

# DQ Trade Marketing Report Q1 2020-21

1 July - 30 September 2020



## Market Overview & Insights

**The following report outlines the key activity and results of Destination Queenstown's Trade Marketing for Q1 (July - September) of the 2020-2021 financial year.**

This report includes insights from the managers and an activity summary which includes a breakdown of sales calls, webinars and famil participants.

This quarter sees the inclusion of a communications and campaigns section as well covering our activity in market.

Finally, the calendar of events outlines the activities the Business Development team will undertake for the upcoming financial year. It also indicates which industry partners we are working with (if any) for each event.

For additional information, the Members Area of the Destination Queenstown website houses reports from the managers on tradeshow and sales calls. Find them [here](#) to get more insights and details on specific markets and the trips we carry out.

Useful links for more industry insights see the [insights page](#) on the [members area](#) of our website.



**LINDA** With international borders not opening anytime soon, I have been busy supporting the business development team this last quarter further evolving our domestic

trade strategy. A core area of focus was in delivering a successful domestic trade famil in July with identified key-partners.

Flight Centre, House of Travel, World Travellers, Mondo Travel, First Travel Group - You Travel, Quay Travel, NZ Travel Brokers, Helloworld, and STA Travel which sadly has since gone into liquidation. We continue to work closely with these partners, having presented an overview during their time here of our upcoming spring/summer campaign and the launch of our Queenstown Home of Adventure proposition due to be released in October. We have since procured Queenstown members, acting on feedback by our key-partners in support of putting together value add packages.

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**JANA** The recent restructure of the Business Development team has seen Australian and North American trade responsibilities fall into my portfolio. With any sort of inbound travel still

restricted, the focus is account management of our major partners in the Australian market.

Discussions with several wholesalers paint a mixed picture based on their business model. Most are seeing demand is high and as soon as a travel bubble is announced, suggest we will be inundated with visitors. Others (coach touring) don't expect to have any group business until September next year. We have also heard there is increased interest from educational groups out of Australia.

Research conducted by Dynata & Blackbox has revealed that Australians are eyeing the US, Japan and NZ as their top three travel destinations when travel restrictions are lifted. The report also revealed that half of Australians would be willing to embark on a long haul trip within 12 months of lockdown ending, while 62% would be willing to go on a trip to neighbouring countries, and an overwhelming 93% flagging intentions to travel domestically.

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**SOPHIE** As part of Destination Queenstown's domestic trade distribution strategy, we are supporting a select group of domestic travel trade partners to optimise conversions and deliver

incremental domestic visitors through domestic trade channels for the Spring-Summer seasons.

We went live with phase 1 of the trade campaign on the 15th September, this was early bird packages that were promoted through our partners channels and also utilised as a retargeting layer across Destination Queenstown's channels.

We are now working on phase 2 of the campaign, which will support the launch of Destination Queenstown's Home Of Adventure consumer brand campaign. We have partnered with House of Travel, Flight Centre and China Travel Services to run campaigns which will support the booking/conversion layer of the Home Of Adventure campaign which launches on the 19th October. Queenstown content and packages will be promoted through partner channels across, radio, press, digital banner advertising, in-store digital screens, website promotion and eDMs.

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## Market Overview & Insights

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**LINDA**

We have identified these packages as a way to help build visitation across mid-week, weekend and the spring school holidays with minimum 2-night stays, including offering further engagement by having them also offer early-bird packages for sale to 30 September. These specials have been provided to our key trade partners, asked that they not be used in isolation, as to bundle and build 'value add' packages. Which supports our value add proposition and engages their clients in a way that aligns with our overarching strategy and launch of the Home of Adventure campaign. Which will result in Queenstown packages being readily available by consumers to support conversion when our campaign launches.

**JANA**

Australians also voiced their support for the industry at large, with 94% of survey participants stating that the travel industry is crucial for the economy, while 72% said the country was well prepared to resume tourism operations.

We have partnered with ANZCRO on their NZ Book to launch the Home of Adventure campaign to their extensive network. A series of domestic eDMs and webinar training sessions will also take place over the next few months with similar activity taking place in Australia once they launch the Australian version in Jan/Feb 2021.

