

Members Update and AGM

20 September 2018



feel the
inspiration



ANGELO
SHOES
BAGS

FARMACIA

BAR TREVI

ANNO IVBILFMDCL
IVLIVSSRED CAR MAZARINVS

UNITED OF BEANS

UNITED OF BEANS



Members Update Agenda

A person is seen from behind, standing on a grassy hillside. They are looking out over a valley towards a town and mountains under a warm, golden sunset sky. The scene is peaceful and scenic.

Mayor Jim Boulton

CEO FY17-18 Review

FY15-18 Strategic Priorities and Objectives

Activity Highlights Report

Destination Performance

Strategic direction

Close Update and commence AGM

QLDC Mayor Jim Boulton



CEO Highlights Review

FY17-18

Graham Budd



FY17-18 Strategic Priorities



FY17-18 was the last year of the three year FY15-18 strategic plan.

Focus on four key priority areas in FY17-18

FY17-18 Organisation Objectives

- 1) To continue to drive year round demand for Queenstown
- 2) To grow the value of visitors to Queenstown
- 3) Lead positive stakeholder communication and engagement

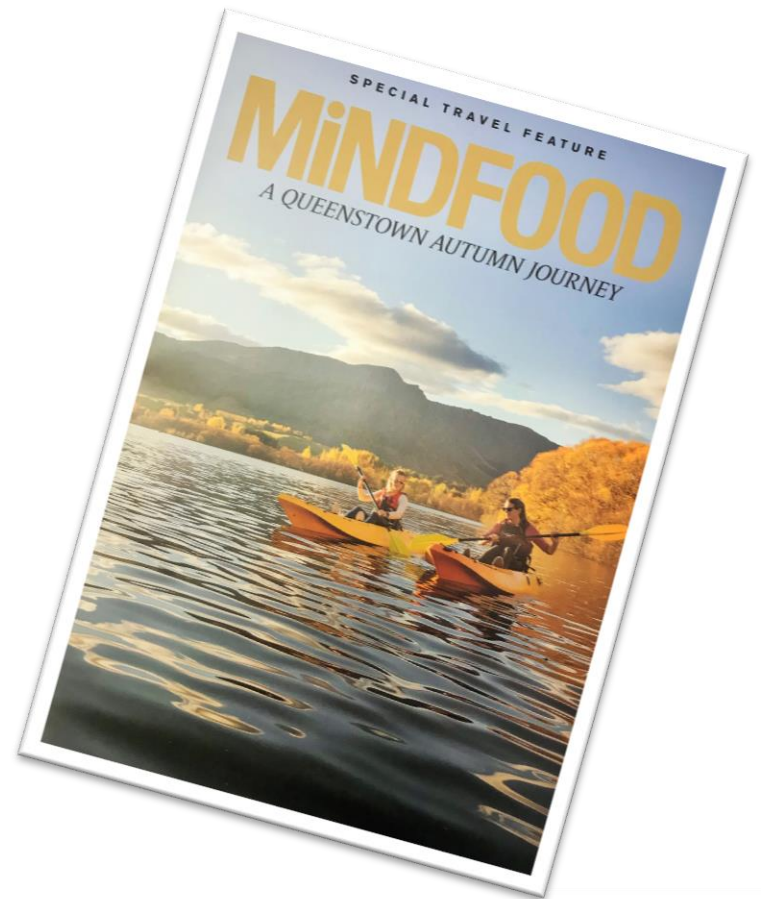
Core Activities

The background image is a landscape photograph. In the foreground, there is a field of tall, golden-brown grass. Behind it, a vineyard with rows of green grapevines stretches across the middle ground. To the left, a hillside with sparse vegetation and a few trees rises. In the distance, a range of mountains with some greenery and some bare, brownish slopes is visible under a clear blue sky. The sun is bright and positioned in the upper left quadrant, creating a lens flare effect.

- **Consumer Marketing**
- **Communications and Media**
- **Travel Trade and Industry**
- **Conference and Incentive**
- **Study Queenstown**

Consumer Marketing

- Australian spring campaign
- Domestic autumn campaign
- Early-bird and core winter campaigns
- South Island journeys campaign JV
- Website development
- Digital marketing strategy
- Winter Festival activation
- Collateral



Communications and Media

- DQ Media Programme – 24 files
- International Media Programme – 69 files
- Social Media growth
 - 300,000 Facebook
 - 100,000 Instagram
 - Largest RTO social media accounts in NZ
- Stakeholder engagement
- Community sentiment



