

1 October - 31 December 2020

## Market Overview & Insights

### The following report outlines the key activity and results of the Queenstown Convention Bureau for Quarter 2 (October - December) of 2020-2021 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 year to date 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

It has been a solid quarter for QCB considering the circumstances. The QCB Domestic Strategy implemented last year is delivery good results. We experienced an encouraging increase in domestic leads with a total of 30 leads being generated compared to 13 leads in Q2 last year. The 2.5x times increase in Domestic leads is making up for the gap left by International Markets. Across all markets we ended up with 47 leads generated - up from 35 same quarter last year.

The QCB Advisory Board welcomes two new members for the 2021 year with Sarah Dunan-Hale (Director and Creative Producer at QT Event Collective) and Rob Stewart-McDonald (Managing Director at HQ New Zealand) joining the board. Both will be fantastic additions to the QCB Advisory Board, for information on all the board members please click [HERE](#).

We have an overwhelming response to the DQ Australia Roadshow which will be held within 4 to 6 weeks after the trans-Tasman borders open. 29 operators have expressed interest in joining us for our Melbourne and Sydney events and it will be great to get back into the Australian market when the time comes.

Please do read on for further detail of Quarter Two's activity and feel free to reach out to me with any questions.



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

The wait continues in Australia for the commencement of the trans-Tasman bubble. Unfortunately, recent clusters of COVID in NSW and QLD have meant some inter-state border restrictions. However at this point, there is no indication that these events will hamper the timeline for trans-Tasman travel which at this point is still estimated to start by April 2021.

Leads continue to come in, with some business for 2022 starting to confirm. A number of clients have mentioned they have picked up new events and/or accounts which is very promising especially as Job Keeper payments are due to end in March.

As mentioned previously, all 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 one destination clients will want.

Our current focus is forward planning for activity in-market in Australia - AIME 2021 and our C&I/Trade Roadshow which we are aiming to hold prior to 30 June 2021. We also have a couple of great famil opportunities in the pipeline as well as MEETINGS 2021 and the accompanying post-Famil for Australian buyers.



**SOPHIE ARCHIBALD**  
NZ Business Development  
& Marketing Manager

In December the team and I travelled to Auckland to attend BE Reconnected, which was the first industry event post Covid-19. The event was very successful from a Bureau perspective, buyers were very engaged and there was a lot of interest for Queenstown. QCB had a booth at the event and we pre-scheduled appointments with key corporate clients that we wanted to connect with. From the buyers we met with we generated 7 leads. Throughout the day we heard from 3 inspiring keynote speakers, Sir John Kirwan, Lisa O'Neill and Cam Calkoen. QCB sponsored the welcome refreshments, Lisa O'Neill's travel costs and in partnership with our operators put together a Queenstown giveaway which was the major prize on the day. A Programme Director from BCD Travel won the prize.

In addition to attending BE Reconnected we undertook 2 days of sales calls, meeting with 5 PCOs, 1 corporate client and a PR agency. There were a few common themes that came from our sales calls, lead times are much shorter and group sizes are smaller. Overall PCOs were feeling positive about the potential from the domestic market in 2021, as companies confidence to hold business events continues to improve.

[Continue reading on page 2](#)

## Market Overview & Insights

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### ...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.

### SOPHIE ARCHIBALD

Queenstown hosted a five-day high-end incentive programme in November, this was the clients first ever domestic incentive. The group was meant to be heading to Nashville this year but due to travel restrictions were unable to. QCB worked closely with the client to ensure Queenstown was the successful destination. The trip was a huge success, with delegates giving glowing reviews of their experiences and time in Queenstown. In partnership with TNZ, QCB created a case study video around the trip, which can be viewed [here](#). We hope to see more NZ companies host their incentive programmes in Queenstown.







## 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 2 a total of 47 leads have been generated, with six of these leads being confirmed within the quarter. This quarters leads generated actually exceeded Q2 last years figures significantly with Q2 last year only seeing 35 leads generated. New Zealand was once again a strong contributor with 30 leads being generated. Following the vaccine announcements and tentative dates being set for the trans-Tasman bubble Australian leads also picked up with 13 leads for the quarter. Rest of world is still lagging but the bureau saw an increase from long haul markets, mostly America once vaccines were announced for events in 2022 - 2023.

### Total Overview

	AUSTRALIA Q2 19-20 Q2 20-21		NEW ZEALAND Q2 19-20 Q2 20-21		REST OF WORLD Q2 19-20 Q2 20-21		Q2 TOTAL Q2 19-20 Q2 20-21		YTD TOTAL 19-20 20-21	
<b>GENERATED</b> 	17	13	13	30	5	4	35	47	82	83
<b>WON</b> 	1	2	1	3	3	1	5	6	17	19
<b>LOST</b> 	2	1	0	4	0	1	2	6	15	14
<b>CANCELLED</b> 	0	0	0	0	0	0	0	0	0	0
<b>POSTPONED</b> 	0	0	0	0	0	0	0	0	0	2
<b>IN PROGRESS</b> 	14	10	12	23	2	2	28	35	50	48

