



**HOME OF  
ADVENTURE**

# **Destination Queenstown x Destination Rotorua Best of the Best Experiences USA Webinar**

## **Report**

November 2021

**Destination Queenstown**  
PO Box 353, Queenstown 9348, New Zealand  
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**[queenstownNZ.nz](http://queenstownNZ.nz)**

## 1. Overview

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### Destination Queenstown & Destination Rotorua

Recently Rotorua and Queenstown operators won highly sought-after tourism accolades at the Trip Advisor Traveler's Choice 2021 Best of the Best Awards. Considering there is scope to work collaboratively with other RTOs for itineraries and themes, such as adventure, there was an opportunity to conduct a webinar with Destination Rotorua for USA travel sellers. In preparation for the opening of long-haul borders, the DQ Trade Team saw this as a great opportunity to reconnect with engaged sellers in one of our key markets.

In this webinar, we had Lou Baddiley (Destination Rotorua) and Alex Holmes (DQ) presenting our respective regions and offerings to the participants. This was through an overview of the region, our Home of Adventure video, and adventures available in Queenstown. The focus of the webinar was interviewing the award winners which included Rotorua Rafting (Sam Sutton), Rotorua Canopy Tours (Paul Button) and Altitude Tours (Nigel Hobbs), learning firsthand how the experiences are unique and special, as well as why Queenstown and Rotorua are must visits for their clients.

This webinar was held at 11am Pacific Time on Wednesday 27 October (7am NZT on Thursday 28 October) at Kinross Cellar Door, Restaurant & Vineyard. Sign ups for the webinar were pushed through the Destination Rotorua and DQ email and Facebook channels and through the North America Tourism New Zealand Facebook group. There were 50 registered travel sellers with 24 travel sellers attending the webinar.

This webinar was an opportunity to reengage with the North American market in preparation for long-haul markets reopening in 2022. For this session, there was a practice run that was held on Thursday 21 October. This webinar provided a unique opportunity for Queenstown to be showcased alongside Rotorua to the North American market, something that we hope we can develop further in the future.

### DESTINATION QUEENSTOWN'S INVOLVEMENT:

This webinar was co-hosted by Destination Rotorua and DQ, with Kim McVicker also providing information and assistance to the webinar and the travel sellers. DQ worked with Lou on the webinar and engaged with Altitude Tours (Nigel) and Kinross prior to the webinar. Destination Queenstown provided collateral for use during the Webinar and were able to co-host this alongside Lou. This included a showcase of the Queenstown NZ, Home of Adventure brand, brand video, and Queenstown offering, as well as details, updates, and resources on the Travel Trade website. The webinar was recorded and will be sent to registered travel sellers and will be posted to the Queenstown Travel Sellers YouTube channel and Facebook Group alongside our Trade Remarks.



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**Best of the Best Experiences – Rotorua & Queenstown**



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## 2. Outcome & Feedback

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### Event results:

- We had 50 registrations and 24 travel sellers in attendance. The recording was made available on our channels following the webinar.
- The webinar went for one hour and included 5 minute presentations from Rotorua and Queenstown
- The audience was heavily engaged in the webinar with a successful Q&A hosted by Kim (Tourism New Zealand) following the webinar.

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- We have received positive feedback and it was received well by the audience.
- Due to the nature of the current situation, registration and attendance was not as high as we would have wanted, but it is important to continue doing these trainings to engage with the North American market.
- This highlighted that there is still appetite for selling New Zealand for when border reopening is confirmed and underway.

“Thank you for a great webinar! I miss Rotorua and Queenstown lots, and can’t wait to send clients back there soon”

“Can’t Wait to be able to sell NZ again”

“Please be safe, vaccinate, and get borders reopen. We cannot wait to return”

Recording Link: [Queenstown x Rotorua Best of the Best Experiences USA Webinar](#)

#### Review

Destination Queenstown found this a great opportunity to work with Destination Rotorua and engage with travel agents in North America. It was valuable being able to co-host this with another RTO and provide resources and insight to travel sellers, which is important in maintaining engagement with our different markets. We saw this as a great opportunity to stay in contact with Covid impacted markets and are pleased that we can share with webinar with our wider audiences and markets.

### 3. Attendees

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Some of the companies that attended included:

Southern World, Civilized Adventures, Vision Travel, Andrew Harper Travel, Absolutely Amazing Travel, Virtuoso, General Travel NZ Ltd, Travel with Tina, Travel Adventures and Tours, Universal Travel, Tahiti Travel Planners, Tourism New Zealand, Largay Travel, Bon Voyage Luxury Travel, Esplanade Travel, The Travel Collaborative, Glyndon Travel, Springboard Vacations, Travel 100 Group