

# QUARTERLY REPORT

Quarter 2 | October – December 2024  
FY2024-2025



# CONSUMER MARKETING ACTIVITY

## ALWAYS-ON CAMPAIGN | 1 OCTOBER – 31 DECEMBER

DQ's paid always-on digital marketing ensures Queenstown has a constant presence in the domestic and Australian markets. This full-funnel campaign drives destination preference and demand across all stages of the booking journey: discover, educate and book.

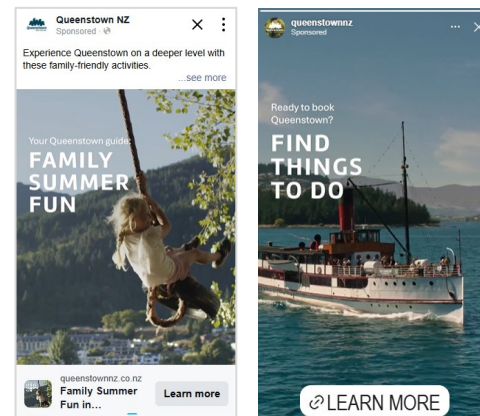
Activity is focused on attracting high-contributing visitors, influencing longer length of stay and creating connection with our people and place. Channels include Facebook, Instagram, YouTube, Google, paid search and TikTok.

- Spring marketing ran from 1 September - 31 October highlighting spring skiing, biking, hiking, golf, food & drink and family-friendly activities. The 'Spring Stays' campaign promoted travel packages to drive conversion.
- Summer campaign activity launched 1 November, promoting the best of summer in Queenstown; walking, biking, outdoor adventures and adrenaline experiences, food & drink, golf and family fun. Summer promotion continues to run until 28 February in domestic market.
- DQ kicked off autumn seasonal promotion into Australia on 1 December to align and leverage TN's in-market activity and drive demand over the shoulder season. Themes include slow travel, immersive food & drink experiences, wellness, active relaxation, golf, sightseeing and autumnal landscapes.

### ALWAYS-ON QUARTERLY RESULTS

- 16M impressions
- 2.1M video views
- 313k interactions (Search, Display, YouTube)
- 342k link clicks
- 3% average CTR (Meta)
- 571K website sessions (AU and NZ only)
- 116K member referrals (AU and NZ only)

CTR | Click Through Rate



## PROJECTS, PARTNERSHIPS & CONTENT PRODUCTION

### QUEENSTOWN NZ BRAND REFRESH

- Refreshed QueenstownNZ.co.nz website launched, delivering a new design, improved user experience and user interface, streamlined path to purchase and improved mobile design and responsiveness. Read the Special Remarks about the refresh [here](#).
- Updated brand and marketing assets including updated logos, brand colours, marketing ads and presentation templates for business development tools and resources.

### PHOTOSHOOTS & VISUAL CONTENT PRODUCTION

- Photo and video shoots including art galleries, bakeries, Queenstown Gardens, Coronet Peak, and summer scenics.
- Photo and video content captured for the 2024 QCB Mega Famil and delivered to partners.
- Filming and supply of video interview content for RTNZ 'Destination Queenstown RTO' case study.

### PARTNERSHIPS

- Escape Video partnership went live and released a total of 16 social video reels being across several weeks and via multiple social platforms, delivering great engagement and results across owned and partner channels. Interim results so far include 7M cumulative video views across channels.
- Neat Places partnership underway with a 'galleries and boutiques' photoshoot completed. Article and social activity live in Autumn.
- Love Queenstown ads and physical donation unit installed at the newly refurbished Queenstown isite.

