

*Destination Queenstown*

# Quarterly Report

*Quarter 3 FY 2022-2023*

# Consumer Marketing **Activity**

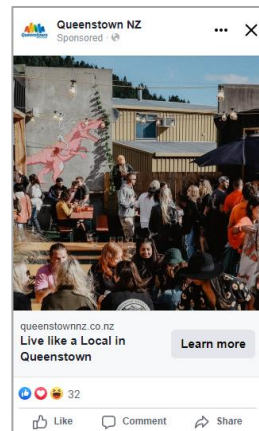
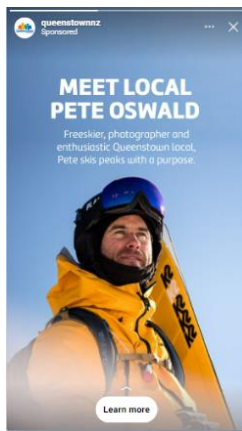
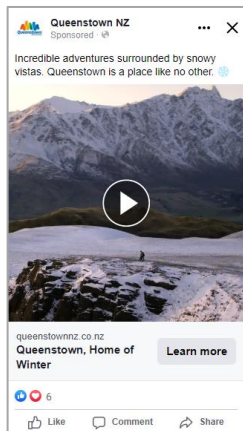
## Always-On Campaign | 1 January – 31 March

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://QueenstownNZ.co.nz) and member referrals via product listings.

Winter activity was launched in Australia from 1 March, along with autumn activity in the domestic market.

### Always-On Digital Quarterly Results

- 2.3M paid reach (Facebook, Instagram & TikTok)
- 1.1M paid social engagements
- 429k ad interactions (Google)
- 685K video views (Facebook, Instagram & YouTube)
- Over 562K web sessions (AU & NZ only)
- Over 145K member referrals (AU & NZ only)



## Projects, Partnerships & Content Production

### Love Queenstown (Love QT) Community Fund

- A new brand, website, marketing material and installation at Queenstown Airport were finalised for Love Queenstown with all assets ready for launch from 4 April
- Business Info Pack, Business Toolkit, Key Messages and a range of printed and digital assets created for members who wish to champion Love Queenstown in their business

### 2023 Winter Brand Activity

- DQ's winter campaign in Australia launched in March with new brand video assets

### Photoshoots & Content Production

- Food & Drink Content Development Project – first and second shoots completed in collaboration with members and video and imagery content delivered
- Queenstown Trails Trust photo and video shoot in collaboration with Central Otago Trails Marketing Group
- A photoshoot to assist with new 'people and place' storytelling was completed

### Partnerships

- We Are Explorers content partnership in Australia went live in February, driving preference for late summer and autumn visitation
- The Queenstown Wānaka Dirt Reports wrapped in March with a total of 10 episodes resulting in over 215K reach and 160K views
- Editorial partnership with NZ Cycling Journal and NZ Mountain Biker Mag published

### Brand Evolution

- The initial planning for a Place DNA project with Destination Think is underway

### FY23-24 Marketing Plan

- A Marketing Plan for FY23-24 is being 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
- 13 new blogs produced and live
- Eight winter/autumn blogs refreshed
- Weddings page refreshed to align with wider website UI/UX

Website performance for the quarter:

- Over 654,000 visits
- Over 166,000 member referrals
- Referral conversion rate 26%
- Returning visitors 28%

## Direct to Consumer Email Strategy

DQ's email campaigns target domestic, Australian, and long-haul audiences with tailored content aligned to their interests, including biking, hiking, food and drink, golf, and family-friendly activities. In addition, we are building out our regenerative interest and Love Queenstown audience databases for this eDM strategy.

In the last quarter, DQ produced seven eDMs:

- [Biking](#) | 48% OR | 13% CTOR
- [Hiking](#) | 45% OR | 12.3% CTOR
- [Golf](#) | 54% OR | 13% CTOR
- [Family](#) | 39% OR | 6% CTOR
- [Autumn events](#) | 45% OR | 21% CTOR
- [Food & Drink](#) | 43% OR | 10% CTOR
- [Hiking](#) | 48% OR | 6% CTOR

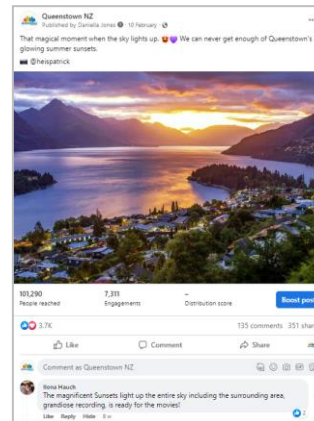
OR – open rate

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. Content during this quarter was curated to align with our core autumn consumer segments including soft adventure, wellness and food and drink. A new [Instagram](#) and [Facebook](#) page for Love Queenstown were set up ahead of the launch in April.

