

# QCB Quarterly Report Q4 2020-21

1 April - 30 June 2021

## Market Overview & Insights

**The following report outlines the key activity and results of the Queenstown Convention Bureau for Quarter 4 (April-June 2021) 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.

[Continue reading on page 2](#)



**KIRAN NAMBIAR**  
Business Development  
Director

The last Quarter has been packed with activity and has delivered some incredible results in terms of leads generated. The 89 leads generated in the last quarter has helped us close this financial year with a 19% y-o-y increase in total leads. Total leads generated in FY 2020-21 is 211 leads up from 177 leads in the previous financial year.

The profile of Queenstown as a C&I destination within the domestic New Zealand market has never been higher. Total leads from the domestic New Zealand market has increased from 48 leads to 56 leads to 138 leads over the last three financial years. The implementation of the QCB Domestic Strategy has been on point with creation of new content and integrated incremental activity across multiple functions Sales, Famils, Events, Marketing, Partnerships and PR resulting in a massive increase in Domestic leads. STAPP funding has given a good boost to QCB domestic activity and we also received a top up from Tourism New Zealand Business Events that helped us optimise our activity.

The trans-Tasman bubble opening in the last quarter has also helped generate some momentum with leads from Australia. The constant disruptions is not helping with confidence for C&I organisers. We expect it to take another quarter for things to stabilise before we see more confidence from the market to confirm New Zealand destinations for Business Events

[Continue reading on page 2](#)



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

The much anticipated announcement at the beginning of the quarter of quarantine free trans-Tasman travel commencing 19 April saw our Australian activity and lead generation spring into life for Q4. The number of leads from Australia was a significant increase on previous years with 37 enquiries being received by the QCB for this one quarter.

With interstate border restrictions also relaxed, the immediate focus was getting back into Sydney to meet with key accounts face-to-face. I saw over 30 clients in 4 days mid April – updating them on new product, understanding their current situations and working with them to create programmes for their clients events. It was very encouraging to see the huge amounts of interest, as evidenced by the number of leads we received in April, May and June.

The Australian C&I Roadshow, held 5 weeks after the borders opened, was a significant piece of in-market activity that the Bureau was able to deliver for our members. On 18 and 20 May, we had 33 operators attend the events in Melbourne and Sydney with 62 and 117 guests at the events respectively. Feedback from members and clients was that the roadshow was hugely beneficial and the dedication to and

[Continue reading on page 2](#)



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

QCB launched our New Zealand domestic events strategy during the national Covid-19 alert level 4 lockdown in April 2020, with the objective to increase demand and domestic lead generation. With this targeted focus and increase in activity in the New Zealand market leads increased from 56 to 138 in FY 2020-21, a 146% increase.

QCB attended MEETINGS tradeshow in Auckland in June, the show was held over two days. MEETINGS brings together buyers and sellers of conference and incentive travel products, to grow mutual business opportunities and share knowledge and ideas. This year was the 25th anniversary of the show. QCB had two appointment streams, one for the NZ market and one for the Australian Market. We had 22 pre-scheduled appointments, 2 walk ups, 1 no show from the NZ market and generated 10 leads. The NZ market had good knowledge about the destination and were ready to explore options for upcoming events with Queenstown as the host region. It is fantastic to see the confidence from the NZ market – after a year of marketing and sales activity into the NZ market we are starting to see great results with leads being generated and business being won.

[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, 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.

### KIRAN NAMBIAR

For this new financial year while we maintain the momentum in the Domestic market, we are allocating additional resources to develop and implement a QCB Australia Strategy to optimise leads over the next 12 months. The QCB Australia Roadshow delivered in the last quarter has been a great start for us to create a platform for Queenstown operators to re-engage with the Australian C&I Market.

This quarter, QCB also has planning sessions confirmed with Tourism New Zealand Business Events, Auckland Convention Bureau and Christchurch Convention Bureau & Te Pae to understand how we can work together. We welcome you to join the next QCB Quarterly Members update on Thursday, July 12 at 11am where we have Richard Clarke, Head of Business Events and Major Events, Auckland Unlimited confirmed as guest speaker. You can register for the event [here](#).

### JANA KINGSTON

appreciation of the value of Australian market by our destination was evident.

Post-Roadshow we rolled straight into MEETINGS 2021 on 2 and 3 June. The Australian hosted buyer numbers were strong with nearly 60 buyers confirmed to attend the show. Unfortunately last minute border lockdowns with VIC meant 16 of the buyers were unable to attend and also meant I was unable to get there to run our Australian appointment stream. However, Sophie Kohler stepped in and did a great job meeting with the 22 Australian buyers we had appointments with.

We also hosted an amazing group of 17 Australian VIP buyers on the post-MEETINGS famil directly after the show – many business owners or managing directors of key Australian accounts.

The last piece of major activity for the quarter was a client dinner in Canberra. This was hosted in conjunction with TNZ, targeting 20 key Association buyers. This was an excellent opportunity to re-engage with this market and industry sector, with some good potential for future lead generation.

### SOPHIE ARCHIBALD

QCB in partnership with Air New Zealand hosted a domestic Event Managers famil, which ran from Sunday 20th – Tuesday 22nd June. We hosted 8 buyers and 1 representative from Air NZ, the group were very impressed by the calibre and breadth of product and they have left Queenstown with plenty of great ideas to assist with the planning of their next business event. Operators are already reporting that RFPs have been sent by the buyers.

Another exciting project we have been working on is the production of a hero video for the Queenstown Convention Bureau to bring our business events brand to life, celebrating our destination and claiming a unique space on a global stage to consolidate our brand positioning. Queenstown offers intangible experiences, so we wanted to connect with senses and emotions. The final video can be viewed [here](#).

Lastly, as part of QCBs video series we have launched Rachel, Brad, Marc and Ginny's video in May/June. The aim of this project is to profile our local event experts, sharing their stories, passions and highlighting why Queenstown is an extraordinary destination for business events. The videos and accompanying articles are housed on a new landing page 'Meet our local event experts' which can be viewed [here](#).

# QCB Quarterly Report 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. 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 4 a total of 89 leads have been generated. 89 leads generated in one quarter is a new record for the QCB and is evidence of the work that has been implemented in the last 12 months in the domestic market as well as the impact of being a part of Meetings, the Business Event Incentive Scheme and hosting multiple famils in the second half of the 20/21 FY.

New Zealand again had a faster then pre-Covid number of conversions with 11 going from a new prospective lead to confirmed within the quarter.

