

QUARTERLY REPORT

Quarter 2 | October – December 2025
FY2025-2026



CONSUMER MARKETING – QUEENSTOWN

ALWAYS-ON CAMPAIGN | 1 OCTOBER - 31 DECEMBER

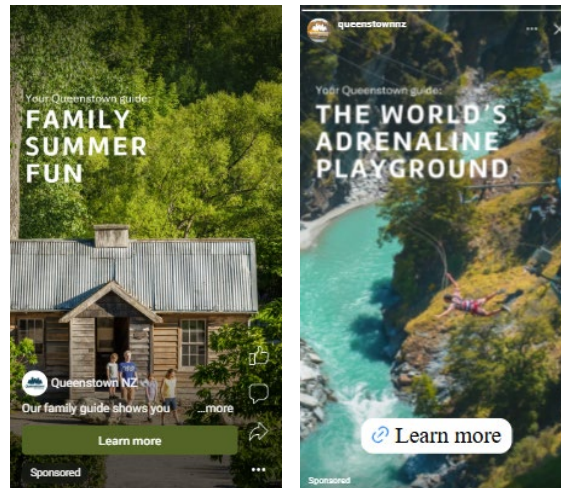
The spring campaign continued in the domestic and Australian markets concluding at the end of October. Summer activity launched in the domestic and Australian markets on 1 November targeting key interest segments including golf, adventure, walking, biking, food and drink, family, and arts and culture.

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.

ALWAYS-ON QUARTERLY RESULTS (AU & NZ)

- 9.8M impressions
- 1.8M video views
- 205K interactions (Search, Display, YouTube)
- 101K link clicks
- 2.9% CTR (Meta)
- 485K website sessions (-31% YoY)
- 123K member referrals (-12% YoY)
- 25.8% conversion rate

CTR | Click Through Rate



PROJECTS, PARTNERSHIPS & CONTENT PRODUCTION HIGHLIGHTS

QUEENSTOWN PLACE BRAND

- Place DNA research, the first stage of the Place Brand project, is underway with to identify the values and attributes associated with Queenstown.

PARTNERSHIPS & CONTENT PRODUCTION

- A partnership with Flow MTB supporting the promotion of the region's mountain and trail biking propositions with editorial pieces published throughout late spring and summer. [Flow's Top Trails in Queenstown, NZ.](#)
- A full-page brand advertisement with Women's Australian Golf Digest, featured in the publication's biannual summer magazine.
- Partnership with Neat Places, a New Zealand guide to local cafés, shops, and experiences, to create a range of editorial articles across summer and autumn. [Bring Your Appetite to Arrowtown, A Guide to Queenstown's Craft Beer and Distilleries.](#)

EVENT MARKETING

- 'What's On This Spring' digital campaign ran until 31 October and 'What's On This Summer' launched 1 November. Event hub and event listings on QueenstownNZ.nz generated 34.5k views over the quarter.
- The 'What's On Around Town' local events campaign continues to target residents and in-destination visitors with a range of community events from weekly run clubs to quiz nights and dig sessions.

RESIDENT SENTIMENT

- Resident-focused storytelling continued across owned and paid channels, including DQ's 40-year anniversary celebrations content, Love Queenstown impact stories and local business features.

TRADE MARKETING

- Summer Trade Training video was filmed, along with operator feature videos with KJet and Ziptrek Eco Tours, and biking and walking segment videos, scheduled for January distribution.
- Dual-branded [Seasonal Trade Itineraries](#), [Trade Segment](#) resources, and [Trade Blurb Toolkit](#) for Queenstown & Wānaka completed and published on the Trade microsite.
- Marketing assets were produced to support activity in international markets, including IMEX America, Kiwi Link UK, Kiwi Link the Americas, and Kiwi Link Greater China.
- QCB media coverage, including a [Spice News feature](#), and a [destination feature in Destination MICE](#).

