

# QUARTERLY REPORT

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Quarter 3 | January - March 2026  
FY2025-2026



# CONSUMER MARKETING – QUEENSTOWN

## ALWAYS-ON CAMPAIGN | 1 JANUARY - 31 MARCH

The summer campaign continued in the domestic market through to the end of January.

Autumn activity launched on 1 February, highlighting the region's unique wellness offerings, biking, and renowned food and drink.

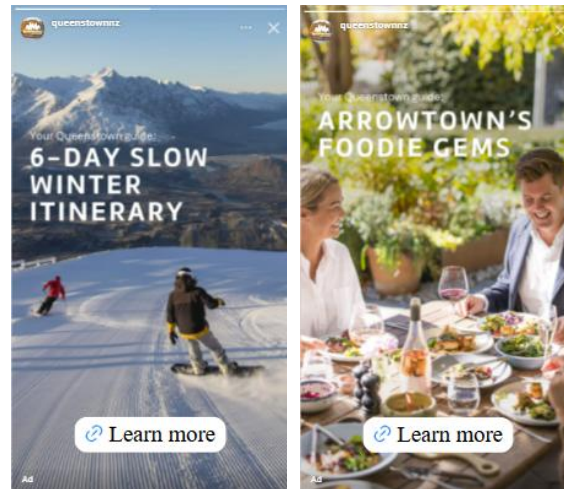
Winter activity launched in the Australian market on 1 January targeting key segments including winter lovers, family, ski enthusiasts, adventure, food and drink, and arts and culture.

DQ's paid always-on digital marketing runs in the domestic and Australian markets across Facebook, Instagram, YouTube, Google, and TikTok, targeting all stages of the travel booking journey.

## ALWAYS-ON QUARTERLY RESULTS (AU & NZ)

- 10.1M impressions
- 2.3M video plays
- 200K interactions (Search, Display, YouTube)
- 233K link clicks
- 2.75% CTR (Meta)
- 637K website sessions (-8% YoY)
- 133K member referrals (-20% YoY)
- 21.7% conversion rate

CTR | Click Through Rate



## PROJECTS, PARTNERSHIPS & CONTENT PRODUCTION

### QUEENSTOWN PLACE BRAND

- In-person stakeholder, iwi and community engagement sessions took place to inform the Place DNA project. The final Place DNA report is due in May to define Queenstown's values and attributes and guide brand development.

### PARTNERSHIPS & CONTENT PRODUCTION

- A joint autumn campaign with Expedia targeting the Australian market was undertaken, driving autumn demand, longer stays, and higher in-destination spend. The campaign resulted in delivering 7,561 passengers, 968 air tickets, 10,794 room nights, and \$7.1M booking revenue (prelim results).
- DQ partnered with Air New Zealand on an autumn campaign, delivering their highest-ever conversion uplift for a partnership across digital channels, Kia Ora magazine, Viva and The Hits. The campaign resulted in 9.4m impressions, 117.7k clicks, and up to +446% passenger demand uplift on key routes.
- A partnership with Neat Places was delivered (a New Zealand guide to local cafés, shops, and experiences), to create a range of editorial articles across summer and autumn. [Queenstown's Creative Side & Slow Down in Queenstown](#).
- We welcomed back the [MTB Insider video series](#) and brought on distribution partner Flow MTB to expand reach in the Australian market.
- A partnership with Flow MTB supporting the promotion of the region's mountain and trail biking propositions, with editorial pieces, was published in late summer. [Best Things To Do In Queenstown](#).
- A lead generation campaign with Rody NZ to build DQ's EDM database was undertaken, targeting the Outdoor Explorers audience and this resulted in 2,775 additional contacts being added.

### RESIDENT SENTIMENT

- Production is underway for the next series of Our People, Our Home, showcasing local voices and celebrating the people who make this place special, with the aim of strengthening community pride and connection with the tourism industry.

### WINTER ACTIVITY

- DQ launched its winter campaign into Australia. Hero brand assets went live on Connected TV in February to leverage Winter Olympic interest, with a second burst in March aligned to TNZ activity and paid digital campaigns launching from 1 March.

