

QUARTERLY REPORT

Quarter 1 | July – September 2025
FY2025-2026



CONSUMER MARKETING – QUEENSTOWN

ALWAYS-ON CAMPAIGN | 1 JULY - 30 SEPTEMBER

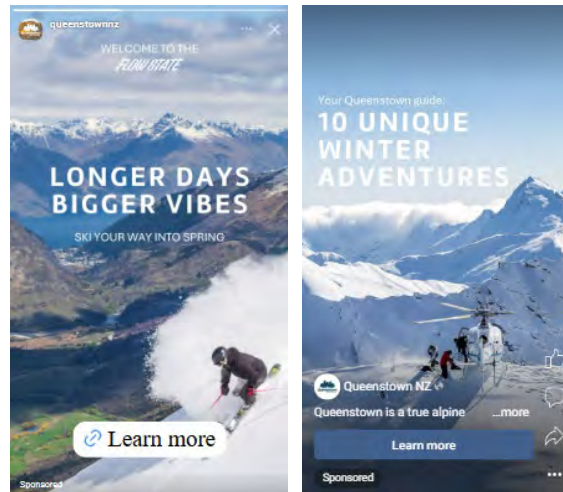
DQ's paid always-on digital marketing runs in the domestic and Australian markets runs across Facebook, Instagram, YouTube, Google, and TikTok, targeting all stages of the travel booking journey: discover, educate and book.

- The winter campaign continued in the domestic and Australian markets until the end of August.
- Spring activity launched in Australia on 1 August and in the domestic market on 1 September targeting key interest segments including spring ski, adventure, walking, biking, food and drink, family, and arts and culture.

ALWAYS-ON QUARTERLY RESULTS (AU & NZ)

- 8.1M impressions
- 680K video views
- 338K interactions (Search, Display, YouTube)
- 107K link clicks
- 3.9% CTR (Meta)
- 582K website sessions (+2% YoY)
- 146K member referrals (+19% YoY)
- 25.9% conversion rate

CTR | Click Through Rate



PROJECTS, PARTNERSHIPS & CONTENT PRODUCTION

QUEENSTOWN PLACE BRAND

- Place DNA research, the first stage of the Place Brand project, is underway with Destination Think. Stakeholder interviews and community workshops, which will take place January 2026.

PARTNERSHIPS

- The 2025 Queenstown Wānaka Snow Reports video series in partnership with MountainWatch continued through to mid-September in the domestic and Australian markets, generating over 1.15M video views.
- Partnered with domestic travel hub, New Zealand Guide, to showcase [Queenstown as a must-visit destination this spring](#).
- The third '[Love Queenstown Impact Partner Case Study](#)' and video with Tahuna Glenorchy Dark Skies was produced and shared across channels.

EVENT MARKETING

- 'What's On This Winter' digital campaign ran until 31 August and 'What's On This Spring' launched 1 Sept. Event hub and event listings on QueenstownNZ.nz generated 87k views over the quarter.
- DQ launched a new local 'What's On Around Town' campaign targeting residents and in-destination visitors with a range of community events from weekly quiz nights to ice hockey games and pottery evenings.

TRADE MARKETING

- [Spring Trade Training videos](#) completed, including two operator features with Southern Discoveries and AJ Hackett Bungy, due for October release.
- Trade and Business Events microsites and resources updated with dual branding (Queenstown & Wānaka).
- The first 'No Ordinary Business Event' case study blog featuring Electrify Queenstown was published.
- 8-day Southern Lakes Itinerary created to support IMA at KiwiLink shows in the UK and US, with four seasonal itineraries and new trade segment documents in development for Queenstown & Wānaka.

CONSUMER MARKETING – QUEENSTOWN

WEBSITE – QUEENSTOWN.NZ

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

DEVELOPMENTS FOR THE QUARTER INCLUDE:

12 blogs produced including [A Local's Guide to the Queenstown Markets](#), [Your Frankton Shopping Guide](#), [Family Spring Holiday in Queenstown](#), [Explore Queenstown Marina](#), [A Queenstown Shopping Walking Trail](#)

DIRECT TO CONSUMER EMAIL STRATEGY

DQ's email campaigns target domestic, Australian and long-haul audiences with personalised content aligned to visitor interests.

