

# Queenstown Convention Bureau QCB Members Update

*The Locker Room, Thursday, August 12, 2021*



**HOME OF  
ADVENTURE**

# Today

- QCB Leads Review – Q4 (Apr-Jun 2021) & Annual Summary
- QCB Activity Highlights
- QCB Key Upcoming Activity
- Richard Clarke Head of Business Events & Major Events
- Networking Time!

16 years with DQ this week!



**Kiran Nambiar**

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Queenstown Convention Bureau  
Director

T: +64 3 441 0753

M: +64 27 611 3188

E: [kirann@queenstownNZ.nz](mailto:kirann@queenstownNZ.nz)



**Jana Kingston**

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Queenstown Convention Bureau  
Business Development Manager  
- Australia & North America

T: +61 3 9551 8968

M: +61 422 299 177

E: [janak@queenstownNZ.nz](mailto:janak@queenstownNZ.nz)



**Sophie Archibald**

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Queenstown Convention Bureau  
New Zealand Business  
Development &  
Marketing Manager

T: +64 3 441 0753

M: +64 27 600 6624

E: [sophiea@queenstownNZ.nz](mailto:sophiea@queenstownNZ.nz)



**Sophie Koehler**

---

Convention Bureau Business  
Development Executive

T: +64 3 441 0708

M: +64 27 293 5445

E: [sophieko@queenstownNZ.nz](mailto:sophieko@queenstownNZ.nz)

# Trade Marketing Team



**Linda McIntosh**  
Trade Marketing Manager



**Alex Holmes**  
Business Development Executive



**Paul Abbot**  
Chief Executive

# QCB Leads Review



## Market Overview & Insights

The following report outlines the key activity and results of the Queenstown Convention Bureau for Quarter 4 (April-June 2021) of 2020-2021 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

The last Quarter has been packed with activity and has delivered some incredible results in terms of leads generated. The 89 leads generated in the last quarter has helped us close this financial year with a 19% y-o-y increase in total leads. Total leads generated in FY 2020-21 is 211 leads up from 177 leads in the previous financial year.

The profile of Queenstown as a C&I destination within the domestic New Zealand market has never been higher. Total leads from the domestic New Zealand market has increased from 48 leads to 56 leads to 138 leads over the last three financial years. The implementation of the QCB Domestic Strategy has been on point with creation of new content and integrated incremental activity across multiple functions Sales, Family, Events, Marketing, Partnerships and PR resulting in a massive increase in Domestic leads. STAPP funding has given a good boost to QCB domestic activity and we also received a top up from Tourism New Zealand Business Events that helped us optimise our activity.

The trans-Tasman bubble opening in the last quarter has also helped generate some momentum with leads from Australia. The constant disruptions is not helping with confidence for C&I organisers. We expect it to take another quarter for things to stabilise before we see more confidence from the market to confirm New Zealand destinations for Business Events

[Continue reading on page 2](#)



**JANA KINGSTON**  
Business Development Manager  
- Australia & North America

The much anticipated announcement at the beginning of the quarter of quarantine free trans-Tasman travel commencing 19 April saw our Australian activity and lead generation spring into life for Q4. The number of leads from Australia was a significant increase on previous years with 37 enquiries being received by the QCB for this one quarter.

With interstate border restrictions also relaxed, the immediate focus was getting back into Sydney to meet with key accounts face-to-face. I saw over 30 clients in 4 days mid April – updating them on new product, understanding their current situations and working with them to create programmes for their clients events. It was very encouraging to see the huge amounts of interest, as evidenced by the number of leads we received in April, May and June.

The Australian C&I Roadshow, held 5 weeks after the borders opened, was a significant piece of in-market activity that the Bureau was able to deliver for our members. On 18 and 20 May, we had 33 operators attend the events in Melbourne and Sydney with 62 and 117 guests at the events respectively. Feedback from members and clients was that the roadshow was hugely beneficial and the dedication to and

[Continue reading on page 2](#)



**SOPHIE ARCHIBALD**  
NZ Business Development  
& Marketing Manager

QCB launched our New Zealand domestic events strategy during the national Covid-19 alert level 4 lockdown in April 2020, with the objective to increase demand and domestic lead generation. With this targeted focus and increase in activity in the New Zealand market leads increased from 56 to 138 in FY 2020-21, a 146% increase.

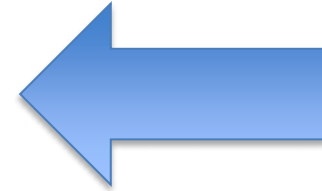
QCB attended MEETINGS tradeshow in Auckland in June, the show was held over two days. MEETINGS brings together buyers and sellers of conference and incentive travel products, to grow mutual business opportunities and share knowledge and ideas. This year was the 25th anniversary of the show. QCB had two appointment streams, one for the NZ market and one for the Australian Market. We had 22 pre-scheduled appointments, 2 walk ups, 1 no show from the NZ market and generated 10 leads. The NZ market had good knowledge about the destination and were ready to explore options for upcoming events with Queenstown as the host region. It is fantastic to see the confidence from the NZ market – after a year of marketing and sales activity into the NZ market we are starting to see great results with leads being generated and business being won.

[Continue reading on page 2](#)

# Q4 Leads Generated






## Total Overview

	NEW ZEALAND		AUSTRALIA		REST OF WORLD		Q4 TOTAL		YE TOTAL	
	Q4 19-20	Q4 20-21	Q4 19-20	Q4 20-21	Q4 19-20	Q4 20-21	Q4 19-20	Q4 20-21	19-20	20-21
<b>GENERATED</b>	20	52	14	37	3	0	37	89	177	211
<b>WON</b>	2	11	1	3	0	0	3	14	31	78
<b>LOST</b>	0	7	0	2	0	0	0	9	42	43
<b>CANCELLED</b>	0	0	0	0	0	0	0	0	19	0
<b>POSTPONED</b>	0	0	0	0	0	0	0	0	0	9
<b>IN PROGRESS</b>	18	34	13	32	3	0	34	66	85	81



# Q4 Leads by Market, by Size

## Number of Leads Generated

DELEGATES	NEW ZEALAND	AUSTRALIA	REST OF WORLD	TOTAL
				
< 50	17	6	0	23
51 to 100	4	9	0	13
101 to 150	12	3	0	15
151 to 200	12	2	0	14
200 to 250	3	9	0	12
> 250	4	8	0	12
TOTAL	52	37	0	89



# FY 2020-21 Leads Generated

## Total Overview

	NEW ZEALAND 2019-2020 2020-2021		AUSTRALIA 2019-2020 2020-2021		REST OF WORLD 2019-2020 2020-2021		TOTAL 2019-2020 2020-2021	
	2.5x						+19%	
GENERATED	56	138	87	63	34	10	177	211
WON	10	67	10	10	11	1	31	78
LOST	10	34	26	6	6	3	42	43
CANCELLED	10	0	7	0	2	0	19	0
POSTPONED	0	2	0	6	0	1	0	9
IN PROGRESS	26	35	44	41	15	5	85	81

# FY 2020-21 Leads By Quarter YOY



Total Overview

GENERATED








Q1	48	36
Q2	37	47
Q3	55	39
Q4	37	89
YEAR END	177	211

# FY 2020-21 Leads by Type






	EVENTS 	ATTENDEES 
Conference	135	21048
Incentive	51	6843
Groups	19	2334
Meetings	6	340

