

QUARTERLY REPORT

Quarter 4 | April - June 2025
FY2024-2025



CONSUMER MARKETING ACTIVITY

ALWAYS-ON CAMPAIGN | 1 APRIL - 30 JUNE

DQ's paid always-on digital marketing ensures Queenstown has a constant presence in the domestic and Australian markets. The full-funnel campaign drives destination preference and demand across all stages of the booking journey: discover, educate and book.

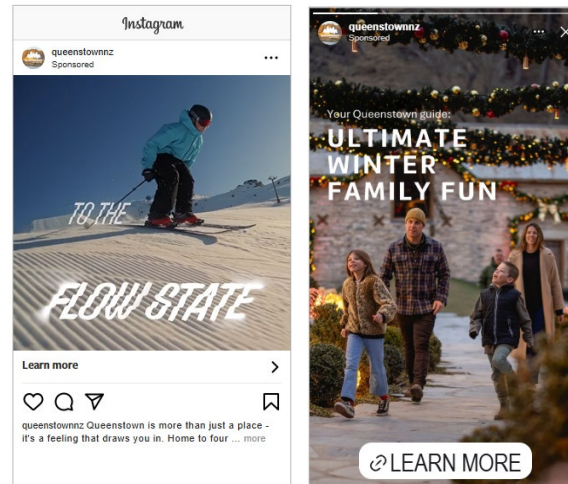
Activity targets high-contributing visitors, influencing longer length of stay and connection with our people and place. Channels include Facebook, Instagram, YouTube, display, paid search, TikTok.

- Domestic activity: Autumn marketing continued until 30 April promoting slow travel, food & drink, arts, culture and heritage, wellness, active relaxation, golf and sightseeing, all within stunning autumnal landscapes. Winter marketing commenced 1 May, positioning Queenstown as the ultimate ski holiday destination.
- Australia activity: Winter campaign continued to run from April - June targeting winter lovers and ski enthusiasts, to drive demand for a Queenstown ski holiday through showcasing stunning landscapes, diverse activities and on-and-off the snow experiences.

ALWAYS-ON QUARTERLY RESULTS

- 7.1M impressions
- 1.2M video views
- 456K interactions (Search, Display, YouTube)
- 197K link clicks
- 4.4% CTR (Meta)
- 598K website sessions (AU and NZ only)
- 157K member referrals (AU and NZ only)
- 25.6% conversion rate

CTR | Click Through Rate



PROJECTS, PARTNERSHIPS & CONTENT PRODUCTION

2025 WINTER CAMPAIGN

- 'Welcome to the Flow State' campaign launched 1 March in Australia and 1 May in the domestic market, generating 7.5M impressions, 1.3M interactions, 775K website sessions. 204K member referrals (25.2% conversion rate) from 1 March- 30 June. View the landing page [here](#). View the campaign [hero video](#).

PHOTOSHOOTS & VISUAL CONTENT PRODUCTION

- Video and photoshoots including Kawarau Gorge Trail, Kingston, Arrowtown & Gibbston scenics, Remarkables Market, Queenstown isite and Oxbow. Event content capture included Arrowtown Autumn Festival, Electrify Queenstown, post TRENZ famil, Host Tech and the QCB Domestic Famil.

PARTNERSHIPS

- The 2025 Queenstown Wānaka Snow Reports video series in partnership with MountainWatch launched 18 June to the domestic and Australian markets.
- Supporting winter campaign brand ads and 'Flow State' editorial published within Kia Ora Magazine, Ski and Snowboard AU, Ski and Snow NZ and Chillfactor AU.
- The second 'Love Queenstown Impact Partner Case Study' blog and video was produced and shared.
- A [Southern Way campaign](#) launched in Australia, aligning with the new Gold Coast to Dunedin Jetstar flight, promoting open jaw travel and itineraries around the lower South. This was enabled through funding from the MBIE Regional Tourism Boost Fund.

