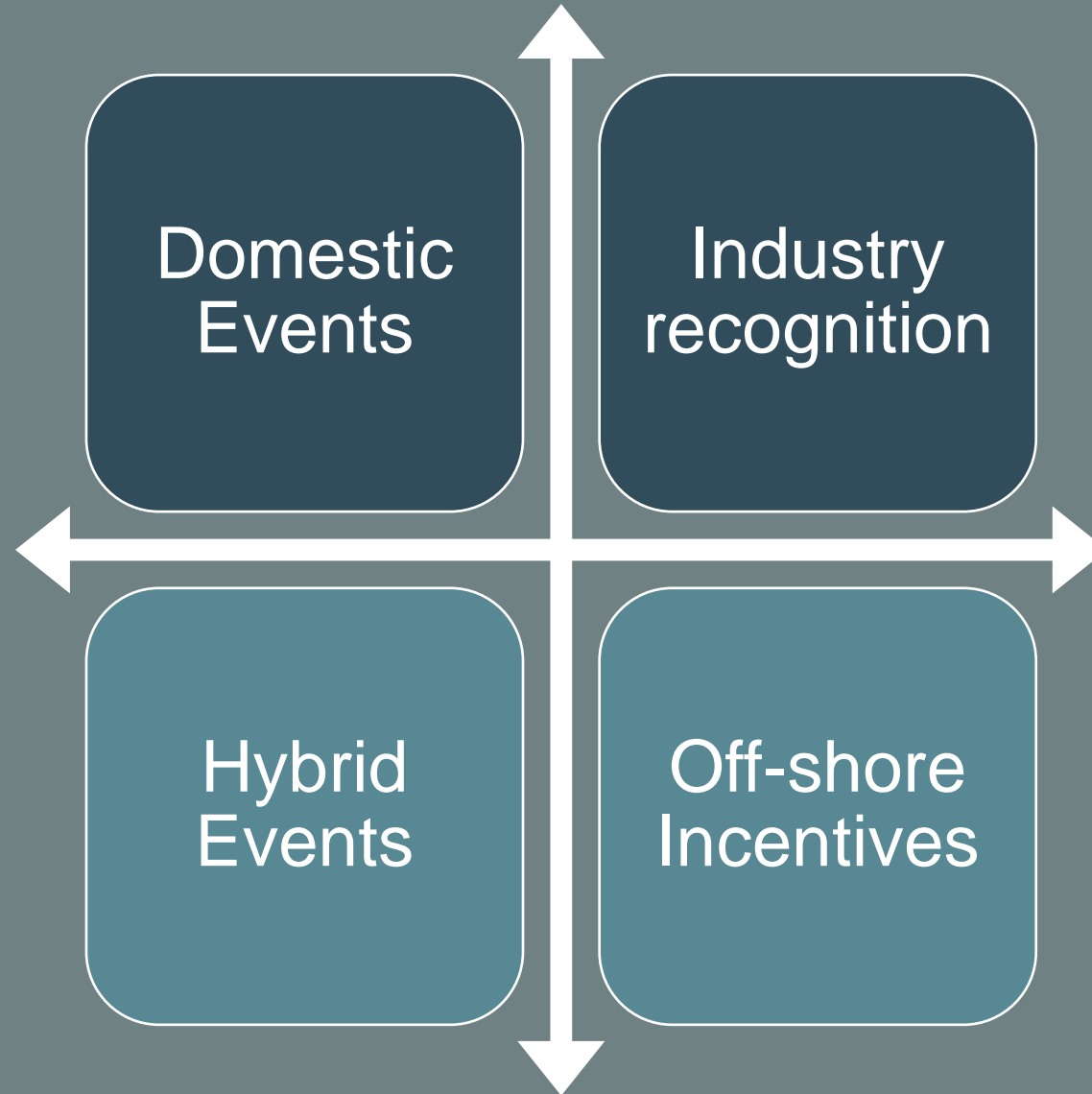




BUSINESS EVENTS: A NEW ZEALAND VIEW

QUICK TRENDS



INFRASTRUCTURE

GAME CHANGER!



