CONSUMER MARKETING TEAM

- Introduction to the Destination Queenstown & Lake Wānaka Tourism Consumer Marketing team



ABOUT CONSUMER MARKETING

Destination Queenstown (DQ) and Lake Wānaka Tourism (LWT) are the Regional Tourism Organisations (RTOs) responsible for both destination marketing and destination management in Queenstown Lakes District.

Our role is to market the district in both international and domestic markets and to work collaboratively with partners to deliver the region's destination management plan, focusing on regenerative tourism by 2030 and attracting 'high contributing' visitors.

Consumer marketing activity ensures the region has a constant destination presence in various markets via a range of online and offline channels, focused on driving brand awareness, destination preference and maintaining a sustainable level of visitor demand. The marketing team are responsible for management of the destination brands, official websites, production of written and visual storytelling content, and managing a range of partnerships with other RTOs, Air New Zealand, Tourism New Zealand and other key stakeholders.





MARKETING OBJECTIVES

1. Build strong, differentiated destination brands for Queenstown and Wānaka that drive preference, strengthen destination reputation and support long-term resilience.
2. Shape and grow sustainable year-round demand by increasing preference in shoulder seasons, attracting high contributing visitors and improving overall value.
3. Create compelling content that drives discovery, educates, and influences visitor behaviour and is designed for both human audiences, AI systems, and social platforms.
4. Develop and optimise digital platforms as high-performing destination marketing and management assets, strengthening first-party data capability and adapting to AI-driven discovery environments.
5. Support and invest in regional collaboration initiatives that benefit Queenstown and Wānaka as well as the wider lower South region.
6. Strengthen awareness, engagement and participation in DQ & LWT’s secondary brands by leveraging our marketing capability to grow community pride, visitor giveback and event impact.

KEY FOCUS AREAS

SHAPE VISITOR DEMAND



Focus on attracting ‘high contributing visitors’ and educating high intent audiences on Queenstown and Wānaka’s regenerative journey.

RETAIN A SUSTAINABLE VISITOR MIX



Retain relationships with domestic and Australian audiences, maintaining a resilient, sustainable and profitable visitor mix.

EVOLVE BRAND & STORYTELLING

Queenstown NEW ZEALAND

Wānaka

Evolve brand and storytelling to be values-led, celebrating our people, place and experiences.

WHO IS A HIGH-CONTRIBUTING VISITOR?

Slower travel style and longer length of stay.

Engagement with our community, making meaningful connections.

Venturing further than the norm.

Encouraging visitors to do more while they are here.

Learning about our culture, respecting it and sharing their own.

Reciprocity of knowledge.

Share learnings with the world.

Celebrate our history, culture and diversity.

Visitors who take the time to become a temporary local getting to know and appreciate our people and place, forging connections and giving back to the Queenstown-Lakes region

To know and care for our environment.

To appreciate our district and understand our love of place.

Supports Love Queenstown/ Love Wānaka initiative.

Higher yield (longer more engaged stays, spread of spend).

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CHANGING MINDSETS

Referrals/Conversions	→	Connection & Advocacy
Volume	→	Quality
Product	→	People, Place & Experience
Short stay	→	Slow Travel
Consumer	→	Contributor
Tourist	→	Temporary Local
Tourism	→	Visitor Economy
Spend	→	High Contributing
What	→	Why

This mindset shift shapes the way we think about our visitors, our marketing, and what success looks like.

We have reframed how we think about who we're attracting, how we might shape the invitation, as well as how we influence their experience and how they feel, when in destination.

This mindset shift has informed our marketing approach to support the region's journey to regenerative tourism.

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CONSUMER MARKETING AUDIENCES

DQ and LWT's consumer marketing audiences have been developed to align with strategic goals and objectives.

Two new audiences, 'Residents' and 'Changemakers' have been introduced and strategies to integrate these audiences into marketing activity are being developed. 'QT/Wānaka Fans' are an existing audience and ensures we continue to engage our domestic and Australian visitors, driving a sustainable base of year-round visitation.