Discussions with TNZ teams in Australia, North America and SEA are ongoing with different opportunities for client interfacing being reviewed, particularly around using the HoA campaign as a springboard. I am keen to work with Haydn from the TNZ office in LA to set up a session with the 10-12 top wholesalers in the US – this is being planned for November. We also will be participating in a virtual roadshow next month facilitated by the TNZ SEA team. This will be a great vehicle to promote the new brand to a wide audience.

**SOPHIE**

As well as packages living on our partners websites, Destination Queenstown have created a dedicated [landing page](#) which will house all the packages and a [partners page](#) to make it really simple for the consumer to find packages and book through our trade partners websites.

The campaign objective is to stimulate demand through DQ's domestic travel trade partners and target domestic consumers to book and travel during the 12 October to 18 December period. It is really exciting that we are able to support our brand activity with this trade piece and generate bookings for our members. During this quarter we have also been working on refreshing and redesigning our trade pages on the Destination Queenstown website to simplify the journey for the user. The next step is ensuring all assets and training tools are up to date so that we have quality resources for the trade.

# Trade Marketing Report Activity

## Trade Activity Summary

This table reflects the activity that International Travel Marketing has carried out from 1 July 2020 – 30 September 2020. Split by market, these figures represent the country/ market the contact we have recorded sales activity with is from.

### Webinar Training

This quarter webinar training continued to be an excellent tool to educate and stay engaged with markets. There was a series of Destination Queenstown driven webinars that occurred at the start of the quarter around food and wine, luxury offerings and new products in Queenstown. Also there was a Southern World Virtual Event which reached 59 agents and an Infinity Holiday prerecorded training session which reached 1,194 Flight Centre agents across four webinars and 151 Travel Managers across four webinars.

### Sales Calls Training











Two trips to Auckland were made this quarter to engage with key domestic trade campaign partners. While in Auckland the Destination Queenstown team met with Flight Centre, House of Travel, General Travel, China Travel Services, The Travel Corporation, Lion Travel, Quay Travel and Worldway Travel.

### Networking meeting/ Update

A total of five network meeting/ updates happened this Quarter. Three were during the teams trips to Auckland where they met with Airlines (Air New Zealand, China Southern Airlines) and industry contacts (including Tourism New Zealand, ATEED and Qualmark).

### DQ Famil Participants

The Destination Queenstown Trade team held a Domestic Famil at the end of July. The Famil had 8 key trade partners product managers and involved over 20 members.

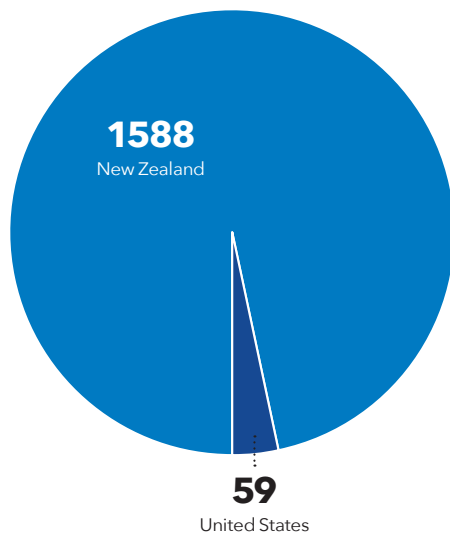
	NEW ZEALAND	AUSTRALIA	WESTERN	ASIAN	Q1 20-21 TOTAL	YTD 20-21 TOTAL
						
WEBINAR TRAINING 	1588	0	59	0	1647	1647
SALES CALLS 	12	0	0	0	12	12
NETWORKING MEETING / UPDATE 	3	2	0	0	5	5
DQ FAMIL PARTICIPANTS 	8	0	0	0	8	8

# Trade Marketing Report Activity

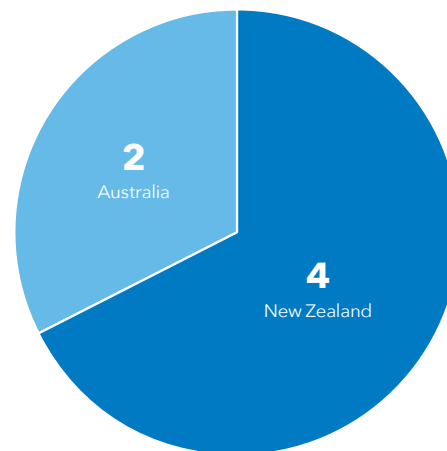
## Trade Activity by Country

These charts reflect the countries from which the contact is from (tradeshow appointments, training, networking update/meeting, DQ famil participants).

