

Welcome Destination Queenstown AGM

20 September 2017



Agenda

- Chairman's welcome
- Apologies
- Chairman's Update
- Minutes of last year's AGM
- Confirmation of Auditors
- Retiring Board Director
- Election of Directors
- CEO Highlights Report
- Adoption of Annual Report and motion to accept financials

Chairman's welcome



- Matt Hollyer
- Welcome and introduction

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Apologies

- Mark Quickfall
- Ann Lockhart
- Sally Grogin
- Jags Singh
- Morgan McCammon
- Ewen McCammom
- Alistair Porter
- Brad Patterson

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Chairman's update

Reflection

- Industry engagement
- DQ performance

Looking ahead

- Member's expectations
- Business planning cycle starts in 2018



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Confirmation of auditors

- Motion to confirm Crowe Horwath as auditors for 2018



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Farewell Phil Wilson

- DQ Director Phil Wilson – AWS Legal
 - Retired September 2017
 - Served on the DQ Board since 2012 representing the professional/service/retail sector



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Election of Directors

1. Accommodation sector

Michael McMillan – Blue Peaks



Election of Directors

2. Professional/Service/Retail

Jonathan Browne – SKYCITY

Queenstown Casino



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- **CEO Highlights Report**
- Adoption of Annual Report and motion to accept financials

CEO Highlights Report

2016-17

Graham Budd

Highlights report

- Priority Areas
- Core activities
- Winter Festival
- Performance
- Financials
- Acknowledgements



Strategic Priority Areas



Consumer marketing

- DQ Australian Spring Campaign
- Domestic Autumn Campaign
- Early Bird and Core Winter campaigns
- South Island Journeys Campaign
- New Website
- Digital marketing – always on
- Collateral



feel the
inspiration

Communications and Media

- DQ Media Programme – 20 files
- International Media Programme – 55 files
- Social Media growth
 - Largest RTO Facebook and Instagram accounts in NZ
- Community Engagement
 - Quarterly Remarks, Destination Reputation
- New website and online content

 263,000 (+55%)

 97,400 (+31%)

 1,167,782 (+6%)

 7,914 (+17%)

Marketing and media highlights video 2016/17



Trade marketing

- Key trade events
- Fairs and hosting
- Priority markets
 - Premium & value growth
- Key messages
 - Seasons - year round
 - Capacity – future focus
- Reputation



Trade marketing



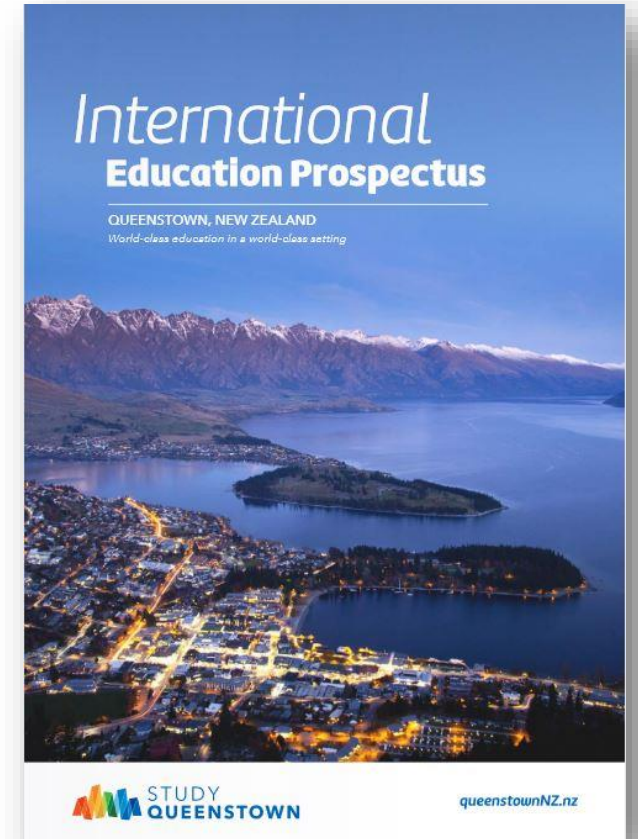
Queenstown Convention Bureau

- Full programme of events
- Leads and famil programme
- Strategic review of QCB
 - Role changes
- Invested in new exhibits
- Invested in CRM system
 - Implementing in 2017/18
- AMWAY China liaison
 - April & May 2018



