

A man and a woman are standing on the deck of a boat, looking out over a large blue lake. The man is wearing a plaid shirt and sunglasses, and the woman is wearing a brown top and a wide-brimmed hat. In the background, there are large, rocky mountains under a clear blue sky. The boat has a white cabin with a red and black smokestack.

Destination Queenstown

Spring – Summer Campaign Toolkit

Monday 19 October 2020

The Campaign

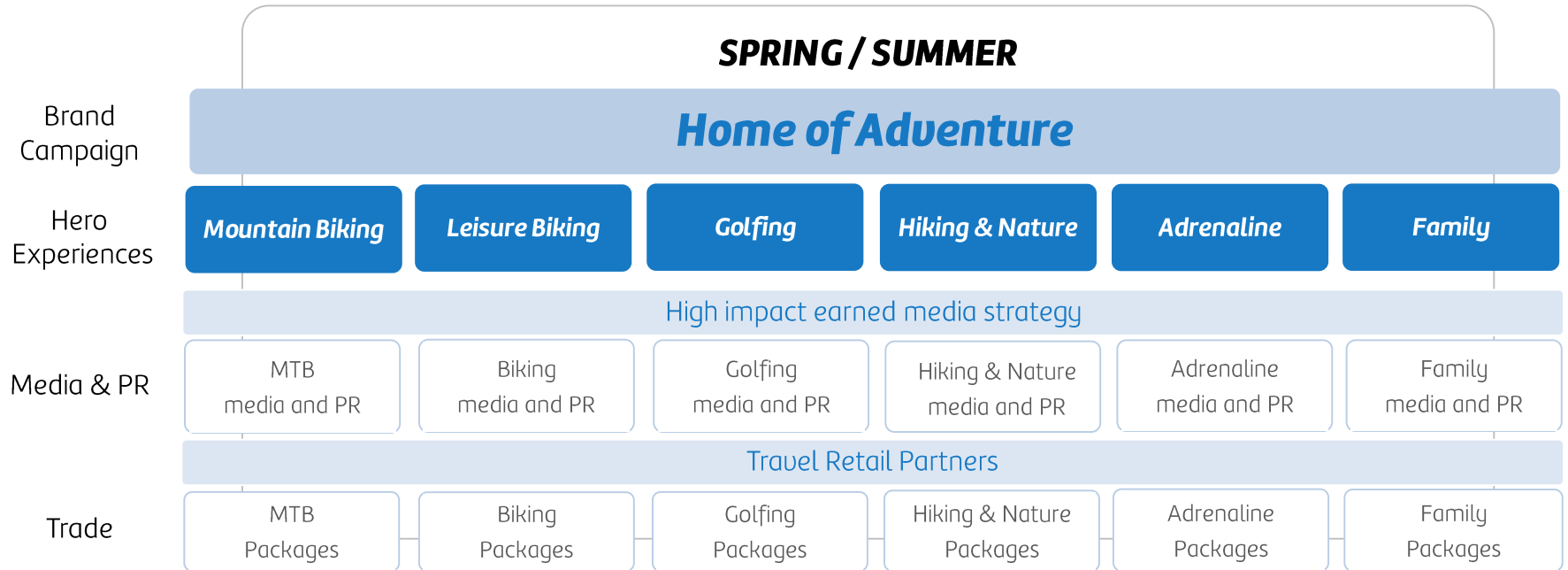
Background

- Limited to domestic travellers
- Competitive market
- Support businesses in tangible way

Campaign Approach

- Launch our new brand
- Position Queenstown as the destination of choice
- Provide multiple reasons to visit throughout the year
- Fully integrated activity for maximum efficiency
- Live from 18 October to 6 December 2020

Campaign Framework



Media Strategy

Media Strategy

Consideration stage

DREAM

Launch new brand proposition, drive preference for Queenstown this spring/summer

PLAN

Provide targeted information to assist in decisions and benefit a wide range of members