### EVENT MARKETING

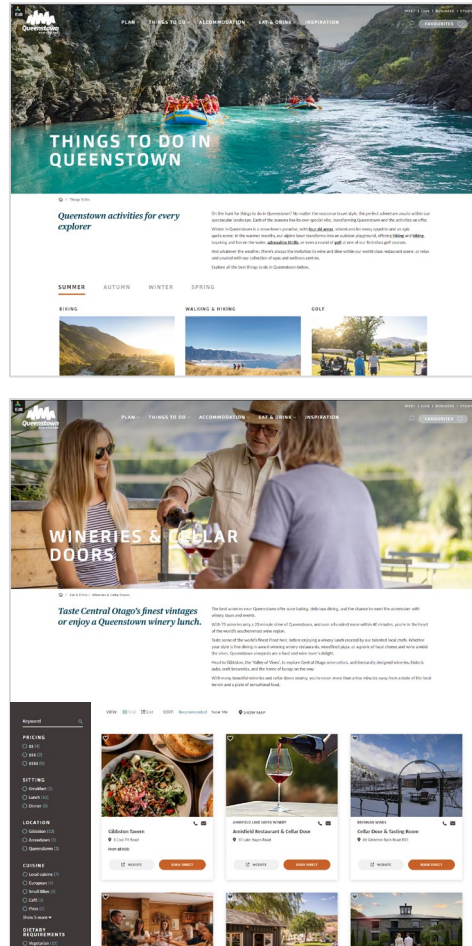
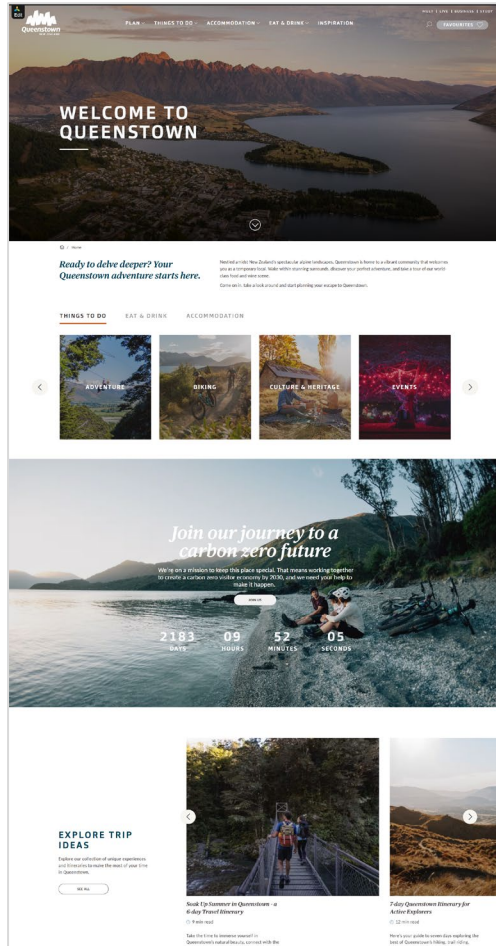
- 'What's On This Spring' digital event marketing campaign ran until 30 November and 'What's On This Summer' launched 1 December. Event Hub and listings on QueenstownNZ.nz generated 92k views over the quarter.

### TRADE MARKETING

- New [Travel Trade](#) and [Business Event](#) microsites were pushed live, aligned to the QueenstownNZ brand refresh and featuring updated layouts, imagery and content, including new and updated resources, tools and blogs.
- 6 QCB blogs were updated and re-published on the business events microsite.

# BRAND REFRESH SNAPSHOT

## UPDATED WEBSITE – QUEENSTOWNNZ.NZ



## REFRESHED ASSETS AND BRANDING



# 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 visitors discover Queenstown’s regenerative tourism focus and 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 conversions via operator listings.

### DEVELOPMENTS FOR THE QUARTER INCLUDE:

- 25 blogs produced or refreshed
- Rebuilt regenerativetourism.co.nz
- Launched the refreshed QueenstownNZ.nz website

### WEBSITE PERFORMANCE FOR THE QUARTER:

- 719k visits
- 143k member referrals
- Referral conversion rate 19.8%

## 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 10 EDMs for its consumer database:

- Love QT Impact Partner Launch | 52.4% OR | 12.1% CTOR
- Tips for a Better Trip | 47.3% OR | 6.1% CTOR
- Outdoor Explorer Walks | 51% OR | 11% CTOR

- Australian Golf Digest competition follow up | 51% OR | 10.7% CTOR
- Love QT Impact Partner Info Session | 57.9% OR | 10.3% CTOR
- Outdoor Explorer Bike Trails to Explore | 52.4% OR | 7.8% CTOR
- Food & Drink Spring | 48.6% OR | 5.9% CTOR
- Family Summer Fun | 44.4% OR | 4.7% CTOR
- Love QT x Show Us Your Type Event | 53.6% OR | 7.2% CTOR
- Summer Events | 51.3% OR | 5.3 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 spring and summer holiday destination, sharing stories of our people, place and experiences. Short form video content continued to drive increased engagement, with the Escape Video collaboration and scenic reels.

