

1 January - 31 March 2022

## Market Overview & Insights

**The following report outlines the key activity and results of the Queenstown Convention Bureau for Quarter 3 (January–March 2022) 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.



**KIRAN NAMBIAR**  
Business Development  
Director

Business Events Leads for Queenstown have bounced back strongly with 58 leads generated this Quarter versus 39 in the same quarter last year. That brings total leads for the last three quarters to 147, well ahead of the count for the last two years. We are beginning to see difficulty to secure space in town in end-Aug and Sep 2022, if you are holding space for business events that have not paid deposits yet, would recommend you get deposits as we are already losing leads due to non-availability of hotel rooms.

The implementation of our QCB Australia strategy has several multi-functional integrated activity in market. Zadro PR and Clockwise Consulting and delivered good traction in market across PR and Corporate Sales Calls. This is complemented well by digital campaign activity in Micenet and Executive PA. And QCB had very promising results at AIME with 67 buyer meetings and 18 leads.

QCB in partnership with Auckland Convention Bureau and NZICC are in the final stages of re-instating the sales representation in North

[Continue reading on page 2](#)



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

This quarter started slowly with anticipated lifting of travel restrictions from Australia early in 2022 not eventuating. The initial dates given of July 2022 resulted in the loss of a large number of both confirmed and prospective bookings with clients anxious to lock in a venue in Australia or Fiji as the uncertainty from the NZ government continued.

The QCB attended Get Local in Sydney catching up with many key clients and industry colleagues. Desire for Business Events travel to NZ was high, particularly for the last quarter of the calendar year. However, without any certainty at this point, a lot were waiting for an update on opening dates before firm leads could be sent.

The timing of the announcement that 13 April would see double vaccinated Australians allowed to enter NZ could not have been better for our participation at AIME 2022 in Melbourne (22 and 23 March). QCB generated a record number of leads from the show (18). With a full appointment stream (32 appointments over 2 day) plus an additional 30+ meetings with clients, it was extremely encouraging to see business events enquiries bounce back so quickly. A number of the leads were for July and August 2022, and

[Continue reading on page 2](#)



**SARAH McDONALD**  
NZ Business Development  
& Marketing Manager

Although Q3 kicked off with a bit of a hiccup domestically due to the shift back to red light in January, requests for support from the Bureau and QCB marketing activity has remained high this quarter.

While many NZ clients were disappointed that they were unable to hold their business event in Q3, majority have chosen to postpone to later in the year. The Australian border announcement also created urgency from our domestic clients to firm up their preferred dates.

To further encourage domestic business events for 2022, QCB and Southern Lakes Regional Event Fund launched the third round of the Business Events Incentive Scheme. This has resulted in 8 enquiries with 4 formal applications. Read more about the BE Incentive scheme [here](#).

This quarter, we wrapped up our “Meet our Local Event Experts” video series with a final piece featuring Sarah Dunan-Hale from QT Collective. [See video here](#). Plans for our next video series are underway.

[Continue reading on page 2](#)

## 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

Asia to chose high end Incentives for Auckland and Queenstown.

We already have a healthy pipeline of activity getting into the next financial year with Domestic Corporate Famil in April; presentation to 53 EAs in AKL and TNZ BE Australia roadshow in May; and 22 operators at the Queenstown stand at Meetings 2022 in June.

The first meeting with the new QCB Advisory Board was held in the last quarter, with discussions around development of the Business Plan for FY 2022-23. Thank you for your inputs in the QCB business planning workshop earlier this year, looking forward to seeing you at the next QCB Quarterly members update at The Carlin on 11 May 2022, comms for registering to this event will be sent shortly.

Sophie is on a well-deserved break visiting family in UK & Germany and in the end of May will be representing QCB at the TNZ stand at IMEX Frankfurt.

### JANA KINGSTON

we had in-person meetings with enquiries from both Singapore and the UK, including 2 x 14 night incentives for 100+ people.

I was thrilled to be able to return to Queenstown in March after such a long time away - to catch up with my team and a large number of our operators.

There is a lot of activity planned for Q4 including attendance at the Associations Forum National Conference, the TNZ Regional Showcase in Melbourne, Sydney and Brisbane, and of course MEETINGS 2022. Full details are on the Bureau Activity Calendar on page 17.

I am also looking forward to the resumption of targeted sales activity in the North American market, particularly in light of the Air NZ direct flights to and from New York from 17 September.

### SARAH McDONALD

We are pleased to have confirmed Zadro as our Australian B2B Business Events PR agency on a 6-month retainer from March to August 2022. Zadro's primary focus is to reach corporate end users through strategic targeted media opportunities to raise the profile of Queenstown as the ultimate Business Events destination for Australian corporates and will greatly compliment the sales activity by Jana in market.

Also in Australia, digital campaigns with leading business events channels – Micenet & Executive PA are now live with a range of material being published digitally until June 2022.

While some of our planned domestic sales activity was postponed for Q3, we are looking forward to engaging in market at events and sales call rescheduled for Q4. Please see updated Bureau activity calendar on [page 17](#).