EVENT MARKETING

- Electrify Queenstown marketing activity continued to target local business and community audiences, and a post event [highlights video](#) was produced.
- 'What's On This Autumn' digital campaign ran until 30 April and 'What's On This Winter' launched 1 May. Event hub and event listings on QueenstownNZ.nz generated 111k views over the quarter.

TRADE MARKETING

- New Autumn and Winter Trade Training video assets were produced and published across Trade channels.
- A [post TRENZ Famil Highlights Video](#) produced and published across Trade channels.
- Meetings Newz marketing partnership including front cover, brand ads and editorial in the May/June edition.
- QCB buyer recruitment campaign as the entry mechanic for the 2025 Domestic Famil, gaining insights into business event trends.

CONSUMER MARKETING ACTIVITY

WEBSITE – QUEENSTOWNNZ.NZ

QueenstownNZ.co.nz is the official information source on Queenstown, providing travel inspiration and useful information for visitors to plan and book their trip. All DQ marketing activity drives traffic to QueenstownNZ.co.nz, 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 conversion via operator listings.

DEVELOPMENTS FOR THE QUARTER INCLUDE:

- 10 new blogs produced, including: [Where Accessibility Meets Adventure](#), and Flow State series; [Blake Marshall's Queenstown Flow](#)
- Review and refresh of LoveQt.co.nz
- Launch and maintenance of [electrifyqueenstown.co.nz](#)

WEBSITE PERFORMANCE FOR THE QUARTER:

- 699K sessions
- 443K users
- 175k member referrals
- Referral conversion rate 24.6%

DIRECT TO CONSUMER EMAIL STRATEGY

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

In the last quarter, DQ produced ten EDMs for its consumer database:

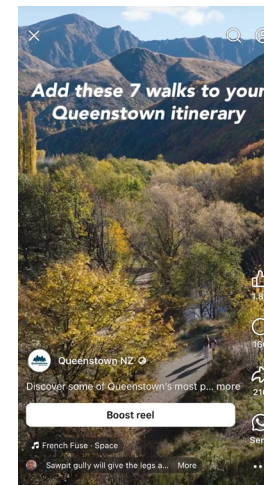
- [Ski & Snowboard AU](#) | 43.4% OR | 4% CTOR
- [Autumn Family Fun](#) | 53.1% OR | 8% CTOR
- [Autumn Biking](#) | 58.6% OR | 8% CTOR

- [Cosy Places to Stay](#) | 46.6% OR | 11% CTOR
- [Love QT Impact Grants](#) | 53.8% OR | 8.3% CTOR
- [NZ Ski & Snowboard](#) | 33.0% OR | 6.9% CTOR
- [Meaningful Adventures](#) | 54.9% OR | 7.1% CTOR
- [Love QT End of Year](#) | 50.2% OR | 7.8% CTOR
- [What's on this Winter](#) | 47.9% OR | 6.1% CTOR
- [Family Winter Guide](#) | 51.3% OR | 10.5% CTOR

SOCIAL MEDIA ACTIVITY

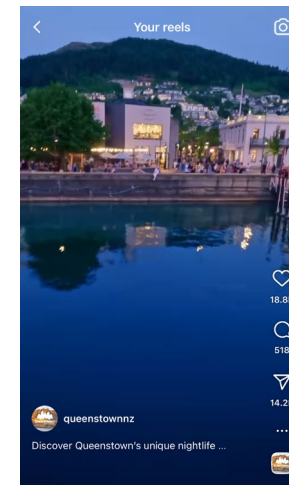
DQ's organic social channels continue to be a key source of destination inspiration for future visitors. Content during this quarter was curated to showcase Queenstown as the ultimate autumn and winter holiday destination, sharing stories of our people, place and experiences. Short form video content continued to drive increased engagement, with the Queenstown Nightlife drone point of view and helpful winter trip planning reels.