NEW EXPERIENCES



Enhances existing
products and
services. Keeps
things fresh



ROADBLOCKS



Cost
Pressure



Tyranny
of
Distance



He
Tangata.
Find and
Keep



Hotel
Brands



Tourism
New
Zealand.
Budget



Data



DATA STORY

Q4 2022 VS Q4 2023

Number of Events

1445

↑ 126%
(compared to Q4 2022)

Number of Delegates

202,894

↑ 144%
(compared to Q4 2022)

Number of Delegate Days

311,527

↑ 131%
(compared to Q4 2022)

Average Delegates per Event

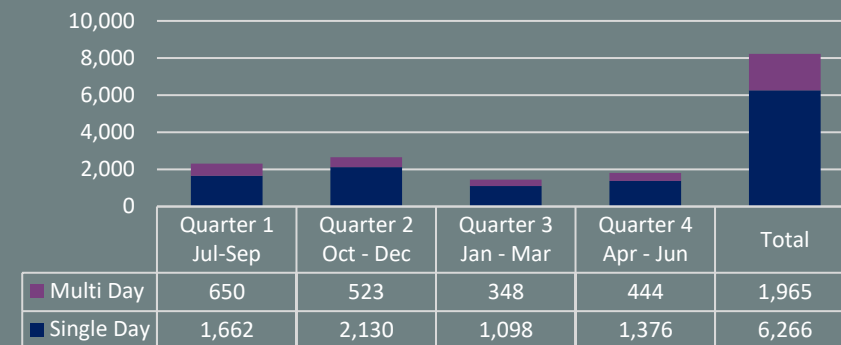
140

↑ 33%
(compared to Q4 2022)

