QCB Report
Q4 2019–20

1 April – 30 June 2020

Market Overview & Insights

The following report outlines the key activity and results of the Queenstown Convention Bureau for Q4 (April – June) of 2019–2020 financial year.

This report includes insights from the managers, lead generation by market, and breakdown of these leads into conference and incentive. We display how the leads were generated, the source from which the business originated and reasons any events were lost.

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 all confirmed business for the next 6 quarters, along with 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.

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.

JANA KINGSTON
Business Development Manager – Australia & North America

This last quarter has certainly been one of the most challenging many of us will have ever faced. With NZ now at Level 1, the prospect of a trans-Tasman travel bubble is one step closer. Sentiment from Australian clients is they are waiting with bated breath for an announcement regarding border restrictions between our two nations being lifted and we can confidently predict we will see strong business events numbers from Australia as soon as this happens. In anticipation of imminent changes, we are starting to see leads coming through for events from October 2020 onwards.

Business confidence and conditions in Australia jumped in May driven by better trading conditions and profitability as COVID-19 restrictions started to ease and the economy slowly reopened. The latest NAB Business survey, watched closely by the Reserve Bank of Australia, showed that business conditions, rose 10 points in May after having fallen to GFC lows the previous month. Confidence jumped 25 points.

In terms of the North American market travelling to our region, this unfortunately is a long way off recovering as their infection numbers remain at an all-time high. According to the Incentive Research Foundation (IRF) the top concerns for US delegates/buyers about participating in work or reward-related

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SOPHIE ARCHIBALD
NZ Business Development & Marketing Manager

It is very encouraging to see enquiry out of the New Zealand market pick up since we moved into level 1. Domestic leads are up on the same period last year, we are processing around two NZ leads a week and the leads from the last three weeks are all for travel in the next six months Enquiry is coming from corporates direct, associations and third party planners.

NZ Corporates that I have been speaking with want to bring their business events to Queenstown to support our regions recovery. We are seeing an increase in incentive leads, companies who usually take their incentive trips offshore are now looking at Queenstown due to the uncertainty of international travel.

Typical barriers for associations and corporates when looking at Queenstown were availability and price. I have received feedback from two clients over the last week that they are very impressed with the rates in our proposal and Queenstown is now a serious contender for their upcoming conference.

As part of QCBs domestic strategy, we have implemented our new target market 'weddings,' this involved rebuilding the wedding landing pages on our website, working with Queenstown Wedding

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ELLA ZHANG
Business Development Manager – Asia

Despite the hardship our community is experiencing in the wake of this virus, Covid-19 has proven once again that when Kiwis unite together, we can achieve great things. Our core belief remains unwavering: business events will play a key role in contributing to the economic and social recovery for our region.

94% of the 230 organisations canvassed in a recent Tourism New Zealand commissioned survey are planning a business event in the next 18 months. The survey results are consistent with the insights we gathered from PCOs, clients from Asian and our stakeholders. The events in the next 18 months would "be smaller and less frequent" compared to pre-Covid times, with reduced budgets.

The Trans-Tasman Safe Border Group had appeared to be making good progress towards a "safe travel" system without the need for a 14-day quarantine. There are a large number of corporate clients from Asia also have offices in Australia, they have the demand for smaller size conferences and incentive business. Hopefully we can influence these clients and pitch Queenstown as a desired business events

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JANA KINGSTON

travel were the threat of an epidemic/pandemic at 33%, closely followed by severe weather at 29%. Interestingly, incentive travel is seen as a vitally important part of the business equation and budget cuts for a lot of companies will be made elsewhere before travel rewards are affected. Other points of note for our long-haul markets are:

- People are beginning to anticipate and crave travel, with a focus on new experiences at safe destinations within driving distance or that involve shorter flights.
- International travel, especially in large groups, may not return to previous norms until a vaccine and/or an effective treatment for COVID-19 is developed and made widely available.
- Program owners who postponed incentive travel programs expressed a strong need to continue recognizing and rewarding outstanding employees. When incentive travel programs were cancelled, they were often replaced by points, merchandise and/or gift cards.
- Using 9/11 and the Great Recession as reference points, and assuming a vaccine is available next year, the industry might expect and plan for a return to pre-COVID-19 revenues by late 2022 or early 2023.

SOPHIE ARCHIBALD

Association (QWA) on new content and imagery. We then went to market with a digital campaign, which followed the Dream, Plan & Book method to move engaged couples down the funnel with the ultimate goal of member referrals. We reached 313,754 users across Facebook, Instagram, Google display and search. We will continue to work closely with QWA on our strategies for the new financial year.

QCB are looking forward to hosting our Domestic Famil, which will run from Sunday 19 – Tuesday 21 July. We have had strong uptake from our members wanting to be involved in the famil, between the itinerary and tradeshow we have incorporated over 40 members in the programme. We have 13 confirmed corporate buyers, a journalist from Meetings Newz, Lisa Hopkins from CINZ and Air NZ attending the famil. It is fantastic to be able to showcase Queenstown's business credentials to these highly qualified buyers and to highlight that Queenstown is again open for business.

ELLA ZHANG

destination. We have established some good relationships with key PCOs and partners to capture this new but lucrative market segment for Queenstown.

QCB remains active in our core long haul markets where we deliver Queenstown webinars regularly and participate TNZ's webinars. The insurance, direct sales, Tech as well as pharmaceutical companies are performing well. The perception of NZ as a safe destination is a key factor for future incentive & events planning.

I got a lovely message from Carl Wen who is the special events director at AMWAY China few weeks back after he saw "We Are Queenstown" video I posted my WeChat. "My thoughts are with you and Queenstown, can't wait to visit you guys again, I miss Queenstown". I look forward to being part of our recovery plan and showcasing this magical place with your support.

Leads

Total Leads

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

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

Considering for the majority of Q4 we were in Alert Level Four lock down, the number of leads received was very encouraging. The majority of these leads were received in June with 20 leads being generated. With 20 new leads from the New Zealand market, it is evident that New Zealanders are looking to reduce risk when planning business events and considering destinations closer to home. Australia contributed 14 leads – the majority of these looking at coming in early 2021 and rest of world provided 3 leads, two from the USA and one from China.

