckland in May. This activity generated 3 leads, fostered a stronger connection

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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.

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KIRAN NAMBIAR

information and to register your interest to attend with QCB.

QCB in partnership with Auckland Convention Bureau and NZICC Auckland have re-started the Sales Representation in China from June 2022. JCIM services were on hold since the pandemic hit and will recommence a phase one approach to be ready to step up to phase two in-market activity when the China border opening dates are announced.

Last quarter, QCB also completed a half day planning session with TNZ Business Events team and feel we are well aligned to the TNZ BE Business Plan for FY 2022-23. There are several exciting projects we have committed to working together and we will keep you updated as they unfold.

Please do contact me on kirann@queenstownnz.nz for any further information you need and for your inputs on how we can make these reports deliver more value for you

JANA KINGSTON

destination of choice for their 2022/2023 programmes. It seems the market is cognisant of this as there is definitely more flexibility in selecting dates, splitting groups between hotels and compromising on seating arrangements for function space. This is most definitely a problem facing many of the most popular destinations, not just Queenstown.

Likewise, the issues around staffing levels and service delivery are also global with buyers well aware and prepared to make allowances while the industry finds its feet again.

The QCB Australia strategy implementation is progressing well with a number of initiatives and new opportunities confirmed or underway. Clockwise Consulting completed their 6 month contract resulting in 250+ new corporate contacts for our database and some great potential leads to follow up. I am very much looking forward to this new financial year and seeing what opportunities arise for the Bureau and our members.

Please feel free to contact me with any and all questions.

SARAH MCDONALD

with the EA Inc board and educated the group on our QCB resources and Queenstown as a business events destination.

And of course, in June, QCB attended Meetings 2022 at Te Pae in Christchurch. With QCB hosting two appointment streams (Australia & domestic), both streams were full of 29 scheduled appointments each over the two days and strong interest from "walk up" buyers that couldn't secure a time. The domestic market was strong with business and saw 7 leads processed and several more developing through follow-up.

With ongoing marketing activity ticking away in the background such as our Australian PR work, LinkedIn promotions and Executive EA publications, paired with upcoming activity in market all scheduled to run as calendar suggested, QCB is looking to have a strong start for the 2022/2023 financial year, and I look forward to the continued work we do with you all.

As always, please be in touch with any ideas, questions, or comments you may have.

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 4 a total of 71 leads have been generated. Interest from the Australian market as confidence builds is particularly strong with 44 leads generated this quarter.

New Zealand continues to perform well but interest from further afield is yet to recover fully but we are expecting leads to increase as confidence increases to travel to New Zealand.

Total Overview

	NEW ZEALAND Q4 20-21 Q4 21-22		AUSTRALIA Q4 20-21 Q4 21-22		REST OF WORLD Q4 20-21 Q4 21-22		Q4 TOTAL Q4 20-21 Q4 21-22		YE TOTAL 20-21 21-22	
GENERATED 	52	24	14	44	3	3	69	71	211	217
WON 	11	9	1	7	0	0	12	16	78	48
POSTPONED 	0	1	0	0	0	0	0	1	0	6
LOST 	7	0	0	0	0	0	7	0	43	3
CANCELLED 	0	0	0	0	0	0	0	0	9	0
IN PROGRESS 	34	14	13	37	3	3	50	54	81	160

