

*Destination Queenstown*

# QCB Members Update Spotlight US

*Thursday, October 10, 2019*

Kiran Nambiar

Business Development Director

# DQ QCB Team

Louise Clark – Sales & Marketing Manager

Jana Kingston – BDM Australia & North America

Ella Zhang – Business Development Manager Asia

Chelsea King – Business Development Executive





- 01 QCB Activity Update
- 02 Louise Clark, QCB US Insights
- 03 Anna Hayward, Auckland Bureau Update
- 04 Networking

# Q1 Activity Report: Jul-Aug-Sep 2019

## QCB Report Q1 2019-20

1 July to 30 September 2019



### Market Overview & Insights

The following report outlines the key activity and results of the Queenstown Convention Bureau for Q1 (July-September) of 2019-2020 financial year.

This report includes insights from the managers, lead generation by market, and breakdown of these leads into conference and incentive. We display how the business was 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. We also report on year to date (YTD) totals for the above where appropriate.

In this report we also provide a running annual summary for of total leads, the breakdown of conference vs incentive and our activity summary.

In our pipeline reports all confirmed business for the next 6 quarters, along with 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.

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.



**LOUISE** Having conducted sales calls in Auckland targeting corporate companies, the common theme was they seem to try and have their meetings where the bulk of their staff are located, which generally means the North Island. To bring events down to the South Island increases costs as the majority of their staff would require flights. The duration of a lot of their events (meetings/workshops/seminars) are often shorter and therefore it is hard to justify bringing events to Queenstown. Holding an event within a drive-zone region is much more cost and time efficient. Despite barriers, I did receive 2 leads off the back of the calls and prospecting for appointments.

Education of Bureau services in this sector is needed as the knowledge and understanding of Convention Bureau is mixed.

The US has also been a strong focus this quarter with sales calls in San Francisco and Minneapolis along with attending IMEX Las Vegas tradeshow. The sales calls were very productive and a great opportunity to educate people on NZ and Queenstown. Most seemed to have a good understanding of the basic geography of New Zealand and we were able to get into more detail on accommodation, venue and activity options. Everyone we spoke to would love to be able to send a group to New Zealand for an incentive, however they believe their clients are all looking for beach destinations. It is clear from this the messaging around what NZ can offer needs to be pitched in a different way.

For the full report [click here](#).



**JANA** New Zealand remains high in the consideration set of Australian business events buyers, aided by the strong rational benefits of being a safe and secure destination, providing excellent infrastructure and direct aviation access from many points in Australia. New Zealand is challenged by a broad competitor set including Asia, Japan, USA, Europe, Pacific Islands, and destinations within Australia. Off-shore business events opportunities remain positive. International flight deals to aspirational destinations, as well as exchange rates, influence decisions due to perceived value specifically for incentives and conventives.

The Australian business events market is buoyant with no trend of low periods. Incentives as Australia are now considered 'conventives' with conference content mandatory in most programmes to offset the FBT (fringe-benefits tax).

The Australian Royal Commission into banking sector continues to impact the market, and has been slower to return to off shore programmes during FY19.

Procurement is now controlling the decision-making process with strategic insights or relationships less likely to secure the business. Consolidation approach to meetings and event management will be more critical than ever before. Higher volume, tighter belts. Agencies and corporate decision-makers have more on their agenda dealing with a higher volume of events with the same budget. The AUS hit a 10-year low against the US dollar. This may impact short-term opportunities and will continue during FY20.



**ELLA** In conjunction with TNZ, QCB hosted a Queenstown incentive workshop with Singapore MICE agents. The 2 hour Business Events specific training session focused on Queenstown's ease of accessibility, unique experiences, venues and natural landscape. This kind of event in the South East Asia (SEA) market was a first for the Bureau, proving a success with 21 agents in attendance.












Business opportunities are still relatively strong growth from SEA but some industry experts are a bit concerned that incentive business will slow down. The trade war between U.S. and China is the primary driver of this slowdown, however increased competition and rising oil prices are also contributing factors. We have seen the uncertainty surrounding U.S.-China relations weakening the incentive market, as corporate clients become more cautious, leading to lower revenue growth in Asia-Pacific. While contentious social and political issues unfold, many companies go into "wait-and-see" mode, holding back on travel spending until a resolution emerges. This lack of demand often affects pricing.

