

*Destination Queenstown*

# Quarterly Report

*Quarter 2 FY 2023-2024*



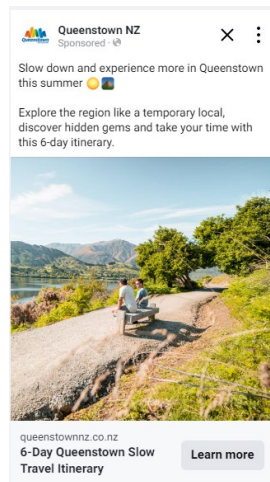
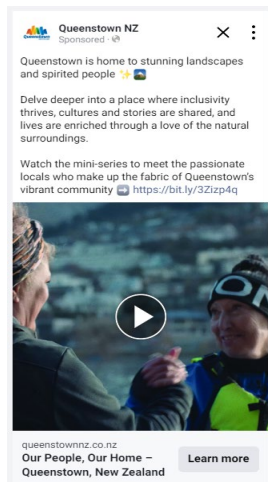
# Consumer Marketing Activity

## Always-On Campaign | 1 October – 31 December

DQ's always-on digital and social strategy means Queenstown has a year-round presence in both the domestic and Australian markets to support sustainable visitation. Digital marketing activity focuses on attracting and converting 'high contributing' visitors, while also influencing those with high travel intent to visit Queenstown across different seasons based on their interests. Content promotes Queenstown as a regenerative tourism destination and educates visitors to explore further and stay longer by sharing stories about our people, place and unique experiences. Activity focuses on generating brand awareness and engagement, driving website traffic to QueenstownNZ.nz and member referrals via listings.

## Always-On Paid Digital Quarterly Results

- 2.2M reach (Facebook, Instagram & TikTok)
- 1.1M video views (Facebook, Instagram & YouTube)
- 106K clicks to site (Facebook, Instagram, TikTok)
- 279K clicks (Google: Search, Display, YouTube)
- 525K website sessions (AU & NZ only)
- 127K member referrals (AU & NZ only)



## Projects, Partnerships & Content Production

### QueenstownNZ Brand Refresh

- The Queenstown NZ destination brand is undergoing a refresh to ensure it aligns with DQs evolved vision, marketing strategy and storytelling. The updated brand assets will roll out from February, with a larger update to QueenstownNZ.nz to come later in the financial year.

### 'Our People, Our Home' Series 2

- The second series of 'Our People, Our Home' campaign was live from September until 31 December, generating 1.1M video views and 15k sessions. View the series [here](#).
- Three long form individual videos created ([Frances](#), [Anika](#) and [Jess](#)) along with supporting written profiles.

### New Hero Destination Video

- A new brand video has been produced to lead the consumer marketing activity starting January 2024. View the 30 second video [here](#).

### Photoshoots & Content Production

- The SUCfree (single-use cup free) social activity finished at the end of December with strong results: 181k reach, 1.6% click through rate and generating 3.1k link clicks.

### Partnerships

- Multi-page feature about the Coronet Loop Trail in [NZ Cycling Journal](#) was published in the December print issue.
- Three-part partnership with [NZ Guide](#) confirmed and the first article published.

### Event Marketing

- 'What's On This Summer' event marketing campaign went live across paid digital channels on 1 December. Events hub and listings on QueenstownNZ.nz generated 81k combined views over the quarter.

### Trade and Business Event Marketing

- Full imagery update and audit of Travel Trade and Business Event microsites complete.