# FY 2020-21 Leads by Market, by Size

## Number of Leads Generated











DELEGATES	NEW ZEALAND	AUSTRALIA	REST OF WORLD	TOTAL
				
< 50	42	10	2	54
51 to 100	30	18	2	50
101 to 150	17	15	1	33
151 to 200	21	4	2	27
200 to 250	13	5	0	18
> 250	15	11	3	29

# Last Three Years

QCB LEADS	NEW ZEALAND	AUSTRALIA	REST OF WORLD	TOTAL	
					
FY 2018–2019	48	77	12	137	
FY 2019–2020	56	87	34	177	+29%
FY 2020–2021	138	63	10	211	+19%

# FY 2020-21 Activity Summary

## Summary Overview

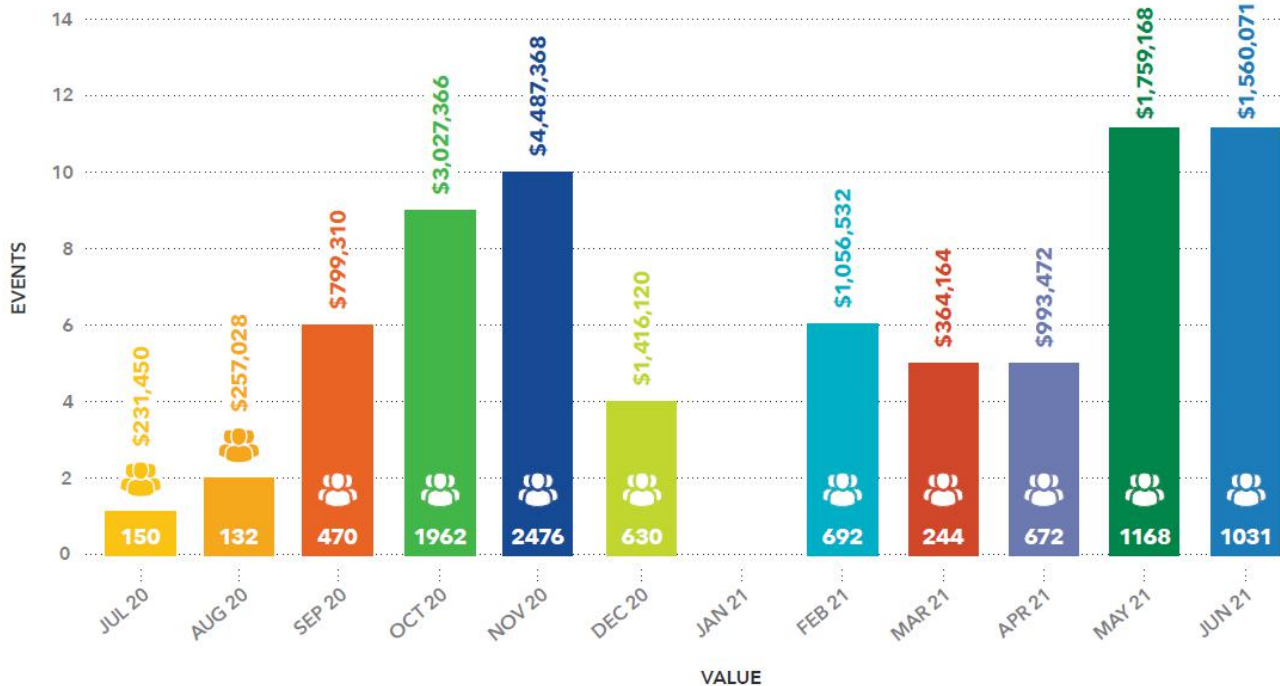
	 NEW ZEALAND 2019-2020    2020-2021		 AUSTRALIA 2019-2020    2020-2021		 REST OF WORLD 2019-2020    2020-2021		 YE TOTAL 2019-2020    2020-2021	
 SALES CALLS	10	236	35	80	16	0	61	316
 TRADE SHOW APPOINTMENTS	0	45	2	18	49	0	51	63
 NETWORKING MEETING / UPDATE	2	0	146	197	26	0	174	197
 SITE INSPECTION PARTICIPANTS	15	39	5	3	5	0	25	42
 FAMIL PARTICIPANTS	0	45	6	17	19	0	25	62
 WEBINAR	0	0	0	0	165	0	165	0



