

Queenstown Convention Bureau Sales Report

Sydney sales cycle

18-19 July 2018

Destination Queenstown

PO Box 353, Queenstown 9348, New Zealand

+64 3 441 0700

Client/industry partner sales calls 18 - 19 July 2018

The aim for the 1.5 days of calls prior to Get Global was to meet with a number of key clients who attended MEETINGS 2018 who I have not met with before for post-show follow up and general updates.

Additionally, I wanted to meet with a couple of corporate and association clients. It was also valuable to spend one-on-one time with TNZ to discuss the upcoming AuSAE famil 7-9 September and other famil opportunities, as well as to secure support for the 1-4 December famil from Air New Zealand.

1. PCO

- Attended MEETINGS 2018 and our pre-famil. Had a fantastic time and raved about the destination.
- Did an update on new product etc for the team
- **Outstanding lead is confirmed for Queenstown.** Looking at June 2019. Just locking in venues – is between Heritage and Millennium.
- Doing a site inspection in August.
- Focus of their business is more conferences than incentives, but the business that goes into Queenstown is predominantly incentives.
- Average groups size is 100 pax, with some smaller 10-20 pax high end groups
- We are mainly competing against Asia and North Island
- Some issues with travel bans around budget and safety
- **Action: Follow re site inspection in August**

2. Air New Zealand Groups – Kirstie Dyer-Grose

- Met Kirstie for coffee. Talked through Dec famil. She is keen to support – just needs formal request so she can pass to her boss and revenue management for approval
- Our famil aligns perfectly with their approach for ZQN out of Aus BE market. They want to target new PCOs/Incentive Houses. Happy for us to include a few new corporate/association clients but majority to be TPIs.
- Maximum of 20 seats out of SYD and MEL. May be a couple out of BNE
- Looks like MEL return seats will be back via AKL
- Industry updates: Platinum Travel bought by CTM.
- **Action: Send formal proposal email to Kirstie for December famil so she can request seats from revenue management.**

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3. Not-For-Profit/Association

A leading community-based not-for-profit organisation providing a range of services in the areas of refugee settlement, asylum seeking and for culturally diverse individuals to achieve their full potential.

- Attended pre-Meetings famil. Absolutely loved it. Very excited about ZQN as a post-touring option for their Nov 2018 conference
- They are hosting the International Metropolis Conference 2018, 29 October -2 November – www.metropolis2018.org.au
- Delegates will be coming from Europe, Canada and US
- They are putting tours together for Sydney and also looking at NZ for pre/post options
- PCO for the conference is Arinex
- Timeline: once Sydney case studies are locked away, they will start looking at NZ
- Send out an EOI to delegates, if enough interest then Arinex to include tour options as part of registration
- Anticipating 750-1000 pax at conference
- **Action: Client to send through info once they have decided on the process they want to use for pre/post touring options and booking for November 2018 conference**

4. PCO

- Colleague attended the Pre-Meetings famil. Found it very useful as they do a lot of business into Queenstown
- Team were pitching that day for a March 2020 incentive out of North America – direct selling company, global incentive but delegates mainly from US
- Looking at 1500 pax on a cruise AKL-AKL with post touring options. Considering a 3 day itinerary to ZQN including Milford Sound.
- We are up against Scotland and Singapore. NZ is leading but PCO has not won the business yet
- Also working on a Mexico Incentive (bidding for the business). NZ is set – looking at AKL/ROT/ZQN combo. I have been approached by another PCO who is also pitching. March 2019, 88 pax
- Focus on two main areas:
 - a) Inbound incentives – mainly from the US markets (north and south). They have 3 international reps working the market. Do boutique (60-80 pax) and then large 1000+ pax pieces of business (mainly direct selling companies). Currently working with TNZ to try and get them over the line
 - b) Corporate business – mainly from Sydney and Melbourne

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Do the events in their entirety and looking to grow this area of the business

- Looking at doing a famil with US partners – SYD/ZQN option. Working with Helen Bambry
- **Action: Send PDFs and presentations.**

