

DQ members update Focus on Australia



Agenda

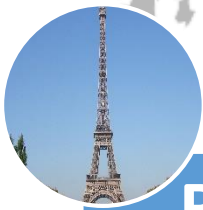
- Colin Keel – Queenstown Airport
- Andrew Waddell – Tourism New Zealand
- Destination update
- DQ Aussie view
- Business plan 2019/20
- DQ Funding proposal

Destination overview





Market Spend January 2019 YE



Rest Europe



UK



Germany



Korea



Japan



China



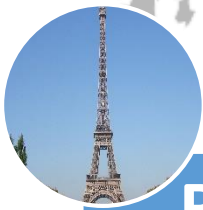
Rest Asia



Australia



USA



Rest Europe

\$109
3%



Germany

\$50
14%



UK

\$108
3%



Japan

\$37
-5%



Korea

\$32
-3%



USA

\$238
18%



China

\$212
22%



Rest Asia

\$178
10%



Australia

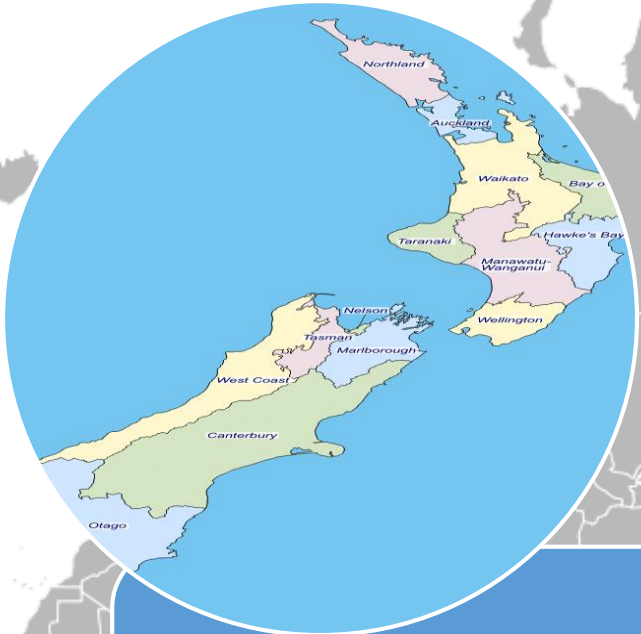
\$475
4%



Total International

\$1498m

+8%



NZ Domestic

\$838m
+7%



Total all Markets

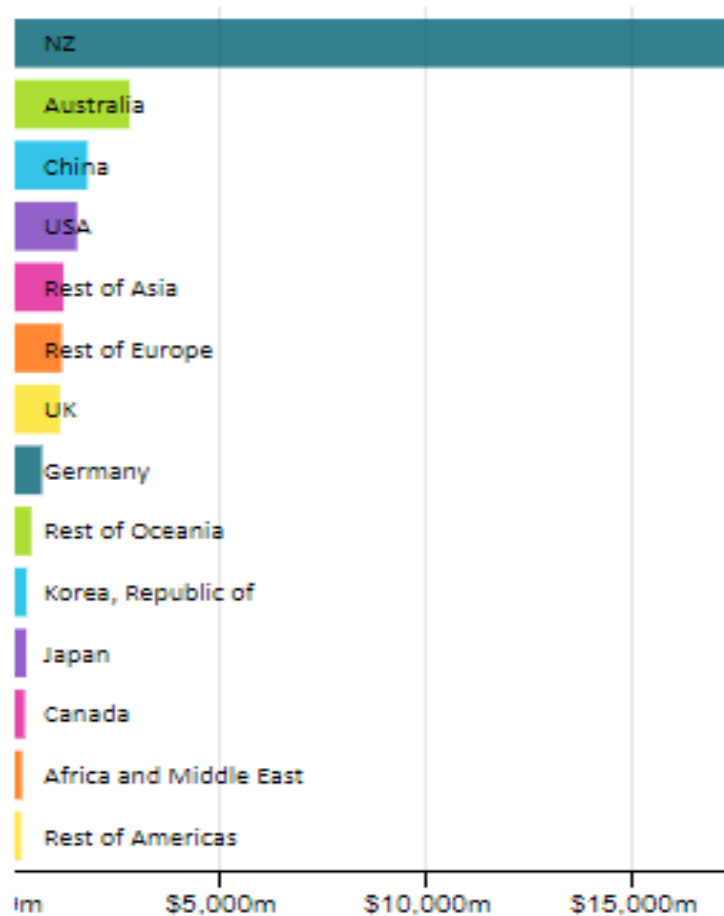
\$2336m

+8%

Market spend

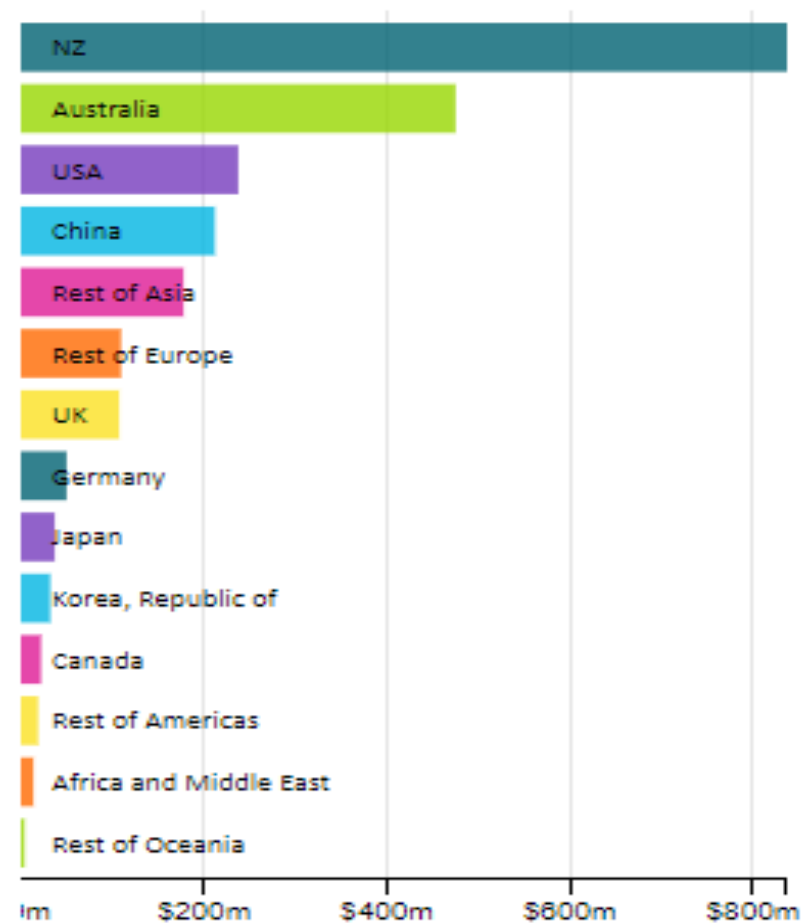
National

Spend by country



Queenstown

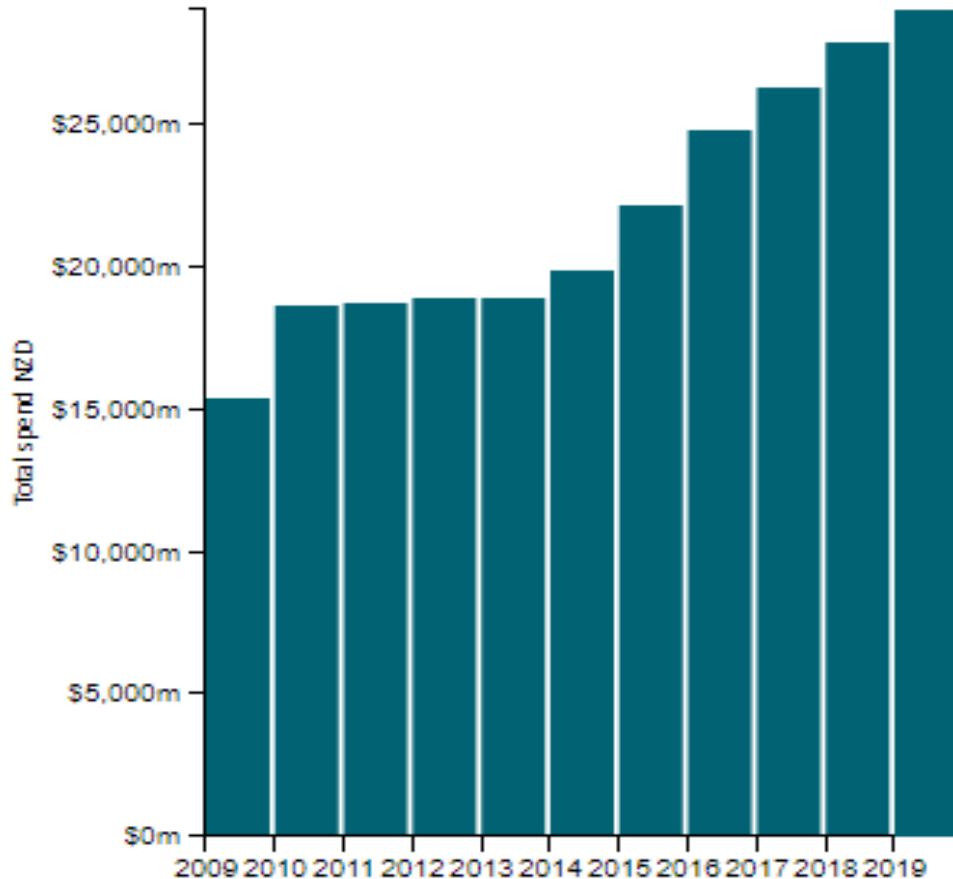
Spend by country



Visitor spend – Ye January 2019

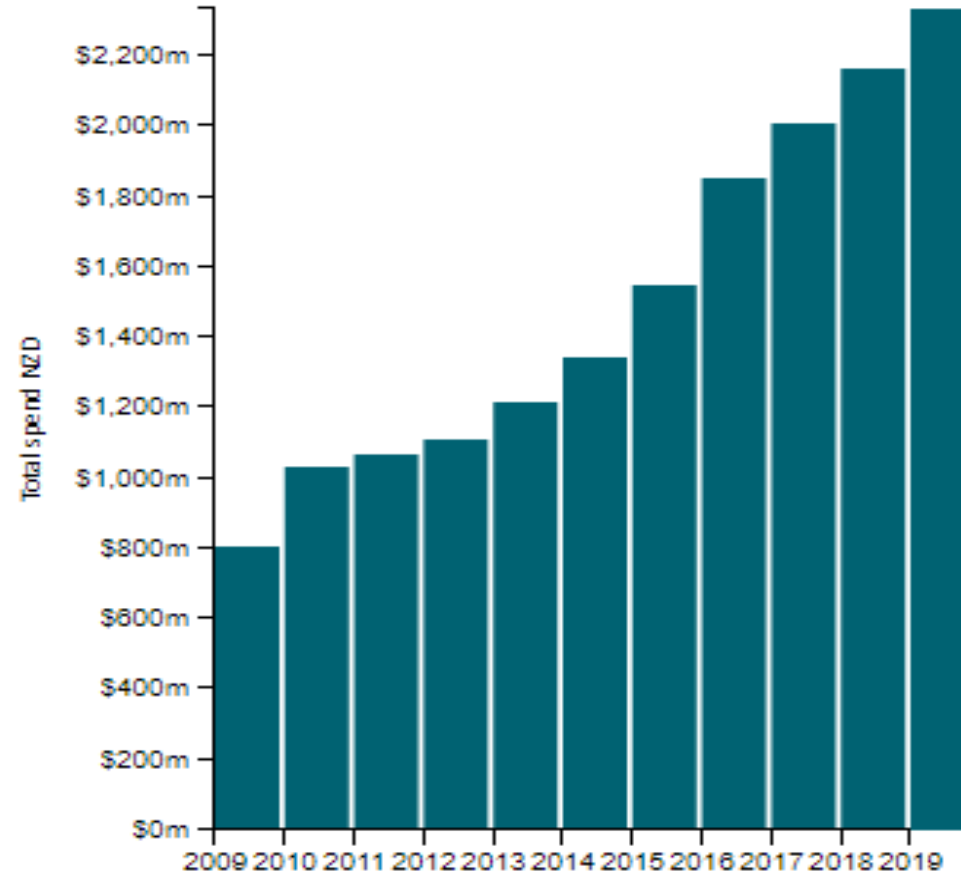
National

Total spending for year to January



