

1 January - 31 March 2021

Market Overview & Insights

The following report outlines the key activity and results of the Queenstown Convention Bureau for Quarter 3 (January-March) 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 annual summary of total leads, the breakdown of conference vs incentive and our activity summary. In our pipeline reports confirmed business from the last 12 months that has occurred, all future confirmed business on record and a summary of all prospective business is also outlined.

Finally, the calendar of events outlines the activities the Queenstown Convention Bureau will undertake for the upcoming financial year. It also indicates which industry partners we are working with (if any) for each event.



KIRAN NAMBIAR
Business Development
Director

Quarter 3 hasn't been quite as strong in terms of numbers of leads generated as we have seen in our past two post lockdown quarters. You will notice that the lead numbers are below what they were for quarter three last year. What we experienced last year was a huge spike in leads that wanted to move events closer to home or international events who wanted to be in a covid "low risk" place.

Throughout Q3 we have been highly adaptable and responsive to market opportunities. Our major focuses have the Remarkable Domestic Famil which hosted 15 corporate buyers and industry, the introduction of the Business Events Incentive Scheme which is part of the Regional Event Fund which received 20 applications and ensuring we were prepared for the eventual opening of our borders to Australia.

Looking forward we will be shifting gears into the Australian market with the Australian Roadshow in May, attending the TRENZ Hui, Meetings 2021 and hosting five famils in June with around 70 buyers across QCB & Trade. Please do read on for further detail of Quarter Three's activity and feel free to reach out to me with any questions.



JANA KINGSTON
Business Development Manager
- Australia & North America

January-March 2021 saw the wait continue in Australia for any sort of announcement of timeframe for the trans-Tasman bubble. Leads continued to come in, with some business for 2022 starting to confirm. Conversations with key clients showed that while some were still struggling with no business on the books, others were signing new accounts and working with clients starting to pencil-book events in for the second half of 2021. The cancellation of Job-Keeper payments at the end of March will have an effect on the industry that will no doubt be seen over the coming months.

As mentioned previously, (and has been evidenced in the last week) all indications from the market 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. While other NZ destinations have mentioned they have seen some hesitation from buyers regarding group travel and restrictions around it once the bubble is open, nothing I am hearing indicates this will be a concern.



SOPHIE ARCHIBALD
NZ Business Development
& Marketing Manager

Leads out of the New Zealand market has been positive, we have processed 29 leads this quarter vs 12 the same quarter last year. The corporate NZ market have moved into a positive phase, they are keen to book in their events and short lead times seem to be a continuing trend. Current winning industries are Pharmaceutical, Automotive, Healthcare, Retirement, Building, Construction, Food Manufacturing, Telecommunications and Software.

QCB hosted 15 buyers from top NZ corporate companies such as Icebreaker, Fonterra, Fisher & Paykel, Mediaworks, Foodstuffs, on a three day famil highlighting offerings of about 40 Queenstown operators including accommodation, activities and venues. The buyers also participated in a half day trade show with pre-scheduled appointments with 22 Queenstown operators. The group commented on how sophisticated and passionate our local industry is and how well everyone collaborates making it easy for planners to organise an event in Queenstown. We produced a highlights video for the famil, which you can view [here](#).

The Business Events Incentive Scheme was launched in March and the first funding round was open for

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[Continue reading on page 2](#)

Market Overview & Insights

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For additional information, the Members Area of the Destination Queenstown website houses reports from the managers on processes, tradeshow 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.

JANA KINGSTON

of the borders opening, a significant Queenstown presence at MEETINGS 2021 and the eventuality that Australian buyers will be in attendance and the post-famil programme for 20 Australian VIPs. We also have a number of great famil opportunities in the pipeline.

SOPHIE ARCHIBALD

applications between 18 March-1 April 2021. We received a total of 20 applications. The criteria for the second round is currently being set, we will share this via a Special Remarks once it is ready to be launched.

QCB have started producing videos which profile our local event experts, sharing their stories, passions and highlighting why Queenstown is an extraordinary destination for business events. The aim is to showcase a diverse range of people and stories to highlight Queenstown's USPs for business events. The first video features David from Nomad Safaris, watch it [here](#).

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 3 a total of 39 leads have been generated. Seven of the leads from New Zealand moved from being generated to being confirmed for Queenstown within the quarter proving the short lead times the domestic market is working in.

This quarters leads is below quarter 3 last year's figure of 55 leads generated. However Q3 last year had a lot of last minute interest from groups trying to relocate their event to a "safe" place as Covid began to shut down other locations globally.