# CONSUMER MARKETING – QUEENSTOWN

## WEBSITE - QUEENSTOWNNZ.NZ

DQ marketing activity drives traffic to QueenstownNZ.co.nz, with the goal of driving member referrals.

### WEBSITE PERFORMANCE FOR THE QUARTER:

- 637K sessions (-8% YoY)
- 133K member referrals (-20% YoY)
- 21% referral conversion rate (-10% YoY)

We continue to observe a shift towards zero-click searches, as Google increasingly prioritises AI-generated answers on results pages. During FY26 - 27, we will undertake a programme of work to understand and respond to the implications of generative AI for destination visibility, content strategy and digital presence. This includes adapting marketing approaches to ensure Queenstown and Wānaka remain competitive within AI-driven discovery environments, strengthening the quality and accessibility of destination information, and positioning the RTOs as trusted and authoritative sources of destination knowledge.

### DEVELOPMENTS FOR THE QUARTER INCLUDE

- 1 new blog produced and 3 significant rewrites to address key autumn USPs. [Discover the Creative Side of Queenstown](#), [Wellness Experiences in Queenstown](#), [Recharge in Queenstown on a 6-Day Wellness Escape](#), and [Quintessentially Queenstown Day Spa Experiences](#)
- Website load speed project complete to improve load speed and user experience

### CONSUMER EMAIL STRATEGY

DQ's email campaigns target audiences with personalised content aligned to visitor interests.

Nine EDMs produced this quarter:

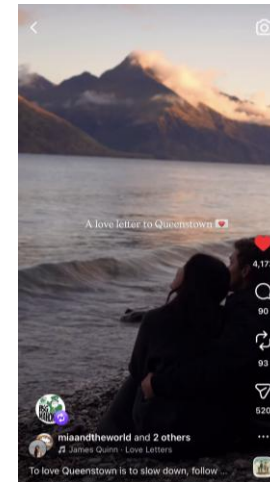
- [Romantic Experiences](#) | 53.7% OR | 7.7% CTOR
- [Great Walks & Multi-Day Hikes](#) | 56% OR | 5% CTOR
- [Championship Golf Courses](#) | 35.4% OR | 7.7% CTOR
- [Roadie Collaboration](#) | 45.6% OR | 5.6% CTOR
- [Autumn Events Guide](#) | 56.8% OR | 6.9% CTOR
- [5 Day Guide to Low Impact Adventures](#) | 52% OR | 6.2% CTOR
- [Love QT EOFY Giving](#) | 44.4% OR | 16.7% CTOR
- [Love QT Autumn Volunteer](#) | 53.5% OR | 14.3% CTOR
- [Love QT EOFY Giving Last Chance](#) | 42.3% OR | 0% CTOR

OR - open rate | CTOR - click to open rate

## SOCIAL MEDIA ACTIVITY

Content during this quarter showcased Queenstown as the ultimate summer and autumn holiday destination, sharing stories of our people, place and experiences. Short form video content continued to drive increased engagement, with the Mia and the World x Love QT collaboration and in house reels.

### HIGHLIGHTS



Instagram - Mia and the World x Love QT Collaboration

- Views: 77K
- Interactions: 5K
- Saves: 353



Facebook - Summer Evenings

- Views: 110K
- Interactions: 2.1K
- Follows: 261



TikTok - Autumn is loading

- Views: 11K
- Shares: 116
- Follows: 47

# CONSUMER MARKETING – WĀNAKA

## WEBSITE - WANAKA.CO.NZ

### DEVELOPMENTS FOR THE QUARTER INCLUDE:

- Development of an updated walking & hiking "at a glance" block
- Reviewing the second round of design prototypes for the new Wānaka website

Nine blogs produced: [Wānaka A&P Show](#), [Ripe Wānaka](#), [Where Can I Camp](#), [5 Best Short Walks](#), [The Food Truck Scene](#), [Top 10 Experiences](#), [What Makes Wānaka Unique](#), [6 Days in Wānaka](#), [Wānaka Autumn Events](#).

