

QUARTERLY REPORT

Quarter 4
FY2023-2024

REAL ESTATE

NEW ORLEANS HOTEL


Queenstown
NEW ZEALAND

CONSUMER MARKETING ACTIVITY

ALWAYS-ON CAMPAIGN | 1 APRIL - 30 JUNE

DQ's always-on digital marketing activity ensures Queenstown has a brand presence in the domestic and Australian markets year-round across Meta, YouTube, TikTok, Google and native placements.

Activity is focused on attracting high-contributing visitors, influencing them to stay longer and create a deeper connection with our place. The digital campaign operates across all layers of the funnel by building brand awareness, driving web traffic and conversion via member listings.

Domestic activity:

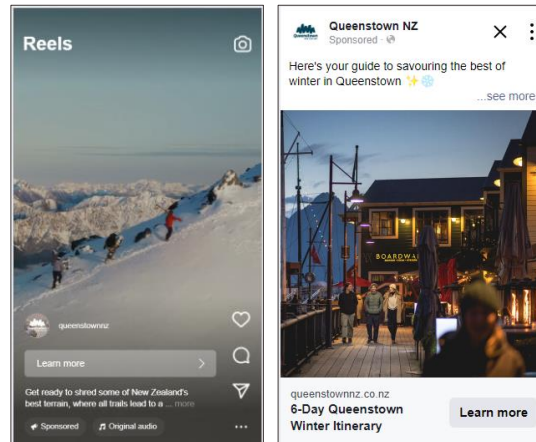
April focused on driving autumn visitation through promoting food and drink experiences, golf, hiking, biking, wellness and encouraging slow travel. Winter marketing commenced on 1 May to drive demand for a domestic ski and winter holiday in Queenstown.

Australian activity:

Winter marketing activity has been live since 1 April, targeting two key segments; Winter Lovers and Ski Enthusiasts, positioning Queenstown as an ultimate winter holiday destination and defending Queenstown's reputation as a top skiing and snowboarding destination.

ALWAYS-ON PAID DIGITAL QUARTERLY RESULTS

- 2.3M reach (FB, Instagram & TikTok)
- 1.3M video views (FB, Instagram & YouTube)
- 1M interactions (Search, Display, YouTube)
- 208K clicks
- 657K website sessions (AU & NZ only)
- 138K member referrals (AU & NZ only)



PROJECTS, PARTNERSHIPS & CONTENT PRODUCTION

QUEENSTOWN NZ BRAND REFRESH

- The refreshed brand has been rolled out across various resources and collateral, EDM templates and a visual refresh to QueenstownNZ.nz is underway.

REGENERATIVE TOURISM CASE STUDY SERIES – ‘FROM THE GROUND UP’

- DQ launched a [6-part video series](#) to grow awareness of regenerative tourism and shine a light on local businesses leading the way. The series was premiered at Wao Film Festival at Te Atamira, promoted through a We Are Explorers partnership, and is live across DQ's digital channels until end of August.

2024 WINTER ACTIVITY

- DQ upweighted its digital marketing presence in the Australian market to continue to drive demand for Queenstown as a ski and winter destination and remain competitive.
- DQ ran nationwide brand activity across TVNZ+, connected TV in Australia and at the Sydney Film Festival, launched a domestic ski giveaway as lead generation activity to build the first party ski database, and the weekly Snow Reports in collaboration with LWT kicked off for the 2024 season.

PHOTOSHOOTS & VISUAL CONTENT PRODUCTION

- Scenic autumn photoshoot was completed in Queenstown, Arrowtown and Gibbston.

PARTNERSHIPS

- A 12-month partnership with Neat Places went live including articles, listings, social activity and EDMs promoting a range of neat things to see, experience and eat in Queenstown.
- A multi-page feature about Queenstown's food scene was published in the June issue of Cuisine Magazine, and a giveaway launched on Cuisine channels, designed to grow DQ's first party database.

EVENT MARKETING

- 'What's On This Winter' digital event marketing campaign is live. Event hub and listings on QueenstownNZ.nz generated 96k views over the quarter.