Total Overview

	NEW ZEALAND Q3 19-20 Q3 20-21		AUSTRALIA Q3 19-20 Q3 20-21		REST OF WORLD Q3 19-20 Q3 20-21		Q3 TOTAL Q3 19-20 Q3 20-21		YTD TOTAL 19-20 20-21	
GENERATED 	12	29	30	6	13	4	55	39	137	122
WON 	2	7	4	0	2	0	8	7	25	38
LOST 	2	1	8	0	0	1	10	2	25	23
CANCELLED 	1	0	0	0	1	0	2	0	2	0
POSTPONED 	0	0	0	0	0	0	0	0	0	9
IN PROGRESS 	7	21	18	6	10	3	35	30	85	52

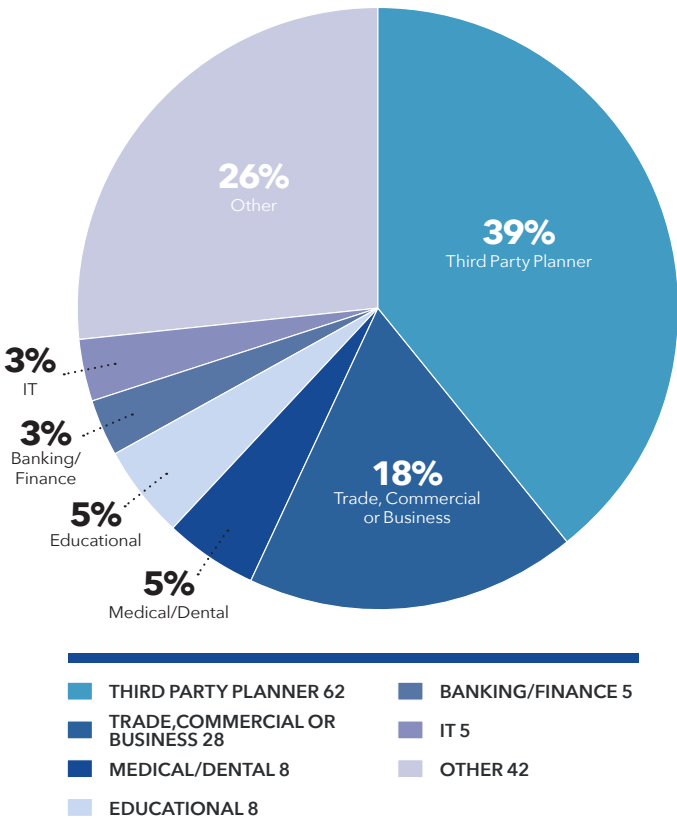
Market Segmentation

This chart shows the market segment from which leads have been generated over the last 3 months (1st January–31st March) and the last 12 months (1st April 2020–31st March 2021). In the last 12 months the “other” segment with 3 leads or less associated encompasses:

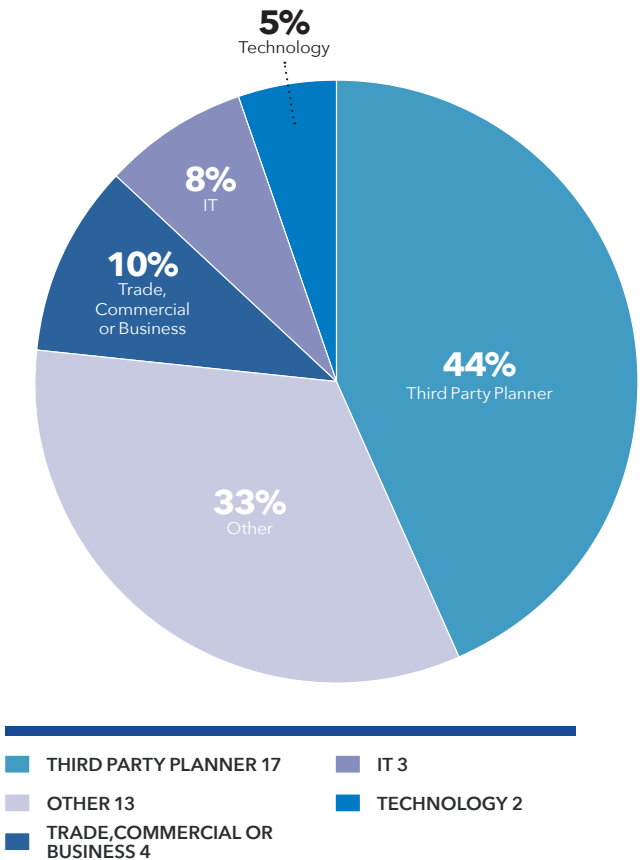
- Automotive (3)
- Engineering (3)
- Health & Wellness (3)
- Pharmaceutical (3)
- Athletic & Sports/Recreation (2)
- Government (2)
- Insurance (2)
- Legal (2)
- Manufacturing (2)
- Religious (2)
- Retail (2)
- Agriculture/ Farming (1)
- Cultural, Fine Arts, Libraries (1)
- Direct Sales (1)
- FMCG (1)
- Real Estate (1)

This Quarter the majority of leads were generated through third party planners with 17 leads generated in total. This is then followed by trade commercial or business with 4 leads. Its 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 and 2 20–21.

Last 12 months
















Last 3 months



Business Event Type

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






Of the 39 leads generated this quarter the majority are conferences with 22 total leads. It is encouraging to see an increase in groups this quarter with 8 leads generated indicating that the QCB's diversification of our core target market for business events is taking effect.

