

Welcome

Destination Queenstown

Members Update

December 2016



Today's agenda

- Destination performance
- Industry happenings
- Kaikoura earthquake update
- Member Opportunities
 - Autumn campaign
- Domestic travel Insights
 - DGiT – Rachel Moore, TIA
- Coming up in 2017
- Christmas BBQ

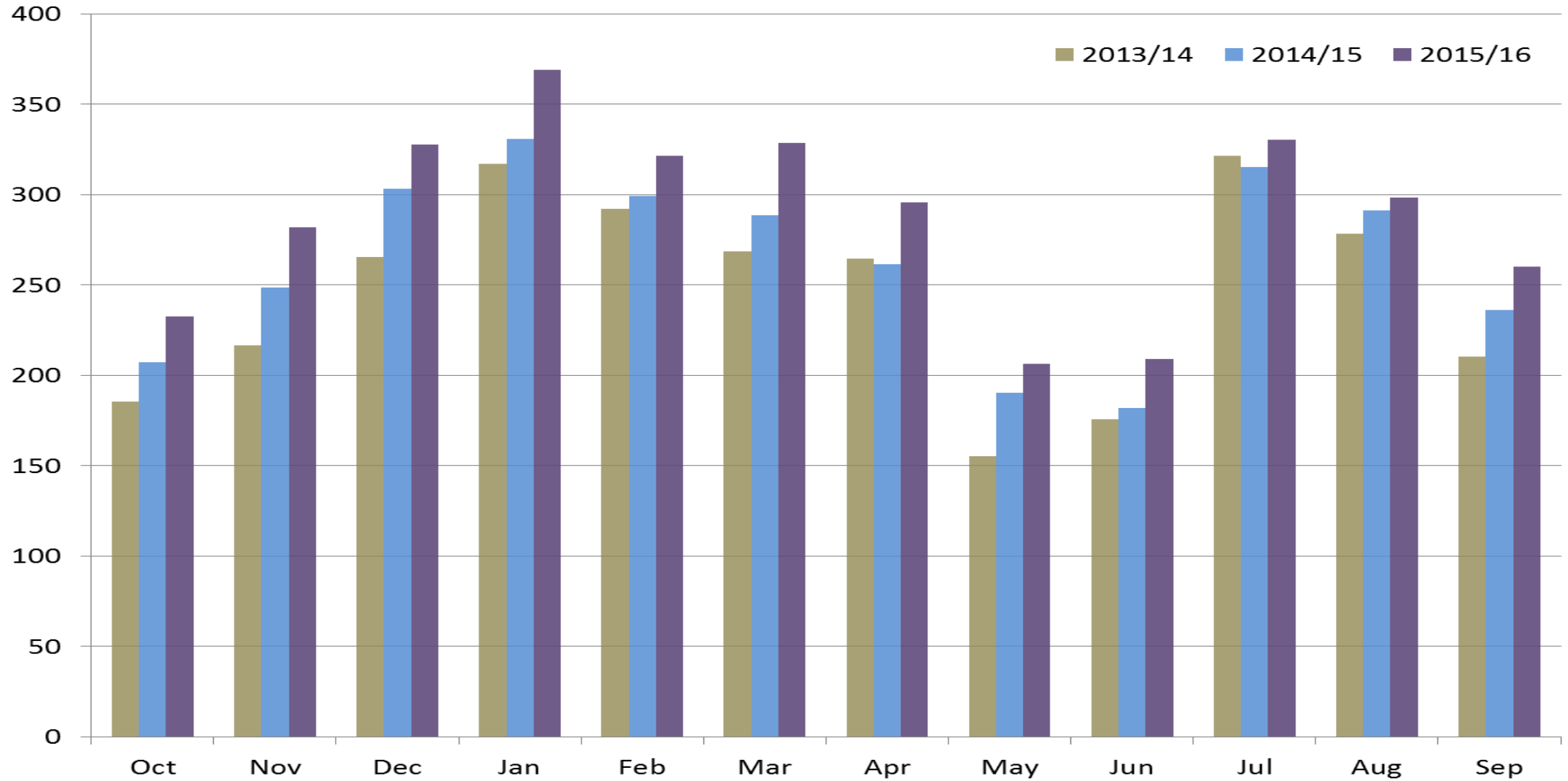


Data review & trends

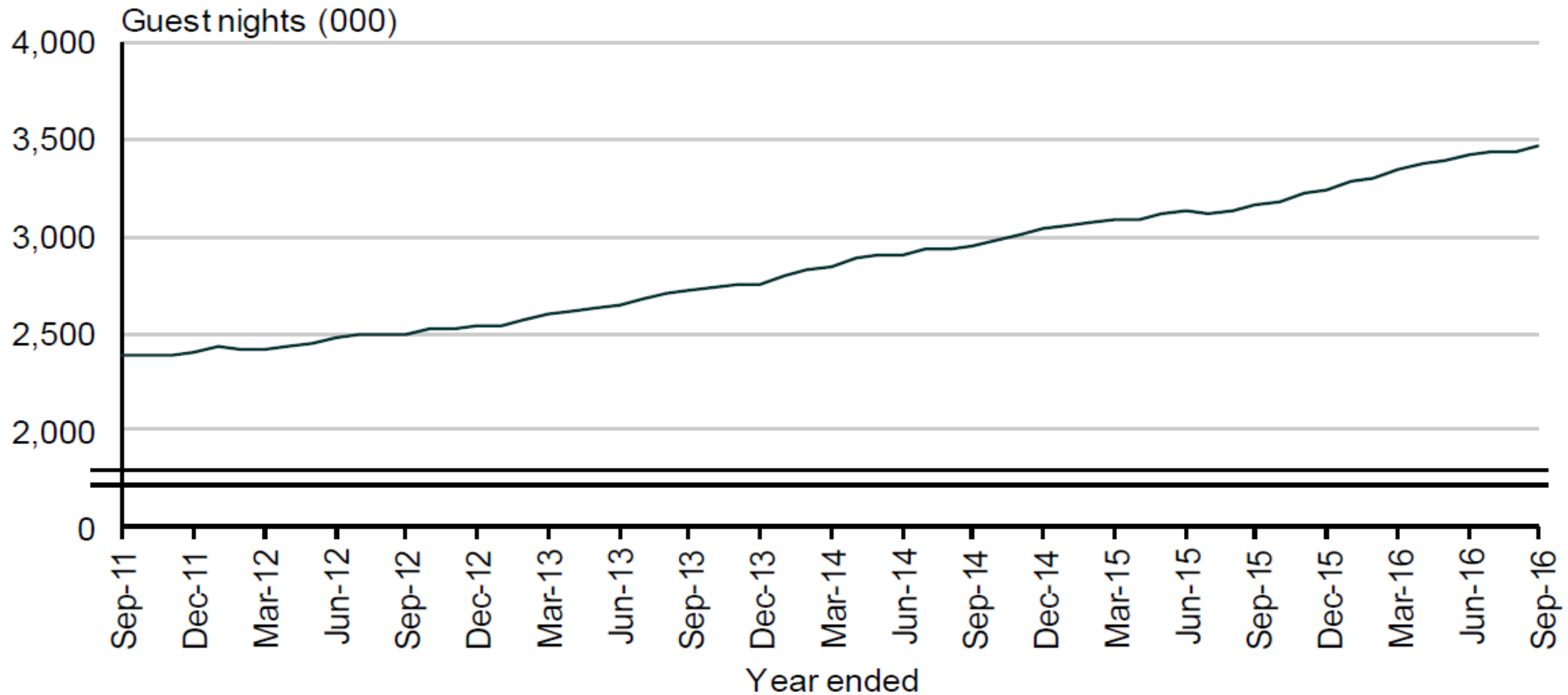


Guest
Nights
(000)

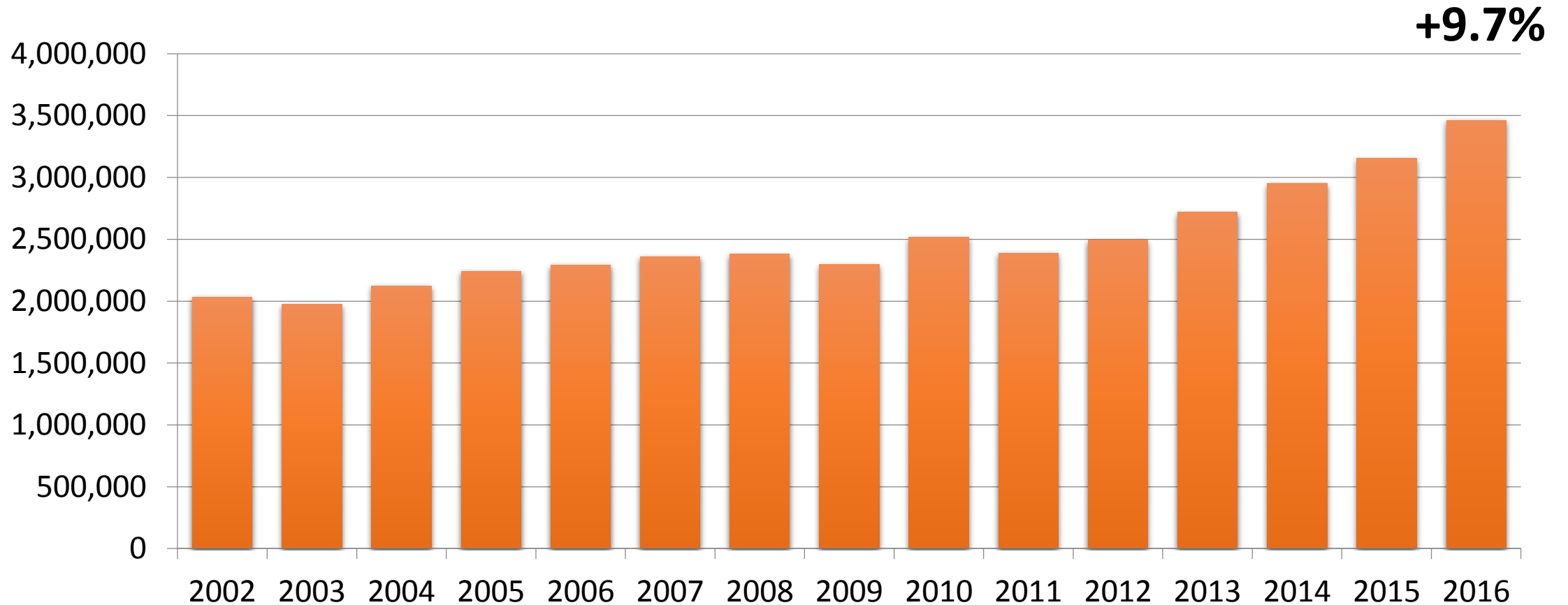
Queenstown - Total Guest Nights - latest three years