BOOK

Promote products, support direct referrals and bookings

Campaign Asset

Hero Video

Home of Adventure video

Targeted Content

6 x hero experience videos
Articles & listicles
Landing pages

Product

Member listings
Member offers
Travel Packages

Placements

High Impact

National TV
Billboards AKL, WLG, CHC

Targeted Media

Facebook, Instagram
YouTube, GDN
Trade Partner POS, Web & Social

Booking Channels

Retargeting through social
DQ website
Trade Partner

Media Strategy

Hero Creative



Targeted Creatives



TV



OOH



Digital



OOH



Digital



Digital Media Strategy

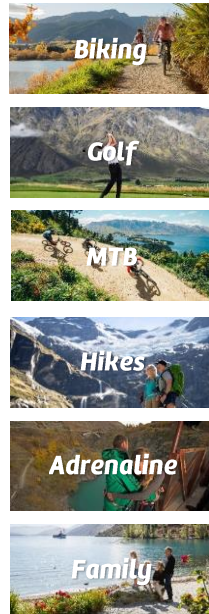
DREAM

Brand Video
Catch All

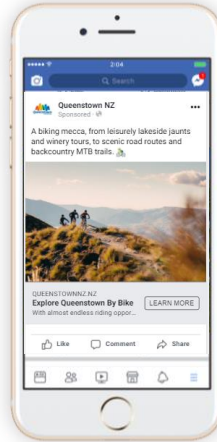


PLAN

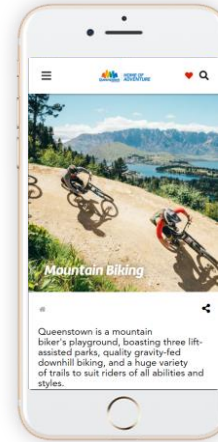
Targeted Videos
One video per segment



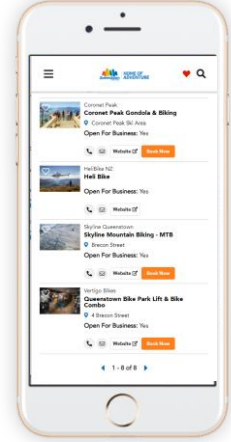
Targeted Articles
Suite for each segment



Landing Pages
Segment Information



BOOK
Web Listings
Products & Offers



Full funnel campaign for each target segment

Media Schedule

Media Placement	18 Oct	25 Oct	1 Nov	8 Nov	15 Nov	22 Nov	29 Nov	6 Dec
DQ								
TV Primetime ads								
Out of Home (AKL, WLG, CHC) Brand and hero adventures								
Digital - Dream Layer Brand video and hero adventures								
Digital - Plan Layer Articles - hero adventure USPs								
Digital - Book Layer Offers, product listings & packages								
Partners								
Flight Centre Landing page, print ads, radio, e-DM, social, packages								
House of Travel Landing page, print ads, e-DM, social, packages								
Expedia Landing page, banners, e-DM, display retargeting								

Creative Assets

Welcome to Queenstown,

Home of Adventure

Queenstown will inspire you to go further than before and introduce you to the person you've always wanted to be.



