

Trade Marketing Report

Q4 2021-22

1 April - 30 June 2022



Market Overview & Insights

The following report outlines the key activity and results of Destination Queenstown's Trade Marketing for Q4 (April - June 2022)

This report includes insights from the managers and an activity summary which includes a breakdown of sales calls, webinars and famil participants.

This quarter sees the inclusion of a communications and campaigns section as well covering our activity in market.

Finally, the calendar of events outlines the activities the Business Development team will undertake for the upcoming financial year. It also indicates which industry partners we are working with (if any) for each event.

For additional information, the Members Area of the Destination Queenstown website houses reports from the managers on tradeshow and sales calls. Find them [here](#) to get more insights and details on specific markets and the trips we carry out.

Useful links for more industry insights see the [insights page](#) on the [members area](#) of our website.



KIRAN The team and I are ecstatic delivering our Q4 report to you. We are delighted with the range of activity we have delivered this quarter to deliver more value for our members. Some of the projects within this report has been in the works for months and some were taken up and turned around in a matter of days as prompt response to opportunities that came up.

All international markets coming online shortly, and we are well positioned, prepared and ready to ensure high value demand is high for Queenstown.

A milestone event for us in the last quarter, was the signing of the three year strategic MOU with Auckland Unlimited and Auckland International Airport Limited to work in partnership to unlock the full potential value from the North American market. The activity on Travel Trade Marketing side includes creation of seven themed itineraries with 3nts each in Auckland and Queenstown as book ends for North American Travel Trade to promote to their clients. To reach consumers, the partners are creating Auckland and Queenstown content that will be delivered to the five airlines that fly between 7 airports in North America and Auckland to reach their frequent flier database through edms, social channels, website, inflight channels.

In the upcoming Quarter, in partnership with Air NZ, we have a Queenstown Sales Mission with 12 Queenstown operators, Visit Fiordland and Lake Wanaka Tourism visiting the US East Coast cities of Boston, New York, Philadelphia and Washington D. C., that are key source markets for the New York to Auckland direct flight starting in September. This is followed by DQ's presence representing the Southern Lakes IMA at Kiwi Link North America, Kiwi Link UK/Europe and Kiwi Link Asia.

Another exciting opportunity for our members is the Flight Centre Global Marketing Conference in September, this has about 20 key marketing leaders of FCTG from Australia, US, Canada, UK, South Africa and New Zealand spending time in Queenstown to come upto speed with new Queenstown product. There is a market insights session and a panel discussion with



LINDA Every quarter feels like there is more activity to report on, and that is because there is. We are finally heading in the direction that will see the revival of tourism from international markets.

TRENZ Connect commenced our activity this quarter with engagement for meetings with travel trade in western and Asian markets across two weeks and 6 online sessions. This saw us provide an update on Queenstown and garner some insights from off-shore markets.

TNZ then introduced the regional showcase in Sydney, which invited RTOs throughout NZ to reconnect with key industry contacts for an update. This was followed by CIAL activity in Melbourne, Sydney and Brisbane to introduce the Powder Highway to travel trade and snow specialists, in which Queenstown was a key feature.

TRENZ was online this year, which felt like a disappointment given there was a distinct flavour from the tourism sector to engage in person. This provided a ripe opportunity for DQ to put together (in a short lead time) to meet in Auckland, inviting key ITOs to engage with over 25+ Queenstown operators. This event was very well received by both operators and ITOs.

We also completed a few training opportunities. One for the US (via Travel Professionals) and HKG (via TNZ/Air NZ) markets to provide webinar overviews of the destination, new product, and agent tools.

There has also been some campaign work with both ANZCRO/Flight Centre Independent group for the Australian market and Travel Professionals for the US market and ski wholesalers - Sno'n'Ski and Oz Snow to support and elevate the border announcement and the DQ consumer campaign work in Australia. We have also introduced a new newsletter platform that integrates with our CRM. This will provide us with some great insights into how we can further develop updates for our global database.

Our Stream-on-demand efforts go from strength to strength and are well received with complimentary feedback. This tells us that our messages are getting through and that this application for training is favourable.

Market Overview & Insights

the CMOs of top markets open for all DQ members planned on Monday, September 19 followed by a networking event. The comms for this will come in the DQ Fortnightly Remarks shortly.

