

Trade Marketing Report

Q2 2020-21

1 October – 31 December 2020



Market Overview & Insights

The following report outlines the key activity and results of Destination Queenstown's Trade Marketing for Q2 (1 October – 31 December) 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.

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 team on tradeshow and sales calls. Find them [here](#).

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



KIRAN This week we will start development of DQ's new three year Trade Marketing Strategy for FYs 2021-24. This Strategy will inform the Trade Marketing Activities

in the DQ Business Plan for FY 2021-22 and will also direct the form of the Trade Team's new structure. If you would like to offer your inputs to the strategy, please contact me.

While the closure of international borders has affected the usual activities of the Trade team, we continue to engage at a strategic level with TNZ offices globally, with Airlines, Airports and with our key distribution stakeholders in market.

DQ's domestic spring-summer joint venture campaign with Trade Partners concluded a few weeks back, we will report the results in the next Quarterly report. Some of the creatives used in the campaign has been included in this report.

We have an overwhelming response to the DQ Australia Roadshow which will be held within 4 to 6 weeks after the trans-Tasman borders open. 29 operators have expressed interest in joining us for our Melbourne and Sydney events and it will be great to get back into the Australian market when the time comes.

Please do read on for further detail of Quarter Two's activity and feel free to reach out to me with any questions.



JANA The wait continues in Australia for the commencement of the trans-Tasman bubble. Unfortunately, recent clusters of COVID in NSW and QLD have meant some inter-state border restrictions.

However at this point, there is no indication that these events will hamper the timeline for trans-Tasman travel which at this point is still estimated to start by April 2021.

A number of training webinars have taken place for both the South East Asian and Australian markets focusing on the adventure aspect of Queenstown - with good turn out from agents keen to upskill their knowledge. There has also been a focus on the ski market with a lot of work done with the major ski wholesalers to understand their current business situations, establish how Queenstown can assist them when trans-Tasman travel recommences and looking at what opportunities there are to work together as we launch the Home of Adventure and Ski campaigns in this market.

In terms of North America, the timeline is slightly different. Work is underway with Tourism NZ to establish a schedule of online training opportunities as well as directly with a number of key wholesalers. This should stand us in good stead through 2021 and looking ahead to international travel hopefully commencing by 2022.



LINDA Quarter 2 has seen the official launch of our Queenstown, Home of Adventure brand proposition and the continuum of work with our domestic travel trade partners.

We communicated early bird, mid-week, weekend and school holiday offers supplied from operators to these partners encouraging packages with value add through the period 19 Oct - 18 Dec. Further to this, we then invited our partners to load their travel packages onto the DQ website under the 'Travel Packages' section to support the book layer of the campaign. We also entered a formal JV with both Flight Centre and House of Travel. Both had good reach considering we haven't the basis of comparison from a previous period in a post-COVID world prioritising the selling of Queenstown with domestic agents. Consistent feedback received from partners is that Queenstown is one of the top enquiry and selling destinations.

In addition to this work, we undertook HoA brand proposition training for domestic agents. Including other opportunities that were presented in this period from both TNZ South East Asia, TNZ India and ANZCRO agents.

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Market Overview & Insights

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LINDA

The trade pages on our website have also undergone review and amendment to further support trade training. We will continue to evolve this space as we see the anticipation of the trans-Tasman bubble early next year. We had great success in doing a couple of pre-recorded operator videos that provided a short summary of key facts for agents. We found this to be more engaging than delivering a standard PowerPoint presentation. Because of this, we will undertake a further call-out to operators in supplying short training videos that we can further add to the toolbox on the trade pages of the website. Myself and Kiran Nambiar also attended the TEC Xmas Symposium which provided an opportunity to listen to key speakers and catch up with industry colleagues from the inbound sector. For a full report of the Symposium please click [here](#).

Trade Marketing Report Activity

Trade Activity Summary

This table reflects the activity that Trade Travel Marketing has carried out from 1 October 2020 – 31 December 2020. Split by market, these figures represent the country/ market the contact we have recorded sales activity with is from.

