

Destination Queenstown

Home of Winter Adventure

Campaign Toolkit

Introduction

DQ will be live with a winter campaign in both the domestic market and in Australia, launching this Sunday 23 May.

The 'Home of Winter Adventure' campaign has been designed to drive both early season and late winter demand through a two-pulse burst of activity in both markets.

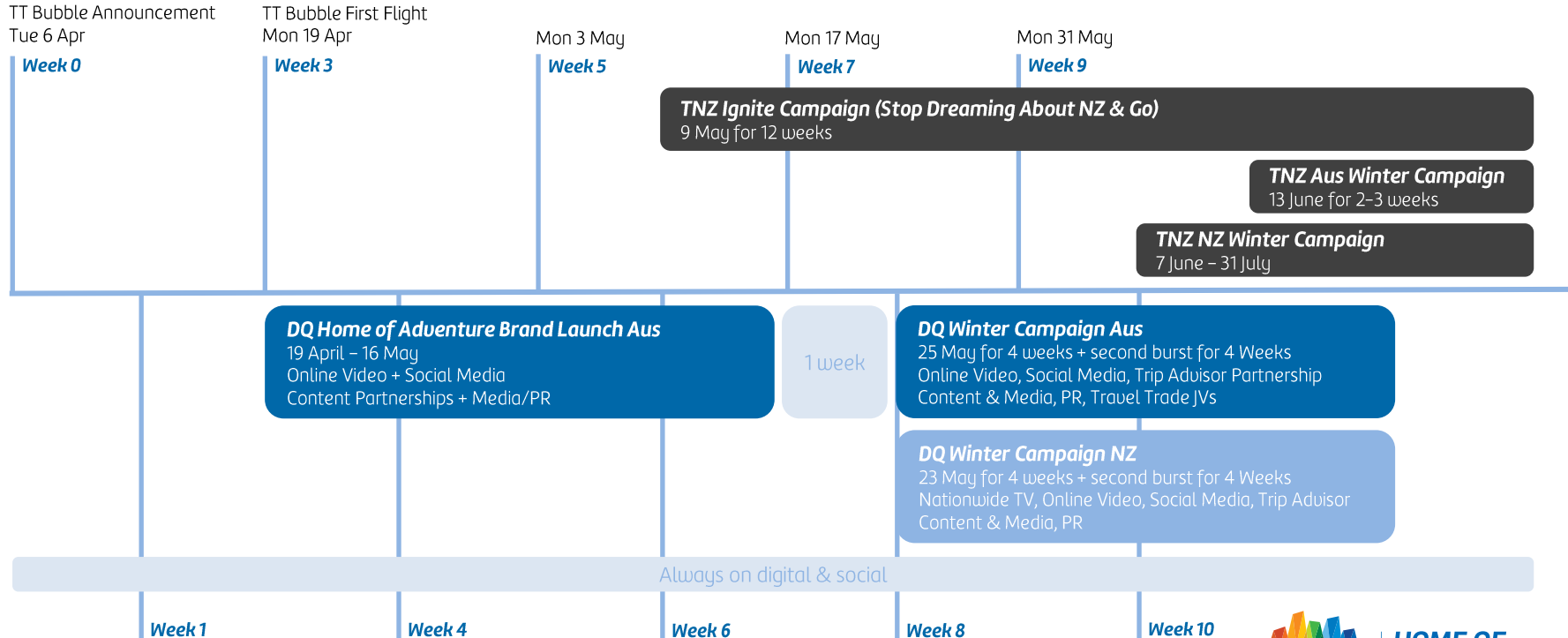
The campaign will feature a 'hero winter' layer and then focus on two key segments/audiences: **Winter Lovers** and **Ski Enthusiasts**. With an overall objective of positioning Queenstown as the true home of winter adventure, there are two separate aims for both key segments:

1. Position Queenstown as New Zealand's ultimate winter holiday destination which offers alpine landscapes, variety of activities and snow experiences.
2. Defend/reclaim Queenstown's reputation as the best skiing and snowboarding destination in the Southern Hemisphere.