MEMBER CAPABILITY

- Launched the new [Member Hub](#) and member capability programme of events.

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, helping visitors discover Queenstown’s regenerative tourism focus and encouraging visitors to see more, stay longer and forge a deeper connection with our place while they’re here.

DQ aims to drive the visitor down the consideration funnel from planning to booking, ultimately resulting in conversions via operator listings.

DEVELOPMENTS FOR THE QUARTER INCLUDE:

- 12 blogs produced or refreshed
- Launch of the new [Member Hub](#)
- Launch of Meet | Live | Business | Study navigation

WEBSITE PERFORMANCE FOR THE QUARTER:

- 779k visits
- 154k member referrals
- Referral conversion rate 20%

DIRECT TO CONSUMER EMAIL STRATEGY

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

In the last quarter, DQ produced six EDMs for its consumer database, and redesigned and rebuilt all DQ templates to implement the refreshed brand.

- [Food & Drink EDM](#) | 47.6% OR | 7.2% CTOR
- [Domestic Ski EDM](#) | 47.9% OR | 8.6% CTOR
- [Love QT Autumn EDM](#) | 51% OR | 5.6% CTOR
- [Winter Family EDM](#) | 50.1% OR | 9.7% CTOR
- [Love QT funding recipient announcement](#) | 68.2% OR | 4.9% CTOR
- Things to Do in Winter EDM | 39.1% OR | 6.5% CTOR

OR – open rate | CTOR – click to open rate

SOCIAL MEDIA ACTIVITY

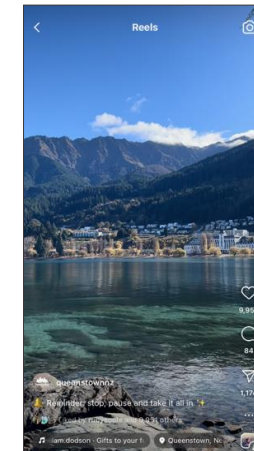
DQ's organic social channels continue to be a key source of destination inspiration for future high contributing visitors. Content during this quarter was curated to showcase stories of our people, place and experiences. Short form video content generated significant organic reach over and above our existing followers. DQ also launched the first episodes of the [weekly Mountainwatch Snow Reports](#) for the 2024 ski season in collaboration with LWT.

HIGHLIGHTS



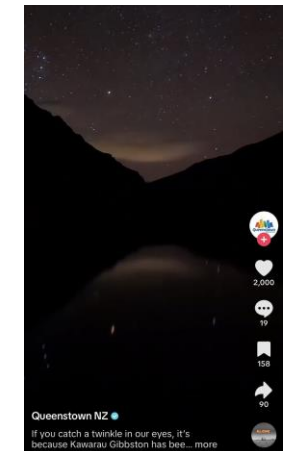
Facebook – 26 June Snow Report

Reach: 102.2k
Engagement: 4.1k
Comments: 22
Shares: 18



Instagram Reels – Stop, Pause & Take it all in

Reached: 140k (76% non-followers, 24% followers)
Plays: 208k
Watch time: 197hrs
Interactions: 11.7k



TikTok – Kawarau Gibbston Dark Sky Reserve

Views: 319.6k
Likes: 2k
Saves: 158

Queenstown
NEW ZEALAND

MEDIA ACTIVITY

MEDIA HIGHLIGHTS | 1 APRIL - 30 JUNE

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

CONTENT

- Kia Ora: [Getaway for Good: Explore, indulge and tread lightly in Queenstown](#) Ben Fahy
- Explore Travel: [World first: This incredible town in New Zealand is about to go carbon-zero](#) Craig Tansley
- Escape [Driftaway Queenstown might just be the coolest holiday park in New Zealand](#) Jennifer Ennion
- Australian Geographic: [Twice the fun: Snowboard and hike NZ's Queenstown region](#) Jennifer Ennion
- Travel & Leisure SEA: [Why Shoulder Season Might Be the Best Season to Visit New Zealand](#) Veronica Inveen
- ET Today Taiwan: [Must-try Tourism Programs in Queenstown - Skyline and Ziptrek Ecotours](#) Zhou Lingling
- YouTube: [Queenstown: A Thriving Adventure Hub in New Zealand's South Island](#) @perfectcontinuouseat