Marketing & Media Highlights Video

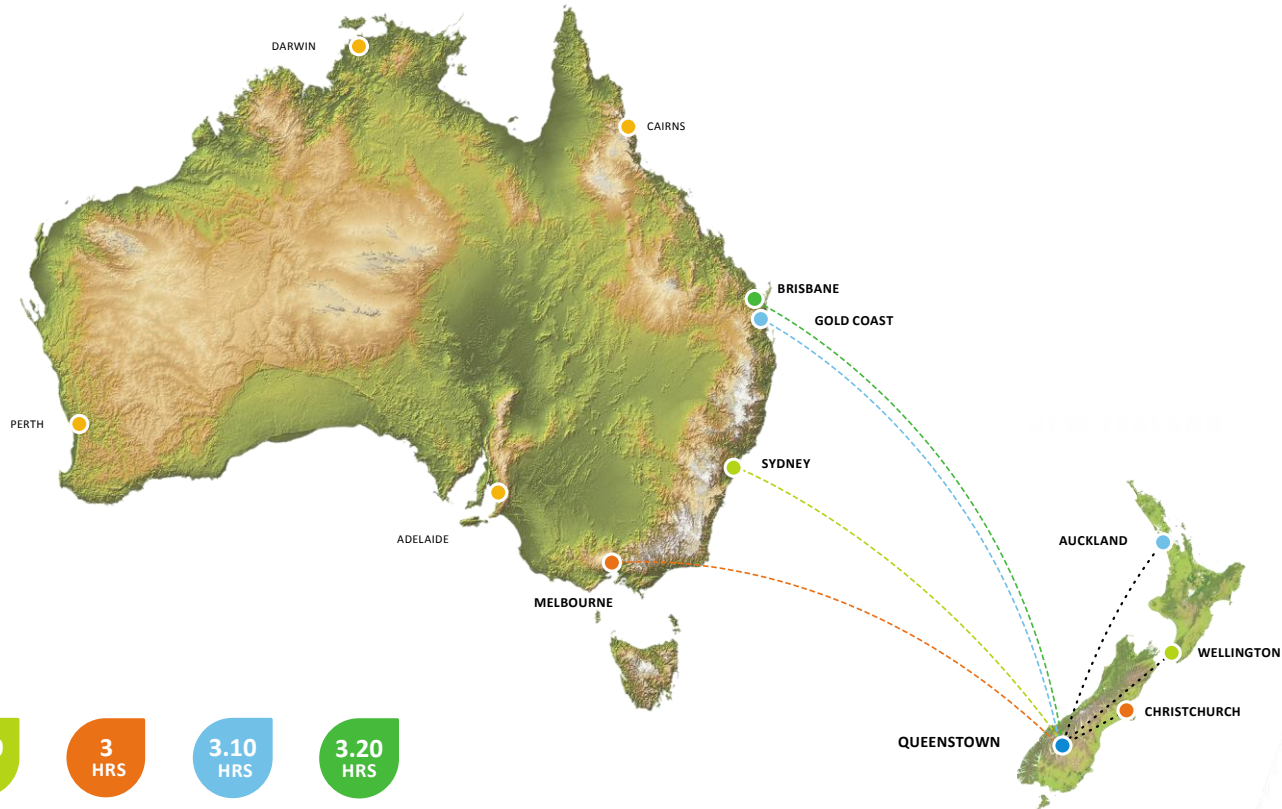




Travel Trade and Industry

- Key trade events
- Famils and hosting – 445 participants
- Priority markets
- Key messages

