# QCB Report
# Q4 2018–19

*1 April to 30 June 2019*

## Market Overview & Insights

**The following report outlines the key activity and results of the Queenstown Convention Bureau for Q4 (April, May and June) of 2018–2019 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. We also report on year to date (YTD) totals for the above where appropriate.

In this report we also provide an annual summary for total leads, the breakdown of conference vs incentive and our activity summary.

In our pipeline reports all confirmed business for the next 7 quarters, along with a summary of all prospective business is also outlined.

Finally, the table of events the Queenstown Convention Bureau will attend 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.

**LOUISE** MEETINGS 2019 was a very successful event from a Bureau perspective. This year the quality of buyers was excellent and the interest in Queenstown was significant. We conducted two full appointment streams and from my appointment stream we generated 9 leads ranging from small incentive groups to large association business.

One significant pattern was the majority of enquiries were for Spring 2020. This is great as the lead time is good. However, there were also a couple of short lead time enquiries for business within the next couple of months, but on a whole event organisers are planning in advance.

Pre-MEETINGS the Bureau hosted a total of 37 international buyers on famils in the region including a TNZ Incentive Day and gala dinner event, where all buyers came together to experience a well-designed and seamlessly executed five star incentive programme. The day incorporated the concept of Tiaki 'to care for people and place' to show how the concept of Tiaki could work within the parameters of an incentive programme.

Our Meet Queenstown document has gone live. The Bureau created the Meet Queenstown – Queenstown's Essential Business Events Guide, to provide key information and contacts to help event planners organise events in Queenstown. This interactive 142 page PDF supplies information on Queenstown, the Queenstown Convention Bureau, surrounding regions and product and services available. This document was well received at MEETINGS 2019 along with the updated content on the website including capacity charts and incentive programme inspiration.

**JANA** Along with working on a number of key internal projects, Q4 was extremely busy from a client interfacing perspective. Two sales cycles were completed (Sydney and Melbourne) - 38 appointments in total. Many of these were new clients with very good potential for future business opportunities. Queenstown is still considered the number 1 pick for clients looking at NZ. Our main competition seems to be moving further afield with a number of long haul destinations like Russia, Finland, Sri Lanka and interestingly Canada proving extremely rate-competitive.

A dedicated Australian buyer appointment stream at MEETINGS 2019 generated 14 leads from 33 appointments. Trends/feedback from the show indicate very strong interest in Queenstown for early 2020 through to 2022. There were however, still a number of short lead pieces of business for Aug-Oct 2019. Commentary around the significant need for a convention centre in Queenstown from the Australian market was widespread.

10 Australian buyers and media were hosted for a pre-Meetings famil, showcasing a wide range of products and services. Feedback from both buyers and operators was very positive indicating extremely well qualified buyers and an itinerary carefully developed to meet the needs of all involved.

I also co-hosted with TNZ a famil for a key Australian PCO and a number of their association clients. We have made significant progress in developing this market for Queenstown in the past 12 months and expect to see this continue moving forward.

**ELLA** Stemming from the strategic MoU signed with Auckland Convention Bureau in end-2018, Jessica Chang, a sales representative has been appointed in China to promote Auckland and Queenstown as a dual destination proposition to Incentive groups from North Asia. Ms. Chang comes with 25 years of experience in the Chinese Incentive market and has worked for Taiwan Convention Bureau and Melbourne Convention Bureau. This representation was made possible with a wider partnership with NZICC, Wayfare and Skyline Enterprises.

At MEETINGS 2019 I hosted the SEA and Chinese delegates on Pre-MEETINGS famils and the TNZ Incentive day and also secured 11 appointments with these buyers and 2 meetings with media. I secured 6 leads and all of which are incentive business. Some interesting trends and key takeout from this event below.

Most of the incentive business from China have very short lead times, normally 2-3 months, with most business being handled by IBOs so the education of destination incentive offerings is required. Most incentive business from Asia have longer lead times of approximately 2 years, typically having a short haul and long haul destination rotation.

We have seen some slowdown from medical & pharmaceutical companies due to recent government regulation change. Due to the rapid growth of e-commerce, there are a lot more IT companies starting to look at more long haul destinations for their incentive or team outing options. Most employees are young professionals, so Queenstown and NZ is very appealing to them.