CAM 5 year rolling annual trend



Guest nights YE Sept



Source: Commercial Accommodation Monitor

2016 Regional Tourism Estimates (RTE's)

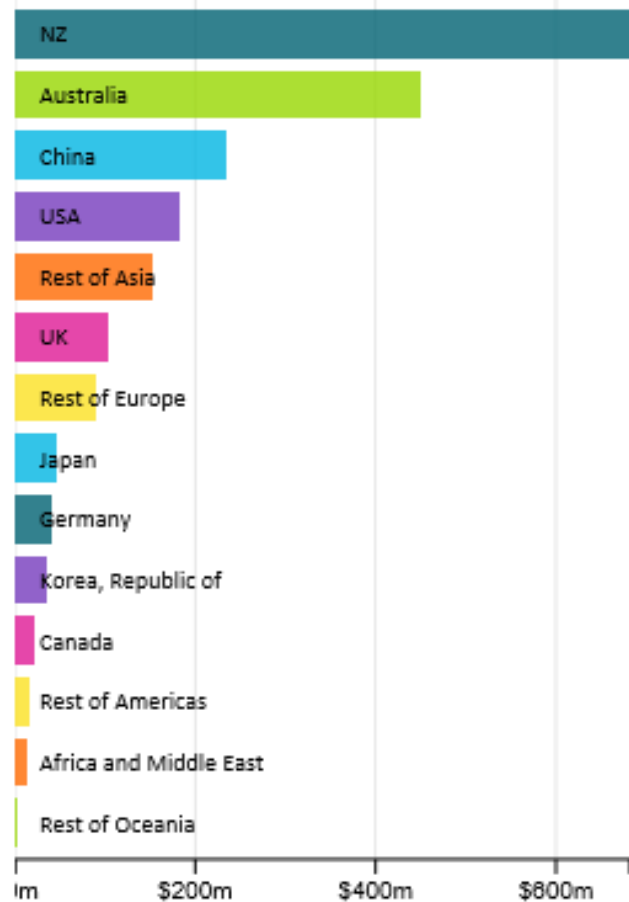


**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HIKINA WHAKATUTUKI

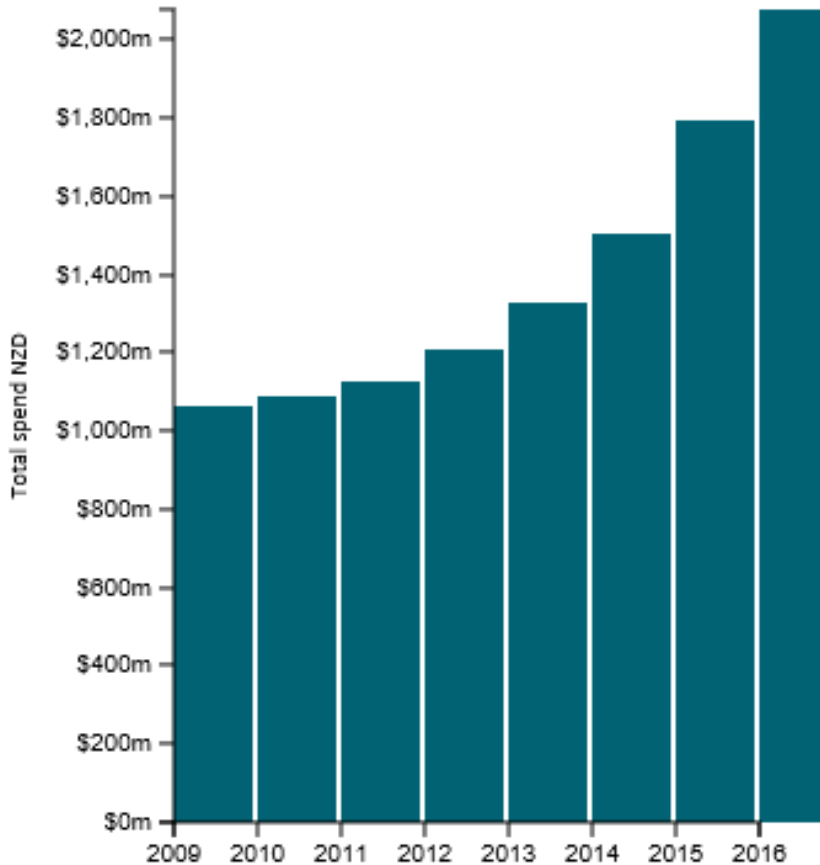


Total annual spend

Spend by Country



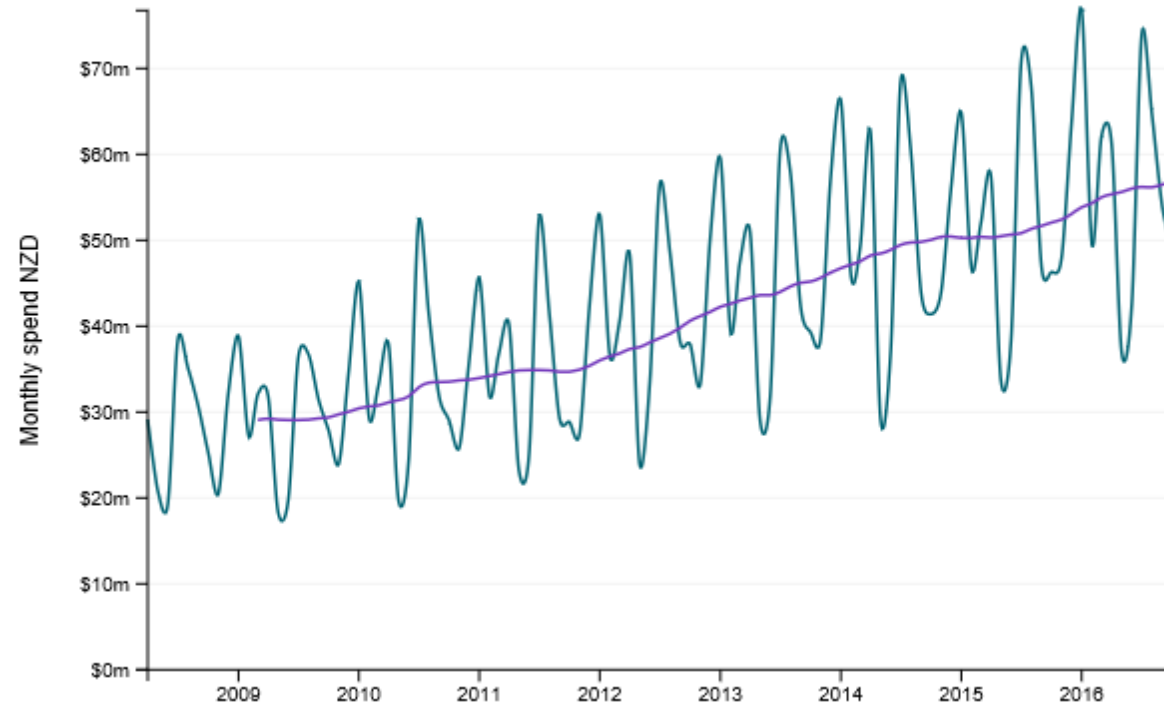
Total spending for year to October



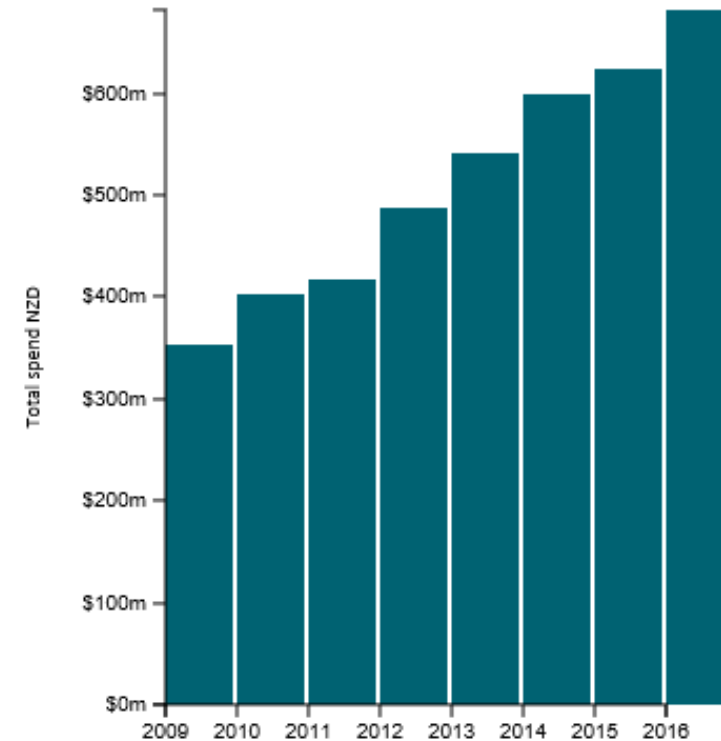
\$2,077m
+16%