Queenstown

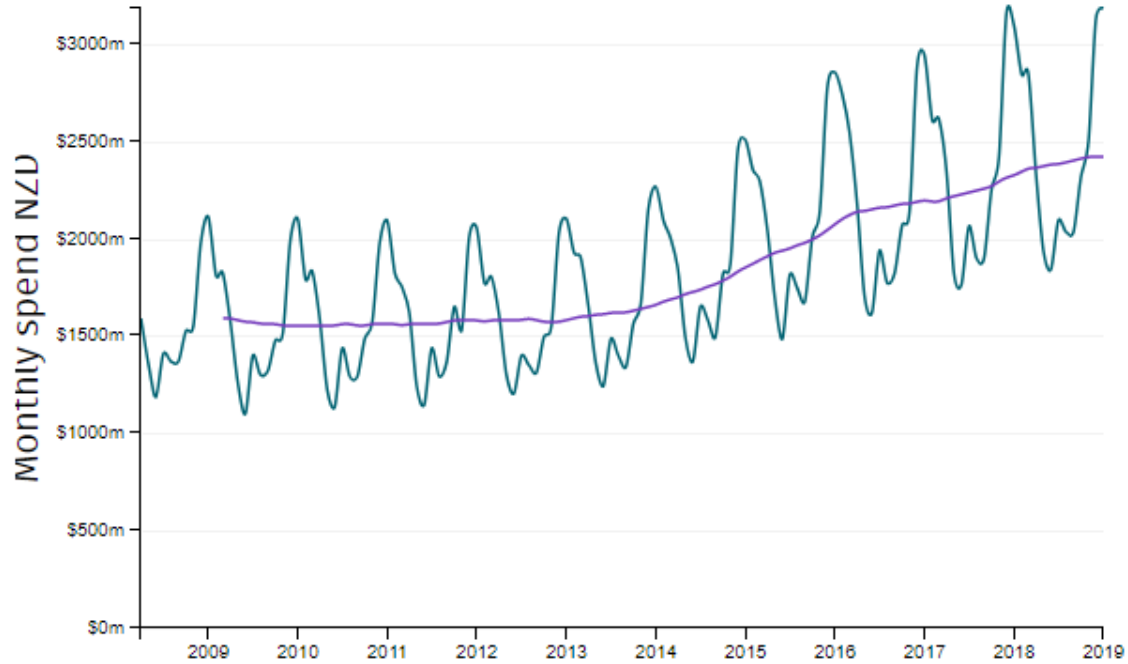
Total spending for year to January



Visitor spend - Ye January 2019

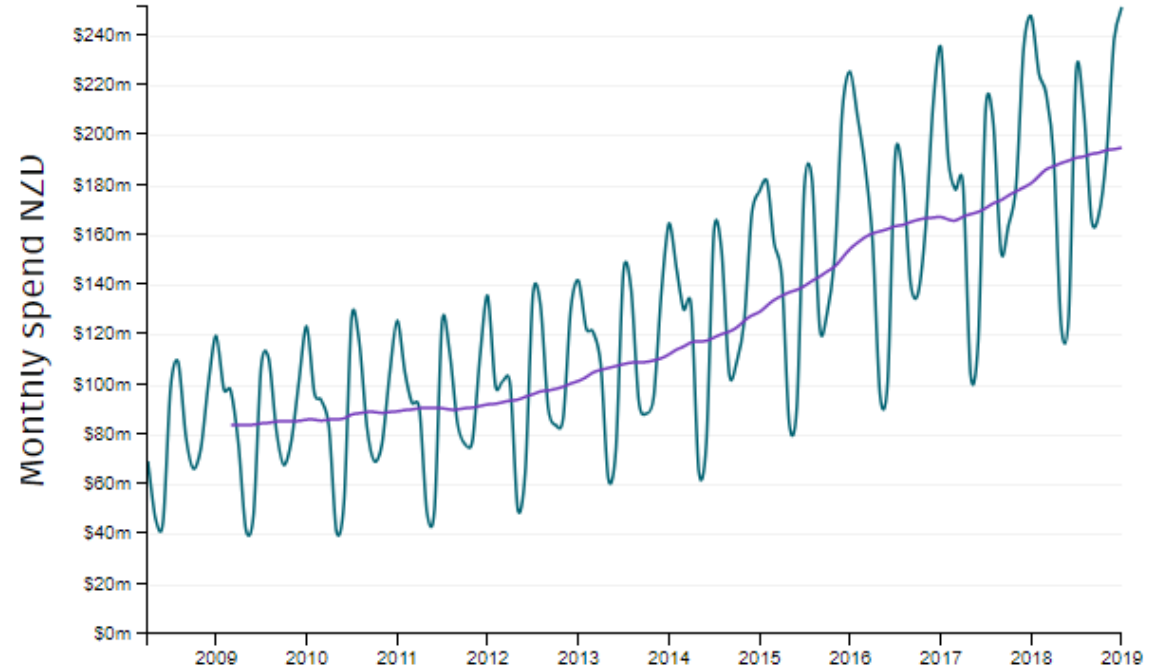
National

Historical spending pattern

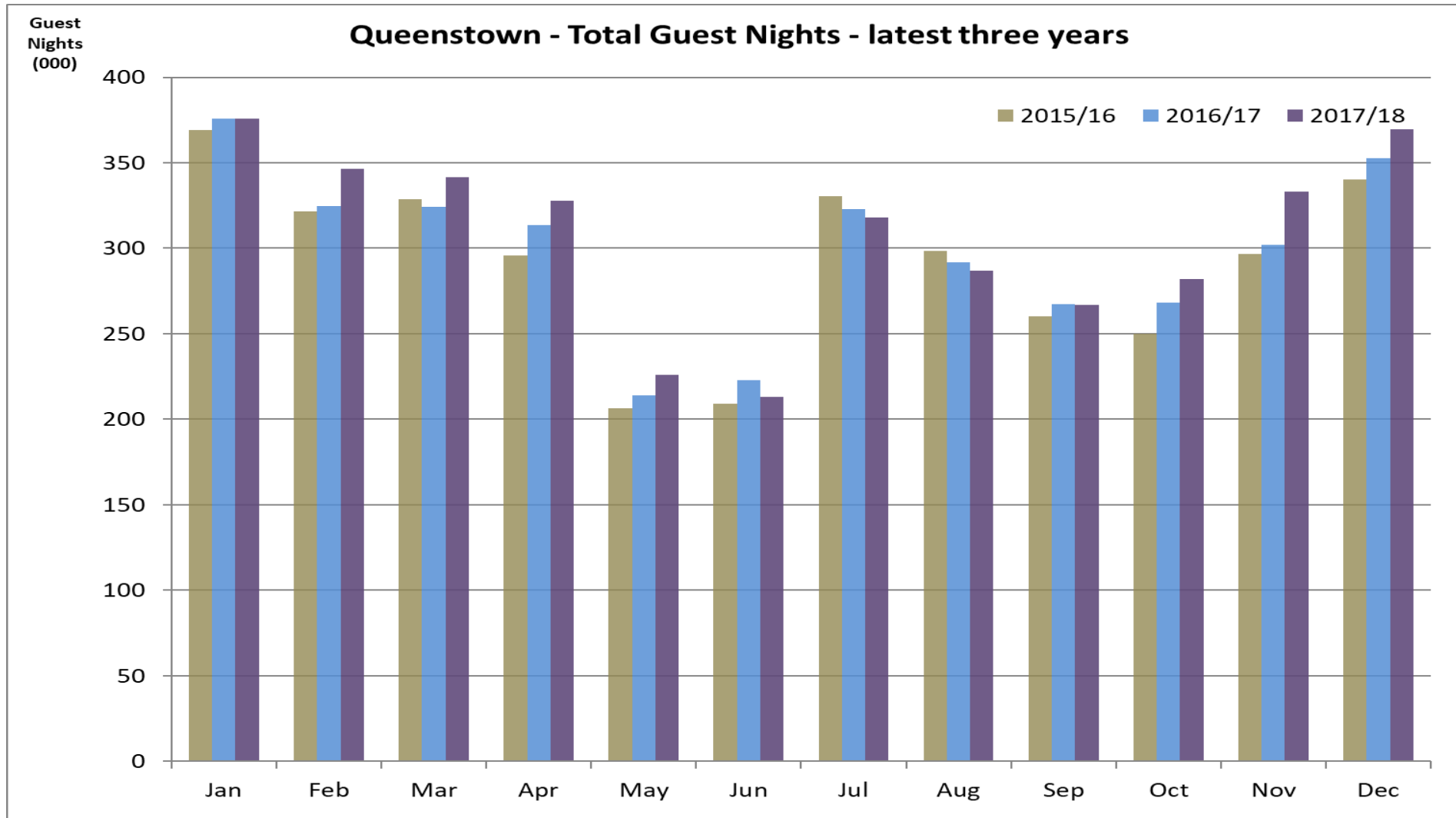


Queenstown

Historical spending pattern

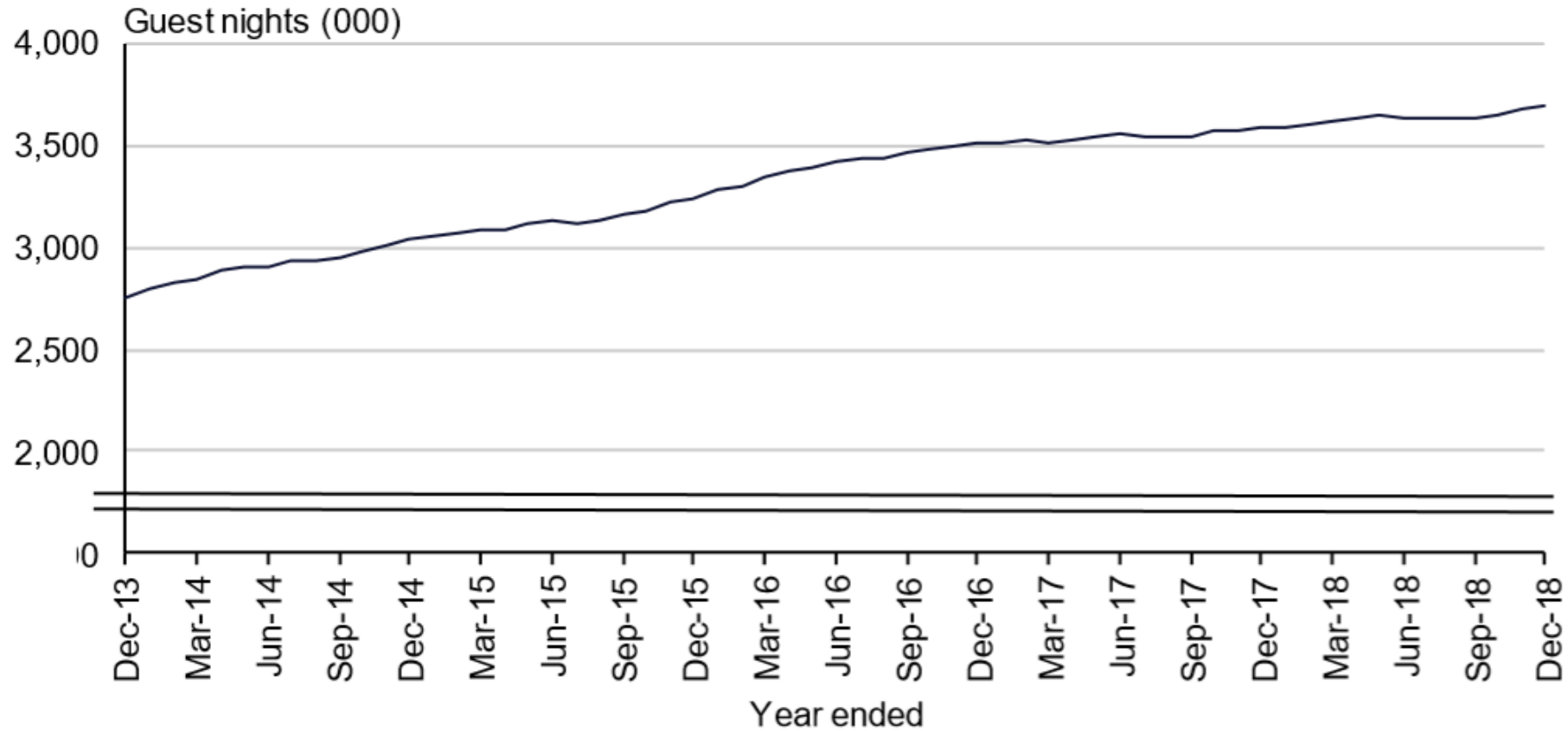


CAM guest nights



CAM December 2018 y/e

Queenstown RTO Area Annual Guest Nights



Source: Stats NZ

Australia



5 million



5 million



2.5 million



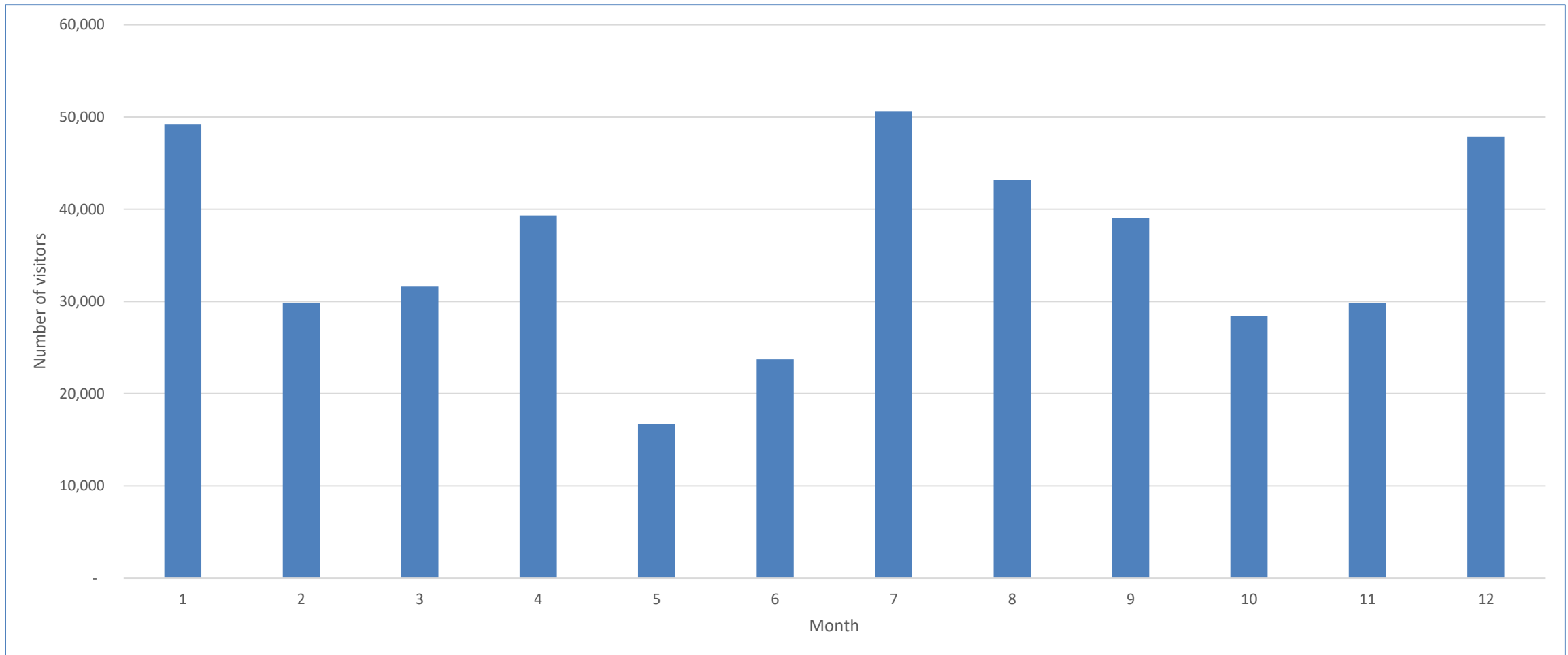
700,000



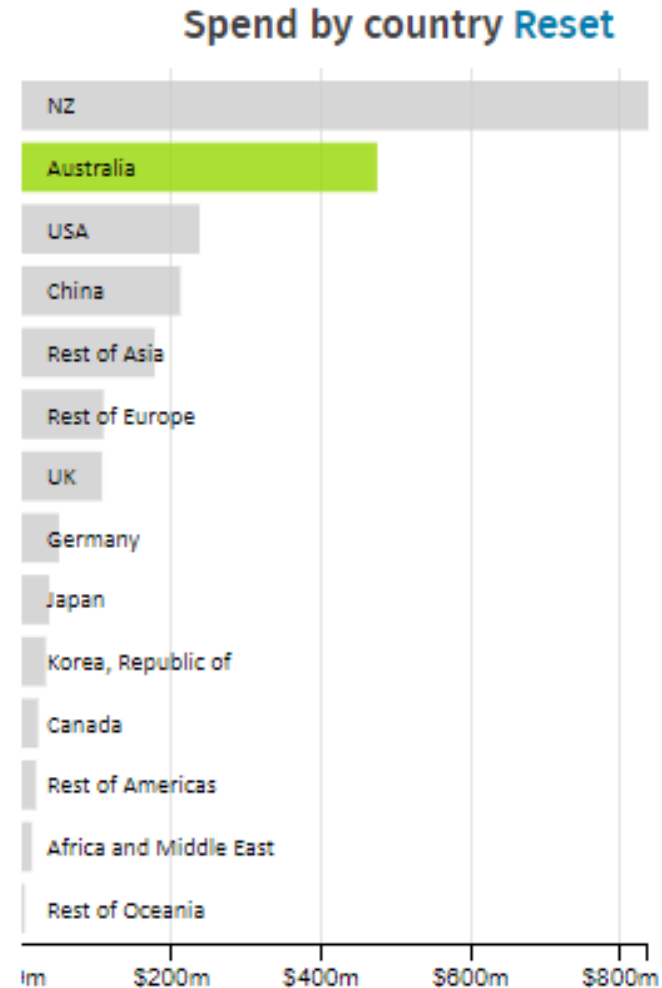




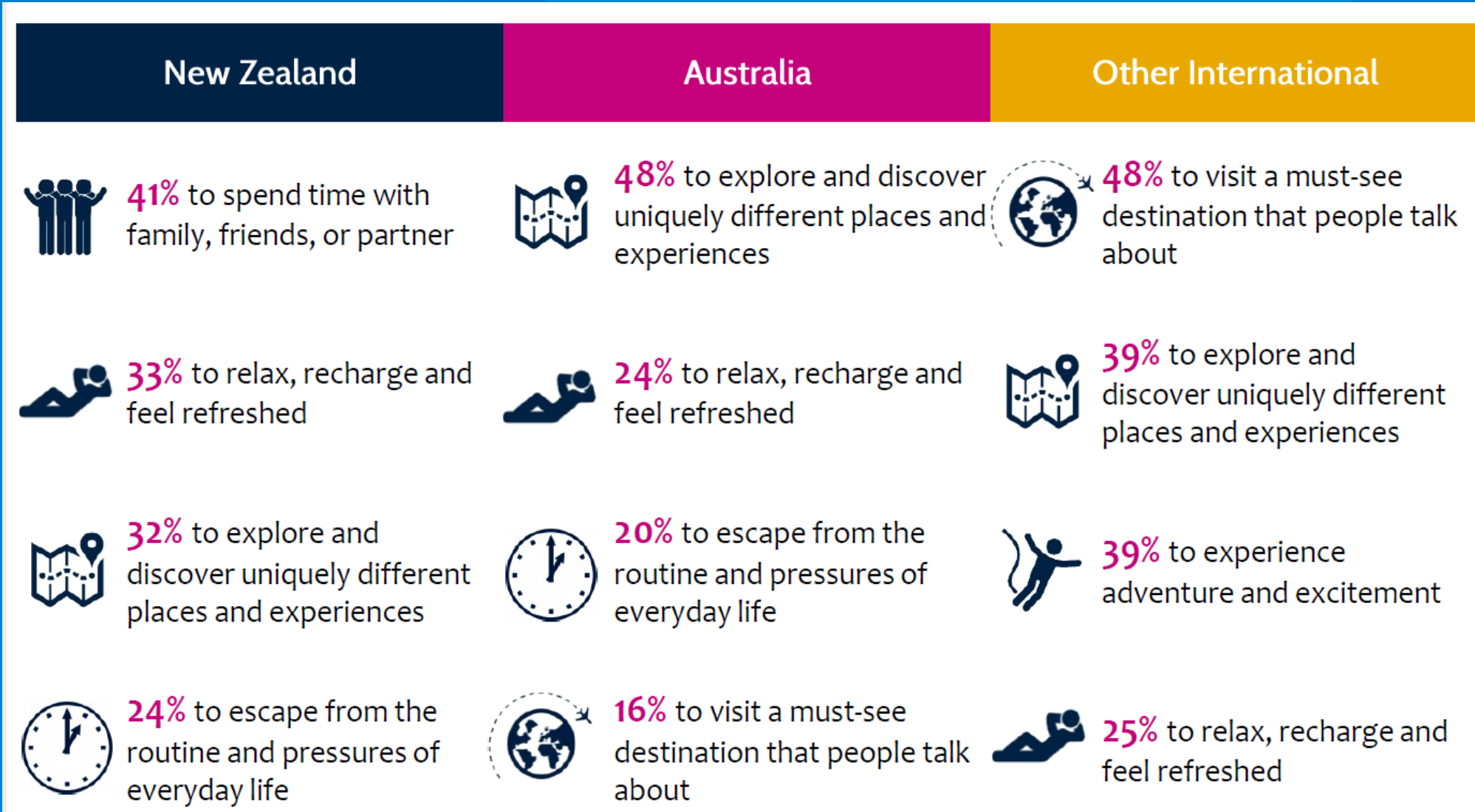
Australian visitors – monthly 2018















Australian spend categories



Queenstown visitor motivations



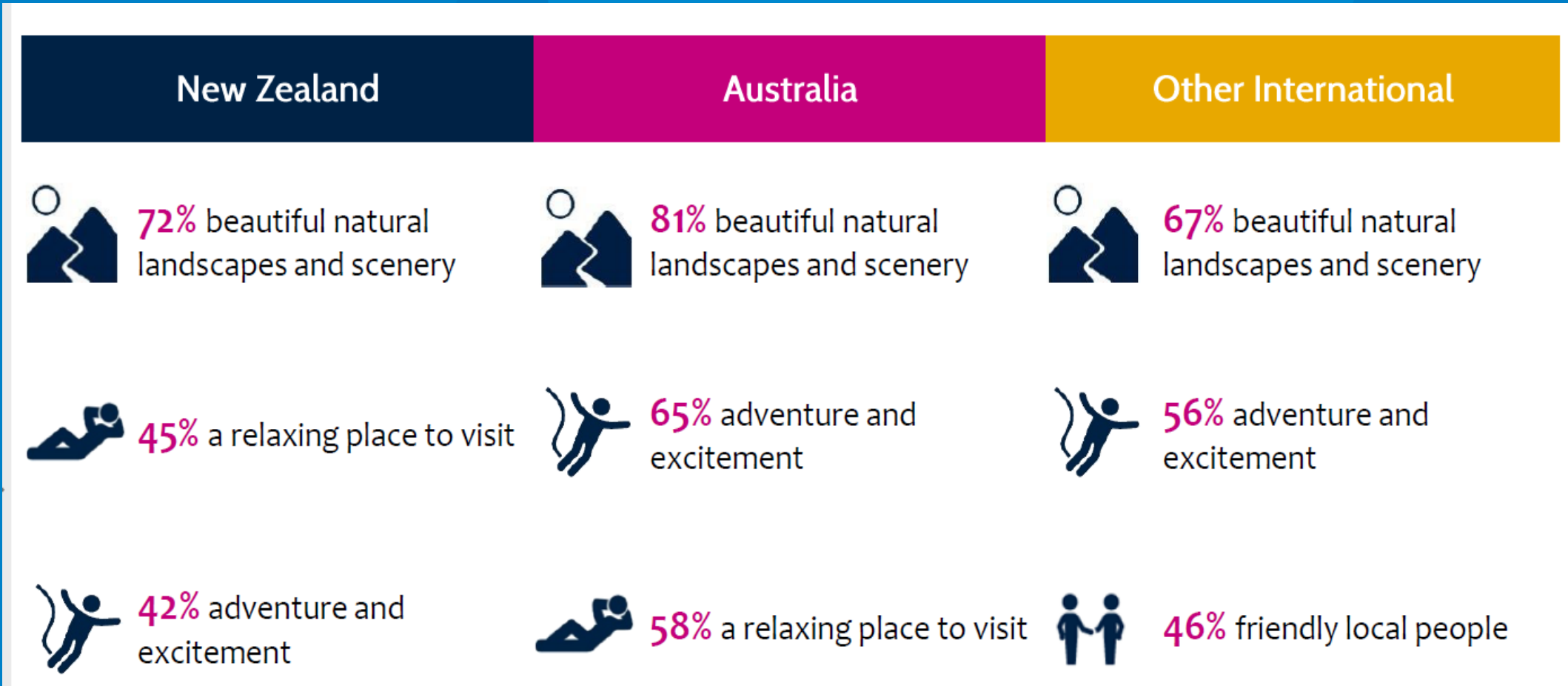
Reason for visit

New Zealand	Australia	Other International
 62% for a holiday/vacation or short-break	 81% for a holiday/vacation or short-break	 71% for a holiday/vacation or short-break
 9% for other business reasons	 10% to attend an event held by friends or family	 7% for other business reasons
