Destination Queenstown
40th Annual General Meeting Minutes

Thursday 18 September 2025, 4:00pm

Copthorne Hotel and Resort Queenstown Lakefront, Corner Frankton Rd & Adelaide Street, Queenstown.

In Attendance:
Destination Queenstown Board Members: Richard Thomas, Trish May, Matthew Day, Erik Barnes, Mike Theelen, Glyn Lewers (ex-officio).

Destination Queenstown Staff: Mat Woods, Sarah O'Donnell, Ruby Cummins, Daniella Jones, Eilidh Blanchard, Tonia Farquharson, Aimee Riach, Ash Bickley, Sherri Gibb, Cara Anderson, Jessica Langelaan, Ruby Knight, Will Nelson, Stu Cordelle, Micaela McLeod, Rose Wood.

Apologies: Nick Lambert, Martin Langford, Shelley Eastwood, Jeremy Samuels, Mats Leckie, Sharon Fifield, Nicky Busst, Brett Duncan. An additional apology from the floor from Erna Spijkerbosch.

Meeting opened at 4:00pm.

1. **Chair's welcome**
   Destination Queenstown Chair Richard Thomas welcomed the members to the 40th AGM of Destination Queenstown Inc. and officially opened the meeting. The Chair acknowledged the attendance of Mayor Glyn Lewers and mayoral candidate John Glover.

2. **Apologies**
   The chair recorded the official apologies: Nick Lambert, Martin Langford, Shelley Eastwood, Jeremy Samuels, Mats Leckie, Sharon Fifield, Nicky Busst, Brett Duncan. An additional apology from the floor from Erna Spijkerbosch.

3. **Minutes of last year's AGM (motion)**
   Richard Thomas proposed the motion that the 2024 AGM minutes reflect an accurate record of the 39th AGM and that they be accepted and passed into record.

   Moved: Richard Thomas (Skyline)
   Seconded: Trent Yeo (Ziptrek Ecotours)
   Carried.

4. **Chair's report**

- Chair Richard Thomas reflects on the first year of the partial shared services agreement with Lake Wānaka Tourism.
- DQ has supported strong international recovery. North American visitation has been strong, alongside steady domestic and Australian demand during school holidays.
- Notes a soft winter start and loss of events such as LUMA and Winter Games, while highlighting new events like Natural Selection and Electrify Queenstown, plus existing events including the Marathon, Snow Machine, and NZ Open.
- Acknowledges Government's Tourism Growth Roadmap funding, stressing the need for both demand and supply. Meetings with the Tourism Minister and CE Mat Woods reinforced Queenstown's national importance and provided opportunities to raise infrastructure needs.
- Destination management progress includes the Member Capability Programme, Community Funds, completion of the Optimal Visitation Model (requiring specialist skills to leverage), and the launch of the Queenstown Electrification Accelerator Programme to support decarbonisation.
- Recognised the hard work to embed the shared service agreement with DQ and LWT.
- The Chair thanks the DQ team and DQ board.
- The Chair thanks Mike Theelan's contribution to the DQ board during his tenure, acknowledging his last AGM.
- The Chair opens to the floor for questions. No questions.

5. **Confirmation of auditors (motion)**

Richard Thomas proposed that Crowe be confirmed to audit Destination Queenstown's financial accounts in 2025-2026.

Moved: Glyn Lewers (QLDC)
Seconded: Matthew Day (Remarkables Park)
Carried.

6. **Alterations to Rules**

Resolution 1
Richard Thomas proposed motion that the members do hereby approve the adoption of the full set of rules of the society circulated by the board immediately prior to this Annual General Meeting, such new rules being adopted in substitution for the existing rules of the society.

Moved: Charlie Phillips (QRC)
Seconded: Brian Howie (Millbrook)
Carried.

Resolution 2
Richard Thomas proposed motion that the members do hereby authorise and instruct the board to execute all documents and do all things necessary to complete the reregistration of Destination Queenstown Incorporated as a society with the Incorporated Societies Registrar, pursuant to the Incorporated Societies Act 2022, and to register the newly approved rules of the society with the reregistration of DQ.

Moved: Richard Thomas (Skyline)
Seconded: Melissa Couch (Rendezvous Heritage Hotel)
Carried.

