



**Auckland
Convention
Bureau**

Auckland and Queenstown join forces to attract the high-value, long-haul incentive market

Queenstown & Auckland, New Zealand (Wednesday 5 December, 2018) A strategic MoU between Auckland Convention Bureau and Queenstown Convention Bureau will see the bureaux working together as a dual destination proposition.

Auckland Convention Bureau (ACB) and Queenstown Convention Bureau (QCB) are joining forces to amplify marketing efforts in longer-haul markets to attract the high-value incentive market.

Under a new strategic MOU, the Bureaux will work together to position Auckland and Queenstown as an unbeatable dual-destination proposition in long-haul markets.

Both Queenstown and Auckland are leading visitor destinations, attraction millions of visitors annually, including thousands of conference delegates and incentive groups.

QCB Director Kiran Nambiar says the partnership will allow the two destinations to consolidate their offering on the international stage.

“The Conference and Incentive market is fiercely competitive, working together will allow us to present our dual-destination proposition with clarity and potency,” says Nambiar.

“We know that Auckland and Queenstown are already considered in tandem for international organisations seeking unique and desirable conference and incentive destinations, an MoU recognises this and allows the two Bureaux to represent each other effectively.”

Auckland and Queenstown offer a wide array of choice for the high-end incentive market whether that is groups looking for large meeting spaces and venues, or a unique set of activities or money-can't-buy experience to inspire their attendees.

Head of ACB Anna Hayward says: “New Zealand is seen as a bucket list destination by our longer haul markets, but sometimes the perceived distance can be considered a bit of a barrier.

“We’ve been working hard to make sure people realise that while New Zealand is a long-haul destination for most, there are many direct flights taking less than 12 hours from origins around the globe.

“By working together with Queenstown we can present a very complimentary proposition, one which will see a good distribution of high value business events visitors throughout the two regions, with people staying longer and spending more in New Zealand while they are here.”

With a 37% market share in delegate days across all business events in New Zealand ([source](#)), ACB is the leading destination in New Zealand for Conferences and Conventions that require large venues. Auckland, New Zealand’s largest city, is the busiest international gateway to Aotearoa.

Auckland offers world class conference facilities, spectacular landscapes and city sophistication and can host up to 3000 people for international business events.

Queenstown is the leading destination in New Zealand for Incentive activities. As per MBIE's Business Events Activity Survey for YE March 2018 ([source](#)), Queenstown hosted the greatest proportion of incentives activities in New Zealand with 19% market share, and Auckland holds 18% market share. The ultimate destination for incentives and pre- or post-conference touring in New Zealand, the four season lake and alpine resort offers year-round relaxation, adventure and inspiration in the heart of the Southern Alps.

Earlier this year the two organisations held several joint workshops to identify key markets and area of joint activity within the market. Most of the joint activity for the next 18 months will be in United States, China, India and South East Asia.

The collaborative activity that the Bureaux will undertake together will include content exchange to co-promote dual-destination incentive itineraries and joint sales calls in the long haul markets. Areas of cooperation will also include delivering ACB and QCB core offering in long-haul markets during sales trips and at events and also co-hosting buyers from leading Incentive houses on familiarisation trips.

ACB is a division of Auckland Tourism, Events and Economic Development's Destination arm, and Queenstown Convention Bureau (QCB) sits within Destination Queenstown.

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Image: Auckland Convention Bureau head Anna Hayward and Queenstown Convention Bureau director Kiran Nambiar [HERE](#)

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