### CONSUMER EMAIL STRATEGY

Wānaka's email campaigns target audiences with personalised content aligned to visitor interests.

Seven EDMs produced this quarter:

- [A Thrill Seekers Guide to Wānaka This Summer](#)  
OR: 44% | CTOR: 18.2%
- [Sip, Savour & Explore Wānaka's Wine Scene](#)  
OR: 60.3% | CTOR: 12.2%
- [What's On in Wānaka This Autumn](#)  
OR: 60% | CTOR: 5.2%
- [Love Wānaka Planting Day Invite](#)  
OR: 54.5% | CTOR: 8.3%
- [Love Wānaka: What's On this Autumn](#)  
OR: 54.3% | CTOR: 5.3%
- [Love Wānaka EOFY Giving - Final Call](#)  
OR: 50% | CTOR: 3%
- [Love Wānaka EOFY Giving](#)  
OR: 52.3% | CTOR: 1.4%

### WEBSITE PERFORMANCE FOR THE QUARTER:

All LWT marketing activity drives traffic to Wanaka.co.nz, with the goal of driving member referrals.

- 225.5K sessions (+21% YoY)
- 20.1k member referrals
- 8.9% referral conversion rate.

### PARTNERSHIPS & CONTENT PRODUCTION

- A second [editorial](#) piece was created in partnership with Neat Places.
- We welcomed back the MTB Insider series.
- A range of content was produced across the quarter, including in-house shoots, a summer content partnership with a local creator, followed by an autumn collaboration with River & Her, delivering a consistent pipeline of social-first content.
- Production of summer hero imagery with The Beards, highlighting water activities and mountain biking.

## ALWAYS-ON DIGITAL & SOCIAL CAMPAIGN

LWT's paid always-on digital marketing ensures Wānaka maintains a constant presence in the domestic market. The full-funnel campaign drives destination preference and bookings. Channels include Facebook, Instagram, display and paid search.

- The summer campaign continued in for the month of January, with the autumn campaign launching in the domestic markets in February.
- Autumn activity launched in the domestic market on 1 February, targeting key interest segments including events, adventure, walking, biking, food and drink, family, and arts and culture.

## SOCIAL MEDIA ACTIVITY

Wānaka's organic social channels are a key source of destination inspiration. Content during this quarter was curated to showcase Wānaka as the ultimate spring & summer holiday destination. Short-form video and image-based carousels continued to drive increased engagement.

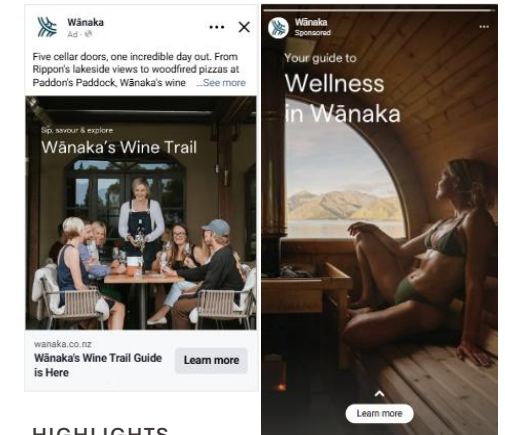
### Bars & Taprooms in Wānaka

- Views: 21.1K
- Interactions: 565
- Follows: 22
- Shares: 163

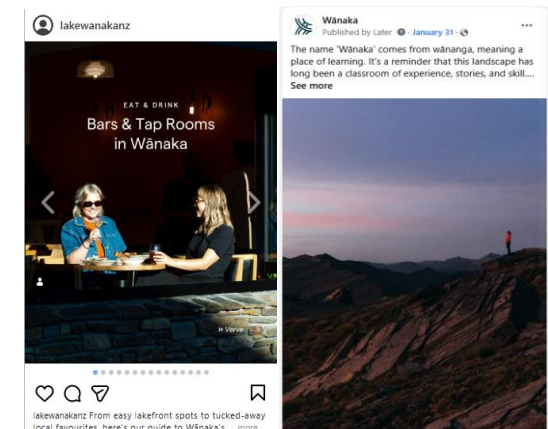
### What Makes Wānaka A Unique Place to Visit

- Views: 34.2K
- Interactions: 320
- Link Clicks: 58

## EXAMPLE ACTIVITY



## HIGHLIGHTS



# MEDIA ACTIVITY

## MEDIA HIGHLIGHTS | 1 JANUARY - 31 MARCH

The media team is responsible for delivering earned content for Queenstown and Wānaka via the DQ media programme and assisting the Experience New Zealand (TNZ) team with media famils, media opportunities and PR assistance.