12 EDMs produced this quarter:

- [Short Winter Walks](#) | 58.8% OR | 7.6% CTOR
- [Love QT Impact Grants Are Open](#) | 52.8% OR | 8.6% CTOR
- [Après Ski Guide](#) | 57.9% OR | 5.8% CTOR
- [Spring Ski – AU](#) | 48.1% OR | 2.1% CTOR
- [Stargazing Experiences](#) | 58.2% OR | 8.8% CTOR

WEBSITE PERFORMANCE FOR THE QUARTER:

- 685K sessions (+2% YoY)
- 166k member referrals (+18% YoY)
- 24.6% referral conversion rate (+30%)

- [Love QT Impact Grants Reminder](#) | 49.8% OR | 5.3% CTOR
- [Arrowtown Guide](#) | 48.4% OR | 6% CTOR
- [Love QT Planting Day](#) | 48.1% OR | 16.3% CTOR
- [Love QT Impact Grant Recipients](#) | 53.3% OR | 4.8% CTOR
- [Spring Family Fun](#) | 42.4% OR | 7.7% CTOR
- [Love QT Spring Volunteer](#) | 46% OR | 11.3% CTOR
- [Spring Events Guide](#) | 49.4% | 5.2% CTOR

OR – open rate | CTOR – click to open rate

SOCIAL MEDIA ACTIVITY

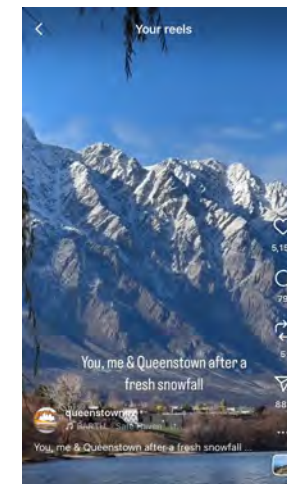
Content during this quarter was curated to showcase Queenstown as the ultimate winter and spring holiday destination, sharing stories of our people, place and experiences. Short form video content continued to drive increased engagement, with the 2025 Queenstown Wānaka Snow report video series and things to do off the slopes reels.

HIGHLIGHTS



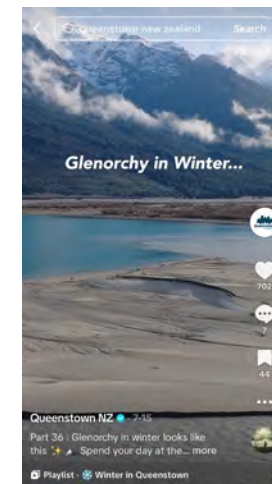
Facebook – Magical winter mornings

- Views: 110K
- Interactions: 2.9K
- Shares: 77



Instagram – Queenstown after a fresh snowfall

- Views: 138K
- Interactions: 4.6K
- Shares: 881



TikTok – Glenorchy in Winter

- Views: 108K
- Interactions: 784
- Saves: 44

CONSUMER MARKETING – WĀNAKA

WEBSITE – WANAKA.CO.NZ

DEVELOPMENTS FOR THE QUARTER INCLUDE:

- 10 new blogs produced including: [Discover Wānaka's Creative Community](#), [5 Best Brunch Spots in Wānaka](#), [5 Days of Spring in Wānaka](#), [Family Friendly Accommodation](#)
- 3 new blogs produced for Love Wānaka: [Preserving Landscapes Through Photography](#), [2025 Impact Grant Recipients](#), [Protect Our Winters: It's Up to Us](#)

DIRECT TO CONSUMER EMAIL STRATEGY

Wānaka's email campaigns target subscribers with storytelling content aligned to seasonality and visitor interests.

Three EDMs produced this quarter:

- [Guide to Spring in Wānaka](#): 22K sent | 27.5% open rate | 4.4% click-to-open rate
- [Announcing Love Wānaka's 2025 Impact Grant Recipients](#) 2K sent | 62.2% open rate | 3.25% click-to-open rate
- [Love Wānaka What's on this Spring eDM](#) 1.9K sent | 55.3% open rate | 7.1% click-to-open rate

WEBSITE PERFORMANCE FOR THE QUARTER:

- 150K sessions (+14% YoY)
- 106K users (+18% YoY)
- 22.4k member referrals
- Referral conversion rate 15%

