

1 July - 30 September 2021

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.

Market Overview & Insights

...Continued from page 1

For additional information, the Members Area of the Destination Queenstown website houses reports from the managers on processes, tradeshows and sales calls. Find them [here](#) to get more insights and details on specific markets, the trips we carry out and the way the Bureau operates.

KIRAN NAMBIAR

on our website this quarter.

We will be sending out comms shortly in relation to the nomination and voting process for the Queenstown Convention Bureau Advisory Board for 2022.

The nomination process will start in October and the online voting will open in November. Please click [here](#) for more information on 2020-21 QCB Advisory Board members.

Special thanks to Sophie Archibald for her positive contribution to QCB outputs over her 22 months in the role, Sophie has left us to move to Auckland in end-September.

Pleased to confirm that Sarah McDonald has taken up the role and starts with DQ in mid-November.

Sarah is currently working at Enterprise Dunedin and has credible experience across Business Development and Marketing; and across Travel Trade Marketing and Convention Bureau functions making her a perfect fit for the role.

JANA KINGSTON

experiences, unique culture and great hospitality – all attributes also highly sought by organisations when choosing a destination.

Other areas of utmost importance for choice of destination are:

Ability of venues and hotels to offer no food sharing – food and beverage services adapted to reduce risk

Proof of vaccination (delegates and staff), vaccination rate as a nation

Regular cleaning, availability of hand sanitisers and App contact tracing

Flexible or refundable bookings

Absence of lockdown/travel restrictions

We know that business events organisations are exposed to a broad range of marketing and sales channels when planning conferences and incentives and that the best opportunities to influence are Bureau assistance, digital channels, including search engines, industry organisations, famils and trade shows.

We are in the final stages of developing our Australian Strategy to maximise all opportunities for the coming 24 months for our membership from this very important market. This will be shared with our operators once complete.

SOPHIE ARCHIBALD











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. Leads postponed are those that were generated and postponed within the same quarter. 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 46 leads have been generated. 46 leads is a strong result considering alert level rises took place in this quarter. At the last alert level four we received very few leads so its encouraging to see that people are still planning business events for future dates regardless of the current situation. Majority of these leads came from New Zealand with 30 leads generated followed by Australia with 16 leads, most received prior to the QFT arrangement pausing in late July.

Total Overview

| |  NEW ZEALAND Q120-21 Q121-22 | |  AUSTRALIA Q120-21 Q121-22 | |  REST OF WORLD Q120-21 Q121-22 | |  Q1 TOTAL Q120-21 Q121-22 | |
|---|--|----|---|----|---|---|--|----|
| 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 |

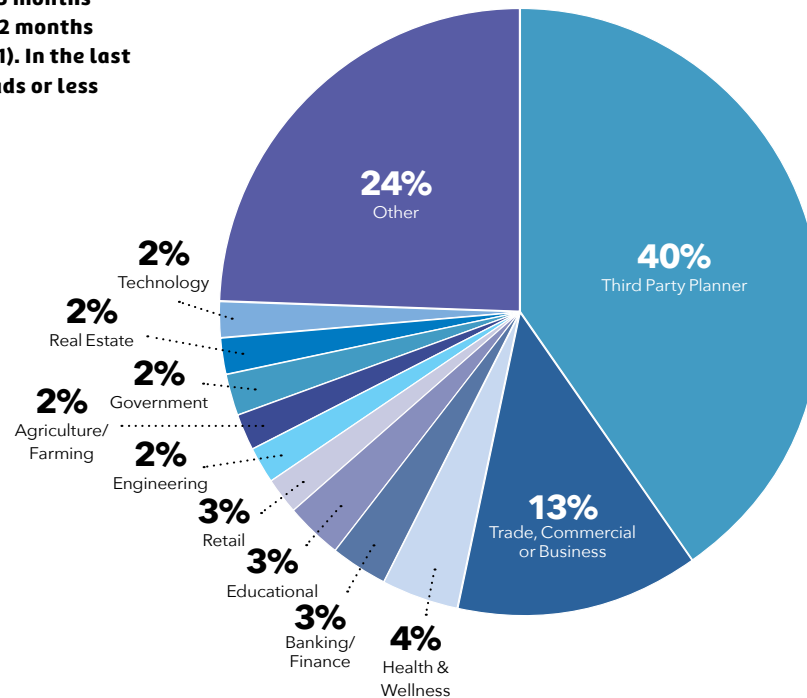
Market Segmentation

This chart shows the market segment from which leads have been generated over the last 3 months (1st July – 30th September) and the last 12 months (1st October 2020 to 30th September 2021). In the last 12 months the “other” segment with 3 leads or less associated encompasses:

- Tourism 4
- Insurance 4
- IT 4
- Medical/ Dental 3
- Direct Sales 3
- Transportation 3
- Environmental 2
- FMCG 2
- Pharmaceutical 2
- Athletic & Sports/Recreation 2
- Marketing/ PR/ Advertising 2
- Legal 2
- Manufacturing 2
- Charity 1
- Cultural, Fine Arts, Libraries 1
- Automotive 1
- Religious 1

