

Destination Queenstown

Quarterly Report

Quarter 1 FY 2023-2024

Marketing Strategy Update

FY23-24 marketing objectives and key focus areas

July saw the start of the new financial year for DQ and new activity from the [FY23-24 Business Plan](#). This is the first year of DQ delivering both destination marketing and destination management initiatives.

Our consumer marketing approach has been evolving in line with the focus on regenerative tourism and attracting **high contributing visitors** – those who engage and connect deeper with our people and place, stay longer and do more, who care for the environment and give back.

Part of this evolution in approach is a new consumer marketing model – an evolution from the traditional dream – plan – book funnel to a new regenerative-led, virtuous circle model.

Our activity continues to focus on aspirational storytelling, destination brand building, sharing our values and showcasing stories of people, place and experiences. Our destination management work will focus on member capability building, building connections between communities and the visitor economy, and raising the profile of initiatives like Love Queenstown, which give back to our home.

Our consumer marketing approach has three key focus areas for FY23-24:

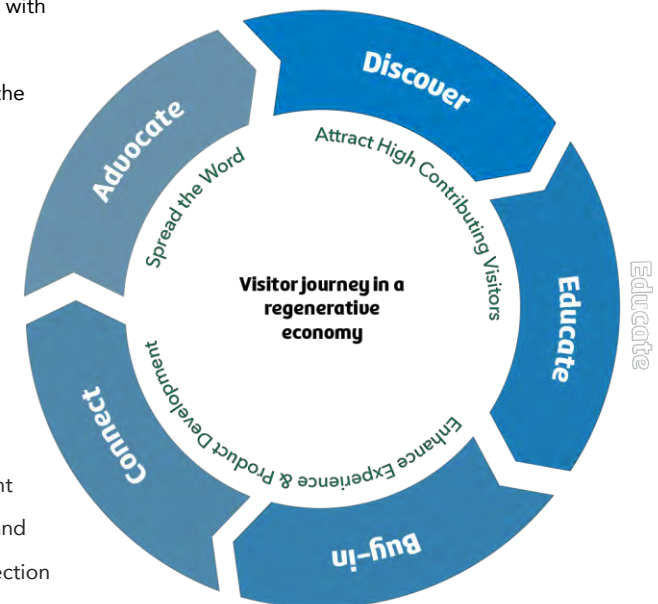
- **Shaping visitor demand** – attracting high contributing visitors and educating existing high intent audiences.
- **Sustainable visitor mix** – retain relationships built with domestic and Australian audiences, maintaining a resilient, sustainable and profitable visitor mix inline with the RTO goal of 50/50 domestic vs international mix.
- **Brand and storytelling** – evolve QueenstownNZ brand and storytelling to be values-led, celebrating our people, place, experiences and regenerative ambitions.

New consumer marketing model introduced

This new model is based around the visitor journey in a regenerative economy, helping people discover and understand Queenstown’s positioning and vision, ensuring our activity educates audiences and influences the choices visitors make to deliver positive social, cultural, economic and environmental outcomes.

The **virtuous circle model** focuses on growing awareness of Queenstown’s regenerative tourism focus, encouraging people to visit, participate and buy-in to the vision, foster deeper connections with our people and place, and influence them to spread the word, share their journey and help others discover Queenstown’s vision.

As well as member referrals, new success metrics in this model will consider things like eDM sign ups, engagement with regenerative stories and product, visitor mix, connection with community and longer length of stay.



Consumer Marketing Activity

Always-On Campaign | 1 July – 30 September

DQ's always-on digital and social activity means Queenstown has a digital destination presence in both the domestic and Australian markets year-round, aimed at supporting sustainable visitation. The new marketing model and activity focuses on attracting and converting 'high contributing' visitors while also influencing those with high intent to travel to Queenstown. Content is curated to promote Queenstown as a regenerative tourism destination and educate visitors on how to explore, sharing stories about our people, place, and experiences. Activity is designed to generate brand awareness and engagement, driving website visits to QueenstownNZ.nz and member referrals via product listings.

