

Queenstown Convention Bureau Sales Report

Sydney sales cycle

25-27 March 2019

Destination Queenstown

PO Box 353, Queenstown 9348, New Zealand
+64 3 441 0700

Client/industry partner sales calls 25-27 March 2019

This sales trip was planned in conjunction with the TNZ “You’ve got to be joking” PCO/Association Showcase scheduled for 27 March. TNZ postponed this event due as per their post-CHC activity cuts, however I still conducted the trip as I had some key calls lined up. The aim was to see a variety of PCOs, corporates and industry partners and get an update on the current trends and market conditions.

1. PCO

- Lots of clients are choosing to stay onshore at the moment
- We are up against Tasmania (Hobart) and Perth as major competitors. Their Bureaux work in a similar vein to us – almost working as a DMC and providing information on all aspects of the programme. Not all Bureaux do the same.
- Costs in Perth have come down a lot – hotel rates have dropped, lots of options. Also some business to Adelaide
- Major hurdles – budget and perception
- NZ is regarded as a domestic destination but a lot of clients which does work in our favour
- Whitsundays is shortly going to be very popular due to Daydream Is and InterContinental both opening soon
- Some clients can’t travel more than 3-4 hours
- IMEX Frankfurt is a fantastic show – his favourite. Is an excellent show to “do business”. Las Vegas not as good from their perspective.
- ZQN needs more hotels – international brands and large inventory
- Discussed a potential roadshow – thinks we should definitely do a MICE one – always very good and better for them than suppliers coming into the office
- Talked about SITE Australia & NZ Chapter – recommended I join as it is a very good network of key players. If at IMEX could go to the SITE networking night for members.

2. PCO

- Going to IMEX Frankfurt and then post-famil to Italy
- Currently working with range of corporate clients
- Another PCO in Melbourne is pitching Travel Incentive for one of their clients – touch base re ZQN being added in the mix – Sales Manager Incentive 2019, 20 pax
- Destinations currently popular for them – Japan, HK, Singapore Grand Prix, Bali. High end incentives, average 15-40 pax

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- Have 400 going to Mauritius and another group to Palo Alto.
- Do a lot in IT, automotive

3. CINZ – Sharon Auld (Industry Partner)

- Catch up with Sharon was mainly to discuss MEETINGS 2019 hosted buyer applications – went through list of those preferencing ZQN for pre-famil individually and discussed business potential – came up with shortlist
- Sharon to send report with insights
- Agrees that we are up against domestic Australian product. Eg there were 25 products from regional NSW at AIME – all approx. 2-4 hours from Sydney.
- Meetings 2020 – AKL
- Pre-famil programme for 2020 is still tentative

4. PCO

- Not sure if anyone will be attending Meetings 2019 – will email Sharon
- Currently undergoing re-branding – new logos, websites etc for both businesses
- Very busy with events. Same team – very stable. 20 pax on team. Have opened a Melbourne office.
- 40% pharma clients, 60% corporate clients mixed
- Doing some big incentives now
- Nothing booked for ZQN as lots of domestic focus – elections make people nervous
- Referred to CHC issue – zero impact here.
- Discussed QT/Rydges redevelopment
- ST advised ANDAZ opening behind Wentworth on Bligh St in Sydney
- ZQN still need a Convention Centre!
- Thought C&I roadshow is a good idea – always a great event

5. PCO

- Relatively new team. Previous owner has sold the business.
- Groups are predominantly heading to the US and Europe for 2018/19
- Also Tokyo is proving popular – have an accounting client heading there
- Also clients going to Spain, San Francisco (250 pax conference), Los Angeles (80 pax incentive)

- Currently working on a proposal for 50 pax either Aug/Sept 18 or Feb/Mar 19. Also looking at Darwin, Uluru and Hobart.
- Suggested Meetings would be worthwhile attending. Sharon to send invitation
- Average group size – 50-120. Large one is 250 pax, also doing a 600 pax event in Melbourne
- Clients are in haircare, food, pharma and transport

6. PCO

- Used to be with Concierge BT – have worked with her in the past
- Currently pitching ZQN for Sales Excellence Programme, 25 pax.
- Very high end group and keen on Milford Sound – wants charter options with lunch
- Hasn't been to NZ – suggested she look at Meetings 2019 as it is very worthwhile for a broad range of NZ product

7. MCK – Tania Barnes (Industry Partner)

- Rotorua doing roadshow in August
- Keen on us to do a C&I roadshow in October – Sydney and Melbourne. Agreed with strategy of very highly targeted invitees. Suggested look at Doltone House Hyde Park as an option
- Update on hotel refurb: new bathrooms, soft refurb of rooms, lobby refurb – expect mock-up room done by May. Start before end of 2019 and finish by end of 2020.