### HIGHLIGHTS



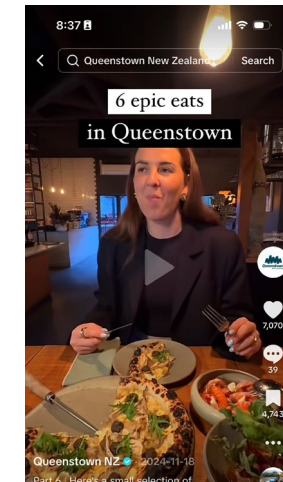
#### Facebook – New Wharehuanui Cycle Trail

- Views: 918k
- Comments: 1.3k
- Shares: 426



#### Instagram – Bob's Cove in summer

- Views: 69k
- Interactions: 4.2k
- Engagement: 3.8k



#### TikTok – Eateries in Queenstown

- Views: 570k
- Interactions: 7.1k
- Saves: 4.7k



# MEDIA ACTIVITY

## MEDIA HIGHLIGHTS | 1 OCTOBER - 31 DECEMBER

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

- 5 x Western Sydney local press | [Your Queenstown family holiday: stunning scenery and friendly locals](#) Emma Wilson
- China Media Group (China) | News features highlighting IVL, Winter Games, adventure and sustainability
- Escape Sunday Telegraph | [I spent 48 hours in Queenstown, this is the ultimate 2-day itinerary](#) Catherine Best
- BBC | [The world's adventure capital's massive gamble](#) Craig Tansley
- Stuff | [Why this is probably the best time of year to visit Queenstown](#) Anna King Shahab
- Food & Wine | [This country is so small, it's been left off world maps - but the food can't be ignored](#) Ashley Day
- Mamamia | [This underrated overseas spot is a foodie heaven, and only a 3-hour flight](#) Grace Rouvray
- 9TRavel | [The 'iconic' Queenstown sight that's not really meant to be there](#) Kristine Tarbert
- The New Daily | [I just did my first bungee jump at 51...I should know better](#) Quentin Long

### HOSTED MEDIA (FAMIL)

- Four Australian journalists | PEPR Virgin Media Famil - Mamamia, 9Travel, Travel & Luxury, Harper's Bazaar) slow travel itinerary
- Dani Valent | Luxury Escapes - Bar recommendations for Queenstown and Arrowtown
- Sophie Van Soest | Mediaworks - Rova - A weekend with your bestie in Queenstown
- Alan Granville | Stuff / Southern Way
- Brook Sabin | Stuff - Summer fun in Queenstown

### TNZ SUPPORTED MEDIA (FAMIL)

- Rebecca Crowe | iNews – Alternative transport options, to icon spots and regenerative tourism offerings

## HIGHLIGHTS



# COMMUNICATIONS ACTIVITY

## COMMUNICATIONS HIGHLIGHTS | 1 OCTOBER - 31 DECEMBER

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

### MEMBER COMMUNICATIONS

- Seven Fortnightly Remarks newsletters sent
- Two Special Remarks - Brand Refresh and New Website, DQ Summer Marketing Update
- 10 Data and Insights newsletters
- Two Capability Connect newsletters

### MEDIA RELEASES

- DQ released dedicated research exploring how Australians are seeking more meaningful and sustainable travel experiences. Launched on 19 November at a Sydney breakfast event for media hosted by Mat Woods, the study garnered significant attention from key media outlets. Read the media release: [Australians seek more meaningful and sustainable travel experiences](#).

