

# DESTINATION MANAGEMENT 101

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



**Wanaka**



# 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.



# THE DESTINATION MANAGEMENT PLAN

- Partnership between Destination Queenstown, Lake Wanaka Tourism and Queenstown Lakes District Council, input from DOC and Kāi Tahu.
- Unanimously endorsed by Councillors in February 2023.
- Vision: 'Travel to a Thriving Future'. Residents see tourism's potential to ensure a thriving future for Queenstown Lakes and positively influence the world. This vision recognises that the visitor economy has an important role in achieving value economically, socially, culturally and environmentally. The vision also aligns with Vision Beyond 2050, which is based upon the values that collectively define what is unique about the Queenstown Lakes district.
- To review the Destination Management Plan and projects underway, see the [Regenerative Tourism Website](#).
- For a summary for the Destination Management Plan, [review the summary document](#).





# SUSTAINABILITY OBJECTIVES

- Continue to support the visitor economy with carbon measurement and reduction strategies that align with global best practices and industry needs, accelerating the transition to a carbon-zero visitor economy by 2030.
- Develop and implement a district-wide sustainable procurement and waste minimisation strategy to reduce environmental impact, enhance circular economy practices, and ensure the tourism industry understand the practical solutions in the district.
- Strengthen the connection between tourism and conservation by embedding biodiversity protection into business operations, measuring local environmental health, and supporting initiatives that enhance ecosystem regeneration and resilience.



# STEWARDSHIP OBJECTIVES

- Ensure that Queenstown Lakes district's visitor economy enhances community wellbeing by aligning visitor experiences with local values, creating a deeper connection between residents and visitors, and strengthening tourism's positive contribution to local identity and quality of life.
- Position Queenstown Lakes as a leader in high-contributing, sustainable and regenerative tourism by evolving its product offerings, optimising yield and supporting business resilience and capability.



# COMMUNITY FUND OBJECTIVES

- Raise and distribute funds via Love Queenstown and Love Wānaka Community Funds to support grassroots environmental efforts throughout the Queenstown Lakes, supporting both immediate environmental need and long-term environmental restoration / regeneration.
- Educate and inspire visitors to shape behaviours and accelerate regenerative travel practice, inclusive of both direct and indirect give-back opportunities.
- Increase industry engagement and support to further develop pathways for strategic and considered business giving that aligns with DMP goals and ambitions.
- Increase profile and regional brand presence via optimised brand, marketing and communications strategy.

# 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.



# MEASURING GREENHOUSE GAS EMISSIONS

## PROJECT 8

The purpose of this project is to understand the local visitor economy's carbon footprint, including Scope 3 emissions from transportation.

### The Cogo Vistr Carbon Manager Tool for Business Measurement

- [The Cogo Vistr Carbon Manager](#) is a fully subsidised tool available to members, enabling businesses to measure and reduce their carbon footprint by integrating directly with Xero or MYOB.
- Trusted by major banks and global corporations, the tool provides tailored emissions insights and recommendations to help businesses identify reduction opportunities.
- All data is securely aggregated by Vistr, offering a district-wide view of tourism's carbon footprint and supporting strategic action.





# CARBON ZERO BY 2030

## PROJECT 9

Following widespread support for the carbon zero by 2030 goal as the keystone project of Travel to a Thriving Future, significant progress has been made towards bringing this ambitious vision to life.

Following the release of a Discussion Paper in March 2023 that outlined initial findings in the development of a roadmap, the Destination Management Steering Group has been working on the creation of a pathway toward decarbonisation that sets out a framework alongside the economic and environmental opportunities decarbonising will have for the district.

The next step is to set up a roadmap implementation team to work across ten workstreams; systems-level change, energy, transport in and around the destination, feeding visitors, the built environment, waste reduction, stewarding land and water, supply chains and removing residual emissions – ensuring a practical and future-focused pathway to carbon zero.

# PROJECT 9 WORKSTREAMS

## QUEENSTOWN ELECTRIFICATION ACCELERATOR (QEA)

The QEA aims to electrify all fossil fuel machines in the 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 education, 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/](http://www.qea.nz/)

## ELECTRIFY QUEENSTOWN EVENT

- Purpose of this three-day event is to support businesses in decarbonising through electrification – while continuing to grow their business and save costs.
- The 2025 event saw over 626 attendees, 32 speakers, 47 exhibitors, 2 workshops across the 26-28 May. See the full [highlights summary and video of the event](#).
- Save the date for the 2026 event; 17-19 May.
- Event website: <https://www.electrifyqueenstown.co.nz/>





# LOVE QUEENSTOWN & LOVE WĀNAKA

## PROJECT 14

Supporting the protection and regeneration of our natural environment - now and into the future.

[Love Wānaka](#) and [Love Queenstown](#) are giving platforms that invite our visitors - and the industry that supports them - to play an active role in the protection and regeneration of our unique alpine environment.

Key objectives of the community funds:

- Raise critical funds for grassroots environmental efforts
- Coordinate industry and visitor volunteer opportunities
- Educate and inspire visitors with authentic stories of place and sustainable / regenerative travel options



# 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 policy, enabling:

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

# HOW TO GET INVOLVED IN DMP PROJECTS



## Integrate with 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 Wanaka website to learn more.



## Carbon counting

Count your businesses carbon via a carbon counting organisation or via the fully subsidised [Cogo Vistr Carbon Manager tool](#).

Businesses can track their carbon footprint in real-time and receive insights and recommended actions tailored to your business's emissions profile and industry.

## CARBON REDUCTION RECOMMENDATIONS



FOR ACCOMMODATION PROVIDERS



TIPS FOR RESTAURANTS, CAFES AND BARS



TIPS FOR TOURISM ACTI

## Carbon Reduction Resources and Support

Head to the [Member Hub](#) for resources on carbon reduction, or if you don't know where to start, come along to a carbon reduction workshop, check out the [Member Events page](#) to stay informed on events across Queenstown and Wanaka.



## 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. Go to the [QEA website](#) for resources and support.

# HOW TO 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.



## Get a free sustainability consult

The team also provides free 1-hour 1:1 meetings with businesses, to support with learning more about sustainability, carbon counting or reduction, waste reduction, accessibility, and more, within your business.

Reach out [Micaela McLeod](#), if you would like to request a meeting.



## Attend Member Capability Events

Come along and attend our free Member Capability events across Wānaka and Queenstown!

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.



## 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!

# MEMBER RESOURCES



## DQ Member Hub

The [DQ member hub](#) includes the latest data and insights, industry events, and a range of resources designed to help build capability among businesses within the Queenstown region.



## LWT Member Hub

The [LWT member hub](#) includes a range of resources and toolkits, networking opportunities, industry news, and up-to-date data, research, and insights.



## Capability Events

Register to attend a range of [member events](#) designed to help build member capability, support your conventional marketing activity and our goal of achieving regenerative tourism by 2030.



## Cogo Vistr Tool

Use our fully subsidised carbon measurement tool: [Cogo Vistr Carbon Manager](#) to learn more about your carbon footprint, and ways to reduce.