CONSUMER MARKETING – QUEENSTOWN

WEBSITE – QUEENSTOWN.NZ

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

DEVELOPMENTS FOR THE QUARTER INCLUDE:

10 blogs and a [timeline](#) produced to celebrate 40 years of DQ: [A Tribute to Tourism: Celebrating Queenstown's Pioneers and Innovators](#), [How Tourism Transformed Queenstown into a Global Destination](#), [Together through the Storm: How Queenstown Faced the Covid Years](#), [Celebrating Winter: The Story of Queenstown's Iconic Winter Festival](#), [Over the Hill but not Far Away: Two Towns](#), [One Vision for Locals & Visitors](#), [Queenstown: A Region Travelling to a Thriving Future](#), [Golden Times & a Tissot Watch](#), [DK & Team Queenstown](#), [How Queenstown became the Adventure Capital of the World](#), [DQ Logos](#)

CONSUMER EMAIL STRATEGY

Seven EDMs produced this quarter:

- [Shop, Sip, and Savour Arrowtown this summer](#) | 43% OR | 5% CTOR
- [Biking Trails & Refuels](#) | 60% OR | 5.6% CTOR
- [Adventure with Purpose in Queenstown](#) | 43.9% OR | 8% CTOR

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

OR – open rate | CTOR – click to open rate

WEBSITE PERFORMANCE FOR THE QUARTER:

- 485K sessions (-31% YoY)
- 123K member referrals (-12% YoY)
- 25.8% referral conversion rate (+28% YoY)

- [Love QT End of Year](#) | 42% OR | 7.8% CTOR
- [Planning a Golf Holiday](#) | 34% OR | 10% CTOR
- [Summer Events Guide](#) | 48.1% OR | 16.3% CTOR
- [Family Summer Fun](#) | 39.8% OR | 8.3% CTOR

SOCIAL MEDIA ACTIVITY

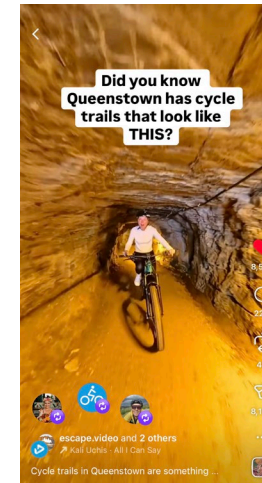
Content during this quarter showcased Queenstown as the ultimate spring and summer holiday destination, sharing stories of our people, place and experiences. Short form video content continued to drive increased engagement, with the Queenstown Trails x Escape Video collaboration and user generated content.

HIGHLIGHTS



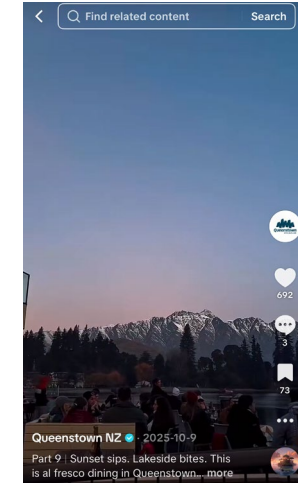
Facebook – Queenstown Markets

- Views: 129K
- Interactions: 2.2K
- Saves: 454



Instagram – Queenstown Trails

- Views: 221K
- Interactions: 17.2K
- Shares: 8.2K



TikTok – Alfresco Dining

- Views: 134K
- Interactions: 695
- Saves: 73

CONSUMER MARKETING – WĀNAKA

WEBSITE – WANAKA.CO.NZ

DEVELOPMENTS FOR THE QUARTER INCLUDE:

- Website Optimisation Project completed providing recommendations on improving user experience and increasing member referrals.
- 8 blogs produced: [Hunting and Fishing Experiences in Wānaka: Connect to the Land](#), [5 Great Day Walks in Mt. Aspiring National Park](#), [7 Ways to Wellness in Wānaka](#), [Summer in Wānaka: Your Official Event Guide](#), [A Thrill Seekers Guide to Wānaka This Summer](#), [6 Best Wānaka Restaurants for Local, Seasonal Dining](#), [Little Eco Explorers: Family-Friendly Nature Adventures in Wānaka](#), [Your Slower Summer 7 Day Itinerary](#).