The campaign will feature fully integrated activity throughout Media, Consumer and Trade channels to drive effective reach in both markets.

This campaign toolkit is designed to present the context and background information which supports the campaign strategy and media and highlight ways to leverage the activity.

Campaign Calendar



Campaign Structure



HOME OF
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Campaign Approach

Approach

- Two-phase campaign to drive immediate and then late winter demand (early Winter and then Spring Ski)
- High impact campaign to drive preference
- Position Queenstown as the destination of choice for a winter adventure
- Brand building and defending Queenstown's position as a premier ski destination
- Two strategic segments/audiences: **Winter Lovers & Ski Enthusiasts**
- Market Queenstown's winter propositions under the new 'Home of Adventure' brand and framework
- Fully integrated activity (Media, Consumer & Trade) for maximum efficiency
- Develop a campaign framework in both the NZ and Australian markets that is flexible and scalable to respond to changing environment & possible border closures and openings

Campaign Objectives

Objectives

- Two pronged approach:
 - Position Queenstown as New Zealand's ultimate winter holiday destination offering alpine landscape, variety of activities & snow experiences. Queenstown is the true home of winter.
 - Defend/reclaim Queenstown's reputation as the best skiing and snowboarding destination in the Southern Hemisphere.
- Stimulate immediate and short term demand for winter visitation
- Support direct bookings and demand generation for members

Campaign Objectives

Domestic Campaign KPIs

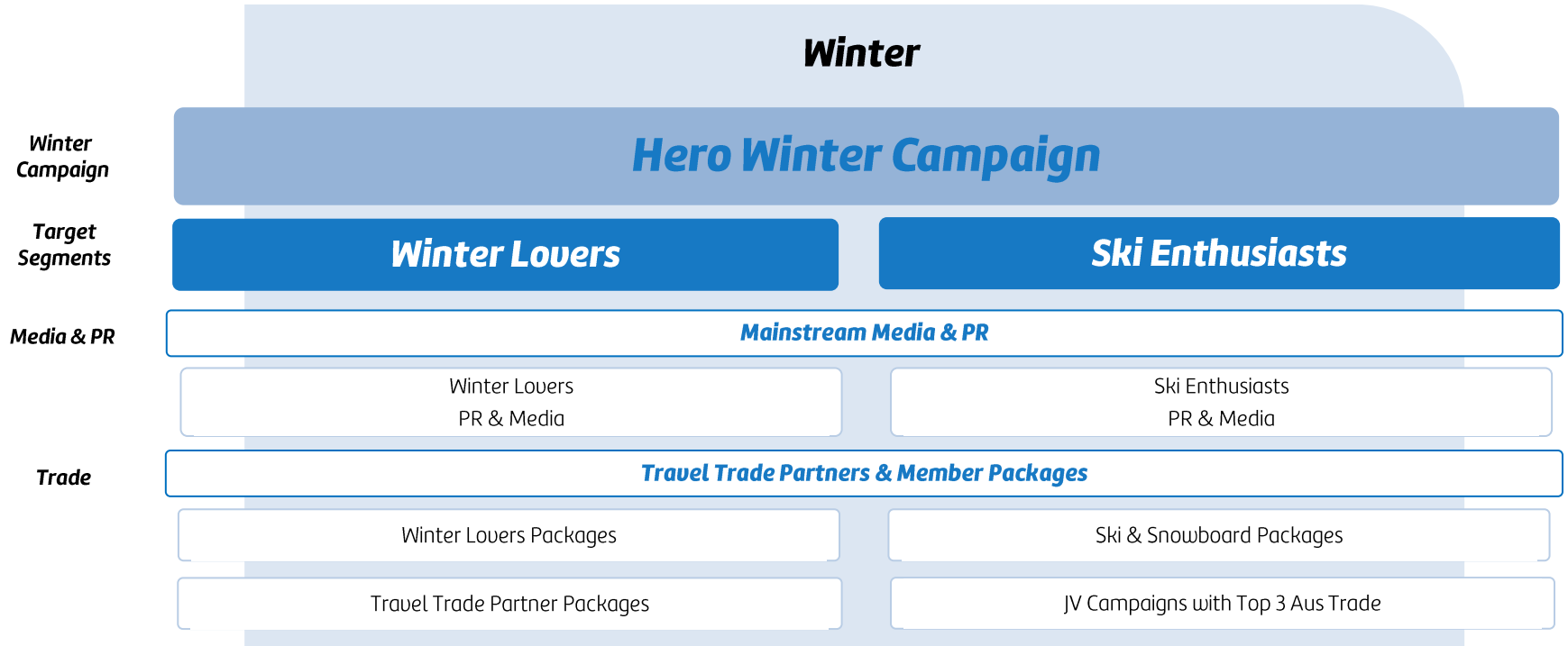
- Reach 3 million unique potential visitors
- Generate 50,000 member referrals
- Increase 2020 domestic visitation by 5% over winter YoY as measured by Data Ventures
 - *June-July-Aug 2020 = 933,336 unique daily domestic visitors*
- Increase 2020 domestic visitor expenditure by 5% YoY over winter as measured by Marketview
 - *June-July-Aug 2020 = \$178,788,194 domestic spend*

