

# Queenstown Convention Bureau QCB Members Update

Thursday, February 17, 2022  
The Millennium, Queenstown



HOME OF  
ADVENTURE

# Today

- QCB Update (10 mins)
  - Leads Review – Q2 (Oct to Dec 2021)
  - Key Upcoming Activity
- Workshop facilitated by Rob HQNZ (45 mins)
- Summary (10 mins)
- Light Lunch (40 mins)

# QCB Team



**Kiran Nambiar**  
BD Director



**Jana Kingston**  
BDM (Aus & US)



**Sarah McDonald**  
BDM (NZ)



**Sophie Koehler**  
BD Executive



**Alex Holmes**  
BD Executive

# QCB Q2 Leads Review

1 October - 31 December 2021

## Market Overview & Insights

The following report outlines the key activity and results of the Queenstown Convention Bureau for Quarter 2 (October-December 2021) of 2021-2022 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 famil 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.



**KIRAN NAMBIAR**  
Business Development  
Director

Happy new year, hope you had a good break and some well-deserved rest over the holidays. Last quarter Sophie Archibald left the team and we welcomed Sarah McDonald into the role. We also had the QCB Advisory Board elections last quarter, please click [here](#) to learn more about your QCB Advisory Board members for 2022-23.

This quarter is shaping up well, for the New Zealand market we have an event confirmed with EA Inc to present Queenstown as a Business Events destination to 50 EAs & PAs in Auckland in February. QCB are participating at the Office PA show in Auckland in March. And the team are recruiting promising buyers for the Air NZ Corporate End User Famil we are hosting in the first week of April. We have close to 60 Queenstown products keen to be involved in the famil, we are hoping to be able to accommodate everyone interested within the famil itinerary, the trade show with appointments or the networking event.

In Australia, last quarter QCB appointed Clockwise Consulting for sales representation and this quarter are working on the appointment of a specialised B2B PR Agency to raise the profile of Queenstown as a Business Events destination within Aussie corporate companies.



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

Q2 in Australia started off well with the easing of restrictions signalling the long-awaited return of business events, particularly in NSW and VIC where people could travel freely over the border.

October saw NSW hit the 80% double vaccination target with VIC not far behind. Internationally from 1 November, fully vaccinated Australians were able to travel overseas without exemption.

For most of November buyer sentiment was positive, with pent up demand for in-person events after nearly 2 years of virtual interaction. The Business Events industry were looking forward to greater domestic movement for national (multi-state) events and buyers were considering short haul international destinations as a real possibility for February onwards in 2022, indicating corporates are keen to invest in travel. The anticipation of the reinstatement of the trans-Tasman bubble from early 2022 manifested in strong lead numbers from Australian buyers.

However, by December with the first cases of the Omicron variant being detected in Australia there was a slight shift back into the unknown when it comes to travel for Business Events. The New Zealand Government's announcement that vaccinated non-citizens will be barred until at least 30 April 2022,



**SARAH McDONALD**  
NZ Business Development  
& Marketing Manager

Happy new year, and what a year 2022 is shaping up to be for the QCB team, as well as with opportunities for you as members. With the year that was behind us, we are ready to hit the ground running with plenty of planned activity to showcase Queenstown as a premier Business Events destination.

For those that I haven't met yet, I am Sarah McDonald and am so pleased to have joined the Destination Queenstown team as QCB Business Development & Marketing Manager.

Since starting in mid November we've published our latest incentive material to strengthen the profile of Queenstown as the Ultimate Incentive Adventure. [Click here](#) to view our hero video and PDF guide on our QCB website.


We have also started the RFP process to engage with an Australian based PR agency to support Jana and the activity planned within the Australian Business Events strategy. The successful agency will be appointed this quarter for activity to begin in market very soon. Watch this space!