CONSUMER EMAIL STRATEGY

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

Four EDMs produced this quarter:

- [Bike Season Has Arrived](#): 41.3% OR | 10.4% CTOR
- [Wānaka's Dining Scene](#): 46.2% OR | 10.4% CTOR
- [What's On This Summer in Wānaka](#): 39.8% OR | 5.4% CTOR
- [Summer Guide to Wānaka](#): 38.9% OR | 5.9% CTOR

OR – open rate | CTOR – click to open rate

WEBSITE PERFORMANCE FOR THE QUARTER:

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

- 203K sessions (+21% YoY)
- 18k member referrals
- 9% referral conversion rate.

PARTNERSHIPS & CONTENT PRODUCTION

- A new [brand video](#) asset was created for paid marketing, driving awareness and broad reach in the domestic market.
- An [editorial](#) and updated Pocket Guide was created in partnership with Neat Places.
- A range of content was produced across the quarter, including a spring scenic photoshoot, Catch A Fish photoshoot and seasonal reels.

ALWAYS-ON DIGITAL & SOCIAL CAMPAIGN

- New Wānaka brand video launched in the domestic market
- The spring campaign continued in the domestic markets.
- Summer activity launched in the domestic market on 1 November, targeting key interest segments including events, adventure, walking, biking, food and drink, family, and arts and culture.

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.

SOCIAL MEDIA ACTIVITY

Facebook – History of Wānaka

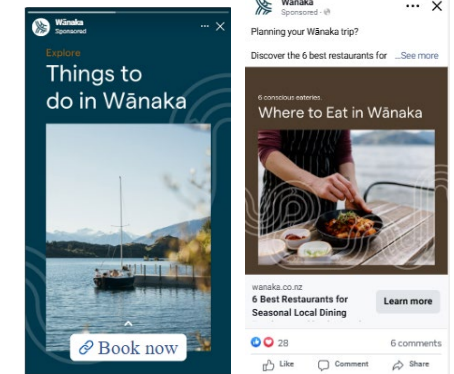
- Views: 52.9K
- Interactions: 314
- Lin clicks: 193

Instagram – Moving Postcards from Wānaka in Spring

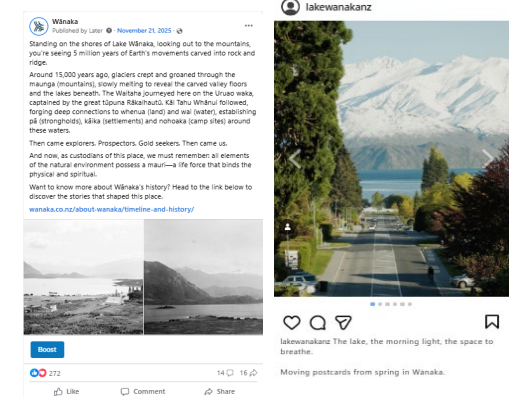
- Views: 44.2K
- Interactions: 2.2K
- Shares: 232

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.

EXAMPLE ACTIVITY



HIGHLIGHTS



MEDIA ACTIVITY

MEDIA HIGHLIGHTS | 1 OCTOBER - 31 DECEMBER

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

- Explore: [Four seasons in Queenstown](#). Page 6, published 4 October by Craig Tanstley.
- Snowchef: YouTube: [Unreal Food, Unreal Wānaka. | SNOWCHEF Food Guide](#). Published 31 October by Justin Doyle.
- Kia Ora: [Weekend in Arrowtown](#). Published 1 November by Shelley Howells.
- Leon: [Queenstown Part 1 - Enjoying Winter in Summer](#). Published 1 November 2025 by Girolamo Panzetta.
- Conde Nast: [The Best Places to Go in Australia, New Zealand, and the Pacific Islands in 2026](#). Published 4 November by Johanna Thornton.
- New York Post: [Start your ski season in summer by sliding over to New Zealand's ethereal Southern slopes](#). Published 12 November by Christopher Cameron.
- The Guardian: [A local's guide to Queenstown and Arrowtown](#). Published 21 November by Kate Hennessy.
- @_maxhasse_ Instagram: [New Zealand Post](#). Published 5 December by Max Hasse.
- @larissa_wlc Instagram: [New Zealand Post](#). Published 6 December by Larissa D'sa.