Direct Connections



APPROXIMATE
FLIGHT TIMES TO
QUEENSTOWN

2.40
HRS
SYDNEY

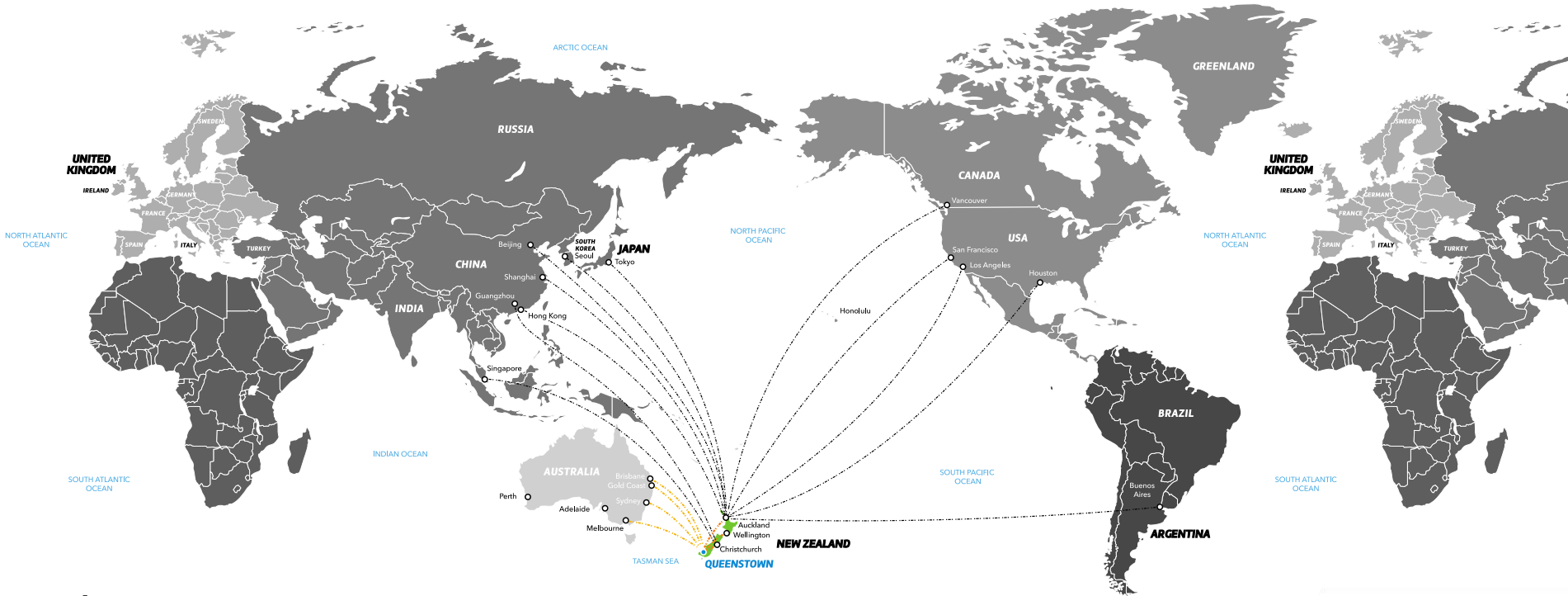
3
HRS
MELBOURNE

3.10
HRS
GOLD COAST

3.20
HRS
BRISBANE



International Connections



APPROXIMATE
FLIGHT TIMES TO
QUEENSTOWN

3
HRS

AUSTRALIA

12
HRS

ASIA

13
HRS

USA

13
HRS

SOUTH AMERICA

23
HRS

AFRICA

25
HRS

EUROPE



China VIP Dinner

皇后镇旅游局贵宾晚宴


Queenstown
NEW ZEALAND





Queenstown Week 2017



Mountain Travel Symposium 2018



Queenstown Convention Bureau

- New structure & team
- Queenstown Week
- Simpleview CRM
- Amway China
- Domestic Famil
- C&I Marketing
 - Image Library
- Events
 - 5 major events, 138 appointments
- Familis
 - 21 hosted familis
 - 129 participants
- Leads - 104 - \$23 million value
 - 30 confirmed
 - 34 in progress





Louise
Clark
EXHIBITOR

Chelsea
King
EXHIBITOR

Kiran
Nambiar
EXHIBITOR

Queenstown
Feel the inspiration

124a

Championing
the SOUTH

AMAR
8 ST
OPPI

BUNGY



TOURISM NEW ZEALAND BUSINESS EVENTS ANNOUNCEMENT

新西兰旅游局商务会奖新闻发布会



2016/17年度安利（中国）营销菁英海外进修研讨会
新西兰·皇后镇



AMWAY Leadership Seminar 2018

- Overall delegate satisfaction highest ever! **96%**
- 2 ½ years of planning
- Outstanding NZ Inc approach
 - Tourism New Zealand, QCB, Air NZ, Immigration NZ
 - Hilton Hotels, IBO's, DMC's and Queenstown operators
 - AKL and Queenstown airports, QLDC and many others



Amway Leadership Seminar 2018



Study Queenstown

- Study Queenstown International Agent Conference
- SQ led Queenstown China Mission for education
- 1780 international students studying in Queenstown
- 57 nationalities of international students
- Over \$46 million contributed to the local economy
- Focus on developing new growth areas – post grad, cheffing, executive education

SQ International Agent Conference



Real Journeys Queenstown Winter Festival



2018 Highlights Video



Destination Performance

A woman in a red sweater and blue jeans stands on a paved patio, holding a glass of red wine. She is looking towards the camera. In the background, three other people are seated at a round table, also enjoying wine and food. The patio is surrounded by lush greenery and a vineyard, with rolling hills and mountains in the distance under a clear blue sky. The sun is shining brightly, creating a lens flare effect.

