

# QUARTERLY REPORT

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Quarter 1 | July – September 2024  
FY2024-2025



# CONSUMER MARKETING ACTIVITY

## ALWAYS-ON CAMPAIGN | 1 JULY - 30 SEPTEMBER

DQ's paid always-on digital marketing ensures Queenstown maintains a constant presence in both the domestic and Australian markets. This approach aims to drive destination preference and visitor demand across all stages of the booking journey: building awareness, influencing consideration and driving conversion.

Activity is focused on attracting high contributing visitors, influencing them to stay longer and create a deeper connection with our people and place. Channels include Facebook, Instagram, YouTube, Google Display, paid search and TikTok.

### Winter activity:

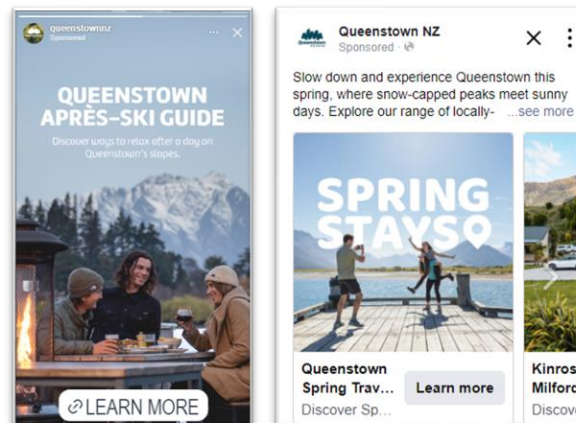
DQ's winter marketing was Live in Australia and New Zealand until 31 August to drive demand for a Queenstown winter holiday. This was a full funnel campaign targeting both 'Winter Lovers' and 'Ski Enthusiast' audiences, promoting our ski offering and experiences on and off the mountains.

### Spring activity:

Spring marketing was launched 1 September to highlight the best of Queenstown's spring offerings including spring skiing, biking, hiking, golf, food and drink and family-friendly activities. The Spring Stays campaign drove demand over the September to October months through promotion of travel packages.

## ALWAYS-ON QUARTERLY RESULTS

- 4.8M reach (all channels)
- 910k video views (Meta & YouTube)
- 610k interactions (Search, Display, YouTube)
- 3% average CTR (Meta)
- 646K website sessions (AU and NZ only)
- 127K member referrals (AU and NZ only)



CTR | Click Through Rate

## PROJECTS, PARTNERSHIPS & CONTENT PRODUCTION

### QUEENSTOWN NZ BRAND REFRESH

- The refreshed brand continues to roll out across various assets and collateral. QueenstownNZ.nz web design refresh is underway and due to go live in November.

### CAMPAIGN ACTIVITY

- Winter 2024 activity continued through July and August and from 1 September content was updated to promote spring ski and other spring segments. An eight-week Trip Advisor campaign went live in Australia from 8 July and a domestic ski giveaway closed with 4.5k emails added to DQ's consumer database.
- A new '[Spring Stays](#)' campaign was launched to drive spring demand and longer length of stay. The campaign invited members to partner together and create enticing spring travel packages. This activity generated 5k page views.
- 'From The Ground Up' campaign promotion continued, and activity wrapped 31 August. At campaign conclusion it had reached 3.64m, with 503k watching at least 25% of each video.

### PHOTOSHOOTS & VISUAL CONTENT PRODUCTION

- A three-day winter photo and video shoot was completed, capturing new content to form DQ's 2025 winter campaign.
- The winter shoot from the Food & Drink Content Development programme was completed with Botswana Butchery.

### PARTNERSHIPS

- A 12-week partnership with Kidspot launched, promoting family spring travel via online editorial, EDMs, social and digital banner placements.

- Spring activity with Australian Golf Digest launched with an EDM and database lead generation giveaway.

### EVENT MARKETING

- 'What's On This Winter' digital event marketing campaign ran until 31 August and 'What's On This Spring' launched 1 September. Event hub and listings on QueenstownNZ.nz generated 93k views over the quarter.

### TRADE MARKETING

- New hero video assets were completed and launched for [Travel Trade](#) activity and [Business Events](#) promotion.

# CONSUMER MARKETING ACTIVITY

## WEBSITE – QUEENSTOWNNZ.NZ

QueenstownNZ.co.nz is the official information source on Queenstown, providing travel inspiration and everything visitors need to plan and book their trip. QueenstownNZ.co.nz is the call to action on all DQ marketing activity, helping visitors discover Queenstown’s regenerative tourism focus and encouraging visitors to see more, stay longer and forge a deeper connection with our place while they’re here.

