

# QCB Members Update

*Thursday, August 27, 2020 @ Holiday Inn Express & Suites*



**HOME OF  
ADVENTURE**

# QCB Q4 Quarterly Report



Plan See & Do Stay Eat & Drink Event Planning Stories

My Queenstown (0)



🏠 / DQ 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](mailto:kirann@queenstownNZ.nz)

## Quarterly Reports

[QCB Report Q4 2019-20](#)

[QCB Report Q3 2019-20](#)

[QCB Report Q2 2019-20](#)

[QCB Report Q1 2019-20](#)

[QCB Report Q4 2018-19](#)

[QCB Report Q3 2018-19](#)







[QCB Report Q2 2018-19](#)

[QCB Report Q1 2018-19](#)

- Quarterly & Annual
- Market Insights
- Leads Summary
- Segmentation
- Sources
- Lost Reasons
- C-19 Impact
- Campaign
- Activity Summary
- Forward Outlook
- Calendar of Events



# QCB Annual Leads Summary

	AUSTRALIA 		NEW ZEALAND 		REST OF WORLD 		TOTAL 		
	2018-2019	2019-2020	2018-2019	2019-2020	2018-2019	2019-2020	2018-2019	2019-2020	
GENERATED 	77	87	48	56	12	34	137	177	<b>+30%</b>
WON 	10	10	16	10	2	11	28	31	
LOST 	30	26	14	10	3	6	47	42	
CANCELLED 	1	7	1	10	0	2	2	19	
IN PROGRESS 	36	44	17	26	7	15	60	85	

# QCB Annual Activity Summary

	AUSTRALIA		NEW ZEALAND		REST OF WORLD		YETOTAL	
	2018-2019	2019-2020	2018-2019	2019-2020	2018-2019	2019-2020	2018-2019	2019-2020
SALES CALLS	83	35	34	10	13	16	130	61
NETWORKING MEETING / UPDATE	25	146	0	2	2	26	27	174
TRADE SHOW APPOINTMENTS	74	2	82	0	72	49	228	51
SITE INSPECTION PARTICIPANTS	11	5	29	15	0	5	40	25
FAMIL PARTICIPANTS	41	6	26	0	58	19	125	25
WEBINAR	0	0	0	0	0	165	0	165

