DESTINATION MANAGEMENT

The teams responsible for implementing the Queenstown Lakes District Destination Management Plan – Travel to a Thriving Future



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ABOUT DESTINATION MANAGEMENT

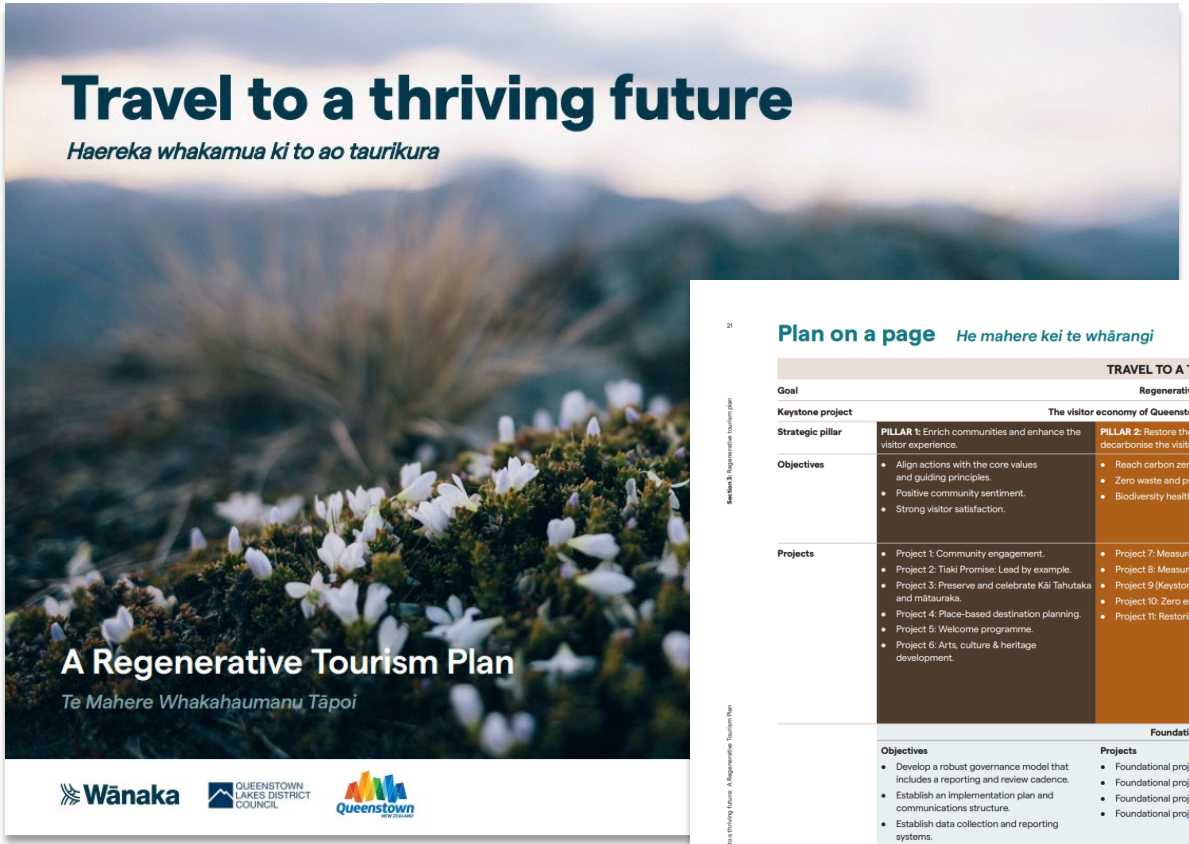
Destination Queenstown (DQ) and Lake Wānaka Tourism (LWT) are the Regional Tourism Organisations (RTOs) responsible for both destination marketing and destination management in the Queenstown Lakes District.

