

# MEET DESTINATION QUEENSTOWN

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Introduction to your  
Regional Tourism Office (RTO)



# ABOUT DQ

- Destination Queenstown (DQ) is Queenstown's Regional Tourism Organisation (RTO) responsible for both destination marketing and destination management.
- DQ is a partner in the delivery of the region's destination management plan, Travel to a Thriving Future.
- The plan focuses on regenerative tourism by 2030 and is a partnership between DQ, Queenstown Lakes District Council and Lake Wānaka Tourism.
- DQ is the guardian of Queenstown's destination values
- Is a membership-based Incorporated Society governed by a sector-represented Board of Directors.
- DQ provides industry leadership and a coordinated focus for visitor economy related activities, working toward the region's ambition of regenerative tourism by 2030.
- DQ is a neutral contact point working with local businesses, the community and the industry.
- Focus on how the Queenstown Lakes District visitor economy can deliver social, cultural, economic and environmental benefits through tourism that also provides exceptional visitor experiences.



**Queenstown**  
NEW ZEALAND



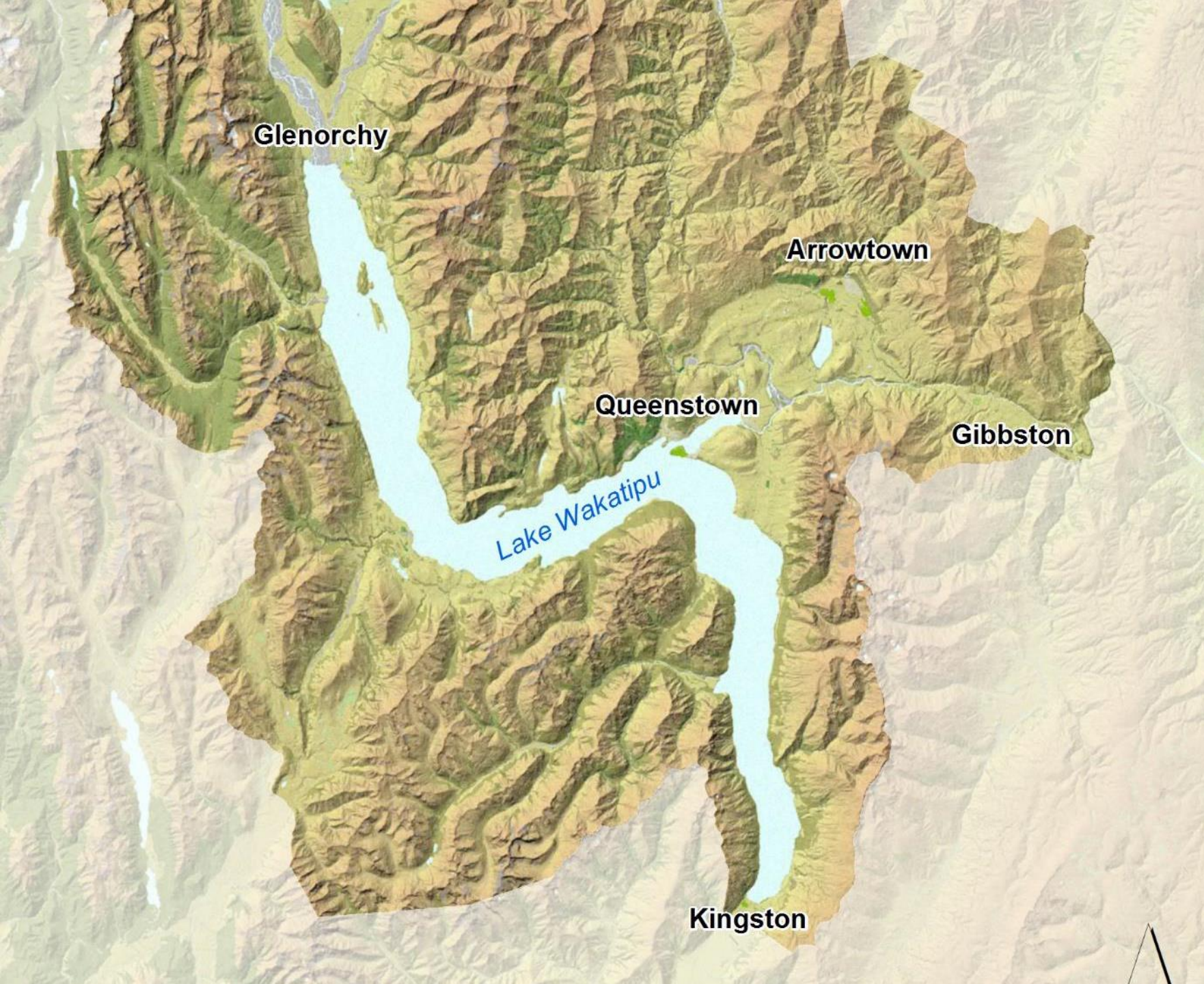
# ROLE OF DQ

- Official regional tourism organisation (RTO) for the Queenstown region
- A facilitator between local tourism operators, national tourism bodies and local and central government
- Responsible for domestic and international marketing of Queenstown as a visitor destination
- Transitioning to a balance of both destination marketing and destination management
- Rethinking how the visitor economy can deliver social, cultural, economic and environmental benefits
- Guardian of Queenstown's destination values
- Partner in delivering 'Travel to a thriving future' – Queenstown Lakes' destination management plan (DMP)

# STRUCTURE AND FUNDING

- Incorporated society (non-profit)
- Governed by a sector representative elected Board of Directors who meet monthly.
- Overseen by a Strategic Review Board (30 sector representatives) who meet annually to ratify DQ's annual plan.
- 95% funded by commercial ratepayer tourism levy and 5% from general rates collected by QLDC on DQ's behalf
- Budget approximately \$5 million per year
- 900+ member businesses
- Independent, neutral point of contact for visitor economy related activities



