



DESTINATION QUEENSTOWN INC.
39th ANNUAL GENERAL MEETING MINUTES
Thursday 21 September 2023, 4pm
Copthorne Lakeside

In Attendance:

Destination Queenstown Board Members: Richard Thomas, Jim Moore, Trish May, Carlyn Topp, Erik Barnes,

Destination Queenstown staff: Mat Woods, Sarah O'Donnell, Emma Shaw, Jono Matla, Ruby Soole, Daniella Jones, Claire Brack, Eilidh Blanchard, Tracy Cui, Katie Obermoser, Nikki Atkinson, Tonia Farquharson.

Destination Queenstown Members: 38 members.

Meeting opened at 4:00pm.

1. Chair's welcome

Destination Queenstown Chair Richard Thomas welcomed the members to the 39th AGM of Destination Queenstown Inc. and officially opened the meeting.

2. Apologies

The chair recorded the official apologies: Frank Gibbons, Matthew Day, Mike Theelen, Johnny Stevenson, John Glover, Nicky Busst, Margie Slattery-Smith, Vanessa Hartnell, Nick Lambert, Lucy Hunt, Kylie Walker, Nevy Bie, Stephen Prentice, Jenni Powell, Ann Wyatt, Mayor Glyn Lewers.

3. Minutes of last year's AGM (motion)

Richard Thomas proposed the motion that the 2022 AGM minutes reflect an accurate record of the 38th AGM and that they be accepted and passed into record.

Moved: Esther Small – Hydro Attack

Seconded: Jim Moore - Novotel / DQ Board

Carried.

3. Chair's report

- Chairman Richard Thomas reflects on the past year, acknowledging the arrival of Mat Woods into the CEO role.
- July saw the opening of the borders which brought various challenges including scaling up, workforce issues, staff visa holdups which impacted the overall NPS. Members were commended for doing their best through a difficult situation.
- The Trans-Tasman route opened quickly.
- Summer saw routes open and internationals returning adding vibrancy to the district.
- The strength of our destination is reflected in the return of tourism as a whole.
- DMP *Travel To A Thriving Future* was launched after endorsement from councillors. It has been great to see the level of engagement on the uptake of delivering DMP projects.
- DQ and Lake Wānaka Tourism (LWT) are working closer together with aligned business plans.

- RTOs undertake DMP work where it makes sense and with the resource they have. A DMO has been set up to support full delivery.
- DQ will continue core work but shift to delivering DMP projects.
- Social licence pre-covid was challenged. A DMP focus is mindful of focussing on the region delivering socially, culturally and environmentally as well as economically. Attracting visitors from markets that align with our community values.
- The Chair recognises the DQ Board for their commitment to DQ with thanks.
- The DQ Team is acknowledged for their output and dedication.

4. Confirmation of auditors (motion)

Richard Thomas proposed that Crowe be confirmed to audit Destination Queenstown's financial accounts in 2024.

Moved: Richard Thomas / Skyline, DQ Board

Seconded: Carlyn Topp – Highview Apartments / DQ Board

Carried.

5. Election of directors

The candidate for the Small Activity seat, Esther Small (Hydro Attack) is confirmed as elected unopposed.

[Esther Small presents a short introduction]

The candidate for the General seat Erik Barnes (Auxilium) is confirmed as elected unopposed.

[Erik Barnes presents a short introduction]

The Chair welcomes them both to the role.

6. Motion to accept the financials.

Richard Thomas proposed motion that Destination Queenstown's 2022-2023 financials be accepted.

Moved: Trish May – May Marketing Consulting

Seconded: Karen Ironmonger - Focus

Carried.

7. FY21-22 Annual Report

The Chair commends the FY22-23 Annual Report to the membership.