QCB Quarterly Report Leads

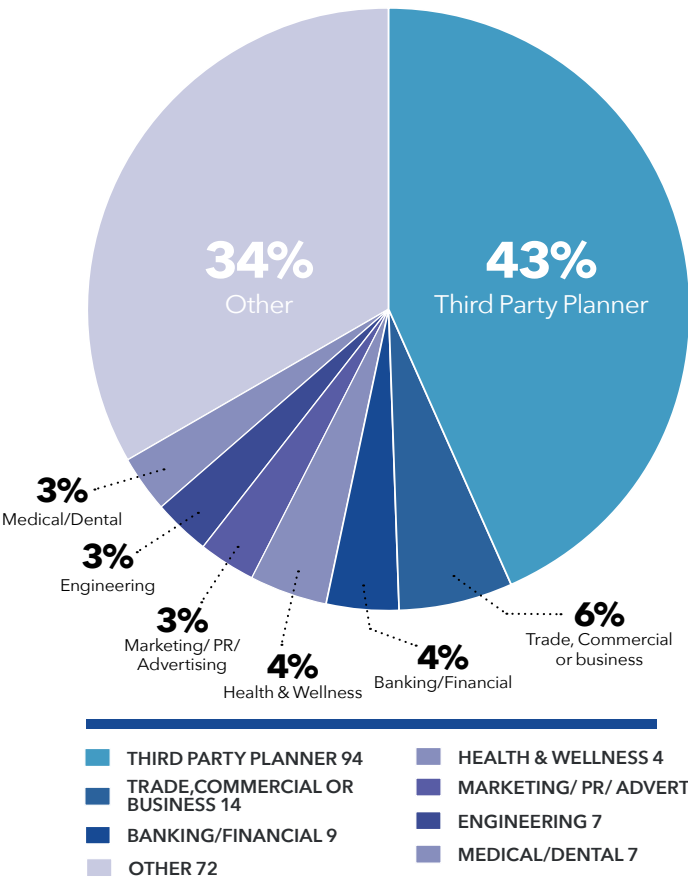
Market Segmentation

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

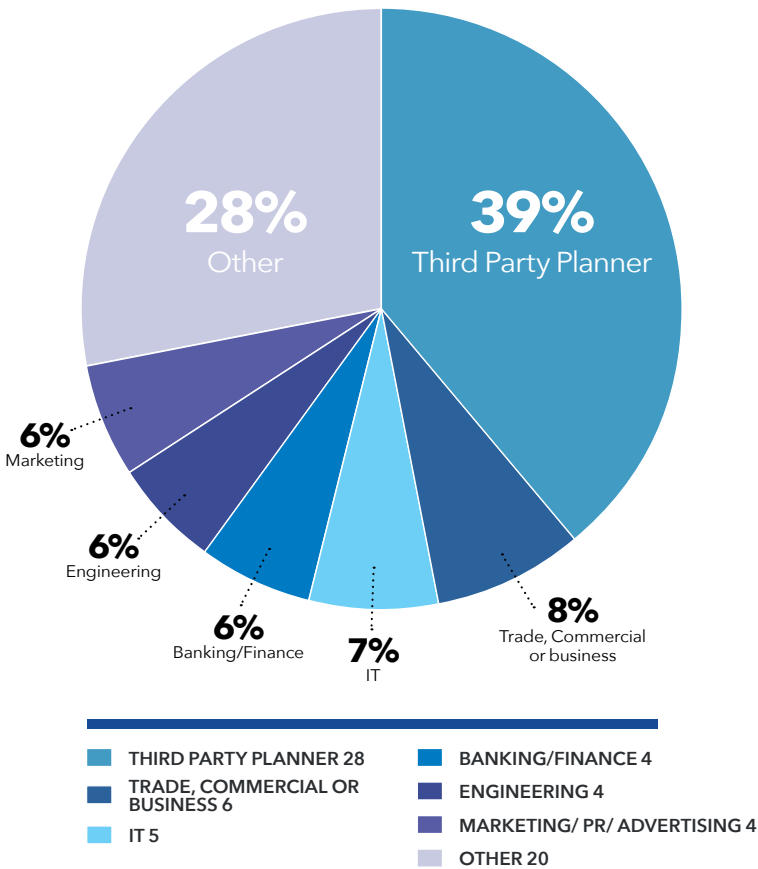
- Tourism (6)
- IT (6)
- Technology (5)
- FMCG (5)
- Insurance (5)
- Pharmaceutical (4)
- Real Estate (4)
- Agriculture/ Farming (3)
- Automotive (3)
- Educational (3)
- Manufacturing (3)
- Retail (3)
- Athletic & Sports/Recreation (2)
- Charity (2)
- Cultural, Fine Arts, Libraries (2)
- Direct Sales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

This Quarter the majority of leads were generated through third party planners with 28 leads generated in total.

Last 12 months



Last 3 months



















QCB Quarterly Report Leads

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

Of the 58 leads generated this quarter the majority are conferences with 38 total leads and 5001 attendees. Close behind this quarter is incentives with 22 leads and 1162 attendees, with 7 confirmations, likely due to the increase in interest from Australian clients.






Business Event Type

	Conference		Incentive		Groups		Meetings		Totals	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
										
GENERATED 	38	5001	22	1162	0	0	11	317	71	6480
WON 	5	680	7	224	0	0	4	106	12	1010
LOST 	0	0	0	0	0	0	0	0	0	0
CANCELLED 	0	0	0	0	0	0	0	0	0	0
POSTPONED 	1	56	0	0	0	0	0	0	1	56
IN PROGRESS 	32	4265	15	938	0	0	7	211	47	5414

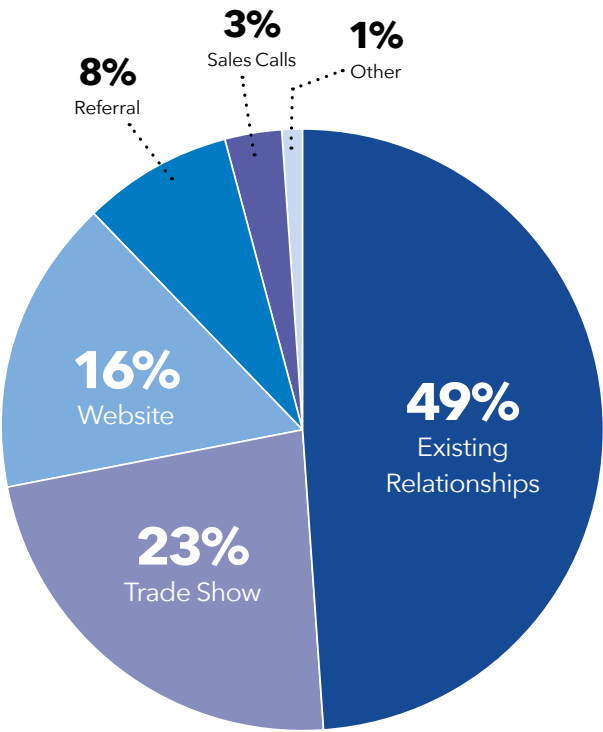
Group Size

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 16 leads in this bracket. The 51 – 100 bracket had a total of 14 leads and the 101 to 150 bracket had an increase this quarter to 11 leads.