Study Queenstown

- Ongoing partnership with Education New Zealand (ENZ)
- Alignment with TIA's position on international education and the tourism industry
- Growth in member institutions by 30%
- Over \$40m contributed to the local economy
- Strong governance processes in place
- Over 40 nationalities of students represented



Queenstown Winter Festival



Performance measures



KPI's



- Visitor Volume



- Visitor value



- Return on RTO investment



- Satisfaction

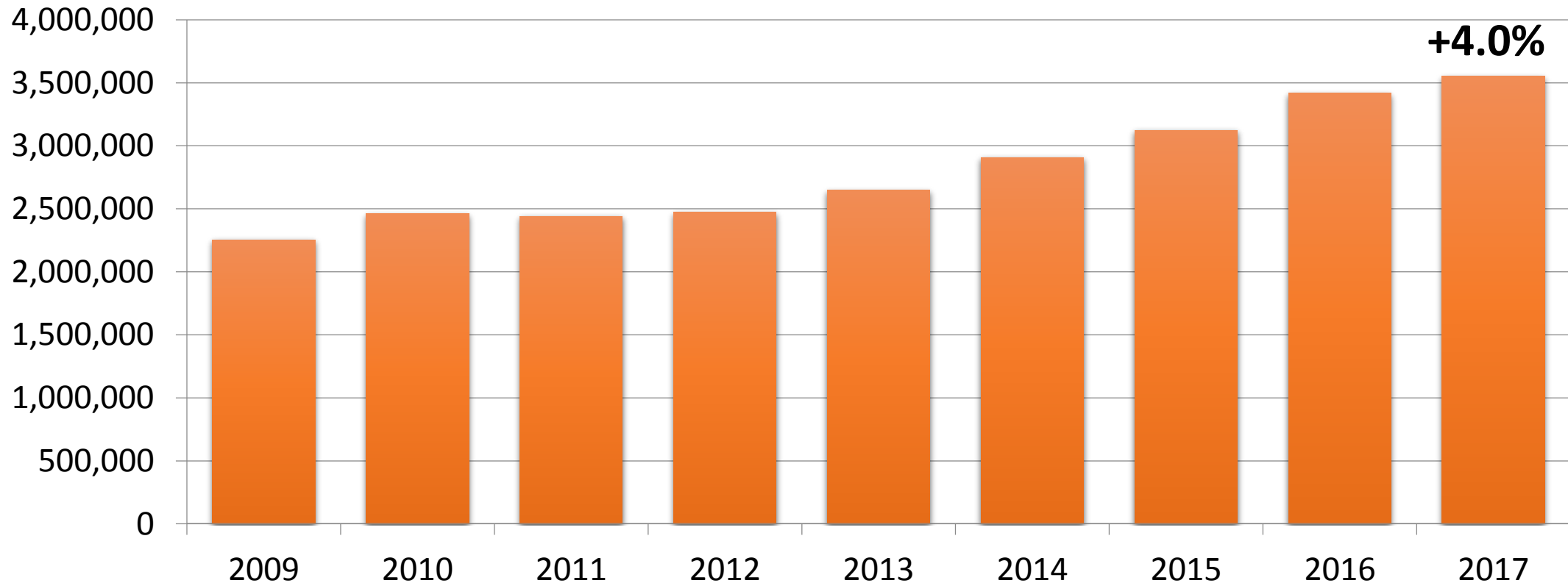
KPI's



• Visitor Volume (CAM)

