

Queenstown Convention Bureau QCB Members Update

Thursday, November 18, 2021



HOME OF
ADVENTURE

Today

- QCB Leads Review – Q1 (Jul to Sep 2021)
- QCB Key Upcoming Activity
- Sam Allen – Head of Marketing – TNZ Business Events
- Leonie Ashford – Head of BD – TNZ Business Events
- Networking Time (Seated!)

QCB Team

Day 4 at DQ!



Kiran Nambiar
BD Director



Jana Kingston
BDM – Aus & US



Sophie Koehler
BD Executive



Sarah McDonald
BDM – New Zealand

DQ Team



Linda McIntosh
Trade Marketing Manager



Alex Holmes
Business Development Executive



Paul Abbot
Chief Executive

Vaccination Milestone

🏆	Queenstown-Lakes	👤 35,862	90.37%	99.91%
			2 doses	1 dose
2	Wellington	👤 178,565	89.33%	95.83%
3	Selwyn	👤 53,318	89.21%	100.23%
4	Dunedin	👤 110,495	87.49%	95%
5	Auckland	👤 1,383,804	85.75%	92.55%
6	Central Otago	👤 19,636	84.64%	92.57%
7	Marlborough	👤 41,136	83.84%	92.45%
8	Waipa	👤 46,645	83.52%	91.75%
9	Hamilton	👤 137,530	83.42%	92.59%
10	Upper Hutt	👤 36,899	83.4%	92.2%
11	Christchurch	👤 322,365	83.06%	94.18%
12	South Wairarapa	👤 9,607	83%	91.9%
13	Kapiti Coast	👤 47,238	82.35%	89.88%
	All of New Zealand	👤 4,081,465	82%	90.83%

QCB Q1 Leads Review

Market Overview & Insights

The following report outlines the key activity and results of the Queenstown Convention Bureau for Quarter 1 (July - September 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.

[Continue reading on page 2](#)



KIRAN NAMBIAR
Business Development
Director

The team is thrilled with the results of the annual DQ members survey, members satisfaction rate for the Queenstown Convention Bureau function has consistently increased from 61% to 82% to 85% to 90% over the last four financial years.

Thank you for your constant support and confidence for our work at Queenstown Convention Bureau.

Leads generated this quarter has been encouraging with a healthy y-o-y increase from 36 leads in Q1 (July-Aug-Sep 2020) last year to 46 leads in Q1 (July-Aug-Sep 2021) this year.

While New Zealand has close to 70% share of the total leads this quarter, it was positive to see the rapid uplift of interest and leads from Australia within the short window the market was open this Quarter.

In preparation for international markets coming back online, the team is working on some new Incentive content.

The content is extremely fresh and motivating, positioning Queenstown as a world class leading Incentive destination and should be published



JANA KINGSTON
Business Development Manager
- Australia & North America

Whilst with the announcement of the trans-Tasman bubble resumption in Q4 saw a huge surge in interest and leads from Australia, the Delta variant has had a significant impact on Business Events planning. With severe and lengthy lockdowns in NSW and VIC, the industry has paused, with decisions on spending and travel postponed for the time being.

However, COVID-19 uncertainty notwithstanding, NZ, in particular Queenstown is in a strong position to attract Australian Business Events over the coming years. Consideration of NZ among event planners, travel management companies and corporates directly is high, with our competition being NSW, VIC and QLD destinations.

Those who are not considering NZ have indicated uncertainty about COVID-19, financial and other implications if quarantine-free trans-Tasman travel is suspended again as being the main reason.

As we are aware, the key factors influencing the destination choice for business events are suitable venue and accommodation options, and cost and time it takes to get to the destination. We have an opportunity to stand out from our Australian domestic competitors by offering highly rewarding



SOPHIE ARCHIBALD
NZ Business Development
& Marketing Manager

This is my final QCB Quarterly Report, for those that don't know I am leaving Destination Queenstown and my last day is Friday 24th September. Thank you for all the support during my time at DQ, it has been a pleasure working with you all. QCB had 24 confirmed events in the system which were meant to take place end of August, through to the end of September. Due to the level changes 5 events were cancelled and 19 postponed. QCB got the opportunity to present to TNZ teams offshore this month and update them on new incentive product in Queenstown. Incentive business is a key focus for QCB, especially from the Australian market. QCB are currently in the process of producing new incentive content to launch in market when appropriate, this includes a magazine style PDF, a hero incentive video and new article content to position Queenstown as the ultimate incentive travel destination. Our objective is to leverage the power of storytelling to convey Queenstown's essence, positioning our place as a unique destination and motivating event planners and decision makers to consider Queenstown. Showcasing 'why' Queenstown is a world-renowned incentive destination. The QCB team will share these assets with members once they have been finalised.







Q1 Review – Total Leads


NEW ZEALAND
Q1 20-21 Q1 21-22


AUSTRALIA
Q1 20-21 Q1 21-22

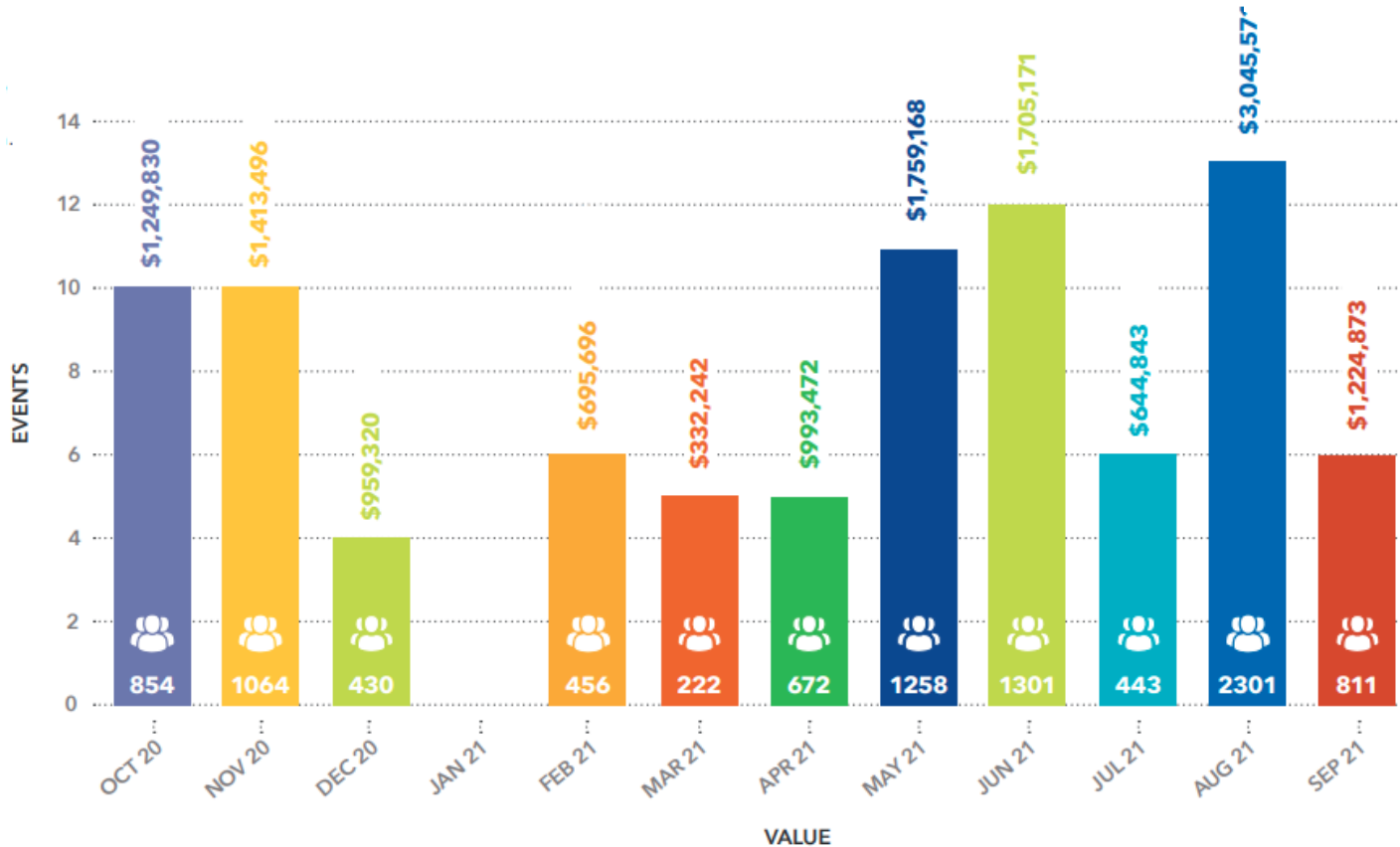

REST OF WORLD
Q1 20-21 Q1 21-22


Q1 TOTAL
Q1 20-21 Q1 21-22

	NEW ZEALAND		AUSTRALIA		REST OF WORLD		Q1 TOTAL	
	Q1 20-21	Q1 21-22	Q1 20-21	Q1 21-22	Q1 20-21	Q1 21-22	Q1 20-21	Q1 21-22
GENERATED 	26	31	8	15	2	0	36	46
WON 	4	8	1	3	0	0	5	11
LOST 	3	2	2	2	0	0	5	4
CANCELLED 	0	0	0	0	0	0	0	0
POSTPONED 	0	1	4	0	0	0	4	1
IN PROGRESS 	19	20	1	10	2	0	22	30

