

QCB Report Q1 2020-21

1 July - 30 September 2020

Market Overview & Insights

The following report outlines the key activity and results of the Queenstown Convention Bureau for Q1 (July - September) of 2020-2021 financial year.

This report includes insights from the managers, lead generation by market, and breakdown of these leads into conference and incentive. We display how the leads were generated, the source from which the business originated and reasons any events were lost. There is also reporting on the impact to date and in the future that Covid-19 has had.

An activity summary from the Bureau includes a breakdown of sales calls, tradeshow appointments, networking meetings/updates, site inspection participants and famil participants.

In our pipeline reports all confirmed business for the next 5 quarters, along with a summary of all prospective business is outlined.

Finally, the calendar of events outlines the activities the business development team will undertake for the upcoming financial year.



KIRAN NAMBIAR
Business Development
Director

The first quarter of the new financial year has been a busy one for the Bureau team as we continue to adapt to the new normal. As you will read in this report, the return to level 1 has resulted in strong interest from the domestic market, with 26 leads being generated and a record 4 leads being generated and confirmed within the same quarter. Whilst actual leads from Australia are lower this quarter due to continued uncertainty, ongoing discussions with our key partners indicate high levels of continuing interest from this key market - the implementation of the trans-Tasman travel bubble will be a lifeline the town needs moving forward. Major projects this quarter included the domestic famil in July with 14 corporate buyers and 3 industry contacts which involved over 40 DQ members. We also ran a domestic digital campaign which is just drawing to a close as we publish this report. We look forward to this second quarter, with the launch of the Home of Adventure campaign and the much anticipated BE Reconnected in Auckland in December.

Please do read on for further detail and feel free to reach out to me with any questions.



JANA KINGSTON
Business Development Manager
Australia & North America

Anticipation remains high in Australia for the commencement of the trans-Tasman bubble. There have been a few leads come through for 2021 however most clients say they are now waiting for a firm date borders will open before corporates will request proposals. With interstate travel in Australia also restricted, the entire industry really is in a holding pattern with the business events sector struggling. A lot of clients are concerned about the reduction of Job Keeper payments and question whether they will be able to keep on their staff. That said, indications from our key accounts are that as soon as they can travel, we will see a huge influx of business events with Queenstown being the number 1 destination clients will want.

Large hybrid events are now being held with clients saying these will be used as case studies moving forward. Hybrid is most definitely here to stay, however future events, particularly association conferences will still need at least a 50% in-person attendance to break even and draw sponsorship.

[Continue reading on page 2](#)



SOPHIE ARCHIBALD
NZ Business Development
& Marketing Manager

QCB launched our domestic business events campaign on the 25th August, which ran for a 6 week period. This was a full funnel campaign to stimulate demand and encourage week day travel by utilising business event packages created by members. The target audience was domestic event planners looking to book a business event with 10 pax or more and travel before 15 December 2020. Due to the short lead time, we targeted a range of business events including conferences, incentives, seminars, board meetings, trade shows, team building events, executive retreats, celebrations and Christmas parties. We curated new content to generate awareness and inspire planners, communicating the reasons why Queenstown will make their next business event the most memorable yet. The campaign ran across LinkedIn, Google Search, Google Display and Native, targeting Auckland, Christchurch, Wellington and Southland. The plan layer of the campaign used targeted content to communicate Queenstown's offering to different target segments e.g. board meetings, team building, seminars, executive retreats, celebrations, we also promoted the Meet Queenstown document as our key lead magnet.

[Continue reading on page 2](#)

Market Overview & Insights

...Continued from page 1

JANA KINGSTON

Regular sharing of market intel and updates takes place with our counterparts at CINZ, Tourism NZ, Air NZ and ACB. My July trip rescheduled to September was unfortunately rescheduled again due to the ongoing lockdown in Victoria. I am anticipating being able to travel to Sydney to complete this in conjunction with the PCOA Conference in early December.

The Bureau has confirmed our participation at BE Reconnected in Auckland in December and will support CINZ with sponsorship of the welcome refreshments, a key-note speaker and the major prize.

SOPHIE ARCHIBALD

The booking layer used targeted content and member packages/offers to drive traffic to our website and generate referrals to our members for direct conversion on their own channels. The goal of the packages/offers was to showcase the value that groups can get when travelling to Queenstown from August through to December 2020. Our aim was to deliver value upgrades and convenient options (e.g. all-inclusive packages) to create compelling reasons for event organisers to choose Queenstown (rather than lower prices). Content creation will be an ongoing focus for QCB and we will look to have an always on digital strategy so that we are showing up in the right places when planners are searching for content. See page 14 for more information on the campaign and references of the creative.











Total Leads

This table reflects the leads generated within the quarter and their current status (won/lost/in progress) and compares the figures with the same quarter in the previous financial year. Year end totals are also provided with a comparison against last financial year.

In progress means a decision is still pending on the piece of business. Leads cancelled are those that are cancelled after initially confirming. The won/lost figures are low as the status of a lead rarely becomes confirmed/lost within the same quarter it was generated.