## Market Segmentation

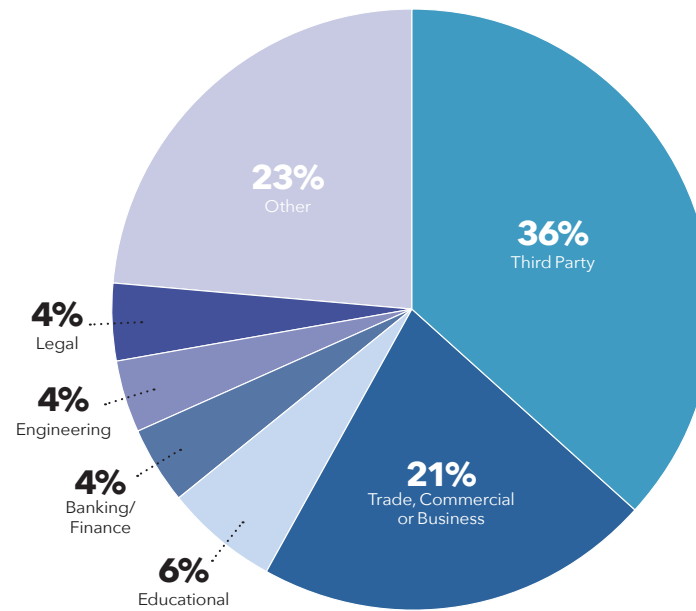
This chart shows the market segment from which leads have been generated over the last 3 months (1<sup>st</sup> October – 31<sup>st</sup> December) and the last 12 months (1<sup>st</sup> January 2020 to 31<sup>st</sup> December 2020). In the last 12 months the “other” segment with 4 leads or less associated encompasses:

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

This Quarter the 17 leads were generated through third party planners which is high, then followed by trade commercial or business with 10 leads.

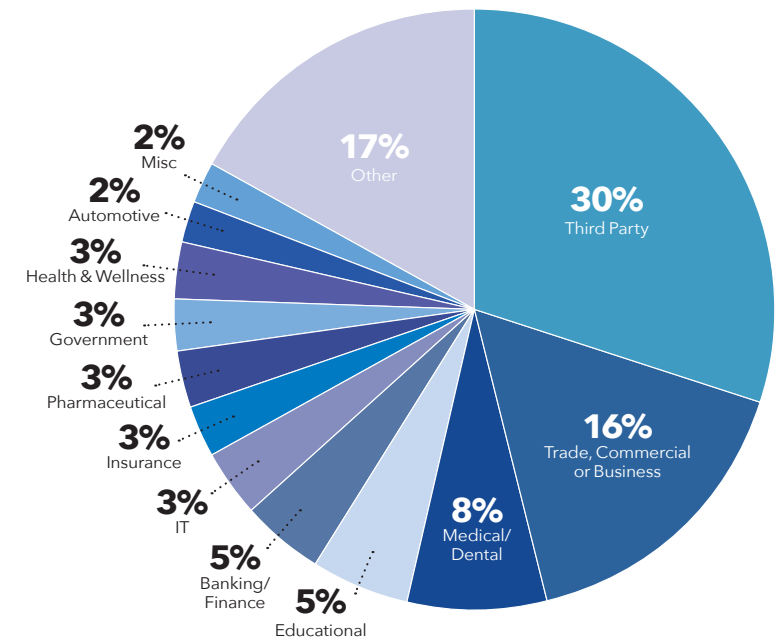
It's interesting to see the continuing trend of the use of Third party planners continuing to be our main source of leads following on from the same trend in quarter 1 20-21. Trade, Commercial or Business recovered more of their share this quarter as well though with 10 leads received.

Last 3 months



- THIRD PARTY PLANNER 17
- TRADE, COMMERCIAL OR BUSINESS 10
- EDUCATIONAL 3
- BANKING / FINANCE 2
- ENGINEERING 2
- LEGAL 2
- OTHER 11

Last 12 months
















- THIRD PARTY PLANNER 52
- TRADE, COMMERCIAL OR BUSINESS 28
- MEDICAL/DENTAL 13
- EDUCATIONAL 9
- BANKING / FINANCE 8
- IT 6
- INSURANCE 5
- PHARMACEUTICAL 5
- GOVERNMENT 5
- HEALTH & WELLNESS 5
- AUTOMOTIVE 4
- MISC 4
- OTHER 29

## Business Event Type

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






Of the 47 leads generated this quarter the majority are conferences with 32 total leads. It is encouraging to see an increase in incentives this quarter with a jump from 7 generated in last quarter to 12 this quarter, the majority from Australia and the United States. Three “group” leads were also generated which represents smaller sized business event or events that don’t fit the traditional “conference” mold.