### Total Overview

	 NEW ZEALAND		 AUSTRALIA		 REST OF WORLD		 Q4 TOTAL		 YE TOTAL	
	Q4 19-20	Q4 20-21	Q4 19-20	Q4 20-21	Q4 19-20	Q4 20-21	Q4 19-20	Q4 20-21	19-20	20-21
GENERATED 	20	52	14	37	3	0	37	89	177	211
WON 	2	11	1	3	0	0	3	14	31	78
LOST 	0	7	0	2	0	0	0	9	42	43
CANCELLED 	0	0	0	0	0	0	0	0	19	0
POSTPONED 	0	0	0	0	0	0	0	0	0	9
IN PROGRESS 	18	34	13	32	3	0	34	66	85	81

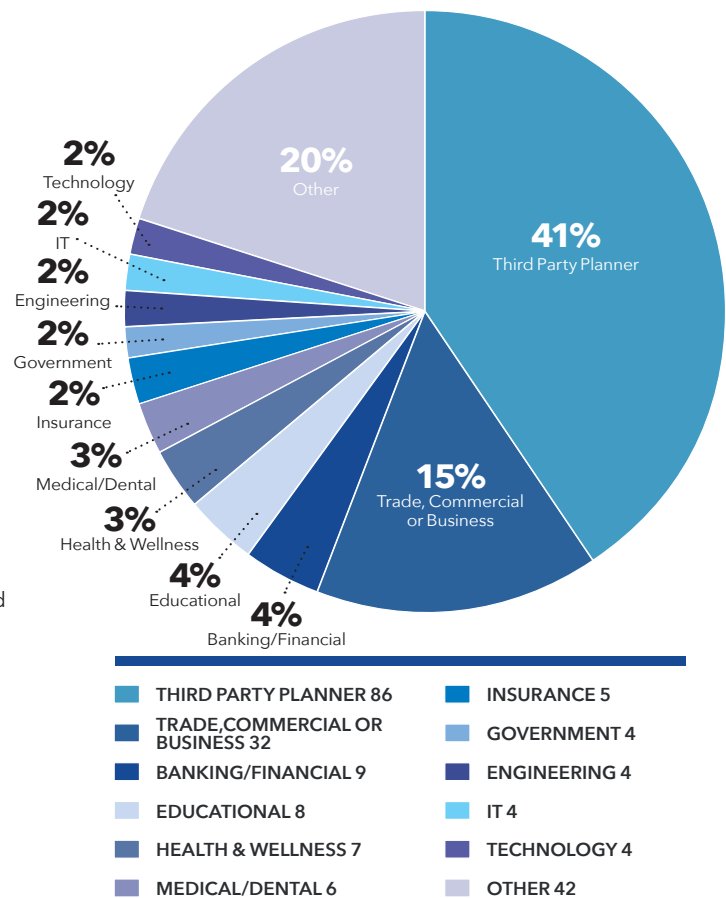
## Market Segmentation

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

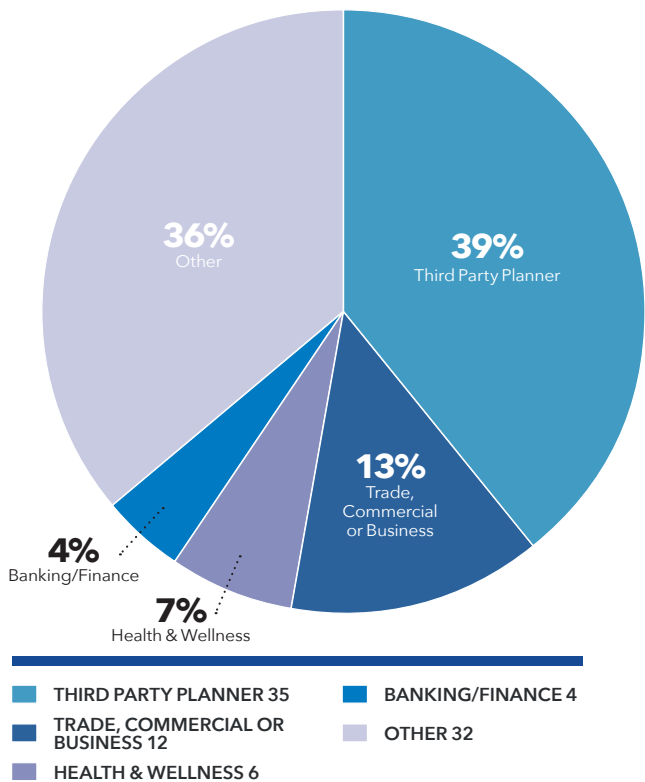
- Agriculture/ Farming (3)
- Direct Sales (3)
- Real Estate (3)
- Retail (3)
- Tourism (3)
- Athletic & Sports/Recreation (2)
- Automotive (2)
- Environmental (2)
- FMCG (2)
- Legal (2)
- Charity (1)
- Cultural, Fine Arts, Libraries (1)
- Manufacturing (1)
- Pharmaceutical (1)
- Religious (1)
- Transportation (1)

This Quarter the majority of leads were generated through third party planners with 34 leads generated in total. This is then followed by trade commercial or business with 12 leads.

Last 12 months


















Last 3 months



# QCB Quarterly Report Leads

## Business Event Type

	Conference		Incentive		Groups		Meetings		Totals	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
										
GENERATED 	55	9207	23	3490	5	520	6	340	89	13557
WON 	7	585	4	388	2	330	1	13	14	1316
LOST 	6	1332	2	425	0	0	1	200	9	1957
CANCELLED 	0	0	0	0	0	0	0	0	0	0
IN PROGRESS 	42	7290	17	2677	3	190	4	127	66	10284






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

Of the 89 leads generated this quarter the majority are conferences with 55 total leads. It is encouraging to see the continuation of interest in the group/smaller meetings format of groups with a total of 11 groups or meetings leads generated. This is evidence of our diversification of target groups inline with our Domestic Market Strategy which has been in play for a year.

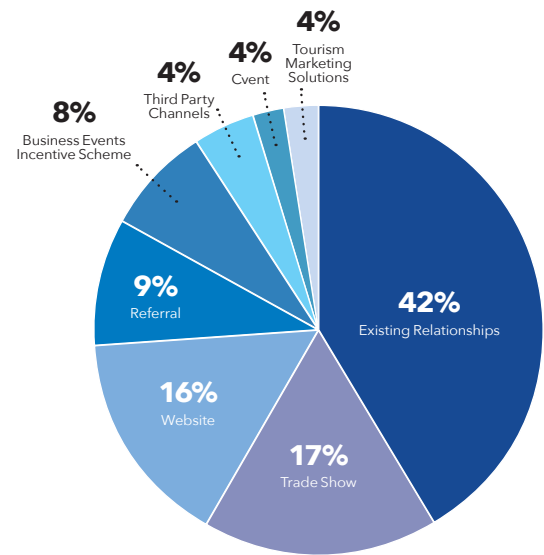
### Group Size

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 23 leads in this bracket. The remainder of leads have a relatively even split across the other group brackets. Note that New Zealand still has the smaller end of the group sizes with 45 of their total 52 being below the 200 pax size.

