



News release
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New Zealand business events industry on show for Australians

Over 60 Australian business event organisers are set to arrive in Auckland on 1 June for Business Events Industry Aotearoa's two-day showcase [MEETINGS 2021](#).

BEIA Chief Executive, Lisa Hopkins says the border opening last month provided much-needed international confidence for planners and organisers, and it is now driving future business opportunities.

"This is an extraordinary achievement for New Zealand. A significant business event featuring international buyers in a face-to-face environment. It is a reflection of the way New Zealand has managed COVID, and BEIA is excited to help facilitate this vital connection with Australian buyers looking to bring business to our shores.

"There is strong confidence in New Zealand's procedures and protocols and this has filtered through to how we deliver business events. Our objective is to ensure the health and well-being of all our visitors stays top of mind, while ensuring an excellent experience throughout the stay," she says.

"MEETINGS is a significant milestone for the business events industry, two years since our last event. 2021 is the 25th anniversary of MEETINGS which has become a key driver of business bookings for the conference, incentives and meetings sector.

As well as 60 hosted buyers and industry media from around Australia, 110 domestic event planners from across New Zealand will also join MEETINGS' pre-scheduled appointment programme with 145 exhibitors from 18 regions at ASB Showgrounds.

"Day buyers, who can attend without appointments in place, will also be very welcome."

Australian buyer, Sharon Livingston from The Travel Authority says New Zealand is going to be a critical destination for 2021 and 2022.

“Attending MEETINGS to update on the product and opportunities will be beneficial to sell and market New Zealand to our clients,” she says.

Before and after MEETINGS, hosted buyers from Australia and New Zealand can also choose to join one of five different regional familiarisation tours to Auckland, Rotorua, Wellington, Christchurch, and Queenstown.

“Our Australian hosted buyers are telling us they want to find out what’s new, refresh their knowledge and have a better understanding of our venues and unique destinations. Our main centres have exciting infrastructure projects and new venues, while our smaller, boutique regions are enticing for Australians looking for one of a kind, bespoke experiences and new ideas,” Lisa Hopkins says.

ENDS

About [Business Events Industry Aotearoa \(BEIA\)](#) — formerly CINZ

- BEIA is the official, membership-based association of New Zealand’s conference and business events industry with more than 450 members across a broad range of sectors.
- It takes a leadership role in increasing meetings, incentives, conference and events business for the benefit of its members, principal stakeholders and the New Zealand economy.
- BEIA works to actively promote the sector, providing advocacy with central government and offering assistance, information, professional development and real business opportunities to its members.

About [MEETINGS](#)

- MEETINGS is New Zealand’s largest business events trade exhibition.
- Auckland is host city for MEETINGS 2021, and the event takes place at ASB Showgrounds on 2 and 3 June
- BEIA owns and manages the event, which has been run annually since 1997, except in 2020.
- MEETINGS is celebrating 25 years in 2021.
- MEETINGS 2019 generated over \$62 million in business, signed during the two-day event.
- Air New Zealand is airline partner for MEETINGS 2021, renewing its ongoing commitment to the sector and to the hosted buyer and media programmes.
- MEETINGS 2021 key partners are Air New Zealand, Host City - Auckland, Venue Partner - ASB Showgrounds, Exhibition Partner - Peek Design and Display, Technology Partner - EventsAIR.