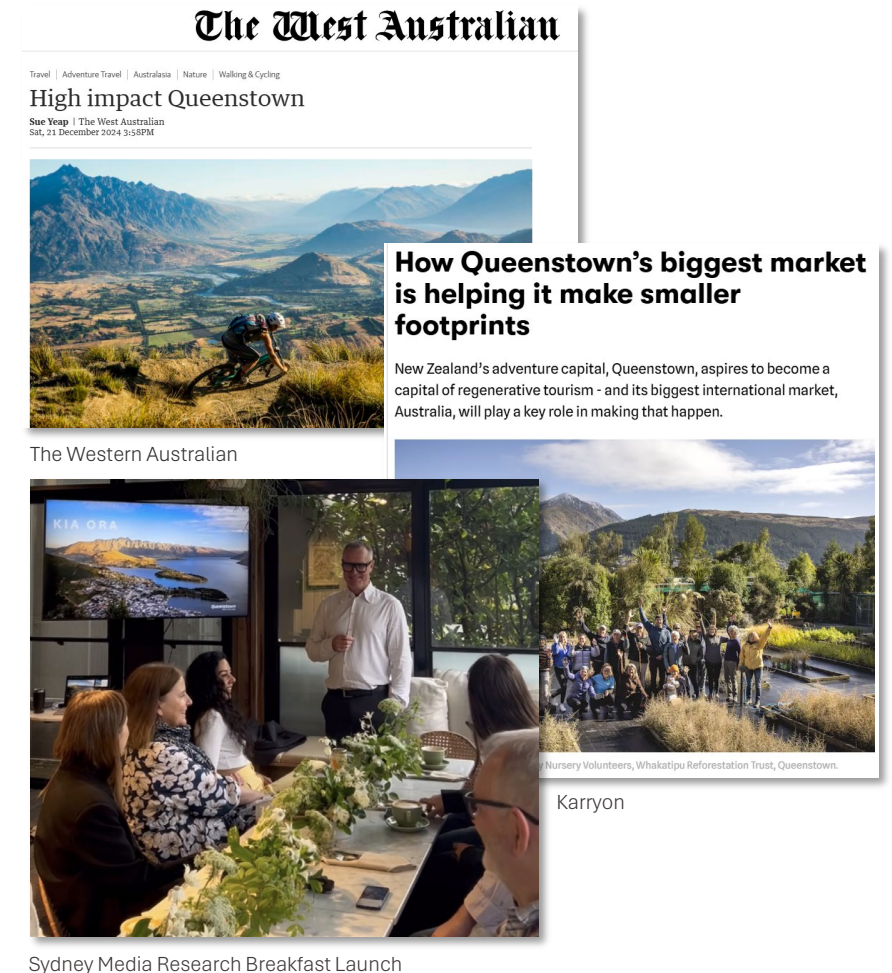
### MEDIA ENQUIRIES

- Hotel Magazine | [Regenerative Tourism Masterplan](#)
- The West Australian | [High Impact Queenstown](#)
- Karryon | [How Queenstown's biggest market is helping it make smaller footprints](#)
- The Hotel Conversation | [Australians seek meaningful travel experiences](#)
- Accom News | [Australians favour meaningful and sustainable travel](#)
- Travel Monitor | [Australians seek meaningful and sustainable travel in Queenstown](#)
- National Business Review | [Queenstown mountain biking's leap of faith on Natural Selection](#)
- Mountain Scene – Cancellation of LUMA

### SUBMISSIONS

- Otago Daily Times – DOC proposal to charge access fees for public land
- A destination reputation group meeting with Queenstown and Wanaka stakeholders was held.

## HIGHLIGHTS



**The West Australian**

Travel | Adventure Travel | Australasia | Nature | Walking & Cycling

### High impact Queenstown

Sue Yeap | The West Australian  
Sat, 21 December 2024 3:58PM

**How Queenstown's biggest market is helping it make smaller footprints**

New Zealand's adventure capital, Queenstown, aspires to become a capital of regenerative tourism - and its biggest international market, Australia, will play a key role in making that happen.

The Western Australian

KIA ORA

Sydney Media Research Breakfast Launch

Nursery Volunteers, Whakatipu Reforestation Trust, Queenstown.

