

# QUARTERLY REPORT

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Quarter 3  
FY2023-2024



# CONSUMER MARKETING ACTIVITY

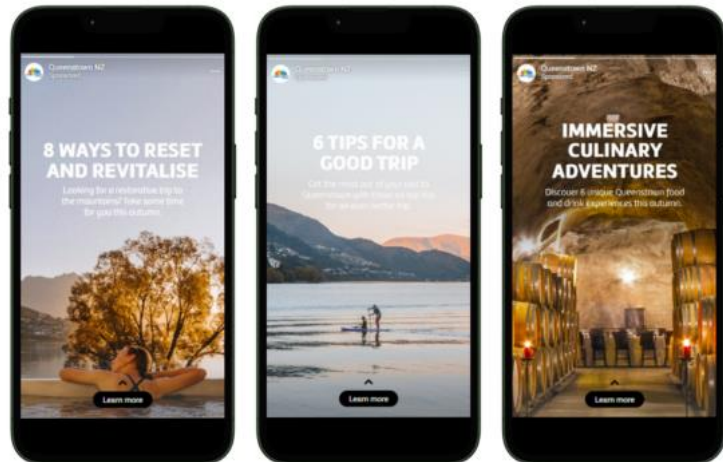
## ALWAYS-ON CAMPAIGN | 1 JANUARY - 31 MARCH

DQ's always-on digital and social marketing activity means Queenstown has a brand presence in both the domestic and Australian markets year-round across Meta, YouTube, TikTok and Google. Digital marketing activity shapes visitor demand by sharing stories of our people, place and experiences to attract people who want to stay longer, forge connections with our community and give back to our place. Activity focuses on generating brand awareness and engagement, driving website traffic to QueenstownNZ.nz and member referrals via listings.

DQ was live with summer and autumn content to drive travel from the domestic market, and DQ's Australian digital activity focused on promoting travel over autumn and winter.

### ALWAYS-ON PAID DIGITAL QUARTERLY RESULTS

- 2.3M reach (Facebook, Instagram & TikTok)
- 613K website sessions (AU & NZ only)
- 1.2M video views (Facebook, Instagram & YouTube)
- 150K member referrals (AU & NZ only)
- 215K clicks to site (Facebook, Instagram, TikTok, Google: Search, Display, YouTube)



## PROJECTS, PARTNERSHIPS & CONTENT PRODUCTION

### QUEENSTOWN NZ BRAND REFRESH

- The Queenstown NZ brand has had a refresh and new assets are starting to roll out, along with design and UX updates to QueenstownNZ.nz.

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

- Production of a new case study video series was completed and is due to launch this autumn.

### AUSTRALIAN WINTER 2024 ACTIVITY

- Winter activity went live in Australia from 1 March driving destination awareness and preference for a Queenstown winter holiday.
- A new Ski Enthusiast video asset was produced for both Australia and domestic marketing – view [here](#).

### PHOTOSHOOTS & VISUAL CONTENT PRODUCTION

- Summer food and drink content development shoot complete with The Dishery and SODA.
- Scenic, region-wide content shoot with creators River & Her took place over summer.

### PARTNERSHIPS

- A multi-page feature about the Queenstown Bike Festival published in the summer edition of [NZ Mountain Biker Mag](#).
- A lead-generation giveaway with [We Are Explorers](#) has resulted in 5,000+ signs up DQ's newsletter.
- The second and third article in partnership with [NZ Guide](#) went live throughout summer.

### EVENT MARKETING

- 'What's On This Autumn' digital event marketing campaign is live. Events hub and listings on QueenstownNZ.nz generated 78k combined views over the quarter.

### MEMBER CAPABILITY

- Launch of third round of the Digital Excellence Programme in partnership with Simpleview.

# 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 our visitors discover Queenstown’s regenerative tourism focus and educating them on how to explore the region. 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:

- 13 new blogs produced and live
- 9 blogs refreshed
- Launch of new [regenerative travel hub](#)

## DIRECT TO CONSUMER EMAIL STRATEGY

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

In the last quarter, DQ produced six eDMs, ran a re-engagement campaign and launched marketing automation flows.

