

*Destination Queenstown*

# Quarterly Report

*Quarter 4 FY 2022-2023*

# Consumer Marketing **Activity**

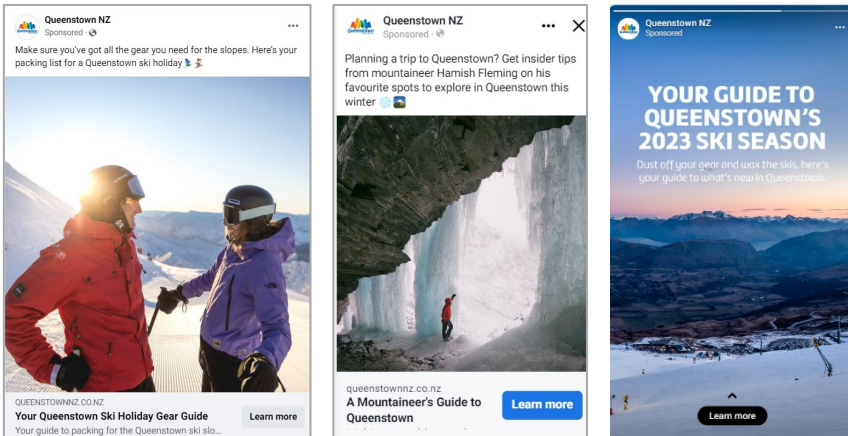
## Always-On Campaign | 1 April – 30 June

DQ's always-on digital marketing and social activity means Queenstown has a digital destination presence in both the domestic and Australian markets year-round, aimed at supporting sustainable demand. The activity and content are designed to shape the destination reputation, share stories about our place and people and attract likeminded visitors. The strategy focuses on generating brand awareness and engagement, driving website visits to [QueenstownNZ.co.nz](https://www.queenstownnz.co.nz) and member referrals via product listings.

Winter activity was launched in Australia from 1 March, and domestic from 1 May.

### Always-On Digital Quarterly Results

- 2.2M paid reach (Facebook, Instagram & TikTok)
- 500k paid social engagements
- 656k ad interactions (Google)
- 616K video views (Facebook, Instagram & YouTube)
- Over 572K web sessions (AU & NZ only)
- Over 142K member referrals (AU & NZ only)



## Projects, Partnerships & Content Production

### Love Queenstown (Love QT) Community Fund

- The Love Queenstown initiative officially launched on 4 April. The digital campaign remains active and is continually optimised.

### 2023 Winter Brand Activity

- DQ's winter campaign launched in New Zealand on 1 May with new brand video assets and content. The winter campaign launched in Australia on 1 March and remains live.

### Our People Our Home Series 2

- The strategy for Series 2 of 'Our People Our Home' was completed and production is underway with the first shoot block completed in June.

### Photoshoots & Content Production

- Food & Drink Content Development Project – the third shoot was completed in collaboration with members and video and imagery content delivered.
- Partnered with LUMA to capture DQ owned video content of the event and DISHrupt.

### Partnerships

- Content partnership with Freehub resulting in a [Queenstown Travel Guide](#) went live in the US during June.
- The [Queenstown Wānaka Snow Reports](#) kicked off for the 2023 season with a total of 10 episodes to be delivered, starting mid June through until mid August.
- A Snowsbest and MissSnowItAll content partnership launched in June sharing Queenstown's winter stories and a range of winter themed local profile blogs.

### Brand Evolution

- Initial planning is underway to explore the development of a place based brand for QT

### FY23-24 Marketing Plan

- A Marketing Plan for FY23-24 has been produced to align with the regenerative tourism strategy and the FY23-24 Annual Business Plan.

# Consumer Marketing **Activity**

## Website – QueenstownNZ.nz

QueenstownNZ.co.nz is the official information source on Queenstown, providing travel inspiration and everything visitors need to plan and book their trip. QueenstownNZ.co.nz is the call to action on all DQ marketing activity. DQ aim to drive the visitor down the consideration funnel from planning to booking, ultimately resulting in conversion via operator listings.