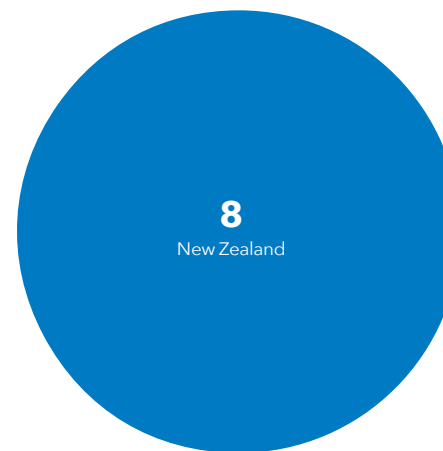
Webinar Training Appointment participants  
1 July – 30 September 2020



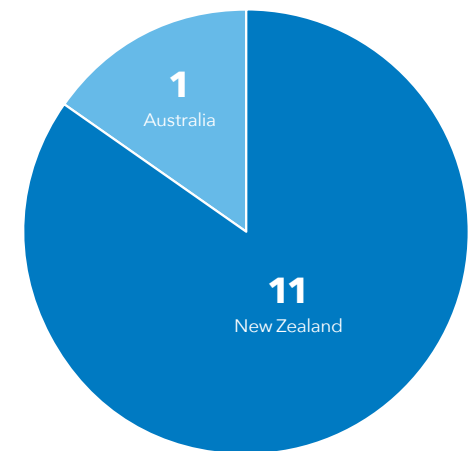
Networking Meeting/ Update  
Appointment participants  
1 July – 30 September 2020



DQ Famil participants  
1 July – 30 September 2020



Sales Calls  
1 July – 30 September 2020



# Trade Marketing Report Communication







## Communication

**This breakdown explains the reach of our seasonal "Trade Remarks" newsletter/ update that goes out to our industry contacts at the start of every season.**

We sent out our Spring Remarks in the first week of September to the New Zealand market, Australian and Rest of World Market. A link to the Spring Remarks 2020 can be found [here](#) for New Zealand.

This Quarter we also sent out translated "trade remarks" in simplified and traditional Chinese communications to all our contacts that indicate that they look after Chinese speaking market. Simplified Chinese communications were sent to contacts who are based in China and New Zealand and Traditional Chinese communications were sent to contacts based in Taiwan and Hong Kong.

AUDIENCE GEOGRAPHY	AUDIENCE RECIPIENTS	% OPEN RATE
 <b>New Zealand</b>	<b>1160</b>	<b>31.2%</b>
 <b>Australia</b>	<b>991</b>	<b>19.6%</b>
 <b>Northern Asia</b>	<b>526</b>	<b>30.4%</b>
 <b>Rest of World</b>	<b>4491</b>	<b>17.8%</b>

# Trade Marketing Report Campaign












## Winter Domestic Trade Partners Campaign

**The Trade Marketing team collaborated with key domestic trade partners for our domestic winter campaign, providing assets to support their own marketing efforts through their channels to leverage our winter campaign.**

For this campaign Destination Queenstown partnered with Flight Centre, House of Travel, World Travellers, Helloworld, First Travel Group (YOU Group), Quay Travel, Mondo Travel, and NZ Travel Brokers. This campaign received good feedback from trade partners involved with a general consensus that Queenstown was the top performing domestic destination.