QT/WĀNAKA FANS



Retain relationships with high intent domestic and Australian audiences, influencing behaviour and converting them to high contributing visitors.

CHANGEMAKERS



Inspire, educate and attract environmentally and socially minded travellers and advocators, positioning Queenstown and Wānaka as a first mover in the regenerative tourism space.

RESIDENTS



Use tourism and travel to enrich the lives of our residents and communities, connect them with high contributing visitors and help them see the benefits of tourism.

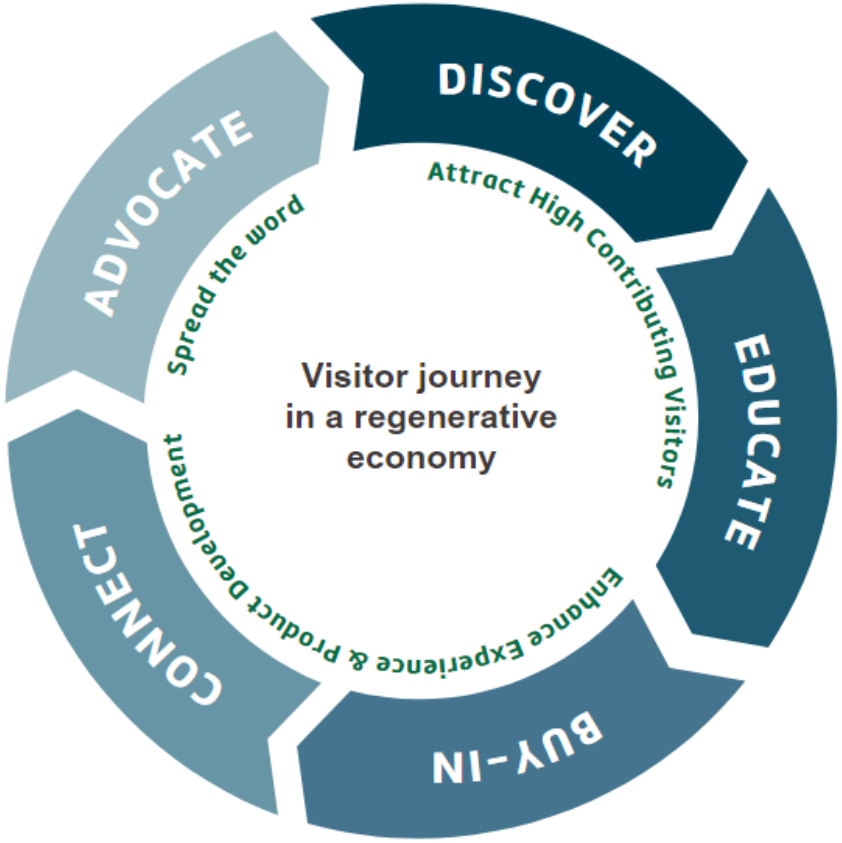
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CONSUMER MARKETING MODEL

The consumer marketing model aligns with and supports, the region's journey to regenerative tourism.

The model goes beyond the traditional 'dream | plan | book' funnel and introduces a focus on experience in destination as well as advocacy post-trip, representing a virtuous cycle:

- Represents the visitor journey in a regenerative visitor economy
- Focuses on growing awareness of destination brand(s) and regenerative tourism vision, encouraging people to visit, participate in more experiences and buy-in to the region's vision
- Educates and influences the choices visitors make to deliver positive social, cultural, economic and environmental outcomes
- Looks to foster deeper connections with our people and place
- Success measures include: website engagement, member referrals, eDM sign ups and CTR, engagement with regenerative stories and product, visitor mix, connection with community (measured via Visitor Experience Survey) and longer length of stay.