HOME OF
ADVENTURE

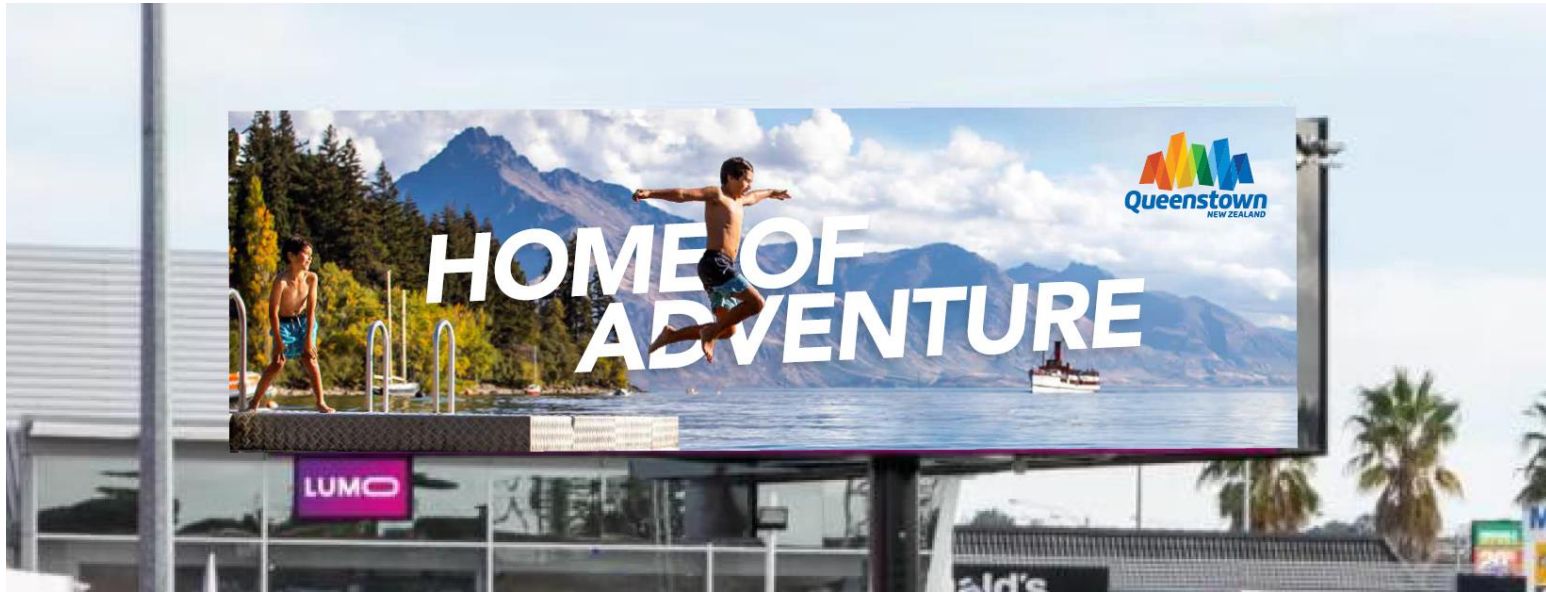
Creative Assets – Brand Video



Watch on YouTube [here](#).

Creative Assets – 00H

Hero Billboard



Creative Assets – 00H

Targeted Billboards



Creative Assets – 00H

Targeted Billboards



Creative Assets – 00H

Targeted Billboards



Creative Assets – 00H

Targeted Billboards



Creative Assets – 00H

Targeted Billboards



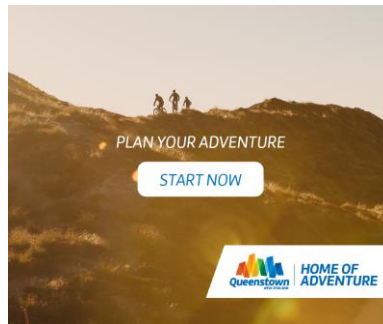
Social – Instagram Stories



Social – Instagram Stories



Digital – Display Banners



Landing Page Examples

HOME OF ADVENTURE

Plan See & Do Stay Eat & Drink Event Planning Stories Deals

Walking & Hiking

Some of New Zealand's best walks are accessible from Queenstown. Explore the diverse landscapes of Queenstown and our surrounding regions on foot.

Queenstown is a hiking destination with breathtaking varied scenery, from lofty mountains and native beech forests, to wild rivers, waterfalls and glacial lakes. Untouched nature and stunning natural sights are within easy reach of Queenstown's bustling town centre.

With [some of New Zealand's Great Walks](#) on our doorstep, two national parks and a stunning collection of [short walks](#), [day walks](#) and [multi-day hikes](#). It's easy to take up your boots and surround yourself with awe-inspiring scenery in Queenstown, Glenarroy and beyond.

Whether you're hiking with the family, looking for your next peak to conquer, or seeking a multi-day adventure, Queenstown has accessible trails for all ages and abilities.

Plan your Queenstown hiking adventure with this guide to our services and infrastructure including [trail maps](#), [hiking equipment hire](#), [guided hikes](#) and all-inclusive packages to explore remote wilderness with local experts. Head for the hills and breathe that fresh mountain air on a magnificent hiking holiday in Queenstown.

Beyond walking, Queenstown offers plenty of other opportunities to explore the outdoors. From climbing to kayaking, to canyoning and biking, Queenstown invites you to explore the every day and immerse yourself in our surrounds. Before heading out on your outdoor adventure, visit the [Queenstown Department of Conservation](#) for on-board information on mountain safety and track conditions, and the [Department of Conservation](#) for practical tips and planning advice.

Explore the Southern Alps on foot and reconnect with nature in Queenstown.

Explore Walking & Hiking Tracks

- Three Great Walks near Queenstown
- Multi-Day Hikes near Queenstown
- Day Walks in Queenstown
- Short Walks in Queenstown

HOME OF ADVENTURE

Plan See & Do Stay Eat & Drink Event Planning Stories Deals

Biking

Queenstown is New Zealand's ultimate mountain biking and cycling destination.

Queenstown is a magnet for bikers. The quality and variety of the Queenstown bike offering, from crazy lakeside trails to granite downhill tracks, means there's a biking experience for everyone, whatever your age, ability or biking style.

Queenstown's prestigious mountain bike scene, with three illustrated [MTB trails](#), world-famous trails, and one of the best off-piste spots on the planet, attracts keen bikers from around the world. Queenstown is the place pros come to ride and train, so don't be surprised to bump into industry giants on our trails. A range of trails suited to all abilities ensures there is plenty of terrain for beginners and those keen to develop their skills too. Our biking culture is unique and much of the thrill of biking in Queenstown is due to the legends at the [Queenstown Mountain Bike Club](#) and passionate local volunteers who ensure there's always something new to enjoy.

For those looking for a gentler pace, there are plenty of stunning scenic cycling trails to explore. With an extensive trail network, Queenstown is the perfect base for your next biking adventure. From short scenic rides to multi-day rides including access to four of New Zealand's Great Rides, biking is a great way to discover the region's scenic landscapes.