Number of Leads Generated				
DELEGATES	NEW ZEALAND	AUSTRALIA	REST OF WORLD	TOTAL
				
< 50	17	6	0	23
51 to 100	4	9	0	13
101 to 150	12	3	0	15
151 to 200	12	2	0	14
200 to 250	3	9	0	12
> 250	4	8	0	12
TOTAL	52	37	0	89

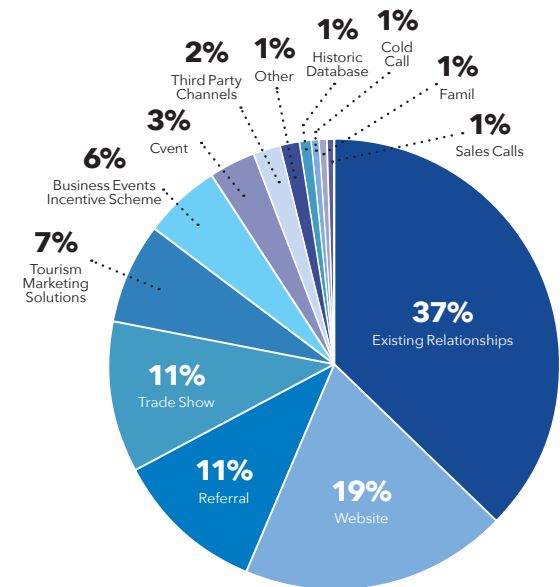
Source by Channel Last 3 Months



This chart illustrates a breakdown of the channel from which leads are sourced for Q4 FY20–21.

Existing relationships still play a vital role in generating leads but with tradeshow generated the second most leads for the quarter with 15 leads. Meetings was an excellent opportunity to get back face to face with clients. For a full review of the Meetings Tradeshow click [here](#). Website and the Business event incentive scheme continue to provide a strong number of leads 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 July 2020 to 30 June 2021.

These figures reflect all leads that have been generated in the last 12 months. In total there have been 211 leads generated. We can see that there are three main types of lead generation sources – existing relationships (37% of leads), the website (either through the RFP, direct phone call or direct email from a client) (19%) and referrals (11%). Again Meetings has provided a good number of leads in the last 3 months and now makes up 11% of total leads generated in the last 12 months.

## 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 (1 July – 30 June 2021).

This quarter the breakdown of the 89 leads generated is as follows:

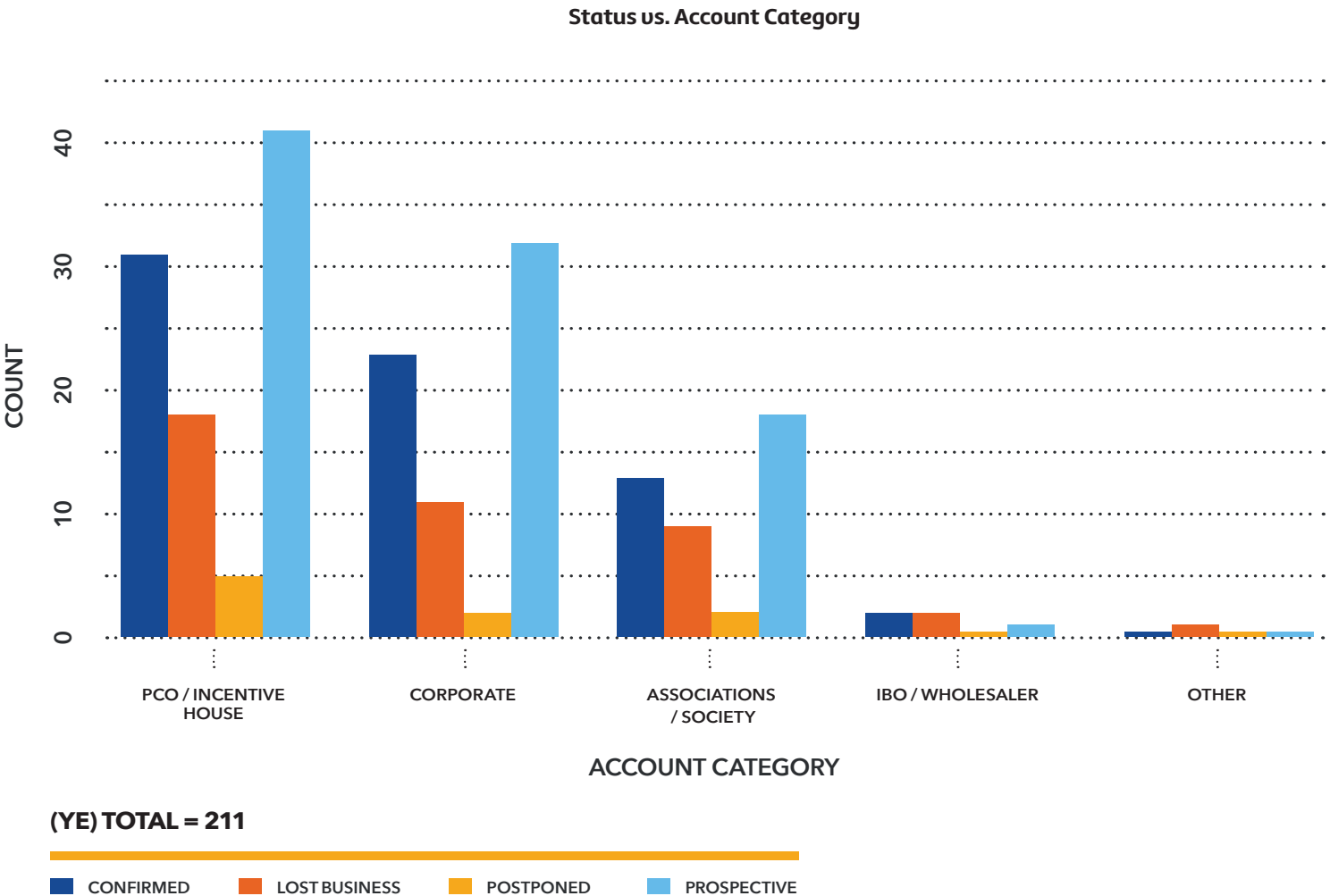
Associations: 18

Corporate Companies: 29

PCO/Incentive House: 40

IBO/Wholesalers: 1

Other: 1





# QCB Quarterly Report

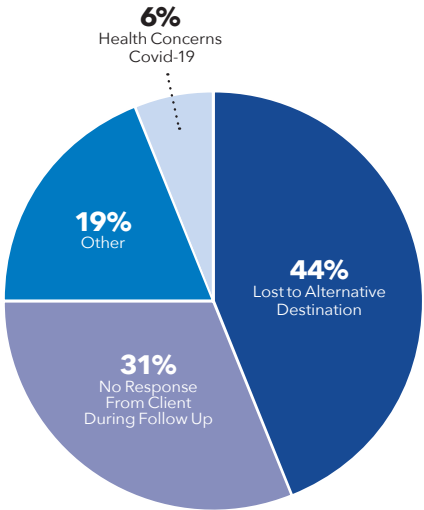
## Lost Reasons

### 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. A reminder that “lost” business is an event for which we sent a proposal to the client but it was never confirmed for Queenstown.

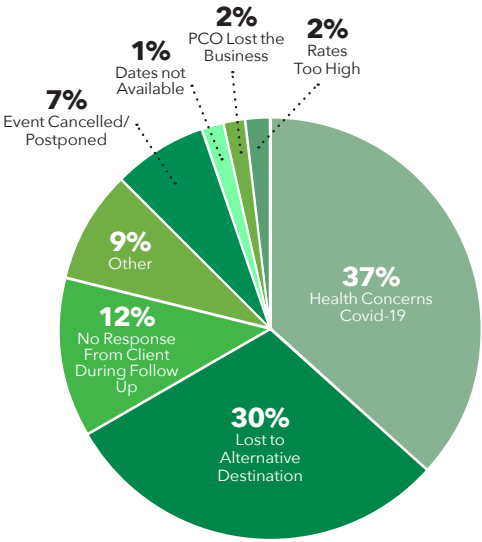
In Quarter 4 FY20-21 a total of 10 leads were lost. The only one of these lost leads were due to health concerns related to Covid-19. Instead we are starting to see more “pre-Covid” reasons for losing leads like lost to alternative destinations. Where possible the Bureau have worked hard to ensure that any clients were postponed but in some cases that as not possible and its particularly hard to encourage a postponement when the event wasn’t even completely confirmed for Queenstown.

Lost in the Last 3 Months



Based on leads lost  
from 1 April–30 June 2021

Lost in the Last 12 Months



Based on leads lost  
from 1 July 2020–30 June 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

# QCB Quarterly Report Activity

## Bureau Activity Summary (Quarter 4 )

### Sales Calls:

A total of 56 sales calls happened this quarter. Majority of this number is due to Australia Sales Calls related to Jana's trips to Sydney and Canberra where she met with key PCO's and held and industry hosted lunch in Sydney and attended an industry dinner in Canberra.

### Tradeshow Appointments:

39 official "tradeshow" appointments were completed in this quarter, all of these were completed at Meetings 2021 where Sophie Archibald met with 21 New Zealand based buyers and Sophie Koehler (in place of Jana) met with 18 Australian based buyers.

### Networking Meeting/ Update:

In total there were 179 networking/ updates, most of these were generated at the Australian Roadshow which was held in Melbourne on 18 May and Sydney on 20 May. These events had 62 and 117 attendees respectively.










### Site Inspection Participants:

A total of 19 site inspection participants were hosted, 16 of these were from the domestic market and 3 were from the Australian.

### Famil Participants:

A total of 28 famil participants where brought to Queenstown as part of two famils. The New Zealand Domestic Event Managers famil had 11 attendees and the post Meetings famil had a total of 17 Australian buyers.

### Summary Overview

	 NEW ZEALAND	 AUSTRALIA	 REST OF WORLD	 Q4 TOTAL Q4 19-20    Q4 20-21
 SALES CALLS	2	54	0	9    56
 TRADE SHOW APPOINTMENTS	21	18	0	0    39
 NETWORKING MEETING / UPDATE	4	175	0	5    179
 SITE INSPECTION PARTICIPANTS	16	3	0	0    19
 FAMIL PARTICIPANTS	11	17	0	0    28

# QCB Quarterly 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 Winter Remarks in the first week of June. 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 Winter Remarks 2021 can be found [here](#).

AUDIENCE  
RECIPIENTS



%  
OPEN RATE



NEW ZEALAND



1247 20.1%

AUSTRALIA



1342 19.8%

REST OF WORLD



558 14.6%

### 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): 44

TOTAL IMPRESSIONS (ORGANIC AND SPONSORED): 280,994

FOLLOWER AUDIENCE GROWTH: 47% (495 TO 730 FOLLOWERS)

### Website

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

PAGE VIEWS



6982 UP 65 % VS Q4 2019-2020

AVERAGE TIME  
ON PAGE













1:46 UP 15% VS Q4 2019-2020

## Total Leads – Annual Summary

This table reflects the geographic origin of all the leads generated within this financial year (2020–2021) compared to the previous financial year (2019–2020). In progress means a decision is still pending on the piece of business. Leads cancelled are those that are cancelled after initially confirming.

This year we have seen significant growth in the New Zealand market with it supplying 138 leads. This is not unexpected considering current border restrictions however is also the result of the execution of the Domestic Market Strategy coming into place. There was a high number of domestic leads converting to confirmed (won) as well indicating the short leads times that the domestic market operates in. As border restrictions eased we also saw strong interest from the Australian market, although conversion to “won” hasn’t been as strong as the New Zealand market.

### Total Overview

	 <b>NEW ZEALAND</b> 2019–2020   2020–2021		 <b>AUSTRALIA</b> 2019–2020   2020–2021		 <b>REST OF WORLD</b> 2019–2020   2020–2021		 <b>TOTAL</b> 2019–2020   2020–2021	
<b>GENERATED</b> 	56	138	87	63	34	10	177	211
<b>WON</b> 	10	67	10	10	11	1	31	78
<b>LOST</b> 	10	34	26	6	6	3	42	43
<b>CANCELLED</b> 	10	0	7	0	2	0	19	0
<b>POSTPONED</b> 	0	2	0	6	0	1	0	9
<b>IN PROGRESS</b> 	26	35	44	41	15	5	85	81

### 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 FY2019-2020.

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 FY20-21 211 leads were generated compared to 177 in the FY19-20 period. Note these won't total to the year end tally, year end is a summary of where all our leads are status' are sitting as of 30 June 2021.