# 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:

- 13x new blogs produced and live
- 6x blogs refreshed

## 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 7 eDMs.

Website performance for the quarter:

- Over 635k visits
- Over 152k member referrals
- Referral conversion rate 24%

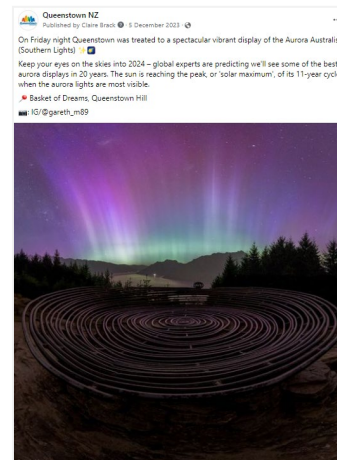
- [Our People Our Home launch EDM](#) | 35.5% OR | 2.9% CTOR
- [Food & Drink EDM](#) | 33.6% OR | 8.6% CTOR
- [Outdoor Exploring EDM](#) | 41.9% OR | 5.6% CTOR
- [Family Summer EDM](#) | 34.5% OR | 4.8% CTOR
- [Love Queenstown EDM](#) | 66.7% OR | 6.3% CTOR
- [Golf EDM](#) | 51.1% OR | 8.6% CTOR
- [Summer in Queenstown EDM](#) | 42.5% OR | 13.4% CTOR

OR – open rate | CTOR – click to open rate

## Social Media Activity

DQ's organic social channels continued 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 include:



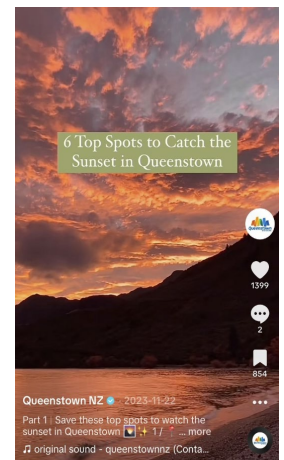
**Facebook – Aurora Queenstown Hill**

Reach: 162K  
Comments: 126  
Shares: 129



**Instagram – Beautiful walks reel – part 1**

Reach: 63K  
Minutes viewed: 5k  
Shares: 725  
Saves: 1.4k



**TikTok – Top sunset spots**

Views: 23.8K  
Likes: 1.4k  
Shares: 96  
Saves: 854



# Communications **Activity**

## Communications Highlights | 1 October – 31 December

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

### Member Communications

- Issued 7 Special Remarks | 5 Fortnightly Remarks | 10 Data and Insights communications
- DQ End of Year Member Update was held on 1 December at Buzzstop Bee and Honey Centre at Country Lane
- Two Queenstown Connect sessions: New Data Insights Hub (6 December) and Chinese New Year (18 December)

### Media Releases

One media release sent during the quarter:

- [Queenstown's Australia Roadshow returns to Melbourne and Sydney](#) (20 October 2023)

### Media Enquiry Highlights

Lonely Planet Best Travel Destinations 2023:

- Stuff: [Lonely Planet names South Island regions 'best value destinations'](#) (published online)
- 1News: [Budget travel tips at NZ's 'best value' destinations](#) (published online)
- ODT: [Region ninth on best value list](#) (published online and in print)
- NZ Herald: [South Island Southern Lakes and Central Otago named 'best value'](#) (published online and in print)

Other media:

- KARRYON: [Destination Queenstown reconnects at Australian Roadshow](#) (published online)
- Mat joined meetings in Australia to discuss DMP with journalist Jane Reddy, The Age/SMH, and freelance writer Carrie Hutchinson

### Submissions

- DSL Submission to QLDC – Economic Diversification Plan (Friday 15 December)
- DQ Submission to QLDC – Project Manawa (Friday 22 December)

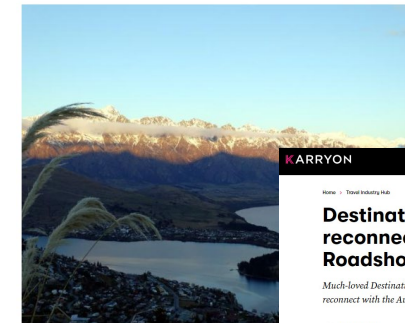


### Region ninth on 'best value' list

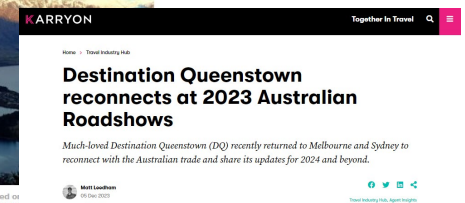
By Mark Price



Regions > Queenstown



The Queenstown-Lakes Central Otago region has been listed as value 2024 hotel. PHOTO CREDIT: OTAGO IMAGES/OTAGO



