

Destination Queenstown

Annual General Meeting

23 September 2020



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Welcome

Richard Thomas DQ Chair Activities Sector Representative

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Apologies

- Erna Spijkerbosch
- Tonnie Spijkerbosch
- David Gatward Ferguson
- Mike Theelen
- Sue Patterson
- Jimmy Sygrove
- Ben Chapman
- Debbie Jamieson
- Sue Fairclough
- Josie Spillane
- Kate Cruickshank
- Joel Lamason

Minutes of 2019 AGM

- Motion to accept minutes of last year's AGM



DQ Chairman's Report

Richard Thomas



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Confirmation of Auditors

- Motion to confirm FINDEX

(formerly Crowe Horwath)

as auditors for FY 20–21



Board Director Nominees

DQ Board of Directors, four incumbents

- Jim Moore, Accommodation
- Glyn Lewers, General
- Matthew Day, General
- Richard Thomas, Activities

Candidate for one Accommodation position

- Carlyn Topp is elected unopposed

Candidate for the Retail/Service/Professional position

- Trish May is elected unopposed

Election of Directors

Accommodation

Carlyn Topp

Highview Apartments



Election of Directors

Retail/Service/Professional

Trish May

May Communications & Marketing



Retiring Board Directors

- Chris Ehmann

Hilton Queenstown

- Served since 2016 representing the Accommodation sector

- Jolanda Cave

Shotover Jet

- Co-opted in 2019

- Jonathan Brown

Skycity Queenstown

- Served since 2017 representing the Retail/Service/Professional sector

Financials and Annual Report



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Financial Summary

	Actual June 2020	Budget 2020	Actual June 2019
Total Income (Tourism LEVY and Study)	4,517,660	4,500,000	3,688,433
Expenses:			
Operations and organisation	1,813,006	1,795,720	1,648,006
Marketing Activity:			
Consumer marketing	1,844,797	2,023,000	1,044,132
Media and communications	128,351	148,280	142,499
Trade and industry	157,643	255,000	221,094
QCB – Conference and incentive	169,474	244,000	214,880
Other organisation costs	21,876	34,000	41,771
Winter Festival	150,059		199,978
Study Queenstown	0	0	29,870
TOTAL Expenditure	4,285,205	4,500,00	3,542,290
NET SURPLUS	232,455	0	146,142

Annual Report – financials

- Motion to accept the financials

Appendix 6:
Financial report

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DESTINATION QUEENSTOWN INCORPORATED
STATEMENT OF FINANCIAL PERFORMANCE
FOR YEAR ENDED 30 JUNE 2020

	2020 (Note 1)	2019 (Note 1)
TOTAL INCOME	4,517,660	4,185,298
TOTAL EXPENDITURE	4,285,205	3,989,156
NET SURPLUS/(DEFICIT)	232,455	146,142

DESTINATION QUEENSTOWN INCORPORATED
STATEMENT OF MOVEMENTS IN EQUITY
FOR YEAR ENDED 30 JUNE 2020

	2020	2019
Total equity at the beginning of the year	880,347	734,205
Add Net Surplus (Deficit)	232,455	146,142
Deduct Study Queenstown Transfer	68,504	-
TOTAL EQUITY AT THE END OF THE YEAR	1,044,298	880,347

Funds held as:

Members Funds	1,044,298	880,347
TOTAL FUNDS HELD END OF THE YEAR	1,044,298	880,347



