

Budd, Graham

DESTINATION QUEENSTOWN & QUEENSTOWN CONVENTION BUREAU

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Convention Centre

Convention Centre Comments

See attached submission for details



SUBMISSION ON QUEENSTOWN LAKES DISTRICT COUNCIL 10 YEAR PLAN

23/04/15

TO: Queenstown Lakes District Council
Private Bag 50072
Queenstown 9348

NAME OF SUBMITTER: Destination Queenstown & Queenstown Convention Bureau
PO BOX 353
Queenstown 9300

Submission on the Queenstown Convention Centre

Destination Queenstown (DQ) is the Regional Tourism Office for Queenstown and the Wakatipu area. The Queenstown Convention Bureau (QCB) is a division of DQ and is responsible for the marketing of Queenstown as a business event destination.

Destination Queenstown and the Queenstown Convention Bureau fully supports the development of a Queenstown Convention Centre on the proposed Lakeview site.

We are unable to submit on a proposed rating model that is specific to individual businesses and property owners, but DQ lends its full support to the overall project.

There is strong demand from event organisers actively seeking to hold conferences in Queenstown for upward of 500 pax. The economic multiplier from business events such as these are wide reaching. Convention delegates are higher yielding, longer staying visitors with a propensity to extend their stay or return for leisure. Convention business often occurs in spring and autumn. This fits with DQ and TNZ's strategy of driving visitation in the shoulder seasons to counter the seasonality of leisure travelers.

Without a large, world class facility, Queenstown will not be able to reach its potential as a true international standard conference destination.

Graham Budd
Chief Executive
Destination Queenstown

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