Number of Leads Generated				
DELEGATES	NEW ZEALAND	AUSTRALIA	REST OF WORLD	TOTAL
				
< 50	13	21	1	35
51 to 100	8	8	0	16
101 to 150	2	7	1	10
151 to 200	0	3	0	3
200 to 250	0	2	0	2
> 250	1	3	1	5
TOTAL	24	44	3	71

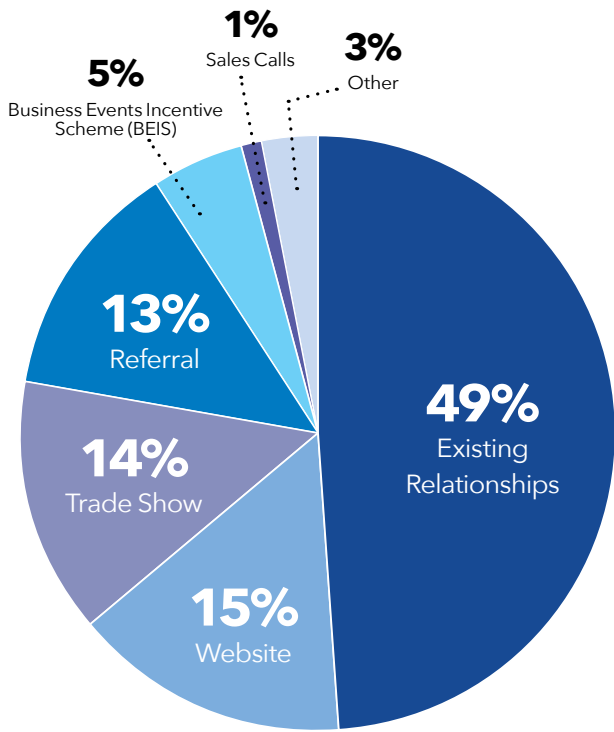
Source by Channel Last 3 Months



This chart illustrates a breakdown of the channel from which leads are sourced for Q4 FY21-22.

Existing relationships play a vital role in generating leads providing 35 leads with tradeshow generating the second most leads for the quarter with 16 leads largely due to MEETINGS in March.

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 July 2021 to 30 June 2022.

These figures reflect all leads that have been generated in the last 12 months. In total there have been 217 leads generated. We can see that there are three main types of lead generation sources – existing relationships (49% of leads), the website (either through the RFP, direct phone call or direct email from a client) (15%) and tradeshow (14%). With tradeshow resuming like AIME and MEETINGS post covid we can see an increase in the numbers of leads generated through tradeshow.

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 July 2021 – 30 June 2022.)

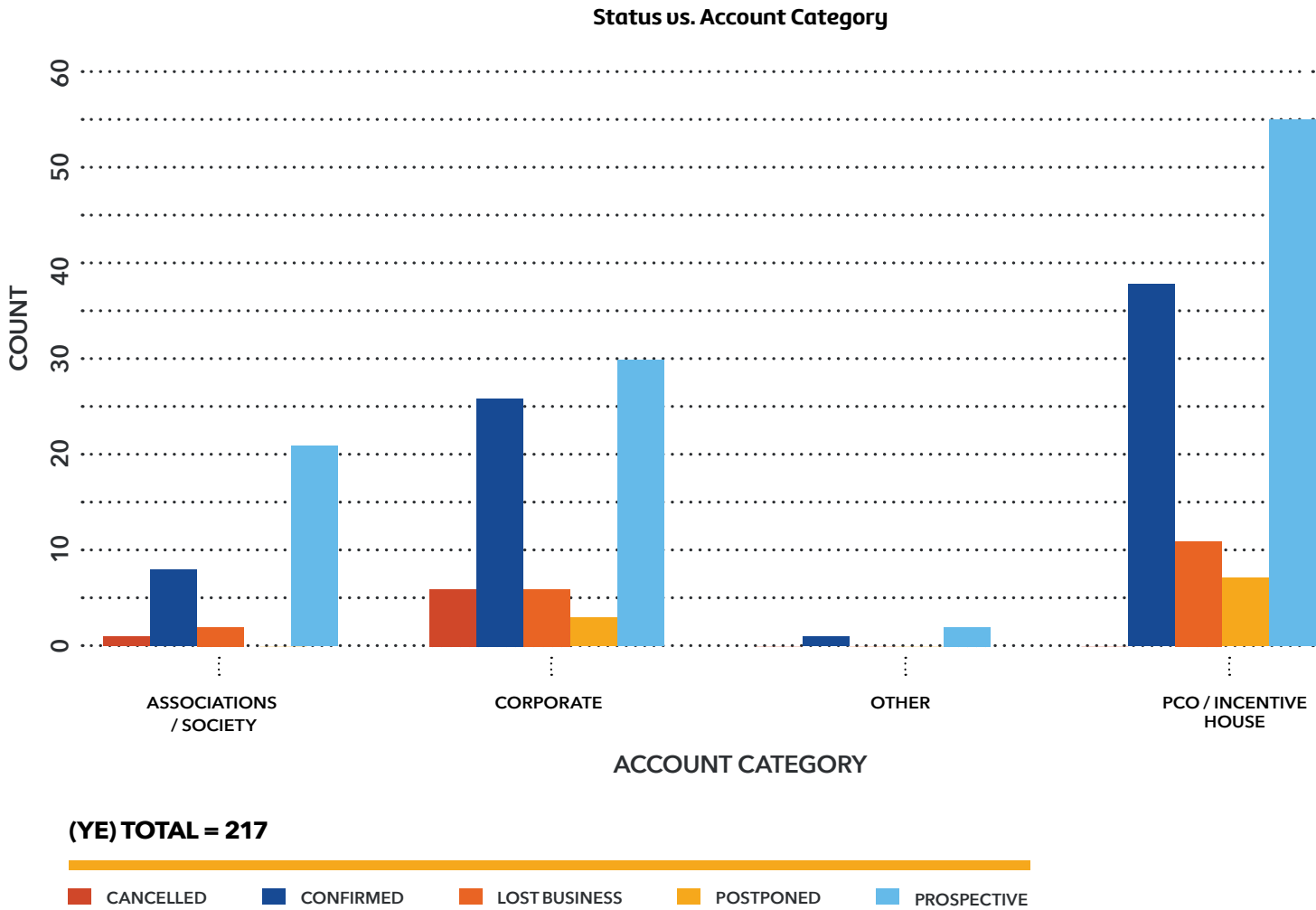
Quarter 4 the breakdown of the 71 leads generated is as follows:

Corporate: 32

PCO/Incentive House: 30

Association/Society: 8

Other: 1



QCB Quarterly Report

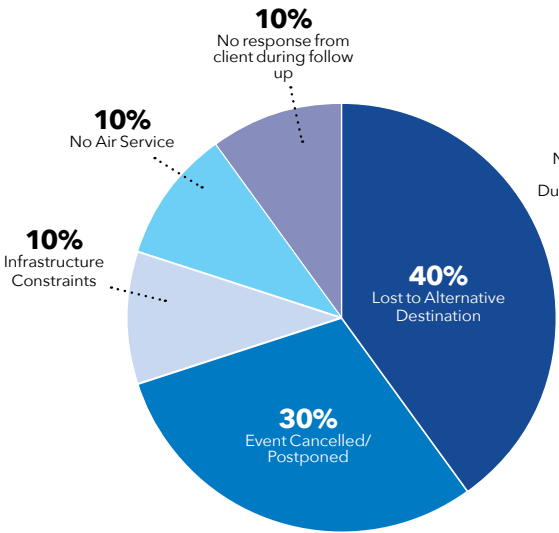
Lost Reasons

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.

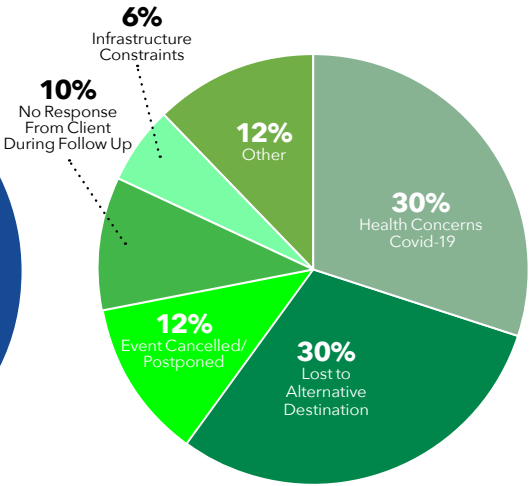
In Quarter 4 FY21-22 a total of 10 leads were lost, mostly due to losing to an alternative destination or the event itself being called off.

Lost in the Last 3 Months



Based on leads lost
from 1 April – 30 June 2022

Lost in the Last 12 Months



Based on leads lost
from 1 July 2021 – 30 June 2022

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

QCB Quarterly Report Activity

Bureau Activity Summary (Quarter 4)

Sales Calls:

Majority of sales calls were carried out by Clockwise consulting who are contracted to promote Queenstown as a business event destination. BDM Australia and North American also conducted 74 in-person and zoom sales calls to key and prospective clients.

Tradeshow Appointments:

Tradeshow appointments occurred at AIME in Melbourne, Get Local in Sydney, MEETINGS held in Christchurch with Australian and New Zealand based buyers and also at the Executive PA Show in Australia..

Networking Meeting/ Update:

This quarter networking/ update meetings occurred at the TNZ roadshow and at the DQ hosted EA Inc event held in Auckland. Larger numbers recorded last year were due to the Australian Roadshow held in May 2021.











Site Inspection Participants:

Four site inspections took place this quarter with 10 participants total.

Famil Participants:

Three business events famils took place this quarter, the QCB corporate end user famil, the pre-MEETINGS famil and a TNZ Business Events Famil totaling 33 participants.

Summary Overview






	 NEW ZEALAND	 AUSTRALIA	 REST OF WORLD	 Q4 TOTAL Q4 20-21 Q4 21-22	 YETOTAL 20-21 21-22
 SALES CALLS	0	291	0	56 291	56 501
 TRADE SHOW APPOINTMENTS	27	60	1	39 88	39 180
 NETWORKING MEETING / UPDATE	34	35	0	179 69	179 79
 SITE INSPECTION PARTICIPANTS	10	1	0	19 11	19 22
 FAMIL PARTICIPANTS	19	11	4	28 34	28 36

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 Winter Remarks in the first week of June. 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 Winter Bureau Remarks 2022 can be found [here](#).

	AUDIENCE RECIPIENTS	CLICK TO OPEN RATE
		
NEW ZEALAND		
	1092	18%
AUSTRALIA		
	1570	11%
REST OF WORLD		
	278	5%



LinkedIn

QCB established a dedicated LinkedIn presence in July 2020. The primary objectives of the LinkedIn page are 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):	11
TOTAL IMPRESSIONS (ORGANIC AND SPONSORED):	14,357
FOLLOWER AUDIENCE GROWTH:	11% (925 TO 1,025 FOLLOWERS)

Website

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

PAGE VIEWS	
	4,323 DOWN 38% VS Q4 2020-21
AVERAGE TIME ON PAGE	
	2:00 UP 14% VS Q4 20-21

QCB Annual Report Leads











Total Leads – Annual Summary

This table reflects the geographic origin of all the leads generated within this financial year (2021–2022) compared to the previous financial year (2020–2021).

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

This year has seen a recovery in the Australian market supplying the largest number of leads, encouraging given that we had limited access due to border restrictions. Australia supplied 108 leads closely followed by New Zealand with 99 leads.