Developments for the quarter include:

- [Love Queenstown](#) microsite completed
- 18x new blogs produced and live
- 6x winter/general blogs refreshed
- Central Otago and other surrounding areas page refreshed to align with wider website UI/UX

Website performance for the quarter:

- Over 643,000 visits
- Over 158,000 member referrals
- Referral conversion rate 24%
- Returning visitors 27%

FY22-23 year-end website results:

- 2.8M visits
- 668K member referrals

## Direct to Consumer Email Strategy

DQ's email campaigns target domestic, Australian, and long-haul audiences with tailored content aligned to their interests, including food and drink, skiing, winter lovers, family-friendly activities, events and more.

In the last quarter, DQ produced 8 eDMs.

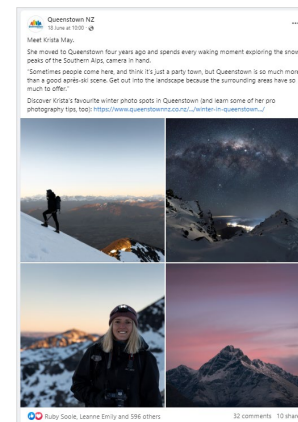
- [Luxury](#) | 45% OR | 14% CTOR
- [Love QT](#) | 40% OR | 1.3% CTOR
- [Ski](#) | 37% OR | 5% CTOR
- [Food & Drink](#) | 45% OR | 5% CTOR
- [Ski](#) | 38% OR | 15% CTOR
- [Winter Events](#) | 40% OR | 14% CTOR
- [Family](#) | 38% OR | 4.7% CTOR
- [Food & Drink](#) | 41% OR | 14.3% CTOR

OR – open rate  
CTOR – click to open rate

## Social Media Activity

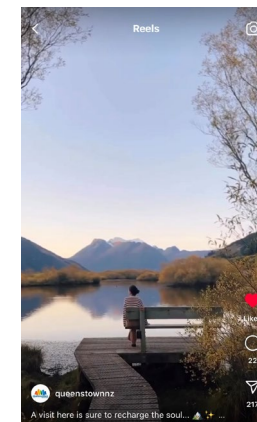
Over the quarter, DQ's social channels continued to promote aspirational and educational content to drive preference for the autumn season and hype for the incoming winter season. Content during this quarter was curated to align with a set of core consumer segments including soft adventure, wellness, food and drink, ski enthusiast and winter lovers.

Highlights include:



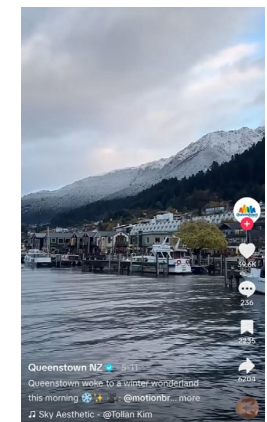
**f** Facebook – Meet Krista May (local profile series)

Reach: 56K  
Engagement: 4.8K  
Comments: 32  
Shares: 10



**ig** Instagram – GY Lagoon

Reach: 37K  
Engagement: 2.4K  
Comments: 22  
Shares: 217



**tt** TikTok – First snow

Views: 497K  
Likes: 39K  
Comments: 215  
Saves: 2,235  
View time: 586 hours

# Media Activity

## Media Highlights

The media team is responsible for managing the DQ media program, assisting the Experience New Zealand (TNZ) team with media famils, along with supporting the DQ marketing team by organising written and visual content partnerships which align with DQ marketing activity. Below are a selection of key media highlights from the past quarter.

## Content

- NZ travel: [Jesse Mulligan travels to Queenstown for a carbon zero adventure](#) published in June in NZ Herald written by Jesse Mulligan.
- Escape: [I've been coming to Queenstown for decades but I've never seen so much in 3 hours](#) published in June written by Craig Tansley.
- Global Travel Media: [Queenstown leaps towards carbon free tourism](#) published in June written by Peter Needham.