QUEENSTOWN CONVENTION BUREAU

## Total Leads

**This table reflects the leads generated within the quarter and their current status (won/lost/in progress). 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.**

As you can see from these figures this was a very busy quarter for the Bureau with 54 leads generated. Most of this can be attributed to MEETINGS 2019 falling into this quarter and 29 leads being generated from this tradeshow or famils associated with this tradeshow. 25 leads were generated outside the tradeshow through other sources, e.g. sales calls, website enquiries.

Figures for won and lost leads are slightly higher for this quarter due to the fact there is a higher base figure to be working off. With 7 leads won and 4 leads lost this means there is a total of 43 leads that are still active in the system.

The 12 ROW leads are reflective of any business where delegates are travelling internationally to NZ (excluding Australia).

The YTD total indicates the final number of leads generated for this financial year and will be explained more in the Annual Summary report on the next page.

### Total Overview

| | AUSTRALIA | NEW ZEALAND | REST OF WORLD | Q4 18–19 TOTAL | Q4 17–18 TOTAL | YE TOTAL | ANNUAL KPI 18–19 |
|---|---|---|---|---|---|---|---|
| GENERATED | 30 | 12 | 12 | 54 | 17 | 137 | 112 |
| WON | 3 | 3 | 1 | 7 | - | 28 | - |
| LOST | 3 | 0 | 1 | 4 | - | 47 | - |
| CANCELLED | 0 | 0 | 0 | 0 | - | 2 | - |
| IN PROGRESS | 24 | 9 | 10 | 43 | - | 60 | - |

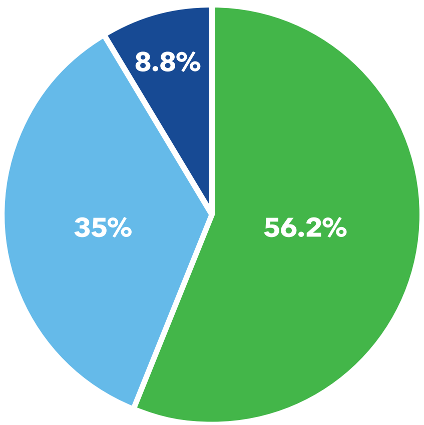
# QCB Report
# Leads

## Total Leads – Annual Summary

**This table shows a complete annual summary of all leads generated within this financial year.**

To break this down we can see that 20.4% of leads generated this year have been confirmed, 34.3% have been lost, 1.5% were cancelled and 43.8% are still pending. This shows that the enquiry time for leads to Queenstown are still long as almost half of the enquiries generated this year are still waiting on decisions.

**Here we can also breakdown the percentage of leads generated from each market:**




AUSTRALIA
NEW ZEALAND
REST OF THE WORLD

The breakdown of ROW can be split into the below:

**Canada 1 (0.7%)**

**USA 5 (3.6%)**

**China 2 (1.6%)**

**Malaysia 1 (0.7%)**

**Singapore 3 (2.2%)**

These figures are reflective of the source market in which the lead was generated. For example a NZ PCO is working on a lead for an international piece of business so therefore falls as a domestically sourced lead. This is also reflective for many of the Asian leads where they are sourced through NZ based IBOs. This means the 8.8% of leads from ROW are a reflection of leads sourced from that specific market (e.g. USA/China etc).

Overall we can see that the Australian market is by far the largest source of leads indicating the importance of this market, followed by the domestic market. However this also show the amount of potential the international markets still have in lead generation.

### Total Overview

| | AUSTRALIA | NEW ZEALAND | REST OF WORLD | Q4 18–19 TOTAL | ANNUAL KPI 18–19 |
|---|---|---|---|---|---|
| GENERATED | 77 | 48 | 12 | 137 | 112 |
| WON | 10 | 16 | 2 | 28 | - |
| LOST | 30 | 14 | 3 | 47 | - |
| CANCELLED | 1 | 1 | 0 | 2 | - |
| IN PROGRESS | 36 | 17 | 7 | 60 | - |

# QCB Report
# Leads

## Conference vs Incentive

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

Of the 34 conferences, 21 were Australian, 11 were Domestic and 2 were International.