Webinar Training











Webinars are proving to be excellent tool to educate and stay engaged with markets. This quarter Destination Queenstown pre recorded and sent out videos that took our key travel partners through the new Home of Adventure proposition, a lot of these views have been unrecorded as they were distributed through our partners internal systems as per their request. We worked with Tourism New Zealand and helped facilitate a webinar for the Indian (151 attendees) and South East Asian (139 attendees) markets and also completed a webinar for ANZCRO and TravelPlanners.

Sales Calls Training

One sales trip to Auckland was made primarily to attend the Tourism Export Symposium but several sales calls were also completed by Linda and Kiran. These calls included visiting Flight Centre and House of Travel which were DQ's joint venture campaign partners for the launch of the Home of Adventure proposition. Calls were also made to Tourism New Zealand's trade team.

Networking meeting/ Update

Linda McIntosh and Kiran Nambiar attended the Tourism Export Council Symposium held at the start of December 2020. It was a great chance to listen to industry experts and network fellow industry colleagues (239 people attended). For a full report of the activity completed at the Symposium please click [HERE](#).

	NEW ZEALAND	AUSTRALIA	WESTERN	ASIAN	Q120-21TOTAL	YTD 20-21TOTAL
						
WEBINAR TRAINING 	137	61	0	290	488	2135
SALES CALLS 	7	2	0	0	9	21
NETWORKING MEETING/ UPDATE 	1	1	0	0	2	7
DOFAMIL PARTICIPANTS 	0	0	0	0	0	8





Trade Marketing Report Communication

Summer Trade Remarks

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 Summer Remarks in the first week of December to the New Zealand market, Australian and Rest of World Market. A link to the Summer Remarks 2020 can be found [here](#) for New Zealand.



DQ 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
 New Zealand	1102	30.2%
 Australia	949	18.8%
 Chinese (translated)	589	26.6%
 Rest of World	4378	16.9%

Home of Adventure EDM

In the end of October in line with the launch of the Home of Adventure brand reposition DQ sent out communications to our trade industry contacts to update them on the exciting new proposition.

The email contained helpful links to tools like the Home of Adventure Brand video, links to brand book and visual library and link to the Destination Queenstown trade website.

AUDIENCE GEOGRAPHY	AUDIENCE RECIPIENTS	% OPEN RATE
 New Zealand	1120	34.7%
 Rest of World	5380	22.0%

Trade Marketing Report Campaign



Home of Adventure Campaign

The Trade Marketing team collaborated with key domestic trade partners for the launch of the Home of Adventure brand proposition, providing assets to support their own marketing efforts through their channels to leverage the launch of the “Home of Adventure” brand proposition.

For this campaign Destination Queenstown worked with Flight Centre, House of Travel, World Travellers, Helloworld, First Travel Group (YOU Group), Quay Travel, Mondo Travel, and NZ Travel Brokers.

As part of the campaign Destination Queenstown created a dedicated “travel packages” page housed within the DQ website. Trade partners and Destination Queenstown members created Queenstown packages which were incorporated in the “book” layer of the digital consumer campaign. A total of 212 travel packages were created (note that travel partners update packages frequently so at any one time around 60 packages were active on the website).




DQ entered a joint venture with House of Travel and Flight Centre to leverage their reach through channels including eDMs (electronic direct mails) to their customer database, social channel posts, partner websites and instore displays. For a full report of the joint venture outputs click [HERE](#) for House of Travel and [HERE](#) for Flight Centre.

QUEENSTOWN TRAVEL PACKAGES WEBPAGE

QUEENSTOWN PACKAGES CREATED	212
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QUEENSTOWN TRAVEL PACKAGES PAGE VIEWS	8,734
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JOINT VENTURE PARTNERS CAMPAIGN RESULTS (Flight Centre and House of Travel – combined)

 CHANNEL	 IMPRESSIONS
SOCIAL POSTS Facebook, Instagram	780,400+
DISPLAY Google	159,600+
AUDIO Radio	68,500+
	 UNIQUE CLICK THROUGHES
EDM	9,600+
WEBSITE	26,600+

Trade Marketing Report Campaign

Home of Adventure Partners Campaign Creative

Wake up in the home of adventure
SUMMER IN QUEENSTOWN

Zipline, jet boat, swim, hike, dine, relax & more in a destination that's perfect for your next Kiwi getaway. Turn your dreaming into planning & book your Queenstown summer escape today!