HOSTED MEDIA (FAMIL)

- Eleanor Hughes – RV Today & NZ Motorhomes, Caravans and Destinations Magazine – hiking, biking and stargazing experiences in Queenstown and Wānaka.
- Claire Jeans – Bradt Guide – visited a range of operators across the region.
- Alexia Santamaria – Stuff - visited a variety of food and drink operators with support from the Southern Way collective.
- Ute Juker – Traveller – visited luxury and sustainable operators in Queenstown and Wānaka.
- Sarah Pollok – NZ Herald – a wellness-inspired itinerary for Queenstown.

TNZ SUPPORTED MEDIA (FAMIL)

- Four famils supported: TNZ Japan famil – lead KOL [Sakura Inoue](#), TNZ Germany famil – lead KOL [Max Hasse](#), TNZ Hong Kong famil – lead KOL [Grace Chan](#), TNZ India famil – lead KOL [Larissa D'sa](#).

HIGHLIGHTS



Explore



Leon



Kia Ora



Instagram @_maxhasse_

COMMUNICATIONS ACTIVITY

COMMUNICATIONS HIGHLIGHTS | 1 OCTOBER - 31 DECEMBER

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

MEMBER COMMUNICATIONS

- Six Fortnightly Remarks
- Twenty Special Remarks – Rainfall warnings, DQ 40th celebrations, members updates, summer marketing updates
- Nine Data and Insights newsletters
- Two Capability Connect newsletters

MEDIA RELEASES

- [International sustainable tourism leaders attend Queenstown forum.](#) 6 October
- [Electrify Queenstown 2025 event shortlisted for awards.](#) 17 October
- [Electrify Queenstown 2025 event wins at the Bizzies.](#) 27 November

MEDIA ARTICLES HIGHLIGHTS

- The Post: various articles related to [The Post's Queenstown Infrastructure Summit](#). 16-18 October
- Mountain Scene: [Marketing body's 40-year evolution](#). 23 October
- Stuff: [NZ town makes influential 'best places go' list. It's probably one you are thinking.](#) 11 November
- Lakes Weekly Bulletin: [Catch a Fish leads a quiet revolution on the lakes](#) (resident sentiment). 1 December
- RNZ: Mat Woods interviewed on [RNZ Morning Report on increased airline capacity](#). 2 December
- Tourism Ticker: [Review 2025: Mat Woods on a busy year for Queenstown Lakes, as businesses hum ahead of Xmas.](#) 19 December

SUBMISSIONS

- QLDC - x1 submission: Blue Green Network Plan

HIGHLIGHTS

8 | MountainScene Thursday, October 23, 2025 Inside Story

Marketing body's 40-year evolution

Forty years after becoming an incorporated society, Destination Queenstown is inviting current and former tourism leaders to a function to celebrate its many achievements. **Philip Chandler** reports on how tough its early years were and how it's morphed in recent times to become more than just a marketing organisation



A PARTY Destination Queenstown's throwing tomorrow to celebrate its 40th anniversary honours those who've turned it into a hugely-respected regional tourism organisation (RTO). Long-time local Stuart Maclean, who was chairman of the local National Travel Association branch, says he got involved in setting up the then-named Queenstown Promotion Bureau (QPB) on the suggestion of local businessman Russell Webley. "He came up with the idea

Scene. "Their attitude endangers the livelihoods of the whole community." The Lake County Council, which he sat on, took him to the Audit Office for seeking funding for personal benefit, however he was cleared as he'd already resigned in mid-'85 and didn't have a pecuniary interest. For some time the QPB couldn't afford to replace him – a committee of board members ran it, Fitme recalls. The breakthrough came after accountant Mike Ross and