Australian Campaign KPIs

Convert pent-up demand as measured by:

- 5% increase on 2019 Australian holiday arrivals via ZQN Airport during June, July, August
- 5% increase on 2019 Australian visitor expenditure during June, July, August

Campaign Framework



Target Segments

Winter Lovers

Fascinated by the magic of winter, seeks to experience the full offering of a Queenstown winter holiday.

Objective: Position Queenstown as a fun winter destination offering alpine landscapes, variety of activities & snow play.

Proposition: Landscapes, fun on and off the mountain, cosmopolitan atmosphere.

Ski Enthusiasts

Passionate about snow sports and mainly motivated by on-snow experience and adventurous lifestyle.

Objective: Reclaim Queenstown's reputation as the best skiing and snowboarding destination in the Southern Hemisphere.

Proposition: Heart of the Alps, variety of terrain, world class on mountain and après ski.

Audience Insights

Winter Lovers

- Families
- Beginner skiers

Motivations & drivers of destination choice

- Seek a variety of things to do in addition to ski (other snow experiences, off-mountain adventures)
- Ease of accessibility (direct flights, airport only 15 min from town, four ski fields within a short drive)
- Variety of trails for all abilities with gear hire availability
- Scenic natural environment
- Excellent F&B offering and après ski scene
- Quality accommodation + options for all styles of travel

Ski Enthusiasts

- Intermediate & Advanced skiers
- More likely to travel solo or as a couple/small group

Motivations & drivers of destination choice

- Variety of quality expert and advanced trails, parks and backcountry skiing
- World class ski area facilities
- Quality snow in a true alpine environment
- World class destination reputation, home of pro-athletes
- Home of NZ Winter Games
- Vibrant après ski scene

Winter Proposition: Home of Winter Adventure

Located in the heart of New Zealand's Southern Alps and set against a stunning lake and alpine backdrop, Queenstown offers winter lovers a world-class winter holiday experience. Four ski resorts are within a short drive of the bustling town centre, offering quality snow and a variety of terrain suitable for all abilities. The range of off-mountain activities and attractions, paired with a vibrant, cosmopolitan town centre, ensures the fun keeps going well after lifts close, making Queenstown a winter favourite.

Queenstown is the perfect winter base to hit the slopes with Coronet Peak, The Remarkables and Cardrona all a short drive from the town centre. Each mountain has something different to offer, from family friendly snow play to beginners looking to explore more of the mountains. On mountain gear hire and dining make for a great day in the snow.

Known as the home of adventure, Queenstown offers world famous activities and attractions off the mountain. Soak in stunning outdoor hot pools, explore award-winning wineries or push your limits with bungy, swings and jet boats.

Queenstown is home to a variety of winter events for all ages. Experience the electric atmosphere as the season kicks off with a bang, with firework displays amongst the mountains, entertainment, live music, loads of family fun and plenty of mountain mayhem.