FAMILY ADVENTURE \$215 SKYLINE CONDOLA WITH 3 SUITE RIDES 4-5 stars	FAST JET BOAT FUN \$219 JET HIGH SPEED ET BOAT RIDE 4-5 stars	SCENIC CYCLES \$375 BIKE THE BRIDGES EXPERIENCE 4-5 stars	ADRENALINE JUMP \$399 KEA & ZEPHURUS TOUR 4-5 stars	NATURE LOVER \$515 ROUTE 66 TRACK 15-20K GUIDED WALK 4-5 stars	DANDEBO ACTION \$585 12,000 FT TANDER SKYDIVE EXPERIENCE 4-5 stars
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PLUS, ADD ON YOUR FLIGHTS WITH NO DOMESTIC BOOKING FEE* WHEN YOU BOOK IN-STORE OR ONLINE.

FLIGHT CENTRE Click, call or visit us in store today flightcentre.co.nz 0800 373 464

Travel Managers Group NZ
24 October at 08:30

Home to a smorgasbord of adventure activities, Queenstown will get your adrenaline pumping! Indulge your inner explorer with hiking and biking or spend some time with the family out and about in the dramatic Central Otago landscape. If you're a keen golfer, the Superpass allows you to play at 4 of Queenstown's best golf courses. Your next adventure begins!

<https://travelmanagers.co.nz/type/215>
Book by 30 October 2020. T&Cs apply.

YouTube.com
Your next adventure begins in Queenstown | Travel Managers NZ

QUEENSTOWN ADVENTURES. YOUR WAY!

BETTER TOGETHER
COME IN-STORE | HOT.GO.NZ | 0800 715 116

AMAZING VALUE QUEENSTOWN ★★★★★

FLIGHTS & 3 NIGHT STAY from **\$469** pp
*New hotel on Auckland Flyer. Air New Zealand return (Over 10kg). Starting in a one bedroom apartment. TRAVEL: 01 Nov - 19 Nov 22 Nov - 18 Dec 20.

CHOOSE YOUR ADVENTURE

CYCLE, VINES & RELAX from \$139 pp (Based on 2 people travelling) Explore the vineyard at your own pace on a self-guided bike tour, supported by a e-bike for only \$40pp. Relax with a herbal escape in an Outdoor Onsen Hot Pool.	CRUISE & FLY from \$239 pp Chase Lake Wakatipu's wine & cheese and meet yourself for a helicopter flight with an epic landing and your choice of outdoor or lake.
GONDOLA, JET & GOURMET from \$275 pp Take a gondola to Queenstown's most scenic views, experience jet boat thrills on the Kawarau River and indulge in a fine lunch with a gourmet chef.	GOLFERS PARADISE from \$399 pp Queenstown is the perfect golf getaway. Purchase the Superpass and play Jack Point, Millbrook Resort, Queenstown and Arrowhollow Golf Courses, all in one ticket!

HOUSE OF TRAVEL

QUEENSTOWN ADVENTURES. YOUR WAY!

AMAZING VALUE QUEENSTOWN ★★★★★

3 NIGHT STAY from **\$242** pp
*New hotel on Auckland Flyer. Air New Zealand return (Over 10kg). Starting in a one bedroom apartment. TRAVEL: 01 Nov - 19 Nov 22 Nov - 18 Dec 20.