DQ aims to drive the visitor down the consideration funnel from planning to booking, ultimately resulting in conversions via operator listings.

### DEVELOPMENTS FOR THE QUARTER INCLUDE:

- 30 blogs produced or refreshed
- Rebuild of regenerativetourism.co.nz underway
- Redesign of QueenstownNZ.nz commenced

### WEBSITE PERFORMANCE FOR THE QUARTER:

- 765k visits
- 145k member referrals
- Referral conversion rate 19%

## DIRECT TO CONSUMER EMAIL STRATEGY

DQ's email campaigns target domestic, Australian and long-haul audiences with storytelling content aligned to visitor interests, including food and drink, outdoor adventures, family-friendly activities, events and more.

In the last quarter, DQ produced seven EDMs for its consumer database.

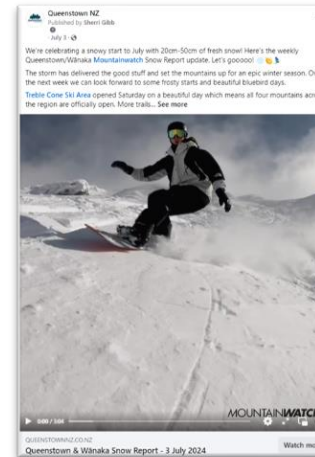
- Domestic ski competition follow up | 44% OR | 4.3% CTOR
- Cuisine competition follow up | 52% OR | 5.7% CTOR
- Love QT Spring EDM | 45% OR | 21.8% CTOR
- Outdoor Explorer Spring Stays | 42% OR | 4.9% CTOR
- Golf Spring Stays | 46% OR | 4.9% CTOR
- Family Spring Stays | 51% OR | 4.9% CTOR
- Food & Drink Spring Stays | 39% OR | 6% CTOR

OR – open rate | CTOR – click to open rate

## SOCIAL MEDIA ACTIVITY

DQ's organic social channels continue to be a key source of destination inspiration for future visitors. Content during this quarter was curated to showcase Queenstown as the ultimate winter holiday destination, sharing stories of our people, place and experiences. Short form video content continued to drive increased engagement, with the 2024 Snow Reports and scenic reels.

### HIGHLIGHTS



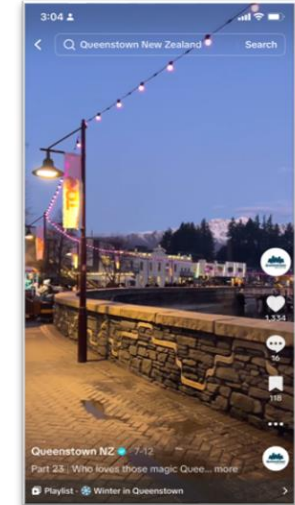
#### Facebook – 3 July Snow Report

- Reach: 115.3k
- Engagement: 392
- Comments: 20
- Shares: 32



#### Instagram - 13 September Queenstown snow scenes

- Reach: 83k
- Shares: 2,214
- Interactions: 10.6k



#### TikTok – Queenstown winter vibes

- Views: 46k
- Likes: 1.3k
- Shares: 229

# MEDIA ACTIVITY

## MEDIA HIGHLIGHTS | 1 JULY - 30 SEPTEMBER

The media team is responsible for delivering earned content for Queenstown via the DQ media programme, assisting the Experience New Zealand (TNZ) team with media famils, and supporting the DQ marketing team by organising written and visual content partnerships which align with DQ marketing activity. Below is a selection of key media highlights from the past quarter.

### CONTENT

- North & South | [Queenstown a journey to a sustainable future](#)
- National Geographic | [How low can they go?](#) Ben Fahy
- International Traveller | [I did my first bungee at 51](#) Quentin Long
- Kia Ora | [Thrills and Chills](#) Laura Williamson
- The Latch | [Queenstown Travel Guide](#) Sangeeta Kochareka
- Instagram | [New Zealand II highlight reel](#) Voyage Fox
- Today | [Karl and Sarah breakfast TV](#)