This quarter 3 leads were confirm (won) for Queenstown. Two came from Australia and one from New Zealand. Although this is lower than last years 7 leads won for quarter 4 considering the COVID related uncertainty its encouraging to have business being confirmed.

For the Financial Year 2019-2020 a total of 31 leads were won.

Total Overview

	AUSTRALIA	NEW ZEALAND	REST OF WORLD	Q4 19–20 TOTAL	Q4 18–19 TOTAL	YE 19–20 TOTAL	YE 18–19 TOTAL
GENERATED	14	20	3	37	54	177	137
WON	1	2	0	3	7	31	28
LOST	0	0	0	0	4	42	47
CANCELLED	0	0	0	0	0	19	2
IN PROGRESS	13	18	3	34	43	85	60

Market Segmentation

This chart shows the market segment from which leads have been generated from 1st July 2018 to end of Q4 FY19-20.

In this Quarter the "other" segment (with 9 leads or less associated to them) encompasses:

Agriculture/ Farming (9)

Automotive (7)

Marketing/ PR/ Advertising (6)

Legal (5)

Real Estate (5)

Technology (5)

Engineering (4)

Hobby & Vocational (4)

Transportation (4)

Retail (3)

Scientific (3)

Cultural, Fine Arts, Libraries (2)

Environmental (2)

Tourism (2)

Athletic & Sports/Recreation (1)

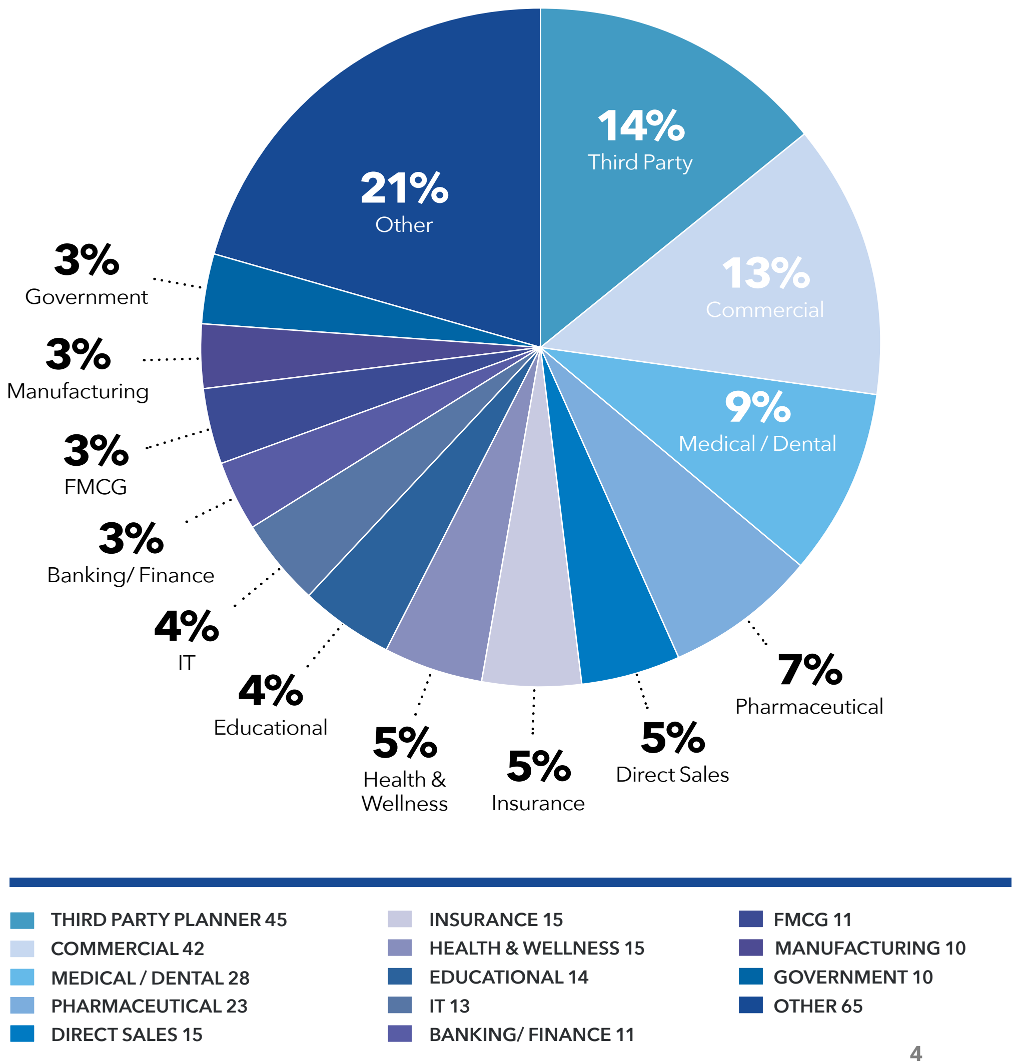
Charity (1)

Other (1)

Religious (1)

The Third Party Planners (TPPs) and commercial sectors continue to provide the most leads this quarter. TPPs provided 11 leads and commercial provided 8 leads indicating that after lock down restrictions have eased there is a demand for business events to resume in the commercial space. TPPs have always represented a high proportion of the total leads as they also encompass all leads that come via PCOs who are unable or unwilling to pass on the market segment of the end client.

The commercial segment encompasses business such as recruitment, project management, trade construction, banking and finance and pharmaceutical.



QCB Report
Leads

QUEENSTOWN CONVENTION BUREAU

Conference vs Incentive

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

Of the 21 conference leads, 10 were from Australia and 10 were from New Zealand, with 1 from elsewhere in the world

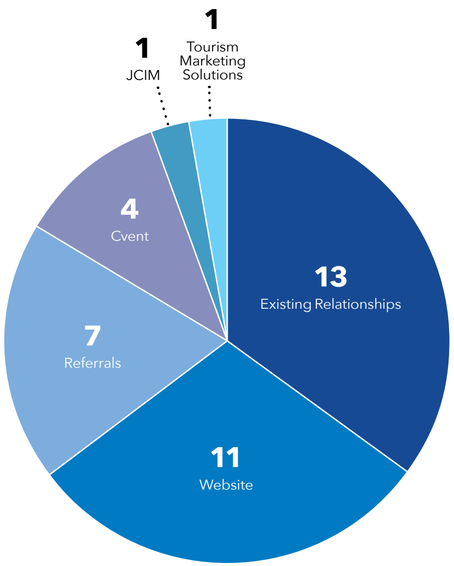
Of the 11 incentive leads, 4 were from Australia, 5 were from New Zealand and 2 from the rest of the world.