- Target growth 4%
- National actual 3.7%
- Queenstown actual 4%

Commercial guest nights YE June 2017



Source: Commercial Accommodation Monitor

KPI's

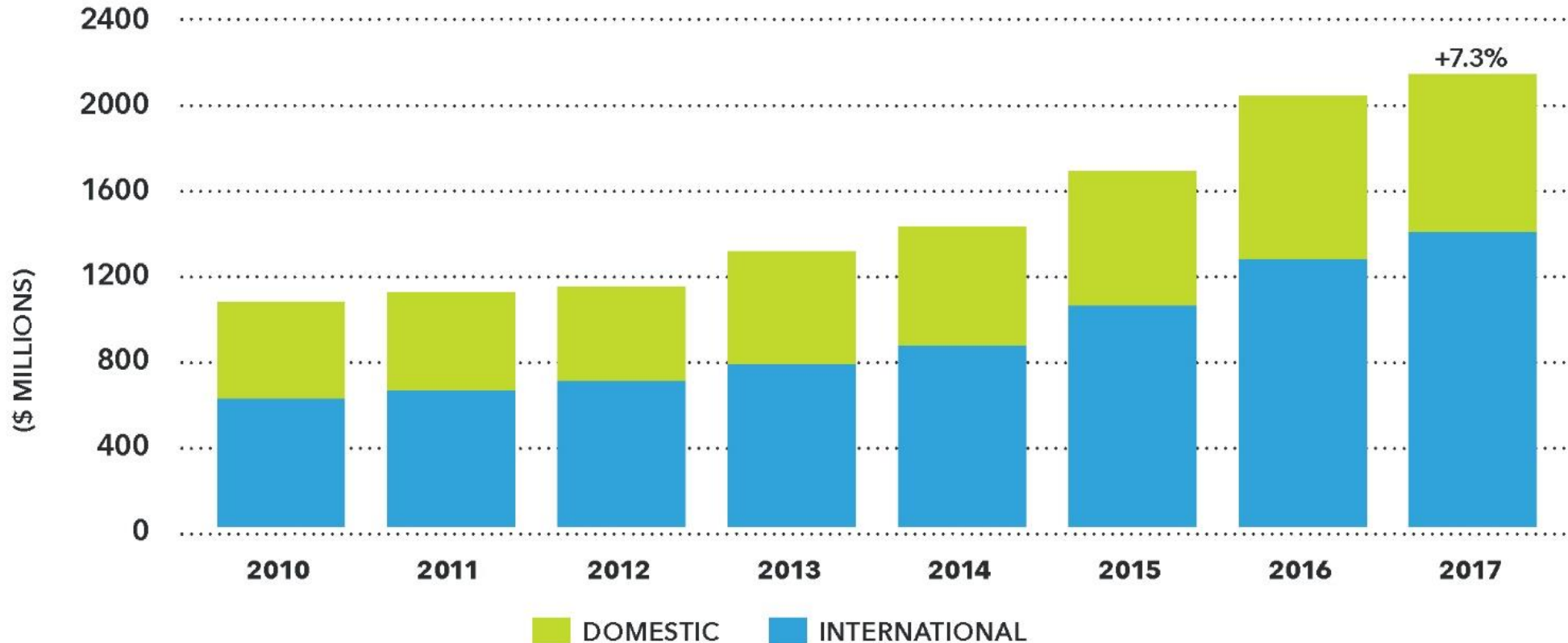


• Visitor value (MRTE's)

- Target growth 6%
- National actual 7.1%
- Queenstown actual 7.3%

Visitor Expenditure

Queenstown visitor expenditure year end June 2017



KPI's



• Return on RTO investment

- Target is RTO investment: visitor spend
 - Ahead of national average
- National ave. 1:483
- DQ in 2016 1:548
- DQ in 2017 1:635