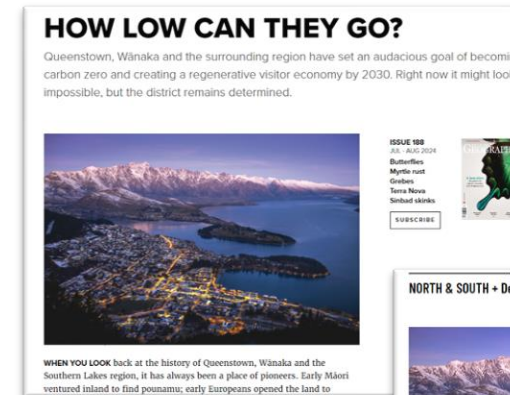
### HOSTED MEDIA (FAMIL)

- Quentin Long, founder and managing director of International/Australian Traveller (PEPR) - family skiing and après ski.
- Allison Yee, editor ARE Media Woman's Day / WHO - skiing and Queenstown activities feature.
- Emma Wilson, editor Snow Action - visited iFly, Ziptrek and Sherwood.
- Anna King Shahab, freelance, writing for Stuff Travel - fresh perspectives and cosy hospitality in Spring.
- Alexia Santamaria, freelance - visiting in shoulder season, connecting with locals and community groups.

### TNZ SUPPORTED MEDIA (FAMIL)

- Sangeeta Kochareka (Australia) - writing for The Latch –skiing and après ski activities in a winter weekend.
- Ashley Day (USA) - Writing for Food & Wine as part of TNZ's Stargazing Campaign
- Voyage Fox - content creators part of TNZ's Stargazing Campaign
- China Media Group (China) – News features highlighting Winter Games, adventure and sustainability.

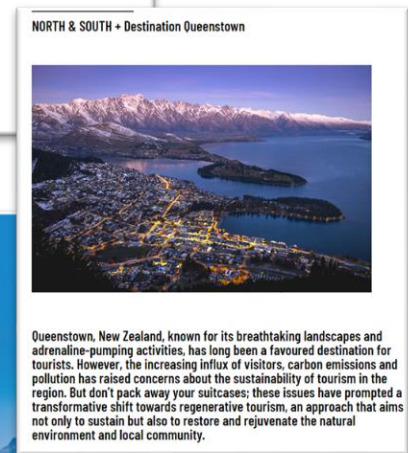
## HIGHLIGHTS



NZ National Geographic



WHO magazine



North and South

# COMMUNICATIONS ACTIVITY

## COMMUNICATIONS HIGHLIGHTS | 1 JULY - 30 SEPTEMBER

The communications team is responsible for member communications, media relationships, destination reputation and corporate communications. Below is a selection of key highlights from the past quarter.

### MEMBER COMMUNICATIONS

- Six Fortnightly Remarks
- Twelve Special Remarks – shared services with LWT, annual member survey, AGM and board election
- Nine Data and Insights
- Three Capability Connect
- The DQ AGM was held on 26 September. Two new board members were elected unopposed; Brett Duncan from Adventure Hostels New Zealand (small – medium accommodation) and Jeremy Samuels from The Sofitel (large accommodation).

