

CONSUMER MARKETING 101

DQ Marketing Introduction



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.

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.

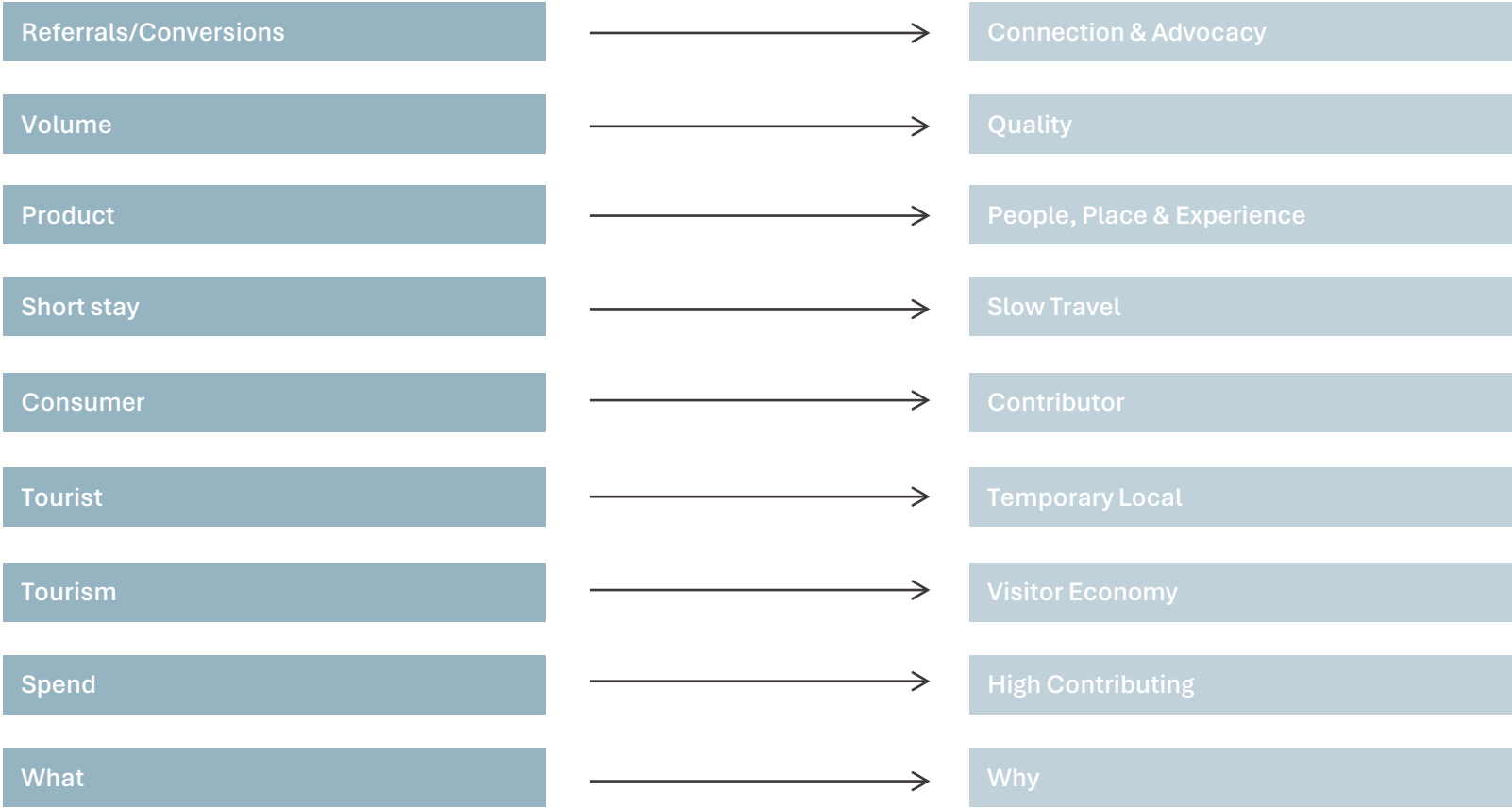
↑

To know and care for our environment.

↓

To appreciate our district and understand our love of place.

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.

DQ'S CONSUMER AUDIENCES

DQ has three primary audiences, developed to align with RTO strategic goals and marketing objectives.

'QT Fans' are our primary focus to ensure sustainable, year-round visitation is maintained. Two new audiences, Changemakers and Residents have been introduced and channels and capabilities for connection will grow with these audiences over time.