As always, if you have any questions or comments, I'd love to hear from you.

## 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 58 leads have been generated. In line with the border restrictions easing the growth in leads from Australia has been strong with a total of 28 leads generated this quarter – a 367% growth compared to same quarter last year.

New Zealand continues to perform well but interest from further afield is yet to recover fully but we are expecting leads to increase as confidence increases to travel to New Zealand.

### Total Overview

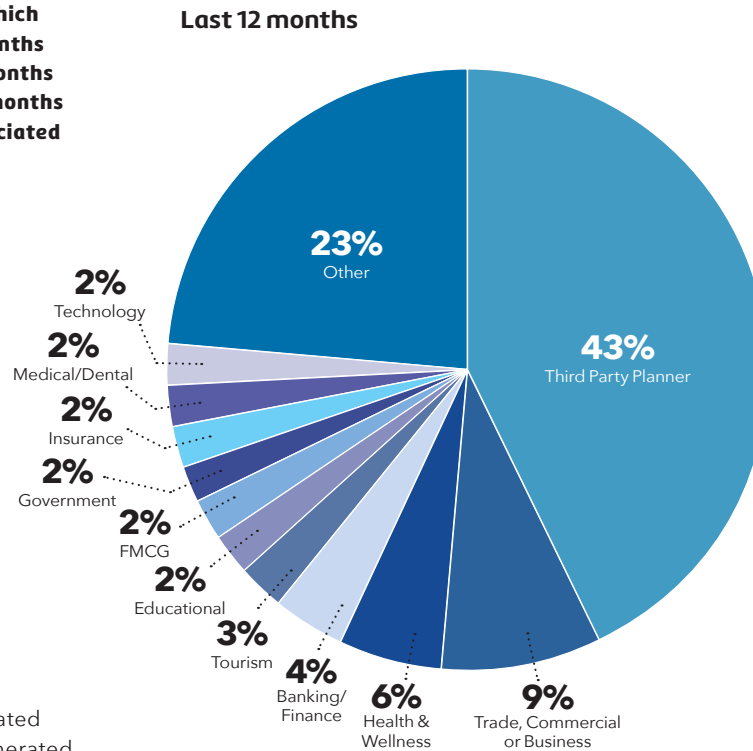
	 NEW ZEALAND Q3 20-21   Q3 21-22		 AUSTRALIA Q3 20-21   Q3 21-22		 REST OF WORLD Q3 20-21   Q3 21-22		 Q2 TOTAL Q3 20-21   Q3 21-22		 YTD TOTAL 20-21   21-22	
<b>GENERATED</b> 	29	25	6	28	4	5	39	58	122	147
<b>WON</b> 	7	8	0	4	0	0	7	12	38	32
<b>LOST</b> 	1	2	0	0	0	0	1	2	0	3
<b>CANCELLED</b> 	0	0	0	0	0	0	0	0	9	1
<b>POSTPONED</b> 	0	1	0	0	1	0	1	1	23	5
<b>IN PROGRESS</b> 	21	14	6	24	3	5	30	43	52	106

## Market Segmentation

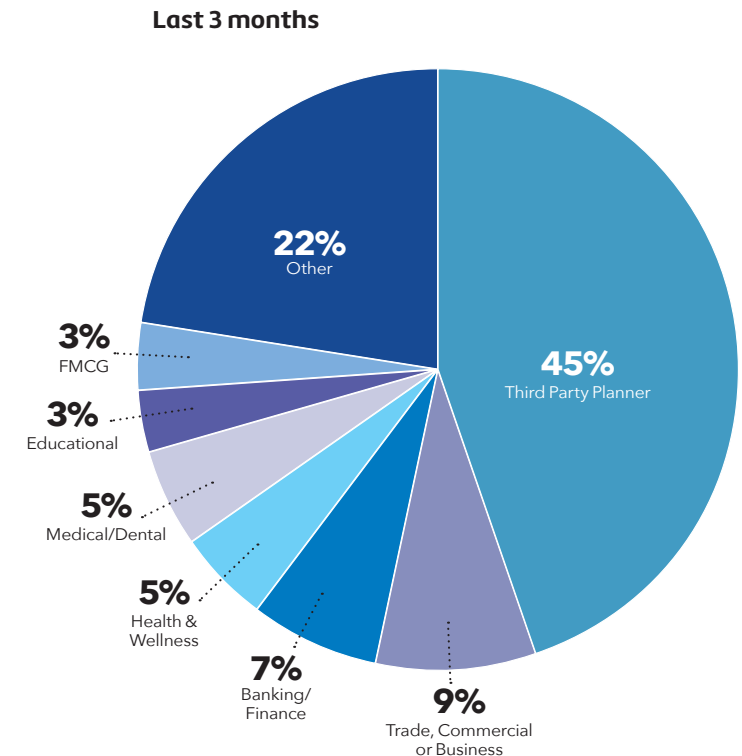
This chart shows the market segment from which leads have been generated over the last 3 months (1 January to 31 March 2022) and the last 12 months (1 April 2021 to 31 March 2022). In the last 12 months the "other" segment with 4 leads or less associated encompasses:

- Banking/ Finance (4)
- Health & Wellness (3)
- Medical/ Dental (3)
- Educational (2)
- FMCG (2)
- Other (2)
- Agriculture/ Farming (1)
- Automotive (1)
- Direct Sales (1)
- Environmental (1)
- Government (1)
- Insurance (1)
- IT (1)
- Manufacturing (1)
- Marketing/PR/Advertising (1)
- Real Estate (1)
- Retail (1)

This Quarter the majority of leads were generated through third party planners with 26 leads generated in total.



