

Queenstown Convention Bureau Members Update

Thursday, November 19, 2020 @ Kamana Lakehouse



HOME OF
ADVENTURE

QCB Team

Eilidh Blanchard – Business Development Executive

Sophie Koehler – QCB Executive (Domestic)

Sophie Archibald – QCB BDM New Zealand & Marketing Manager

Jana Kingston – BDM Australia & North America (Trade & QCB)



QCB Q1 Leads Review

QCB Q1 Quarterly Report



🏠 / DO Member Area



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: kirann@queenstownNZ.nz

Quarterly Reports

[QCB Report Q1 2020-21](#)

[QCB Report Q4 2019-20](#)

[QCB Report Q3 2019-20](#)

[QCB Report Q2 2019-20](#)

[QCB Report Q1 2019-20](#)

Market Insights

Leads Summary

Segmentation

Sources

Lost Reasons

C-19 Impact

Campaign

Activity Summary

Forward Outlook

Calendar of Events

QCB Q1 Leads Summary














Total Overview



	AUSTRALIA		NEW ZEALAND		REST OF WORLD		Q1 TOTAL		YTD TOTAL	
	YTD 19-20	YTD 20-21	YTD 19-20	YTD 20-21	YTD 19-20	YTD 20-21	YTD 19-20	YTD 20-21	YTD 19-20	YTD 20-21
GENERATED	26	8	11	26	10	2	47	36	47	36
WON	2	1	1	4	1	0	4	5	4	5
LOST	4	3	2	3	1	0	7	3	7	3
CANCELLED	0	0	0	0	0	0	0	0	0	0
IN PROGRESS	20	7	8	19	8	2	36	28	36	28



-23%

QCB Q1 Delegates Count

	Conference		Incentive		Groups		Totals	
	Q1 19-20 ATTENDEES 	Q1 20-21 ATTENDEES 	Q1 19-20 ATTENDEES 	Q1 20-21 ATTENDEES 	Q1 19-20 ATTENDEES 	Q1 20-21 ATTENDEES 	Q1 19-20 ATTENDEES 	Q1 20-21 ATTENDEES 
GENERATED 	13120	3680	1791	624		140	14911	4444
WON 	210	660	110	80			320	740
LOST 	9295	160	100			40	9395	200
CANCELLED 								
IN PROGRESS 	3615	2860	1581	544		100	5196	3504














-70%

QCB Q1 Leads Value (EEI)

	Conference		Incentive		Groups		Totals	
	Q1 19-20	Q1 20-21	Q1 19-20	Q1 20-21	Q1 19-20	Q1 20-21	Q1 19-20	Q1 20-21
 GENERATED	\$17.5m	\$5.6m	\$3.6m	\$928k	\$69k	\$20.2	\$6.1m	
 WON	\$3m	\$1.2m	\$1.3m	\$1.1	\$154k	\$4.3m	\$2.2m	