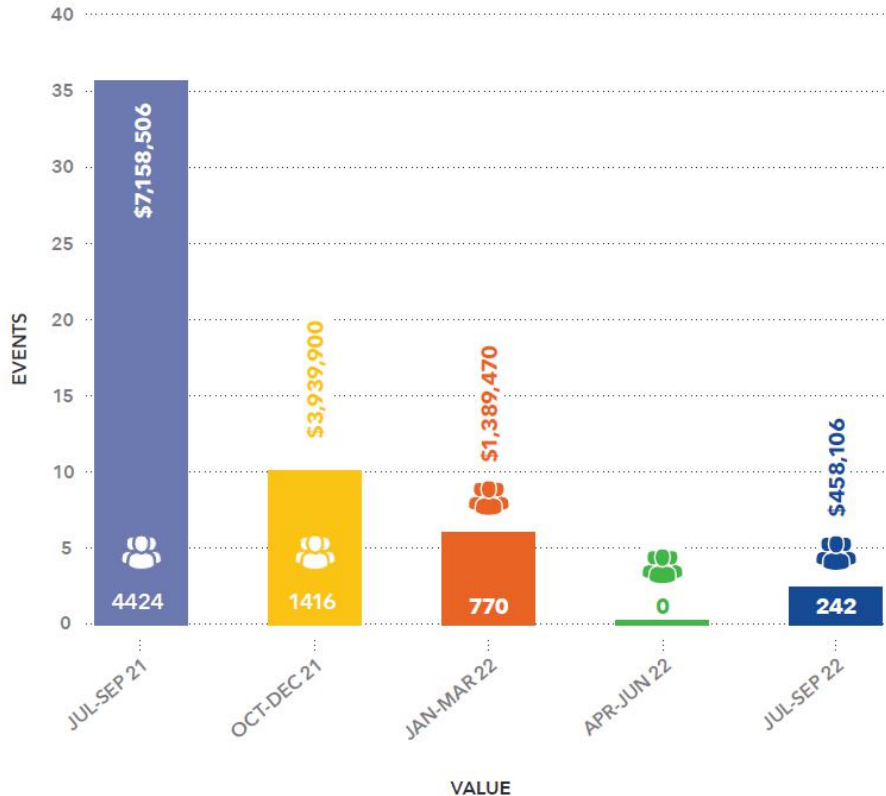
# Business Events Held Last 12 Months

TOTAL EVENTS = 70  
 TOTAL ATTENDEES = 9627  
 TOTAL VALUE = \$16 MILLION

Events: +37%  
 Attendees: -23%  
 Value: +16%



# Forward Outlook - Leads Confirmed











**TOTAL EVENTS = 53**  
**TOTAL ATTENDEES = 6852**  
**TOTAL VALUE = \$12.9 MILL**

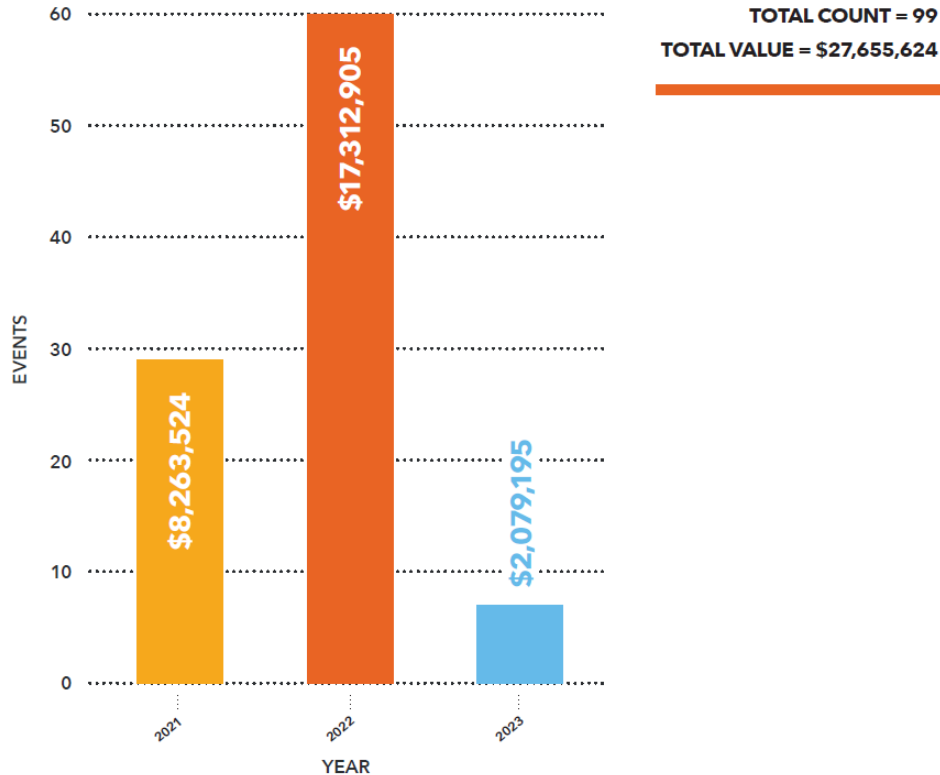
Events: +77%  
Attendees: +49%  
Value: +45%

# Confirmed Leads by Market

Number of Leads Confirmed and Attendees by Market

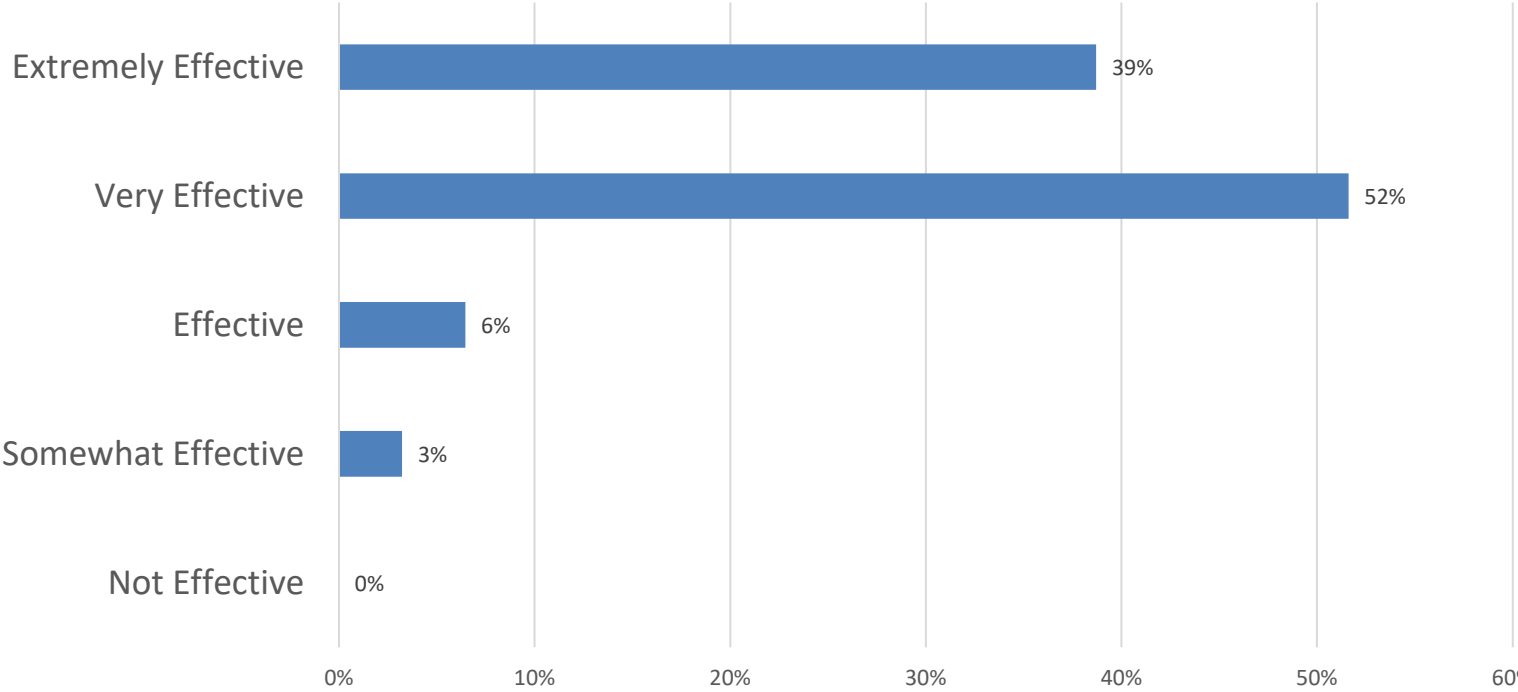
	New Zealand		Australia		International		Total	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
								
JUL-SEP 2021	29	3423	7	1001	-	-	36	4424
OCT-DEC 2021	8	1264	2	152	-	-	10	1416
JAN-MAR 2022	4	598	1	12	1	160	6	770
APR-JUN 2022	-	-	-	-	-	-	-	-
JUL-SEP 2022	-	-	1	242	-	-	1	242

# Forward Outlook: Lead in Progress



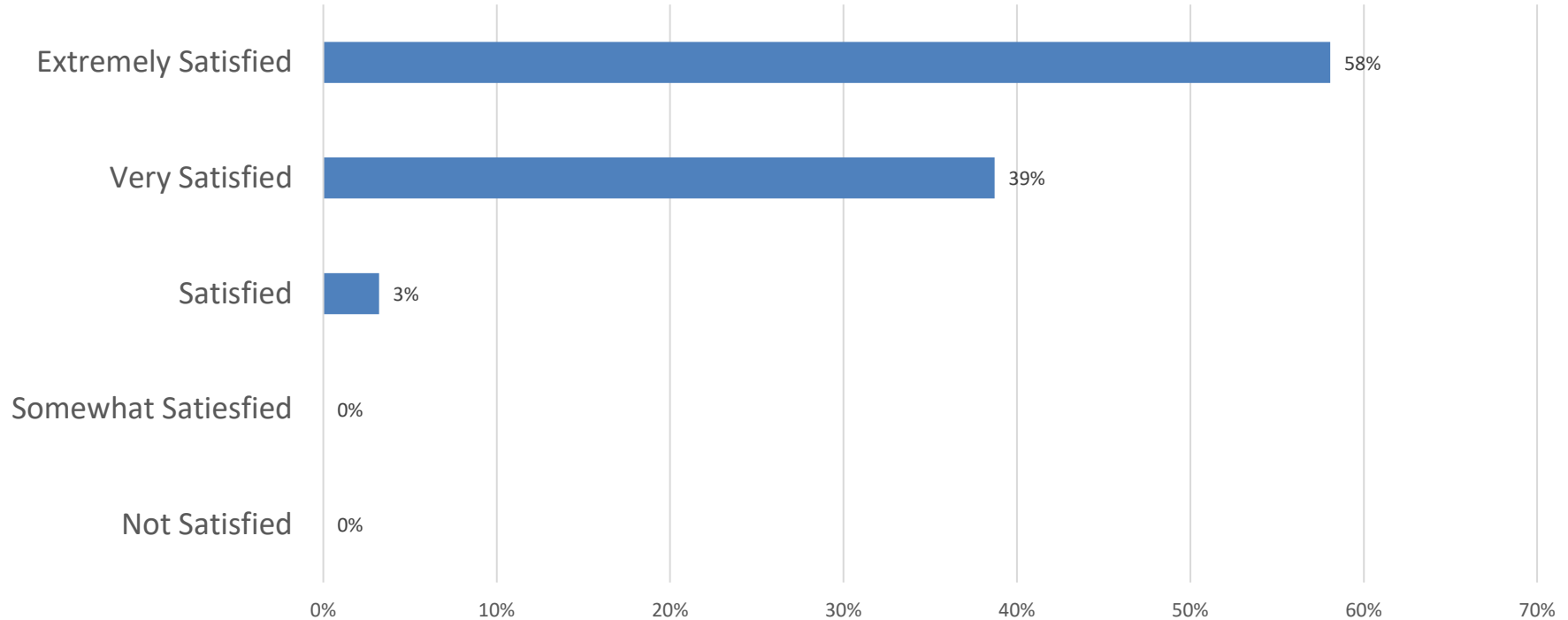
# QCB Australia Roadshow May 2021 Queenstown Exhibitors Survey

