

Destination Queenstown

Autumn Campaign Results

Domestic Autumn Campaign – March to April 2021



**HOME OF
ADVENTURE**

Background

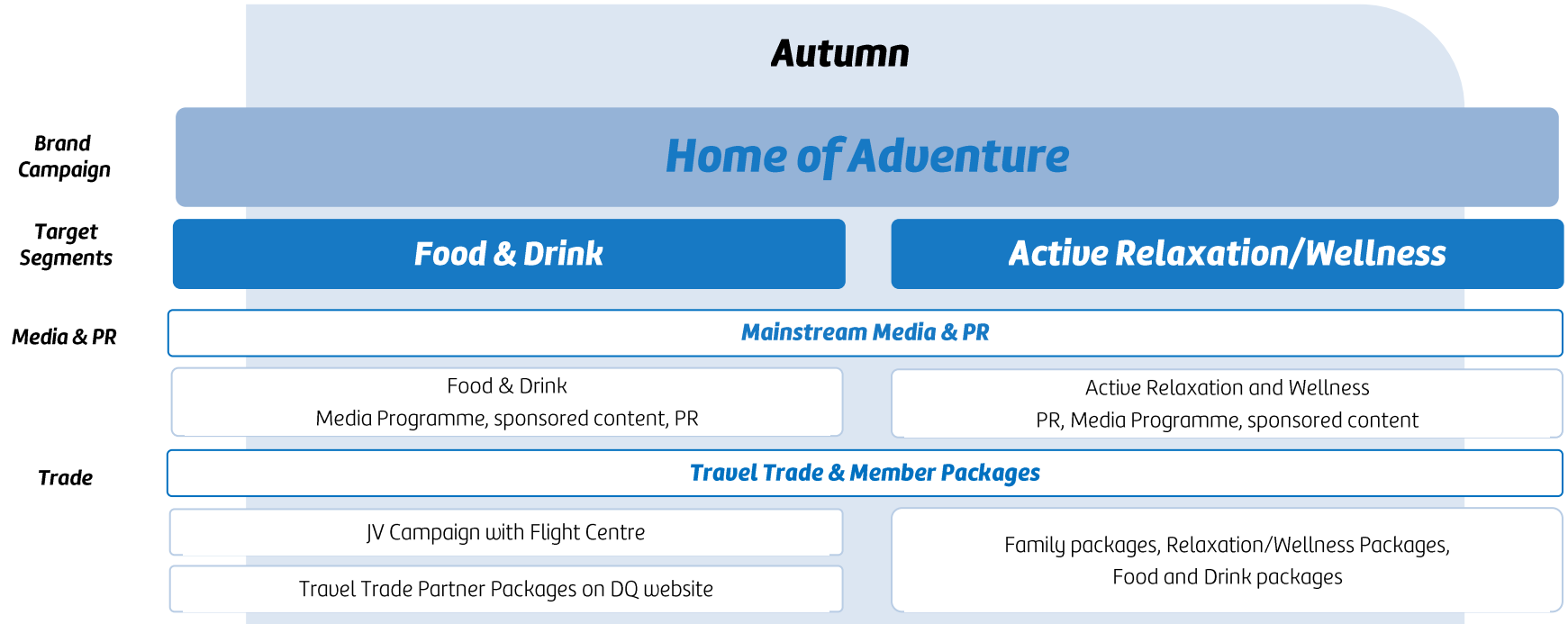
Over March and April, Destination Queenstown (DQ) ran a high impact domestic autumn campaign to generate immediate demand and drive domestic visitation over the autumn months.

The 'Home of Autumn Adventure' campaign was designed to position Queenstown as a desirable destination to visit in autumn and focused on two key target segments: **Food & Drink** and **Active Relaxation & Wellness**. Each segment had a full suite of tailored assets showcasing the variety of autumn experiences and activities.

The Home of Autumn Adventure proposition headlined the campaign, and underneath this ran two individual 'full funnel' campaigns for both Food & Drink and Active Relaxation & Wellness. These incorporated biking, hiking, and relaxation experiences.

Each segment was accompanied by video creative and in-depth content to attract Kiwis to the official QueenstownNZ.nz website and drive them down the funnel to conversion. This was via a comprehensive retargeting strategy including member listings, deals and travel packages.

Campaign Structure



Channel Summary

The media schedule saw Queenstown autumn campaign activity run across a wide range of channels nationally including:

- TVNZ Video On Demand
- Air New Zealand In-Flight Entertainment
- Large format, high impact Auckland Out of Home (billboards)
- Comprehensive online, digital & social schedule
- Extensive media program including: an activation with Coast Radio Breakfast – Jase, Toni & Sam, Nadia: A Seasonal Journey, Capital Magazine Wellington, Dish Magazine, GOOD Magazine, Kia Ora magazine April issue
- Travel Trade JV Campaign with Flight Centre for families

Despite a five-day lockdown in Auckland during the campaign period, it still experienced strong engagement from the domestic market during this time

High Impact & Digital Results

Above the Line Media

- TVNZ Video on Demand reach: 632,144
- Air New Zealand In-Flight Entertainment: 515,000
- 1-week OOH reach: 168,345

Digital (Campaign Period: 15 March – 16 April)

- Impressions: 18m
- Video views: 3.1M
- Social Reach: 3.5M
- Website sessions: 184,420
- Referrals to members: 38,805
- Conversion rate: 21%

Media Programme Results

The DQ Media team worked with New Zealand media across mainstream titles, niche publications and expert content creators to bring Queenstown's autumn story to life under the two key target segments of Food & Drink and Active Relaxation & Wellness.

DQ worked with Good magazine, Nadia: A Seasonal Journal, Capital magazine, and Dish magazine on sponsored content placements in their February and March issues as well as editorial coverage in Kia Ora's January, February and April issues. DQ also worked on a cross-platform activation with Coast Breakfast Radio's team Toni Street, Sam Wallace and Jase Reeves, including two live radio broadcasts, two weeks of further radio coverage, social support and an editorial placement in NZ Herald.



Trade Results

For autumn we encouraged our retail travel partners to submit packages that supported the conversion/book layer of the campaign. We had a great response in support with a total of 42 packages loaded online.

Alongside these retail packages provided online we also entered a JV with Flight Centre. This resulted in over 1,277,900 impressions through social channels including Facebook, YouTube and Audio, and generated 5,731 clicks via social and eDM content.



Thank you

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