Total Overview

	 NEW ZEALAND 2020–2021 2021–2022		 AUSTRALIA 2020–2021 2021–2022		 REST OF WORLD 2020–2021 2021–2022		 TOTAL 2020–2021 2021–2022	
GENERATED 	138	99	63	108	10	10	211	217
WON 	67	49	10	23	1	1	78	73
LOST 	34	9	6	9	3	1	43	19
CANCELLED 	0	6	0	1	0	0	0	7
POSTPONED 	2	3	6	7	1	0	9	10
IN PROGRESS 	35	32	41	68	5	8	81	108

QCB Annual Report

Leads

Total Leads – Quarterly Breakdown

This table reflects the leads generated within each quarter directly compared to the same quarter in FY2020–2021.

In summary for FY21-22 217 leads were generated compared to 211 in the FY20-21 period. Note these won't total to the year end tally, year end is a summary of where all our leads are status' are sitting as of 30 June 2021.

Total Overview

	2020–2021	2021–2022
Q1	36	46
Q2	47	43
Q3	39	57
Q4	89	71
YEAR END	211	217

Business Event Type – Annual Summary

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

The conversion rate for total won leads sits at 34% with conference business sitting at 33% vs 32% for won incentive business.



Conference business equates to 54% of all leads.

Incentive business equates to 31% of all leads which is an from prior year when it formed just 24% of all leads.

Groups and Meetings make up 15% of total leads generated.

Average group size for conferences = 165 pax which is a slight decline from last years 171 and a further decline from the year before that with an 231 average pax.






Average group size for incentive = 73 pax which is a dramatic decline from prior years potentially indicating that Covid era incentives were much smaller in size.

	EVENTS 	ATTENDEES 
Conference	117	19,248
Incentive	68	4,959
Groups	7	955
Meetings	25	972

Group Size Annual Summary






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

This financial year the majority of leads generated sat in the under 50 pax size with a total of 78 leads in this bracket. This was followed by 47 leads in the 51-100 pax size. This is not surprising considering the border restrictions in place for a large part of the year and covid community spread.

Number of Leads Generated				
DELEGATES	NEW ZEALAND	AUSTRALIA	REST OF WORLD	TOTAL
				
< 50	34	43	1	78
51 to 100	24	20	3	47
101 to 150	15	19	3	37
151 to 200	9	7	0	16
200 to 250	1	9	1	11
> 250	16	10	2	28













Last Four Year Performance

This table breaks down the number of leads generated in the last four financial years and their region of origin.

	Leads Generated in Financial Year				TOTAL
	QCB LEADS	NEW ZEALAND	AUSTRALIA	REST OF WORLD	
					
FY 2018–2019		48	77	12	137
FY 2019–2020		56	87	34	177
FY 2020–2021		138	63	10	211
FY 2021–2022		99	108	10	217

Last Four Year Performance – Conference vs Incentive vs Other Split










This graph breaks down the lead type and region of origin by financial year.

	New Zealand			Australia			Rest of World			Total		
	CONFERENCE	INCENTIVE	OTHERS	CONFERENCE	INCENTIVE	OTHERS	CONFERENCE	INCENTIVE	OTHERS	CONFERENCE	INCENTIVE	OTHERS
												
FY 2018–2019	30	1	3	55	19	3	5	20	1	90	40	7
FY 2019–2020	44	7	5	55	29	0	15	22	0	114	58	5
FY 2020–2021	96	19	22	35	25	3	7	4	0	138	48	25
FY 2021–2022	63	15	21	53	46	9	1	7	2	117	68	32

QCB Annual Report Activity

Bureau Activity Summary Annual

Summary Overview

	 NEW ZEALAND 2020-2021 2021-2022		 AUSTRALIA 2020-2021 2021-2022		 REST OF WORLD 2020-2021 2021-2022		 YE TOTAL 2020-2021 2021-2022	
 SALES CALLS	236	9	80	299	0	0	316	308
 TRADE SHOW APPOINTMENTS	45	28	18	147	0	5	63	180
 NETWORKING MEETING / UPDATE	0	34	197	45	0	0	197	79
 SITE INSPECTION PARTICIPANTS	39	21	3	1	0	0	42	22
 FAMIL PARTICIPANTS	45	21	17	11	0	4	62	36