	Conference		Incentive		Groups		Totals	
	EVENTS 	ATTENDEES 	EVENTS 	ATTENDEES 	EVENTS 	ATTENDEES 	EVENTS 	ATTENDEES 
GENERATED 	22	1867	9	1835	8	1284	39	4986
WON 	3	285	2	45	6	1122	11	1452
LOST 	1	75	1	60	0	0	2	135
CANCELLED 	0	0	0	0	0	0	0	0
IN PROGRESS 	18	1507	6	1730	2	162	26	3399

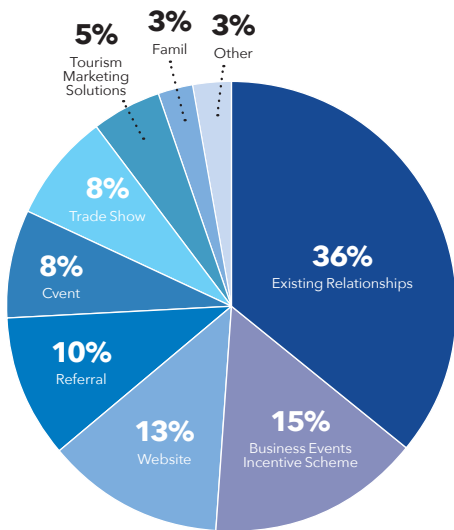
Group Size

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 51-100 pax size with a total of 17 leads in this bracket. Of this bracket 7 of the leads indicate that they would be around 100 pax. Inline with the increase in group enquiry there was an increase in the <50 size with a total of 9 leads generated.

Number of Leads Generated				
DELEGATES	NEW ZEALAND	AUSTRALIA	REST OF WORLD	TOTAL
				
< 50	7	2	0	9
51 to 100	13	3	1	17
101 to 150	3	1	1	5
151 to 200	1	0	0	1
200 to 250	1	0	0	1
> 250	4	0	2	6
TOTAL	29	6	4	39

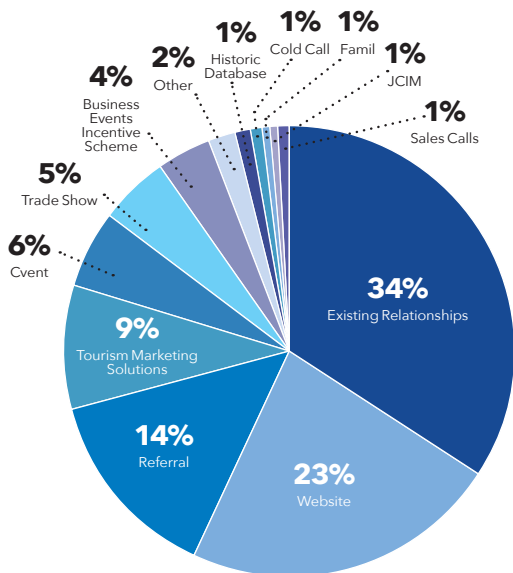
Source by Channel Last 3 Months



This chart illustrates a breakdown of the channel from which leads are sourced for Q3 FY20–21.

Existing relationships still play a vital role in generating leads but introduction of the Business Event Incentive Scheme has significantly boosted leads generated with 6 leads generated. Following that the website generated 5 leads. Cvent generated 3 leads which is encouraging to see because Cvent is a primarily international platform and this is the first quarter since the Covid outbreak we have had leads via Cvent.

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 April 2020 to 31 March 2021.

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. Tourism Marketing Solutions, our Auckland based sales team which was employed in June 2020, has generated 15 leads.

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 2020–31 March 2021).

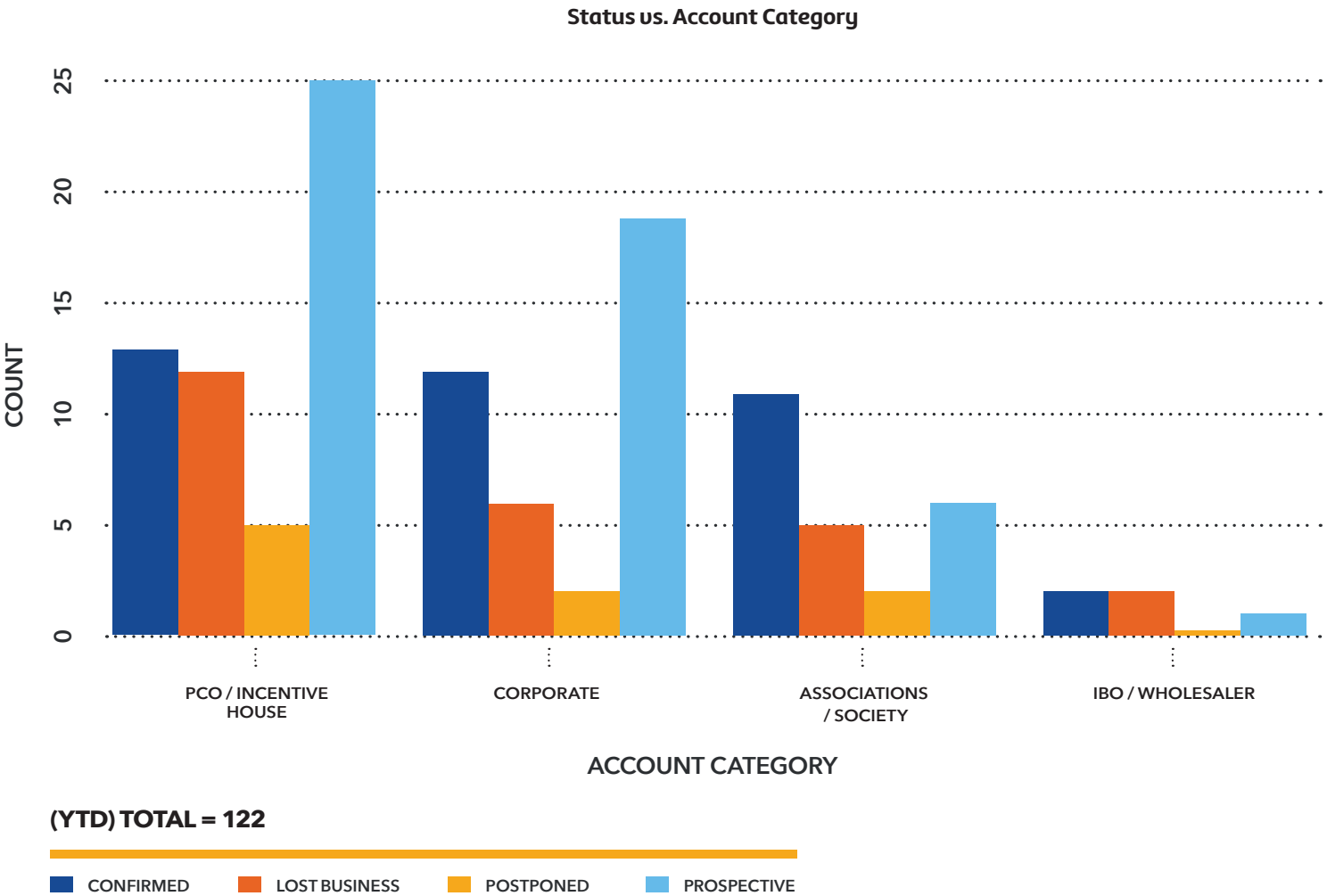
This quarter the breakdown of the 39 leads generated is as follows:

Associations: 2

Corporate Companies: 15

PCO/Incentive House: 22

IBO/Wholesalers: 0



QCB Report

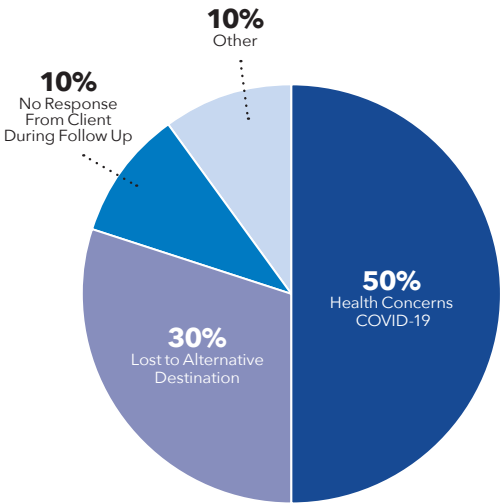
Lost Reasons

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. “Lost” business is an event for which we sent a proposal to the client but it was never confirmed for Queenstown.

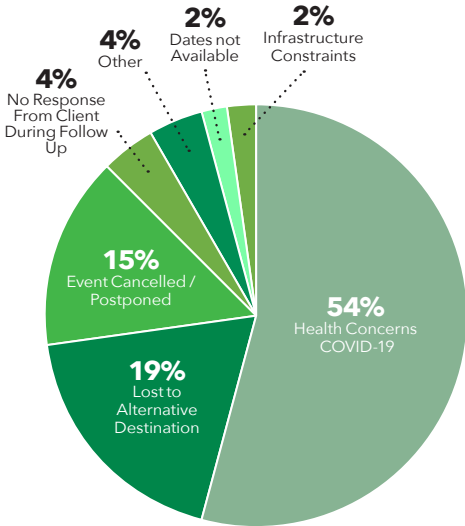
In Quarter 3 FY20-21 a total of 10 leads were lost. The 5 of these lost leads were due to health concerns related to Covid-19. Where possible the Bureau have worked hard to ensure that any clients were postponed but in some cases that as not possible and its particularly hard to encourage a postponement when the event wasn’t even completely confirmed for Queenstown. This quarter 3 leads were 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 January–31 March 2021

Lost in the Last 12 Months



Based on leads lost
from 1 April 2020–31 March 2021

The lost lead categories we report on are:

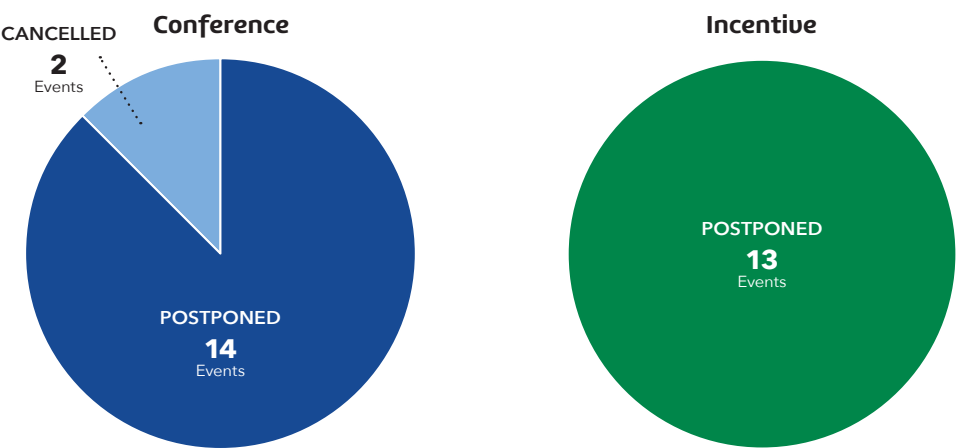
- Hotel / meeting space not available
- Rates too high
- Dates not available
- Infrastructure constraints
- Event cancelled / postponed
- PCO lost the business
- Lost to alternative destination
- No air service
- Budget cuts
- No response from client to follow ups
- Health concerns – Covid-19