### WEBSITE PERFORMANCE FOR THE QUARTER:

- Over 745k visits
- Over 174k member referrals
- Referral conversion rate 23%

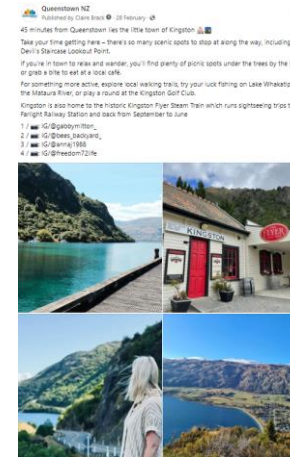
- [Food & Drink](#) EDM | 44.2% OR | 5.6% CTOR
- [Outdoor Explorers](#) EDM | 45.1% OR | 4.5% CTOR
- [Love QT Local Business](#) EDM | 50% OR | 13.3% CTOR
- [Autumn Things To Do](#) EDM | 44.8% OR | 15.4% CTOR
- [Re-engagement email to We Are Explorers database](#) | sent to 5k contacts
- [Ski Enthusiast](#) EDM | 37.2% OR | 3.6% 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, while positioning Queenstown as a regenerative tourism destination. An increased focus on short form video content saw significant gains in post shares and saves, signaling the value in this type of content for our audience.

### HIGHLIGHTS



#### Facebook – Kingston Feature

Reach: 265k  
Engagement: 6.1k  
Comments: 73  
Shares: 31



#### Instagram – Temporary Local Reel

Reach: 26.7k  
Minutes viewed: 3.2k  
Shares: 141  
Saves: 251



#### TikTok – Lesser-Known Top Spots

Views: 303k  
Shares: 53  
Saves: 168

# MEDIA ACTIVITY

## MEDIA HIGHLIGHTS | 1 JANUARY – 31 MARCH

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 are a selection of key media highlights from the past quarter.

### CONTENT

- Weekend Australian – Travel+Luxury: [Is this New Zealand's most beautiful drive?](#), published in print and online by Catherine Marshall.
- Trip Advisor: [2 perfect days in Queenstown](#), published online by Kirstie Bedford.
- NZ Herald – Travel: [4 restaurants you don't want to miss in Arrowtown](#), published online by Anna King Shahab.

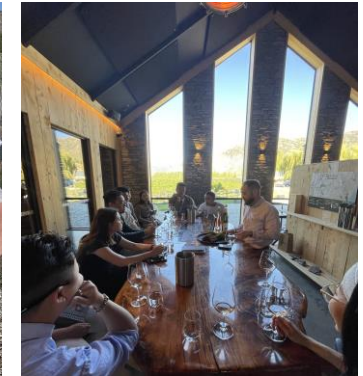
### HOSTED MEDIA (FAMIL)

- Ben Fahy, writing for Kia Ora Magazine, light-footed travel itinerary. Visited: Royalburn Station, Mora Wines & Artisan Kitchen, Southern Lakes Sanctuary at Bob's Cove, Headwaters Eco Lodge, Ziptrek Ecotours, Canyon Brewing, Glenorchy Air, Driftaway Holiday Park, Sherwood, Walter Peak Eco Experience, Buzz Stop Cafe at Country Lane and Ride to the Sky.
- Brad Japhe, US journalist, writing for publications including Food+Wine, Forbes, Thrillist, Bloomberg and Travel+Leisure. Visited: Bespoke Kitchen, Headwaters Eco Lodge, Nomad Safaris, Ride to the Sky, Millbrook Resort, Ziptrek Ecotours, Canyon Brewing, Ayrburn and Sofitel.