In September the QCB also hosted 5 highly targeted corporate and users from India. This was in partnership with Singapore Airlines, Auckland Convention Bureau and QCB members. The famlil was aimed to showcase shoulder season offerings, unique venues and activities in Queenstown and the potential of an Auckland/Queenstown incentive programme to key decision makers. All of the buyers learnt a lot about the destination and are excited to pitch New Zealand to future groups.

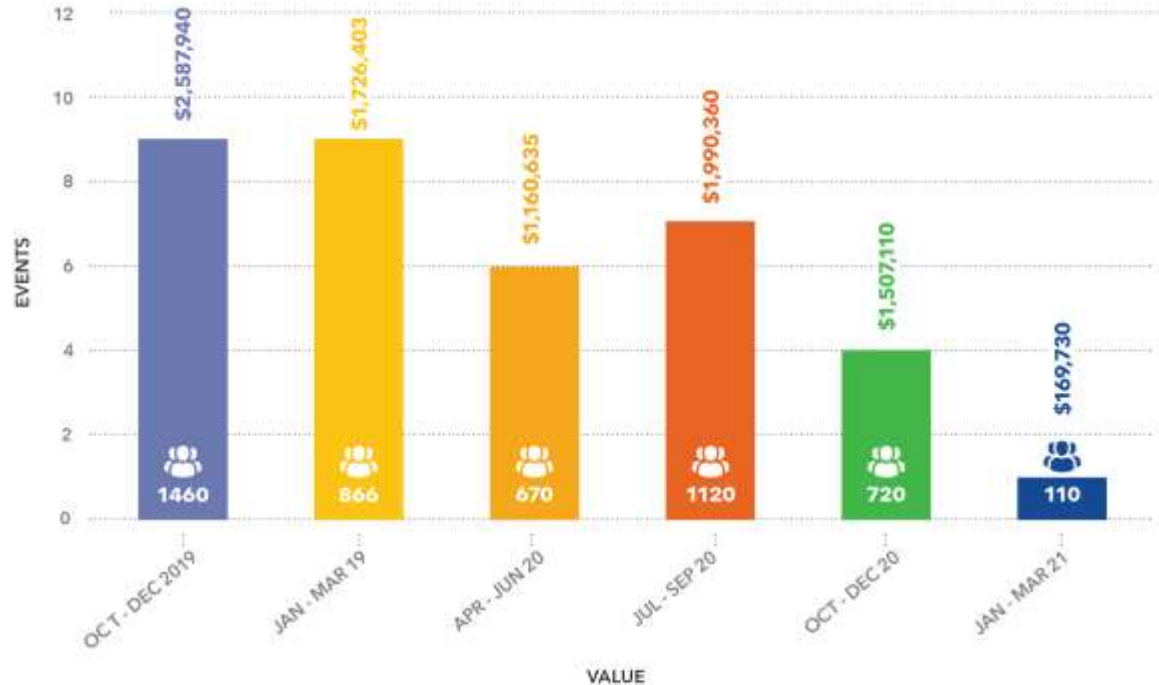


# Q1 Leads: Jul-Aug-Sep 2019

## Total Overview

	AUSTRALIA	NEW ZEALAND	REST OF WORLD	Q1 19-20 TOTAL	Q1 18-19 TOTAL	YTD 19-20 TOTAL	YTD 18-19 TOTAL
							
GENERATED 	26	11	10	47	30	47	30
WON 	2	1	1	4	1	4	1
LOST 	4	2	1	7	5	7	5
IN PROGRESS 	20	8	8	36	24	36	24

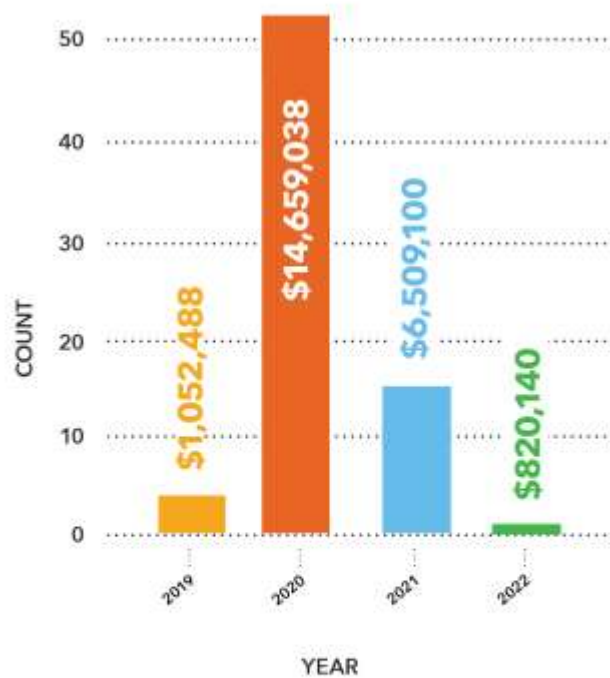
# Q1 Events Confirmed



**TOTAL EVENTS = 36**  
**TOTAL ATTENDEES = 4946**  
**TOTAL VALUE = \$9,142,178**



# Q1 Prospective Leads



**TOTAL COUNT = 73**  
**TOTAL VALUE = \$23,040,766**

# QCB Sales Reports Online



Home / New Members / Members Area / Queenstown Convention Bureau Reports



Here you will find QCB Managers Reports from sales trips, QCB Quarterly Activity Reports and other documents published by the Queenstown Convention Bureau for members.

For further information on any of the reports published here, please contact Kiran Nambiar, Business Development Director: [kiran@queenstownnz.co.nz](mailto:kiran@queenstownnz.co.nz)

## Tradeshaw & event reports

September 2019

[IMEX 2019](#)

July 2019

[www.queenstownNz.co.nz/member-area](http://www.queenstownNz.co.nz/member-area)