	Conference		Incentive		Groups		Totals	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
<b>GENERATED</b> 	 32	 6294	 12	 854	 3	 390	 47	 7538
<b>WON</b> 	5	890	1	160	0	0	6	1050
<b>LOST</b> 	4	710	0	0	2	90	6	800
<b>CANCELLED</b> 	0	0	0	0	0	0	0	0
<b>IN PROGRESS</b> 	23	4694	11	694	1	300	35	5688

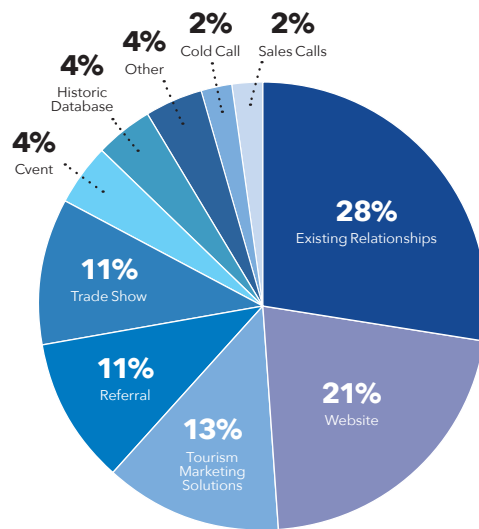
## Group Size

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

This quarter there were three main group sizes – the under 50 bracket with 10 leads, the 51-100 bracket with 13 leads and surprisingly the 200-250 bracket with 15 leads. It was unsurprising to see 24 leads with group size smaller than 100 as domestic groups are traditionally smaller but it was very encouraging to see 12 leads generated for the 200-250 size and a further 5 over 250. Likely this is due to the fact that larger groups can't go overseas currently so are looking for alternative destinations and also potentially due to large venues in Auckland currently being used as Managed Isolation Hotels.

Number of Leads Generated				
DELEGATES	NEW ZEALAND	AUSTRALIA	REST OF WORLD	TOTAL
				
< 50	7	2	1	10
51 to 100	6	6	1	13
101 to 150	0	1	0	1
151 to 200	0	0	1	1
200 to 250	12	2	1	15
> 250	5	2	0	7
<b>TOTAL</b>	<b>30</b>	<b>13</b>	<b>4</b>	<b>47</b>

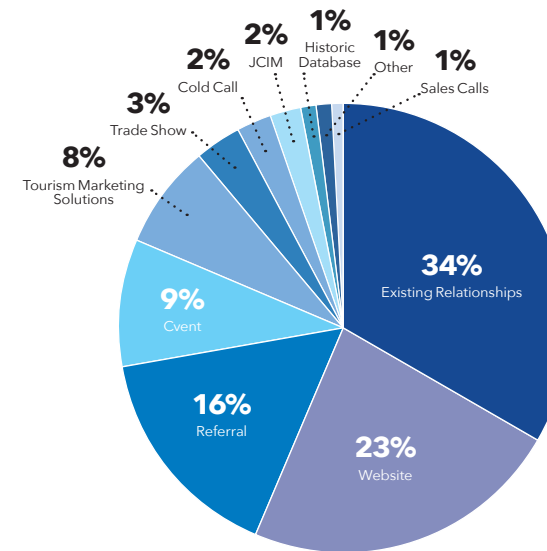
## Source by Channel Last 3 Months



**This chart illustrates a breakdown of the channel from which leads are sourced for Q2 FY20-21.**

There was a much more diverse range of lead sources this quarter than previous quarters. Existing relationships still play a vital role in generating leads but the website generated 10 leads this quarter and Tourism Marketing Solutions, Referral from other clients and trade shows (BE reconnected and PCOA) all play an important role this quarter too.

## 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 January 2020 to 31 December 2020.**

These figures reflect all leads that have been generated in the last 12 months. In total there have been 173 leads generated. We can see that there are three main types of lead generation sources – existing relationships, the website (either through the RFP, direct phone call or direct email from a client) and referrals. Cvent and Tourism Marketing Solutions are two new sources in the last 12 months and they have generated 16 and 13 leads respectively.

## 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 - 31 December 2020).

This quarter the breakdown of the 47 leads generated is as follows:

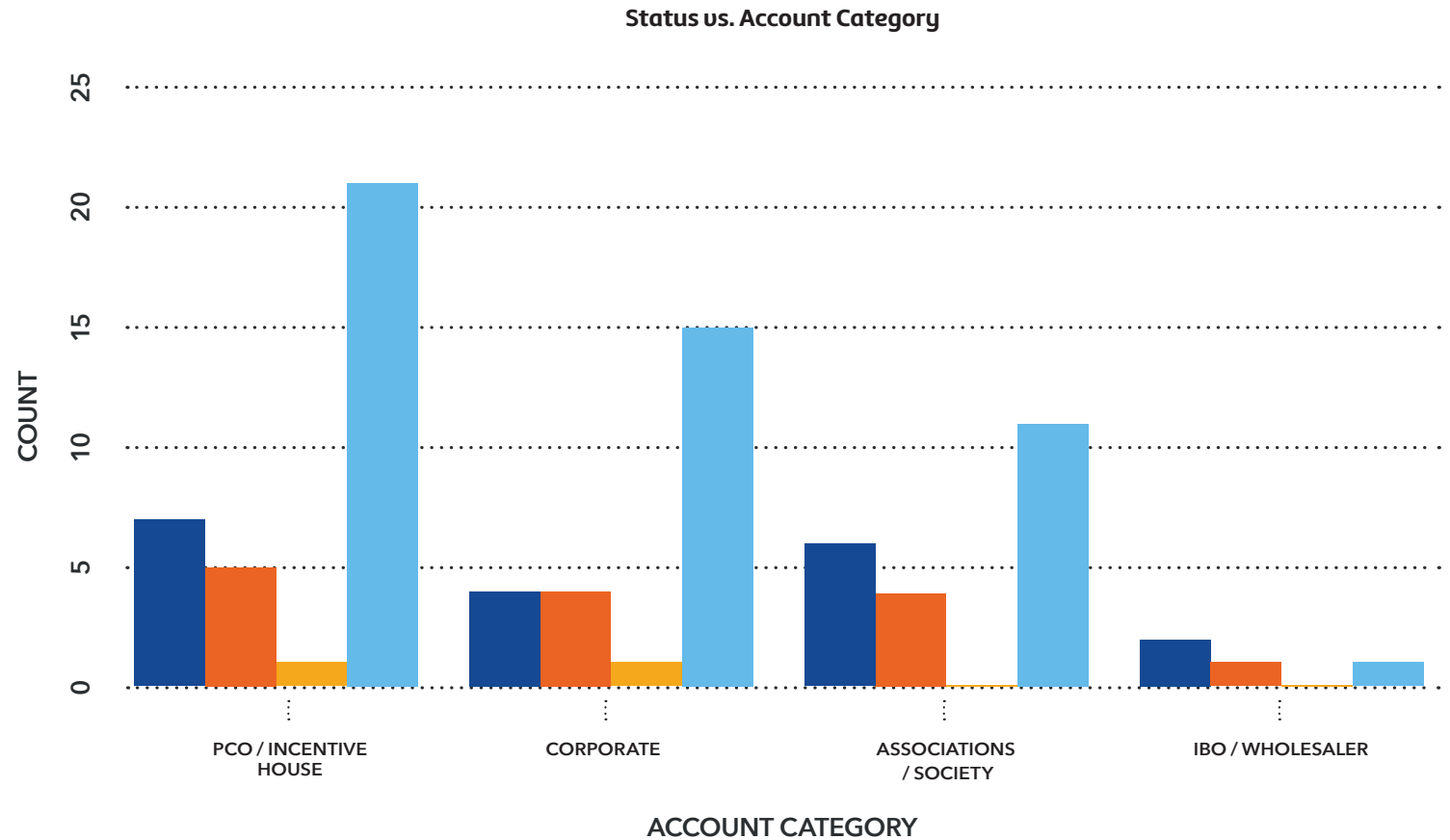
Associations: 13

Corporate Companies: 13

PCO/Incentive House: 19

IBO/Wholesalers: 1

Other: 1



**(YTD) TOTAL = 83**



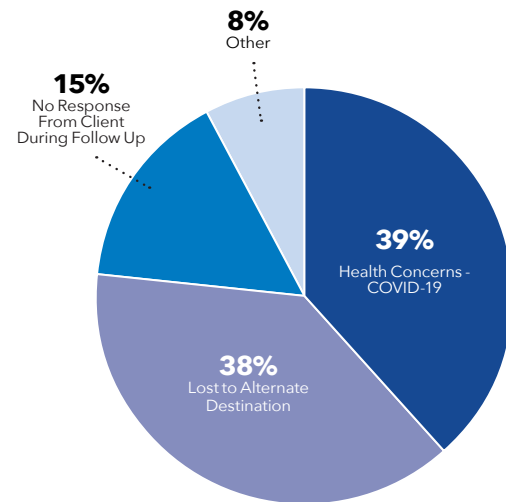


## Lost Reasons

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.

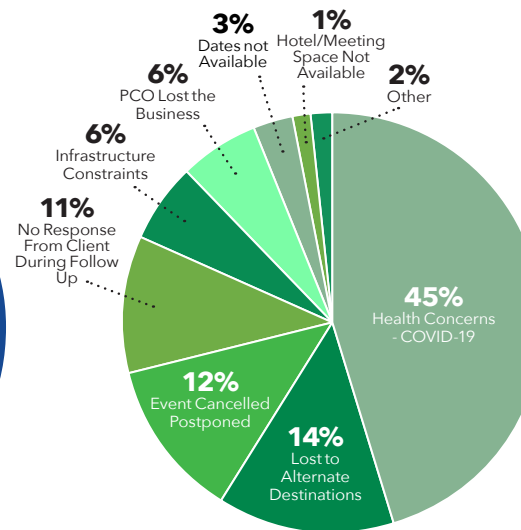
In Quarter 2 FY20-21 a total of 13 leads were lost. The 5 of these lost leads were due to health concerns related to COVID-19. Where possible the Bureau have worked hard to ensure that any clients were postponed but in some cases that was not possible and its particularly hard to encourage a postponement when the event wasn't even completely confirmed for Queenstown. This quarter 5 leads were also lost to an alternative destination which historically had been the major reason for losing a piece of business.

Lost in the Last 3 Months



(Based on leads lost from 1 October – 31 December 2020)

Lost in the Last 12 Months



(Based on leads lost from 1 January – 31 December 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

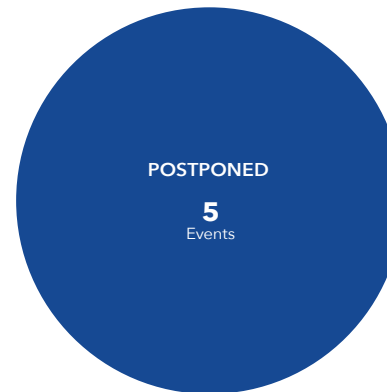
## COVID-19 impact on Q3 FY20-21

This table illustrates the events in Q3 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.

