

# Trade Marketing Report

## Q4 2019–20

1 April to 30 June 2020



### Market Overview & Insights

**The following report outlines the key activity and results of Destination Queenstown's Trade Marketing for Q4 (April–July) of the 2019–2020 financial year.**

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

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.



**KATE** The landscape of our tourism industry has changed beyond what any of us imagined possible. The self-isolation we were thrust into forced us to stop and reflect which resulted in innovation and opportunities for new relationships as we stimulate domestic travel.

Although international borders remain closed, we to continue to connect with our offshore markets which technology has enabled. Throughout April, I connected regularly with the TNZ team and travel advisors who had recently attended our US Roadshow. Collaborating with the TNZ Los Angeles team, I presented a Queenstown 101 webinar to 150 travel advisor. The Mountain Travel Symposium (MTS) was delivered virtually over two weeks in May allowing me to promote Queenstown to ski wholesalers and ski clubs.

With the border restrictions in place DQ's Trade Marketing strategy has pivoted to unlock the potential within the domestic. Although there has been no credible information available about the penetration of the distribution channels into the domestic market, there has been a clear strategic move from outbound travel agents in New Zealand to refocus on the domestic market. To capture this movement we identified nine key retailers offering the largest opportunity to leverage DQ's campaign messages. These are; Flight Centre, House of Travel, Helloworld, First Travel Group (YOU Travel), World Travellers, Quay Travel Mondo Travel, NZ Travel Brokers and STA. Through these relationships we have seen ski campaign support through organic digital content consisting of social media, eDMs, website content including blogs, digital shop displays and team webinars. A summary of trade marketing activity and market insights has been gathered in [this document](#).

A new webinar series offering weekly webinar training to all New Zealand travel advisors has started. We have scheduled, with our first webinar presenting Queenstown 101 having 165 registrations.



**ELLA** We all agree the past few months have been the toughest period for tourism industry in recent history. Our thoughts are with our members and friends of New Zealand who are overseas and still feeling the immediate effects of Covid-19. Collective efforts by the entire country has seen New Zealand become almost entirely Covid-free. As kiwis begin to find some sort of normalcy again, we only need to look to other countries to see how lucky we are.

Our Mayor Jim Boults Bungy Jump video has gone viral, many international clients sent me messages to say that how much they miss Queenstown and can't wait to send more clients here once the border is open. Meanwhile we have been focusing on connecting with our domestic retail agents and targeting new market segment such as the Chinese speaking population in NZ through joint campaigns, webinar trainings and livestreaming.

The Trans-Tasman Safe Border Group had appeared to be making good progress towards a "safe travel" system without the need for a 14-day quarantine. While we patiently wait for more details and the date on Trans-Tasman bubble, I have started looking into how we target the 1.3 million Chinese speaking Australian residents. I have established some good relationships with key agents and partners to capture this lucrative new market segment for Queenstown.

Having more regular online engagement with international travel trade and airline partners enable me to provide more detailed and tailored trainings, it also provides us with great insights.

Our resilience, unity and more importantly the passion from our industry and community will get us through this challenging time. We are here to be part of your recovery plan and look forward to showcasing this magic place with your support.

# Trade Marketing Report Activity

## Trade Activity Summary

**This table reflects the activity that International Travel Marketing has carried out from 1 April 2020 – 30 June 2020.**

Split by market, these figures represent the country/ market the contact we have recorded sales activity with is from. Due to COVID-19 our activity has significantly changed and the majority of formal activity centers around online webinar training. Please note that usually in this report the New Zealand figures represent activity that has happened in NZ but the end target is international, due to the introduction of the Domestic Trade strategy this figure is actually New Zealand based activity for the NZ end user. Through the record of sales activity/ interaction with this contact New Zealand sales activity is present below.

### Webinar Training:

Webinar training is when a Destination Queenstown Trade Manager has presented formal training session to an organised group or individuals via an online platform like ZOOM. This quarter 7 formal webinars have occurred, 5 were driven by Destination Queenstown and 2 were hosted by Tourism New Zealand and Destination Queenstown presented in. Currently Destination Queenstown is hosting a series of webinars targeting Domestic travel agents which has reached over 250 agents to date over 2 webinars.