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 click-through rate, 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

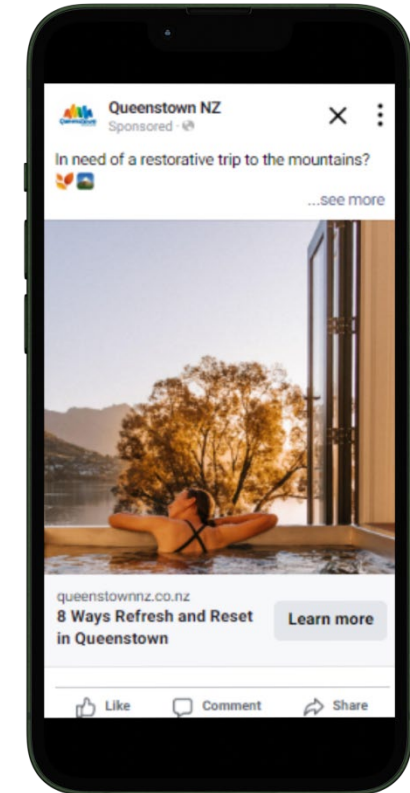
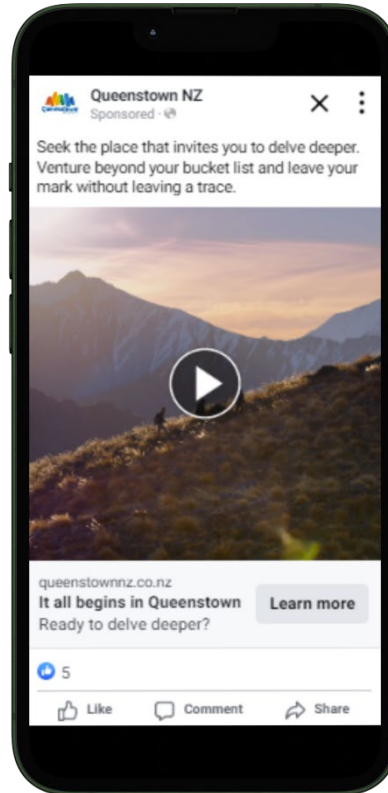
DQ's 'always-on' digital and social strategy means Queenstown has a year-round presence in the domestic and Australian markets to support sustainable visitation.

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.

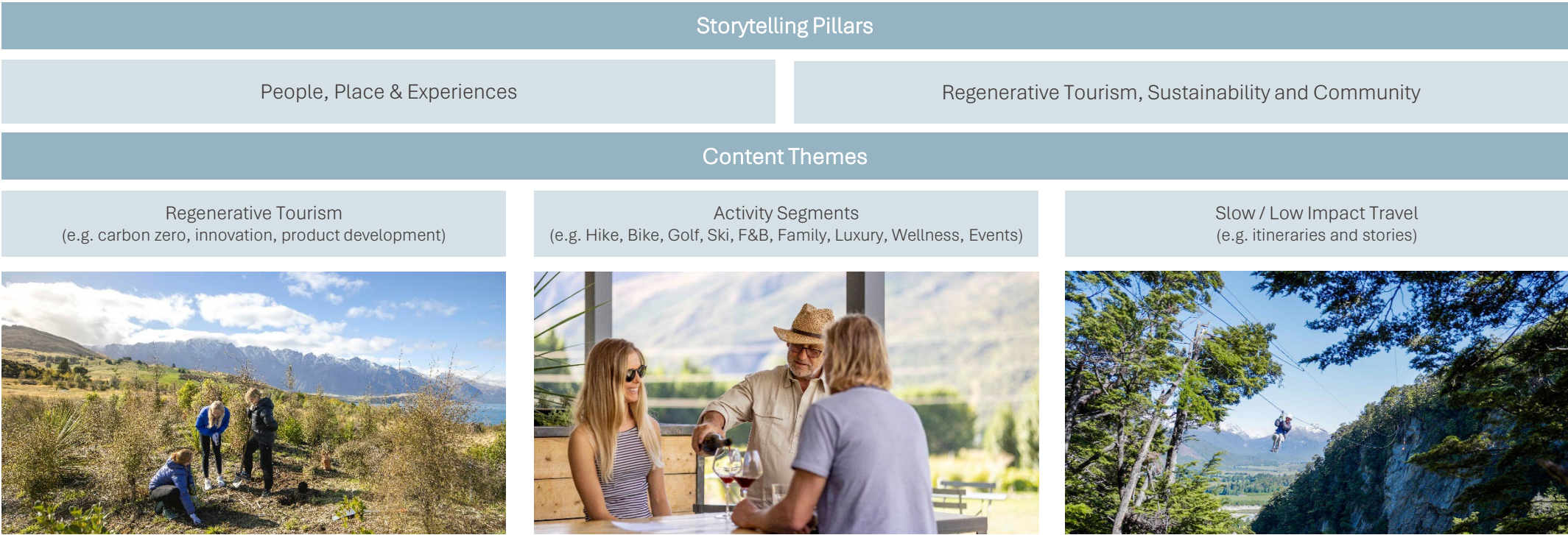
Content educates visitors to explore further, see more and stay longer by sharing stories about our people, place and unique experiences.

