



Destination Queenstown appoints PEPR Agency as Australian PR partner

Tuesday 12 May 2022 – [Destination Queenstown](#) (DQ) has appointed travel and tourism specialists [PEPR Agency](#) to manage its Australian PR account.

Coinciding with the New Zealand border reopening to Australian travellers today, PEPR will work alongside DQ to leverage pent up demand from the Australian market, attracting visitors and encouraging repeat visitation to aid the recovery of Queenstown’s tourism economy. An additional priority for PEPR, and a constant throughout all its PR activities, will be to support the region’s goal for regenerative tourism by 2030.

The account will be overseen by PEPR Agency founder and director, Philip Engelberts, with day-to-day management to be handled by agency partner and account director, Anna Mansfield, and account director, Chloe Curtis. The account will be supported by account coordinator, Caroline Parsons.

“Queenstown is a place like no other, where visitors celebrate the extraordinary people and landscape as well as the exceptional accommodation, food, wine, and adventure experiences that abound.

“PEPR has been fortunate enough to work with various clients in the Queenstown region in the past, but to now represent the entire destination as its chosen Australian partner is an absolute privilege. We look forward to working alongside the DQ team to make sure Aussies are crossing the Tasman to Queenstown in droves this winter and beyond,” said Philip Engelberts, PEPR Agency founder and director.

DQ marketing and communications director, Sarah O’Donnell said: “Queenstown has shown such resilience over the last two years, the way our community has banded together to see the challenges of the border closure has been nothing short of amazing. But we’re very much ready to welcome Australians back to Queenstown to connect with our environment and our diverse product offering.

“We’ve worked closely with PEPR on projects in the past and are delighted to cement our existing relationship with ongoing PR representation in Australia. As we reopen our border, we want to drive tourism but also make sure it returns in style that supports the social and environmental initiatives of the region. Having a partner in PEPR will ensure that this wider mission is a story we are proactively sharing in the Australian market.”

A true four-season destination, Queenstown offers a vibrant, metropolitan heart and world-class hiking, biking, boating, ski and snowboarding, wellness, luxury accommodation, and food and drink.

In the first instance, the winter ski season kicking off in June will be a priority for PEPR. Recognised as the Southern Hemisphere’s premier ski destination, Queenstown has long been a favourite for Australian winter sports enthusiasts.

Additionally, with direct flights to Queenstown set to resume with Qantas on 23 May, Jetstar on 3 June and Air New Zealand on 24 June, Queenstown is once again an extremely accessible destination for Australian travellers looking for a transformative adventure.

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About Destination Queenstown

Destination Queenstown (DQ) is the regional tourism organisation responsible for the marketing of Queenstown, New Zealand. DQ works closely with its members, partners and industry groups across the trade, media, consumer marketing, and business events channels to promote Queenstown as the Southern Hemisphere's premier four-season lake and alpine resort.