



Destination Queenstown

Tourism New Zealand Trade Virtual Expo

Report

June 2021

Destination Queenstown
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1. Overview

TOURISM NEW ZEALAND:

The Virtual Travel Expo will **RECONNECT** Australian travel trade with the New Zealand industry, **RE-EDUCATE** Australian travel trade on destination New Zealand, and ignite Trans-Tasman travel. This event will be open to all Australian travel trade to attend, with a keen focus on front-line sellers that are seeking to sell New Zealand. Additionally, New Zealand front-line travel sellers and product managers will also be invited, and we expect significant interest and attendance.

The event provides a unique opportunity for New Zealand tourism industry representatives to educate and establish business relationships with frontline travel agents, online travel sellers, and project managers from Australia. To increase attendance and engagement there will be a range of incentives for attendees. The event will also include large group presentations as well as networking opportunities at the official event function.

RTOs, operators, and airline exhibitors will be allocated their own virtual booth. They will be able to supply their own presentations and videos, product manuals and brochures and conduct both group discussions and one-on-one video chats, however, please note these cannot be pre-scheduled. In addition, RTOs will be invited to present their region, including regional products, at the main stage.

We will use EventsAIR as a platform for high volume agent training and virtual events and we look forward to utilising Tourism Industry Aotearoa's "TRENZ CONNECTION" platform for our virtual buyer/seller connection events when the platform is launched later this year.

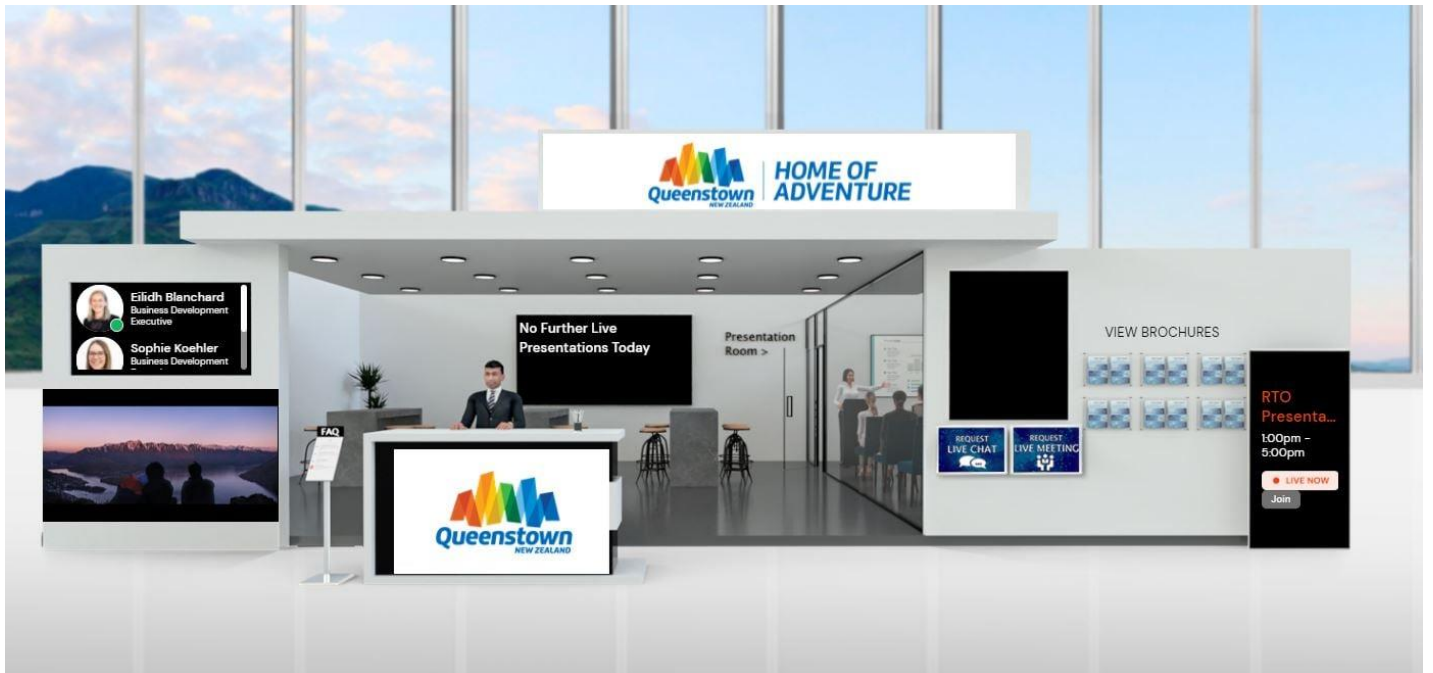
DESTINATION QUEENSTOWN'S INVOLVEMENT:

Destination Queenstown were involved in the outlined above expo from the outset. DQ were keen to be involved so we could take learnings from this first experience of a "virtual expo" and learn how the platform works as well as engage with as many agents as possible. DQ set up a "virtual booth", presented two different presentations through our booth as well as had our pre-recorded RTO presentation played in the "auditorium" once.

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Virtual Booth



2. Outcome & Feedback

Event results published by TNZ:

- More than 450 Australian and New Zealand buyers registered
- There were approx. 260 booths confirmed showcasing operators and product from across New Zealand, as well as 27 RTOs and other key associations such as New Zealand Wine Growers, Māori Tourism, Air New Zealand, New Zealand Cycle Trails
- There were 2200 visits to the main stage auditorium, where 17 RTOs presented on their regions
- At the exhibitor booths there was approx. 7000 visits, 2000 interactions (brochure downloads & video views), and 1600 visits to the booth live presentations
- 2300 connections made between attendees/buyers and the New Zealand Industry

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Destination Queenstown Results:

- DQ had 58 credible travel seller's individuals through our booth (either attend our presentation, look at our brochure rank information or visit our booth) after taking out TNZ and operators that came through (including them it was 114)
- During the "presentations" we had 5 consistently attend and engage with the first presentation and another 7 in the second presentation

Review

Destination Queenstown found being involved in the TNZ virtual trade expo a useful learning experience and were happy to be involved to support TNZ in the development and learnings for how this platform could be leveraged in long haul markets and as a tool to stay in contact with Covid impacted markets that we physically can't get to. It should be noted that it was free to participate in the expo.

It was a great way to capture data easily and cleanly with the "analytics" tool featured in our booth and we could easily get contacts names and emails to help build our database.

It has potential to be a good way to stay in contact with engaged frontline as well, which we didn't have included as an element when on our Australian roadshow in May 2021.

Feedback from an agent that we spoke to said that the platform and expo was a good initiative. It meant they could log on as it suited them, and they didn't have to leave their office which was great considering they are currently so short staffed. They only had to talk to those they wanted to and they got great overviews through the "presentations".

Talking to other Queenstown operators we believe that the expo was a better experience for the travel trade industry rather than the exhibitors, with over 260 booths and 27 RTO's the numbers seems a little out of balance. Feedback has been given to TNZ on the overall Virtual Expo proposition.

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