



MEETINGS 2021 FACT SHEET

- MEETINGS 2021 is New Zealand's largest business tourism trade exhibition.
- Auckland is host city and the event takes place at ASB Showgrounds on 2 and 3 June.
- This year is the 25th anniversary of the event, which was established in 1997 and is owned and managed by Business Events Aotearoa (BEIA).
- MEETINGS has always been New Zealand's leading platform for connecting influential domestic, Australian and international buyers with key regions, meeting facilities, accommodation, off-site venues and activities.
- The event generated a record \$62 million of signed business during its two days in 2019.
- Air New Zealand is principal airline partner and major sponsors include ASB Showgrounds, Peek Exhibition, EventsAIR, and Auckland Unlimited.
- The 2021 event will showcase 149 exhibitors from 18 regions across New Zealand.
- Exhibitors include venues, theming companies, hotels, AV companies, regional convention bureaux, attractions and activities.
- Over 170 qualified hosted buyers are expected to attend, including over 60 hosted buyers and media from Australia and over 110 hosted buyers and media from around New Zealand.
- MEETINGS 2021 includes a pre-and post-touring programme to five regions – Auckland, Rotorua, Wellington, Christchurch and Queenstown.
- The Luxury Collection will showcase New Zealand's luxury incentive products, venues and services. It is located in a new purpose-built stand with champagne hosting during the day.
- In 2019, 97 per cent of hosted buyers said MEETINGS met or exceeded their expectations.
- Social events are a key part of the networking opportunities offered at MEETINGS and are set to showcase Auckland's top venues and New Zealand's best event and entertainment talent. They include a Welcome Function at Weta Unleashed in the SkyCity Precinct on Tuesday 1 June, and the MEETINGS 25th Anniversary Gala at Cordis, Auckland on Thursday 3 June.