Highlights include:



**Facebook - Sunset**

Reach: 101K  
Reactions: 5.1K  
Comments: 306  
Shares: 351



**Instagram – Slow Travel**

Reach: 60K  
Reactions: 2.3K  
Comments: 45  
Shares: 193



**TikTok - Kayaks**

Views: 88K  
Likes: 6K  
Comments: 33  
Saves: 204  
View time: 98 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 which matches DQ campaigns through content partnerships. Below are a selection of key media highlights from the past quarter.

### Content

- 'The Queenstown Trail: A Multi-Day Excursion' published in the autumn issue of NZ Cycling Journal
- 'Queenstown = Dreamstown' published in the autumn issue of NZ Mountain Biker Magazine (print only)
- NZ travel: [Cycling The Queenstown Trail in Autumn](#) published in March in NZ Herald by Eleanor Hughes

### Hosted media (famil)

- The Globe and Mail (Canada news publications) writer Maryam Siddiqi came to New Zealand to write about responsible travel. She came to Queenstown to learn more about the region's destination management plan and carbon zero goal through interviewing key community leaders, businesses and locals. Article is expected to be live next quarter.
- Freelance USA writer, Ali Wunderman (writing for Forbes and National Geographic) came to New Zealand to write about conservation efforts, local Māori culture and how tourism is doing post pandemic. Articles are expected to be live next quarter.
- New Zealand freelance journalist, Jesse Mulligan (writing for NZ Herald & VIVA magazine) came to Queenstown to learn about the destination management plan and what businesses are doing in the sustainability space. Article is expected to be live next quarter.
- New Zealand freelance writer, Anna King Shahab came to Queenstown to write several food and drink articles. The articles will be focussed on the local wine and food community – how they work together along with showcasing the ROAM event as an example of this community. Article is expected to be live next quarter.
- Good Morning America presenter Robin Roberts came to New Zealand with TNZ. DQ assisted with on ground logistics and talent. Resulted in many live crosses, social media posts, articles and videos including this video which includes [Mark Williams from Queenstown Trail Trust.](#)

NZ  
CYCLING  
JOURNAL

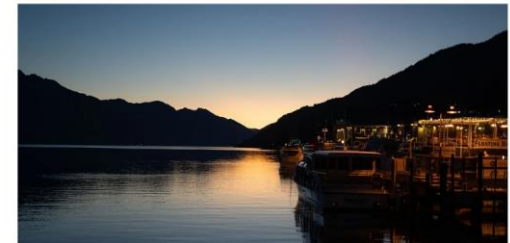
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NZ Cycling Journal • Feb 17 • 13 min read

### Feature: The Queenstown Trail - A Multi-Day Excursion

Queenstown: the land of majestic landscapes and intrepid exploration. It's attracted people of an adventurous spirit for eons and, on approach by aircraft, it's not hard to see why. Golden tussock grass, craggy ranges and towering snow-capped peaks encompass the town, on the edge of Lake Wakatipu.



NATIONAL  
GEOGRAPHIC

Forbes

THE  
GLOBE  
AND  
MAIL



# Travel Trade **Activity**

## Activity Summary | 1 January - 31 March

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 to date total FY22-23
Famil participants							109
Networking	20	43	7	21	9	100	469
Sales Calls		18	4		1	23	42
Trade Show Appointments	45	16		49	20	130	345
Trainings		1	281			282	282
Webinar Trainings		2	115			117	19

## Quarter Highlights

- Australia Sales Calls
- [Mountain Travel Symposium](#)
- [TNZ India Frontline Training & General Travel Sales Mission](#)
- [Sales Managers Contact Directory](#)
- RTNZ ITO Event

## Digital Presence

### Facebook (closed travel sellers' group)

- Member growth from 769 to 794 (3% increase vs last quarter)

### YouTube (travel trade channel)

- Six videos uploaded to the channel
- 31 new subscribers (148 total)
- 3,558 views (73% increase vs last quarter)

### eDMs

- Three eDMs sent to our database (6,000+ members)
- 27% - 46% open rate

### TRENZ Connect

- 334 connections

# Travel Trade **Highlights**

## Mountain Travel Symposium, Canada

The Mountain Travel Symposium is the largest and longest running annual gathering of mountain travel professionals in the world. The event had 900 attendees from 24 countries. This six-day event included meetings with trade partners, industry forums and a group exchange of ski councils and groups. It provides an opportunity to establish relationships, build business, and create a stronger mountain community.