HIGHLIGHTS



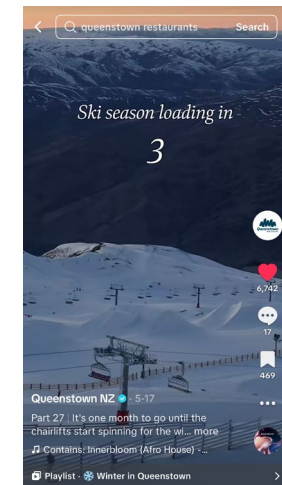
Facebook – 7 Queenstown Walks

- Views: 459.4K
- Interactions: 3.6K
- Shares: 219



Instagram – Queenstown's Unique Nightlife

- Views: 486.3K
- Interactions: 36K
- Shares: 14K



TikTok – Queenstown Ski Season loading

- Views: 86K
- Interactions: 8K
- Saves: 469

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

- Seven Fortnightly Remarks
- Three Special Remarks – Winter Consumer Marketing Update, Quarterly Member Update
- Eight Data and Insights
- Two Capability Connect newsletters

MEDIA RELEASES

- 26 May: [Energised crowd plugs in at Electrify Queenstown 2025](#)
- 10 June: [Electrify Queenstown to return in 2026](#)

MEDIA ARTICLES

- 17 May: ODT – [Tourism bodies move closer](#)
- 31 May 2025: ODT – [Congestion-busting contenders](#)
- 3 June: meeting newz – [The buzz at Electrify Queenstown 2025](#)
- 4 June: Herald NOW – [International tourists spending more but still below pre Covid](#)
- 11 June 2025: Tourism Ticker – [Electrify Queenstown returning in 2026](#)
- 11 June: ODT – [Call for national infrastructure focus](#)

SUBMISSIONS

- DOC - x2 submissions: New Zealand's Biodiversity Strategy | The Predator Free 2050 Strategy to 2030
- QLDC - x2 submissions: Climate and Biodiversity Plan | Waste Management and Minimisation Plan

HIGHLIGHTS

Herald NOW: International tourists spending more but still below pre-covid levels

Tourism spending rebounds but still below pre-covid levels. Video / Herald NOW



Herald NOW

Otago Daily Times

News Sport Life & Style Entertainment Business Regions Fe

Wednesday, 11 June 2025

Call for tourism infrastructure focus

By Matthew Littlewood and Tracey Roxburgh

Regions > Queenstown



Otago Daily Times



The buzz at Electrify Queenstown 2025



More than 200 attendees gathered at Skyline Queenstown, at Electrify Queenstown 2025 launch. The three-day programme helps businesses and households explore practical ways to reduce energy bills, electricity, and decarbonise.

meeting newz

TRAVEL TRADE ACTIVITY HIGHLIGHTS

MOUNTAIN TRAVEL SYMPOSIUM 2025

Destination Queenstown attended the 2025 Mountain Travel Symposium, the world's largest and longest-running annual gathering of mountain travel professionals. Held in Aspen Snowmass, this year's event attracted over 900 delegates from more than 35 countries. The symposium featured four key components: a welcome networking event, a trade exchange connecting buyers and suppliers, forum sessions with keynote speakers and breakout discussions, and a group exchange focused on meetings with ski club and council leaders interested in resort destinations. Destination Queenstown and RealNZ were the sole representatives from New Zealand, presenting a valuable opportunity to engage with a highly receptive audience.

KIA ORA SOUTH CHINA

Destination Queenstown attended Kia Ora South China 2025 from 23-30 June, alongside five regional tourism organisations and 11 South Island operators. DQ participated in four Kia Ora South training workshops and gala dinners held in Shanghai, Guangzhou, Shenzhen, and Hong Kong - engaging with 273 agents through training sessions and networking with a further 80 agents at evening events.



TRENZ 2025

Destination Queenstown attended TRENZ 2025 in Rotorua from 5-9 May, alongside 25 Queenstown operators and seven Wānaka operators. This marked the first year representing both Destination Queenstown and Lake Wānaka Tourism under the new shared service model. Across the two-day trade show, Destination Queenstown participated in three appointment streams for the Western and Asian markets and one stream dedicated to Wānaka, resulting in 151 buyer appointments. In collaboration with The Southern Way, a networking hour was co-hosted following the formal appointment sessions.