### CONTENT HIGHLIGHTS

- Kia Ora: [A playground for the family](#). Published 1 January 2026 by Peter Thornton.
- NZ Herald: [Queenstown wellness guide](#). Published 27 January 2026 by Sarah Pollok.
- Stuff: [\\$20 tent sites and a lake like this: Why campers keep coming back](#). Published 2 February 2026 by Eleanor Hughes.
- Australian Golf Digest: [A golf traveller's guide to Queenstown and Wanaka](#). Published 23 February 2026 by Brad Clifton.
- Forbes: [In Queenstown, Tourism Sustainability Comes Down To Earth](#). Published 1 March 2026 by Christopher Elliot.
- Forbes: [Turning Tourists Into Conservationists On New Zealand's South Island](#). Published 8 March 2026 by Christopher Elliot.
- Luxury Travel: [The restaurants worth travelling for in Queenstown](#). Published 10 March 2026 by Ute Junker.
- @kellyslater Instagram: [Taonga](#). Published 11 March 2026 by Kelly Slater.

### HOSTED MEDIA (FAMIL)

- Christopher Elliot: US syndicated columnist and The Elliot Report - Sustainable tourism operators - Michael Sty, Millbrook, AJ Hackett Bungy, RealNZ, Headwaters Glenorchy Eco Lodge, Kinloch, Canyon Brewing.
- Steve Keipert: Australian Golf Digest - NZ Open, Gibbston Valley Lodge, Oxbow, Amisfield, Canyon Brewing etc.
- Stephen Scott: Seasons - 50+ and accessible famil support - The Rees, RealNZ, Air Milford, Walnut on Russell, The Grille.
- Mark Daffy: AFAR, Escape - Mountain biking famil
- Secondz: Australian F&B partnership

### TNZ SUPPORTED MEDIA (FAMIL)

Six famils supported: TNZ Kelly Slater famil @kellyslater, TNZ Thailand famil - Lead KOL @alexrendell, TNZ Gary Barlow's Food and Wine Tours, TNZ Singapore famil - Lead KOL @amebeverly, TNZ UK famil - The Independent and @harry\_bullmore\_fitness\_writer, TNZ UK famil - Lead KOL @foodfitnessflora.

## HIGHLIGHTS

Forbes



Kia Ora



Australian Golf Digest



@foodfitnessflora

# COMMUNICATIONS ACTIVITY

## COMMUNICATIONS HIGHLIGHTS | 1 JANUARY - 31 MARCH

The communications team is responsible for member communications to DQ and LWT memberships, news media relationships, destination reputation and corporate communications.

### MEMBER COMMUNICATIONS & UPDATES

- Five Fortnightly Remarks
- Nine Special Remarks - Locals May Campaign, draft annual business plan, tradeshow registration, quarterly members updates, marketing updates
- Four Data and Insights newsletters
- Two Capability Connect newsletters
- Two Quarterly Members Update events - Queenstown & Wānaka

### MEDIA RELEASES

- [Politicians go head-to-head on New Zealand's energy future at Electrify Queenstown 2026](#) - 19 Jan
- [Ripe x Love Wānaka Partnership](#) - 6 March
- [Love Wānaka Planting Day](#) - 30 March

### MEDIA ARTICLES HIGHLIGHTS

- 27 media enquiries from various journalists across national and local media
- The Post: [What's the magic number? Queenstown searches for optimal tourism](#) - 21 Feb
- Lakes Weekly Bulletin: [Inside Queenstown Golf Club's energy revolution](#) (resident sentiment) - 16 Mar
- The Post: [NZ tourism 'safe haven' sees 13% jump in international arrivals despite Middle East conflict](#) - 21 Mar