Karryon

# TRAVEL TRADE ACTIVITY HIGHLIGHTS

## DQ AUSTRALIA ROADSHOW 2024

The DQ Travel Trade team executed another successful DQ Australia Roadshow in mid October facilitating four events in Melbourne, Sydney, Brisbane and the Gold Coast. 29 Queenstown tourism operators attended who were given the opportunity to engage and conduct business between them and Australian sellers who attended. Across the week DQ and the Queenstown operators engaged with over 160 sellers across Australia.



## TEC XMAS SYMPOSIUM 2024

The team attended the annual Tourism Export Council (TECNZ) Xmas Symposium for 2024. The Symposium is an annual event that brings together industry leaders, tourism operators, and stakeholders to discuss key issues and trends in the tourism sector. The Symposium typically focuses on reviewing the year's developments, challenges, and opportunities for the tourism export industry. It also provides networking opportunities, updates on industry policies, and insights into the future of tourism.

## TIA SUMMIT 2024

Linda and Sarah O'Donnell attended the 2024 TIA Summit in Auckland in November. The event was a significant gathering for the tourism industry, attracting over 300 leaders from across New Zealand. This year's theme, "Visitor Experience (VX) in a Changing World," focused on the evolving nature of visitor engagement and customer experience. The Summit also featured the prestigious New Zealand Tourism Awards gala dinner.



## FAMIL ACTIVITY

- TNZ Delta Vacations Famil
- DQ Australia Roadshow Mega Famil
- TNZ Air New Zealand x Canada Famil
- TNZ Japan Famil
- Luxperience Famil

# 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	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAR TO DATE FY24-25
Famils	0	13	10	24	2	49	61
Networking	56	4	3	6	0	69	118
Sales Call	31	31	5	16	0	83	82
Trade Show Appointment	4	160	1	1	0	166	199
Trainings	2	2	0	0	0	4	142
Webinar Trainings	0	2	0	0	1	3	80
WeChat Interactions	0	0	27	0	0	27	27

## DIGITAL PRESENCE

### FACEBOOK (CLOSED AGENTS' GROUP)

- Member count 917
- +30 New Members

### YOUTUBE (TRAVEL TRADE CHANNEL)

- 4294 Views
- +20 new subscribers

### EDMS

- One EDM sent to travel trade database
- Open Rate of 25%, click- to - open rate 8.3%

### TRENZ CONNECT

- 442 connections



# BUSINESS EVENTS HIGHLIGHTS

## DESTINATION QUEENSTOWN – AUSTRALIAN ROADSHOW

The DQ Business Development team successfully delivered the DQ Australia Roadshow in mid-October, hosting four events across Melbourne, Sydney, and Brisbane, where 29 Queenstown & Wānaka operators presented their products to Trade & Business Events guests.

For QCB, most client connections were made in Melbourne and Sydney, with additional engagement in Brisbane at both a joint afternoon event and a hosted dinner.

Over 80 business event planners participated, with special recognition for the support from Sharon Auld of BEIA, AirNZ for attending, and SITE Australia New Zealand for promoting the events to key Australian incentive buyers.



## BUSINESS EVENTS EXPO 2024

QCB exhibited at the Business Events Expo on 19 November alongside Queenstown suppliers; TomTom Productions, Oxbow Adventure Co., Alpine Luxury Tours, Canyon Brewery, Ngāi Tahu Tourism and RealNZ. The Expo targeted organisers of conferences, meetings, incentives, corporate travel, destination weddings, tradeshows, and more and featured exhibitors from New Zealand, Australia, the Pacific, and Asia. QCB delivered a presentation to showcase Queenstown's offerings and resources to attendees. [See full trip report here.](#)

To supplement the attendance at the show, QCB also hosted a dinner at Origine with Queenstown operators who attended the Expo and eight highly engaged third-party planners (PCOs).

## POST AUSTRALIAN ROADSHOW MEGA FAMIL

In partnership with Air New Zealand, QCB hosted six Australian Business Events buyers who each won a spot on the famil by attending an Australian Roadshow Event in October (two from each city). The Australian companies represented were Destinations, Sorelle Consultants, The Event Gap, Imagine Experiences, Australians Sonographers Association and Pulse travel.

The six participants and one Air NZ hosted representative were in Queenstown from 10-13 November.

