

Destination Queenstown 39th Annual General Meeting Minutes

Thursday 26 September 2024, 4:00pm

Destination Queenstown, Level 2, 32 Rees Street, Queenstown.

In Attendance:

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

Destination Queenstown Staff: Mat Woods, Sarah O'Donnell, Katie Obermoser, Emma Shaw, Ruby Cummins, Daniella Jones, Eilidh Blanchard, Tonia Farquharson, Aimee Riach, Amanda Tutton, Ash Bickley, Sarah McDonald, Sherri Gibb, Cara Anderson, Jessica Langelaan, Linda McIntosh, Luisa Cardona, Ruby Knight, Yangzi Zhang.

Destination Queenstown Members: 32 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: Glen Sowry, Angela Spackman, Sharon Fifiel, Mike Theelan, Martin Langford, Stewart Manson, Dave Beeche, Roger Tait, Matthew Day, Scott McNabb, Fiona Boffy, Juanita Palmer, Ali Appleman, Katie Roberston, Jess Checkley, Emma Nand, Lee Excell, Calum McLeod.

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

Richard Thomas proposed the motion that the 2023 AGM minutes reflect an accurate record of the 38th AGM and that they be accepted and passed into record.

Moved: Richard Thomas

Seconded: Erik Barnes

Carried.

4. Chair's report

- Chairman Richard Thomas reflects on the past year, acknowledging the first full year of implementing the destination management plan (DMP).
- DQ has made solid progress with conventional marketing activity and several DMP initiatives.
- Refers to significant interest in the DMP, with Chief Executive Mat Woods being asked to talk internationally and domestically.
- The end of 2023 saw a new Government and a new Minister for Tourism and Hospitality, the Hon Matt Doocey. DQ engaged with the minister early and he visited Queenstown three times within the first two months of appointment.
- Refers to destination performance including good recovery from the US and the Australian market performed well. Strong yields in expenditure across the visitor mix. Some tail end challenges with a softening at the start of financial year.
- Chair acknowledges Chief Executive will talk to the strong outlook for summer.
- Managing visitor expectation and satisfaction is important with a dip in Tourism Approval Rating.
- Notes infrastructure challenges which are important for long term growth.
- The Love Queenstown grants were distributed in May.
- Decarbonisation roadmap development is underway and currently addressing some data gaps.
- Optimal visitation project has kicked off with researchers recently in Queenstown for a workshop with members.
- Looking forward to furthering the shared services agreement with LWT to create conventional marketing and trade activity.
- The Chair acknowledges Calum McLeod, Chair LWT as an apology
- The Chair recognises board members Jim Moore and Carlyn Topp who are stepping down – particularly for their dedication during Covid-19. The rest of the DQ Board is acknowledged.
- The DQ team is thanked for their output and quality of work.
- Particular thanks to Mat, Sarah and Katie for taking the lead on DMP and the shared services announcement.
- The Chair Acknowledges his Worship Mayor Glyn Lewers and the QLDC executive team and the close working arrangement with DQ.

5. Confirmation of auditors (motion)

Richard Thomas proposed that Crowe be confirmed to audit Destination Queenstown's financial accounts in 2024-2025.

Moved: Richard Thomas - Skyline

Seconded: Nick Lambert – Remarkables Park

Carried.

6. Election of directors

The candidate for the Large Accommodation sector, Jeremy Samuels (Sofitel) is confirmed as elected unopposed. [Jeremy Samuels presents a short introduction]

The candidate for the Small-Medium Accommodation sector Brett Duncan (Adventure Hotels NZ) is confirmed as elected unopposed. [Brett Duncan presents a short introduction]

The Chair welcomes them both to the role.

7. Amendment to Rules

Richard Thomas proposed motion that the Rules of Destination Queenstown be amended to ensure they meet current requirements for Income Tax exemptions (Rules 10 and 20) and to include Destination Queenstown's new registered office location (Rule 3).

Moved: Richard Thomas

Seconded: Trish May

Carried.

8. Motion to accept the financials

Richard Thomas proposed motion that Destination Queenstown's 2023-2024 financials be accepted.

Moved: Carlyn Topp

Seconded: Jeremy Samuels

Carried.

9. FY23-24 Annual Report

The Chair commends the FY23-24 Annual Report to the membership. Encourages members M to read it.

