

Destination Queenstown

Our People, Our Home

Campaign Presentation



HOME OF
ADVENTURE

The Idea

Queenstown has always been a popular place for Kiwis to visit. But those who delve a little deeper, beyond the epic scenery and bucket list activities, will find a vibrant and passionate community who call Queenstown home. While a lot has changed in the region over the last decade, this common thread that defines our people has not.

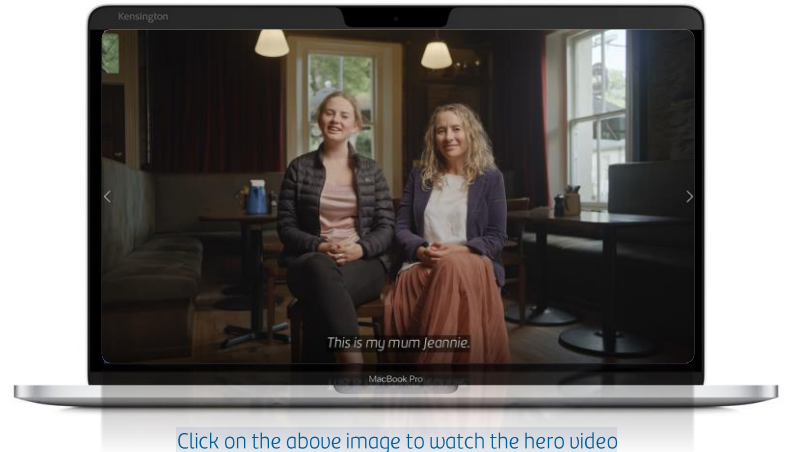
Through 'Our People, Our Home', we'll be introducing New Zealanders to some of our passionate locals who own and operate some of the incredible experiences here in Queenstown. By celebrating our people, our place and our community spirit, we're setting out to put a face to our town, our industry and the people within it.



The Campaign

'Our People, Our Home' is a video series profiling a range of locally owned and operated Queenstown businesses and the people behind them. The campaign focuses on telling the stories from people who call this place home - we're sharing their voice, and their passion for what they do and why they do it here in Queenstown. It's about Kiwis getting to know the real people behind our place.

A hero video will launch the series, introducing our people, followed up by a series of individual interview style videos. This will be an ever-evolving campaign which takes a look behind the doors of some of our businesses and tells the story of why Queenstown is home for so many incredible people. Click on the image to watch the hero video.



The Video Series

- 10-part video series including 1 x hero video and 9 x individual interview videos
- Released in a phased approach (from both an organic and paid media schedule) to a NZ wide audience
 - YouTube, Social Media, Owned Channels and we are exploring more opportunities to promote this further
- Launching Thursday 17 February and extending through to August 2022
- Get to know our locals and stay tuned to meet more, as we continue to explore more opportunities to tell Queenstown's stories



John & Toni
Kinloch Wilderness Retreat



Jeannie
The Fork & Tap



Erna Spijkerbosch
Creeksyde Holiday Park



Shay Muddle
Ride To The Sky Guided e-Bike Tours



Matt Wong
iFLY



David Clarke
Lakes District Museum



Trent Yeo
Ziptrek Ecotours



Malcolm & Josie
The Cow



Guy & Ann
Mt Rosa Winery

[Click on the images to watch the videos](#)

Thank you

For any campaign enquiries, please contact:

Ruby Soole

Marketing & Campaign Manager

rubys@queenstownnz.nz