

CONSUMER MARKETING 101

DQ Marketing Introduction



Queenstown
NEW ZEALAND

ABOUT DQ CONSUMER MARKETING

Destination Queenstown (DQ) is the Regional Tourism Organisation responsible for both destination marketing and destination management in Queenstown.

Our role is to position Queenstown in both international and domestic markets and work collaboratively with partners to deliver the region's destination management plan, focusing on regenerative tourism by 2030 and attracting 'high contributing' visitors.

Consumer marketing activity ensures Queenstown has a constant destination presence in various markets via a range of online and offline channels, focused on driving brand awareness, destination preference and maintaining a sustainable level of visitor demand. The marketing team are responsible for management of the Queenstown brand, QueenstownNZ.co.nz, production of written and visual storytelling content, and managing a range of partnerships with other RTOs, Air New Zealand, Tourism New Zealand and other key stakeholders.

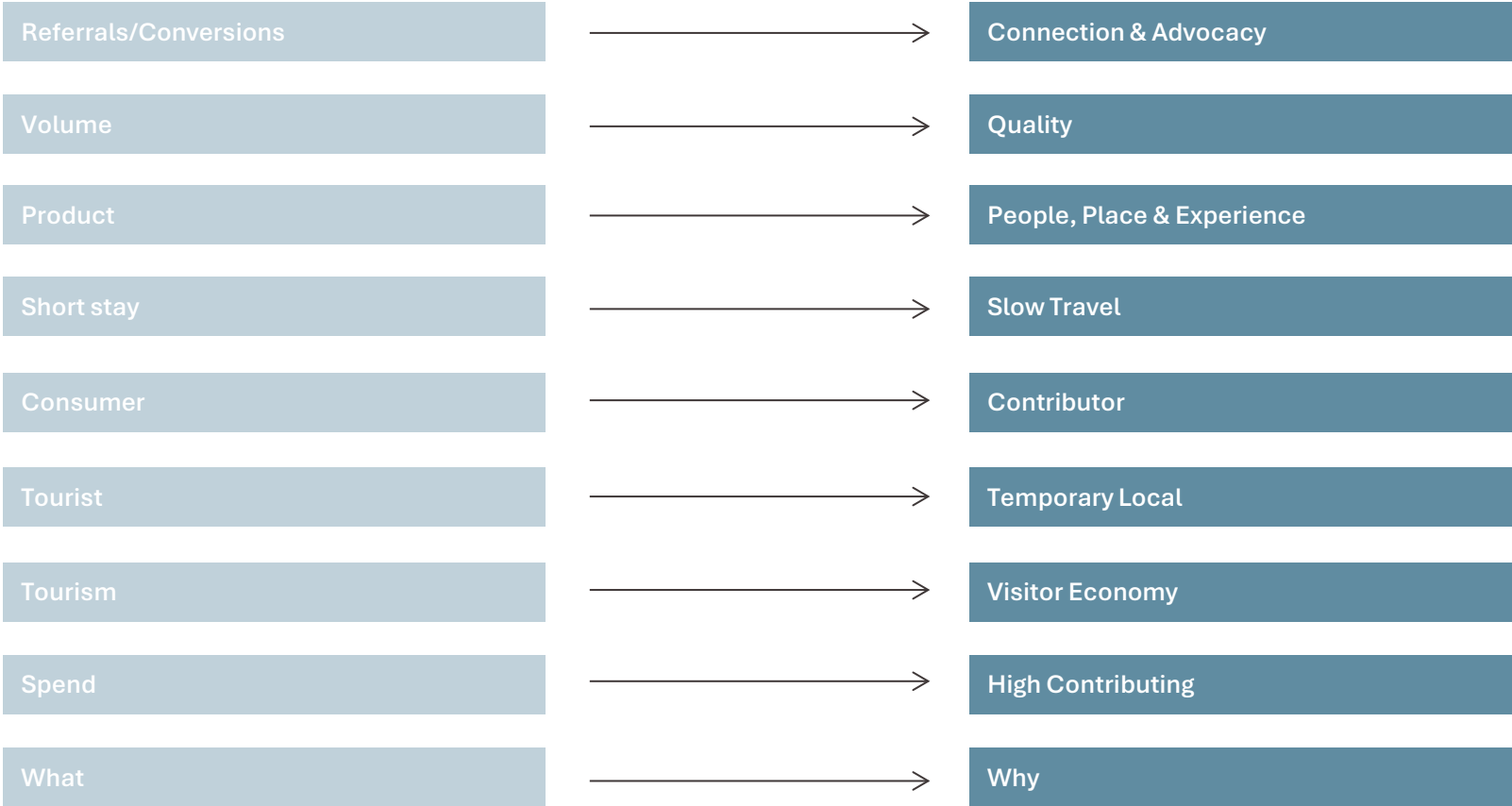




MARKETING OBJECTIVES

1. Evolve and align marketing activity with community values and a regenerative mindset, attracting high contributing visitors.
2. Evolve and align the Queenstown brand to support the intention and outcomes of the regenerative tourism strategy.
3. Maintain relationships with existing domestic and Australian audiences, ensuring a resilient, sustainable and profitable visitor mix for local businesses.
4. Grow Queenstown's reputation as a regenerative tourism destination, showcasing stories of our people, place and experiences.
5. Foster and participate in collaborative initiatives with neighbouring RTO's and local partners.
6. Support the resilience, capability and development of Queenstown businesses.
7. Leverage Love Queenstown to build a strong sense of connection between community and businesses.

CHANGING MINDSETS



This mindset shift has been developed to help shape the way we think about our visitors, our marketing, and what success looks like.

We have reframed how we think about who we're attracting, how we might shape the invitation, as well as how we influence their experience and how they feel, when in destination.