# Travel Trade **Activity**

## Activity Summary | 1 October – 31 December

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	1	0	3	4	23
Networking	18	45	45	3	81	160
Sales Calls	4	3	4	0	11	16
Trade Show Appointments	0	172	138	250	560	800
Trainings	0	81	0	1	82	312
Webinar Trainings	0	30	0	0	30	223

## Quarter Highlights

- DQ Australia Roadshow 2023
- Kiwi Link Greater China 2023
- Tourism Export Council Xmas Symposium

## Digital Presence

### Facebook (closed agents' group)

- Member growth from 851 to 864 (1.6% increase vs last quarter)

### YouTube (travel trade channel)

- +10 Subscribers
- 3042 Views (65% decrease vs last quarter – last quarter totalled 8747 views )

### eDMs

- Two eDMs sent to our database (6,000+ member)
- 27%-29% open rate

### TRENZ Connect

- 421 Connections

# Travel Trade Highlights

## Kia Ora South Guangzhou

DQ attended the Kia Ora South Guangzhou event on 9 November; and participated in the Kia Ora South Hong Kong event on 17 November. In Guangzhou, approximately 76 salespersons from the Guangzhou branch and the Southern China region attended a training session conducted by nine representatives from the South Island, four of whom are based in Queenstown. In Hong Kong, eight South Island operators, along with four Queenstown-based ones, provided product updates to approximately 32 Hong Kong agents.



## Tourism New Zealand and Air New Zealand Destination Training Taipei

DQ attended the TNZ and AirNZ destination training event in Taipei on 10 November. Nine senior product managers participated in the morning training session; 136 frontline salespersons attended the afternoon session. Ten NZ operators provided product training, including four Queenstown-based operators

## Tourism New Zealand Kiwi Link Greater China 2023

DQ attended the TNZ Kiwi Link Greater China 2023 event in Shanghai from 13 to 16 November. This event reconnected New Zealand operators and 90 key agents from North China, South China, East China, West China, Hong Kong, and Taiwan. In total, there were 44 New Zealand tourism representatives, including 12 operators from Queenstown.

## DQ Australia Roadshow 2023

DQ hosted the annual Australia Roadshow in October delivering events for both Travel Trade and QCB. The Roadshow took place firstly in Melbourne and then in Sydney to finish. DQ were joined by 28 Queenstown operators and connected with 241 new and existing buyers in market. The events included collaboration with key industry partners Air New Zealand and Tourism New Zealand.



## Tourism Export Council (TEC) Xmas Symposium 2023

DQ attended the annual TEC Xmas Symposium up in Auckland on 7 December. The annual Symposium provided an updated International Arrival Forecasts 2023-2025, sharing insights on key issues affecting New Zealand's international tourism recovery and operating environment.

## Other Activity

DQ hosted the WeChat pay team over three days from the 10 to 12 of December hosting three participants from WeChat's China and Auckland team.

# Business Events **Activity**

## Activity Summary | 1 October – 31 December

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	0	0	0	0	0	1
Site Inspection	3	4	0	0	0	7	12
Sales Call	1	1	62	0	0	64	133
Trade Show Appointment	8	0	0	7	3	18	18
Networking	0	73	0	0	0	73	73
Trainings	0	0	0	0	0	0	0
Webinar Trainings	0	0	0	0	0	0	0

## Quarter Highlights

- Attended IMEX Las Vegas with Tourism New Zealand (TNZ) in October 2023. Sarah McDonald also participated in the SITE Global Young Leaders conference as an opening event to IMEX.
- DQ hosted the Australian Roadshow with both QCB and trade hosted events in Melbourne & Sydney on 31 October – 2 November. 28 Queenstown operators participated in this activity.
- Attended the inaugural Business Events Expo in Auckland on 21 November.
- With TNZ & BEIA, QCB attended PCOA Conference in Adelaide in December.
- Sarah McDonald has accepted the role of SITE Young Leader elect on the 2024 SITE Australia/New Zealand (ANZ) board.