KPIs

- Visitor Volume
- Visitor value
- Return on RTO investment
- Satisfaction

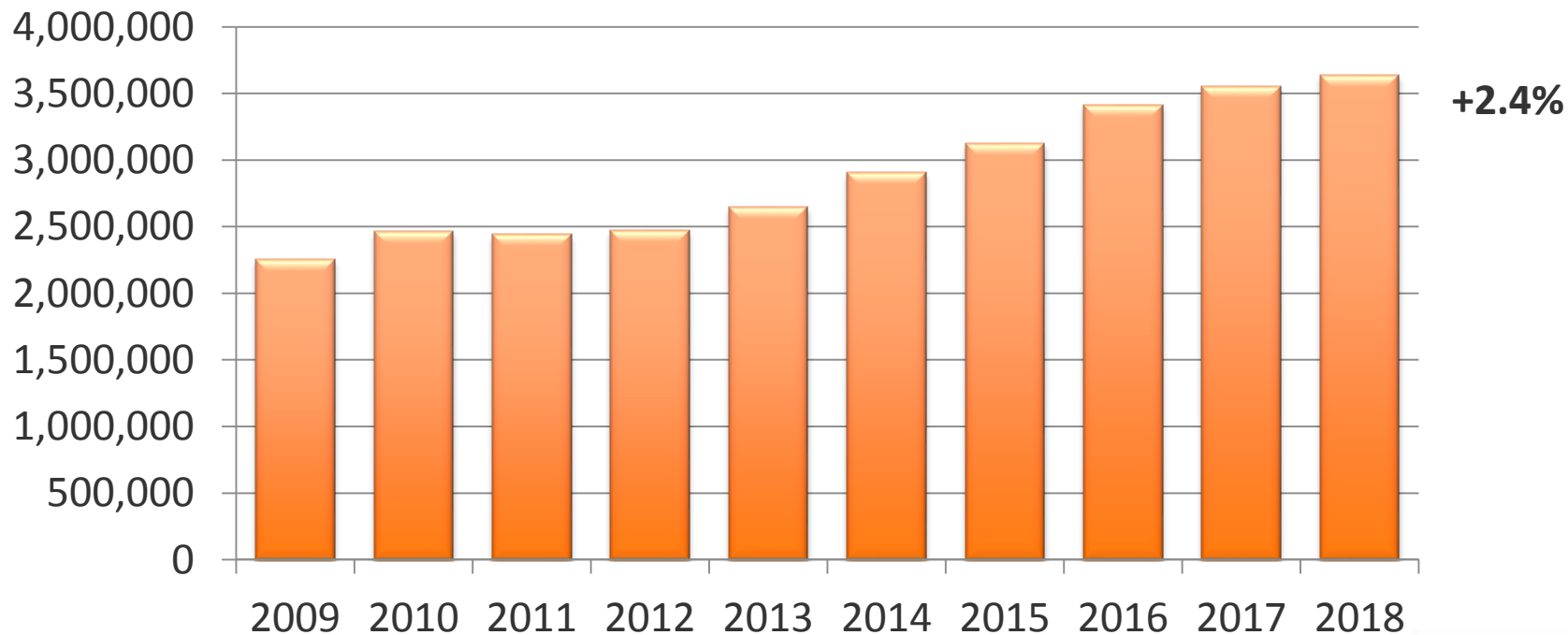
Visitor Volume



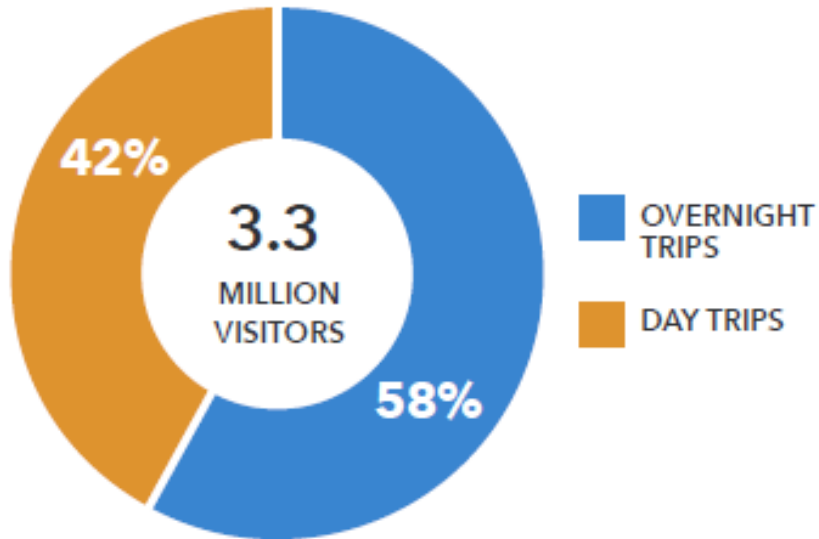
- Target growth 4%
- National actual 2.4%
- Queenstown actual 2.4%

