

# Trade Marketing Activity Summary

1 July to 31 December 2018



## Activity Overview

### Sales calls:

DQ launched “Welcome to Winter” campaign in Sydney in November ahead of the 2019 ski booking season. Invitees included three selected winter specific wholesalers and one online travel agent. The objective was to start working more closely together in market to target the Australian ski and winter market. Meetings with Sydney’s key partners included online travel agents, inbound tour operators/wholesalers, Air New Zealand and Tourism New Zealand. Overall the outlook was positive with OTAs and wholesalers up YoY. DQ conducted sales call to Taiwan to support Air NZ’s inaugural flight to Taipei from 1 November 2018. Aimed to establish and enhance the key relationships with airline partners and travel trade partners. It was also a good opportunity to gain market insights and market intelligence.








### Tradeshows:

DQ attended Kiwi Link South America and North American IMA roadshow as Southern Lakes. South American product managers and frontline travel agents showed great destination awareness however with the economic and political environment will have some challenges for outbound travel. North America IMA roadshow established relationships with frontline agents from New Jersey, Pittsburgh, Cincinnati and Minneapolis – “feeder” cities to Chicago for Air New Zealand’s new direct Auckland Chicago route. DQ attended Kiwi Link SEA on behalf of Southern Lakes. This year’s format was frontline trainings with networking functions in the evening. Kiwi Link India was also attended by Southern Lakes IMA and was another successful event. Agents were very interested in our products and new accommodation options and new activities from Queenstown.

### Famils:

Western market famils were slower than usual with six premium agents from UK/Europe and seven millennial participants from the North American were hosted here in Queenstown. Two participants were on DQ led famils and nine on TNZ led.

Asian markets had five TNZ led famils and other independent famils.

	WESTERN	ASIAN	YTD TOTAL
 SALES CALLS	 33	 14	 47
 TRADE SHOW APPOINTMENTS	549	568	1117
 DQ FAMIL PARTICIPANTS	2	-	2
 TNZ FAMIL PARTICIPANTS	11	38	49