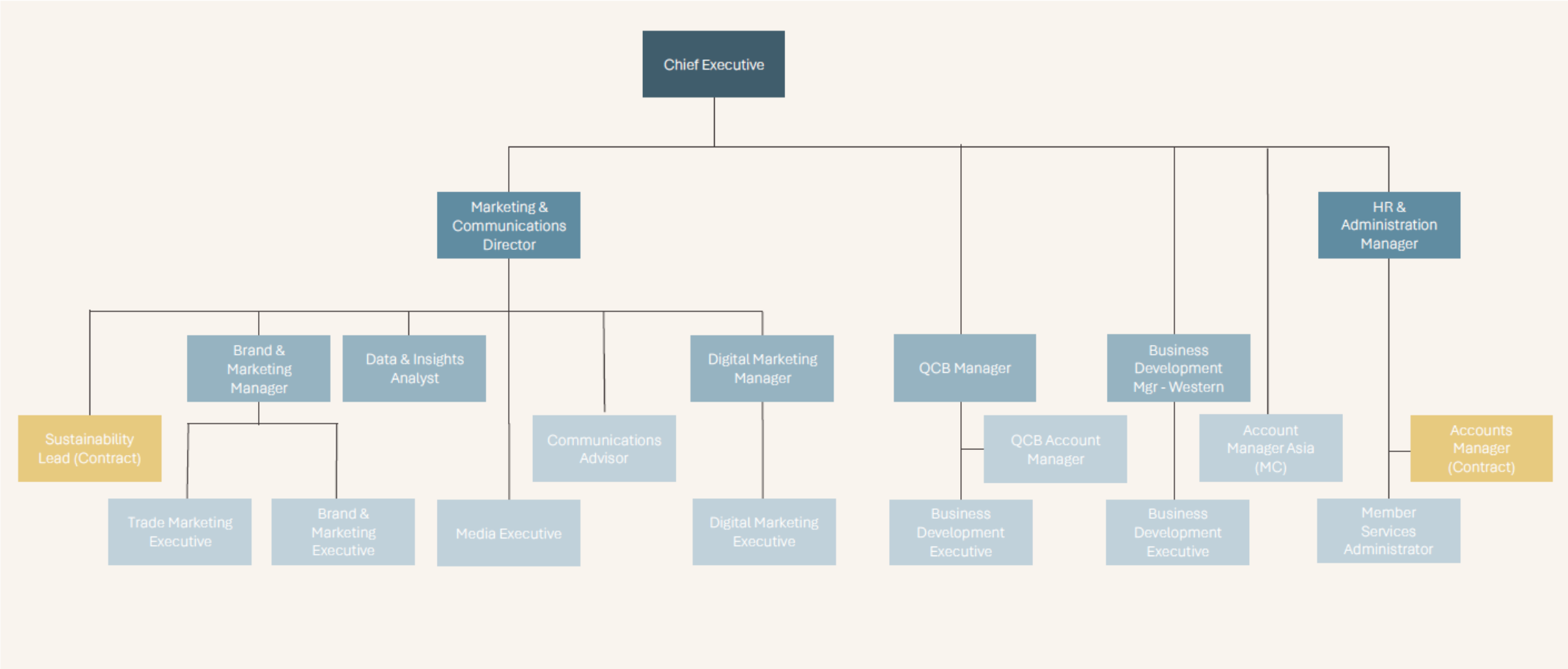


**QUEENSTOWN'S  
TERRITORY  
ENCOMPASSES:**

- Queenstown
- Arrowtown
- Gibbston (up to Roaring Meg)
- Kingston
- Glenorchy

# DQ ORGANISATIONAL STRUCTURE

JUNE 2024



# QUEENSTOWN INSIGHTS



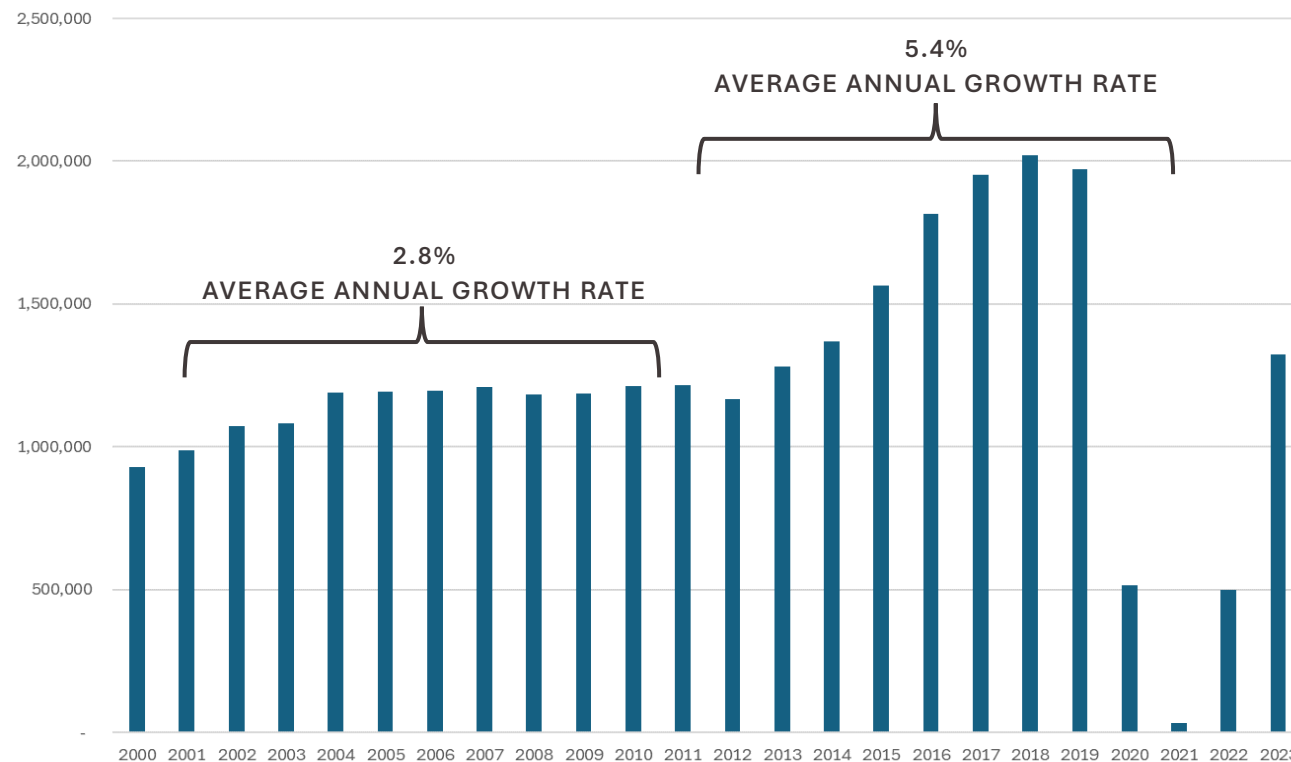
**Queenstown**  
NEW ZEALAND

# TOTAL NZ INTERNATIONAL VISITOR ARRIVALS (HOLIDAY)

BEFORE 2020, THE TRAVEL INDUSTRY AND THE QUEENSTOWN REGION WAS EXPERIENCING A PERIOD OF RAPID GROWTH.

Before the covid pandemic there were almost 2 million holiday/vacation arrivals into New Zealand. There had been strong growth in the decade leading up to 2020 with an average annual growth rate of 5.4%.

