

Destination Queenstown Australia Trade Roadshow January 2020

Destination Queenstown
PO Box 353, Queenstown 9348, New Zealand
+64 3 441 0700

1. Introduction

Name of the Event:	Destination Queenstown Australia Trade Roadshow January 2020 Organized by Destination Queenstown Supported by Air New Zealand
Dates & Location:	Tuesday, January 28 to Friday, January 31, 2020 Brisbane, Sydney and Melbourne
Event Format:	Sales calls and webinars with Key Wholesalers during the day and networking functions in the evenings 2x Sales Calls Training Sessions 3x Evening networking sessions in 3x cities 1 x Update from Tourism New Zealand Queenstown operators had 3 minute 30 seconds or 7-minute appointment slots to present their product to wholesaler sales agents during the 1:1 day sessions Free flow networking sessions in the evening with front line reservations and sales staff
Number of Queenstown operators:	10 Queenstown based Companies Accommodation x2 Camp Glenorchy, Swiss-Bel Hotel International Activity, Attraction & Transport x 8 AJ Hackett Bungy, Alpine Wine Tours, K-Jet, NZONE Skydive, Shotover Canyon Swing, Skyline Queenstown, Southern Discoveries, Wayfare
DQ Attendees:	Kate Baxter and Kiran Nambiar

2. Market Background

Outbound Market

- Australia trade and distribution channels have a large share of the outbound market. 49% of Australian travellers book their travel through a traditional channels i.e. travel agents.
- Australians visiting New Zealand for the first time view ski as a key driver with 66% of all Australians seeking an easy and accessible winter holiday.
- Wholesalers in Australia have been receiving cancellations due to the bush fires but are now also starting to receive cancellations of holidays due to fear of Covid-19.
- The first case of Covid-19 was advised on Saturday 25 January to bring the total cases in Australia to four people.

Arrivals to New Zealand

- Australia is New Zealand's key short-haul visitor market
- Total arrivals from Australia to New Zealand for YE December 2019 was 1,537,988 (+2.9%), Holiday arrivals was 609,136 (+3.0%).
- There are four direct flights from Australia's East Coast, all within 3.5 hours flight time.
- Most arrivals, almost a third were from New South Wales, followed by Queensland and Victoria. Within the eight states, the highest growth +3.3% was from South Australia.
- The largest age group for total arrivals at 20.4% were between 25 to 34 years old, followed by 45 to 54 years old forming 37.5% of the total visitor arrivals
- Medium length of stay is 7 days, change from previous year +1.8%
- Most arrivals came through Auckland (56%) followed by Christchurch (17%) and Queenstown (15%)

3. Overview and Objectives of the roadshow

- Build strong capability of Australian frontline agents
- Educate Australian travel agents in an entertaining and innovative format
- Facilitate new business relationships and thereby expand network of engaged frontline agents in Australia but also strengthen the relationships for those operators that already have connections
- Increase general destination and product knowledge of Australian frontline agents
- Product and destination updates for the buyers
- Promote Queenstown as a key visitor destination for FIT and group travel
- Work with our major partners Tourism New Zealand and Air NZ

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Key messages delivered in Market

- Promote Winter as a season that encourages diverse and multiple experiences through showing the Winter video.
- Raising the awareness of the direct flights and the capacity increase
- Queenstown's four season proposition and the opportunity to send clients during Autumn and Spring.
- Increase in Queenstown's accommodation capacity, covering new accommodation already in place and the pipeline of inventory coming up over the next two years