HOSTED MEDIA (FAMIL)

- Alexia Santamaria, NZ freelance journalist writing for Cuisine Magazine visited Wet Jacket, Mora, Headwaters, Sherwood and Ayrburn. Published feature 'Slow and Sustainable' in July issue 224. Kelli Brett from Cuisine was also hosted at QT Hotel and The Rees as part of a judging panel for Cuisine's Good Food Awards.
- Laura Williamson, was hosted for a feature for Kia Ora as part of a feature on the Southern Way, she took a tour with Appellation Wine Tours and stayed at Kinross
- Nadine from PEPR (DQ's PR agency in Australia) visited in June to experience the region, meet with operators and become better informed in pitching Destination Queenstown to Australian travel and news media.

TNZ SUPPORTED MEDIA (FAMIL)

- TNZ Taiwan Media Press Trip. The group stayed at The Rees and visited Sherwood, Gondola, Ziptrek, Walter Peak, Arrowtown and Ayrburn.

HIGHLIGHTS



Cuisine Magazine



Kia Ora



@perfectcontinuouseat



Explore Travel

COMMUNICATIONS ACTIVITY

COMMUNICATIONS HIGHLIGHTS | 1 APRIL - 30 JUNE

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

MEMBER COMMUNICATIONS

- Six Fortnightly Remarks
- Five Special Remarks – topics included Annual Business Plan FY24-25, Consumer Marketing Update
- Nine Data and Insights
- Three Capability Connect

MEDIA RELEASES

- Love Queenstown Funding Grants announced
- [Electrifying Queenstown business summit](#)

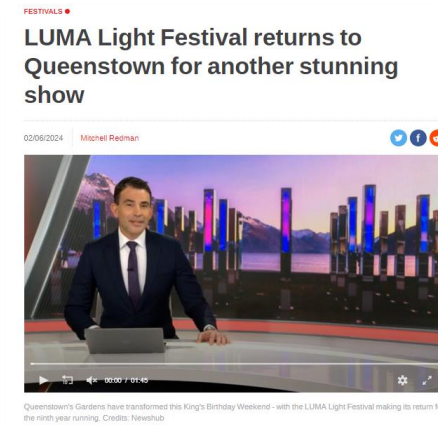
MEDIA ENQUIRIES

- Lakes Weekly Bulletin | [Aspen delegation visit](#)
- NewsHub TV3| [LUMA Light Festival returns to Queenstown](#) | [Australians flock as visitor numbers boom](#)
- ODT | [Business summit with carbon zero in mind](#)

SUBMISSIONS

- Otago Southland Regional Land Transport Plans (April 2024)
- Climate Change Commission Emissions Target Review (May 2024)
- Parliament Fast Track Approvals Bill (June 2024)
- Otago Regional Council Long Term Plan (June 2024)
- MBIE International Visitor Levy (June 2024)
- Queenstown Lakes District Creativity and Culture Strategy (June 2024)

HIGHLIGHTS



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	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAR END TOTAL FY23-24
Famils	11	14	26	8	11	70	94
Networking	46	21	340	78	7	492	764
Sales Call	1	2	8	1	0	12	28
Trade Show Appointment	7	8	61	310	18	404	1323
Trainings	0	0	297	0	0	297	787
Webinar Trainings	10	0	1	9	0	20	993

QUARTER HIGHLIGHTS

- Destination Queenstown and Tātaki Auckland Unlimited USA Roadshow 2024
- Mountain Travel Symposium 2024
- TRENZ 2024
- Kia ora South China

DIGITAL PRESENCE

FACEBOOK (CLOSED AGENTS' GROUP)

- Member count 886
- +10 new members

YOUTUBE (TRAVEL TRADE CHANNEL)