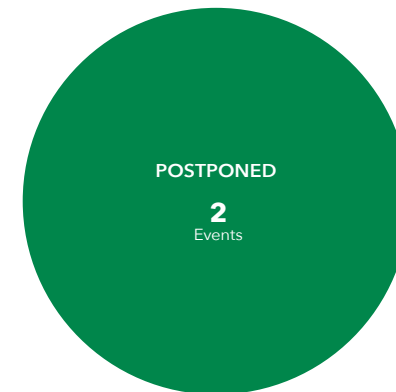
Throughout Q2 the Bureau have worked with clients that had business confirmed as coming to Queenstown in Q3 FY 20-21 (1 January – 31 March 2021). It should be noted that an event that is defined as “cancelled” is an event that had confirmed Queenstown as their destination, whereas an event that is “lost” as per page 9’s lost reasons chart was an event that had never officially confirmed Queenstown as their destination.



The Bureau worked very hard to not have any cancellations in the upcoming Quarter. A total of 7 events were postponed, the majority from Australia. The number of postponed and cancelled events has reduced from when we first started running this report as the number of events we had start to decrease due to the fact that we have now had almost a full year with border restrictions in place.

Conference



Incentive



	Conference		Incentive		Totals	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
POSTPONED 	5	430	2	116	7	546
CANCELLED 	0	0	0	0	0	0

## Bureau Activity Summary

### Sales Calls:

A total of 85 sales calls happened this quarter. Majority of this number is due to Tourism Marketing Solutions working on behalf of Destination Queenstown who made 66 prospecting sales calls and the remainder was due to sales calls made in Auckland and Sydney completed by Sophie and Jana to various corporate, PCO and industry contacts.

### Tradeshow Appointments:

12 "tradeshow" appointments were completed at BE reconnected. It was difficult to capture activity at BE reconnected due to the more casual nature of the event but the QCB received a number of enquiries further to the official number here.












### Site Inspection Participants:

A total of 12 site inspection participants were hosted. All site inspections were from the Domestic Market.

### Networking Meeting/Update:

22 contacts were reached through participation in the PCOA and various dinners/ associated events related to the PCOA event held in the Australian market.

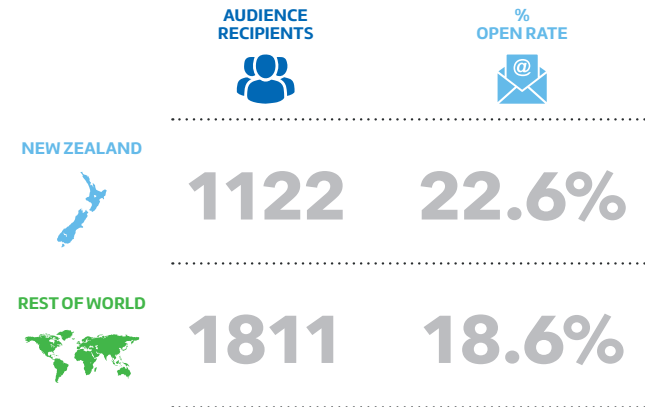
### Summary Overview

	 NEW ZEALAND	 AUSTRALIA	 REST OF WORLD	 Q2 TOTAL		 YTD TOTAL	
				Q2 19-20	Q2 20-21	19-20	20-21
 SALES CALLS	75	10	0	12	85	39	177
 TRADE SHOW APPOINTMENTS	12	0	0	28	12	51	12
 NETWORKING MEETING / UPDATE	0	22	0	121	22	142	22
 WEBINAR	0	0	0	0	0	0	0
 SITE INSPECTION PARTICIPANTS	12	0	0	6	12	23	21
 FAMIL PARTICIPANTS	0	0	0	8	0	25	17

# QCB Report Digital/Online Presence

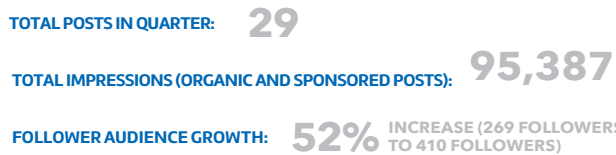
## Bureau Remarks Reach

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 Summer Remarks in the first week of December. We segment our audience into different geographic markets with our communications and tailored our messaging to be appropriate for the audience. The two audiences are New Zealand and Rest of World. A link to the Bureau Summer Remarks 2020 can be found [here](#).



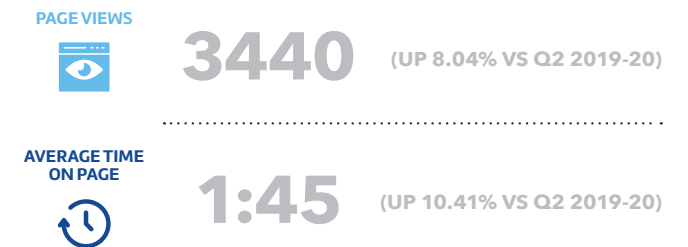
## LinkedIn

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

Quarter 2 was the first full quarter with the refreshed and remapped QCB website. The two below measures demonstrate that the changes have positively impacted user experience with more traffic directed to key pages and an increase in time on page.