### Communications:

At the start of each season the trade marketing send out a "remarks" newsletter. This Autumn Remarks reached an audience of 6,345 and had an open rate of 24%.

### Live Streams:

Live streams are "influencer" styled informal presentations which are a popular style of virtual communication in the eastern markets. Two of these live streaming events have taken place reaching over 8400 individuals in the eastern market.

### Tradeshows – virtual appointments :

Due to COVID-19. Virtual trade show appointments occurred at the online Mountain Travel Symposium event. This was scheduled for March 2020 but was moved online. 13 thirty-minute appointments were held with different ski wholesalers and ski clubs from Australia, Europe and America.

	NEW ZEALAND	AUSTRALIA	WESTERN	ASIAN	Q4 19-20 TOTAL	YTD 19-20 TOTAL
<b>WEBINAR TRAINING</b>	435	0	150	1236	1821	1821
<b>LIVE STREAMING</b>	0	0	0	8476	8476	8476
<b>VIRTUAL TRADESHOW APPOINTMENTS</b>	0	5	8	0	13	317

# Trade Marketing Annual Report Activity



## Trade Activity Annual Summary

This table reflects the activity that International Travel Marketing has carried out from 1 July 2019 – 30 June 2020. Split by market, these figures represent the country/ market the contact we have recorded sales activity with is from.

### Sale Calls:

This financial year a total of 18 sales calls occurred, all of which for the eastern market. The 9 calls made in New Zealand were New Zealand based agents for the Eastern Market, the other 9 sales calls were Singapore and China based.

### Tradeshows Appointments:

There were a total of 328 tradeshow appointments this year. The majority of western appointments happened at the DQ driven tradeshows in Australia and the USA held in Q3 (January and March respectively) plus 13 virtual appointments for the Mountain Travel Symposium. For Eastern appointments the majority of these happened in the first half of the 2019/2020 financial year at Kiwilink China and Kiwilink India and at the TNZ SSEA mega famil.

### Networking Meeting/ Update:

The majority of networking meeting / updates occurred at the DQ driven trade road show networking events held in Australia and the USA, Kia Ora South and during the 100% Pure New Zealand Australian Specialist RTO training day held in Christchurch.








### Famils:

#### TNZ Famils

There were a total of 8 Tourism New Zealand Driven Famils this financial year. The majority of participants were from the Eastern markets and there was one Australian Mega Famil.

#### DQ Famil

DQ ran a total of four famils this year with a total of 94 participants. The majority of these participants were from western markets. The famils were the ANZCRO mega famil, the AOT/ ATS mega famil, Flight Centre Canada and Magellan top achievers.

	NEW ZEALAND	AUSTRALIA	WESTERN	ASIAN	YTD 19-20 TOTAL
 SALES CALLS	9	0	0	9	18
 TRADE SHOW APPOINTMENTS	1	42	29	256	328
 NETWORKING MEETING / UPDATE	0	330	591	0	921
 WEBINAR TRAINING	435	0	150	1236	1821
 LIVE STREAMING	0	0	0	8476	8476
 DQ FAMIL PARTICIPANTS	2	32	60	0	94
 TNZ FAMIL PARTICIPANTS	1	20	0	95	116