### MEDIA RELEASES

- Love Queenstown Planting day

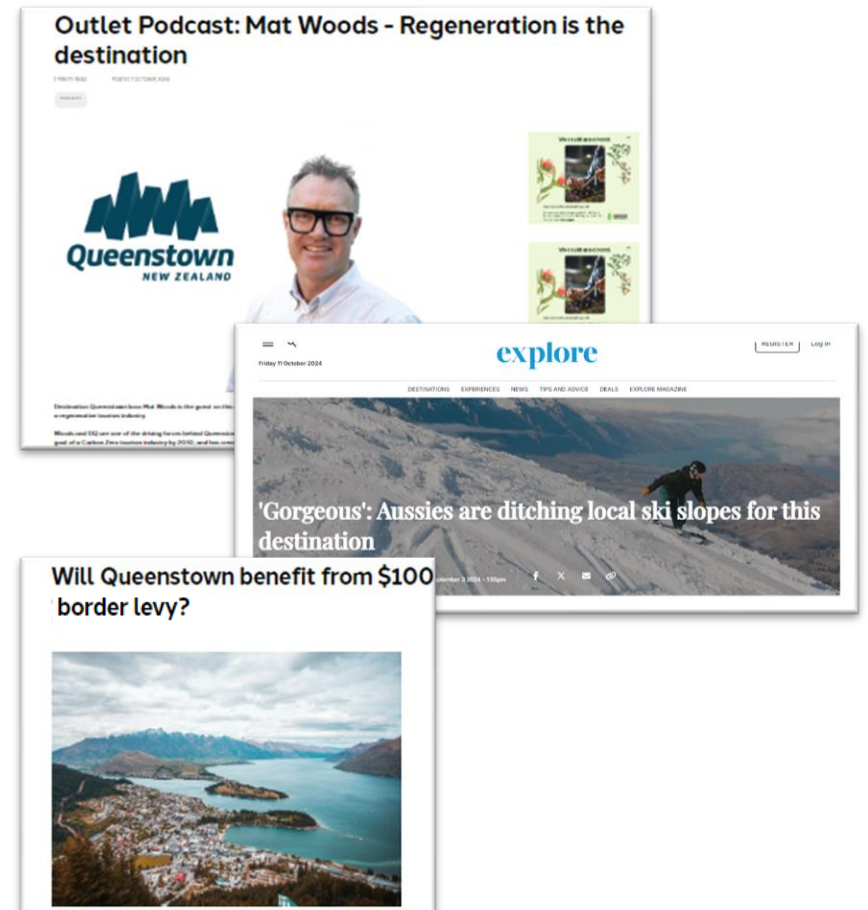
### MEDIA ENQUIRIES

- Otago Daily Times | [Queenstown seeks slice of levy increase](#)
- Lakes Weekly Bulletin | [Will Queenstown benefit from the \\$100 border levy](#)
- Lakes Business Quarterly | [Sustainability issue editorial](#)
- Outlet Podcast (Queenstown Media Group) | [Regeneration is the destination](#)
- Explore Australia | [Aussies are ditching local ski slopes for this destination](#)

### SUBMISSIONS

- Fast Track Approvals Bill
- New Zealand's Second Emissions Reduction Plan
- Crown Minerals Amendments Bill
- Otago Strategic Climate Action Plan

## HIGHLIGHTS



# TRAVEL TRADE ACTIVITY HIGHLIGHTS

## TOURISM EXPORT COUNCIL CONFERENCE 2024

The DQ Trade Team attended the annual Tourism Export Council (TECNZ) Conference for 2024 alongside 36 Queenstown operators. There were almost 300 of New Zealand's top tourism operators and trade partners in attendance this year, all gathering to hear the latest industry insights and to participate in one-on-one appointment streams and networking opportunities.



## KIWI LINK SOUTHEAST ASIA 2024

DQ participated in Kiwi Link Southeast Asia in Malaysia on 15 – 16 July, facilitating connections with agents from Singapore, Thailand, Indonesia, and Malaysia. The event featured 36 one-on-one appointments with agents, including product managers, travel planners, business owners, and directors.

## KIWI LINK INDIA 2024

DQ participated in Kiwi Link India, the first trade event post-pandemic reconnecting New Zealand tourism representatives with key agents in India. The event saw 36 New Zealand operators and 65 buyers in attendance. Activities included pre-scheduled appointments with New Zealand department managers or product managers, frontline training, an online training session, and various networking events.

## KIA ORA SOUTH SAN FRANCISCO

The DQ Travel Trade team recently participated in the Kia Ora South event in San Francisco, supporting the relaunch of United Airlines' direct seasonal service from San Francisco to Christchurch starting December 2024. Representing Destination Queenstown alongside nine other New Zealand operators, partners, and airlines, the team engaged with over 100 advisors during three events, showcasing an overview of the Queenstown region.



## NORTH AMERICA SALES CALLS

Following the Kia Ora South event, the DQ Travel Trade team remained in North America to participate in sales calls alongside representatives from Rotorua, Wellington, and Christchurch. The team trained key trade partners on Queenstown's offerings in Los Angeles, Vancouver, Toronto, Chicago, and Boston. Throughout the week, they educated over 100 advisors and conducted an online webinar with a major wholesaler, reaching over 80 agents.

## FAMIL ACTIVITY

- Lion Travel Famil / Low Carbon experience
- TNZ China Air New Zealand Product Manager Famil
- Master Travel Famil
- Southern World Mexico Famil
- Downunder Answer Famil

# TRAVEL TRADE ACTIVITY

## ACTIVITY SUMMARY | 1 JULY - 30 SEPTEMBER

The below table captures some of the key activity completed by the trade team in the quarter.

