

Destination Queenstown

Domestic Autumn Campaign Toolkit

Member Toolkit - March 2021



**HOME OF
ADVENTURE**

Background

Audience:

- Domestic audience, nationwide coverage, weighted to cities with direct air connectivity
- Female skewed (reflecting they are often the decision makers for family, couple and group holidays)

Competition:

- Competitive domestic market for school holiday and Easter travel
- Advertising channels currently cluttered with regional tourism promotion

Change in booking behaviour:

- Short term booking windows (0-21 days, often 1-7 days)
- Fragmentation of booking channels (new OTAs and deals based companies aggressive in market)

Campaign Approach

- Position Queenstown as the destination of choice for an autumn adventure for the domestic market
- Launch Queenstown's autumn proposition under the new 'Home of Adventure' brand and framework, maximising the opportunity to execute Home of Adventure in a way that articulates how adventures can apply to active relaxation, wellness and culinary experiences.
- Communicate the appeal and experience of an autumn holiday in Queenstown
- Ensure the campaign is highly relevant to be competitive
- Deliver a campaign framework that is easily deployable, flexible and scalable to respond to the changing environment relating to alert levels
- Fully integrated activity (Trade, Media, Consumer) for maximum efficiency

Campaign Objectives

Primary Objective

Inspire domestic visitors and drive immediate demand for Autumn visitation in Queenstown during the April to June period.

Secondary Objectives

- Support direct bookings and demand generation for members
- Generate awareness of Queenstown's autumn experiences
- Continue to build awareness of Queenstown's brand and proposition 'Home of Adventure'

Campaign KPIs

- Reach 2 million individual potential visitors
- 40,000 member referrals over campaign period
- Increase domestic visitor expenditure by 5% versus 2019 over the March-May months

Autumn Visitation

Domestic spend

- Domestic spend in Queenstown during April – June 2019 was \$191m (MRTEs)
- There were 249,662 domestic guest nights over the April- June 2019 period (Commercial Accommodation Monitor)

Motivations

Travel Motivations [Multiple Response]	New Zealand	
	Q2 2018	Q2 2017
Explore and discover uniquely different places /experiences	32%	43%
Relax, recharge and feel refreshed	33%	32%
Visit a must-see destination that people talk about	17%	31%
Experience adventure and excitement	14%	23%
Spend time with my family, friends, or partner	41%	40%

Expectations of Queenstown [Multiple Response]	New Zealand	
	Q2 2018	Q2 2017
Beautiful natural landscapes and scenery	72%	78%
Adventure and excitement	42%	54%
A relaxing place to visit	45%	50%
A clean and unpolluted environment	37%	49%
Friendly local people	35%	40%
An appealing cityscape/townscape	40%	46%
A safe and secure place to visit	33%	45%
Good food and wine	41%	48%

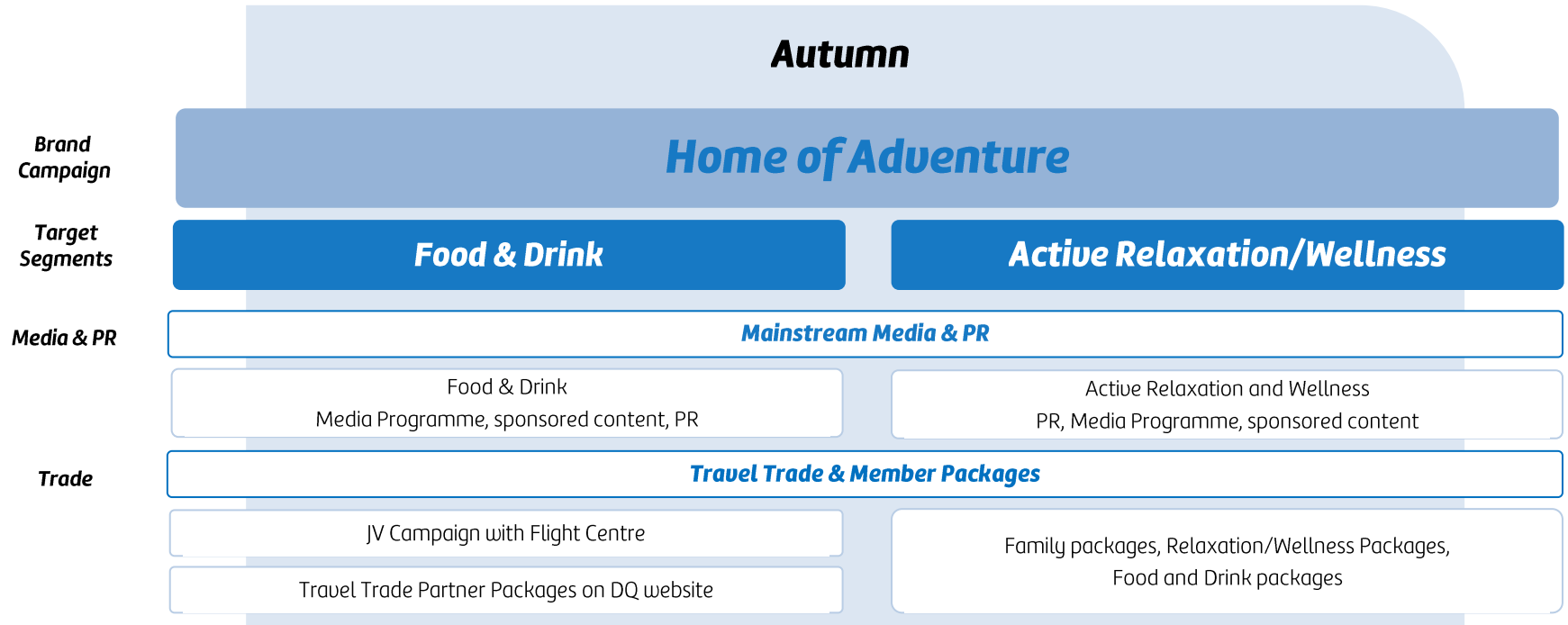
(VIP April-June 2018 – domestic responses)