For quarter 1 a total of 36 leads have been generated, with five of these leads being confirmed within the quarter. New Zealand had its highest number of leads ever recorded since Destination Queenstown started recording using Simpleview CRM in July 2018 with 26 total leads being generated and four of these leads being confirmed with the same quarter. This is likely due to two factors- Destination Queenstown's implementation of the Domestic Strategy and shorter lead times in organizing and holding business events due to COVID-19. Encouragingly the Bureau still received 8 leads this quarter from Australia. Although this is behind last years 26 leads from Australia in quarter 1 it shows that Australian's are considering New Zealand for events once quarantine free travel between the two countries. Rest of world not surprisingly has dropped.

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

Market Segmentation

This chart shows the market segment from which leads have been generated over the last 12 months.

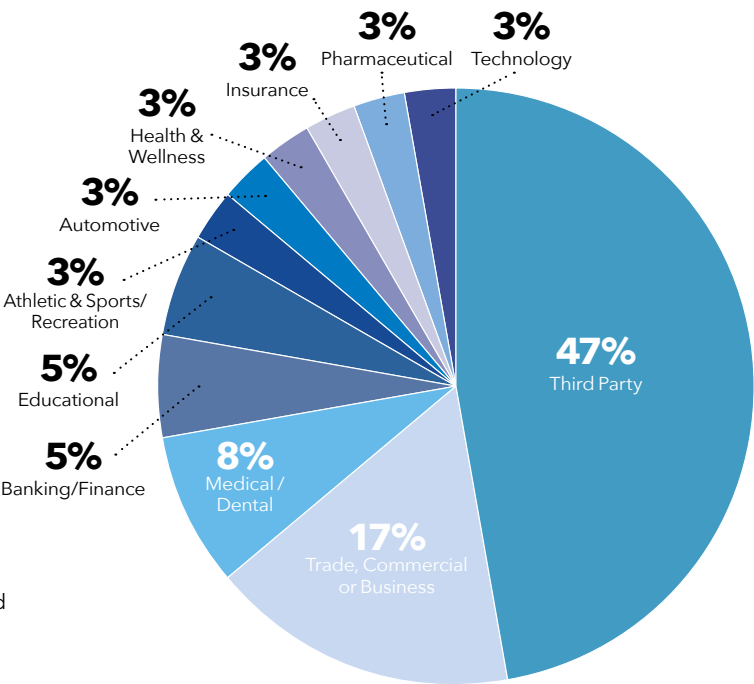
In the last 12 months the other segment (with 4 leads or less associated to them) encompasses:

- Manufacturing (4)
- Technology (3)
- Marketing/ PR/ Advertising (3)
- Agriculture/ Farming (2)
- Cultural, Fine Arts, Libraries (2)
- Transportation (2)
- Direct Sales (2)
- Engineering (1)
- Environmental (1)
- Tourism (1)
- Retail (1)
- Religious (1)
- Legal (1)
- Athletic & Sports/Recreation (1)
- Other (1)

This Quarter 17 leads were generated through third party planners followed by trade, commercial or business with 6 leads.

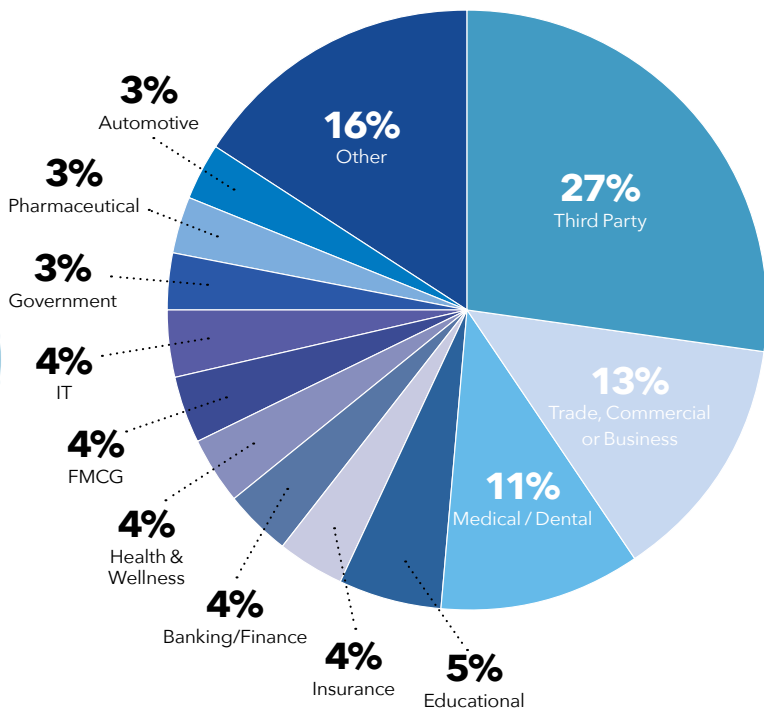
It is surprising to see such a high proportion of third party planners being utilized within the domestic market which tend to take a more do it your self approach to organizing business events historically. Its that due to shorter organizing time frames and a reduction in staff more event organization is being outsourced currently.