International Holiday/Vacation Arrivals have quickly returned with the relaxation of global border restrictions, reaching 1.3 million in 2023.

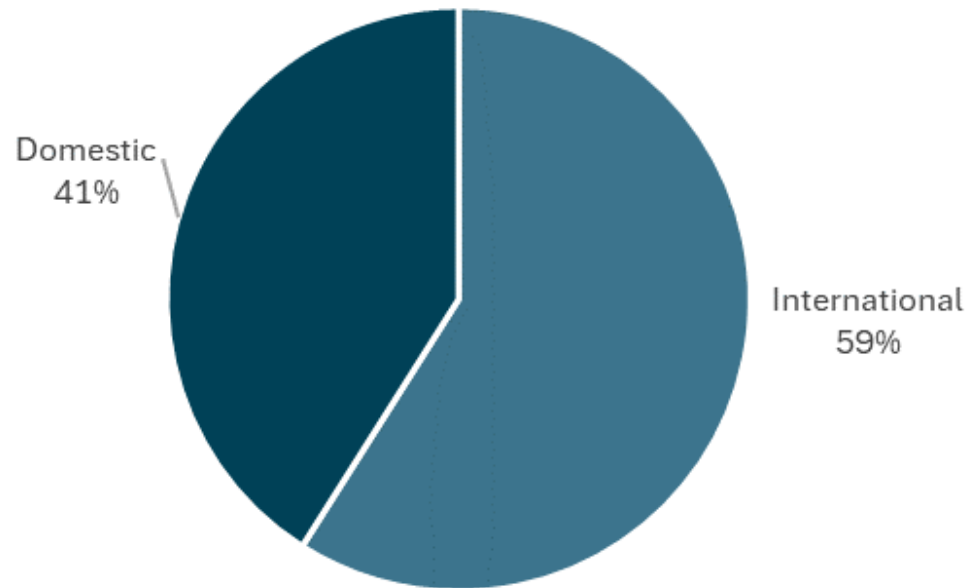


Source: Statistics New Zealand Holiday / Vacation Arrivals, New Zealand (January 2000 – December 2023)



# VISITOR EXPENDITURE (2019)

## EXPENDITURE

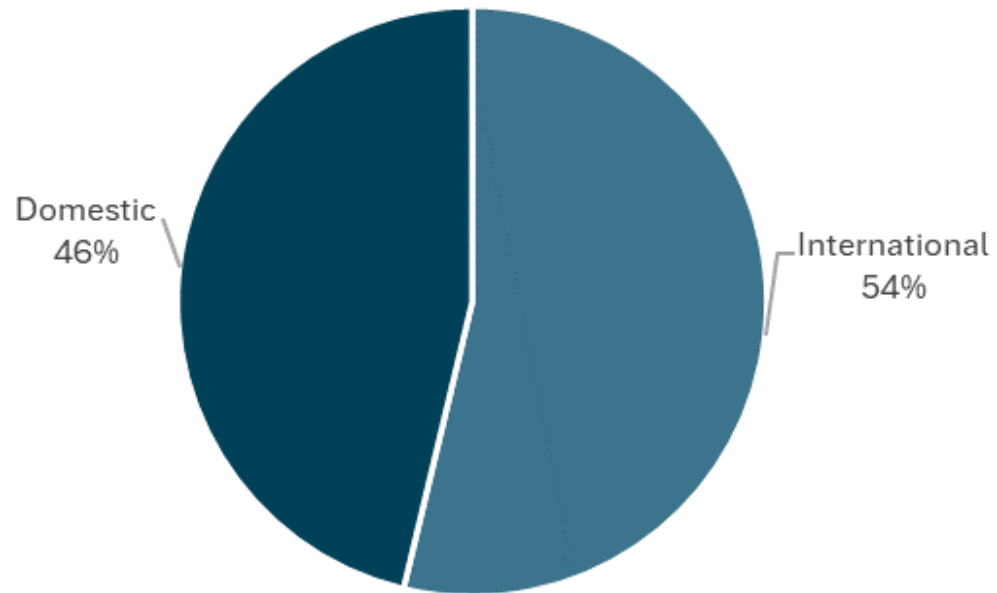


- \$824m tourism related expenditure
- \$486m international | \$338m domestic
  
- The tourism industry accounted for almost 40% of the Queenstown Lakes district GDP.
- Over 16,000 residents were full time employees directly working in the tourism industry.