Always-On Digital Quarterly Results

- 2.1M paid reach (Facebook, Instagram & TikTok)
- 620K paid social engagements
- 385K ad interactions (Google)
- 642K video views (Facebook, Instagram & YouTube)
- Over 673K web sessions (AU & NZ only)
- Over 161K member referrals (AU & NZ only)



Projects, Partnerships & Content Production

2023 Winter Brand Activity

- DQ's winter campaign in New Zealand and Australia ended in September.
- The winter brand [video](#) accumulated over 1.3m views on YouTube.

'Our People, Our Home' Series 2

- The second series of the 'Our People, Our Home' campaign went live in September.
- View the videos and website [here](#) and Special Remarks communications [here](#).
- The video series has received over 250,000 views so far.

Photoshoots & Content Production

- Food & Drink Content Development Project – the fourth shoot was completed in winter with Boatshed Café and Erik's Fish and Chips. Spring shoot organised.
- A photo and video shoot was organised to capture content at the Love Queenstown Planting day in collaboration with Mana Tāhuna and the Whakatipu Reforestation Trust.
- A social campaign profiling SUCfree (single-use cup free) cafes and restaurants is in production the activity will go live from 1 November for 4 weeks.

Partnerships

- The [Queenstown Wānaka Snow Reports](#) wrapped for the 2023 season with a total of 10 episodes delivered resulting in over 800K reach and 400K video views.
- A MissSnowItAll content partnership in Australia ran throughout winter sharing a total of 5 blogs covering winter ski and sustainability stories, as well as local profile features.

Event Marketing

- 'What's On This Spring' event marketing campaign went live on 1 September.
- Events hub and listings on QueenstownNZ.nz are receiving 30,000+ visits per month.

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 audience discover Queenstown’s regenerative tourism focus and educating them on how to explore the region. DQ aim to drive the visitor down the consideration funnel, from planning to booking their trip, ultimately resulting in conversions via operator listings.

Developments for the quarter include:

- 5x new blogs produced and live
- 16x blogs refreshed
- Home page refresh for spring
- A Consumer DMP Page has been created to explain our goal and vision to visitors

Direct to Consumer Email Strategy

DQ's email campaigns target domestic, Australian, and long-haul audiences with tailored content aligned to their interests, including food and drink, skiing, biking, family-friendly activities, events and more. In the last quarter, DQ produced 5 eDMs.

Website performance for the quarter:

- Over 673,000 visits
- Over 162,000 member referrals
- Referral conversion rate 24%

- [Food & Drink](#) sent to Food & Drink audience | 41.7% OR | 14.2% CTOR
- [Ski](#) sent to Ski audience | 39.7% OR | 4.6% CTOR
- [Local Stories EDM](#) sent to Ski & Things to Do audience | 36.7% OR | 3.2% CTOR
- [Outdoor Explorers EDM](#) sent to Hiking, Biking and Adrenaline audience | 43.5% OR | 9.2% CTOR
- [Family](#) sent to Family audience | 35% OR | 4.6% CTOR

OR – open rate
CTOR – click to open rate

Social Media Activity

Over the quarter, DQ’s organic social channels continued to promote aspirational and educational content to drive preference for the winter and spring seasons. Content during this quarter was curated to tell deeper stories of our people and place while aligning to core consumer segments including soft adventure, wellness, food and drink, ski enthusiasts and winter lovers.

Highlights include:



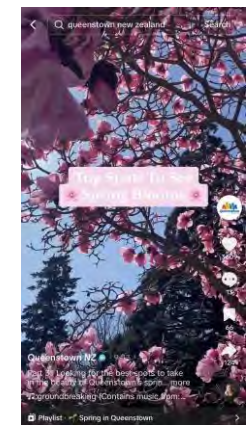
Facebook – Meet Sheena Haywood (local profile series)