PARTNERSHIPS & CONTENT PRODUCTION

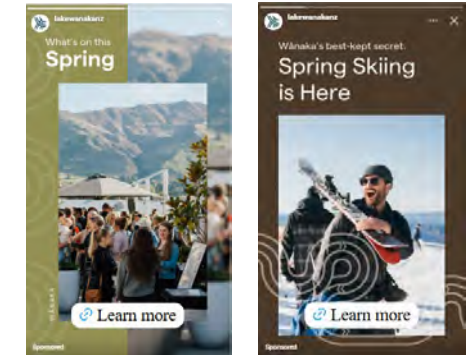
- Completed a ski video and photoshoot, producing fresh assets for use in 2026 winter promotional activity.
- A social shoot with content producer capturing winter scenics from around Wānaka and Hāwea
- The 2025 Queenstown Wānaka Snow Reports video series in partnership with MountainWatch continued through to mid-September in the domestic and Australian markets, generating over 1.15M video views.

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. Activity targets high-contributing visitors, encouraging longer stays and deeper connection with people and place. Channels include Facebook, Instagram, display and paid search.

Activity over the quarter promoted Wānaka as a ski and winter holiday destination, with spring marketing live from 1 September, targeting outdoor explorers, food and drink, arts and culture, and family segments.

EXAMPLE ACTIVITY



SOCIAL MEDIA ACTIVITY

Wānaka's organic social channels continue to be a key source of destination inspiration. Content during this quarter was curated to showcase Wānaka as the ultimate winter holiday destination. Short form video drove engagement with the 2025 Queenstown Wānaka Snow report video series and things to do off the slopes reels.

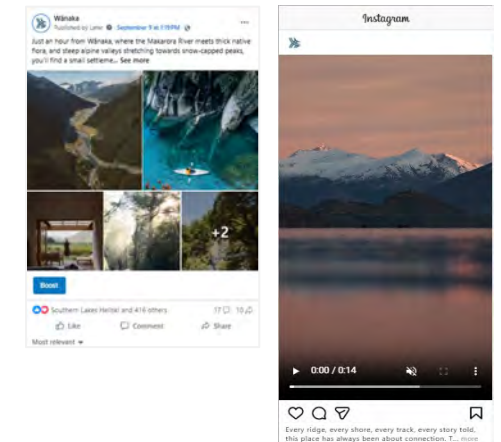
Facebook – Makarora

- Views: 71K
- Interactions: 503
- Shares: 53

Instagram – Wānaka Reel

- Views: 10.7K
- Interactions: 554
- Shares: 53

HIGHLIGHTS



MEDIA ACTIVITY

MEDIA HIGHLIGHTS | 1 JULY - 30 SEPTEMBER

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

- Karryon: [Charmed: touring New Zealand's Southern Way](#). Published 8 July 2025 by Zoe Macfarlane.
- MiNDFOOD: [Spring in Queenstown: Ski, Explore, Unwind](#). Published 14 August.
- Escape: [I tried the best new additions to New Zealand's snowfields](#). Published 14 August by Jen Ennion.
- Snowchef: YouTube. [Where to Eat in Queenstown](#). Published August 2025 by Justin Doyle.
- Escape: [10 reasons I love Coronet Peak and why you will too](#). Published 28 August 2025 by Jen Ennion.
- Escape: [Review: Lake Hawea Station in New Zealand is 10/10](#). Published 28 August 2025 by Jen Ennion
- Stuff: [Aotearoa on two wheels: Inside NZ's bikepacking boom](#). Published 3 September 2025 by Tsewang Sherpa.
- Holidays With Kids: [Green means go](#). Published 1 September 2025 by Aleney de Winter.
- Escape: [How to spend the perfect 48 hours in Wanaka, New Zealand](#). Published 8 August by Jen Ennion.
- Escape: [8 best restaurants on New Zealand's South Island](#). Published 10 September 2025 by Jen Ennion.

HOSTED MEDIA (FAMIL)

- Jen Ennion – Escape – visited all ski areas and experienced several wellness après options.
- Shelley Howells Kia Ora – A Weekend in Arrowtown staying at Millbrook and covering several F&B and activity operators.
- Kristine Rapley – Oh Baby – stayed with The Rees and explored several family friendly activities including LUMA Enchanted and Coronet Peak Snow Play.

TNZ SUPPORTED MEDIA (FAMIL)

- TNZ LEON Famil – Japan 6 pax Lead KOL Girolamo Panzetta (fashion magazine feature and socials).
- TNZ China Famil – KOL Li Xian.