 6% to attend an event held by friends or family	 3% to visit family or friends	 7% for education/study
 6% to visit family or friends	 3% for education/study	 5% to visit family or friends

Destination choice

Drivers of Destination Choice [Multiple Response]	New Zealand		Australia		Other International	
	Q2 2018	Q2 2017	Q2 2018	Q2 2017	Q2 2018	Q2 2017
Natural environment/scenery	42%	45%	68%	45%	59%	55%
Activities/experiences available	35%	45%	48%	67%	38%	48%
Weather, climate, or seasons	20%	11%	24%	3%	21%	11%
Restaurants, cafes, nightlife or shopping	24%	15%	16%	6%	13%	10%
Recommendations by family or friends	14%	11%	20%	24%	18%	19%
People/culture	9%	4%	16%	15%	12%	10%
Reputation as a safe and secure destination	11%	10%	12%	18%	6%	9%

Queenstown visitor expectations



Multiple expectations

Expectations of Queenstown [Multiple Response]	New Zealand		Australia		Other International	
	Q2 2018	Q2 2017	Q2 2018	Q2 2017	Q2 2018	Q2 2017
Beautiful natural landscapes and scenery	72%	78%	81%	80%	67%	74%
Adventure and excitement	42%	54%	65%	46%	56%	60%
A relaxing place to visit	45%	50%	58%	40%	35%	37%
A clean and unpolluted environment	37%	49%	55%	43%	39%	44%
Friendly local people	35%	40%	39%	51%	46%	39%
An appealing cityscape/townscape	40%	46%	48%	40%	32%	39%
A safe and secure place to visit	33%	45%	35%	49%	33%	38%
Good food and wine	41%	48%	29%	46%	30%	23%

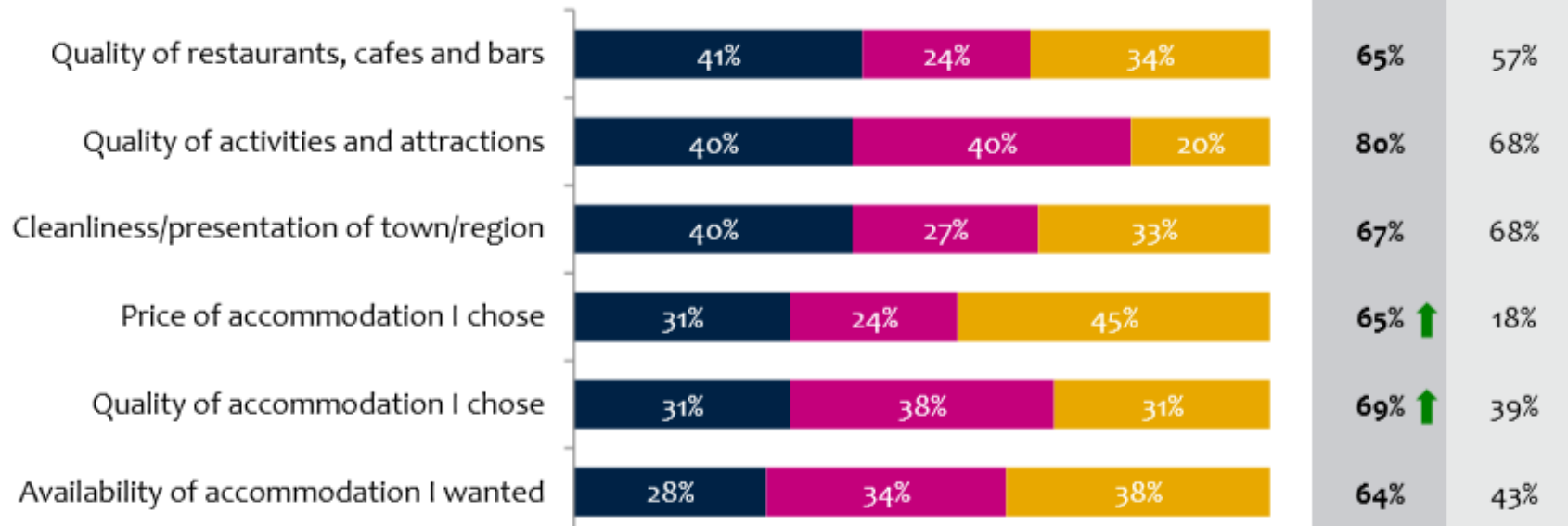
Satisfaction with Queenstown experience

	New Zealand		Australia		Other International	
	Q2 2018	Q2 2017	Q2 2018	Q2 2017	Q2 2018	Q2 2017
Accommodation	8.4	8.2	9.2	8.4	8.5	8.4
Transport to Queenstown	8.3	8.0	8.7	8.7	8.8	8.5
Local transport options and services	7.5	7.7	8.5	7.8	8.3	7.8
Traffic and car parking	6.2	5.8	7.5	6.4	7.6	7.6
Public facilities (parks, toilets)	8.3	8.4	9.1	8.8	8.6	8.9
Natural environment	9.2	9.3	9.6	9.7	9.6	9.6
Cleanliness/presentation of town/region	8.7	8.7	9.4	9.1	9.3	9.3
Activities and attractions	8.8	8.9	9.4	9.1	9.3	9.1
Restaurants, cafes and bars in Queenstown	8.6	8.4	8.8	8.2	8.6	8.7
Overall experience in the Queenstown region	8.9	8.8	9.4	9.2	9.3	9.3