### TNZ SUPPORTED MEDIA (FAMIL)

- Southeast Asia Travel+Leisure SEA famil, hosted Tonn Thitid (award-winning chef and Top Chef judge) Tassanakajohn, and Hans Danials (@eatandtreats – popular Indonesian foodie influencer). Visited: Rātā, QT Queenstown, Walter Peak Eco Experience, Heliworks Earnslaw Burn tour, Gibbston Valley cave tour and lunch, Amisfield, Millbrook Country Club, Royalburn Farm Shop, Mora Wines & Artisan Kitchen, Shotover Jet, Kawarau Bridge Bungy, Sherwood restaurant and Onsen Hot Pools.
- Hong Kong key opinion leaders famil. Visited: Sherwood Hotel, Blue Kanu, NZONE Skydive, Ziptrek Ecotours, Ayrburn, Rosewood Matakauri Lodge, Nomad Safaris and Kinross.

### HIGHLIGHTS



### 4 restaurants you don't want to miss in Arrowtown



# COMMUNICATIONS ACTIVITY

## COMMUNICATIONS HIGHLIGHTS | 1 JANUARY – 31 MARCH

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

### MEMBER COMMUNICATIONS

- Six Fortnightly Remarks – topics included carbon benchmark survey, Chinese New Year; Love Queenstown planting events.
- Six Special Remarks – topics included digital excellence programme, member capability opportunities, and marketing tips.
- Nine Data and Insights – covering Forward Outlook, Monthly Data Snapshots and information about changes to data sources.

### MEDIA RELEASES

- Love Queenstown | [More than 2,500 native trees planted.](#)

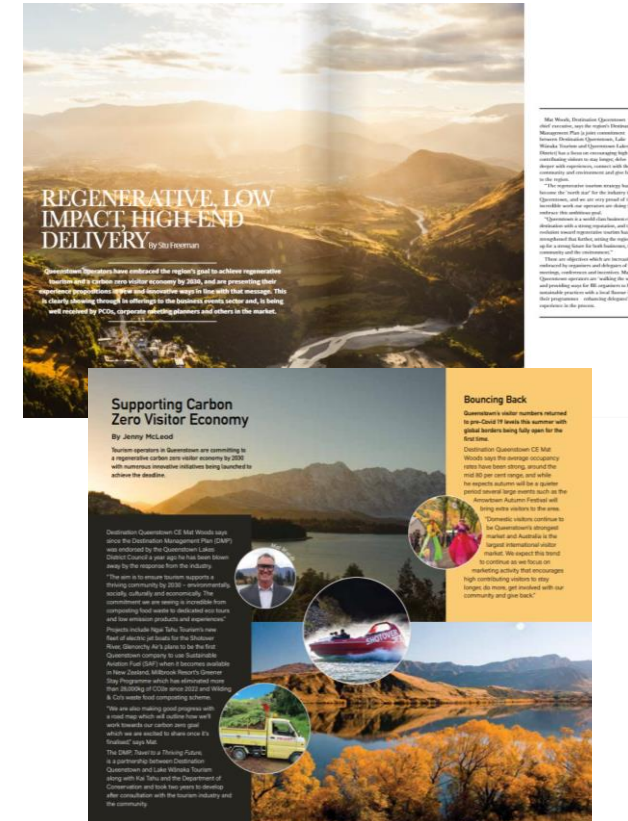
### MEDIA ENQUIRIES

- 1News | Coverage on Chinese visitor market, expenditure, visitation and Chinese New Year.
- Lakes Weekly Bulletin | [Progress report on tourism's evolution](#) (editorial from Mat Woods).
- QT Magazine | [Regenerative tourism and Love Queenstown](#) (p.5-6).
- ODT | [Tourism Minister gives mixed-message.](#)
- Meetings Newz | [Queenstown operators embracing regenerative tourism.](#)

### SUBMISSIONS

- Preparing draft for ORC Land Transport Mid Year Review 2021-2031.
- Attended the Project Manawa public hearing following DQ's submission.

## HIGHLIGHTS



# 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 FY23-24
Famils	0	1	0	1	0	2	25
Networking	20	22	13	14	3	72	232
Sales Call	1	1	5	0	0	7	23
Trade Show Appointment	90	101	26	0	50	267	1067
Trainings	0	4	0	0	0	4	316
Webinar Trainings	0	0	0	750	0	750	973

## QUARTER HIGHLIGHTS

- Kiwi Link Japan & Korea 2024.
- TNZ Regional Showcase Sydney 2024.
- RTNZ IBO Event.