We also have 2x Air NZ key travel trade partners famils from New York and Los Angeles getting into Queenstown in Sep and Oct 2022. If you are keen to showcase your product in the famil please indicate your expression of interest on the link here.

We are in the process of developing Queenstown's China re-entry strategy in close consultation with experts that have deep domain knowledge about the New Zealand – China tourism market. DQ's China Travel Trade WeChat channel is expected to be live this quarter. And we are in final stages of recruiting DQ's Business Development Manager for Asia, set to start in October.

The team and I are keen to hear your feedback for this report, please do send me a line (or two) on kirann@queenstownNz.nz

Lastly, and this is a great achievement, the launch of our new microsite for travel trade. This opportunity has allowed us to provide an enhanced, more streamlined, user-friendly experience for agents. It gives quick access to product updates, developments, pipeline activity, and training opportunities, including the call to action for newsletter sign-up, our Facebook group and YouTube channel. Make sure you read on, as the following pages provide a more detailed summary of some of this activity.

Travel Trade Marketing Report

Activity

Trade Activity Quarter 4 Summary

This table reflects the activity that Travel Trade Marketing has carried out from 1 April – 30 June 2022. Split by market, these figures represent the country/ market the contact we have recorded sales activity with is from.

Webinar Training

This quarter DQ were involved in facilitating a TNZ Kiwi Connection Webinar for the Japan market which reached 184 agents and one Queenstown 101 presentation for the US market which reached 78 agents and trained 14 Hong Kong based agents through Air New Zealand.

Training

A total of 63 contacts received training this quarter from DQ staff, in person. Two contacts in Germany were reached through training opportunities for Queenstown 101, 61 were reached through the CIAL Kia Ora South Ski Event.

Sales Calls

A total of 29 sales calls occurred in quarter 4 via phone, zoom or in person. Accounts contacted include TNZ, JTB NZ and Abercombe & Kent.

Networking meeting/ update














This quarter 131 contacts were reached through networking/ update opportunities. In New Zealand DQ hosted its own ITO networking event in alignment with the online TRENZ connect programme which attracted 56 ITO and 31 Queenstown based trade operators.

Tradeshow Appointments

Tradeshow appointments occurred this quarter at the RTNZ IBO day tradeshow, at the TNZ Regional Show case in Sydney, and as part of TRENZ Connect.

DQ Famil Participants

This quarter DQ hosted 2 famil participants in Queenstown.

	NEWZEALAND 	AUSTRALIA 	WESTERN 	EASTERN 	Q4 21-22 TOTAL 	YE 21-22 TOTAL 
WEBINAR TRAINING 	0	0	78	198	276	1434
TRAINING 	0	61	2	0	63	63
SALES CALLS 	12	10	5	2	29	105
TRADE SHOW APPOINTMENT 	61	26	39	23	149	149
NETWORKING MEETING / UPDATE 	73	32	15	11	131	164
DQ FAMIL PARTICIPANTS 	1	0	1	0	2	29
SITE INSPECTOR 	2	0	0	0	2	2

Travel Trade Marketing Report Activity

Trade Activity Annual Summary

Webinar

Webinar training once again provided a highly effective way to engage with offshore contacts while borders were restricted. A total of 1420 trade contacts were reached through participation in webinar events such as ANZCRO trainings, Kiwi Connections with TNZ, a collaboration with Rotorua RTO for a "best in NZ" webinar and working with Pacific Storytelling.

Training

As border restrictions eased in Quarter 4 majority of in person training occurred in May/ June 2022. Two contacts in Germany were reached through training opportunities for Queenstown 101, 61 were reached through the CIAL Kia Ora South Ski Event.

Sales calls

Sales calls occurred with a number of key players including SnowScene, Klook, Travel Brokers, Abercrombie & Kent, Sno'n'Ski, SkiMax, ANZCRO, Expedia, Webjet, Helloworld, TUI Musement, Oz Snow, Travello and Flight Centre to name a few.

Tradeshows

Tradeshows DQ attended all fell in Q4. These included the TNZ Regional Showcase, the RTNZ IBO showcase and TRENZ connect appointments.