This mindset shift has assisted with developing a new marketing approach to support the region's journey to regenerative tourism.

MARKETING FOCUS AREAS

SHAPE VISITOR DEMAND



Focus on attracting 'high contributing visitors' and educating existing high intent audiences on Queenstown's regenerative journey.

RETAIN A SUSTAINABLE VISITOR MIX



Retain relationships built with domestic and Australian audiences, maintaining a resilient, sustainable and profitable visitor mix.

(RTO goal of 70% short haul vs 30% long haul).

EVOLVE BRAND & STORYTELLING



Evolve brand and storytelling to be values-led, celebrating our people, place and experiences.

WHO IS A HIGH-CONTRIBUTING VISITOR?

Learning about our culture, respecting it and sharing their own.

Reciprocity of knowledge.

Share learnings with the world.

Celebrate our history, our culture and diversity.

Supporting Love Queenstown initiative.

Higher yield (longer more engaged stays, spread of spend).

Slower travel style and longer length of stay.

↑

Visitors who take the time to become a temporary local getting to know and appreciate our people and place, forging connections and giving back to the Queenstown region

Engagement with our community, making meaningful connections.

Venturing further than the norm.

Encouraging visitors to do more while they are here.

↑

To know and care for our environment.

↓

To appreciate our district and understand our love of place.

DQ'S CONSUMER AUDIENCES

'High Contributing Visitor' Mindset



QT FANS

Retain relationships with existing, high intent domestic and Australian audiences, repositioning Queenstown and influencing behaviour, converting them to high contributing visitors.



CHANGEMAKERS

Inspire, educate and attract environmentally and socially minded travellers and advocates, positioning Queenstown as a first mover in the regenerative tourism space.



RESIDENTS

Use tourism and travel to enrich the lives of our residents and communities, connect them with high contributing visitors and help them see the benefits of tourism.

CONSUMER MARKETING MODEL

An evolved consumer marketing model has been developed to align with, and support, the region's journey to regenerative tourism.