This quarter the new business event type "groups" has been added into our reporting. Groups are smaller sized business events that have elements of conferences and incentives. All five group leads were from New Zealand.

	Conference		Incentive		Groups		Totals	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
GENERATED	21	1915	11	3652	5	204	37	5771
WON	2	80	0	0	1	100	3	180
LOST	0	0	0	0	0	0	0	0
CANCELLED	0	0	0	0	0	0	0	0
IN PROGRESS	19	1835	11	3652	4	104	34	5591

QCB Report **Leads**

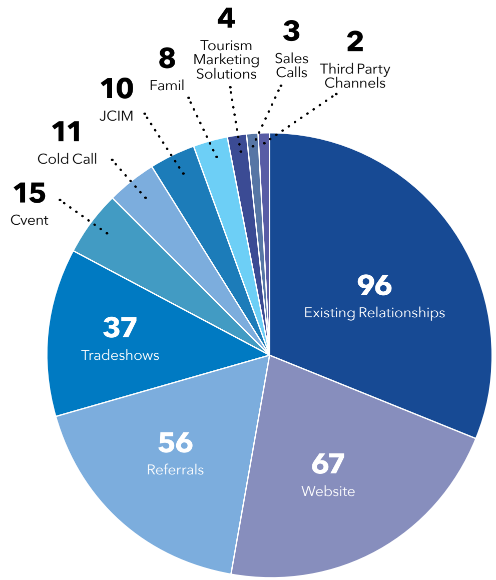
Source by Channel Q4 FY 19–20



This chart illustrates a breakdown of the channel from which leads are sourced for Q4 FY19–20.

Existing relationships that the Bureau leveraged over the past quarter provided the majority of leads, with 13 RFPs generated. The website also generated 11 leads. The Bureau is currently in the process of overhauling its website pages to make it a more user friendly experience and improve the conversion rate of RFPs and member referrals.

Source by Channel 1 July 2018– 30 June 2020



This chart illustrates a breakdown of the channel from which leads are sourced for all leads generated from 1 July 2018 to 30 June 2020.

These figures reflect all leads that have been generated from 1 July 2018 until 30 June 2020. Over this period 314 leads have been generated in total. We can conclude that there are 4 primary sources of lead generation with existing relationships constantly proving to be the top source. This reinforces the importance of the Bureau's in-market work across all sectors and maintaining these relationships through the current COVID-19 climate.

The website enquiries (generated when a client completes the RFP form) and referrals (from industry partners like TNZ, CINZ, airlines etc.) continue to prove valuable lead generation sources as well.

QCB Report
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.

This quarter the breakdown of the 37 leads generated is as follows:

Associations: 3

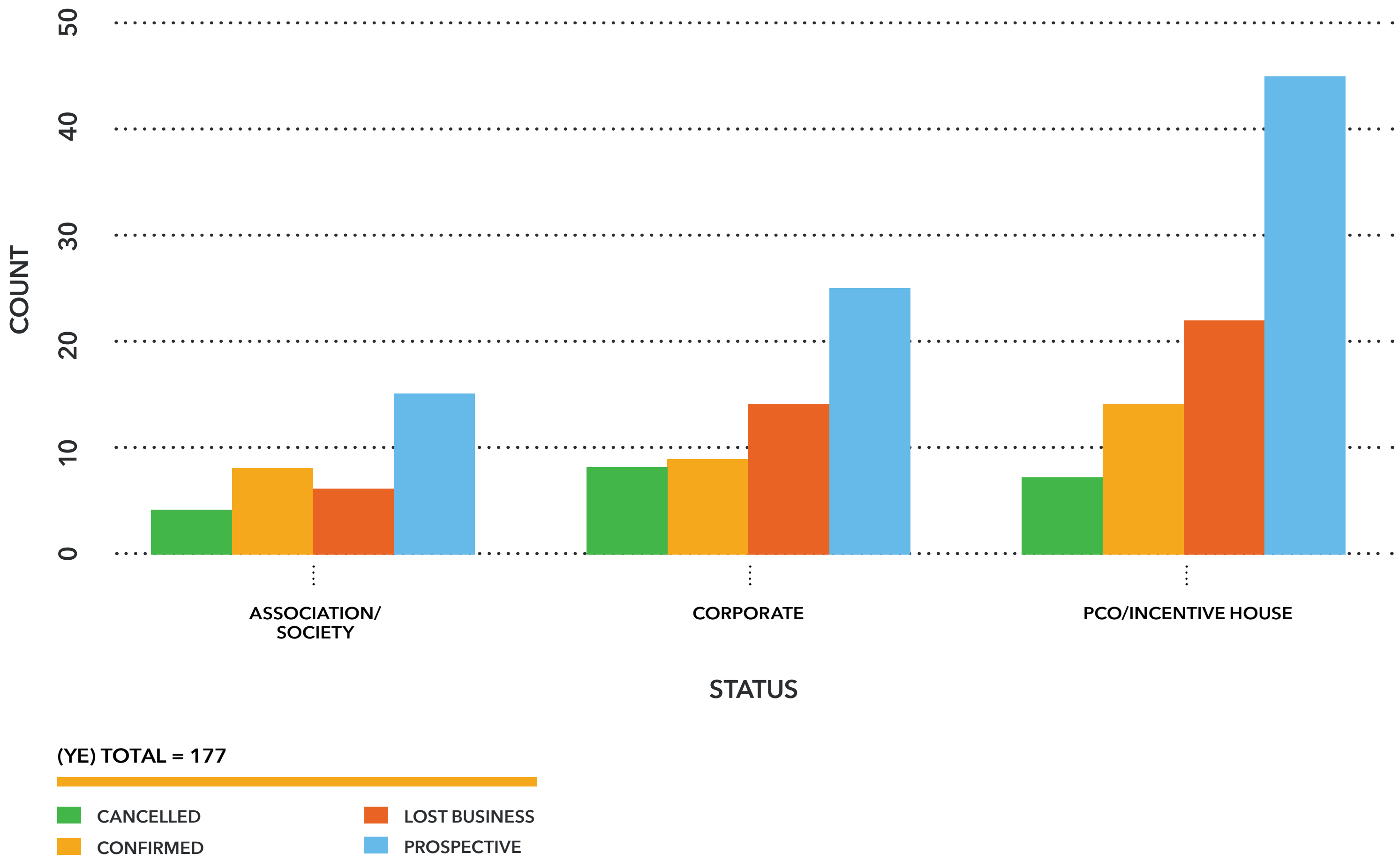
Corporate Companies: 12

PCO/Incentive house: 20

Other: 2

PCO/ Incentive houses and corporate companies once again provided the majority of leads for the quarter - as they have in other quarters. Queenstown looks set to benefit from the inability to take business events overseas. Interestingly though, and likely due to the change in the economic climate and the inability to get international delegates into the country, there has been a marked drop off in association leads this quarter.