Last 3 months



THIRD PARTY PLANNER 17	AUTOMOTIVE 1
TRADE,COMMERCIAL OR BUISNESS 6	HEALTH & WELLNESS 1
MEDICAL / DENTAL 3	INSURANCE 1
EDUCATIONAL 2	PHARMACEUTICAL 1
BANKING / FINANCE 1	TECHNOLOGY 1
ATHLETIC & SPORTS / RECREATION 1	

Last 12 months
















THIRD PARTY PLANNER 45	HEALTH & WELLNESS 6
TRADE,COMMERCIAL OR BUISNESS 22	FMCG 6
MEDICAL / DENTAL 18	IT 6
EDUCATIONAL 9	GOVERNMENT 5
INSURANCE 6	PHARMACEUTICAL 5
BANKING / FINANCE 6	AUTOMOTIVE 5
	OTHER 26

Business Event Type

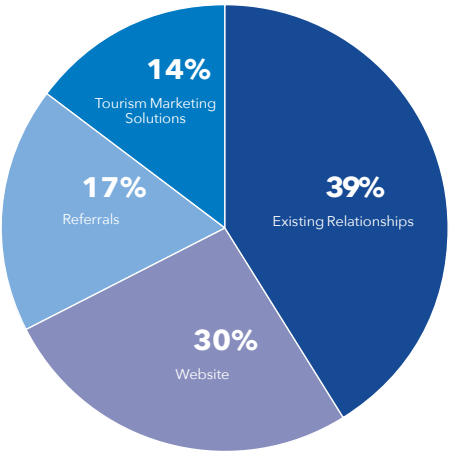
This table breaks down the leads generated this quarter into conferences, incentives or groups and the number of delegates.

Of the 36 leads generated this quarter the majority are conferences with 26 total leads. 20 are from New Zealand and the remaining 6 were from Australia. 7 incentives were generated with only 3 from New Zealand, 2 from Australia and 2 from the United States which proves that preference for international incentives will still be present when International borders reopen. Three "group" leads were generate. Groups refer to smaller sized groups that have no pure conference or incentive elements like board meetings or training sessions.

	Conference		Incentive		Groups		Totals	
	EVENTS 	ATTENDEES 	EVENTS 	ATTENDEES 	EVENTS 	ATTENDEES 	EVENTS 	ATTENDEES 
GENERATED 	26	3680	7	624	3	140	36	4444
WON 	4	660	1	80	0	0	5	740
LOST 	1	160	0	0	2	40	3	200
CANCELLED 	0	0	0	0	0	0	0	0
IN PROGRESS 	21	2860	6	544	1	100	28	3504

Source by Channel

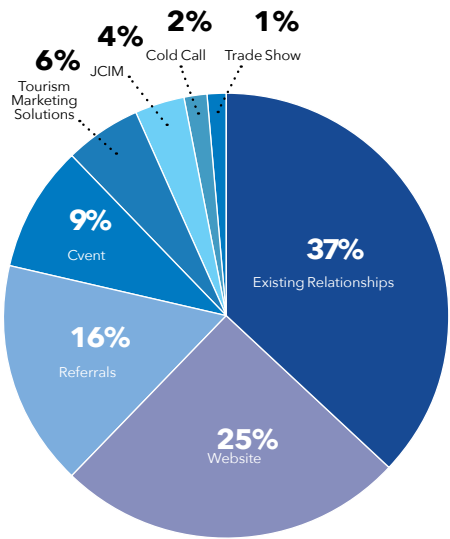
Last 3 months



This chart illustrates a breakdown of the channel from which leads are sourced for Q1 FY20-21.

The majority of leads continue to be generated through existing relationships how ever this quarter Tourism Marketing Solutions who are contracted by Destination Queenstown to expand our domestic data base generated five leads as well as engaging with over 60 domestic corporate and association/ society organisations.

Last 12 months



This chart illustrates a breakdown of the channel from which leads are sourced for all leads generated from 1 October 2019 to 30 September 2020.

In total there have been 165 leads generated. There are four main types of lead generation sources - existing relationships, the website (either through the RFP or direct email from a client), referrals and tradeshow. How ever since January 2020 there have been two new sources of leads added - Cvent and Tourism Marketing Solutions which has generated 9 leads since being contracted to Destination Queenstown in May 2020.

Source by Account Category

Associations, Corporate, PCO/Incentive House:

This graph shows the breakdown of the lead source for all leads generated this financial year.

This quarter the breakdown of the 36 leads generated is as follows:

Association/Society: 7

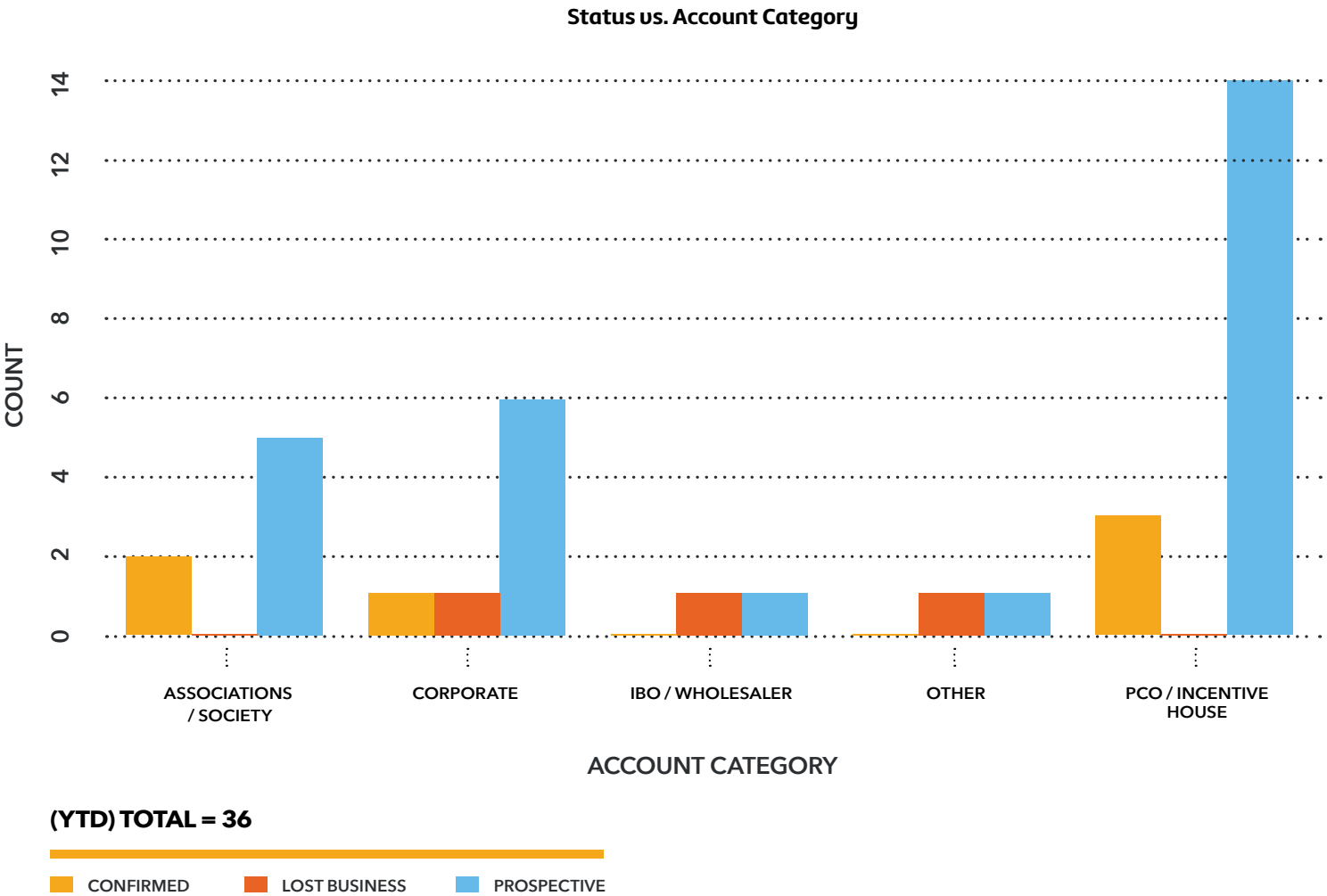
Corporate: 8

IBO/ Wholesaler: 2

Other: 2

PCO/Incentive House: 17

PCO/ Incentive houses generated a total of 18 leads in quarter 1 which is a surprisingly high number considering the historical preference for New Zealanders to organize their own events in house. Corporate companies generated 14 leads and associations generated four.



QCB Report Lost Reasons

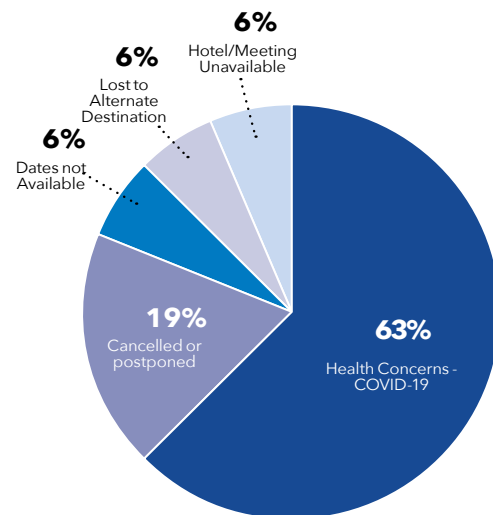
Lost Reasons

This chart highlights the reasons business events have been lost for leads generated between 1 July 2020 until 30 September 2020 in the chart on the right and on the left leads lost in the last quarter (last three months). A reminder that “lost” business is an event for which we sent a proposal to the client but it was never confirmed for Queenstown. This is a different lay out to past reports which reported lost leads based on event type (conference or incentive) but with the widening of the Bureau’s definition of what classes as an “event” we have updated these charts too to include groups and meetings as well as conference and incentives.

In quarter 1 FY20-21 a total of 16 leads were lost. The majority of these lost leads were due to Health concerns related to COVID-19. Where possible the Bureau have worked hard to ensure that any clients were postponed but in some cases that as not possible. Its particularly hard to encourage a postponement when the event wasn’t completely confirmed for Queenstown. A total of 25 leads have been lost due to COVID-19 related factors since January 2020.