The vibrant, cosmopolitan town centre boasts one of New Zealand's most vibrant après-ski scenes with over 150 bars and restaurants to keep the fun going well after dark. From fine dining to boutique eateries, family friendly restaurants to iconic burger joints and delicious food and wine options to close the day.

Queenstown's winter offering is rounded off by sophisticated accommodation options to suit all budgets, high quality services including ski and snowboard hire and transport on and off the mountains.

Ski Proposition: Home of Big Mountains

Queenstown is the Southern Hemisphere's leading ski destination. Located in the heart of the Southern Alps, Queenstown offers a choice of four world class ski resorts within a short drive of the bustling town. Extensive skiable terrain ensures there's something suitable for all abilities and styles. The range of iconic off-mountain activities and an endlessly epic après ski scene make Queenstown a top winter destination.

Queenstown is the perfect winter base to hit the slopes of Coronet Peak, The Remarkables, Cardrona and Treble Cone. The four ski fields are accessible within a 90-minute drive, each featuring a variety of different terrain and experiences so for those looking to explore big mountain terrain it's worth visiting them all. Cardrona and The Remarkables also feature a variety parks for all types of freestyle riders, including rails, pipes and big air jumps.

For the ultimate powder hound experience, spend the day exploring with one of Queenstown's heliskiing operations. The helicopter ride in the spectacular Southern Alps is unforgettable, and there are plenty of fresh tracks to be made in the untouched snow.

The winter buzz starts each season with a variety of events and many of the world's best skiers, boarders and entertainers come to show off their talents at Winter Games NZ.

Off-mountain, there's a range of iconic activities to test your limits. The vibrant town centre boasts one of New Zealand's most vibrant après-ski scenes with over 150 bars and restaurants to keep the fun going well after lifts close.

Queenstown's winter offering is rounded off by sophisticated accommodation options to suit all budgets, high quality services including ski hire and transport on and off the mountains.

Winter Key Messages



Winter Lovers: Home of Winter Adventure

- Nestled in the heart of the Southern Alps, with unrivalled alpine scenery, snow-capped mountains and fresh mountain air
- Queenstown is easily accessible with direct flights from the main centres and cities
- Four ski fields and a wide range of ski terrain to suit all ability levels, just a short drive from the town centre with transport and gear hire available
- Fun on and off the mountain with world-class, iconic activities and experiences day and night
- Vibrant, cosmopolitan town centre with over 150 bars and restaurants



Ski Enthusiasts: Home of Big Mountains

- Nestled in the heart of the Southern Alps, Queenstown is the Southern Hemispheres leading ski destination
- Four Mountains, Four Ways: 4 world-class ski areas offering variety of terrain including freestyle and slopestyle parks
- Range of Heli ski operations letting you explore advanced and backcountry terrain
- Iconic activities and experiences off the mountain
- One of NZ's best après ski scenes

Queenstown Key Messages

- **World class skiing** and snowboarding across **four ski areas**
- Range of **activities off-mountain** including unique and **iconic experiences**
- Compact town centre offering a cosmopolitan atmosphere, **vibrant nightlife** and après ski
- **Easily accessible** via direct flights from the Australian Eastern Seaboard and main NZ cities
- True alpine environment, **breath-taking landscapes**
- Queenstown is the **Home of Winter Adventure**
- Welcoming, friendly and open for business

Insight

Open to Explore

By nature, we are curious creatures. We have an innate need to explore and over the past year, our desire to explore has only grown. It's time to awaken the explorer spirit. Queenstown is open and ready for adventure. Chase the snow, explore the big country and experience a warm welcome in the home of winter.