Status vs. Account Category



QCB Report
Lost Reasons

Lost Reasons

This chart highlights the reasons business events have been lost for the destination (segmented into conferences and incentives) for leads generated between 1 July 2018 until 30 June 2020. A reminder that "lost" business is an event for which we sent a proposal to the client but it was never confirmed for Queenstown.

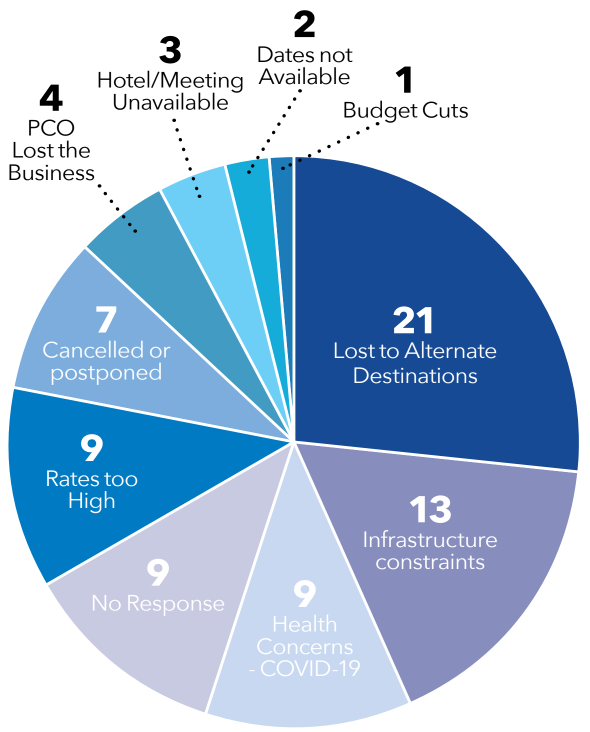
In Q4 a total of 6 leads were lost with all of them due to COVID-19 related concerns. Since the start of this calendar year (January 2020) when the pandemic broke out, COVID-19 has accounted for 14 lost business event leads.

Aside from COVID-19, losing business to an alternative destination continues to be the most frequent reason for losing leads, followed by infrastructure constraints (especially for conferences).

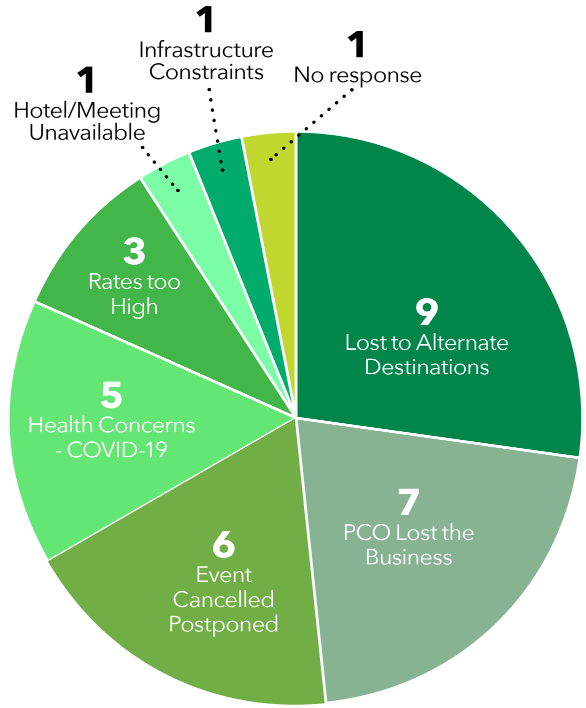
The lost lead categories we report on are:

- 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

Reasons for Conference



Reasons for Incentive



(Based on leads generated from 1 July 2018 – 30 June 2020)

QUEENSTOWN CONVENTION BUREAU

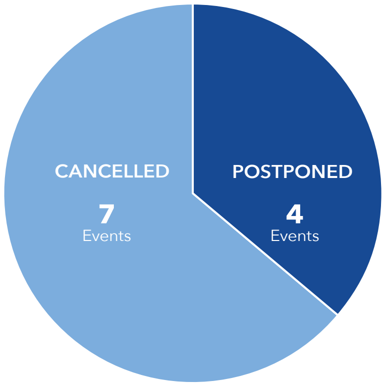
COVID-19 impact on Q1 FY20-21

This table illustrates the events in Q1 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.

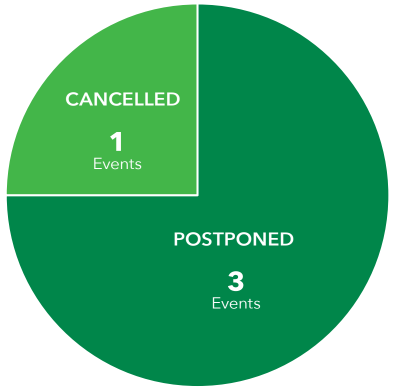
Throughout Q4 the Bureau have worked with clients that had business confirmed as coming to Queenstown in Q1 FY 20-21 (1 July - 30 September 2020). It should be noted that an event that is defined as "cancelled" is an event that had confirmed Queenstown as their destination, whereas an event that is "lost" as per page 8's lost reasons chart was an event that had never officially confirmed Queenstown as their destination.