Experience vs expectations

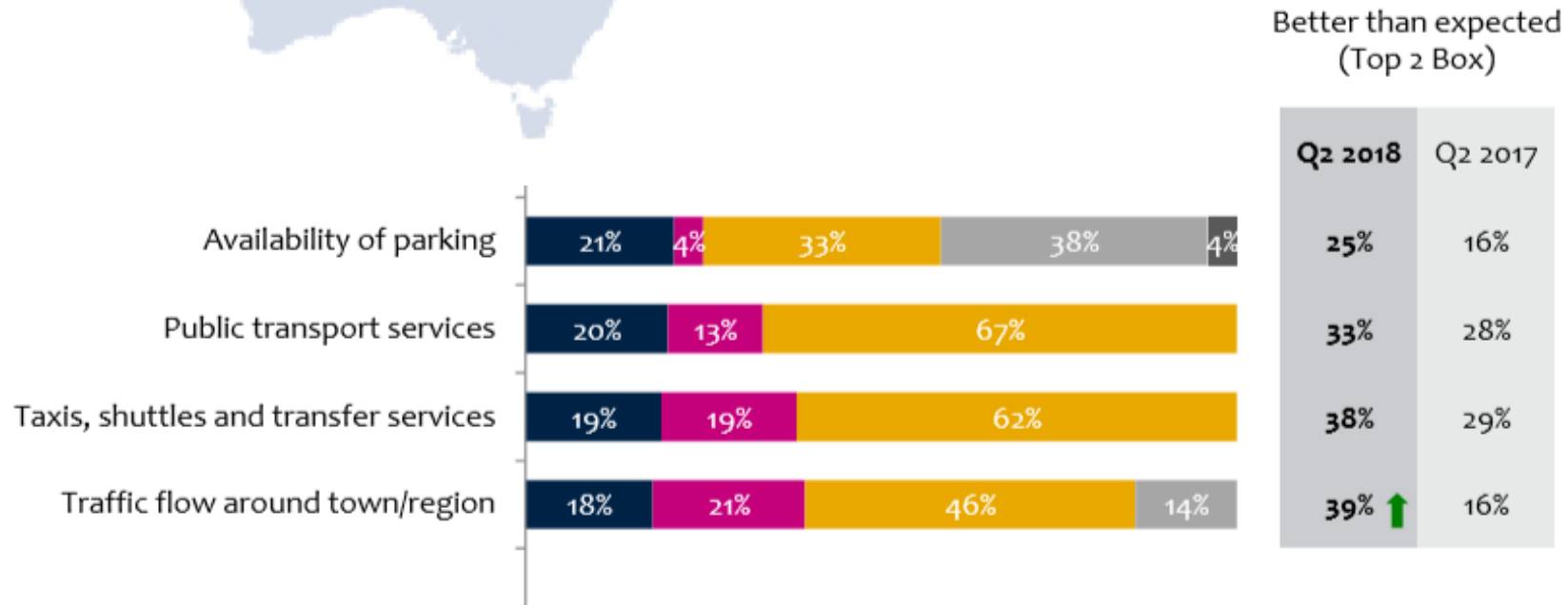


Better than expected
(Top 2 Box)



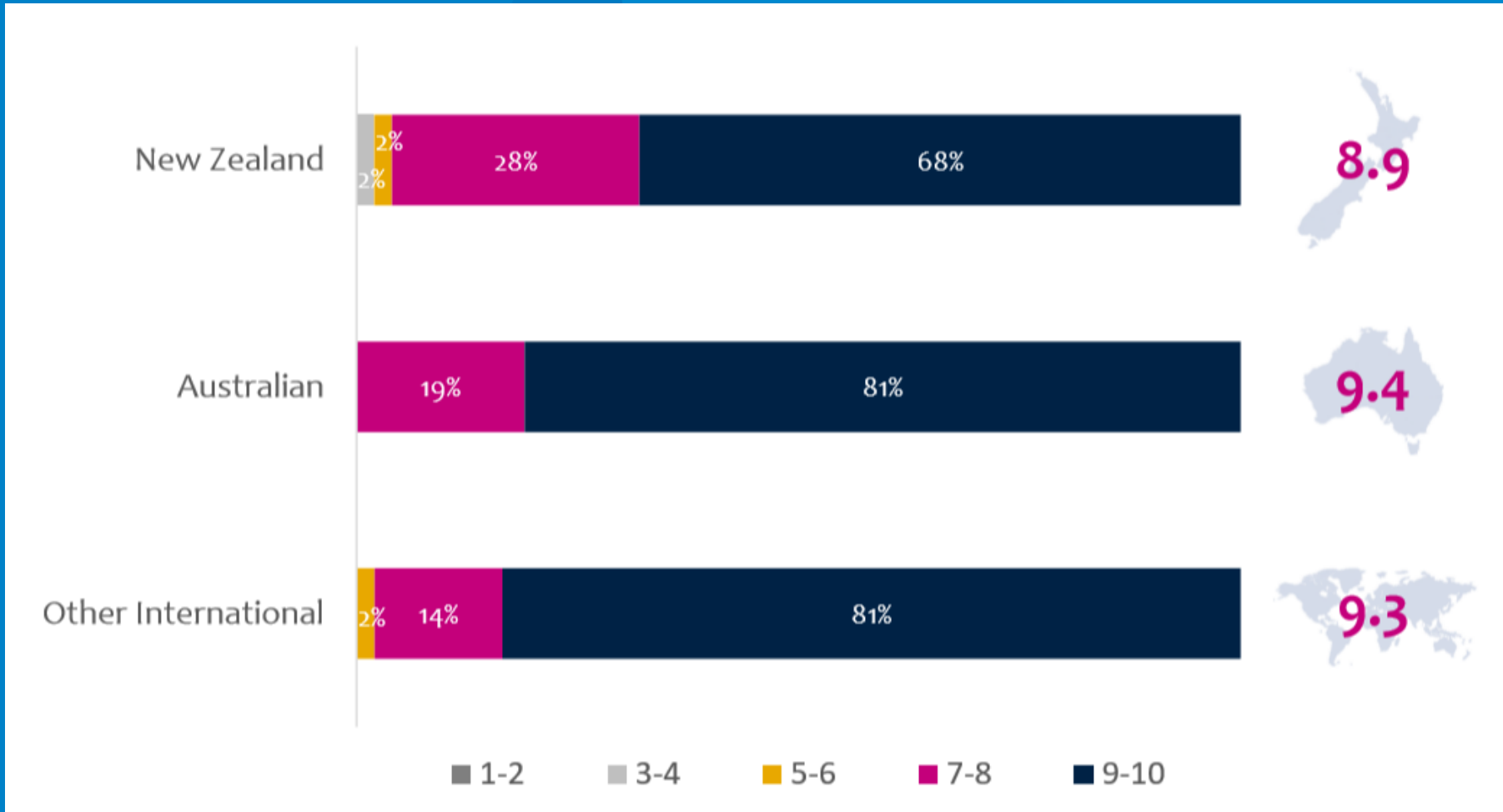
Much better than expected
 Better than expected
 Just as expected
 Worse than expected
 Much worse than expected

Experience vs expectations

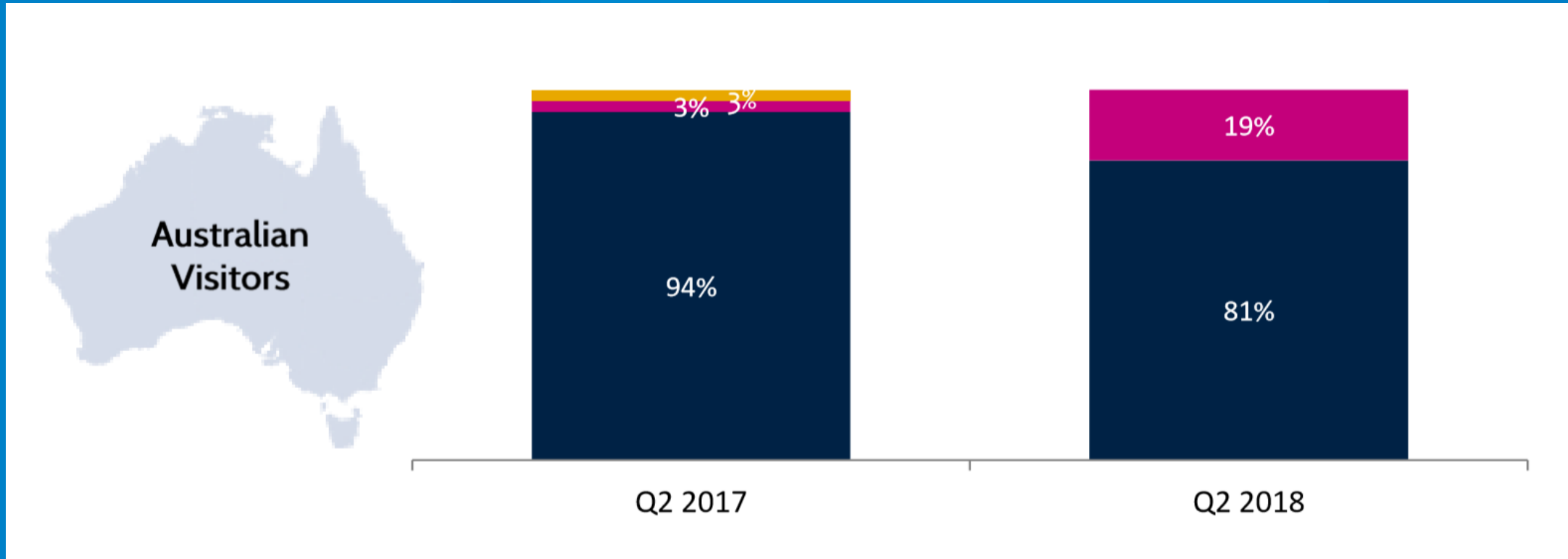


Much better than expected
 Better than expected
 Just as expected
 Worse than expected
 Much worse than expected