# Q2 (Oct-Nov-Dec) Review – Total Leads

  
**NEW ZEALAND**  
 Q2 20-21 Q2 21-22

  
**AUSTRALIA**  
 Q2 20-21 Q2 21-22

  
**REST OF WORLD**  
 Q2 20-21 Q2 21-22

  
**Q2 TOTAL**  
 Q2 20-21 Q2 21-22

  
**YTD TOTAL**  
 20-21 21-22

GENERATED



30 20 13 21 4 2 47 43 83 89

WON



LOST



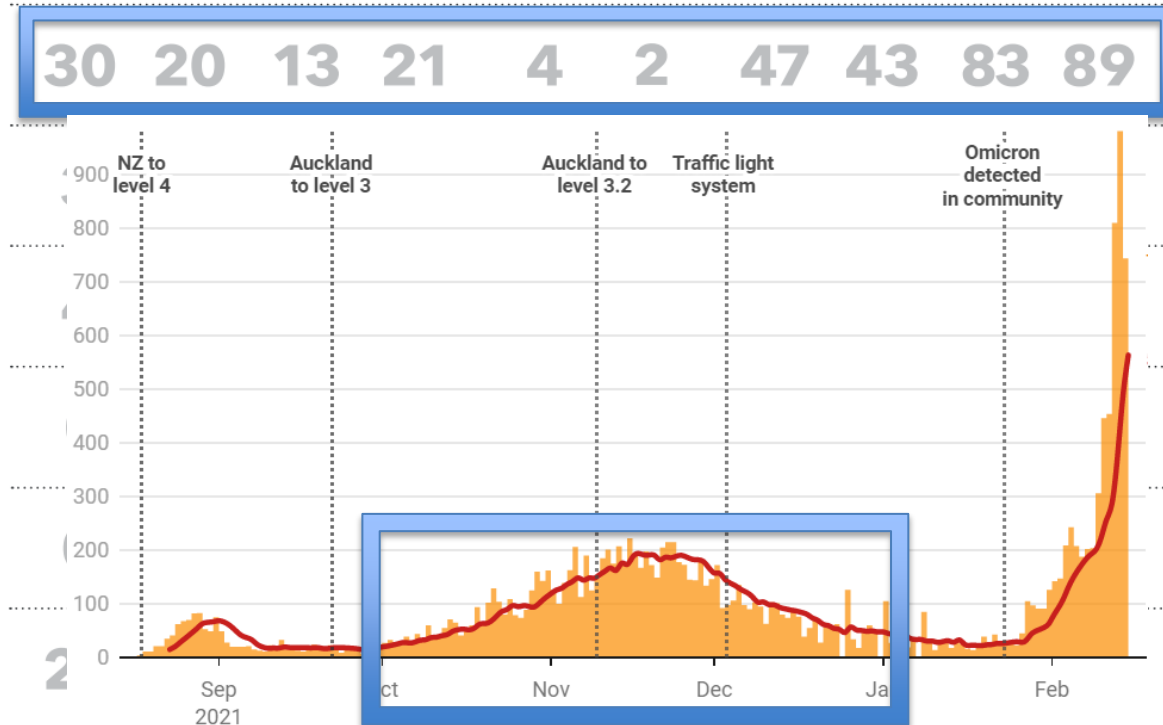
CANCELLED



POSTPONED



IN PROGRESS



# Q3 Till Date: 1 Jan to 16 Feb 2022

QCB Leads	NZ	AUS	ROW	TOTAL
Q3 First Half	9	9	-	18

Q3-2020/21	39
Q3-2019/20	55

QCB FY 2021-22	NZ	AUS	ROW	TOTAL
Annual KPI	100	90	30	220

# Upcoming Activity



# Upcoming Activity

Australia Corporate Focus Push – Sales Rep, BE PR Agency, Linked-in Campaign

New Zealand Events – EA Inc, Office PA Show

New Zealand Content & Campaign

Business Events Incentive Scheme – Round 3 comms coming week

Auckland Bureau Partnership – NZICC Sky City - China Incentives

Autumn Remarks – Reach 2,800 highly qualified global contacts

New QCB Website – microsite

# Air NZ Corporate End User Famil

## 3 to 6 April 2022

Fonterra

Manuka Health

Jarden

Microsoft

Warehouse Group

Business NZ

2degrees

Sixt

JLL

Mitre 10

Spark NZ

Harcourts

Meridian Energy

NZ Dairy Awards

# Workshop

## Rob Stewart-McDonald HQNZ

# Workshop Format

Objective – Your inputs into QCB Business Plan for FY 2022-23

3 topics to discuss

10 mins for each topic

Please use the flip chart to capture your inputs

QCB Advisory Member on each table will summarize discussions

# Workshop Topic 1 (10 mins)

QCB Business Plan: What should QCB:

- Continue doing
- Stop doing
- Do more of

# Workshop Topic 1 (10 mins)

## QCB Business Plan FY 2021-22: Activity Summary

- Annual Leads Gen KPI: 220 leads
- Content Creation: Blogs, Presentations, Videos
- Continuous Improvement of QCB website
- Digital Campaigns: Linked In, eDMs and Google
- Market Communications Strategy: Quarterly e-newsletters, LinkedIn Channel
- Quarterly Reports & Quarterly Member Updates
- Trade Shows – Eg Meetings, AIME, IMEX, Get Global, Office PA Show, etc
- Buyer Famils & Site Inspections – Eg PCOs / Incentive Houses, Corporate End Users
- Sales Activity – QCB and Sales Representations
- Key Markets – New Zealand, Australia, North America, South-East Asia, China
- Key Partners – TNZ BE, Air NZ, BEIA, AUSAE, SITE Global, Convention Bureaus
- Auckland Convention Bureau Strategic MoU – China & North America Incentive Strategy
- QCB Roadshows – Eg Australia
- QCB EA/PA Events – Eg Conoscenti, EA Inc

## QCB Business Plan: What should QCB:

- Continue doing
- Stop doing
- Do more of

# Workshop Topic 2 (10 mins)

Two new ideas from each table

New activities for QCB to pursue in the new 2022-23 FY starting 1 July 2022

# Workshop Topic 3 (10 mins)

Current challenges for the Queenstown C&I sector

- What are the opportunities for different businesses to collaborate?
- How can businesses help each other to deliver events over the next few months in order to keep the quality levels up whilst most businesses are under-staffed?



# Summary

**Thank You Rob!**

# Queenstown BE Local Experts Video Series

# Meet Our Local Event Experts



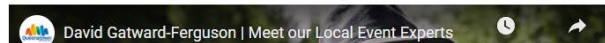
## The People Behind Our Businesses

The quality and creativity of our Queenstown event experts is second to none. Queenstown hosts thousands of world class events each year and compete with world-leading destinations for that business.

We have top talent who relocated here because they fell in love with the place. And we have hot homegrown talent with entrepreneurial spirit. It is incredible how well our event experts collaborate to ensure that your business event is exceptional.

Trust our local event experts to deliver an impeccable experience every time. Less stress. More impact. That's the Queenstown business event promise.

*David Gatward-Ferguson, Nomad Safaris*



# Meet Sarah from Queenstown



**Thank You  
Lunch Time!**