



MEETINGS

a Business Events Industry Aotearoa event

News release
25 January 2024

Hosted buyers invited to Rotorua for NZ's business events showcase

Stunning landscapes, rich cultural connections, a new Hobbiton™ Movie Set tour, and a special Matariki dinner are all part of the experience for hosted buyers at MEETINGS 2024 in Rotorua this June.

Applications open on 31 January for the most important event in New Zealand's business events calendar on 19 and 20 June 2024.

Business Events Industry Aotearoa's 28th annual event will showcase the best of New Zealand's business events products and services at Rotorua's Energy Events Centre, opening with a spectacular welcome event on 18 June at the Sir Howard Morrison Centre.

BEIA Chief Executive, Lisa Hopkins says the excitement from international buyers is already being felt, with this destination's unique gems set to be a big drawcard for MEETINGS' guests.

"Much more than a trade show, MEETINGS is New Zealand's must-attend event for conference, incentive and meeting organisers. We're so excited to be in Rotorua – the birthplace of New Zealand tourism, and our cultural heartland. It's the perfect time for all of us to come together in such a unique place and to celebrate Matariki - the Māori New Year," she says.

Fully-hosted buyers can book 26 appointments over two days from a choice of up to 200 exhibiting organisations. For New Zealand business event organisers, both one and two day hosted buyer options are available.

Hosted buyers receive complimentary transport to Rotorua courtesy of Air New Zealand and Johnston's Coachlines, as well as accommodation at one of eight host hotels and tickets to social events.

MEETINGS has partnered with Hobbiton™ Movie Set Tours to offer pre and post visits where buyers can experience the brand-new Bagshot Row™ development. Host city Rotorua is offering a not-to-be-missed destination faml on Tuesday 18 June, and hosted buyers can choose to join post-MEETINGS famils in the nearby regions of Waikato and Taupō. Hosted buyers will be invited to a special Matariki dinner on Wednesday 19 June, courtesy of RotoruaNZ.

This year, day buyer registrations are opening in mid-February to ensure day buyers have plenty of time to plan their trip to MEETINGS in Rotorua.

Complimentary shuttle buses will run from Rotorua airport to the venue for key inbound and outbound flights, and complimentary return coach transport will be available each day from Auckland to Rotorua courtesy of Johnston's Coachlines.

This year's programme will see additional time for buyers to explore the show floor during appointment-free periods, to enable greater networking and interaction with exhibitors.

Day buyers can add extra options to their registrations to enhance the value of their attendance. These include a speaker programme on 19 June and a range of educational sessions during lunch on 20 June. Host-hotel partners are offering special rates for day buyers, available on the [MEETINGS website](#).

The MEETINGS 2024 hosted buyer programme is open to key decision makers and organisers of business events, including conferences, tradeshow and travel incentives from Australia and New Zealand. Hosted buyer applications open from 31 January on the [MEETINGS website](#)

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#MEETINGS24 #BEIA #BUSINESSEVENTSNZ #MEETinNZ

About [BEIA](#)

Business Events Industry Aotearoa (BEIA) is the official membership-based association of New Zealand's business events sector. It has more than 460 members across a broad range of industries.

BEIA works to actively promote the sector for its members and New Zealand. It provides advocacy with central government; and offers assistance, information, professional development and business connections to its members.

MEETINGS 2023 broke records this year for the value of business it generated. BEIA'S post-MEETINGS buyer survey showed \$157 million placed over the next five years following the two-day event in Wellington.