10. FY23-24 Destination Insights – Mat Woods, Chief Executive

- Chief Executive (CE) Mat Woods thanks members for attending and congratulates Jerney and Brett on board appointments.
- Acknowledges Mayor Glyn Lewers and councillor Matt Wong.
- CE thanks Carlyn Topp for her time on the Board and the entire DQ Board of Directors for their knowledge and time supporting DQ.
- Acknowledges the DQ team and amount of work produced.
- Mentions new Content Creator role to be appointed in December.
- Shares FY23-24 insights:
 - Visitation – Cumulative visitor days at YE June 2024 up 3% on previous year, not every destination in NZ can say this. International and domestic are coming back.
 - Expenditure - clarifies how data is captured. Visitor related expenditure at YE June 2024 was over \$924m, down 4% on year prior.

- Net Promoter Score – something to be extremely proud of now sitting on 75 at YE June 2024.
- Acknowledges the Domestic Tourism Approval Rating of 44 overall is concerning and is below NZ average. International Tourism Approval Rating is extremely concerning at 20. Acknowledges below 20 would be disapproval.
- Winter visitation down 11%. Shoulder season was more noticeable. Acknowledged cost of living challenges as a potential driver. Australians – ski fields close early, ours have snow which is a good news story.
- Winter expenditure is only 7% down – international visitors still spending, cost of living is impacting domestic.
- Forward outlook – shows more demand than this time last year. Already looking strong. References peak periods like Marathon, Christmas and Chinese New Year.

11. FY23-24 Activity Overview

- The CE recognises the large amount of work the DQ team produces.
 - 644 total member referrals (108%+ change from FY18/19)
 - 2.8m website sessions
 - 39 famils and site inspections hosted with 192 attendees
 - 8.9m paid social reach (Meta, TikTok)
 - 29k consumer EDM subscribers
 - 9 branded marketing partnerships (including Neat Places, NZ Geo, Cuisine, We Are Explorers)
 - Generated 70 pieces of media content (including Conde Nast, NZ Hearld, Travel and Leisure, Kia Ora)
 - 1,390 tradeshow appointments (Business Events and Trade)
- Plays video of DQ's integrated marketing, trade, media and business event activity for 2023-24.
- Marketing Highlights – always-on digital program in NZ and AU, 'Our People Our Home', 'From the Ground Up', seasonal campaigns across paid, owned and earned channels. New winter campaign 2024 NZ and AU, supported by the weekly Snow Report videos.
- Digital Highlights: growing traffic to the Queenstownnz.co.nz site and driving referrals to member businesses. In total, over 2.8 million website sessions and 644,000 ready-to-book referrals sent to members, at a 22.5% conversion rate.
- Media Highlights – DQ media team hosted journalists from NZ and around the world, coverage in a range of publications. Overseas, titles Conde Nast, The Globe, Travel and Leisure, Qantas Magazine, the Sydney Morning Herald and International Traveller. In NZ, Queenstown featured in the Herald, Stuff, Kia Ora Magazine, NZ Geographic and Cuisine magazine. Coverage generated by the DQ media program had a reach of over 100 million.
- Trade Highlights – busy year with famils, trade shows and sales calls. 11 famils, 80 participants, 1600 appointments, 38 sales calls, 200 agent trainings. DQ Roadshow saw 28 Queenstown operators join events in Sydney, Melbourne and Brisbane.

- QCB Highlights – Attended IMEX Las Vegas 2023, Business Events Expo in Auckland, the SITE Conference Australia/NZ, AIME 2024 and Meetings 2024. Generated a total of 136 leads, hosted 69 clients across famils and site inspections and delivered two significant famils.
- Data & Insights Highlights – Visitor Insights Dashboard underwent a substantial refresh, aligned with DMP and offering a comprehensive district-wide perspective. The Visitor Survey was enhanced to better understand visitor experience and sustainable tourism. Core resources forward outlook and monthly data snapshots continued to provide useful insights for our members.
- 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.

12. General business (Q&A)

Richard Thomas and Mat Woods opened the floor for questions.

- James Stokes asked about EFTPOS data and other tools.
 - Eilidh responded about MRTes and advises there is a timeline to reestablish it.
 - Mat explains we lost some data through MBIE and purchased more making it affordable.
- Richard Crouch – asks about Tourism Approval Rating (TAR) score, and how we get this.
 - Eilidh respond to clarify the index.
 - Mat acknowledges Queenstown is different as the largest visitor destination and when borders closed we still had congestion. TNZ want to see more people travelling outside of peak to flatten the curve year round.
 - Richard acknowledges the work being done with TNZ to address TAR and use of International Visitor Levy.
- Brian Howie queries stats about 50% tourism and hospitality.
 - Mat acknowledges we need central government to support growth.

13. Thanks

The Chair thanks the members for their attendance.

Meeting closed: 4:49pm