Networking








There were a total of 164 networking meetings/ updates that took place with contacts from Swain, Pacific Story Telling, Expedia, House of Travel, TEC, TripADeal, Grand Pacific Tours and Experience OZ to list a few.

Famils

This year due to restricted borders DQ hosted a total of 29 famil participants, majority from New Zealand. The main famils hosted were the RTO famil trip, the TIA board famil and the Senior Leadership team for Flight Centre New Zealand.

Site Inspections

Two site inspections were completed for industry contacts that had specific requests for exact locations to visit.

	NEW ZEALAND	AUSTRALIA	WESTERN	ASIAN	YE 21-22 TOTAL
	70	181	175	994	1420
	0	61	2	0	63
	24	57	13	11	105
	61	26	39	23	149
	83	48	21	12	164
	28	0	1	0	29
	2	0	0	0	2

Travel Trade Marketing Report

Communication



Trade Remarks

This breakdown explains the reach of our “Trade Remarks” communications that goes out to industry contacts.

We sent out our Autumn Stream on Demand in mid April and our Winter Remarks in the first week of June to the New Zealand market, Australian and Rest of World Market. A link to the Autumn stream on demand can be found [here](#) and a link to the Winter 2022 can be found [here](#).

Autumn Stream on Demand eDM

	COUNT	PERCENTAGE
SUCCESSFUL DELIVERIES	5654	96.20%
OPENED	1894	33.50%
CLICKED	143	2.50%

Winter Trade Remarks eDM (English)

ENGLISH	COUNT	PERCENTAGE
SUCCESSFUL DELIVERIES	3821	88.41%
OPENED	1031	26.98%
CLICKED	79	2.10%

DQ also sent out translated “trade remarks” in simplified and traditional Chinese communications to all our contacts that indicate that they look after Chinese speaking market. Simplified Chinese communications were sent to contacts who are based in China and New Zealand.

Winter Trade Remarks eDM (Chinese Traditional)

	COUNT	PERCENTAGE
SUCCESSFUL DELIVERIES	56	93.33%
OPENED	17	3.74%
CLICKED	5	8.9%

Winter Trade Remarks eDM (Chinese Simplified)

	COUNT	PERCENTAGE
SUCCESSFUL DELIVERIES	454	76.40%
OPENED	80	17.10%
CLICKED	11	1.0%

Database Reach

Through DQ’s trade marketing activity we gather new trade contacts. Below is a breakdown of the new contacts added to our database this quarter through a combination of marketing activities, engagements and online presence.

REACH	THIS QUARTER	CHANGE
AUSTRALIA	852	9.94%
NORTH AMERICA	1147	-2.47%
UK/EUROPE	429	3.87%
ASIA – REST OF ASIA	635	9.29%
ASIA – CHINA	931	5.8%
REST OF WORLD	1347	2.59%







Travel Trade Marketing Report

Online Presence





Facebook Group

The Destination Queenstown Travel Trade team established a closed Queenstown Travel Sellers Facebook which has become a casual and timely way of communicating with highly engaged travel sellers from around the world.

	THIS QUARTER	CHANGE
 TOTAL MEMBERS	657	9%
 MEMBER INCREASE	56	9%
 ACTIVE USERS	423	14%
 POSTS	56	60%
 COMMENTS	34	-31%
 REACTIONS	378	16%




YouTube

The Destination Queenstown Travel Trade team established a Queenstown Travel Sellers YouTube channel which provides up to date content and resources for the Travel Trade. This includes update, seasonal on-demand training, operator videos, webinars, and famils.

	THIS QUARTER	CHANGE
 CHANNEL VIEWS	1167	-32%
 CHANNEL WATCH TIME	61.6	-10%

Trade webpages

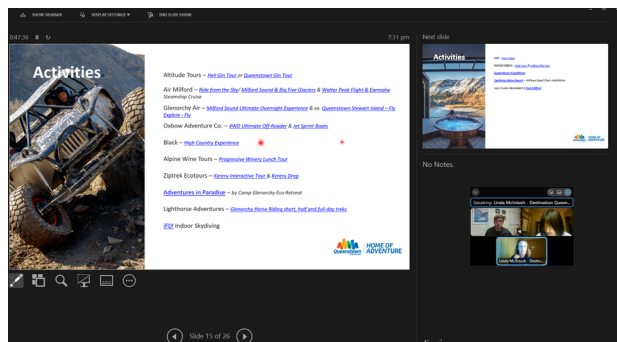
The Destination Queenstown website has an area dedicated to providing the travel trade industry with the right information and tools to help promote Queenstown. To view this please click [here](#).