QCB Quarterly Report

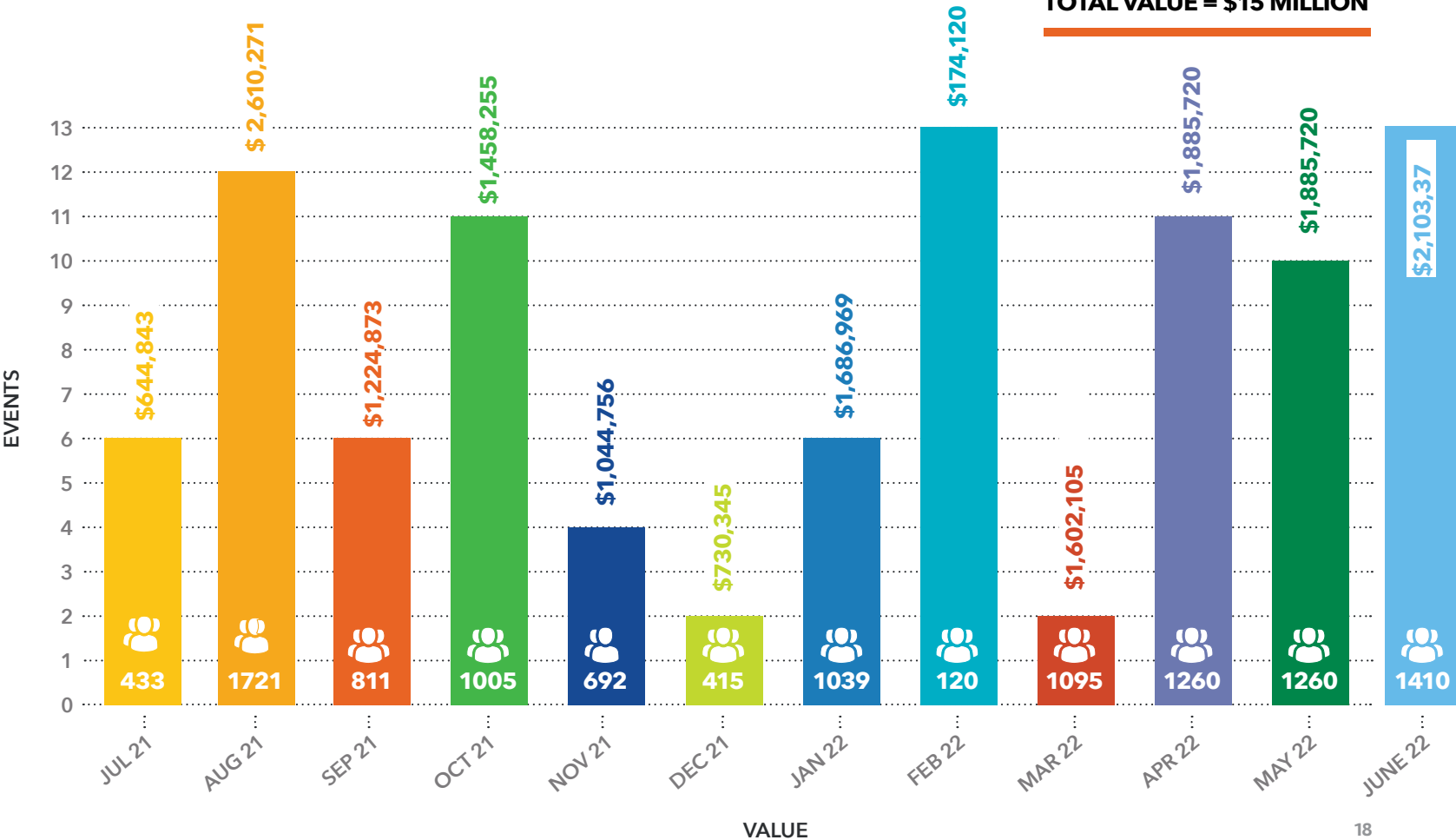
Events Held

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 confirming a total of 83 events that have occurred in the last 12 months (1 July 2021 - 30 June 2022) in Queenstown. This brought approximately 9,936 delegates to the area and was worth approximately \$15 million.

TOTAL EVENTS = 83
TOTAL ATTENDEES = 9,936
TOTAL VALUE = \$15 MILLION



Events Confirmed

This table has been split into the quarter just passed and the upcoming 7 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;

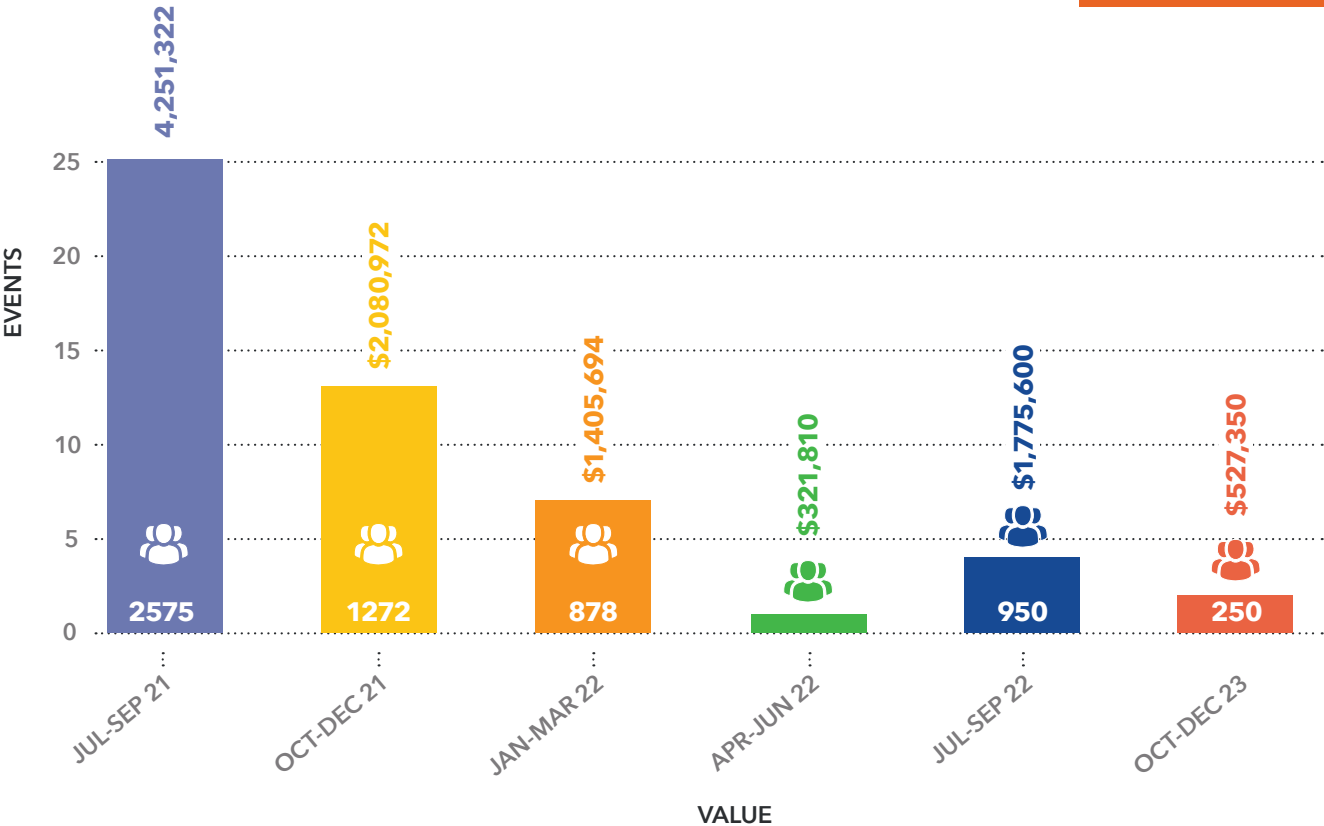
Domestic delegates = number of attendees x \$1,451 which is average dollar spend per stay.