Campaign Framework



HOME OF
ADVENTURE

Campaign Structure



A person is seen from behind, walking along a grassy ridge. The sun is low on the horizon, creating a warm, golden glow over a valley. In the distance, there are mountains and a large body of water. The overall scene is peaceful and scenic.

Autumn is the season to indulge all senses. Take in the autumn colours, sample local seasonal food and beverage and rejuvenate with active relaxation and wellness experiences.
Autumn in Queenstown is an invitation to escape the everyday, explore at your own pace and leave re-energised.

Audience Insights – Food & Drink

Demographic

- 25-34 & 45-54
- Generally travel as a couple, friend group or family group (over school holiadays)
- Educated, adventurous & curious

Insights & Motivations

- Seeking authentic, personal experiences to enrich & reward
- Wanting to immerse in the culture and heritage of the region
- Interested in wine, food, soft adventures, wellness, photography & culture
- Favour places which offer a range of experiences in addition to food & wine, combining learning and luxury
- Growth of millennials in wine & food tourism seeking experiential food and drink experiences
- Growing interest in buying local, getting back to nature via food experiences, sustainability and being present in the moment

Food & Drink Proposition

HOME OF TASTE

There are over 150 bars and restaurants in Queenstown, offering an extensive range to tempt all tastebuds, from fine dining to bustling eateries, family-friendly cafes and boutique restaurants. The cosmopolitan town offers a range of culinary adventures so foodies can enjoy award-winning restaurants led by renowned chefs and iconic burger joints that command a serious following.

Queenstown is home to people from around the globe which makes for a diverse, innovative food scene. Talented chefs create delectable food and wine experiences infused with international influences, whilst celebrating the best of New Zealand's flavours. The region's alpine climate and unique terrain serves as inspiration for local restaurants, with seasonal local produce widely celebrated on menus around town. Culinary creations make the most of the local game, stone fruit and fresh seafood sourced from around the region.

Queenstown's cafés offer a selection of expertly crafted coffee, beautifully presented cabinet food and light meals, catering to all tastes and requirements. In winter, cosy bars offer a welcome respite from the cold with roaring fires and fiery cocktails, while long summer evenings invite you to dine al fresco in sun drenched courtyards, or at lakefront haunts. The rise of craft beer has expanded the Queenstown bar scene with many local pubs and bars offering some of the best local beers from around New Zealand, plus some brews created right here in Queenstown.

Central Otago features New Zealand's highest and the world's most southerly wine region. The climate, temperatures and terroir (earth) all combine to create the greatly admired Central Otago Pinot Noir and other varietals that the talented winemakers create here. For wine lovers, Queenstown is the gateway to some of New Zealand's best wineries featured in many wine tours offered in the region.

Queenstown offers a culinary adventure of the highest calibre, inviting you to indulge in delicious flavours that celebrate the best of our place and culture.

Audience Insights – Relaxation/Wellness

Demographic

- 30-60, travelling without children or dependents, reasonable affluent
- Interested in biking, kayaking, walking and hiking

Insights & Motivations

- Rise in travellers seeking domestic wellness breaks, boosting physical wellbeing in a scenic environment
- Escaping busyness of everyday lives, seeking authentic, unique experiences, rest and relaxation, rejuvenation, discovery, reconnection with nature and being present in their surroundings.
- Seeking a range of outdoor activities available, for all levels in a stunning natural environment
- Powerful love of immersing themselves in natural outdoor surrounds
- Growth of mindful and sustainable travel, human-powered adventures, getting into wilderness
- Drivers include natural setting of place, quality spa facilities, quality dining, mind and body classes and active relaxation/soft adventure.