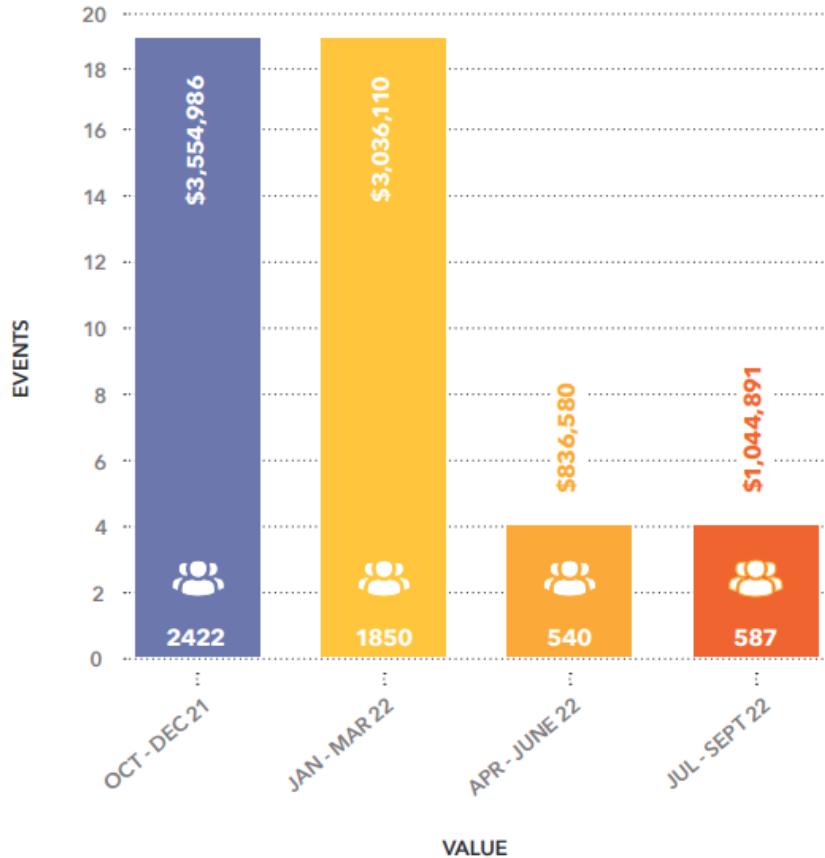
Q1 Review – Events Held

TOTAL EVENTS = 88
TOTAL ATTENDEES = 9,812
TOTAL VALUE = \$14 MILL



Events: +144%
Attendees: +74%
Value: +44%

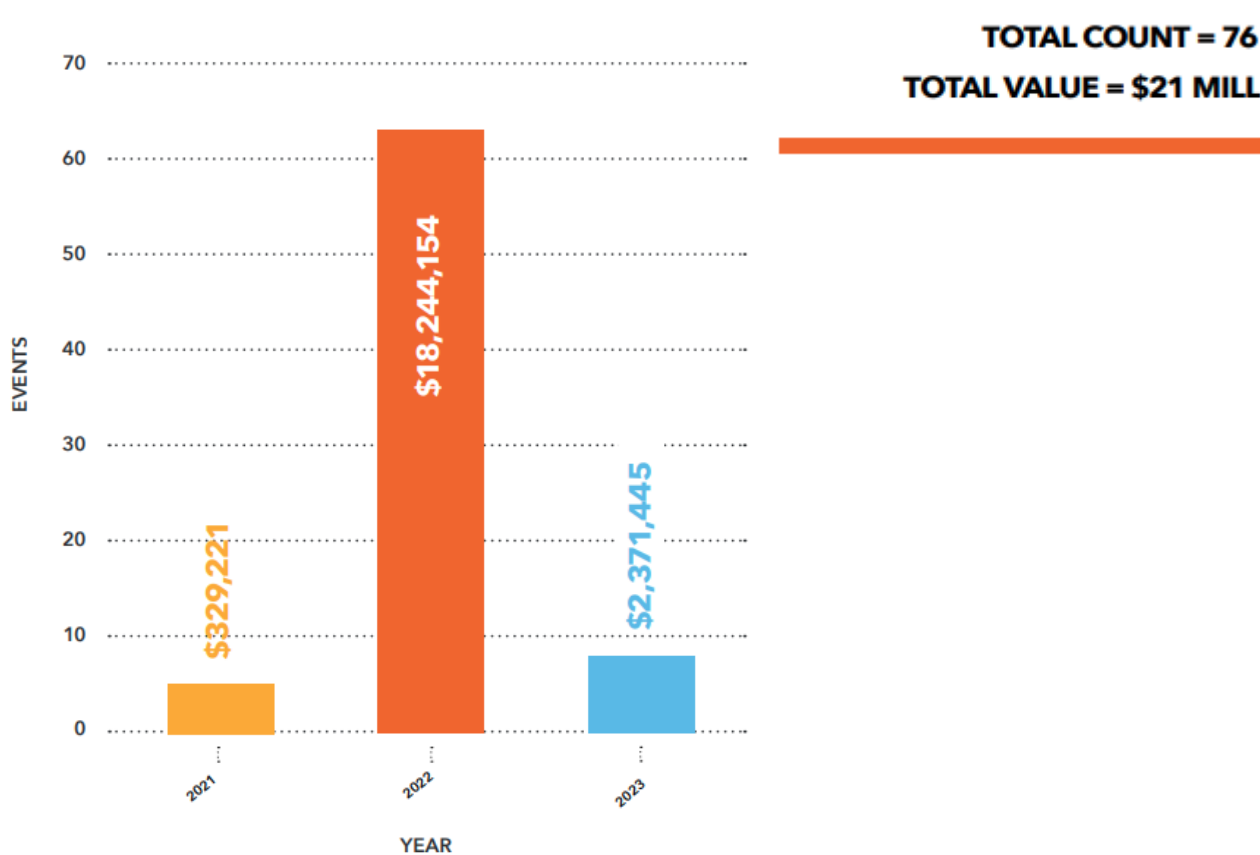
Q1 Review – Events Pipeline



TOTAL EVENTS = 46
TOTAL ATTENDEES = 5399
TOTAL VALUE = \$8.5 MILL

Events: +70%
Attendees: +33%
Value: +12%

Q1 Review – Prospective Leads



Events: -12%
Value: -26%

Q2 Till Date: 1 Oct to 17 Nov 2021

QCB Leads	NZ	AUS	ROW	TOTAL
Q2 First Half	12	16	1	29

Q2-2020	47
Q2-2019	35

Upcoming Activity

Strategy 1 – Corporate End User

Develop Database

Identify well-performing sectors

Sales Representation in-market

Digital Campaign for database development and key messages

Business Publications

Trade Events

NEW

Strategy 2 – Channel Partners

Sales Trips – TMCs/PCOs, Airlines, TNZ BE, BEIA

Queenstown in Channel Comms

Queenstown Famils – Channel and their Clients

Partnerships - SITE, TNZ BE (CAP), Air NZ, NZ Bureaus, NZ Convention Centers

Trade Show Events – AIME, PCOA, MEETINGS

QCB Australia Roadshow Oct 2022 / Jan 2023

DO MORE

Strategy 3 – Content & Campaign

New Videos

New Collateral, Tools

Content Calendar

Digital Campaign – Linked In, Google Display/Search, Other Channels

Case Studies

B2B PR Agency

NEW & DO MORE

Clockwise Consulting

Clockwise Directors Jakki Govan & Nicole Tingey are highly accomplished professionals with over 30 years' experience developing and delivering positive commercial outcomes for internationally recognised tourism and hospitality clients. Much of this time has been spent working with STO's & RTO's prior to establishing Clockwise Consulting in 2016.



Current clients include:

Los Angeles Tourism & Convention Board

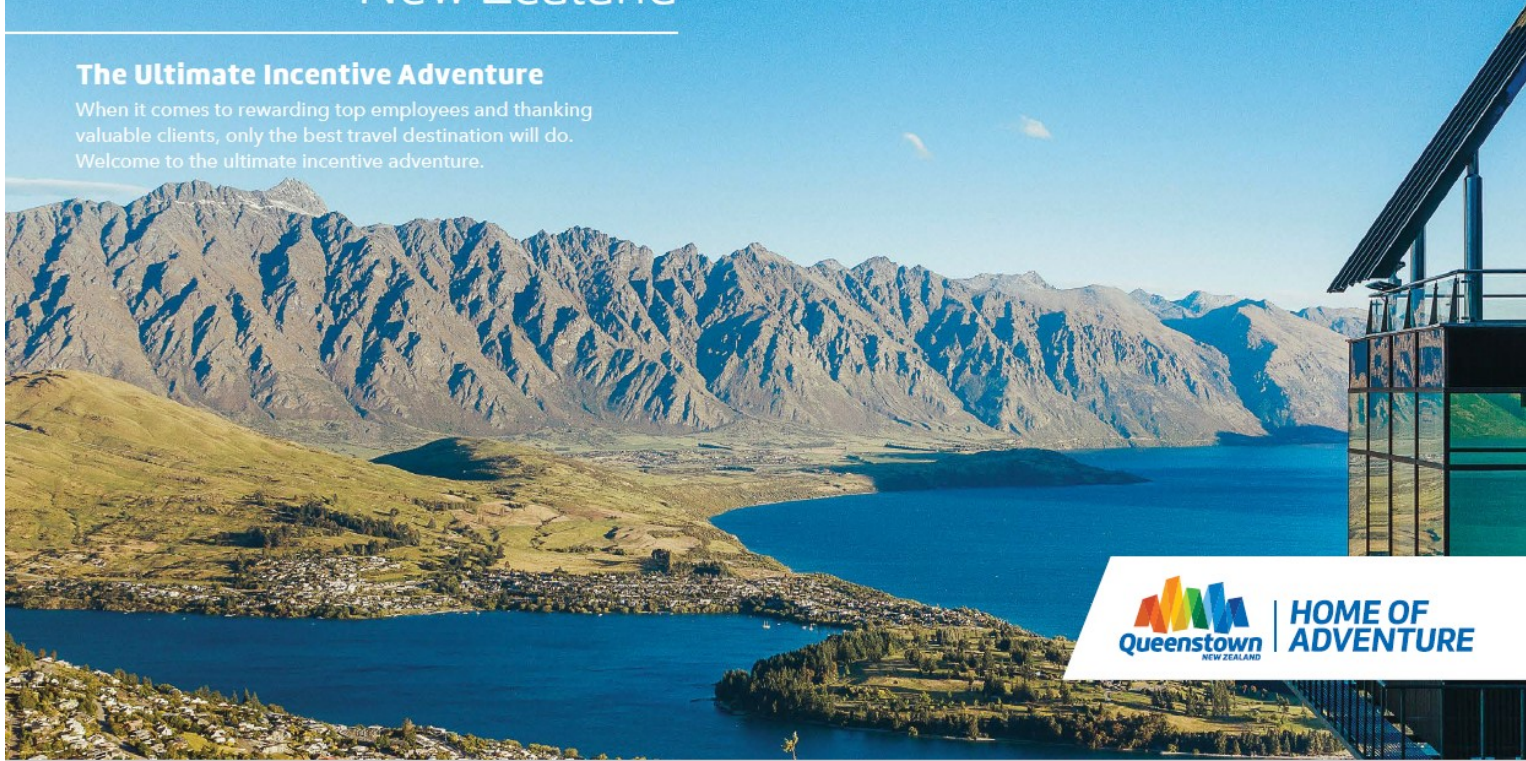
Thailand Convention & Exhibition Bureau

Queenstown

New Zealand

The Ultimate Incentive Adventure

When it comes to rewarding top employees and thanking valuable clients, only the best travel destination will do. Welcome to the ultimate incentive adventure.