	NEW ZEALAND	AUSTRALIA	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAREND TOTAL FY24-25
Famils	1	0	11	0	0	12	12
Networking	19	15	0	13	2	49	49
Sales Call	20	18	6	38	0	82	82
Trade Show Appointment	0	1	98	100	0	199	199
Trainings	0	1	41	100	0	142	142
Webinar Trainings	0	0	0	80	0	80	80

## DIGITAL PRESENCE

### FACEBOOK (CLOSED AGENTS' GROUP)

- Member count 897
- +11 new members

### YOUTUBE (TRAVEL TRADE CHANNEL)

- 5512
- +22 new subscribers

### EDMS

- Two EDMs sent to travel trade database (over 8,500 member)
- Average 28% open rate and 12% click to open rate

### TRENZ CONNECT

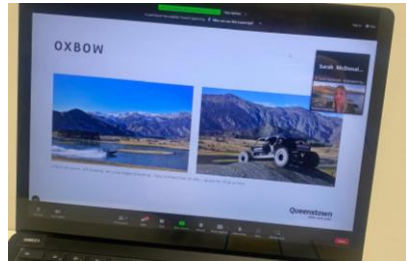
- 444 connections

# BUSINESS EVENTS HIGHLIGHTS

## POST MEETINGS FAMILS

Following MEETINGS 2024, Tourism New Zealand in partnership with Air New Zealand, hosted three international business event famil groups in the Queenstown region. The Queenstown Convention Bureau (QCB) hosted a combined dinner at Aryburn, providing a platform to share our destination's key messaging and aspirations with all attendees.

These three-day itineraries were designed to showcase Queenstown as a premier business events destination to highly qualified planners from key markets: North America (8 guests), Southeast Asia (6 guests), and Hong Kong (4 guests).



## PIATA MAI STEERING GROUP – INDUSTRY WORKFORCE SUPPORT

Sarah McDonald, QCB Manager, was invited to participate in the Piata Mai Steering Group, led by Business Events Industry Aotearoa, in collaboration with Ringa Hora New Zealand. The group is working together to develop educational programmes tailored to the business events sector.

After numerous online sessions, the group convened in Auckland on September 23 to further develop the educational content, marking a significant step towards empowering the future leaders of the industry.



## "WHAT'S NEW" WEBINAR SERIES

Following the successful MEETINGS 2024, where many new connections were forged, QCB Account Manager Jessica Langelaan hosted a "What's New" webinar series. This event was tailored for our Australian and domestic contacts interested in learning about new venues, accommodation, activities, and general regional updates.

The webinar, held on July 31, 2024, attracted 50 business events planners from New Zealand and 20 from Australia, all keen to stay updated with the latest developments.



# BUSINESS EVENTS ACTIVITY

## ACTIVITY SUMMARY | 1 JULY - 30 SEPTEMBER

This table summarises the core activity completed by the business events team in the quarter.

	NEW ZEALAND	AUSTRALIA	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAR TO DATE TOTAL FY23-24
Famils	0	0	0	0	0	0	32
Networking	0	0	0	0	0	0	76
Sales Call	3	2	0	0	0	5	78
Site Inspection	9	2	0	0	0	11	37
Trade Show Appointment	31	0	0	0	0	31	67

## DIGITAL PRESENCE

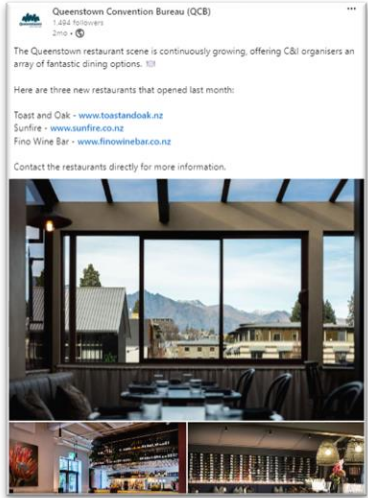
### EDMS

- One EDM sent to business events database delivered to over 2,750 recipients
- 23% open rate and 13% click to open rate

### LINKEDIN

- Followers 1,494
- +60 new members

## HIGHLIGHTS



# BUSINESS EVENTS LEADS

## LEADS GENERATED | 1 JULY - 30 SEPTEMBER

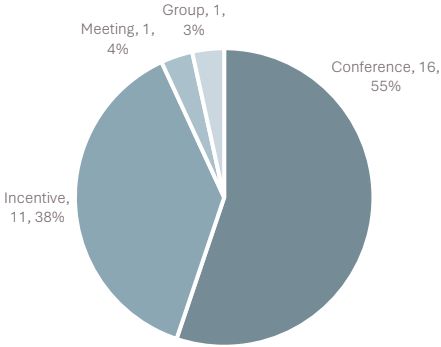
This table reflects the leads generated in the last quarter by the Queenstown Business Events team and their current status (won/lost/in progress). Year-end total reflects the total of all leads generated in the financial year and their current status.