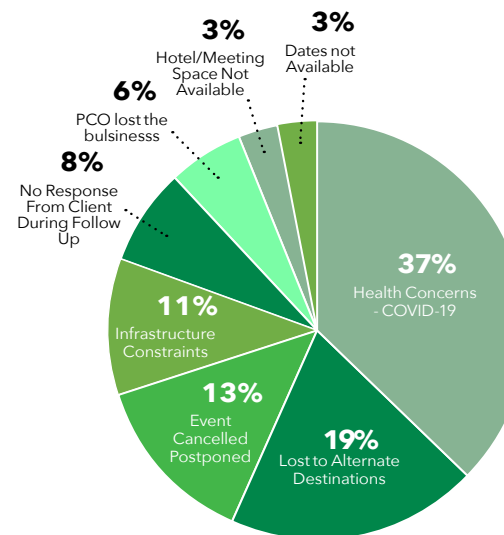
Longer term the largest reason for losing a lead is due to other alternative destinations but COVID-19 is closing fast to be the Bureau's main reason for losing leads.

Last 3 Months



1 July 2020 - 30 September 2020

Last 12 Months



1 October 2019 - 30 September 2020

The lost lead categories we report on are:

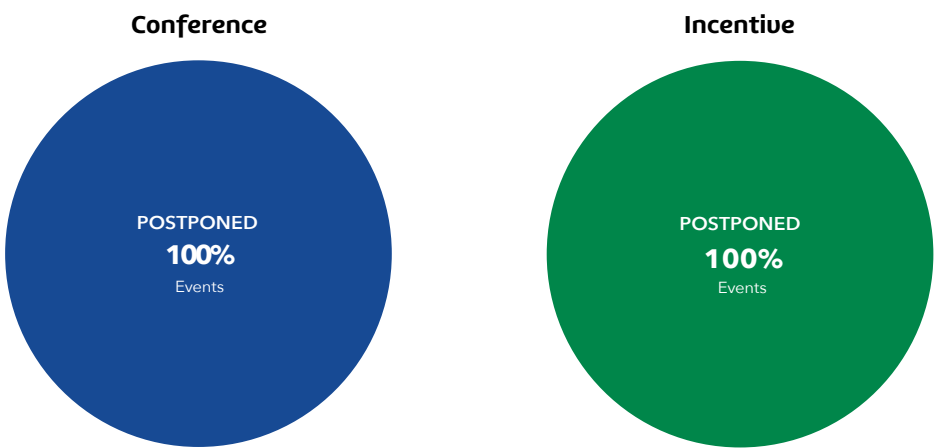
- Hotel / meeting space not available
- Rates too high
- Dates not available
- Infrastructure constraints
- Event cancelled / postponed
- PCO lost the business
- Lost to alternative destination
- No air service
- Budget cuts
- No response from client to follow ups
- Health concerns - COVID-19







COVID-19 impact on Q2 FY20-21

This table illustrates the events in Q2 FY20-21 that the Bureau have amended as cancelled or postponed as a direct effect of COVID-19. The pie charts illustrate the split between event type and the decision to cancel or postpone.

Throughout Q1 the Bureau have worked with clients that had business confirmed as coming to Queenstown in Q2 FY 20-21 (1 October – 31 December 2020).

The Bureau worked very hard to not have any cancellations in the upcoming quarter (October – December). A total of 23 events were postponed, the majority from Australia. To have no cancellations is very different from quarter 3 and quarter 4 of the last financial year when there was a roughly 50:50 split between cancellations and postponements. This is potentially indicating that people are feeling more confident that they will one day be able to travel to New Zealand for their event.



	Conference		Incentive		Totals	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
						
POSTPONED	17	2380	6	420	23	2800
CANCELLED	0	0	0	0	0	0

Bureau Activity Summary

This quarter the QCB team has been implementing our Domestic Strategy which is primarily focusing on running digital campaigns and building out content. Additionally Melbourne (where Jana is based) was in lock down so limited the activity that she could complete.

Sales Calls:

A total of 92 sales calls happened in quarter 1 FY20-21. 89 of these calls were cold calls completed by Tourism Marketing Solutions.














Site Inspection Participants:

A total of 9 site inspection participants over 4 different site inspection events were hosted. All site inspections were from the Domestic Market for events in the next three to six months including a high-profile incentive which historically has always been held offshore.

Famil Participants

A total of 14 corporate business event organisers and 3 industry contacts were hosted as part of the Bureau's Annual Remarkable Domestic famil. The famil involved over 40 different member's organisations.

Summary Overview

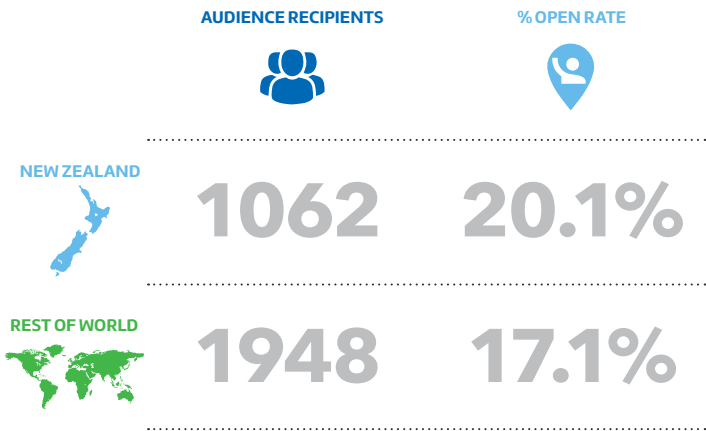
	AUSTRALIA 	NEW ZEALAND 	REST OF WORLD 	Q120-21 TOTAL 	Q119-20 TOTAL 	YE TOTAL 20-21 	YE TOTAL 19-20 
SALES CALLS 	0	92	0	92	27	92	27
NETWORKING MEETING / UPDATE 	0	0	0	0	0	0	0
WEBINAR 	0	0	0	0	0	0	0
TRADE SHOW APPOINTMENTS 	0	0	0	0	0	0	0
SITE INSPECTION PARTICIPANTS 	0	9	0	9	17	9	17
FAMIL PARTICIPANTS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