#### Total Overview

GENERATED



Q1	48	36
Q2	37	47
Q3	55	39
Q4	37	89
YEAR END	177	211

### Business Event Type – Annual Summary

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

The conversion rate for total won leads sits at 32% with conference business sitting at 34% vs 31% for won incentive business.



Conference business equates to 63% of all leads.

Incentive business equates to 24% of all leads which is a decline from prior year when it formed 33% of all leads.

Groups and Meetings make up 12% of total leads generated

Average group size for conferences = 171 pax which is a decline from last years 231 average pax. This is likely due to smaller conference sizes from the domestic market.






Average group size for incentive = 172 pax which stays consistent to last year. Note that this average has been dragged up by a few very large groups.

	EVENTS 	ATTENDEES 
Conference	135	21048
Incentive	51	6843
Groups	19	2334
Meetings	6	340

### Group Size Annual Summary






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

This financial year the majority of leads generated sat in the under 50 pax size with a total of 54 leads in this bracket. This was followed by 50 leads in the 51-100 pax size. This is not surprising considering our focus on the domestic market and the smaller groups sizes associated with New Zealand based groups.

Number of Leads Generated				
DELEGATES	NEW ZEALAND	AUSTRALIA	REST OF WORLD	TOTAL
				
< 50	42	10	2	54
51 to 100	30	18	2	50
101 to 150	17	15	1	33
151 to 200	21	4	2	27
200 to 250	13	5	0	18
> 250	15	11	3	29

### Last Three Year Performance










This table breaks down the number of leads generated in the last three financial years and their region of origin.

	Leads Generated in Financial Year				TOTAL
	QCB LEADS	NEW ZEALAND	AUSTRALIA	REST OF WORLD	
					
FY 2018–2019		48	77	12	137
FY 2019–2020		56	87	34	177
FY 2020–2021		138	63	10	211



## Last Three Year Performance – Conference vs Incentive vs Other Split











This graph breaks down the lead type and region of origin by financial year.

	New Zealand			Australia			Rest of World			Total		
	CONFERENCE	INCENTIVE	OTHERS	CONFERENCE	INCENTIVE	OTHERS	CONFERENCE	INCENTIVE	OTHERS	CONFERENCE	INCENTIVE	OTHERS
												
FY 2018–2019	30	1	3	55	19	3	5	20	1	90	40	7
FY 2019–2020	44	7	5	55	29	0	15	22	0	114	58	5
FY 2020–2021	96	19	22	35	25	3	7	4	0	138	48	25

# QCB Annual Report Activity

## Bureau Activity Summary Annual

### Summary Overview

	 NEW ZEALAND 2019-2020    2020-2021		 AUSTRALIA 2019-2020    2020-2021		 REST OF WORLD 2019-2020    2020-2021		 YE TOTAL 2019-2020    2020-2021	
 SALES CALLS	10	236	35	80	16	0	61	316
 TRADE SHOW APPOINTMENTS	0	45	2	18	49	0	51	63
 NETWORKING MEETING / UPDATE	2	0	146	197	26	0	174	197
 SITE INSPECTION PARTICIPANTS	15	39	5	3	5	0	25	42
 FAMIL PARTICIPANTS	0	45	6	17	19	0	25	62
 WEBINAR	0	0	0	0	165	0	165	0

# QCB Annual Report

## TNZ Business Events Partnership

### Video Content Creation

#### Mitsubishi Case Study

In partnership with TNZ, QCB produced a case study video of the Mitsubishi Electric high-end incentive trip. This case study gave us the opportunity to showcase Queenstown's incentive credentials and highlight a world class event that has never been held onshore. The final video can be viewed [here](#).



#### QCB Video Series

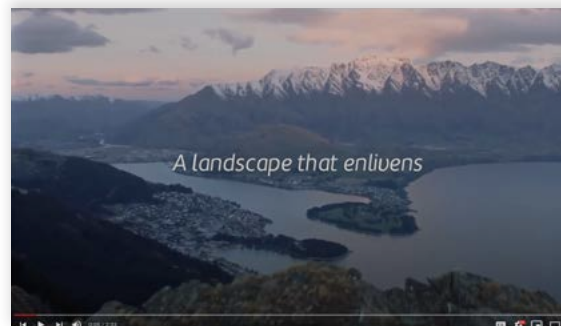
QCB produced a video series which profiles our local event experts, sharing their stories, passions and highlighting why Queenstown is an extraordinary destination for business events. The aim is to showcase a diverse range of people and stories to highlight Queenstown's USPs for business events.

We have produced 8 videos to date. The videos and articles are housed on a new landing page 'Meet our local event experts', which can be viewed [here](#).



#### QCB Hero Video

QCB produced a hero business events video for Queenstown, to bring our business events brand to life, celebrating our destination and claiming a unique space on a global stage to consolidate our brand positioning. Queenstown offers intangible experiences, so we wanted to connect with senses and emotions. The final video can be viewed [here](#).



# QCB Annual Report

## TNZ Business Events Partnership

### Business Desk

Queenstown Convention Bureau partnered with Business Desk NZ to promote Queenstown as a Business Event destination to the top corporate decision makers in New Zealand. BusinessDesk (<https://businessdesk.co.nz/>) has a growing audience of around 80,000 monthly unique site visitors, over 50,000 subscribers, and delivers over 355,000 eDMs a month with a 74% open rate. It has a large corporate subscriber base, including all members of Business NZ, EMA and 34 government departments. BusinessDesk readers run and work for many of New Zealand's biggest and best companies, from accountants to lawyers, consultants and directors.