The [Queenstown Trail](#), managed by the Queenstown Trails Trust, offers over 130kms of trails beside Lake Wakatipu and our rivers, climbing to Armpitoven and winding through vineyards. Discover historic sights, suspension bridges and hidden gems, ride a small section or discover the whole trail at your leisure.

Biking is one of the best ways to experience Queenstown. Explore our stunning landscapes and when you're not in the saddle, you're in the [home of adventure](#), with food, accommodation and on-call taxis as close as second to none. Make Queenstown your next bike trip.

Choose Your Riding Adventure

- Mountain Biking
- Multi-Day Rides
- Short Bike Rides
- Family Rides

HOME OF ADVENTURE

Plan See & Do Stay Eat & Drink Event Planning Stories Deals

Golf

Queenstown is New Zealand's premier golfing destination.

Home of the New Zealand Open, Queenstown boasts seven spectacular golf courses, including three championship courses and four experience courses, making it New Zealand's premier golfing destination.

Jack's Point, The Hills and Milbrook Resort feature exceptional course design incorporating our majestic natural landscapes and spectacular scenery to create a stunning golf experience. These three award-winning Marquee courses are 'multi-play' on and golfers' bucket list. Queenstown's temperate climate and long days provide the ideal setting to perfect your swing as you explore the diversity of unique courses and variety of terrain.

With direct flights from New Zealand's main centres, getting here is easy, and there are six courses within a 20-minute drive of Queenstown. Experienced local golf operators offer services for visiting golfers including Queenstown golf tours, transport, quality facilities, and world-class amenities.

Off the greens, enjoy some quality après golf R&R with Queenstown's celebrated local food scene, award-winning Central Otago wine, and quality accommodation. And with plenty of world-famous [ski fields](#) and attractions off the golf course, partners, family and non-golfing friends will have a great time too.

Your Queenstown Golf Experience

- Queenstown's Championship Golf Courses
- Home to the New Zealand Open
- The 19th Hole: Golf, Wine & Relaxation
- Luxury Stays for Your Queenstown Golf Holiday

Queenstown Brand Book

For more information on the Home of Adventure brand proposition and adventure segments, please view and download the Queenstown Brand Book.

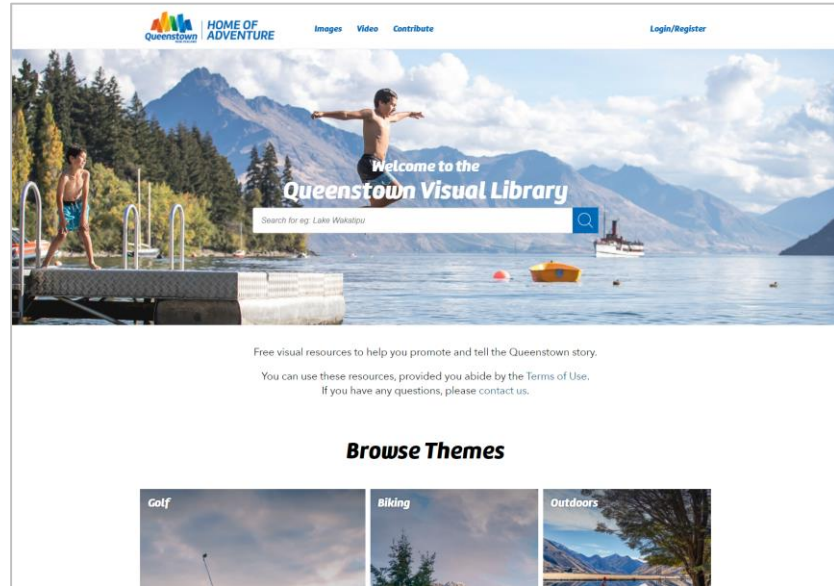
[Click here.](#)



Queenstown Visual Library

Refreshed with campaign imagery relating to the key segments and adventures, to download visual assets to assist in the promotion of Queenstown, please register and view our Visual Library.

[Click here.](#)



The screenshot shows the Queenstown Visual Library website. At the top, there is a navigation bar with the Queenstown logo, the text "HOME OF ADVENTURE", and links for "Images", "Video", and "Contribute". A "Login/Register" link is also present in the top right corner. The main header features a large background image of a lake with mountains in the distance. Overlaid on this image is the text "Welcome to the Queenstown Visual Library" and a search bar with the placeholder text "Search for eg: Lake Wakatipu". Below the header, there is a section of text: "Free visual resources to help you promote and tell the Queenstown story. You can use these resources, provided you abide by the Terms of Use. If you have any questions, please contact us." Underneath this text is a section titled "Browse Themes" which contains three thumbnail images with labels: "Golf", "Biking", and "Outdoors".

Thank You



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