CHOOSE YOUR ADVENTURE

CYCLE, VINES & RELAX from \$139 pp (Based on 2 people travelling) Explore the vineyard at your own pace on a self-guided bike tour, supported by a e-bike for only \$40pp. Relax with a herbal escape in an Outdoor Onsen Hot Pool.	HI FLY OR SOLO CRUISE from \$152 pp Experience the thrill of a helicopter flight with an epic landing and your choice of outdoor or lake.
WALK & RELAX from \$233 pp (Based on 2 people travelling & 1kg) A taste of the 100% New Zealand Walk with a guided tour, a gourmet lunch and a massage.	WAKATIPU CRUISE & HELI FLIGHT from \$239 pp Chase Lake Wakatipu's wine & cheese and meet yourself for a helicopter flight with an epic landing and your choice of outdoor or lake.

HOUSE OF TRAVEL
BETTER TOGETHER
0800 715 116 | COME IN-STORE | HOT.GO.NZ

Wake up in the home of adventure
SUMMER IN QUEENSTOWN

Zipline, jet boat, swim, hike, dine, relax & more in a destination that's perfect for your next Kiwi getaway. Turn your dreaming into planning & book your Queenstown summer escape today!

FLIGHT CENTRE Click, call or visit us in store today flightcentre.co.nz 0800 373 464

Flight Centre New Zealand
Sponsored

Wake up at high speed with a Kjet Boat Ride & 3 nights accom at Mercure Queenstown Resort from \$219pp family share! Airfares additional.

[FLIGHTCENTRE.CO.NZ](http://flightcentre.co.nz)
Family Fun in Queenstown
T&Cs apply. Ends 30 Oct 2020.

QUEENSTOWN Awaiy You

CYCLE THE SIGHTS AT YOUR LEISURE

Hilton Queenstown Resort & Spa ★★★★★

3 nights accommodation from **\$459*** pp
INCLUDES a 'Bike the Wineries' Full Day Self-Guided Tour.

*Terms & conditions apply. Valid for use until 30 Oct 2020, unless otherwise stated. See price on Hilton website for full details. T&Cs apply.

Spark NZ 4G 8:20 AM 93%
Home Favourites Recent

House of Travel Sponsored

Treat yourself to a Queenstown escape with 3 nights in a 1 bedroom apartment & Onsen Hot Pools from only \$299pp* share twin.

HOUSE OF TRAVEL CO.NZ
Relax in Queenstown

houseoftravelnz Sponsored

QUEENSTOWN ADVENTURES ON SALE

RETURN FLIGHTS FROM AUCKLAND & 3 NIGHT STAY FROM **\$469*** pp share twin

BOOK WITH HOUSE OF TRAVEL BY 12 NOVEMBER 2020 AND GO IN THE DRAW TO WIN AN ONSEN DAYTIME EXPERIENCE FOR TWO!

HOUSE OF TRAVEL
BETTER TOGETHER
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Trade Marketing Report Activity



Calendar of Events

	DATE	EVENT	MARKET	LOCATION	TEAM	STATUS
FEB 2021	FEB-JUN	DQ QCB & TRADE TRAVEL ROADSHOW	AUSTRALIA	SYDNEY & MELBOURNE	TRADE TRAVEL & QCB TEAM	TENTATIVE
	16 FEB	QCB/ ACB COLLAB EVENT (CONOSCENTI)	NZ	AUCKLAND	QCB TEAM	DEFINITE
MAR 2021	7-10 MARCH	QCB DOMESTIC FAMIL	NZ	QUEENSTOWN	QCB TEAM	DEFINITE
	12-15 MARCH	AIME 2021	AUSTRALIA	MELBOURNE	JANA KINGSTON	DEFINITE
	23-24 MARCH	THE OFFICE, PA AND EVENT PLANNER SHOW	NZ	AUCKLAND	QCB TEAM	DEFINITE
MAY 2021	3-5 MAY	TRENTZ 2021	NZ	CHRISTCHURCH	TRADE TRAVEL TEAM	TENTATIVE
JUN 2021	2-3 JUNE	MEETINGS 2021	ALL	AUCKLAND	QCB TEAM	DEFINITE
	4-6 JUNE	POST MEETINGS FAMIL	NZ	QUEENSTOWN	QCB TEAM	TENTATIVE