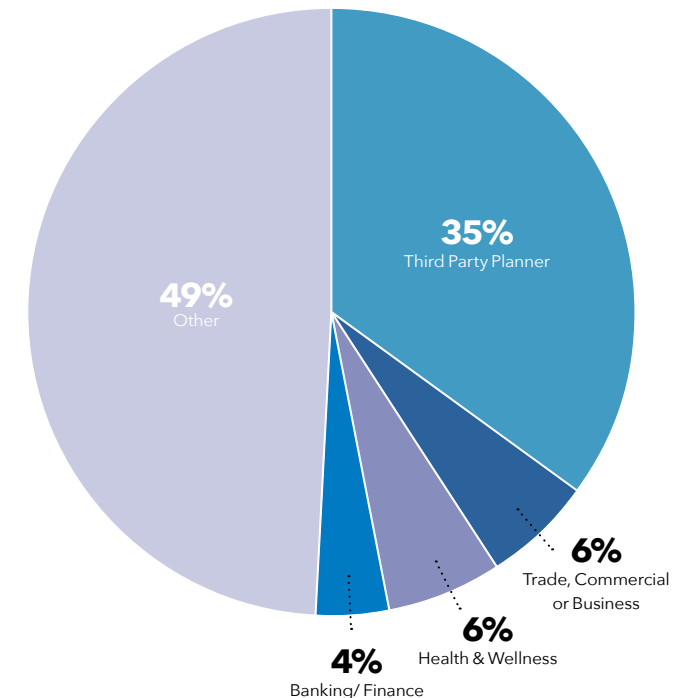
This Quarter the majority of leads were generated through third party planners with 18 leads generated in total.

Last 12 months



| | |
|----------------------------------|------------------------|
| THIRD PARTY PLANNER 86 | ENGINEERING 5 |
| TRADE, COMMERCIAL OR BUSINESS 29 | AGRICULTURE/ FARMING 5 |
| HEALTH & WELLNESS 9 | GOVERNMENT 4 |
| BANKING/FINANCE 7 | REAL ESTATE 4 |
| EDUCATIONAL 6 | TECHNOLOGY 4 |
| RETAIL 5 | OTHER 53 |

Last 3 months



















| | |
|---------------------------------|-------------------|
| THIRD PARTY PLANNER 18 | BANKING/FINANCE 2 |
| TRADE, COMMERCIAL OR BUSINESS 3 | OTHER 25 |
| HEALTH & WELLNESS 3 | |

Business Event Type

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






Of the 46 leads generated this quarter the majority are conferences with 26 total leads. This is followed by 14 leads in incentives which is encouraging to see the increase in interest around incentive travel which has lagged behind the conference enquiry volume for the majority of the Covid pandemic.

| | Conference | | Incentive | | Groups | | Meetings | | Totals | |
|---|---|--|---|--|---|--|---|--|---|--|
| | EVENTS  | ATTENDEES  | EVENTS  | ATTENDEES  | EVENTS  | ATTENDEES  | EVENTS  | ATTENDEES  | EVENTS  | ATTENDEES  |
| GENERATED  | 26 | 4770 | 14 | 1113 | 2 | 205 | 4 | 230 | 46 | 6318 |
| WON  | 7 | 1135 | 3 | 490 | 0 | 0 | 1 | 10 | 11 | 1635 |
| LOST  | 3 | 245 | 1 | 22 | 0 | 0 | 0 | 0 | 4 | 267 |
| CANCELLED  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| POSTPONED  | 1 | 250 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 250 |
| IN PROGRESS  | 15 | 3140 | 10 | 601 | 2 | 205 | 3 | 220 | 30 | 4166 |

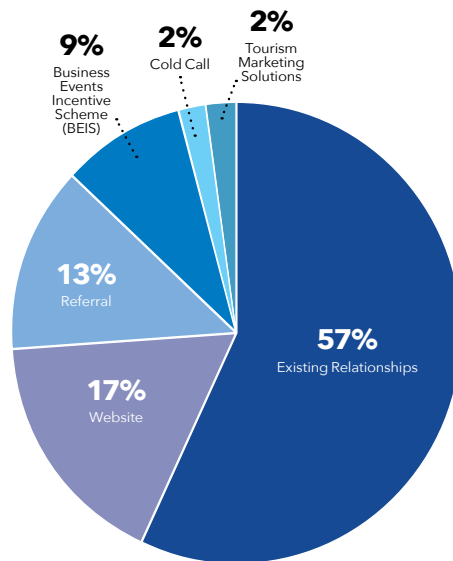
Group Size

This table breaks down the number of leads generated this quarter into the brackets of the different group size.