+50%

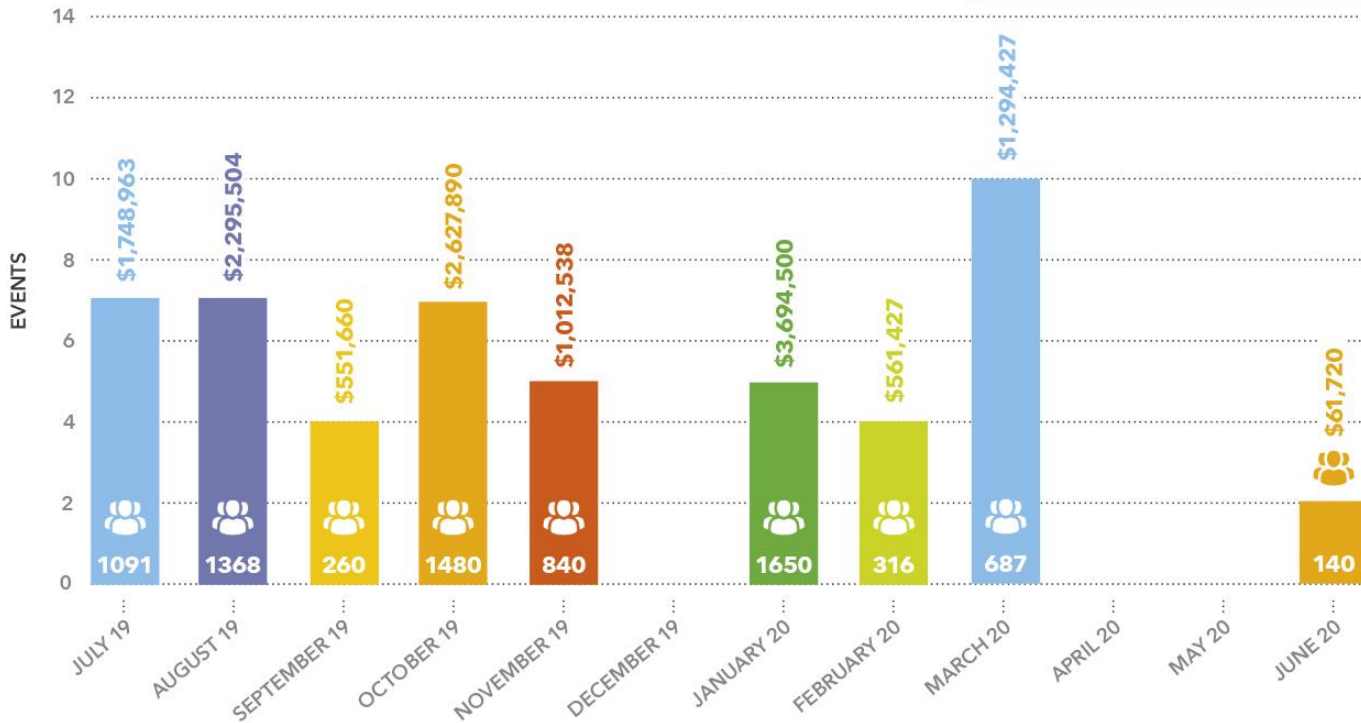
Down

Down

Down

# QCB Total Events FY 2019-20

TOTAL EVENTS = 51  
TOTAL ATTENDEES = 7832  
TOTAL VALUE = \$13,848,890



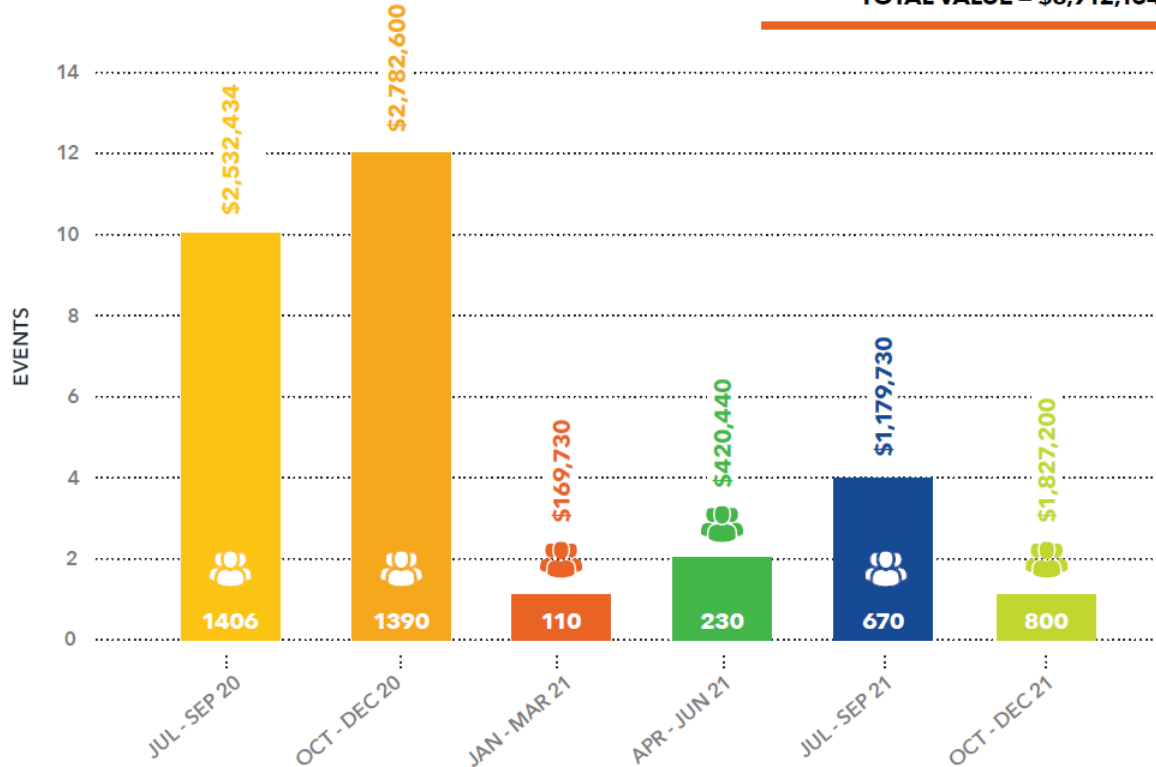
## +38%  
\$\$ +94%



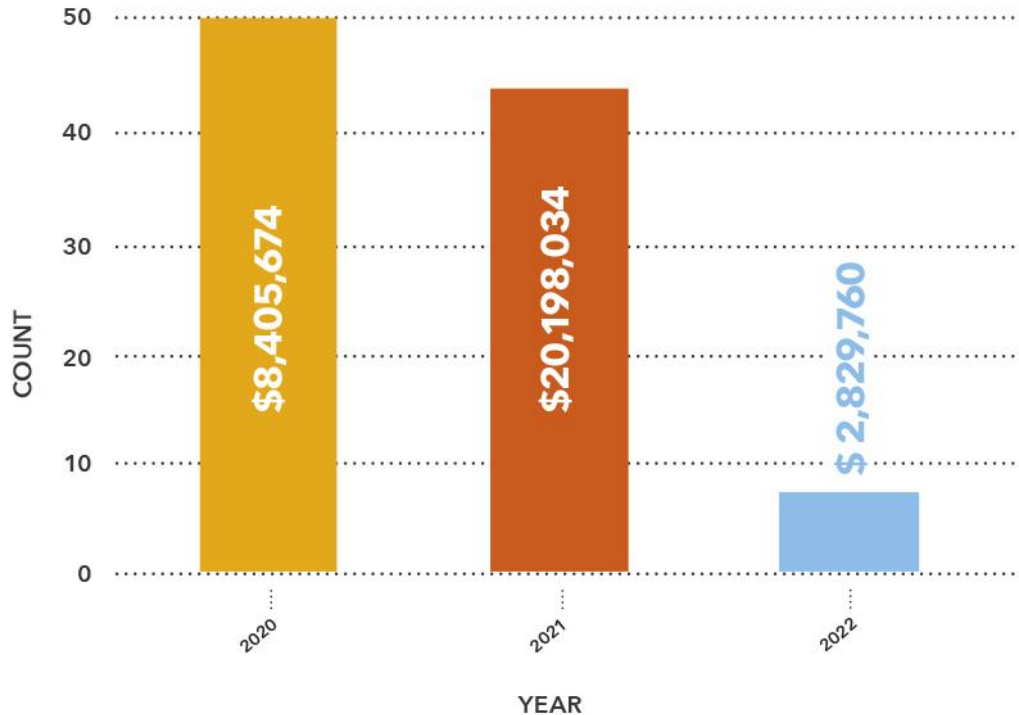
# QCB Forward Outlook – Confirmed

TOTAL EVENTS = 31  
TOTAL ATTENDEES = 4606  
TOTAL VALUE = \$8,912,134

Numbers Holding  
Value Trending Down



# QCB Prospective Leads



## +62%

\$\$ +44%

**TOTAL COUNT = 102**

**TOTAL VALUE = \$31,433,468**

# July-August Leads:

July-Aug	Australia		New Zealand		ROW		Total	
	2019	2020	2019	2020	2019	2020	2019	2020
<b>Leads Generated</b>	15	7	7	14	3	2	25	23



# QCB KPIs FY 2020-21

- **Number of Leads generated (100 New Zealand, 60 Australia, 30 long haul markets, 190 total leads)**
- **Linked In led digital C&I Campaign Reach, Web Traffic and Leads generated**
- **Weddings Campaign Reach, Web Traffic and Referrals**
- **Seasonal Communication Reach (4 newsletters reaching 3,000 PCOs, Incentive and Corporates)**
- **Sales Calls completed (40 one-on-one and 200 webinars)**
- **Trade Road Shows in New Zealand and in-Market (130 attendees as buyers, 20 members as sellers)**
- **Famils and Site Inspections (50 participants hosted)**

DESTINATION QUEENSTOWN

# QUEENSTOWN CONVENTION CENTRE

*Advocacy Prospectus*

Potential

Why?

Components

Benefits

Opportunity

*A Queenstown convention centre*

# THE OPPORTUNITY

---