THIRD PARTY PLANNER 100	FMCG 5
TRADE, COMMERCIAL OR BUSINESS 20	GOVERNMENT 5
HEALTH & WELLNESS 13	INSURANCE 5
BANKING/FINANCE 9	MEDICAL / DENTAL 5
TOURISM 6	TECHNOLOGY 5
EDUCATIONAL 5	OTHER 55



















THIRD PARTY PLANNER 26	MEDICAL/DENTAL 3
TRADE, COMMERCIAL OR BUSINESS 5	EDUCATIONAL 2
BANKING/FINANCE 4	FMCG 2
HEALTH & WELLNESS 3	OTHER 13

## Business Event Type

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






Of the 58 leads generated this quarter the majority are conferences with 34 total leads and 6120 attendees. Close behind this quarter is incentives with 16 leads and 1,368 attendees, likely due to the increase in interest from Australian clients.

	Conference		Incentive		Groups		Meetings		Totals	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
<b>GENERATED</b> 	 34	 6120	 16	 1368	 3	 150	 5	 135	 58	 7773
<b>WON</b> 	7	1185	3	225	0	0	2	45	12	1455
<b>LOST</b> 	0	0	0	0	1	50	1	10	2	60
<b>CANCELLED</b> 	0	0	0	0	0	0	0	0	0	0
<b>POSTPONED</b> 	1	85	0	0	0	0	0	0	1	85
<b>IN PROGRESS</b> 	26	4850	13	1143	2	100	2	80	43	6173

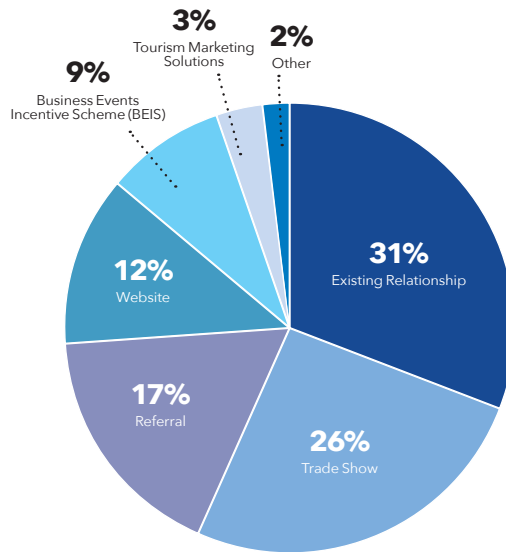
## Group Size

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 16 leads in this bracket. The 51-100 bracket had a total of 14 leads and the 101 to 150 bracket had an increase this quarter to 11 leads.

Number of Leads Generated				
DELEGATES	NEW ZEALAND	AUSTRALIA	REST OF WORLD	TOTAL
				
< 50	9	7	0	16
51 to 100	4	8	2	14
101 to 150	5	4	2	11
151 to 200	3	1	0	4
200 to 250	1	4	0	5
> 250	3	4	1	8
<b>TOTAL</b>	<b>25</b>	<b>28</b>	<b>5</b>	<b>58</b>

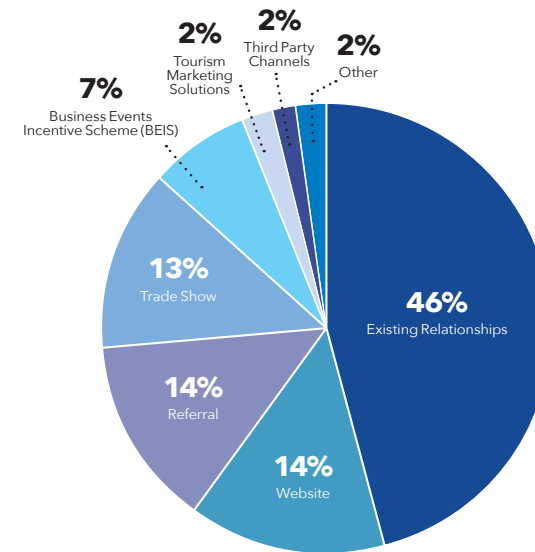
## Source by Channel Last 3 Months



**This chart illustrates a breakdown of the channel from which leads are sourced from 1 January to 31 March 2022.**

Existing relationships play a vital role in generating leads providing 18 leads with tradeshows generating the second most leads for the quarter with 15 leads due to AIME in Melbourne in March.