This quarter the majority of leads generated sat in the <50 pax size with a total of 14 leads in this bracket. The remainder of leads have a relatively even split across the other group brackets.

| Number of Leads Generated | | | | |
|---|---|---|---|---|
| DELEGATES | NEW ZEALAND | AUSTRALIA | REST OF WORLD | TOTAL |
|  |  |  |  |  |
| < 50 | 8 | 6 | 0 | 14 |
| 51 to 100 | 7 | 1 | 0 | 8 |
| 101 to 150 | 3 | 5 | 0 | 8 |
| 151 to 200 | 4 | 0 | 0 | 4 |
| 200 to 250 | 5 | 2 | 0 | 7 |
| > 250 | 4 | 1 | 0 | 5 |
| TOTAL | 31 | 15 | 0 | 46 |

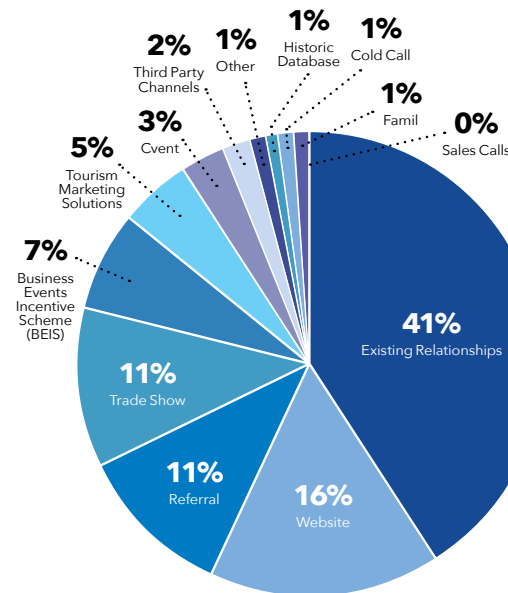
Source by Channel Last 3 Months



This chart illustrates a breakdown of the channel from which leads are sourced for Q1 FY21–22.

Existing relationships play a vital role in generating leads providing 26 leads with the website generating the second most leads for the quarter with 8 leads. Due to covid alert levels being in place for a lot of this quarter it was difficult to generate leads from Auckland and overseas markets.

Source by Channel Last 12 Months



This chart illustrates a breakdown of the channel from which leads are sourced for all leads generated from 1 October 2020 to 30 September 2021.

These figures reflect all leads that have been generated in the last 12 months. In total there have been 217 leads generated. We can see that there are three main types of lead generation sources - existing relationships (41% of leads), the website (either through the RFP, direct phone call or direct email from a client) (16%) and referrals (11%).

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 to date (1 July - 30 September 2021).

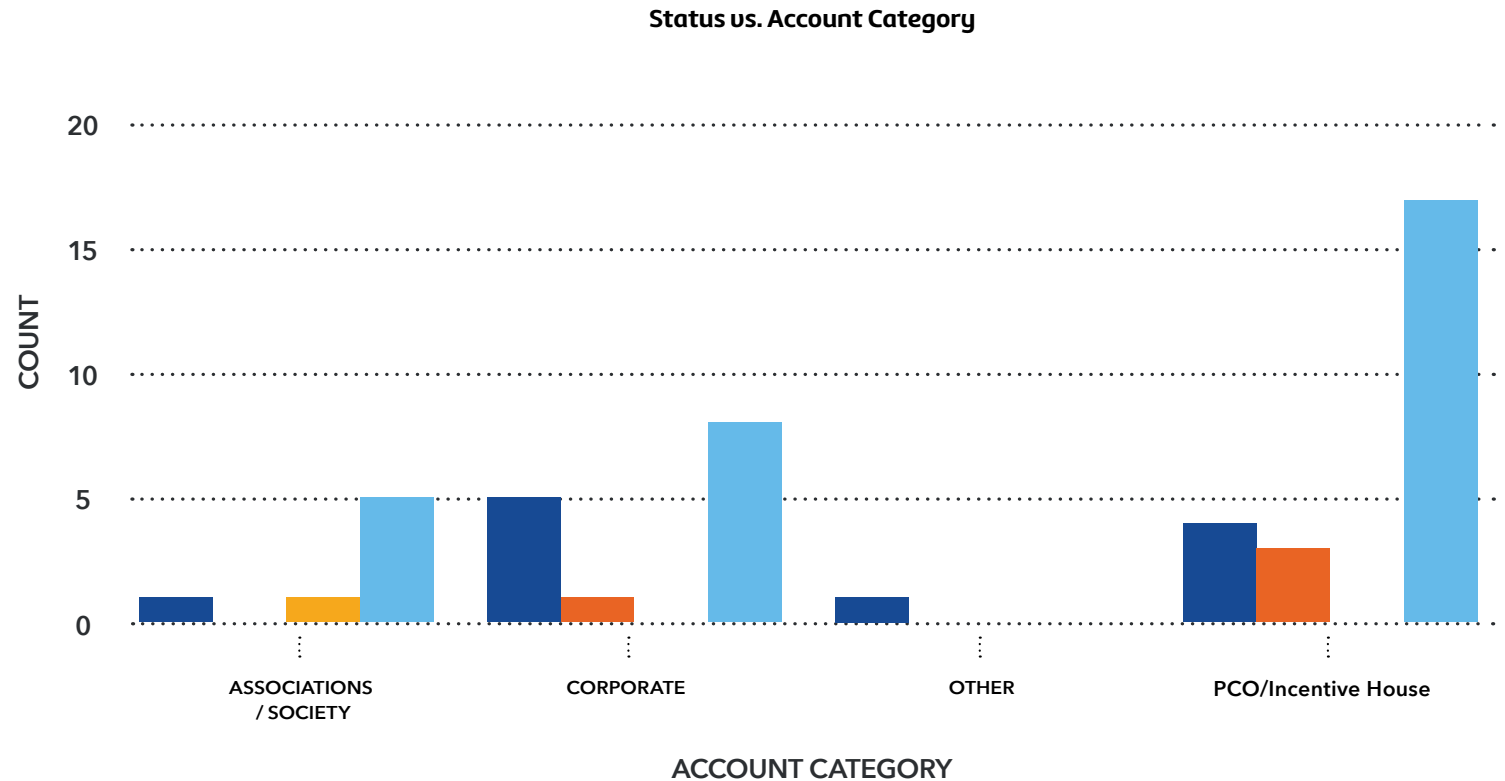
This quarter the breakdown of the 46 leads generated is as follows:

Associations: 7

Corporate Companies: 14

PCO/Incentive House: 24

IBO/Wholesalers: 1



(YTD) TOTAL = 46

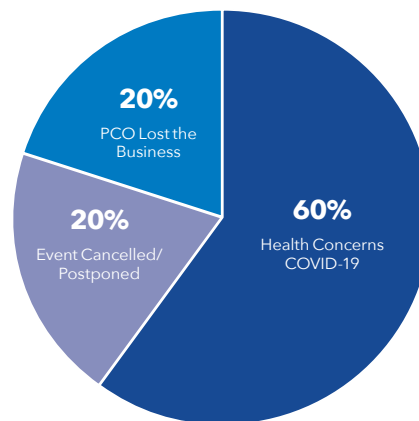


Lost Reasons

The chart on the right highlights the reasons business events have been lost for the destination for leads generated in the last 12 months and on the left leads lost in the 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.

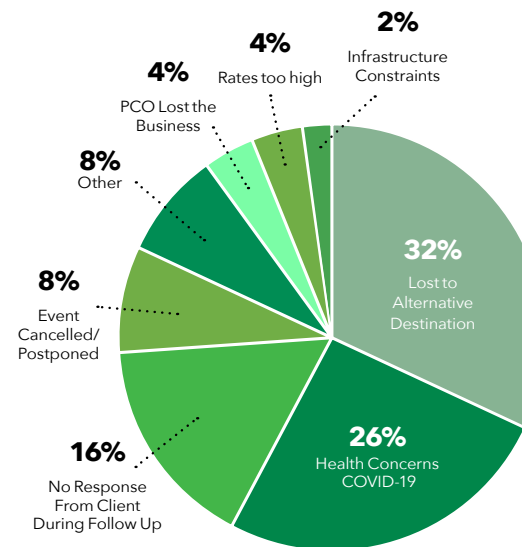
In Quarter 1 FY21-22 a total of 4 leads were lost that we generated in the quarter. Where possible the Bureau have worked hard to ensure that any clients were postponed but in some cases that as not possible and its particularly hard to encourage a postponement when the event wasn't even completely confirmed for Queenstown.

Lost in the Last 3 Months



Based on leads lost from
1st July 2021 – 30 September 2021

Lost in the Last 12 Months



Based on leads lost from
1 October 2020 – 30 September 2021

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

Bureau Activity Summary (Quarter 1)

Sales Calls:

A total of 10 sales calls happened this quarter. All were in Australia prior to Melbourne returning to lockdown. Last year the QCB had a partnership with TMS who made sales calls on behalf of the QCB.











Site Inspection Participants:

A total of 6 site inspection participants were hosted, all from the domestic market.

Famil Participants:

Last year 17 EA & PA event organisers were hosted in July

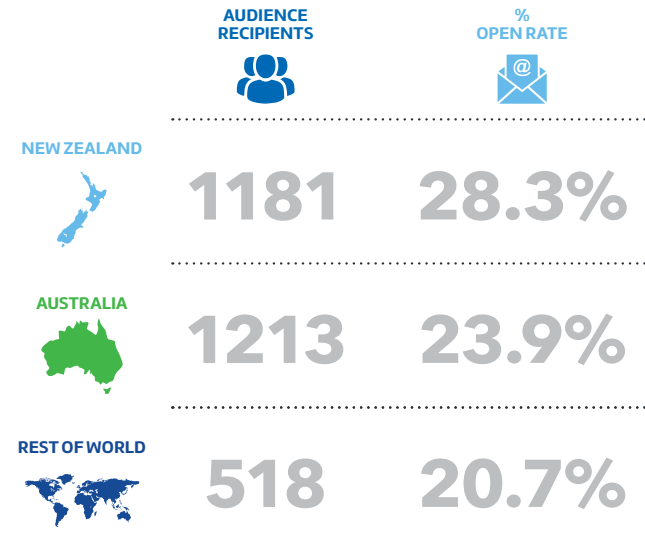
Summary Overview

| |  NEW ZEALAND |  AUSTRALIA |  REST OF WORLD |  QUARTER TOTAL | |  YE TOTAL | |
|---|---|--|--|--|---------|---|-------|
| | | | | Q120-21 | Q121-22 | 20-21 | 21-22 |
|  SALES CALLS | 0 | 10 | 0 | 92 | 10 | 92 | 10 |
|  TRADE SHOW APPOINTMENTS | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
|  NETWORKING MEETING / UPDATE | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
|  SITE INSPECTION PARTICIPANTS | 6 | 0 | 0 | 9 | 6 | 9 | 6 |
|  FAMIL PARTICIPANTS | 0 | 0 | 0 | 17 | 0 | 17 | 0 |