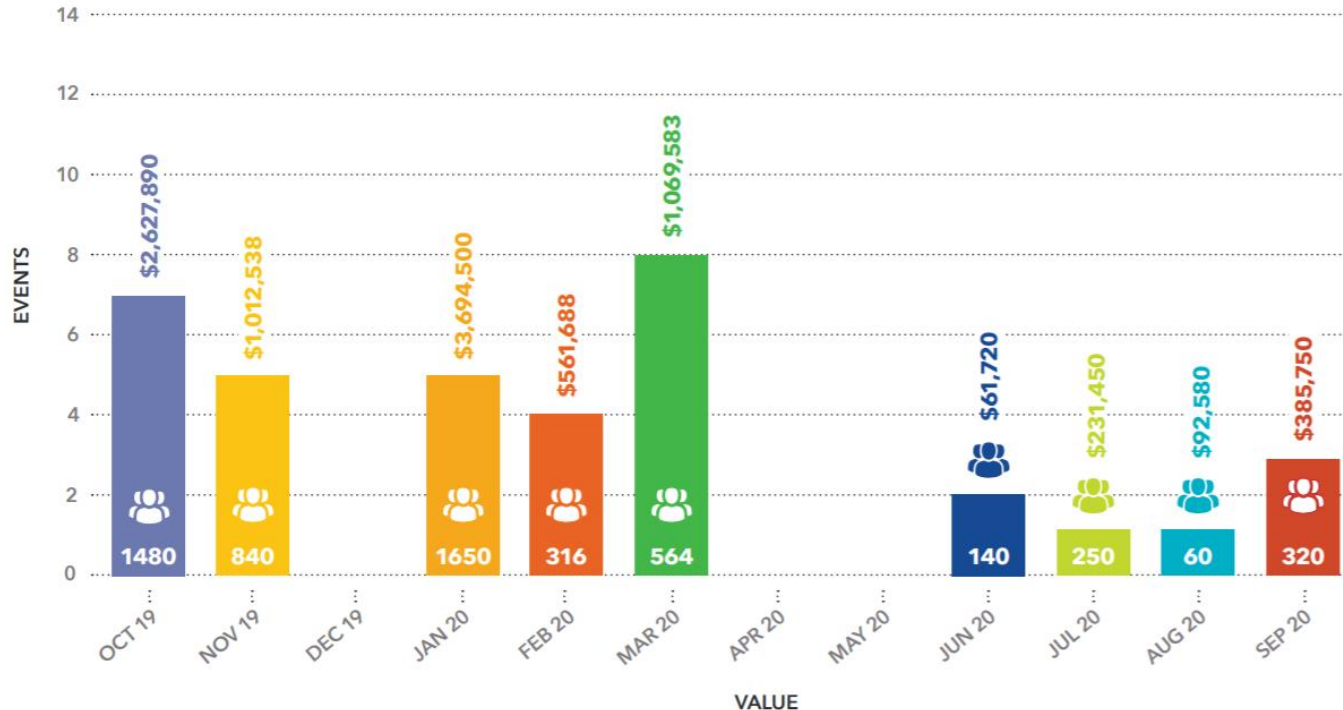
-70%

QCB Activity Summary

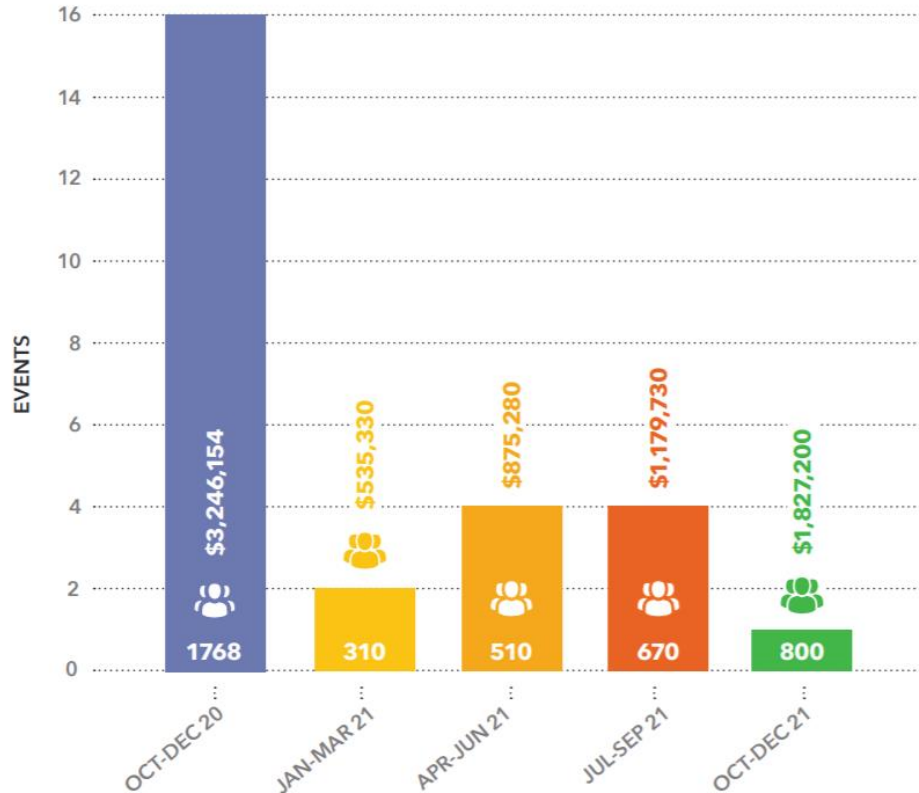
	AUSTRALIA 	NEW ZEALAND 	REST OF WORLD 	Q120-21 TOTAL 	Q119-20 TOTAL 	YE TOTAL 20-21 	YE TOTAL 19-20 	
SALES CALLS 	0	92	0	92	27	92	27	x2.5
NETWORKING MEETING / UPDATE 	0	0	0	0	0	0	0	
WEBINAR 	0	0	0	0	0	0	0	
TRADE SHOW APPOINTMENTS 	0	0	0	0	0	0	0	
SITE INSPECTION PARTICIPANTS 	0	9	0	9	17	9	17	-47%
FAMIL PARTICIPANTS 	0	17	0	17	17	17	17	