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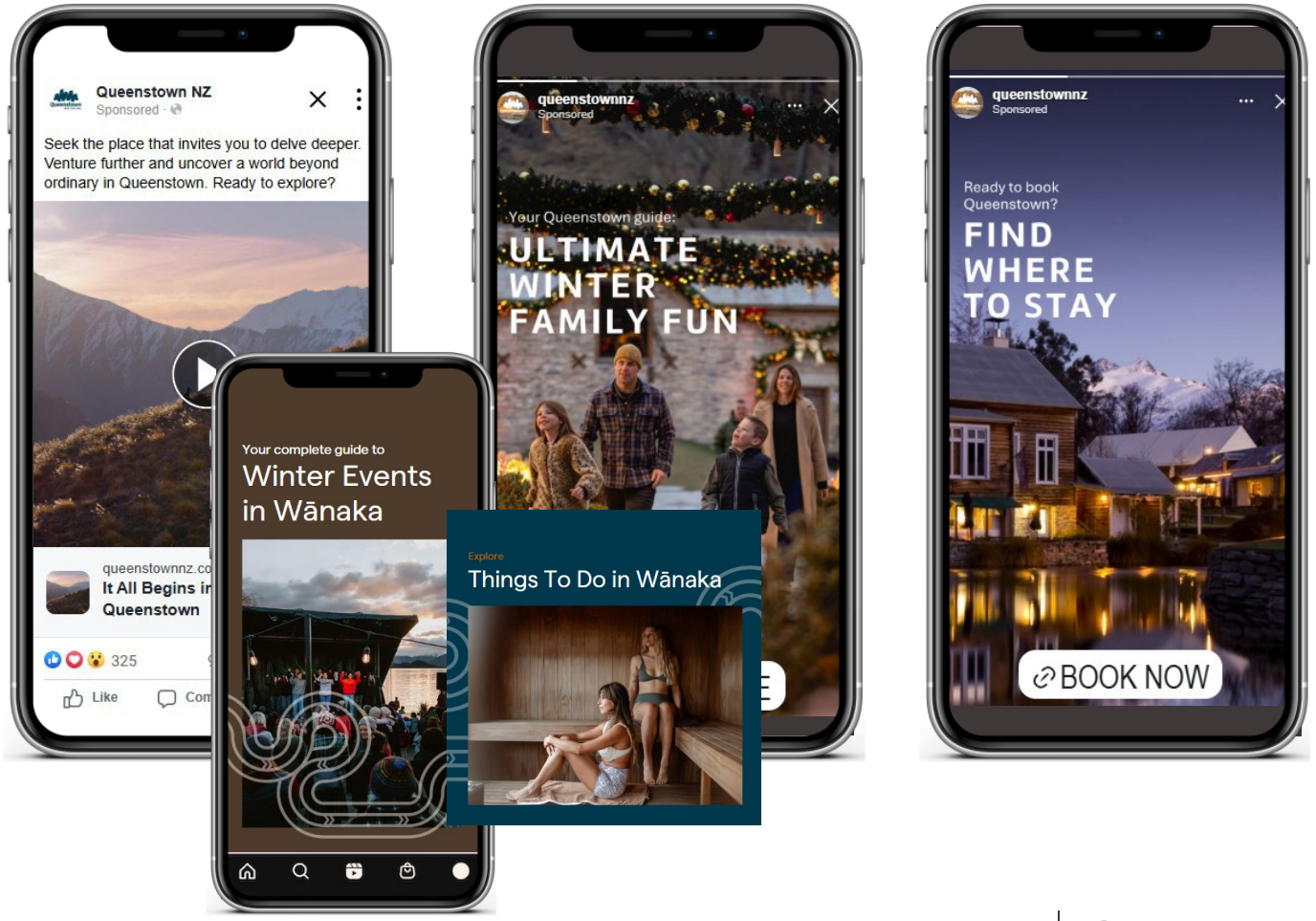
DIGITAL ALWAYS-ON SNAPSHOT

DQ & LWT's 'always-on' digital strategy ensures Queenstown and Wānaka have a year-round presence in the domestic and Australian markets to support sustainable visitation.

