

*Welcome*

# DQ Members Update

*July 2022*

# Agenda

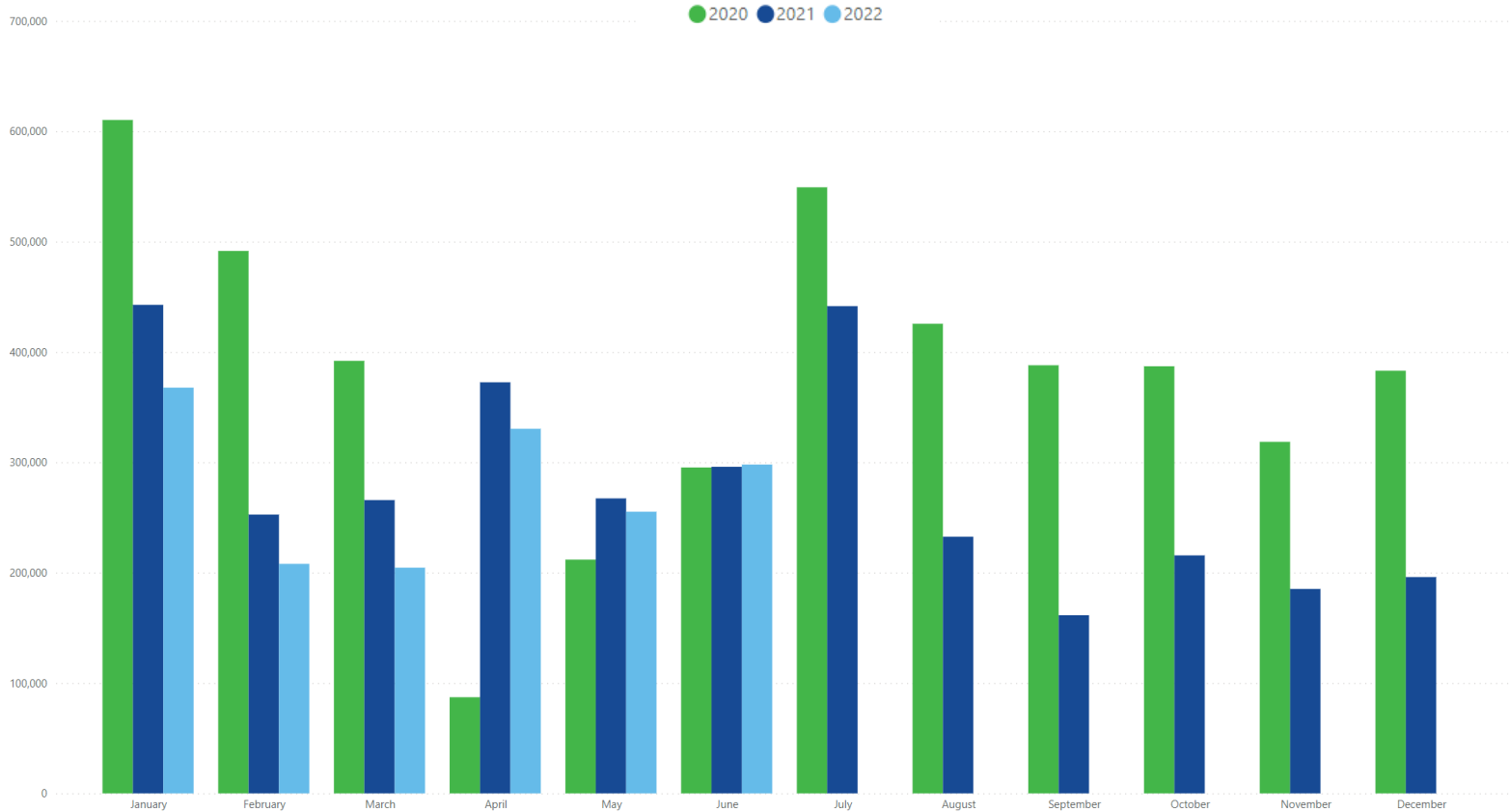
- 01 Welcome – Mat Woods
- 02 Destination Performance
- 03 DMP Update
- 04 FY22-23 Business Plan
- 05 Marcomms & Media highlights
- 06 BusDev highlights
- 07 QAC Update – Sara Irvine
- 08 Drinks & Networking

# Mat Woods – Introduction



# Destination Performance Data

# Visitation – Cumulative Visitor Days



# Experience

## Domestic Visitor Experience

Net Promoter Score



Vs national score: 55

Visitor Satisfaction



## Tourism Sentiment Index Score

TSI Score



National: 20

*'TOURISM FOR A BETTER FUTURE'*

# A Regenerative Tourism Plan



# Destination Management Plan

## **The tourism industry of Queenstown Lakes has much to be proud of**

- The region is known for strong economic performance and has seen incredible change over the last century.
- There is no doubt that the combination of majestic natural landscapes and a world-class tourism system has underpinned this success.