QCB Total Events Last 12 Months

TOTAL EVENTS = 36
TOTAL ATTENDEES = 5620
TOTAL VALUE = \$9,737,699



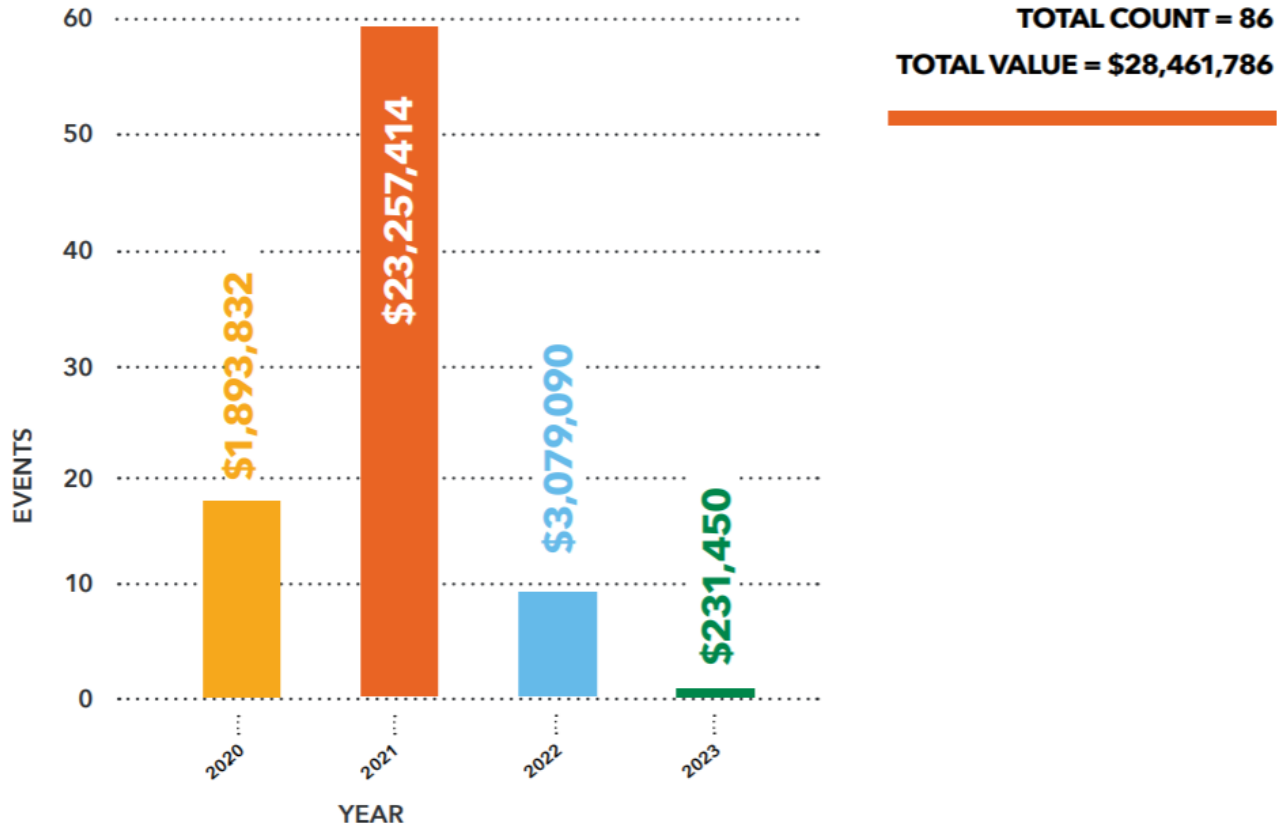
QCB Forward Outlook – Confirmed



TOTAL EVENTS = 27
TOTAL ATTENDEES = 4058
TOTAL VALUE = \$7,663,694

**YOY
-25%**

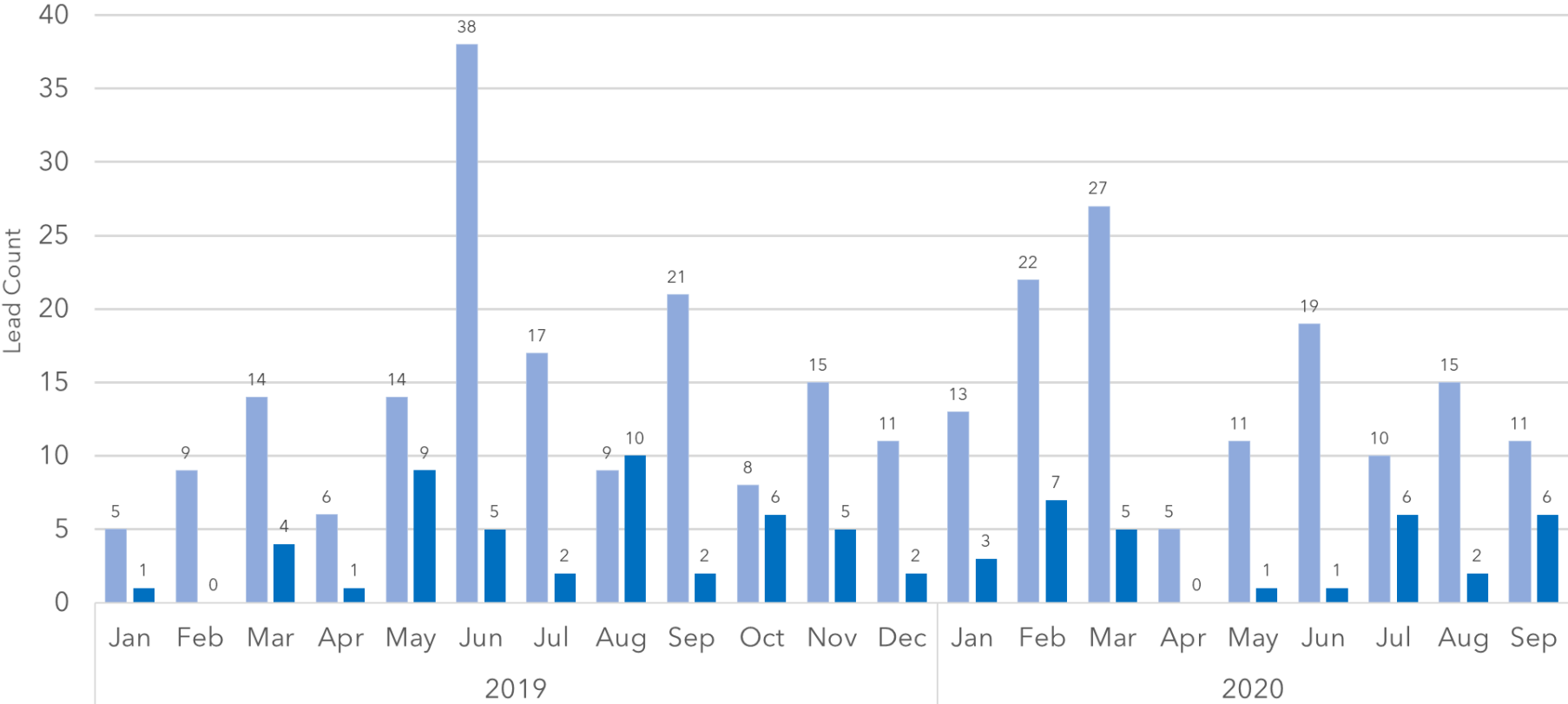
QCB Prospective Leads



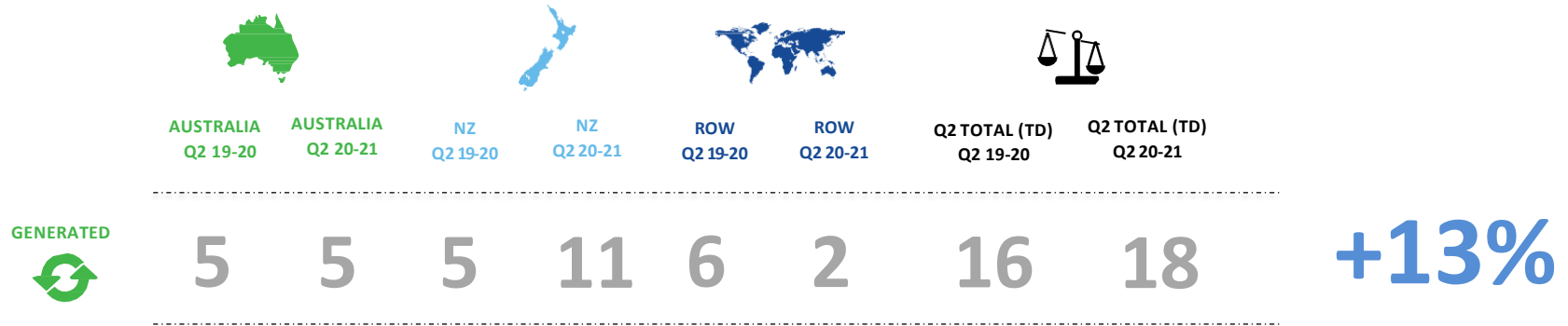
YOY
+18%
\$ +24%

Generated & Confirmed Leads

Generated Confirmed



1 Oct to 19 Nov 2020 Leads:



QCB Upcoming Activity

NZ Grocery Charity Ball

- Estd 2004, premier event in grocery industry social calendar
- Key to Life (mental health) chosen as 2020 beneficiary
- Sat 14 Nov 2020 at Cordis Auckland
- 600 key management from FMCG companies such as Bluebird, Fonterra, CCA and Heinz-Wattie's in attendance.
- 2x Queenstown Escape Packages
- Queenstown Home of Adventure Video

LOT 1

Queenstown – The Home of Adventure – 3 night Queenstown escape

Courtesy of Destination Queenstown, The Rees Hotel, Nomad Safaris, The Onsen Hot Pools

Enjoy three nights' accommodation for two people in five-star luxury at The Rees Hotel, Luxury Apartments & Lakeside Residences. Experience the remote beauty of Skippers Canyon with a Nomad Safaris 4x4 tour plus gold panning experience and enjoy a 60 minute soak at one of Queenstown's most Instagram famous spots – The Onsen Hot Pools.