## DIGITAL PRESENCE

### FACEBOOK (CLOSED AGENTS' GROUP)

- Member count 876

### YOUTUBE (TRAVEL TRADE CHANNEL)

- +57 subscribers
- 7648 views

### EDMS

- Two EDMs sent to travel trade database (over 7,000 member)
- 28% and 35% open rate

### TRENZ

- 501 connections

# TRAVEL TRADE ACTIVITY HIGHLIGHTS

## TOURISM NEW ZEALAND REGIONAL SHOWCASE 2024

The TNZ Regional Showcase event aligns with TNZ's strategic priorities of enriching Aotearoa, New Zealand and enhancing brand appeal and preference for New Zealand in the Australian market. The two day event included a workshop with the TNZ Australia Team, panel discussion with key aviation partners (Air NZ/ Qantas/ Virgin) and a presentation from Intrepid travel sharing their commitment to sustainable travel. The second day included 22 pre-scheduled meetings with product and marketing managers, followed by further networking. Read the full [Tourism New Zealand Regional Showcase 2024 trip report](#).



## TOURISM NEW ZEALAND KIWI LINK JAPAN 2024

Held in Yamanashi, Japan, 27 individuals from 17 Japanese agents met with 24 New Zealand operators, (including eight Queenstown operators) attended Kiwi Link Japan. DQ conducted 24 meetings in total at the event and participated in several additional events including organised dinner and networking functions.

## REGIONAL TOURISM NEW ZEALAND IBO EVENT 2024

This was a record event with 60 appointments held by the DQ team and over 200 individuals from inbound companies trained over two days. Each appointment was 12 minutes long and the team provided updates on product and infrastructure while getting a run down on how the inbound summer season has been including any trends and feedback. RTNZ also provided an evening network opportunity that invited additional inbound to a free-flow evening format.



## TOURISM NEW ZEALAND KIWI LINK KOREA

In Seoul, Korea, 24 agents from Seoul and Busan met with 23 New Zealand operators for the Kiwi Link event. Additionally, there was an official reception at the New Zealand Residence at the embassy. 27 travel agents, 3 airlines, and 9 trade media/ social influencers and NZ operators attended this event. It provided an excellent opportunity to reestablish connections with the Korean market.

# BUSINESS EVENTS ACTIVITY

## ACTIVITY SUMMARY | 1 JANUARY - 31 MARCH

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 FY23-24
Famils	10	0	0	0	0	10	11
Networking	1	0	1	0	0	2	75
Sales Call	4	0	1	0	0	5	72
Site Inspection	2	3	3	0	0	8	23
Trade Show Appointment	0	0	0	0	0	0	20
Trainings	0	0	0	0	0	0	0
Webinar Trainings	0	0	0	0	0	0	0

## QUARTER HIGHLIGHTS

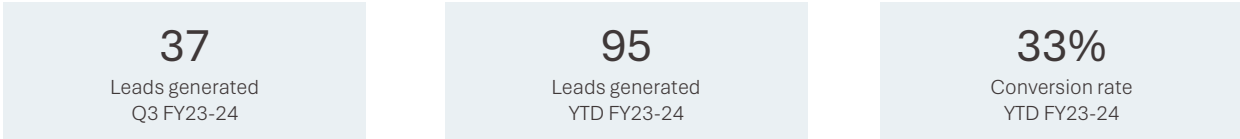
- Attended AIME 2024 in Melbourne from 19-21 February. Queenstown held appointments over the two-day tradeshow and presented to 14 additional buyers as part of the TNZ Knowledge Hub sessions.
- Hosted Business Events Industry Aotearoa Chief Executive, Lisa Hopkins, and Chair of the Board, Martin Snedden, in Queenstown as part of their national roadshow presenting the Business Events Strategic direction to DQ members.
- QCB Advisory Group gathered for the first meeting of the year, welcoming new representatives to the group, Melissa Couch from Heritage (representing accommodation) and Sharon Auld from BEIA (representing industry).
- From 17-20 March, QCB hosted the Domestic famil in partnership with Air New Zealand. The four-day programme showcased Queenstown as a business events destination to nine corporate, domestic event planners (based in Auckland) and featured 57 Queenstown suppliers across the itinerary and tradeshow.