# Was the DQ Australia Roadshow an effective way to meet your business needs?





## How would you rate your overall experience with DQ in regards to the delivery of the DQ Australia Roadshow?



# QCB & ACB Conoscenti Event

## Auckland, Tuesday, 10 Aug 2021

# Executive Assistants for CEOs of:

USL Medical

ABB

Icebreaker

Sanitarium

Bupa

Dame Trelise Cooper

Loyalty NZ

Les Mills

Spark

Sky NZ

BNZ

TVNZ

Foodstuffs

Fonterra

Contact Energy

Fidelity Life

Fuji Xerox













**Homeland | The Food Embassy for Aotearoa & The Pacific  
welcomes**

**Conoscenti**

**Wines by Gibbston Valley  
Menu by Peter Gordon**

**Gibbston Valley Methode Traditionelle NV – disgorged 2020**

Crumbed Moodew paneer, tamarind, mandarin (V)

Grilled Moodew paneer, tamarind, mandarin (GF)

**Gibbston Valley 2018 Red Shed Riesling**

Portobello mushroom stuffed with buffalo feta and pumpkin seeds,  
mushroom pâté, many mushrooms (V, GF)

**Gibbston Valley 2019 School House Pinot Gris**

Chatham Islands Blue Cod, coconut, curry paste, quinoa (GF)

Grilled eggplant, coconut, curry paste, quinoa (V, GF)

**Gibbston Valley 2020 GV Collection Rosé**

Creamed Chatham Islands pāua on toast (GF)

Creamed miso mushrooms on toast (V, GF)

**Gibbston Valley 2019 China Terrace Chardonnay**

Roast lemon-spiced cauliflower, hummus, garlic yoghurt,

Aleppo chilli butter, crispy chickpeas (V, GF)

**Gibbston Valley 2019 China Terrace Pinot Noir**

**Gibbston Valley 2019 Greenlee Pinot Noir**

Origin South lamb shoulder, smoked mash,

roast tomato sauce and Chef Naga's gunpowder (GF)

Wood-roast pumpkin, smoked mash, kawakawa pesto (V, GF)

# QCB Business Plan FY 2021-22

# QCB Business Plan FY 2021-22

## Key Activity

1. Host New Zealand Domestic Corporate End User Famil in partnership with Air New Zealand
2. Host New Zealand Trade based Event Managers Famil (PCOs, Incentive Houses) in partnership with Air New Zealand
3. Continue development of new Business Events content – video, presentations and new tools on the website – for Domestic, Australia and Long Haul markets re-positioning Queenstown as the Home of Adventure
4. Deliver a Linked In led digital campaign for New Zealand & Australia with an always on approach
5. Deliver networking events and forums to connect Queenstown C&I operators to Buyers from New Zealand Corporates
6. Launch Home of Adventure to Channel Partners in the Australian Market
7. Attend BEIA's Meetings 2022 and leverage famil opportunities around it
8. Host Australian C&I Buyers famil in partnership with Air New Zealand to deliver 'Queenstown is open' message for Aussie Business Event organisers and Corporate End Users
9. Attend AIME 2022 Melbourne and use the platform to deliver Queenstown Home of Adventure
10. Attend Get Global or similar events in Australia
11. Support TNZ participation at IBTM Singapore in April 2022
12. Participate and facilitate Queenstown operators presence at Meetings 2022 in Christchurch
13. Host 15 C&I buyer participants in MEETINGS 2022 pre/post famil
14. Partnering with BEIA to attend the Australia Direct Selling Association Conference in June 2022

# QCB Business Plan FY 2021-22

15. Run three QCB Advisory Board meetings to collect input for the annual QCB business plan and to review QCB strategy and activity
16. Engage closely with key partners in market – Air New Zealand, Qantas, CINZ, TNZ, AuSAe, SITE
17. Continue close partnership with Auckland Convention Bureau to deliver Auckland and Queenstown dual destination proposition to Incentive programs in long haul markets with focus on China, South East Asia and the United States
18. Develop a US Incentive Strategy in partnership with Auckland Convention Bureau
19. Undertake sales calls in New Zealand, Australia and long haul markets (once borders open) to target key Business Event organisers and Corporate End Users.
20. Attend the annual BEIA conference and other events to influence distribution channels
21. Attend global Business Events Trade Shows supported and promoted by TNZ in markets as borders open
22. Host famils – QCB famils and supporting TNZ and channel partner famils where objectives align.
23. Publish Quarterly Reports summarising Bureau Activity to members
24. Create opportunities for Queenstown operators to visit market for Sales Calls.

# QCB Business Plan Summary

- 5x Famils (New Zealand & Australia)
- Incentive Content Creation
- Australia Incentive Campaign
- Australia Roadshow (Feb 2022 - not confirmed)
- BAU – BEIA Conference, Meetings 2022, AIME 2022, IBTM SIN 2022
- Auckland Convention Bureau MoU

# QCB Business Plan FY 2021-22 KPIs

**Objective:** Maintain existing and develop new industry relationships and partnership opportunities to generate more awareness of Queenstown as the perfect Business Events destination and to increase leads.

**KPI:**

- Number of Leads generated (TBC based on markets coming online: 100 New Zealand, 90 Australia, 30 long haul markets, 220 total leads)
- Linked In led digital C&I Campaign Reach, Web Traffic and Leads generated
- Newsletter Communication Reach (8 newsletters reaching 3,000 PCOs, Incentive and Corporates)
- Sales Calls completed (40 one-on-one and 200 webinars)
- Attend/Organise Road Shows in New Zealand and Australia (130 attendees as buyers)
- Famils and Site Inspections (50 participants hosted)
- Maintain member satisfaction rate for QCB activity at a minimum of 80%



# TNZ Business Events Partnership

# QCB Annual Report

## TNZ Business Events Partnership

### Video Content Creation

#### Mitsubishi Case Study

In partnership with TNZ, QCB produced a case study video of the Mitsubishi Electric high-end incentive trip. This case study gave us the opportunity to showcase Queenstown's incentive credentials and highlight a world class event that has never been held onshore. The final video can be viewed [here](#).