**Deliverables:** x5 pieces of sponsored content published on website, including eDM inclusion.

#### Articles published to date

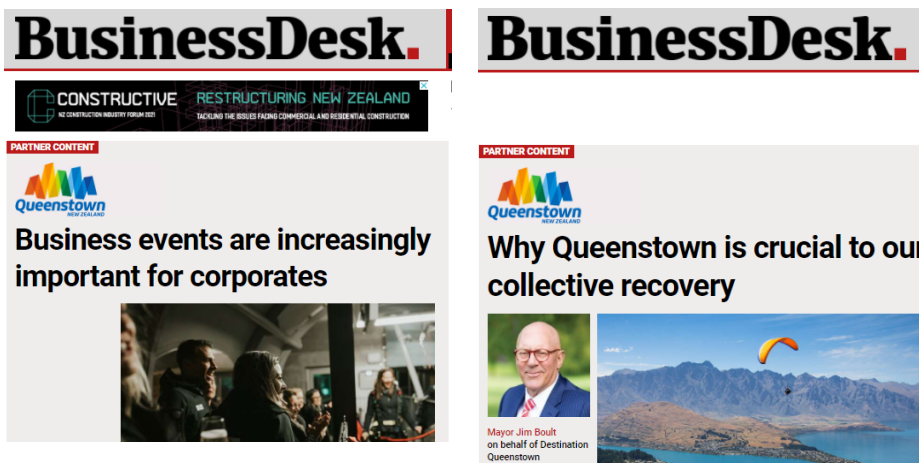
(the final article will be live start August):

<https://businessdesk.co.nz/sponsored/why-queenstown-is-crucial-to-our-collective-recovery>

<https://businessdesk.co.nz/sponsored/queenstown-rising-above-the-negativity>

<https://businessdesk.co.nz/sponsored/why-team-culture-is-key-to-business-success>

<https://businessdesk.co.nz/sponsored/business-events-are-increasingly-important-for-corporates>



### NZEA Partnership

QCB partnered with NZEA. NZEA currently has around 1050 members, many of whom are in the corporate event management space - a key target audience for QCB. It also has a wider database of around 2,400 non-members it can reach via its e-newsletters.

**Purpose:** To extend QCBs existing networks within the events industry and provide lead generation opportunities.

#### Deliverables:

- x1 promotional feature in e-mail blast
- x1 ad placement in e-newsletter
- Listing in the supplier directory
- One-month ad block on NZEA's website
- x6 pieces of sponsored content in eDM

### Campaign Summary (approx. reach):

VIDEO CONTENT PAID LINKEDIN POSTS (10 POSTS):	TOTAL IMPRESSIONS	230,801
OTHER PAID DIGITAL MEDIA POSTS (SINGLE IMAGE, FOLLOWER CAMPAIGN, PR CONTENT, ETC.)	TOTAL IMPRESSIONS	347,390
QCB VIDEO SERIES REACH/VIEWS (6 POSTS)	TOTAL REACH/VIEWS	77,409
BUSINESSDESK ARTICLES (4 ARTICLES)	TOTAL VIEWS	18,472

# QCB Annual Report

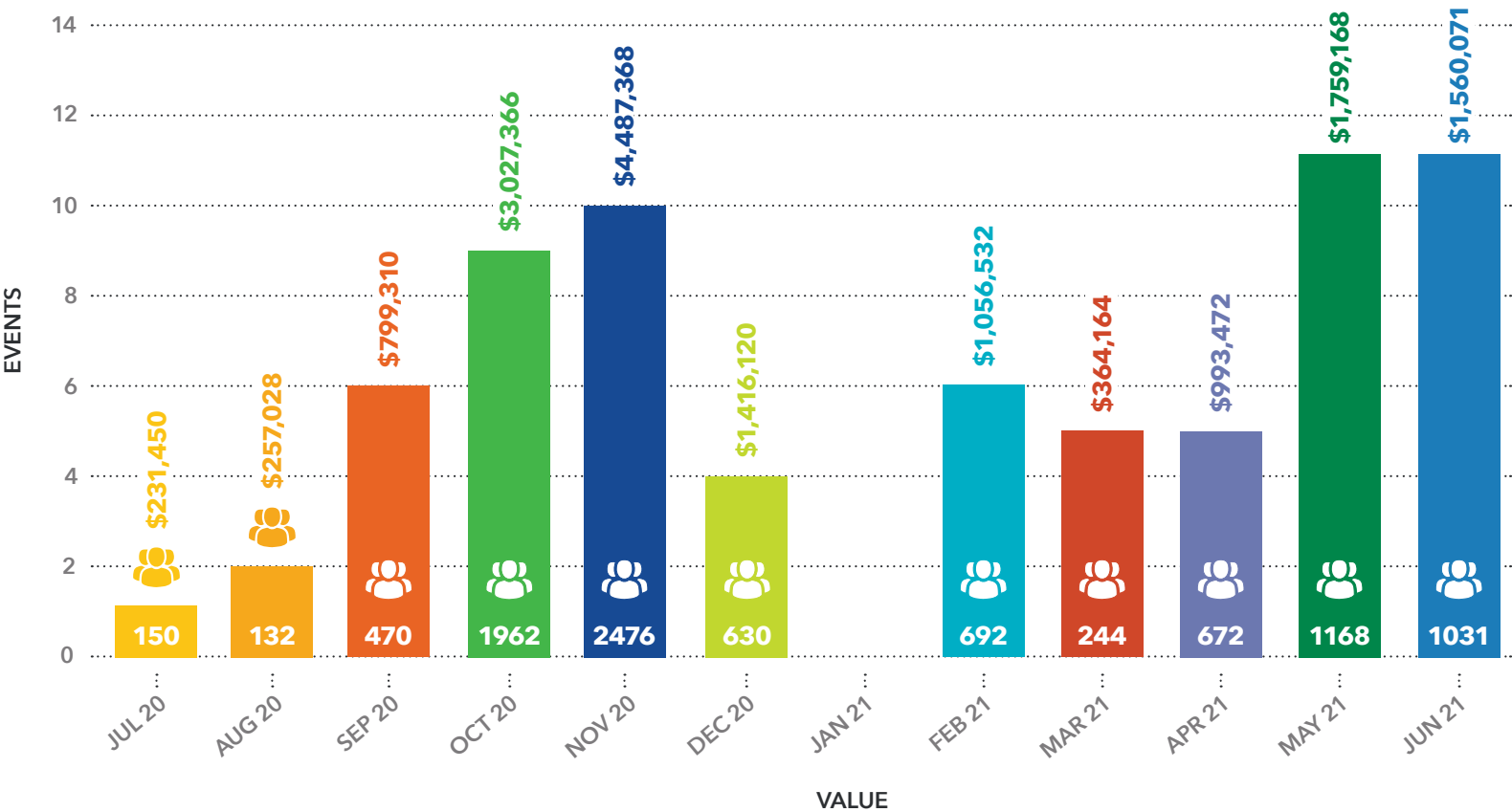
## Events Held

### Events Held in last 12 Months

This table shows the number of business events that the bureau were involved in confirming in the last 12 months.

The Convention Bureau has been involved in confirming a total of 70 events that have occurred in the last 12 months (1 July 2020 - 30 June 2021) in Queenstown. This brought 9627 delegates to the area and was worth approximately \$16 million.

TOTAL EVENTS = 70  
TOTAL ATTENDEES = 9627  
TOTAL VALUE = \$16 MILLION



## Events Confirmed

This table has been split into the current quarter and the upcoming 4 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 in contact with 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.