Class of October, 2025: Destination Queenstown/Lake Wanaka Tourism staff, back row, from left, Rosie Marshall, Paul Taylor, Elisha Blanchard, Ash Bickley, Amanda Tutton, Shannon Kelly, Toby Bullard, Stu Cordelle, Will Nelson; middle row, Nicasia McLeod, Ruby Knight, Aimee Birch, Luisa Cardona, Jess Langham, Daniela Jones; front row, Katie Obermoser, Sarah O'Donnell and Mat Woods

recalls Queenstown weathering many storms during his reign including an Asian financial crisis, the '99 floods, which he countered with the tag-line,

it was "ridiculous" for people to suggest Queenstown had the 'over-tourism' problems of a Barcelona or Rome. "The visitor numbers we have


ative visitors to help fund local causes. There's also now a shared services partnership between DQ and Lake Wanaka Tourism

PICTURE: JAMES ALAN PHOTOGRAPHY

Shaping Queenstown: A forum on tourism and infrastructure

Thomas Manich | The Post

October 16, 2025 Share



35.03

Mountain Scene

The Post

TRAVEL TRADE ACTIVITY HIGHLIGHTS

ANZCRO UK RTO SALES MISSION

DQ LWT participated in the ANZCRO UK RTO Sales Mission, held ahead of Kiwi Link UK/Europe. The programme included visiting and hosting trade events in Leeds, Solihull and Gatwick, as well as delivering 10-minute regional training presentations to all UK trade partners in attendance. Overall, the activity engaged 81 travel agents across multiple companies.

KIWI LINK UK / EUROPE

DQ LWT attended the Kiwi Link UK / Europe roadshow from 13 to 15 October, representing the Southern Lakes International Marketing Alliance (Queenstown, Wānaka and Central Otago). The event focused on one-on-one trade appointments and networking with key UK and European buyers. In total, 12 Queenstown operators participated, and DQ LWT delivered 55 trade appointments across the roadshow.



KIWI LINK THE AMERICAS

DQ LWT attended the 2025 Kiwi Link The Americas event in Chicago, Illinois. The roadshow included one-on-one trade appointments and networking with key United States buyers. A total of 60 New Zealand operators participated, including 15 from Queenstown, and DQ LWT delivered 53 trade appointments.

KIWI LINK GREATER CHINA

DQ LWT attended the TNZ Kiwi Link Greater China 2025 event held in Hangzhou from 17 to 20 November. The event connected New Zealand operators with 100 key agents from mainland China, Hong Kong and Taiwan through trade appointments and relationship-building activity. In total, 49 New Zealand operators attended, including 15 from Queenstown, and DQ LWT delivered 101 trade appointments.

KIA ORA TAIWAN

DQ LWT attended Kia Ora Taiwan on 14 November, the largest New Zealand trade event in Taiwan since the resumption of Air New Zealand flights. The event brought together 22 New Zealand operators and 70 Taiwan trade partners to reconnect, share market updates, and rebuild relationships. Ten-minute on-stage presentations were delivered, providing updates on the Queenstown and Wānaka regions.

POST KIWI LINK HONG KONG EVENT

DQ LWT also attended post Kiwi Link activities in Hong Kong on 24 November. Following the Kiwi Link event, the team visited Wing On Travel, one of Hong Kong's largest operators, meeting with Zoe Cheng, Assistant General Manager (Long Haul & Cruise), who shared valuable insights into the Hong Kong–New Zealand market. This was followed by a group training session with 36 Hong Kong buyers, supporting ongoing trade engagement and market development.



TEC XMAS SYMPOSIUM

DQ LWT attended the annual 2025 Tourism Export Council (TECNZ) Xmas Symposium, which brings together industry leaders and tourism operators to reflect on the year, discuss key trends, and explore opportunities for the tourism export sector. DQ LWT team also co-hosted the annual IBO Breakfast alongside fellow RTOs including Rotorua, Auckland, and Wellington.