QCB Report Digital/Online Presence

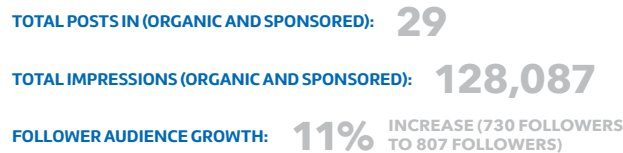
Bureau Remarks Reach

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. We segmented our audience into different geographic markets with our communications and tailored our messaging to be appropriate for the audience. The three audiences are New Zealand, Australia and Rest of World. A link to the Bureau Spring Remarks 2021 can be found [here](#).



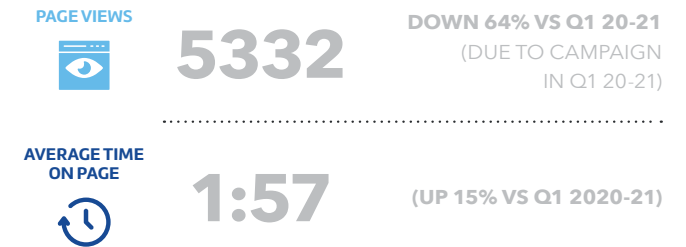
LinkedIn

QCB established a dedicated LinkedIn presence in July 2020. The primary objectives of the [LinkedIn page](#) are to build a network of engaged event planning professionals as well as frequently run sponsored mini campaign styled posts to grow awareness of Queenstown as a business event destination.



Website

The below two metrics are a performance gauge of the [/event-planning](#) pages housed on the Destination Queenstown website.

