

# QUARTERLY REPORT

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Quarter 3 | January – March 2025  
FY2024-2025



# CONSUMER MARKETING ACTIVITY

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

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.

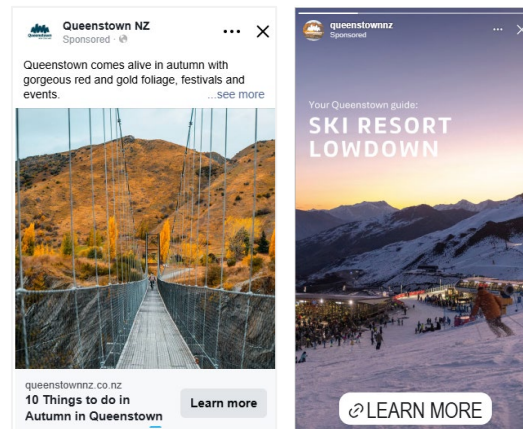
Activity targets high-contributing visitors, influencing longer length of stay and creating connection with our people and place. Channels include Facebook, Instagram, YouTube, Google, paid search, TikTok.

- Domestic activity: Summer marketing continued until 28 February promoting a range of outdoor experiences including walking, biking, adrenaline adventures, food & drink, golf and family fun. Autumn marketing commenced 1 March, promoting slow travel, food & drink, arts, culture and heritage, wellness, active relaxation, golf and sightseeing, all within stunning autumnal landscapes.
- Australia activity: Autumn promotion ran from 1 December to 28 February to align and leverage TNZ's in-market activity and drive demand over the shoulder season. Winter campaign launched 1 March targeting winter lovers and ski enthusiasts, positioning Queenstown as the ultimate winter and ski holiday destination through showcasing stunning landscapes, diverse activities and snow experiences.

## ALWAYS-ON QUARTERLY RESULTS

- 9.1M impressions
- 1.1M video views
- 359K interactions (Search, Display, YouTube)
- 190K link clicks
- 3.4% CTR (Meta)
- 566K website sessions (AU and NZ only)
- 142K member referrals (AU and NZ only)
- 24.5% conversion rate

CTR | Click Through Rate



## PROJECTS, PARTNERSHIPS & CONTENT PRODUCTION

### 2025 WINTER CAMPAIGN

- DQ's 'Welcome to the Flow State' winter campaign launched 1 March in Australia positioning Queenstown as the ultimate ski holiday destination, view the landing page [here](#). View the campaign [hero video](#).
- Campaign placements include paid digital, out-of-home billboards and adshells, connected TV, plus brand ads, editorial placements in ski and travel publications, and advertising partner at the Sydney Film Festival.

### PHOTOSHOOTS & VISUAL CONTENT PRODUCTION

- Video and photoshoots including Arrowtown, Queenstown CBD, QCB AIME Famil, Shotover Gorge Trail, Buzz Stop, Jardine Park, Spirit of Queenstown and Queenstown Hill.
- Event content capture included Natural Selection Tour and the NZ Golf Open.

### PARTNERSHIPS

- The Queenstown Wānaka 'MTB Insider' video series (previously Dirt Reports) relaunched throughout summer, with five episodes giving bike enthusiasts the low down on bike park, trails, events and après in the Queenstown Wānaka region.
- The first 'Love Queenstown Impact Partner Case Study' was shared, highlighting the work and funding impact on the Whakatipu Reforestation Trust.
- A double page spread in Avenues Magazine (Christchurch) promoting things to do in Arrowtown in Autumn.
- A new 'Shop & Stare' feature was published with Neat Places, highlighting a range of Queenstown galleries and boutiques. The feature was later shared online and in print by NZ Herald.

### EVENT MARKETING

- Launched new brand, website and marketing campaign for Electrify Queenstown targeting local business and community audiences. View the website: [electrifyqueenstown.co.nz](https://electrifyqueenstown.co.nz).
- 'What's On This Summer' digital marketing campaign ran until 28 February and 'What's On This Autumn' launched 1 March. Event hub and listings on QueenstownNZ.nz generated 85k views over the quarter.