**Flights and transfers not included. Refer to online listing for blackout dates. Valid for 12 months.*

LOT 11

Queenstown – The Home of Adventure – 3 night luxury escape to Queenstown

*Courtesy of Destination Queenstown, Azur Luxury Lodge, The Grille by Eichardts,
The Helicopter Line, Nomad Safaris, Millbrook Golf Club*

Enjoy three nights' accommodation for two people in a private villa at stunning Azur Luxury Lodge. Included in this fantastic package is dinner at one of Queenstown's finest – The Grille by Eichardts. Get out and see the most remote spots of the surrounding Southern Alps with a Pilots Choice scenic flight with The Helicopter Line, a half day Skippers Canyon Tour in a Tesla thanks to Nomad Safaris and finally enjoy a round of golf at the iconic Millbrook Golf Course!

**Flights and transfers not included. Refer to online listing for blackout dates. Valid until October 2021.*

Where business meets inspiration

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.



queenstownNZ.nz/plan/event-planning



NZ Grocery Charity Ball

2x Queenstown Escape Packages:

-Lot 1 was auctioned off for \$5,000

-Lot 11 was auctioned off for \$8,000

BE Reconnected Auckland 1 Dec 2020

- Speaker Sponsorship
- Major Prize Package Sponsorship
- Presentation Slot
- 4x Queenstown Exhibitors

(Nomad Safaris, Watson & Wyatt and Tom Tom Productions)

PCOA Sydney 7 Dec 2020

- One day event held at Hyatt Regency Sydney
- Attending as a delegate for networking with key clients and sessions
- Dinner for key clients - 20-25 pax post-event in conjunction with TNZ
BE team and other industry partners
- Sales calls to C&I clients and Trade partners

QWA Partnership - Together Journal

- Advertorial in Issue 21, Reach 15,000 copies
- On shelf December 20, 2020 - April 1, 2021
- 2 page Queenstown article
- Social Media: 2 x static IG post + 2 x IG Story with 3 boards
+ 1 x Gallery FB post
- 1 EDM inclusion (database 6,000+)
- Web feature: A variation of the print article on Why you should marry in Queenstown



TNZ Business Events Partnership

- Digital Campaign Partnership
- PR Campaign Partnership
- High End Domestic Incentive Case Study, Nov 19-22

New QCB Content



Kylie from Ripple shares inspiration for gala celebrations for your business event in Queenstown

After managing the Queenstown Convention Bureau and running her own destination management company, Ripple Experience Management, Kylie Brittain knows...

[Read More](#) / ⌚ 8 Min Read



Rob from HQ New Zealand shares his tips for teambuilding events in Queenstown

Meet Rob Stewart-McDonald. Rob's job is to make you look good, by ensuring your business event in Queenstown exceeds everyone's expectations.

[Read More](#) / ⌚ 9 Min Read



Five Activities To Compliment Your Business Event In Queenstown

Whether you're hosting an executive retreat, a seminar, or a teambuilding trip to Queenstown, at some point you're going to want to get...

[Read More](#) / ⌚ 4 Min Read



Top locations for executive retreats in Queenstown

The benefits of executive retreats are many. Bring everyone together and get out of your daily groove to find a fresh perspective. Make space to...

[Read More](#) / ⌚ 8 Min Read



10 Reasons to Meet in Queenstown

There's never been a better time to host your business event in Queenstown. Local event experts explain why hundreds of top businesses choose...