Overall Queenstown Experience

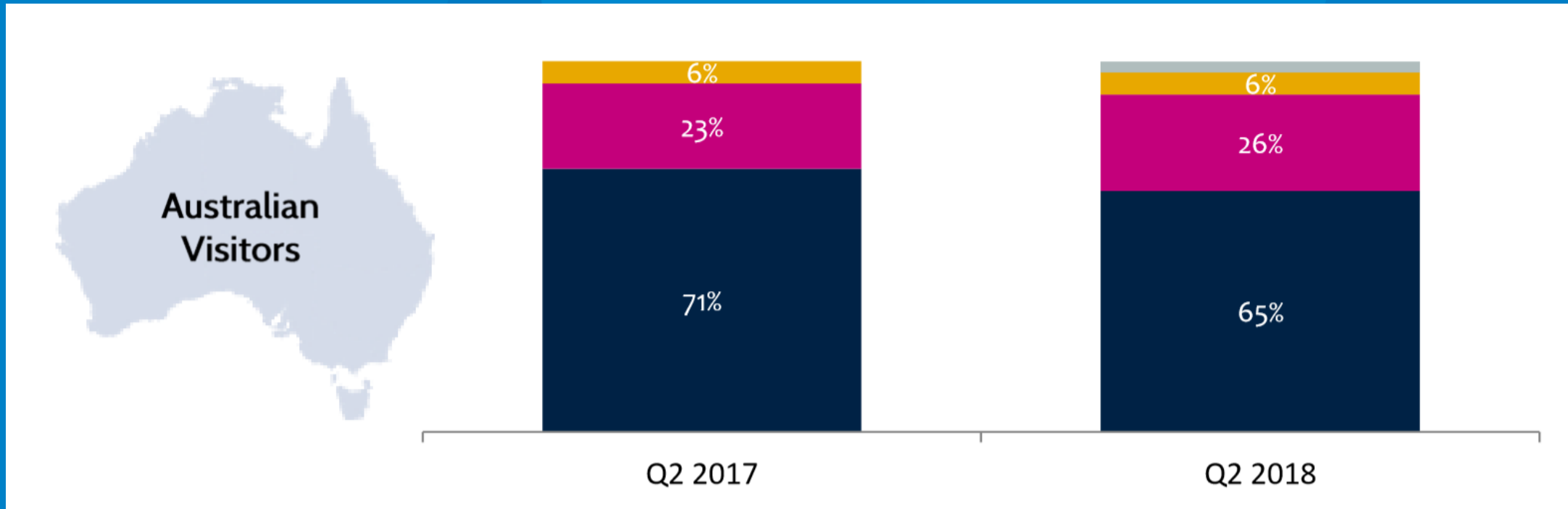


Propensity to recommend



■ Very likely ■ Quite likely ■ Neither likely nor unlikely ■ Quite unlikely ■ Very unlikely

Likely to return

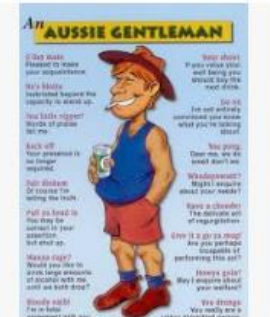


■ Very likely ■ Quite likely ■ Neither likely nor unlikely ■ Quite unlikely ■ Very unlikely

How many visits?

Previous Visits to Queenstown	New Zealand		Australia		Australia	
	Q2 2018	Q2 2017	Q2 2018	Q2 2017	Q1 2018	Q1 2017
None (First Visit to Queenstown)	28%	18%	42%	40%	65%	70%
1-5 Previous Visits	45%	54%	48%	54%	30%	28%
6-10 Previous Visits	11%	13%	6%	3%	4%	0%
11-20 Previous Visits	4%	5%	3%	0%	0%	2%
21+ Previous Visits	11%	10%	0%	3%	0%	0%

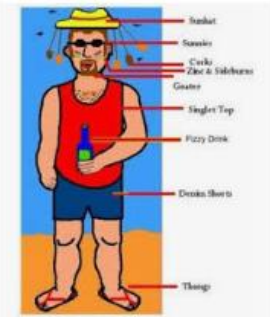
Showing results for what's a typical Aussie
 Search instead for what's a typical Aussie



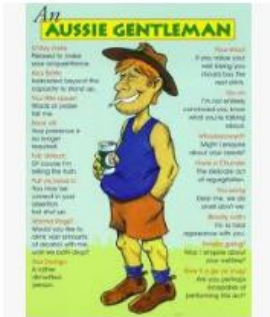
Typical Aussie Bloke — Sem...
[semesterinaustralia.com](#)



How to be Aussie: Fitting in w...
[budgetapartments.com.au](#)



Typically Aussie???
[nuwarra.weebly.com](#)



Typical Australian man | Aus...
[pinterest.com](#)



AUSSIE SHEILA Wanna Cupp...
[me.me](#)



What exactly is a typical Australian ...
[ucanews.com](#)



What's The Typical Aussie Dish ...
[youtube.com](#)



ABS: This Is The Typical Australian ...
[lifehacker.com.au](#)



Aussie men caring and honest: survey ...
[motherpedia.com.au](#)



15 reasons to date an Aussie bloke ...
[eharmony.com.au](#)



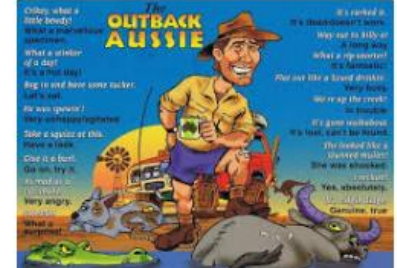
Iconic Australian Food | 17 Austral...
[nomadsworld.com](#)



38-Year-Old White Woman ...
[buzzfeed.com](#)



The Best Australian Snacks and Candy ...
[stylecaster.com](#)



Meet Matt & Stefan: Single Adventurers

*Seeking excitement and
personal challenge. Highly
social and connected.*

Keywords:

Adventure, Discovery, Sociable, Fun, Excitement,
Challenge, Energetic

Demographic:

Young professionals. Age: 15 – 29. Nationality:
Australia, Germany, US, UK, Canada, domestic



Meet Jenn & Mike: Self Developers

Seeking enriching new experiences. Exploring the world before family and mortgages tie them down.

Keywords:

Enrich, Explore, Grow, Reinvigorate, Self-aware

Demographic:

Professional couples. Age: 25-40. Nationality:
Australia, China, domestic



Primary Audiences

Target Audiences

Self Developer



Looking for enriching experiences



Want an indulgent break to escape from their busy lives



Want to explore culture and have memorable local experiences



Trust peer reviews

Reward Seeker



Want to reward themselves



Looking for an indulgent time and will pay for luxury



Want gentle activities at their own pace



They want freedom to do their own thing

Winter Proposition



Proposition: Fun on and off the mountain

- Premier ski and winter holiday destination in Australasia, located in the heart of the Southern Alps
- Choice of four ski fields within a short drive catering for all abilities
- Range of year-round activities provide fun on and off the slopes.
- Vibrant nightlife and après ski scene.
- Queenstown Winter Festival is the Southern Hemisphere's biggest winter celebration announcing the start of winter.

Target market: single adventurers and self developers.

Spring Proposition



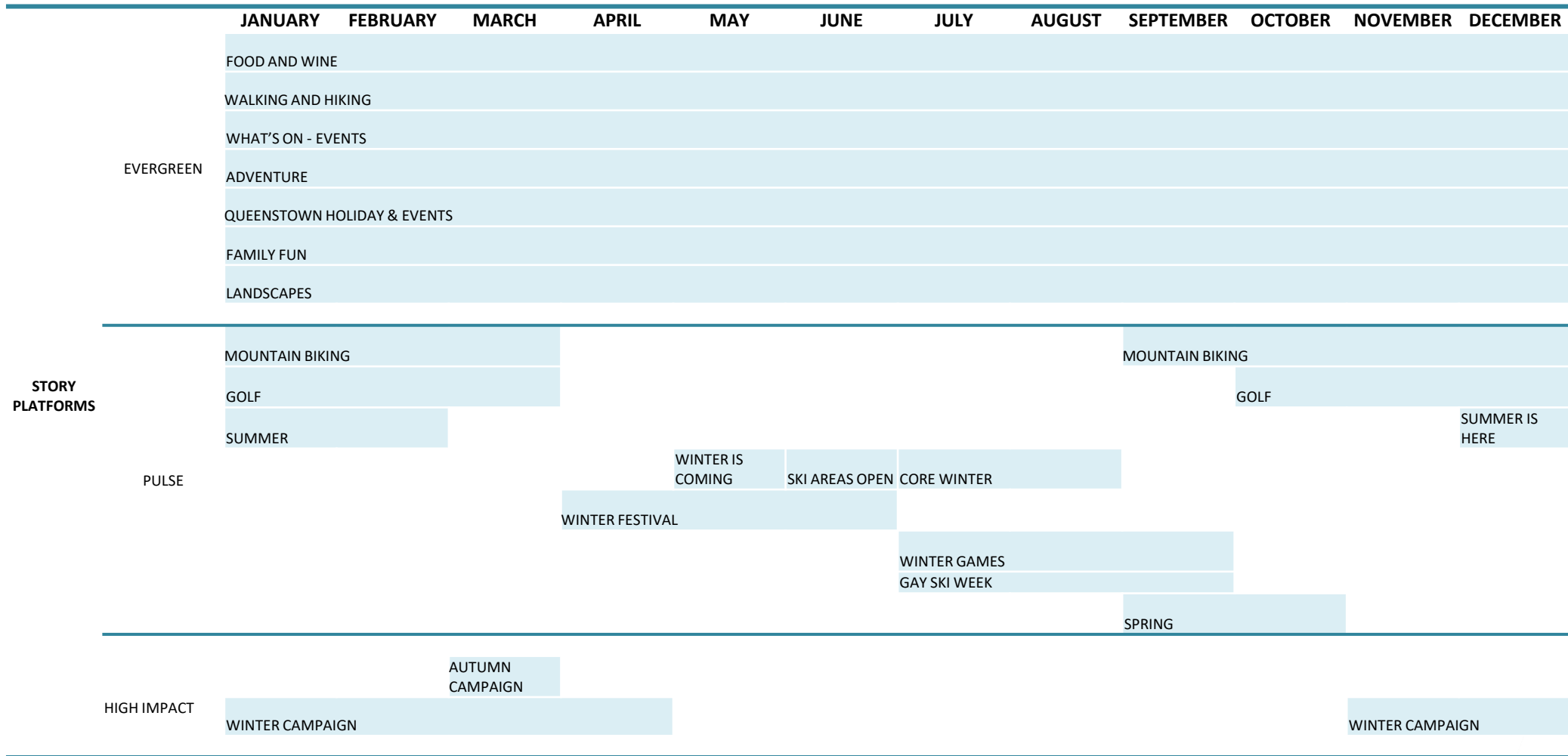
Proposition: Snowy mountains, green valleys

Spring is the perfect season to enjoy everything Queenstown has to offer. Longer, warmer days mean you could be carving fresh tracks or hitting the terrain park on your snowboard in the morning, and playing a round of golf or finding an adrenalin thrill in the afternoon.