### TRADE MARKETING

- Two QCB blogs updated and uploaded to QueenstownNZ.nz.
- QCB Media Release covering the website refresh and new online tools.
- New Trade Video strategy developed and new autumn training assets produced.

# 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. QueenstownNZ.co.nz is the call to action on all DQ marketing activity, 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:

- 5 blogs produced or refreshed
- Optimisation of the refreshed QueenstownNZ.nz website
- Build and launch of [electrifyqueenstown.co.nz](https://electrifyqueenstown.co.nz)

### WEBSITE PERFORMANCE FOR THE QUARTER:

- 694K sessions
- 456K users
- 166k member referrals
- Referral conversion rate 23.5%

## 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 nine EDMs for its consumer database:

- [Three ways to give back](#) | 59.4% OR | 4.6% CTOR
- [5 Days of Adventure](#) | 55.4% OR | 8% CTOR
- [Romantic Places to Stay](#) | 57.3% OR | 9.4% CTOR

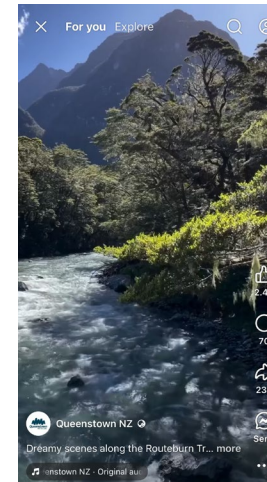
- [Love QT End of Year Giving Launch](#) | 58.1% OR | 5.9% CTOR
- [Golf Guide](#) | 48.7% OR | 7.1% CTOR
- [Arrowtown Culture & Heritage](#) | 56.3% OR | 4.7% CTOR
- [Love QT End of Year Giving Mid Campaign](#) | 50.6% OR | 8.4% CTOR
- [Autumn Food Experiences](#) | 56.1% OR | 7.7% CTOR
- [Love QT End of Year Giving Final Campaign Push](#) | 49% OR | 5% CTOR

OR – open rate | CTOR – click to open rate

## SOCIAL MEDIA ACTIVITY

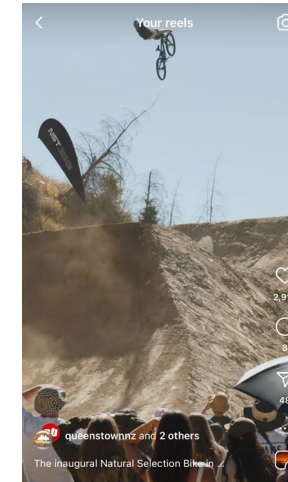
DQ's organic social channels continue to be a key source of destination inspiration for future visitors. Content during this quarter was curated to showcase Queenstown as the ultimate summer and autumn holiday destination, sharing stories of our people, place and experiences. Short form video content continued to drive increased engagement, with the NST Bike collaboration, MTB Insider videos and scenic reels.

### HIGHLIGHTS



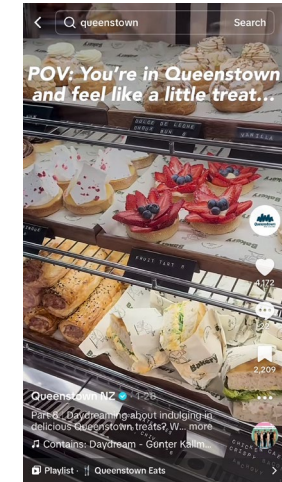
Facebook – Routeburn Walk User Generated Content