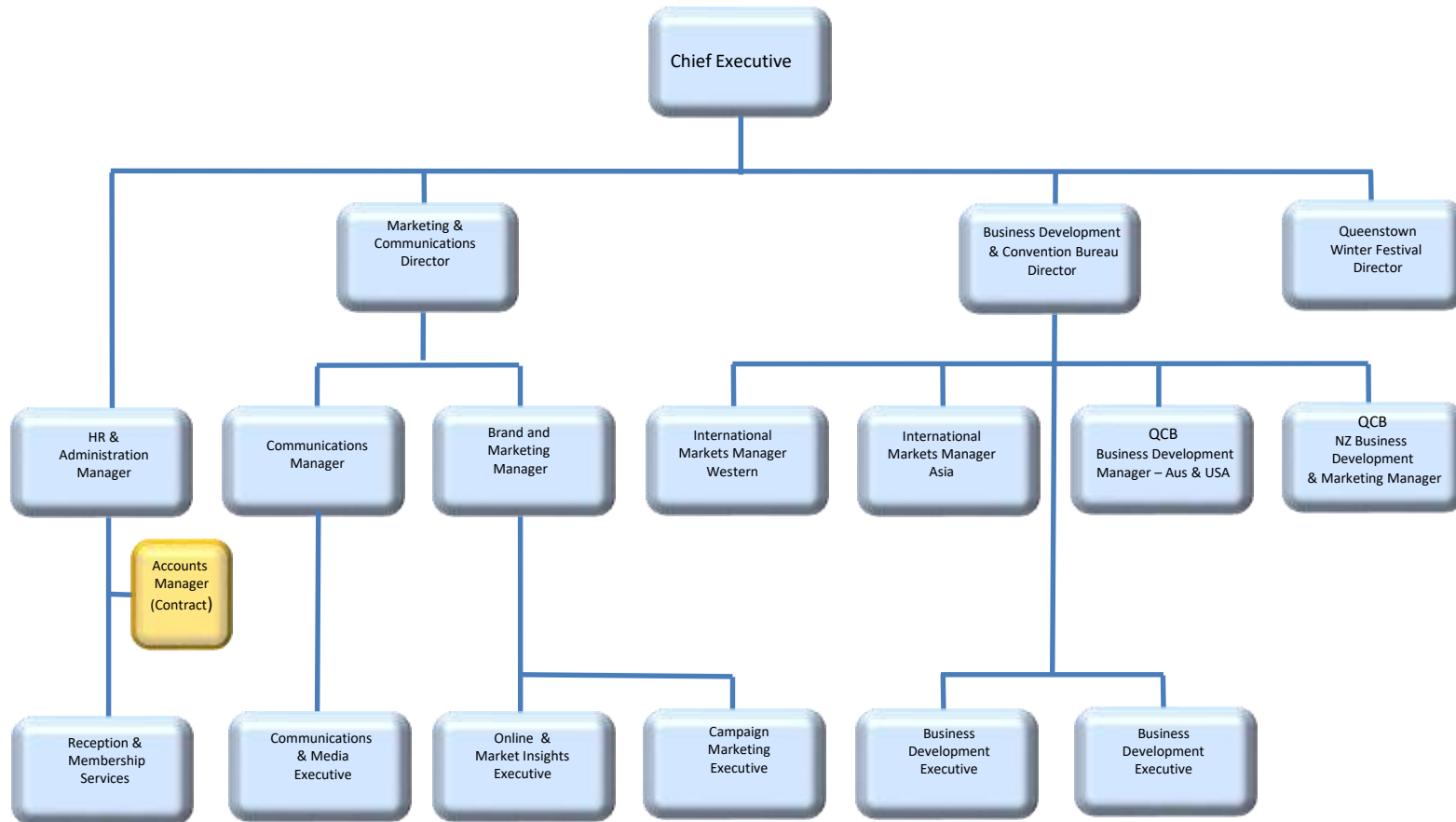
# QCB Site Inspection Process

- 45 Site Inspections each year
- QCB focus on demand and lead generation
- Three months of consultation with DMCs and QCB AB
- New process launched 30 Sep 2019
- 4x Qualifying DMCs act as Queenstown Hosts
- Win-win scenario



# Destination Queenstown

## Organisation Structure – September 2019



# QCB New Zealand Business Development & Marketing Manager Sophie Archibald



# Members Satisfaction Survey Aug 2019

Activity	2017-18	2018-19	Change
DQ Overall	71%	80%	9%
DQ Travel Media	80%	85%	5%
DQ Social Media	80%	87%	7%
DQ Campaign	65%	78%	13%
DQ Member Comms	78%	86%	8%
Working Relationship	71%	81%	10%
DQ Trade Marketing	61%	78%	17%
QCB Activity	61%	82%	21%



