



Destination Queenstown Australia Virtual Reconnect Expo

Report

February 2022

Destination Queenstown

PO Box 353, Queenstown 9348, New Zealand

+64 3 441 0700

1. Overview

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The DQ Travel Trade team recently hosted the Australia Virtual Reconnect Expo on Remo (a virtual event platform) with travel sellers in Australia. This primarily included our operators who joined us on the Australia Roadshow in May 2021 in Sydney and Melbourne, with some new products also joining. This was offered to 28 Queenstown operators with 25 taking part in the Expo (see section 4. For a list of operators in attendance). This was a fantastic opportunity for our operators to reconnect with those who they met on the roadshow in May 2021, as well as engage with new and existing contacts in Australia.

With border restrictions still in place, DQ saw the opportunity to reconnect with travel sellers in Australia in preparation for borders reopening later in 2022. While the initial roadshow was only open to senior management and product managers in Australia, this virtual expo was opened to their teams, including agents and brokers. DQ leveraged our key industry contacts, trade database, our private travel sellers Facebook group, Tourism New Zealand, and a KarryOn social media campaign to obtain registrations throughout the months of December and January. In total, we had 200 registrations for the event, with 109 attendees during (see section 3. for attendee overview).

In preparation for the event, DQ conducted research into the Remo platform, which was decided as the best fit for our events due to the simple use and navigation of the platform for buyers and sellers. We invested in a customised layout for the event, which allowed DQ branding, Air New Zealand, Tourism New Zealand, and DQ sponsor banners, and personalisation of the floor. Prior to the event, DQ provided operators with the opportunity to test out the platform and ask DQ any questions. Documentation and event details were provided to operators and travel sellers prior to the event to avoid complications, with a supplier e-brochure sent out to sellers on registration. The event consisted of a DQ introduction, 15 6.5-minute sessions over a two-hour period, a DQ close and famil winner announcement, and an optional one-hour informal networking time following the event. Attendees included those from ANZCRO, Flight Centre, Abercrombie & Kent, Helloworld, TravelManagers, Sno 'n' Ski Holidays and SnowScene.

The event was held at 2pm NZT on 2 February 2022 (12pm AEDT), with the DQ team connecting from various locations. This provides allowed DQ to stay ahead of the competition and highlights great opportunity for DQ to host similar events with other markets, something that will compliment in-person future industry events, roadshows, and networking opportunities. This event was an opportunity to keep our Australia travel sellers engaged with the Queenstown market in preparation for markets reopening in 2022. There was a practice run held with operators the week prior, with 80% of invited operators in attendance.

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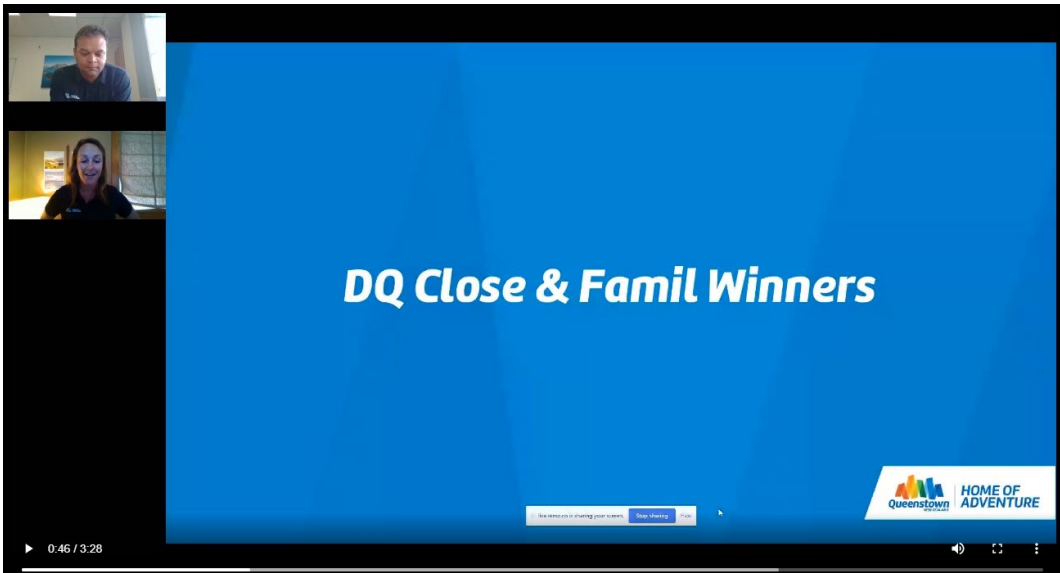
Destination Queenstown Involvement

This event was fully hosted by DQ. The Business Development Executive at DQ worked with Remo and the custom floorplan designer to create the right format and event for the travel trade industry in the months leading up to the event. Alongside the operators, DQ presented at one of the tables, showcasing the major developments and new products on offer in Queenstown since borders closed in 2020. A follow up email was sent to all attendees, with a registration and attendee list provided to operators for follow up.