The relatively even split between postponing and cancelling has continued for the coming quarter as it had in Q4 19-20. A total of 8 events cancelled and 7 postponed to a later date anywhere between Q2 of 20-21 to being unsure of the dates due to uncertainty around when border restrictions will ease. Not surprisingly the majority of business events that have been cancelled or postponed are from overseas markets with 9 of the effected events from Australia. New Zealand also had 5 leads that cancelled or postponed either due to COVID-19 restrictions on domestic travel, cuts in budgets or international speakers not being able to get into the country. The remaining event which was from the USA cancelled.

Conference



Incentive



	Conference		Incentive		Totals	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
POSTPONED	4	920	3	255	7	1175
CANCELLED	7	1480	1	140	8	1620
TOTAL	11	2400	4	395	15	2795

QCB Report Activity

QUEENSTOWN CONVENTION BUREAU

Bureau Activity Summary

This quarter's activity has been significantly impacted by the COVID-19 pandemic.

This quarter IMEX Frankfurt, Meetings 2020 and the Domestic famil were all scheduled to happen which would have contributed significantly to this activity summary. The Domestic Famil has been rescheduled to July 2020 and BE Reconnected is happening in December 2020. Meetings 2021 has recently been announced for 30 June and 1 July 2021 in Christchurch.

Sales calls:

Following the easing of the lock downs in early June in Australia 9 sales calls were carried out in the Melbourne area to PCOs and corporate clients.

Webinars:

Due to COVID-19 the opportunity to be a part of webinars and connect virtually with clients became possible. Webinars were used in the Eastern Market (for SOTC - an India based operator and as part of the TNZ Business events webinar for the China market).

Summary Overview

	NEW ZEALAND	AUSTRALIA	REST OF WORLD	Q4 19–20 TOTAL	Q4 18–19 TOTAL	YE TOTAL 19–20	YE TOTAL 18–19
SALES CALLS	0	9	0	9	36	62	130
NETWORKING MEETING / UPDATE	0	0	5	5	3	174	27
WEBINAR	0	0	165	165	0	165	0
TRADE SHOW APPOINTMENTS	0	0	0	0	98	51	228
SITE INSPECTION PARTICIPANTS	0	0	0	0	12	25	40
FAMIL PARTICIPANTS	0	0	0	0	75	25	125

QCB Report
Communications and Campaigns

Bureau Remarks

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 Winter Remarks in the first week of June. A link to the Bureau Winter Remarks 2020 can be found here.

AUDIENCE RECIPIENTS

3,407

% OPEN RATE

22.9%

Wedding Digital Campaign

As part of QCBs Domestic Strategy, QCB have put a focus on the wedding sector, which is a new target segment.

Following the implementation of this target segment which involved, market research and the redesign of the wedding landing pages, we went to market with a three week digital campaign. The strategy was test 3 audience types and multiple messages to find what resonates with the wedding planning audience. We followed the Dream, Plan, Book method to move engaged couples down the funnel with the ultimate goal of member referrals. A diverse channel selection allowed us to see performance split out across google search, google display and Facebook and Instagram.

The objectives of the campaign were:
1. Generate awareness of Queenstown within the domestic wedding market
2. Drive traffic to QCB weddings landing pages
3. Drive member referrals from QCB's wedding landing pages
4. Validate the effectiveness of digitally promoting Queenstown as a wedding destination to inform future investment

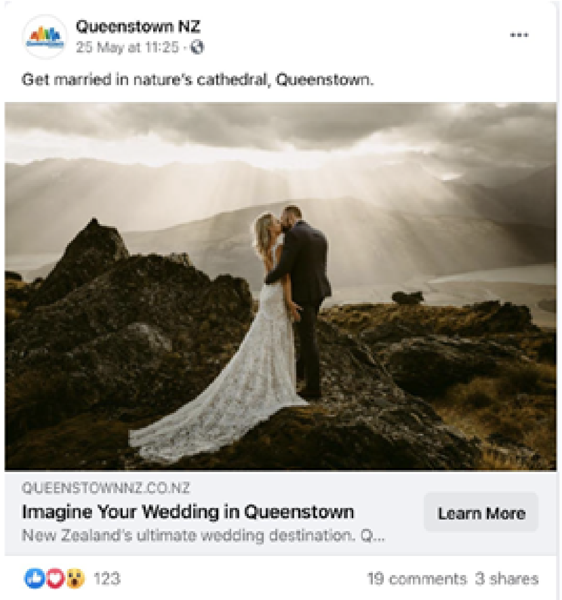
Campaign performance

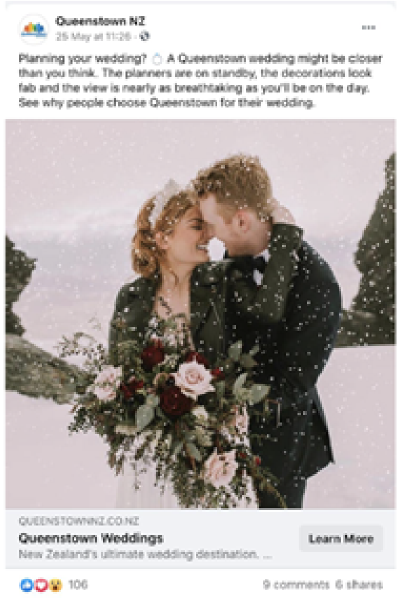
AD IMPRESSIONS	REACH	MEMBER REFERRALS
1,083,093	164,069	531

Website traffic breakdown – Acquisition

USERS	SESSIONS
1,859.36%	1,363.29%
4,918 vs 251	5,780 vs 395

Compared to same period Last Year (1 June 2018 - 16 June 2019 vs 1 June 2019 - 16 June 2020)





Leads

Total Leads – Annual Summary

This table reflects the geographic origin of all the leads generated within this financial year (2019-2020) compared to the previous financial year (2018-2019).

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

In summary for FY19-20 we can see that 17% of leads have been won, 24% have been lost, 10% have been cancelled and 49% are still in progress. There was an increase in cancellations this financial year due almost entirely to COVID-19 related implications of businesses implementing travel bans and lockdown measures.

The Australian market is by far the largest source of leads accounting for 50% of leads generated in FY19-20. This is followed by the domestic New Zealand market which accounts for 32% of leads and then rest of world which accounts for the remaining 18%.