The model goes beyond the traditional 'dream | plan | book' funnel and introduces a focus on experience and engagement in destination as well as advocacy post-trip, representing a virtuous cycle:

- Represents the visitor journey in a regenerative visitor economy
- Educates and influences the choices visitors make to deliver positive social, cultural, economic and environmental outcomes
- Focuses on growing awareness of Queenstown's brand and regenerative tourism vision, encouraging people to visit, participate in more experiences and buy-in to the region's vision
- Looks to foster deeper connections with our people and place
- Success measures include website metrics and member referrals, eDM sign ups and CTR, engagement with regenerative stories and product, visitor mix, connection with community surveyed via Visitor Experience Survey and longer length of stay.



DIGITAL ALWAYS-ON SNAPSHOT

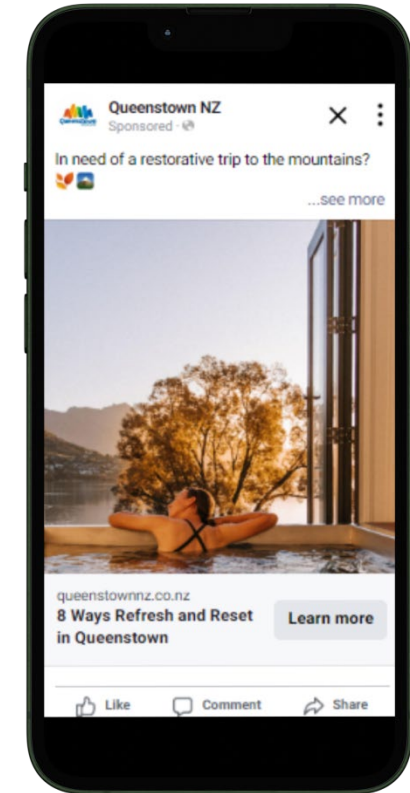
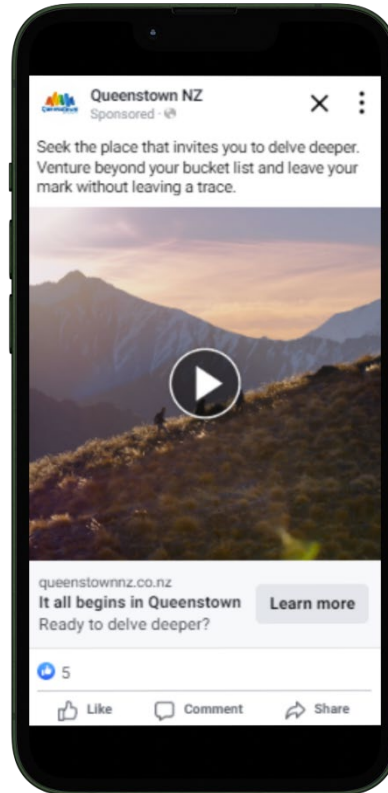
DQ's 'always-on' digital and social strategy means Queenstown has a year-round presence in the domestic and Australian markets to support sustainable visitation.