KPI's



• Satisfaction

• QLDC Residents

• 2016 67%

• 2017 53%

• DQ members

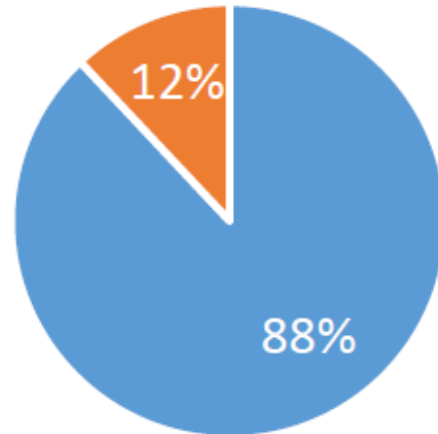
• 2016 82%

• 2017 77%

2017 Member Satisfaction Survey

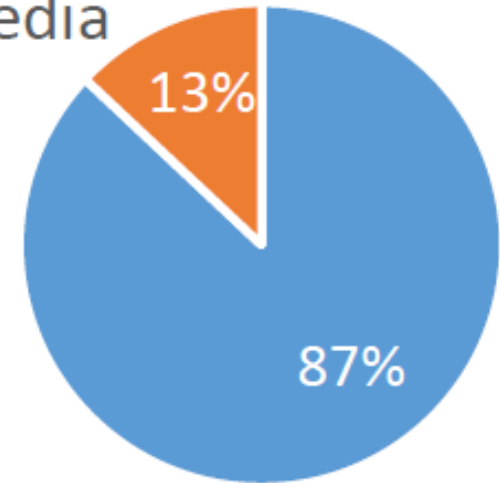
2017 The way DQ represents Queenstown through its social media channels

- Extremely satisfied, Very satisfied & Satisfied
- Somewhat satisfied, Not satisfied



2017 Satisfaction with DQ's representation of Queenstown in the travel media

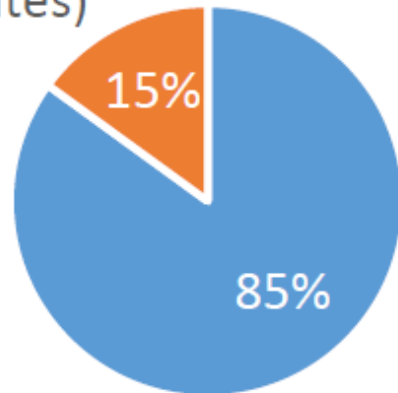
- Extremely satisfied, Very satisfied & Satisfied
- Somewhat satisfied, Not satisfied



2017 Member Satisfaction Survey

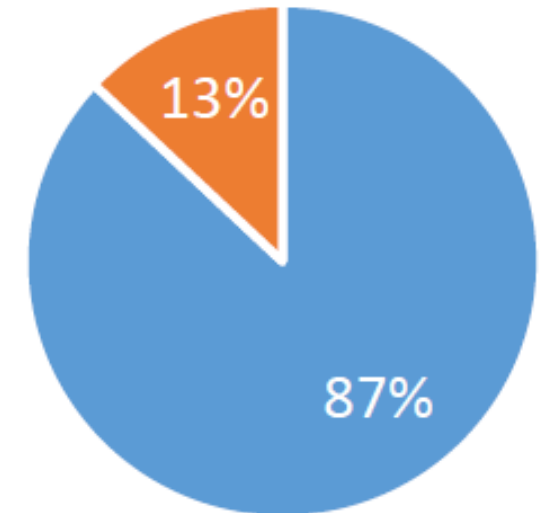
2017 Information provided by DQ's through its channels (Fortnightly Remarks, Special Remarks, Quarterly Remarks, Quarterly member updates)

- Extremely satisfied, Very satisfied & Satisfied



2017 Satisfaction with DQ's high impact marketing campaigns

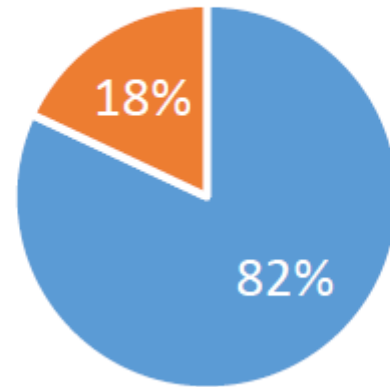
- Extremely satisfied, Very satisfied & Satisfied