#### QCB Video Series

QCB produced a video series which profiles our local event experts, sharing their stories, passions and highlighting why Queenstown is an extraordinary destination for business events. The aim is to showcase a diverse range of people and stories to highlight Queenstown's USPs for business events.

We have produced 8 videos to date. The videos and articles are housed on a new landing page 'Meet our local event experts', which can be viewed [here](#).



#### QCB Hero Video

QCB produced a hero business events video for Queenstown, to bring our business events brand to life, celebrating our destination and claiming a unique space on a global stage to consolidate our brand positioning. Queenstown offers intangible experiences, so we wanted to connect with senses and emotions. The final video can be viewed [here](#).





# Meet Kylie & Sam from Queenstown!






# LinkedIn Paid Campaigns

**Queenstown Convention Bureau (QCB)**  
726 followers  
Promoted

Meet Ginny from **KJet Queenstown** and go on a journey around the Wakatipu Basin. Discover Ginny's connection to Queenstown and business events.

#meetqueenstown #queenstownnz



**Queenstown Convention Bureau (QCB)**  
435 followers  
Promoted

When you host a business event in Queenstown you step out of your daily groove and experience something extraordinary. Whether you're planning a conference, an incentive trip, a meeting, or an executive retreat, the Queenstown Convention Bureau team offer free, impartial advice, to help you make your business event unforgettable.



Meet Queenstown. No ordinary place to do business. [Learn more](#)

**Queenstown Convention Bureau (QCB)**  
706 followers  
Promoted

In March we welcomed a group of New Zealand based corporate event organisers to Queenstown on the Remarkable Queenstown Family.

Check out this highlight video of what our guests experienced and see the huge range of business event options available in the Home of Adventure.

Thank you to **Air New Zealand** for partnering with us for the event



#meetqueenstown #queenstownnz #famil

**Queenstown Remarkable Famil 2021**

Play 0:01 / 3:08

Queenstown Remarkable Famil - March 2021 [Learn more](#)

55 • 2 comments


**Queenstown Convention Bureau (QCB)**  
693 followers  
2w • Edited •

A world-class destination, welcoming community and sophisticated event experts, Queenstown is the perfect destination for your next business event.

Here bucket list experiences ignite, luxury rewards entice, bonds are forged, and transformation ensues.

Queenstown, where business meets inspiration.

#meetqueenstown #queenstownnz #conference #incentives



**Queenstown Convention Bureau (QCB)**  
693 followers  
3w •



Meet Brad from The Helicopter Line and discover why he thinks businesses should consider Queenstown for their next business event and why New Zealand's the world in miniature.

#meetqueenstown #queenstownnz #conference #incentives

Brad Patterson | Meet our Local Event Experts

Play 0:17 / 2:53

37 • 1 comment

# QCB Annual Report

## TNZ Business Events Partnership

### Business Desk

Queenstown Convention Bureau partnered with Business Desk NZ to promote Queenstown as a Business Event destination to the top corporate decision makers in New Zealand. BusinessDesk (<https://businessdesk.co.nz/>) has a growing audience of around 80,000 monthly unique site visitors, over 50,000 subscribers, and delivers over 355,000 eDMs a month with a 74% open rate. It has a large corporate subscriber base, including all members of Business NZ, EMA and 34 government departments. BusinessDesk readers run and work for many of New Zealand's biggest and best companies, from accountants to lawyers, consultants and directors.

**Deliverables:** x5 pieces of sponsored content published on website, including eDM inclusion.

#### Articles published to date

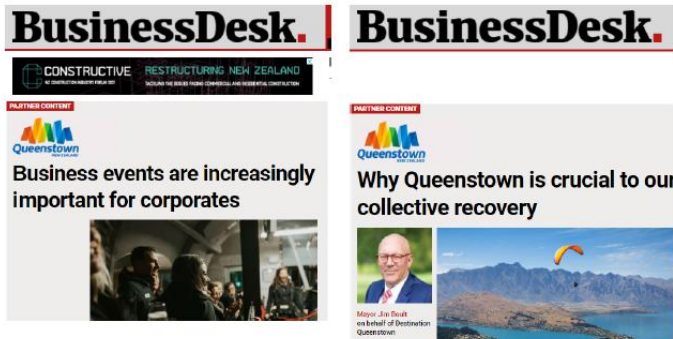
(the final article will be live start August):

<https://businessdesk.co.nz/sponsored/why-queenstown-is-crucial-to-our-collective-recovery>

<https://businessdesk.co.nz/sponsored/queenstown-rising-above-the-negativity>

<https://businessdesk.co.nz/sponsored/why-team-culture-is-key-to-business-success>

<https://businessdesk.co.nz/sponsored/business-events-are-increasingly-important-for-corporates>



### NZEA Partnership

QCB partnered with NZEA. NZEA currently has around 1050 members, many of whom are in the corporate event management space - a key target audience for QCB. It also has a wider database of around 2,400 non-members it can reach via its e-newsletters.

**Purpose:** To extend QCBs existing networks within the events industry and provide lead generation opportunities.

#### Deliverables:

- x1 promotional feature in e-mail blast
- x1 ad placement in e-newsletter
- Listing in the supplier directory
- One-month ad block on NZEA's website
- x6 pieces of sponsored content in eDM

### Campaign Summary (approx. reach):

<b>VIDEO CONTENT</b>		
<b>PAID LINKEDIN POSTS (10 POSTS):</b>	TOTAL IMPRESSIONS	<b>230,801</b>
<b>OTHER PAID DIGITAL MEDIA POSTS (SINGLE IMAGE, FOLLOWER CAMPAIGN, PR CONTENT, ETC.)</b>	TOTAL IMPRESSIONS	<b>347,390</b>
<b>QCB VIDEO SERIES REACH/VIEWS (6 POSTS)</b>	TOTAL REACH/VIEWS	<b>77,409</b>
<b>BUSINESSDESK ARTICLES (4 ARTICLES)</b>	TOTAL VIEWS	<b>18,472</b>



# BusinessDesk

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**PARTNER CONTENT**

**Queenstown**

### Why Queenstown is crucial to our collective recovery



Mayor Jim Booth on behalf of Destination Queenstown

**This content is paid for editorially involved in its content. It meets our required standards and**

Queenstown has long been the poster child for New Zealand tourism – the country's largest export industry. But with the outbreak of COVID-19 and our borders closed, there's no doubt the region has been impacted.

**CORONAVIRUS FREE**

### Infected Sydney man visited Te Papa, Jack Hackett's bar

Staff reporter | Wed, 23 Jun 2021  
 People who visited the street art exhibition at Te Papa on June 19 in the late afternoon should self-isolate and get tested for COVID-19.

**PARTNER CONTENT**

**Queenstown**

### Queenstown – rising above the negativity

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**PARTNER CONTENT**

**Queenstown**

### Why team culture is key to business success



**With the widespread adoption of remote and flexible working arrangements, the traditional 'team' and several other organisational constructs are under review.**

While these changes may give employees more freedom and choice, keeping the team spirit alive can be challenging when team members are not physically present. Developing connection before employees can create a sense of shared purpose, leading to greater productivity and engagement.

**Teamwork is the best technology in the most creative remote activities, and it can't just produce the benefits of virtual connection and awareness.**

**Top QCs speak out: gender quota expected**

Chris Holden | Wed, 23 Jun 2021  
 Leading QCs including Marie Dyrberg, Robert Fisher and Nigel Hampton share their views on the biggest issues facing NZ's legal industry.