**HOME OF
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Domestic Creative & Media Approach

Hero Winter Campaign



Targeted Creative



TV

Digital/Social

Search

Media/PR

Content



Digital/Social

Search

Media/PR

Trade JVs



Australia Creative & Media Approach

Hero Winter Campaign



Targeted Creative



Online Video **Digital/Social** **Search** **Media/PR** **Content**

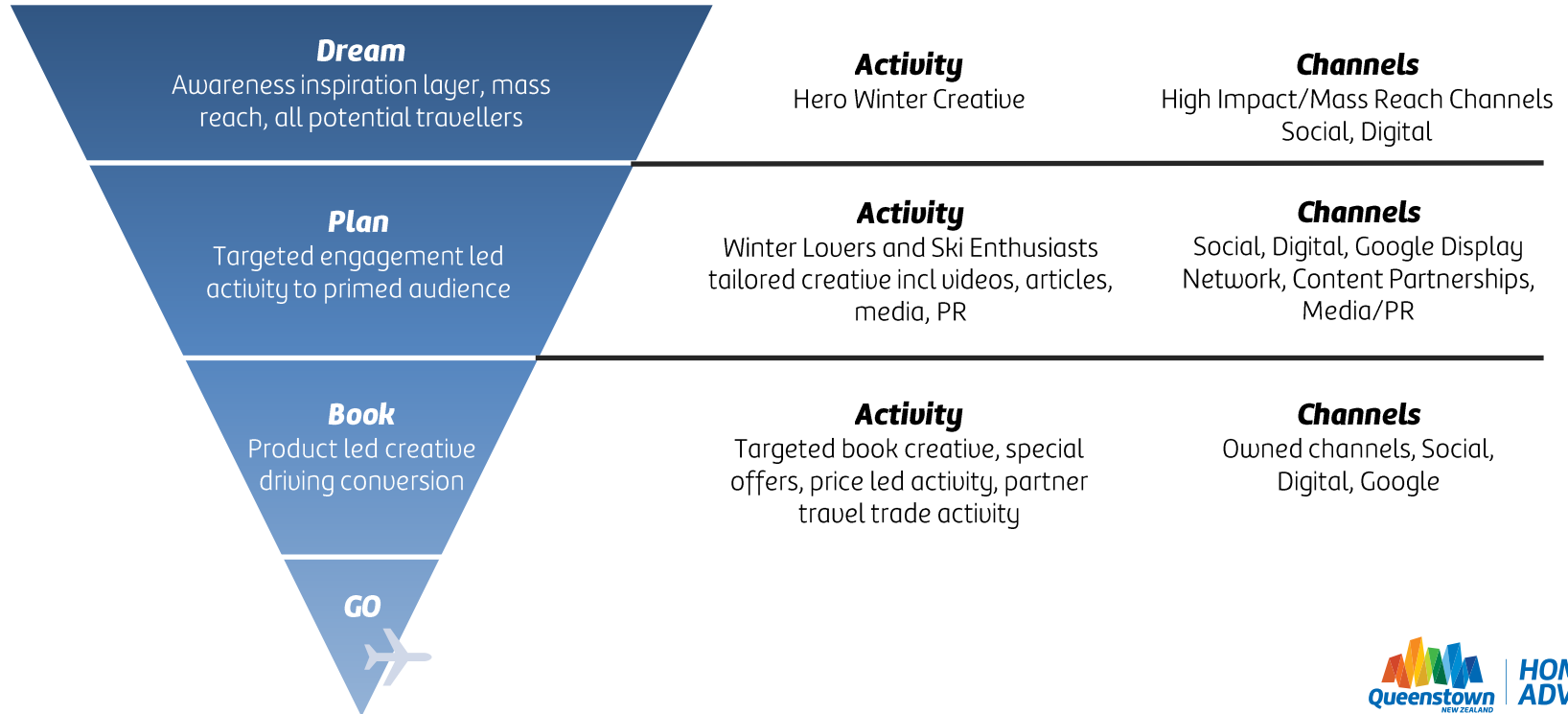


Digital/Social **Search** **Media/PR** **Trade JVs**



HOME OF ADVENTURE

Campaign Structure



Media & Partnerships

Domestic Activity:

- MiNDFOOD Content Partnership – Winter Holiday Feature
- Avenues Magazine – Ski Feature
- Canterbury Today – Winter Holiday Feature
- Stuff NZ Partnership – Winter Magazine
- Tots to Teens – Family Winter Angle
- Scout Magazine – Ski Feature