# Business Events Leads

## Leads generated | 1 October – 31 December

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.

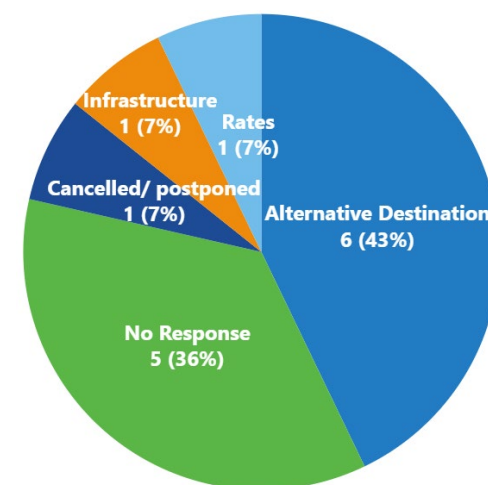


	New Zealand	Australia	Asia	North America	Rest of World	Quarter total	Year to date FY23-24
Generated	9	14	2	0	2	27	59
Prospective	5	11	2	0	1	19	44
Won	1	3	0	0	0	4	10
Lost	3	0	0	0	1	4	5

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

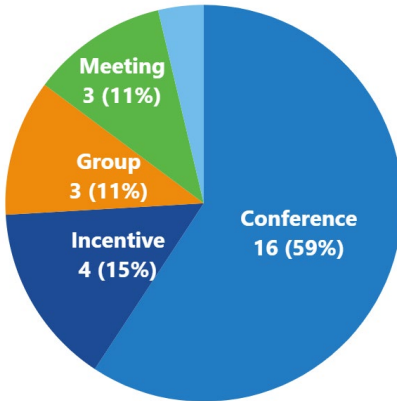
The graph below reflects the number and reasons why leads were lost in the last quarter.



# Business Events Leads

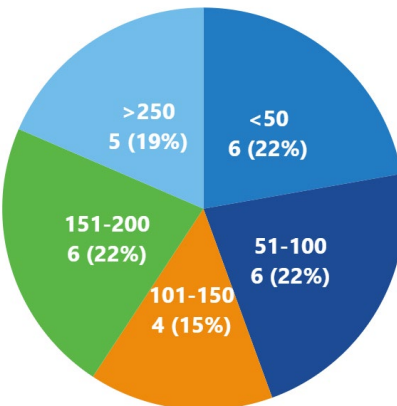
## Business Event Type

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



## Business Event Group Size

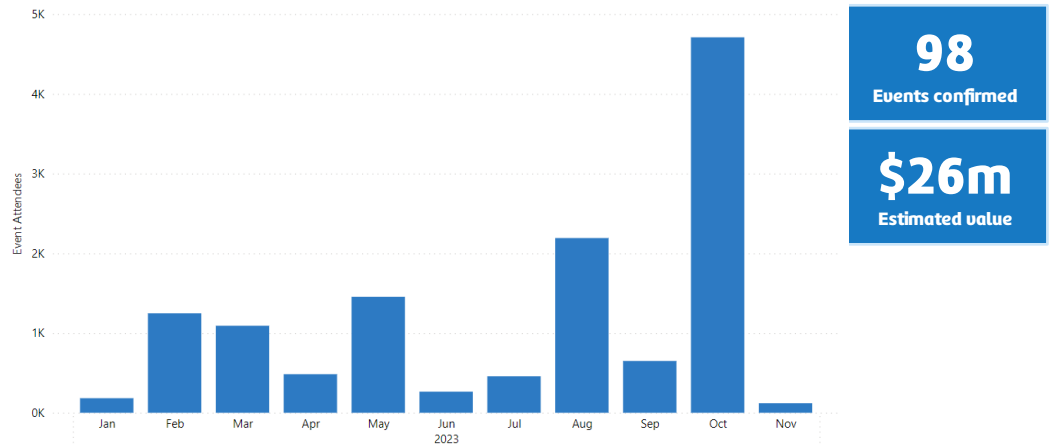
The graph below shows a breakdown of the leads generated in the last quarter by size of group.