HIGHLIGHTS



Escape

Stuff

MiNDFOOD

Holidays with Kids

COMMUNICATIONS ACTIVITY

COMMUNICATIONS HIGHLIGHTS | 1 JULY - 30 SEPTEMBER

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

MEMBER COMMUNICATIONS

- Seven Fortnightly Remarks
- Twenty-one Special Remarks – Member surveys, AGM, marketing updates, campaigns
- Thirteen Data and Insights newsletters
- Three Capability Connect newsletters

MEDIA RELEASES

- 8 September: [Southern Way campaign finalist in 2025 New Zealand Tourism Awards](#)

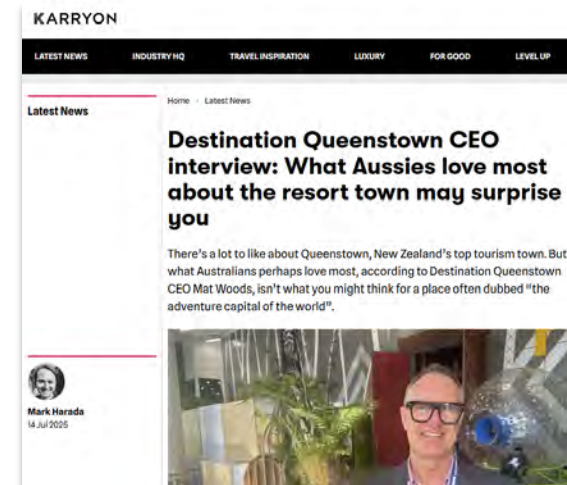
MEDIA ARTICLES HIGHLIGHTS

- 8 July 2025: TVNZ: [Watch Seven Sharp Hadyn Jones gets the Scoop](#)
- 14 July 2025: Karryon.com.au - [Destination Queenstown CEO interview: What Aussies love most about the resort town may surprise you](#)
- 20-21 July 2025: [The Wanaka App](#), [Stuff](#), TVNZ, ODT and Tourism Ticker - Air cancellation of Wānaka service
- 25 July: Wānaka App - [More Aussie visitors thanks to multiple tourism campaigns](#)
- 27 July 2025: ODT - [Tourist season extending](#)
- 11 August 2025: [NewstalkZB](#) - New \$130m luxury hotel set to be built in Queenstown

SUBMISSIONS

- QLDC - x2 submissions: Freedom Camping Bylaw | Glenorchy Airstrip Management Plan

HIGHLIGHTS



Karryon



Stuff

TRAVEL TRADE ACTIVITY HIGHLIGHTS

KIWILINK SOUTH EAST ASIA

DQ LWT participated in the Kiwi Link SEA Roadshow, across Kuala Lumpur, Jakarta, Bangkok, and Singapore. The roadshow included training sessions and networking events with frontline travel agents. Through the event there were 98 trainings in Thailand and a further 67 trainings in Singapore.

KIWILINK INDIA

DQ LWT attended the 2025 Kiwi Link India events in Goa and New Delhi. The roadshow included one-on-one meetings, frontline training sessions, and networking opportunities with key Indian buyers, with 20% of participants being new sellers. A total of 14 operators participated alongside us and in total there were of 253 trainings or tradeshow appointments.



TEC CONFERENCE 2025

DQ LWT attended the Tourism Export Council of New Zealand (TECNZ) annual conference on 6-7 August 2025. The event brought together 300 delegates, including inbound tour operators, accommodation and activity providers, transport operators, and other tourism businesses, to share industry insights and network.

SOUTHERN WAY AUSTRALIA ROADSHOW

DQ LWT participated in the inaugural Southern Way trade activation in Brisbane and the Gold Coast. This initiative spanned consumer, media, and trade activity, delivered with support from MBIE's Regional Tourism Boost funding, with the trade component undertaken in partnership with ANZCRO. The trade activation brought together eight RTOs from the lower south to showcase the Southern Way experience to travel agents. Ongoing discussions with Flight Centre and ANZCRO are focused on developing potential trade packages and future campaign opportunities.

ANZCRO NZ TRILOGY ROADSHOW & DELTA UNIVERSITY

DQ LWT recently participated in the ANZCRO NZ Trilogy Roadshow in the United States, with events held in Chattanooga, Nashville, Denver, and Atlanta. The roadshow concluded at Delta Vacations University, a premier educational conference and trade show for travel professionals. Throughout the week, DQ and LWT engaged with a wide network of travel sellers, sharing the New Zealand story and highlighting the unique experiences that await visitors in Queenstown and Wānaka.