HOME OF
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Upcoming Activity

- QCB Content & Digital Campaign - Ongoing
- QCB Bureau Summer Remarks (Quarterly – Dec Edition) 
- QCB Sales calls in Sydney (1-3 December 2021)
- PCOA Conference, Hobart (29-31 January 2022)
- QCB Members Update (Thu 17 February 2022)
- EA Inc Auckland Event (3 February 2022) 
- SITE ANZ Conference Sydney (14 February 2022)
- Get Local / Get Global Expo Sydney (15-16 February 2022)

Upcoming Activity

- QCB Air NZ Domestic Corporate Famil (March 2022) 
- Sales calls in Brisbane (March 2022)
- AIME Melbourne (21-23 March 2022) 
- IBTM Singapore (13-14 April 2022) 
- TNZ Business Events Australia Roadshow (4-6 May 2022)
- QCB Air NZ Domestic Famil (June 2022)
- QCB Auction Sponsorship NZ Grocery Ball (18 June 2022)
- Australia Direct Selling Association Conference (BEIA) (June 2022)
- F2T Australia Incentive Famil on Qantas (June 2022)
- Meetings 2022, Te Pae, Christchurch (15-16 June)

QCB AB 2022-23

Nomination & Voting Process

QCB Advisory Board 2022-23

- Accommodation (2 seats)
 - Ali Simforoosh
 - Clare Almeida
 - Jo Finnigan
 - Roman Lee-Lo
- DMC & Allied Services (2 seats)
 - Sarah Dunan-Hale
 - Rachael Simpson

(Appointed Un-contested)

QCB Advisory Board 2022-23

- Activity – Large (1 seat)
 - Steve Bruce
(Appointed Un-contested)
- Activity – Small/Medium (1 seat)
 - David Gatward-Ferguson
 - Sonja Painter
- Venues (1 seat)
 - Rachel Clifford
(Appointed Un-contested)

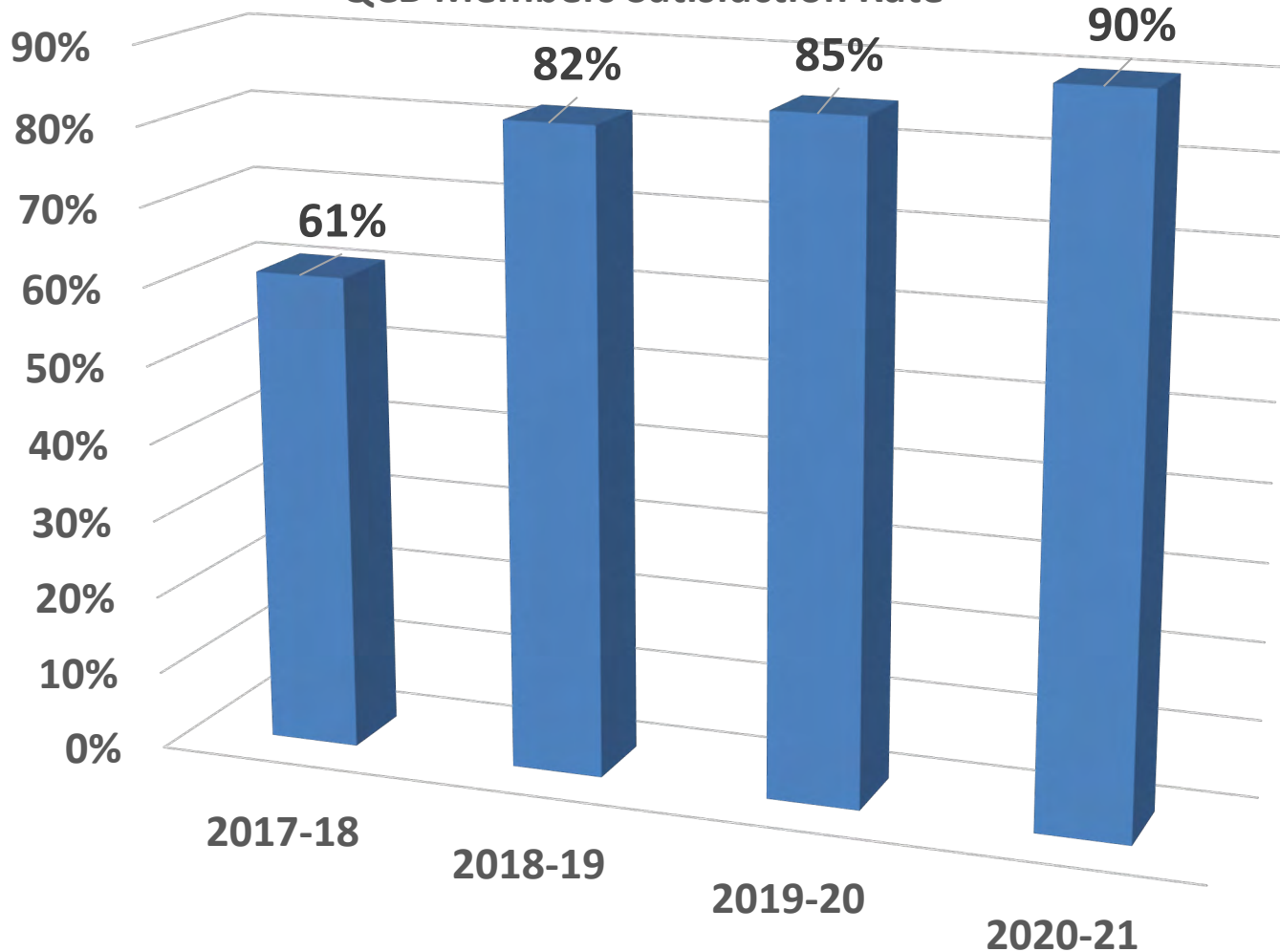
Voting Closes Friday

- Accommodation (2 seats)
 - Ali Simforoosh
 - Clare Almeida
 - Jo Finnigan
 - Roman Lee-Lo
- Activity – Small/Medium (1 seat)
 - David Gatward-Ferguson
 - Sonja Painter