## 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 2021 to 31 March 2022.**

These figures reflect all leads that have been generated in the last 12 months. In total there have been 233 leads generated. We can see that there are three main types of lead generation sources – existing relationships (46% of leads), the website (either through the RFP, direct phone call or direct email from a client) (14%) and referrals (14%). However as business events like AIME and Meetings resume post covid we can see an increase in the numbers of generated through tradeshows.

## Source by Account Category

### Associations, Corporate, PCO/Incentive House:

This graph shows the breakdown of the lead source for all leads generated in the last 12 months (1 April 2021-31 March 2022.)

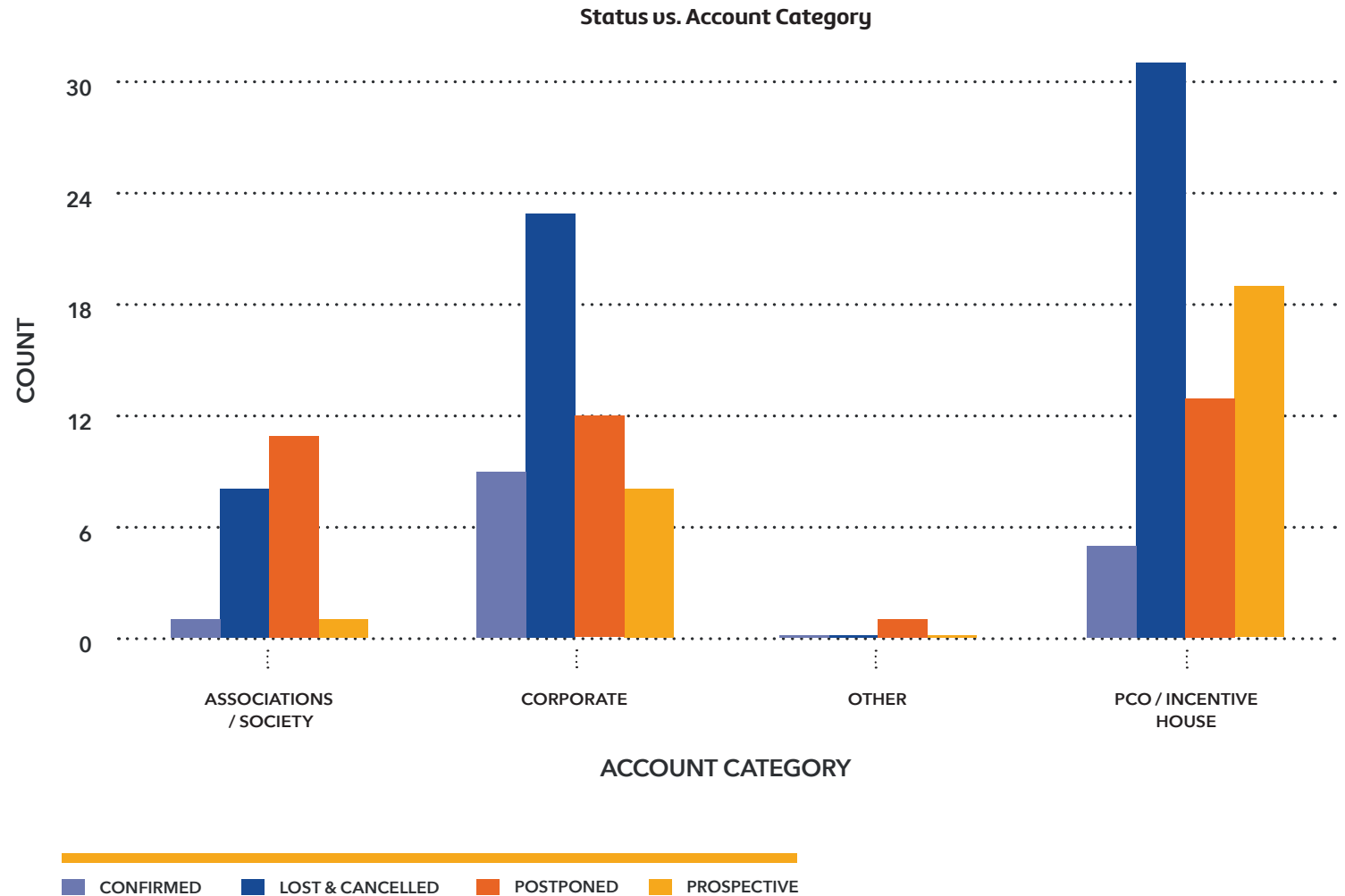
Quarter 3 the breakdown of the 58 leads generated is as follows:

**Associations: 9**

**Corporate Companies: 16**

**PCO/Incentive House: 32**

**Other: 1**



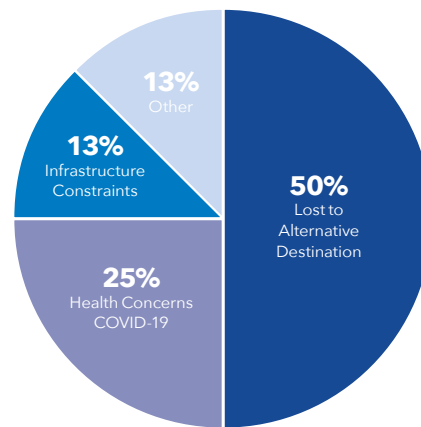


## Lost Reasons

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.