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2. Operators

The Queenstown operators that attended the event alongside Destination Queenstown and Air New Zealand were:

Accor – Reno Verikakis, Air Milford – Anthony Sproull, Alpine Wine Tours – Emma Chisholm, Altitude Tours & Black ZQN – Tamie Wexler, Crowne Plaza – Adith Almeida, Fiordland Discovery – Debbie Zampieri, Glacier Southern Lakes Helicopters – Trish May, Heliworks Queenstown & Heli Glenorchy – Tess Kelly, Holiday Inn Express & Suites – Kylie Walker, Imperium Collection – Jamie Mantin, KJet – Chloe Seaforth, Millbrook Resort – Renee McLean, Ngāi Tahu Tourism – Steve Bruce, Nomad Safaris – David Gatward-Ferguson, NZONE Skydive – Tom Broe, Over The Top Helicopters – Pedro Martinez, Oxbow Adventure Co – Fleur Casey, RealNZ – Martin Langford, Safari Hotel Group – Richard Crouch, Southern Discoveries – Kerry Lahood, Totally Tourism – Brad Patterson, The Rees Hotel Queenstown – Roman Lee-Lo, True South Flights – Melissa Kensington, Skyline Queenstown – Collette Rogers, Ziptrek Ecotours – Kenny Wynter, Air New Zealand – Nick Lewis & Michelle McLennan

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3. Attendees (Buyers)

There was a total of 200 registrations for the event, with 109 attending the event on Wednesday 2 February 2022. Attendees ranged from Senior Management and Product Managers through to Agents/Brokers. Some of the companies that attended included:

Abercrombie & Kent, ANZCRO, Backpacker Deals, Connected Travel, Big Red Group (RedBalloon), Coopers Travel, Flight Centre, Great Tour Experiences, Haka Tours, Helloworld, Intrepid Travel, KLook, MTA Travel, Play Travel, Skimax Holidays, Sno 'n' Ski Holidays, SnowScene, Tourism New Zealand, TUI Musement, Turtle Down Under, Travello, TravelManagers, Travelplan, Viator, and Your Travel and Cruise.

4. Outcome & Feedback

Event results:

- We had 200 registrations, with 109 attendees throughout the event.
- 25 Queenstown operators took part in this event alongside Air New Zealand and DQ.
- The event comprised of 15 sessions over 2-hours and an additional 1-hour networking time.
- We have received positive feedback and it was received well by the attendees and operators.
- DQ were pleased with the level of attendance
- This was the first-time utilizing Remo as a platform, which was successful for both operators and attendees. This provides a new platform for trade marketing activity and highlights that there is still appetite for selling New Zealand for when borders open in stages throughout 2022.

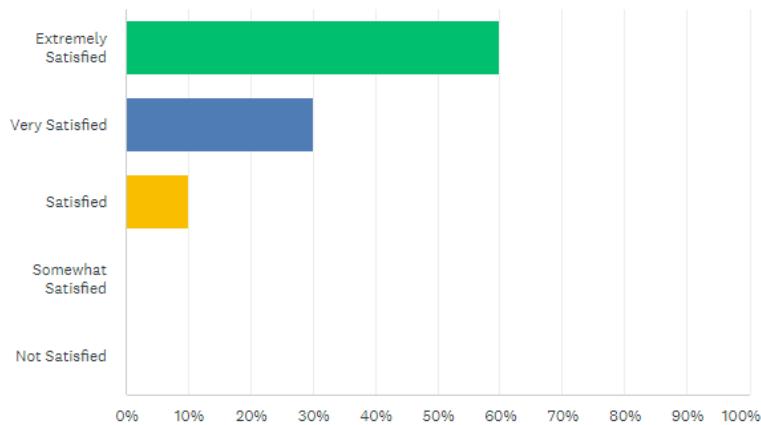
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Attendee Feedback