SOUTHERN LAKES POST TRENZ FAMIL 2025

From 10-14 May 2025, Destination Queenstown hosted the Southern Lakes Post-TRENZ Famil, welcoming 22 travel trade representatives from China, India, the United States, Australia, Thailand, and the United Kingdom. Two itineraries ran simultaneously across the four days, showcasing 36 tourism operators from Queenstown and Wānaka throughout. A networking function was also held, allowing additional TRENZ-attending operators to engage with participants and build new trade connections.

FAMIL ACTIVITY

- TNZ India Luxury Frontline Sellers Famil 2025
- Go away Travel Canadian Agent Famil
- General Travel India Frontline Famil
- APT Famil May 2025
- Audley Travel / Pacific Destinations Famil

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 FY24-25
Famils	2	30	37	23	13	105	199
Networking	1	0	80	0	1	82	327
Sales Call	23	16	9	17	5	70	228
Trade Show Appointment	2	16	65	147	52	282	871
Trainings	0	1	273	3	0	277	357
Webinar Trainings	0	0	58	0	0	58	138
We Chat Interactions	0	0	60	0	0	60	87

DIGITAL PRESENCE

FACEBOOK (CLOSED AGENTS' GROUP)

- 981 total members
- +6 new members this quarter

YOUTUBE (TRAVEL TRADE CHANNEL)

- 4,918 views
- +33 new subscribers this quarter

EDMS

- Two EDM's sent to travel trade database
- Open rate of 33.6% and 27.9%, and click-to-open rate of 9.7% and 9.8%

TRENZ CONNECT

- 483 total connections

BUSINESS EVENTS HIGHLIGHTS

MEDIA PUBLICATIONS

In the lead-up to MEETINGS 2025, Queenstown and Wānaka received strong media exposure through meeting newz, New Zealand's leading business events industry publication. [The May/June edition](#) featured a dedicated two-page article positioning the region as a premier business events destination.

In addition, [the MEETINGS Preview](#) showcased the regional stand, helping to reinforce Queenstown and Wānaka's visibility ahead of the tradeshow.

Looking ahead, the July/August edition of Meeting Newz will feature coverage of the recent domestic famil.



QCB DOMESTIC FAMIL 2025

In partnership with Air New Zealand, QCB hosted a group of New Zealand-based event industry professionals for the QCB Domestic Famil 2025. The four-day programme showcased Queenstown and Wānaka, with an itinerary that highlighted the region's commitment to regenerative tourism while offering an immersive experience through a range of activities, including exploring remote locations, e-biking, nature walking, and a hands-on gin workshop.

The companies represented included Big Day Events, Conference Innovators, Event Revolution, Icon Conference and Event Management, Lime Events, Orbit World Travel, The Events Group, and Tourism Media Group. The nine participants were in the district from 25-28 May.

MEETINGS 2025

QCB, alongside 22 Queenstown and Wānaka suppliers, attended [MEETINGS 2025](#), New Zealand's leading business events tradeshow. Held in the Auckland Showgrounds from 11-12 June, MEETINGS saw over 550 hosted buyers.

Over two appointment streams, QCB held 54 scheduled appointments across two days, resulting in nine leads, and reflecting significant interest in the Queenstown and Wānaka region.

While at MEETINGS, Jess Langelaan (Business Development Manager – MICE) presented a QCB update at the Tourism New Zealand Knowledge Hub.



POST MEETING FAMIL 2025

QCB hosted eight Australian and one Singaporean C&I buyers on a famil following MEETINGS 2025, showcasing both Queenstown and Wānaka, from 13-16 June.

Among the companies present were American Express Global Business Travel, Arinex, Conference Venues & Booking Services, Events All Boxed Up, Events Mate & VenuesPro, Key Conference & Events, MSD International GMBH, Taylored Images and Unicorn Group.

Additionally, QCB supported Tourism New Zealand in organising the Queenstown component of their North America Post MEETINGS Famil.