- Views: 103.8k
- Interactions: 2.8k
- Shares: 232



Instagram – NST Bike Collab with Pink Bike & NST Bike

- Views: 81.5k
- Interactions: 2.9k
- Engagement: 2.9k



TikTok – POV Queenstown Treats

- Views: 102k
- Interactions: 4.1k
- Saves: 2.2k

# 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 is a selection of key media highlights from the past quarter.

### CONTENT

- Stuff: [Summer secrets: Why Queenstown is a great escape this time of year](#). Published 17 January 2025 by Brook Sabin.
- Luxury Travel: [The Best Bars in Queenstown](#). Published 20 January 2025 by Dani Valent
- National Geographic: [Bike your way through New Zealand's best wineries](#). Published 24 January 2025 by Rebecca Crowe.
- Rova: [Ditch the dudes: Here's how to spend 48 hours in Queenstown on the ultimate girls trip](#). Published 11 February 2025 by Sophie Van Soest.
- Pinkbike: [First Hits Photo Report: Natural Selection Bike 2025](#). Published 11 February 2025 by Izzy Lidsky.
- The Press: [The unhurried 600km roadie that made me fall in love with NZ even more](#). Published 2 March 2025 by Alan Granville.
- Explore: [Autumn Glory in Queenstown](#). Published 8 March 2025 by Akash Arora.
- Travel + Luxury, The Weekend, The Australian: [Beyond the Bungee](#). Published 15 March 2025 by Jane Nicholls.

### HOSTED MEDIA (FAMIL)

- Elizabeth Brownfield, a freelance journalist, writing for Forbes, was hosted by DQ in February.
- Laura Williamson from Kia Ora magazine was hosted for a feature on 'a romantic evening in Queenstown.'
- NZME journalist Mike Yardley visited in early March to undertake a Tiaki themed itinerary.
- NZ Herald journalist Bethany Haverland visited in mid-March to uncover autumn attractions in Queenstown.

### TNZ SUPPORTED MEDIA (FAMIL)

- Japanese actress, Yuriko Yoshitaka and her production crew visited NZ and Queenstown for a travel photography shoot.
- UK Hardest Geezer, Russ Cook, has been sponsored by TNZ to run the length of New Zealand and travelled through Queenstown in mid-March

## HIGHLIGHTS

**WHAT'S NEW**

### Autumn glory in Queenstown

**A**UTUMN is a magnificent time to explore Queenstown on New Zealand's South Island, with dramatic fall colours transforming the landscape into a painter's canvas. Take in the show by Mother Nature on two wheels, several years in the making, the 10-kilometre-long Shotover Gorge trail will open later this month, connecting Arthurs Point and Tucker Beach Recreation Reserve, and encompassing the historic Hugo Tunnel and the brand-new 90-metre-long Kimi-saku suspension bridge. Or make your way to Queenstown Marina, where Fino Wine Bar and The Boat Shed Bakery have recently opened, boasting water and mountain views. For a more in-depth foodie experience, take a look at Southern Discoveries' new five-hour Wine Tour of Gibbston Valley, which departs from Queenstown every day and takes travellers to some of Central Otago's most famous wineries, such as Peregrine and Rockburn. Time your visit to coincide with one of the upcoming events - Whakatipu Music Festival from April 14-21 and Arrowtown Autumn Festival from April 24-27 - if you want to dial up the fun factor even more. [QUEENSTOWN.CO.NZ](#)

Tours for everyone  
Tour companies are launching exciting packages for different demographics, all the way from Northern Territory to Eastern Europe. G Adventures has 30 new 10-to-14-day adventures in countries such as Bosnia, Albania, Jordan and Greece. For something a bit slower-paced, consider Walk Japan's new seven-day guided hike through the lesser-explored eastern region of Hokaido - a dramatic patchwork of active volcanoes, crater lakes, dense forests and crystal-clear rivers.

Shotover Gorge trail in NZ. Picture: Will Nelson

Explore

### TRAVEL



**I tried a Funyak in the South Island: Here's why you should too**

It's a cross between a kayak and a raft, and you'll get to see some of the country's most stunning scenery.



**You can't leave Queenstown without visiting this cafe**

Tucked away on Lake Whakatipu is one of Queenstown's culinary gems.