Source: Data Ventures Tourism New Zealand Tool, 1 December 2022–30 November 2019. Note: Visitor count is total unique visitors on a given day but doesn't account for visitors who stay over night, For example, a visitor that stays three nights is counted three times.  
Source: Source: Verisk Marketview, Queenstown Tourism Tool, 1 Jan 2019–31 December 2019

# VISITOR EXPENDITURE (2023)

## EXPENDITURE

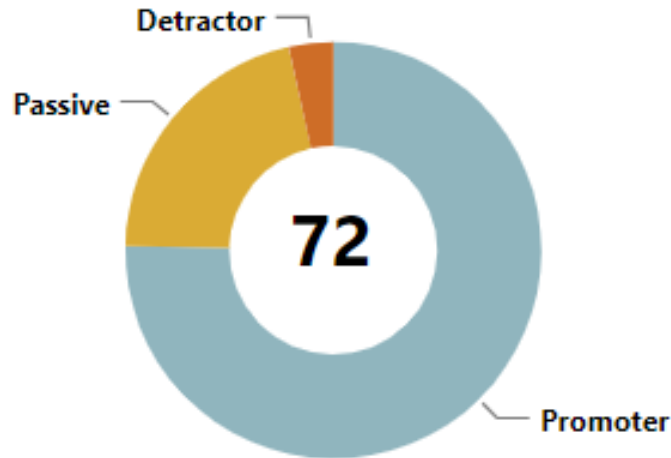


- \$921m tourism related expenditure
- \$495m international | \$426m domestic
- The tourism industry accounted for almost 30% of the Queenstown Lakes district GDP (\$1.1b).
- Almost 12,000 residents were full time employees directly working in the tourism industry.

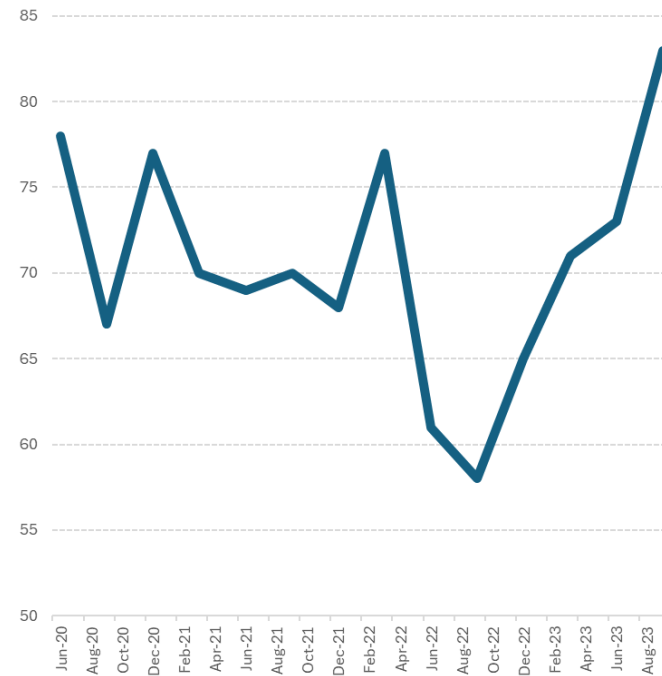
Source: Data Ventures Tourism New Zealand Tool, 1 December 2022–30 November 2019. Note: Visitor count is total unique visitors on a given day but doesn't account for visitors who stay over night, for example, a visitor that stays three nights is counted three times.  
Source: Source: Verisk Marketview, Queenstown Tourism Tool, 1 Jan 2019–31 December 2019

# VISITOR EXPERIENCE

## LAST 12 MONTHS NPS



## NPS OVER TIME



## QUEENSTOWN DELIVERS A HIGH-QUALITY VISITOR EXPERIENCE.

Queenstown's current Net Promoter Score is 72 over the last 12 months, consistently higher than the New Zealand average.

There was a period over 2022 when experience declined, this was due to:

- Process of scaling up after a domestic only market and reestablishing staffing levels
- The CBD redevelopment project

Source: Queenstown Visitor Experience Survey January – December 2023. N = 783 (L12M)  
Net promoter score is a measure of likelihood to recommend Queenstown to a friend, family or workmate

# VISITOR INSIGHTS

## VISITOR MOTIVATIONS

Natural environment	63%
Relaxation	55%
Food and beverage	50%
Tourism activities	49%
Discovery	43%
Reputation	40%
Weather	37%
Adventure	34%
Safety	27%
Sports and recreation	27%

Source: Queenstown Visitor Experience Survey January – December 2023. N = 783 (L12M)



# VISITOR INSIGHTS

## ACTIVITY PARTICIPATION

Sightseeing	71%
Walking, hiking, climbing, trekking, tramping	52%
Lake cruising and river activities	42%
Bars/nightclubs	39%
Ski, snow, ice activities.	38%
Wineries or other wine experiences	25%
Art galleries, museums, historic buildings or sites	24%
Adrenaline activities	23%
Wellness experience	22%
Land activities	15%
Flying/air activities	13%
Farm, animal or nature experience.	13%
Community event/giving back to the region	12%
Cultural or heritage experiences	12%
Cycling/biking	9%
Golf	3%

Source: Queenstown Visitor Experience Survey January – December 2023. N = 783 (L12M)



**Queenstown**  
NEW ZEALAND

# RESIDENT SENTIMENT

## TOURISM APPROVAL RATING QUEENSTOWN LAKES

21-22



22-23



23-24



Source: Destination Queenstown Views on Tourism Research (Angus & Associates), 2023  
N = 3,113 New Zealand N = 525 Queenstown Lakes

# RESIDENT SENTIMENT

QUEENSTOWN LAKES' RESIDENT FEEDBACK ON WHAT THEY WOULD LIKE THE LOCAL VISITOR ECONOMY TO FOCUS ON.