Wellness Proposition

HOME OF REJUVENATION

Queenstown's beautiful natural surrounds provide the perfect opportunity to immerse yourself in nature and escape your everyday. Rejuvenate your mind, body and soul in Queenstown with a range of wellness retreats, boutique spa experiences and yoga classes, or simply step away and reconnect with nature via the many scenic walking and biking trails.

Queenstown is a place that lends itself to relaxation and rejuvenation, surrounded by breath-taking scenery, majestic mountains and fresh alpine air, the landscapes alone will reinvigorate you. Feel revitalised and enriched at one of Queenstown's many luxurious lodges, retreats or day spas. Escape to an exclusive lake front lodge or surround yourself with mountains at a secluded retreat away from the vibrancy of central Queenstown. Soak in world-famous hot pools or treat yourself to a relaxing pamper package at one of the many beautiful day spas.

Queenstown's expansive lake and alpine landscapes provide many ways to reconnect with nature. With a range of short walks and strolls, rewarding day hikes, and over 130kms of cycling trails at your doorstep, exploring the outdoors has never been easier.

Rejuvenate your body from the inside by exploring local, fresh produce and award-winning cuisine at Queenstown's vibrant markets, cafes and restaurants. Enjoy local delicacies prepared by talented chefs and sample flavours that celebrate the best of our place and culture.

Active Relaxation Proposition

HOME OF REJUVENATION

Unwind, switch off from everyday life and recharge in Queenstown. Centred within dramatic lake and alpine landscapes, Queenstown's stunning natural scenery has inspired outdoor immersion for centuries. From short walks and riverside strolls, to playing stunning fairways and enjoying scenic bike rides, the beautiful environment sets the stage for a range of relaxing yet rewarding adventures.

Queenstown has a variety of easy to access walking and biking trails that take you through diverse landscapes and scenery. Earn your rewards and pedal through dramatic landscapes at your leisure on the extensive 130km Queenstown Trail network, taking you through vineyards, alongside rivers and lakes, past heritage sites and great local eateries. Or pick from the many easy walks to take in the stunning vistas and natural beauty of Queenstown and its surrounds.

Queenstown is also home to some of New Zealand's most stunning fairways, with seven golf courses nestled in majestic mountainscapes, welcoming golfers of all abilities to perfect their swing and experience one of the world's most spectacular golf locations.

After a day of exploring Queenstown's natural beauty, relax and unwind at one of the many world-class retreats or local spas. From boutique day spas to hot pools and multi-day retreats, there's plenty of options to leave feeling rejuvenated.

To close the day, Queenstown's multi-cultural, cosmopolitan town centre boasts over 150 bars and restaurants offering an extensive range to tempt all tastebuds. From fine dining to bustling eateries and cosy wine bars, indulge in local delicacies which celebrate the best of New Zealand's flavours.

Autumn Offering/Key Messages



Active Relaxation/Wellness

- The perfect base for exploring and immersing in the natural landscapes, to relax and rejuvenate
- Easily accessible hikes/walks of all abilities and distances
- 130km of cycle trail to explore Queenstown surrounds
- Boutique day spas, award winning retreats and lodges, iconic hot pools, yoga retreats and a plethora of outdoor active relaxation adventures
- Breath-taking scenery and picturesque destination for health and wellness holidays



Food & Drink

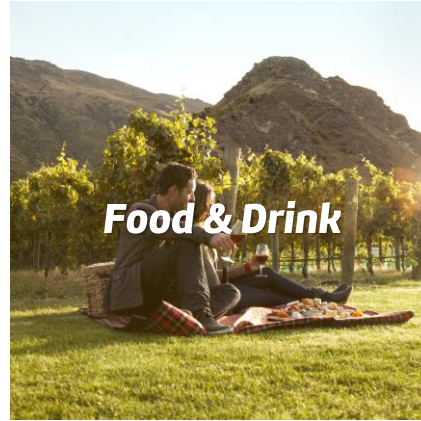
- Pioneering and award-winning Pinot Noir region, shaped by dramatic landscapes and seasons
- Gateway to hundreds of vineyards in Central Otago, Gibbston just 20 minutes away
- Sophisticated wine experiences, services, lodging, tours
- 130km of bike trails to explore Queenstown surrounds
- Growing craft beer scene
- Over 150 bars and restaurants with multi-cultural, cosmopolitan offering