Total Leads – Annual Summary

	AUSTRALIA		NEW ZEALAND		REST OF WORLD		TOTAL	
	2018–2019	2019–2020	2018–2019	2019–2020	2018–2019	2019–2020	2018–2019	2019–2020
GENERATED	77	87	48	56	12	34	137	177
WON	10	10	16	10	2	11	28	31
LOST	30	26	14	10	3	6	47	42
CANCELLED	1	7	1	10	0	2	2	19
IN PROGRESS	36	44	17	26	7	15	60	85

Leads

QUEENSTOWN CONVENTION BUREAU

Total Leads – Quarterly Breakdown

This table reflects the leads generated within each quarter and their current status at the time of quarterly reporting (won/lost/in progress) directly compared to the same quarter in FY2018–2019.

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

In summary for FY19-20 177 leads were generated compared to 137 in the FY18-19 period. Across the first three quarters leads were higher than the previous year and in Q4 less leads were generated due to COVID-19.

	Q1		Q2		Q3		Q4		YEAR END STATUS	
	2018–2019	2019–2020	2018–2019	2019–2020	2018–2019	2019–2020	2018–2019	2019–2020	2018–2019	2019–2020
GENERATED	33	48	18	37	32	55	54	37	137	177
WON	1	4	2	5	1	8	7	3	28	31
LOST	5	7	3	2	4	10	4	0	47	42
CANCELLED	0	0	0	0	0	2	0	0	2	19
IN PROGRESS	27	37	13	30	27	35	43	34	60	85

QCB Annual Report
Leads

Conference vs Incentive – Annual Summary

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

The conversion rate for won conference business sits at 15% vs 23% for won incentive business.

The loss/cancelled rate for conference business is 37% vs 33% for incentive.

There are still 49% of all conference business pending vs 45% of all incentive business still pending.

These figures demonstrate a close correlation between the conference and incentive business. There is no clear leader in terms of success vs loss rate. However, for cancelled (which were mostly related to COVID-19) it can be concluded that incentives are less likely to cancel their event and postpone out to a later date.

Conference business equates to 66% of all leads.

Incentive business equates to 31% of all leads.

Average group size for conferences = 231pax

Average group size for incentive = 180pax

	Conference		Incentive		Groups		Totals	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
GENERATED	117	27130	55	9792	5	204	177	37126
WON	17	2940	13	3157	1	100	31	6197
LOST	28	12785	14	1093	0	0	42	13878
CANCELLED	15	1935	4	210	0	0	19	2145
IN PROGRESS	57	9470	24	5332	4	104	85	14906

QUEENSTOWN CONVENTION BUREAU

Bureau Activity Summary

Sales Calls:

This year a total of 61 sales calls were completed which is down on the previous year. This is mainly due to travel restrictions imposed by the COVID-19 situation, meaning a number of planned sales trips in the last 2 quarters both in NZ and Australia had to be cancelled. This is usually the time the bulk of our sales calls are conducted. The change of markets between Bureau personnel also meant there was a stronger focus on the North American market in Q2 with the Bureau attending the Prevue Summit in Chicago. There were also a number of other key initiatives like the Australian Roadshow and hosting the CINZ Conference in October which were managed by the Bureau.

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Bureau Activity – Annual Summary

	AUSTRALIA		NEW ZEALAND		REST OF WORLD		YE TOTAL	
	2018–2019	2019–2020	2018–2019	2019–2020	2018–2019	2019–2020	2018–2019	2019–2020
SALES CALLS	83	35	34	10	13	16	130	61
NETWORKING MEETING / UPDATE	25	146	0	2	2	26	27	174
TRADE SHOW APPOINTMENTS	74	2	82	0	72	49	228	51
SITE INSPECTION PARTICIPANTS	11	5	29	15	0	5	40	25
FAMIL PARTICIPANTS	41	6	26	0	58	19	125	25
WEBINAR	0	0	0	0	0	165	0	165

QUEENSTOWN CONVENTION BUREAU

Bureau Activity Summary

Networking meeting/updates:

This financial year a total of 174 networking meeting/ updates were completed which is a significant increase on last year's 27. The majority of this has been driven by the Australian roadshow which was successfully completed in Q2 2020. A total of 121 business event contacts were reached through these tradeshows in Melbourne and Sydney. The remaining figures are from the AIME VIP lunch event that the QCB hosted in Melbourne in Q3 and the QCB & TNZ Singapore incentive workshop held in Q3.

Tradeshow appointments:

This financial year the QCB completed significantly less tradeshow appointments with 51 appointments being completed compared to the previous year's 228. There was a shift in focus for the Bureau to more targeted shows, however the second half of the year was hugely affected by the COVID-19 pandemic. MEETINGS NZ which was scheduled for April 2020 , IMEX Frankfurt in May 2020, and the TNZ PCO Showcase in Sydney in June 2020 were all cancelled. We also attended the EA/PA show in 2018/19 but not in 2019/20. A new event called BE Reconnected is scheduled for Q2 2020-2021.

Site inspection and Famil participants:

Due to COVID-19 site and famil participants were down compared to the last financial year. A number of famils were either cancelled or postponed including the Home of Adventure famil and IMEX famil which were scheduled for March 2020, MEETINGS NZ pre and post famils (50+ pax) and Remarkable domestic Famil (15 pax) which were scheduled for May. We also hosted an Australian Mega-Famil last year (15 pax) which was replaced this year by the Australian Roadshow.

Webinar:

Webinar was a new category added to capture the webinars hosted during COVID-19 lockdown. Webinars were held in the eastern markets with SOTC (Indian based operators) and as part of the TNZ Business events China webinar.