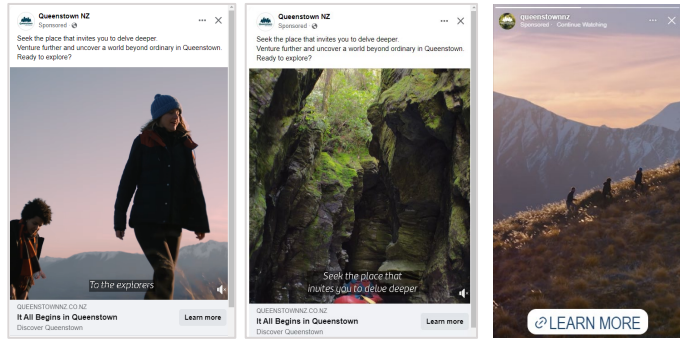
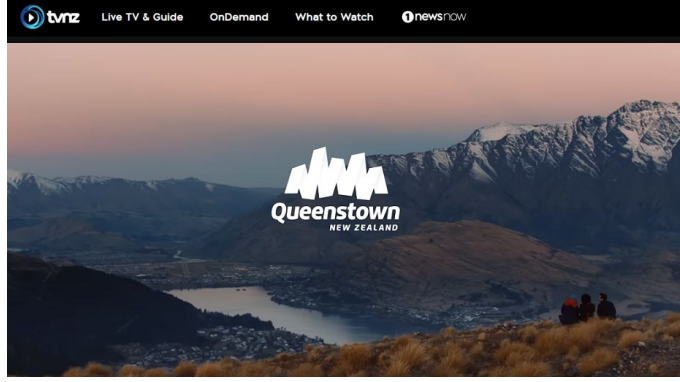
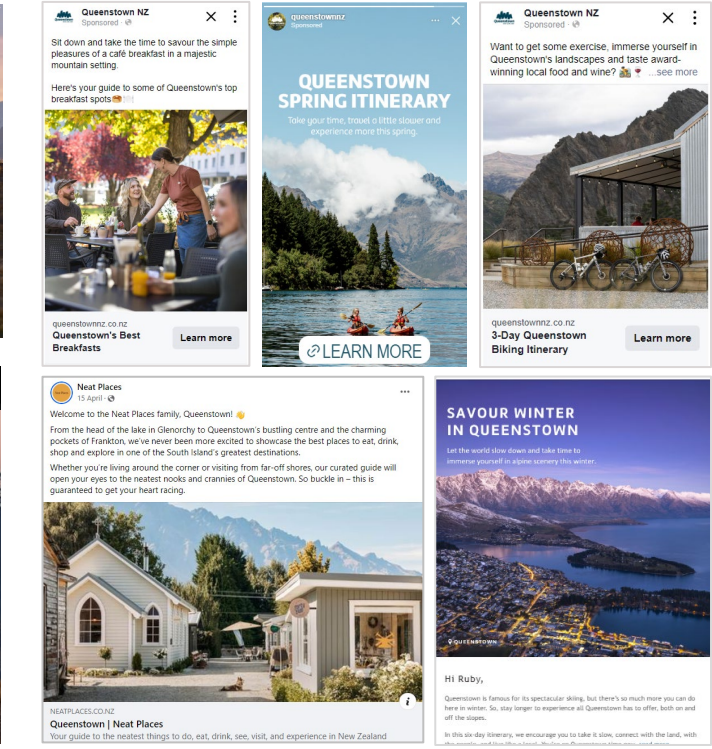
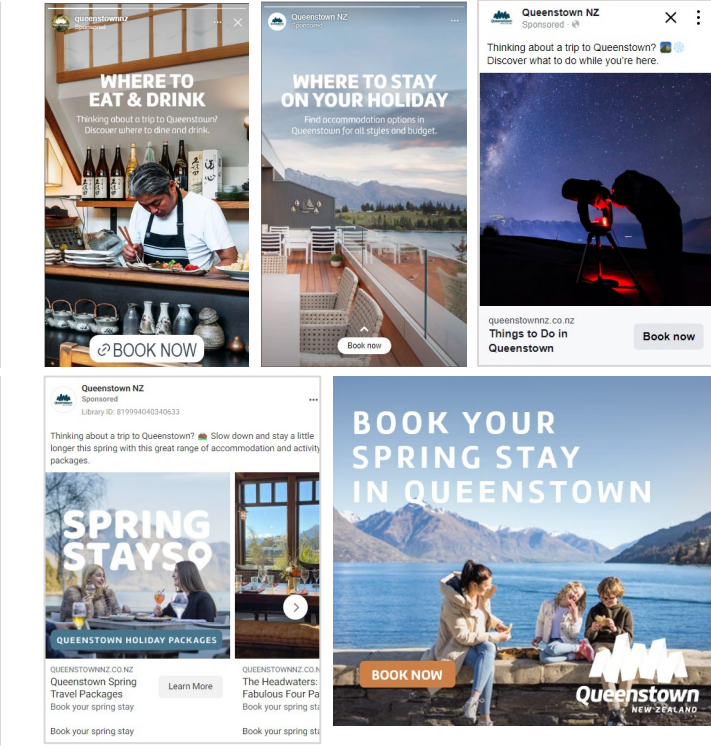
Digital marketing activity focuses on attracting and converting 'high contributing' visitors, while targeting those with high travel intent to visit Queenstown across different seasons based on their interests.