**Wake Up Call: Capital covid visit**

Staff reporter | Wed, 23 Jun 2021  
 Businesses are bracing themselves for potential lockdowns if covid is found in the capital city.

**infectious Sydney man visited Te Papa, Jack Hackett's bar**

Staff reporter | Wed, 23 Jun 2021  
 People who visited the street art exhibition at Te Papa on June 19 in the late afternoon should self-isolate and get tested for COVID-19.

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 Updated 23/06/2021 11:02:42

**Subscribe to win a \$6000 Queenstown getaway**



**Interested and relaxed?** We've got you covered. Subscribe to BusinessDesk before the end of April and you'll go to the draw to win a Queenstown holiday in Queenstown for two, including flights.

Queenstown is the premier destination for those with an appetite for the finer things in life. It's a place that's earned its reputation as the luxury adventure playground of New Zealand, and rightly so.

Once winter has been a season for the all set who come for the bracing alpine and open space action at one of the four ski fields of Cardrona, the Remarkables, Coronet Peak and Treble Cone, this is important, the local alpine ski scene boasts more than 200 hectares of land more fitting craft beer brewed in the area, many with a stunning big five in many your eyes in front of, a glass of (cheap) flavoured beer in hand.

Close to the center of town is the heart of the hospitality scene. Here you'll find everything a gourmet could wish for, from the traditional fine dining to fine dining courtesy of signature chefs including Jo Cook, Ben Kelly and Ben Hedley.

Part of the secret of Queenstown's success is the region's outstanding natural beauty. The sheer scale of its landscapes is almost otherworldly – a combination of world-class mountain ranges, glacial lakes and rock, open plains. What also makes the outdoor experiences an legend, being a world of 400. You can choose from six courses. There are hot tubs, nature pools, day hikes, jetboating, rafting and geothermal geysers that leads to be compared to you could just cross Lake Wakatipu around the world's longest 700 kilometre in search of some glacial hot tubs.

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**TECH NEWS**

### Number scan: A year of NZ Covid Tracer app data

Henry Russell | Tue, 25 May 2021  
 The majority of people who downloaded the app are not using it daily.

**TECH NEWS**

### Rocket Lab's unfair dismissal ruling 'unusually strong'

Henry Russell | Tue, 25 May 2021  
 District court judge awarded an employee for unfair dismissal and said about looking at the top end of the scale, larger sums.

**TECH NEWS**

### Inspiration and equal representation the goals as Techweek kicks off

Henry Russell | Tue, 25 May 2021  
 Organisers say this week's programme of events represents an encouraging step towards giving people to pursue a career in technology.

**TECH NEWS**

### NZ tech grows up and



# NZEA Partnership

- QCB partnered with NZEA
- NZEA currently has around 1050 members, many of whom are in the corporate event management space - a key target audience for QCB. It also has a wider database of around 2,400 non-members it can reach via its e-newsletters.
- **Deliverables:**
  - x1 promotional feature in e-mail blast
  - x1 ad placement in e-newsletter
  - Listing in the supplier directory
  - One-month ad block on NZEA's website
  - x6 pieces of sponsored content in EDM

The screenshot displays the NZEA website's navigation and main content. The top navigation bar includes links for 'About', 'Membership', 'Upskill & Network', 'Resource', 'News', and 'Awards'. A secondary navigation bar features 'Awards', 'Conference', 'COVID-19', and 'Suppliers'. The main banner is for the 'EVENTING THE FUTURE 2021' National Events Conference, held on 30 September & 1 October at the Napier War Memorial Conference Centre. Below the banner, the text 'Inspiring a world-class events industry' is followed by a paragraph describing NZEA as the independent events industry body. A 'News and Updates' section on the right offers a free 'Queenstown Business Events Guide' for download. Two images at the bottom show a group of people in red caps and a person's hands typing on a keyboard.



# Summary - Reach/Impressions

Video content - paid LinkedIn posts (10 posts)	Total Impressions: 230,801
Other paid digital media posts (single image, follower campaign, PR content etc)	Total Impressions: 347,390
QCB Video series reach/views (6 posts)	Total Reach/views: 77,409
BusinessDesk Articles (4 articles)	Total Views: 18,472

# TNZ Business Events Planning Session

# PORTFOLIO STRATEGY



**Principle 1:** Domestic is foundation and we have an on-going job to do in this market.

**Principle 2:** Australia, China, USA and BE are core markets with on-going investment and focus.

**Principle 3:** Portfolio diversity supports further growth, resilience and the industry.  
Priority of investment and effort in the rest of the world will be agile.

# Upcoming Key Activity

# STAPP Funding QCB Application

# QCB Australia Strategy

# Auckland Convention Bureau Partnership

# Christchurch Bureau & Te Pae Discussions



# Upcoming Activity

**JUL** 2021

28 JULY

TNZ BUSINESS EVENTS PLANNING MEETING

WELLINGTON

**AUG** 2021

2-5 AUGUST

TOURISM EXPORT COUNCIL ANNUAL CONFERENCE

NEW PLYMOUTH

10 AUGUST

CONOSCENTI PRESENTATION IN PARTNERSHIP WITH AUCKLAND BUREAU

AUCKLAND

11 AUGUST

AUCKLAND CONVENTION BUREAU PLANNING MEETING

AUCKLAND

12 AUGUST

QCB QUARTERLY MEMBERS UPDATE

QUEENSTOWN

AUGUST

DESTINATION ROTORUA & DQ LIVE STREAM US AGENT TRAINING

VIRTUAL

24 AUGUST

CHRISTCHURCH BUREAU & TE PAE PLANNING MEETING

CHRISTCHURCH

ONGOING AUGUST

KARRYON AUSTRALIA TRAVEL TRADE CAMPAIGN

AUSTRALIA

**SEP** 2021

LAUNCH SEPTEMBER

QCB AUSTRALIA MARKETING CAMPAIGN

AUSTRALIA

8-9 SEPTEMBER

TOURISM NEW ZEALAND REGIONAL SHOWCASE, SYDNEY

AUSTRALIA

25 SEPTEMBER

QCB AUCTION SPONSORSHIP NZ GROCERY BALL

AUCKLAND

# Upcoming Activity

**OCT**<sub>2021</sub>

**OCTOBER** CIAL KIA ORA SOUTH CHINESE AGENT TRAINING, AUSTRALIA

**7-10 OCTOBER** F2T AUSTRALIA INCENTIVE FAMIL

**11-13 OCTOBER** BEIA CONFERENCE

**21 OCTOBER** EA INC AUCKLAND EVENT

**OCTOBER** AIR NZ & DQ AUSTRALIA SKI & WHOLESALER FAMIL

**DEC**<sub>2021</sub>

**DECEMBER** AIR NZ AUSTRALIA C&I FAMIL

**DECEMBER** PCOA CONFERENCE, HOBART

**FEB**<sub>2022</sub>

**FEBRUARY** AIME MELBOURNE

**MAR**<sub>2022</sub>

**MARCH** QCB AIR NZ DOMESTIC FAMIL

**APR**<sub>2022</sub>

**APRIL** IBTM SINGAPORE

**JUN**<sub>2022</sub>

**JUNE** QCB AIR NZ DOMESTIC FAMIL

**15-16 JUNE** MEETINGS 2022

**JUNE** AUSTRALIA PRE/POST MEETINGS 2022 FAMIL

**JUNE** AUSTRALIA DIRECT SELLING ASSOCIATION CONFERENCE (BEIA)

# Auckland Unlimited Update

August 2021



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## Richard Clarke

- Kia Ora Tamaki Makaurau
- Auckland Unlimited Structure
- Focus for the year
- AIBEAG
- Regional Events Fund
- Q&A