FAMIL ACTIVITY

- Tapoi Travel October 2025
- TNZ South East Asia Famil November 2025
- DQ LWT x Tātaki Auckland Unlimited USA Roadshow Famil November 2025

TRAVEL TRADE ACTIVITY

ACTIVITY SUMMARY | 1 OCTOBER - 31 DECEMBER

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	22	0	22	22
Networking	20	0	3	0	0	20	20
Sales Call	9	0	0	0	0	9	44
Trade Show Appointment	2	1	101	77	52	233	412
Trainings	0	0	132	0	81	213	836
Webinar Trainings	0	0	24	0	0	24	411

DIGITAL PRESENCE

FACEBOOK (CLOSED AGENTS' GROUP)

- 975 total members.

YOUTUBE (TRAVEL TRADE CHANNEL)

- 14,820 Views
- +95 new subscribers this quarter

EDMS

- Two EDM sent to travel trade database, Quarterly Travel Trade Newsletter & Spotlight on Queenstown Newsletter
- Open rate of 33.5% (Spotlight) and 24.5% (Quarterly), and click-to-open rate of 6.1% and 7.3%

TRENZ CONNECT

- 483 total connections

BUSINESS EVENTS HIGHLIGHTS

IMEX AMERICA 2025

The DQ LWT Business Events team joined Tourism New Zealand and 13 business events suppliers to showcase New Zealand as a leading business events destination at the largest ever IMEX America trade show in Las Vegas.

Held at the Mandalay Bay Convention Centre from 7 to 9 October 2025, the tradeshow brought together more than 17,000 participants, including 5,700+ global buyers from the conference and incentive industry.



BUSINESS EVENTS EXPO 2025

The DQ LWT Business Events team exhibited at the Business Events Expo in Auckland on 25 November, alongside Queenstown suppliers: Kinross, Millbrook Resort, Oxbow Adventure Co., and The Headwaters Eco Lodge.

The Expo targeted organisers of conferences, meetings, incentives, corporate travel, destination weddings, group and special interest travel, trade shows and more, and featured exhibitors from New Zealand, Australia, the Pacific, Asia and further afield.

The DQ LWT team also delivered a presentation to showcase the regions offerings and resources to attendees.

QUEENSTOWN WĀNAKA WEBINAR UPDATE

The second instalment of the Queenstown Wānaka Webinar series took a deep dive into “Planning the Ultimate Incentive”.

Joined by Anthony Mitchell, Sales Manager at HQ New Zealand, as a guest speaker, the webinar unpacked how to design tailor-made itineraries, manage logistics with ease, and bring fresh, creative thinking to incentive programmes.

Held on 12 November, 51 participants attended the session.



BEIA CONFERENCE 2025

Business Events Industry Aotearoa’s 2025 conference and AGM, held in Auckland from 25 to 27 November, brought together 220 industry professionals. The two-day conference focused on knowledge sharing, collaboration, and networking. During the conference, Luisa was formally recognised for completing the BEIA Mentored Programme.

In addition, [Electrify Queenstown](#) won two awards at the inaugural [The Bizzies](#) – Aotearoa Business Events Awards 2025: the *Business Event Award for Legacy Impact* and the *Excellence in Environmental Sustainability Award*.

BUSINESS EVENTS ACTIVITY

ACTIVITY SUMMARY | 1 OCTOBER - 31 DECEMBER

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	0	0	0	0	0	19
Sales Call	4	1	7	0	0	12	55
Site Inspection	0	3	0	0	0	3	7
Trade Show Appointment	21	5	3	17	4	50	50
Webinar Trainings	20	20	9	2	0	51	114

