

# MEDIA AND COMMUNICATIONS 101

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DQ Media and Comms Introduction



# ABOUT DQ MEDIA AND COMMS

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 to work collaboratively with partners to deliver the region's destination management plan, focusing on regenerative tourism by 2030 and attracting 'high contributing' visitors.

The Media and Communications team is responsible for place-based story telling through hosted media programmes, managing news media relationships and press releases, corporate communications, keeping members updated with local and industry news and ensuring Queenstown is positioned as a well-managed, safe, regenerative destination.



# COMMS OBJECTIVES

1. Share Queenstown Lakes' goal of 'regenerative tourism by 2030' through positive storytelling locally, domestically and in Australia.
2. Protect and build Queenstown's reputation by guiding positive media relations and crisis management.
3. Position Destination Queenstown as leaders in destination management.
4. Provide Destination Queenstown members with regular, informative communications.
5. Collaborate with industry leaders and stakeholders to ensure the region is positioned as a well-managed, safe and regenerative destination.
6. Manage Destination Queenstown's organisation reputation.



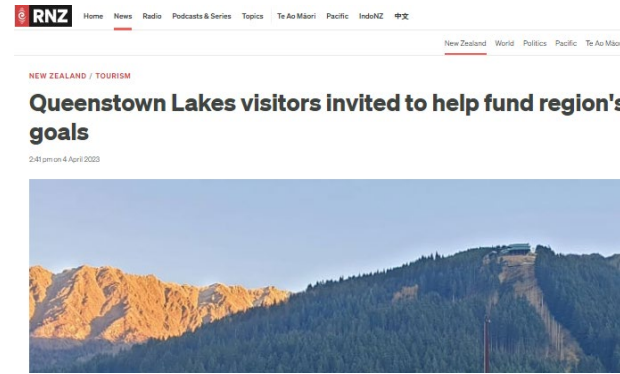
# COMMUNICATIONS PRIORITIES



## MEMBER ENGAGEMENT

Providing Destination Queenstown members with regular, informative communications:

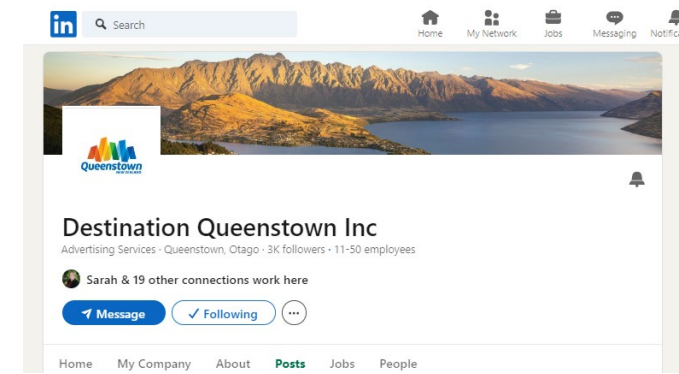
- Fortnightly Remarks newsletter
- Special Remarks updates
- Quarterly Member Updates
- Annual AGM



## NEWS MEDIA RELATIONS

Protect and build Queenstown's reputation and share our goal of 'regenerative tourism by 2030':

- Earned local and national news media
- Leveraging the news cycle
- Partnering with PR agency PEPR for Australia media opportunities
- Crisis management



## DESTINATION REPUTATION

Ensure Queenstown is positioned as a well-managed destination:

- Lead a partnership approach to collaboratively address and manage destination reputation.
- Control the narrative around the region's news and aspirations through DQ's LinkedIn channel.

# MEDIA OBJECTIVES

1. Generate positive earned coverage in New Zealand and Australia through the DQ media programme and working with TNZ's media programme for the long-haul market.
2. Ensure the DQ media programme promotes Queenstown as a travel destination, as well as sharing regenerative, community and place-based stories to support our regenerative tourism goals.
3. Ensure the media programme supports stories which honour our community values.
4. Utilise the media programme to build awareness of local regenerative projects and initiatives.
5. Proactively seek out media whose values align with ours and reach an audience of potential high contributing visitors.