2017 Member Satisfaction Survey

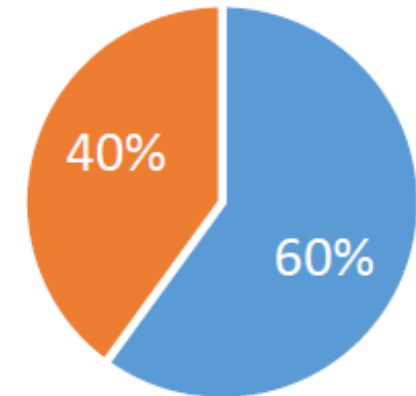
2017 Satisfaction with DQ's Trade Marketing activity

- Extremely satisfied, Very satisfied & Satisfied
- Somewhat satisfied, Not satisfied

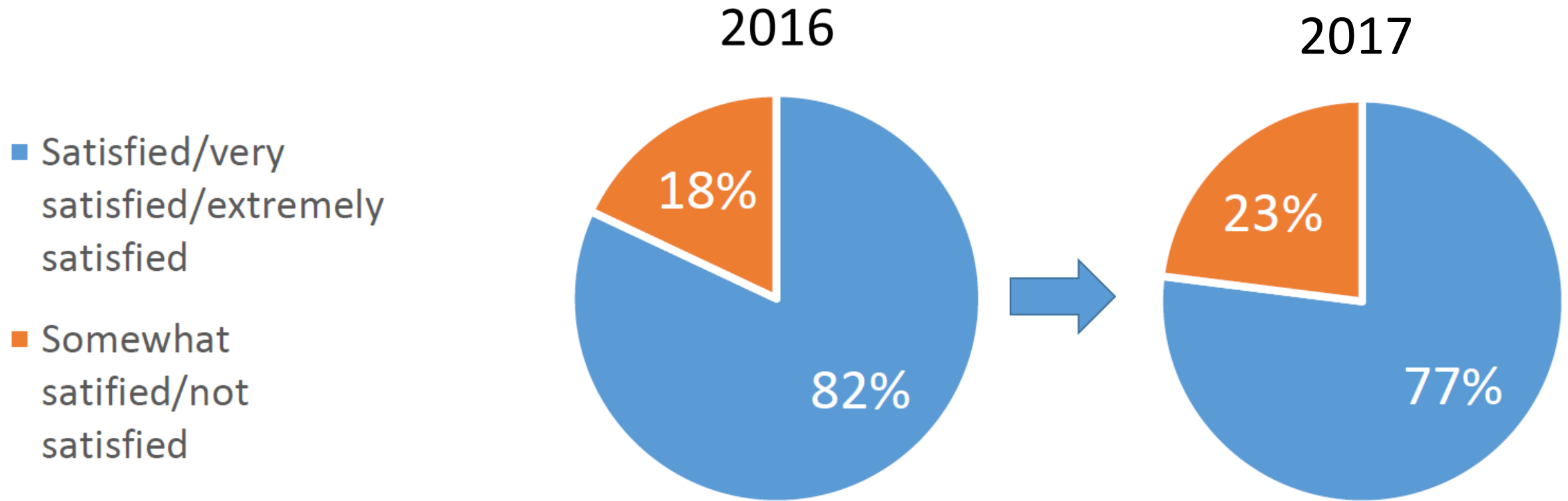


2017 Satisfaction with DQ's Convention Bureau activity

- Extremely satisfied, Very satisfied & Satisfied
- Somewhat satisfied, Not satisfied



Overall member satisfaction



Financial summary

	Actual June 2017	Budget 2017	Actual June 2016
Total Income	4,082,269	4,209,147	4,344,119
Expenses:			
Operations	1,564,645	1,389,586	1,408,824
Direct Marketing:			
Brand Positioning	460,716	625,000	536,578
High Impact Initiatives	1,311,916	1,324,560	1,384,981
World class outputs	44,073	50,000	38,236
Regional Leadership	44,378	45,000	61,469
Key Partnerships	73,448	135,000	103,649
Stakeholder Engagement	75,242	85,000	84,798
Core Business	464,246	555,000	615,841
TOTAL DIRECT MARKETING	2,474,020	2,819,560	2,825,552
TOTAL EXPENSES	4,038,665	4,209,146	4,234,376
NET SURPLUS	43,604	0	109,744