1



Improving  
infrastructure

2



Reducing the  
impact of visitors  
on the local  
environment

3



Encourage  
visitors to travel  
outside of the  
peak season

4



Encouraging  
visitors to adopt  
more sustainable  
practices

5



Attracting higher  
quality visitors

# DESTINATION MANAGEMENT PLAN (DMP)

Queenstown Lakes' DMP, [\*Travel to a thriving future\*](#), is a roadmap to regenerative tourism by 2030. This is an exciting journey that brings opportunities for everyone in the region and greater wellbeing for people and the planet.

- DMP's were government mandated via STAPP funding
- Partnership between DQ, Lake Wanaka Tourism, QLDC with input from DOC and Kai Tahu
- Created with and for local communities with design forms, community events, interviews and surveys taking place
- Output and priority initiative of the Grow Well Whāiora Spatial Plan



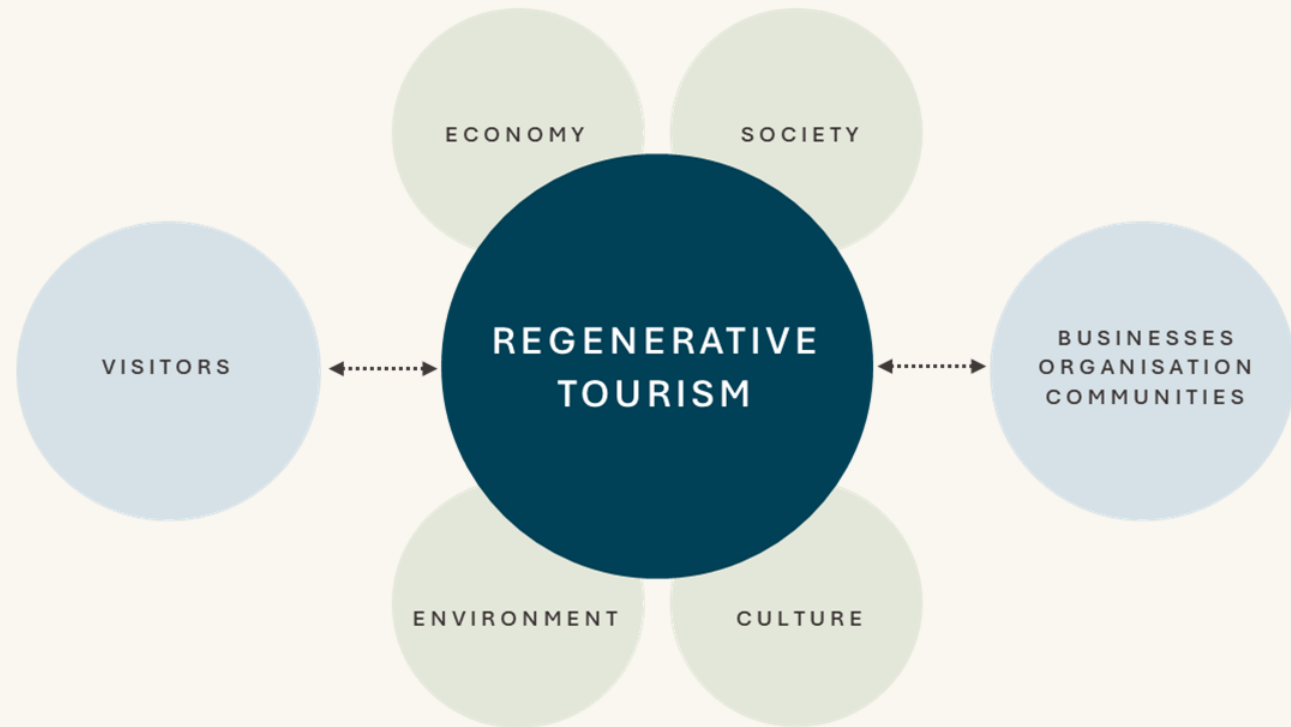


# WHAT IS REGENERATIVE TOURISM?

Regenerative tourism goes beyond typical sustainability projects that minimise environmental harm. Instead, it contributes holistic value that benefits communities, the environment, and the economy.

Regenerative tourism has a net-positive impact on the environment, society, culture and the economy, aiming to create a more just, vibrant, and sustainable world. While sustainable tourism seeks to reduce travel's potential harms, regenerative tourism takes a wider view, avoiding extractive economic models. It recognises that the visitor economy is part of an interconnected system.

Simply put, regenerative tourism gives back more than it takes.



# ANNUAL BUSINESS PLAN



The destination management plan is the overarching guide for Destination Queenstown's Annual Business Plan.

This year's Annual Business Plan paves the way for DQ to commence destination management initiatives, as well as the conventional RTO destination marketing activity.

Members are invited to submit ideas and supply feedback on draft plans ahead of final plans being submitted to QLDC for approval.

You can find the Annual Business Plan on the DQ Member Hub [here](#).



# THE QUEENSTOWN BRAND

**Queenstown**  
NEW ZEALAND

# DESTINATION BRAND, LOGO & ASSETS



## DESTINATION WEBSITE

DQ manage the official visitor website for Queenstown which receives approximately 3M visits per year from domestic, Australian and international visitors looking to plan their trip.

Visit [QueenstownNZ.co.nz](https://QueenstownNZ.co.nz).



## DESTINATION LOGO

The destination logo is used on all DQ marketing activity. This logo is available for members and third-parties to show association to the destination and backlink via your website.

Available in blue and white, downloadable [here](#).



## BRAND VIDEO

A destination brand video is used as the first touchpoint for potential visitors in DQ's marketing activity. The video is available for you to use across your channels.

View the [60second](#) and [30second](#) video.