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 FY24-25
Famils	9	8	1	8	0	26	38
Networking	0	0	0	0	0	0	88
Sales Call	2	0	0	0	1	3	13
Site Inspection	5	1	0	2	0	8	42
Trade Show Appointment	27	27	8	0	3	65	141
Trainings	0	0	0	0	0	0	0
Webinar Trainings	0	0	0	0	0	0	114

DIGITAL PRESENCE

EDMS

- One EDM sent at the start of June to the business events database, delivered to 2,684 recipients. This edition saw a 29.6% open rate and a 12.5% click-to-open rate.

LINKEDIN

- 1,669 total followers
- +69 new members this quarter

HIGHLIGHTS



KIA ORA

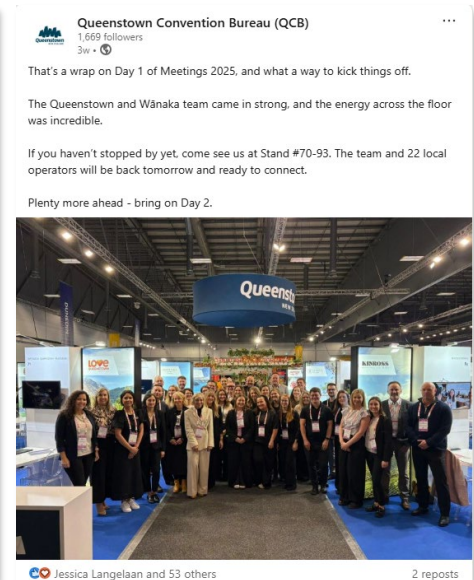
At Queenstown welcomes snow-capped mountains and breathtaking water scenery, new venues are coming, activity providers are fine-tuning and creating experiences for business event groups, and many properties are gearing up to welcome a vibrant winter season.

On the team front, we'd like to recognise Sarah McDonald's incredible contribution during her three years as Queenstown Convention Bureau Manager. Sarah has been a huge part of our journey showing leadership, professionalism and a genuine passion for the business events industry.

We're looking forward to welcoming the QCB Post MEETHINGS Famils, hosting nine Australian buyers after MEETHINGS 2025, along with Tourism New Zealand's North America Famils group, who will explore the region. Next month, QCB will launch the Queenstown Wānaka Webinar Update, a quarterly series designed for business event planners and industry professionals. More details below.

If you have any questions or would like to know more about the updates below, the QCB team looks forward to hearing from you.

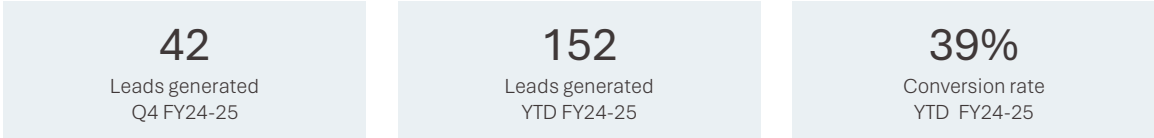
Kind regards,
Jess, Yango and Luta



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.

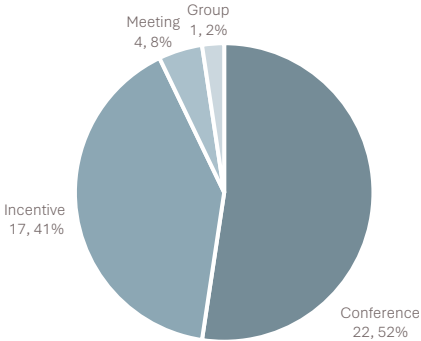


	NEW ZEALAND	AUSTRALIA	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAR TO DATE TOTAL FY24-25
Generated	17	11	11	2	1	42	152
Prospective	11	9	6	1	1	28	44
Won	4	0	5	1	0	10	59
Lost	2	2	0	0	0	4	49