The development of a convention centre or a large-capacity conference and event facility in Queenstown will bring numerous economic and social opportunities to the resort, with flow-on benefits dispersed throughout the wider Southern Lakes region.

Investment in the growing global conference and incentive industry is vital for the ongoing success of business tourism in Queenstown and it is envisioned that a world-class convention centre would play a significant role as an economic driver not only for Queenstown, but for New Zealand as a whole.

To discover more about the convention centre opportunity or conferencing in Queenstown, please contact the Queenstown Convention Bureau:

*Kiran Nambiar*  
Business Development Director  
kirann@queenstownNZ.nz  
+64 27 611 3188

*Jana Kingston*  
Business Development Manager - Australia  
and North America  
janak@queenstownNZ.nz  
+61 422 299 177



# CSR: Community Connection Programme



# Community Connection Programme

Corporate Social Responsibility Programme



queenstownNZ.nz



## Community Connection Programme prospectus





## Whakatipu Wildlife Trust



### About us

The Whakatipu Wildlife Trust (WWT) is a community based conservation group whose mission is to create a predator free environment throughout the greater Wakatipu Basin so that our wildlife can flourish. We serve as the "keeper of the big picture" for over 40 trapping groups to help share resources, create synergies and to work to bring back the birds and wildlife now and for future generations.

### Ways to support

Cash donation: A DOC 200 trap with bait costs \$100 and every trap purchased can aid in bringing down our predator numbers.