Immediate feedback has been overwhelmingly positive from both participants and operators involved with two pieces of business having been confirmed for Queenstown as a result.



## BEIA CONFERENCE 2024

The BEIA Conference and AGM 2024, held in New Plymouth from 25 to 27 November, marked Taranaki's debut as host and brought together 175 industry professionals, including Sarah McDonald and Jessica Langelaan from the Queenstown Convention Bureau.

During conference, Jess was formally recognised for completing the BEIA Mentorship Programme, while Sarah facilitated the Emerging Leaders session, sharing her career insights and inspiring first-time attendees.

The two-day conference program focused on education, collaboration, and networking, aligning with the National Business Events Strategic Direction – Piata Mai.

BEIA Conference 2025 will be held in Auckland from 25 – 27 November 2025.

# 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 TOTAL FY24-25
Famils	0	7	0	0	0	7	7
Networking	8	82	0	0	0	90	90
Sales Call	2	0	0	0	1	3	8
Site Inspection	5	11	0	0	0	16	27
Trade Show Appointment	6	0	0	0	0	6	46

## DIGITAL PRESENCE

### EDMS

- One EDM sent at the start of December to business events database delivered to 2,730 recipients
- This edition saw a 28.5% open rate and 8.4% click to open rate

### LINKEDIN

- Followers 1,557
- +60 new members this quarter

### HIGHLIGHTS

**Queenstown Convention Bureau (QCB)**  
1,557 followers

Heritage Hotels has partnered with TFE Hotels, a globally recognised Australian-based hotel group, in a multi-property management agreement. This collaboration will enhance guest experiences through their shared expertise and future refurbishment plans.

From 1st December, Heritage Queenstown was rebranded as Rendezvous Heritage Queenstown.

**R ENDEZVOUS**

HERITAGE HOTEL

Queenstown



2 comments · 1 repost



### KIA ORA

Queenstown in summer brings longer days, warmer weather, and fresh alpine air. While the business events calendar slows down, Queenstown and Wānaka suppliers are gearing up for a busy summer season, welcoming leisure travellers from around the world.

It's been a great year for the Queenstown Convention Bureau (QCB). The final quarter included highlights like the Queenstown Lakes Australia Roadshow and Mega Famil, the Business Events Expo, and the BEA Conference. We've enjoyed connecting with all of you who attended our events, reached out for inspiration, suggestions, and advice, and visited for site inspections and famils throughout 2024. A special thanks to everyone who hosted business events in our beautiful region.

The QCB team will take a short break from 23 December until 6 January to recharge, refresh and gear up for another great year ahead.

Wishing you, your teams and whānau (family) a happy festive season. We look forward to continuing to work with you to showcase Queenstown & Wānaka in 2025.

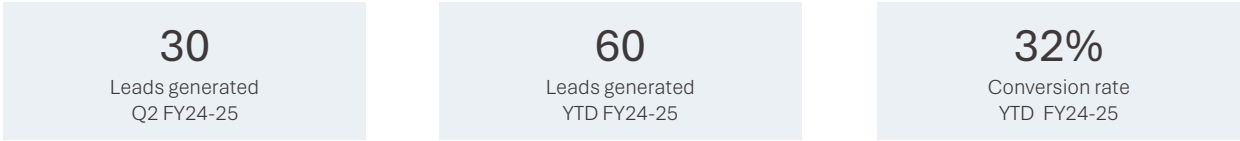
Kind regards,  
Sarah, Jess, Yangzi and Luisa



# 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.

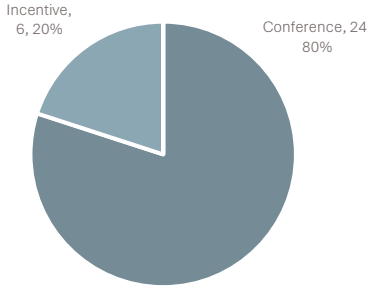


	NEW ZEALAND	AUSTRALIA	ASIA	NORTH AMERICA	REST OF WORLD	QUARTER TOTAL	YEAR TO DATE TOTAL FY24-25
<b>Generated</b>	<b>8</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>30</b>	<b>60</b>
Prospective	7	16	0	0	0	23	28
Won	1	3	0	0	1	5	19
Lost	0	2	0	0	0	2	13