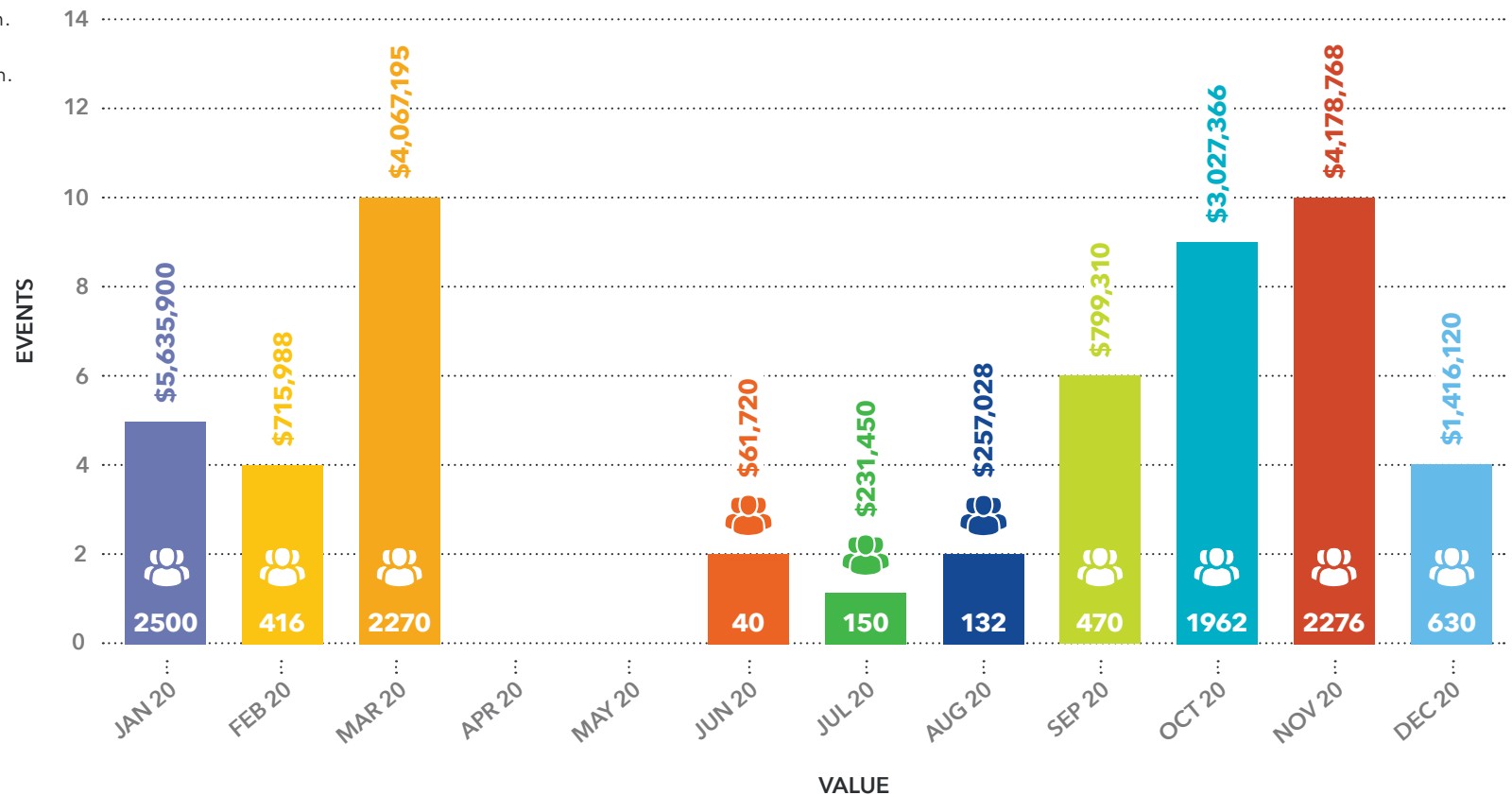


## Events Held in last 12 Months

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 53 events that have occurred in the last 12 months (1 January 2020 - 31 December 2020) in Queenstown. This brought 10846 delegates to the area and was worth approximately \$20.4 million.

**TOTAL EVENTS = 53**  
**TOTAL ATTENDEES = 10,846**  
**TOTAL VALUE = \$20.4 MILLION**



## Events Confirmed

This table has been split into the current quarter and the upcoming six 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.