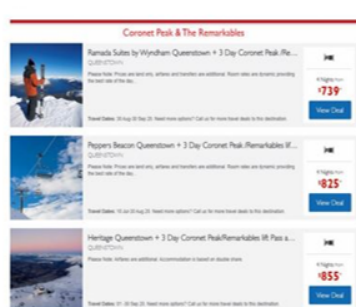
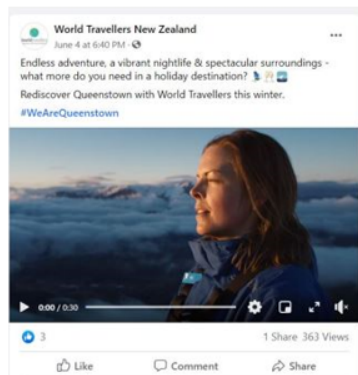
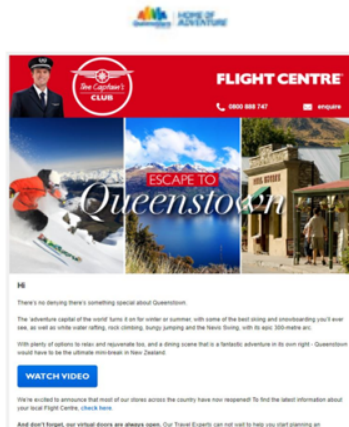
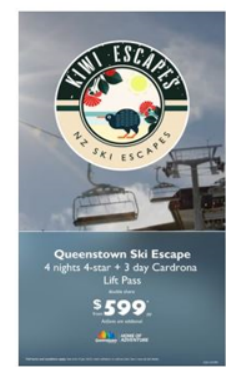
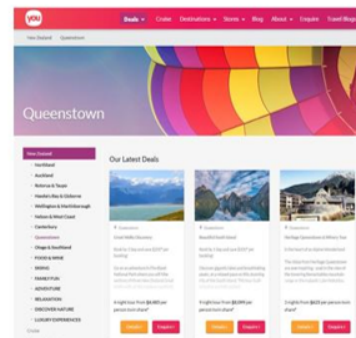
The campaign ran through partner channels including eDMs (electronic direct mails), Social channel posts as well as through partner websites, partners creating specific deals/packages for Queenstown and online article creation (blogs) by the partners.

CHANNEL	TOTAL OF CONTENT CREATED	REACH
		
 RETAIL PARTNER EDMS	16	2.1 MILL
 RETAIL PARTNER SOCIAL CHANNEL POSTS (FACEBOOK)	28	438,166
 RETAIL PARTNER SOCIAL CHANNEL POSTS (INSTAGRAM)	5	11,758
 WEBSITE LANDING PAGES CREATED	11	
 QUEENSTOWN PACKAGES / DEALS CREATED	62	
 QUEENSTOWN SPECIFIC ARTICLE CONTENT CREATED	10	

# Trade Marketing Report Campaign



## Winter Domestic Trade Partners Campaign Creative



# Activity Calendar of Events



## Calendar of Events

OCT 2020	19 OCTOBER	TRADE DOMESTIC CAMPAIGN IN MARKET	NZ	NEW ZEALAND	TRADE TRAVEL TEAM	DEFINITE
	4 NOVEMBER	TNZ SOUTH EAST ASIA WEBINAR	SOUTH EAST ASIA	SOUTH EAST ASIA	TRADE TRAVEL TEAM	DEFINITE
NOV 2020	1 DECEMBER	TEC SYMPOSIUM	NZ	AUCKLAND	TRADE TRAVEL TEAM	DEFINITE
	2 DECEMBER	BE RECONNECTED	NZ	AUCKLAND	QCB TEAM	DEFINITE
DEC 2020	7 DECEMBER	TNZ INDIA WEBINAR (PRE-RECORDED)	NZ	INDIA	TRADE TRAVEL TEAM	DEFINITE
	JAN-MARCH	DQ QCB & TRADE TRAVEL ROADSHOW	AUSTRALIA	SYDNEY & MELBOURNE	TRADE TRAVEL & QCB TEAM	TENTATIVE
JAN 2020	12-15 MARCH	AIME 2021	AUSTRALIA	MELBOURNE	JANA KINGSTON	DEFINITE
	7-10 MARCH	QCB Domestic Famil	NEW ZEALAND	QUEENSTOWN	QCB TEAM	DEFINITE
MAR 2020	30 JUNE - 1 JULY	MEETINGS 2021	ALL	CHRISTCHURCH	QCB TEAM	DEFINITE
JUN 2020						