QCB Report

Communications and Campaigns

Bureau Remarks Reach

This breakdown explains the reach of our seasonal “Bureau Remarks” newsletter/ update that goes out to our industry contacts at the start of every season. We sent out our Spring Remarks in the first week of September. For the first time we segmented our audience into different geographic markets with our communications and tailored our messaging to be appropriate for the audience. The two audiences were New Zealand and Rest of World. A link to the Bureau Spring Remarks 2020 can be found [here](#).



Business Events Digital Campaign

QCB went to market with a domestic business events campaign to raise awareness of Queenstown as a credible business event destination, stimulate demand and encourage weekday travel utilising business event packages.

The campaign started on the 25th of August and ran until 5th of October. The target market of the campaign was domestic event planners, with a strong focus on corporates direct which is in line with QCBs domestic strategy. We undertook research to identify the top 200 NZ companies and high performing sectors, so that we could be really targeted with our messaging. The campaign ran across a variety of digital platforms - LinkedIn, Google Search, Google Display, Facebook and Native. Overall the campaign was successful driving over 2.7 million impressions, 20,177 clicks, 162 member referrals and reaching business owners, executive assistants, employees in key industries and companies in NZ.

Campaign performance

The below data is a sum of the campaign across all digital platforms (LinkedIn, Google search and display, Facebook, and Native) for the duration of the campaign.



Website traffic breakdown – Acquisition



QCB Report

Communications and Campaigns

Business Events Digital Campaign – Creative



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Are you looking to host a business event in Queenstown, but don't know where to start? The Queenstown Convention Bureau offers free advice on travel, venues, accommodation and activities. To get you started we have produced the ultimate event planning guide which is available to download for free.






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Hannah

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Stuart

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**NZ's Incentive Playground**
Queenstown Can Make Your Business Event the Most Memorable Yet