DQ Members Survey

QCB Satisfaction Rate

QCB Members Satisfaction Rate

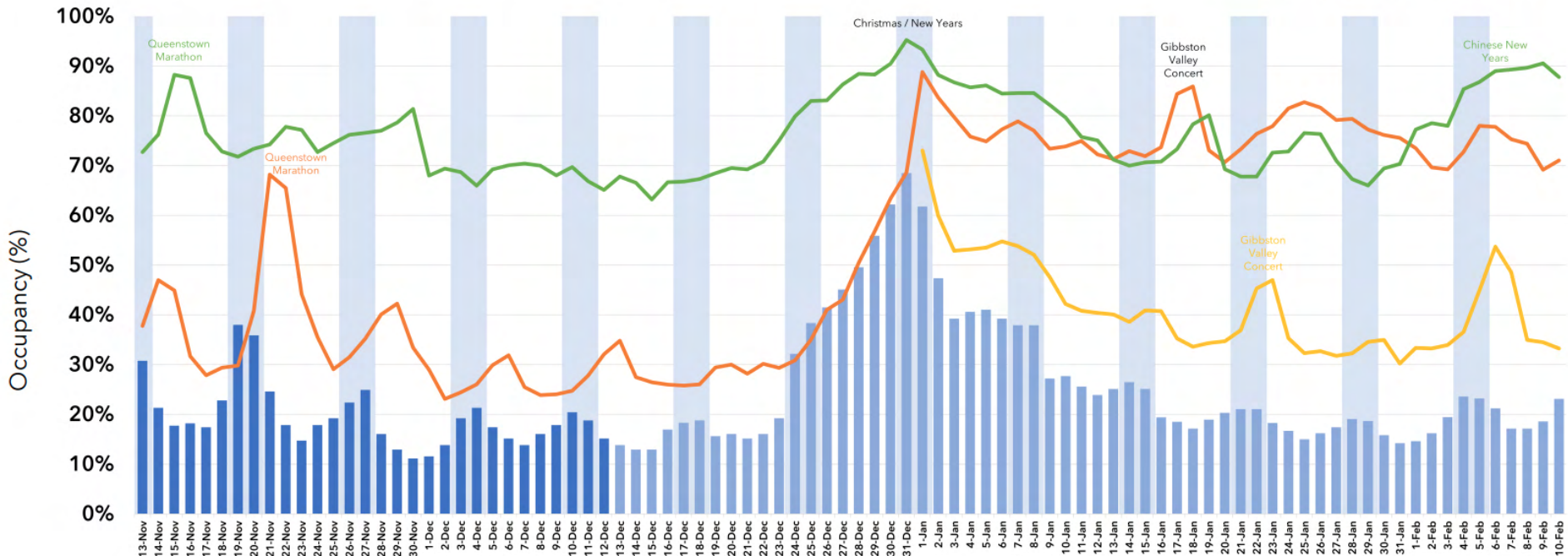


90-day Forward Outlook Chart

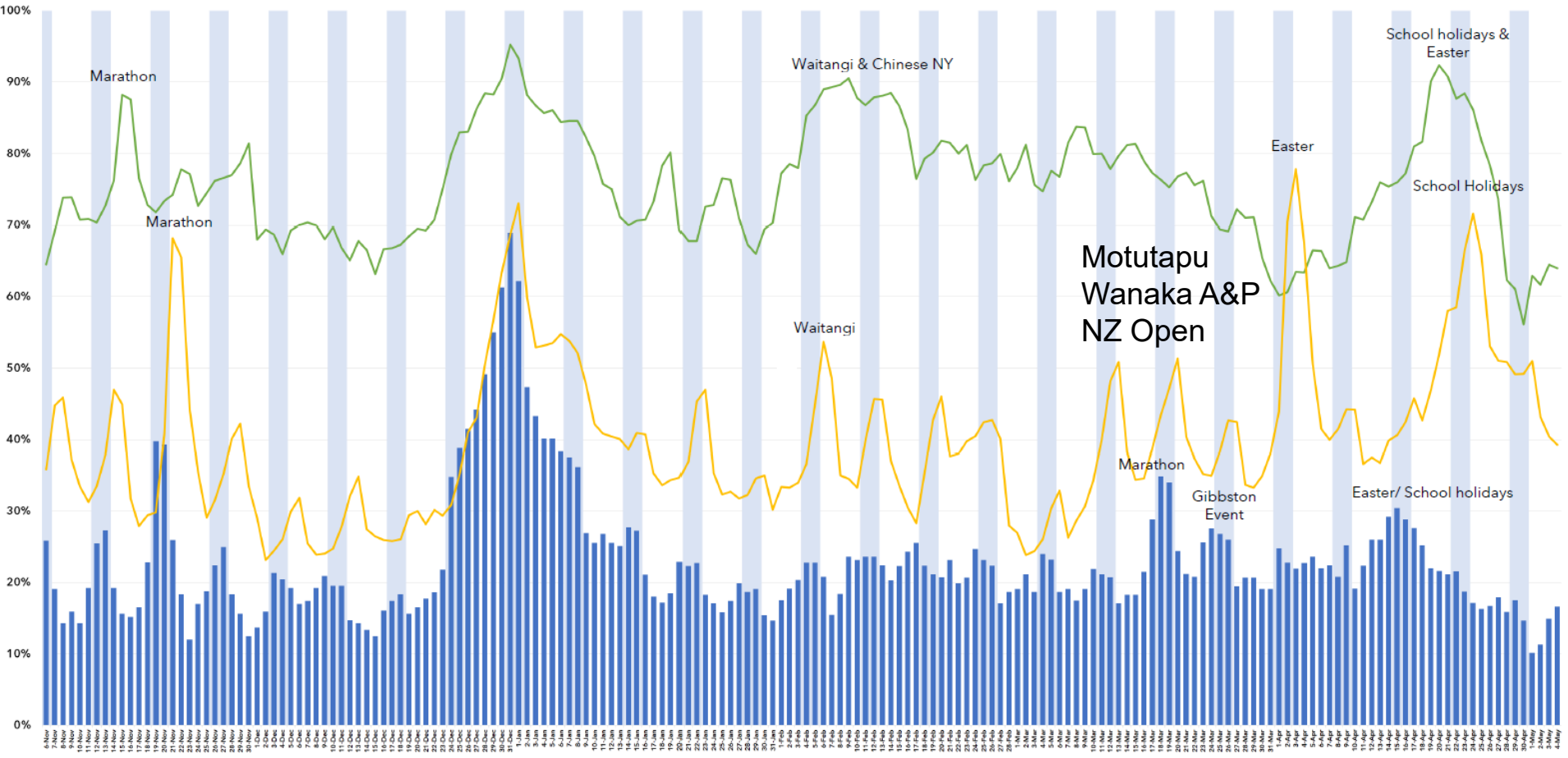
Short term visitation

Forward Outlook vs Prior Years Final Recorded Occupancy

- Next 30 Days
- Following 60 Days
- Weekend (Friday/ Saturday night)
- Historical (2021 comparison)
- Historical (2020 comparison)
- Historical (2019 comparison)



■ 90 Day Demand ■ ST 2019 ■ Previous 12 Months



TNZ Business Events



Leoni Ashford

Head of Business Development – TNZ BE
Founding member of TNZ Business Events
Christchurch & Canterbury Bureau Manager
Air New Zealand & Cathay Pacific



Sam Allen

Head of Marketing – TNZ BE
Heineken – US & Malaysia
NZ Rugby & Hurricanes



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businesssevents.newzealand.com

Tourism New Zealand Business Events
Queenstown Update November 2021

TNZ Business Events FY22

Jobs to be done

Build back, grow our bid pipeline

Support and stimulate
domestic and international
conference bids to enable
swift recovery

Unlock Australia with our NZ Partners

Maximise the Trans Tasman
opportunity and be the best
possible partner

Scale up our story

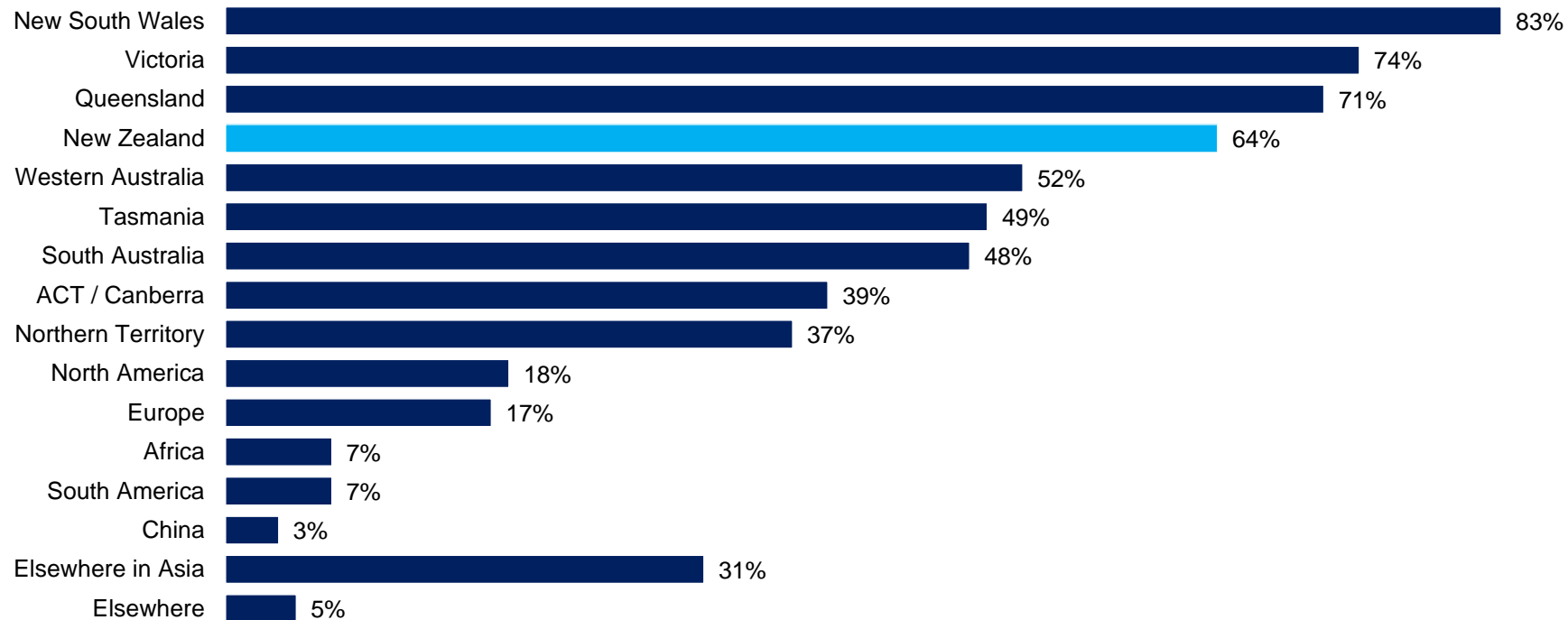
Continue to drive our brand
positioning and profile our
new assets globally



Insights

Consideration for New Zealand as a location for business events is high at 64%, but is behind that of NSW, VIC and QLD

Location consideration for business events in the next four years (% organisations, Jul 21)



Covid-19 has changed what organisations focus on when deciding where to have their business events

How Covid-19 changed what organisations are looking for in destination

80%

Say that Covid-19 pandemic impacted on what they look for in a destination for meetings and conferences

Ease of access

“Ease of access and flexibility of booking and transfer subject to lockdowns”

“We have had to keep it local to the majority of attendees due to the continual changes to border lock-outs and lock-downs of our people”

“Limits destination selection; even NZ is problematical because so-called travel bubble arrangements change frequently”

“At this point in time, within the same state is best choice”

Flexible cancellation clauses

“All events are currently on a holding pattern of postponements and cancellations”

“Need a flexible money back guarantee”

“Flexibility with venue contracts/cancellation clauses”

“Good cancellation policies”

Covid-safe protocols in place

“Destination must be Covid compliant, not be in an effected area”

“Need to have COVID safe venues and sufficient space for distance requirements plus be open”

“Covid-safe procedures and policies are now a must”

“Venue Covid cleaning, venue check in procedures etc”

“Good Covid controls in place, safe”

Well-equipped venues

“In-house AV expertise, natural light, outdoor spaces”

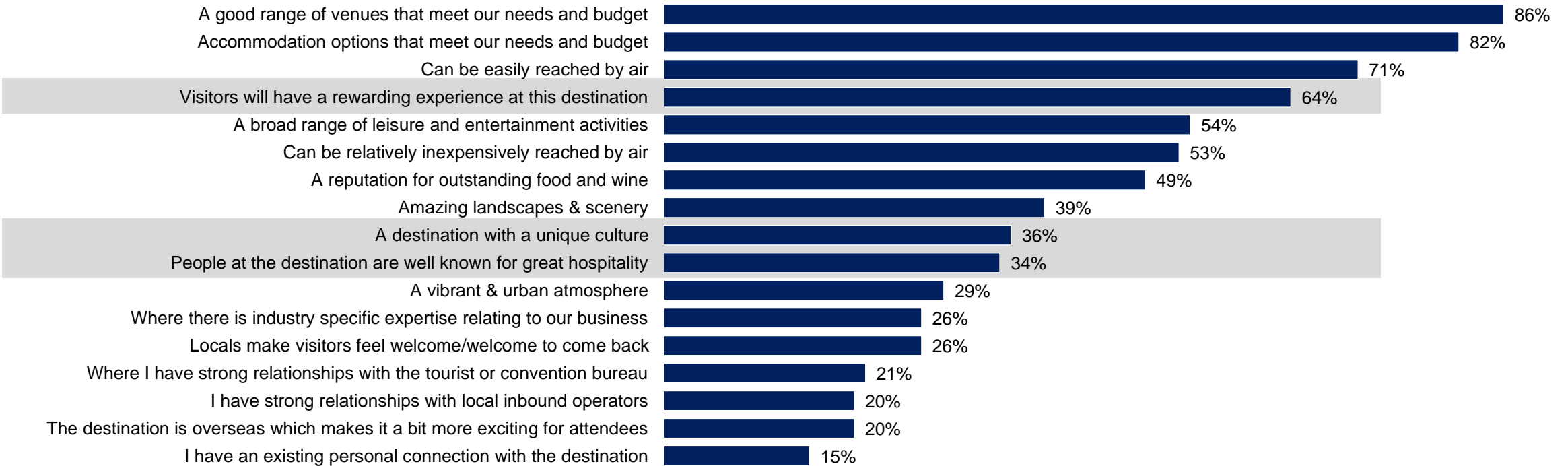
“Private and separate accommodation is the best”

“Larger spaces to account for social distancing without feeling too big. Creative food offerings to be safe but not boring”

“Need excellent onsite services to stream event & plus excellent Wi-Fi”

Having suitable venue and accommodation options is key to attracting business events, but there is also an opportunity for New Zealand to stand out by offering rewarding experiences, unique culture and great hospitality

Key attributes organisations look for in a destination for business events (% organisations, Jul 21)



To attract business events, there is an opportunity for New Zealand to improve perceptions of its venues and accommodation options, leisure activities, and wine & food offer, while leveraging its strengths in unique culture

