

QCB Advisory Board Members 2021

Hotels



Jo Finnigan

General Manager, Hotel St Moritz

With more than 19 year's tenure in Accor Hotels having held key roles in Sales, Marketing & Distribution, Jo is well known in the MICE industry. Her last 5 years at the helm of one of Queenstown's most admired hotels, Jo brings to the QCBAB an experienced understanding of the accommodation and food & beverage sectors (both for stand-alone businesses and chains) and their needs within this vital market segment. Jo has sat on this Advisory Board since inception and is keen to remain to ensure continuity.



Ali Simforoosh

Commercial Director – Hilton Queenstown Resort & Spa + DoubleTree by Hilton Queenstown

Ali is a passionate hotelier with a diverse background in both operational and commercial aspects of the hotels industry. His journey in the industry has taken him to various key destinations and roles across Australia and New Zealand such as Sydney, Perth, Adelaide & Auckland. Ali has been proud to call Queenstown 'home' since October 2017, having instantly fallen in-love with the destination and the community and is invested in seeing Queenstown tourism industry succeed. With a strong focus on Revenue Management principles and analytics, Ali is always excited to bring a fresh perspective to discussions.

Venues



Allyra McGrath

Sales Manager – Skyline Queenstown

Originally from the Gold Coast, Allyra has called Queenstown home for the past seven years and is truly passionate about the continued success of the destination from both a personal and professional perspective. With over 12 years' sales and relationship management experience and a background in financial services, Allyra joined Skyline in 2012 and was promoted to Conference and Events Sales Manager in 2016. The unique nature of Skyline Queenstown as a business events venue and tourism activity has given Allyra extensive experience across both sectors domestically and internationally giving her the valuable ability to contribute to the QCB Advisory Board's strategic direction from a broad perspective. With established local and industry relationships, she will endeavour to represent all QCB Member's interests on the Board, as she firmly believes our strength lies in our ability to work together for the overall success of the region and she would be honoured to be given that opportunity.

Destination Queenstown

PO Box 353, Queenstown 9348, New Zealand
+64 3 441 0700

Activities (large)

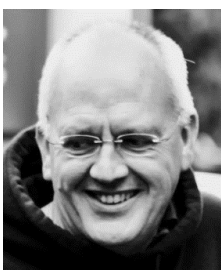


Steve Bruce

Sales Manager - National, Ngai Tahu Tourism

Steve joined Ngai Tahu Tourism, te whanau tapoi (tourism family) in January 2018 and as National Sales Manager oversees the sales teams across NTT's family of 14 businesses across Aotearoa/NZ. Steve provides strategic, people and commercial leadership to the teams for brands including Shotover Jet, Dart River Adventures, Dart Stables, Guided Walks NZ, Glacier Southern Lakes Helicopters in the Tahuna/Queenstown region. As well as a number of business outside the region such as Dark Sky Project (Takapo) and Franz Josef Glacier Guides. Steve lives in Queenstown with his wife Mariska and 2 sons, and is a proud Wakatipu Rugby Club man.

Activities (small and medium)



David Gatward-Ferguson

Managing Director, Nomad Safaris

David brings both vitality and experience to the Advisory Board having been running activities in Queenstown since 1994 with Nomad Safaris. He still has the vision and passion needed to have launched two new market leading innovative technology based products into the market in recent years. Having someone on the team who has the interests of the smaller owner operator at heart is key to ensuring access to all in this dynamic and profitable marketplace.

DMCs



Rob Stewart-McDonald

Managing Director, HQ New Zealand

With 20 years at the helm of HQ New Zealand, Queenstown's largest and longest established Conference, Incentive and Events Management company, as well as being a key facilitator of leadership and team development programs here and around the globe, Rob has a considerable depth of experience in the MICE industry. HQ delivers programs both locally in Queenstown and throughout New Zealand.

Rob's involvement in marketing domestically and internationally has seen HQ procure and deliver the largest ever incentive programme in NZ (Amway China 6500 delegates), with ever consistent "best experience" feedback from them as well as the thousands of groups hosted by the company. With close working relationships with almost every activity and hotel provider in Queenstown, Rob's extensive knowledge will help to ensure the QCB is on the front foot for opportunities.

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Kylie Brittain

Client Relationship Manager, Ripple Experience

With over 15 years' experience in the tourism industry in Queenstown, Kylie is passionate about the Business Events sector and its ongoing success. Over this time Kylie has worked for Destination Queenstown as Convention Bureau Manager for 8 years before moving into event management, delivering programs in Queenstown, wider NZ and offshore. Kylie has a broad skill set, established relationships and industry knowledge which she is looking forward to bringing to the QCB Advisory Board.



Sarah Dunan-Hale

Director and Creative Producer, QT Event Collective

A Sydney girl born-and-bred; Sarah was able to follow her passion in corporate event design for over 15 years before moving to Queenstown in 2017. It was then she began QT Event Collective servicing the corporate event market, and then launching event styling business The Style Depot soon after.

Sarah's career has seen her produce events around the world, and later saw her take on the Creative Producer role for some of Australia's biggest agencies such as cievents. This saw her leading proposal teams by setting strategy, formulating creative concepts and pitching appropriate destinations. Since moving to Queenstown, her businesses have grown organically, maintaining client relationships from Australia and growing her portfolio with New Zealand based contacts. The past 8-months have seen her managing mid-scale webinars throughout Asia-Pacific, providing insights into technologies and production elements required to tackle the new world of larger hybrid event formats that will be with us for years to come. This unique insight having been a part of your target market sector and understanding offshore client needs, wants and expectations will hopefully offer some fresh perspectives for the QCB Advisory Board.

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