### SUBMISSIONS

- QLDC - x1 submission: Kawarau Riverside Reserve Management Plan

## HIGHLIGHTS

Tuesday, 13 January 2026

### Boon for South Island as visitor numbers grow

By Tim Cronshaw



Business



The South Island's natural attractions are pulling in the tourists. These visitors are enjoying hiking the Ben Lomond Track near Queenstown. PHOTO: DESTINATION QUEENSTOWN

Free-spending Aussies are leading the charge as an influx of tourists arriving in Christchurch spend their overseas currency on South Island attractions.

Tourist operators are reporting an increase in bookings from offshore guests.

Otago Daily Times



1News

# TRAVEL TRADE ACTIVITY HIGHLIGHTS

## ANZCRO & AIR NZ US SALES MISSION

DQ LWT participated in the ANZCRO & Air New Zealand US Best of New Zealand Showcase/ Sales Mission. The Sales mission visited Georgia, North and South Carolina, Dallas and San Francisco. The programme included the So Journey's tradeshow followed by series of private hosted events in each city, connecting with key luxury travel sellers and trade partners. Alongside DQ & LWT there were five Queenstown operators, including representatives from Air New Zealand and ANZCRO.



## RTNZ IBO EVENT 2026

The DQ LWT trade team attended the annual 2026 Regional Tourism New Zealand events held on 17 and 18 March in Auckland. They met with approximately 60 IBOs, and together with other RTOs (Christchurch, Auckland, Rotorua, and Wellington) co-hosted an Eastern Market Dinner at SO/Auckland.

## AUSTRALIA SKI SALES MISSION

DQ LWT joined RealNZ on a sales mission across Sydney, Brisbane and the Gold Coast. The programme focused on meeting with key ski wholesalers and sellers, providing regional updates and strengthening trade relationships. In total, the activity involved meetings with 11 sellers and industry partners, delivering valuable market insights for the coming winter season.

## TNZ REGIONAL SHOWCASE SYDNEY

DQ LWT attended the TNZ Regional Showcase in Sydney. The event provided an opportunity to join 24 other RTOs in engaging with key Australian travel buyers through structured trade meetings. The programme comprised of 14-minute appointments with 23 buyers, providing regional updates and receiving valuable feedback and insights from buyers and industry partners.

## TNZ CONNECT 2026

DW LWT attended the annual RTNZ-TNZ Connect, providing a valuable opportunity to connect with inbound agents from across New Zealand. We shared updates on new products and regional initiatives, while also gaining insight into emerging trends and potential opportunities within the inbound market.



## FAMIL ACTIVITY

- Southern Crossing Virtuso APAC Famil

## TRADE MARKETING

- Operator feature videos produced with KJet, Ziptrek, Coronet Ridge Resort and NZONE Skydive Queenstown & Skydive Wanaka.
- Marketing assets were produced to support activity in international markets, including US New Zealand Showcase, RTNZ event 2026, Australia Ski Sales Mission

# TRAVEL TRADE ACTIVITY

## ACTIVITY SUMMARY | 1 JANUARY - 31 MARCH

The below table captures some of the key activity completed by the trade team in the quarter.

	NEW ZEALAND	AUSTRALIA	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAR END TOTAL FY25-26
Famils	0	0	0	0	0	0	9
Networking	0	0	0	0	0	0	23
Sales Call	0	10	0	0	0	10	54
Trade Show Appointment	57	1	64	0	0	122	536
Trainings	0	0	0	62	0	62	783
Webinar Trainings	0	18	0	290	0	308	719

## DIGITAL PRESENCE

### FACEBOOK (CLOSED AGENTS' GROUP)

- 986 total members.