Domestic spend – to October 2016

Historical monthly spending pattern



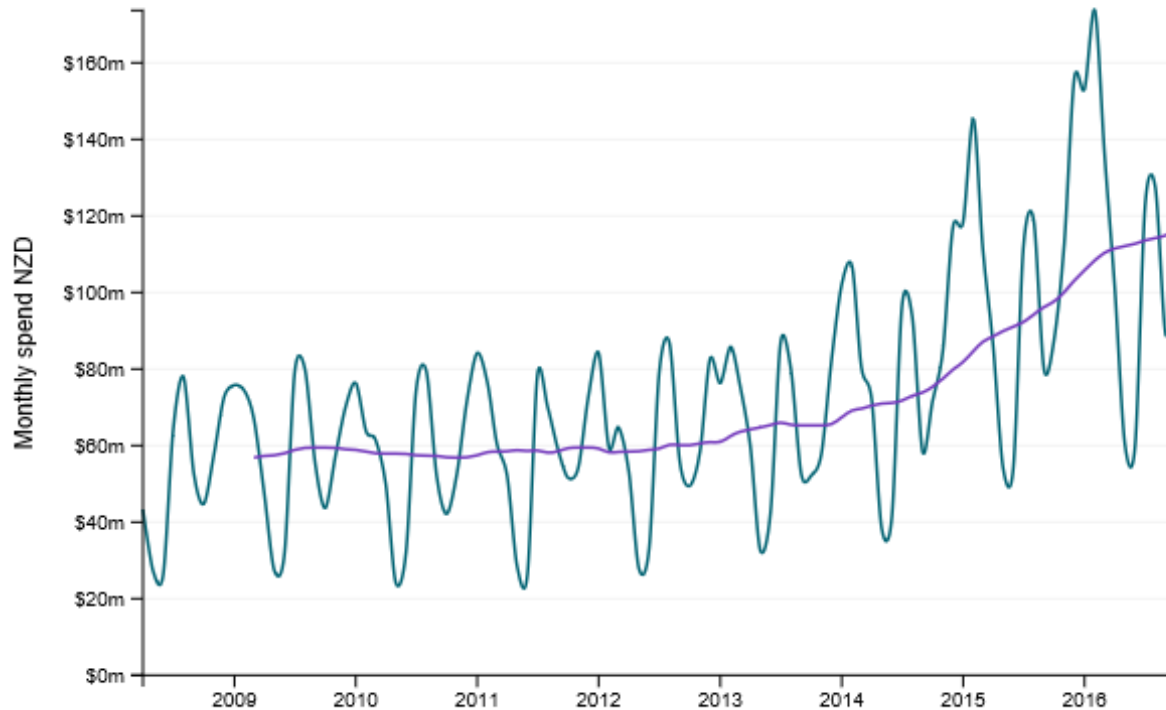
Total spending for year to October



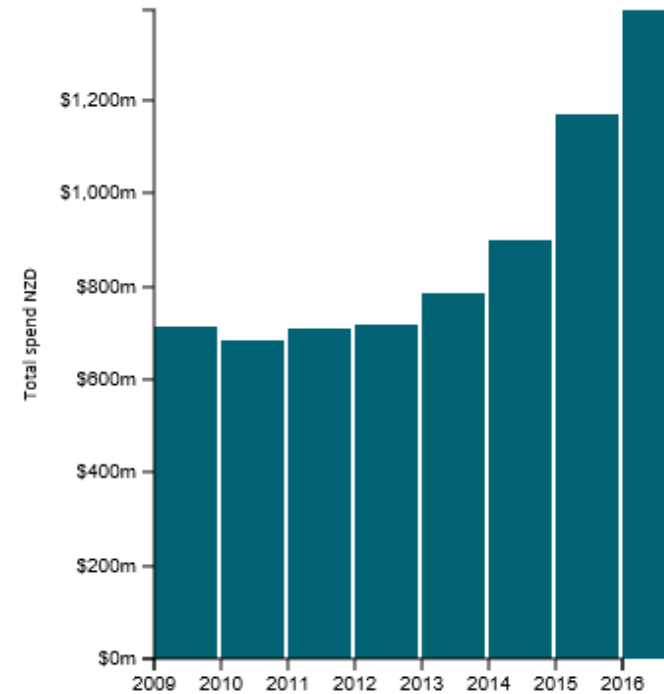
\$682m
+ 9%

International spend – to October 2016

Historical monthly spending pattern



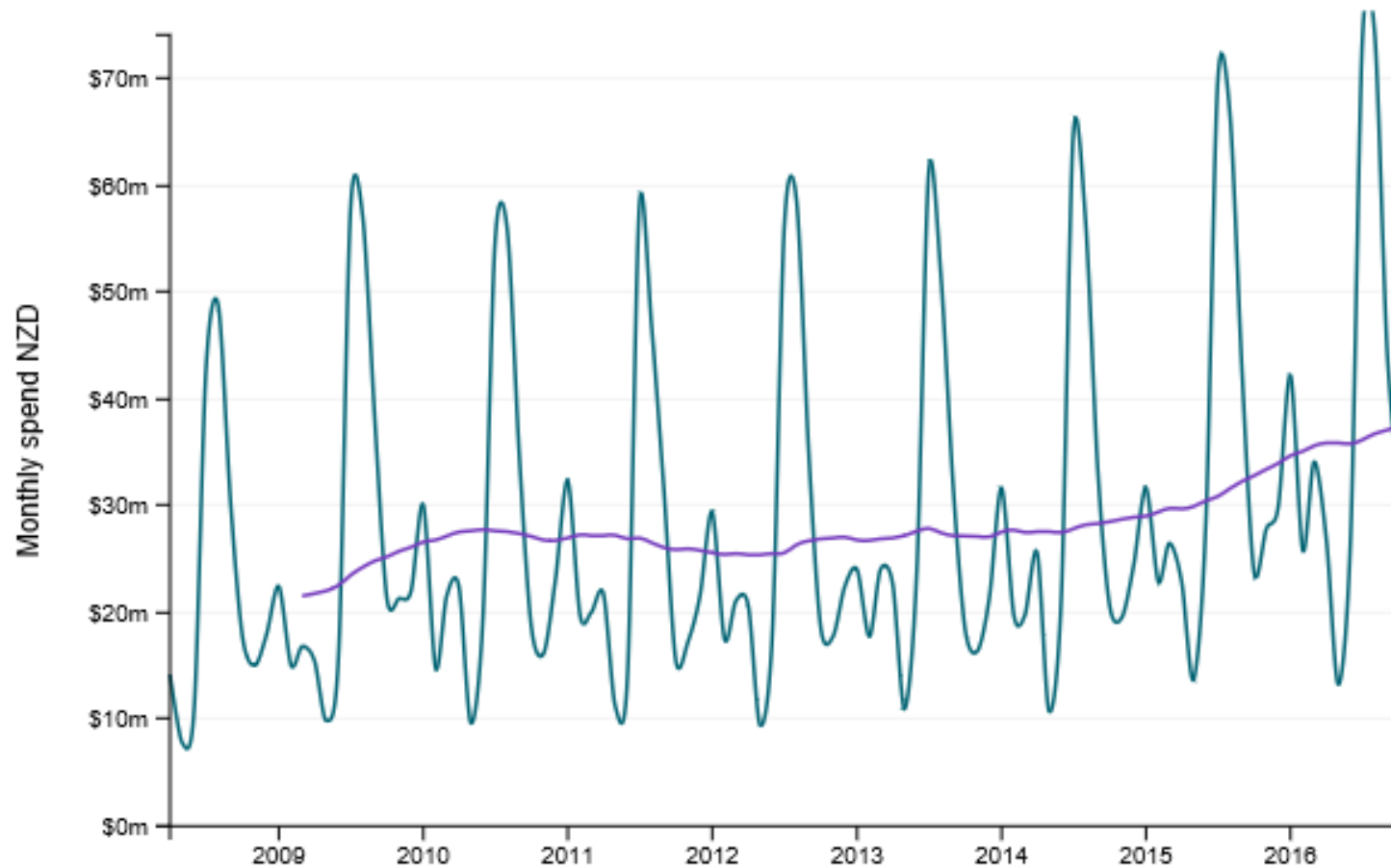
Total spending for year to October



\$1,395m
+19%

Australia

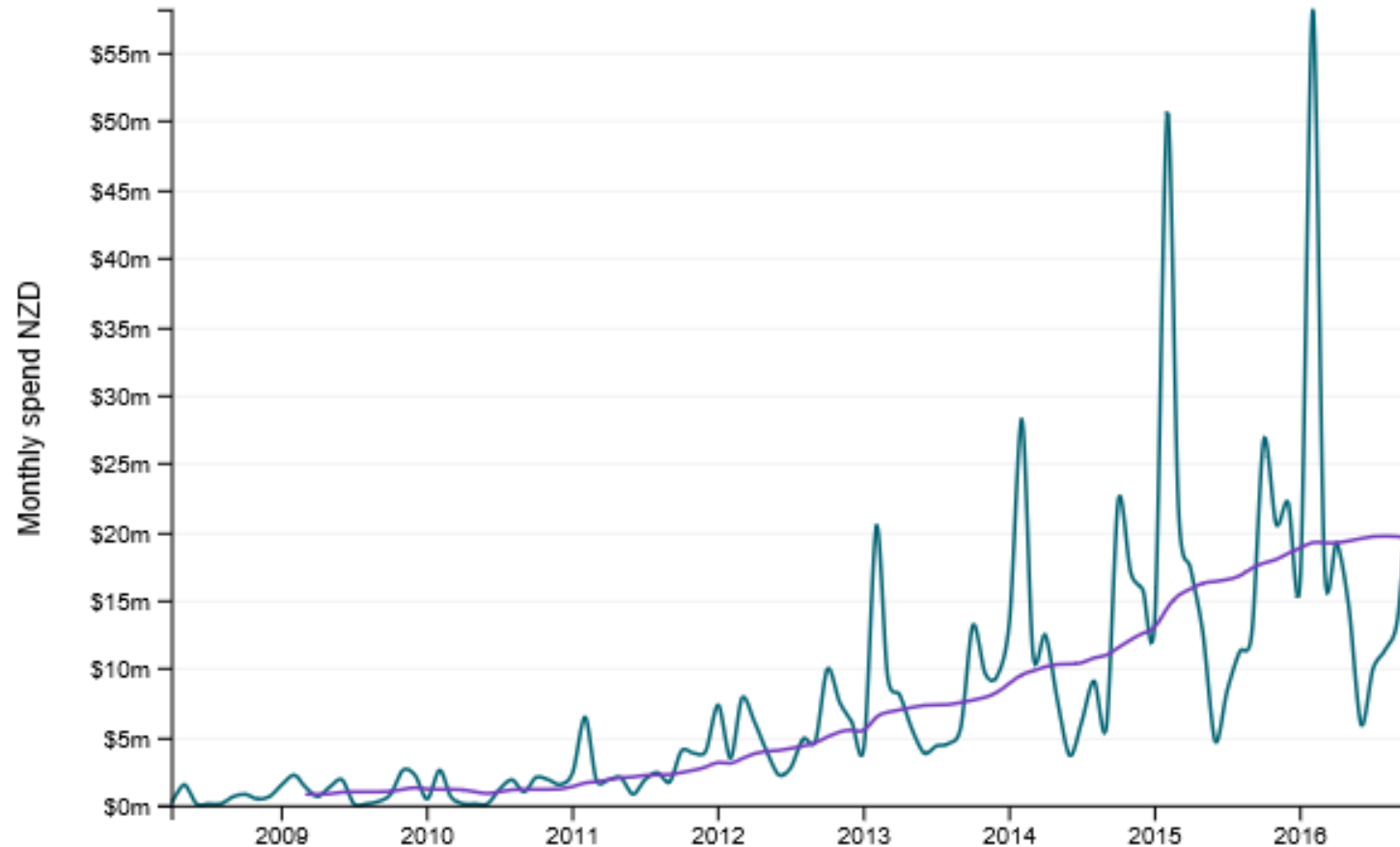
Historical monthly spending pattern



\$450m
+15%

China