Australia Activity:

- Competition with Snows Best ‘Miss Snow It All’
- MiNDFOOD Content Partnership
- International Traveller (TNZ Partnership)
- Escape.com.au (TNZ Partnership)



TripAdvisor Campaign

Leveraging TripAdvisor's brand strength and audience scale in both the Domestic and Australia market, TripAdvisor will act as a media channel positioning Queenstown as the Home of Winter Adventure and driving preference as the destination of choice for a winter escape. Operating in the Dream and Plan space, TripAdvisor will provide inspiring content across multiple touchpoints to two key audiences: Winter Lovers & Ski Enthusiasts.

Queenstown Destination Page

Dedicated Queenstown landing page featuring content and planning information

Video

15" videos for each segment pushed through various TripAdvisor channels driving awareness and preference

Content

A range of editorial content produced for each segment driving direct traffic to queenstownNZ.nz

Digital & Social

Digital banners and social posts driving clicks to queenstownNZ.nz

Trade Approach

Domestic Travel Trade



To further drive conversions, DQ will encourage and facilitate the creation of Queenstown holiday packages for consumers who prefer to book with Travel Trade.

Packages are listed on the DQ website within the 'Travel Packages' page and will be supported within DQ's campaign as well as through the travel trade partners channels.

Australia Trade JVs



Designed to take full advantage of the trans-Tasman bubble announcement and opening, trade JVs with the top three Australian Ski Wholesalers kicked off from mid April and certain elements live until June.

Activity was pushed across Consumer & Trade channels, focusing on both the Winter Lover & Ski Enthusiasts segments.

Campaign Schedule

Media Placements	23 May	30 May	6 June	13 June	20 June	1 Aug - TBC
Autumn Campaign						
TVNZ & Discovery TV Hero Winter Creative - 30" and 15" video assets						
Trip Advisor Partnership Content, Video, Social/Digital activity						
Media Programme Content Partnerships - Winter Lovers & Ski Enthusiasts						
Digital - Dream Layer Hero Winter Creative						
Digital - Plan Layer Targeted creative - Winter Lovers & Ski Enthusiasts						
Digital - Book Layer Offers, product listings & packages						

Campaign Creative



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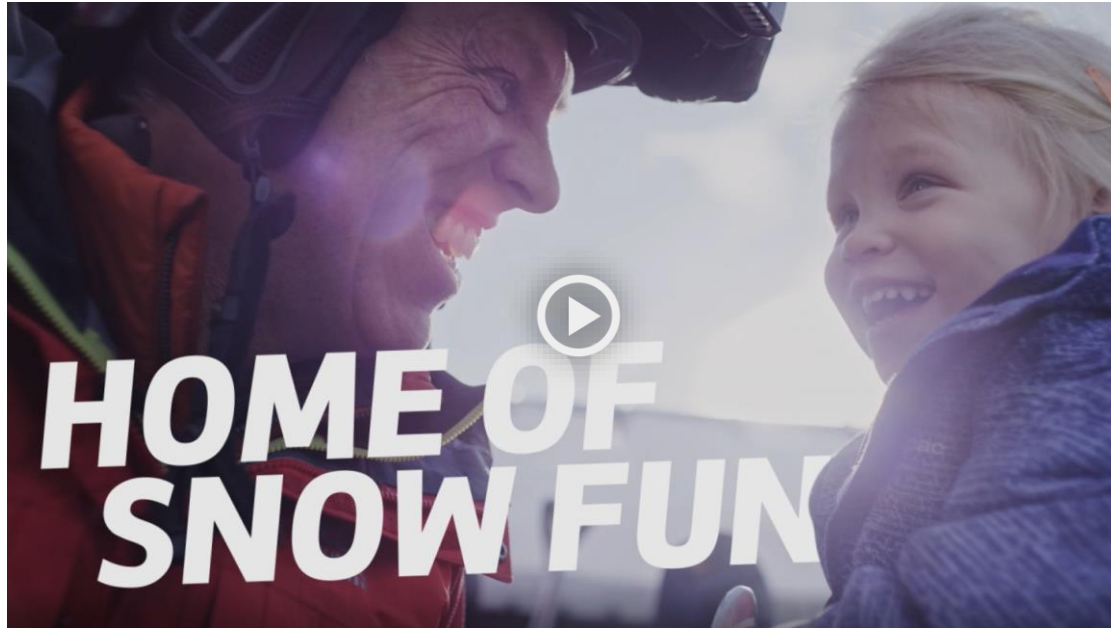
Hero Creative