COVID-19 impact on Q4 FY20-21

This table illustrates the events in Q4 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 Q3 the Bureau have worked with clients that had business confirmed as coming to Queenstown in Q4 FY 20-21 (1 April-31 June 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 8’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 27 events were postponed, the majority from Australia (21) and the rest were international sources. Quarter 4 saw an increase in the number of events that were postponed as we start to reach events larger event size from overseas origins which typically had longer lead times and bigger attendee numbers which were sitting in the prospective stage which Covid hit over a year ago.



	Conference		Incentive		Totals	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
						
POSTPONED	14	2170	13	4327	27	6497
CANCELLED	2	105	0	0	2	105

Bureau Activity Summary

Sales Calls:

A total of 83 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 Australia completed by Jana to various corporate, PCO and industry contacts.

Tradeshow Appointments:

12 official "tradeshow" appointments were completed at The Office PA & Event Planner Show. It was difficult to capture activity at The Office PA & Event planner due to the nature of the show which is predominately based around speakers rather than the tradeshow element. The QCB definitely spoke to more than the recorded numbers here.











Site Inspection Participants:

A total of 2 site inspection participants were hosted. All site inspections were from the Domestic Market.

Famil Participants:

A total of 17 Corporate Professional EA, PA& event organisers took part in this years Domestic Remarkable Famil. The famil was run over 3 nights and featured around 50 operators.

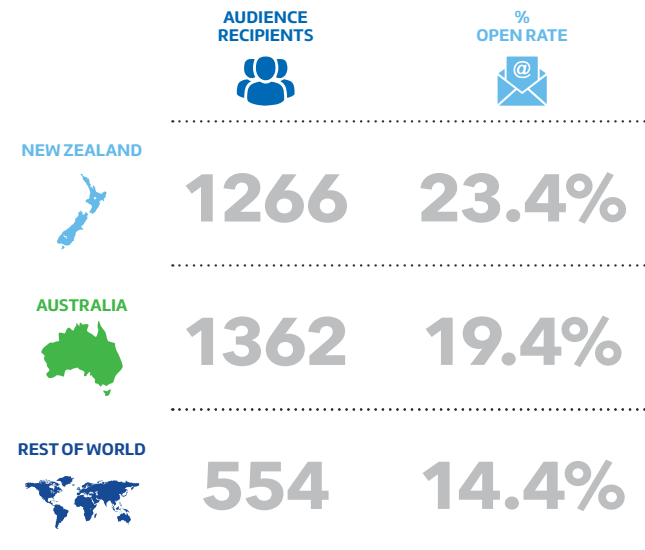
Summary Overview

	 NEW ZEALAND	 AUSTRALIA	 REST OF WORLD	 Q2 TOTAL Q3 19-20 Q3 20-21	 YTD TOTAL 19-20 20-21
 SALES CALLS	67	16	0	12 83	53 194
 TRADE SHOW APPOINTMENTS	12	0	0	28 12	51 24
 NETWORKING MEETING / UPDATE	0	0	0	121 0	169 22
 SITE INSPECTION PARTICIPANTS	2	0	0	0 2	25 2
 FAMIL PARTICIPANTS	17	0	0	6 17	25 38

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 Autumn Remarks in the first week of March. 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 Autumn 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.

TOTAL POSTS IN QUARTER: 19

TOTAL IMPRESSIONS (ORGANIC AND SPONSORED): 56,185

FOLLOWER AUDIENCE GROWTH: 21% INCREASE (410 FOLLOWERS TO 495 FOLLOWERS)



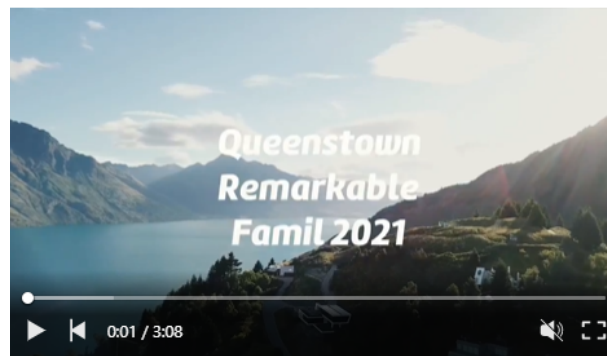
Queenstown Convention Bureau (QCB)
538 followers
1w • Edited •

In March we welcomed a group of New Zealand based corporate event organisers to Queenstown on the Remarkable Queenstown Famil.

Check out this highlight video of what our guests experienced and see the huge range of business event options available in the Home of Adventure.