CEO report and acknowledgements

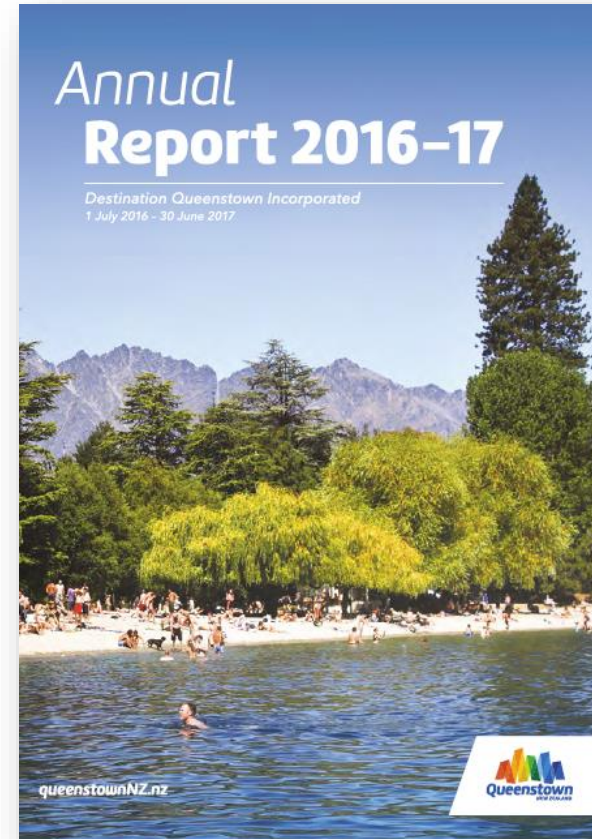


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Annual Report

- DQ CEO commends the Annual Report to the membership



Annual Report - financials


- Motion to accept the financials

DESTINATION QUEENSTOWN INCORPORATED
STATEMENT OF FINANCIAL PERFORMANCE
FOR YEAR ENDED 30 JUNE 2017

	2017 (Note 1)	2016 (Note 1)
TOTAL INCOME	4,082,269	4,344,119
TOTAL EXPENDITURE	4,038,665	4,234,376
NET SURPLUS/(DEFICIT)	43,604	109,744


DESTINATION QUEENSTOWN INCORPORATED
STATEMENT OF MOVEMENTS IN EQUITY
FOR YEAR ENDED 30 JUNE 2017

	2017	2016
Total equity at the beginning of the year	818,191	708,447
Add Net Surplus (Deficit)	43,604	109,744
TOTAL EQUITY AT THE END OF THE YEAR	861,795	818,191
Funds held as:		
Members Funds	(15) 861,795	818,191
TOTAL FUNDS HELD END OF THE YEAR	861,795	818,191


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DESTINATION QUEENSTOWN INCORPORATED
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2017

	2017	2016
Equity	861,795	818,191
Current Assets		
Bank		1,313,215
Prepayments		9,253
Receivables		16,222
Other		231,913
CURRENT ASSETS	1,540,005	1,570,603
Provisions	(4)	
Provisions for Doubtful Debts	(5) 1,285,663	
Provisions for Impairment of Assets		455
Provisions for Impairment of Financial Assets		22,747
Provisions for Impairment of Non-Financial Assets		231,142
PROVISIONS	1,290,710	254,204
NET ASSETS	249,295	316,399
Other	(6) 40,074	
Other		76,273
OTHER ASSETS	1,580,079	1,646,878
Other	(7) 682,901	
Other		35,483
OTHER LIABILITIES	718,284	844,411
LIABILITIES	858,685	879,704
NET ASSETS	861,795	818,191


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Meeting closed
Thank you