# Connectivity



APPROXIMATE  
FLIGHT TIMES TO  
QUEENSTOWN

210  
MINS

BRISBANE

110  
MINS

AUCKLAND

80  
MINS

WELLINGTON

45  
MINS

CHRISTCHURCH

195  
HRS

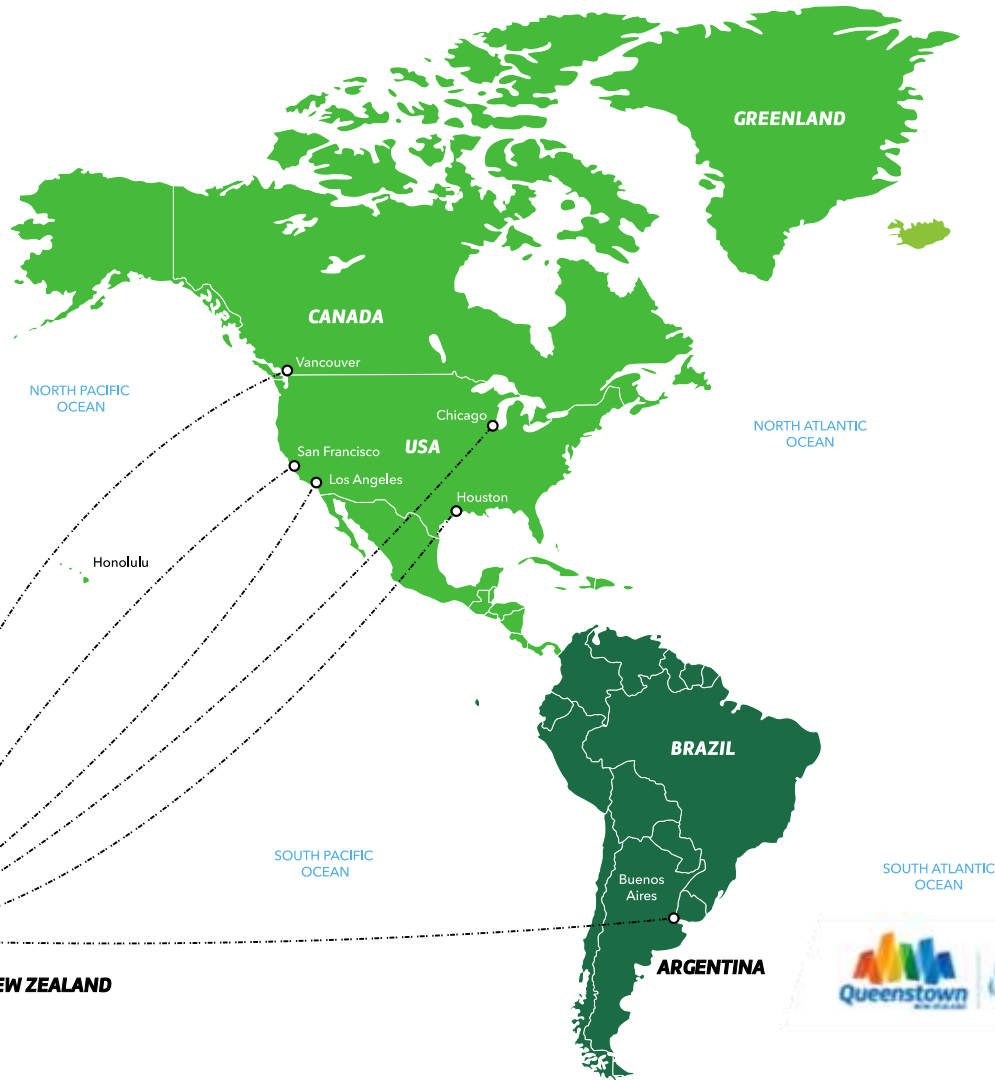
GOLD COAST

190  
MINS

MELBOURNE

175  
MINS

SYDNEY





# Connectivity – Star Alliance

Weekly Services	NS	NW
AKL - HNL	5	5
AKL-IAH (Houston)	5-6	5-7
AKL-LAX	12-14	12-14
AKL-ORD (Chicago)	3	3-5
AKL-SFO	5	5-7
AKL-YVR (Vancouver)	4-6	4-7

*NS = Northern Summer (29/3/20-24/10/20)*

*NW = Northern Winter (27/10/19-28/03/20)*

*United Airlines operates 3 x per week SFO/AKL over NS and daily over NW*

*Pipeline*

*JFK – AKL*

*Made feasible by the Dreamliner 787-10 aircraft on order*

# Connectivity – Additional Carriers

## American Airlines

LAX - AKL (October – March)

Unconfirmed DFW – AKL

TNZ working closely on this relationship – Joint  
famil scheduled for March 2020

## Air Canada (Star Alliance)

YVR – AKL (December – March)

## Qantas and American Airlines

Joint business partnership allowing codeshare  
services across the international network.

Additional 170,000 seats

2 new routes launching end of April 2020:

- Brisbane to Chicago
- Brisbane to San Francisco

## Hawaiian Airlines

HNL – AKL (year round)

# Our Proposition



Ease of access (direct overnight flight to Akl)

Genuine hospitality

Quality accommodation, meeting facilities and venue options set against a stunning backdrop

Beautiful, clean and safe environment

Range of activities

Ability to create memorable experiences

Dual Destination (Akl/Qtn)



# Market Activity



IMEX Las Vegas (Sep 2019)

Independent Sales Calls (Sep 2019)

Prevue Incentive Summit (Oct 2019)

Joint ACB QCB Activity (Q1-2020)

American Airlines Famil (March 2020)

Pre MEETINGS Famil (April 2020)

MEETINGS scheduled appointments (April 2020)

IMEX Frankfurt (May 2020)