## Australia Sales Calls

DQ made sales calls in Sydney, Gold Coast and Brisbane at the end of February. The primary reason was to visit ski wholesalers as they approach their busy time of pre-season selling packages for training and education.

While in Australia, DQ also visited other key industry partners to deliver updates and communicate our Destination Management Plan. A total of 20 partner appointments were undertaken through the week.

## TNZ India 20<sup>th</sup> Anniversary and General Travel Roadshow, India

DQ attended TNZ India Travel Trade Training events and General Travel India Roadshow in March. While in India, DQ took part in six frontline trainings in Delhi and Mumbai, Kolkata, Bangalore, Ahmedabad and Chennai with over 280 total attendees. The insight from the market is that there is strong desire to travel to New Zealand and Queenstown.



## Other Activity

### Sales Managers Contact Directory

The travel trade team has released a Travel Trade Sales Managers Contact Directory which can be viewed on the [Travel Trade website](#). If you would like to be included in future versions, you can submit your profile [here](#).

### RTNZ ITO Event, Auckland

This two-day event in Auckland provided the opportunity for over 50 appointments with key inbound operators seeing both product managers and frontline sellers for updates on Queenstown. The event was well attended with most appointments having multiple attendees from each company.

# Business Events **Activity**

## Activity Summary | 1 January – 31 March

This table captures some of the key activity completed in the quarter by the QCB team.

	New Zealand	Australia	Asia	North America	Rest of World	Quarter total	Year to date total FY22–23
Famils participants	13	0	7	0	1	23	28
Sales calls	3	3	0	1	0	7	79
Site inspection participants	2	3	0	0	0	5	23
Trade show appointments	0	42	2	0	0	44	103

## Quarter Highlights

- In partnership with Air New Zealand, QCB hosted 13 corporate domestic buyers for a three-day famil from 19-22 March.
- QCB exhibited at AIME 2023 (14-15 February) conducting over 40 appointments and generating 14 leads.
- Following the AIME trade show seven highly engaged Asia based event organisers attended a post AIME famil in Queenstown.
- QCB organised and hosted three site inspections for five attendees.

# Business Events Leads

## Leads Generated | 1 January – 31 March

This table reflects the leads generated in the quarter by the QCB team and their current status (won/lost/in progress). Year to date (YTD) total reflects the running total of all leads generated in the FY and their current status.

<b>54</b> Leads generated Q3 FY22-23	<b>22%</b> Conversion rate Q3 FY22-23	<b>176</b> Leads generated YTD FY22-23	<b>29%</b> Conversion rate YTD FY22-23
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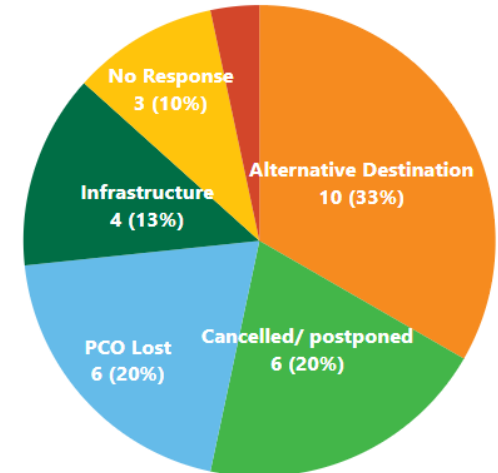
	New Zealand	Australia	Asia	North America	Rest of World	Quarter total	Year to date total FY22-23
<b>Generated</b>	<b>12</b>	<b>28</b>	<b>1</b>	<b>4</b>	<b>9</b>	<b>54</b>	<b>176</b>
Prospective	8	24	1	4	5	42	85
Won	4	4	0	0	4	12	50
Lost	0	0	0	0	0	0	41

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.