## Hosted media (famil)

- Sunrise Australia TV show live from Glenorchy. DQ media hosted Australia's most popular breakfast television show in Glenorchy on Friday 19 May. Sunrise did several live crosses showcasing a range of tourism activities. The show was brought to New Zealand by TNZ, as part of a week-long road trip. Glenorchy was the final destination for the week.
- William Sitwell from the Telegraph UK came to New Zealand to write about what the UK could learn from the New Zealand food and wine industry. Articles are expected to be live next quarter.
- Michael Lamb was hosted for a story on a virgin's guide to Queenstown for Stuff. The story focused on how to maximise a visit to Queenstown with a link to sustainability stories. Activities covered included Ride to the Sky, The Remarkables Ski Area, meals at Ivy & Lola and Little Aosta and he stayed at The Cottages at Lake Hayes.



## The Telegraph

### NZ travel: Jesse Mulligan travels to Queenstown for a carbon zero adventure



By Jesse Mulligan

4 Jun, 2023 11:30 AM 5 mins to read

Save Share



View of Queenstown from the Queenstown Hill walk. Photo / Destination Queenstown

Keen to keep things pristine, Queenstown is creating a carbon-zero visitor economy by 2030. By visiting these key attractions, you too can help bolster the town's pledge, writes Jesse Mulligan.

# Communications Activity

## Communications Highlights | 1 April – 30 June

The communications team is responsible for member communications, media relationships, and actively managing the reputation of the destination. Below are a selection of key media highlights from the past quarter.

### Member Communications

- Member feedback on DQs draft annual business plan FY23-24
- 5 Special Remarks | 7 Fortnightly Remarks | 10 Data and Insights communications

### Media Enquiry Highlights

- Love Queenstown launch:
  - [Mountain Scene](#)
  - [Crux](#)
  - [Lakes Weekly Bulletin](#)
  - [Otago Daily Times](#)
  - [Tourism Ticker](#)
- [The resort town set to be the world's first carbon zero tourist destination](#) (Sydney Morning Herald)
- Future of Winter Festival and Fireworks related enquires: Mountain Scene, [Lakes Weekly Bulletin](#), Paul Taylor & Jessica Allen, Stuff, More FM
- LUMA festival - Interview with Mat Woods (TV3AM/Newshub)
- [Queenstown's reputation takes a hit as housing crisis worsens](#) (Stuff and RNZ)
- [Resort releases draft tourism environment action plan](#) (Otago Daily Times)
- [New national levy sought to fund local tourism infrastructure](#) (Fiona Rotherham)

### Submissions

- Submission on draft Queenstown Airport Master Plan



# Travel Trade **Activity**

## Activity Summary | 1 April – 30 June

The below table captures some of the key activity completed by the trade team in the quarter.

	New Zealand	Australia	Western	Asia	Quarter total	Year to date total FY22–23
Famil participants	3	4	32	61	100	209
Networking	59	51	45	46	201	677
Sales Calls	0	2	1	1	4	46
Trade Show Appointments	101	18	293	50	462	776
Trainings	36	0	0	0	36	318
Webinar Trainings	0	100	0	0	100	497

## Quarter Highlights

- TRENZ 2023 in Ōtautahi Christchurch
- Pre & Post TRENZ FAMILs
- DQ Auckland ITO Event
- USA Sales Mission alongside Auckland Unlimited and Auckland International Airport
- Seven other FAMILs from the USA, UK/DE, China, Hong Kong, Japan and SEA.

## Digital Presence

### Facebook (closed travel sellers' group)

- Member growth from 794 to 828 (4.3% increase vs last quarter)

### YouTube (travel trade channel)

- 13 videos uploaded to the channel
- 89 new subscribers (237 total)
- 11,747 views (230% increase vs last quarter – last quarter totalled 3,558 views)