Of the 20 incentives, 9 were Australian, 1 was Domestic and 10 were International.

The 2 pieces of incentive business already won within this quarter were from the US market and Domestic market, both of which were sourced at MEETINGS 2019.

| | Conference | | Incentive | | Totals | |
|---|---|---|---|---|---|---|
| | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES |
| GENERATED | 34 | 6369 | 20 | 2464 | 54 | 8833 |
| WON | 5 | 705 | 2 | 70 | 7 | 775 |
| LOST | 4 | 779 | 0 | 0 | 4 | 779 |
| IN PROGRESS | 25 | 4885 | 18 | 2394 | 43 | 7279 |

# QCB Report
# Leads

## Conference vs Incentive – Annual Summary

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

The conversion rate for won conference business sits at 19.6% vs 22.5% for won incentive business.

The loss rate for conference business is 36.1% vs 30% for incentive.

There are still 42.3% of all conference business pending vs 47.5% 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.

Conference business equates to 70.8% of all leads.

Incentive business equates to 29.2% of all leads.

Average group size for conferences = 167pax

Average group size for incentive = 133pax

| | Conference | | Incentive | | Totals | |
|---|---|---|---|---|---|---|
| | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES |
| GENERATED | 96 | 16243 | 41 | 5336 | 137 | 21579 |
| WON | 19 | 1886 | 9 | 943 | 28 | 2829 |
| LOST | 34 | 5687 | 13 | 1939 | 47 | 7626 |
| CANCELLED | 2 | 250 | 0 | 0 | 2 | 250 |
| IN PROGRESS | 41 | 8420 | 19 | 2454 | 60 | 10874 |

# QCB Report
# Leads

## Source by Activity

### Activity

This chart illustrates a breakdown of the activity in which the lead was sourced. Now we have completed a full financial year utilising Simpleview we can see there are 4 sources that are clearly the main source of leads. Tradeshow events, and of significant mention, MEETINGS 2019 and existing relationships are the top performers indicating this activity and the relationships the bureau has within the wider industry is very important. Referrals and the website fall in close behind. Again this illustrates relationships with our industry partners are vital in lead generation along with the importance of upgrades to our website improving content and usability.

To note, in Q4 the 54 leads were generated through the following channels:

**Tradeshows 23**

**Website 5**

**Famils 6**

**Existing relationships 9**

**Referrals 9**

**Third Party Channels 1**

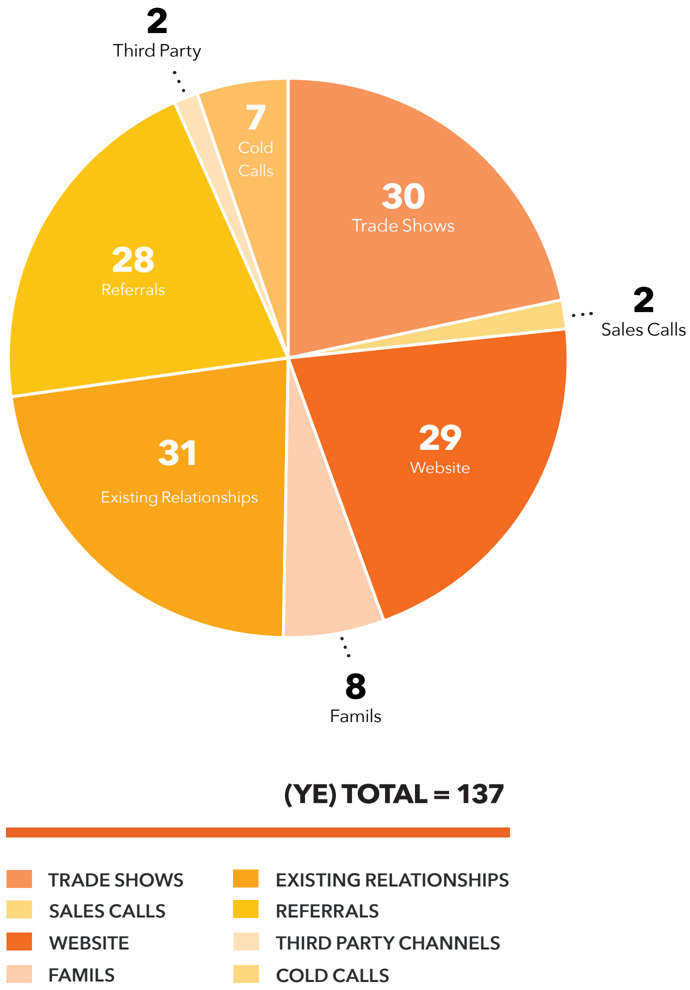
**Cold Call 1**

Leads generated from the website either come through our RFP form or a direct client email from sourcing our contact details from the website.