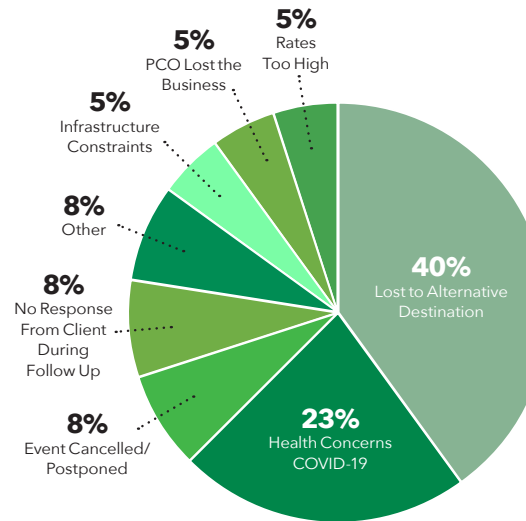
In Quarter 3 FY21-22 a total of 8 leads were lost that we generated in the quarter.

Lost in the Last 3 Months



Based on leads lost from  
1 January – 31 March 2022

Lost in the Last 12 Months



Based on leads lost from  
1 April 2021 – 31 March 2022

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

### Sales Calls:

88 sales calls took place in Q3, majority of these were generated due to QCB's collaboratoin with Clockwise Consulting an Australian based agency. The rest were made during a sales trip to Sydney completed by Jana.

### Trade Show Appointments:

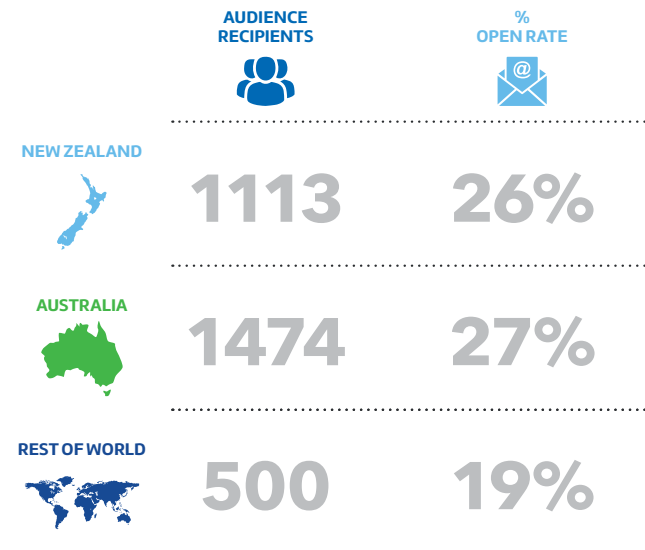
87 Tradeshow appointments were held in Q3, majority were part of AIME held in Melbourne in mid-March.

	 NEW ZEALAND	 AUSTRALIA	 REST OF WORLD	 QUARTER TOTAL		 YE TOTAL	
				Q3 20-21	Q3 21-22	20-21	21-22
 SALES CALLS	1	88	0	83	12	194	133
 TRADE SHOW APPOINTMENTS	1	87	4	12	92	24	102
 NETWORKING MEETING / UPDATE	0	0	0	0	0	22	10
 SITE INSPECTION PARTICIPANTS	0	0	0	2	0	2	11
 FAMIL PARTICIPANTS	0	0	0	0	0	38	2

# 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 2022 can be found [here](#).



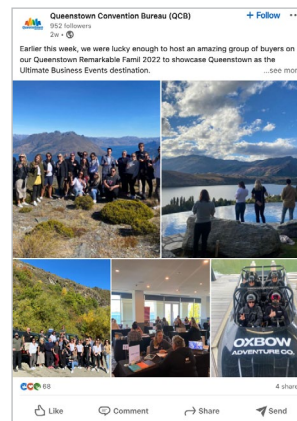
## LinkedIn

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 (ORGANIC AND SPONSORED): **15**

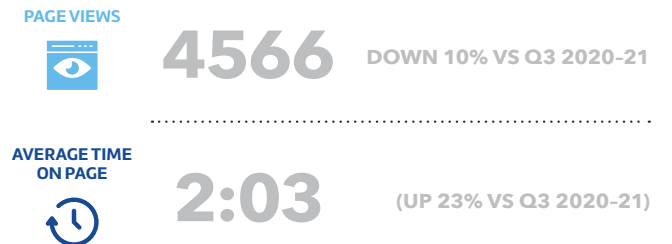
TOTAL IMPRESSIONS (ORGANIC AND SPONSORED): **64,351**

FOLLOWER AUDIENCE GROWTH: **12%** (853 TO 925 FOLLOWERS)