- 5478 views
- +41 new subscribers

EDMS

- One EDM sent to travel trade database (over 7,500 member)
- 28% Open Rate

TRENZ CONNECT

- 444 connections

TRAVEL TRADE ACTIVITY HIGHLIGHTS

TRENZ 2024

Destination Queenstown attended TRENZ 2024 from 7-10 May at Te Whanganui-a-Tara Wellington, alongside 29 Queenstown operators. We had two appointment streams over two days for Western and Asian markets, resulting in appointments with 92 buyers. We also hosted our Southern Lakes function with Central Otago and Lake Wānaka Tourism. DQ hosted the Greater China Buyers Dinner with approximately 125 attendees including buyers from mainland China, Taiwan, Hong Kong and inbound operators. Co-hosts include the Chinese sales people from RealNZ, Nomad Safaris, Real Guns, Ngāi Tahu Tourism, NZONE Skydive, Sudima Hotels, Skyline Queenstown and Southern Discoveries.



MOUNTAIN TRAVEL SYMPOSIUM (MTS) 2024

MTS is the largest and longest running annual gathering of mountain travel professionals in the world. Hosted in Lake Tahoe in 2024, the event attracted over 800 delegates from 24 countries. The Symposium consists of four parts: a networking and welcome event, a trade exchange connecting buyers with suppliers, forum sessions with speakers and breakout sessions, and a group exchange featuring a full day of meetings with ski club and council leaders interested in learning about resorts. Read the [trip report](#) for further details.

KIA ORA SOUTH CHINA 2024

On 21 June, a trade training workshop in Beijing showcased the South Island's winter and ski products from six operators and two RTOs. From 24-28 June, workshops in Chengdu, Guangzhou, and Shenzhen presented the South Island as a four-season destination with training from 14 operators and five RTOs. Attendees included travel agents, airlines, and educational sector representatives. Each city also hosted gala dinners and media interviews.

DQ AND TĀTAKI AUCKLAND UNLIMITED USA ROADSHOW

In partnership with Tātaki Auckland Unlimited and Auckland International Airport, DQ travelled to the USA from 1-12 April. The trip visited eight cities and was supported by 10 operators from Queenstown and Auckland. The goal for each event was to provide awareness of the diverse range of visitor experiences offered in both region, to inspire and motivate travel advisors to sell high-quality holiday itineraries to their clients. Read the trip report [here](#).



FAMIL ACTIVITY

- Southern Lakes post TRENZ famil 12-17 May
- TNZ United Kingdom / Germany icons famil
- Air New Zealand Destination Dash famil
- TNZ GTC luxury famil
- RealNZ IBO famil
- TNZ China famil - off peak experience

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	YEARTO DATE TOTAL FY23-24
Famils	2	0	6	10	3	21	32
Networking	0	1	0	0	0	1	76
Sales Call	6	0	0	0	0	6	78
Site Inspection	9	5	0	0	0	14	37
Trade Show Appointment	21	25	1	0	0	47	67

QUARTER HIGHLIGHTS

- QCB offered support in hosting four international famil programmes, across three markets (North America, Southeast Asia and Hong Kong). These opportunities were in partnership with Tourism New Zealand and Air New Zealand in line with MEETINGS as well as a targeted small group of Maritz agents through IDNZ.
- QCB hosted three events specific to our Queenstown business events suppliers to support the DQ Member Capability programme. Attendance was strong across the TNZ North America Business events update webinar (26 attendees), TNZ India Business Events and Travel Trade update (21 attendees) and Request for Proposal (RFP) lead proposal training (39 attendees).
- A refreshed LinkedIn Strategy was implemented for the [Queenstown Convention Bureau page](#), and this quarter has seen a strong growth in organic engagement and followers.
- DQ, and 24 Queenstown operators exhibited at MEETINGS 2024, New Zealand's biggest business events trade show. This year's tradeshow in Rotorua is from 19-21 June. Across two appointment streams, DQ held 47 scheduled appointments across two days as well as high levels of interest from walk ups and day buyers also wanting to connect with Queenstown.
- Queenstown has featured in MICE publications across both domestic and Australia this quarter; a [DMP focused destination piece](#) with Meetings News, promotion of [new venues in region](#) and several Queenstown venues being featured in [Prevue magazine](#) supported by Tourism New Zealand.