# BUSINESS EVENTS LEADS

## LEADS GENERATED | 1 JANUARY - 31 MARCH

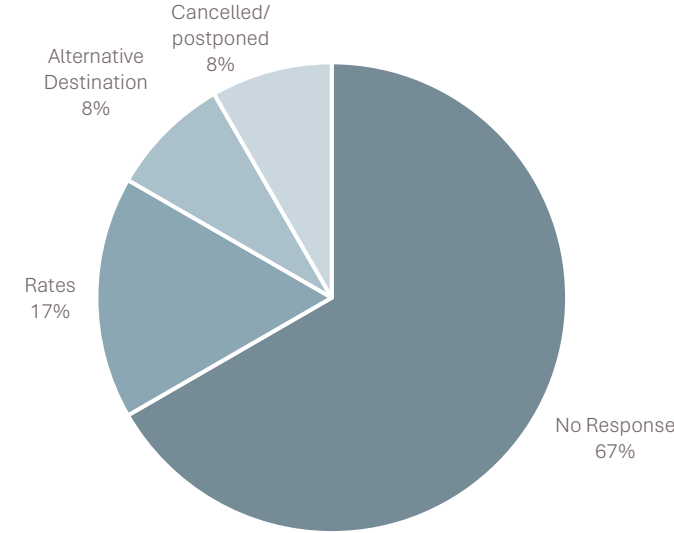
This table reflects the leads generated in the last quarter by the Queenstown Business Events team and their current status (won/lost/in progress). Year-end total reflects the total of all leads generated in the financial year and their current status.



	NEW ZEALAND	AUSTRALIA	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL
<b>Generated</b>	<b>9</b>	<b>14</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>27</b>
Prospective	5	11	2	0	1	19
Won	1	3	0	0	0	4
Lost	3	0	0	0	1	4

## LOST LEADS REASONS

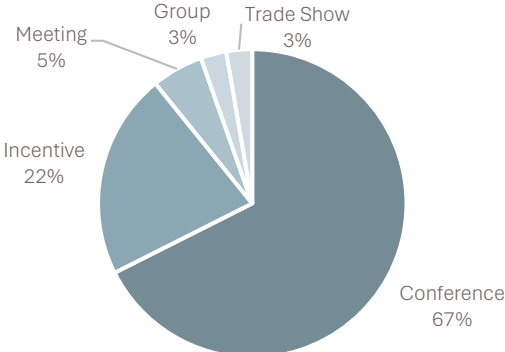
The graph below reflects the number and reasons why leads were lost in the last quarter.



# BUSINESS EVENTS LEADS

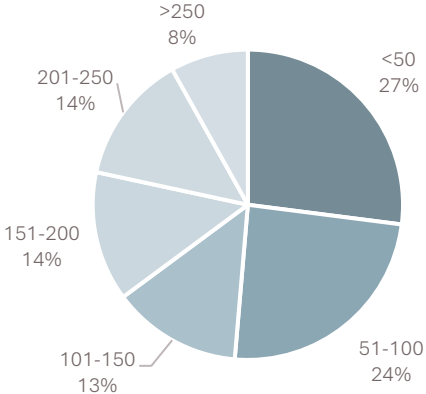
## BUSINESS EVENT TYPE

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



## BUSINESS EVENT GROUP SIZE

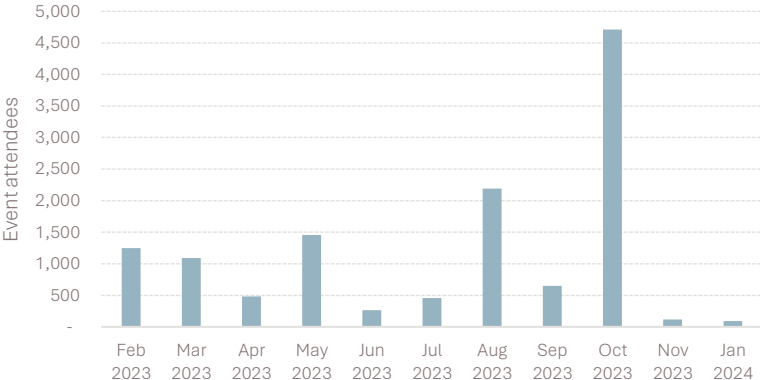
The graph below shows a breakdown of the leads generated in the last quarter zby size of group.