## **Prior to COVID-19, this region saw a tourism boom**

- Visitor expenditure grew exponentially, from \$1.3B in 2009 to \$3.1B in 2019
- Tourism remains a foundation of the local economy, accounting for 55% of GDP and around half of all employment.

**Despite this success, the region's tourism industry faces significant, interrelated challenges driven by local, national and global factors**

# Destination Management Plan

## **Created with and for local communities;**

- 8 x design forums and 7 x community events held throughout the district.
- 60 + 1-on-1 interviews.
- Forum specific for tourism operators.
- Regenerative Tourism by 2030 questions included in the QLDC Quality of Life 2021 survey.
- Pinnacle Event: Interactive three-hour session that included a panel discussion, keynote address and community workshop as part of WAO Summit.

**What do you love about this place?**

**What are your taoka?**

**What would you like the future of this place to look like for your great, great grandchildren and for those who visit us in future?**

# Tourism for a better future

- Residents see tourism's potential to make the world a better place to live.
- This vision recognises that the visitor economy has an important role in achieving value economically, socially, culturally and environmentally.
- The vision also aligns with Vision Beyond 2050, which is based upon the values that collectively define what is unique about the Queenstown Lakes district.

**Improving local and visitor wellbeing and experience, forging connections between people and places, and enabling ecosystems to thrive, so that...**

**The district becomes known as a leading example of how tourism can be used to create a better future.**

# Feedback

- Draft plan open for feedback **15 July – 3 August**
- Head to [www.regenerativetourism.co.nz](http://www.regenerativetourism.co.nz)
- Final version to be ratified by RTO Boards and goes to September Council meeting for adoption



Sarah O'Donnell

Marketing & Communications Director

# DQ Business Plan FY22-23

- Thanks to those that gave feedback
- Available for review in the Member Extranet portal
- Focus on destination marketing but introducing some destination management activity



# The Challenge

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DQ has a twofold responsibility over the short and medium term. There is an immediate need to encourage the return of visitors for our businesses, but also to ensure that it returns in a style that supports social and environmental initiatives and benefits and enhances the lives of people that live here.

**The challenge is to meet the following objectives as part of DQ's two-fold responsibility:**

1. to support the recovery of the local visitor economy by generating demand and preference for Queenstown from the domestic, Australian and selected long-haul markets
2. to participate in the delivery of initiatives from the Queenstown Lakes destination management plan that seeks to move the industry toward regenerative tourism by 2030, to enrich the district on all levels – economically, environmentally, socially and culturally.





# Strategic Focus

DQ will continue to commit its full resource from the QLDC tourism levy to driving demand from both the domestic and international markets, converting this demand to visitation and expenditure.

While destination marketing will remain a priority in FY22-23 to support recovery, initial work programmes from the region's new destination management plan will be introduced.

	FY21-22	FY22-23	FY23-24
BRAND	Protect our reputation and build our brand through stories of people and place.	Define our destination's values, articulate this in our brand, celebrate our culture, share our stories	A desirable destination brand well positioned to attract high value visitors.
VISITOR	Demand generation and conversion to support tourism business.	Attract high value visitors who spend longer in our region, seek the experiences we offer and value our environment and community.	Visitors who enrich Queenstown's social, cultural, environmental & economic wellbeing.
VALUE	Reactivation of visitor markets to drive demand as they open.	Market stimulus and development. Diversity of visitors and markets.	Limit susceptibility to negative macro events through diverse portfolio.
COMMUNITY	Pride of place and building community support for tourism.	Commence destination management implementation	On the pathway to regenerative tourism in a community that feels tourism enriches our place.