The 29 leads generated at MEETINGS 2019 are split here between tradeshow, famils and existing relationships.

Referrals are from CINZ, TNZ, airlines and other regional Bureaux.

Third party channels are a reference to the likes of Cvent (web based technology specialising in meetings, events, and hospitality management).



# 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 year. This quarter the channel of IBO/Wholesaler has been introduced, this channel is predominantly used by the Asian market with 8 leads generated this financial year (5.8% of the total leads generated).

This quarter, leads sourced direct from corporate clients was the standout, contributing to the fact that corporate business was a total of 38.7% of all leads generated this financial year. PCO/Incentive houses was closely followed at 35% as the second strongest channel for lead generation with the 28 association leads generated equating to a total of 20.4%.

This quarter the breakdown of the 54 leads generated is as follows:

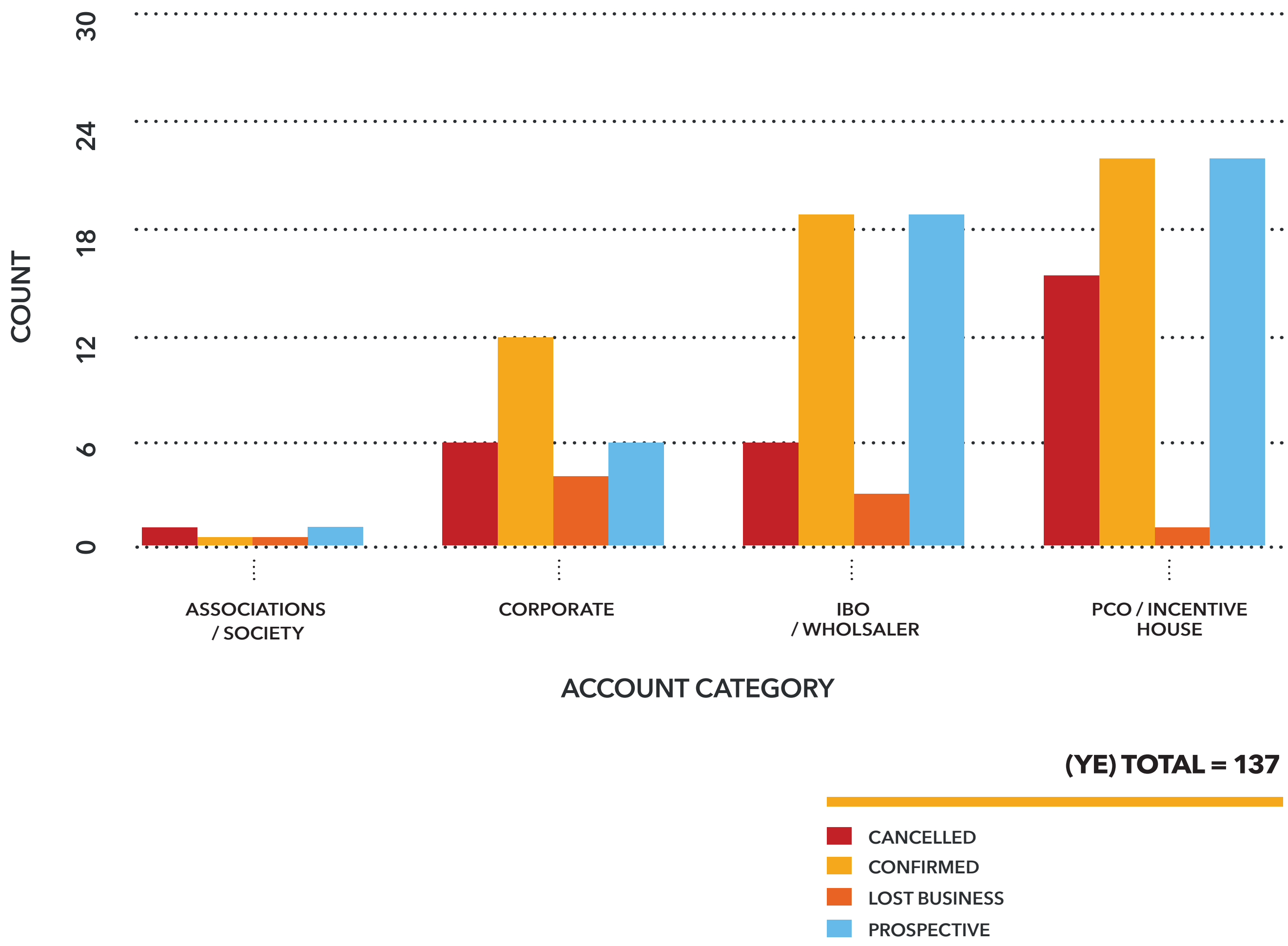
**Associations 10**

**Corporate Companies 25**

**PCO/Incentive house 18**

**IBO/Wholesaler 1**

The increase in numbers of leads from corporates and associations can most certainly be attributed to the work the Bureau is doing focusing on generating more business from these sectors.



# QCB Report
# Lost Reasons

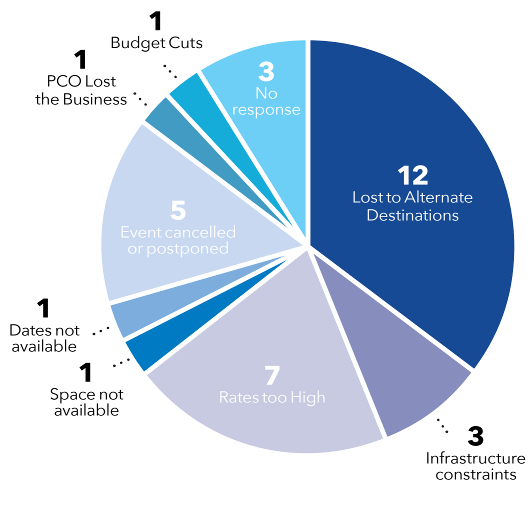