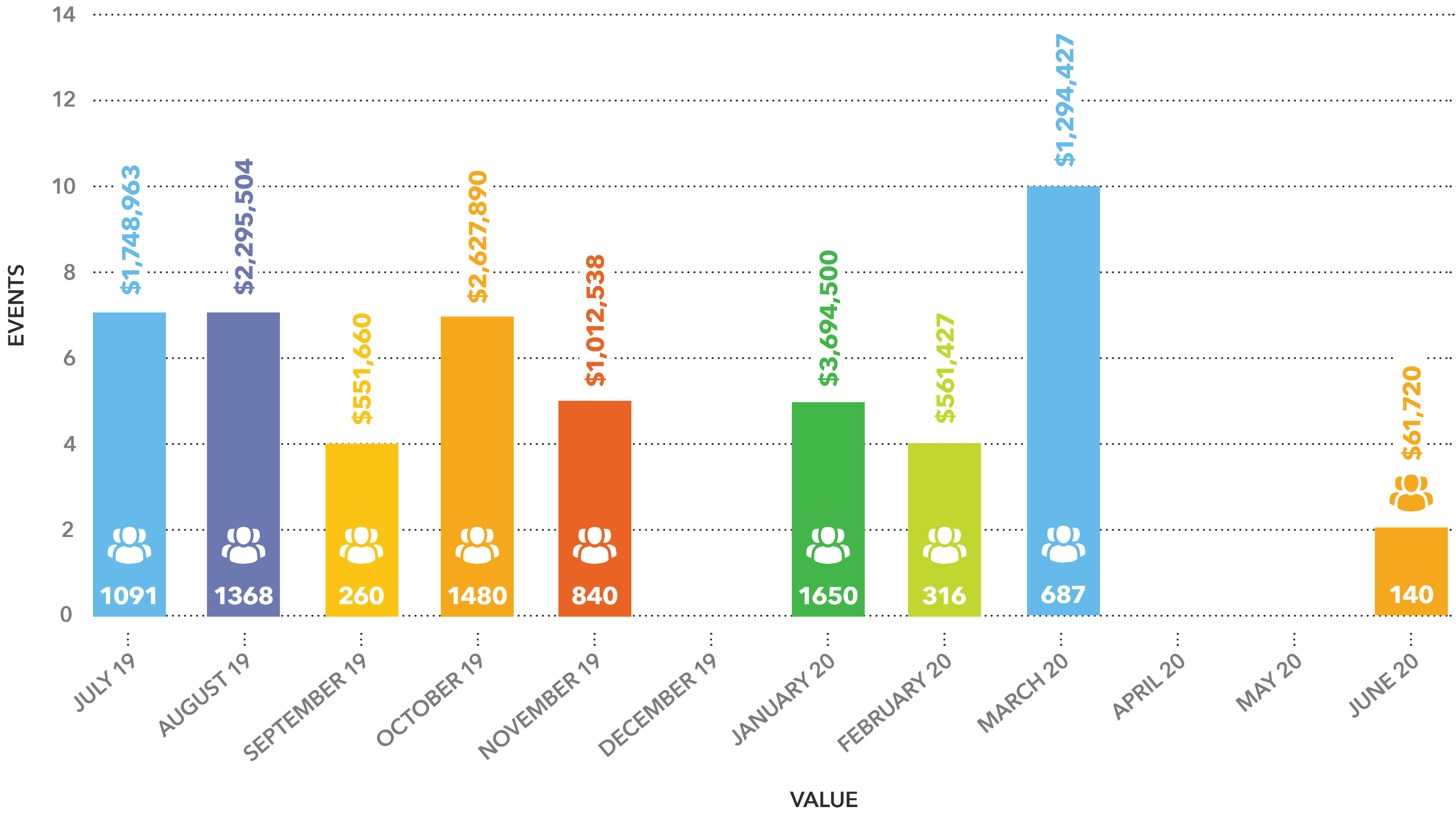
Queenstown Convention Bureau

Events Held in FY 2019 – 2020

This table shows the number of business events that the Bureau were involved in confirming that were held in FY 2019–2020.

51 business events were recorded bringing 7832 delegates to the area providing approximately $14 million to the Queenstown economy.

TOTAL EVENTS = 51
TOTAL ATTENDEES = 7832
TOTAL VALUE = $13,848,890



QCB Report
Pipeline

Pipeline of Confirmed Events

This table has been split into the upcoming 6 quarters. It indicates the number of events confirmed for each period, the total number of attendees and the estimated economic value. Due to the current and ongoing changing COVID-19 developments, we are endeavoring to keep our reporting as accurate as possible and are currently contact all confirmed events to establish the status of our current confirmed leads.

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

Calculations are as follows;

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

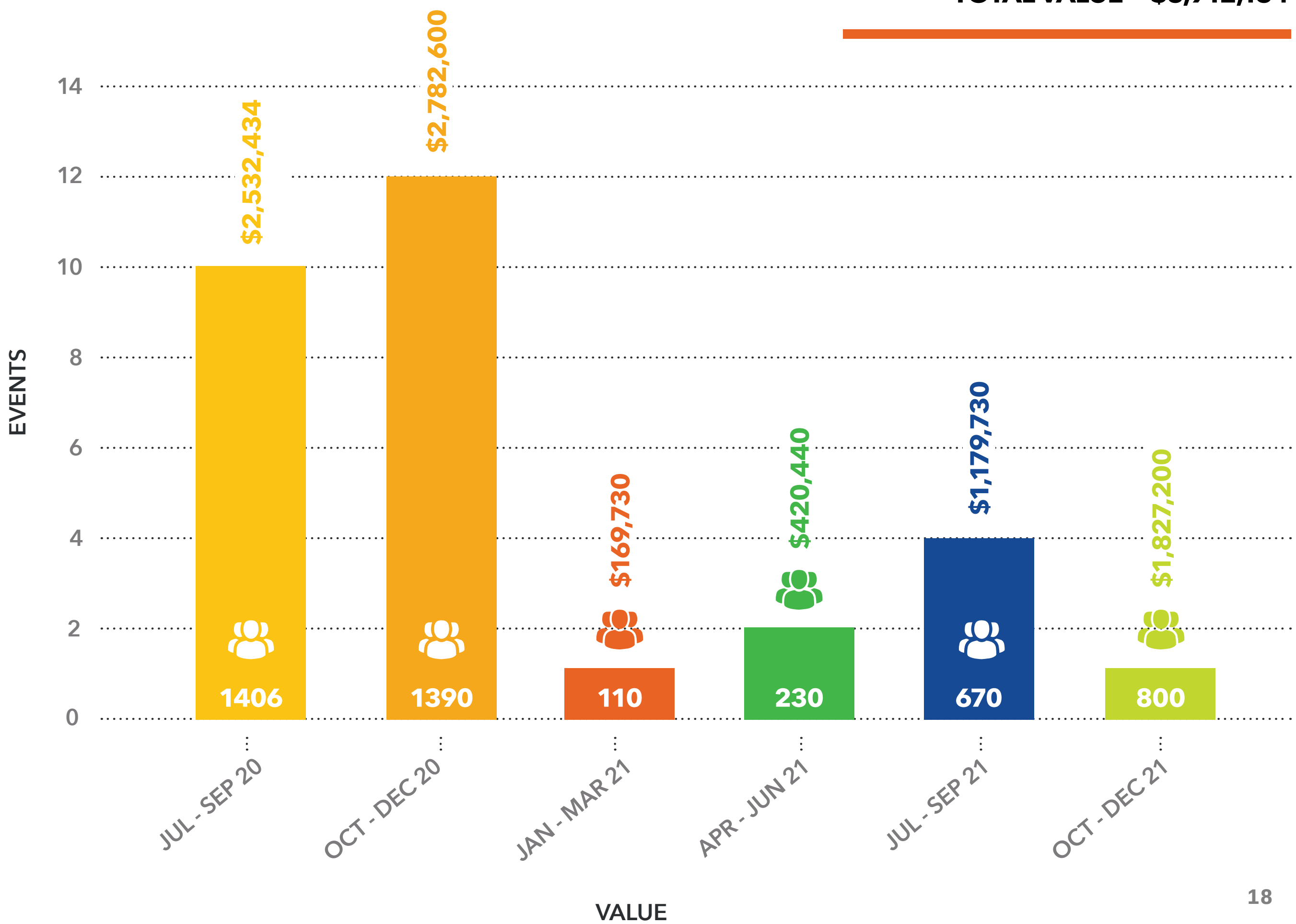
Australian delegates = number of attendees x $2,284 which is average dollar spend per stay.