Digital marketing activity focuses on attracting and converting 'high contributing' visitors, while targeting those with high travel intent to visit in various seasons based on their interests.

Paid channels include Facebook, Instagram, YouTube, display, paid search and TikTok. Content educates visitors to explore further, see more and stay longer by sharing stories about our people, place and unique experiences.

Digital activity focuses on generating brand awareness and engagement, driving website traffic to QueenstownNZ.nz and Wānaka.co.nz, and converting to local operator websites via product listings.



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CONTENT AND STORYTELLING PILLARS

Storytelling is guided by the below pillars and content themes, and is focused on celebrating our people, our place, and the range of experiences on offer in our region. Content is structured to inspire and educate visitors on how to plan and book their trip, while influencing their choices, showcasing how to travel lightly, connect deeper with our community and care for our place while visiting.

Storytelling Pillars	
People, Place & Experiences	Regenerative Tourism, Sustainability and Community

Content Themes		
Regenerative Tourism (e.g. carbon zero, innovation, product development)	Activity Segments (e.g. Hike, Bike, Golf, Ski, F&B, Family, Luxury, Wellness, Events)	Slow / Low Impact Travel (e.g. itineraries and stories)

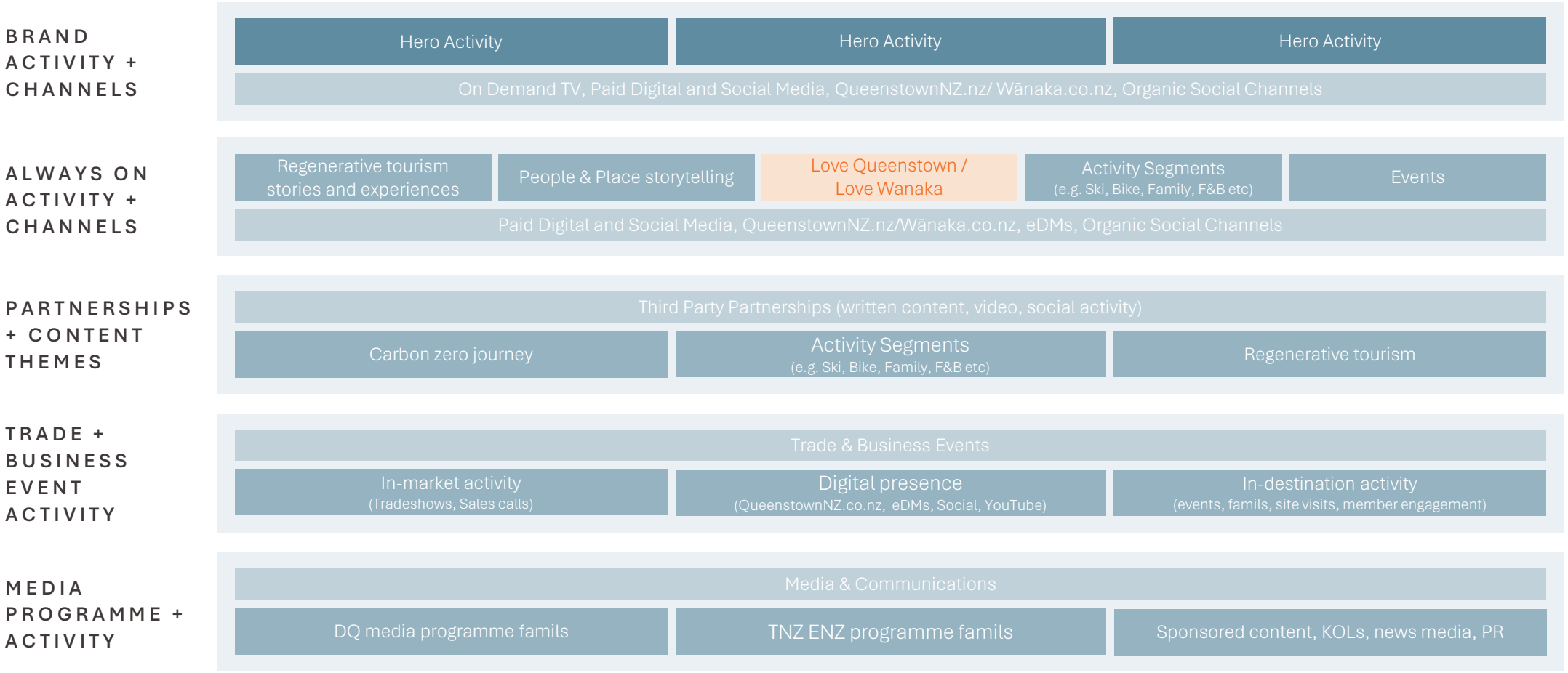