LEAD INSIGHTS

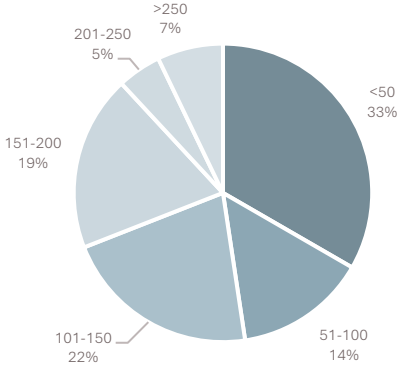
BUSINESS EVENT TYPES

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



GROUP SIZE

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



ORGANISATION ACTIVITY

QUARTERLY ACTIVITY | 1 APRIL - 30 JUNE

LEADERSHIP AND ORGANISATION UPDATES

- This quarter included a review of the Business Development team, culminating in the appointment of a Head of Business Development. Following a robust recruitment process, we're delighted to welcome tourism stalwart Stu Cordelle to the role. Stu will commence on 26 August and will be in Wānaka on 27 August for the 101 Meet the Team event.
- We're also pleased to share that Jessica Langelaan has stepped up from QCB Account Manager to Business Development Manager – MICE. This is a natural progression and a great fit for her continued involvement in Business Events activity.
- As of 1 July, the organisational structure to support delivery of the joint business plan has been confirmed, with several title and reporting line updates. Congratulations to Eilidh Blanchard, now confirmed as Data & Insights Manager; to Will Nelson, whose title has been updated to Content Producer; and to Ash Bickley, who has joined our newly established Sustainability & Stewardship team.
- Looking ahead, keep an eye out for more team updates. There must be something in the water - both Brand & Marketing Manager Ruby Cummins and Digital Marketing Manager Sherri Gibb have announced pregnancies just two weeks apart! We are currently seeking maternity cover for the Digital Marketing Manger, while the Brand & Marketing Manger role will be filled by our Senior Marketing Executive, Daniella Jones. Fixed-term cover will be arranged for Daniella's current role.

ORGANISATIONAL ACTIVITY

- Member update held for DQ and LWT Members
- Organisation review and consultations to establish 1 July structure

DATA AND INSIGHTS UPDATES

- Recontracted several privately purchased data and research sources.
- Compiled and shared the [Geographic Market Insight Guides](#).
- Compiled Monthly Data Snapshots for [April](#), [May](#).

SUSTAINABILITY MANAGER UPDATES

- The 2025 Electrify Queenstown Event ran during 26-28 May. [View the website and highlights from the event](#).
- Queenstown Electrification Accelerator Programme launched and is underway with some business case studies. In partnership with Rewiring Aotearoa, this accelerator supports electrification feasibility for businesses. View the [Queenstown Electrification Accelerator website](#).
- A range of new resources and tools created for the [member hub](#), including ongoing access and resources relating to the [Cogo Vistr Carbon Manager Tool](#) (carbon counting tool), industry specific carbon reduction resources, demystifying electrification resource, and updated marketing resources.
- Executed a range of member capability events including DQ Media 101, Thriving Workplace for Thriving Tourism – Boosting Team Wellbeing, Elevate Your Customer Service, Cogo Vistr Carbon Manager tool events, Welcoming Migrant Workers in Business, AI Foundations, DQ Data and Insights 101, AI and Customer Service, and AI and Leaders/Managers.
- Represented DQ at various community group events including, Upper Clutha Catchment Plan group, Southern Lakes Kai Collective, Wao Sustainable events collective.

LOVE QUEENSTOWN UPDATES

- Awarded Air New Zealand Every Corner Grant to support Love QT partnered planting projects.
- Successful delivery of Love QT end of financial year giving campaign across web and digital channels.
- Launch of Queenstown isite and Queenstown Airport brand and digital donation activations.
- Ongoing schedule of stories, impact reporting and case-studies detailing impact of FY24 Impact Grants and business partnerships.
- Review and refresh of LoveQt.co.nz
- Representation at various industry events including Host Tech, Electrify Queenstown, and QCB Domestic Famil.