

OVERVIEW

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

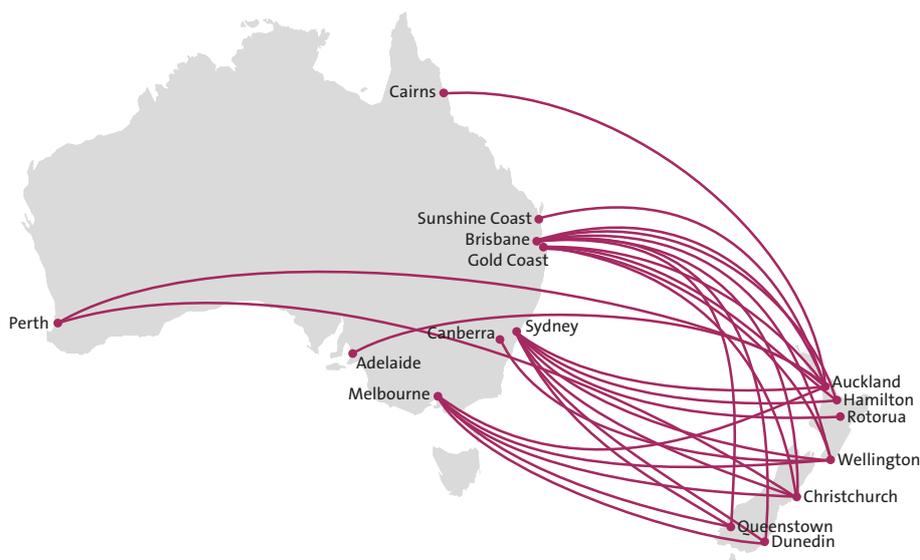
Through an integrated trade and marketing strategy aimed at inspiring its target customers, BEA raises awareness and consideration of Australia's quality business events product offering and delivery of incentive events. Activity includes brand and content marketing, educational visits, trade engagement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

In the year ending June 2017, NZ was Australia's fourth biggest inbound market in terms of expenditure and the largest in terms of visitation. In the same period, information based on the International Visitor Survey (IVS) tracked expenditure of AUD410m from 194,000 NZ business events arrivals.

For more information on the NZ market, visit www.tourism.australia.com/markets/market-regions-new-zealand.aspx

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

AVIATION ROUTES FROM NZ TO AUSTRALIA¹



IMPORTANT FACTORS WHEN CHOOSING A BUSINESS EVENTS DESTINATION

A range of quality accommodation

Costs associated with the destination

A safe and secure destination

Excellent business event facilities

Travel time associated with the destination

Direct flight access

Good food, wine, local cuisine and produce

WHICH AIRLINES² DO NZ VISITORS USE TO TRAVEL TO AUSTRALIA?

Airline	2017
Air New Zealand	44%
Virgin Australia	18%
Qantas Airways	13%
Jetstar	10%
Emirates	8%
Others	7%

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 less known Australian destinations or to manage complex arrangements, such as special events or gala dinners.

Corporate Travel Agencies

Key agencies in NZ include:

- » Gilpin Travel
- » FcM Travel
- » Orbit World Travel

Corporate Decision Makers

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

Professional Conference Organiser (PCO) and Event Agencies

Key agencies in NZ include:

- » Agent 86
- » cievents
- » Dynamics Destination Management
- » ESP Ventures
- » Event Dynamics
- » Extra Mile Company
- » Go Conference and Incentive
- » HOT Events
- » Indigo Direct Communications
- » Momento Travel
- » OneNineFive
- » The Conference Company
- » Total Event
- » Williment Event Management

BUSINESS EVENT INSIGHTS AND TRENDS

- » Business event planners have a good general knowledge of Australia as a destination and are therefore looking for more detailed information about incentive program ideas. They want to be inspired by new products and bespoke experiences to deliver fresh incentive programs that clients have not seen or done before. These are vital to inspiring and converting incentive business for Australia.
- » Australian industry wanting to work in the New Zealand market should provide regular updates to business events planners on new products, experiences and services, in order to tap into their need for new ideas and unique programs.
- » Planners seek destinations that offer value-adds, a real point of difference with service delivery and products on offer, and an industry with the capability to deliver individually tailored programs. They are keen to challenge the status quo and are open to new ideas.
- » 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.
- » Direct flight access and budget remain two key considerations. Destinations are linked to flight time; i.e. categorised as within three hours, within five and seven plus hours.
- » The majority of incentive business for Australia is from the following industries: Banking/Finance, Fast Moving Consumer Goods, Manufacturing and Creative Services.
- » The most popular regions in Australia for NZ incentive trips focus on the East Coast, due to direct flight access and short flight times.
- » Sydney, Melbourne and the Gold Coast continue to be popular, however due to the NZ market's interest in new and unique experiences, there has been an increasing demand in the last 18 months for destinations including Adelaide, Cairns, Port Douglas, The Whitsundays, Sunshine Coast, Byron Bay and Tasmania.
- » Corporate travel agencies are increasingly marketing their incentive program planning services to established clients. This development is providing the Australian business events industry with additional conversion channels in the NZ market.
- » Australia faces strong and constant competition from destinations including the USA, Pacific Islands, South East Asia and destinations within NZ.
- » NZ's proximity to Australia offers a key 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.
- » The lead time for decision making by companies on their incentive destination and program 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 both specific business requirements, and to Australia's accessibility and the ease of organising travel arrangements (ie; no visas).
- » Most NZ companies run a 12 month qualification period for their incentives to allow enough time for the promotion of the trip to staff and to inspire them to increase their performance and qualify for the trip.
- » Qualification for incentives is becoming aligned to more than just sales results, with more KPIs affecting the number of qualifiers – and therefore final group numbers.
- » With a high preference by the NZ market for direct, no-stop flights, the new Air New Zealand peak season Dreamliner services from Auckland to Adelaide will add capacity for larger incentive groups from New Zealand.

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.
- » 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 buyers in Wellington, Christchurch and Queenstown which could also form part of a sales call schedule.
- » With Australia being 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 will help convert business.

KEY BUSINESS EVENTS TRADE ACTIVITY

Event	Location	Date
The Pacific Area Incentive and Conference Expo (PAICE)	Auckland, NZ	14 November 2017

The Pacific Area Incentive and Conference Expo (PAICE) held annually in November, is currently the only business events trade show in NZ and offers an opportunity to showcase Australian conference and incentive products to NZ buyers.

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

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

For more information on any of these trade activities, contact bea@tourism.australia.com

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