Thank you to [Air New Zealand](#) for partnering with us for the event

[#meetqueenstown](#) [#queenstownnz](#) [#famil](#)



Queenstown Remarkable Famil - March 2021



Queenstown Convention Bureau (QCB)
538 followers
1mo • Edited •

What a way to start a family! We kicked off our Remarkable Queenstown Famil welcoming 15 New Zealand based corporate business event organisers yesterday - first stop mountain top champagne overlooking the Southern Alps and Lake Wakatipu. Massive thank you to [The Helicopter Line Limited](#) for getting us up there!

[#queenstownnz](#) [#meetqueenstown](#)



Queenstown Convention Bureau (QCB)
538 followers
1mo • Edited •

Day two of the Remarkable Queenstown Famil saw another amazing day checking out some of our fantastic event offerings. Thank you to [Eichardt's Private Hotel](#), [AJ Hackett Bungy New Zealand](#), [Oxbow Adventure Co](#), [HQ New Zealand](#), [Cargo Brewery](#), [Gibbston Valley](#), [Wayfare](#) and [Black ZQN](#).

[#queenstownnz](#) [#meetqueenstown](#) [#famil](#) [#domestic](#)

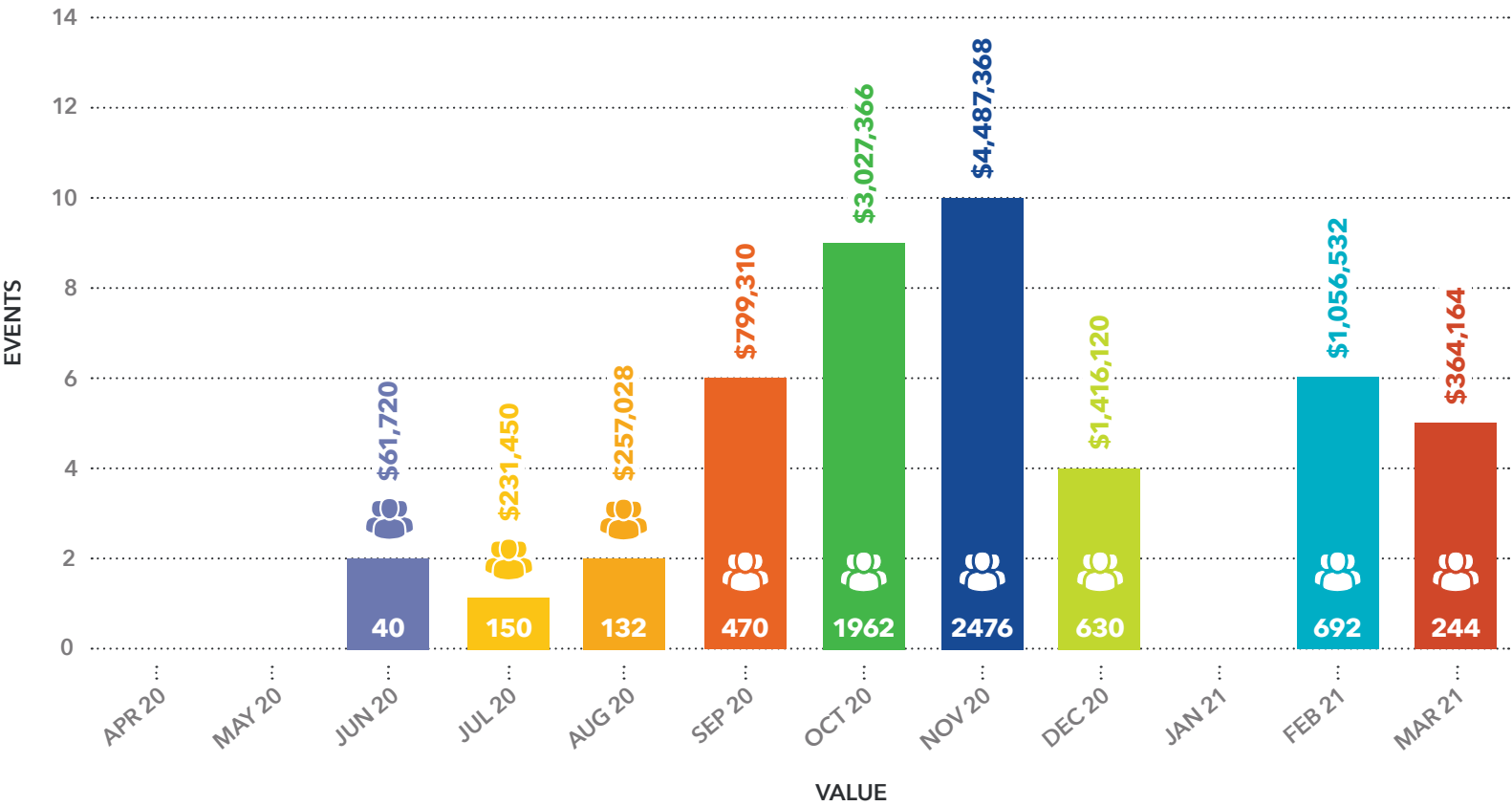


Events Held in last 12 Months

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 45 events that have occurred in the last 12 months (1 April 2020–31 March 2021) in Queenstown. This brought 6796 delegates to the area and was worth approximately \$11.7 million.

