

## DINAMICS DESTINATION MANAGEMENT LIMITED

### WAKATIPU

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## Convention Centre

### Do you support the revised rating model for the proposed convention centre?

Yes

### Convention Centre Comments

Queenstown Convention Centre Queenstown is first and foremost a tourist town. As such we need to continue to improve what we offer our visitors. In our discussions with our many and varied client base we have noted the increasing requests for a large scale Convention Centre. This is not only from Queenstown Research Week as detailed below but from others who want to come to Queenstown for standard conventions, product launches and events. Without the proposed Convention Centre there is a real risk that we will lose the regular conventions and events that currently have and our position as a premier and innovative tourist destination. The building of a Convention Centre in Queenstown has been an ongoing discussion for many years with both the QLDC and private developers putting forward proposals. The current QLDC proposal has two key advantages over previous proposals: - It is to be located on an ideal site. The Lake View site is close to the CBD and a wide range of accommodation options It has fantastic views which will be one of its greatest selling points - Central government funding At no other time has the central government offered funding for a Queenstown Convention Centre. If QLDC does not proceed this time then it is highly unlikely the funding will be offered again. The financial aspects in regards to the facility have rightly been a concern for QLDC and the community. There is criticism that the facility will not break even within 5 years. Why the focus on 5 years. This facility is being built for the long term, 25, 50 and maybe 100 years. In the decision making we need to take the long term view and see the benefits that this facility will offer the community over that period. There is also the view that it should be left to a private developer to build the Convention Centre not the community. There have been 3 convention centres proposed by private developers over recent years - Mann Street This has not proceeded - The Kawarau Village Did not proceed due to financial difficulties with the 1st stage of the project - Remarkable Parks This has more to do with the availability of land to the developer rather than the best location for a convention centre. QLDC councillors and staff attended meeting with Queenstown Research Week meeting with convenors and sponsors in August 2014. The convenors and sponsors were unanimous in their support for the Lake View site and their view that the Remarkables Park site would not meet the markets or the community's needs. Supporting Information Our Company Dynamics Destination Management has been in Queenstown for over 12 years. Prior to that we were based in Wellington. Since being based in Queenstown we have developed a diverse client base and delivered some fantastic events. We worked directly with QLDC to deliver the New Years Eve celebrations in Queenstown and Wanaka from 2003 – 2007 and developed the Summerdaze programme. We have recently planned and delivered conferences in a wide range of locations - Queenstown - Fiji, - Port Douglas, - Wellington, - Auckland, - Sydney/Hobart - Alice Springs This has given us the opportunity to use a wide range of conference facilities and have seen what works and what does not. Queenstown Research Week (QRW) Dynamics manages the delivery of QRW which is Queenstown's largest annual conference. Meeting streams within QRW have been holding annual conferences in Queenstown of over 30 years. For 2014 there were 850 delegates with 1050 + meeting attendances, 10 meetings and 35 trade sponsors. A post conference survey in 2011 with 744 delegates highlighted the incredible amount of expenditure that the QRW delegates make in Queenstown. QRW is growing in terms of the affiliated meetings and number of delegates. The current facilities in Queenstown are not ideal with meetings currently spread over 3 locations and sponsors being turned away due to lack of space. The proposed Convention Centre will provide the facilities for the planned growth of QRW. Conventions, the Community and the flow on Convention delegates' expenditure and activities are not just associated with the conference. It is also an opportunity for delegates to interact with community. Recent examples are the QRW Women in Science breakfast, Alzheimer's presentation and feedback on delegates attending Sunday Church services. Convention delegates do come back and the flow on effect to the hospitality industry and the wider community is ongoing.