# IMEX US



## The largest meetings industry tradeshow in the US

3,426 Hosted buyers from 68 countries

800 Buyer attendees from 28 countries

Buyers represent:

- Incentive house/agency/third party planner
- Corporate end users
- Association/Government
- Independent planners

3,500 exhibiting companies from 155 countries

14 NZ Exhibitors on regional stand (incl TNZ)

QCB:

- 21 appointments
- 15 Korero and Kai presentations
- 162 recorded contacts



# Market Insights - TNZ



Noticing more 4 night single destination programme requests

Queenstown is always one of the options

6 night dual destination (2 night Akl)

Competing against iconic European destinations e.g. Paris/Italy

Perceived cost of NZ is a barrier

Consumer climate - from incentive perspective no changes in behaviour, regardless of the political uncertainty, upcoming elections etc.

Weak NZD





# Market Insights - Queenstown



Dual destination programmes are popular due to the distance travelled.

Akl and Qtn - 2 most recognised regions.

International programmes typically 6 nights.

Most enquiries April/May or Sept/Oct.

Preference for centrally located accommodation.

Larger groups open to working on a wave scenario.

Willing to try this to make it work.

Third party planners assume most clients like to experience beach resort and tropical locations. This seemed to be the biggest barrier this year.

Perception of NZ appealing to younger demographics

A close-up photograph of two women with dark hair, smiling and touching their foreheads in a hongi, a traditional Māori greeting. The woman on the left is wearing a grey top, and the woman on the right is wearing a traditional Māori garment with a white feather in her hair.

**Anna Hayward**

**Head of Auckland  
Convention Bureau**

# Overview

- Destination AKL 2025 – one year one
- City highlights & infrastructure
- 2021
- Auckland Convention Bureau
  - Programme of Work
  - Key initiatives and projects
  - Partnerships
  - Incentives strategy

# DESTINATION AKL 2025

Ensuring Auckland is a great place to  
live, work and visit

One year on

Auckland  
Tourism, Events and  
Economic Development  
An Auckland Council Organisation





# Destination AKL 2025

A new direction for  
Auckland's visitor economy

THE STRATEGY

Auckland  
Tourism, Events and  
Economic Development









# Update

- Received 5.2 Million dollars in Investment from over three years.
- Started rolling out Nationally.
- Over 70,000 + People have visited our platform.
- 90 Tourism Companies, representing 257 different business, committed and partnered to better equip our industry with the right talents and skills.
- Over 1000 candidates have signed up ready to take up roles.
- 100+ gained employment to date. Meaning we have added close to 6.8 million dollars to Auckland tourism industry in the last 26 weeks.

**Launching in Queenstown today! 50+ businesses already registered**

**KEEN TO SIGN UP.... EMAIL [kiaora@gowithtourism.co.nz](mailto:kiaora@gowithtourism.co.nz)**



## City highlights



**75%**

AUCKLAND AIRPORT HANDLES  
MORE THAN 75 PER CENT OF  
ALL INTERNATIONAL ARRIVALS  
INTO NEW ZEALAND

# TOP 10

**Friendliest cities in the world**

Condé Nast Traveler Reader Choice Awards 2017

# 3rd

**MOST LIVEABLE CITY  
IN THE WORLD**

Mercer Quality of Living  
Survey 2019

# 2nd



**New Zealand is the  
2nd safest country  
in the world**

Global Peace  
Index 2017



# 21,000

AUCKLAND IS HOME TO  
21,000 INNOVATION-BASED  
COMPANIES - 12% OF THE  
BUSINESS POPULATION

# A Growing City

**95 CRANES**

ACROSS AUCKLAND'S  
SKYLINE

Accounting for 66% of all  
cranes in NZ



The New Zealand International Convention Centre construction site –  
September 2019



VENUE

# The New Zealand International Convention Centre

The NZICC will be opening their doors to welcome the world in 2021.