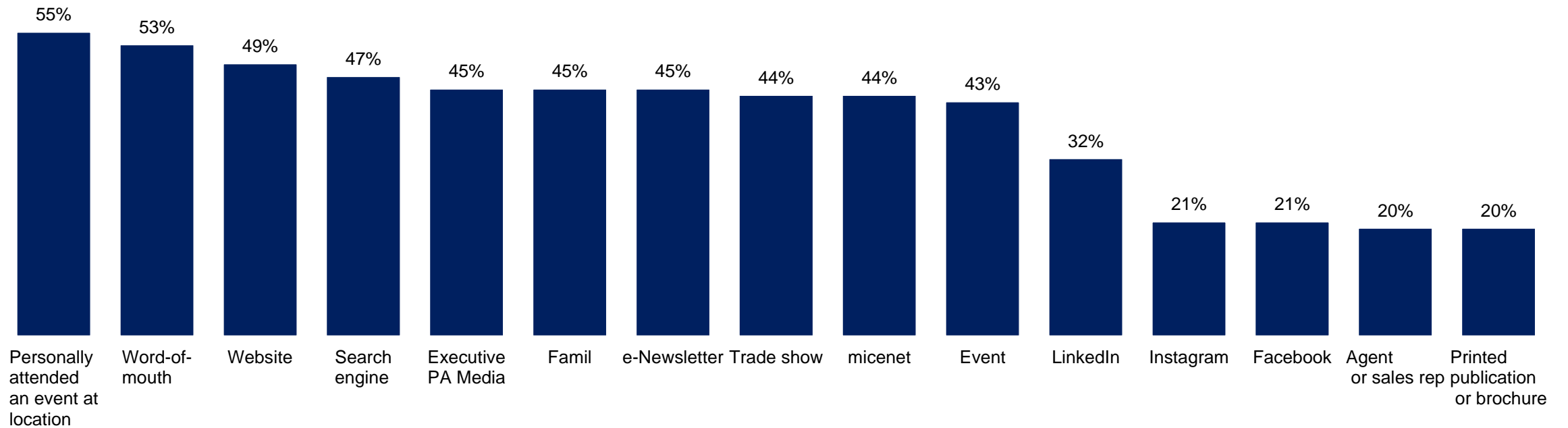
Destinations associated with each attribute (Jul 21)

Ranked in order of % org. looking for this attribute

	NSW	VIC	QLD	New Zealand	WA	TAS	SA	ACT	NT
A good range of venues that meet our needs and budget	Green	White	Green	Red	White	Red	White	White	Red
Accommodation options that meet our needs and budget	Green	White	Green	Red	White	Red	White	White	White
Can be easily reached by air	White	White	Green	Red	White	Red	White	Green	White
Visitors will have a rewarding experience at this destination	Red	Red	White	White	Green	Green	White	White	Green
A broad range of leisure and entertainment activities	White	White	Green	Red	White	White	White	Red	White
Can be relatively inexpensively reached by air	Green	White	Green	Red	Red	Red	White	Green	Red
A reputation for outstanding food and wine	Red	Green	Red	White	White	Green	Green	Red	Red
Amazing landscapes & scenery	Red	Red	White	White	Green	Green	White	Red	Green
A destination with a unique culture	Red	Red	Red	Green	White	White	Red	White	Green
People at the destination are well known for great hospitality	Red	Red	White	Green	White	Green	White	White	White
A vibrant & urban atmosphere	Green	Green	White	Red	White	Red	Red	White	Red
Where there is industry specific expertise relating to our business	White	White	White	Red	White	Red	White	White	White
Locals make visitors feel welcome/welcome to come back	Red	Red	White	White	White	Green	White	White	Green
Where I have strong relationships with the tourist or convention bureau	White	White	White	Red	White	White	White	White	White
I have strong relationships with local inbound operators	Green	White	White	Red	White	Red	White	White	Red
The destination is overseas which makes it a bit more exciting	Red	Red	Red	Green	White	White	Red	White	White
I have an existing personal connection with the destination	Green	White	White	White	Red	White	Red	White	White

Organisers are exposed to a broad range of marketing sources when planning business events

Top 15 marketing channels organisations come across when planning business event and / or incentive trip destination (Jul 21)



GLOBAL PERCEPTIONS OF NEW ZEALAND HAVE CONTINUED TO WIDEN PAST NATURE, TO INCLUDE WHO WE ARE, HOW WE LIVE AND HOW WE TREAT OTHERS

New and increasingly relevant associations

HONESTY CARE RESPECT INTEGRITY EQUALITY QUALITY OF LIFE

Associations that continue to remain relevant



SO: WITH OUR BORDERS CLOSED, THEY ARE SEEING LESS OF OUR PLACE BUT ARE HEARING MORE ABOUT WHO WE ARE. FOR SOME THIS HAS CONTRIBUTED TO A SENSE OF COMING TO KNOW US BETTER.

AND THE ROLE OF MĀORI
CULTURE IN HOW THEY
SEE US?

IT GIVES FURTHER
CREDIBILITY TO OUR
NARRATIVE OF
INCLUSIVENESS AND
CARE

THE LEVEL OF AWARENESS DIFFERS BY MARKET, BUT ACROSS THE BOARD THERE WAS APPRECIATION FOR THE RESPECT WE SHOW TOWARDS MĀORI CULTURE



AUSTRALIA

A genuine appreciation of the embedment of Māori culture in New Zealand society, an example was the national anthem in te reo. There is acknowledgement that New Zealanders celebrate and are open to discussing the culture, something they find themselves lacking in.



USA

Inclusion of te reo and Māori culture in our narrative is perceived as an expression of the care and inclusiveness we demonstrate as a people, a sense that we set a new standard for them to aspire to for their first nation relations.



GERMANY/JAPAN

There is awareness of the place of Māori culture and history in the story of Aotearoa New Zealand, and a view that it forms an intrinsic part of how we define ourselves.



BRAZIL

A view that our respect towards Māori culture is an important proof-point in our narrative of care towards people and planet and one that some felt was missing in their own country.



INDIA/CHINA/
UK/DUBAI

Māori culture is seen as something that differentiates us but is currently largely restricted to the tourism context. Awareness is driven more by haka and the performance-centric aspect of the Māori culture.

TOURISM

One Picture.

2020: NEW FOUND APPRECIATION OF NATURE HAS ELEVATED US ON THEIR BUCKET LIST

NOW: UNTIL THERE IS GREATER CERTAINTY AROUND BORDER CLOSURES PEOPLE ARE CHOOSING CLOSE BY INSTEAD

OUR CHALLENGE: TO HELP SEE PAST THE LOGISTICAL UNCERTAINTIES TO VALUE IN VISITING NEW ZEALAND WHEN IT OPENS

WHAT'S STAYED THE SAME?

KEY GLOBAL INSIGHTS

For markets that are coming out of prolonged lockdowns, the need for a break is beating even visiting friends and relatives as a number one driver. New Zealand is a place away from the 'norm' – our desirability has now expanded beyond our unparalleled nature to our harmonious way of life.

KEY TO DOS

Highlight content that adds to our perceptions of being different – a refresher after a long time without travel.

Uncertainty around border closures is making 'closer to home' feel like a more practical choice – and some have learnt they have beautiful places in their own backyards. New Zealand is further than ever, and a highly risky option given our swift lockdowns.

When we are ready, we need to give them confidence in our strategy to manage the uncertainties, and what we have in place to keep them safe.

WHAT'S NEW?

For some, climate change and carbon footprint is a growing consideration when travelling – that it's harder to justify flying to New Zealand if they claim to care about climate change.

Show why a visit to New Zealand is worth it, and lead with the efforts and initiatives that help us care for the environment, funded by tourism.

For Australia, there is a broadening view of everything there is to do in New Zealand – New Zealand is safe and easy for them to get to, and likely exclusive for a while.

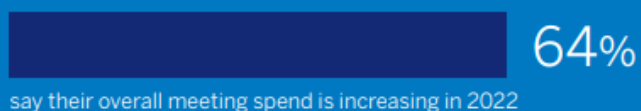
Drive attention to our position as 'almost domestic' but still a world apart, where they can be safe, and have cultural and tourism experiences unlike their own.

Global Activity

Opening Up ... Thoughtfully

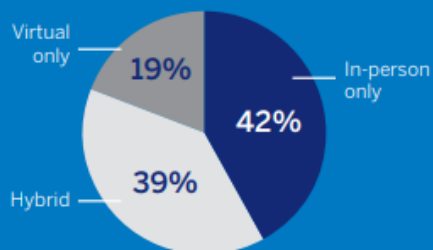
Lessons learned during the pandemic are expected to be put to good use. Budgets are increasing and face-to-face meetings are returning – with some caveats.

Budgets are increasing



And we're going to see more of each other

81% of meetings in 2022 are expected to have a face-to-face component



Policies are becoming more explicit

Respondents say their organization's meeting policy has explicit language about:

65% safety and security

47% virtual/hybrid specific policies

44% health and wellness

26% meetings ROI metrics



A positive outlook

How optimistic are respondents about the health of the meetings and events industry in 2022?

Percent of respondents who chose 8 or higher on a scale of 1 to 10:



A fast return to in person

When will in-person events return to pre-pandemic levels?

In the near future (1 or 2 years):



The 2022 Forecast is based on a June-July 2021 survey of 500 meetings and events professionals from around the world, and interviews with industry experts. Respondents represent corporations, associations, buyers, and suppliers from five continents and 31 countries. The result is a global picture of expectations for the 2022 meetings and events industry.

Global Trends



Anchored by safety and flexibility

To get back to in person, respondents say the two most important factors are:

58%



Confidence in duty-of-care components for attendee health and safety

55%

Supplier flexibility

And led by internal meetings

The top 3 meeting types with the largest projected growth in 2022

1.

Internal team meeting/training

2.

Small/simple meeting

3.

Client/customer advisory board

The Way Forward

After a turbulent year, our survey respondents say they are optimistic and prepared for the return of in-person events in 2022.