8. Qantas – Jenny Viali and Tina Evans (Industry Partner)

- I met with Tina Evans - National Account Manager Groups and Business Events and Jenny Viali who reports to Tina and looks after the PCO and Association accounts as well as relationships with Bureaux.
- They were very grateful the QCB has reached out to see what opportunities there are to collaborate. Previous personnel have not been open to a relationship but they are very keen to change this.
- QF consider trans-Tasman BE flights to be “domestic” and apply the same discount of 10%.
- The way they work with conferences is Qantas have a widget that sits on the registration pages for the event. This is used predominantly for Association events where delegates make their own bookings. Group bookings are made via the channel outlined in the attached (IATA).
- This process is different from Air NZ which is more personalised, but my understanding from PCOs I have spoken to is that it is relatively simple for them.

- QF are very keen to promote the MEL-ZQN route. Jenny will be targeting the Melbourne market more and is keen to do some joint calls/entertaining in Melbourne in the coming months. She will let me know her plans so we can coordinate.

Other insights:

- they advised they are soft on inbound conferences this year – numbers are down from long-haul and NZ.
- Do not do famils presently – need to be able to show an immediate ROI
- Have travel fund allocation for key bureaux – GC, TNZ, Canberra, Adelaide etc, but are reviewing as currently used for staff travel?!
- Have a global contract Arinex – key PCO/inbound operator

9. Corporate

- Have live quote for Feb 2020. Decision made in the next week or so – frontline managers make the decision on destination
- Suggested she look at Meetings 2019 as a great option to learn more about NZ
- Use Egencia as their TMC to book group flights etc. Link to Kirstie at Air NZ
- Send info on dinner venues for 110 pax
- Also looking at Hamilton Island, Blue Mountains, Bangkok and Tasmania

10. Air NZ – Kirstie Dyer-Grose and Kate (Industry Partner)

- Lunch with Kirstie and Kate – first time meeting Kate who reports in to Kirstie
- General catch up on “state of the nation”
- Discussed Meetings pre-famil – moving ZQN-AKL flight to lunchtime – Kirstie to send block info
- Talked about Get Global – TNZ, Air NZ and NZICC all not attending, DQ made right decision
- Members update in April – Kirstie to send through PowerPoint before she goes on leave

11. Tourism NZ – Helen Bambry and Samantha Kent (Industry Partner)

- General catch up re market and industry
- PCO famil has been rescheduled to 20-22 July. Exactly same format etc. Samm to send through confirmation once flights have been held so we can re-book accommodation etc
- You’ve Got to be Joking event re-booked for 26 June. Confirmed.
- Talked through outstanding lead for an Association –definitely being pushed to Oct 2020.

- Another Association also looking at ZQN again. Contact is now Head of Events. Will get funding from TNZ
- Talked about Cvent. Alexa getting good leads out of the US using it. Suggested we look at Diamond Listing \$5K per annum. Each time someone asks for Queenstown they will get a “pop-up” screen asking if they want the Bureau copied in. We can have information about assistance we can offer, video content, destination info included. We can also then see who is and isn’t responding. Might be worth us looking at this to increase lead generation.

12. NZICC – Brooke Doughty (Industry Partner)

- General catch up to discuss market
- Brooke keen to do some joint calls etc in Melbourne and Sydney – need to coordinate sales trips to SYD
- Update on NZICC – pushed back to late 2020, looking at 2021 now for bookings

13. Melbourne Airport – Nicky Eakins (Corporate)

- I met with Nicky and had a great discussion about opportunities to work together to promote Queenstown, specifically via the VA MEL-ZQN route but also other airlines flying into ZQN as well.
- Melbourne Airport use digital channels to support the various airlines. Currently VA need support on their trans-Tasman routes, particularly into ZQN.
- A are the highest volume in terms of supporting Melbourne airport and have 2 x specific ZQN deals recently.
- There was a NZ EDM due to go out but this has been parked in light of the CHC incident. Will be rescheduled again in due course.
- Their strategy around which destinations to promote is based very much on booking behaviours and lead times.
- There are 2 key areas we could work with them:

1. Monthly Flight Deals EDM

This audience is captured via Wifi and there are approx. 300,000 Victorian residents on the database. Approx 16,000 opt into receive deals

We would need to provide hero shot content for these – could look at 2-3 per annum

This audience is price conscious, they respond to destination content (what to do, what to see) – about creating desire

2. Facebook page flight deals

Over 80,000 users

Demographic – 25-34 year olds, price conscious, 66% female, 33% male

We could potentially do something once a month

Videos perform really well – very high click rate (20-30 secs, catchy) also carousels of imagery

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Also hero snippets, short pieces on the destination

Idea is to lead with the destination marketing first, then add in a deal

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