FAMIL ACTIVITY

- ANZCRO FORA Famil September 2025
- ANZCRO Famil August 2025
- RealNZ Eastern IBO Famil 2025

TRAVEL TRADE ACTIVITY

ACTIVITY SUMMARY | 1 JULY - 30 SEPTEMBER

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	0
Networking	0	0	0	0	0	0	0
Sales Call	12	11	2	10	0	35	35
Trade Show Appointment	0	0	179	0	0	179	179
Trainings	0	92	407	124	0	623	623
Webinar Trainings	0	0	1	386	0	387	387

DIGITAL PRESENCE

FACEBOOK (CLOSED AGENTS' GROUP)

- 982 total members

YOUTUBE (TRAVEL TRADE CHANNEL)

- 10,477 views
- +59 new subscribers this quarter

EDMS

- Two EDM's sent to travel trade database
- Quarterly Travel Trade Newsletter & Love Queenstown and Love Wanaka Community Fund – Trade Partnership Solus
- Open rate of 52.2% and 27.1%, and click-to-open rate of 5% and 7.2%

TRENZ CONNECT

- 483 total connections

BUSINESS EVENTS HIGHLIGHTS

QUEENSTOWN WĀNAKA WEBINAR UPDATE

DQ LWT launched the Queenstown Wānaka Webinar Update, a quarterly series designed for business event planners and industry professionals to stay up to date with the Queenstown and Wānaka business events landscape. Each quarter, the series will focus on a new theme, providing insights, tips and advice for event planners looking to host an event in the district. The first webinar, “What’s New”, featured the latest products, experiences, and regional developments shaping the sector. Held on 17 July, 63 participants attended the session.



AUSTRALIA SALES CALLS

In partnership with Tourism New Zealand (TNZ), DQ LWT conducted a series of sales calls in Melbourne and Sydney to promote Queenstown and Wānaka as leading destinations for business events within the Australian market.

Among the companies visited were 34 Creative, Air New Zealand, Arinex, ASN Events, ATPI Events, Bay Travel Group, Cornerstone Events, CT Partners, Destination, FBI Travel, FCM, Fetching Events, Front Row Group, Headbox, Incentive Action, Langham Hospitality Group, Orbit World Travel, Sanford International Travel, Synergy, TAG, Totem Connections, TravelManagers Australia, Traveltrust, Tribe Events, and Troupe Agency.

SITE ANZ INCENTIVISE LIVE CONFERENCE 2025

DQ LWT attended the Incentivise Live Conference 2025, organised by the Society for Incentive Travel Excellence (SITE). Held on 12 August at 1 Hotel Melbourne, the conference centered on the theme “Connect - Collaborate - Celebrate”. It consisted of keynote presentations, panel discussions, and networking sessions. A key insight was the growing demand for slower-paced itineraries that allow delegates more time to immerse themselves in the region, connect with the landscapes, and experience the distinctive character of the destination.



EVENTS UNCOVERED

DQ LWT attended Events Uncovered at Ilumina Sydney, alongside TNZ, Business Events Industry Aotearoa (BEIA), and other New Zealand colleagues. Events Uncovered, organised annually by Spice Magazine, brings together event professionals, suppliers, and industry leaders from across Australia.

The DQ LWT team had the opportunity to connect with key decision-makers, explore emerging trends in the Australian market, and showcase Queenstown and Wānaka’s capabilities as world-class business events destinations.

BUSINESS EVENTS ACTIVITY

ACTIVITY SUMMARY | 1 JULY - 30 SEPTEMBER

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

	NEW ZEALAND	AUSTRALIA	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAR TO DATE TOTAL FY25-26
Famils	0	0	0	0	0	0	0
Networking	0	19	0	0	0	19	19
Sales Call	4	39	0	0	0	43	43
Site Inspection	0	4	0	0	0	4	4
Trade Show Appointment	0	0	0	0	0	0	0
Webinar Trainings	35	21	7	0	0	63	63

DIGITAL PRESENCE

EDMS

- One EDM sent at the start of September to the business events database, delivered to 2,628 recipients. This edition saw a 27.5% open rate and an 11.2% click-to-open rate.