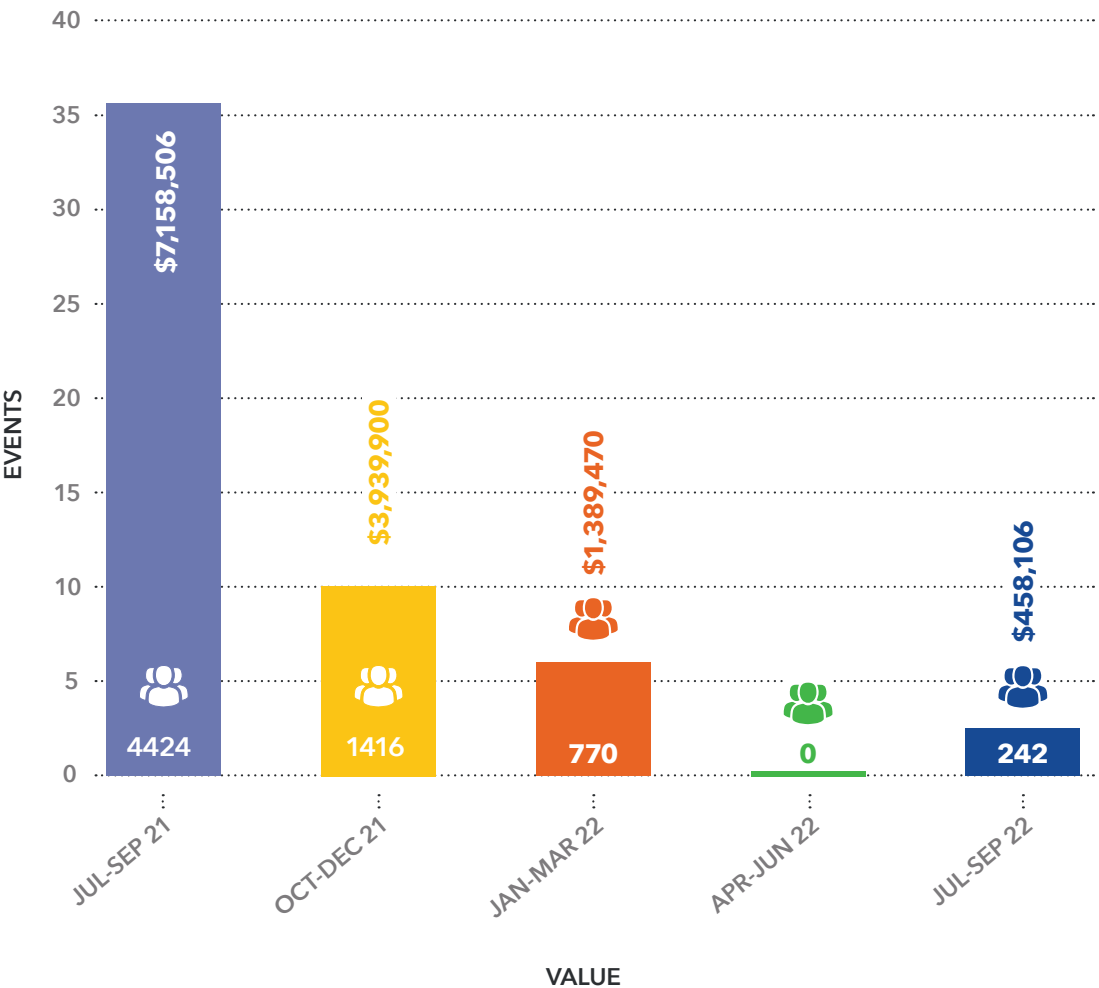
Calculations are as follows;

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 = 53**  
**TOTAL ATTENDEES = 6852**  
**TOTAL VALUE = \$12.9 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. New Zealand is not surprisingly our largest source of both events and attendee numbers currently.

Number of Leads Confirmed and Attendees by Market

	New Zealand		Australia		International		Total	
	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES	EVENTS	ATTENDEES
								
JUL-SEP 2021	29	3423	7	1001	-	-	36	4424
OCT-DEC 2021	8	1264	2	152	-	-	10	1416
JAN-MAR 2022	4	598	1	12	1	160	6	770
APR-JUN 2022	-	-	-	-	-	-	-	-
JUL-SEP 2022	-	-	1	242	-	-	1	242

## Prospective Events

This table shows there are currently 99 pieces of prospective business still in the pipeline for Queenstown with an estimated economic value of over \$27 million.

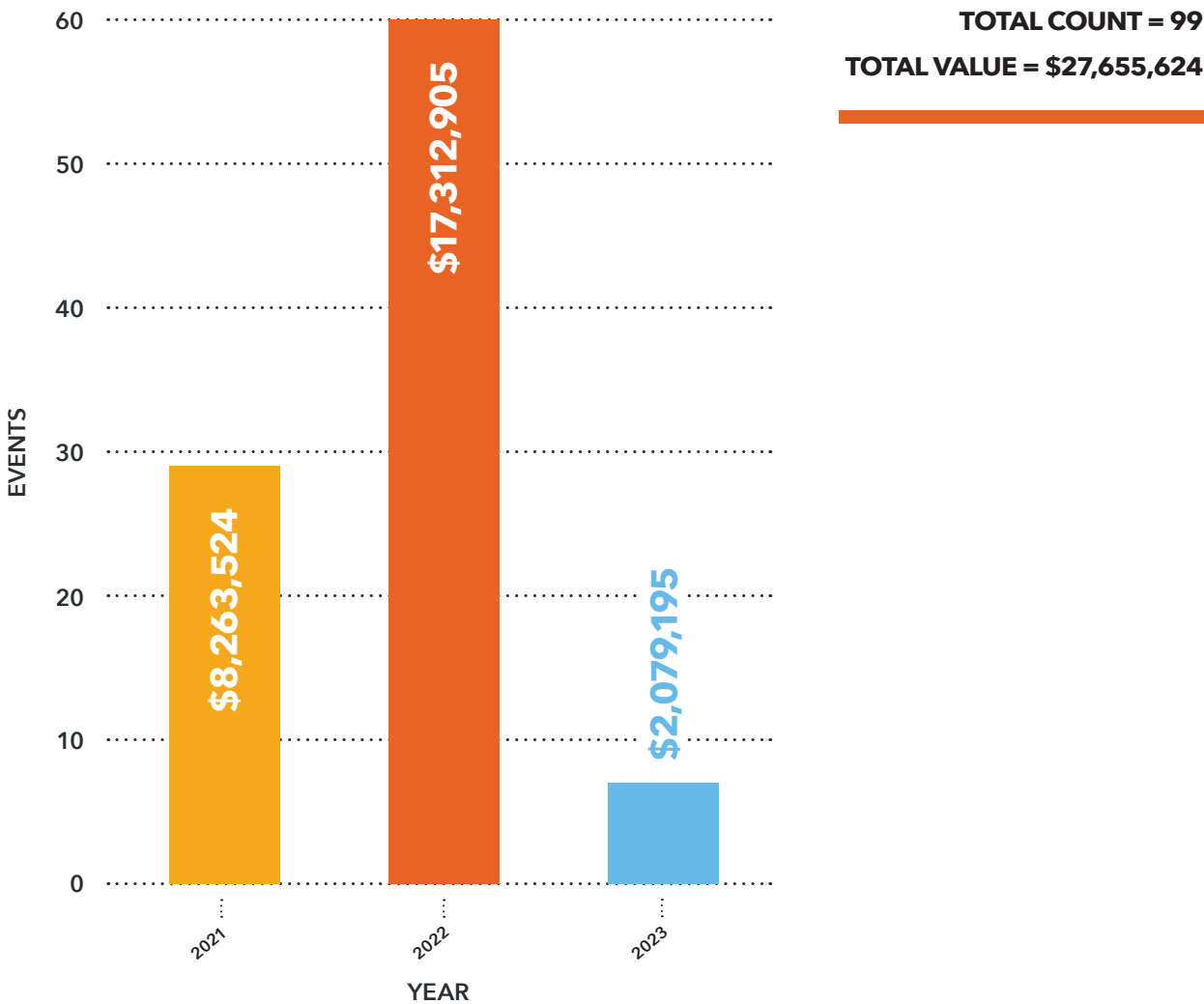
Calculations are as follows;