Annual Report

- Chairman commends the Annual Report to the membership



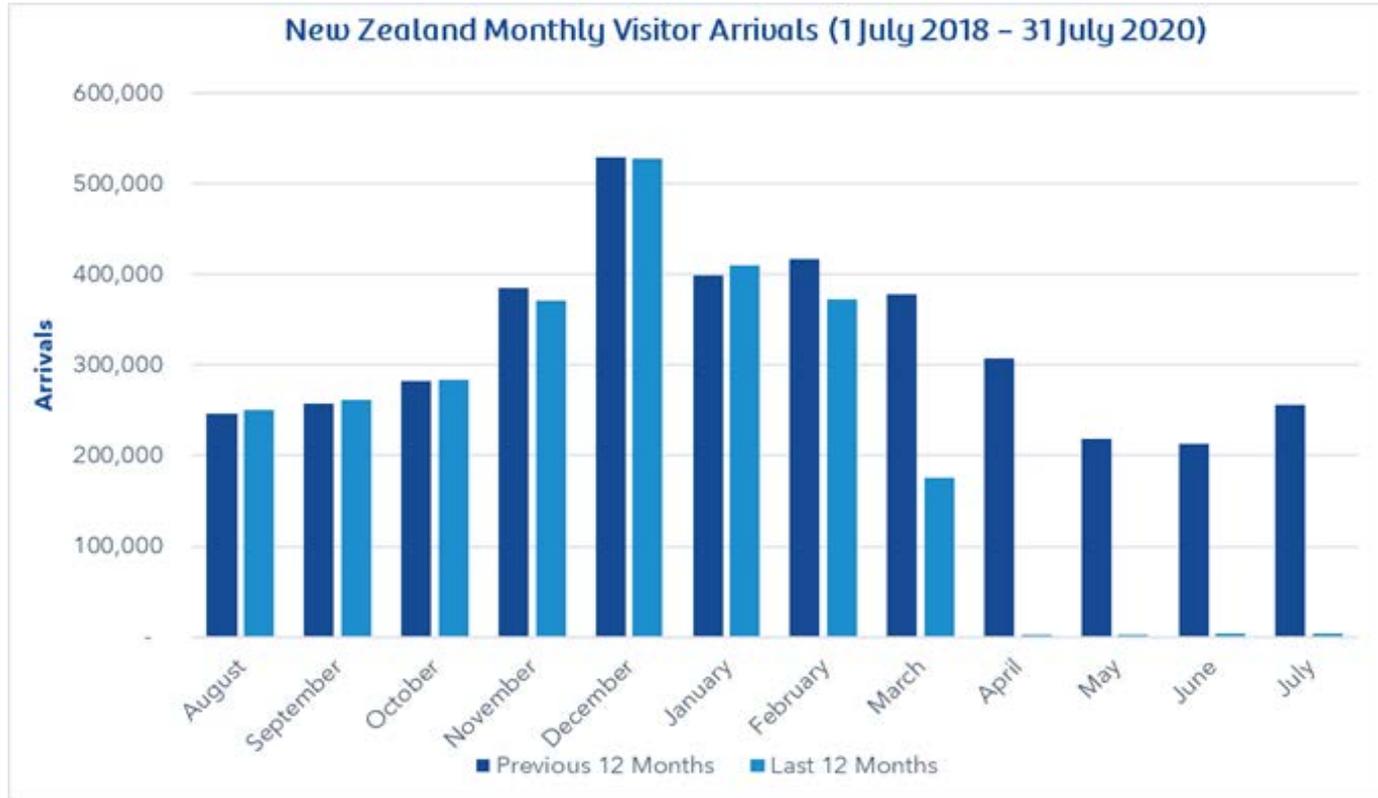
Organisation Activity Review

Marketing & Communications Director – Sarah O’Donnell



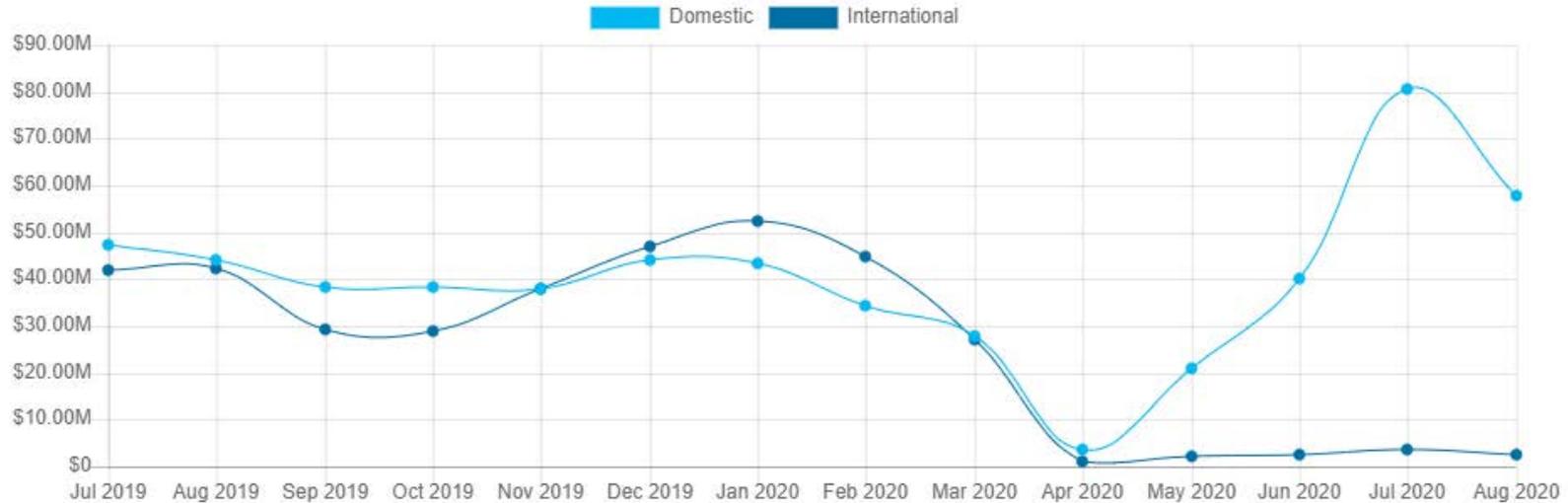
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International Arrivals NZ



Queenstown Picture to June 2020

Total Spending Comparison



Response Framework

1. RESPONSE

Provide **accurate information** and appropriate response to safeguard **destination reputation** and assist member **businesses**

2. REVIEW

Support local businesses, review macro environment and prepare the **foundation for recovery**. Strategic Priority evolution.

3. RECOVERY

Provide support for **restarting local tourism** through **marketing initiatives** suited to **present scenario** supporting **demand generation** short and mid term

Response

- Communications: members, industry, media
- Intel gathering and co-ordination
- Visitor messaging
- Southern Lakes Business Recovery Group
- Queenstown advocacy & news media inquiries
- Partner relationships – TNZ, CINZ, TIA, AIAL, CIAL, Air NZ, TECNZ
- Aviation development group (partnership with Auckland and Queenstown airports)
- Demand scenario mapping
- Member Webinars
- Domestic trade & QCB strategy
- ‘#We Are Queenstown’ campaign
- The Adventures Continues hub on queenstownNZ.nz

Review

- Review of strategic priorities 12 months early
- Focus from managing growth to demand generation
- Adaptability and flexibility of campaigns and activity
- Identify where & how to assist members

Organisation Focus

DQ has a two fold responsibility over the near and medium term:

1. Near term: Restart and recovery

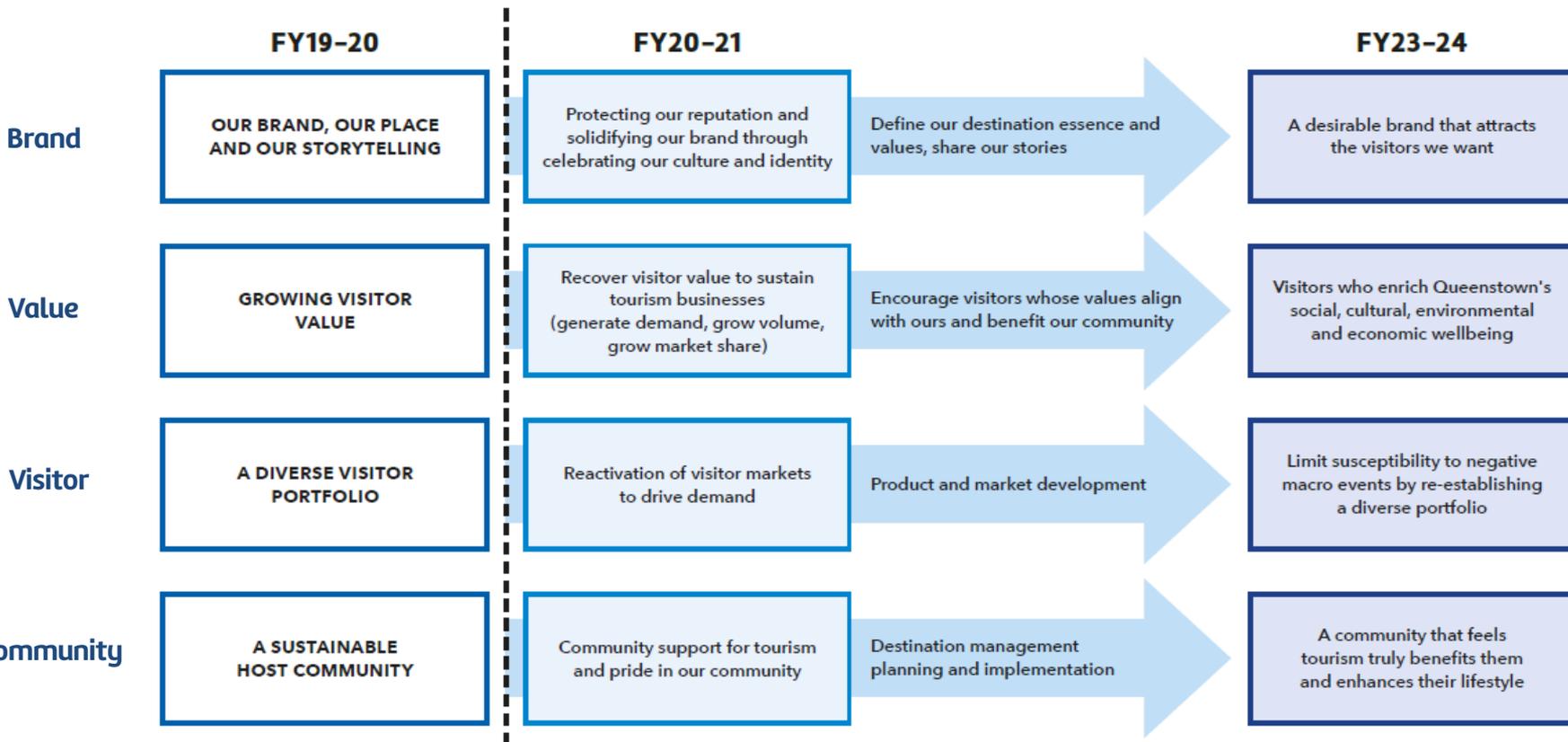
- Focus for FY20–21 will be on recovery and rebuilding – driving visitation and expenditure
- Assisting in business response and supporting members
- Recovery ready and best position to capture available market share.

2. Mid–long term: Future State

- Key participant in the rebuild and future state of our industry locally
- Supporting members to respond to a dynamic macro environment , helping the industry evolve, build resilience, and adapt
- Tourism growth that is productive, sustainable and inclusive
- Visitors that align with Queenstown’s destination values

Strategic Priorities

A Journey From Restarting to Future State



Recovery

Strategy

- Evolution of marketing strategy and approach
- Demand generation focus – fully integrated campaigns, conversion focused activity
- Domestic trade marketing
- QCB domestic strategy and campaign

Tactical Activity June–Sept:

- Winter campaign ‘Come to me’
- ‘We Are Winter’ event 4 July
- ‘Flatten the Hill’
- Two famils (17 x C&I buyers and 7 x trade partners)
- 13 media files

Upcoming Activities

- Spring/Summer campaign and brand launch
- Domestic media program and PR
- Domestic trade partners campaign



Integrated, full funnel
campaign

- QCB campaign
- Member Capability programme: business development and marketing
- Destination Management Plan
- Events

Interim CEO Comments and Observations



Member Satisfaction With DQ



Overall satisfaction

- 2018 72%
- 2019 80%
- 2020 85%

Members Satisfaction Survey 2020

	2018-2019	2019-2020	Change
DQ Overall performance	80%	85%	+5pts
DQ Travel Media	85%	88%	+3pts
DQ Social Media	87%	88%	+1pt
DQ Campaigns	78%	83%	+5pts
DQ Communications	86%	92%	+6pts
Working Relationship with DQ	81%	87%	+6pts
DQ Trade Marketing	78%	85%	+7pts
QCB Activity	82%	85%	+3pts
Member Services	83%	87%	+4pts
DQ Overall strategies	80%	81%	+1pt
Covid-19 Response		83%	

Total: extremely satisfied, very satisfied, satisfied.

Interim CEO Comments and Observations



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General Business

AGM closed

Thank you



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