CAM YE June 2018

Guest nights YE June 2018 - CAM



Total Visitors Queenstown

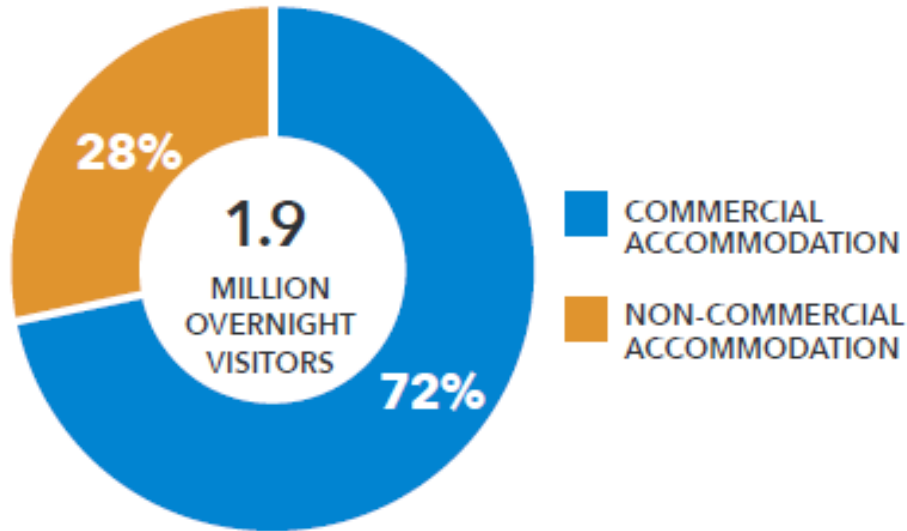


3.3 M total visitors

1.4 M day visitors

1.9 M overnight visitors

Overnight Visitors Queenstown



Of the 1.9M overnight visitors.....

- **72%** stayed in 'commercial accommodation'
- **28%** 'non-commercial' accommodation

Visitor Value

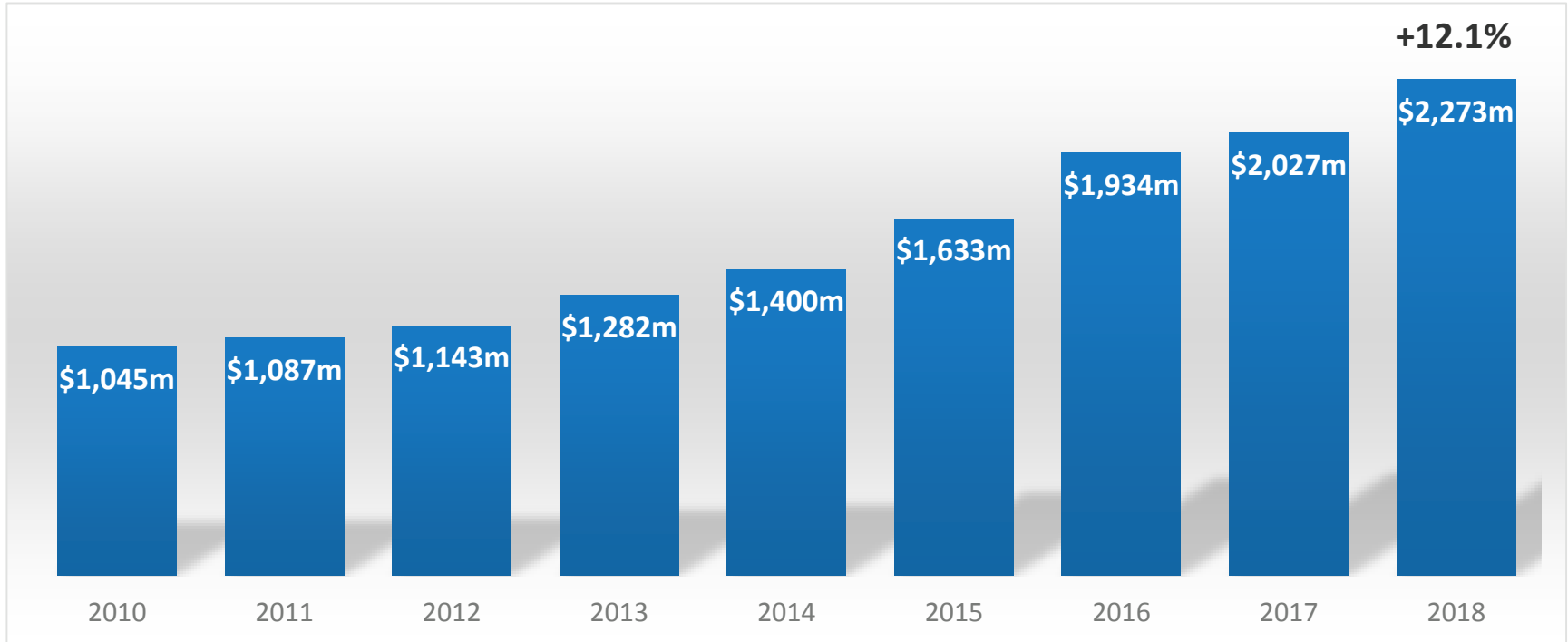


- Target growth 6%
- National actual 8.5%
- Queenstown actual 12.1%

 **\$2.27B** up from **\$2.02B**

MRTes YE June 2018

Visitor Expenditure YE June 2018



Return on RTO Investment



Target is RTO investment: visitor spend

- Ahead of national average of 1:483
- DQ in 2016 1:548
- DQ in 2017 1:635
- DQ in 2018 1:651