	THIS QUARTER	CHANGE
 PAGE VIEWS	5461	151%
 DURATION	0:02:42	5%
 BOUNCERATE	54.72%	6%

Travel Trade Marketing Report Activity & Famils

TRENZ Connect Western & Eastern April 2022

The DQ Travel Trade team facilitated 15-minute appointments via the TRENZ Connect platform meetings with both Western and Eastern markets in April 2022. In total we had 66 appointments (from 72 appointment slots) over four days. This was the first of their buyer/seller events using the platform, that connected key partners from around the globe with the NZ tourism industry. This event provided great insights from key markets which included USA, UK & Europe, China, Canada, Australia, and India. The event included over 4,500 appointments between 260 NZ tourism operators and 312 international buyers. The DQ Travel Trade team have been proactive in utilising and connecting through the TRENZ Connect platform, which allowed for a smooth experience with international buyers. The full report and insights from the appointments can be found [here](#).



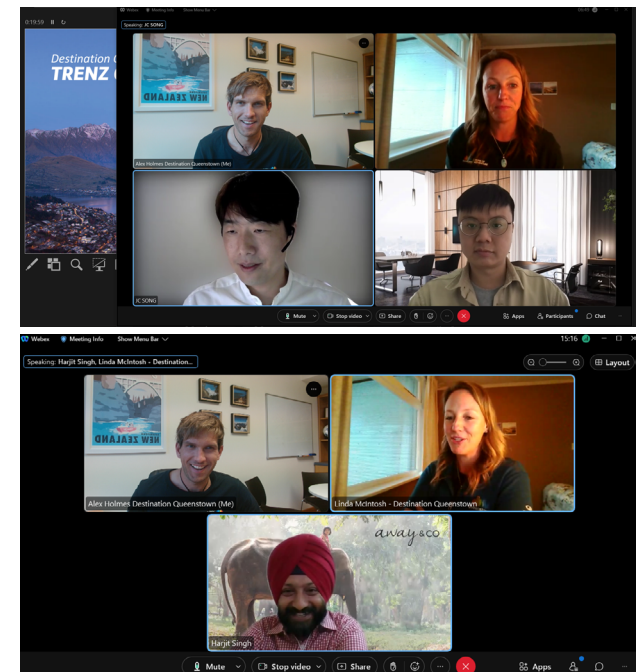
Attendees

Western Attendees

Distant Journeys, Holiday Vacations, Art of Travel, Go Walkabout Travel, South Pacific Journeys (formerly Aussie Travel), TCS World Travel, Goway Travel, Avanti Destinations, Alan Rogers Travel, Discover the World UK, Premier Holidays, TUI Spain, Freedom Destinations, FDM Travel, Oceania Reisen AG, Dreamtime Travel, 1st Class Holidays, Soderhavsresor, If Only Holidays, Tourism New Zealand - United Kingdom/Germany, Journese, Southern World New Zealand, Anderson Vacations, Uniquely New Zealand Travel, Navigo Sports Tours, Tourism New Zealand - United States, Down Under Answers, Active Downunder, CloudsandSea, Me2 Travel, Australia Pacific Travelservice (BOTG), Travelhouse - Skytours (Mitch AG), Titan Travel, Turlane, COCO Weltweit Reisen GmbH, Nouvelle Zélande Voyages & Australie Tours, DER Touristik Deutschland GmbH, Pan Pacific Travel UK, Trailfinders - Product Manager, Travelbag.