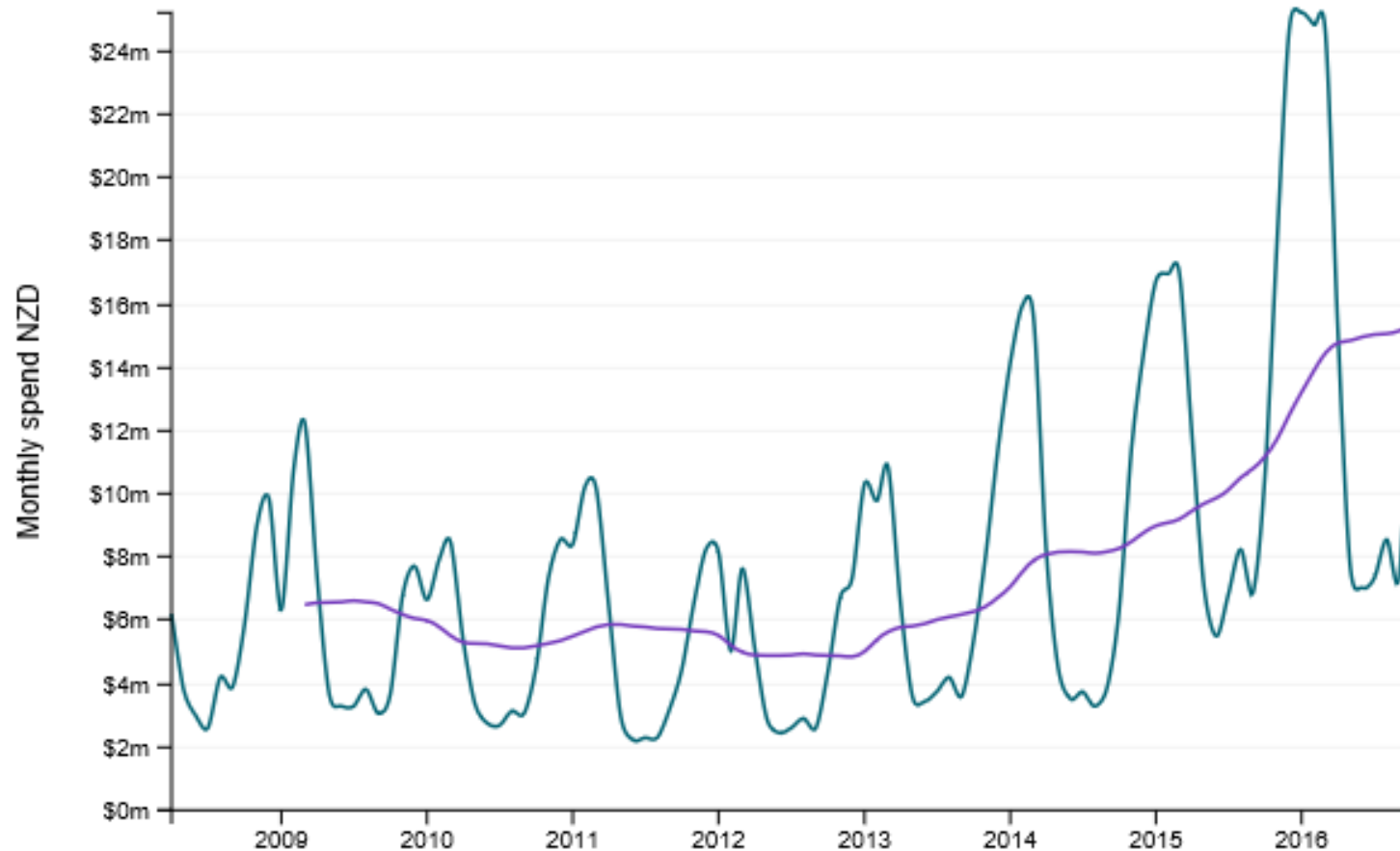
Historical monthly spending pattern



\$234m
+10%

USA

Historical monthly spending pattern



\$184m
+37%

AMWAY 2018

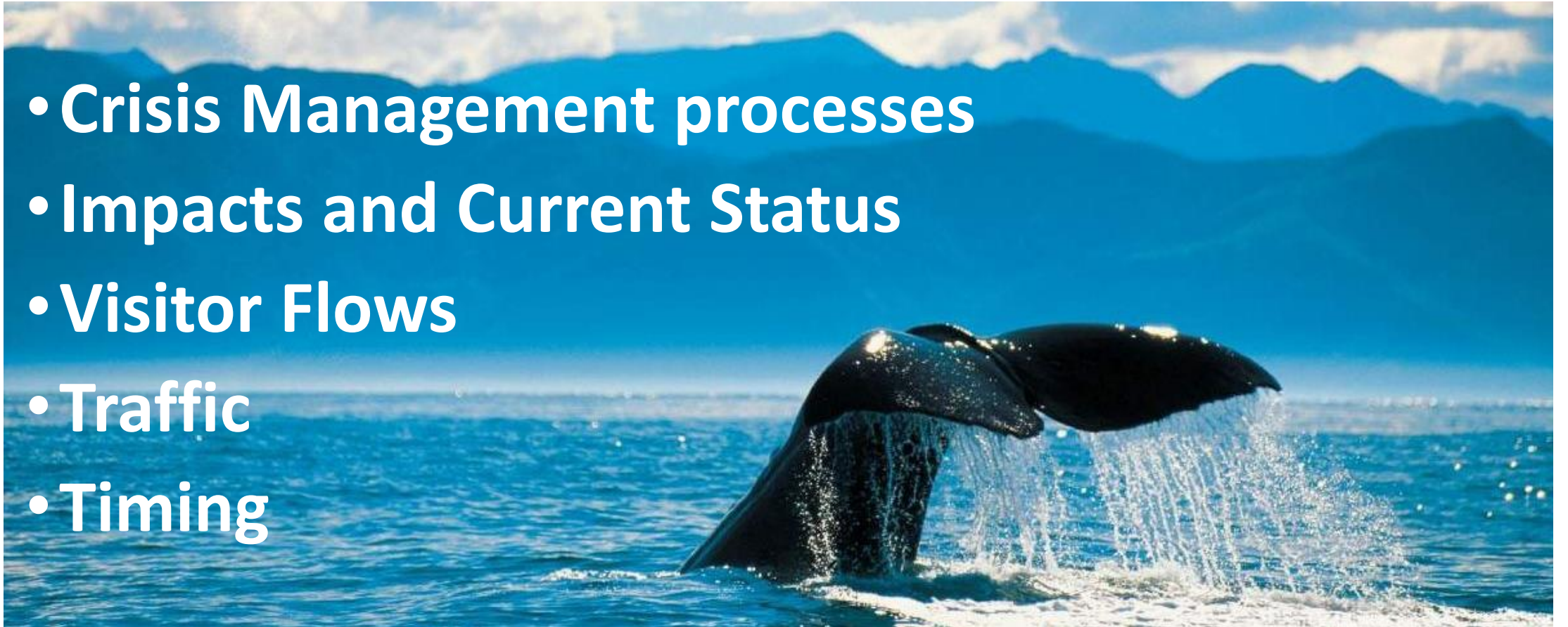


Q-Yer



Kaikoura Earthquake

- Crisis Management processes
- Impacts and Current Status
- Visitor Flows
- Traffic
- Timing





Awards and Accolades



**THE
GOLDEN
BACKPACKS
WINNER 2016**

- The 2016 Golden Backpack Awards named Queenstown New Zealand's top destination.

