

CONVENTIONS AND INCENTIVES NEW ZEALAND

6 Other Comments

Would you like to comment on any other aspect of this draft 10 Year Plan?

Conferences and Incentives New Zealand (CINZ) are responding to the invitation for submissions on the Queenstown Lake District Councils (QLDC) 10 year plan 2015-2025. The consultation document has requested feedback specifically on the revised rating model for the Queenstown Convention Centre. CINZ do not wish to comment specifically on the rating model, and wish to make the observation that from our experience as the central player in both developing the business case and bringing together the parties for the National Convention Centre, the nature of the asset and the associated market externalities make the financing of this type of infrastructure very challenging at a local or regional government level. However we do wish to confirm support for the development of a Council Lead Convention Centre in the centre of Queenstown. Introduction CINZ is an Industry Association that represents 400 Conference and Incentive (C&I) Business's in New Zealand with 40 members based in Queenstown. CINZ represents a range of Conference and Incentive business's including hospitality, accommodation, venues, attractions, audio visual, theming, entertainment, retail as well as related tourism services. A key role of CINZ is to be the voice of the C&I industry, which includes education, communication, advocacy, events, and membership and business services. Queenstown as a C&I destination is supported strongly by Air New Zealand in conjunction with their alliance partner Virgin Australia in bringing in Conference Delegates to Queenstown. Comment Queenstown is an integral part of Conferencing in NZ both in the domestic and ex Australian market. Growth for Queenstown as a C&I destination has grown significantly since 2011. Seasonality is a long standing issue within the NZ Tourism industry and Conferencing is widely acknowledged to reduce seasonal fluctuations in visitor demand in Queenstown. The construction of a Queenstown Convention Centre offers a valuable tool to tackle the seasonality issue. Conference Delegates visitors are recognised as high-spending visitors, • On average domestic delegates spend \$483 per night and stay on average 2.9 nights in the event region (1). • On average International delegates (Australia and other International) spend \$304 per night and stay on average 4.5 nights in the event region (1) Employment on opening of the Convention Centre will result in increased full-time employment far greater than the C&I sector into all supporting industries including retail, hospitality, and transport. CINZ invests in growing convention visitors to New Zealand through the following activity; • Own and manage MEETINGS Business Events trade show, New Zealand's largest trade show dedicated to growing C&I business in New Zealand • Manage the NZ Stand at the Australian events of AIME, Professional Conference Organizer's and Associations Forum providing the opportunity for CINZ Members to grow the C&I Business from Australia • Hosting Australian Convention Buyers on familiarisations to New Zealand, in partnership with the relevant Convention Bureaux, including Queenstown Convention Bureau • Dedicated staff based in Sydney targeting C&I business into the Convention Bureaux including Queenstown Convention Bureau Should QLDC proceed with the development of a Convention Centre, CINZ will actively work with the Queenstown Convention Bureau to support the growth of convention business to Queenstown through our current distribution channels. Any enquires relating to this submission should be made to the Chief Executive, Sue Sullivan at sue@nzconventions.co.nz Yours sincerely Sue Sullivan Chief Executive CINZ