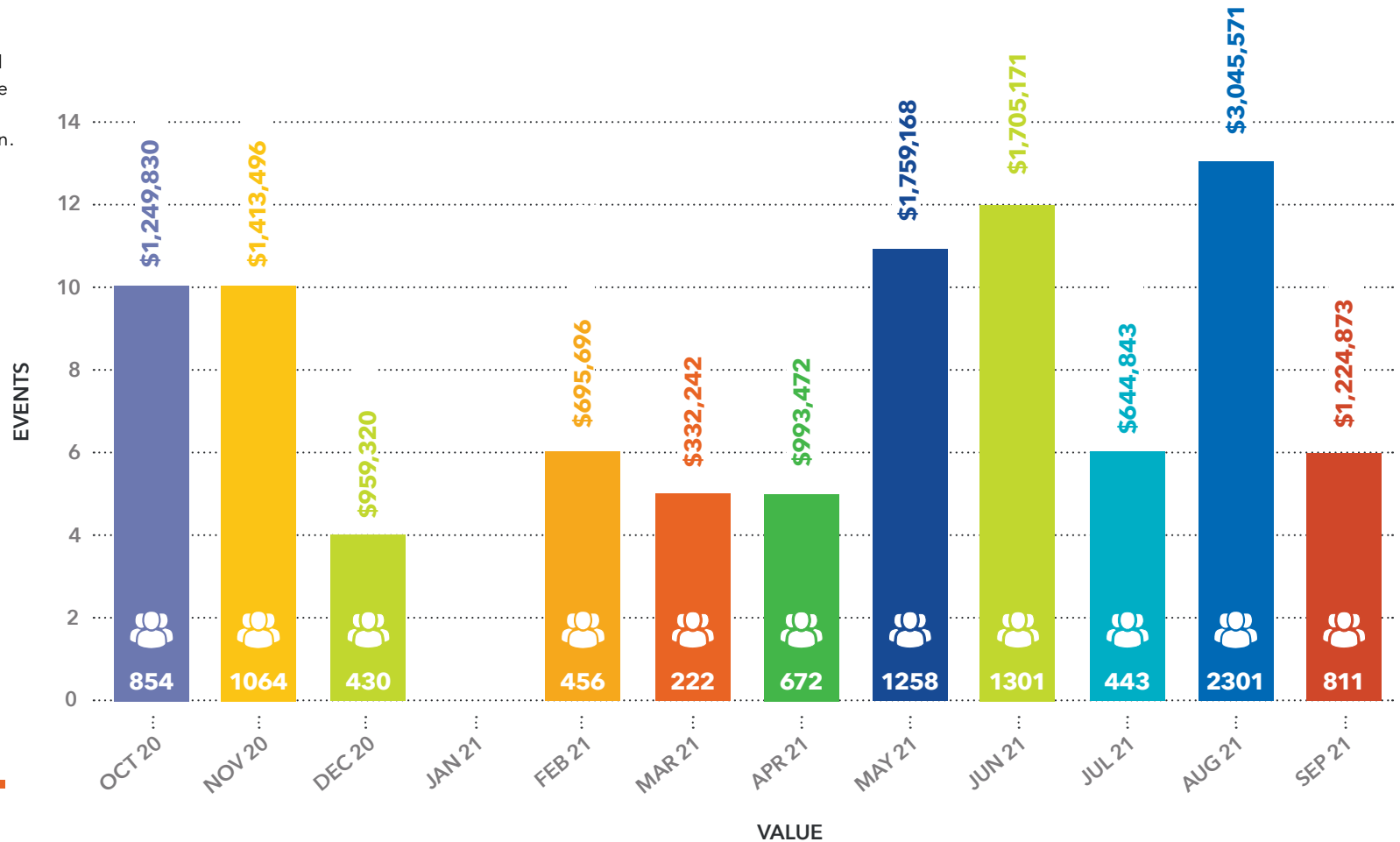


QCB Report Events Held

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 88 events that have occurred in the last 12 months (1 October 2020 - 30 September 2021) in Queenstown. This brought 9812 delegates to the area and was worth approximately \$14 million.



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

Events Confirmed

This table has been split into the current quarter and the upcoming 3 quarters. It indicates the number of events confirmed for each period, the total number of attendees and the estimated economic value.

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.

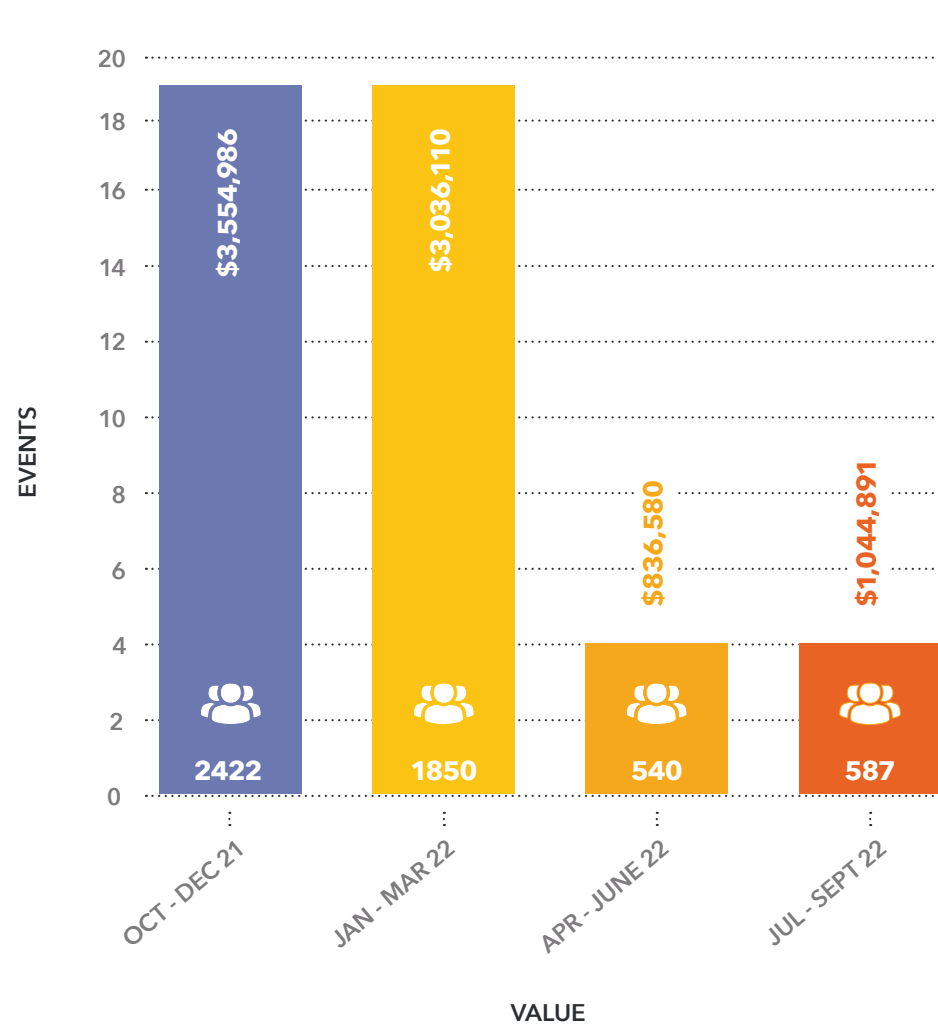
Calculations are as follows;

Domestic delegates = number of attendees x \$1,451 which is average dollar spend per stay.

Australian delegates = number of attendees x \$1893 which is average dollar spend per stay.

International delegates = number of attendees x \$2434 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 = 46
TOTAL ATTENDEES = 5399
TOTAL VALUE = \$8.5 MILL

Events Confirmed

This table breaks down the number of leads generated and attendees for future confirmed events by market where the group is from. New Zealand is not surprisingly our largest source of both events and attendee numbers currently.