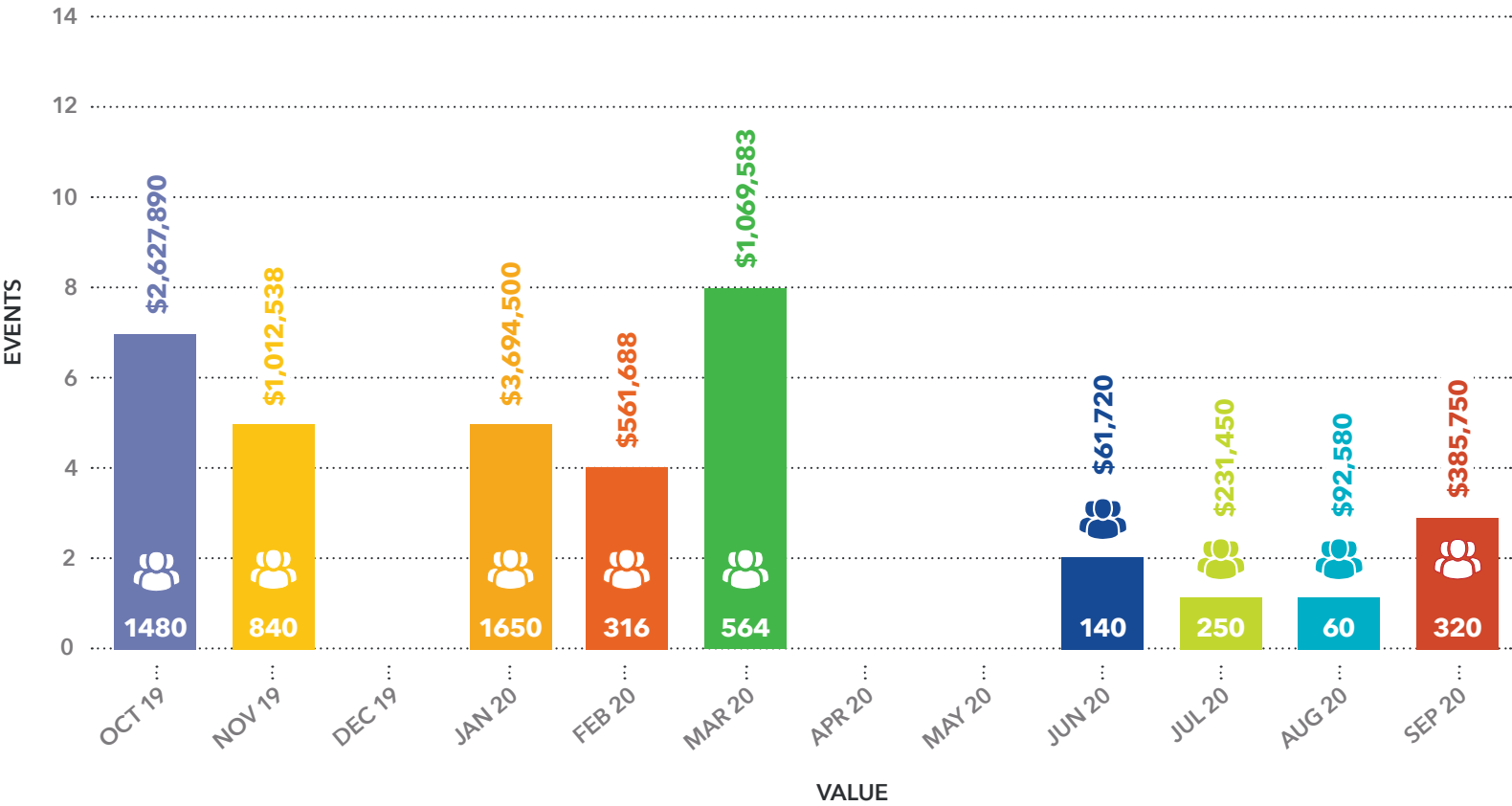


Events Held in last 12 Months

This table shows the number of business events that the bureau were involved in confirming in the last 12 months.

The Convention Bureau has been involved in confirming a total of 36 events that have occurred in the last 12 months (1 October 2019 - 30 September 2020) in Queenstown. This brought 5620 delegates to the area and was worth approximately \$9.7 million.

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



Events Confirmed

This table has been split into the upcoming 5 quarters. It indicates the number of events confirmed for each period, the total number of attendees and the estimated economic value. Due to the current and ongoing changing COVID-19 developments, we are endeavoring to keep our reporting as accurate as possible and are currently contact all confirmed events to establish the status of our current confirmed leads.

Please note the economic value differs depending on the source of the lead (e.g. domestic, international, Australia) as delegate spend varies accordingly. The calculations are based on MBIE research and reflects the same calculations TNZ use in their reporting to ensure consistency and comparability.

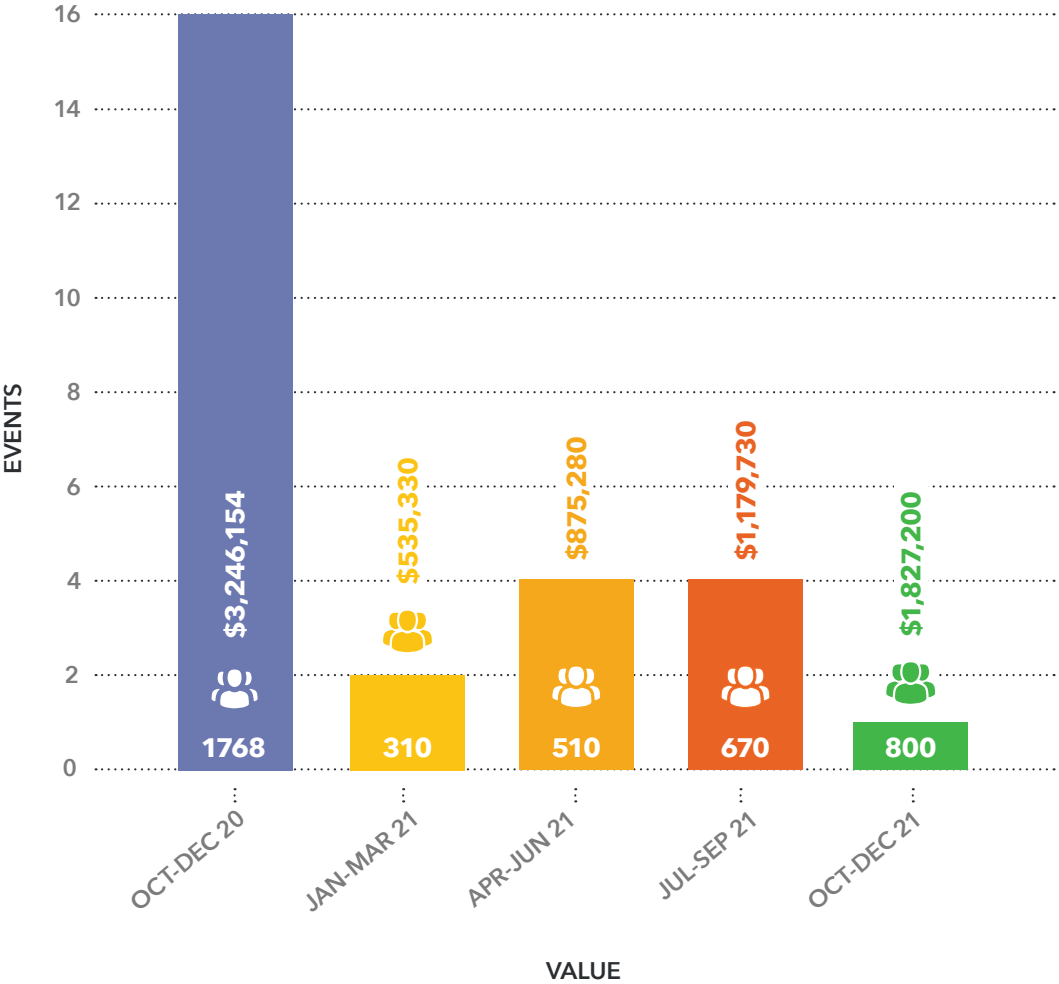
Calculations are as follows;

Domestic delegates = number of attendees x \$1,828 which is average dollar spend per stay.

