

BUSINESS EVENTS MARKET PROFILE NEW ZEALAND

OVERVIEW

Under the Business Events Australia (BEA) brand, Tourism Australia focuses on the incentive sector in New Zealand (NZ), recognising that these events bring high economic value to Australia.

Through an integrated distribution and marketing strategy aimed at inspiring its target customers, BEA raises awareness and consideration of Australia's quality business events product offering and delivery of incentive events. Activity includes brand and content marketing, educational visits, distribution development and engagement events that allow the Australian business events industry to meet with qualified buyers to grow their business.

In 2018, NZ was Australia's fourth biggest inbound market in terms of expenditure and the second largest in terms of visitation. In the same period, information based on the International Visitor Survey (IVS) tracked expenditure of AUD500m from 233,000 NZ business events arrivals.

For more information on the NZ market, visit <http://www.tourism.australia.com/en/markets-and-stats/market-regions/new-zealand.html>

For more information on Tourism Australia's business events work and how to get involved, visit www.australia.com/businessevents

AVIATION UPDATE

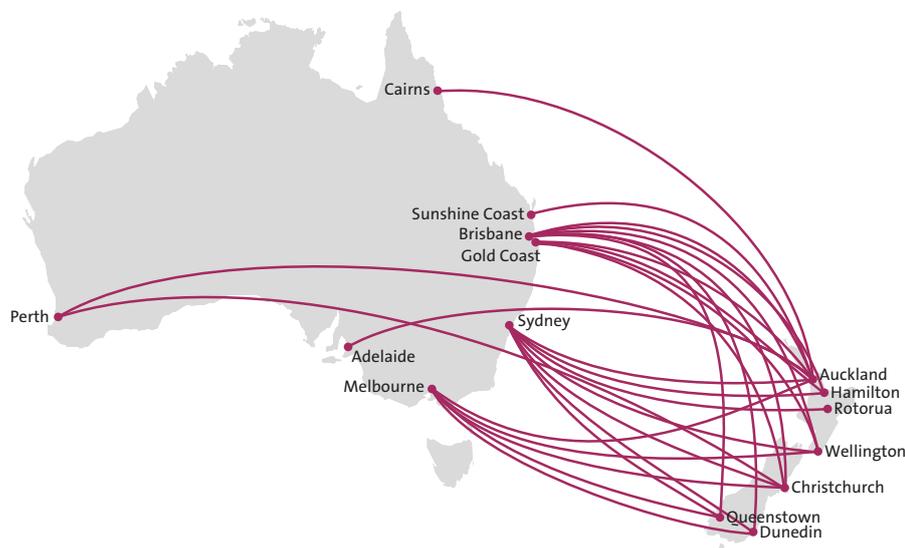
Air New Zealand has over 40 flights Trans-Tasman daily and baggage interlines with Qantas on Australian domestic flights across Australia. Joining the fleet is new aircraft the NEO A321 which is 25% larger than the current A320 aircraft (the A321 has 214 economy seats) and features 3cm wider middle seat and in flight WiFi services.

Virgin Australia recently announced a full service offering on all Trans-Tasman flights, with passengers now receiving checked luggage, meals and beverages. This brings the offering in line with other Trans-Tasman carriers and broadens the choice for customers.

New routes to NZ include:

- Wellington to Sydney five times a week from October 2018 Virgin Australia
- Queenstown to Melbourne three times a week from October 2018 Virgin Australia

AVIATION ROUTES FROM NZ TO AUSTRALIA¹



IMPORTANT FACTORS WHEN CHOOSING A BUSINESS EVENTS DESTINATION

Unique program content and value for money

A range of quality accommodation

On-ground costs at the destination

A safe and secure destination

Excellent business event facilities

Travel time to reach the destination

Direct flight access

Good food, wine, local cuisine and produce

WHICH AIRLINES² DO NEW ZEALAND VISITORS USE TO TRAVEL TO AUSTRALIA?

Airline	2019
Air New Zealand	49%
Virgin Australia	16%
Qantas Airways	16%
Jetstar	8%
Emirates	2%
Others	9%