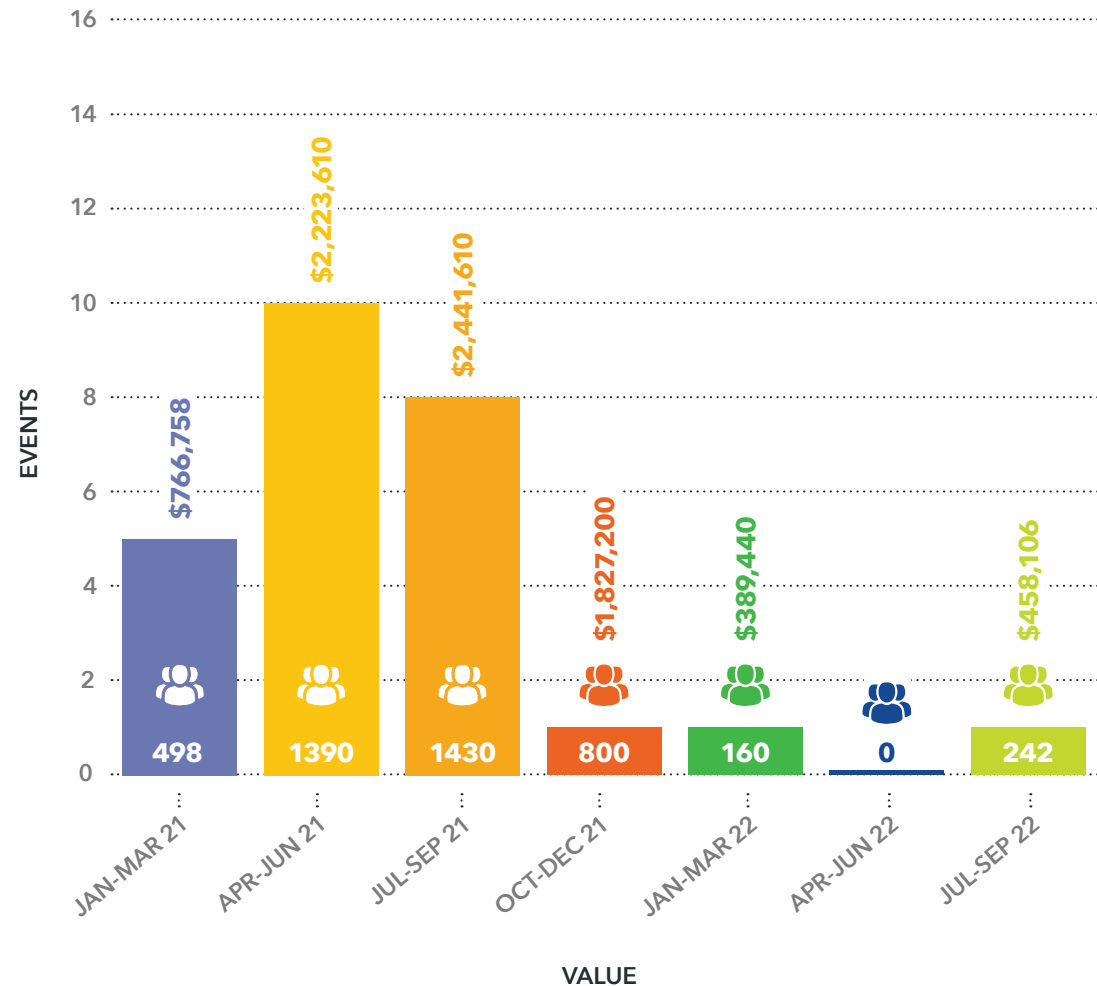
Calculations are as follows;

Domestic delegates = number of attendees x \$1,451 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 = 26**  
**TOTAL ATTENDEES = 4520**  
**TOTAL VALUE = \$8,106,724**

## Events Confirmed

This table breaks down the number of leads generated and attendees for all 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. Its interesting to note that all the events are taking place in the coming three quarters which shows the shorter lead times that the NZ market has currently.

### Number of Leads Confirmed and Attendees by Market

	New Zealand		Australia		Rest of World		Total	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
								
JAN-MAR 2021	5	498	-	-	-	-	5	498
APR-JUN 2021	6	910	4	480	-	-	10	1390
JUL-SEP 2021	3	750	3	560	2	120	8	1430
OCT-DEC 2021	-	-	-	-	1	800	1	800
JAN-MAR 2022	-	-	-	-	1	160	1	160
APR-JUN 2022	-	-	-	-	-	-	-	0
JUL-SEP 2022	-	-	1	242	-	-	1	242
<b>TOTAL</b>	<b>14</b>	<b>2158</b>	<b>8</b>	<b>1282</b>	<b>4</b>	<b>1080</b>	<b>26</b>	<b>4520</b>

## Prospective Events

**This table shows there are currently 89 pieces of prospective business still in the pipeline for Queenstown with an estimated economic value of almost \$31 million.**