Media Approach

Hero Creative



Targeted Creative



Digital/Social



Digital/Social



VOD



OOH



Air NZ IFE



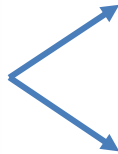
Media/PR



Digital Approach

DREAM

Brand Video
Catch All



Targeted Videos
One video per segment
Catch All

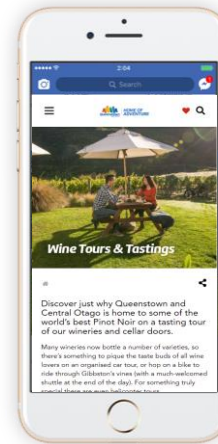


PLAN

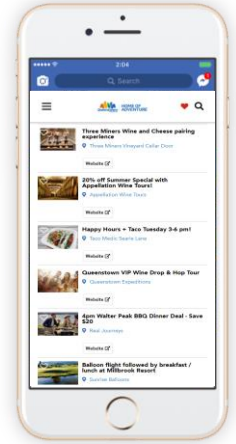
Targeted Articles
Suite for each segment



Landing Pages
Segment Information



BOOK
Web Listings
Products & Offers



Full funnel campaign for each segment

ALWAYS ON DIGITAL

Trade Approach

Travel Trade 'Autumn' Packages



To further drive conversions, DQ will encourage and facilitate the creation of Queenstown holiday packages for consumers who prefer to book with Travel Trade.

Packages are listed on the DQ website within the 'Travel Packages' page and will be supported within DQ's campaign as well as through the travel trade partners channels.

Trade JV – Flight Centre for 'Families'



Flight Centre JV activity will drive conversions for family holiday packages over the autumn school holidays. Designed and timed to best leverage TNZ's Families campaign, activity will include VOD, Radio, Social, Digital, FC Owned Channels, In Store/POS & Direct Marketing.

Campaign Schedule

Media Placements	8 Mar	15 Mar	22 Mar	29 Mar	5 Apr	12 Apr
Autumn Campaign						
TVNZ OnDemand Autumn adventures - 30" and 15" video assets						
Air NZ In-Flight Entertainment Autumn adventures - 30" and 15" video assets (1 April - 30 April)						Until 30 April
OOH Billboards Aspirational Autumn imagery, 5 key Auckland sites						
Digital - Dream Layer Brand video and Autumn adventures						
Digital - Plan Layer Targeted creative - Autumn adventures						
Digital - Book Layer Offers, product listings & packages						
Trade - Book Layer Travel Trade JV & Partner's Packages	JV with FC					

Campaign Creative



HOME OF
ADVENTURE

Targeted Creative

Food & Drink 30 Second Video – [Click to play](#)



Targeted Creative

Active Relaxation & Wellness 30 Second Video – [Click to play](#)



OOH



Targeted Landing Pages

Autumn

Wineries & Breweries

Eat & Drink

Wellness & Beauty

Media Programme

Autumn Media Programme

	1 Mar	8 Mar	15 Mar	22 Mar	29 Mar	5 Apr	12 Apr	19 Apr
Coast Breakfast Radio Activation – Jase, Toni & Sam Live Queenstown Broadcast, Coast Radio & Digital, NZ Herald Print Editorial								
Nadia's Seasonal Journal Autumn Issue Sponsored Content Soft Adventure, Food & Drink, Family Angle								
Capital Magazine Mar/Apr Issue Sponsored Content Autumn, Food & Drink, Soft Adventure Angle								
Good Magazine Mar/Apr Issue Sponsored Content Autumn, Food & Drink, Soft Adventure Angle								
Dish Magazine Sponsored Content Autumn, Food & Drink Angle								
Kia Ora April Issue Editorial Adventure Angle								
Kids Spot Family Content Partnership Family Angle (Running for 10 weeks)								

Member Opportunities

As with recent campaigns, throughout the 'Book' layer activity, we will be retargeting engagers and driving traffic to the Product Listings, [Special Offers](#) and [Travel Packages](#) pages on our website. To take full advantage of the campaign, please ensure your listings are up-to-date and that your messaging has been aligned with the campaign where relevant. Any special offers or travel packages should be loaded on the DQ website no later than Wednesday 10 March. If you need any assistance with creating or updating a listing, please click [here](#).

Special Offers

A special offer must be some sort of value-add for the end consumer. All offers valid after 15 March will be included/featured. Special offers are created as listings, using 'Special Offer' as the listing category.

Travel Packages

A travel package listing must be an all-inclusive package and partnership with other local businesses i.e. accommodation + an activity. Travel packages are created as listings, using 'Travel Packages' as the listing category.

Inclusion in Travel Trade Packages

If you are keen to be included in the domestic travel trade packages please [contact the trade team](#).

Click [here](#) for more information on how to optimise your listings and load special offers.

Thank you



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