## IMAGE LIBRARY

DQ manage a 'public image library' with a variety of imagery and video content for both members and third-parties to use in non-paid activity e.g. website, brochure, organic socials.

View the library [here](#).

# WHAT MAKES QUEENSTOWN?

## INGENUITY

We are resourceful innovators who can do anything we set our minds to. Queenstown's unique energy fuels imaginations and helps us see great potential, inspiring people to go further and to make the world better.

## NATURES POWER

We respect and depend on nature. The lessons we learn from the environment transform us, and its wonders inspire actions that regenerate the environment.

## COURAGE

The courage to go first. Our community's courageous spirit takes us to ever-greater heights. We redefine what is possible, and we welcome visionaries who share our spirit.

## WE'RE ALL IN

This is a time of great transformation, and we're in this together. We share Queenstown's exciting story of a regenerative journey and invite those aligned to join us in working toward a thriving future for all people and the planet.



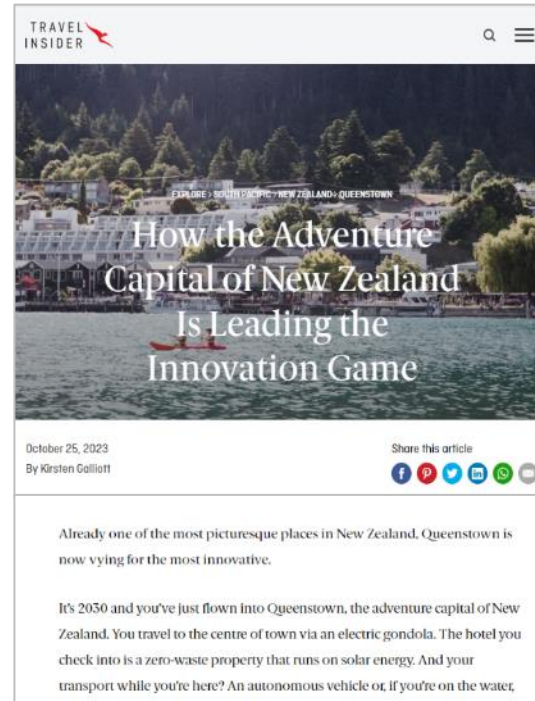
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NEW ZEALAND

# DQ MARKETING CHANNELS

## CONSUMER



## MEDIA & COMMS



## TRAVEL TRADE



## BUSINESS EVENTS



# CONSUMER MARKETING



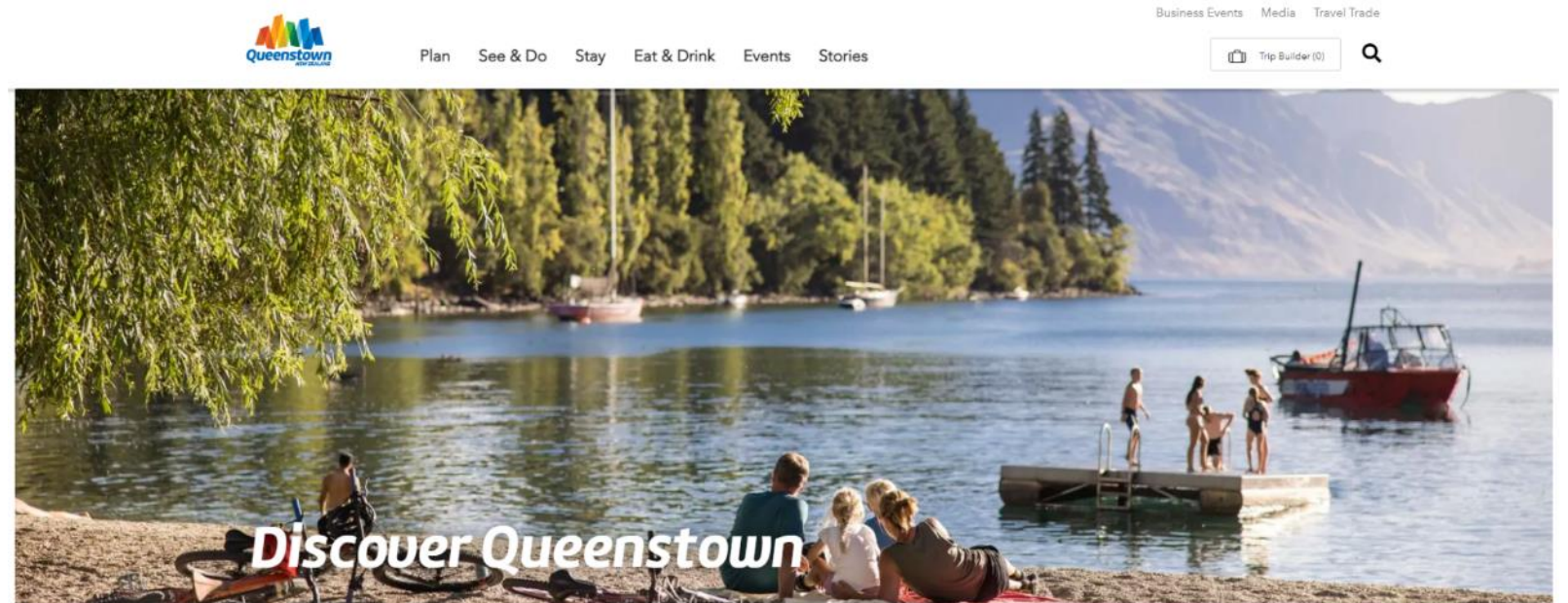
The Consumer Marketing team manage the destination brand, visitor marketing channels and activity:

- Brand champions and guardians
- Manage the official QueenstownNZ.co.nz website
- Content creation including blogs, image & video assets
- Manage the official Queenstown social media channels including Meta, TikTok and YouTube
- Marketing activity supporting year-round visitation
- Leverage partnerships and events
- Market insights and data

# DESTINATION WEBSITE & SOCIALS

QueenstownNZ.co.nz is our key asset which provides inspiration for visitors and drives them down the funnel to conversion for local tourism businesses:

- The official information source for potential visitors
- Inspiration to conversion
- Integrated strategy and year-round activity driving engagement
- Free referral source for DQ members
- Over 2.5million website visits annually
- One of the largest NZ destination social accounts on Facebook and Instagram



## Nau mai, Haere mai. Welcome to Queenstown.

Nestled amidst New Zealand's spectacular alpine landscapes, Queenstown offers more than just a getaway.