Sponsorship of Wild Places: Many of our unpopulated areas are in dire need of trapping. While we have volunteers ready, we are looking for sponsors for areas like Moke Laka, Gorge Road and areas along the Glenorchy Road. A donation of 30 traps would give us the capacity to fill in the big gaps in the map creating larger landscapes that are predator free across the district. Thirty traps could be responsible for the removal of upwards of 200 predators in a year.



CONTACT: Leslie Van Gelder  
● leslie.vangelder@gmail.com  
● whakatipuwildlifetrust.org.nz



## Baskets of Blessing Charitable Trust



### About us

Queenstown's Baskets of Blessing volunteer charity organisation provides a platform coordinating generous donations of products, time and money to deliver unexpected gift baskets and food packs to locals struggling from unexpected life predicaments.

Increasingly, local individuals and families are facing incredible challenges, typically without family or support networks. Those impacted range across all ages, socioeconomic groups and cultures. Severe illness or injury, financial or marital distress, separations and solo parenting all take their toll.

Baskets of Blessing create customised gift baskets to reinforce that people do care and to offer positive uplifting moments. Baskets of Blessing also receive surplus food from supermarkets that previously would have been discarded. Volunteer teams regularly collate, cook and distribute from meal packs. All recipients are nominated anonymously and actioned without judgement.



baskets of blessing

CONTACT: Lee Nicolson  
● info@basketsofblessing.co.nz  
● basketsofblessing.co.nz

## Lakes District Museum Inc



### About us

The Lakes District Museum is a trust run museum and was established in 1948. It is appropriately set in the former gold mining town of Arrowtown. The museum is recognised as one of the best small museums in New Zealand. It depicts the history of the pre European Māori, the European settlers and gold miners, and the Chinese miners. Our collection area covers the whole of the Queenstown Lakes District. The museum actively stores the districts archives and photographs, curates history and art exhibitions, runs an oral history recording programme and runs a full time education programme. Our archive room is actively used by researchers, writers and students. The museum is active in protecting and restoring a number of the districts heritage buildings and owns and runs Arrowtown's historic Post Office.

### Ways to support

Cash donation: We welcome any contribution to our many projects but suggest \$10 per head. Your donations will assist in two of our very worthwhile ongoing projects. The first is the digitisation and archiving of our

photographs, slides and moving footage. We have a large collection and as we get new donations we need to appropriately store them. The second is the recording of the stories of our older residents as part of our Oral History Archive. We have achieved over 600 hours of interviews including the stories of early settler families, early tourism pioneers, war veterans and wine growers. We have a long list of other people who need to be interviewed.

Sponsorship: Sponsorship towards the restoration of the museum's heritage buildings.

The museum is partly housed in two heritage buildings. The former Bank of New Zealand and the bank's stables. Both buildings need seismic strengthening and restoration. This is a massive undertaking and the museum is actively fundraising to raise the \$3 million required. As part of the restoration that will raise the building to its former glory, new displays are to be installed. Your sponsorship would ensure the ongoing viability and display of the district's history and the restoration of one of the district's finest buildings.



CONTACT: David Clarke  
● director@museumqueenstown.com  
● museumqueenstown.com

## Queenstown Mountain Bike Club



### About us

The Queenstown Mountain Bike Club (QMBC) is the organising body of mountain bike trails on the hills and mountains around Queenstown. The club builds and maintains a substantial trail network throughout the region which is open to locals and visitors at no cost. The club facilitates mountain biking events for a variety of skill and experience levels. The club also provide a youth training and coaching programme open to any members. The club was formed in 2003 and has a membership of over 1000.

### Ways to support

Cash donation: The cost to build a quality trail is approximately \$20-\$30 per metre and our trails are between 400m to 4km long. Annual maintenance of the club's network is \$50,000 per annum and there is minimal financial assistance provided toward this by local or national government.

Building and maintaining trails is the key component of the QMBC's role in the community. Our experience, coupled with our relationship with landowners, allows us to build trails that are an asset

shared with the local community and businesses. QMBC trails are the core of the Queenstown mountain biking experience, bringing people from around the world to experience the Queenstown mountain bike experience. For locals it is an asset that is free to all.

Sponsorship: Sponsor construction or maintenance of a trail to ensure the trails can remain an asset that is safe for use and open to all who wish to use them. Alternatively sponsor an event for the community to help raise funds to continue our important work in the community and supporting local mountain bikers to become members.

Volunteer hours: The club runs dig nights most Wednesdays, constructing and organising maintenance on our network of trails. Contact us to organise to your group to join in with our next dig night. No experience necessary, although personal protective equipment may be required by individuals.