Queenstown is a premier ski destination with varied terrain and great snow conditions in spring.

Target market: single adventurers and self developers.


Domestic & Australia Always On



Domestic & Australia Always On

 **Queenstown NZ**
Sponsored · 🌐


Queenstown is beautiful nature playground, inviting you to 'go big or go home'! Gather your courage and discover why first hand.




QUEENSTOWNNZ.CO.NZ
Adrenaline Kick: Test Your Limits in Queenstown [LEARN MORE](#)

👍❤️ 8 6 Comments

👍 Like 💬 Comment ➦ Share

 **Queenstown NZ**
Sponsored · 🌐


Queenstown comes alive in autumn with red, orange and gold foliage. Read on to find out the best places to see the autumn colours in Queenstown.



QUEENSTOWNNZ.CO.NZ
The best places to see the autumn colours in... [LEARN MORE](#)


👍❤️ 125 13 Comments 16 Shares

👍 Like 💬 Comment ➦ Share

 **Queenstown NZ**
Sponsored · 🌐

When it comes to a winter holiday, Queenstown goes big! 🔥

Packed with ski fields, food joints and great times, here are our 10 things that make our adventure town the ultimate all-rounder 🏂🍷



QUEENSTOWNNZ.CO.NZ
10 Reasons Queenstown Wins the Snow Wars [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Winter Campaign Launch



VIPs & Media

- Exclusive campaign screening
- Queenstown après ski theme
- Networking with potential partners
- Attendees included:
 - Vogue
 - Channel 7
 - Fairfax
 - Boss Hunting
 - Triple J
 - TimeOut
 - Woman's Day
 - Matty J (The Bachelor)
 - Mountain Watch

Winter campaign 2019





Campaign results

Platform	Reach	Views
Facebook	3,851,532	237,219
Trueview	1,277,374	1,592,783
TOTAL	4,858,906	1,830,002

Winter Campaign Supporting Activity



5 must do's in Queenstown this winter

By Sponsored Post - March 22, 2018



Thinking about heading to Queenstown this winter? Think again. It's a terrible place, full of delicious restaurants, over 150 licensed establishments packed into just one square kilometre, endless activities to satisfy even the most extreme of adrenaline junkies, cobbled streets of stores for shopping lovers, and all positioned right on the edge of beautiful Lake Wakatipu.

Okay, you got us, the place is paradise – especially in the winter when the neighbouring ski hills come to life.

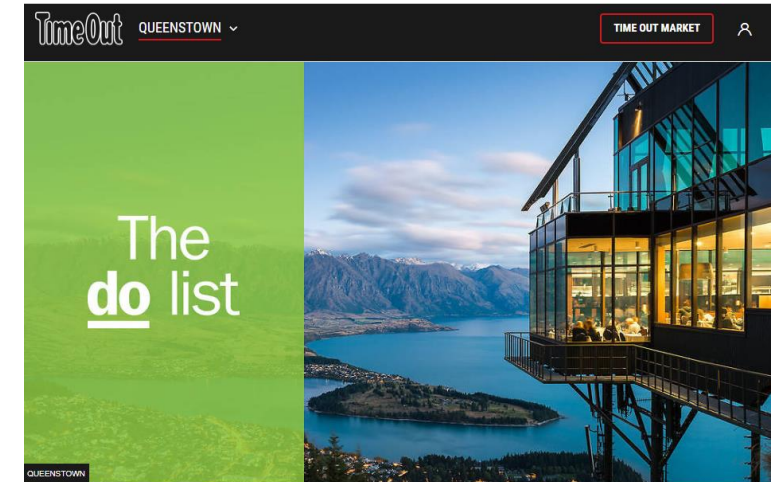
Snows Best

Specialised Ski



Boss Hunting

Men's Lifestyle



The 11 best things to do in Queenstown

Make the most of your time in New Zealand's adventure capital with the most thrilling things to do in Queenstown

By Megan Singleton | Posted: Wednesday July 4 2018

Time Out

City Lifestyle



Trade marketing

- Consumer marketing and campaigns lead and inform our trade channel and industry activity.



The markets we can most readily influence

	New, first time visitors	How long they stay	When they visit	Repeat visitors
Domestic	✓		✓	✓
Australia	✓	✓	✓	✓
All long haul	✓	✓		
Some long haul	✓	✓	✓	

Long term priority
Sustained investment

Balanced portfolio
Nimble & responsive to
change and opportunity



QF121 / QFA121
Qantas

SYD SYDNEY
AEDT (UTC +11:00)

ZQN QUEENSTOWN
NZDT (UTC +13:00)

SCHEDULED	9:30 AM	SCHEDULED	2:35 PM
ACTUAL	9:49 AM	ESTIMATED	2:18 PM

1,503 km, 01:50 ago 439 km, in 00:38

[More QF121 information](#)

QF121 FLIGHT FROM SYD TO ZQN

GREAT CIRCLE DISTANCE
1,942 km

AVERAGE FLIGHT TIME
02:28

ARRIVAL INFORMATION

TERMINAL
N/A

GATE
N/A

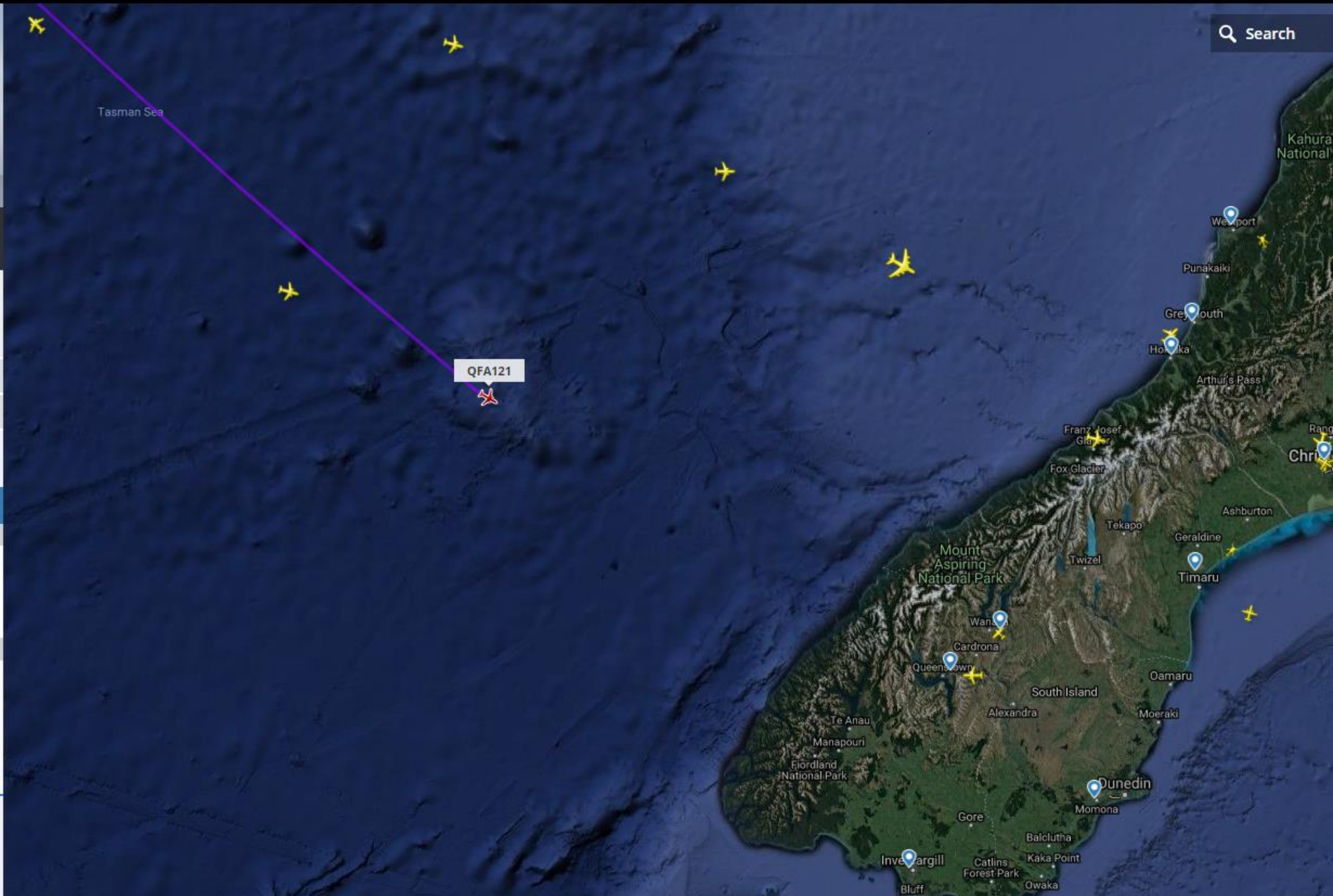
BAGGAGE BELT
N/A

[More QF121 flights >](#)

AIRCRAFT TYPE (B738)
Boeing 737-838

REGISTRATION
VH-XZH

COUNTRY OF REG.