## Website

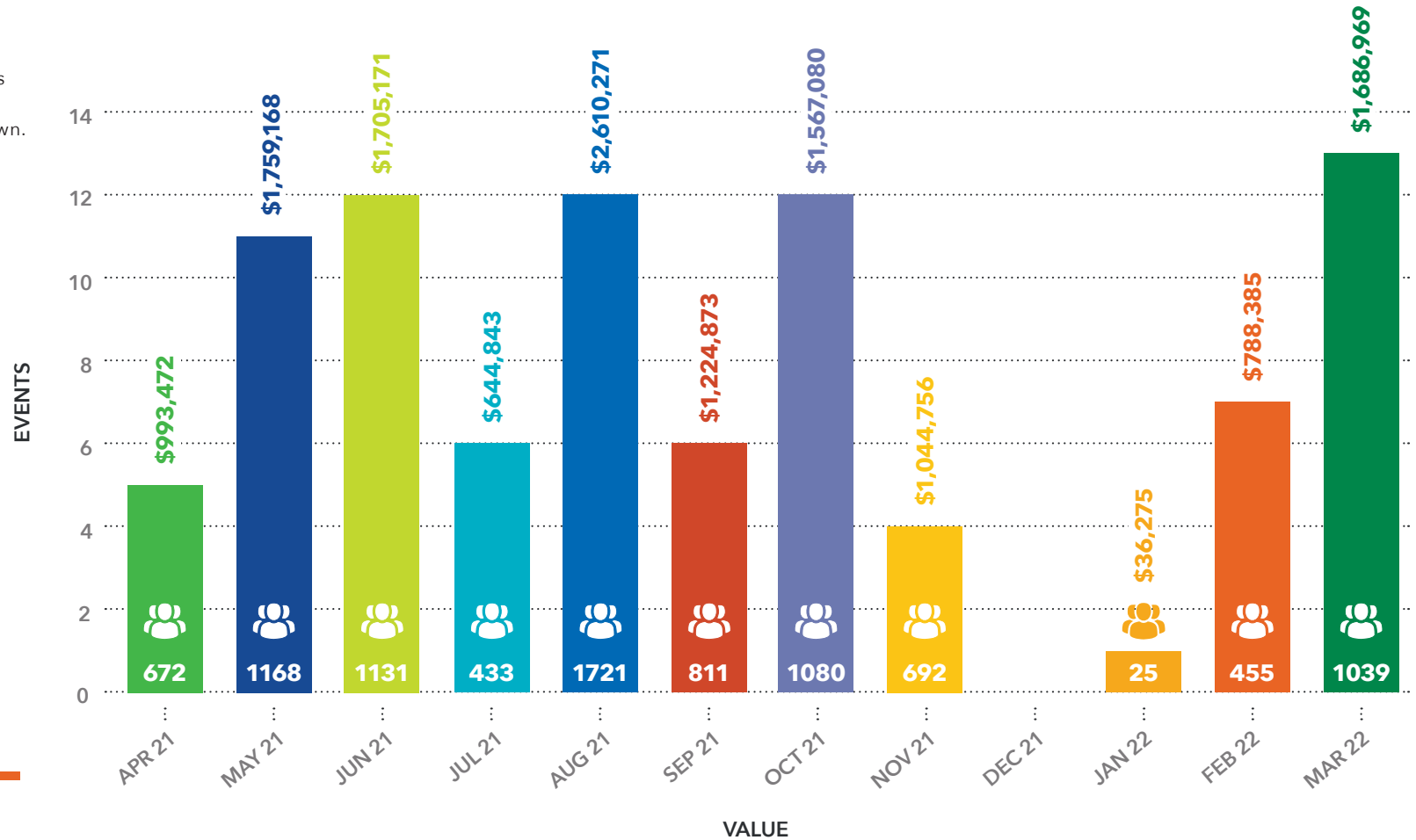
The below two metrics are a performance gauge of the [/event-planning](#) pages housed on the Destination Queenstown website.



## 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 April 2021-31 March 2021) in Queenstown. This brought 9812 delegates to the area and was worth approximately \$14 million.



**TOTAL EVENTS = 89**  
**TOTAL ATTENDEES = 9,227**  
**TOTAL VALUE = \$14 MILL**

## Events Confirmed

This table has been split into the quarter just passed and the upcoming 7 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.