## Top of the lake

Glenorchy, on New Zealand's South Island, is a gateway to a stunning wilderness

CATHERINE MARELLA

It takes a lot of time to get to this remote town. Both hours and miles away from the Queenstown hub, but the views are worth the wait. I finally arrived in Glenorchy, a small town on the edge of the South Island. It's a beautiful town, and I'm glad to be here. The views are worth the wait.



**IN THE KNOW**  
 Booked: This incredible Eco Lodge from NZ is a must-visit for anyone looking for a unique stay. [thebestofnewzealand.com](#)  
 For all those who love to explore, the region is a treasure trove of outdoor adventures. [nzta.govt.nz](#)  
 More details: [nzta.govt.nz](#)



Aches real or imagined evaporate as Franklin spins the boat ... in an exhilarating blend of water, wind and G-force propulsion



On a recent family holiday to the Queenstown Lakes district, **Our Place's** Christopher and Rachelle Duffy discovered not only thrilling adventures but a deep connection between land and community, and a collective effort towards sustainability and preserving its natural resources.

## The Care Takers



**Queenstown**  
 Queenstown is a destination that ticks all the holiday boxes: adventure activities, natural beauty, exceptional food and wine, and a vibrant culture. Everything you need for the perfect family getaway. Here are some of the highlights of the Duffy's trip...

**Red boats going green: Shotover Jet**  
 Is there anything more quintessentially Queenstown than a heart-racing adventure on the Shotover River? The operation is owned and operated by the Ngāi Tahu Trust, which has exciting plans for the boats to go electric in five years. "Reducing the carbon emissions footprint of the jet boat fleet makes a lot of sense for Ngāi Tahu as part of their sustainability goals, but also aligns with the vision



of the region to be carbon zero by 2030," says Donald Boyer, Business Manager of Shotover Jet. He notes that the electric boat prototype testing was completed in 2022, and a feasibility study is currently underway for an electric fleet. The Trust acknowledges that the renowned ride is not just an adrenaline rush — it also carries a cultural significance. "It's more than just an adventure; it's a connection to the land and the people who have cherished it for generations," says Sophie Baxley, Ngāi Tahu Social Media Manager. [shotoverjet.com](#)

**Be a trailblazer: Better By Bike**  
 Holidays usually involve lots of great food, so expanding a bit of energy and making room for the next meal is always a good idea. Rachelle and

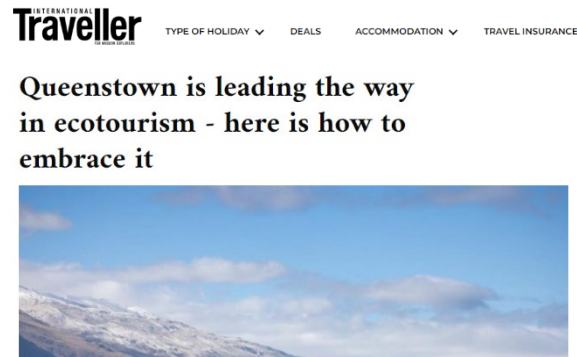


Christopher found a fun way to do just that by biking the scenic trails that start from Arrowtown. The bonus — it was an activity the whole family loved. "The ride was such an excellent way to connect with the environment and each other," says Rachelle. For those who appreciate eco-friendly adventures, Better By Bike in Arrowtown is the place to hire your wheels. Owner Matt Hirst is all about super fun bike experiences, and is full of great advice. Better By Bike operates bike rentals (both e-bikes and mountain bikes) across the entire Queenstown Trail Network. Ride from Arrowtown out to the Gibston Wineries, with a return shuttle option. Or take a scenic loop ride around Lake Hayes from the Queenstown base at the Hilton Jetty. [betterbybike.co.nz](#)

**Waterside dining: Soda Restaurant**  
 PJ and Sammy G, hospo gurus of Queenstown and Arrowtown, have recently launched waterfront hotspot, Soda. So of course it was top of the dining list for Rachelle and Christopher. The appealing menu has modern Mediterranean-inspired food, including a large range of antipasti, maybe a fish ceviche with gazpacho sorbet and maza tostadas, a seafood paella, and braised Walter Peak lamb shoulder with romesco and PX Jus.