<b>31</b> Leads generated Q1 FY24-25		<b>31</b> Leads generated YTD Q1 FY24-25		<b>13%</b> Conversion rate YTD Q1 FY24-25			
	NEW ZEALAND	AUSTRALIA	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAR TO DATE TOTAL FY24-25
<b>Generated</b>	7	20	0	3	1	31	31
Prospective	4	17	0	3	1	25	25
Won	2	2	0	0	0	4	4
Lost	1	1	0	0	0	2	2

## LEAD INSIGHTS

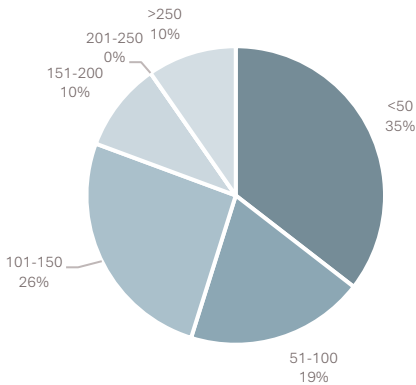
### BUSINESS EVENT TYPES

The graph below shows the number of leads in the last quarter based on the event type.



### GROUP SIZE

The graph below shows a breakdown of the leads generated in the last quarter by size of group.



# ORGANISATION ACTIVITY

## THE DQ TEAM

It has been a busy first quarter of FY24-25 with the preparation and execution of the AGM. The Destination Queenstown [Annual Report FY23-24](#) was commended to the membership and a [video](#) showing highlights of DQ's conventional activity was produced.

This quarter saw the establishment of a shared service agreement with Lake Wānaka Tourism, which has enhanced operational and strategic planning efficiencies, as well as regional alignment of DMP delivery. Under the agreement DQ is providing Trade, Business Events, Data and Insights and basic HR support and LWT is supporting with the coordination the Optimal Visitor Project and increased operational efficiencies for Love Queenstown | Love Wānaka. Non-Profit Executive Ash Bickley has transitioned from DSL into DQ. Ash can be reached at [ash@queenstown-wanaka.nz](mailto:ash@queenstown-wanaka.nz).

In August, the DQ team was delighted to welcome Queenstown born and bred Ruby Knight into the role of Digital Marketing Executive. Ruby can be reached at [ruby@queenstownNZ.nz](mailto:ruby@queenstownNZ.nz).

DQ had the pleasure of hosting Jeremy Sampson, the CEO of The Travel Foundation for a series of workshops and as a speaker at the DQ Member Update. Jeremy shared his vision for a net-zero visitor economy, as detailed in the [Envisioning Tourism in 2030 and Beyond](#) report. He seamlessly connected this vision with the goals, projects, and vision of our district's Destination Management Plan (DMP), Travel To A Thriving Future.

The Optimal Visitation Project (OVP) entered the research phase this quarter. This project is being led by Griffith University, in collaboration with FreshInfo and Tāke Tuia. The project will seek to create an optimal visitation model that will enable effective scenario planning and informed decision-making within the district. It aims to help understand the social, cultural, environmental and economic impact of visitors. For further information please contact project coordinator Molly Hope at [molly@queenstown-wanaka.nz](mailto:molly@queenstown-wanaka.nz).



Ash Bickley



Ruby Knight

## QUARTERLY ACTIVITY

### SUSTAINABILITY MANAGER UPDATES

- Member Capability events for the quarter included a Destination Management Plan presentation, Alipay+ and Alibaba Cloud workshop, Demystifying Carbon presentation, Tourism Marketing Strategy with DataStory, WeChat Pay workshop and Attracting Media Attention workshop.
- A range of new resources went live on the [member hub](#), including industry specific resources relating to carbon reduction.
- Attended the Sustainable Business Networks and Nature Symposium conferences.
- Ongoing member business one : one meetings with interested businesses to support them in their sustainability practices.

### DATA AND INSIGHTS UPDATES

- Updated the [Visitor Economy Data and Insights Summary year end June 2024 resource](#).
- Compiled Monthly Data Snapshots for [June](#), [July](#) and [August](#).
- Updated the [Visitor Experience Research year end June 2024 resource](#).

### ORGANISATIONAL ACTIVITY

- Annual Report FY23-24 published and shared with membership
- FY23-24 Audit completed
- Annual General Meeting held 26 September 2024
- Member Update held in August 2024
- Members of the team attended RTNZ Te Unga Mai Wānanga in July
- Employee Engagement Survey undertaken
- Employee Annual Reviews completed