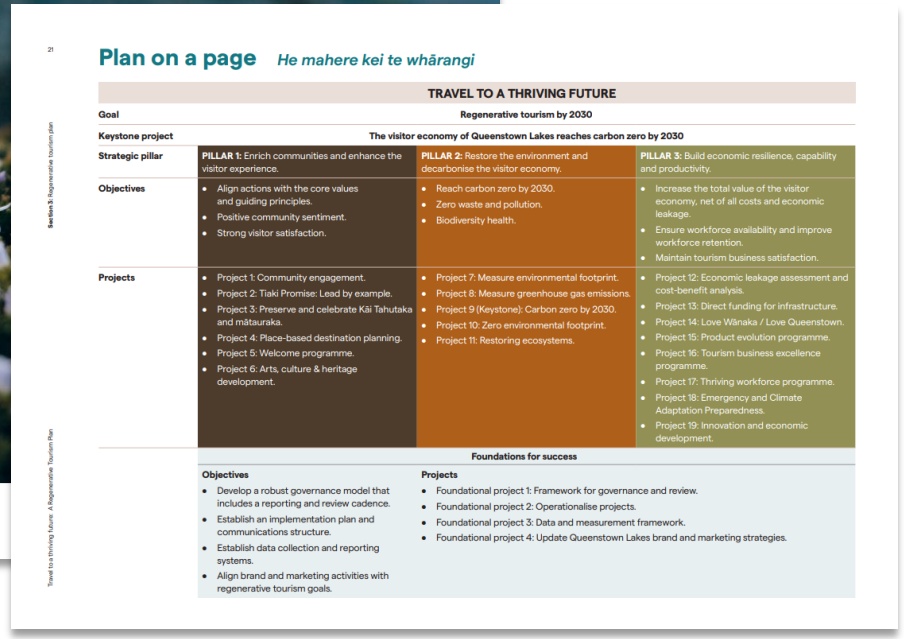
Our role is to position Queenstown and Wānaka in international and domestic markets and to work collaboratively with partners to deliver the region's destination management plan, focusing on regenerative tourism by 2030 and attracting 'high contributing' visitors.

The Sustainability, Stewardship and Community Fund team drives the integration and delivery of the region's Destination Management Plan, supporting environmental sustainability, regenerative tourism, community engagement, and product development across the visitor economy. Through building strong relationships with community, visitors and industry, we ensure tourism enriches Queenstown Lakes' environment, culture, and local wellbeing. Initiatives such as the Love Wānaka and Love Queenstown Community Funds accelerate grassroots action and empower visitors and operators to contribute to tangible environmental outcomes and long-term regeneration.



DESTINATION MANAGEMENT PLAN (DMP)





21

Plan on a page *He mahere kei te whārangi*

TRAVEL TO A THRIVING FUTURE			
Goal	**Regenerative tourism by 2030**		
Keystone project	**The visitor economy of Queenstown Lakes reaches carbon zero by 2030**		
Strategic pillar	**PILLAR 1:** Enrich communities and enhance the visitor experience.	**PILLAR 2:** Restore the environment and decarbonise the visitor economy.	**PILLAR 3:** Build economic resilience, capability and productivity.
Objectives	• Align actions with the core values and guiding principles. • Positive community sentiment. • Strong visitor satisfaction.	• Reach carbon zero by 2030. • Zero waste and pollution. • Biodiversity health.	• Increase the total value of the visitor economy, net of all costs and economic leakage. • Ensure workforce availability and improve workforce retention. • Maintain tourism business satisfaction.
Projects	• Project 1: Community engagement. • Project 2: Tiaki Promise: Lead by example. • Project 3: Preserve and celebrate Kāi Tahutaka and mātauraka. • Project 4: Place-based destination planning. • Project 5: Welcome programme. • Project 6: Arts, culture & heritage development.	• Project 7: Measure environmental footprint. • Project 8: Measure greenhouse gas emissions. • Project 9 (Keystone): Carbon zero by 2030. • Project 10: Zero environmental footprint. • Project 11: Restoring ecosystems.	• Project 12: Economic leakage assessment and cost-benefit analysis. • Project 13: Direct funding for infrastructure. • Project 14: Love Wānaka / Love Queenstown. • Project 15: Product evolution programme. • Project 16: Tourism business excellence programme. • Project 17: Thriving workforce programme. • Project 18: Emergency and Climate Adaptation Preparedness. • Project 19: Innovation and economic development.

Foundations for success

Objectives	Projects
• Develop a robust governance model that includes a reporting and review cadence. • Establish an implementation plan and communications structure. • Establish data collection and reporting systems. • Align brand and marketing activities with regenerative tourism goals.	• Foundational project 1: Framework for governance and review. • Foundational project 2: Operationalise projects. • Foundational project 3: Data and measurement framework. • Foundational project 4: Update Queenstown Lakes brand and marketing strategies.

