



23 May 2018

## **New Zealand the best yet says Amway China**

Amway China's top sellers rated this year's leadership seminar programme in Queenstown the best ever, with an overall satisfaction rating of 97 per cent.

The last group of sellers left Queenstown last week after an adventure-filled seven weeks that saw 4900 cruise Milford Sound, 3000 take a trip on the TSS Earnslaw, hundreds of scenic flights, 11 fireworks displays, over 6200 dinners served at Coronet Peak and 730 Kawarau bungee jumps and Nevis swings for adventurous delegates.

Tourism New Zealand's Chief Executive Stephen England-Hall says the success of the programme puts New Zealand in an excellent position to host other large incentive trips in the future.

"The Amway visit significantly raised New Zealand's profile as a business event destination, particularly in China where we've already secured multiple incentive trips off the back of this one.

"Having Amway, a globally recognised brand now rate the Queenstown programme as the best one yet is a huge accolade that will no doubt further raise New Zealand's profile as a fantastic destination.

"Queenstown did an amazing job of hosting the group and the Kiwi hospitality and manaakitanga they showed our Amway visitors contributed significantly to them rating New Zealand so highly."

Destination Queenstown's Chief Executive Graham Budd says the region's businesses and community demonstrated the ability to create outstanding experiences for the AMWAY delegates.

"Working collaboratively to ensure a smooth and very successful series of events is something Queenstown does exceptionally well and when presented with the opportunity to host an incentive of the size of the AMWAY Leadership programme in 2018 this was demonstrated once again.

"Winning the bid with Tourism New Zealand was a great moment for us but, even more importantly, coming to the successful conclusion of the event nearly three years later has been hugely satisfying for everyone involved. We are very proud of the way our community



welcomed AMWAY delegates and as each group left we know they did so as great advocates for Queenstown and the experiences they enjoyed.

The operators involved in the programme thoroughly enjoyed hosting the Amway China sellers, including accommodation provider Hilton Queenstown Resort & Spa.

General manager Chris Ehmann said it was an exceptional experience to be a part of.

“Our team were all hands on deck when it came to its operations and logistics. Four of our restaurant outlets were reserved daily for breakfast, lunch, and dinner. Housekeeping and in-room dining oversaw a fully sold out property, including a full check-in and check-out of 318 rooms in the same day during the arrival of each wave. Our team even learned Chinese to interact with the guests.”

HQNZ managing director Rob Stewart-McDonald says the successful completion of the Amway Leadership programme has cemented the economic value of targeting large incentive groups, and holding them during the shoulder season.

“This incentive has generated significant business for Queenstown, and the timing of this visit during our autumn shoulder season, using existing activities and infrastructure, is proof of the value of these groups to our region,” he says.

Amway China’s leadership seminar was in Queenstown from 2 April to 16 May. The trip is expected to contribute \$37million to the New Zealand economy.

## **ENDS**

For more information contact:

Kristin Svendsen at Tourism New Zealand on 021478659

Jessica Harkins at Destination Queenstown on 021443848