Pre-pandemic activity levels are in sight



Two-thirds expect in-person meeting levels to return to their pre-pandemic numbers sooner rather than later



Comfort with technology is increasing

In the meantime, planners have increased their tech know-how



73%

are very optimistic about their ability use technology to enhance the meeting experience vs. 61% in 2021

And sustainability matters more than ever



83%

of organizations take sustainability into account when planning meetings and events

BUSINESS EVENTS Australia - Consumer Demand Project 2021

ASSOCIATION DECISION MAKERS

21%

are uncomfortable with overseas travel

72%

are likely to resume overseas events in the next 2 years

45%

have been running events over the last 9-10 months (including face to face, online and hybrid)



Restrictions on attendee numbers is the biggest factor influencing decision makers' confidence about future overseas events



A rollout of an effective vaccine is the biggest driver to event resumption overseas

68%

claim the funds for future overseas events will increase in the next 12 months

82%

claim the number of events held by their association will be the same or greater compared to before the pandemic

The **top five factors** for association decision makers when considering overseas events include: a **safe and secure** destination (excluding COVID); the rollout of an effective **vaccine**; a destination that has **handled the pandemic well**; **travel costs** associated with the destination; the **strength of the industry**

INCENTIVE DECISION MAKERS

18%

are uncomfortable with overseas travel

70%

are likely to have resumed overseas trips 18 months from now

43%

have been running overseas trips in the last 9-10 months



Restrictions on attendee numbers is the biggest factor influencing decision makers' confidence about future overseas events



Safety and security of a destination (excluding COVID) is the biggest factor influencing decision makers when planning overseas incentive programs

75%

claim that the number of overseas incentive programs held by their business/organisation will be the same or greater compared to before the pandemic

60%

claim the funds for future overseas incentive trips will increase for events in the next 12 months

The **top five factors** influencing incentive decision makers when considering overseas trips include: a **safe and secure** destination (excluding COVID); a destination that has **handled the pandemic well**; the rollout of an effective **vaccine**; **flights with no stop-overs** (after COVID); **excellent business event facilities**

THE RESEARCH

The CDP was conducted by Snapcracker Research + Strategy, who surveyed 163 people from the association sector between 16 February and 2 March 2021 and 354 from the incentive sector between 16 February and 30 April 2021. The report also draws on qualitative interviews with decision makers in both sectors that were undertaken in March 2021.

The CDP covers decision makers for events in the association sector based in North America (US and Canada) and the UK/ Europe (UK, Germany and Italy); and decision makers in the incentive sector based in North America (US and Canada), UK/ Europe (UK, Germany and Italy), China, Malaysia, Singapore, India, Indonesia and New Zealand.

Key Findings

- 1 Covid-19 uncertainty notwithstanding, New Zealand is in a strong position to attract Australian business events over the next four years: consideration for New Zealand is high at 64%, with key competitors being NSW, VIC & QLD with higher consideration
- 2 The key factors influencing the destination choice for business events are suitable venue / accommodation options, and cost and time it takes to get to the destination – areas where New Zealand needs to improve perceptions
- 3 New Zealand has an opportunity to stand out by offering rewarding experiences, unique culture and great hospitality – attributes also highly sought by organisations when choosing destination, and New Zealand is in a good position to deliver on these attributes
- 4 Organisations are exposed to a broad range of marketing channels when planning business events: the best opportunities to influence are digital channels, including search engines, industry organisations (Executive PA and Micenet), famils and trade shows
- 5 There is greater comfort with digital and hybrid meetings, but we are battling digital fatigue. There is global optimism for the industry. Conferences and incentive travel will be back.
- 6 Safety and security will play an important role in the decision making process



Franz Josef Glacier



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NEW ZEALAND**

newzealand.com

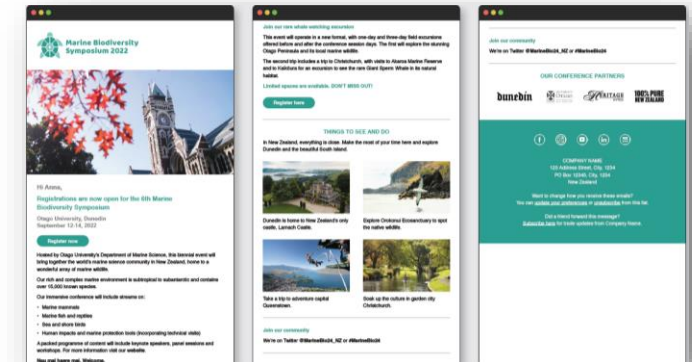
Delegate Marketing

Why Delegate Marketing

Delegate Marketing is all about maximising the number of attendees.

It should:

- benefits the organisers, as they have a more successful event
- increase the number of attendees that come to New Zealand
- helps make the process easier
- ensure New Zealand is represented in the best light with high quality assets
- maintain consistency



Wide range of assets

	FREE Resources	Low-med \$\$\$	Med-high \$\$\$
Websites	<ul style="list-style-type: none"> eBook guidelines Website content document UX best practice 	<ul style="list-style-type: none"> Professional copy 	<ul style="list-style-type: none"> Full website design & build
Tradeshows	<ul style="list-style-type: none"> eBook guidelines Tradeshow guidelines pdf Pull up banners + tablecloths 	<ul style="list-style-type: none"> Travel + ministand 	<ul style="list-style-type: none"> Travel + custom designed stand
Video	<ul style="list-style-type: none"> eBook guidelines Promotional DM video 'How to create a welcome message' guidelines 	<ul style="list-style-type: none"> Customised DM video (with conference name/logo etc) Customised DM video (with welcome message) 	<ul style="list-style-type: none"> Bespoke video
Social Media	<ul style="list-style-type: none"> eBook guidelines Fixed social tiles + copy templates 	<ul style="list-style-type: none"> Custom social media tiles (based on TNZ template) 	<ul style="list-style-type: none"> Paid social media campaign
eDMs	<ul style="list-style-type: none"> eBook guidelines 	<ul style="list-style-type: none"> Custom eDM(s) (based on TNZ template) 	<ul style="list-style-type: none"> Custom eDM(s) (based on TNZ template)
Postcards	<ul style="list-style-type: none"> eBook guidelines 	<ul style="list-style-type: none"> Custom postcard(s) (based on TNZ template) 	<ul style="list-style-type: none"> Custom postcard(s) (based on TNZ template)
Content & PR	<ul style="list-style-type: none"> eBook guidelines Copy bank 	<ul style="list-style-type: none"> Custom press release or content (via Rochelle) 	<ul style="list-style-type: none"> Custom press release or content (via Rochelle)
Merchandise	n/a	<ul style="list-style-type: none"> Cookie time cookies Whittakers Chocolate 	<ul style="list-style-type: none"> Same as low-med



CONFERENCE MILESTONES

HOW TO SUCCESSFULLY PROMOTE YOUR CONFERENCE IN NEW ZEALAND 116

Key Promotional Opportunities

Given the long lead time for international conferences, promotion should be regular to help you build continued interest and communication amongst your attendees, and to convince them to register and attend. The previous conference or when the bid win is announced, are key kick-off points for starting promotional activity.

In order to effectively manage your marketing activities, it is a good idea to plan out the key milestones in the lead up to the conference and choose which ones will be the most useful promotional opportunities for your specific event. Some, such as conference registration opening, could see a bigger splash for example, a press release, an email and social media- while others may just be social media updates.

FINDING YOUR KEY PROMOTIONAL PERIOD

Are there trends in registration for your specific conference that you can source from the central committee? When are the peak registrations periods? If so, factor this into your planning, and make sure you are active at the right times.

Remember also that New Zealand, often a long-haul destination, may have seen longer timelines than usual. And, in a post-Covid world, last minute booking could become more common. Use your knowledge of your audience to inform your decisions.

More than half of conference attendees report that they normally register three to six months prior to the event going, with an additional 20% two months prior. This is important for the timing of promotional activity. (Source: Decision to Attend Study)

The timeline above is one example of the different milestones that could provide useful promotional content in the lead up to a conference.



Marketing & Messaging

Key Messages

Conference Impact Aotearoa

The four capitals of enriching New Zealand through the contribution of tourism

The Four Capitals of enriching New Zealand through the contribution of tourism



Economy

Adding incremental value to the New Zealand economy and its assets



Nature

Helping restore, maintain and nourish the environment for the intergenerational benefit of New Zealand



Culture

Preserving and enhancing our values, culture, attitudes and heritage



Society

Thriving through shared knowledge, job creation, improved physical & mental wellbeing

Tiaki & Manaakitanga

Demonstrating care for people and place can be seen as a key point of difference.



Trade Media and Activity

	2021						2022					
Publication	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Trade shows					IMEX America		PCOA Conference	Get Local	AIME	IBTM Asia Pacific	Aus Roadshow	Meetings
										IMEX Frankfurt		
New Zealand												
Meeting Newz												
AuSAE NZ												
Geo Science Society												
Australia/New Zealand												
Associations Forum												
AsSAE												
PCO Association												
Direct Selling												
miceNET												
Spice Magazine												
International												
TTG Asia												
M&C												
NorthStar												
ICCA												
SITE												
PCMA (TBC)												
AMI												
Successful Meetings												
Meetings & Conventions Asia												
Boardroom												
Other Paid												
LinkedIn.Search												

Bid Champion Campaign – We're calling for you

CRAIG CARY
HOST OF THE INTERNATIONAL
SCAR BIOLOGY SYMPOSIUM

**CALLING
THE
PIONEERS**

Join the world's best with
funding and support to host
a conference in New Zealand

**100% PURE
NEW ZEALAND**
businessevents.newzealand.com

ALESSANDRO PALERMO
HOST OF THE INTERNATIONAL
ASSOCIATION FOR BRIDGE AND
STRUCTURAL ENGINEERING CONGRESS

**CALLING
THE
INNOVATORS**

Join the world's best with
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a conference in New Zealand

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MAHSA MOHAGHEGH
HOST OF THE INTERNATIONAL CONFERENCE
ON PRIVACY, SECURITY AND TRUST

**CALLING
THE
VISIONARIES**

Join the world's best with
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Business Development

TNZ Business Events



BE Business Development

Focus on the future, attracting International & Australian conferences & incentives 2022 & beyond

- Global Incentives
- Australia
- International activities
- New Zealand attracting international conferences

TNZ Global Incentive Business

SINGAPORE SE Asia	SHANGHAI CHINA	LOS ANGELES USA
<p data-bbox="326 334 621 376">Edward Kwek</p> 	<p data-bbox="958 334 1549 376">Helen Zhang & Leslie Chen</p> 	<p data-bbox="1727 334 2379 376">Natalie Fulton & TBC support</p> 

Focus on the future

FY22 | over 30 Bids complete | Value approx. \$20M

In-market education, virtual tradeshow attendance, NZ famils ??

NZ Story | strong covid response

OUR COVID RESPONSE HAS ADDED TO HOW THE WORLD VIEWS US...

One Picture.