4. Appointments & Insights

Venues and Event Reach

- The networking events were held in medium size venues from 6pm to 8pm, using easily accessible and previously used venues to control cost and get best possible return on investment. The venues had a large screen or multiple flat screens, displaying videos of all the Queenstown operators present in a loop.
- Queenstown operators were assigned tables to display collateral and their devices to present their products to the agents.
- Attendance for the events were as follows:
Evening networking events:
 - Brisbane, Tuesday 28 January 2020: 92 agents
 - Sydney, Wednesday 29 January 2020: 55 agents
 - Melbourne, Thursday 30 January 2020: 86 agents
 Product Manager Lunch + 1:1 Appointments
 - Brisbane, Tuesday 28 January 2020: 11 product managers
 - Sydney, Wednesday 29 January 2020: 13 product managers
 - Melbourne, Thursday 30 January 2020: 12 product managers
 Day Sales Calls and Training Sessions:
 - Flight Centre / Infinity Travel, Tuesday ~~29~~ 28 January 2020: 21 agents (target: 25 agents)
 - Qantas Holidays / Helloworld, Friday 31 January 2020: 17 agents (target: 12 agents)
- Booking.com and Trip Advisor Experiences cancelled attendance last minute due to being made redundant. Both companies laid off 200 staff within days of each other over the period of two weeks encompassing the roadshow in market visit.
- The welcome presentation and the winter Queenstown video was played.

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- Tourism New Zealand's support was significant and welcomed warmly by the Queenstown operators. Lauren Kerr (Brisbane), Andrew Waddel (Sydney) and Sandra Etter (Melbourne) opened each evening function making a connection between the agents and our operators. They acknowledged the devastation of the bushfires and support shown towards Australia with the roadshow.
- Towards the end of the session, Air New Zealand presented and picked a winner for a 6 nights Queenstown prize package including flights, stay and activities worth AUS\$10,000.
- The venue in Melbourne was Carousel which had previously been used for the QCB Roadshow in October 2019 and was a significant draw card to attend.
- The attendees in all three cities had high knowledge levels about Queenstown and New Zealand.
- Key agents were identified and an invited to be hosted as a VIP at the launch of Home of Adventure.

Tourism New Zealand Update

- Bush fire damage was unprecedented in their size and scale but no so in the amount of houses lost. The situation is evolving with fire season running through until the end of March.
- Residential impact is substantial but not as much as in the past. However, agricultural impact was already suffering due to drought and the fires will cause food prices to increase forcing consumers to refocus their discretionary spend
- Consumer confidence had fallen prior to Christmas due to the White Island incident with 79 articles shown through various media channels. Confidence continued to decline from the bush fires. Tourism Australia launched a domestic campaign encouraging Australians to 'Holiday Here This Year' to support the recovery efforts and see their own backyards.
- No change to campaign plan but being sensitive and showing empathy when discussion opportunities with consumers. February will see an Expedia campaign launched.
- Focus is on keeping it simple – accelerate and continue to build the brand as this will help achieve a halo effect to support the demand, true to fewer, bolder and better – walk the talk to deliver consumer first activity
- Trade Engagement objective – Drive incremental value to New Zealand by increasing the trade's motivation and capability to convert preference to New Zealand into travel commitment
- 15,000 Retail registered agents in Australia – make up 50% of bookings to New Zealand
- Research was carried out June 2019 to identify key barriers to selling one destination over another – 1. Personal affinity with a destination, 2. Travel seller knowledge & destination, 3. Level of quality of wholesale support, 4. Client/Consumer knowledge & experience with a destination, 5. Client Fit – the more travel sellers know, more clients fit into the mould, 6. Client satisfaction – return clients/consumer
- Events delivery structure has been amended to assist RTO's by advising of specific themes to present to agents rather than everything the region has to offer

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- 100% NZ Specialist programme is key – offers greater value and encourages agents to upsell. Mega Famil had 2000 registered agents with 100 hand selected that visited New Zealand in November 2019. With support from Air New Zealand 20 agents were hosted in Queenstown. Prime opportunity to have them experience first-hand the activities available, feel the vibrancy and energy that makes Queenstown special, and create their own story to share through the connections they made.

5. Operator Feedback

In the post roadshow survey, out of 10 operators we had a 100% response rate and achieved for 97% very satisfied or extremely for all three cities for overall performance of the trade roadshow delivery of the Australian Roadshow. If a roadshow was to occur in the future 90% of operators who attended are likely to do so again.