Reach: 28.9K
Engagement: 2K
Comments: 27
Shares: 11



Instagram – GY Lagoon

Reach: 41K
Comments: 22
Shares: 334
Saves: 296



TikTok – Spring blooms

Views: 317K
Likes: 3609
Comments: 13
Saves: 66
View time: 244 hours

Media Activity

Media Highlights | 1 July – 30 September

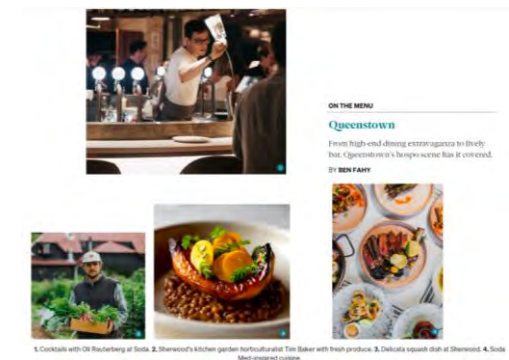
The media team is responsible for managing the DQ media programme, assisting the Experience New Zealand (TNZ) team with media famils, along with supporting the DQ marketing team by organising written and visual content partnerships which align with DQ marketing activity. Below are a selection of key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

Content

- UK Telegraph: [A food tour of New Zealand left me hungry for more](#) published in print and online in August written by William Sitwell.
- Stuff: [A guide to Queenstown if you have no idea what you're doing](#) published on Stuff online in September written by Michael Lamb.
- Kia Ora: [On the Menu](#) published in print and online, written by Ben Fahy.

Hosted media (famil)

- Kirsten Galliot, editor of Qantas magazine visited Queenstown and Glenorchy to write about the progressions with regenerative tourism in the area – she visited Sherwood, Hotel St Moritz, NZSki, Ziptrek Ecotours, Ride to Sky, and The Headwaters Eco Lodge – her feature will be included in the October / November Travel Insider magazine.
- Olly Hall, editor of Your Ex magazine visited for Pride week to write about a number of accommodation and activity options with a sustainability focus. These included: Hulbert House, QT Queenstown, Cardrona Alpine Resort, Dart River Adventures, Canyon Brewing and Blue Kanu. His article should feature in Your Ex's edition this spring.
- Jen Ennion and her family visited from Australia writing for International Traveller Magazine, DQ hosted her experiences at the Kiwi Park, iFLY and for community tree planting with the Whakatipu Reforestation Trust, she also dined at The Dishery and Cargo at Gantleys. Her regenerative tourism travel piece should go live before the end of the year.
- Rachele Duffy writing for NZ Bay of Plenty magazine was hosted for a trip on the Shotover Jet and learnt about their electric jet boat developments, as well as family biking excursion with Better By Bike.



Communications **Activity**

Communications Highlights | 1 July – 30 September

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

A busy quarter for member communications leading up to AGM and as a result of the cryptosporidium outbreak and declared state of emergency:

- AGM 2023 was held at Copthorne Hotel and Resort on Thursday 21 September 2023
- Issued 22 Special Remarks | 6 Fortnightly Remarks | 8 Data and Insights communications

Media Releases

Five media release were sent throughout the quarter:

- [DQ CE Mat Woods appointed to Regional Tourism NZ Board](#) (12 July)
- [Polestar powers Destination Queenstown](#) (25 July)
- [No support for Tarras airport from Southern Lakes RTOs](#) (1 September)
- [Board appointed for Queenstown's new DMO](#) (7 September)
- [Queenstown open and ready to welcome visitors](#) (23 September)

Media Enquiry Highlights

RTO opposed to Tarras Airport:

- [Queenstown Lakes RTOs come out against Tarras](#) (Tourism Ticker)
- [Opposition to Tarras Airport plan over fears of too many tourists](#) (The Press)
- [Queenstown Lakes tourism bodies says no to Tarras airport](#) (Crux)

Queenstown State of Emergency enquiries:

- [Air NZ offering free flight changes ahead of school holidays](#) (Stuff)
- [Tourists pour into town despite storm and cryptosporidium outbreak](#) (RNZ morning report)

Other media:

- [Destination management board appointed](#) (ODT)
- [National Leader Christopher Luxon waves magic wand while campaigning in Queenstown](#) (NZ Herald)
- [Finance debate draws taxing admissions from Nicola Willis](#) (newsroom)

Submissions

- Submission to TIA: TIA 2050 Blueprint (8 September)
- Submission to ORC: Queenstown Public Transport Business Case Feedback (9 October)

Destination management board appointed



Regions > Queenstown

The board of directors for Destination Southern Lakes, the new destination management organisation (DMO) for the Queenstown and Wanaka region, has been announced.