TOTAL EVENTS = 45
TOTAL ATTENDEES = 6,796
TOTAL VALUE = \$11.7 MILLION



Events Confirmed

This table has been split into the current quarter and the upcoming 6 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.

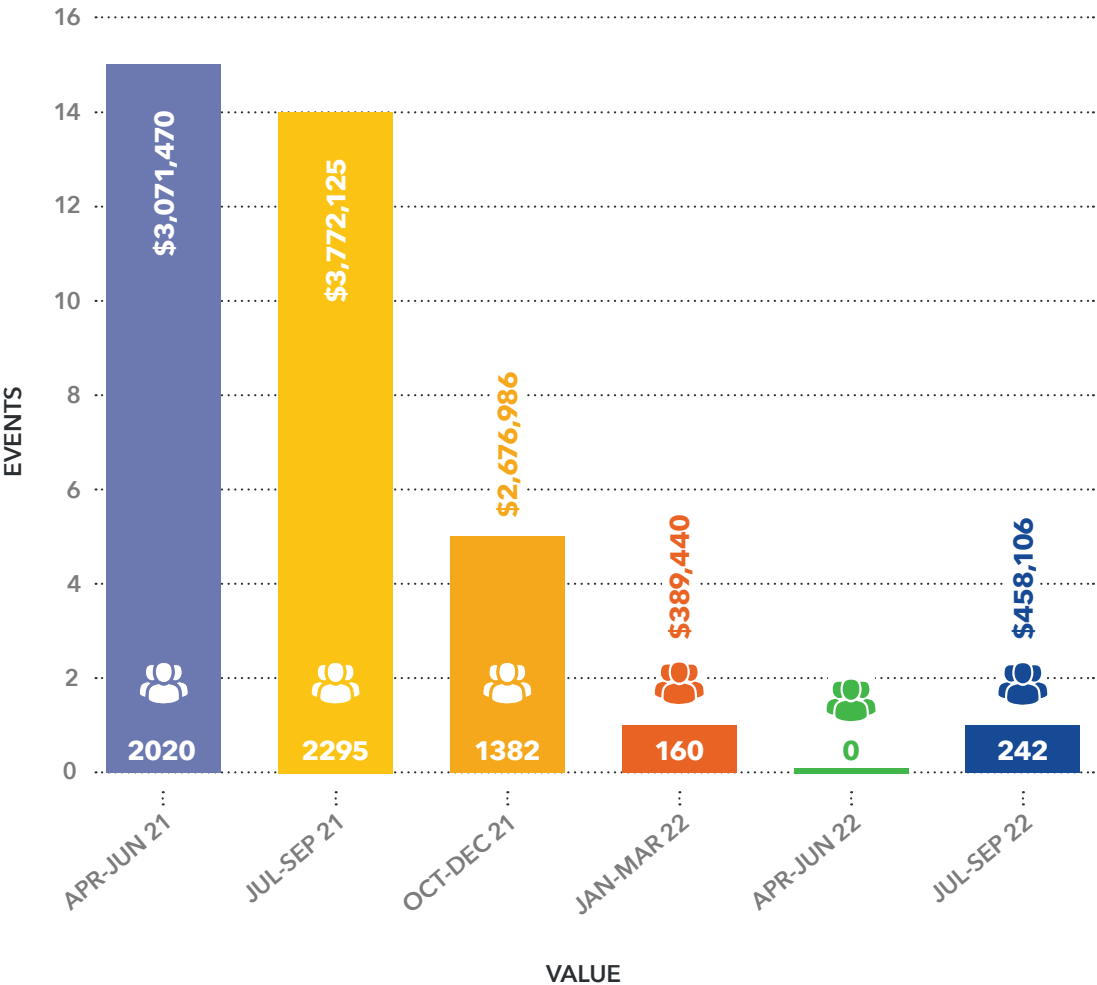
Calculations are as follows;

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 = 36
TOTAL ATTENDEES = 6099
TOTAL VALUE = \$10.4 MILL

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.

Number of Leads Generated and Attendees by Market

	New Zealand		Australia		International		Total	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
								
APR-JUN 2021	15	2020	-	-	-	-	15	2020
JUL-SEP 2021	8	1415	4	760	2	120	14	2295
NOV-DEC 2021	3	570	1	12	1	800	5	1382
JAN-MAR 2022	-	-	-	-	1	160	1	160
APR-JUN 2022	-	-	-	-	-	-	0	0
JUL-SEP 2022	-	-	1	242	-	-	1	242
NOV-DEC 2022	-	-	-	-	-	-	0	0

Prospective Events

This table shows there are currently 68 pieces of prospective business still in the pipeline for Queenstown with an estimated economic value of over \$17.8 million.