## Lost Reasons

**This chart highlights the reasons business has been lost for the destination (segmented into conferences and incentives) for leads generated in this financial year.**

Now we have a complete year of data we can see that from a conference perspective losing business to an alternative destination is the biggest reason for lost business. A list of destinations we are losing business to are as follows: other Australia states/cities including Noosa, Sydney and Tasmania, domestic destinations (Christchurch, Wellington, Auckland and Dunedin to note) and also Hong Kong. The second highest reason was rates being too high. This shows that we are in a very competitive market and that no matter how much someone wants to bring an event to Queenstown if the bottom cost is too high then they will go elsewhere.

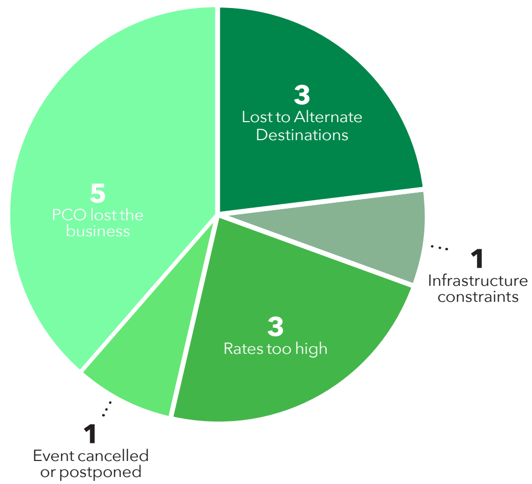
The picture looks slightly different from an incentive perspective, with the main reason for lost business being due to the fact the PCO lost the business. This could be an indication of the incentive market being much more competitive and when clients are looking at sourcing/quoting business it is out to tender with multiple parties. Following this reason then rates being too high and losing to alternative destinations are in equal second, reflecting the conference market trends.