CONTACT: The QMBC President  
● president@queenstownmbc.co.nz  
● queenstownmbc.co.nz

# 16 progs



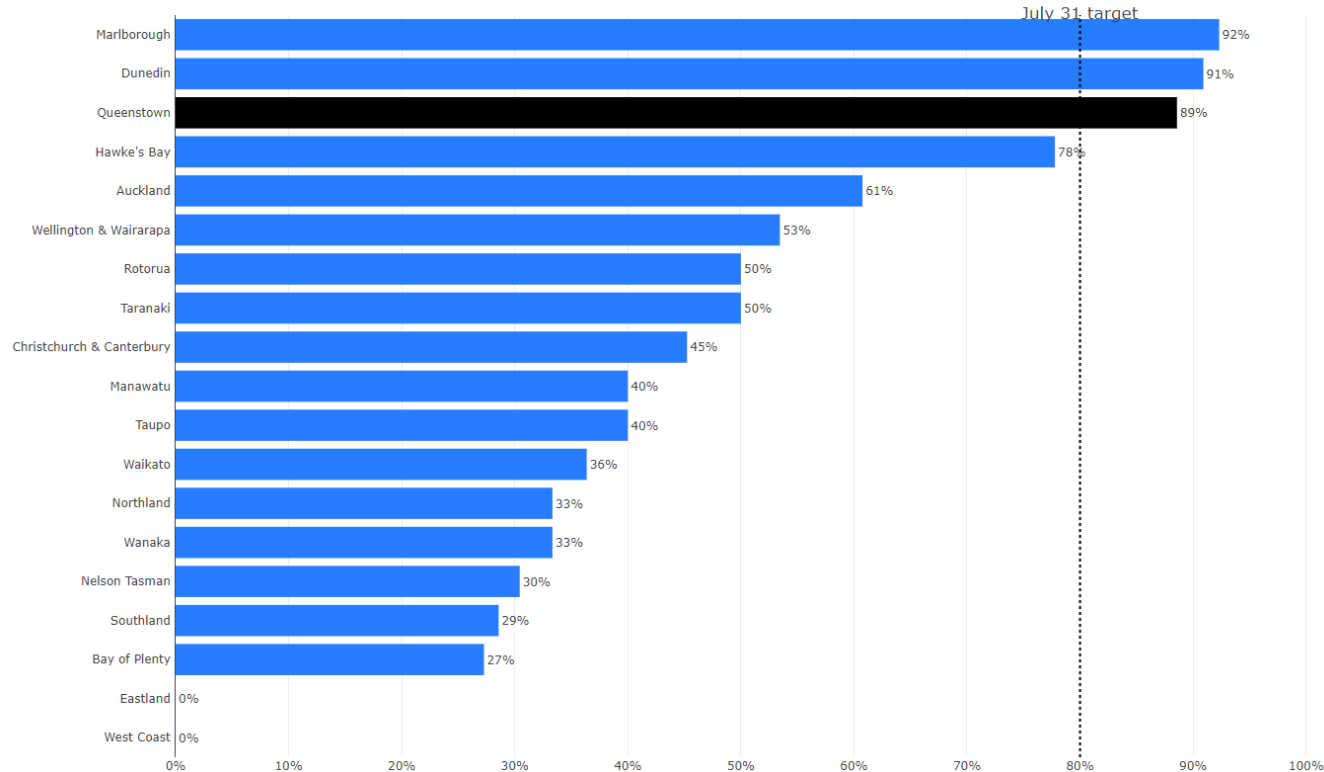
HOME OF ADVENTURE

# Business Events Data Collection



# Business Events Venues

Share of venues that are registered



# QCB Remarkable Domestic Famil

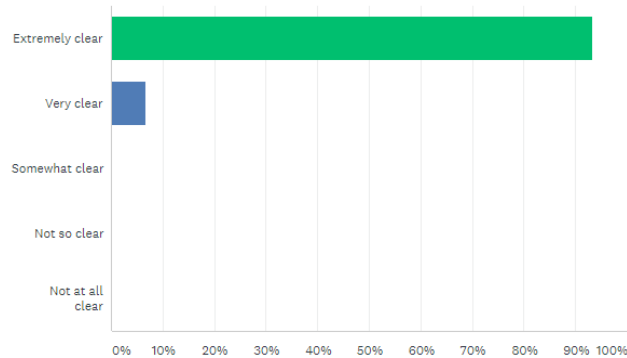


HOME OF  
ADVENTURE

# Participant Feedback

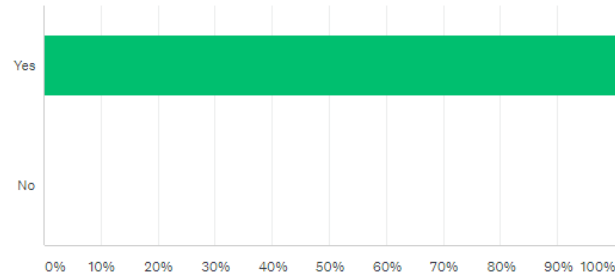
How did you find the communication leading up to and during the event?