[Read More](#) / ⌚ 4 Min Read



Sarah from QT Event Collective shares tips for styling business events in Queenstown

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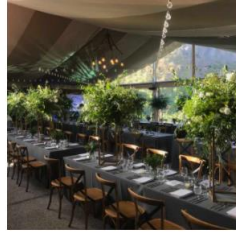
[Read More](#) / ⌚ 8 Min Read



Boardrooms With a View

Six Queenstown Meeting Spaces with Astonishing Vistas

[Read More](#) / ⌚ 6 Min Read



Top locations for Christmas parties in Queenstown

Six Queenstown venues to make your staff Christmas party unforgettable

[Read More](#) / ⌚ 5 Min Read



QCB C&I Video Series, Q1 2021

Strategy

- Leverage the power of storytelling and authentic narratives to position.
- Showcase 'why' Queenstown is a world-renowned business event destination.
- Showcase a range of venues and activities.

10x Subjects

- Rob HQNZ
- Kylie Ripple
- Sarah QT Event Collective

Tourism Marketing Solutions

- TMS database approximately 2500 organisations nationwide
- FY 2020-21 TMS has contacted over 500 organisations
- TMS has secured specific interest/leads for Queenstown from 140 companies during this time
- Product EDM has been sent out in the months June and Sept 2020 with an average open rate 24.5% recipients 1800 companies
- A Solus EDM is scheduled for DQ late Nov/Early December
- Winning Industries identified in 2020: Real Estate, Aged Care Facilities, Vehicle Companies, Construction, Building and Infrastructure, Food and Packaging, Technology, Healthcare

New Markets – Student Groups

- QCB expanded into Weddings, Film Crew, SLT, Board Meetings, CE Retreats
- Market Research Phase for Student Groups
- Update on Activity Plans in Jan 2021

QCB PR Opportunity, Feb-Jun 2021

- Hustle & Bustle PR
- One Plus One

The Office PA and Event Planners show

- Cordis Hotel, Auckland ,23-24 March 2021
- 600+ Attendees
- Office Managers/Administrators
- Event Planners
- EAs/PAs

Conoscenti, Auckland 16 Feb 2021

- 35 EAs of leading New Zealand Companies
- In partnership with Auckland Convention Bureau
- Hosting event at America's Cup Village
- Presentation followed by Networking Function

Air NZ Domestic Corp Famil Mar 2021

- 20x Corporate Buyers
- 2nts with an option to stay an additional night
- EOI from 63 Queenstown Operators
- Networking Event for Accommodation
- Tradeshow Appointments Session

Meetings 2021 Christchurch 30Jun-1Jul

- QCB Stand
- Expecting 20 Queenstown Operators
- Air NZ Post-famil for 20 Australian Buyers

Australia VIP Famil 2021

- Co-hosted with Air New Zealand
- First Tasman Flight into Queenstown
- QCB + Trade + Media VIPs
- Stay tuned

AUS QCB/Trade Roadshow 2021

- Within 4 weeks of Trans Tasman opening
- Sydney & Melbourne
- 1-on-1 Trade Product Manager appointments and Lunch
- Evening QCB Networking Event
- Brisbane extension for Trade (ANZCRO & Flight Centre)
- Bigger reach expected