Home of Winter Adventure



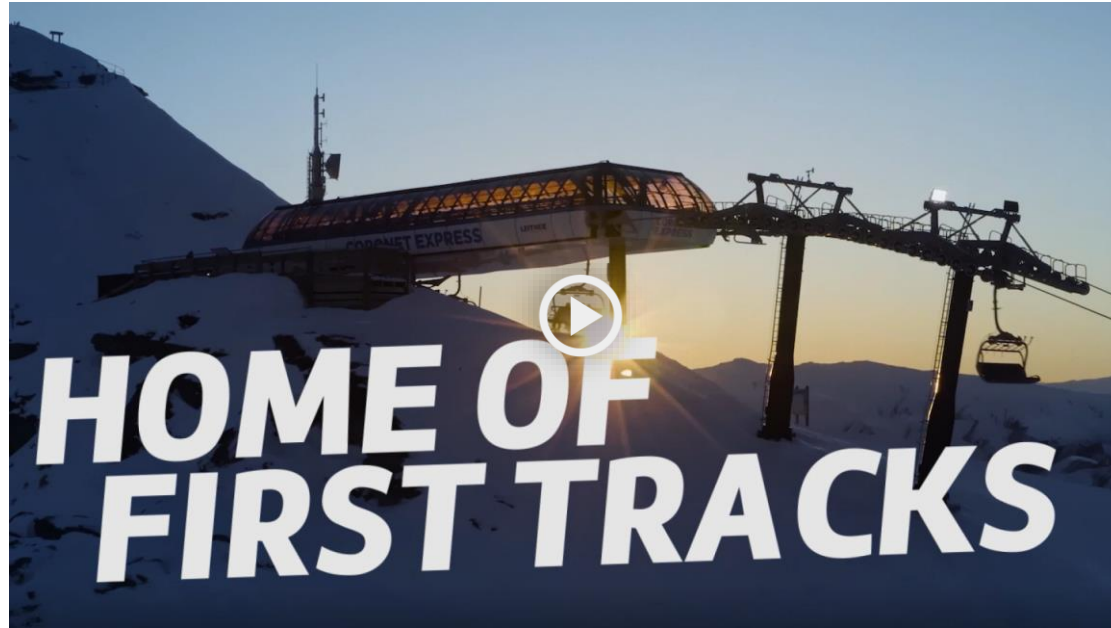
Winter Lovers Creative

Home of Winter Adventure



Ski Enthusiasts Creative

Home of Big Mountains



Campaign Landing Pages

Home of Adventure

Home of Winter Adventure

Queenstown is your ultimate winter holiday destination. Four world-class ski areas, vibrant après-ski scene and a range of epic activities for active lovers and powder hounds alike.

Located in the heart of the Southern Alps and set against a stunning lake and alpine backdrop, Queenstown offers New Zealand's greatest winter holiday experience for all snow lovers, no matter how or when you want to enjoy your winter in the South. From the iconic Lake Wakatipu, to world-class ski fields, world-class powder fields to enjoy your winter to the full, and a range of options from town through to October 2025.

Known as the home of adventure, Queenstown offers plenty of world-class activities and attractions off the mountain too. Soak in stunning outdoor hot pools, spa and swimming pools, or push your limits on your quest of water therapy and adrenaline. But the fun doesn't stop after 2025. Queenstown's lakes and the beauty of New Zealand's coast around you'll still have you hooked on this winter to the queen from long ago and the night.

Plan your 2025 Queenstown winter adventure below.

Experience Winter in Queenstown

Our Mountains

Queenstown is home to three spectacular ski fields, all within short drive to the heart of our vibrant winter scene.