### eDMs

- Four eDMs sent to our database (6,000+ members)
- 21% - 36% open rate

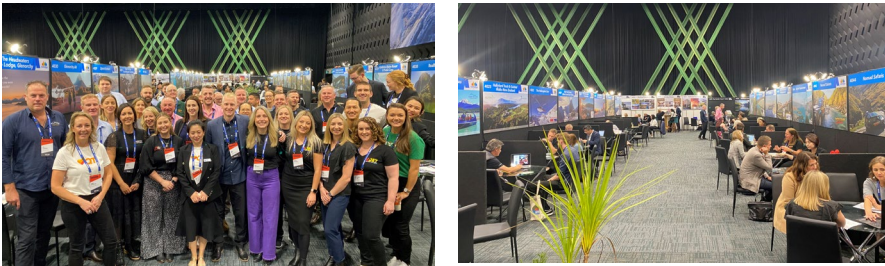
### TRENZ Connect

- 371 connections

# Travel Trade Highlights

## TRENZ 2023 in Ōtautahi Christchurch

After a 4-year hiatus, TRENZ 2023 had Queenstown's largest ever contingent of operators participate. We had two appointment streams over 3-days of appointments for Western and Asian markets, resulting in meetings with 110 buyers. In addition, we also hosted our Southern Lakes function with Central Otago and Lake Wānaka Tourism, hosting over 160 buyers.



## DQ Auckland ITO Events

DQ led an Inbound Tour Operator (ITO) event in Auckland after the success of the previous year. This year we added an additional networking opportunity and frontline seller event during the day as well as the senior managers evening function. We had 27 Queenstown operators participate in the event. Over 55 senior managers attended the evening function, and 70 travel sellers attended the frontline seller day event.

## DQ Pre & Post TRENZ Famils

DQ hosted 27 famil guests that attended TRENZ at our Pre & Post-TRENZ famils in May. This included guests from North America, Australia, the UK, Finland, Sweden, China, Thailand, Israel and India alongside five members of the Air New Zealand sales team from China, Hong Kong and Taiwan. We were able to showcase the range of experiences on offer in the Whakatipu from our Queenstown operators that attended TRENZ.



## Other Activity

### USA Roadshow with Tātaki Auckland Unlimited & Auckland International Airport

DQ as part of our MOU joined Tātaki Auckland Unlimited and Auckland International Airport Limited for their USA Roadshow alongside 10 Queenstown operators and 8 Auckland operators. The group visited Chicago, Dallas, San Francisco and Los Angeles, connecting with over 250 agents during the week.

### Famils

Outside of our Pre & Post-TRENZ Famils, DQ has hosted a range of famils this quarter. This included TNZ If You Seek USA & UK/DE (16 guests), Air New Zealand Hong Kong (6 guests), TNZ Japan Post-TRENZ (11 guests), General Travel Post-TRENZ (22 guests), Down Under Answers (9 guests) and the TNZ China Trade Famil (9 guests).

# Business Events **Activity**

## Activity Summary | 1 April – 30 June

This table summarises the core activity completed by the business events team in the quarter.

	New Zealand	Australia	Asia	North America	Rest of World	Quarter total	Year to date total FY22-23
Famils	0	1	7	10	0	11	37
Site Inspection	0	0	1	0	0	1	24
Sales Call	1	6	0	0	0	7	86
Trade Show Appointment	7	40	3	4	6	52	170
Networking	49	1	0	0	0	50	50

## Quarter Highlights

- Attended IMEX Frankfurt tradeshow event and completed 31 tradeshow appointments and sales calls.
- Attended MEETINGS 2023 in Wellington and completed 30 tradeshow appointments with a focus on Australian Buyers.
- Hosted a North American Incentive Buyer Tourism New Zealand Famil in Queenstown for 10 guests.
- Hosted the Queenstown Auckland C&I event in collaboration with our Queenstown operators hosting 49 guests.
- QCB organised and hosted one site inspections for one client from Taiwan.



# Business Events Leads

## Leads generated | 1 April – 30 June

This table reflects the leads generated in the last quarter by the Queenstown Business Events team and their current status (won/lost/in progress). Year-end total reflects the total of all leads generated in the FY and their current status.