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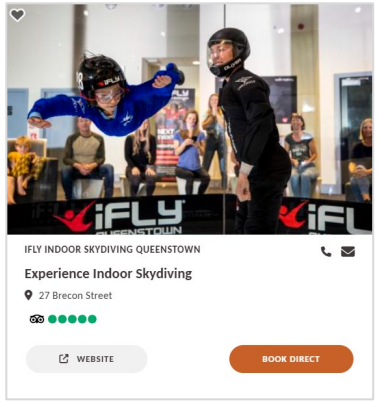
ACTIVITY SUMMARY



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WORKING
WITH DQ & LWT
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MARKETING OPPORTUNITIES



Website product listings

Every member is entitled to a free listing on the official Queenstown and Wānaka websites which act as a commission-free referral source. Keep your listings up to date to leverage RTO activity and stay relevant for visitors planning and booking a trip.

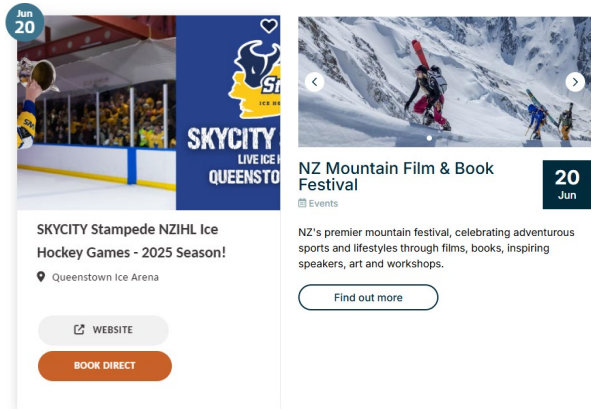
Update your QueenstownNZ listing or Wānaka listing.



Send us your latest imagery and video assets

Providing DQ and LWT with high quality imagery of your product or service is important to ensure accurate representation of your business on our channels.

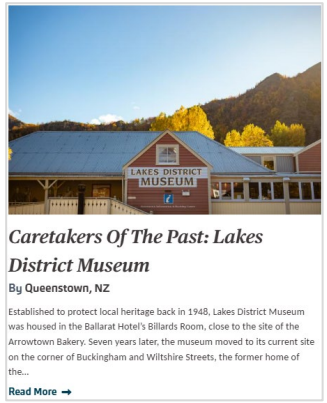
Please ensure your assets have permission for third-party use, allowing us to use this in our activity. Send us your assets.



Hosting an event?

It's free to list an event on both QueenstownNZ.nz and Wanaka.nz. Our paid event marketing campaign promotes a range of local events from local markets to festivals, sporting events and music gigs.

Submit a Queenstown event or Wanaka event.



Share your regenerative stories and initiatives with us

We're always keen to hear about the regenerative or sustainability initiatives at play in your business. Send your stories and updates to the team to help inform our activity and storytelling.