Awards and Accolades

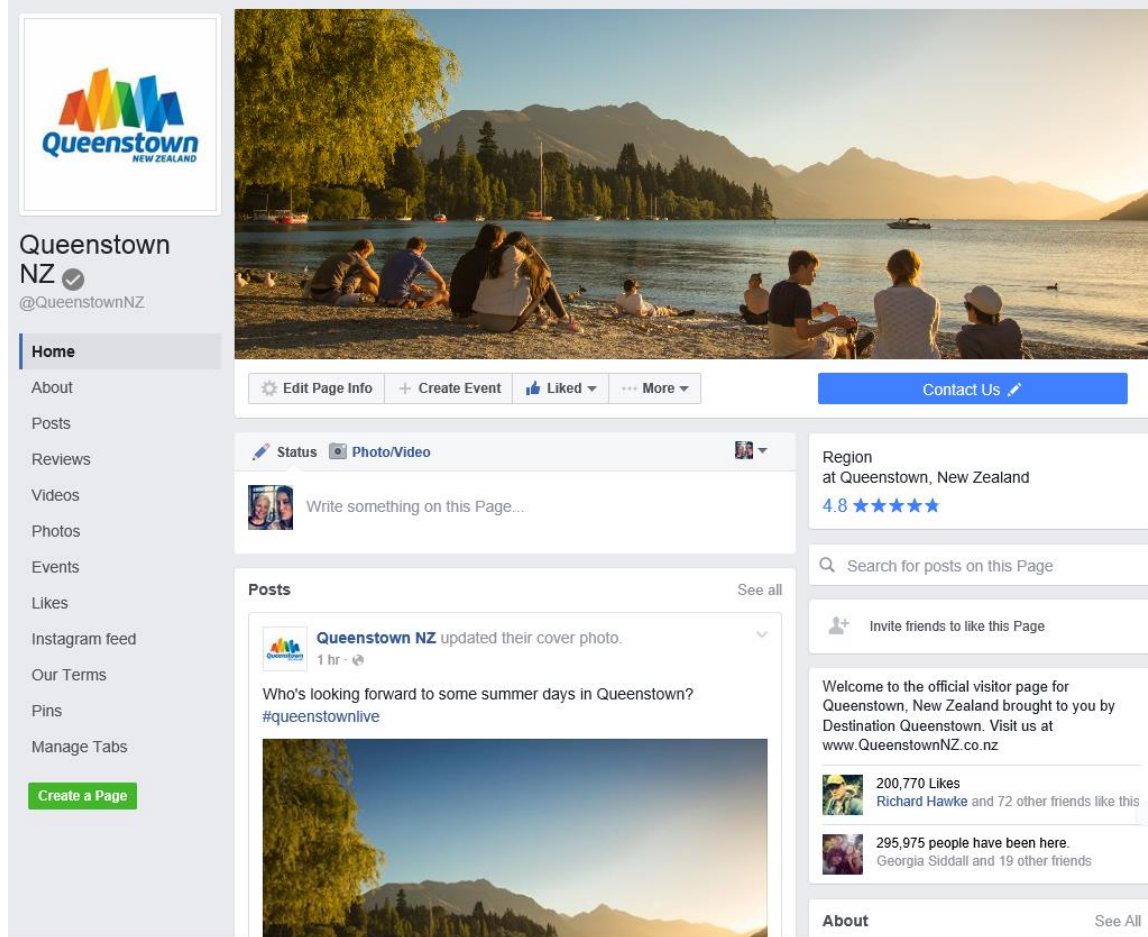
- **23rd World Travel Awards**
 - Australasia's leading destination in 2016.
- **Conde Naste Traveller**
 - Fourth friendliest city in the world.


Awards and Accolades



- **2016 Travelers Choice Awards**
 - Number one destination in New Zealand
 - Second top in the South Pacific.

Facebook



Queenstown NZ 
@QueenstownNZ



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Posts
Reviews
Videos
Photos
Events
Likes
Instagram feed
Our Terms
Pins
Manage Tabs
[Create a Page](#)

[Edit Page Info](#) [+ Create Event](#) [Liked](#) [More](#) [Contact Us](#)


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Write something on this Page...

Posts [See all](#)

 **Queenstown NZ** updated their cover photo.
1 hr · 

Who's looking forward to some summer days in Queenstown?
[#queenstownlive](#)

 **200,770 Likes**
Richard Hawke and 72 other friends like this

 **295,975 people have been here.**
Georgia Siddall and 19 other friends

About [See All](#)

200,000 +

DQ Autumn Domestic Campaign 2017

Member Opportunity



DQ Autumn Domestic Campaign

Overview

- Build on 2016 'revitalisation' campaign
- Position Queenstown as the perfect destination for a rejuvenating pre-winter break

Objective

- Increase domestic guest nights in May and early June by 5%
- Assist in achieving the overall target of a 6% increase in our annual visitor spend
- Promote Queenstown and inspire our target audience to visit
- Execute a high impact campaign which has a strong destination focus

Target

- Professional women, 35-55 years olds, disposable income
- Auckland, Christchurch + Southland and Otago drive markets

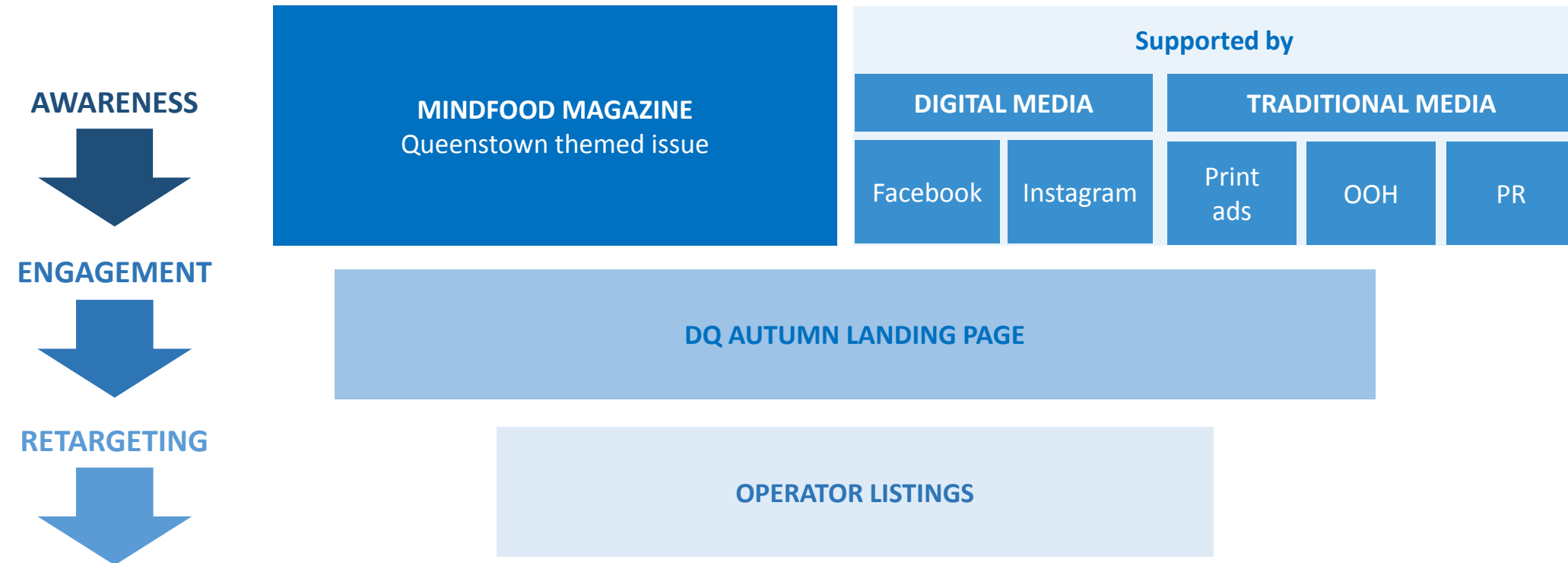
MiNDFOOD and DQ



Campaign Execution

Concept

- Takeover of April issue of Mindfood magazine
- Queenstown branded content covering unique Autumn offering
- Stories amplified across a mix of traditional and digital media platforms.



Member Opportunity

Directory Advertising

A special invitation to Destination Queenstown Members.

Brand Advertising with MiNDFOOD

ADVERTISEMENT	RATE
DOUBLE PAGE SPREAD	\$14,750
FULL PAGE PREMIUM	\$8600
FULL PAGE	\$7500
HALF PAGE (H/V)	\$4300
THIRD PAGE (H/V)	\$2860
INSIDE FRONT COVER, DPS	\$17700
OUTSIDE BACK COVER	\$9000

Offer for Destination Queenstown Members. 40% off ratecard. (Not commission bearing and GST exclusive.)

DETAILS:

Design of Advertisements or Advertorials can be discussed with an account manager. Your advertisement will be provided for sign-off prior to printing.

Digital Advertising

The Queenstown stories told in the April issue will also be used on MiNDFOOD's digital platforms, providing the perfect environment for your online advertising. Please discuss online advertising with your MiNDFOOD account manager.

Offer for Destination Queenstown Members. 40% off ratecard. (Not commission bearing and GST exclusive.)



ONLINE

348,791
page views on
mindfood.com
each month.

360,00
eDMs are sent
each week.

280,000
Facebook followers.

MREC
\$50 per thousand
page impressions
(on homepage or specific
category page)

SKINS
\$90 per thousand
page impressions
(homepage only)

LEADERBOARD
\$50 per thousand
page impressions
(on homepage or
specific category page)

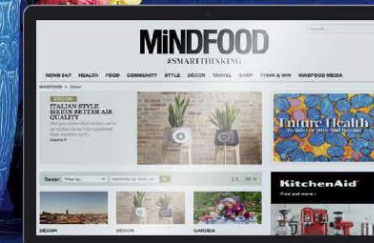
**100% SHARE
OF VOICE**
\$120 per thousand
page impressions

Minimum booking 10,000 page impressions.

MREC

Leaderboard

Skins



Find out more...

- MiNDFOOD Proposal outlines all the options in detail with pricing
 - Copies available today
 - Chat to Diana, Vanessa or Sarah after the update
 - Contact Angela Earl at MiNDFOOD - angela@mindfood.com to secure your advertising placement.
 - Booking deadline is mid January

THANK YOU

Activating domestic tourism

The Importance of Domestic Tourism

- The foundation of our industry
- \$55m a day, \$20.2b a year
- Driver of regional and seasonal dispersal
- Competes for the discretionary dollar
- How do we maximise the potential?