DIGITAL PRESENCE

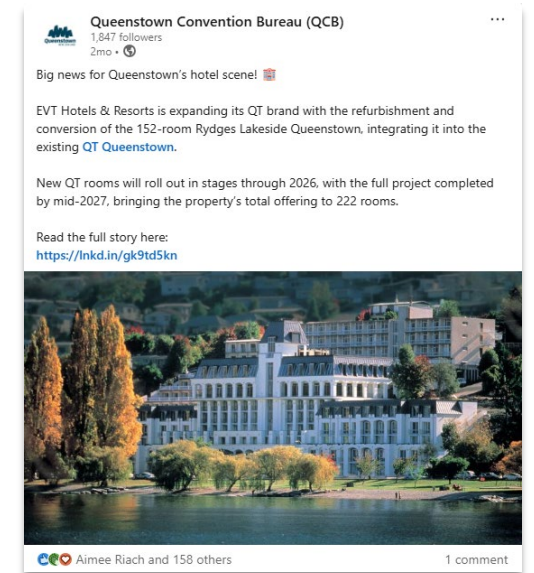
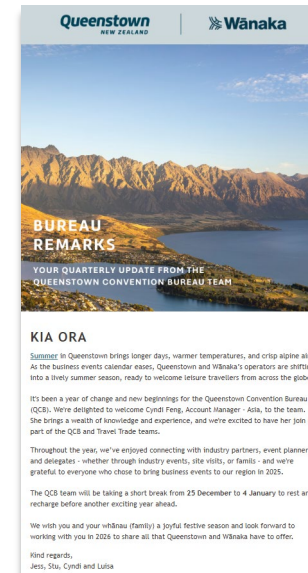
EDMS

- One EDM sent in December to the business events database of 2,631 recipients. This edition saw a 25.6% open rate and a 9.5% click-to-open rate.

LINKEDIN

- 1,784 total followers
- +63 new members this quarter

HIGHLIGHTS



BUSINESS EVENTS LEADS

LEADS GENERATED | 1 OCTOBER - 31 DECEMBER

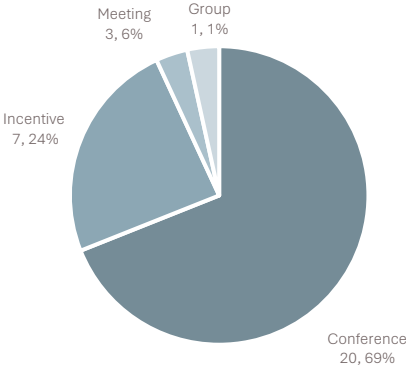
This table reflects the leads generated in the last quarter by the Business Events team and their current status (won/lost/in progress). Year-end total reflects the total of all leads generated in the financial year and their current status.

	NEW ZEALAND	AUSTRALIA	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAR TO DATE TOTAL FY25-26
Generated	13	12	2	2	0	29	80
Prospective	8	11	1	1	0	21	35
Won	0	1	1	1	0	3	22
Lost	5	0	0	0	0	5	23