BUSINESS EVENTS LEADS

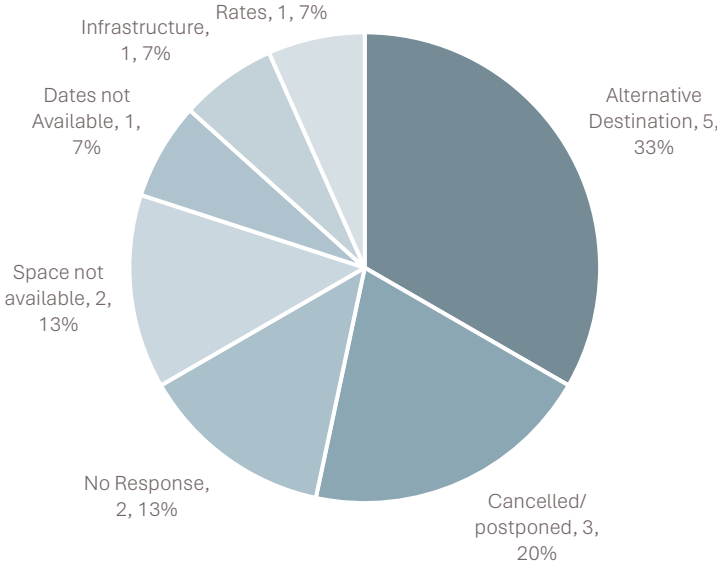
LEADS GENERATED | 1 APRIL - 30 JUNE

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 financial year and their current status.

41 Leads generated Q4 FY23-24		136 Leads generated YE FY23-24		37% Conversion rate YE FY23-24			
	NEW ZEALAND	AUSTRALIA	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAREND TOTAL FY23-24
Generated	20	19	0	1	1	41	136
Prospective	17	17	0	1	1	36	49
Won	2	1	0	0	0	3	50
Lost	1	1	0	0	0	2	37

LOST LEADS REASONS

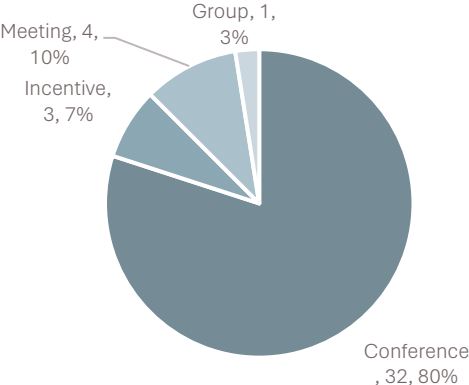
The graph below reflects the number and reasons why leads were lost in the last quarter.



BUSINESS EVENTS LEADS

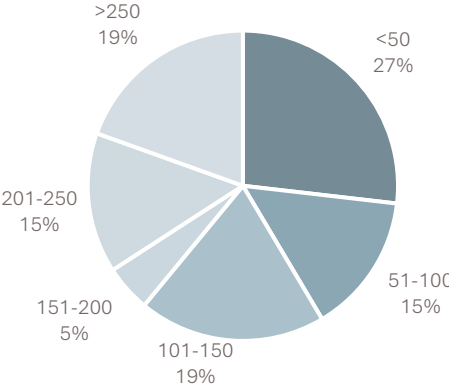
BUSINESS EVENT TYPE

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



BUSINESS EVENT GROUP SIZE

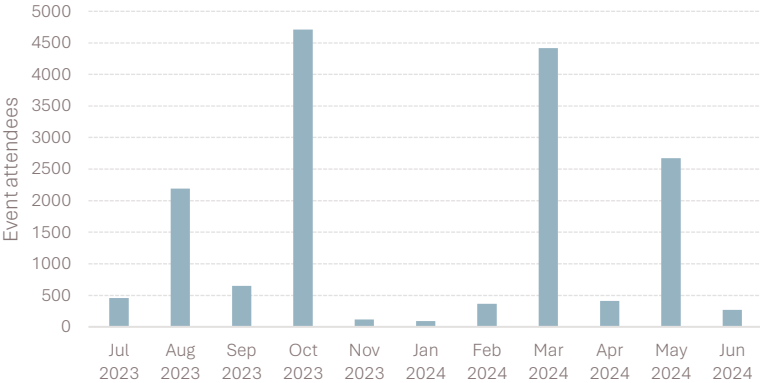
The graph below shows a breakdown of the leads generated in the last quarter zby size of group.