Search

Summary of Australia

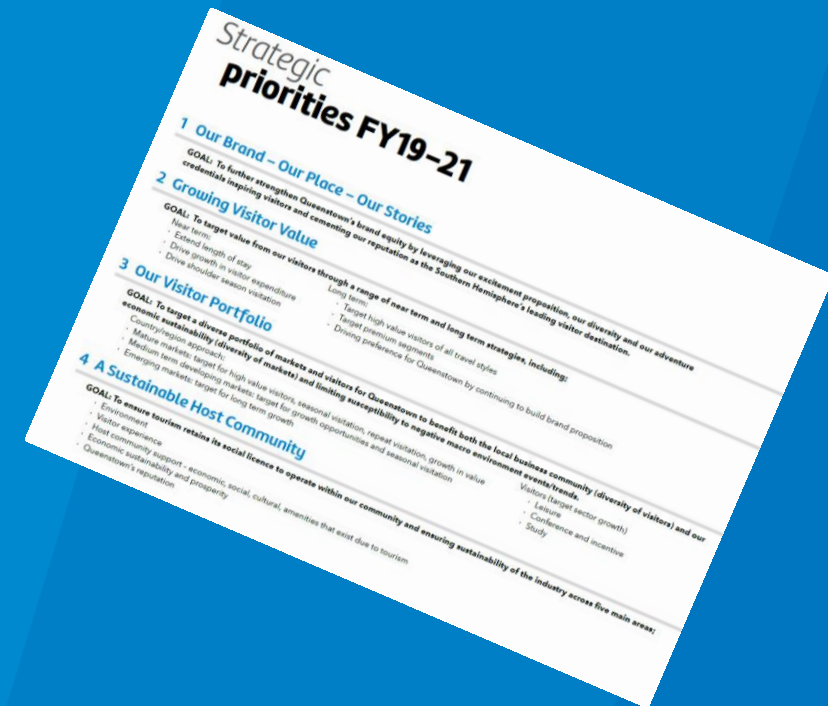
- Very large market
- Close and accessible
- We have what they don't
- What we offer is highly appealing
- High value visitors – spend
- Repeat 'lifetime value' market



Business Plan 2019/20

Strategic priorities 2019 - 2021

- Our brand – Our place – Our stories
- Growing visitor value
- Our visitor portfolio
- Sustainable host community



Goals

VALUE
GROWTH
BY **5%**

VOLUME
GROWTH
BY **2.5%**

\$2.5 BILLION
THE GOAL IS
TO ACHIEVE **2.5** **BILLION**
VISITOR SPEND BY 2021

FY19-20 Organisation Objectives

- Continue to build our brand positioning to inspire visitors and strengthen Queenstown's reputation.
- Continue to target a diverse portfolio of visitors to optimise opportunities and drive sustainable future demand for our members
- Grow the value of visitors to Queenstown by positioning Queenstown as an aspirational and accessible destination for travellers of all styles
- Engage with our stakeholders to support positive community sentiment toward tourism

Strategies into actions

Our strategic focus translates to DQ's role of influence and market intervention to achieve the key objectives of a diverse visitor portfolio and to grow value ahead of volume.



Market Matrix

Market Type	Market	Objective	Target Audiences	High impact campaign	Always on digital	Content and website	PR and media	IMP	Trade	QCB
Critical Core	New Zealand	Grow domestic visitation in Autumn, Winter and Spring by continuing to build seasonal propositions.	<ul style="list-style-type: none"> Independent professionals Active Boomers Conference and Incentive market 	✓	✓	✓	✓			✓
	Australia	Grow our share of Australian outbound travellers, targeting winter and spring visitation, maximising opportunities through integrated consumer and trade marketing activity.	<ul style="list-style-type: none"> Independent professionals Active Boomers Conference and Incentive market 	✓	✓	✓	✓	✓	✓	✓
Pacific Rim	China	Influence high value segments to travel outside of peak Chinese travel seasons, specifically developing our winter and spring propositions, targeting tier 1 & 2 cities in China.	<ul style="list-style-type: none"> High value young professionals High value multi-generational FIT family groups High value ADS groups Incentive market 			✓ (via 3rd parties)		✓	✓	✓
	North America	Target premium visitors across the channels, raising the profile of Queenstown in new ports as well existing ports	<ul style="list-style-type: none"> High value young professionals and active boomers Incentive market 			✓		✓	✓	✓
	South East Asia	Grow Queenstown's share of New Zealand arrivals from SEA	<ul style="list-style-type: none"> Independent professionals Incentive market 			✓		✓	✓	✓
Long Haul	India	Target high value visitors that travel in autumn and spring, aiming to both grow overall Indian arrivals into Queenstown in shoulder months and increase length of stay.	<ul style="list-style-type: none"> Family market (travel in May) Honeymoon market (travel October - January) Incentive market 			✓		✓	✓	✓
	UK & Germany	Reenergise and reinforce our adventure credentials, specifically with the youth market.	<ul style="list-style-type: none"> High value travellers of all styles Youth market 			✓		✓	✓	✓
Emerging	Indonesia, Brazil and Argentina	Develop market entry strategy and leverage TNZ-led opportunities	TBC					✓	✓	

Next steps

- Draft Plan live on www.queenstownNZ.nz and via Special Remarks newsletter
- Feedback welcome by 2 April to saraho@queenstownNZ.nz
- DQ's Strategic Review Board meeting 9 April
- Submission to QLDC Annual Plan 12 April
- Questions/feedback?

Destination Queenstown

Funding Proposal





Tourism is the backbone and driver of Queenstown's economy.

Destination Queenstown exists to influence the sustainable growth of tourism for the long term wellbeing of our business owners, stakeholders, employees and communities.

We intervene to help shape and control our future and ensure external parties and market forces don't define what happens to us.



feel the inspiration

MARKET OPPORTUNITY MATRIX

	New, first time visitors	How long they stay	When they visit	Repeat visitors
Domestic	✓		✓	✓
Australia	✓	✓	✓	✓
All long haul	✓	✓		
Some long haul	✓	✓	✓	

How we will apply additional investment

Four priority areas

1. \$500k Australian market

- Our most important long term international market, we will invest in core winter, autumn and spring. We have been outspent by other regions in recent years and our ability to attract co-investment has been limited.
- Australia has huge untapped future potential and is core to our resilience should there be international shocks, impacts or economic slowing in other long haul markets.

2. \$120k Domestic shoulder season marketing.

- Our most valuable single market and the most readily able to motivate with promotion activity. Invest in autumn and spring activity where we have seen significant success with current limited budgets.

How we will apply additional investment

Four priority areas

3. \$180k visitor insights, research and data

- Various investments and projects to better understand and monitor trends and data to inform DQ marketing activity as well as community stakeholders and decision making. Investment areas would include:
 - Visitor destination perceptions
 - Visitor motivations
 - Visitor experience tracking
 - Key visitor metrics and analysis
 - Understanding of non-commercial accommodation use and growth

4. \$100k Queenstown Winter Festival

- Core investment in Queenstown's annual celebration of the start of ski/winter season. One of New Zealand's iconic events celebrating its 45th year in 2019.

Recommendation

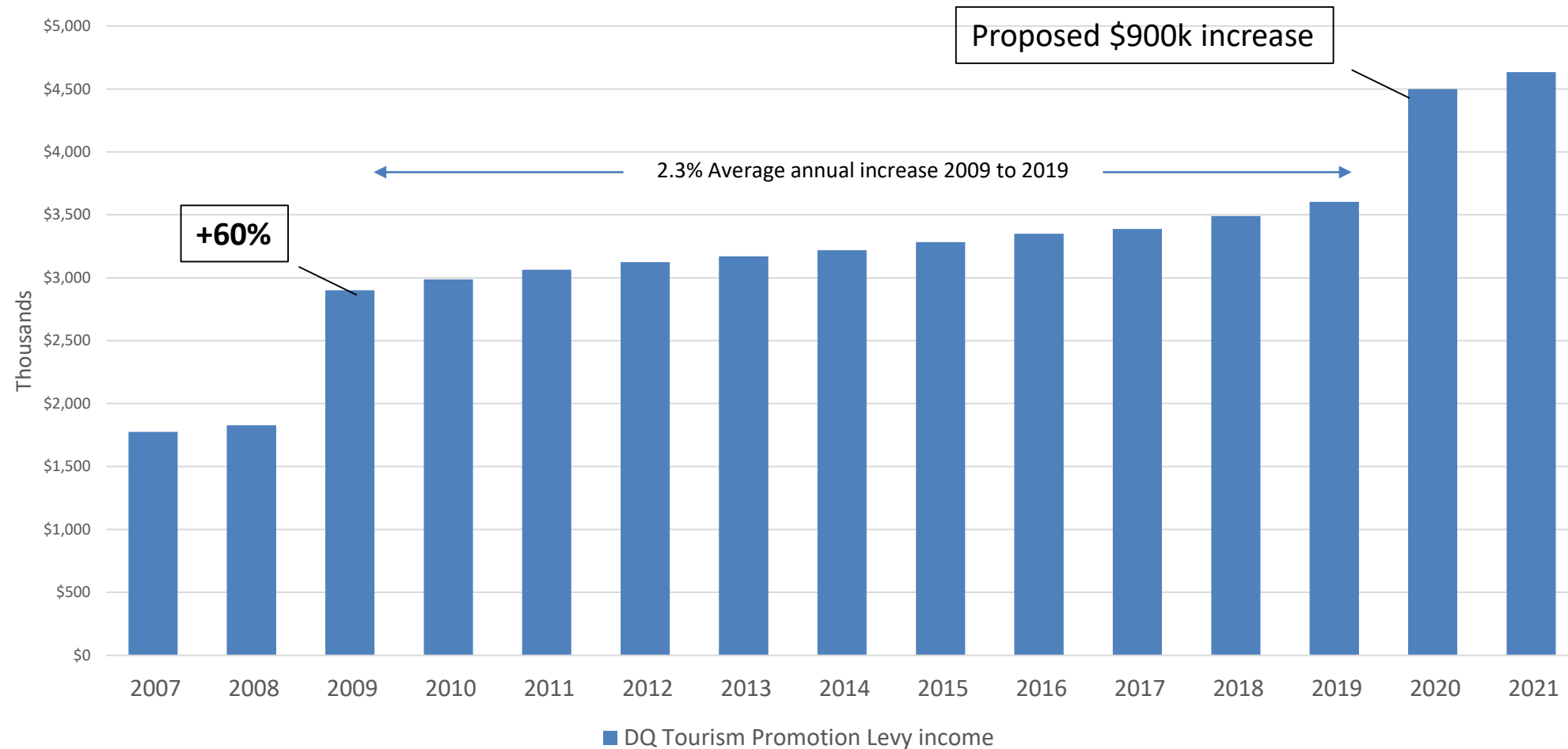
The only way to achieve a change in the budget requires DQ to seek member agreement and to provide evidence of this to QLDC during the annual plan process.

The Board of DQ is recommending to members a funding increase of \$900,000

- Effective from the 1st July 2019
- Core funding increase from \$3.6million to \$4.5million.

There has generally been a decrease in the amount paid by members due to the significant growth of the number of rateable properties in the Wakatipu.

DQ levy funding summary 2007 to 2020



Further information & key dates

- Proposal document and Frequently Asked Questions FAQ's available to members.

- Key dates

- | | |
|--|---|
| – Member consultation | February 28 th to April 3 rd 2019 |
| – Member forum to present proposal | February 28 th 9.00am Copthorne Lakefront |
| – Member update | March 14 th 8.00am Crowne Plaza |
| – Member meeting for vote on proposal | April 3rd 8.30am Copthorne Lakefront |
| – Submission to QLDC due | April 5 th |

Thank You