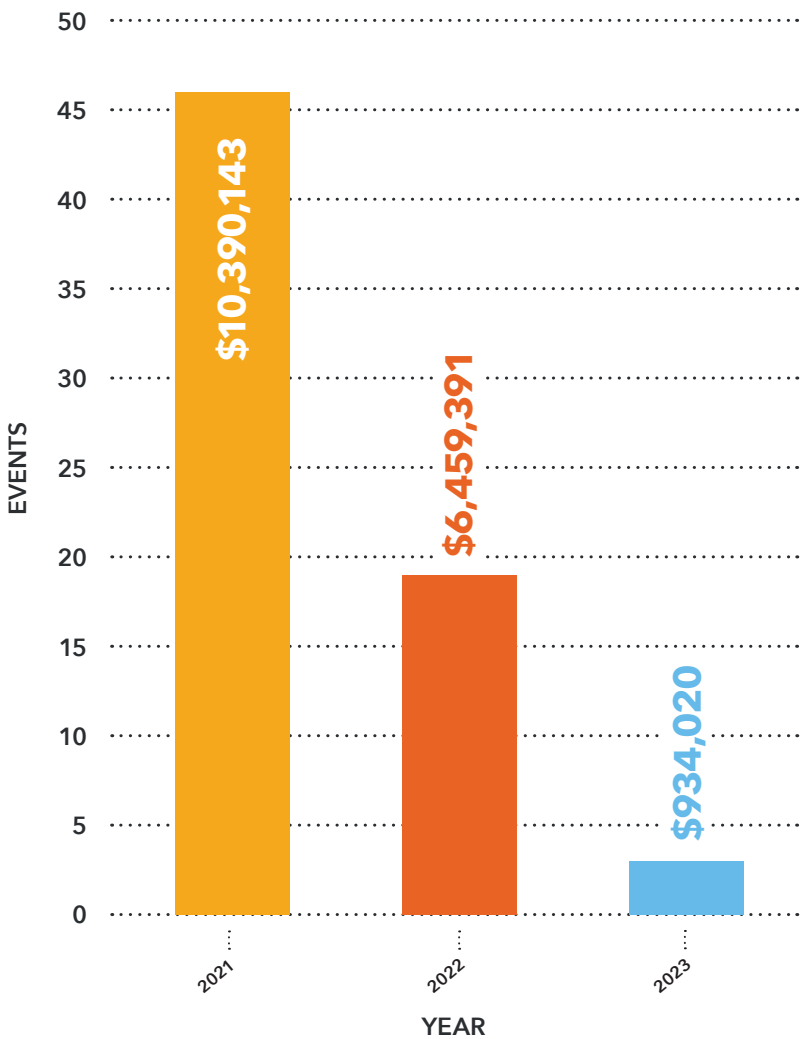
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Domestic delegates = number of attendees
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International delegates = number of attendees
x \$2434 which is average dollar spend per stay.

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but do not include the air component



TOTAL COUNT = 68
TOTAL VALUE = \$17,783,554

Tourism Marketing Solutions

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 Insights."

Key insights from the latest reports include:

- After a large number of virtual events, the need for face to face seems to be coming to the fore—but obviously not appropriate for international events currently.
- Some organisers are hesitant to use 'Covid' hotels moving forward. They think guests may not feel safe in such venues.
- There is a feeling that it will be 2022 before international conferencing comes back—and it will come back with a vengeance after the 2 year break!
- In January—many PCOs/Event companies were not in office until later in January & even February, with no business on the books. Many corporates were working from home.
- Some frustration with venues not providing good service, having to ask for equipment that had already been requested, rooms set up badly, poor service of their needs generally.

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 4 (October-December) was the first publication of the revised format. To read the full results please click [here](#).

Key insights from the Quarter 4 (October–December) results include:

- Queenstown held 72 events for the quarter (11 meetings, 17 conference, 37 other, and 7 incentive)
- Queenstown hosted 2,529 delegates resulting in 10,662 delegate days
- Majority of clients were corporate—44 of the 72 events followed by Associations with 12 events held
- Majority events were direct contact with 55 of the 72 events coming directly to the venues
- Most events were in the 30-100 delegate size bracket (56 events)
- Most events were single day events (55 events)

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

	DATE	EVENT	MARKET	LOCATION	TEAM	STATUS
MAY 2021	3-5 MAY	TRENT HUI 2021	NEW ZEALAND	CHRISTCHURCH	TRADE TRAVEL TEAM	DEFINITE
	18-20 MAY	AUSTRALIA ROADSHOW (TRADE AND C&I)	AUSTRALIA	SYDNEY & MELBOURNE	TRADE TRAVEL & QCB TEAM	DEFINITE
JUN 2021	2-3 JUNE	MEETINGS 2021	ALL	AUCKLAND	QCB TEAM	DEFINITE
	3-5 JUNE	POST MEETINGS FAMIL	AUSTRALIA	QUEENSTOWN	QCB TEAM	DEFINITE
	3-6 JUNE	AUSTRALIA VIP TRADE FAMIL	AUSTRALIA	QUEENSTOWN	TRADE TRAVEL TEAM	DEFINITE
	20-22 JUNE	AIR NZ QCB DOMESTIC NZ EVENT MANAGERS FAMIL	NEW ZEALAND	QUEENSTOWN	QCB TEAM	DEFINITE
	22-25 JUNE	TOURISM EXPORT COUNCIL BOARD FAMIL	NEW ZEALAND	QUEENSTOWN	QCB TEAM	DEFINITE
	28 JUNE-1 JULY	TNZ (WLG & AKL BASED) TRADE TEAM FAMIL	NEW ZEALAND	QUEENSTOWN	TRADE TRAVEL TEAM	DEFINITE