Section 3: Regenerative tourism plan

Travel to a thriving future: A Regenerative Tourism Plan

Queenstown Lakes' DMP, Travel to a thriving future, is a roadmap to regenerative tourism by 2030. This is an exciting journey that brings opportunities for everyone in the region and greater wellbeing for people and the planet.

The DMP is in partnership between DQ, LWT, QLDC with input from DOC and Kāi Tahu. It was created with and for local communities with designs forms, community events, interviews and surveys taking place. A refresh of the DMP will be undertaken this year to ensure it remains current and fit for purpose as implementation progresses. Find out more about the ongoing projects here.

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SUSTAINABILITY OBJECTIVES

- Help businesses reduce waste and costs by addressing system barriers, supplier practices, visitor behaviour, and procurement decisions across the visitor economy.
- Support a coordinated transition of the Queenstown Lakes visitor economy toward decarbonisation by commencing the delivery of the ten priority workstreams from the decarbonisation plan.
- Develop and scope clear, credible pathways that enable tourism businesses to actively contribute to biodiversity restoration outcomes, advancing sector capability, increasing participation and funding through key industry touchpoints.
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SUSTAINABILITY OBJECTIVES CONTINUED

- Accelerate funding for high-impact environmental initiatives through Love Queenstown and Love Wānaka, supporting both immediate climate, conservation and biodiversity outcomes and strengthening long-term local ecological resilience
- Strengthen the tourism industry's ability to anticipate, manage and respond to climate-related risks by building practical adaptation capability and embedding climate risk into business and destination decision-making.

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STEWARDSHIP OBJECTIVES

- Strengthen the long-term resilience, productivity and social licence of the visitor economy by improving customer experience, leadership capability and inclusive employment practices across the district.
- Strengthen tourism's competitive advantage and social license by leveraging strategic partnerships to grow industry and visitor contribution to conservation, community wellbeing, and local economic value.

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PROJECTS
UNDERWAY
Wānaka | Queenstown
NEW ZEALAND

TOURISM BUSINESS EXCELLENCE

PROJECT 16

A comprehensive Member Capability Programme was launched in 2024. This programme includes weekly workshops and training sessions with subject matter experts, designed to build business capability across a wide range of destination management topics – from sustainability and carbon reduction to visitor experience, workforce wellbeing, and cultural engagement. View upcoming events here.

To complement the programme, a dedicated online Member Hub was also launched in 2024. This platform provides members with on-demand access to resources, best practice guides, video modules, and workshop recordings, offering flexible and ongoing learning opportunities for businesses across the district.





CARBON ZERO BY 2030

PROJECT 9

Queenstown Lakes is taking action to support the goal of a carbon-zero visitor economy by 2030 - a bold but essential step to minimise environmental impact, build resilience, and strengthen the region's economic future. The district's roadmap - *A Pathway to Decarbonise* - outlines a practical pathway and key workstreams that turns ambition into progress.

The plan introduces five levers that shape the district's transition. These levers define the combined set of actions that reduce emissions from travel to the region, movement within it, and the wider operations of the visitor system.

Then ten interconnected workstreams, each representing a major area of influence over visitor economy, including: energy transition, transport to and within the district, food systems, supply chains, built environment, waste, land and water stewardship, and the removal of residual emissions, and actions designed to influence system-level change.

Find out more about the Decarbonisation Plan here.

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PROJECT 9 WORKSTREAMS

QUEENSTOWN ELECTRIFICATION ACCELERATOR (QEA)

The QEA aims to electrify all fossil fuel machines in the Queenstown Lakes District, with the RTO supporting electrification across the visitor economy through pilots like transitioning hotels from LPG to electric heat pumps. The QEA offers businesses free energy modelling, workshops, one-on-one support, group discounts on heat pumps, solar, EVs, finance options, and programmes such as solar for renters. Learn more at www.qea.nz/

ELECTRIFY QUEENSTOWN EVENT

- Across three days the event showcases how electrification can reduce costs, strengthen energy resilience, support decarbonisation, and unlock new economic opportunities for businesses and communities alike. See the full highlights summary including the national political debate on the future of New Zealand's energy system facilitated by Paddy Gower.
- 2026 event saw hundreds of attendees, 36 speakers, and 30+ exhibitors. Save the date for 2027 event: 30 June – 1 May.