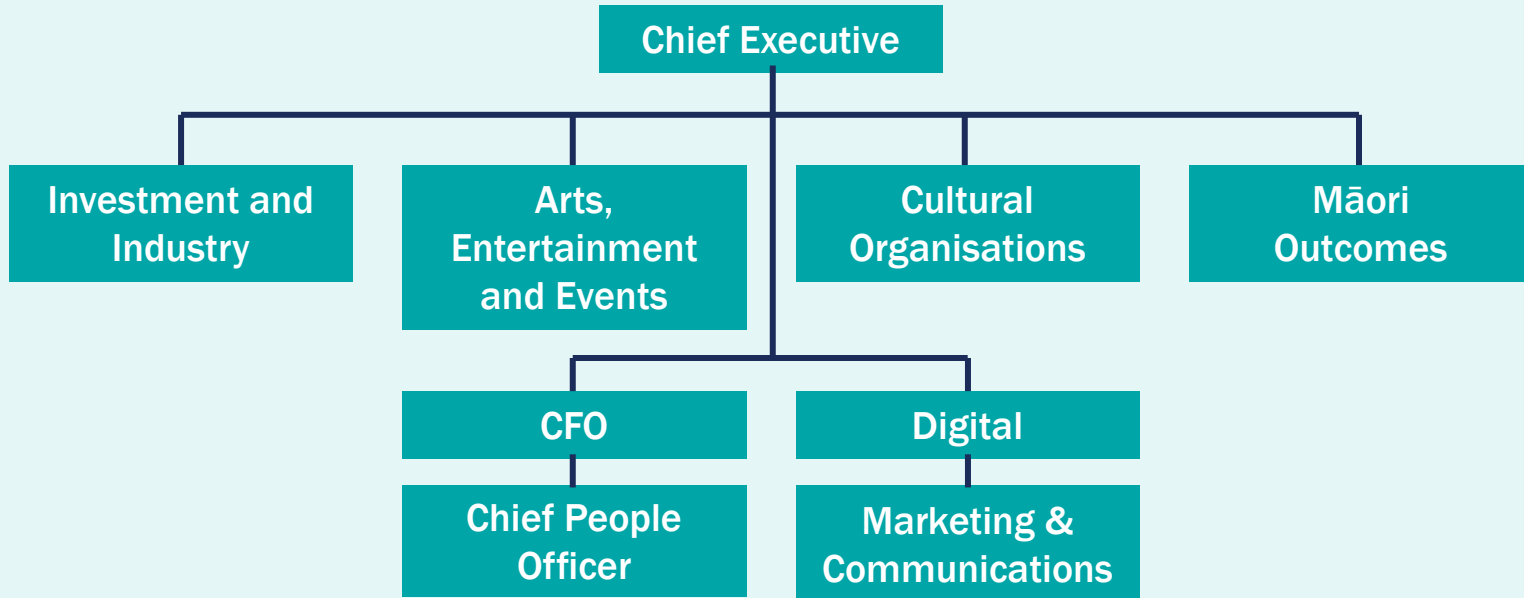


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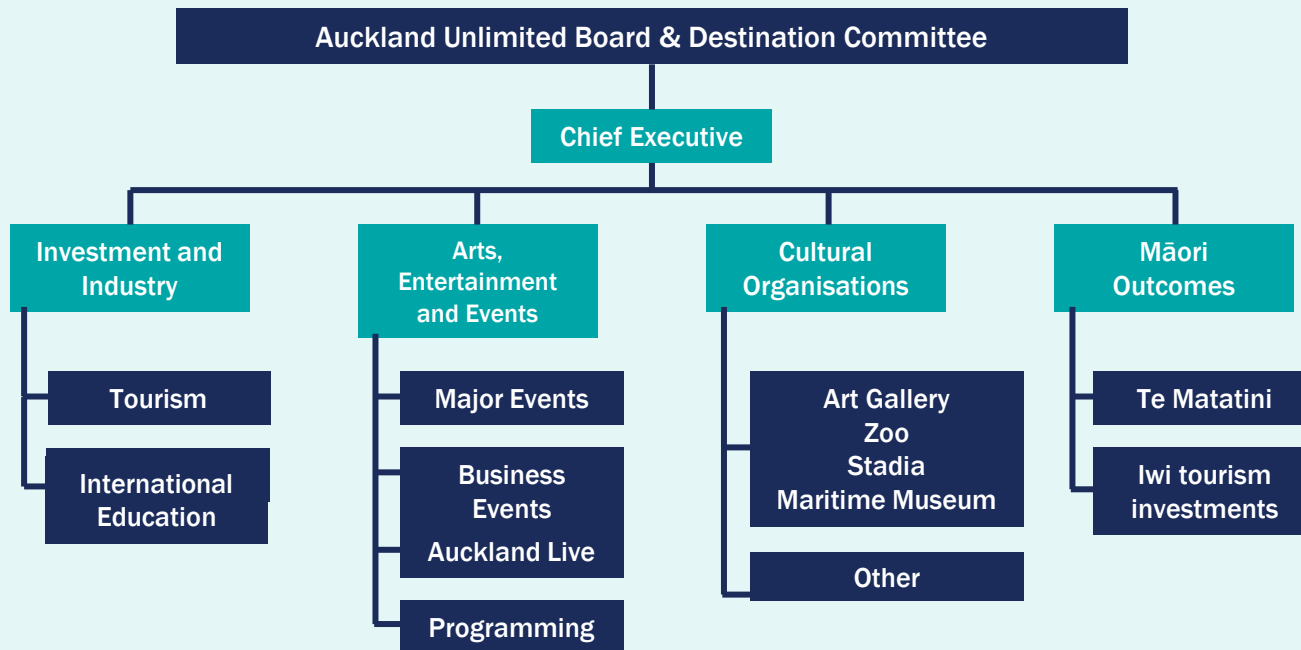
## Kia Ora Tamaki Makaurau video