## LEAD INSIGHTS

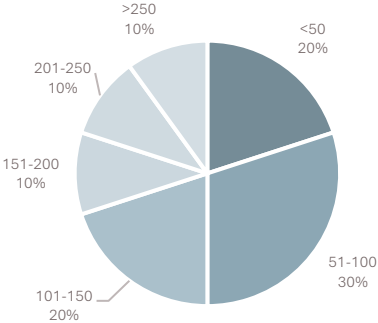
### BUSINESS EVENT TYPES

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



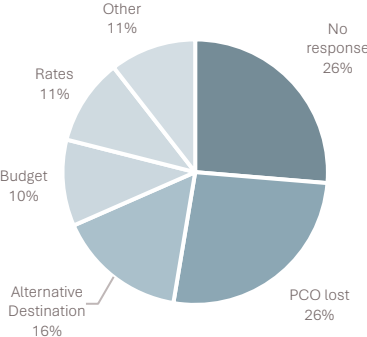
### GROUP SIZE

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



### LOST REASONS

The graph below shows the number of leads which statuses changed to lost and reason in the last quarter



# ORGANISATION ACTIVITY

## THE DQ TEAM

During the second quarter, the DQ team remained dynamic with some exciting 'firsts!

We were pleased to welcome two new directors to the DQ board: Brett Duncan from Adventure Hostels NZ and Jeremy Samuels from Sofitel.

Next, we welcomed Jade Baker-Edwards into role of Southern Lakes Events Coordinator. Jade is working closely with our now full time Sustainability Manager, Micaela McLeod to deliver the member capability program and the delivery of Electrify Queenstown.

We are also pleased to announce the establishment of another new role at DQ, welcoming Will Nelson as our Content Creator. Will's expertise in film and photography allows us to produce fresh, relevant content in-house. He will become a familiar face around the region as he collaborates with our Senior Marketing Executive, Daniella Jones, to capture engaging content.

Thank you to everyone who attended our end-of-year Christmas function at Sherwood. After a short break, our office reopened on 4 January. We are refreshed and excited to work with you throughout 2025.

The Optimal Visitation Project (OVP) entered the research phase this quarter. This project is being led by Griffith University, in collaboration with FreshInfo and Tāke Tuia. The project will seek to create an optimal visitation model that will enable effective scenario planning and informed decision-making within the district. It aims to help understand the social, cultural, environmental and economic impact of visitors.

## QUARTERLY ACTIVITY

### SUSTAINABILITY MANAGER UPDATES

- Onboarding and supporting the induction of the Southern Lakes Events Coordinator
- A range of new resources went live on the [member hub](#), including industry specific resources relating to waste reduction in collaboration with Wastebusters
- Executed a range of member capability events including DQ Marketing 101, Attracting Media Attention and Emerging Travel Trends and Industry Shifts
- Ongoing member business one : one meetings with interested businesses to support them in their sustainability practices
- Attended COP 29 (Conference of the Parties) in Baku, Azerbaijan (in a personal capacity)

### LOVE QUEENSTOWN UPDATES

- Impact Partner Programme launch - including associated B2B comms, member capability and engagement events and partner onboarding
- Industry Planting Day [in partnership with Whakatipu Reforestation Trust, QLDC, and Skyline QT] – planting of 2,000 native trees and shrubs at Jardine Park
- Digital donation unit and associated brand activation launched at isite Queenstown
- Canyon Brewing x Show Us Your Type brand collab and fundraiser event

### DATA AND INSIGHTS UPDATES

- Released the biannual [Emerging Travel Trends and Industry Shifts](#) research
- Development and field work phases for a new High Contributing Visitor Index which aims to quantify how visitors contribute to the region when they visit
- Compiled Monthly Data Snapshots for [October](#) and [November](#)

### ORGANISATIONAL ACTIVITY

- End of year Christmas member function held at Sherwood
- Team mid year FY24-25 Business Plan progress reviews held in December
- Established the Activity Assessment Framework to support internal carbon gathering processes