# Priority Themes

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## *DESTINATION MARKETING*

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1. Target high-value visitors
2. Nurture our destination brand and foster positive destination reputation
3. Keep our destination brand alive in international markets
4. Promote and leverage events
5. Support member capability building
6. Attract business events
7. Be a data and insights driven organisation



# Priority Themes

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## DESTINATION MANAGEMENT

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### **1. Enrich communities and the visitor experience**

Embrace and nourish the unique identity of our communities in ways that enhance visitors' experience and their sense of connection to our place.

### **2. Foster an environmentally regenerative visitor economy**

Ensure the visitor economy has a positive environmental impact and is aligned with being net zero emissions and zero waste by 2050.

### **3. Build resilience, capability, and productivity**

Nurture development of a thriving visitor economy that is resilient, productive and ready for the future

### **4. Enable a regenerative visitor economy**

Create and support the relationships, structures and systems needed to enable a regenerative visitor economy.



# Success Measures

## Visitor

- Grow our destination preference and foster positive destination reputation
- Harness the potential of high value visitors
- Growth in visitor participation in our key segments

## Economic

- Targeted growth in visitor expenditure
- Recovery of tourism's contribution to QLDC GDP
- Recovery of number of FTE's related to tourism in the QLDC

## Community

- Maintain Community Sentiment and social license to operate in the region with the return of international tourism
- Grow awareness and participation of the Regenerative Tourism by 2030 Destination Management Plan

## Environmental

- Commitment to caring for our environment
- Building awareness/ knowledge and measuring impacts

# Marcomms Activity

# Highlights from the last Quarter

- Domestic & Australian Winter Campaign
  - 468k website visits, 92k member referrals
- Our People, Our Home series – tourism sentiment campaign
  - 945k video views
- Launch of direct-to-consumer eDM strategy
- Launch of Event Marketing Campaign ‘What’s on this Winter’
- Launch of Member Data & Insights Hub and Monthly Data Snapshot
- Media Programme
  - 13 famils, 7 content partnerships
- Re-commencement of ‘Queenstown Connect’

# Upcoming Activity

- Winter brand video production
- Food and drink industry partnership photoshoot – first activity from MDP
- Production of ‘Our People, Our Home’ series two
- Launch of always-on digital strategy in NZ & AU
- Spring campaign
- Golf Market Development Plan finalisation
- Media programme | famils and content partnerships
- ‘Emerging Trends’ Consumer Demand study
- Launch of Destination Management Plan – September
- New Marcomms quarterly report launching this quarter



*This is a place that has lots of wanderers, travellers and dreamers.*

# Kiran Nambiar

## Business Development Director

# Quarterly Reports Coming Soon

## Travel Trade Marketing Report Q3 2021-22

1 January - 31 March 2022

### Market Overview & Insights

The following report outlines the key activity and results of Destination Queenstown's Trade Marketing for Q3 (January - March) of the 2021-2022 financial year.

This report includes insights from the managers and an activity summary which includes a breakdown of sales calls, webinars and family participants.

This quarter sees the inclusion of a communications and campaigns section as well covering our activity in market.

Finally, the calendar of events outlines the activities the Business Development team will undertake for the upcoming financial year. It also indicates which industry partners we are working with (if any) for each event.

For additional information, the Members Area of the Destination Queenstown website houses reports from the managers on trade shows and sales calls. Find them [here](#) to get more insights and details on specific markets and the trips we carry out.

Useful links for more industry insights see the [insights page](#) on the [members area](#) of our website.



**KIRAN** There has been a flurry of activity this quarter following the border announcements. DQ has registered for all TNZ off-shore travel trade events announced this quarter including Regional Showcase in Australia in May 2022, and as Southern Lakes IMA for Kiwi Link North America in July 2022 and Kiwi Link UK/Europe in Aug 2022. DQ has also signed up to Christchurch Airport Travel Trade Events in Australia around the Ski Shows in May 2022.

Travel trade media campaign activity to push our channels has seen good results this quarter for the Queenstown Travel Sellers You Tube channel, you can read more in the report. This quarter Data Story had several focus group calls with DQ's key travel trade contact for inputs into the redesign of the Trade Trade webpages. We expect to have the new microsite ready by the end of June.

Thank you for your inputs at the Travel Trade Marketing Business Plan workshop, we will be publishing the strategy and activity for FY 2022 23 shortly.