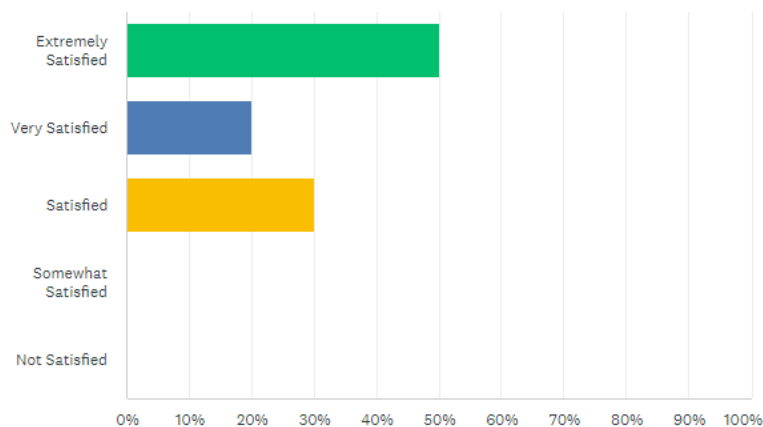
Please rate your satisfaction with the quality of the Queenstown suppliers?

Answered: 10 Skipped: 0



How did you rate your overall experience with the virtual event platform Remo?

Answered: 10 Skipped: 0

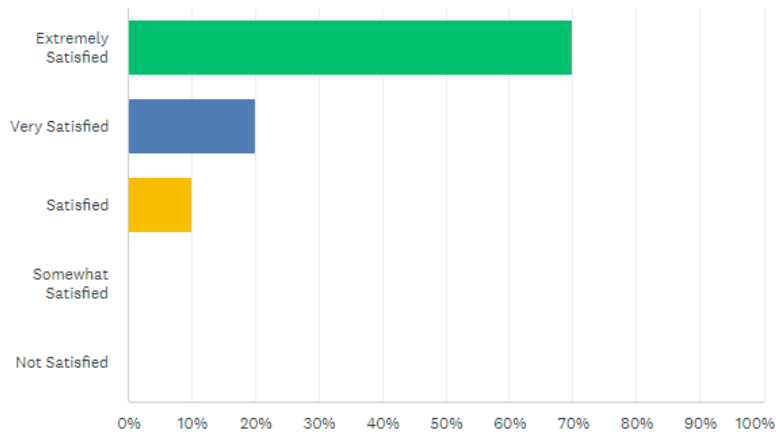


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Overall how would you rate your experience with the Destination Queenstown team during the event?

Answered: 10 Skipped: 0



“That was great, thank you so much” “Thanks everyone, it was great to reconnect with you all”

“I find it exciting and considering my age in the industry I think that is absolutely GREAT! You are motivating me/ us to do things with product I never thought of before and you are providing lots of information material that I guess where appropriate we can use this for our clients.”

“Very easy to navigate”

“Enjoyed the expo. Easy to navigate. I think you might need to stress we read all the suppliers and decide who you want to chat to.”

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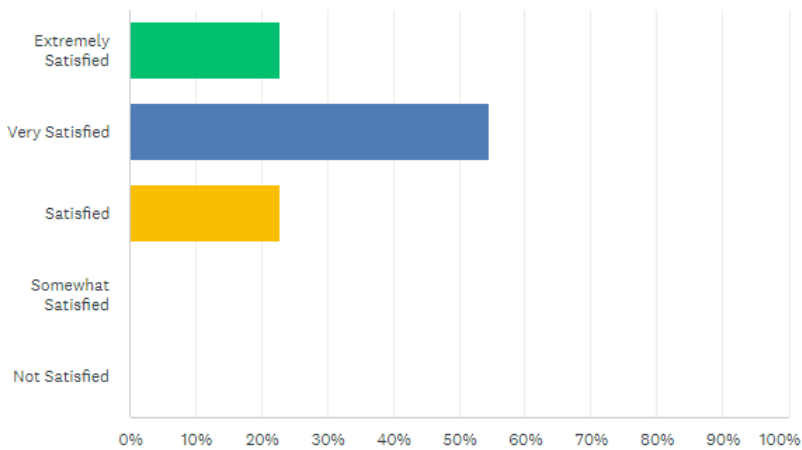
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Operator Feedback