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SCALE UP YOUR MARKETING

High Quality Imagery

Great images make people feel something, and those emotions create powerful connections between people and brands.

Good quality imagery will tell a story, draw people into your product/brand, and create trust in your product. The image asset will have a high pixel count, showing up clear and crisp, and will consider and visualise the Three P's (People, Place, Product) in one frame. Our visitors travel for our landscapes and natural surroundings, so ensuring this is within your imagery is important.

Licensing your imagery for third-party use and supplying to DQ ensures we accurately represent your experience in our marketing.

Content designed for platform

Ensuring your content is fit for purpose and designed for each platform is key to maximizing impact. When creating branded content or ads across different platforms, a 'one-size-fits-all' approach won't do your marketing justice.

Each platform has varying requirements, specifications and guidelines for images, graphics and videos. Tailor your message and ensure videos and images are at the recommended length and size for each platform. E.g. 1:1 or 4:5 format works best for 'Feed' placements, and 9:16 outputs are required for 'Story' ads and YouTube Shorts, whereas 16:9 videos are great for YouTube.

Storytelling

At its core, travel is about experience, and storytelling is a tool that allows you to transport people into a different world, get them excited about your experience, generate emotion and connect with them over shared values and interests.

Instead of simply telling people your company 'offers adventure tours', tell the story of how local guides will lead you on a hike through the UNESCO World Heritage Area, spotting native wildlife and learning about the local environment.

In a cluttered travel marketing world, good storytelling sets your brand apart, grabs people's attention and helps build relationships with consumers.

Partnerships

Partnership marketing is a strategic collaboration between two or more businesses that helps reach respective business goals.

Partnership marketing is one of the best ways to reach new audiences, raise awareness of your brand and/or product, drive leads and ultimately boost revenue.

Reach specific and targeted audiences with third-party partnerships via publications, brand ads, storytelling or advertorial, digital advertising or banners, EDMs, or high-level brand partnerships and activations.

INCREASE YOUR ONLINE PRESENCE

Google Business Profile

Google Business Profile is a free and easy-to-use tool for businesses to manage their online presence across Google, including on Search and Maps. By claiming your Google business profile and keeping it up to date, you increase visibility within Search and help visitors find your business contact details and open hours quickly and easily. You can also engage with potential visitors by responding to questions and monitor reviews.

Link your social profiles to Google Business to display your latest social posts for extra visibility.

Register for a Google Profile here.

Search Engine Optimisation

SEO is the process of improving the ranking and visibility of your business in organic search results. This helps to gain awareness and drive free traffic to your site when visitors are actively planning and booking their trip via online search engines.

Three types of SEO to address:

1. *Technical* (ensure your website is crawlable, address load speed, mobile first, install SSL certificate)
2. *On-site* (have a clear content hierarchy and page structure. Content should be readable, relevant and unique, written for people and not just search engines)
3. *Off-page SEO* (create share-worthy content, leverage PR, increase social media engagement, work on quality link building, fix broken links on third party sites)

SEM & PPC Advertising

Search Engine Marketing (SEM) is the promotion of business through sponsored ads in search results. SEM involves bidding on select keywords to get paid advertisements to appear at the top of search engine results pages.

If your bid is successful on a particular keyword, your ad will appear as the result for those search queries. This is known as pay-per-click (PPC) advertising.

Targeted ads can be placed right in front of the eyes of visitors who are already searching for specific products or experiences and are ready to make a purchase.

SEM is a powerful tool when used in conjunction with SEO.

Organic & Paid Social Media

Maximise your brand reach, awareness and help to drive sales through leveraging both organic and paid social media.

By implementing both organic and paid social media, you can reach a wider audience than you would with either strategy alone. Organic social media can help build a loyal following, while paid social media can help you reach new audiences, drive traffic and increase conversions.

Consider your audience targeting carefully and create compelling creative and ad copy to get most from your social advertising investment.

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