8. FY22-23 Destination Insights – Mat Woods, chief executive

- Chief Executive Mat Woods thanks members for attending and offers congratulations to Esther and Erik.
- Visitation has seen a growth up 62%. A district like Queenstown has a low-rate payer base and requires help from government to support infrastructure, an example of this is the current cryptosporidium outbreak that has led to acknowledgement that the water supply is not compliant.
- The visitor experience has been impacted by workforce problems which has seen the visitor experience score (NPS) drop, however the NPS is begun heading back towards the mid 70's.
- Visitor Expenditure – GST take is important for the government. Repeat visitation from domestic visitors has significantly grown

9. FY22-23 Activity Overview

- The CEO recognises the large amount of work the small DQ team produces.
- Credit is given to both the marketing and trade teams who have had to reimagine their roles with the release of the DMP. The teams have since taken this to the world. Telling a regenerative story is a new challenge.
- Media Highlights – 42 hosted famils, is a large number of famils. Some media we are attracting are high impact.
- Trade Highlights – big year. The aim was to reconnect Queenstown with the world.
- QCB Highlights – also a big year. Events are coming back with a lot of domestic and Australian interest and good demand for the next two years to come.
- Data & Insights Highlights – Data & Insight Analyst, Eilidh Blanchard’s work is recognised. 3000 people have visited the Data & Insights Hub which is a key tool.
- Destination Management Update – thirteen of the twenty-three projects are in the business plan this year. The establishment of the DMO, Destination Southern Lakes (DSL), to help implement the DMP across Queenstown and Wanaka and to help find the funding to implement the plan. Project 9 is the keystone project – Decarbonisation – a project that touches the other twenty-three projects and is the one that has caught MBIE’s attention.
- The CEO refers to the 1700 trees that were planted yesterday at Lake Hayes by tourism workers.
- The CEO thanks the DQ team and board for their time and hard work as well as the hard work and dedication of the Chair Richard Thomas.

10. General business (Q&A)

- The Chair explains how professional the applicants and interest for the DMO board were – resulting in a high-caliber board. An opportunity to help lead the tourism sector down a regenerative road. The board is well connected and has strong experience in sustainability. An exciting time.

Richard Thomas and Mat Woods opened the floor for questions.

- Unidentified member asks for clarification around DQ’s approach to attracting high value visitors citing that there is value in every slice in the market, covering backpackers to luxury and there is a slice of yield.
Marketing & Communications Director, Sarah O’Donnell answers that the focus is thinking about high contributing visitors. Those who stay longer, are looking to have a deep experience and want to connect with our people and place. The organisation is looking at how to create meaningful connection, maintaining the welcome from the host community. It can also be seen from the point of view of giving back to Queenstown. From a marketing perspective, high contributing visitors are being defined as ‘change makers’. Marketing is not forgetting about our Queenstown fans, but asking, how do we encourage those that are coming anyway to share our regenerative ambitions and shape a visit more align with how we want out visitors to behave. It has taken a lot of analysis and by no means are we turning our back on travellers of all styles. We have a breakdown of the new marketing model available for all members to see and we are happy to share that.
- Ken Patterson - Summer Projections – Data and Insights Hub has the 90 days forecast. Last summer we saw a bounce back and we are expecting to see a stronger numbers as we have Asia

and China back. There is an expected dip after the school holidays, but after Labour Day it goes up.

- **DMO Funding (Mat Wong)**

Part of the RTO levy 5% comes from the general levy and will go towards the funding DSL (as is LWT) there is also a contribution from QLDC's. There are some funds left from the Regional Events Fund that will be used to stand up an events office and additionally there is an application with MBIE for \$500k to fund two projects – the optimal visitation project and decarbonisation feasibility roadmap. There are other pots of money that the board will tap into.

Mat Wong – essentially the community needs to know that it is not tourism that is paying alone. Stakeholders buy-in is essential, and has never been higher, but will be critical to moving forward.

- Unidentified member asks about the challenging labour market. The Chair believes the issue appears to be fixing itself. The housing piece is an issue and something DQ is in constant discussion with the Chamber and QLDC, without a healthy home, there is no workforce. A lot of the levers are central government levers that need to be pulled. A lot of larger employers are buying and providing accommodation where they can, but it is an ongoing challenge. Jim Moore comments there is also a backlog of visas that are being held up leading to heartbreaking loss of employees.

The Chair encourages all members to get into the ears of TIA and RTNZ etc.

11. Thanks

The Chair thanks the members for their attendance.

Meeting closed: 4:46pm.