## Lost Leads | 1 January – 31 March

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

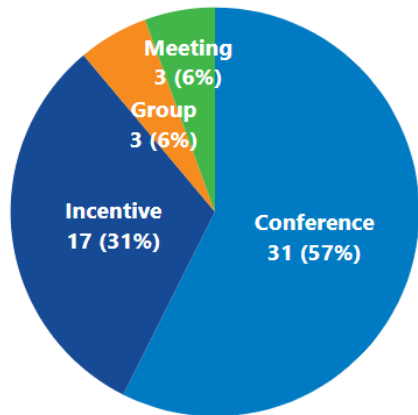
This count reflects leads that have been generated since July 2018 until the last quarter.



# Business Events Leads

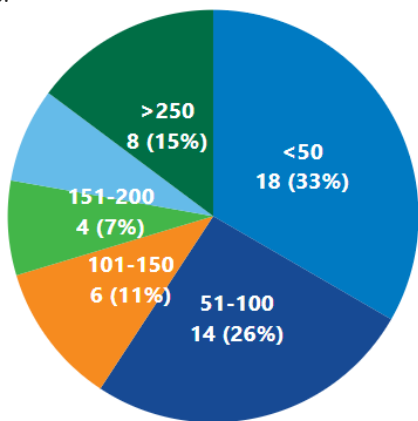
## Business Event Type

The graph below shows the number of leads and percentage based on the event type.



## Business Event Group Size

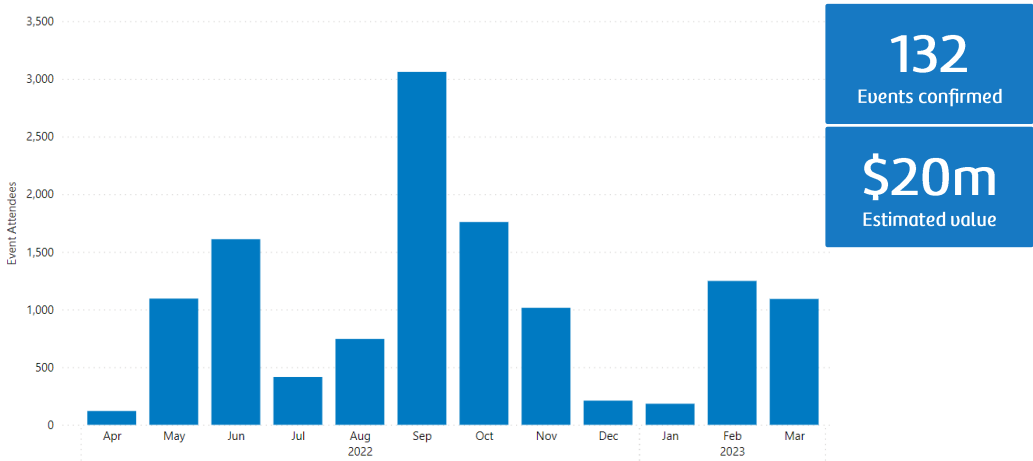
The graph below shows a break down of the leads generated in the last quarter by size of group.



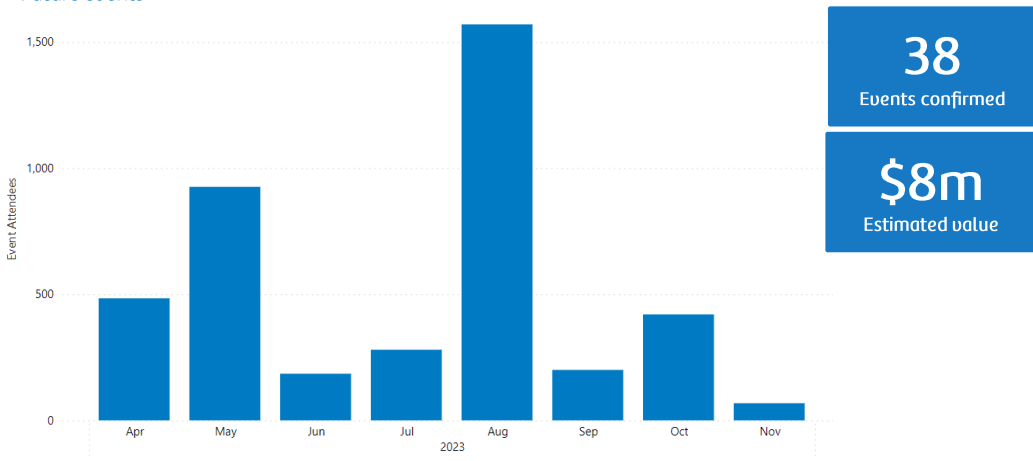
## Confirmed Event Attendees

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



# Communications Activity

## Communications Highlights | 1 January – 31 March

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 DQ's draft annual business plan FY23-24
- 8 Special Remarks | 6 Fortnightly Remarks | 10 Data and Insights communications