6. Buyer Feedback

- In the post roadshow survey, we received 124 responses that resulted in 86% very or extremely satisfied with delivery of the 1:1 appointment / product manager lunch and the evening networking events. Of all three destinations, Brisbane achieved the largest response.
- The variety, presentation and quality of operators achieved 76% very or extremely satisfied engagement. One consistent commend made was agents wanted more time with the operators.
- January was advised as the best time of year to hold the roadshow in the future.
- Agents were positive about forward bookings, however, acknowledged things we similar or slightly below the same time the previous year. Flight Centre advised they were 10% up on bookings compared to last year.
- The ski market is still strong from Brisbane and Melbourne with Snow Scene mentioning they believe the lull they have experienced will disappear with the 30% increase in accommodation capacity.
- Fusion Holidays had distributed winter deals the week prior to the roadshow
- Holiday homes and apartments for families are preferred due to ability to cook rather the spending on dining out.
- The average stay in Queenstown is 3-5 nights with some longer stays of 7 nights. Queenstown is the preferred for stay during the ski season with day trips to Wanaka.
- Trip.com, which is CTrip.com expat OTA offering flights and accommodation, indicated they had experienced a number of cancellations due to the Coronavirus and were working with flight and

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accommodation partners to provide refunds to those affected. They currently have 300 properties, ranging from backpacker to luxury, available full or booking in Queenstown. Activity bookings are scheduled to become available 2021.

- A number of agents were frustrated with the Australian media for dramatizing the bushfires with many feeling only those directly affected would seize travel for the coming year.

7. Summary

Feedback from the 10 operators that attended indicated the Australia Roadshow was successful. Survey results showed 97% were very or extremely satisfied with the delivery of sales calls and networking functions in all three cities that offer direct flights into Queenstown year-round. Both operators and agents were highly engaged with many wanting more time to discussion opportunities and gain insights. A significant number of agents were familiar with Queenstown but had not yet visited so become heavily reliant on training and updates to extend on the knowledge offering to clients.

Actions that have occurred since the roadshow have included correspondence via phone and emails with information including links to the trade resources on the Destination Queenstown website, the latest accommodation pipeline document, contact details for agent enquiries and attendee lists from each city provided to the 10 operators who supported the roadshow.

Destination Queenstown intend to deliver another roadshow in January 2021.

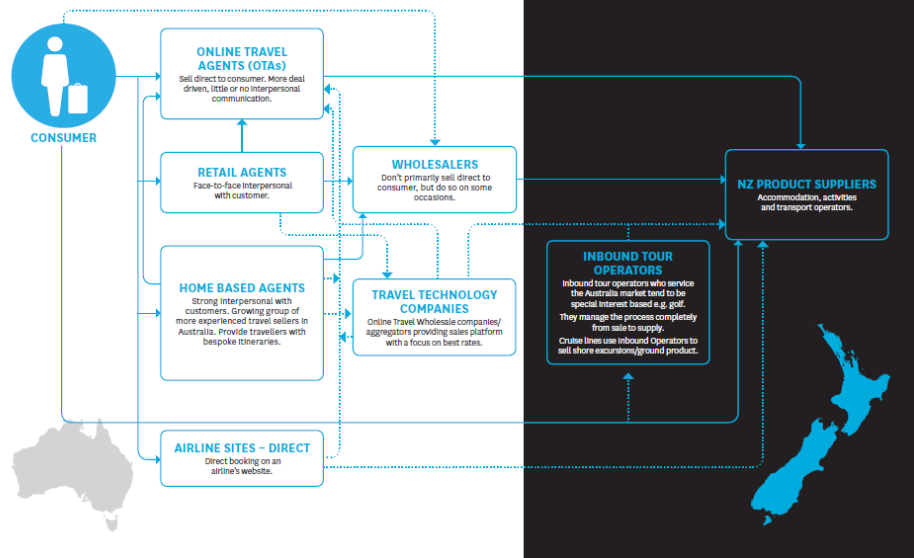
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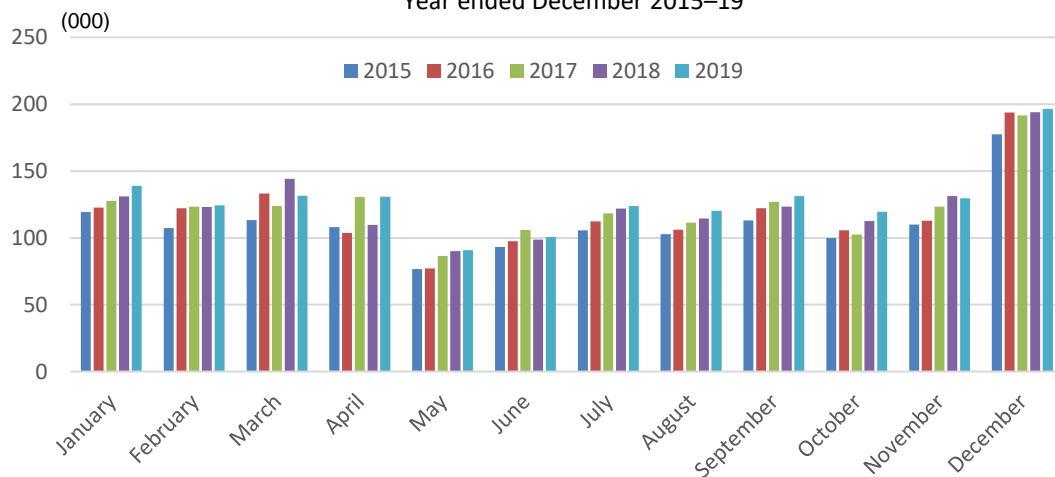
Appendix