CONFIRMED EVENT ATTENDEES

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

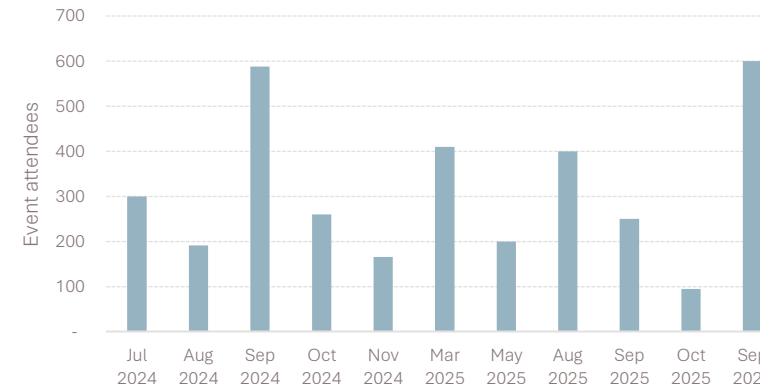
PAST EVENTS – LAST 12 MONTHS



72
Events confirmed

\$32m
Estimated value

FUTURE EVENTS – NEXT 12 MONTHS



33
Events confirmed

\$6.4m
Estimated value

ORGANISATION ACTIVITY

THE DQ TEAM

This quarter has seen the arrival of Aimee Riach, in the role of Member Services Administrator. Aimee has a Tourism Management Degree from Victoria University that has provided her with a solid base knowledge of the tourism industry including destination and visitor management, tourism policy and planning, sustainability, stakeholder engagement, and more!

Aimee can be reached via reception@queenstownNZ.nz providing a wide range of support from memberships, listings, event listings, and putting you in touch with DQ team members.

This quarter has seen the development of a Welcome to DQ - Member Onboarding Guide. If you are a new member or need a reminder of what services DQ provides and how to access these services, please [take a look](#) (commercial rate payer subscription).

At the very end of the quarter, we farewelled Mitch Serbu, as Media Executive Amanda Tutton returned from maternity leave. Amanda can be contacted via amandat@queenstownNZ.nz

Make sure you signed up to our [newsletters](#) for more information and updates.



Aimee Riach



Amanda Tutton

QUARTERLY ACTIVITY

SUSTAINABILITY LEAD UPDATES

- Member Hub launched at the end of April, with new resources, capability building events and information for members to aide on their journey toward regenerative operations.
- A new monthly communications channel, Capability Connect, went live in April. It showcases upcoming member capability events and resources on the new capability section of the Member Hub. Organised the inaugural Electrifying Queenstown event in partnership with Queenstown Business Chamber of Commerce on 24 June.
- Ongoing member business 1:1 meetings with interested businesses to support them in their sustainability practices.

DATA AND INSIGHTS UPDATES

- Evolution of the methodology for the Forward Outlook to reflect Queenstown's actual accommodation stock and introduction of a "this time last year" view.
- Introduction of the new Visitor Volume Estimate visitation count into the Visitor Insights Dashboard.
- Negotiation and appropriate evolution of DQ's research contracts ahead of FY24-25.
- Introduction of [Visitor Economy Data and Insights Summary year end December 2023](#)

ORGANISATIONAL ACTIVITY

- FY24-25 Annual Business Plan Ratified by Strategic Review Board and submitted to QLDC.
- Work commenced for planning the FY23-24 Annual Report.
- DQ Members Event held 4 April 2024 covering DQ destination update and hosted Ishita Mendonsa from TNZ covering TNZ's recent Sustainability research findings.
- Attended TNZ's regional Hui in May.

DQ CARBON ZERO JOURNEY

- Preparation for submitting DQ's data and inputs for emissions report with EnviroAccounts.