**32,500 SQM** of meeting space across 4 levels



**THEATRE CAPACITY** 2,850, divisible into 2 separate theatres



**MEETING SPACES** up to 33 meeting rooms at any one time



**Time to CBD/SkyTower:** 5 mins walking distance



**HOTELS** over 7,000 hotel rooms within walking distance



**FLOOR PLANS**  
[www.nzicc.co.nz/venue](http://www.nzicc.co.nz/venue)



# Auckland's Accommodation





## New hotel developments in Auckland

	# of Rooms	Star Rating	Due for opening by year end
Four Points by Sheraton	255	★★★★	Recently opened
SO/ Auckland	130	★★★★★	Recently opened
Horizon Hotel	300	★★★★★	2020
Park Hyatt Auckland	190	★★★★★	2020
Ritz Carlton	265	★★★★★	2019
Hotel Britomart	99	★★★★★	2020
Sudima Hotel	200	Still to be confirmed	2020
IHG Hotel Indigo	225	Still to be confirmed	2021
Cordis, Auckland Expansion	250 additional rooms	★★★★★	2021
Intercontinental Auckland	224	Still to be confirmed	2022

# Auckland 2021

[aucklandnz.com](http://aucklandnz.com)



# Auckland, Host City, of the 36<sup>th</sup> America's Cup presented by PRADA

## Key dates

- December 2020: Race Village opens
- January – March 2021: Auckland Summer Festival
- January: The PRADA Cup
- 6 – 21 March 2021: The 36<sup>th</sup> America's Cup presented by PRADA



# By the numbers

**23:** the length in metres of the new boat

**26.5:** the height in meters of the mast from the deck

**11:** the crew onboard

**6.5:** the weight in tonnes of the boat

**5:** the maximum beam of the boat and the foils' maximum draft

**4:** the foil wing span in metres

**100,000+:** number of man-hours it took to design and build the boat.

**1851:** the year the America's Cup was born

**3:** Times New Zealand has won the America's Cup

**100:** Superyachts expected



# APEC 2021

## APEC 2021 host year overview



APEC involves a year of hosting from December 2020 to November 2021



Up to 20,000 people will be visiting New Zealand across the year, half of which will be during Leaders' Week which is the pinnacle of the host year



Around 10,000 people for Leaders' Week alone, including World Leaders, Trade and Foreign Ministers, business leaders, youth and international media from APEC's 21 member economies



This is a once every 20 years investment and opportunity





# KEY DATES FOR AUCKLAND

- 23 August – 5 September: **Food Security Week**
- Aug/September: **Women and Economy Forum**

## 8- 14 November: **Leaders' Week:**

- Voices of the Future Summit
- APEC CEO Summit





# Programme of work

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## 5 Key Themes



### Attraction



### Market Positioning



### Strategic Influencing



### Investment



### Leveraging

# Our International Business Events Advisory Group

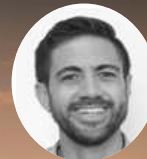




Auckland  
**Advocate  
Alliance**



Dr Delwyn Moller  
Remote Systems Engineer,  
NASA & University of  
Auckland



Dr Mataroria Lyndon  
Clinical Advisor for Māori  
Health Counties DHB



**Networking  
opportunities**

**Meaningful  
engagement  
with university  
sector**

**43**  
**Alliance  
members and  
growing**



# Business Event Services

## Stronger focus on:

- Supporting client from win to post-event
- Delegate marketing programme
- Strengthen the visitor experience
- Educate clients on sustainability
- Client engagement, case studies and actual economic measurement
- Voice of Customer programme

# New initiatives & partnerships

- Destination Queenstown MOU
- Sales representation in Asia market JV Queenstown & NZICC
- AMEX JV/whitepaper on incentive attraction
- Incentive strategy development



# ACB INCENTIVE STRATEGY

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## How to Take Incentives from Another Day at the Beach to a Bucket-List Worthy Experience—And Why It Matters



MEETINGS & EVENTS



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## AGENDA

1. Program Design
2. Creating the Experience
3. Personalization
4. Overcoming Obstacles
5. Impact on Desire to Earn



MEETINGS & EVENTS



# Thank you

**Auckland  
Tourism, Events and  
Economic Development**  
An Auckland Council Organisation



**Auckland  
Convention  
Bureau**

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[aucklandnz.com/meet](https://aucklandnz.com/meet)

# Drinks!

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**Queenstown Convention Bureau**

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