TNZ Trade Distribution Diagrams: Australia

AUSTRALIA TRADE DISTRIBUTION CHANNELS



Australia Monthly Arrivals into New Zealand Year ended December 2015–19

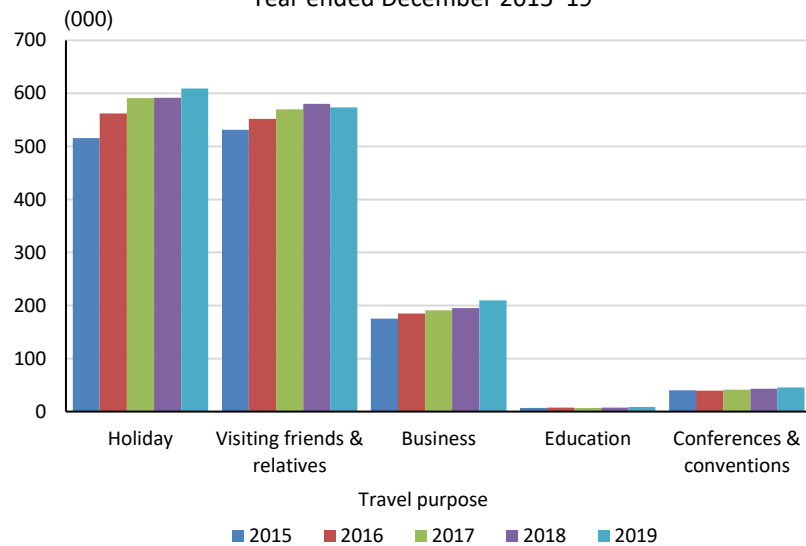


Source: Stats NZ

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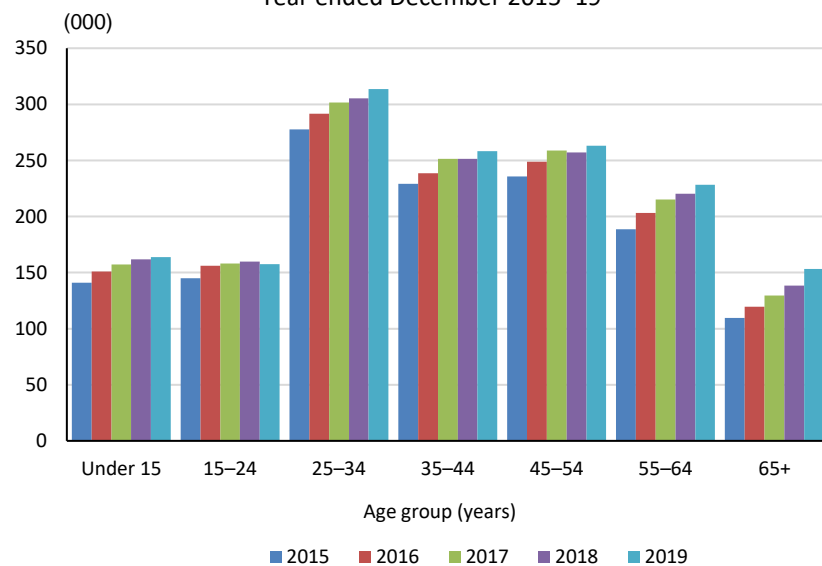
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Travel purpose of visitors from Australia Year ended December 2015–19