### Media Enquiries

Love Queenstown related enquires:

- Mountain Scene videographer, Rhyva van Onselen
- Crux, Lauren Pattemore
- Mountain Scene, Melissa Ready – [Love Queenstown & carbon zero](#)

Carbon Zero by 2030 related enquiries:

- Meeting Newz, Brad Foster – [Queenstown looks to become world's first carbon zero destination](#)
- Crux, Peter Newport – [Carbon Zero: will local solutions include limits on growth?](#)
- Business Lakes Weekly Bulletin, Paul Taylor – [March issue – 'Carbon Zero by 2030'](#)

Event related enquires:

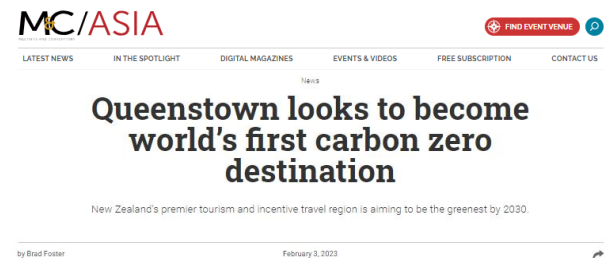
- Stuff, Debbie Jamieson – [Queenstown Winter Festival](#)
- Mountain Scene, Tracey Roxburgh – [Winter Fest off the table](#)
- Seven Sharp, John Campbell – NZ Golf Open and what it brings to Queenstown

### Media Releases

- [Queenstown Lakes regenerative tourism strategy fully endorsed by Council – 9 February 2023](#)
- [Queenstown officially ranked one of the most loved destinations in the world – 1 February 2023](#)

### Submissions

- Submission on resource consent RM221079 alteration of designation to undertake State Highway improvements and expand the existing bus hub at Frankton (the Project)
- In support of NZSki application 100472-OTH to replace and realign Shadow Chairlift at The Remarkables designation and alteration of a designation to undertake State Highway improvements and expand the existing bus hub at Frankton (the Project)



# Organisation **Activity**

## Carbon Zero Journey

HR & Administration Manager, Katie Obermoser & Members Services Executive, Charlane Ketley work to support the DQ team, board and members. Our staff, their passion for the region, and their professional outputs are the engine room of DQ. We won't get close to our goals unless the team is sitting in the proverbial waka, paddling in the same direction and we have undertaken some core work to sure up a solid internal foundation, to deliver on *Travel to a thriving future's* vision.

### Review of the DQ team vision, purpose and values

One of our first steps on this journey was to review our team's vision, purpose and values. This has been based around regenerative tourism as a whole and the audacious goal of pursuing a carbon zero visitor economy by 2030. Our previous charter was overly corporate, with values that framed a way of working together that was frankly bland. We have worked together to evolve the charter in a way that would give our team both the permission and support to be bold and drive change for the betterment of our place.

### Destination Queenstown Charter



If you are interested in finding out more about this process outlined, feel free to contact

[katieo@queenstownNZ.nz](mailto:katieo@queenstownNZ.nz).

## Quarterly Activity

### Organisational Strategic Activity

- Destination Queenstown annual business planning process
- Carbon zero scoping discussion paper involvement and support
- Attended the Otago University Tourism Policy School and met with Minister Peeni Henare

### Data and Insights updates

- Migrated the [Forward Outlook](#) onto PowerBI and moved to the Data and Insights Hub
- [Emerging Traveller Trends](#) summary
- Established organisation wide Quarterly Reporting

### People movement

- This quarter we welcomed Claire Brack and Luisa Cardona into the Digital Marketing & Business Development executive roles and were very proud to see Sophie Koehler move to Sales Manager at i-FLY.
- Non-Profit Executive, Ash Bickley is basing herself in both the DQ office and Lake Wānaka Tourism offices throughout the week, her hard work taking shape with the launch of the Love Queenstown and Love Wānaka Community Funds.

### Events hosted

- Love Queenstown webinar and press conference to support the launch of the Community Funds
- DQ Members Update – March 30 featuring Jason Dawson (Regional Affairs Manager, Air New Zealand) and the draft annual business plan for FY23-24
- DQ Connect Sessions – Japan market update session, TIA's Sustainability Commitment session and Making Trax session focused on accessible tourism