**LINDA** This quarter as we awaited the impending news of the border reopening, we saw some solid forward planning for when we got the green light. Thankfully with the news announced on 16 March, we can now formally switch gears and start stimulating international markets. Our activity this past quarter has had involvement with TNZ Japan and their live stream to market. Connecting with agents 19 January and 2 March that pooled close to 500 agents receiving an update on Queenstown. We also held our first-ever online virtual expo in Australia with the support of 25 operators and with over 100 agents joining us on the day. The trade team also hosted the Flight Centre senior leadership team, agents and brokers from the Southern Lakes region for a casual evening network event. Our US contractor, Renata West from Pacific Storytelling, has also been in town. Ren has managed to get the lockdown on the latest products in the market as we continue to develop our strategy in the US market. I have also supported the consumer team in initiating the conversation for potential JV work with ski wholesalers in Australia. We are pleased this work can now gain some traction, given the self-isolation restriction has been lifted. More on this in the following quarterly report. For DQ's summer campaign work, we had continued support from Flight Centre and House of Travel domestic retail partners. With them each supplying summer packages that supported the booking layer of the campaign. And, for autumn, we partnered with House of Travel in a JV to stimulate the market for visitation through April and May. Excitingly with the news, TNZ has also announced some off-shore activity returning in the US/UK & Asia markets. DQ will be attending these events as part of our international marketing alliance with Lake Wanaka Tourism in July and August. In the lead up to this activity plan, meetings with most TNZ off-shore offices in India, Japan, Korea, Singapore and China have taken place. It has been great to update their teams on Queenstown's developments. We are also excited to announce that we will be setting up an official WeChat account as we look at ways to develop and engage with the Chinese market.

A more detailed summary of the activity and project overview follows.



## QCB Report Q3 2021-22

1 January - 31 March 2022

### Market Overview & Insights

The following report outlines the key activity and results of the Queenstown Convention Bureau for Quarter 3 (January-March 2022) of 2021-2022 financial year.

This report includes insights from the managers, and lead generation by market. We display how the leads were generated, the source from which the business originated and reasons any events were lost.

An activity summary from the Bureau includes a breakdown of sales calls, tradeshow appointments, networking meetings/updates, site inspection participants and family participants. In this report we also provide a running annual summary of total leads, the breakdown of conference vs incentive and our activity summary. In our pipeline reports confirmed business from the last 12 months that has occurred, all future confirmed business on record and a summary of all prospective business is also outlined. Finally, the calendar of events outlines the activities the Queenstown Convention Bureau will undertake for the upcoming financial year. It also indicates which industry partners we are working with (if any) for each event.



**KIRAN NAMBIAR**  
Business Development  
Director

Business Events Leads for Queenstown have bounced back strongly with 58 leads generated this Quarter versus 39 in the same quarter last year. That brings total leads for the last three quarters to 147, well ahead of the count for the last two years. We are beginning to see difficulty to secure space in town in end-Aug and Sep 2022, if you are holding space for business events that have not paid deposits yet, would recommend you get deposits as we are already losing leads due to non-availability of hotel rooms.

The implementation of our QCB Australia strategy has several multi-functional integrated activity in market. Zadro PR and Clockwise Consulting and delivered good traction in market across PR and Corporate Sales Calls. This is complemented well by digital campaign activity in Microneet and Executive PA. And QCB had very promising results at AIME with 67 buyer meetings and 18 leads.

QCB in partnership with Auckland Convention Bureau and NZCC are in the final stages of re-instating the sales representation in North

[Continue reading on page 2](#)



**JANNA KINGSTON**  
Business Development Manager  
- Australia & North America

This quarter started slowly with anticipated lifting of travel restrictions from Australia early in 2022 not eventuating. The initial dates given of July 2022 resulted in the loss of a large number of both confirmed and prospective bookings with clients anxious to lock in a venue in Australia or Fiji as the uncertainty from the NZ government continued.

The QCB attended Get Local in Sydney catching up with many key clients and industry colleagues. Desire for Business Events travel to NZ was high, particularly for the last quarter of the calendar year. However, without any certainty at this point, a lot were waiting for an update on opening dates before firm leads could be sent.

The timing of the announcement that 13 April would see double vaccinated Australians allowed to enter NZ could not have been better for our participation at AIME 2022 in Melbourne (22 and 23 March). QCB generated a record number of leads from the show (18). With a full appointment stream (32 appointments over 2 day) plus an additional 30+ meetings with clients, it was extremely encouraging to see business events enquiries bounce back so quickly. A number of the leads were for July and August 2022, and

[Continue reading on page 2](#)



**SARAH McDONALD**  
NZ Business Development & Marketing Manager

Although Q3 locked off with a bit of a hiccup domestically due to the shift back to red light in January, requests for support from the Bureau and QCB marketing activity has remained high this quarter.