...WHICH FOR MOST MARKETS HAS MEANT A STRENGTHENING OF KEY CONSIDERATION METRICS

QUALITIES AND ATTRIBUTES	MARKETS
Progressive and Modern ↑	CHINA 🇨🇳
Honesty and Integrity ↑	UK 🇬🇧
Welcoming and Inclusive ↑	AUSTRALIA 🇦🇺
Strong and Decisive ↑	INDIA 🇮🇳
Human ↑	BRAZIL 🇧🇷
Safe/Protected ↑	USA 🇺🇸

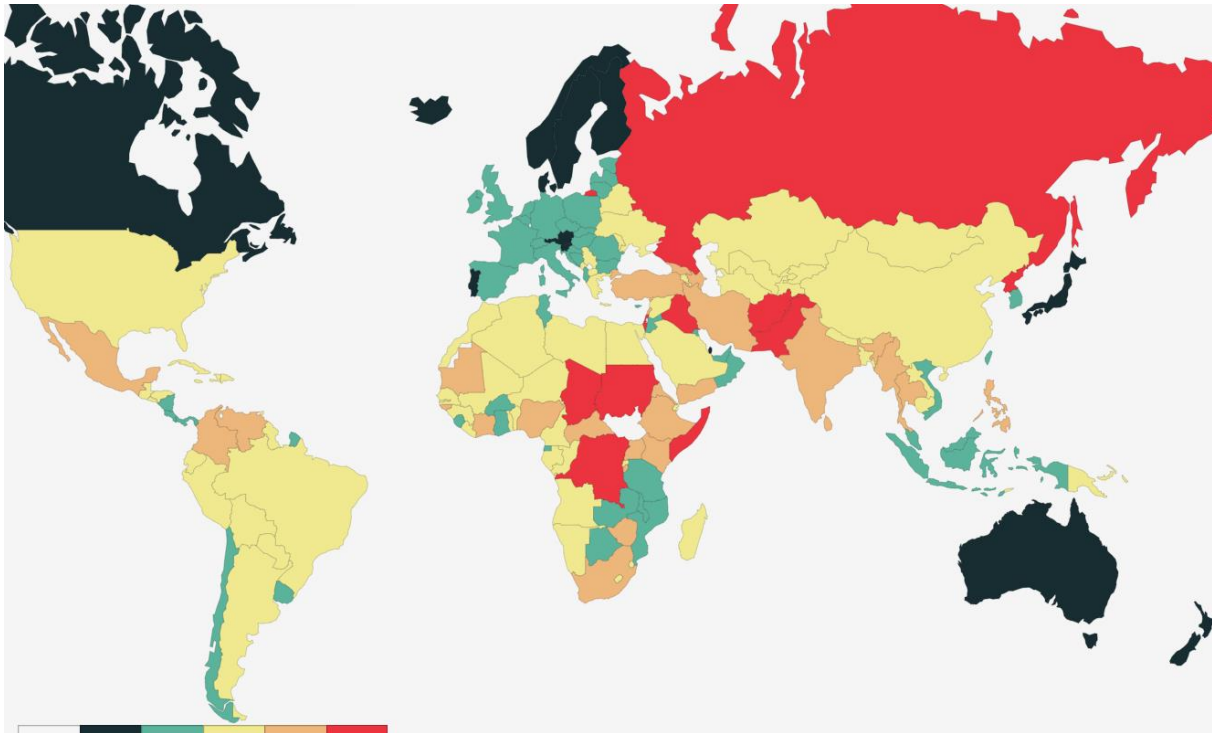
SO: A STRENGTHENING OF THEIR BELIEF THAT WE ARE DECENT GLOBAL CITIZENS, WITH A CULTURE OF RESPECT

18

Global Peace Index 2021

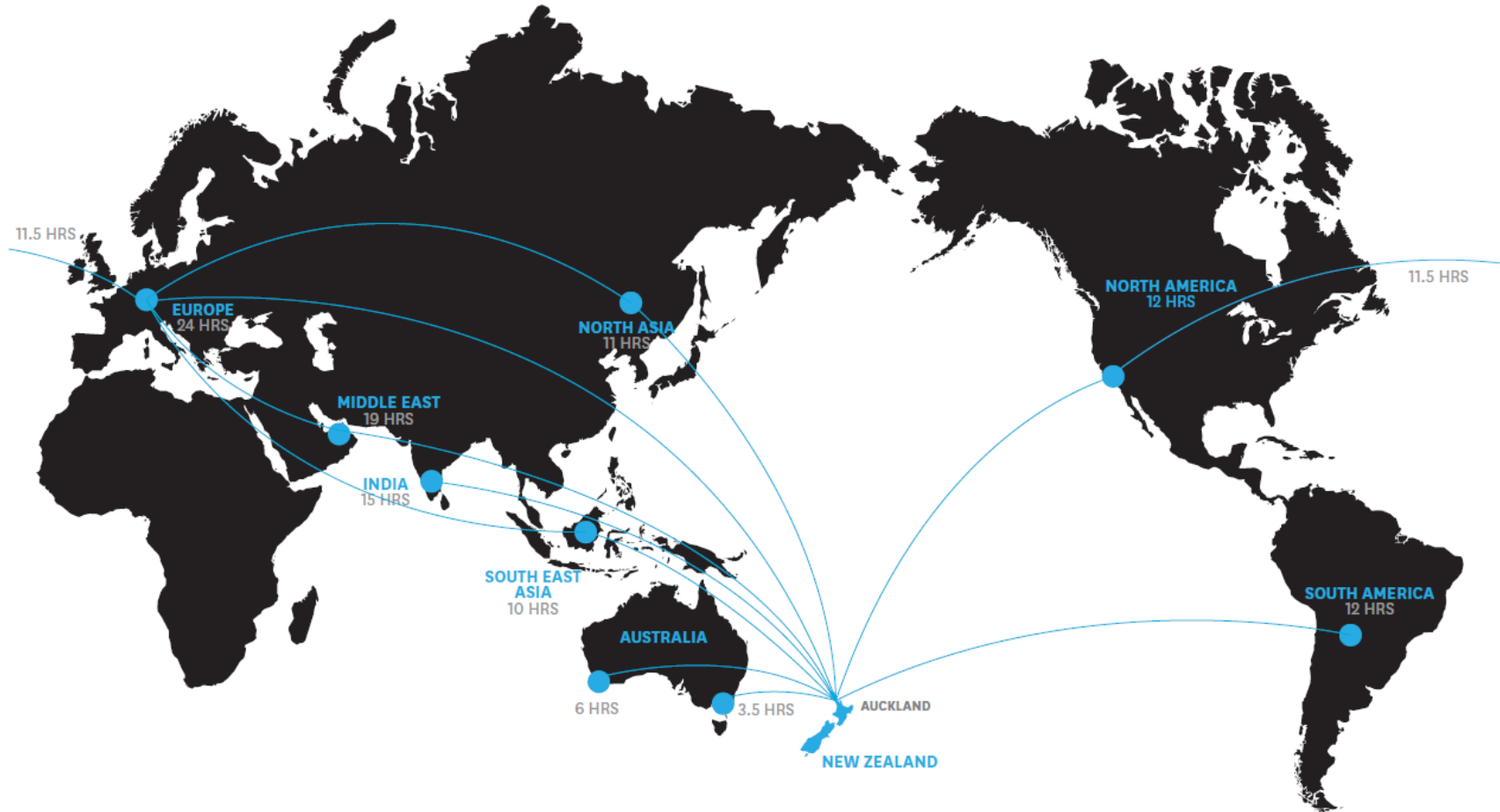
NZ # 3

safety, security, lack of corruption & conflict

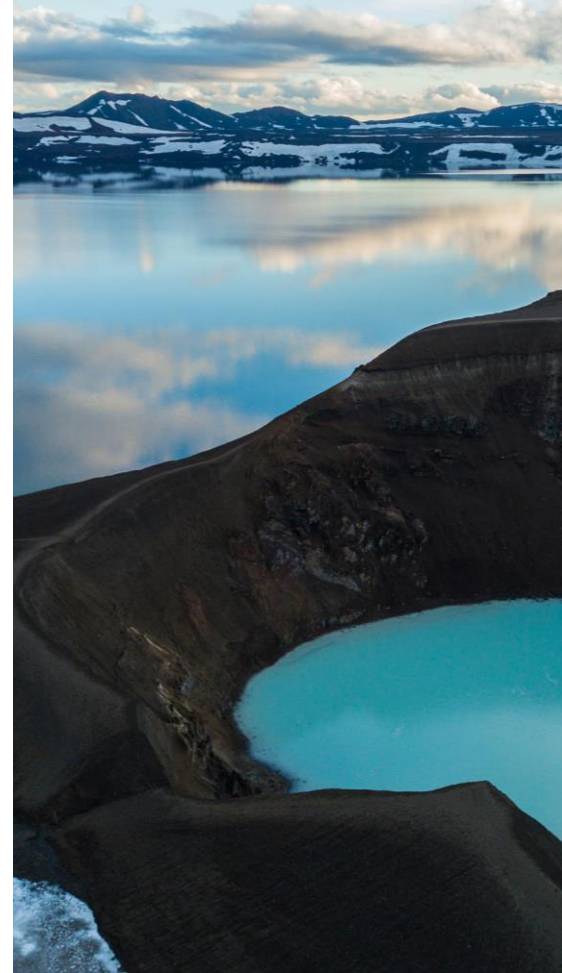


RANK	REGION	SCORE
1	 Iceland	1.185
2	 Denmark	1.265
3	 New Zealand	1.306
4	 Norway	1.348
5	 Austria	1.361
6	 Slovenia	1.382
7	 Japan	1.389
8	 Qatar	1.4
9	 Finland	1.407
10	 Australia	1.408

Global competition is strong



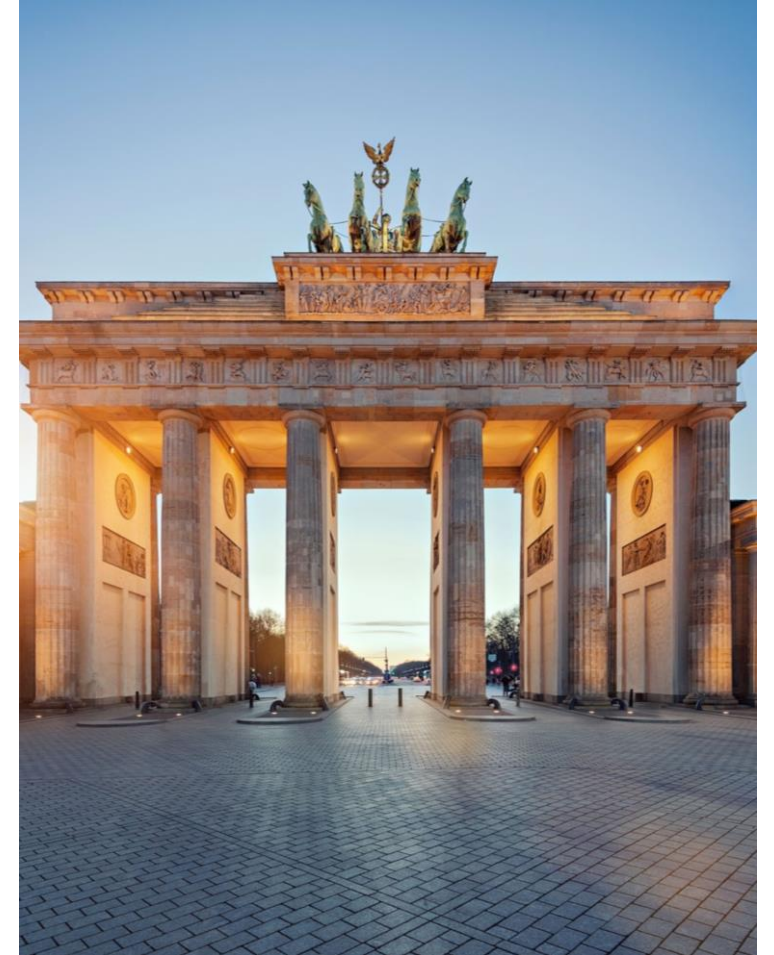
New Zealand's south island : amazing scenery , but is it?