### Reasons for Conference




- LOST TO ALTERNATE DESTINATION
- INFRASTRUCTURE CONSTRAINTS
- RATES TOO HIGH
- HOTEL/MEETING SPACE NOT AVAILABLE
- DATES NOT AVAILABLE
- EVENT CANCELLED OR POSTPONED
- PCO LOST THE BUSINESS
- BUDGET CUTS
- NO RESPONSE FROM CLIENTS DURING FOLLOW UP

### Reasons for Incentive




- LOST TO ALTERNATE DESTINATIONS
- INFRASTRUCTURE CONSTRAINTS
- RATES TOO HIGH
- EVENT CANCELLED/POSTPONED
- PCO LOST THE BUSINESS

**In Q4 the 4 pieces of business lost were due to infrastructure constraints, losing to an alternate destination or required dates not being available.**

The lost lead categories we report on are:

Lost Lead Categories:

- 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
- No air service
- Budget cuts
- No response from client to follow ups

# QCB Report
# Activity

## Activity Report

**Sales calls were conducted in:**

Sydney and Melbourne – combination of PCOs, corporates and associations

Shanghai – training with Air NZ and China representative

**Networking Meeting/Updates hosted:**

1 x hosted dinner with Australian client

2 x hosted dinner with Chinese industry partners/clients

**The site inspections included:**

- 2 x PCOs with their client
- 6 x corporate clients
- 1x TNZ partner

**Famils:**

The Domestic Remarkable Famil (17): 9 third party planners, 3 corporates, 2 Associations and 3 industry partners.

Pre-Meetings Australian Famil (10): 10 buyers

Pre-Meetings USA Famil (12): 10 buyers, 1 x TNZ host and 1 x AirNZ host

Pre-Meetings SEA Famil (13): 11 buyers and 2 x TNZ hosts

Pre-Meetings China Famil (12): 9 buyers, 2 x TNZ hosts and 1 x AirNZ host

Leishman Famil (11): 10 buyers and 1 x TNZ host

Additional activity this quarter included the very informative QCB members update focused on the Australian market. Guest speakers included Damion Breust, CEO of Directions CIM, Kirstie Dyer-Grose, Groups Manager at Air New Zealand and Paula Rowntree, Events Manager at the Royal Australian College of General Practitioners and Managing Director at the Association Event Strategist.

As well as hosting all the TNZ international pre-Meetings famils they all joined together for a day in Queenstown and took part in an Incentive Day showcase. TNZ's objective was to showcase how Queenstown can deliver a well-designed and seamlessly executed five star incentive programme for a large group, meeting the world class expectations of buyers from North America, South East Asia and China. TNZ is a major player behind the Tiaki Promise - a set of guiding principles showing visitors how to contribute to preserving and protecting New Zealand while travelling safely and conscientiously. The focus of this day was to show how the concept of Tiaki could work within the parameters of an incentive programme ensuring it was weaved through the day's activities.

Business plan session with Tourism New Zealand business events team.

Attended the TNZ PCO/Association showcase in Sydney and Accor GMs VIP Client dinner in Melbourne.

### Summary Overview

| | AUSTRALIA | NEW ZEALAND | REST OF WORLD | Q4 18–19 TOTAL | YE TOTAL | ANNUAL KPI 18–19 |
|---|---|---|---|---|---|---|
| SALES CALLS | 33 | 0 | 3 | 36 | 130 | 165 |
| NETWORKING MEETING/UPDATE | 1 | 0 | 2 | 3 | 27 | N/A |
| TRADE SHOW APPOINTMENTS | 39 | 34 | 25 | 98 | 228 | 190 |
| SITE INSPECTION PARTICIPANTS | 8 | 4 | 0 | 12 | 40 | 25 |
| FAMIL PARTICIPANTS | 21 | 17 | 37 | 75 | 125 | 95 |

# QCB Report
# Activity

## Activity Report – Annual Summary

**This table shows an annual summary of activity carried out by the bureau in the 18–19 financial year.**

This does not cover all activity noting that in addition to the above the bureau undertakes many member partner meetings, industry events including conferences and workshops, strategy meetings with partners, advisory board meetings and much more.