BUSINESS EVENT INSIGHTS AND TRENDS

- » Australia remains high in the consideration set of NZ business events buyers, aided by the strong rational benefits of being a safe and secure destination, providing excellent infrastructure and offering relatively inexpensive airfares and direct aviation access to many points in Australia.
- » However, NZ business event planners are challenged by Kiwis' familiarity with Australia. New Zealanders travel frequently to Australia for a variety of personal and business reasons, affecting perceptions of Australia as an inspirational and fashionable destination.
- » Australia is further challenged by a broad competitor set including South East Asia (Bali and Thailand), Japan, USA, Europe, Pacific Islands, and destinations within NZ.
- » To ensure they can successfully pitch Australia to their clients, planners therefore need program itineraries that include new products and experiences not seen or done before. For Australian industry, this provides an opportunity as New Zealand clients search for innovative and new destinations and inclusions.
- » Providing tailored programs to accommodate the specific customer's requirements, (for example demographic or psychographic profiles) business objectives and motivations is also strongly suggested for this mature market, as are value-add inclusions that demonstrate Australia's price competitiveness against competitor destinations.
- » NZ's proximity to Australia is an advantage in offering an opportunity to create incentive programs around Australia's major events. Both cultural and sporting events are of interest, including theatre performances, rugby, tennis, and art festivals.
- » NZ incentive programs are increasingly looking to include Corporate Social Responsibility activities or specific experiences, or content aligned to the end-users' business/sector. Providing suggestions on how these elements can be incorporated into programs will be appreciated by planners.
- » New Zealand planners want to hear regular updates from Australian industry on new incentive experiences, products and services. Planners prefer a collaborative approach, with multiple products presenting their offering together to provide context and a better understanding of how a program for the destination could come together.
- » Providing easy access to high-res imagery and video will provide a strong platform to develop and secure business.
- » Key source industries for the NZ market are Banking/Finance, Fast Moving Consumer Goods, Manufacturing and Creative Services.
- » Sydney, Melbourne and the Gold Coast remain the main destinations for NZ incentive groups, offering the preferred direct flight access and short flight times from NZ.
- » Due to the NZ market's interest in new and unique experiences however, there is increasing demand for destinations such as Adelaide, Cairns, Port Douglas, The Whitsundays, Sunshine Coast, Brisbane, Byron Bay, Tasmania and Perth.
- » The lead time for decision making on incentive programs has traditionally been 12-18 months, however, there is a growing trend for shorter lead times of three to six months. This can be attributed to Australia's accessibility and the ease of organising travel arrangements (ie; no visas).
- » Qualification for incentives is often aligned to sales results and performance from employees or their customers therefore the expectation is the incentive destination and program promoted drives anticipation and increased performance in order to qualify to travel.
- » NZ planners are increasingly asked for risk assessments and management plans for the destinations they pitch and may therefore request this information from products and destinations.

NEW ZEALAND BUSINESS EVENTS DISTRIBUTION SYSTEM

In NZ, business event planners are generally called event agencies or professional conference organisers (PCOs). Due to their knowledge of Australia, both event agencies and a high proportion of corporate decision makers in NZ are more likely to organise programs directly with Australian suppliers. However, destination management companies (DMCs) or special event agencies based in Australia are still used for Australian destinations to provide local expertise and manage special events or gala dinners.

Corporate Travel Agencies

Key agencies in NZ include:

- » Gilpin Travel & Gilpin Performance
- » FcM Travel
- » Orbit Groups & Events

Professional Conference Organiser (PCO) and Event Agencies

Key agencies in NZ include:

- » 212F
- » Agent 86 Experiences
- » BCD Meetings & Events
- » cievents
- » C&I Specialists
- » Dynamics Event Management
- » ESP Ventures
- » Event Dynamics
- » Extra Mile Company
- » Fortis Events
- » GO Conference & Incentive
- » HOT Events

- » Lime & Soda
- » Momento Travel Group
- » OneNineFive
- » The Conference Company
- » Total Event
- » Uno Loco Events
- » Willimts Event Management

Corporate Decision Makers

A large proportion of NZ companies book directly with the Australian business events industry.

PLANNING A VISIT TO MARKET

- » Tourism Australia encourages the Australian industry to undertake trips to NZ to develop their knowledge of the market and recommends contacting the in-market BEA representative to gain relevant insights in advance.
- » A consistent market presence, regular contact and strong relationships with agencies are key to securing business from the NZ market.
- » Sales visits should be scheduled at least once a year, avoiding December and January due to the summer holiday season.
- » The majority of business events agencies are located in Auckland, however there are key incentive planners in Wellington, Christchurch and Queenstown that should be included as part of a New Zealand sales trip.
- » Australia is highly regarded, but also thought of as well-known. It is important to tailor product messages to showcase points of difference and unique offers. Examples of added value or a specific promotional offer will be well received and help convert business.

KEY BUSINESS EVENTS TRADE ACTIVITY

Event	Location	Date
Business Events Australia engagement activity	Various	TBC

Activity in market throughout the year includes engagement activity that demonstrates why there is nothing like Australia for business events.

As part of its distribution development activity, Tourism Australia also conducts educational visits to Australia from the NZ market.

For more information on any of these [activities](#), contact bea@tourism.australia.com.

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