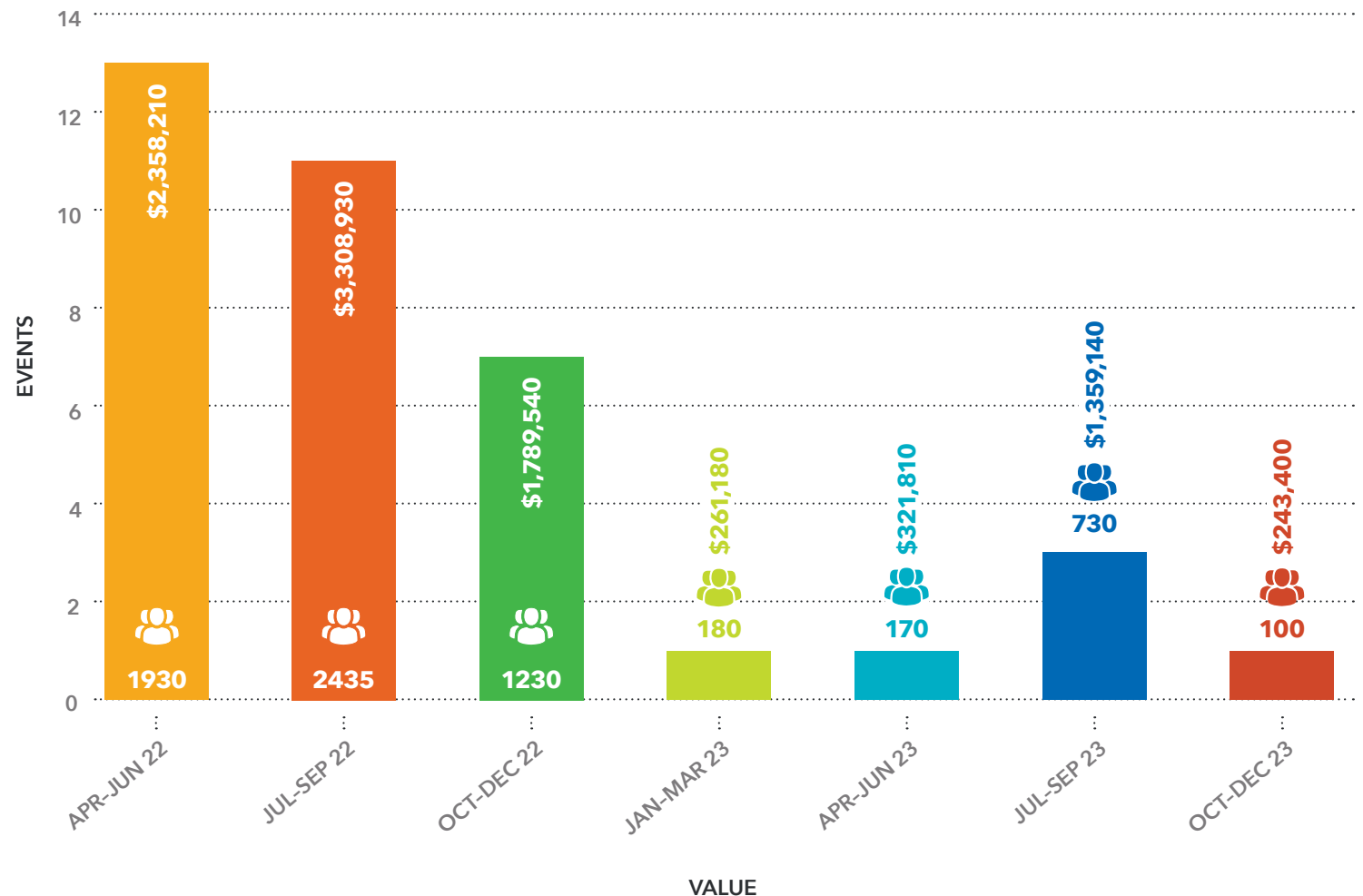
International delegates = number of attendees x \$2434 which is average dollar spend per stay.

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

**TOTAL EVENTS = 37**

**TOTAL ATTENDEES = 6,775**

**TOTAL VALUE = \$9.6 MILL**



## Prospective Events

**This table shows there are currently 98 pieces of prospective business in the pipeline for Queenstown with an estimated economic value of over \$25 million.**

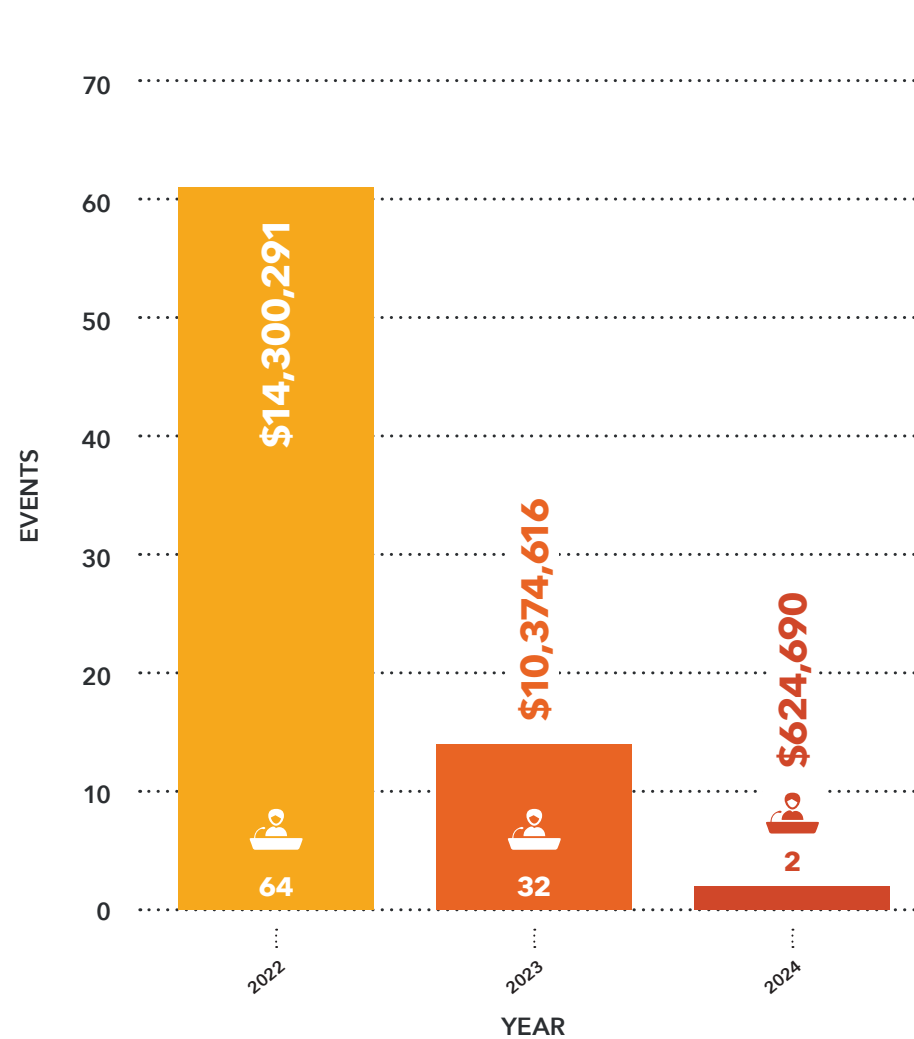
Calculations are as follows;