### YOUTUBE (TRAVEL TRADE CHANNEL)

- 7469 Views
- +33 new subscribers this quarter

### EDMS

- Two EDMs sent to travel trade database
- The Quarterly Travel Trade Newsletter & Spotlight on Queenstown Newsletter.
- Open rate of 32.2% (Spotlight) and 28.9% (Quarterly), and click-to-open rate of 10.1% and 7.0%

### TRENZ CONNECT

- 483 total connections

# BUSINESS EVENTS HIGHLIGHTS

## AIME 2026

DQ LWT, alongside 10 Queenstown suppliers, joined the Tourism New Zealand stand at the Asia Pacific Incentives and Meetings Event (AIME). Held in the Melbourne Convention Centre from 9-11 February, AIME set new records for the value of business generated on the floor. QCB acquired 12 leads, indicating a strong interest in the Queenstown and Wanaka region.

With 42 exhibitors from across the North and South Islands, Aotearoa New Zealand had the largest footprint at the event, showcasing once again, a strong and united presence.



## TNZ & ARINEX NORTH AMERICA FAMIL 2026

In conjunction with Tourism New Zealand Business Events, The DMC Group and Professional Conference Organisers, Arinex, the QCB team hosted a destination dinner as part of the Arinex North American Educational Famil.

From Auckland to Rotorua and down to Queenstown for their final famil experience, 10 North American buyers experienced the a range our destination's accommodation, conferencing and operator experiences.

## BUSINESS EVENTS 101, INDUSTRY UPDATE & NETWORKING

The DQ LWT business events team hosted a Business Events 101 session for newcomers to the sector, followed by an industry update and a networking lunch with Queenstown and Wānaka operators active in the sector.

Business Events Industry Aotearoa (BEIA) CEO, Lisa Hopkins, attended as a guest speaker, giving an update on BEIA's strategic direction, advocacy, BE data, and educational opportunities, including the BE Mentored Programme and Te Haeata, New Zealand Certificate in Business Events (Level 4).

## 2026 BUSINESS EVENTS SOUTH EAST ASIA C&I EVENT

The DQ LWT Business Events team attended SEA C&I market events held in Kuala Lumpur on 10 March and Singapore on 12 March. Each event focused on engaging corporate and incentive buyers and partners through 1:1 rotating appointment sessions.

Cyndi Feng showcased our latest openings and upcoming accommodations, social event venues, and new visitor experiences, including wellness and sauna offerings. These provided valuable tools for engaging with the market.

## QCB MARKETING

A new suite of hero imagery and video content has been produced.



# BUSINESS EVENTS ACTIVITY

## ACTIVITY SUMMARY | 1 JANUARY - 31 MARCH

This table summarises the core activity completed by the business events team in the quarter.

	NEW ZEALAND	AUSTRALIA	REST OF WORLD	QUARTER TOTAL	YEAR TO DATE TOTAL FY25-26
Famils	0	0	0	0	0
Networking	0	0	0	0	19
Sales Call	5	8	11	24	79
Site Inspection	5	0	1	6	15
Trade Show Appointment	3	25	61	89	139
Webinar Trainings	0	0	0	0	114

## DIGITAL PRESENCE

### EDMS

- One EDM sent in March to the business events database of 2,641 recipients. This edition saw a 27.4% open rate and a 10.8% click-to-open rate.

### LINKEDIN

- 1,880 total followers
- +96 new members this quarter

### HIGHLIGHTS



### KIA ORA

As [aodoo](#) settles over Queenstown and Wānaka, the region moves into one of its most dynamic periods for business events. Clear days and colourful landscapes set the tone for a productive season, with conferences, incentives and corporate gatherings filling the calendar from March through May, with delegates travelling from across New Zealand and beyond, there's a strong sense of momentum building across the district.

On the team front, we'd like to acknowledge the incredible work and dedication Jess Longman showed during her time and a half years with the Queenstown Convention Bureau (QCB). First as account manager, and ultimately as Business Development Manager, MCE. Following Jess's departure, we are pleased to welcome our new EDM, Ben Owens, who has returned to Queenstown after 13 years in Canada. A former local, he maintains strong connections within the region from his earlier roles managing the Whetstone, operating his own cafe, Orind on Glendal Drive, and working in tourism sales and marketing with Whyte Motors Group.