Eastern Attendees

Daybreak, General Travel ASEAN Markets, Shenzhen CEPT Int'l Travel Service Ltd, Aerotel Ltd. Corp., Shenzhen Merchants International Travel Co. Ltd, Multi Destinations Inc, Wholotour Travel Consultancy Co. Ltd, Corporate Information Travel, China Tourism Group Travel Service Co., Ltd., Doushen Meiyu, Hankyu Travel International Co., Ltd., Lion Travel, BeiJing WTS Travel Service Co. Ltd, Beijing China Travel Service, Travel Circle International Ltd, Kkday, Signature tours By Creative Travel, China Travel Service (NZ) Ltd, Touring Treasures, Hung Ta Travel (Tiger Tour) 鴻大旅行社 (老虎旅遊), WOV Travel Company Pvt Ltd, Nanhu International Travel Service Co., Ltd., China International Travel Service SZ, Formosa Tours.



Travel Trade Marketing Report Activity & Famils



Destination Queenstown Auckland ITO Event May 2022

Following the move of the TRENZ Hui in Auckland to an online event, the DQ team initiated a response and planned this event inviting ITOs within the Auckland region. This was held at the recently opened Park Hyatt in Auckland on 24 May with 56 ITO representatives in attendance, 31 Queenstown operators, 10 industry partners (Tourism New Zealand, Auckland Unlimited & Auckland Airport) and 6 of the team from Destination Queenstown. This was a valuable opportunity to reconnect and collaborate with inbound operators as markets reopen and enquiry for New Zealand ramps up. More details, attendees, and feedback can be found [here](#).



Attendees

Operators

Appellation Wine Tours, Novotel (Accor), Air Milford, Altitude Tours, Crowne Plaza, Glenorchy Air, Heliworks / Heli Glenorchy, Holiday Inn Remarkables Park, Limousine South, Marsden Group, Mercure Resort (Accor) New Zealand Travel Collective / Queenstown Park Boutique Hotel, Ngāi Tahu Tourism, Nomad Safaris, NZONE Skydive, Over The Top - The Helicopter Company, Oxbow Adventure Co, Queenstown Expeditions, RealNZ, Safari Hotels, Scenic NZ Coachlines, Skyline Queenstown, Southern Discoveries, The Carlin Boutique Hotel, The Helicopter Line / Totally Tourism, The Rees,

ITOs

Abercrombie & Kent, ATS Pacific, Australia Tours (NZ) 2000 Ltd, Beyond The Blue, China Travel Service (NZ) Ltd, Contiki Holidays, Destination Design Ltd, DNZ Travel Ltd, Excel Travel Ltd, EYOUNZ Ltd, General Travel New Zealand, GSN Pacific Limited, H.I.S New Zealand Ltd, Haka Tours, Helloworld, KAD International Travel Services Limited, Lion Travel, LNZ Int'l Travel, Master Travel Group Ltd, MoaTrek, New Zealand - Australia Tours & Travel Ltd, New Zealand Journeys (2007) Ltd, Once Upon A Trip, Pacific Destinations (NZ) Ltd, Pacific Discovery, Pan Pacific Travel, PPG Events, Prestige Pacific Tours & Travels Limited, Red Carpet Tours, Seasonz Travel, Southern Crossings, Southern World, Tapoi Travel, The Travel Corporation

Destination Queenstown

Kiran Nambiar, Linda McIntosh, Alex Holmes, Sarah McDonald, Richard Thomas, Tracy Cui

Industry Partners

Tourism Export Council NZ - Lynda Keene, Tourism New Zealand - Whitney Talbot, Jill Chestnut, Anna Smith, Taka Nakazawa, Auckland Airport - Scott Tasker, Mick Cottrell, Jordan Tan, Sarah Clarke, Auckland Unlimited - Annie Dundas, Delwyn Mitchell

Registered, but unable to attend AAT Kings, First Light Travel, Flight Centre, Haka Educational Tours, Hana Tour Oceania, Holiday Travel Management, Kingdom Tour NZ Ltd, Pioneer Travel NZ Ltd, Travelmore International Tour Ltd



Travel Trade Marketing Report

Activity & Famils

Air New Zealand Hong Kong Trade Workshop May 2022

Air New Zealand Hong Kong delivered their Hong Kong Trade Workshop in May 2022, which was an in-person and virtual event. The Business Development Executive represented Queenstown with a product and development update alongside Air New Zealand, Tourism New Zealand and John Riley - NZ's Consul General to Hong Kong & Macau. This was held in person with 14 key travel trade partners including EGL Tours and Travel Circle International and included presentations from the above and Education New Zealand, All Blacks Experience (Ngāi Tahu Tourism), Education New Zealand and Tourism Holdings Limited (THL). There was great feedback from attendees and strong interest in Queenstown