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

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

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

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









## Events Prospective

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 is not surprisingly our largest source of both events and attendee numbers currently.

### Number of Leads Prospective by Market

	New Zealand	Australia	International	Total
	EVENTS 	EVENTS 	EVENTS 	EVENTS 
JUL-SEP 2021	5	7	0	12
OCT-DEC 2021	5	12	0	17
JAN-MAR 2022	10	10	2	22
APR-JUN 2022	9	4	1	14
JUL-SEP 2022	4	12	3	19
OCT-DEC 2022	3	2	0	5
2023 ONWARDS	3	3	1	7

## 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 1 (January–March) full results can be found [here](#).

### Key insights from the Quarter 1 (January–March) results include:

- Queenstown held 38 events for the quarter (12 meetings, 6 conference, 19 other, and 1 incentive)
- Queenstown hosted 2,534 delegates resulting in 3,940 delegate days
- Majority of clients were corporate – 32 of the 38 events
- Most events were in the 30-100 delegate size bracket (34 events)
- Most events were single day events (25 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

[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 Annual Report

## Calendar of Events

### Calendar of Events

<b>JUL</b> <sub>2021</sub>	28 JULY	TNZ BUSINESS EVENTS PLANNING MEETING	WELLINGTON	QCB TEAM
	2-5 AUGUST	TOURISM EXPORT COUNCIL ANNUAL CONFERENCE	NEW PLYMOUTH	TRADE TEAM
<b>AUG</b> <sub>2021</sub>	10 AUGUST	CONOSCENTI PRESENTATION IN PARTNERSHIP WITH AUCKLAND BUREAU	AUCKLAND	QCB TEAM
	11 AUGUST	AUCKLAND CONVENTION BUREAU PLANNING MEETING	AUCKLAND	QCB TEAM
	12 AUGUST	QCB QUARTERLY MEMBERS UPDATE	QUEENSTOWN	QCB TEAM
	AUGUST	DESTINATION ROTORUA & DQ LIVE STREAM US AGENT TRAINING	VIRTUAL	TRADE TEAM
	24 AUGUST	CHRISTCHURCH BUREAU & TE PAE PLANNING MEETING	CHRISTCHURCH	QCB TEAM
	ONGOING AUGUST	KARRYON AUSTRALIA TRAVEL TRADE CAMPAIGN	AUSTRALIA	TRADE TEAM
	LAUNCH SEPTEMBER	QCB AUSTRALIA MARKETING CAMPAIGN	AUSTRALIA	QCB TEAM
<b>SEP</b> <sub>2021</sub>	8-9 SEPTEMBER	TOURISM NEW ZEALAND REGIONAL SHOWCASE, SYDNEY	AUSTRALIA	TRADE TEAM
	25 SEPTEMBER	QCB AUCTION SPONSORSHIP NZ GROCERY BALL	AUCKLAND	QCB TEAM
<b>OCT</b> <sub>2021</sub>	OCTOBER	CIAL KIA ORA SOUTH CHINESE AGENT TRAINING, AUSTRALIA	AUSTRALIA	TRADE TEAM
	7-10 OCTOBER	F2T AUSTRALIA INCENTIVE FAMIL	AUSTRALIA	QCB TEAM
	11-13 OCTOBER	BEIA CONFERENCE	NEW ZEALAND	QCB TEAM
	21 OCTOBER	EA INC AUCKLAND EVENT	AUCKLAND	QCB TEAM
	OCTOBER	AIR NZ & DQ AUSTRALIA SKI & WHOLESALER FAMIL	QUEENSTOWN	TRADE TEAM
<b>DEC</b> <sub>2021</sub>	DECEMBER	AIR NZ AUSTRALIA C&I FAMIL	QUEENSTOWN	QCB TEAM
	DECEMBER	PCOA CONFERENCE, HOBART	HOBART	QCB TEAM
<b>FEB</b> <sub>2022</sub>	FEBRUARY	AIME MELBOURNE	MELBOURNE	QCB TEAM
<b>MAR</b> <sub>2022</sub>	MARCH	QCB AIR NZ DOMESTIC FAMIL	QUEENSTOWN	QCB TEAM
<b>APR</b> <sub>2022</sub>	APRIL	IBTM SINGAPORE	SINGAPORE	QCB TEAM
<b>JUN</b> <sub>2022</sub>	JUNE	QCB AIR NZ DOMESTIC FAMIL	QUEENSTOWN	QCB TEAM
	15-16 JUNE	MEETINGS 2022	CHRISTCHURCH	QCB TEAM
	JUNE	AUSTRALIA PRE/POST MEETINGS 2022 FAMIL	QUEENSTOWN	QCB TEAM
	JUNE	AUSTRALIA DIRECT SELLING ASSOCIATION CONFERENCE (BEIA)	AUSTRALIA	QCB TEAM