Looking ahead, we're looking forward to welcoming the QCB New Zealand & Australia Panel in April, hosting nine corporate buyers from both regions. In addition, our Business Events Suite has recently expanded to include suppliers from Wānaka, providing even greater choice across the wider region.

This time of year invites forward planning. It's an ideal opportunity to secure venues and shape programmes that make the most of the region's diverse offering. From distinctive meeting spaces to immersive off-site experiences, the Queenstown Lakes district offers a setting that encourages connection and fresh thinking.

Kind regards,  
Ben, Stu, Cybil and Luisa

**Queenstown Convention Bureau (QCB)**  
1,880 followers  
Tw · 🌐

Great to bring our business events community together for our latest Business Events 101, Networking Lunch and Industry Update from [Business Events Industry Aotearoa \(BEIA\)](#). 🌟

A big thank you to [Lisa Hopkins](#) for making the trip and sharing valuable insights with our Queenstown and Wānaka suppliers. It's always appreciated.

And to everyone who joined us, thank you for being part of the conversation and continuing to strengthen the region's position as a leading destination for business events.

We look forward to seeing you at the next one.



👤 Micaela McLeod and 26 others

# BUSINESS EVENTS LEADS

## LEADS GENERATED | 1 JANUARY - 31 MARCH

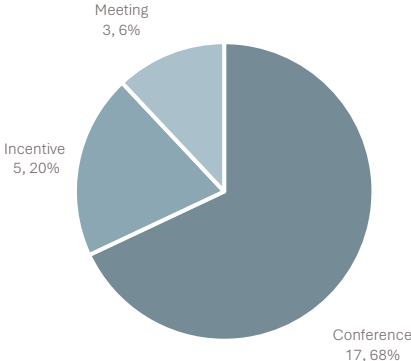
This table reflects the leads generated in the last quarter by the Business Events team and their current status (won/lost/in progress). Year-end total reflects the total of all leads generated in the financial year and their current status.

	NEW ZEALAND	AUSTRALIA	REST OF WORLD	QUARTER TOTAL	YEAR TO DATE TOTAL FY25-26
<b>Generated</b>	11	13	1	25	104
Prospective	8	12	1	21	46
Won	1	1	0	2	31
Lost	2	0	0	2	27

## LEAD INSIGHTS

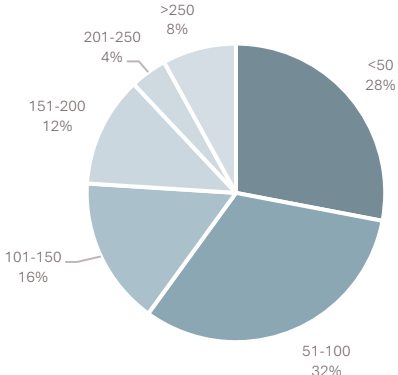
### BUSINESS EVENT TYPES

The graph below shows the number of leads in the last quarter based on the event type.



### GROUP SIZE

The graph below shows a breakdown of the leads generated in the last quarter by size of group.



# SUSTAINABILITY, STEWARDSHIP & COMMUNITY FUND ACTIVITY

The Sustainability, Stewardship and the Community Funds (Love Queenstown & Love Wānaka) team drives the integration and delivery of the region's Destination Management Plan (DMP), supporting environmental sustainability, regenerative tourism, community engagement, and member capability across the visitor economy.