LINKEDIN

- 1,784 total followers
- +115 new members this quarter

HIGHLIGHTS



KIA ORA

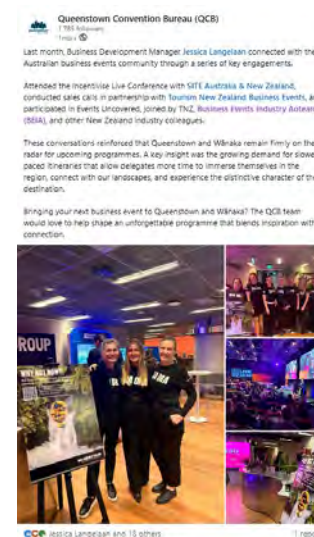
Sept is a unique season in Queenstown. With longer, warmer days surrounded by snow-capped mountains, it's the perfect time to explore the region and all it has to offer. It also marks the beginning of our business events season, running from September through November, an ideal time to bring people together in our region.

On the team front, our Business Development Manager for Asia, Yezhi Zhang, departed at the end of last month. While we're sad to see her go, we're thrilled she is continuing her career in the industry and wish her all the best.

We are also pleased to welcome Stu Corbett as our new Head of Business Development. Stu brings a long history in the Tourism Industry and a wealth of knowledge to the role, and we're delighted to have him on board and part of our Queenstown Convention Bureau team.

In this newsletter, you'll discover new venues, accommodation, activities, and opportunities to connect with the QCB team at several industry events, including the Business Events Expo, INCL America and AWE 2025.

Kind regards,
Jeni, Stu and Laina



Queenstown Convention Bureau (QCB)

Last month, Business Development Manager Jenica Langham connected with the Australian business events community through a series of key engagements.

Attended the Incentive Live Conference with SITE Australia & New Zealand, conducted sales calls in partnership with Tourism New Zealand Business Events, and participated in Events Uncovered, joined by TNZ Business Events Industry Australia (BEIA), and other New Zealand industry colleagues.

These conversations reinforced that Queenstown and Wanaka remain firmly on the radar for upcoming programmes. A key insight was the growing demand for slower-paced itineraries that allow delegates more time to immerse themselves in the region, connect with our landscapes, and experience the distinctive character of the destination.

Bringing your next business event to Queenstown and Wanaka? The QCB team would love to help shape an unforgettable programme that blends inspiration with connection.

QCB Jenica Langham and 15 others

1 report

BUSINESS EVENTS LEADS

LEADS GENERATED | 1 JULY - 30 SEPTEMBER

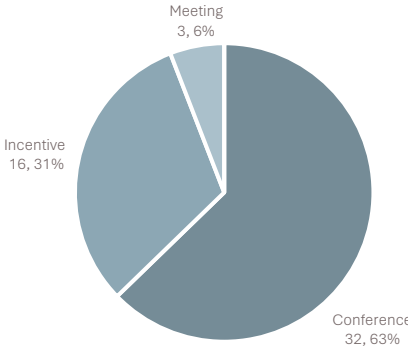
This table reflects the leads generated in the last quarter by the Business Events team and their current status (won/lost/in progress). Year-end total reflects the total of all leads generated in the financial year and their current status.

	NEW ZEALAND	AUSTRALIA	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAR TO DATE TOTAL FY25-26
Generated	13	33	1	2	2	51	51
Prospective	11	26	1	2	0	40	40
Won	2	1	0	0	0	3	3
Lost	0	6	0	0	2	8	8

LEAD INSIGHTS

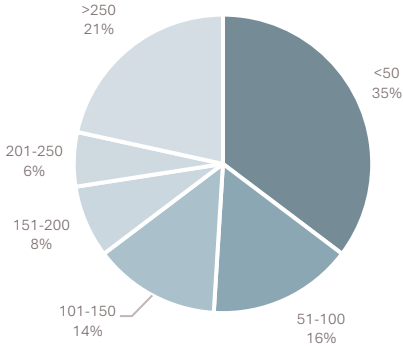
BUSINESS EVENT TYPES

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 & LOVES 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, supporting environmental sustainability, regenerative tourism, community engagement, and product development across the visitor economy.