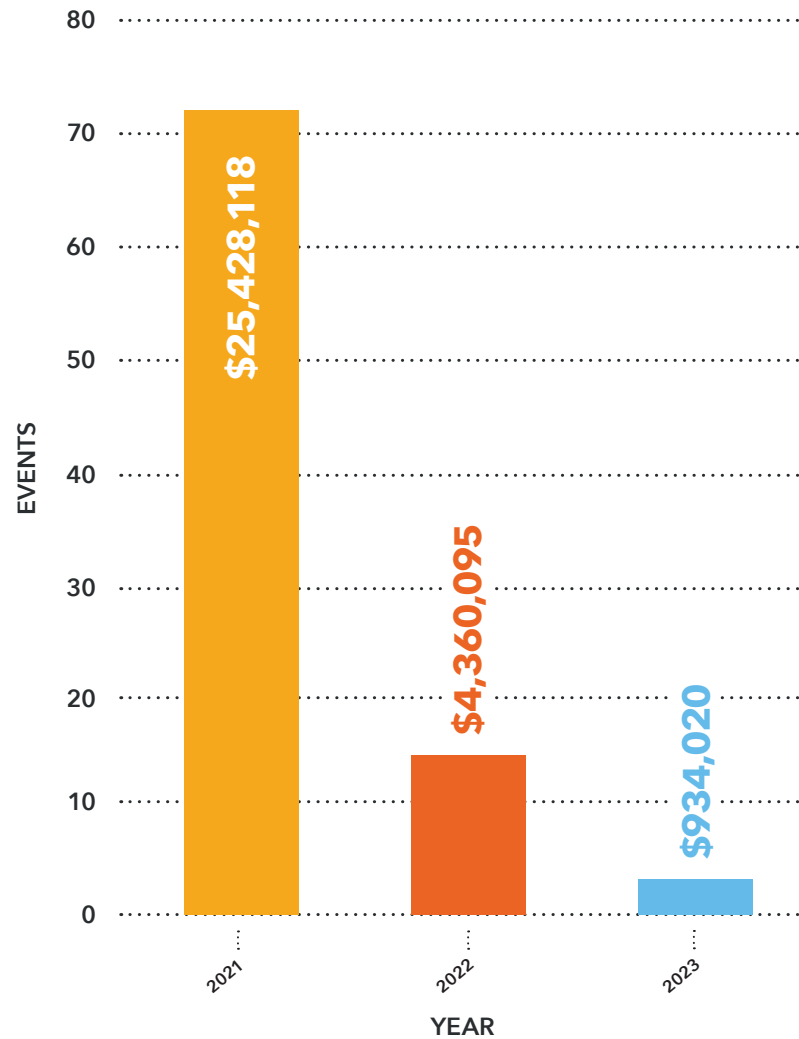
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\*\* these figures are for accommodation and all on-ground costs but do not include the air component



**TOTAL COUNT = 89**  
**TOTAL VALUE = \$30,722,233**



## Tourism Marketing Solutions

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The Bureau have been working with Tourism Marketing Solutions to help raise awareness and build Queenstown's reputation as a business event destination within the domestic market. Tourism Marketing Solutions provide the QCB with monthly insight reports on what event planners and thinking and planning. Full reports can be found [here](#) under "Tourism Management Solutions Monthly Insights."

### Key insights from the October/ November reports include:

- Lead times are expected to be short. Event planners are unsure of their event calendar for 2021
- Many events previously held internationally are being held domestically but most are scaled back, different formats and shorter versions of the original planned international events
- Due to restructures/ changes in the work force there are a lot of new people in different roles so the use of bureau's services are especially useful at the moment
- PCO's are saying that they are seeing a lot of potential in the NZ market but they have experienced heavy loss of knowledge and experience from their organisations
- Isolation hotels are becoming tricky to work with because they aren't able to confirm when their facilities will be available for use again
- In general most event planners (corporate and association) are expecting and intending to hold face to face events in the future

## Business Events Data Programme

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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 3 (July - September) was the first publication of the revised format. To read the full results please click [here](#).

### Key insights from the Quarter 3 (July - September) results include:

- Queenstown held 40 events for the quarter (15 meetings, 10 conference, 12 other, 1 expo and 1 incentive)
- Queenstown hosted 2,386 delegates resulting in 3,987 delegate days
- Majority of clients were corporate - 23 of the 40 events
- Majority events were direct contact with 31 of the 40 events coming directly to the venues
- Most events were in the 30-100 delegate size bracket (27 events)
- Most events were single day events (26 events)

## Further Insights & Information

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### 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

	DATE	EVENT	MARKET	LOCATION	TEAM	STATUS
<b>FEB</b> 2021	FEB-JUN	DQ QCB & TRADE TRAVEL ROADSHOW	AUSTRALIA	SYDNEY & MELBOURNE	TRADE TRAVEL & QCB TEAM	TENTATIVE
	16 FEB	QCB/ ACB COLLAB EVENT (CONOSCENTI)	NZ	AUCKLAND	QCB TEAM	DEFINITE
<b>MAR</b> 2021	7-10 MARCH	QCB DOMESTIC FAMIL	NZ	QUEENSTOWN	QCB TEAM	DEFINITE
	12-15 MARCH	AIME 2021	AUSTRALIA	MELBOURNE	JANA KINGSTON	DEFINITE
	23-24 MARCH	THE OFFICE, PA AND EVENT PLANNER SHOW	NZ	AUCKLAND	QCB TEAM	DEFINITE
<b>MAY</b> 2021	3-5 MAY	TRENZ 2021	NZ	CHRISTCHURCH	TRADE TRAVEL TEAM	TENTATIVE
<b>JUN</b> 2021	2-3 JUNE	MEETINGS 2021	ALL	AUCKLAND	QCB TEAM	DEFINITE
	4-6 JUNE	POST MEETINGS FAMIL	NZ	QUEENSTOWN	QCB TEAM	TENTATIVE