LEAD INSIGHTS

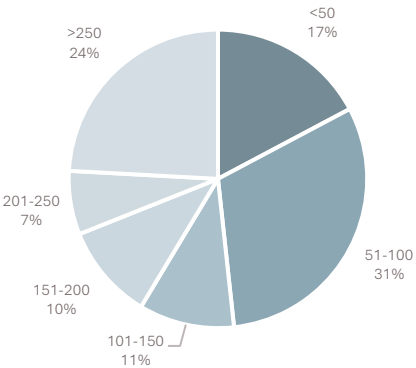
BUSINESS EVENT TYPES

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

KEY ACTIVITY

- A Pathway to Decarbonise, the Queenstown Lakes Visitor Economy Decarbonisation Plan was finalised with Destination Think, socialised with stakeholders and published on the [regenerative tourism website](#).
- The 2025 Electrify Queenstown event received 2 awards at the inaugural Bizzie (Business Event) awards; the Legacy Impact award and Environmental Sustainability award.
- The 2026 Electrify Queenstown event is being planned for 17 - 19 May 2026. [View the website and highlights from the event](#).
- The team hosted a range of member capability events across LWT and DQ, with 105 members in attendance. Events included Emergency Preparedness for Accommodation providers (DQ), Destination Management Plan 101 (LWT), New Member Introduction (DQ), Digital Marketing (LWT), Carbon Reduction workshops (DQ, LWT), Activity Segment Guides (DQ, LWT), Data and Insights 101 (LWT), Community Social Responsibility workshop (LWT), Frontline Staff training (LWT, DQ).
- Successfully onboarded six new DQ and LWT member organisations to the fully subsidised Cogo Vistr Carbon Manager Tool. [Learn more and sign up your organisation](#).
- The [Queenstown Electrification Accelerator](#) programme released their first progress report, including projects underway and businesses they are supporting.
- The team represented DQ and LWT at various forums and events including, QLDC Climate Reference Group, Upper Clutha Catchment Plan group, Southern Lakes Kai Collective, Whakatipu Conservation Alliance, JBWere Strategic Giving Workshop, Economic Futures x Leadership Lab workshop, Alpine Lakes Forum, 45 South Community Foundation - Philanthropic event, Wao Summit, Wao Better Events collective, and the Destination Think Collective Summit.
- A range of new resources and tools have been created for the DQ [member hub](#) and the LWT [member hub](#). Updates to the hubs includes new waste reduction resources, and data and insights.

LOVE WĀNAKA AND LOVE QUEENSTOWN COMMUNITY FUNDS

- 12 new business partners / supporters joined this quarter, including three new Impact Partners (Alpine Luxury Tours, Catch a Fish, and Relax It's Done, and two new event partners (Ripe and the Valley).
- Another successful Industry Planting Day was held in Queenstown on 16 October, with 140 volunteers from 26 local businesses planting more than 2,400 native trees at Jardine Park. Video and imagery were captured from the event, with a [highlights video](#) produced to support ongoing Love Queenstown storytelling.
- Ongoing marketing and communications activity supported through a refreshed resident communications approach, digital campaigns, updated impact storytelling, and a suite of content.



REGENERATIVE TOURISM WEBSITE UPDATES

14 stories were published on the Regenerative tourism website, providing updates on Destination Management Plan (DMP) projects underway, these include: [Destination marketing evolution](#), [Electrify Queenstown](#), [Love Wānaka and Love Queenstown Community Funds](#), [Building digital confidence and capability in tourism](#), [Optimal visitation research](#), [Carbon measurement made simple](#), [Queenstown Electrification Accelerator](#), [Reducing waste in tourism supply chains](#), [Powering tourism through technology](#), [Supporting industry and building capability](#), [Queenstown place brand](#), [Building a thriving local workforce](#), [Visitor industry and resident research](#).

ORGANISATION

QUARTERLY ACTIVITY | 1 OCTOBER - 31 DECEMBER

LEADERSHIP AND ORGANISATION UPDATES

- We acknowledge the departure of Jessican Langelaan and thank her for her contribution to the QCB and welcome Ben Owens into the role of Business Development Manager, MICE.
- Charlotte Green has been appointed Account Manager - Australia, completing the business development team under the leadership of Head of Business Development, Stu Cordelle.
- For a full overview and contact details of the entire DQ and LWT team see the [About Us](#) page of the member hub

ORGANISATIONAL ACTIVITY

- Thank you to members who attended our end of year events with special mention to the hosts at Cargo Brew Hall and Bike Glendhu. These gatherings were a great way to conclude 2025. Keep an eye out for [future member events](#) or reach out to [Member Services Administrator Maya Carida](#) if you are interested in a catch up with the DQ LWT team.
- A highlight of the quarter was celebrating DQ's 40th anniversary. Watch the [commemorative video](#).

DATA AND INSIGHTS UPDATES

- Compiled and shared the [Segment Insight Guides](#).
- Evolved the Data and Insights member communications to be a once a month compressive update. View [November Monthly Update](#) or view [December Monthly Update](#).
- Shared the October Monthly Data Snapshots ([DQ](#) or [LWT](#)) or November's Monthly Data Snapshots ([DQ](#) or [LWT](#))
- Access these resource and more on the [DQ member hub](#) or the [LWT member hub](#).