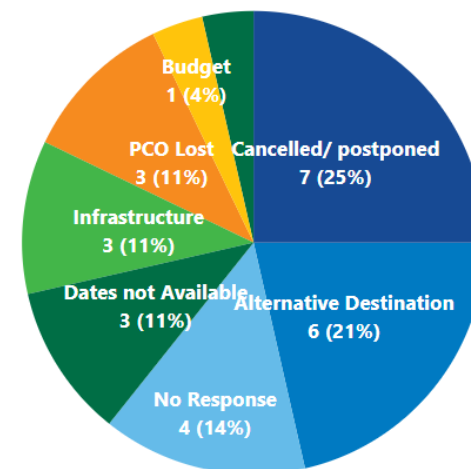


	New Zealand	Australia	Asia	North America	Rest of World	Quarter total	Year-end total FY22-23
Generated	9	11	0	1	0	21	195
Prospective	9	7	0	1	0	17	67
Won	0	1	0	0	0	1	70
Lost	0	3	0	0	0	3	58

Note there will be some minor difference in the numbers above compared to historical quarterly reports, updated reporting methodology has meant more consistent and accurate reporting practices have been established.

## Lost leads reasons

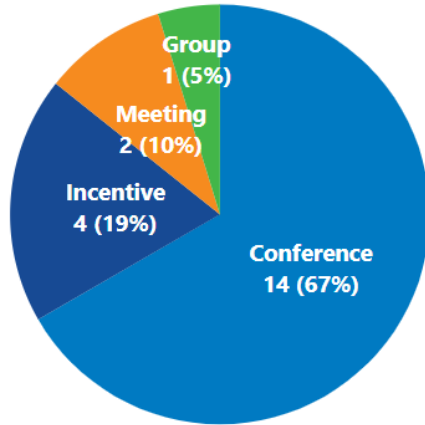
The graph below reflects the number and reasons why leads were lost in the last quarter.



# Business Events Leads

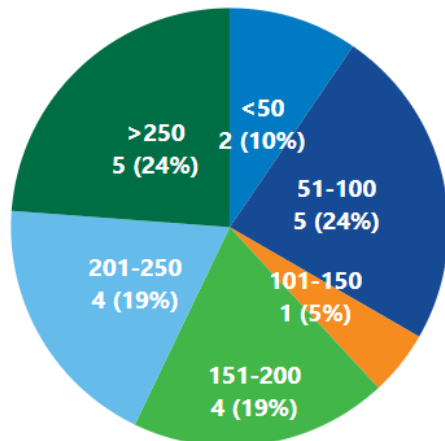
## Business Event Type

The graph below shows the number of leads in the last quarter based on the event type.



## Business Event Group Size

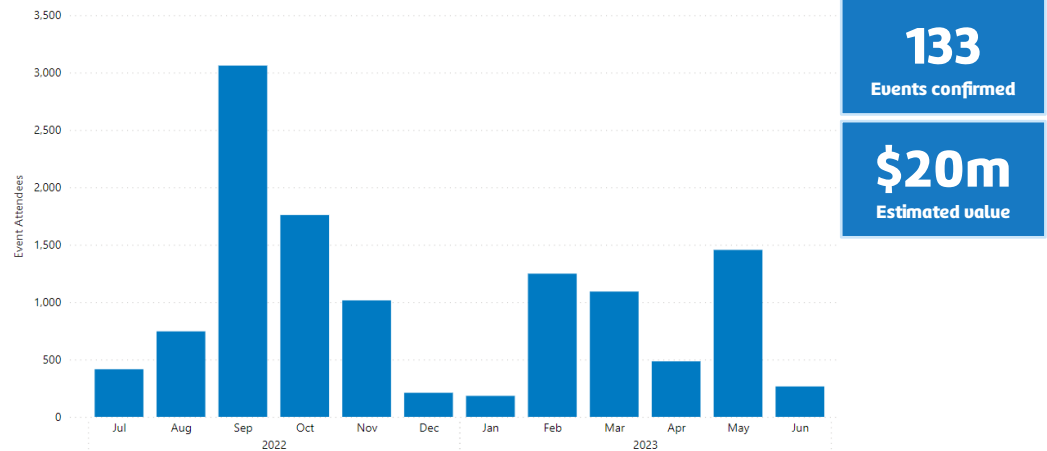
The graph below shows a break down of the leads generated in the last quarter by size of group.