7. **Election of directors**

The candidate for the Services and Retail sector Trish May (May Communications and Marketing) is confirmed as elected unopposed. [Trish May presented a short introduction]

The candidate for the Small to Medium Activity Sector, Andrew Bell (Queenstown Golf Club) is confirmed as elected unopposed. [Andrew Bell presented a short introduction]

The Chair welcomes them both to the positions.

8. **Motion to accept the financials**

Richard Thomas proposed motion that Destination Queenstown's 2024-2025 financials be accepted.

Moved: Amanda Gatward-Ferguson (Nomad Safaris)
Seconded: Matthew Day (Remarkables Park)
Carried.

9. **FY24-54 Annual Report**

The Chair commended the FY24-25 Annual Report to the membership. Encourages members to read it.

10. **CEO Update**

- Chief Executive (CE) Mat Woods thanks members for attending and acknowledges councillor Matt Wong, Mayor Glyn Lewers and mayoral candidate John Glover. CE invites the room for a round of applause to Mike Theelan's tenure.
- Emphasises progress on shared services between the two RTOs, recognised nationally and by the Tourism Minister, and credits the board's leadership.
- Notes ministerial changes, an increase to the International Visitor Levy, and the government's strong tourism investment, with ambitions for tourism to become New Zealand's largest export.
- Highlights the Tourism Growth Roadmap, a bipartisan initiative launching December 2025, with Queenstown asked to contribute directly.
- Raises the need for a National Development Authority, noting Tourism NZ's marketing mandate and MBIE's interest in a Fáilte Ireland-style model.

- Outlines the Regional Deal, one of only three nationally, focused on visitors and investment, transport transformation, electrification, private investment, public health, and value capture.

11. FY24-25 Activity Overview

- The CE plays a 7-minute video showing highlights of DQ's activity during FY24-25.
- The CE commends the DQ team.
- Thanks given to the members support.
- Acknowledges Tonia and gives thanks for accounts support.

12. General business (Q&A)

Richard Thomas and Mat Woods opened the floor for questions.

- Scott McNab (RealNZ)- asked about the balance of conventional marketing and DMP projects.
    - Mat outlines that the DMP has 23 projects and 118 actions across three pillars. With more support or funding, DQ and LWT could accelerate delivery. Currently, about 90% of effort is on conventional marketing and 10% on destination management, though much of the latter is integrated into marketing.
    - He notes the Tourism Minister's current focus is 80% demand and 20% supply, with a future goal of shifting to 60% demand and 40% supply.
    - Richard adds that destination management efforts are being recognised, citing the policy makers and innovators who attended Electrify Queenstown. He stresses the need for funding to do more, with the Regional Deal as a possible avenue.
    - Richard Thomas acknowledged the work of Mat Woods and Sarah O'Donnell on the paper to MBIE for the National Development Authority.
- Dave Beeche (RealNZ) - commends the work of DQ, particularly the winter campaign. Expressed that Queenstown is a desired snow destination, which is credit to destination marketing. RealNZ has seen year on year growth which enables operators to invest in their infrastructure and supply.
    - Mat acknowledges great private investment from ski field operators in particular as well as significant other private investments in infrastructure across the region. Identifies DQ as lobbying for public investment to better support the region – both visitor and residents alike.
- Stuart Manson (Crowne Plaza) - asks what the recently announced government events fund ($40 million) could result in for Queenstown.
    - Mat answers that majority will likely go to Auckland. This fund has to be coinvested 25% by council. QLDC's events funding has been set for the coming FY and have a limited amount of funding and different focus then a council like Auckland.
    - We may see some of the $10 million Regional Boost Fund however through the collaboration with Southern Way.
- Nicky Sygrove asks what summer numbers are looking like.

- Eilidh Blanchard (Data and Insights Manager) responds the region is pacing ahead of this time last year for the Christmas period, but we will experience the traditional.
- Mat adds the region is attractive as a safe destination and visitors currently have a higher spending power.

- Matt Wong - asks about the Views on Tourism and Tourism Approval Rating (TAR) and is DQ still using it.
  - Eilidh responses yes, we are going into market next month.
  - Mat adds DQ uses Angus & Associates to measure the TAR in region. TNZ measures for the whole of Otago. He explains we can use the TAR as evidence for the need for supply in the tourism growth roadmap.
  - Sarah explains how the Net Promoter Score works in conjunction with the TAR.

13. <u>Thanks</u>

The Chair thanks the members for their attendance.

Meeting closed: 4:54pm