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 = 52
TOTAL ATTENDEES = 6095
TOTAL VALUE = \$10.4 MILLION



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
								
JUL-SEP 2022	16	1489	8	1011	1	75	25	2575
OCT-DEC 2022	6	722	7	550	-	-	13	1272
JAN-MAR 2023	2	580	5	298	-	-	6	878
APR-JUN 2023	-	-	1	170	-	-	1	170
JUL-SEP 2023	-	-	1	950	-	-	4	950
OCT-DEC 2023	-	-	1	150	1	100	2	250

Prospective Events

This table shows there are currently 122 pieces of prospective business in the pipeline for Queenstown with an estimated economic value of almost \$35 million.

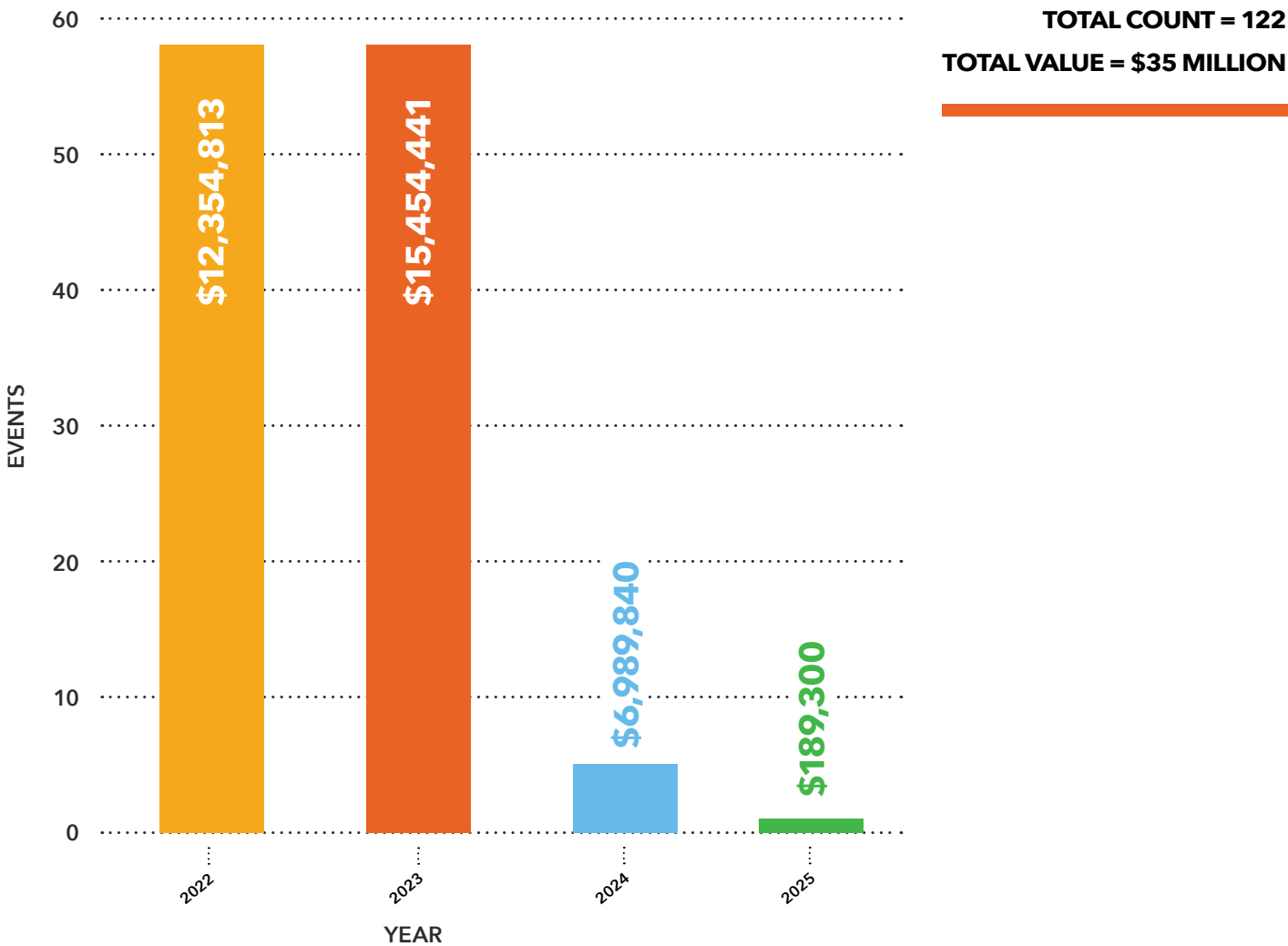
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Domestic delegates = number of attendees x \$1,451 which is average dollar spend per stay.