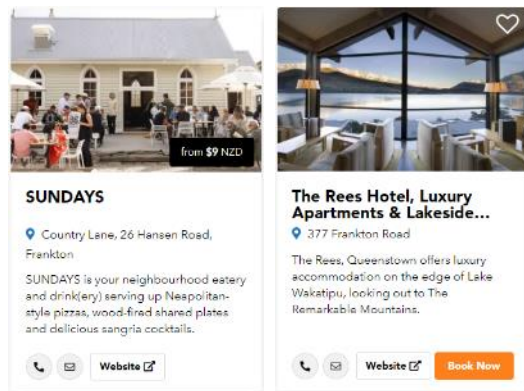
Venture further, immerse yourself in nature and connect with the land and community. Queenstown invites you to slow down, experience more and become a temporary local.

In Queenstown, it's not just about the present, it's about the future too. Learn more about Queenstown's regenerative future and 2030 carbon zero ambition [here](#).

Welcome to our backyard. Let's keep it special.



# HOW TO WORK WITH MARKETING



## 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](#).

# MEDIA AND COMMUNICATIONS



TRAVEL INSIDER

EXPLORE > SOUTH PACIFIC > NEW ZEALAND > QUEENSTOWN

## How the Adventure Capital of New Zealand Is Leading the Innovation Game

October 25, 2023  
By Kirsten Gallott

Share this article

Already one of the most picturesque places in New Zealand, Queenstown is now vying for the most innovative.

It's 2030 and you've just flown into Queenstown, the adventure capital of New Zealand. You travel to the centre of town via an electric gondola. The hotel you check into is a zero-waste property that runs on solar energy. And your transport while you're here? An autonomous vehicle or, if you're on the water,



THE GLOBE AND MAIL

CANADA WORLD BUSINESS INVESTING WATCHLIST PERSONAL FINANCE OPINION POLITICS SPORTS LIFE ARTS DRIVE

## New Zealand looks to the future of climate-friendly travel

MARYAM SIDDIQI  
SPECIAL TO THE GLOBE AND MAIL  
PUBLISHED OCTOBER 25, 2023  
UPDATED OCTOBER 27, 2023



Last year, a committee of three popular New Zealand destinations announced an ambitious project to make their tourism economy carbon-zero by the end of 2030.

NZ SKI SUSTAINABLE SLOPES/HANDOUT

COMMENTS SHARE BOOKMARK

Devastating wildfires on Maui, flooding in Vermont, Canada's worst wildfire year on record, extreme heat in the U.S., Europe and beyond. If this summer's headlines are any indication of our planet's future, and they likely are, changing the way we travel

The Media & Comms team assist travel writers, journalists, influencers and broadcast media to ensure appropriate representation of Queenstown :

- Manage the DQ Media Programme facilitating visiting media and generating earned media coverage
- Manage member and stakeholder communications including member events, fortnightly newsletters, media relations and stakeholder engagement
- Destination reputation, advocacy and crisis comms
- Support the Tourism New Zealand ENZ (Experience NZ) Media Programme

# HOW TO WORK WITH MEDIA & COMMS



## 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.

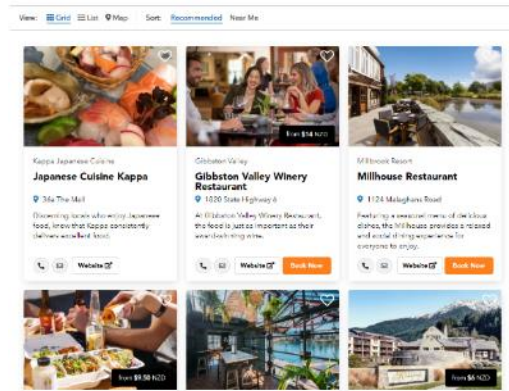
# TRADE MARKETING



**The Trade Team are focused on ensuring Queenstown is appropriately represented in the various trade channels:**

- Act as an intermediary between local businesses and travel trade contacts (IBOs, OTAs, wholesalers)
- Attend and present at various travel shows
- Trade training and product updates delivered to travel trade agents
- Build and grow industry relationships
- Work with neighbouring and partner RTOs to collectively showcase destinations at offshore events
- Host famils

# HOW TO WORK WITH DQ TRADE



## Listings and product updates

Share your latest news and developments with the DQ travel trade team so we are aware of your product or service. We are an extension to your marketing in the travel distribution channel. We send quarterly newsletters to a global database of travel sellers. We also include this information in our 'new product' updates when off-shore with our trade partners.



## Familiarisation (famil) trips

Famil trips are a great way for product managers and travel sellers to experience what your business offers. 'Famils' can come through DQ, TNZ, Inbound Operators, Airlines and others. To get the most out of a famil, it is important to welcome buyers and provide relevant information about your business so they can be confident in selling your product to their clients.



## 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.](#)



## Attend trade shows with DQ

TNZ coordinate international roadshows and events, many of which provide partner opportunities. DQ also leads off-shore activity. When these opportunities arise, they are shared in the Fortnightly Remarks newsletter. Be sure you read and keep an eye out.