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



**TOTAL COUNT = 98**  
**TOTAL VALUE = \$25.3 MILL**

## Prospective Events

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

	New Zealand		Australia		International		Total	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
								
APR-JUN 2022	9	1010	5	404	1	115	15	1529
JUL-SEP 2022	14	1267	17	2676	6	975	37	4918
OCT-DEC 2022	4	590	7	868	-	-	11	1458
JAN-MAR 2023	2	700	9	992	2	250	13	1942
APR-JUN 2023	2	120	5	900	-	-	7	1020
JUL-SEP 2023	3	600	5	890	3	730	11	2220
OCT-DEC 2023	-	-	1	350	-	-	1	350
JAN-MAR 2024	-	-	1	80	-	-	1	80

## 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, full results can be found [here](#).

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

- Queenstown held 20 events for the quarter
- Queenstown hosted 1,600 delegates resulting in 2,293 delegate days

## Further Insights & Information

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### **Useful links for more Destination Queenstown insights**

[Visitor demand mapping](#)

[90 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

## Activity

### Calendar of Events

<b>APR</b> 2022	26 APRIL	EXECUTIVE PA SHOW	MELBOURNE
	<hr/>		
<b>MAY</b> 2022	4-6 MAY	TNZ BUSINESS EVENTS AUSTRALIA ROADSHOW	SYDNEY
	9-10 MAY	TNZ REGIONAL SHOWCASE	SYDNEY
	11 MAY	QCB MEMBERS UPDATE	QUEENSTOWN
	11-17 MAY	CIAL AUSTRALIA TRAVEL TRADE EVENTS	SYDNEY, BRISBANE & MELBOURNE
	24 MAY	DQ ITO NETWORKING EVENT	AUCKLAND
	24-25 MAY	TRENZ HUI ONLINE	ONLINE
	26 MAY	QCB EA INC PRESENTATION	AUCKLAND
<hr/>			
<b>JUN</b> 2022	31 MAY - 1 JUNE	RTNZ INBOUND TRADE EVENT / MEETING & CONNECT	AUCKLAND
	31 MAY - 2 JUNE	QCB AT IMEX FRANKFURT	FRANKFURT
	JUNE QUARTERLY	WINTER TRADE AND QCB REMARKS NEWSLETTER PUBLICATION	ONLINE
	JUNE	AUSTRALIA DIRECT SELLING ASSOCIATION CONFERENCE	TBC
	15-16 JUNE	MEETINGS 2022	CHRISTCHURCH
	JUNE	AUSTRALIA PRE/POST MEETINGS 2022 FAMIL	QUEENSTOWN
	18 JUNE	QCB AUCTION SPONSORSHIP NZ GROCERY BALL	AUCKLAND
<hr/>			
<b>JUL</b> 2022	JULY QUARTERLY	WINTER TRADE STREAM ON DEMAND AGENT TRAINING	ONLINE
	6 JULY	QCB ADVISORY BOARD MEETING	QUEENSTOWN
	18 JULY	SITE CONFERENCE	SYDNEY
	24-27 JULY	TNZ KIWI LINK NORTH AMERICA 2022	LOS ANGELES
<hr/>			
<b>AUG</b> 2022	1-2 AUGUST	TNZ KIWI LINK UK/EUROPE 2022	LONDON
	9-11 AUGUST	TECNZ TOURISM CONFERENCE	NELSON
	29-31 AUGUST	TNZ KIWI LINK ASIA 2022	SINGAPORE
	29-30 AUGUST	OFFICE PA SHOW	AUCKLAND