Domestic Tourism Working Group

- TIA initiated and led, with representatives from:
 - Regional Tourism Organisations
 - Accommodation and transport sectors
 - Automobile Association
 - Air New Zealand
 - i-SITE NZ
 - Department of Conservation
 - Ministry of Business, Innovation & Employment

Domestic Insight Project

A big thank you to the project's funding supporters:

- **Regional Tourism Organisations** Northland Inc; Auckland Tourism, Events and Economic Development; Destination Coromandel; Hamilton & Waikato Tourism; Tourism Bay of Plenty; Destination Rotorua; Destination Great Lake Taupo; Visit Ruapehu; Venture Taranaki; Tourism Eastland; Visit Whanganui; Hawke's Bay Tourism; Destination Manawatu; Destination Wairarapa; Wellington Regional Economic Development Agency; Destination Marlborough; Destination Kaikoura; Nelson Tasman Tourism; Tourism West Coast; Christchurch & Canterbury Tourism; Destination Mt Cook Mackenzie; Lake Wanaka Tourism; Destination Queenstown; Destination Fiordland; Tourism Waitaki; Tourism Central Otago; Enterprise Dunedin; Destination Clutha; Venture Southland
- Department of Conservation
- Ministry of Business, Innovation and Employment
- Christchurch International Airport
- Holiday Parks Association of NZ
- Bluebridge Cook Strait Ferry Service
- Tourism Holdings Ltd
- Rainbow's End Theme Park
- AA Traveller
- Air New Zealand
- Auckland International Airport
- InterCity Group
- Ngai Tahu Tourism
- Real Journeys
- TIA



DGTV

Activating Domestic Tourism

ACTIVATE HERE

a. — [NZ DOMESTIC TOURISM](#)

c. — [NEWS & UPDATES](#)

d. — [ABOUT](#)

d. — [NZ DOMESTIC TOURISM](#)

e. — [SUCCESS WITH DGIT](#)

f. — [RESOURCES & LINKS](#)

g. — [CONTACT](#)

THE RESEARCH

IS BASED ON



6,000 online interviews with New Zealanders about their domestic tourism behaviour and intentions.



All interviewing done in September 2016.



Sample structured to be representative of the New Zealand population by age, gender, and region.

WHEN WE SAY DOMESTIC TOURISM, WHAT WE ACTUALLY MEAN IS...

Domestic travel for leisure reasons which involves either:



At least one night
away from home

OR



At least five hours
away from home and
a tourist activity



DAY TRIPS

27,565,000

of these in the last 12 months



OVERNIGHT TRIPS

17,403,000

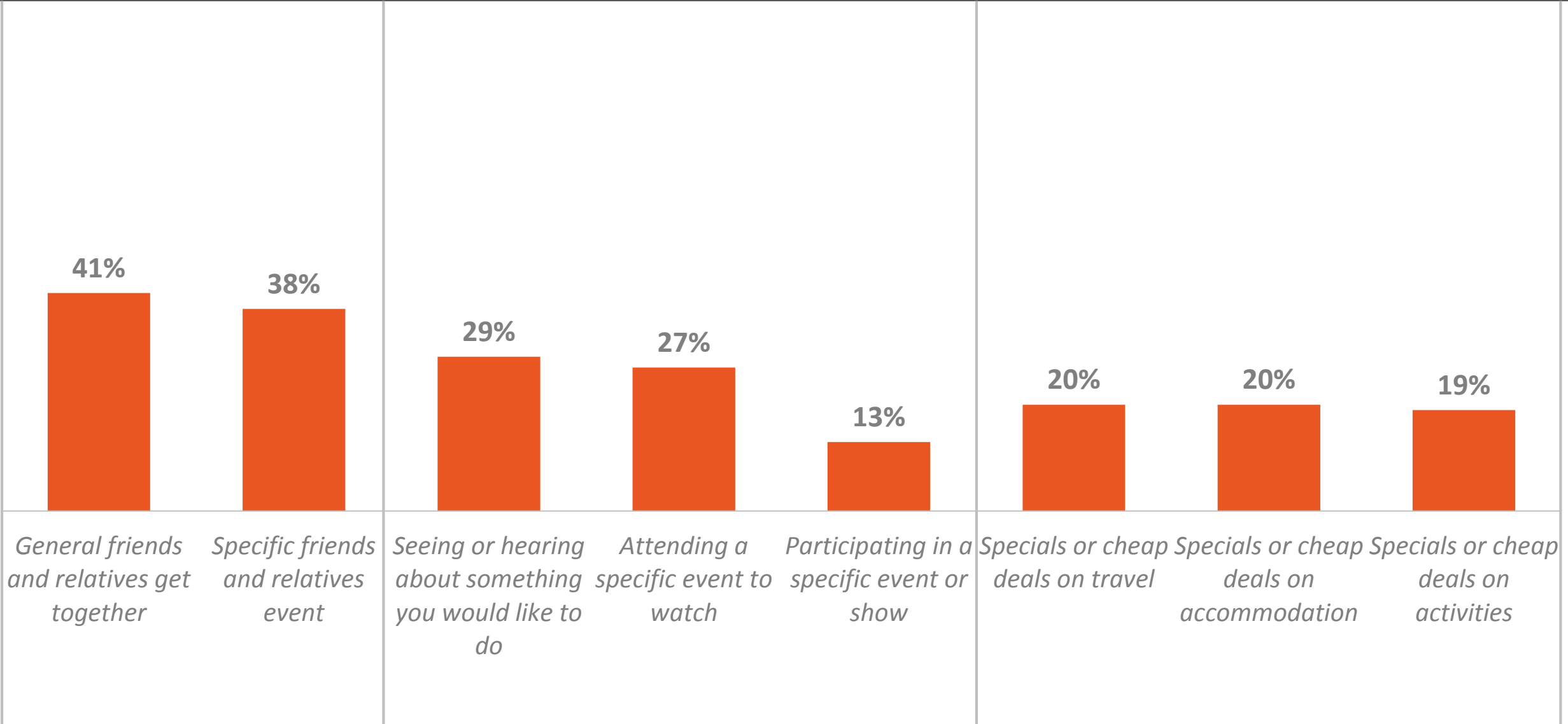
of these in the last 12 months

We assessed interest in 63 activities



The larger the word(s) the greater the interest.

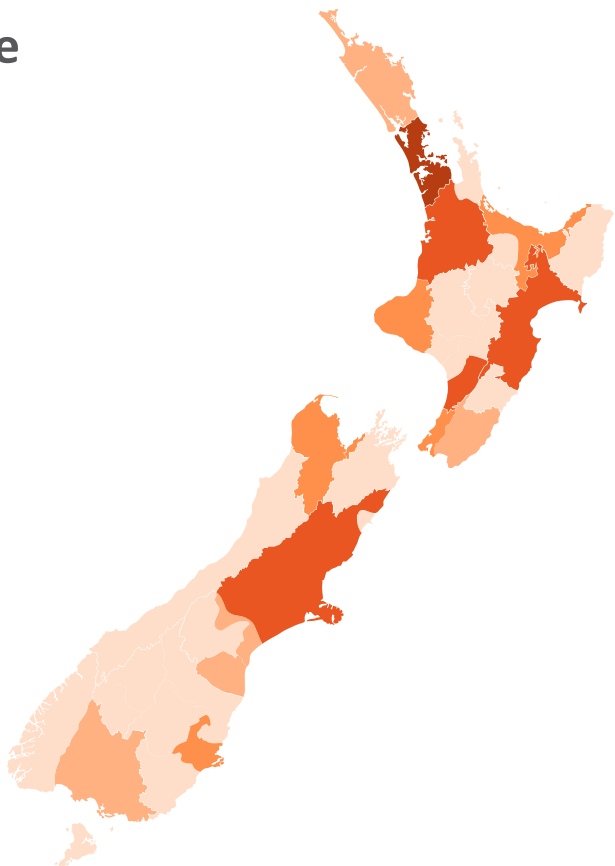
There are three main triggers for domestic tourism



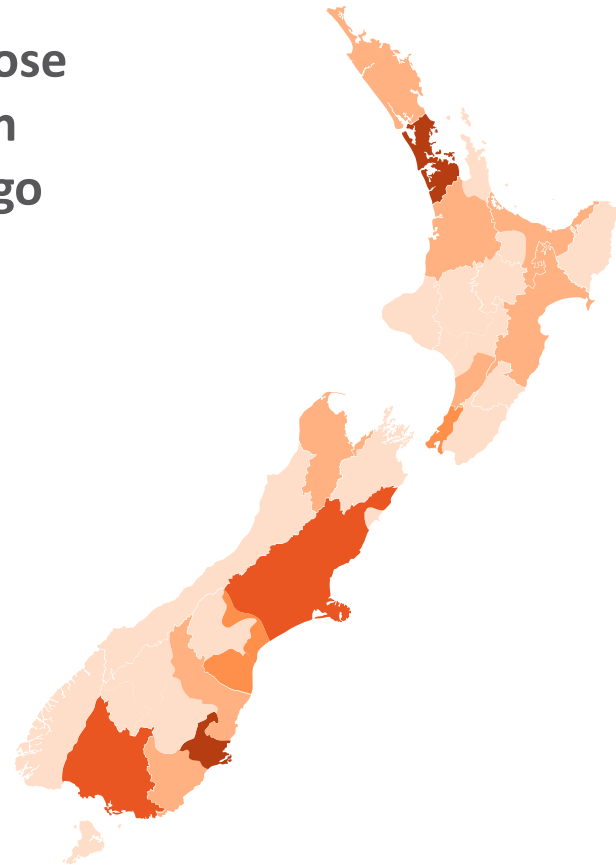
Base: Daytime and overnight trips.

Interest in a region varies hugely depending on where someone comes from

Origin of those interested in Wellington



Origin of those interested in Central Otago





DGTV

Activating Domestic Tourism

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01



CASE STUDY

DECIDING TO START A BUSINESS

Joe is thinking about setting up a water based adventure tourism business and wants to know whether it is viable.



01

CASE STUDY

DGIT WOULD TELL JOE...