The destination management organisation will oversee the implementation of the region's destination management plan, Travel to a Thriving Future, which was endorsed by Queenstown-Lakes councillors in February and is a partnership between Destination Queenstown (DQ), Lake Wanaka Tourism (LWT) and the



Queenstown Lakes RTOs come out against Tarras airport

5 Sep 2023 by Paul Tindall | paul@tourismnz.com | @tourismnz

The first tourism organisations to take a public stance on Christchurch Airport's Tarras project have come out against i



A rendering of the Christchurch Airport's proposed Tarras airport. Image: Supplied

Air NZ offering free South Island flight changes ahead of school holidays

Jonathan Killick · 14:42, Sep 22 2023



Fire, floods and stomach bugs have gripped the South Island ahead of what was expected to be a busy travel period over two weeks of spring school holidays.

A state of emergency has been declared in both Queenstown and Southland, while Queenstown's drinking water is subject to a boil water notice following a cryptosporidium outbreak.

Travel Trade **Activity**

Activity Summary | 1 July - 30 September

The below table captures some of the key activity completed by the trade team in the quarter.

	New Zealand	Australia	Western	Asia	Quarter total	Year to date total FY23-24
Famil participants	0	0	0	18	18	18
Networking	13	51	14	1	79	79
Sales Calls	5	0	0	0	5	5
Trade Show Appointments	0	0	240	0	240	240
Trainings	0	2	0	228	230	230
Webinar Trainings	0	0	193	0	193	193

Quarter Highlights

- TEC Conference Rotorua
- TNZ SEA Roadshow 2023
- DQ TNZ Taiwan Product Manager Famil
- DQ TNZ China Product Manager Famil
- TNZ North America, UK & Germany Roadshow

Digital Presence

Facebook (closed agents' group)

- Member growth from 828 to 851 (2.7 increase vs last quarter)

YouTube (travel trade channel)

- 70 new subscribers (309 in total)
- 8747 views (34% decrease vs last quarter – last quarter totalled 11747 views)

eDMs

- Three eDMs sent to our database (6,000+ members)
- 27-35.4% open rate

TRENZ Connect

- 419 Connections

Travel Trade Highlights

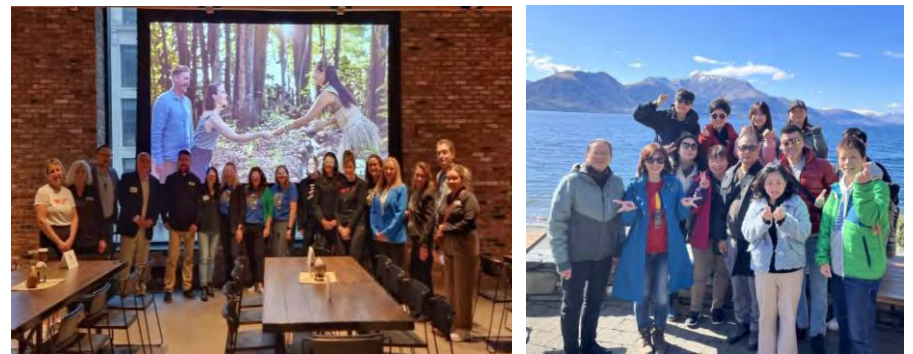
Tourism Export Council (TEC) Conference 2023

DQ attended the annual TEC conference up in Rotorua in August. The conference brings together ITO's and leading tourism businesses from around New Zealand to discuss key issues affecting international tourism and future direction.



Tourism New Zealand (TNZ) US & Western Markets

DQ visited partners in North America visiting New York, Atlanta, Los Angeles and Vancouver, before also visiting London and Munich for the Tourism New Zealand Western Markets Roadshow. The group visited over 240 agents within the two-week period.



TNZ Southeast Asia Roadshow

DQ attended the TNZ Southeast Asia roadshow in September which visited Singapore, Malaysia, Indonesia and Thailand. Each event consisted of 37 operators from New Zealand conducting eighteen appointments with agents. In total, these events resulted in meetings with 643 agents over the two-week period.