Paid channels include Facebook, Instagram, YouTube, GDN, paid search and TikTok.

Content educates visitors to explore further, see more and stay longer by sharing stories about our people, place and unique experiences.

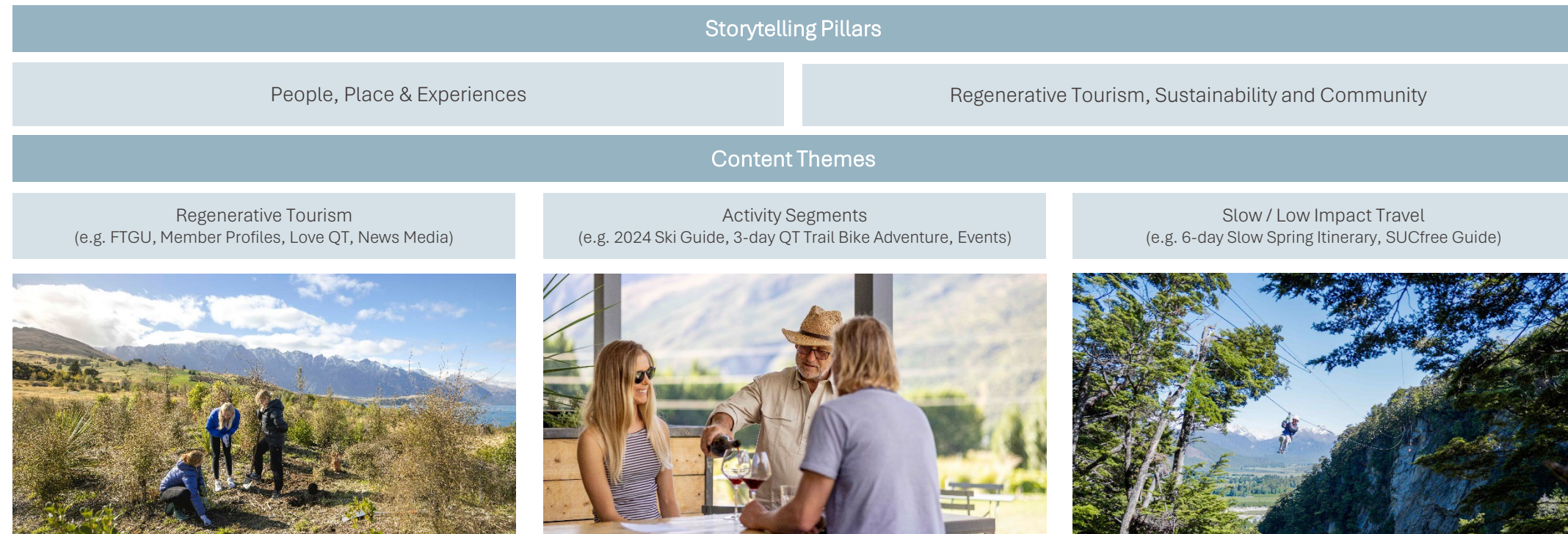
Digital marketing activity focuses on generating brand awareness and engagement, driving website traffic to QueenstownNZ.nz and converting out to local operator websites via product listings.