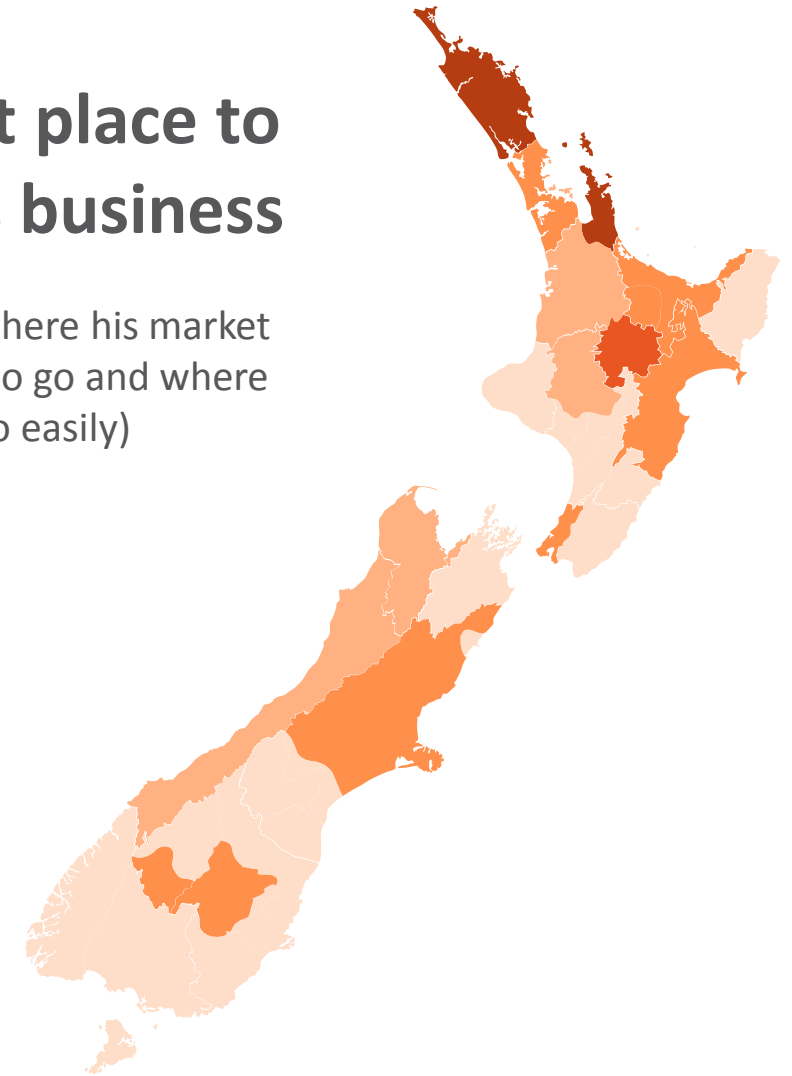
That there is definitely a decent sized market for his business

541,000

Overnight trips are taken every year
by New Zealanders interested in
rafting, canoeing or kayaking

The best place to base his business

(map shows where his market
already want to go and where
they can get to easily)



HIGH VOLUME



LOW VOLUME

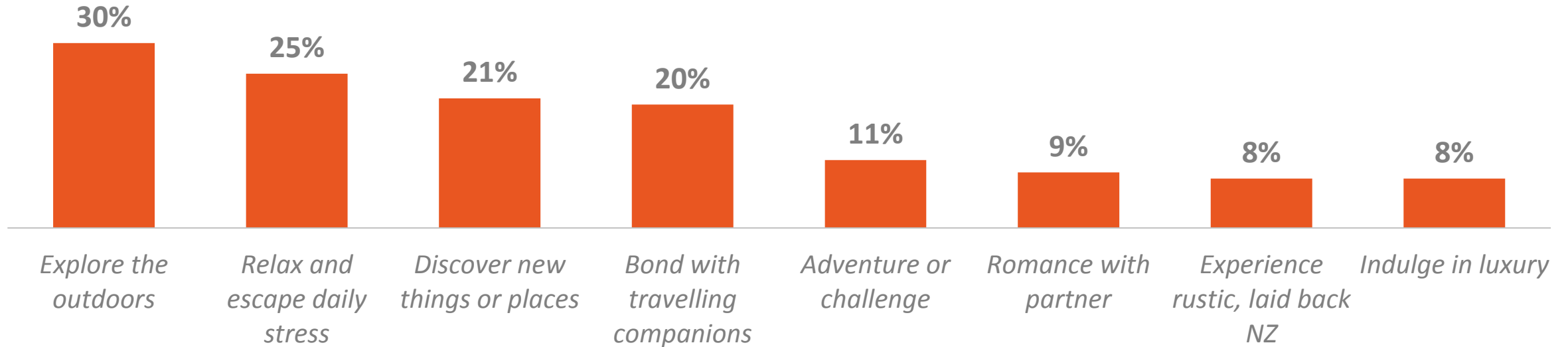
01

CASE STUDY

DGIT WOULD TELL JOE...

How to position his business

(People's motivations for water based activities aren't so much about the adventure or challenge, they are more about exploring the outdoors and discovering new things or places)



02

CASE STUDY

ATTRACTING PEOPLE TO A REGION

The Wellington regional tourism organisation wants to attract more weekend visits to Wellington in the winter

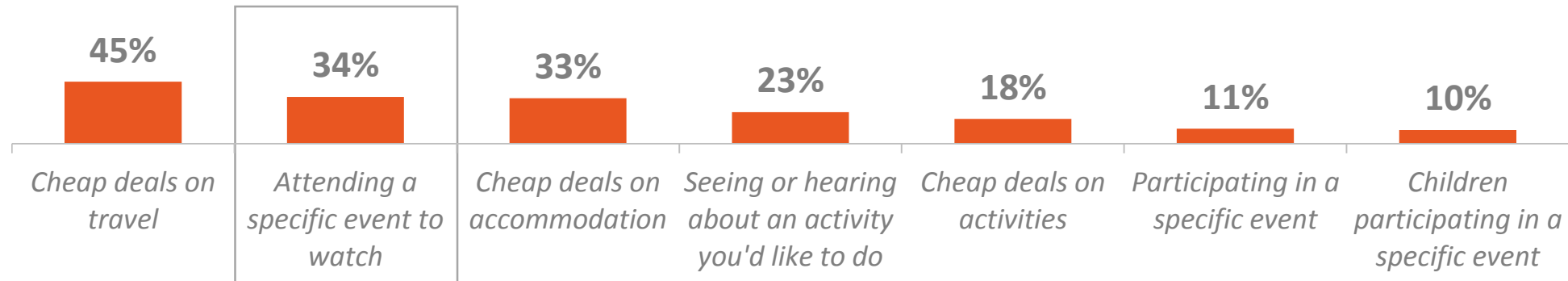


02

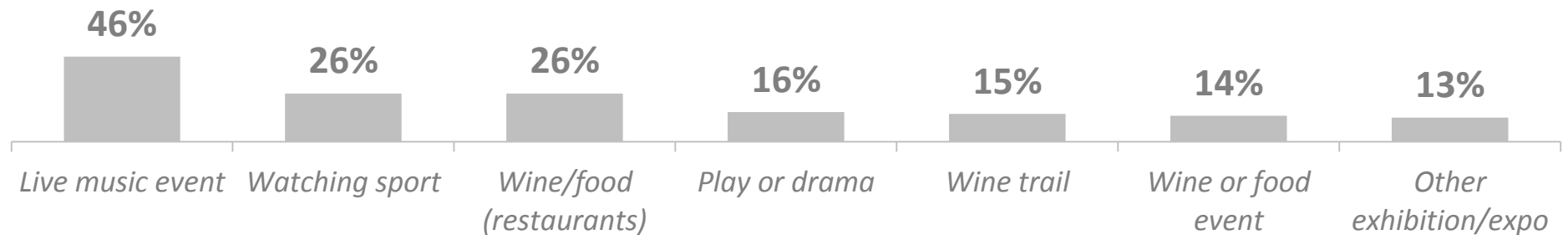
CASE STUDY

DGiT WOULD TELL THE WELLINGTON RTO...

That attending a specific event is an important trigger for people already interested in Wellington



That there is most interest in live music events, sports events and wine/food events



02

CASE STUDY

DGIT WOULD TELL THE WELLINGTON RTO...

To target people from Auckland, Hawkes Bay, and Canterbury because these people are most likely to come to Wellington for an event.