Stuff Travel

**TRAVEL**

### Bike your way through New Zealand's best wineries

**READ**

National Geographic

# COMMUNICATIONS ACTIVITY

## COMMUNICATIONS HIGHLIGHTS | 1 JANUARY – 31 MARCH

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
- Three Special Remarks – Autumn Consumer Marketing, Carbon Vistr Tool, Electrify Queenstown Shared Services
- Eight Data and Insights
- Three Capability Connect

### MEDIA RELEASES

- 26 February: [Electrify Queenstown: Powering Innovation, Cost Savings and Decarbonisation](#)
- 16 March: [Discover Queenstown for an extraordinary business event](#)

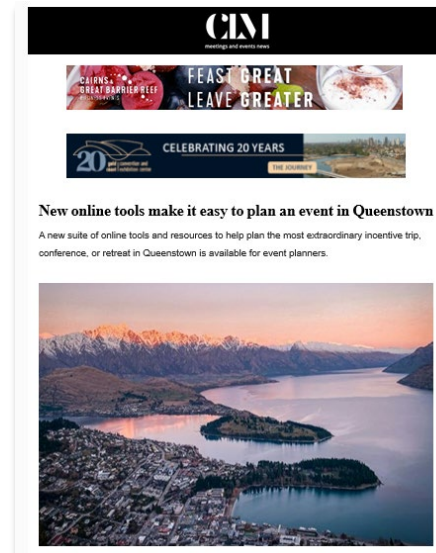
### MEDIA ARTICLES

- ODT/ Mountain Scene: [Electrify Queenstown - huge dividends from small changes](#)
- Micenet: [Business events microsite launched for Queenstown](#)
- CIM Business events: [New online tools make it easy to plan an event in Queenstown](#)
- The Press: [How Queenstown became NZ's second most creative town](#)

### SUBMISSIONS

- DOC – Modernising the conversation system
- QLDC – Draft Events Policy

## HIGHLIGHTS



CIM Meetings and Events News



The Press



The Mountain Scene

# TRAVEL TRADE ACTIVITY HIGHLIGHTS

## DQ & AKL NORTH AMERICA ROADSHOW

Destination Queenstown, in partnership with Tātaki Auckland Unlimited, visited North America from 24 March - 1 April, visiting five cities supported by 15 operators from Queenstown and Auckland. This collaboration is part of the MoU to create an entry 3-night Auckland and 3-night Queenstown itinerary for North American travel sellers. The core objective of this activity was to enhance travel sellers' knowledge of Auckland and Queenstown, foster meaningful industry relationships, promote the Tiaki promise, showcase new products, and support airline connectivity from North America.



## DQ GREATER CHINA SALES MISSION

Destination Queenstown in collaboration with Tourism New Zealand and Air New Zealand, hosted "Fly to Queenstown: New Zealand's Four-Season Paradise" meetings and training sessions in Taipei, Hong Kong and Shanghai. Destination Queenstown is collaborating with Tourism New Zealand for the "Experience 100% Pure New Zealand, Discover Queenstown's four seasons" event, which is live streamed to industry partners across China.

## KIA ORA SOUTH NORTH QUEENSLAND

Destination Queenstown attended the Christchurch Airport Kia Ora South North Queensland Roadshow visiting Brisbane, Townsville and Cairns from the 10-14 March. Across the three events DQ engaged in 105 tradeshow appointments.

## REGIONAL TOURISM NEW ZEALAND IBO EVENT 2025

Destination Queenstown attended the annual RTNZ IBO event in Auckland from the 17-19 March. 60 appointments were 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 new product and Queenstown updates while insight and trends relating to how the inbound summer season has been. DQ hosted an exclusive dinner on the Monday evening in partnership with Tātaki Auckland Unlimited, RotoruaNZ, WellingtonNZ and Ōtautahi Christchurch. This event was an opportunity to connect with key inbound operators and trade partners to network and share insights in preparation for the year ahead.