| PLATFORM | IT ALL BEGINS IN QUEENSTOWN | | |
|----------|---|---|--|
| LAYER | DISCOVER | EDUCATE | BUY IN |
| ROLE | Destination awareness & positioning | Influence audiences and encourage exploration | Solidify commitment to book holiday |
| |   |  |  |
| MESSAGE | Partnerships + SEM | EDM + SEO + SEM + Partnerships + Media Programme | EDM + SEM |
| MESSAGE | It All Begins in Queenstown | *Segment related* | Thinking about a trip to Queenstown? |
| CTA | Discover Queenstown | Explore / Learn more | Book now |

CONTENT AND STORYTELLING PILLARS

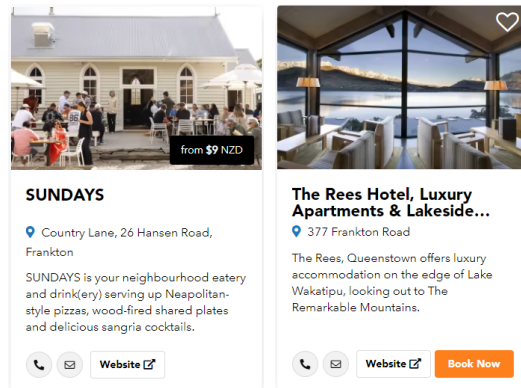
Storytelling is guided by the below pillars and content themes and is focused on celebrating our people, our place, and the range of experiences on offer in our region. Content is structured to inspire and educate visitors on how to plan and book their trip, while influencing their choices and showcasing how to travel lightly, connect deeper with our community and care for our environment.



WORKING WITH DQ

Queenstown
NEW ZEALAND

MARKETING OPPORTUNITIES WITH DQ

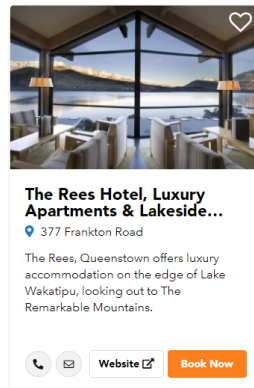


SUNDAYS
Country Lane, 26 Hansen Road, Frankton
SUNDAYS is your neighbourhood eatery and drink(ery) serving up Neapolitan-style pizzas, wood-fired shared plates and delicious sangria cocktails.
Website [Website](#)

QueenstownNZ.co.nz listings

Every member is entitled to a free listing on the official Queenstown NZ website which acts as a commission-free referral source. Keep your listings up to date to leverage DQ's activity and stay relevant for visitors planning and booking a trip.

Update your listing [here](#).



The Rees Hotel, Luxury Apartments & Lakeside...
377 Frankton Road
The Rees, Queenstown offers luxury accommodation on the edge of Lake Wakatipu, looking out to The Remarkable Mountains.
Website [Website](#) [Book Now](#)



Glenorchy Air: Soaring To A Sustainable Future
Glenorchy Air is leading the charge for greener aviation, aiming to be the first Queenstown-based operator to use Sustainable Aviation Fuel in their turbine aircraft.
[Read More](#) / 3 minutes

Share your regenerative stories and initiatives with us

We're always keen to hear about the regenerative or sustainability initiatives at play in your business. [Send your stories](#) and updates to the team to help inform our activity and storytelling.



Sit, Borrow, or BYO - It's Easy to go Single-Use Cup Free in Queenstown
It's easy to avoid single-use cups in Queenstown with this guide to good places serving up great coffee, waste-free. Sit, Borrow, or BYO.
[Read More](#) / 7 minutes



Send us your latest imagery and video assets

Providing DQ with high quality imagery of your product or offering is important to ensure appropriate representation of your business within DQ activity. Ensure your assets have permission for DQ and third-party use, allowing us to use this in our activity and across all channels. [Send us your assets](#).



25 February to 07 April
Sunday Live Music
Kinross
[Website](#)

Hosting an event?

It's free to list an event on [QueenstownNZ.co.nz events hub](#). DQ run a year-round event marketing campaign to promote local events from farmers markets to festivals, sporting and music gigs.

Submit your event [here](#).



QUESTIONS?

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