Chris found a fun way to do just that by biking the scenic trails that start from Arrowtown. The bonus — it was an activity the whole family loved. "The ride was such an excellent way to connect with the environment and each other," says Rachelle. For those who appreciate eco-friendly adventures, Better By Bike in Arrowtown is the place to hire your wheels. Owner Matt Hirst is all about super fun bike experiences, and is full of great advice. Better By Bike operates bike rentals (both e-bikes and mountain bikes) across the entire Queenstown Trail Network. Ride from Arrowtown out to the Gibston Wineries, with a return shuttle option. Or take a scenic loop ride around Lake Hayes from the Queenstown base at the Hilton Jetty. [betterbybike.co.nz](#)

# MEDIA PRIORITIES



## DQ MEDIA PROGRAMME

Working with New Zealand and Australian media publications to deliver earned and paid media exposure for our members:

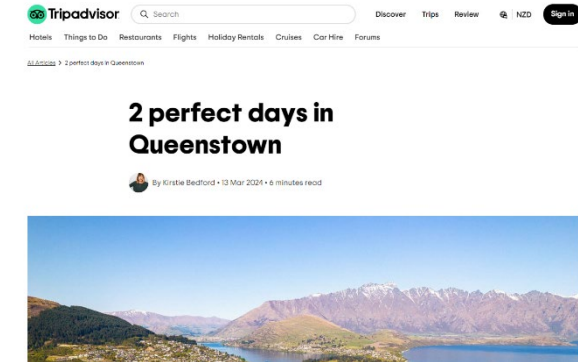
- Media pitching
- Itinerary development
- Media famil hosting



## TNZ/ENZ SUPPORT

Supporting TNZ media famils that include a Queenstown component:

- Support itinerary development
- Liaising with members
- Media hosting



## PR ASSISTANCE

Supporting media with information and resources to carry out their work:

- Introductions to relevant members
- Film permitting resources
- Story development support

# DQ MEDIA PROGRAMME

## PRE-TRIP

### OPPORTUNITY

DQ proactively pitches a Queenstown story angle to target media

Tourism New Zealand (TNZ) Experience NZ team reach out with an opportunity via domestic or off-shore offices

PEPR & DQ work together on engaging specific Australian media in alignment to key storytelling angles or objectives

### EVALUATION

Once the pitch or opportunity has been accepted, DQ confirm dates, participants, propose an itinerary and establish key messages/objectives

### PROCESS

- DQ will then:
- Engage with members
  - Organise and prepare interviews
  - Health and safety process
  - Film permits (if required)
  - Finalise and book itinerary

## POST-TRIP

### FAMIL

Host media in Queenstown with support from operators

### OUTCOME

- Famil results in either:
- Written articles
  - TV programme/news feature
  - Magazine
  - Radio
  - Social Media



# WORKING WITH DQ

**Queenstown**  
NEW ZEALAND



# MARKETING OPPORTUNITIES WITH DQ



## Comms and Events

Look out for member opportunities in DQ newsletters including Fortnightly Remarks, Special Remarks and Member Capability Updates. DQ hosts regular Member Connect sessions, Quarterly Member Updates events and an Annual General Meeting.

Sign up to our communications [here](#).



## DQ Media Programme

Share your interest in working with visiting media if you would like to participate in the DQ or TNZ Media Programmes.

Let us know your media-friendly stories that align with Queenstown's regenerative tourism goals.



## 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](#).



## Sowing Seeds For Future Generations: Queenstown Comes Together For Planting Events

2,500 trees planted in two days to help restore and enrich the future of this place.

## 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.