Attendees

Travel Circle International Ltd, EGL Tours Company Ltd, Trip, Klook, Hutchgo, Wingon Travel, Miramar Travel, NanHwa (Product), Westminster



Travel Trade Marketing Report

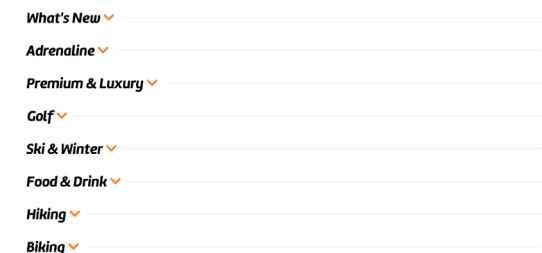
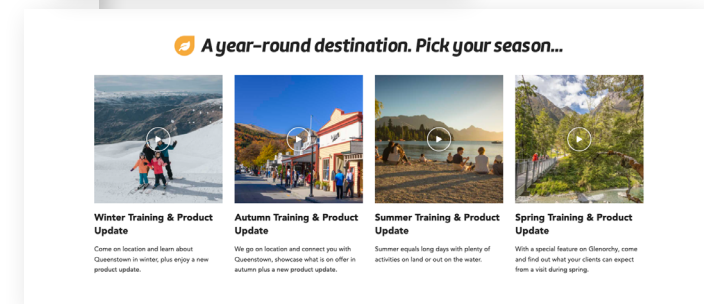
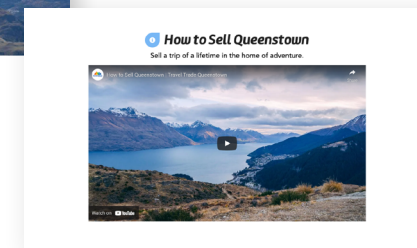
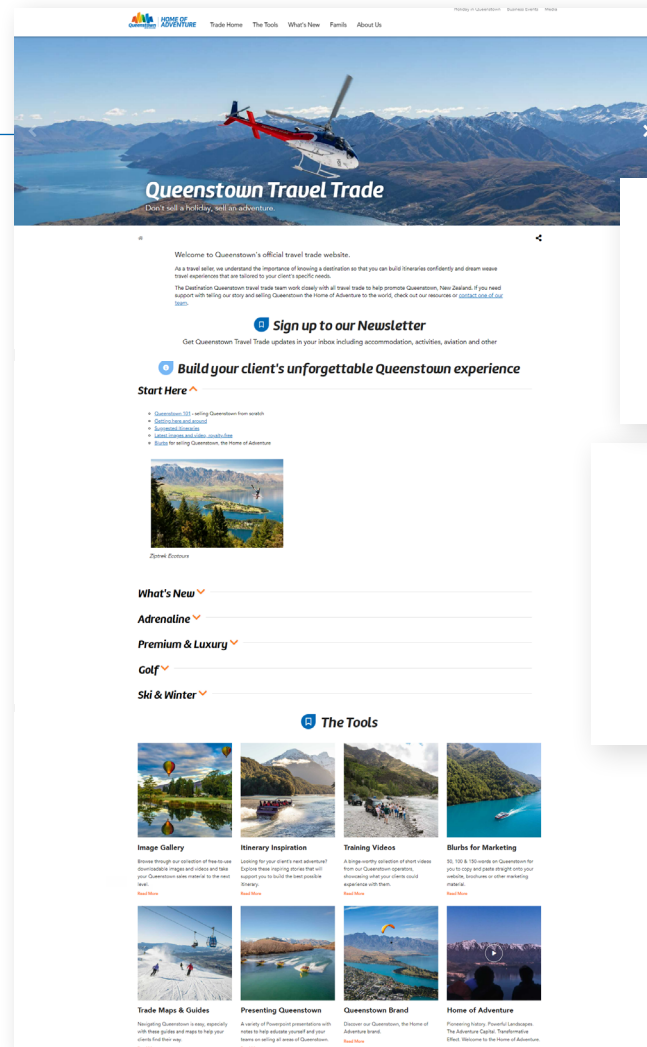
Activity & Famils

New Travel Trade Microsite

The new travel trade website was completed in May 2022 after an extensive period of research, planning and development.