Australian delegates = number of attendees x \$2,284 which is average dollar spend per stay.

International delegates = number of attendees x \$1,543 which is average dollar spend per stay.

** these figures are for accommodation and all on-ground costs but do not include the air component



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

Prospective Events

This table shows there are currently 86 pieces of prospective business still in the pipeline for Queenstown with an estimated economic value of over \$28 million.

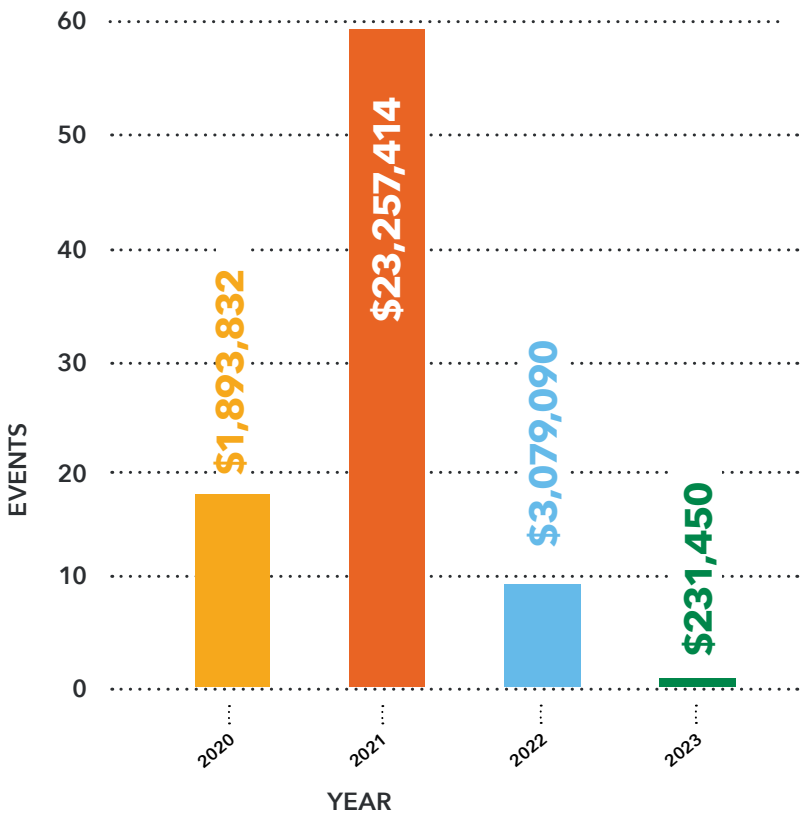
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**** these figures are for accommodation and all on-ground costs but do not include the air component**



TOTAL COUNT = 86
TOTAL VALUE = \$28,461,786

QCB Report Calendar of Events

Calendar of Events

OCT 2020	19 OCTOBER	TRADE DOMESTIC CAMPAIGN IN MARKET	NZ	NEW ZEALAND	TRADE TRAVEL TEAM	DEFINITE
	4 NOVEMBER	TNZ SOUTH EAST ASIA WEBINAR	SOUTH EAST ASIA	SOUTH EAST ASIA	TRADE TRAVEL TEAM	DEFINITE
NOV 2020	14 NOVEMBER	GROCERY CHARITY BALL	NZ	AUCKLAND	SOPHIE ARCHIBALD	DEFINITE
	1 DECEMBER	BE RECONNECTED	NZ	AUCKLAND	TRADE TRAVEL TEAM	DEFINITE
DEC 2020	2 DECEMBER	TEC SYMPOSIUM	NZ	AUCKLAND	QCB TEAM	DEFINITE
	7 DECEMBER	TNZ INDIA WEBINAR (PRE-RECORDED)	NZ	INDIA	TRADE TRAVEL TEAM	DEFINITE
JAN 2021	JAN-MARCH	DQ QCB & TRADE TRAVEL ROADSHOW	AUSTRALIA	SYDNEY & MELBOURNE	TRADE TRAVEL & QCB TEAM	TENTATIVE
	15- 17 MARCH	AIME 2021	AUSTRALIA	MELBOURNE	JANA KINGSTON	DEFINITE
	MARCH	QCB DOMESTIC FAMIL	NZ	QUEENSTOWN	SOPHIE ARCHIBALD	DEFINITE
MAR 2021						
JUN 2021	30 JUNE - 1 JULY	MEETINGS 2021	ALL	CHRISTCHURCH	QCB TEAM	DEFINITE

Useful links for more industry insights

Ministry of Business, Innovation and Employment (MBIE)

[Business Events Activity Survey](#) is an outcome of the [Business Events Research Programme](#)

[International Visitor Survey](#)

[International Visitor Arrivals](#)

[Commercial Accommodation Monitor](#) - Please note this report will no longer be produced by MBIE as of September 2019.

Conventions & Incentives New Zealand (CINZ)

[Industry Research & Statistics](#)

Tourism New Zealand Business Events (TNZ)

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