93.3% said communication was Extremely Clear



Were the travel arrangements to and from Queenstown convenient and did they run smoothly?

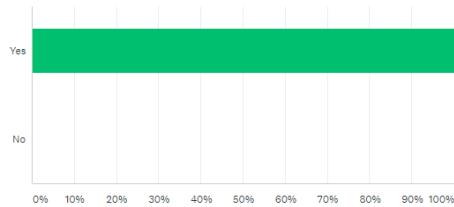
100% said yes



# Participant Feedback

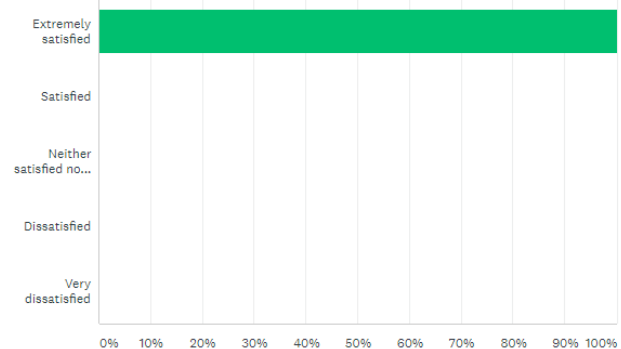
Was the Queenstown famil an effective way to meet your needs?

100% said yes



How did rate your overall experience with the famil itinerary?

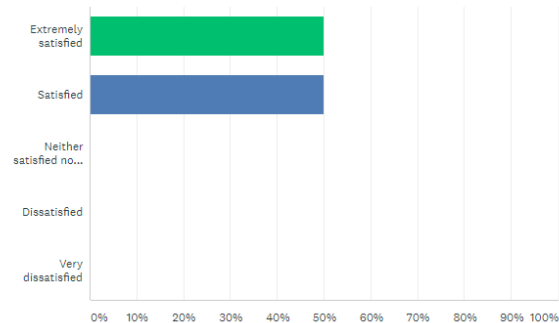
100% were extremely satisfied



# QCB Members Feedback

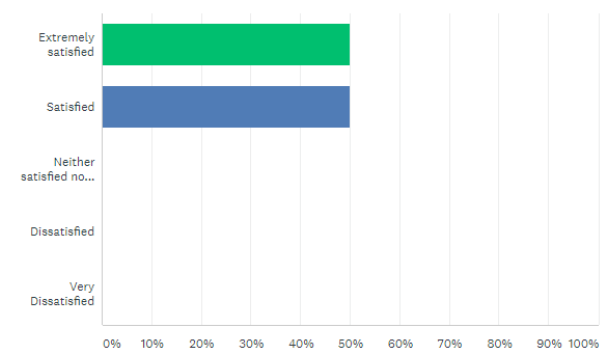
If you were part of the tradeshow component please rate your satisfaction with the quality of the buyers/ attendees and the tradeshow format?

50% were Extremely Satisfied, 50% were satisfied



Was being part of the QCB Domestic Famil a satisfactory way to meet your business needs?

50% were extremely satisfied, 50% were satisfied





[Click here](#) to be taken to the video on YouTube



# QCB Domestic Strategy



HOME OF  
ADVENTURE



# Domestic Strategy Recap

## Strategy 1

- *Develop a marketing strategy to generate leads and to grow awareness focusing on the Queenstown C&I sector and building on the QCB positioning pillars and key messages*

## Strategy 2

- *Attend appropriate shows to grow the corporate/direct client business & increase awareness of Queenstown*

## Strategy 3

- *Grow value by upskilling and educating clients supplying them with the tools to promote conferences & incentives*

## Strategy 4

- *Drive preference for Queenstown as a wedding destination in the domestic market*

# QCB Weddings Campaign 2020



HOME OF  
ADVENTURE

# Weddings

## Overview

- QCB have implemented weddings as our new target segment
- Rebuilt wedding landings pages on the website: <https://www.queenstownnz.co.nz/plan/event-planning/weddings/>
- Ran a three week digital campaign
- Campaign learnings will inform our way forward

# Weddings

## Campaign Objectives


- 1) Generate awareness of Queenstown within the domestic wedding market
- 2) Drive traffic to QCB weddings landing pages
- 3) Drive member referrals from QCBs wedding landing pages
- 4) Validate the effectiveness of digitally promoting Queenstown as a wedding destination to inform future investment

# Weddings


## Campaign Performance

- Campaign Reach = 313,754
- Website users up 5,005 vs 499 previous year
- Average time on page 1:30
- Member referrals = 531 (20% campaign referrals to QWA)
- Facebook & Instagram out performed search & display

# Weddings


 **Queenstown NZ**  
25 May at 11:25 · 🌐

Get married in nature's cathedral, Queenstown.