Satisfaction with DQ



DQ Member Survey

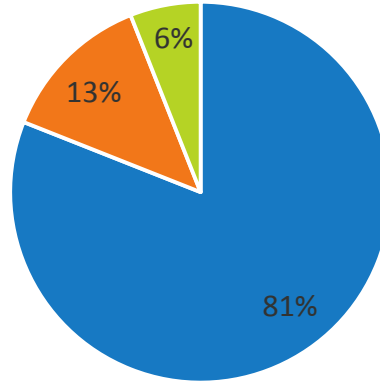
- 2017 76%
- 2018 72%

QLDC Residents Survey

- 2017 53%
- 2018 42%

DQ Member Satisfaction Survey 2018

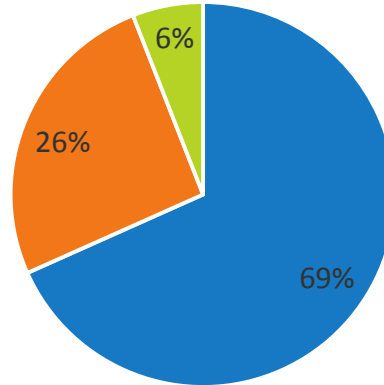
How satisfied are you with the way Queenstown is represented in Destination Queenstown's social media channels?



■ Extremely satisfied, very satisfied, satisfied ■ Somewhat satisfied ■ Not satisfied

DQ Member Satisfaction Survey 2018

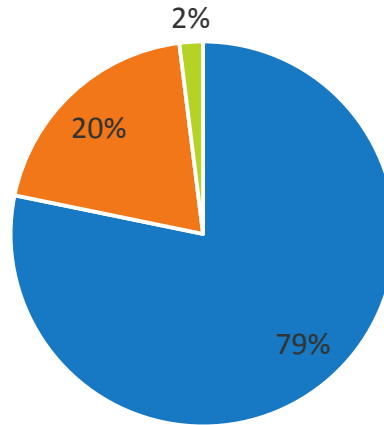
How satisfied are you with Destination Queenstown's high impact marketing campaigns ?



■ Extremely satisfied, very satisfied, satisfied ■ Somewhat satisfied ■ Not satisfied

DQ Member Satisfaction Survey 2018

How satisfied are you with the information provided by DQ through our communications channels?



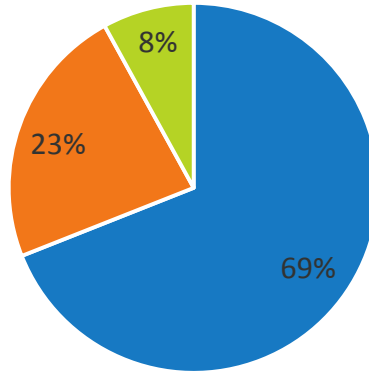
■ Extremely satisfied, very satisfied, satisfied

■ Somewhat satisfied

■ Not satisfied

DQ Member Satisfaction Survey 2018

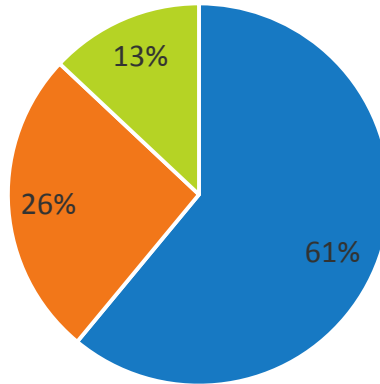
How satisfied are you with Destination Queenstown's trade marketing activity?



■ Extremely satisfied, very satisfied, satisfied ■ Somewhat satisfied ■ Not satisfied

DQ Member Satisfaction Survey 2018

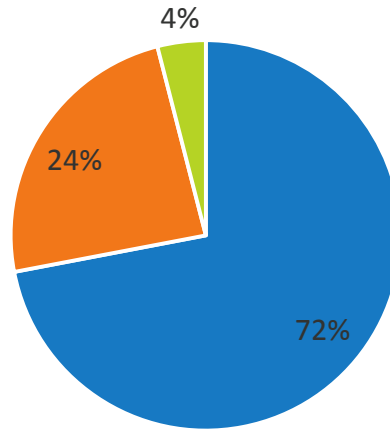
How satisfied are you with Destination Queenstown's Convention Bureau activity?