Air New Zealand Vietnam Trade Engagement

As an extension to the TNZ Southeast Asia Roadshow, DQ also attend the Air New Zealand Vietnam trade engagement in September. The event consisted of 12 operators conducting meetings with 55 agents over the course of the day.

Other Activity

- DQ hosted TNZ Taiwan product manager famil (13-14 September) with 9 participants and a holding networking event on 13 September.
- DQ hosted TNZ China product manager famil (15-16 September) with 9 participants and a holding networking event on 15 September.

Business Events **Activity**

Activity Summary | 1 July - 30 September

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 FY23-24
Famils	0	1	0	0	0	1	1
Site Inspection	3	2	0	0	0	5	5
Sales Call	1	5	63	0	0	69	69
Trade Show Appointment	0	0	0	0	0	0	0
Networking	0	0	0	0	0	0	0

Quarter Highlights

- Attended the annual SITE (Society for Incentive Travel Excellence) Australia NZ chapter conference in Sydney. QCB Manager, Sarah McDonald represented Queenstown as part of the SITE Young Leaders future vision presentation.
- QCB organised and hosted five site inspections for both domestic and Australian clients, all resulting in Queenstown being confirmed as their selected destination for their business events.
- Through TNZ India office, a Queenstown 101 and update webinar was presented to 46 Thomas Cook Travel agents.
- QCB welcomed Account Manager Jessica Langelaan to the team.
- Attended the BEIA Conference in Marlborough.

Business Events Leads

Leads generated | 1 July – 30 September

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 FY and their current status.

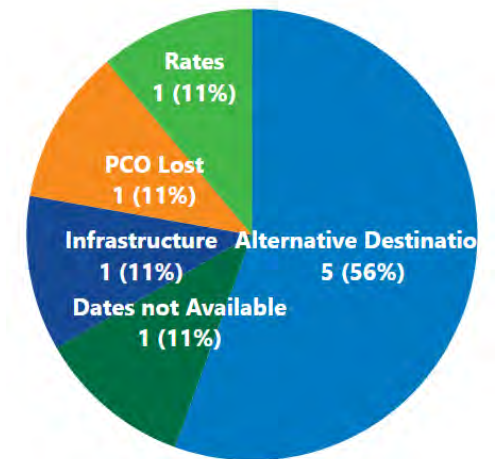
32 Leads generated Q1 FY23–24	18% Conversion rate Q1 FY23–24	32 Leads generated YTD FY23–24	18% Conversion rate YTD FY23–24
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	New Zealand	Australia	Asia	North America	Rest of World	Quarter total	Year to date FY23–24
Generated	12	15	1	1	3	32	32
Prospective	9	12	1	1	2	25	25
Won	3	2	0	0	1	6	6
Lost	0	1	0	0	0	1	1

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 have been established.

Lost leads reasons

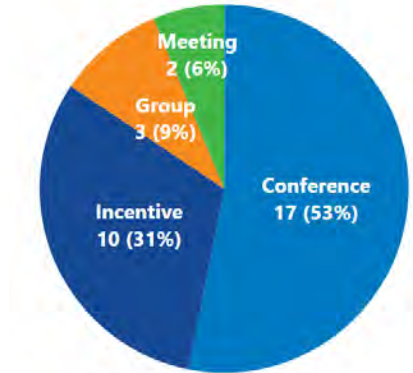
The graph below reflects the number and reasons why leads were lost in the last quarter.