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

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

As of Q4 FY 19-20 the Bureau has 30 events as confirmed for Queenstown over the coming 6 quarters equating to NZD$8.9 million for Queenstown.

TOTAL EVENTS = 30
TOTAL ATTENDEES = 4606
TOTAL VALUE = $8,912,134



Pipeline

Prospective Events

This table shows there are currently 102 pieces of prospective business still in the pipeline for Queenstown with an estimated economic value of over $31 million.

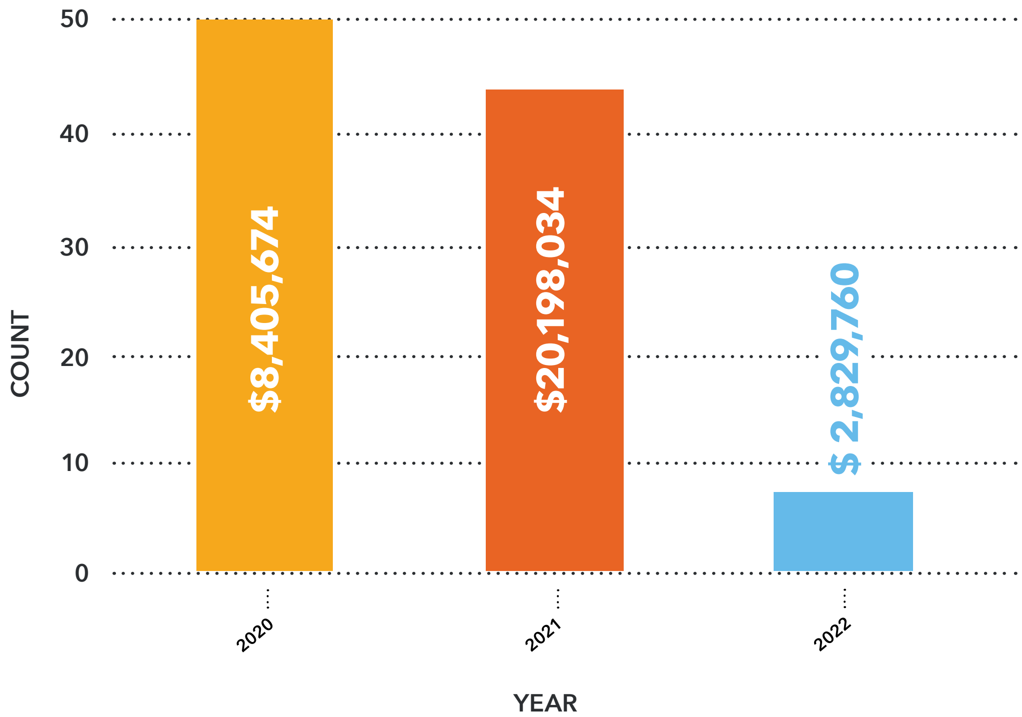
Calculations are as follows;

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

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

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

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



TOTAL COUNT = 102

TOTAL VALUE = $31,433,468

QCB Annual Report
Calendar and Useful Links

Calendar of Events

JUL 2020	19 - 21 JULY	DOMESTIC FAMIL	NZ	QUEENSTOWN	SOPHIE ARCHIBALD	DEFINITE
	26 - 28 JULY	TRADE DOMESTIC FAMIL	NZ	QUEENSTOWN	LINDA MCINTOSH	DEFINITE
	29 -30 JULY	RTNZ TOURISM CONNECT	NZ	AUCKALND	KATE BAXTER, ELLA ZHANG	DEFINITE
AUG 2020	31 JULY - 1 AUGUST	TRADE DOMESTIC SALES CALLS	NZ	AUCKALND	KATE BAXTER, ELLA ZHANG	DEFINITE
DEC 2020	1- 2 DECEMBER	BE RECONNECTED (MEETINGS 2020)	NZ	AUCKLAND	QCB TEAM	DEFINITE
JAN 2020	JAN- MAR	C&I AND TRADE ROADSHOW	AUSTRALIA	SYDNEY AND MELBOURNE	JANA KINGSTON	TENTATIVE
MAR 2020	15-17 MARCH	AIME 2021	AUSTRALIA	MELBOURNE	JANA KINGSTON	DEFINITE
JUN 2020	30 JUNE - 1 JULY	MEETINGS 2021	ALL	CHRISTCHURCH	QCB TEAM	DEFINITE

Useful links for more industry insights

Ministry of Business, Innovation and Employment (MBIE)

Business Events Activity Survey is an outcome of the Business Events Research Programme

International Visitor Survey

International Visitor Arrivals

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

Conventions & Incentives New Zealand (CINZ)

Industry Research & Statistics

Tourism New Zealand Business Events (TNZ)

Markets & Stats

Visitor Profile Tool

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