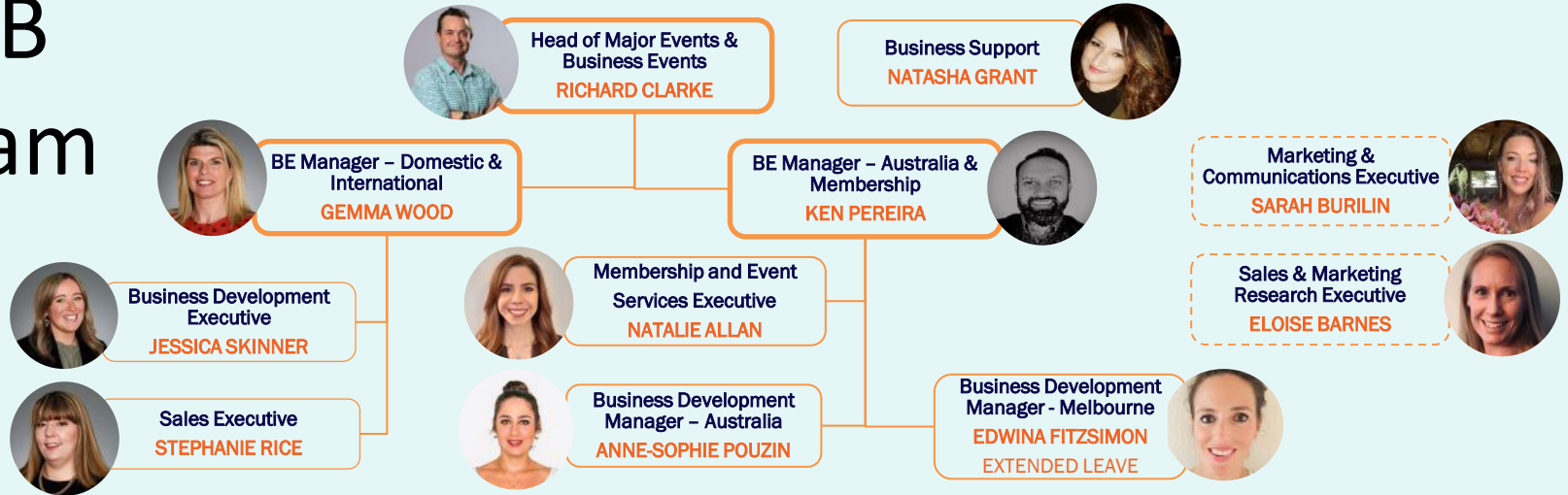
# Auckland Unlimited Structure



# Auckland Unlimited is committed to the Destination Industry



# ACB Team





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## Focus for the year

**Auckland  
Unlimited**  
An Auckland Council Organisation



# AIBEAG

Auckland International  
Business Event  
Advisory Group



# Regional Events Fund

**Auckland Unlimited**  
An Auckland Council Organisation



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# Questions

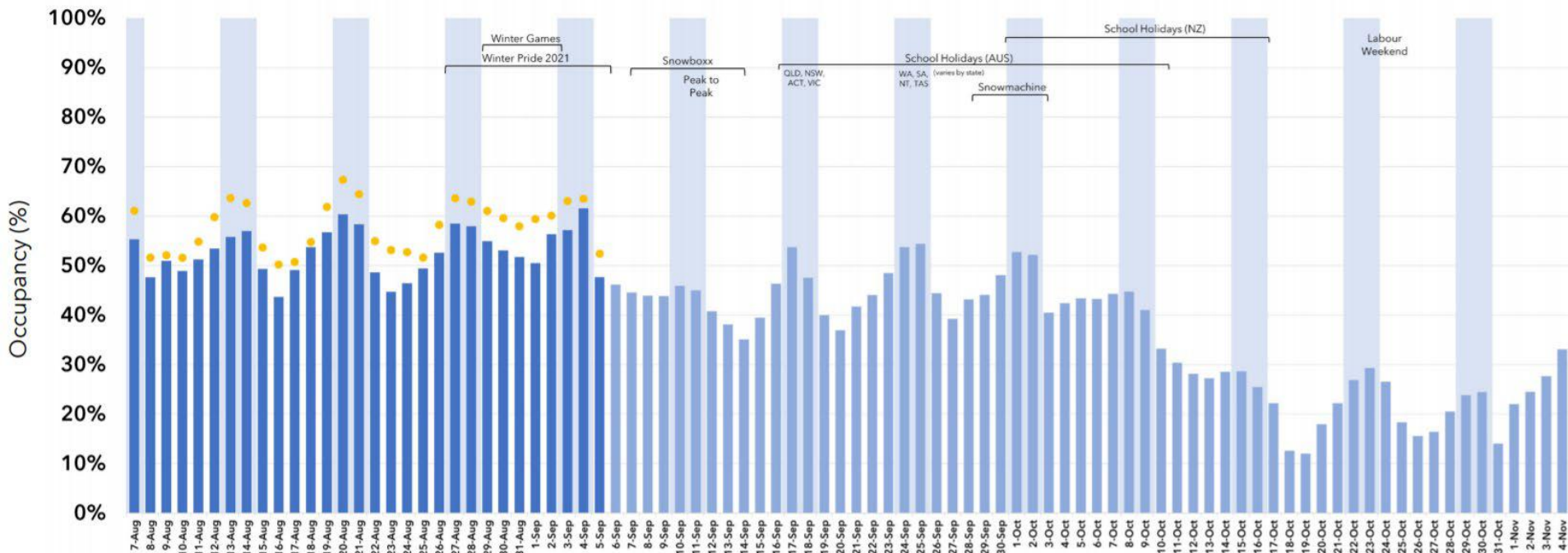
**Auckland  
Unlimited**  
An Auckland Council Organisation



# 90-day Forward Outlook Chart

# Short term visitation 90 Day Forward Outlook

- Next 30 Days
- Following 60 Days
- Weekend (Friday/ Saturday night)
- Pick up (from last publication)

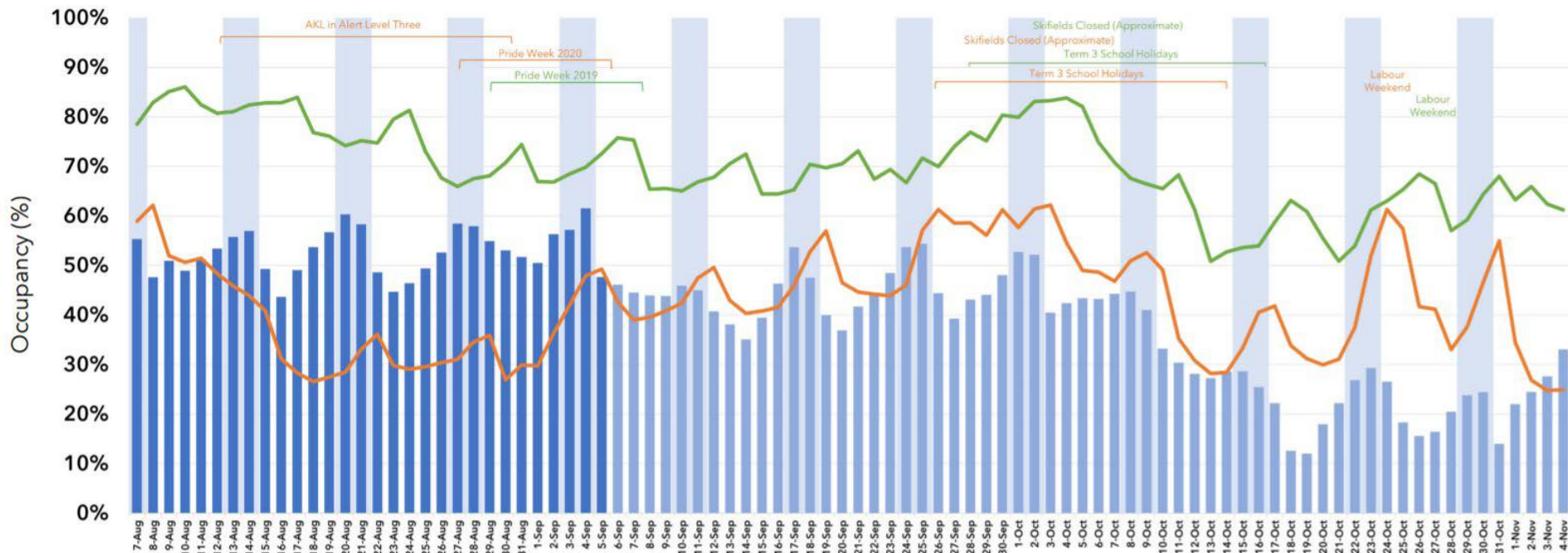




# Short term visitation

## Forward Outlook vs Prior Years Final Recorded Occupancy

- Next 30 Days
- Following 60 Days
- Weekend (Friday/ Saturday night)
- Historical (2020 comparison)
- Historical (2019 comparison)



# Next QCB Members Update:

Thursday, November 18, 2021  
At QT Queenstown