Business Events Leads

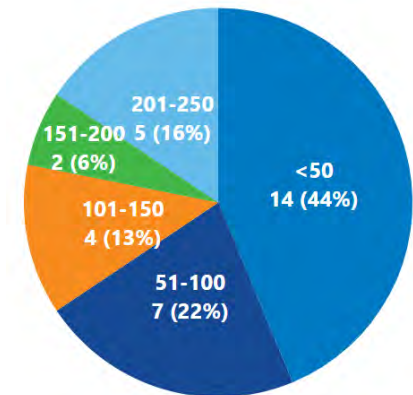
Business Event Type

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



Business Event Group Size

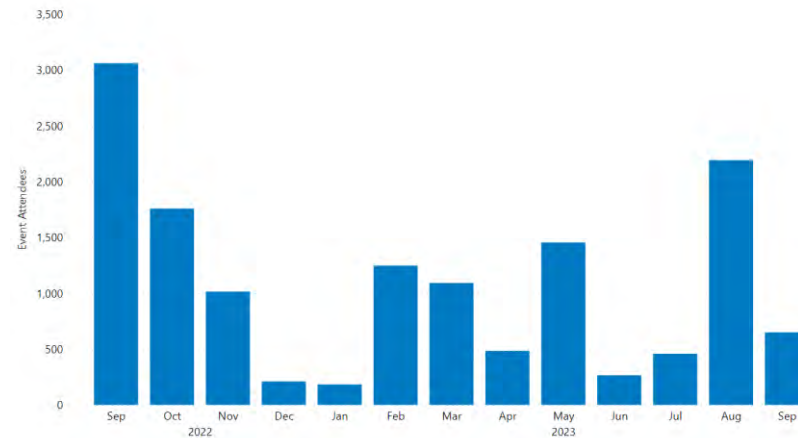
The graph below shows a break down of the leads generated in the last quarter by size of group.



Confirmed Event Attendees

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

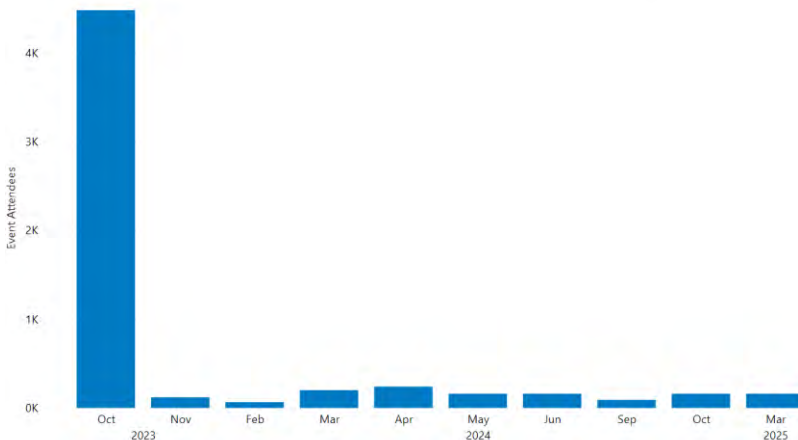
Past events – last 12 months



139
Events confirmed

\$24m
Estimated value

Future events – next 12 months



21
Events confirmed

\$13m
Estimated value

Organisation **Activity**

People Movements

It is our pleasure to introduce DQ's Member Services Administrator, **Nikki Atkinson**. Nikki is available as your point of contact, please feel free to touch base via reception@queenstownNZ.nz or 03 441 0700 weekdays 9:00am – 5:00pm.



Access to DQ resources can be enjoyed widely by members. Nikki can arrange access to the DQ Extranet tailored to individuals, including your wider leadership teams and frontline staff. An easy way to stay in touch with DQ's activity is to share the signup for our **Member Newsletters Communications**. Communications include

- **Fortnightly Remarks** covering the latest developments in the industry, member opportunities, DQ related news, as well as local news, events and initiatives.
- **Special Remarks**, covering important or urgent information, updates and members surveys.
- **Data & Insights**, including the Forward Outlook resource as well as Queenstown Data Monthly Snapshots.
- If desired **QCB and Travel Trade updates** for team members involved in Business Events and trade activity.

[Sign up to Member Newsletter Communications](#)

Quarterly Activity

Organisational Strategic Activity

- FY23-24 Carbon measurement data collection
- Development of new Famil and Site Inspection Risk & Safety Assessments
- DQ end of year update planning

Data and Insights updates

- Development of the evolution of the Visitor Insights Dashboard, a component of the Member Data & Insights Hub
- Preparation for Wave Three of the Views on Tourism Research
- Support delivering the FY22-23 Annual Report

Carbon Zero Journey

- Analysis of FY22-23 data
- Reduction of waste bin size and frequency of collection
- Weighing of food waste
- Collection of scope 3 staff travel data

Events hosted

- DQ AGM