

Destination Queenstown Australia Trade Roadshow Melbourne & Sydney

Report

May 2021

Destination Queenstown
PO Box 353, Queenstown 9348, New Zealand
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1. Overview

The Destination Queenstown Australia Roadshow visited both Melbourne and Sydney in May 2021 with 28 Queenstown operators in attendance. This provided a great opportunity for Queenstown operators to re-connect with key-trade contacts in market now that the Australian bubble is established with NZ.

Getting into market within 5 weeks of the trans-Tasman bubble opening, has provided us the opportunity to re-establish Queenstown as the premier four-season international destination for the Australian outbound market. The roadshow was also well timed following the launch of DQ's Queenstown – Home of Adventure Campaign that started in Australia on April 19 and leading up to the Ski season when visitation from Australia peaks.

Dates:

Tuesday, 18 May 12.30-2.30pm – Melbourne

Thursday, 20 May 12.30-2.30pm – Sydney

The format for the trade component of the event was a casual 2-hour session, that started with an introduction by Kiran Nambiar, Business Development Director followed by an address from our Mayor Jim Boulton. The Queenstown, Home of Adventure video was also played for the group. Following was a casual lunch where our trade partners remained seated, and our Queenstown operators made use of moving around the room for the remainder of the duration with the intent to connect with all relevant trade partners.

All key-trade contacts were provided with an e-book Supplier Directory, this can be viewed [here](#).

2. Key Messages

Key messages delivered in market included the delivery of our new brand video, Queenstown - the Home of Adventure, including reiterating our 4-season message, whilst also highlighting our Spring and Summer proposition as a great time of the year to visit.

We also addressed flight and accommodation capacity as we journey out of our country lockdown and support confidence in the market that now is a good time to visit and that we have availability for clients booking. We also educated industry partners on the available tools in our travel trade toolkit that are available for all sellers to further deepen and broaden their knowledge when it comes to understanding and selling Queenstown to their clients.

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3. Presentations

Please find links to the presentations that were provided by Destination Queenstown and Tourism New Zealand for our operators.

[Destination Queenstown](#)

[Tourism New Zealand](#)

4. Attendees – Melbourne and Sydney

Those companies that were invited are listed below in alphabetical order.

Melbourne

Abercrombie & Kent, APT, Australia Expat Travel, Backpacker Deals & Travello, Expedia Group, Express Travel Group, Goldman Group, GOLFSselect, Grand Pacific Tours, Intrepid Group, Luxury Escapes, Magellan Travel, Melbourne Airport, Mogul Ski World, Once Upon a Trip, Qantas/Jetstar Hotels & Holidays, The Fabulous Travel Consultants, The Outdoor Traveller & Expedition Voyager, Travel Managers Australia, Turtle Down Under, Webjet Exclusives.

32 senior management attendees from 21 companies.

Sydney

AAT Kings, Abercrombie & Kent, Agoda International, ANSWIRS Reservations, ANZCRO, Backroads Australia & New Zealand, Collette, EF Cultural Tours GmbH, Expedia Group, Experience Oz, Flight Centre Travel Group, GetYourGuide, Globus, Globus family of brands, Goldman Group, GOWAY TRAVEL, Grand Circle Corporation, Great Tour Experiences Pty Ltd, Hero, KAYAK/Hotels Combined, Klook, Liquid Snow Tours, Magellan Travel/Helloworld Travel, Play Travel by Afterpay, Powell Consultants, Scenic, Skimax, Snowscene, The Big Red Group, Tour East Australia, Travel Managers Australia, Travelplan, Travlr Group, TUI Musement, Viator, Virtuoso

54 senior management attendees from 36 companies.

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5. Feedback

Thank you so much for the opportunity to travel to Sydney and attend the DQ Roadshow. It was extremely beneficial and allowed me to build on newly formed relationships. I'm excited to play my role in maximising FCTG's production into Queenstown. – **Andy Reid, Contracting Manager – Flight Centre Travel Group**

Hey Congrats to you and your team for pulling it off!! A month after a safe travel zone was established. I dare say no bureau/RTO globally has managed such a feat post 2019BC. – **Kirstie Dyer-Grose, National Partnerships Manager - Air New Zealand**

I just wanted to send you a big thankyou to yourself and the others at Destination Queenstown for arranging the Queenstown NZ Roadshow. It was great to catch up with everyone after such a long time. And great to see Destination Queenstown is on the ball being the first NZ'ders to come and visit us. Thanks Linda and crew. – **Phil Lark, Product Manager – Tour East Australia**

Thanks very much, I loved the Tradeshow and made some good contacts, it was very inspiring. – **Nicole Boyer, General Manager Supplier Partnerships – CT Partners**

It was terrific to catch up with you and all the fabulous Queenstown operators. Nothing beats those face-to-face connections so thanks for making it happen. – **Nick Guthrey, Managing Director – ANZCRO**

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