Competitors are everywhere



European incentive hubs



Wine experience | Argentina, France, California



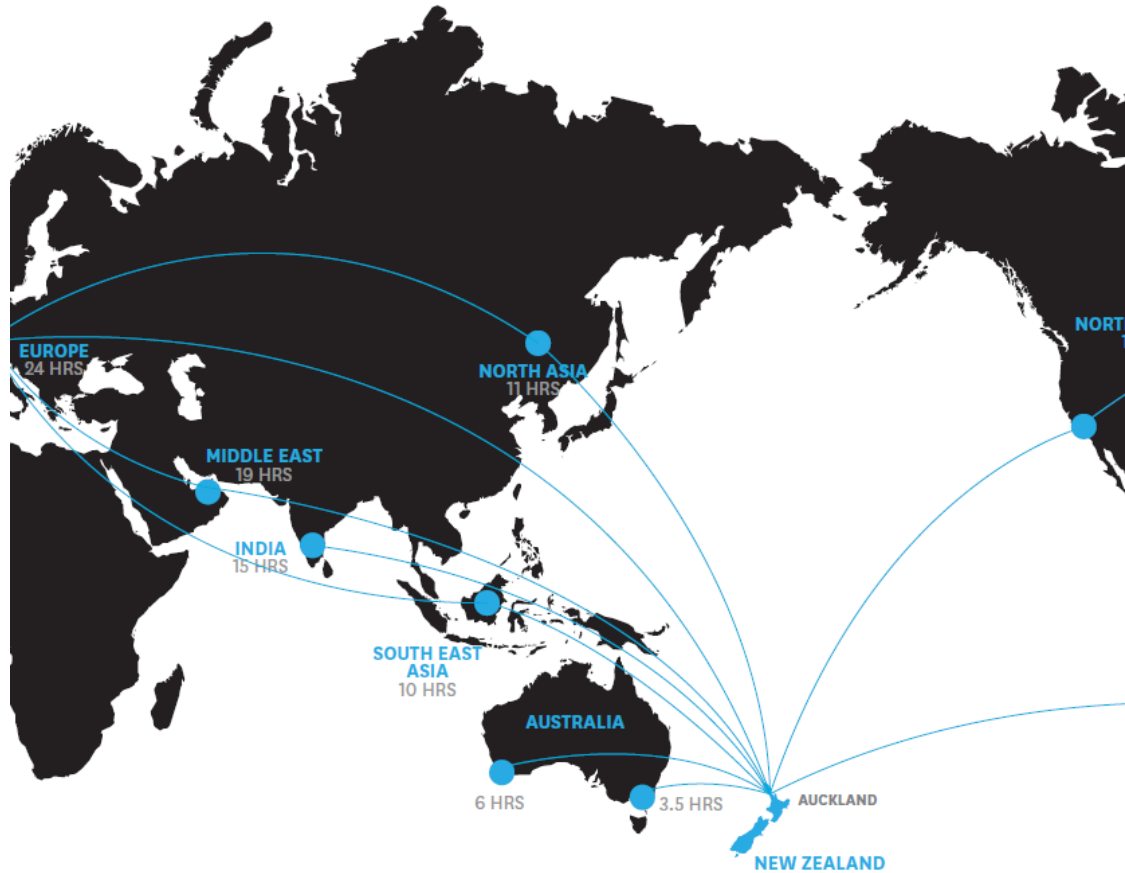
Incentives close to home in the USA



Incentives from the beach to the cities across Asia



Queenstown | great job, great product





my experience, WOW factor



Australia

TNZ Helen Bambry & Samantha Kent
@ Jana Kingston



Australia | Highly competitive

Cities, States and Tourism Australia, ALL offer significant financial initiatives

2021 TNZ funding and support is flexible, competitive and business specific :

- enabled our NZ partners (Queenstown) to win business
- interest continues to be strong and driven by direct contacts

Targeting Corporate & Incentive
Business conversion next 12- 18 months

Association Conferences | 200 persons
continue to nurture business
now 2023 & beyond



Australia | TNZ Strong Partnerships

Association Opportunities for Queenstown



- Support events & tradeshows with Australian Partners
- Stand & hospitality platforms for New Zealand Industry

Annual marketing schedule available for New Zealand Industry stories & promotions

Australia | Incentive Opportunities

Event attendance & marketing schedule for New Zealand showcase

The logo for the Society for Incentive Travel Excellence (SITE) features the word "site" in a bold, lowercase, red sans-serif font.

**Society for Incentive
Travel Excellence**



**DIRECT SELLING
AUSTRALIA**

Australian activities | TNZ support

March 2022	AIME Tradeshow Melbourne 16 New Zealand Industry Partners Queenstown
May 2022	New Zealand Roadshow Melbourne – Sydney – Brisbane



Hosting Australians | TNZ Business Events funding

2022	In conjunction with Air New Zealand, TNZ support Famils & site inspections
June 2022	MEETINGS with BEIA, TNZ support Australian Buyers and famil programmes



businessesevents.newzealand.com



2022 International Activities

International Platforms

In-person international tradeshows



LAS VEGAS
NOVEMBER 09 - 11, 2021



FRANKFURT
26 - 28 APRIL 2022

When	Tradeshows
NOV 2021	IMEX America, Las Vegas 55 countries, 3500 exhibitors huge demand, global buyers
APR 2022	IBTM Asia Pacific, Singapore includes Knowledge sessions TNZ lunch ?
APR 2022	IMEX Frankfurt Policy forums, Sector meetings <i>TBC TNZ event in UK or Europe</i>

International Partnerships

Business Development & profile opportunities for Auckland



International Congress
and Convention Association



Professional Convention
Management Association

New Zealand sponsored joint venture initiatives

- calendar of events & education options, 2022
- specific focus on Asia Pacific platforms for New Zealand Industry

Annual marketing schedule available for New Zealand Industry stories & promotions

New Zealand

- BE BDM's
- Source international conference opportunities
- Research, research, research
- Sales, sales, sales
- International associations
- Build Relationships with conference hosts

1.BID 2.WIN 3.PROMOTE

At least 90 – 100 bids per year



Business Events , conferencing in the future

A strategy NOT just focused on the economic impact of business events but social impacts and meeting legacies

Current situation : for a while we'll have “vaccine passports” and a proliferation of hybrid events that are producing and distributing multi-channel content

Four key trends that are emerging, partly driven by the pandemic.

1. Sustainability and UN Sustainable Development Goals (UN SDGs)
2. A focus on attracting meetings that are strategically important to a community
3. Government engagement in the business of attracting and hosting meetings
4. Local community support and engagement in the convention industry

Successful ‘legacy & impact’ strategy for the future

Reflects the importance to the community, relate to the UN SDGs

- meaningful engagement between convention bureaus, local hosts, governments and the local community.
- Best of all, it means that the legacies & impacts of hosting meetings will become stronger and more measurable, over time will build momentum and support for growing a destination’s meetings industry.

For example: how we approach an opportunity

Business case 1: “If we host this meeting on ‘forestry’, leaders in that industry from all over the world will come here and share their know-how and also see what we are doing in that science. Corporations and investors will come too.

It’s our chance to tap into a global network, form relationships, partner in innovation, secure venture capital, attract talent. Hosting this meeting is a strategic way to stimulate and strengthen our local ‘forestry’ industry.”

Business case 2: “If we host this meeting on forestry, some international delegates will come here for a few days and spend some money.”

Question for Queenstown?

- National conferences and incentives will come
- Australian corporates & incentives are gearing up
- Association conferences from Australia are on the radar

International conferences

Academics & health professionals across NZ keen for ZQN

- Target your community?
- Local conference hosts?
- Wealth of expertise



Tourism New Zealand | business events

Enriching New Zealand by maximising the contribution of the **delegate**



Economy

The tourism economy thrives and grows adding incremental value to the New Zealand economy and its assets

Business Events contribute at least \$1.48B to the New Zealand economy



Nature

Tourism restores, maintains and nourishes the environment for the intergenerational benefit of New Zealand

Business Events facilitate experts to meet, discuss and plan to improve our world



Culture

The tourism story and experience preserves and enhances our values, culture and heritage; the make up of our identity

The world can learn from New Zealand's culture and values



Society

People in and part of tourism communities thrive through jobs, shared knowledge and physical & mental wellbeing

People and experts meet to improve communities. 8,200 jobs in New Zealand are directly sustained from this industry

CIA | Conference Projects

1. INTECOL Wetlands | Christchurch | October 2021
2. HINZ Digital Health Week | Wellington | March 2022
3. IWG Women in Sport | Auckland | May 2022
4. World Leisure Congress | Dunedin | September 2022

More projects for future years coming up

Communicate this to international associations as a NZ benefit

Universities : key for conferences

KEY SECTORS OF EXPERTISE

Home > Why New Zealand > Key Sectors of Expertise

New Zealand is world-renowned as an innovator, a small nation with a big reputation for ground-breaking research, creative ideas, and cutting-edge technology.



TNZ Conference bid activity | Future Focus

FY 22 since 1 JULY 2021

34 Bids

Value \$45.6m

12 Wins
\$9.5m

Bids include 6 with Queenstown as option
Long lead times 2022 – 2028
NZ hosts engaged and looking at the future

KIA ORA RAWA ATU

Many thanks

100% PURE NEW ZEALAND
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