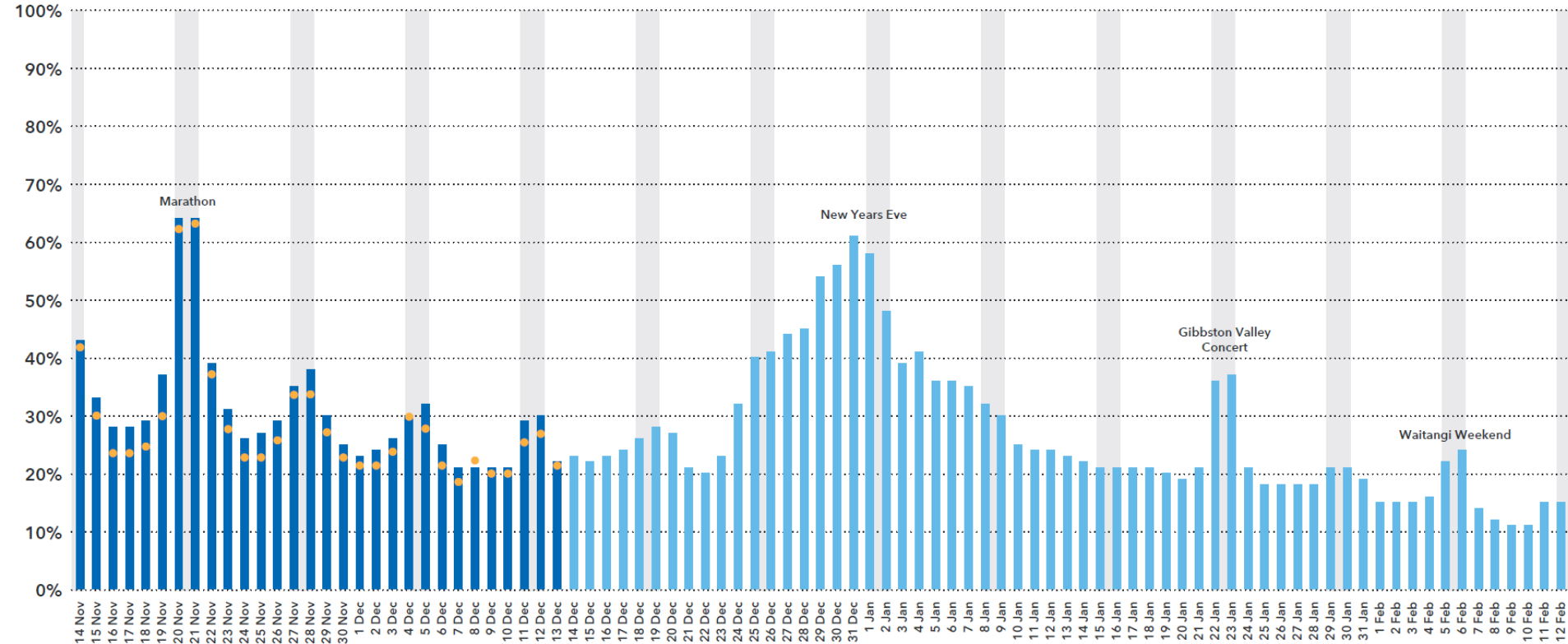
30 Day Forward Outlook Chart

30 Day Forward Outlook Chart

DQ has developed a 30 day forward outlook chart indicating the current levels of accommodation occupancy in Queenstown based on actual forward bookings and predictive forward data.

DATA SOURCE	STR FORWARD STAR	AIRDNA – FUTURE DEMAND ANALYSIS	OTA INSIGHTS	AIR NEW ZEALAND
				
INFORMATION 	Based on real occupancy on the books from a set of 12 properties. Free to submit data if you are part of STR.	Forward looking occupancy rates (actuals) in a set of over 1,800 active alternative lodging properties in the wider Wakatipu basin.	Market intelligence capturing booking intent in real time. Takes into account OTA, GDS, alternative lodgings. Gives a “heat” map.	Weekly seat capacity growth compared to same week last year. Share monthly.

30 Day Forward Outlook Chart





Thank You!



HOME OF
ADVENTURE

Jana

Busy Bee Jana

- Lead and enquiry management and submission – working with multiple clients on future business for 2021 and beyond for both Australian and US incentives
- Programme design for Australian PCO clients looking to update their proposal ideas for Queenstown incentives – a lot are using this time to revamp their offerings
- Destination update zoom calls with key accounts teams
- Regular catch ups with industry partners including CINZ, TNZ, Air NZ and ACB
- Lead follow up – ongoing
- Revised proposal documents – accommodation and dinner venues
- PCOA Conference in Dec along with sales calls to key clients and trade partners
- Australian Roadshow Jan-March 2021 planning
- MEETINGS 2021 planning including post-famil for Australian Hosted Buyers
- SITE Member destination update webinar
- Trade work – ongoing including webinars for TNZ South East Asia, TNZ Australia and training sessions with wholesalers