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.



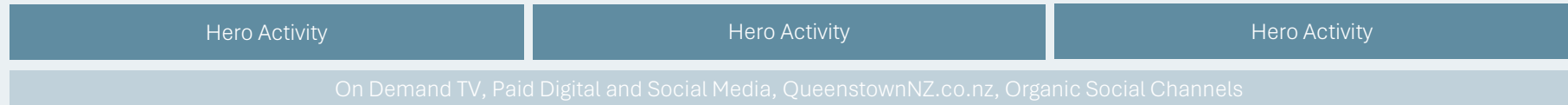
CONTENT AND STORYTELLING PILLARS

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.

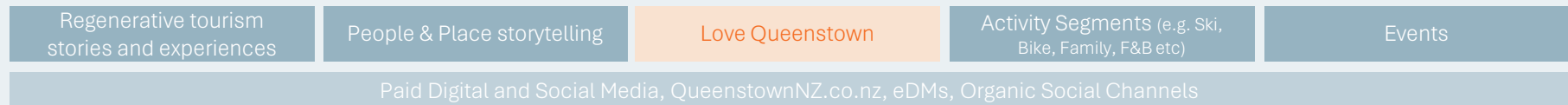


ACTIVITY SUMMARY

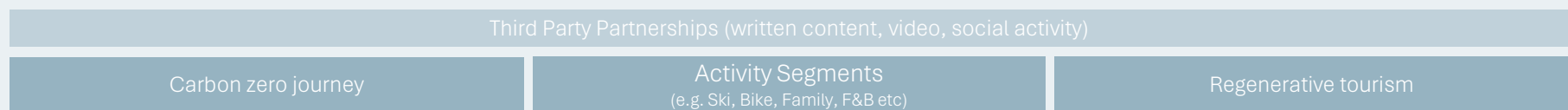
BRAND ACTIVITY + CHANNELS



ALWAYS ON ACTIVITY + CHANNELS



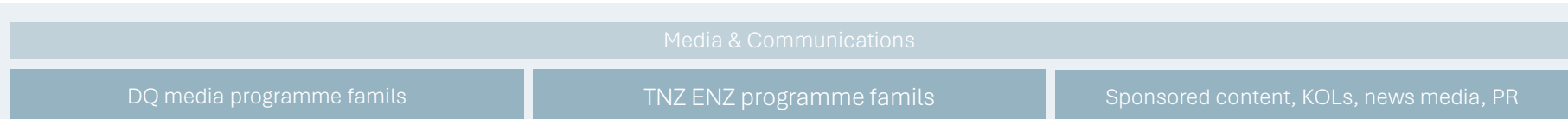
PARTNERSHIPS + CONTENT THEMES



TRADE + BUSINESS EVENT ACTIVITY



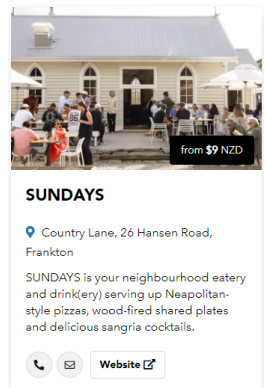
MEDIA PROGRAMME + ACTIVITY



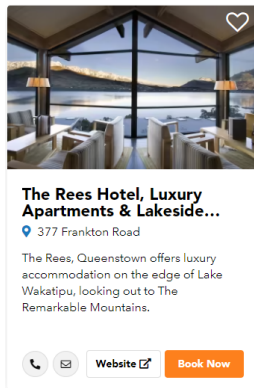
WORKING WITH DQ

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](#)



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



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



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

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.

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](#).

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](#).

SCALE UP YOUR MARKETING

High Quality Imagery

Great images make people feel something, and those emotions create powerful connections between people and brands.

Good quality imagery will tell a story, draw people into your product/brand, and create trust in your product. The image asset will have a high pixel count, showing up clear and crisp, and will consider and visualise the Three P's (People, Place, Product) in one frame. Our visitors travel for our landscapes and natural surroundings, so ensuring this is within your imagery is important.

Licensing your imagery for third-party use and supplying to DQ ensures we accurately represent your experience in our marketing.

Content designed for platform

Ensuring your content is fit for purpose and designed for each platform is key to maximising your impact. When creating branded content or ads across different platforms, a 'one-size-fits-all' approach won't do your marketing justice.