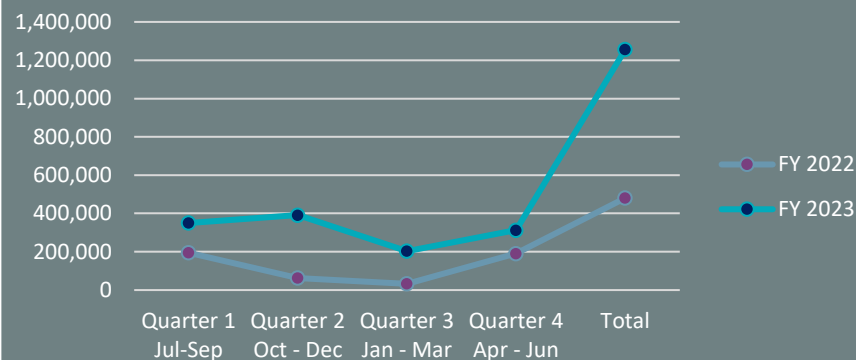
Number of Events



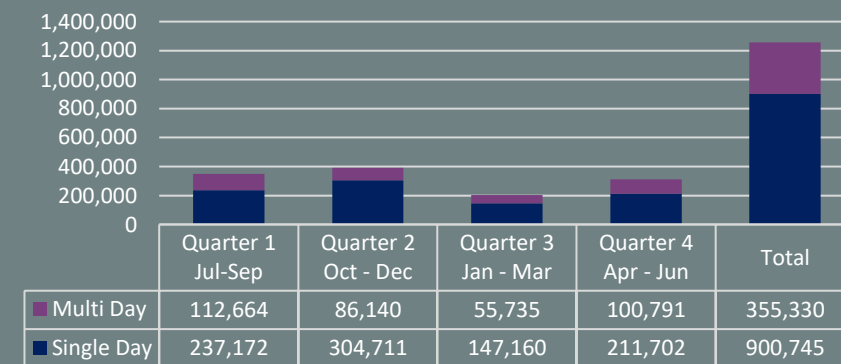
Number of Events FY 2023



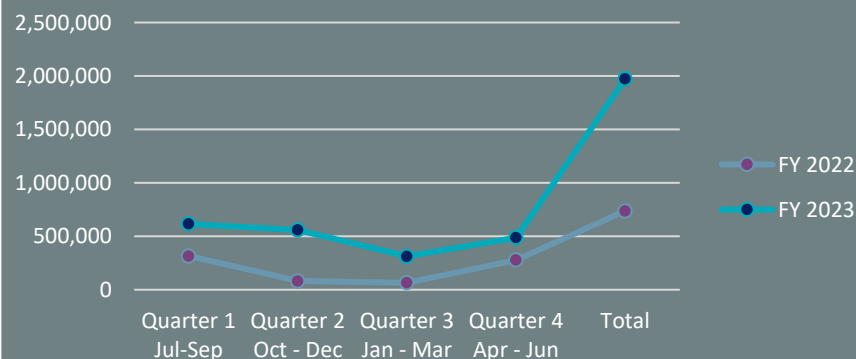
Number of Delegates



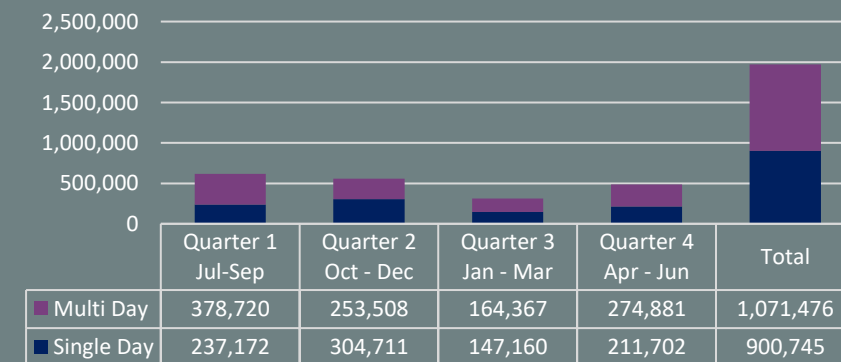
Number of Delegates



Delegate Days



Number of Delegate Days

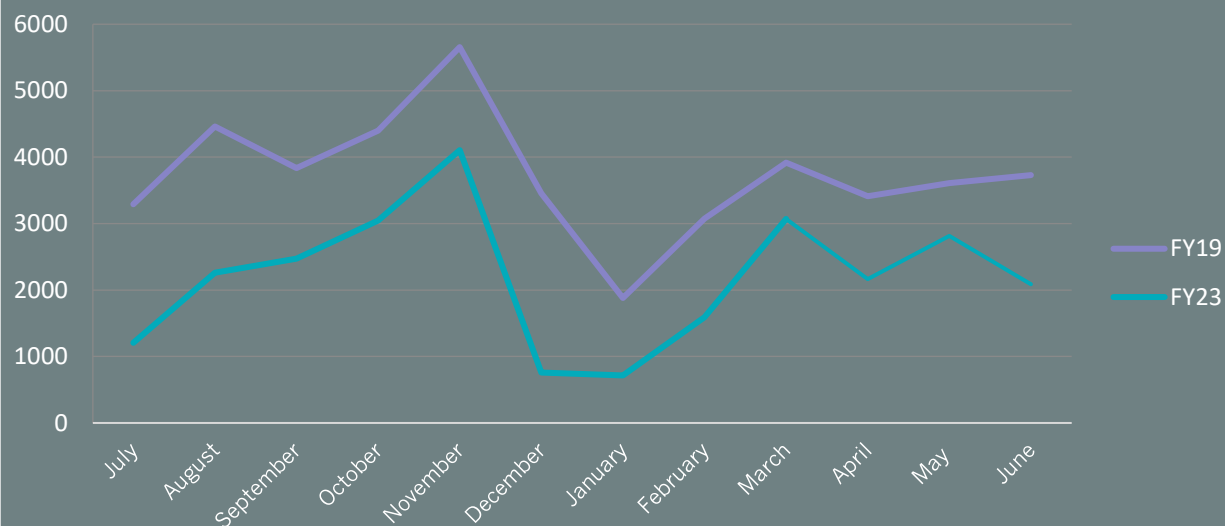


INTERNATIONAL DATA ARRIVALS

| FY19 Jul - Jun | FY23 Jul - Jun | |
|----------------|----------------|-------|
| 44,719 | 26,302 | 58.8% |

| FY19 Jul - Mar | FY23 Jul - Jun | |
|----------------|----------------|-------|
| 81,494 | 42,907 | 52.6% |

Australia BE arrivals per month FY19 v's FY23



All International BE arrivals per month FY19 v's FY23



Notes:-

1. June saw a dip compared to 2019 which alters the similar track with 2019
2. Australia FY23 has crept up to 58.8% of Australia FY19. International FY23 is 53% of FY19. This is a slight increase from the previous quarter
3. This is positive given the long lead time typically associated with business events
4. Numbers taken from Stats NZ arrival cards

LOOKING FORWARD



Measured
Sustainable
Events



Health and
safety



Cultural
inclusion.
How. Who.



Agility and
flexibility



Quality
over
quantity



A serene sunset scene over a body of water. The sun is low on the horizon, creating a bright, shimmering reflection that stretches across the water towards the viewer. In the background, dark, silhouetted mountains rise against the twilight sky. To the left, a wooden pier or dock extends into the water. In the foreground, dark, leafy plants, possibly reeds or grasses, are visible, framing the bottom of the image. A small boat is visible on the water to the right of the sun's reflection. The overall mood is peaceful and calm.

Ngā mihi nui