Source: Stats NZ

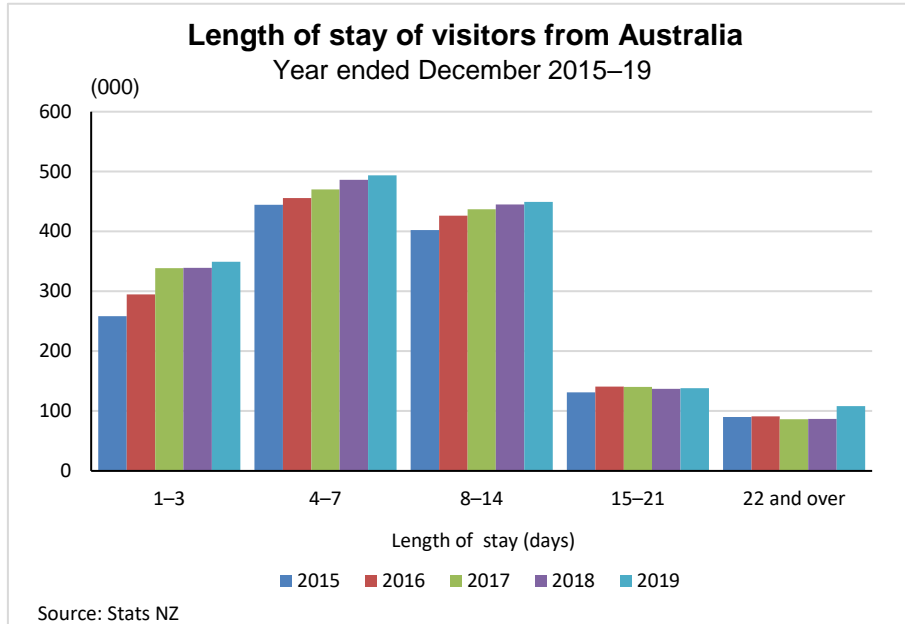
Age of visitors from Australia Year ended December 2015–19



Source: Stats NZ

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Tourism Australia's campaign for encouraging travellers to assist with bush fire recovery

TRAVELLERS, HERE'S HOW YOU CAN HELP OUR BUSHFIRE RECOVERY

- ① PLAN** a trip to Australia - visit us soon 
- ② RESCHEDULE,** *don't cancel* your travel plans 
- ③ Consider DONATING** to charities providing support 
- ④ Extend a hand of MATESHIP** to those affected 
- ⑤ SHARE** the love - spread the positive messages 
- ⑥ Spend LOCALLY** in Australia and help rebuild communities 
- ⑦ Help us help our ANIMALS** - visit sanctuaries to support conservation 
- ⑧ Be WATER WISE** - follow drought restrictions 
- ⑨ AUSSIES,** holiday *here* this year 

#SeeAustralia 

<https://www.australia.com/en/facts-and-planning/useful-tips/bushfire-safety/how-you-can-help.html>

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Brisbane: Infinity Holidays Frontline Training



Brisbane: Laura Cook from Southern Discoveries preparing for the 1:1 Product Manager appointments



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Sydney: Queenstown Operators and Product Managers mingling prior to 1:1 appointments



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Sydney: Frontline agents and Product Managers mingling with Queenstown Operators at the evening networking function held at Ovolo Woolloomooloo Hotel



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Melbourne: Queenstown Operators, Kiran Nambia and Kate Baxter from Destination Queenstown and Sandra Etter from Tourism New Zealand celebrating a successful roadshow.



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