## CONFIRMED EVENT ATTENDEES

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

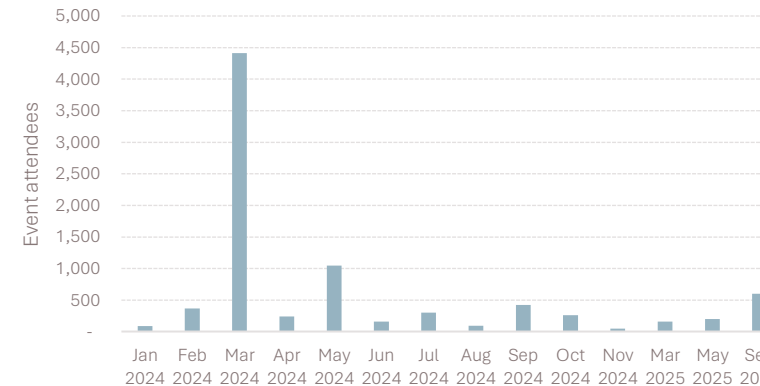
### PAST EVENTS – LAST 12 MONTHS



**96**  
Events confirmed

**\$27m**  
Estimated value

### FUTURE EVENTS – NEXT 12 MONTHS



**42**  
Events confirmed

**\$14m**  
Estimated value

# ORGANISATION ACTIVITY

## THE DQ TEAM

After a massive 'All In' team effort, DQ has moved offices to The Mountaineer Building, Level 2, 32 Rees Street. We invite members to come by anytime to visit.

Although the office space is similar size to our previous site, the new space is more collaborative, has plenty of natural light, and means we are located in the heart of Queenstown's downtown. It was wonderful to host the recent Members Update in our event space "Te Awa Whakatipu | Dart". We have named all our meeting rooms after the rivers that flow in and out of Lake Whakatipu; Kimi Ākau | Shotover, Haehaenui | Arrow, Puahiri | Rees, and Kawarau. We are grateful to kaumatua Ned Wepiha for leading us through a mihi whakatau, blessing of our space.

The team farewelled our superstar Members Services Administrator, Nikki Atkinson on 12 Friday. We are working to fill this integral role, in the meantime please continue to email [reception@queenstownNZ.nz](mailto:reception@queenstownNZ.nz) for your queries.

And in the theme that it never rains but pours, our incredible Digital Marketing Executive, Claire Brack is departing to take up a role with Parks Victoria in her home country of Australia. Like Nikki, Claire has achieved so much to be proud of during her time with us and we wish her well in her next endeavour.



Sarah O'Donnell and Sarah McDonald at RTNZ – TNZ Connect.



The [draft FY24-25 Annual Business Plan](#) open for feedback until 19 April 2024.

## QUARTERLY ACTIVITY

### SUSTAINABILITY LEAD UPDATES

- Development of an online interactive member hub focusing on capability building to be launched end of April.
- Development of a programme of in person capability building seminar/ workshop opportunities for membership.
- Facilitated the Whakatipu Tourism Sustainability Leaders meeting and development of a statement of intent for the group.

### DATA AND INSIGHTS UPDATES

- Management and advocacy against the discontinuation of multiple national data sources.
- Active investigation of alternative data sources.

### ORGANISATIONAL STRATEGIC ACTIVITY

- Development of FY24-25 Annual Business Plan.
- Attended and held an appointment stream at Regional Tourism New Zealand – TNZ Connect.
- Attended the Otago University Tourism Policy School.
- Meeting with Minister Doocey.

### DQ CARBON ZERO JOURNEY

- Establishment of new processes and systems to ensure our new office space is as efficient and ready to implement as many sustainability practices as possible.