# QUEENSTOWN CONVENTION BUREAU



Queenstown Convention Bureau (QCB) promote and facilitate business event and incentive travel to Queenstown:

- Marketing the destination to Business Event organisers
- Facilitate national and international business event travel
- Free of charge service, preparing bid documents with recommended venues, activity, best options and costs
- Help facilitate site inspections for potential business
- Attend trade shows such as Meetings, IMEX, Convene South

# HOW TO WORK WITH QCB



## Connect with the team

Get in touch with the QCB team to make them aware of your business events offering. QCB will organise a meeting and/or site inspection to see how your business best sits in the business events market and where they can best promote you through their channels/activity.



## DQ Events & Trade Shows

DQ, QCB and Tourism New Zealand attend various industry events and roadshows across all business events markets, many of which provide partner opportunities. Further information on activity and ways to be involved is shared in DQ Fortnightly Remarks.



## Famil & Site Inspection support

When working with clients on events considering Queenstown, QCB offer site inspection support to help secure proposed (RFP process) venues and the destination and will include members where appropriate and best value for both parties. Support in site inspections and planned famil activity is always appreciated.

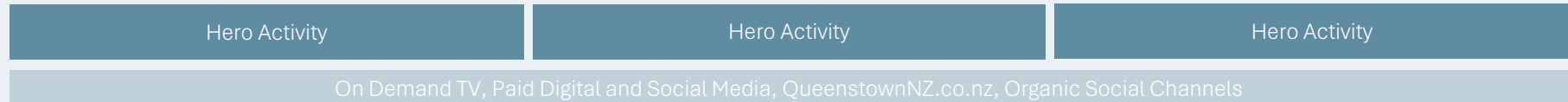


## Send us BE product updates

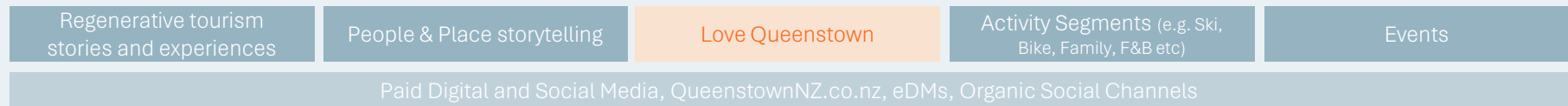
For presentation and marketing opportunities, keep DQ and QCB updated on your products and share your video and imagery we can use for promotion. When you send us content please confirm whether DQ are able to load these images to our library for DQ Full Use. [Send us your assets.](#)

# MARKETING ACTIVITY FRAMEWORK

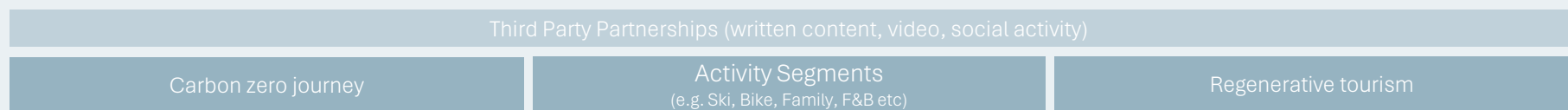
## BRAND ACTIVITY + CHANNELS



## ALWAYS ON ACTIVITY + CHANNELS



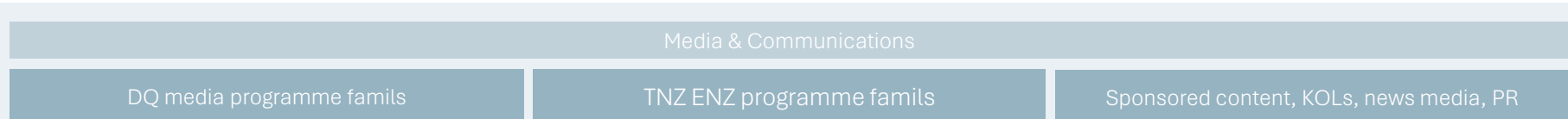
## PARTNERSHIPS + CONTENT THEMES



## TRADE + BUSINESS EVENT ACTIVITY



## MEDIA PROGRAMME + ACTIVITY





# DQ ACTIVITY AND RESOURCES

**Destination Queenstown aims to communicate activity transparently with our member businesses through regular reporting, sharing visitor data and insights, and sharing our Annual Business Plan.**

## **ACTIVITY REPORTING:**

- DQ Quarterly Reports capture activity from all aspects of the organisation
- Travel Trade Activity reporting on trade show and events
- QCB Activity reporting on trade show and events
- DQ Annual Business Plan
- DQ Annual Report

## **MEMBER RESOURCES:**

- [Extranet portal](#)
- Member hub
- Data and Insights hub
- Member capability programme
- [Public image library](#)

## **KEEN TO MEET THE TEAM?**

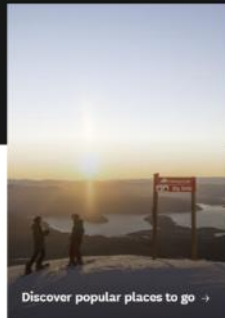
Book a time to present a product update to the DQ team or [get in touch](#) if you have any questions.

# IF YOU SEEK

Across our incredible country, you can find everything from untamed wilderness to rich culture. There's more to find in Aotearoa New Zealand.

Start seeking

## Must do New Zealand experiences



# TOURISM NEW ZEALAND (TNZ)

TNZ is the national tourism organisation responsible for promoting New Zealand as a visitor destination. A Crown entity, governed by a board and funded by the New Zealand Government.

- TNZ's activity is focused offshore
- Targeting several key markets encouraging the 'Active Considerer' target market to come to New Zealand, visit more of the country, and do more when here
- As well as marketing to consumers, TNZ run trade, marketing and media programmes to ensure those who sell New Zealand have the knowledge and understanding to do so.
- DQ work closely with TNZ on activity promoting Queenstown, ensuring the region is appropriately represented.
- It is free for tourism businesses in Queenstown to have a product listing on the [newzealand.com](https://www.newzealand.com) website. [Click here to find out more.](#)

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