## FAMIL ACTIVITY

- Three Travel Leaders Network FAMILs
- Go away Travel Canadian Agent Famil
- General Travel India Frontline Famil

# 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 END TOTAL FY24-25
Famils	0	0	8	25	0	33	94
Networking	3	3	15	105	1	127	245
Sales Call	17	30	7	21	1	76	158
Trade Show Appointment	47	103	7	232	1	390	589
Trainings	0	3	208	3	1	215	357
Webinar Trainings	0	0	0	0	0	0	80

## DIGITAL PRESENCE

### FACEBOOK (CLOSED AGENTS GROUP)

- 975 total members
- +58 new members this quarter

### YOUTUBE (TRAVEL TRADE CHANNEL)

- 4,717 views
- +23 new subscribers

### EDMS

- Two EDM's sent to travel trade database
- Open Rate of 42.6% and 28.8%, Click to Open Rate of 9.8% and 8.3%

### TRENZ CONNECT

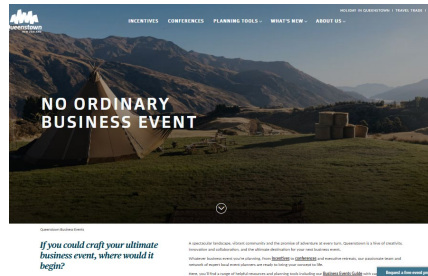
- 490 total connections
- +48 connections new connections this quarter

# BUSINESS EVENTS HIGHLIGHTS

## QCB MICROSITE AND BUSINESS EVENTS VIDEO

The Queenstown Convention Bureau (QCB) has updated its [business events website](#) to make planning seamless and sustainable events in Queenstown easier than ever. It has a range of [planning tools](#), a [business events guide](#), [airline connectivity information](#) and [accommodation maps](#), to help event planners organise their next business event.

QCB also launched '[Your Ultimate Business Event Destination](#)' video. The video highlights Queenstown's unique landscapes and state-of-the-art venues, leaving viewers with the question: If you could craft the ultimate business event, where would it begin? These updates were shared through a press release to New Zealand and Australian MICE media outlets, resulting in three features.



## BUSINESS EVENTS UPDATE, WORKSHOP & NETWORKING

QCB hosted a Business Events update, workshop and networking event on 20 January, with Queenstown and Wānaka operators that operate in the business events sector.

Tourism New Zealand, Global Manager Business Events, Penelope Ryan, attended as a guest speaker, giving an update on global trends and TNZ's 2025/26 strategy.

Following this, QCB led a discussion on strategic business planning, regenerative event practices and innovative growth opportunities for the Queenstown Lakes district.

## AIME 2025

QCB alongside 12 Queenstown suppliers, joined the Tourism New Zealand stand at the Asia Pacific Incentives and Meetings Event (AIME). Held in the Melbourne Convention Centre from 10-12 February, AIME set new records for the value of business generated on the floor. QCB acquired nine leads, indicating a strong interest in the Queenstown region.

While at AIME, the QCB team attended the hosted Knowledge Programme - a collection of industry workshops - SITE NITE to connect with incentive focused buyers and suppliers, and a TNZ hosted trade event on the exhibition floor. Sarah (QCB Manager) sat as a host and panelist for a "Connecting Community" knowledge hub session, and Mat (DQ CEO) was an invited panelist for a presentation on "Sustainable Events" session hosted by AUS MICE media outlet, Spice Meida.



## POST AIME FAMIL 2025

In partnership with Tourism New Zealand, QCB hosted five North American C&I buyers on a famil following AIME 2025, as an extension to their southern hemisphere experience. In alignment with the shared services model, QCB introduced Wānaka as part of the itinerary, showcasing both destinations.

The North American companies represented included Wren International, ConferenceDirect, Eventus, and Ever After Experiences. The five participants were in Queenstown from 13-17 February.