[Read More](#)

Après Ski

Queenstown is home to the best après-ski and well-being life on the planet. Our winter scene offers the ultimate après-ski experience.

[Read More](#)

Off Mountain Adventures

Discover the beauty of winter on the mountain. From snowshoeing to mountain biking, there's always something new to try.

[Read More](#)

Relax and Rejuvenate

Discover the beauty of winter on the mountain. From snowshoeing to mountain biking, there's always something new to try.

[Read More](#)

Plan your Winter Adventure

Home of Adventure

Skiing & Snowboarding

Queenstown is home to New Zealand's best ski fields. With four ski areas within easy access and offering quality snow and terrain for all levels of skier and snowboarder, Queenstown is the ultimate ski holiday destination.

Located in the heart of the Southern Alps, Queenstown offers an unforgettable winter holiday experience. We have four world-class ski fields for all snow lovers and a range of options from town through to October.

With three highly fun ski fields and New Zealand's most scenic, getting to Queenstown is easy and you can be up the mountain or in our alpine base areas in a matter of minutes.

Queenstown has a range of alpacas, including single day single alpa passes, to warm passes allowing unlimited access to multiple Queenstown ski fields. Queenstown is available to ski and snowboard on all day passes for both skiers and snowboarders, to ensure all ski and snowboarders have the best experience. For the ultimate convenience, choose a ski package which includes ski passes, gear hire, transport of a car!

Snow for All Abilities

A Beginner's Guide to Skiing Queenstown

With over 100 km² of world-class ski fields, Queenstown offers an unforgettable winter holiday experience. We have four world-class ski fields for all snow lovers and a range of options from town through to October.

[Read More](#)

Family Fun Time on the Ski Fields

Queenstown is home to three spectacular ski fields, all within short drive to the heart of our vibrant winter scene.

[Read More](#)

Ski Queenstown Like a Pro - The Best Advanced Ski & Snowboard Runs

Discover the beauty of winter on the mountain. From snowshoeing to mountain biking, there's always something new to try.

[Read More](#)

How To Prepare For An EPIC Backcountry Skiing Experience in Queenstown

Discover the beauty of winter on the mountain. From snowshoeing to mountain biking, there's always something new to try.

[Read More](#)

Ski & Snow Information

Getting involved



How to Leverage

Below are the ways to get involved and leverage DQ's Home of Winter Adventure campaign.

1. Apply campaign language to your own marketing assets and/or websites for the duration of the winter campaign.
 - Be creative – You may be the *Home of Good Times*, *Home of Cold Brews* or *Home of Winter Warmers*. The options are almost endless.
2. Share/embed campaign video assets to your social channels/website.
 - All videos are loaded to [QueenstownNZ YouTube](#).
 - Under the video you want to embed, click share, click embed, copy the HTML code and paste this into your blog/website.
3. Update your listings on [QueenstownNZ.nz](#) and load any special offers/deals. All deals valid post the 23rd May will be featured.

Listings, Deals & Packages

Throughout the 'Book' layer activity, we will retarget engagers and drive traffic to Product Listings, Special Offers and Travel Package pages on the DQ website. To take full advantage of the campaign, please ensure [your listings are up-to-date](#). Any special offers or packages valid for the winter period should be loaded on the DQ website no later than **Friday 21 May**.

Listings

If you need any assistance creating or updating your listings, please click [here](#).

Special offers

A special offer must be some sort of value-add for the end consumer. All offers valid after 23 May will be included. To load an offer, navigate to the Special Offers tab under the main menu of the Extranet and link it to the relevant listing.

Travel packages for DQ website

A travel package listing must be an all-inclusive package and partnership with other local businesses i.e. accommodation + an activity. Travel packages are created as listings, using 'Travel Packages' as the listing category.

Inclusion in travel trade packages

If you are keen to be included in the domestic or Australia travel trade packages, please contact the [trade team](#). Click [here](#) for more information on how to optimise your listings and load special offers.

Thank you



For any campaign enquiries please contact:

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