Each platform has varying requirements, specifications and guidelines for images, graphics and videos. Tailor your message and ensure videos and images are at the recommended [length](#) and [size](#) for each platform. E.g. 1:1 or 4:5 format works best for 'Feed' placements, and 9:16 outputs are required for 'Story' ads, whereas 16:9 videos are great for YouTube. Short, snappy video content (15-30sec) is best for socials.

Storytelling

At its core, travel is about experience, and storytelling is a tool that allows you to transport people into a different world, get them excited about your experience, generate emotion and connect with them over shared values and interests.

Instead of simply telling people your company 'offers adventure tours', tell the story of how local guides will lead you on a hike through the UNESCO World Heritage Area, spotting native wildlife and learning about the local environment.

In a cluttered travel marketing world, good storytelling sets your brand apart, grabs people's attention and helps build relationships with consumers.

Partnerships

Partnership marketing is a strategic collaboration between two or more businesses that helps reach respective business goals.

Partnership marketing is one of the best ways to reach new audiences, raise awareness of your brand and/or product, drive leads and ultimately boost revenue.

Reach specific and targeted audiences with third-party partnerships via publications, brand ads, storytelling or advertorial, digital advertising or banners, EDMs, or high-level brand partnerships and activations.

INCREASE YOUR ONLINE PRESENCE

Google Business Profile

[Google Business Profile](#) is a free and easy-to-use tool for businesses to manage their online presence across Google, including on Search and Maps. By claiming your Google business profile and keeping it up to date, you increase visibility within Search and help visitors find your business contact details and open hours quickly and easily. You can also engage with potential visitors by responding to questions and monitor reviews.

Google has recently added a new section to Google Business listings which displays the latest posts from your social profiles. Link your social profiles to Google Business to leverage this feature.

Register for a Google Profile [here](#).

Search Engine Optimisation

SEO is the process of improving the ranking and visibility of your business in organic search results. This helps to gain awareness and drive free traffic to your site when visitors are actively planning and booking their trip.

Three types of SEO to address:

1. *Technical* (ensure your website is crawlable, address load speed, mobile first, install SSL certificate)
2. *On-site* (have a clear content hierarchy and page structure. Content should be readable, relevant and unique, written for people and not just search engines)
3. *Off-page SEO* (create share-worthy content, leverage PR, increase social media engagement, work on quality link building, fix broken links on third party sites)

SEM & PPC Advertising

Search Engine Marketing (SEM) is the promotion of business through paid advertisements in search results (sponsored ads). SEM involves bidding on select keywords to get paid advertisements to appear at the top of search engine results pages.

If your bid is successful on a particular keyword, your ad will appear as the result for those search queries. This is known as pay-per-click (PPC) advertising.

Targeted ads can be placed right in front of the eyes of visitors who are already searching for specific products or experiences and are ready to make a purchase.

SEM is a powerful tool when used in conjunction with SEO.

Organic & Paid Social Media

Maximise your brand reach, awareness and help to drive sales through leveraging both organic and paid social media.

By implementing both organic and paid social media, you can reach a wider audience than you would with either strategy alone. Organic social media can help build a loyal following, while paid social media can help you reach new audiences, drive traffic and increase conversions.

It's important to consider your audience targeting carefully and create compelling creative and ad copy to get most from your social advertising investment.

DIGITAL MARKETING AGENCIES



Datastory

NZ's specialist growth marketing agency located in Queenstown.

- Growth and data focused digital marketing agency
- UX and customer journey specialists
- Results focused. Analytics and strategy gurus addicted to measurable growth

www.datastory.nz



Fully Charged Media

Queenstown based digital marketing agency and Google Partner.

- Digital marketing audits and reporting
- Google Adwords and Facebook advertising
- Website fundamentals & SEO
- Digital strategy

www.fullychargedmedia.com



Tomahawk

Based in Auckland, Tomahawk provides digital marketing, web design and online booking system services for tourism businesses throughout New Zealand.

www.tomahawk.co.nz



Swordfox

Digital, branding, marketing and creative services based in Queenstown.

www.swordfox.nz

There are many great digital marketing agencies in and outside of Queenstown that specialise in tourism. This list is not exhaustive. Get in touch for alternative contacts or advice.



LOCAL CREATIVES

PHOTOGRAPHERS

Jackie Gay | www.stillvision.co.nz

Miles Holden | www.milesholden.com

Sophie Pearcey | www.instagram.com/sophiepearcey

VIDEOGRAPHERS

The Beards | www.thebeards.nz

David Oakley | vimeo.com/oakleybloke

Jonny James | www.jonnyjames.net

Diaries Downunder | www.diariesdownunder.com

Shotover Creative | www.shotovercreative.co.nz

Queenstown is full of creative artists and this list is not exhaustive.
Get in touch for alternative contacts or advice.



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