■ Extremely satisfied, very satisfied, satisfied ■ Somewhat satisfied ■ Not satisfied

Overall Member Satisfaction

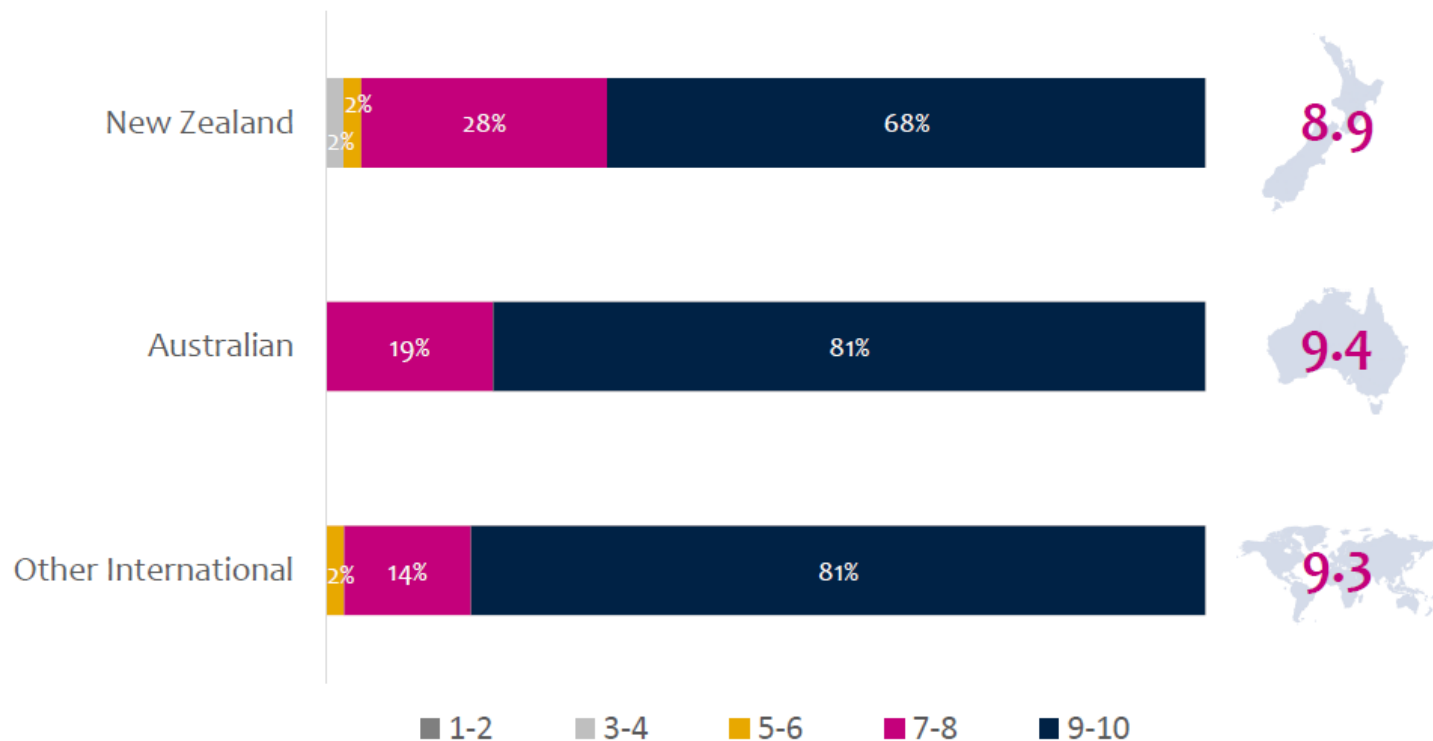
How satisfied are you with the overall performance of Destination Queenstown?



■ Extremely satisfied, very satisfied, satisfied ■ Somewhat satisfied ■ Not satisfied

Visitor satisfaction

Overall Experience in the Queenstown Region



Your parking dollars Stay here at this facility!

In order to:

- 1. Improve and maintain the nearby high-use tourist areas**
- 2. Provide parking lot surfacing /marking**
- 3. Add/improve nearby trails or landscaping**

**Thank you
For your Support**

DQ Chair Matt Hollyer



Looking ahead

- Destination Queenstown and Lake Wanaka Tourism combine strategy with Strategic Advisory Board.
- A united voice
- Formalising collaboration

2018 Destination Queenstown Annual General Meeting

AGM Agenda

1. Apologies
2. Chairman's Welcome
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. CEO Report
8. Adoption of Annual Report and motion to accept financials
9. Retiring Board Directors
10. Election of Directors

Apologies

- Greg Hunt
- Morgan McCammon
- Josie Spillane
- Michael McMillan
- Mike Theelen
- Trish May
- Any from the floor?