### Total Overview

| | AUSTRALIA | NEW ZEALAND | REST OF WORLD | YE TOTAL | ANNUAL KPI 18–19 |
|---|---|---|---|---|---|
| SALES CALLS | 83 | 34 | 13 | 130 | 165 |
| NETWORKING MEETING/UPDATE | 25 | 0 | 2 | 27 | N/A |
| TRADE SHOW APPOINTMENTS | 74 | 82 | 72 | 228 | 190 |
| SITE INSPECTION PARTICIPANTS | 11 | 29 | 0 | 40 | 25 |
| FAMIL PARTICIPANTS | 41 | 26 | 58 | 125 | 95 |

# QCB Report Pipeline

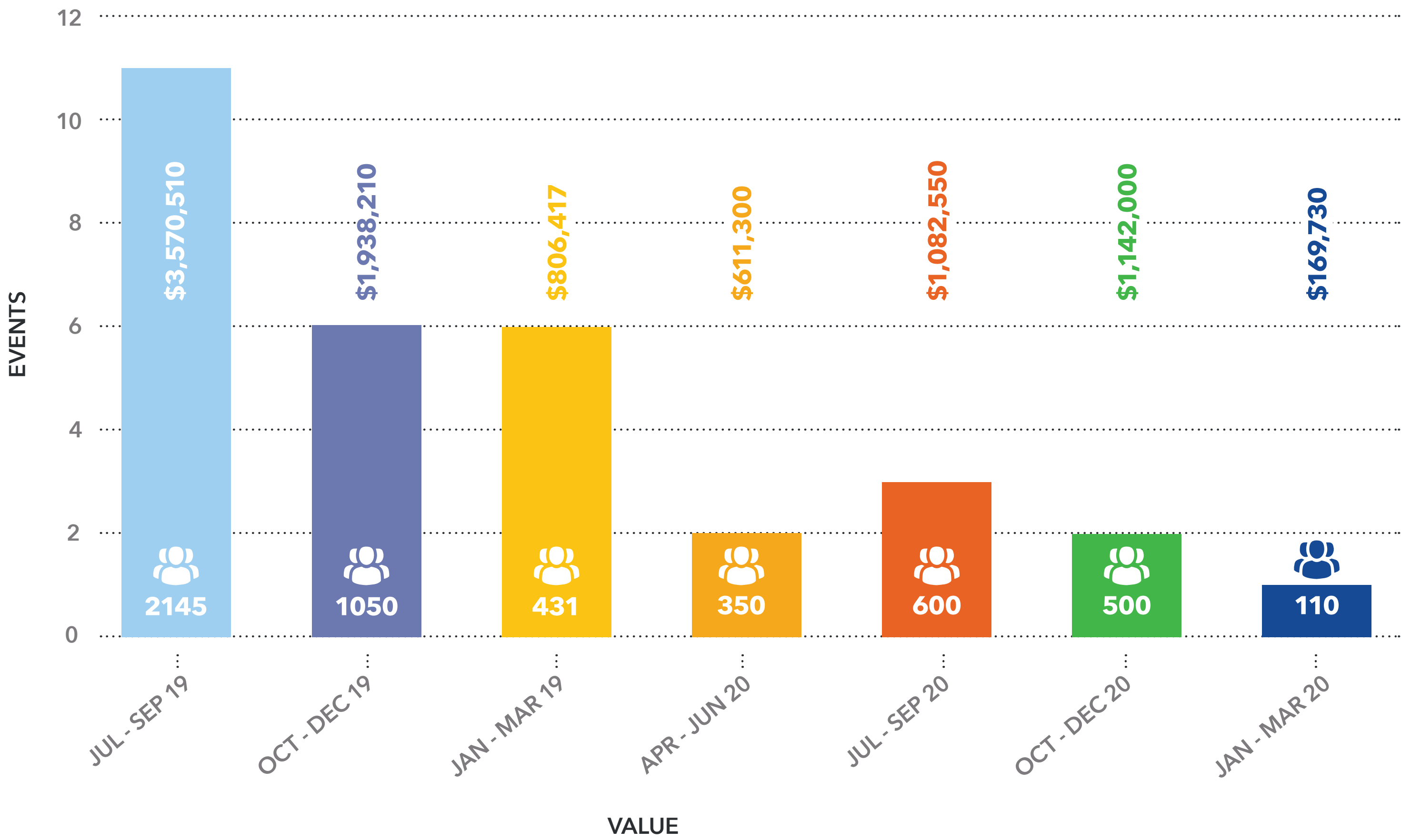
## Events Confirmed

**This table has been split into the upcoming 7 quarters. It indicates the number of events confirmed for each period, the total number of attendees and the estimated economic value.**

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

Since the last report we have had 6 pieces of business confirmed for between July 2020 and March 2021. This shows there is a positive sign of people booking and securing events with long lead time.