One participant described the experience as a true immersion into the community - far more than a traditional famil. During the visit, two leads were generated for Queenstown.

# 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 FY24-25
Famils	0	0	0	5	0	5	12
Networking	0	0	0	0	0	0	90
Sales Call	2	0	0	0	1	3	11
Site Inspection	3	4	0	0	0	7	34
Trade Show Appointment	2	25	5	0	1	33	79
Trainings	0	0	0	0	0	0	0
Webinar Trainings	0	0	0	0	0	0	116

## DIGITAL PRESENCE

### EDMS

- One EDM sent at the start of March to business events database delivered to 2,737 recipients. This edition saw a 31.6% open rate and a 12.5% click to open rate.

### LINKEDIN

- 1,600 total followers.
- +43 new members this quarter

## HIGHLIGHTS

**QUEENSTOWN CONVENTION BUREAU**

**BUREAU REMARKS**  
YOUR QUARTERLY UPDATE FROM THE QUEENSTOWN CONVENTION BUREAU TEAM

**KIA ORA**  
As Queenstown embraces the rich reds and golds of autumn, we enter a high season for business events across the region. The crisp air and stunning seasonal backdrop create an ideal setting for connection, collaboration, and fresh ideas. With a busy conferencing quarter from March to May and delegates arriving from around the world, we look forward to a thriving season ahead.

Autumn is the perfect time to explore what Queenstown has to offer for your next business event. As we approach the end of the financial year, it's the perfect moment to plan ahead. Our newly refreshed website and enhanced resources provide an easy pathway to a destination that's inspired by nature and in sync with nature—offering unique venues, breathtaking landscapes, and unforgettable experiences. Let us assist you in bringing your event to life, ensuring it leaves a lasting impression.

Kind regards,  
Sarah, Jess, Yangzi and Luisa

**Queenstown Convention Bureau (QCB)**  
1,600 followers  
Timo · 🌐

"This was so much more than a fam!—this was a true immersion into your community. You have something special here."

Following **Asia Pacific Incentives and Meetings Event (AIME)** in Melbourne last week, we were thrilled to welcome a group of the North American hosted buyers in Queenstown & Wānaka as an extension to their Southern Hemisphere experience.

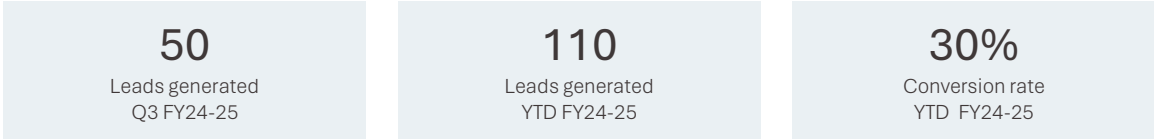
Over four days, the group experienced firsthand what makes this region a world-class destination for business events as they connected with our people and place.

A special thank you to **Asia Pacific Incentives and Meetings Event (AIME)** and **Tourism New Zealand Business Events** for their support and to our Queenstown & Wānaka members for their generous manaakitanga.

# 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.

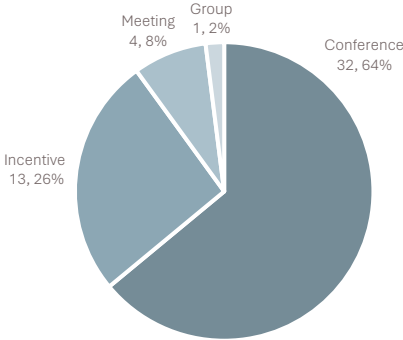


	NEW ZEALAND	AUSTRALIA	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAR TO DATE TOTAL FY24-25
<b>Generated</b>	<b>17</b>	<b>28</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>50</b>	<b>110</b>
Prospective	14	22	0	2	2	40	50
Won	3	3	0	0	0	6	33
Lost	0	3	1	0	0	4	27