Number of Leads Generated and Attendees by Market

| | New Zealand | | Australia | | International | | Total | |
|----------|---|--|---|---|---|---|---|---|
| | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES |
| |  |  |  |  |  |  |  |  |
| OCT-DEC | 17 | 2330 | 2 | 92 | 0 | 0 | 19 | 2422 |
| JAN-MAR | 13 | 1250 | 5 | 410 | 1 | 160 | 19 | 1820 |
| APR-JUN | 3 | 420 | 1 | 120 | 0 | 0 | 4 | 540 |
| JUL-SEPT | 1 | 150 | 3 | 437 | 0 | 0 | 4 | 587 |

Prospective Events

This table shows there are currently 76 pieces of prospective business still in the pipeline for Queenstown with an estimated economic value of almost \$21 million.

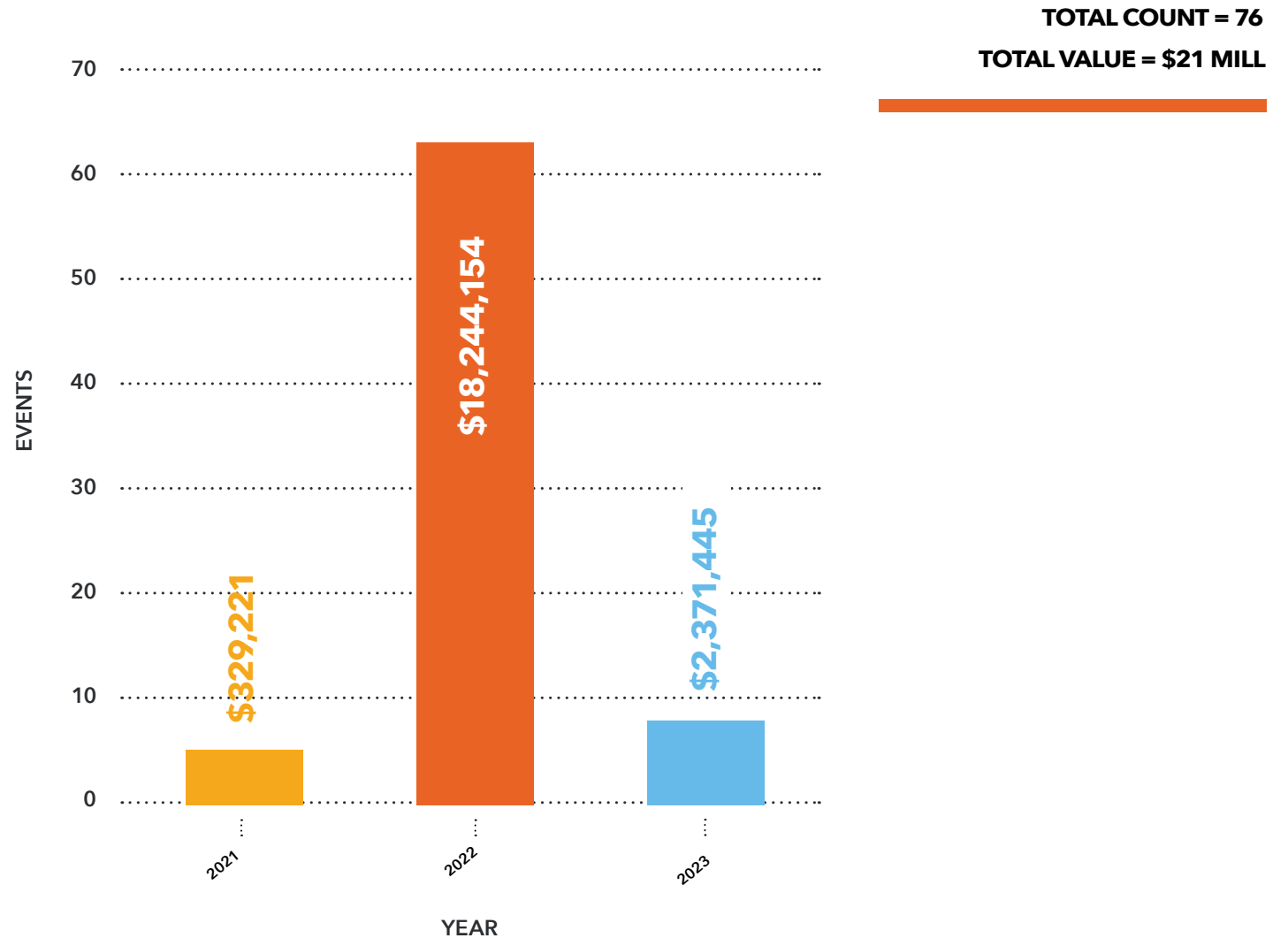
Calculations are as follows;

Domestic delegates = number of attendees x \$1,451 which is average dollar spend per stay.

Australian delegates = number of attendees x \$1893 which is average dollar spend per stay.

International delegates = number of attendees x \$2434 which is average dollar spend per stay.









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



Events Confirmed

This table breaks down the number of leads generated and attendees for all future prospective events by market where the group is from.