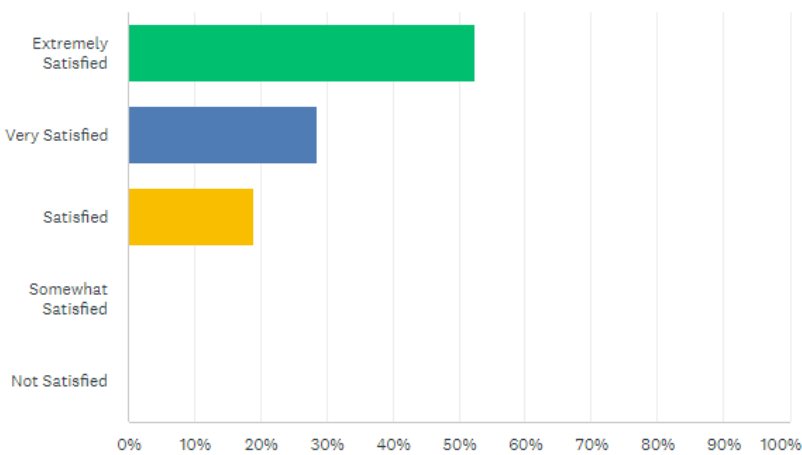
Please rate your satisfaction with the quality of the Aussie travel sellers?

Answered: 22 Skipped: 0



Overall how would you rate your experience with the expo and its format?

Answered: 21 Skipped: 1



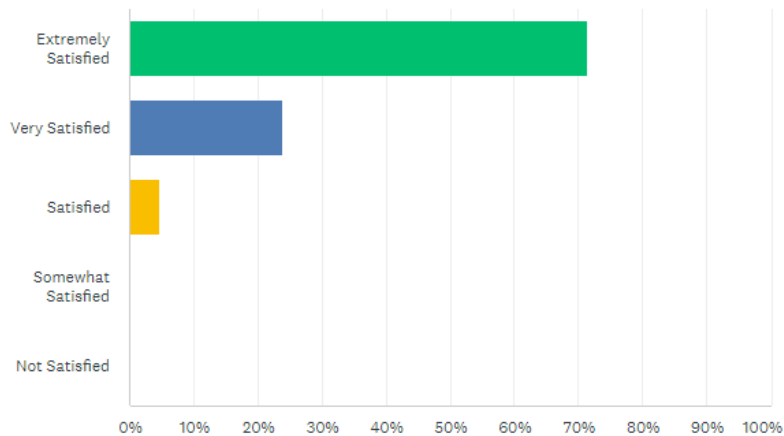
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Overall how do you rate your experience with the delivery of the event by the DQ Travel Trade Marketing Team?

Answered: 21 Skipped: 1



“Enjoyed reconnecting and thanks to DQ for pioneering this awesome expo platform.”

“Was a little apprehensive about everyone’s ability to efficiently use the Remo software, but it was an excellent choice and went very smoothly.”

“Good work everyone and good timing, again!”

“I had a fantastic time engaging with the trade partners. Attendance numbers were amazing, so thank you for driving that and hosting such a top event.”

“Try and find a way for sellers to map out who they want to see as some of them seemed to get a little lost”

“Smaller, targeted events with a bit more time. This was great to reconnect but if you were actually looking to do some training you need a bit more time”

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“The event went really well, and the Remo platform was easy to use, thanks to the clear instructions from Alex. The attendees were engaged and asked lots of questions. I also met a few new faces, even a few that have not yet been to Queenstown – so great to connect with those eager to learn.”

Review

DQ were pleased with the format and outcome of the event. We’ve received great feedback from both operators and travel sellers. Key issues identified (largely due to competence and Remo platform limitations) were technical difficulties on the day (e.g. internet connection, browser, microphone) and understanding of the event, layout, and structure. Clear documentation and details were provided to both operators and attendees prior to this.

A further tutorial/walkthrough can be provided prior to these events if they are to occur in the future. Initially it took a few sessions for travel sellers to move away from the first floor to other operators, as this is a limitation of Remo, this could only be mitigated through potentially segmenting floors (e.g. accommodation on one floor), more education for attendees (for those engaged prior). There is opportunity for sessions of different lengths and format in the future (with longer sessions/appointments and transition times). Remo does not allow scheduled appointments, and it would be difficult to host 1v1 or smaller tables (outside the additional networking time), unless attendance was restricted. Remo does not have the function to allow pre-scheduled appointments, which is something that some operators and attendees would have liked.

It was great to get a range of new and existing travel sellers from a range of levels and organisations for the event. Because this was not just solely senior management or product managers, the information provided had to be tailored to appeal to a range of attendees (e.g. also at the agent/broker level) which would not have appealed to everyone. Due to the nature of the attendees, a summary of organisations was sent prior to the event, with a full attendee and registration list provided following the event. Unfortunately Remo does not allow you to see attendee details without clicking on the attendee for their profile.

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