KEY ACTIVITY

- The 2026 Electrify Queenstown Event is being planned for 17 - 19 May 2026. [View the website and highlights from the event.](#)
- A range of new resources and tools have been created for the DQ [member hub](#) and the LWT [member hub](#). The DQ member hub had new environmental pages added, including new resources on [biodiversity](#), [waste](#) and [carbon](#). The LWT member hub also gained access to the DQ [department 101 documents](#).
- The team hosted a range of member capability events across LWT and DQ, with 92 members in attendance including LWT Media 101, Cogo Tool Drop-in Sessions, DQ Trade 101, LWT Meet the Team day, DQ + LWT Marketing 101, Optimising WeChat.
- Successfully onboarded five new DQ and LWT member organisations to the fully subsidised Cogo Vistr Carbon Manager Tool. [Learn more and sign up your organisation.](#)
- Optimal Visitation Project delivered from the project team at Griffith University to QLDC and RTO teams for consideration and scoping integration into workflows.
- The team represented DQ and LWT at various community groups including, Upper Clutha Catchment Plan group, Southern Lakes Kai Collective, Whakatipu Conservation Alliance, Wao Better Events collective, and various national and international forums including the Sustainable Business Network's Nature Business Symposium, the Sustainable Business Council's Climate Change & Business Conference and the Global Sustainable Tourism Council's Sustainable Tourism Conference.

COMMUNITY FUND IMPACT GRANTS - 2025

The Love Wānaka and Love Queenstown Community Funds distributed a combined \$85,505 in Impact Grants to 12 environmental initiatives across the Queenstown-Lakes district through the 2025 Annual Impact Grants round. The grants were funded by donations from local businesses, industry partners, and visitors. An additional \$19,000 was invested into the Funds' long-term endowments to support future environmental restoration. A total of 45 industry partners / supporters contributed to this funding round along with donations from over 500 visitors.

The [Love Wānaka](#) and [Love Queenstown](#) Annual Impact Reports were published and are available on the respective Community Fund websites.



QUEENSTOWN ELECTRIFICATION ACCELERATOR PROGRAMME

The Queenstown Electrification Accelerator is a programme that helps homes and businesses lower costs, reduce emissions, and increase resilience through electrification. It includes tourism feasibility and business case studies, and provides businesses with free, independent advice. Further information is available on the [Queenstown Electrification Accelerator](#) website.

ORGANISATION

QUARTERLY ACTIVITY | 1 JULY - 30 SEPTEMBER

LEADERSHIP AND ORGANISATION UPDATES

- The DQ AGM was held 18 September. Andrew Bell (Queenstown Golf Club) and Trish May (May Communications & Marketing) were elected unopposed to the Board of Directors and Richard Thomas has been confirmed as Chair for FY25-26.
- The LWT AGM was held 25 September. Kirsty Barclay (Wānaka Transfers & Tours) and David Goadby (nzbiketrails) were elected unopposed to the board of directors. We acknowledge the departure of Chair Calum MacLeod, Directors Brona Parsons and Stef Zeestraten, and co-opted Director Darrin Brown, and thank them all for their service. Leigh Stock has been confirmed as Chair for FY25-26.
- DQ LWT farewelled Yangzi Zhang (BD Manager Asia) and Trade Manager Linda McIntosh. Within the Business Development team, Rose Wood has stepped into the role of Account Manager North America, and Cyndi Feng will commence as Account Manager Asia in late October with recruitment underway for an Account Manager Australia. We also farewelled Communications Advisor Emma Shaw and welcomed [Paul Taylor](#) into the role.
- DQ LWT welcomed Rosanna Marshall as Senior Marketing Executive, providing maternity cover and supporting Daniella Jones in her move to Acting Brand and Marketing Manager while Ruby Cummins is on parental leave. Jono Matla has also joined as a contractor for 20 hours per week in the Digital Marketing Manager role while recruitment maternity cover continues.
- LWT farewelled Molly Hope, Destination Development Lead, and confirmed the appointment of [Toby Butland](#) as Senior Marketing & Engagement Executive - Wānaka.

Organisational Activity

- Annual Reports for FY24-25 shared with membership. Access [DQ's Annual Report](#) | [Access LWT's Annual Report](#).

DATA AND INSIGHTS UPDATES

- Compiled the Visitor Economy Insights resource for YE June 2025.
- Compiled the Visitor Experience Insights resource for YE June 2025.
- Access these resource and more on the [DQ Member Hub](#) or the [LWT Member Hub](#).