## KEY ACTIVITY

- The team hosted a range of DMP stakeholders at a 'DMP Stakeholder Alignment Hui', a forum that will run every six months to build stronger awareness of destination management activity occurring across the district.
- The Optimal Visitation Project (OVP) demand and dynamic modelling has been used to test the Government's Tourism Growth Roadmap against the Queenstown Lakes District context, helping to identify both the opportunities and risks associated with future growth. Findings from this work were presented at the Tourism Policy School by Dr Susanne Becken, highlighting that unmanaged or unbalanced growth could place increasing pressure on the district's environment, infrastructure and community outcomes.
- The 2026 Electrify Queenstown event is being planned for 17-19 May 2026. The event is becoming one of New Zealand's largest energy events, focused on accelerating the adoption of electrification and renewable energy solutions, bringing together businesses, policy leaders, innovators and the community. [Programme and ticket information.](#)
- The [Queenstown Electrification Accelerator](#) programme is working with 15 businesses across the district to support them with electrifying their operations.
- Successfully onboarded three new DQ and LWT member organisations to the fully subsidised Cogo Vistr Carbon Manager Tool. The Cogo Vistr Carbon Manager Tool has been disestablished by the provider (Cogo). The RTO has been reviewing options to support members with carbon measurement.
- The decarbonisation plan: [A Pathway to Decarbonise](#), has been disseminated into a coordinated action plan, and work is underway to prioritise workstreams against district priorities.
- The team represented DQ and LWT at various forums and events including, QLDC Climate Reference Group, Upper Clutha Catchment Plan governance group, Southern Lakes Kai Collective, Wao Better Events collective, and Tourism Policy School.

## LOVE WĀNAKA AND LOVE QUEENSTOWN COMMUNITY FUNDS

- Delivery of two member capability events in Queenstown and Wānaka to share information about the Community Funds with member businesses.
- Delivery of a business give back campaign, called 'End of Financial Year Giving'.
- Both Love Queenstown and Love Wānaka partnered with two events: Ripe and The Valley Festival



## MEMBER CAPABILITY EVENTS UPDATE

The team hosted 16 new member capability events across LWT and DQ, with 176 members in attendance across all events.

Events included: Introduction to Business Events (WKA), Destination Management Plan 101 (QT), New Member Introduction (WKA), Cogo Tool drop-in sessions (QT & WKA), Love Queenstown & Love Wānaka 101, Emergency Preparedness for Accommodation Providers (WKA), Electrifying Business (WKA & QT), Corporate Social Responsibility workshop (QT), De-escalation workshop for frontline staff (QT & WKA), Building your own AI Assistant (QT & WKA), Website Accreditation options (QT), Emergency Preparedness for Businesses (WKA & QT), Business Events Update (QT).

# ORGANISATION

## QUARTERLY ACTIVITY | 1 JANUARY - 31 MARCH

### ORGANISATIONAL ACTIVITY

- The Wānaka and Queenstown quarterly member updates were held, providing opportunities for direct engagement between members, the team and invited speakers. Mayor John Glover attended as a guest speaker, outlining current local government priorities and reinforcing his connection to the tourism sector. Digital marketing specialist Dave Hockly from Data Story also presented on the evolving digital and AI landscape. Key messages confirmed that DQ and LWT are investing in AI capability to respond to digital change, including the ongoing development of [www.queenstownnz.co.nz](http://www.queenstownnz.co.nz) and [www.wanaka.co.nz](http://www.wanaka.co.nz) as core platforms to support member visibility and changing search and discovery behaviour.
- Drafting of the FY26-27 Business Plan, covering both Queenstown and Wānaka, was undertaken during the quarter and shared with members for feedback. Thank you to those who took the time to provide input. Subject to approval by the Strategic Review Board, the final Business Plan will be published online ahead of the new financial year starting 1 July 2026.

### DATA AND INSIGHTS UPDATES

- Shared the Visitor Perceptions Summary for YE December 2025 ([DQ](#) or [LWT](#)).
- Shared the Visitor Experience Summary for YE December 2025 ([DQ](#) or [LWT](#)).
- Shared the Visitor Economy Insights Resource for YE December 2025 ([DQ](#) or [LWT](#)).
- Shared the December Monthly Data Snapshots ([DQ](#) or [LWT](#)), January Monthly Data Snapshots ([DQ](#) or [LWT](#)) and February Monthly Data Snapshots ([DQ](#) or [LWT](#)).
- Sent out the Data and Insights member communications. View [January Monthly Update](#) or view the [February Monthly Update](#) or view the [March Monthly Update](#).
- Access these resource and more on the [DQ LWT member hub](#).