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
								
JUL-SEP 2022	14	1273	18	2541	4	660	36	4474
OCT-DEC 2022	8	1096	13	1307	1	40	22	2443
JAN-MAR 2023	7	1185	15	1684	2	250	24	3119
APR-JUN 2023	2	120	13	1494	-	-	15	1614
JUL-SEP 2023	3	250	6	904	3	730	12	1884
OCT-DEC 2023	-	-	7	1630	-	-	7	1630
JAN-MAR 2024	1	4000	2	280	-	-	3	4280
APR-JUN 2024	-	-	1	250	-	-	1	250
JUL-SEP 2024	-	-	-	-	1	75	1	75
OCT-DEC 2025	-	-	1	100	-	-	1	100

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 (January–March) results include:

- Queenstown held 10 events for the quarter
- Queenstown hosted 823 delegates resulting in 2,363 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 Activity

Calendar of Events

JUL 2022	18 JULY	SITE CONFERENCE SYDNEY	AUSTRALIA	QCB TEAM
	18 JULY	QUEENSTOWN SALES MISSION: BOSTON, NY, PHILLY, WASHINGTON DC	USA	TRADE TEAM
	24 JULY	TNZ KIWI LINK NORTH AMERICA 2022 IN LOS ANGELES	USA	TRADE TEAM
	27 JULY	FLIGHT CENTRE ANDY REID & ROWENA MCCARRON FAMIL	QUEENSTOWN	TRADE TEAM
	31 JULY	DQ AUSTRALIA TRAVEL TRADE FAMIL	QUEENSTOWN	TRADE TEAM
	31 JULY	KARRYON MATT LEEDHAM FAMIL	QUEENSTOWN	TRADE TEAM
AUG 2022	1 AUGUST	TNZ KIWI LINK UK/EUROPE 2022 IN LONDON	UK	TRADE TEAM
	9 AUGUST	TECNZ TOURISM CONFERENCE NELSON, TASMAN	NEW ZEALAND	TRADE TEAM
	29 AUGUST	TNZ KIWI LINK ASIA 2022 IN SINGAPORE	SINGAPORE	TRADE TEAM
	29 AUGUST	OFFICE PA SHOW AUCKLAND	NEW ZEALAND	QCB TEAM
SEP 2022	1 SEPTEMBER	AIR NZ JAKARTA TRAVEL TRADE TRAINING EVENT	INDONESIA	TRADE TEAM
	1 SEPTEMBER	SPRING TRADE REMARKS NEWSLETTER PUBLICATION (QUARTERLY) (SEPTEMBER 2022)	ONLINE	TRADE TEAM
	1 SEPTEMBER	SPRING QCB BUREAU REMARKS (QUARTERLY) (SEPTEMBER 2022)	ONLINE	QCB TEAM
	5 SEPTEMBER	NEW DELHI & MUMBAI AIRLINES AND HIGH END FIT & INCENTIVE AGENTS SALES CALL	AUSTRALIA	TRADE TEAM
	14 SEPTEMBER	TRAVELPROFESSIONALS - US WEBINAR (SEPTEMBER 2022)	NEW ZEALAND	TRADE TEAM
	18 SEPTEMBER	FLIGHT CENTRE GLOBAL MARKETING CONFERENCE & FAMIL (18-22 SEPTEMBER 2022)	AUCKLAND	TRADE TEAM
	29 SEPTEMBER	AIR NEW ZEALAND NYC TRADE FAMIL	QUEENSTOWN	TRADE TEAM
OCT 2022	1 OCTOBER	FRONTLINE AGENT TRAINING AUSTRALIA (OCTOBER 2022)	AUSTRALIA	TRADE TEAM
	1 OCTOBER	TNZ UK/EUROPE FAMILS (OCTOBER 2022 ONWARDS)	QUEENSTOWN	TRADE TEAM
	1 OCTOBER	SPRING STREAM ON DEMAND AGENT TRAINING (QUARTERLY) (OCTOBER 2022)	ONLINE	TRADE TEAM
	23 OCTOBER	AIR NEW ZEALAND LAX TRADE FAMIL	QUEENSTOWN	TRADE TEAM
DEC 2021	1 DECEMBER	TECNZ XMAS SYMPOSIUM (DECEMBER 2022)	NEW ZEALAND	TRADE TEAM
	1 DECEMBER	SUMMER TRADE REMARKS NEWSLETTER PUBLICATION (QUARTERLY) (DECEMBER 2022)	ONLINE	TRADE TEAM
	2 DECEMBER	SUMMER QCB BUREAU REMARKS (QUARTERLY) (DECEMBER 2022)	ONLINE	QCB TEAM
	5 DECEMBER	AUSTRALIAN FAMIL OF MEETINGS HOSTED BUYERS WHO APPLIED TO VISIT QUEENSTOWN	QUEENSTOWN	QCB TEAM
	11 DECEMBER	PCOA CONFERENCE, HOBART	AUSTRALIA	QCB TEAM
JAN 2023	14 JANUARY	SUMMER STREAM ON DEMAND AGENT TRAINING (QUARTERLY) (JANUARY 2022)		TRADE TEAM
MAR 2023	26 MARCH	MOUNTAIN TRAVEL SYMPOSIUM BANFF & LAKE LOUISE	CANADA	TRADE TEAM
APR 2023	4 APRIL	IBTM SINGAPORE	SINGAPORE	QCB TEAM
MAY 2023	9 MAY	TRENZ - ŌTAUTAHU CHRISTCHURCH (9-11 MAY 2023)	NEW ZEALAND	TRADE TEAM