While many NZ clients were disappointed that they were unable to hold their business event in Q3, majority have chosen to postpone to later in the year. The Australian border announcement also created urgency from our domestic clients to firm up their preferred dates.

To further encourage domestic business events for 2022, QCB and Southern Lakes Regional Event Fund launched the third round of the Business Events Incentive Scheme. This has resulted in 8 enquiries with 4 formal applications. Read more about the BE Incentive scheme [here](#).

This quarter, we wrapped up our "Meet our Local Event Experts" video series with a final piece featuring Sarah Dunan-Hale from QT Collective. [See video here](#). Plans for our next video series are underway.

[Continue reading on page 2](#)

# QCB Leads Score Card

QCB LEADS	NEW ZEALAND	AUSTRALIA	REST OF WORLD	TOTAL	
					
FY 2018–2019	48	77	12	137	
FY 2019–2020	56	87	34	177	+29%
FY 2020–2021	138	63	10	211	+19%
FY 2021–2022	99	108	10	217	+3%

# Nine Month Forward Outlook



# DQ Travel Trade WhatsApp Group



## Queenstown Trade Managers

WhatsApp group





**ZQN UPDATE**  
**SARA IRVINE**

# SUSTAINABILITY SNAPSHOT



## PEOPLE

ONE TEAM |  
ACCOUNTABLE | NOISE



**BE AN EMPLOYER OF CHOICE AND LIVE OUR VALUES** creating a safe, inclusive airport environment.



**COMMUNICATE OPENLY AND REPORT REGULARLY** demonstrating our commitment to achieving our sustainability goals.



**PROVIDE CERTAINTY AND CLARITY TO THE COMMUNITY** around airport activity, mitigate the impact of aircraft noise and complete the residential noise mitigation programme.



## PLANET

CLIMATE | WASTE |  
BIODIVERSITY



**BE NET-ZERO BY 2040** by developing, then delivering on, our ZQN to Net-Zero Strategy.



**LEAD WASTE MINIMISATION AND COMPOSTING** across the airport campus to significantly reduce waste to landfill.



**ACTIVELY RESTORE OUR NATIVE HABITAT,** working with key partners, for the benefit of future generations.



## PROSPERITY

CLIMATE RISK | ZON |  
COMMUNITY



**BE RESILIENT AND PREPARED,** aware of and responsive to, the risks and opportunities posed by climate change.



**EMBED SUSTAINABILITY ACROSS OUR AIRPORT** so that like health, safety and security, sustainability is what we do.



**SUPPORT OUR REGION TO THRIVE** by connecting with, and contributing to, our community socially and economically.



## NET-ZERO EMISSIONS

by 2040 or earlier



## CARBON NEUTRAL

by 2023



## 60% ABSOLUTE EMISSIONS REDUCTION

by 2030 \*



## Plan for and enable DECARBONISATION OF AIR TRAVEL



## ELECTRIFY

our airfield to reduce fuel consumption



Complete a **ZON CLIMATE RISK ASSESSMENT** by 2023



**SINGLE USE CUP FREE ZON** by 2023



**100% CERTIFIED RENEWABLE POWER** on airport campus



## BIODIVERSITY PROJECT

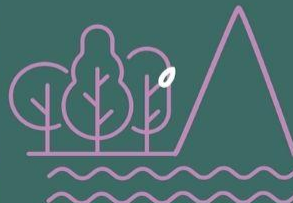
in partnership with Whakatipu Reforestation Trust



Complete **NOISE MITIGATION PROGRAMME** by 2028



Be an **EMPLOYER OF CHOICE** & maintain living wage accreditation



Maintain our legacy partnerships with **WHAKATIPU REFORESTATION TRUST & COASTGUARD QUEENSTOWN**

\*From our baseline year of 2019



# **STRATEGIC PLAN**

## **2022 - 2032**



# FORWARD OUTLOOK

A scenic view of a town square at dusk. In the background, there are large, snow-capped mountains under a twilight sky. The foreground shows a paved plaza with several people walking. On the left, there is a building with a sign that says "COUNTRY ROAD". A large, ornate street lamp is illuminated. Two trees in the foreground are decorated with white string lights. A statue is visible in the middle ground. The overall atmosphere is warm and festive.

# Thank You