Number of Leads Generated and Attendees by Market

| | New Zealand | | Australia | | International | | Total | |
|---------------|---|---|---|---|---|---|---|---|
| | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES |
| |  |  |  |  |  |  |  |  |
| OCT-DEC 2021 | 3 | 116 | 2 | 85 | 0 | 0 | 5 | 201 |
| JAN-MAR 2022 | 10 | 1054 | 13 | 1782 | 3 | 700 | 26 | 3536 |
| APR-JUNE 2022 | 6 | 790 | 4 | 425 | 1 | 115 | 11 | 1330 |
| JUL-SEPT 2022 | 5 | 860 | 10 | 2223 | 3 | 560 | 18 | 3643 |
| OCT-DEC 2022 | 5 | 990 | 3 | 680 | 0 | 0 | 8 | 1670 |
| JAN-MAR 2023 | 0 | 0 | 4 | 575 | 0 | 0 | 4 | 575 |
| JUL-SEPT 2023 | 2 | 450 | 0 | 0 | 0 | 0 | 2 | 450 |
| OCT-DEC 2023 | 1 | 300 | 0 | 0 | 1 | 80 | 2 | 380 |

Business Events Data Programme

The Business Events Data Programme measures business event activity in New Zealand and is compiled by Fresh Info and funded by Business Events Industry Aotearoa, the Regional Convention Bureaux and MBIE. This program takes the place of the Business Events Activity Survey, quarter 2 (April - June) full results can be found [HERE](#).

Key insights from the Quarter 4 (April – June) results include:

- Queenstown held 135 events for the quarter
- Queenstown hosted 14,000 delegates resulting in 34,400 delegate days

Further Insights & Information

Useful links for more Destination Queenstown insights

[Visitor demand mapping](#)

[30 Forward Outlook Chart](#)

[Tourism Insights and Stats](#)

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](#)

[Accommodation Data Programme](#)

[Business Events Industry Aotearoa](#)

[Industry Research & Statistics](#)

[Tourism New Zealand Business Events \(TNZ\)](#)

[Markets & Stats](#)

[Visitor Profile Tool](#)

TNZ also publish interesting articles [click here](#) to view.

QCB Report Calendar of Events

Calendar of Events

| | | | | |
|-----------------|------------|--|--------------|------------------|
| NOV 2021 | NOVEMBER | TIA BOARD FAMIL | QUEENSTOWN | TRADE TEAM |
| DEC 2021 | 2 DECEMBER | NZ HUI KAIHAPAI | ONLINE | TRADE TEAM |
| | DECEMBER | TECNZ CHRISTMAS SYMPOSIUM | AUCKLAND | TRADE TEAM |
| | DECEMBER | QCB & TRADE EDM SUMMER REMARKS COMMUNICATIONS SENT OUT | ONLINE | QCB & TRADE TEAM |
| | DECEMBER | TRADE STREAM ON DEMAND SUMMER TRAINING SENT OUT | ONLINE | TRADE TEAM |
| | DECEMBER | AIR NZ AUSTRALIA C&I FAMIL (TBC) | QUEENSTOWN | QCB TEAM |
| JAN 2022 | JANUARY | PCOA CONFERENCE, HOBART | HOBART | QCB TEAM |
| FEB 2022 | FEBUARY | CIAL KIA ORA SOUTH CHINESE AGENT TRAINING | QUEENSTOWN | TRADE TEAM |
| | FEBUARY | BUSINESS EVENTS TOURISM EXPO | AUSTRALIA | QCB TEAM |
| | FEBUARY | QUEENSTOWN VIRTUAL EXPO | ONLINE | TRADE TEAM |
| MAR 2022 | 3 MARCH | EA INC EVENT | AUCKLAND | QCB TEAM |
| | 8-9 MARCH | OFFICE EA & PA SHOW | AUCKLAND | QCB TEAM |
| | MARCH | QCB AIR NZ DOMESTIC FAMIL | QUEENSTOWN | QCB TEAM |
| | MARCH | AIME MELBOURNE | MELBOURNE | QCB TEAM |
| | MARCH | QCB & TRADE EDM AUTUMN REMARKS COMMUNICATIONS SENT OUT | QUEENSTOWN | QCB & TRADE TEAM |
| | MARCH | TNZ REGIONAL SHOWCASE | QUEENSTOWN | TRADE TEAM |
| APR 2022 | APRIL | IBTM SINGAPORE | SINGAPORE | QCB TEAM |
| | APRIL | TRADE STREAM ON DEMAND AUTUMN TRAINING SENT OUT | ONLINE | TRADE TEAM |
| | APRIL | MOUNTAIN TRAVEL SYMPOSIUM | USA | TRADE TEAM |
| MAY 2022 | MAY | STREAM ON DEMAND TRAINING | ONLINE | TRADE TEAM |
| JUN 2022 | JUNE | QCB AIR NZ DOMESTIC FAMIL | QUEENSTOWN | QCB TEAM |
| | JUNE | QCB & TRADE EDM WINTER REMARKS COMMUNICATIONS SENT OUT | ONLINE | QCB & TRADE TEAM |
| | 15-16 JUNE | MEETINGS 2022 | CHRISTCHURCH | QCB TEAM |
| | JUNE | AUSTRALIA PRE/POST MEETINGS 2022 FAMIL | QUEENSTOWN | QCB TEAM |
| | JUNE | AUSTRALIA DIRECT SELLING ASSOCIATION CONFERENCE (BEIA) | AUSTRALIA | QCB TEAM |