QUEENSTOWNNZ.CO.NZ  
**Imagine Your Wedding in Queenstown**  
New Zealand's ultimate wedding destination. Q... [Learn More](#)

👍❤️🥰 123      19 comments 3 shares


 **Queenstown NZ**  
25 May at 11:26 · 🌐

Planning your wedding? 🌐 A Queenstown wedding might be closer than you think. The planners are on standby, the decorations look fab and the view is nearly as breathtaking as you'll be on the day. See why people choose Queenstown for their wedding.




QUEENSTOWNNZ.CO.NZ  
**Queenstown Weddings**  
New Zealand's ultimate wedding destination. ... [Learn More](#)

👍❤️🥰 106      9 comments 6 shares

 **Queenstown NZ**  
📍

**Destination wedding in Queenstown, NZ?**

We've got something for every season.



[Learn More](#)

# Weddings

## Way forward

- Strengthen QWA presence on our website – utilise their channel as a wedding directory
- Invest in more content for the website - want to become the ultimate guide
- Run wedding campaigns at key times during the year (1 Aug – 1 Dec & 1 Feb- 30 May) based on monthly search trends
- Test tactical engagement such as a competition/giveaway
- Utilise video content to display Queenstown in a captivating way



# Domestic C&I Campaign 2020



HOME OF  
ADVENTURE

# Strategy

- Focus on the domestic C&I market, creating opportunities while the international boarder remains closed
- Position Queenstown as a credible business events destination
- Generate awareness and inspire potential event planners in the short, medium and long term
- Encourage week day travel and highlight the value in the short term to increase visitation in spring/summer
- Produce content to inspire planners and provide tools to assist with the planning process
- Have a multi channel approach across Marketing, Sales and PR

# Campaign Objectives

## Objectives

- Generate awareness, position Queenstown and drive preference
- Stimulate immediate visitation in the short term – spring/summer
- Support direct bookings and demand generation for members

## Campaign KPIs

- Drive traffic to key QCB webpages
- Increase lead generation
- Drive member referrals

# Target Audience

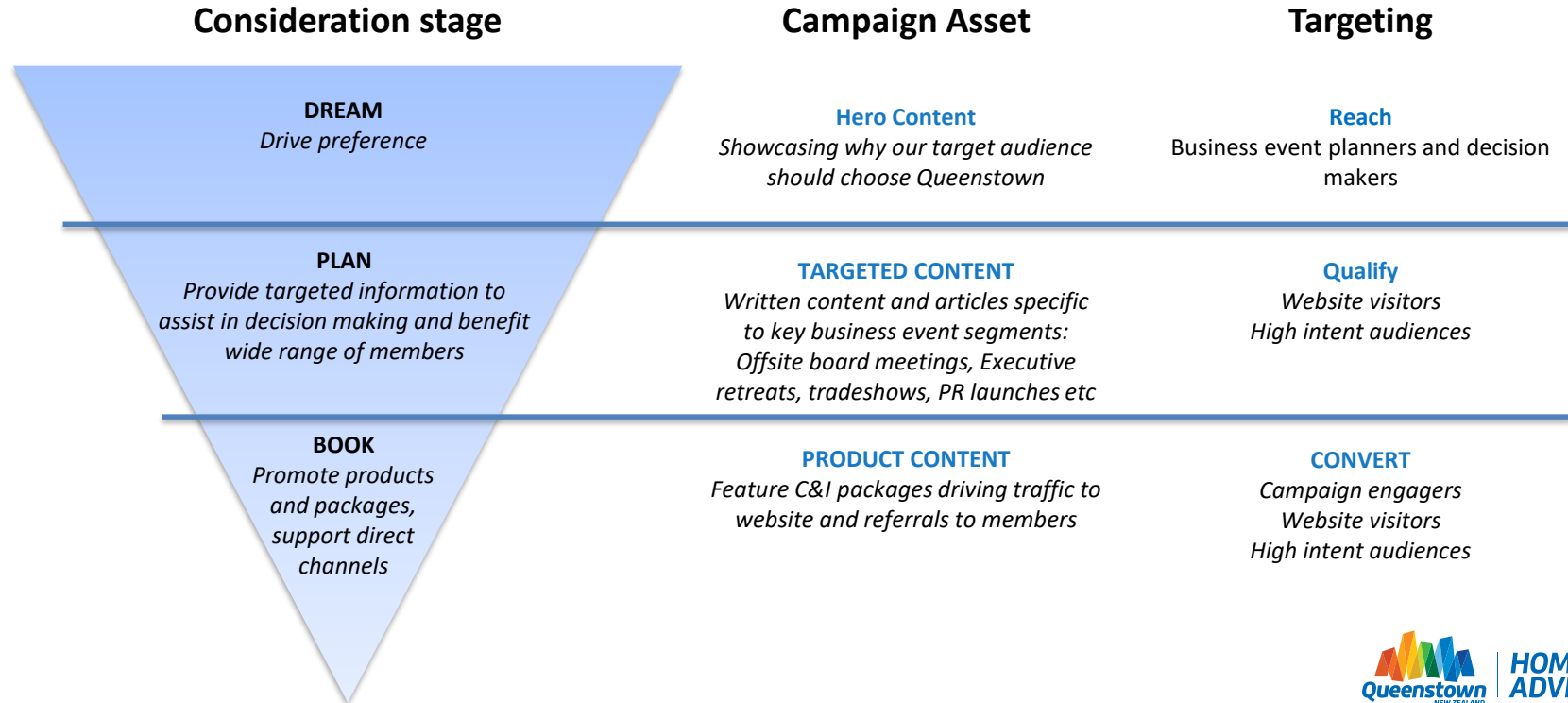
## Decision makers and event planners include:

- CEOs
- EA/PA
- Office manager
- PCO
- Event Planner
- Sales team
- Marketing team



## Target Segments:

- Corporate events
- Corporate conferences
- Association conferences
- Corporate incentive travel


# Campaign Structure



# Campaign Creative

 **Queenstown NZ** Sponsored ·  ⋮




Executive Retreats in Queenstown. Find a fresh perspective and make space to consider your organisation's future.





QUEENSTOWNNZ.CO.NZ  
**Meet in Queenstown**  
Queenstown hosts hundreds of ...


[LEARN MORE](#)

---

 Like  Comment  Share

 **Queenstown NZ** Sponsored ·  ⋮




Set the scene for an important meeting. Inspire your team. Entertain top clients. Sometimes only extraordinary will do.





QUEENSTOWNNZ.CO.NZ  
**Meet in Queenstown**  
Conferences, meetings, and inc...


[LEARN MORE](#)

---

 Like  Comment  Share

 **Queenstown NZ** Sponsored ·  ⋮


Host your guests somewhere truly spectacular. Panoramic views across Lake Wakatipu. Historic homesteads. A meeting room perched on a cliff above the wild Shotover river. A table high in the mountains. Make your next event unforgettable in Queenstown.






QUEENSTOWNNZ.CO.NZ  
**Why Queenstown**  
Conferences, meetings, and inc...

[LEARN MORE](#)

---


 1

---

 Like  Comment  Share





# Campaign Creative




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

Want to make an impression? Choose the most spectacular business event destination in the world, where adventure fuels inspiration. Read our top locations for executive retreats in Queenstown




Top locations for retreats in Queenstown



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

Maybe it's time to take the team to Queenstown. Go somewhere that inspires you and make space to consider your organisation's future.

Our team makes planning your event convenient and straightforward. Get free advice on travel, venues, accommodation and conference organisers. Request a free proposal today to start planning your Event.



**Take the Team to Queenstown** [Learn more](#)

queenstownnz.co.nz

Like Comment Share Send

Add a comment...



# Campaign Creative



Queenstown Convention Bureau (QCB)

256 followers

Promoted

There's never been a better time to host your business event in Queenstown:

- Sharp rates for groups
- Range of Accommodation
- Unique Venues
- Unforgettable Locations
- Sophisticated Event Experts
- Exhilarating adventures



[Request a Free Event Proposal](#)

[queenstownnz.co.nz](http://queenstownnz.co.nz)



Queenstown Convention Bureau (QCB)

255 followers

Promoted

Maybe it's time to take the team to Queenstown. Go somewhere that inspires you and make space to consider your organisation's future.

Our team makes planning your event convenient and straightforward. Get free advice on travel, venues, accommodation and conference organisers. Request a free proposal today to start planning your Event.



[Take the Team to Queenstown](#)

[queenstownnz.co.nz](http://queenstownnz.co.nz)

[Learn more](#)

# C&I Campaign Overview

## Webpages:

- Rebuilt all business event landing pages on the website: [Click here](#)

## Events Inspiration:

- Curated content which aligns with the campaign strategy: [Click here](#)

## Business Event Packages:

- The booking layer of the campaign will use targeted content and member packages/offers to drive traffic to our website and generate referrals to our members: [Click here](#)
- If you would like to add a package please [click here](#) to read the communications on how to submit a package

## Campaign:

- The campaign went live 24/08/2020 and will be in market until 23/09/2020



# Questions?



HOME OF  
ADVENTURE