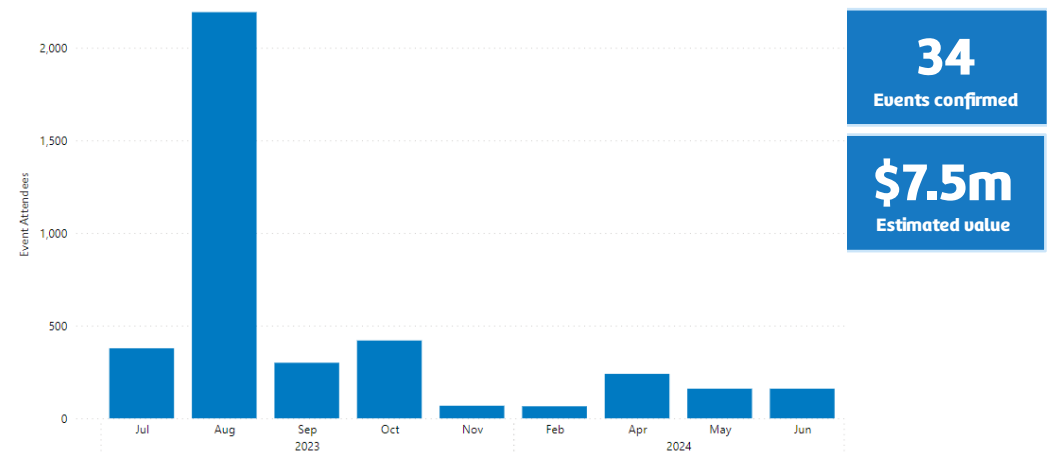
## Confirmed Event Attendees

The graphs below show the number of business event attendees that the DQ team have been involved in confirming.

### Past events – last 12 months



### Future events – next 12 months



# Organisation **Activity**

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## People Movements

It's been a dynamic quarter for staff movement.

**Jana Kingston** departed 9 June after nearly 18 years with DQ. She is now the National Business Development Manager for C&I at Millennium Hotels & Resorts. **Jessica Langelaan** will join DQ on 17 July as QCB Sales Manager bringing sales and relationship management skills and C&I experience from Holiday Inn Queenstown Remarkables Park.

Communications Executive, **Lu Morris**, has confirmed she is not returning from maternity leave. We wish her the best and thank **Tsehai Tiffin** for taking on this role over the past year. We have confirmed **Emma Shaw** as Communications Advisor from August 28th. Emma brings a wealth of comms experience from her time at ANZ, and we look forward to welcoming her.

**Amanda Tutton** joined DQ as Media Executive, after **Micaela McLeod** was inspired to pursue her master's degree in sustainable business. Amanda has a diverse background that includes guiding in Nepal and ski patrol.

**Alex Holmes**, BD Executive for trade, has departed for an overseas experience. He is well known in town and will be missed. We are excited to welcome Arrowtown local **Rose Wood** into the trade BD Executive role starting 17 July.

We are currently in market for a Trade Marketing executive role.

We would like to thank all departed staff members for contributing to the fabric of DQ, upholding our values of being ALL IN, STAYING TRUE, and HAVING FUN.

## Quarterly Activity

### Organisational Strategic Activity

- FY22-23 Audit
- AGM planning
- FY22-23 Carbon measurement data collection
- Development of new Famil and Site Inspection Risk & Safety Assessments

### Data and Insights updates

- Compiled and shared [Activity Insights Guides](#)
- Managed the evolution of the Visitor Insights Programme (Visitor Experience and Perception) to reflect regenerative tourism direction
- Completed an accuracy review of the Forward Outlook model, which consistently upward of 90% accurate (between actuals vs published)
- Received and reviewed the FY22-23 View on Tourism Results

### Carbon Zero Journey

- This quarter the focus has been on expanding our scope of data collection by developing new and integrated ways of collection so that come 1 July we are set

### Events hosted

- DQ Connect Sessions – Working with Media presented by Tsehai Tiffen, How to Improve Guest Experience and Yield with Data-Driven Insights presented by Dave Hockley from Data Story