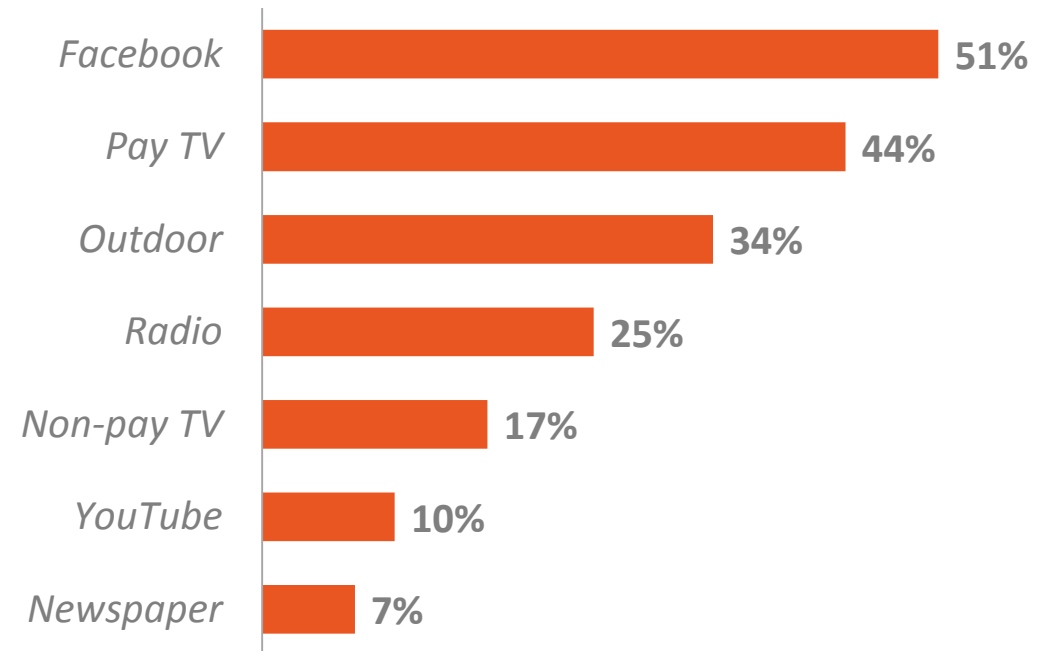


HIGH VOLUME

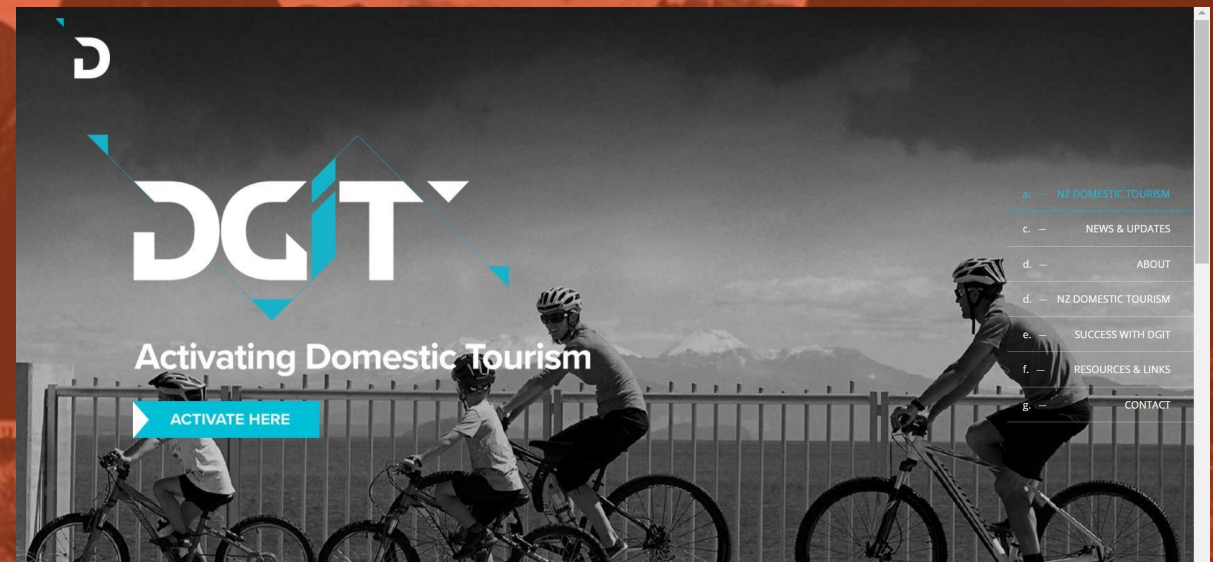


LOW VOLUME

That Facebook and TV are best media to reach the target audience



Activating domestic tourism



04

CASE STUDY

BUSINESS EXPANSION

An accommodation operator wants to understand where the demand is for luxury accommodation amongst the domestic market – to help them decide where to expand to

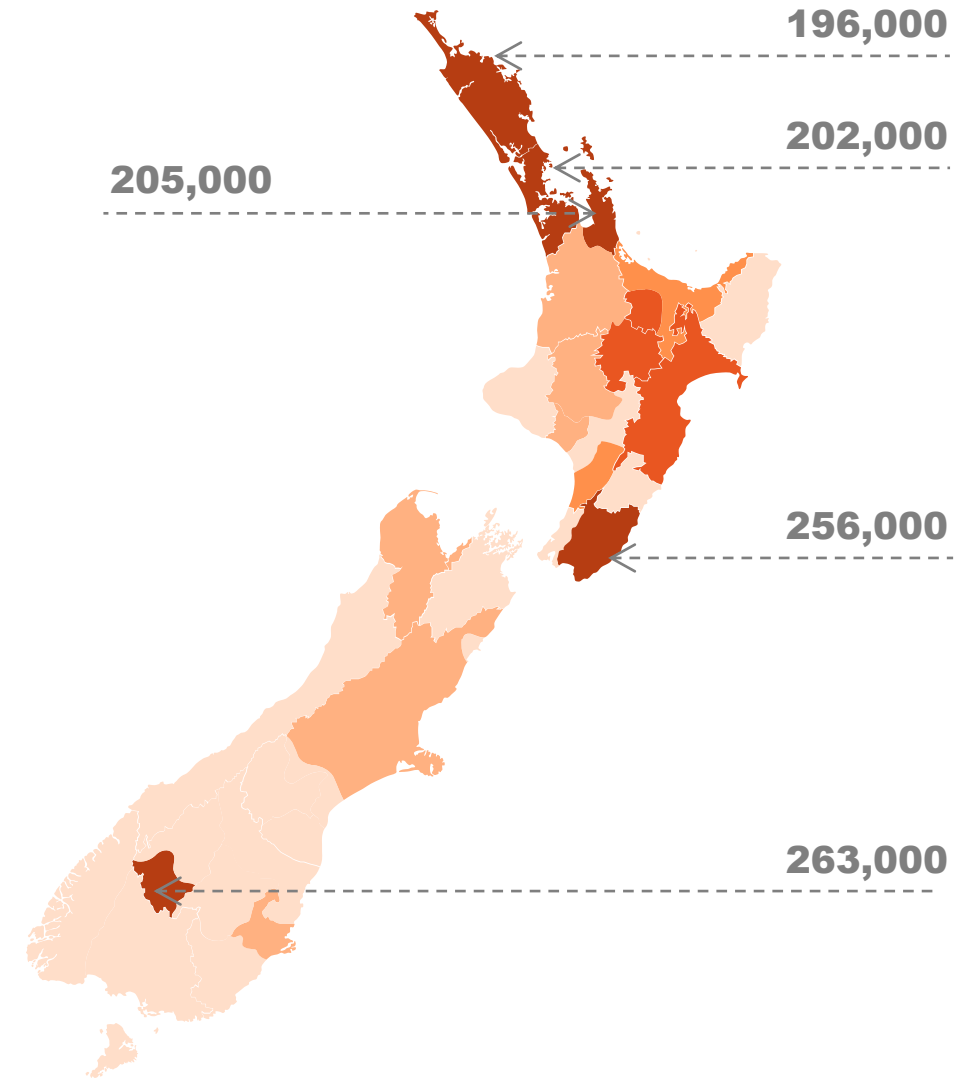


04

CASE STUDY

DGIT WOULD TELL THE
ACCOMODATION OPERATOR...

There is most demand in
Wellington, Auckland,
Northland, Queenstown and the
Coromandel and the intended
number of overnight trips in
each of these areas where the
travellers are willing to pay for
luxury accommodation



HIGH VOLUME



LOW VOLUME

INTRODUCING DGiT

Target destination	Activity	Demographic target	Type of break
<input type="text" value="Any"/>	<input type="text" value="Any"/>	<input type="text" value="Any"/>	<input type="text" value="Any"/>
Preferred accommodation	Origin	Time of year	Reason for travel (motivation)
<input type="text" value="Any"/>	<input type="text" value="Any"/>	<input type="text" value="Any"/>	<input type="text" value="Any"/>

[Reset](#)[Update](#)

Visitor profile

WHO'S INTERESTED

WHAT DO THEY WANT?

HOW DO WE REACH THEM?

How many?



Total potential trips

44,968,259



Total potential day trips

27,564,916



Total potential overnight trips

17,403,343

Travelling with

69%

Adults Only



31%

Adults + Children



Travelling by

10%

Air



90%

Road



Who are they?

Gender

48%

Male



52%

Female



Age

23%

18-34

30%

35-49

24%

50-64

22%

65+

Average household income

\$87,163

Typical household composition

Single, living alone



13%

Group flatting



5%

Couple, no kids



31%

Single parent



4%

Couple with pre-school kids



8%

Couple with school aged kids



11%

Couple with all kids over 15



15%

Couple with kids of all ages



8%

Other



5%

Where do they come from?

Click to see results by region.



2017
6

Domestic FY 2017 Increasing by 21%

Tasman FY 2017 increasing by 12%



Lions Tour 2017



- 3rd June to 8th July 2017
- 10 June CHCH
- 13 June DUN

Qualmark



Website development



Four seasons - Autumn

A luxurious and relaxed time with a backdrop of brilliant reds and golds of the autumn leaf fall. Walk, horse ride, go wine tasting or goldpanning. Known for stable, clear weather it's a great time to holiday in the Southern Lakes. Warm days allow for most daytime summertime pursuits and you'll enjoy occasional balmy evenings.....[read more](#)

What's Happening?

Autumn is full of lots of fun events in and around Queenstown. Check out our

Events Calendar

Coming to Queenstown, need a rental car then contact National Car Rental

[Click here](#)

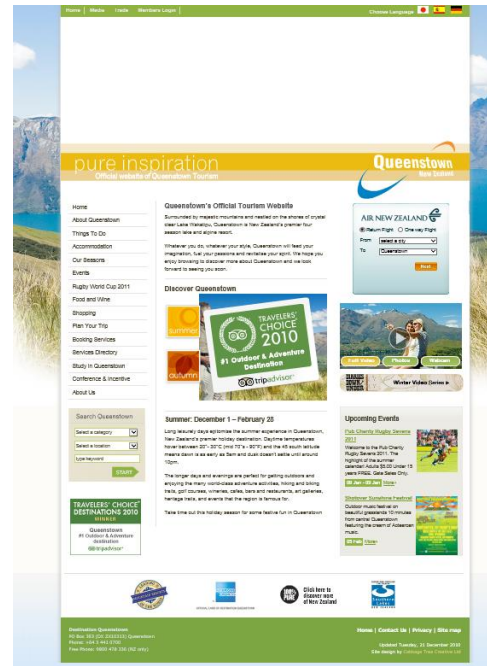
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feel the inspiration

Other stuff for 2017

- **Tourism New Zealand Strategies**
- **NZ Infrastructure**
- **Visitor levies and funding**
- **Hotel & accommodation developments**
- **Conference and Incentive business**

Merry Christmas