As it stands currently, Jul-Sept 2019 is the busiest quarter, however this will change as the year progresses. Currently the last quarter and first quarter of the calendar year is looking good.




**TOTAL EVENTS = 31**
**TOTAL ATTENDEES = 5186**
**TOTAL VALUE = $9,321,263**

# QCB Report
# Pipeline

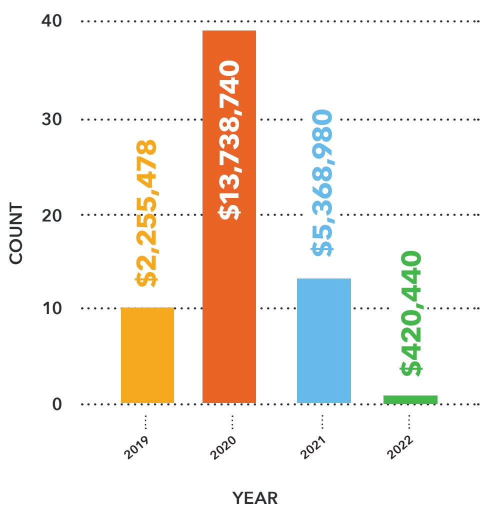
## Prospective Events

**This table shows there are currently 63 pieces of prospective business still in the pipeline for Queenstown with an estimated economic value of over $20million.**

There are still leads pending for 2019 which the Bureau are following up on, but some of these were short lead time business generated at MEETINGS 2019.

Our pipeline for 2020 is growing at a significant rate and we are now starting to see the 2021 pipeline, and even 2022 enquiries starting to grow.

When assessing the pipeline of pending leads, we can see most fall within either September or October 2020 (a total of 14 out of the 39 leads pending). This is positive as it indicates there is good demand for typically our shoulder periods. The rest of the business for 2020/2021 is spread quite evenly throughout the rest of the year again showing a nice healthy mix of demand throughout the year.




**TOTAL COUNT = 63**
**TOTAL VALUE = $21,783,627**

## Calendar of Events

| | | | | | |
|---|---|---|---|---|---|
| JUL 2019 | 11-12 JULY | SALES CALLS/ WORKSHOPS | SINGAPORE | SINGAPORE | TNZ |
| | TBC | SALES CALLS | TBC | AUCKLAND | |
| AUG 2019 | TBC | SALES CALLS | NZ | WELLINGTON | |
| SEP 2019 | 10-12 SEP | IMEX LAS VEGAS | N AMERICA | LAS VEGAS | TNZ |
| | 9-12 SEP | SQ INDIA CORPORATE END USER FAMIL | INDIA | | |
| OCT 2019 | 21-22 OCT | PREVUE INCENTIVE SUMMIT | N AMERICA | CHICAGO | TNZ |
| | 15-16 OCT | AUSTRALIAN ROADSHOW | AUSTRALIA | SYD/MEL | |
| | TBC | ACB/QCB USA EVENT | N AMERICA | TBC | ACB |
| | 29-31 OCT | CINZ CONFERENCE | VARIOUS | QUEENSTOWN | CINZ |
| DEC 2019 | TBC | SALES CALLS | AUSTRALIA | SYDNEY | |
| FEB 2020 | TBC | SALES CALLS | NZ | AUCKLAND | |
| | 18-19 FEB | AIME LUNCHES | AUSTRALIA | MELBOURNE | |
| MAR 2020 | TBC | AUSTRALIAN FAMIL | AUSTRALIA | SYD/MEL | |
| APR 2020 | 22-23 APR | MEETINGS 2020 | ALL | AUCKLAND | CINZ |
| MAY 2020 | 21-23 MAY | IMEX FRANKFURT | N AMERICA | FRANKFURT | TNZ |
| JUN 2020 | TBC | DOMESTIC FAMIL | NZ | QUEENSTOWN | |