## LEAD INSIGHTS

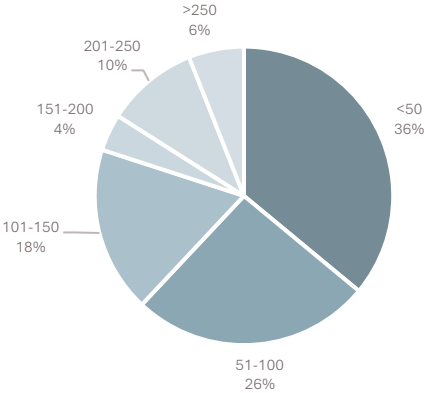
### BUSINESS EVENT TYPES

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 JANUARY – 31 MARCH

### LEADERSHIP AND ORGANISATION UPDATES

- The new year saw significant progress in the shift to a shared service partnership between DQ and Lake Wānaka Tourism (LWT). A cross organisational framework under DQ Chief Executive, Mat Woods, was established to support LWT in delivering their FY24-25 business plan following the departure of LWT's Head of Destination, Gizelle Regan. Collaboration has been enhanced with LWT team members, Marketing Executive, Shannon Kelly, Destination Development Lead, Molly Hope and Administration and Member Support, Elaine Kelly now working closely with the DQ team.
- A major focus of this quarter has been the formulation of the FY25-26 Business Plan for DQ and LWT. Thanks to everyone who attended the DQ Members Update and those who provided feedback on the plan. The Strategic Review Board meets 15 April to ratify the final version.
- After three and a half years, QCB Manager, Sarah McDonald is departing DQ. Sarah has been a dedicated and valued member of our team, and we wish her all the best. Sarah's last day will be 9 May.

### ORGANISATIONAL ACTIVITY

- Member updates held for DQ members (27 March) and LWT members (31 March).
- FY25–26 Business Plan development facilitated through collaborative board and team sessions.
- Development of department plans to support the implementation of the Business Plan.

### DATA AND INSIGHTS UPDATES

- In collaboration with the sustainability manager released the [Competitive Advantages of Regenerative and Sustainable Business Practice research](#).
- Compiled and shared with members the [YE December 2024 Visitor Economy Insights Resource](#).
- Compiled and shared with members the [YE December 2024 Visitor Experience Research](#).
- Compiled Monthly Data Snapshots for [December](#), [January](#) and [February](#).

### SUSTAINABILITY MANAGER UPDATES

- The 2025 Electrify Queenstown Event confirmed for 26-28 May. [View the website and programme](#).
- Electrify Queenstown Accelerator Programme underway with accommodation providers. In partnership with Rewiring Aotearoa, this accelerator supports electrification feasibility for businesses.
- The [Cogo Vistr Carbon Manager Tool](#) launched end of March. The Cogo Vistr Carbon Manager Tool is a fully subsidised tool for member businesses which connects with financial software to produce a spend-based carbon footprint.
- A range of new resources went live on the member hub, including industry specific resources relating to Accessibility, Carbon Measurement Tool resources and carbon reduction resources, updated marketing resources.
- Executed a range of member capability events including Media Training, Three Ways to Grow your Business through Storytelling workshop, Competitive Advantages of Regenerative Tourism, Measure What Matters Waste Workshop, and Accessibility 1:1's with businesses by Making Trax Foundation.
- Represented DQ at various community group events including, Upper Clutha Catchment Plan group, Southern Lakes Kai Collective, Wao Sustainable events collective.

### LOVE QUEENSTOWN UPDATES

- Ongoing rollout, promotion, and partner onboarding of the Impact Partner Programme.
- Five digital donation units are now live at key visitor locations, enhancing engagement and simplifying donations.
- Successful delivery of LQT end of financial year giving campaign across web and digital channels.
- Ongoing schedule of stories, impact reporting and case-studies detailing impact of FY24 Impact Grants and business partnerships.
- Community Directory – launch of Community Directory on LQT website to help promote and showcase local environmental organisations within the district.