LOVE QUEENSTOWN & LOVE WĀNAKA

PROJECT 14

Established in 2023, Love Wānaka and Love Queenstown provide opportunities for visitors, businesses and tourism operators to contribute to the protection and regeneration of our region's natural environment.

Through fundraising, partnerships, volunteer experiences and storytelling, the Community Funds connect the industry to local sustainability initiatives and place-based conservation efforts.

Key objectives:

- Accelerate funding for local environmental initiatives
- Coordinate visitor and industry volunteer opportunities
- Promote local sustainability efforts, stories of place, and responsible visitor experiences

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PROCUREMENT PROJECT

PROJECT 9 AND 10

The focus of this project is to develop closed-loop, localised procurement systems, by engaging both suppliers and tourism businesses.

The project uses a structured, multi-phase approach:

- Identifying supply chain inefficiencies and waste reduction opportunities.
- Piloting innovative solutions in collaboration with stakeholders.
- Scaling best practices across the district.

The project supports open-source development of a district-wide procurement plan, enabling:

- Shared insights and solutions,
- Overcoming common challenges,
- Empowering all stakeholders regardless of size or resources.

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MEMBER HUB RESOURCES



Social responsibility resources

Being a welcoming and inclusive workplace isn't just the right thing to do, it's smart for business - fostering innovation, better decision-making, and stronger guest experiences. Resources to build capability in this area are: accessibility, staff training, Tiaki Promise, emergency preparedness, and welcoming communities.



Waste reduction resources

Cut costs and reduce environmental impact with practical waste reduction resources for your business. The Member Hub includes sub-industry waste reduction guides, staff training, and food and beverage procurement tools to help your business reduce food waste and supply chain waste.



Biodiversity and conservation

Our natural environment is our greatest asset, and we must look after it. These resources support businesses to play a role in protecting and restoring local ecosystems. Discover how your business can contribute to biodiversity health, conservation partnerships, and the wellbeing of te taiao.



Carbon resources

Gain a clear picture of your business's carbon footprint with measurement tools, sector-specific reduction opportunities and one-on-one support to help your business reduce emissions, improve business resilience, and identify cost savings along the way.

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MEMBER HUB RESOURCES



Marketing and digital capability resources

Develop your marketing with practical resources covering SEO, social media, and digital skills. Plus guides on strategy, working with your RTO, and product listings - so you can promote your business with confidence and reach more of the right visitors.



Member capability workshops and events

Come along and attend our free Member Capability events across Queenstown and Wānaka! Check out the latest events on the Member Events page of the Member Hub.

Let us know what events and resources you'd like us to consider as part of the programme.



Get a free sustainability consult

The team provides free 1-hour 1:1 meetings with businesses, to support with learning more about sustainability, carbon measurement and reduction, waste reduction, accessibility, and more, within your business. Reach out Micaela McLeod, if you would like to request a meeting.



Share your regenerative stories and initiatives with us

Executing projects of the DMP requires guidance to be practical and grounded in real operational experience. We're always keen to hear about a business's experience implementing regenerative or sustainability initiatives. Get in touch to share your story.

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GET INVOLVED IN DMP PROJECTS



Join sustainable coffee catch ups!

The team runs monthly sustainable coffee catch ups in both Queenstown and Wānaka!

Please contact Micaela McLeod, if you would like to be involved and she will share a calendar invite with you.



Integrate the Loves' in your business

We're here to make it easy for our business community to give back and be part of the collective effort to protect and regenerate our rohe (region) – ensuring the impact of your giving goes further for your business and the environment at the heart of our home. Check out the Love Queenstown and Love Wānaka website to learn more.



Queenstown Electrification Accelerator Programme (QEA)

Reducing carbon emissions often starts with electrification - replacing fossil fuel use with clean electricity. For businesses, this could mean switching to EVs, electric heating, or induction cooking. Check out the QEA website for resources and support.



Ideas to activate DMP in your business

If you have ideas of how your business could activate DMP projects within your business, or how you can be involved and support a DMP project, get in touch with Micaela McLeod and tell us about it!

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