Chairman's Welcome

Matt Hollyer – DQ Chair and
activities sector representative

Minutes of 2017 AGM

- Motion to accept minutes of last year's AGM



Chairman's Report

- Financial performance
- Organisational performance
- Community engagement and social licence to operate
- Funding challenge

Confirmation of Auditors

- Motion to confirm
Crowe Horwath as
auditors for 2019



Confirmation of scrutineer

- Motion to confirm
Clark Pirie from
MacTodd as election
scrutineer.

CEO Report



Financial Summary

| | Actual June 2018 | Budget 2018 | Actual June 2017 |
|-------------------------------|------------------|------------------|------------------|
| Total Income | 3,597,423 | 3,609,274 | 4,082,269 |
| Expenses: | | | |
| Operations | 1,605,183 | 1,557,104 | 1,564,645 |
| Direct Marketing: | | | |
| Brand Positioning | 444,645 | 500,000 | 460,716 |
| High Impact Initiatives | 895,252 | 500,000 | 1,311,916 |
| World class outputs | 109,934 | 50,000 | 44,073 |
| Regional Leadership | 15,017 | 45,000 | 44,378 |
| Key Partnerships | -1,094 | 135,000 | 73,448 |
| Stakeholder Engagement | 81,315 | 85,000 | 75,242 |
| Core Business | 574,761 | 737,170 | 464,246 |
| TOTAL DIRECT MARKETING | 2,119,830 | 2,052,170 | 2,474,020 |
| TOTAL EXPENSES | 3,725,013 | 3,609,274 | 4,038,665 |
| NET SURPLUS | -127,590 | 0 | 43,604 |

Annual Report

- DQ CEO commends the Annual Report to the membership



Annual Report - financials

- Motion to accept the financials

Appendix 7: Financial report

DETERMINATION QUANTITATIVELY THE COMPOSITE STATEMENT OF FINANCIAL PERFORMANCE FOR YEAR ENDED 30 JUNE 2018

| | 2018 | 2017 |
|-------------------------------|-----------|-----------|
| TOTAL INCOME | 8,207,297 | 4,261,230 |
| TOTAL EXPENDITURE | 4,134,439 | 4,438,463 |
| NET DISPOSITIONS/ACQUISITIONS | 333,858 | 43,867 |

STATEMENT OF MOVEMENTS IN EQUITY FOR YEAR ENDED 30 JUNE 2018

| | 2018 | 2017 |
|---|-----------|---------|
| Total Equity of the Reporting Entity at the start | 862,795 | 814,351 |
| And Net Disposition (Acquisition) | 333,858 | 43,867 |
| TOTAL EQUITY AT THE END OF THE YEAR | 1,196,653 | 858,218 |
| Members Funds | 100 | 100,000 |
| TOTAL FUNDS HELD FOR THE YEAR | 1,196,553 | 858,118 |

DETERMINATION QUANTITATIVELY THE COMPOSITE STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2018

| | 2018 | 2017 |
|----------------------|-----------|-----------|
| Equity | 1,196,653 | 858,218 |
| Current Assets | | |
| Cash | 1,196,653 | 1,235,341 |
| Prepaid Development | 0 | 403 |
| Prepayments | 0 | 23,747 |
| Other | 0 | 391,167 |
| TOTAL CURRENT ASSETS | 1,196,653 | 1,650,658 |
| Fixed Assets | 0 | 0 |
| TOTAL ASSETS | 1,196,653 | 1,650,658 |
| Current Liabilities | | |
| Contract | 0 | 482,382 |
| Other | 0 | 6,662 |
| TOTAL LIABILITIES | 0 | 489,044 |
| NET ASSETS | 1,196,653 | 1,161,614 |

Retiring Board Directors

- DQ Director Greg Hunt

Gibbston Valley Winery

- Retired September 2018
- Served on the DQ board since 2012 representing the General sector.



Retiring Board Directors

- DQ Director Lisa Nilsen

The Headwaters

- Retired September 2018
- Served on the Board since 2016 representing the General sector



Recognition of service

- DQ Director Charlie Phillips
Queenstown Resort College.
-Co-opted DQ Director since 2014.



Election of Directors

- DQ Board of Directors, four incumbents
 - Matt Hollyer (Chair), Activities
 - Jonathan Browne, Retail/Service/Professional
 - Chris Ehmann, Accommodation
 - Michael McMillan, Accommodation
- Candidates for two seats in General Sector.
 - Matthew Day
 - Glyn Lewers
 - Morgan McCammon

Election of Directors

1. General sector

Matthew Day – Real Journeys



Election of Directors

1. General sector

Glyn Lewers – Airey Consultants



Election of Directors

1. General sector

*Morgan McCammon –
New Zealand-Experience*



Morgan McCammon



Spring Activity



Board election results

- Successful candidates appointed
- Motion for scrutineers to remove & destroy the voting papers

AGM closed

Thank you