5. Tourism New Business Events – Helen Bambry and Samantha Kent

- Took Helen and Samm to lunch. Had a great meeting talking through opportunities to work together moving forward.
- Helen has CiEvents and Arinex end user famils planned for 2019. Will discuss further with her re QC B co-hosting.
- Also discussed AuSAE/LINC famil 7-9 September – all coming together well and Helen is hoping to secure 8-10 buyers.
- Samm is in discussion with PCO re a famil to AKL/CHC/ZQN in April 2019. 10 pax = 2 PCOs plus clients. Looking at targeting CEOs/Presidents of associations
- Also looking at a focus on the Direct Selling industry for FY20. Possibly an event summit – doing something in Sydney and then AKL/ZQN combo. Educational session?
- Main targeted business for direct selling market is conferences out of Australia and incentives out of Asia and North America
- Both agreed to assist with suggest invitees for Dec famil – happy to help.
- **Action: Ongoing –work with Helen on famils 2018/19. Work with Samantha on PCO and Direct Selling industry famils 2018/19. Request assistance for Dec famil invitation list – Helen and Samm to provide suggested new PCO clients. Invitation to join famil to be extended to Helen.**

6. Association

- Met with clients to discuss their 2019 conference confirmed at Rydges ZQN November 2019
- Site inspection 25 September 2018. Bureau to host restaurant sites and arrange dinner for that night
- Suggested they look at Walter Peak for the 65 pax dinner. Restaurant options – Rata, The Grille and The Bunker for 25-35 pax board of director dinner.
- **Action: E-introduce Chelsea and Louise for 25 September site inspection. Chelsea to do itinerary and email restaurant menus.**

7. PCO

- Attended the Pre-Meetings famil – loved it. Found the opportunity extremely worthwhile as hadn't been to ZQN before
- Nothing in particular for NZ at the moment but this could change next week

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- Their business is very short-lead, quarter by quarter as their clients are predominantly in the IT industry.
- Tend to be roadshows and workshops mainly with incentives being booked under 6 months out
- Incentives make up 10% of what they do, day events 50% and major events (multi-day conferences) 40%
- Also work with insurance, media, retail, tourism and government clients
- Do over 200 events per year. Roadshows for Australia/NZ – 8 city events. Auckland and Wellington are the NZ cities included.
- Also doing more in Asia as they have an office in Singapore
- **Action: Follow up in 6 months re future opportunities**

8. Corporate

- General catch up and discussion re event requirements
- Do a number of events per year – conferences, roadshows, small meetings. Currently nothing planned for off-shore (all held domestically) but they do have incentives for the teams so will discuss Queenstown as an option with management.
- Updated on new product as it has been a number of years since client was last there
- **Action: Follow up in 6 months regarding future opportunities**

9. Update on AIME 2019 by Lauren Reddaway from Talk2 Media & Events

Key points regarding the changes to the show after industry consultation are:

- Working on a 1:1 buyer/exhibitor ratio so all exhibitors have a full pre-schedule appointment stream, 450 of each
- Scheduled breaks: morning and afternoon tea – 45mins each, lunch break – 1 hour
- Buyers have 3 free appointments to schedule where they like
- 40% buyers from A/NZ – 200 pax
- 15% incentive, 25% association, 30% corporate, 30% PCO/Agency
- Pre-registered trade buyers (day buyers) = 100 pax approx. will be predominantly Sydney and Melbourne based corporates, PCOs and incentive houses.
- Day buyers can buy a package of PSAs if they wish
- Full PSA guarantees 32 appointments (16 per day)
- Cost for day buyer with no PSA \$500, the more PSAs the lower the price they pay
- They want to have 40% of PSAs secured for all by October and 100% confirmed by Christmas break

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- I spoke with Lauren re our lunches and explained our MO. She was happy with our approach targeting day buyers and the odd hosted buyer who can schedule their spare appointments around our lunch

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