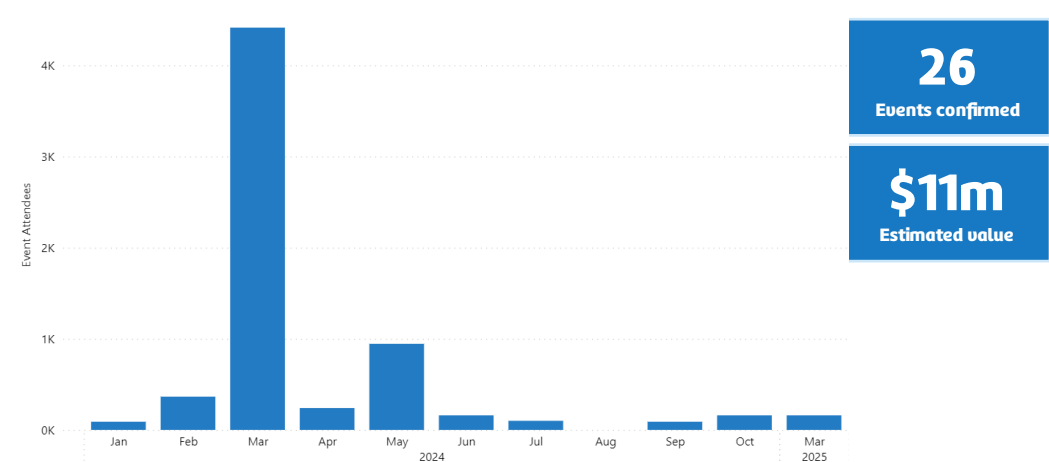
## Confirmed Event Attendees

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 - next 12 months



# Organisation **Activity**

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## The DQ Team

Congratulations to our BD Manager Asia Tracy Cui who welcomed a baby boy on 21 November. Yangzi Zhang took up Tracy's mantle and is your contact for trade and business event Asian markets.



Media Executive Amanda Tutton welcomed her wee girl on 12 January 2024, and we are delighted to introduce you to Mitch Serbu who is covering the media executive role through to at least July 2024.



A reminder that you are welcome to organise a time to come into the DQ office or for the team to visit your operation for a product update. Member Services Administrator Nikki can support this via [reception@queenstownNZ.nz](mailto:reception@queenstownNZ.nz).

Please keep Nikki updated with staff movements and share the [DQ Member Newsletter sign up](#) within your organisation – if your organisation is a member any team member can receive our Fortnightly Remarks, Special Remarks and Data and Insights communications to stay up to date.

## Quarterly Activity

### Sustainability Lead Updates

- Started in role mid-October.
- Development of member capability programme.
- Development of benchmarking local business environmental footprint (including carbon).
- Support delivering Love Queenstown.

### Data and Insights Updates

- Redeveloped and launched the Visitor Insights Dashboard, a component of the Member Data and Insights Hub.
- Incorporated district wide view into the development of the Visitor Insights Dashboard in line with DMP and launched the Lake Wānaka Tourism Visitor Insights Dashboard.
- Hosted a Queenstown Connect member training session.

### Organisational Strategic Activity

- Development of new performance review process.
- Development of new Famil and Site Inspection Risk & Safety Assessments.

### DQ Carbon Zero Journey

- Review and cancellation of magazines sent by mail.
- Experimenting with using rechargeable batteries.
- Engaged tetra-recycling scheme via Farm Fresh (bottles for milk, tetra for Oat).

### Events hosted

- Destination Queenstown end of year BBQ.