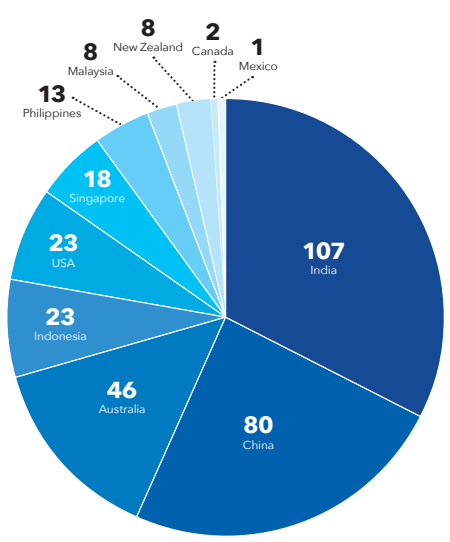
# Trade Marketing Report

## Activity

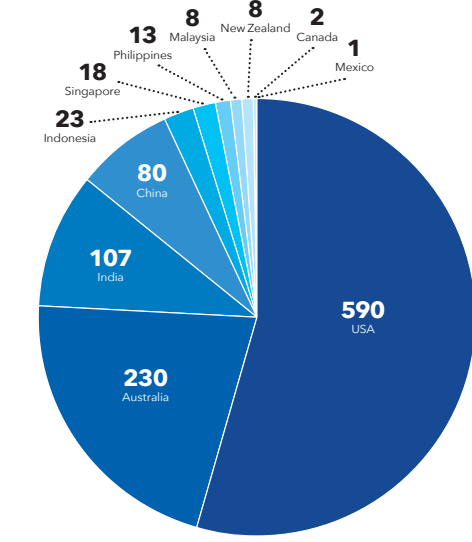
### Trade Activity by Country

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

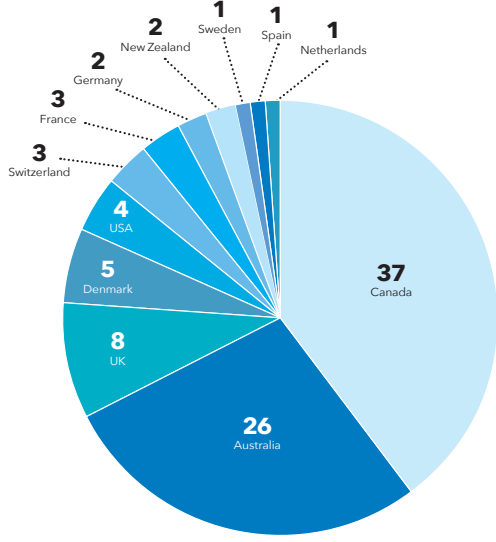
**Trade Show participants**  
1 July – 30 June 2020



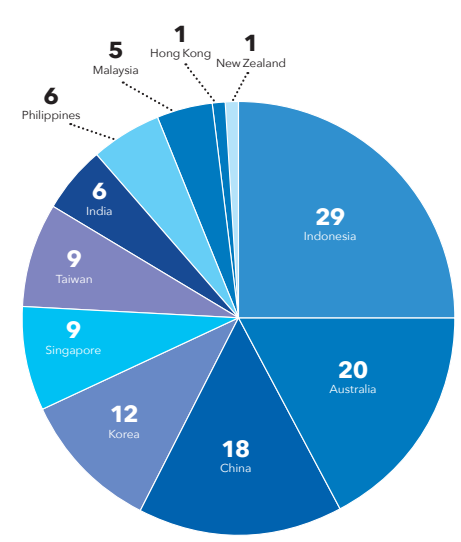
**Networking/ Meeting participants**  
1 July – 30 June 2020



**DQ Famil participants**  
1 July – 30 June 2020



**TNZ Famil participants**  
1 July – 30 June 2020



# Trade Marketing Annual Report Calendar

## Calendar of Events

<b>JUL</b> 2020	19 - 21 JULY	DOMESTIC FAMIL	NZ	QUEENSTOWN	SOPHIE ARCHIBALD	DEFINITE
	26 - 28 JULY	TRADE DOMESTIC FAMIL	NZ	QUEENSTOWN	LINDA MCINTOSH	DEFINITE
	29 - 30 JULY	RTNZ TOURISM CONNECT	NZ	AUCKALND	KATE BAXTER, ELLA ZHANG	DEFINITE
<b>AUG</b> 2020	31 JULY - 1 AUGUST	TRADE DOMESTIC SALES CALLS	NZ	AUCKALND	KATE BAXTER, ELLA ZHANG	DEFINITE
	1 - 2 DECEMBER	BE RECONNECTED (MEETINGS 2020)	NZ	AUCKLAND	QCB TEAM	DEFINITE
<b>DEC</b> 2020	JAN - MAR	C&I AND TRADE ROADSHOW	AUSTRALIA	SYDNEY AND MELBOURNE	JANA KINGSTON	TENTATIVE
<b>JAN</b> 2020	15-17 MARCH	AIME 2021	AUSTRALIA	MELBOURNE	JANA KINGSTON	DEFINITE
<b>MAR</b> 2020	30 JUNE - 1 JULY	MEETINGS 2021	ALL	CHRISTCHURCH	QCB TEAM	DEFINITE
<b>JUN</b> 2020						