Research was completed with the Business Development team, Data Story, and travel sellers globally to gain insight into the final result. The website includes streamlined navigation, an in-depth homepage, a contact us widget, and quick access to new products, accommodation pipeline, major developments, news updates and travel trade resources.

This has taken a lot of work and time by the team and has provided an easy to navigate website that has received positive feedback from travel sellers globally, and at industry events. This can be viewed [here](#).



Travel Trade Marketing Report

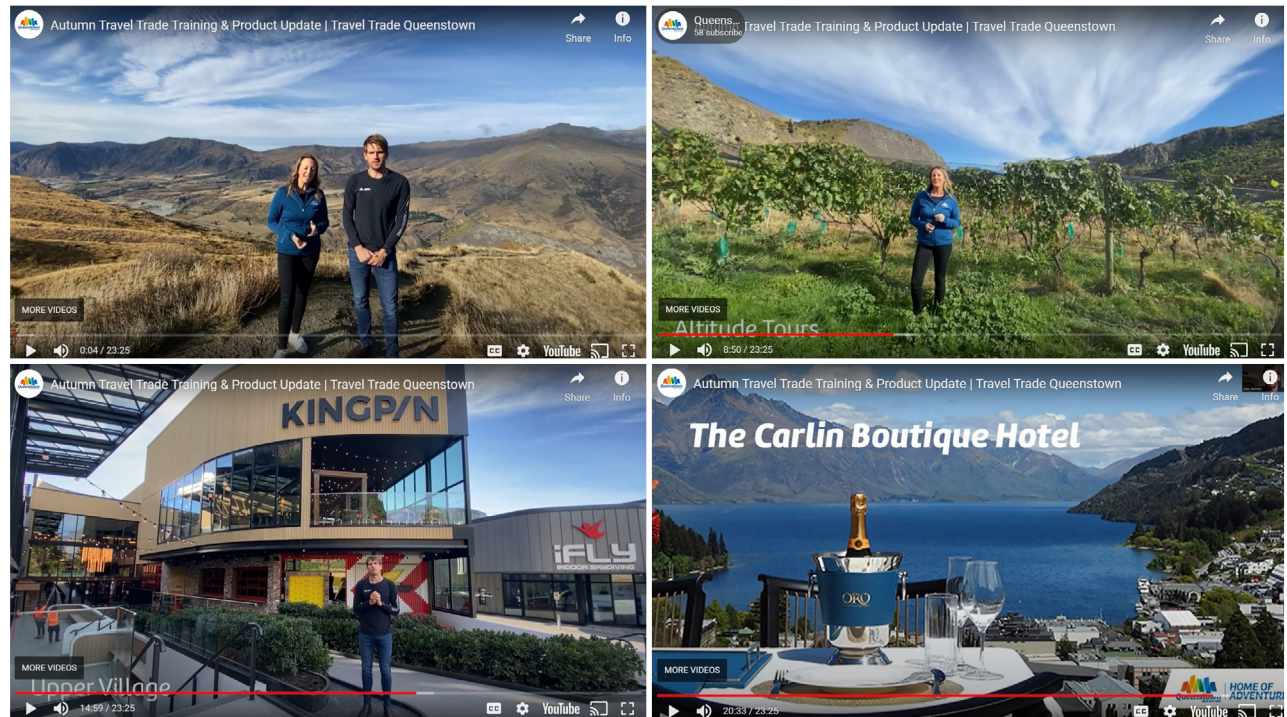
Activity & Famils



Autumn On-Demand

The trade team have continued to deliver our stream on-demand agent training with great feedback received by our trade partners. The application to bring a quarterly training session direct to an agents inbox that they can watch at a time convenient gives them reason to stay up to date with what is happening in Queenstown and what their clients can expect from a visit at every time of the year.

We encourage operators to support us with producing the content for inclusion. It has been a year of learnings now that we have circulated all seasons and we will continue to refine how these are produced and inclusions we send to agents. If you would like to be featured please touch base with Linda or Alex to discuss. You can view our autumn feature, [here](#).



Travel Trade Marketing Report

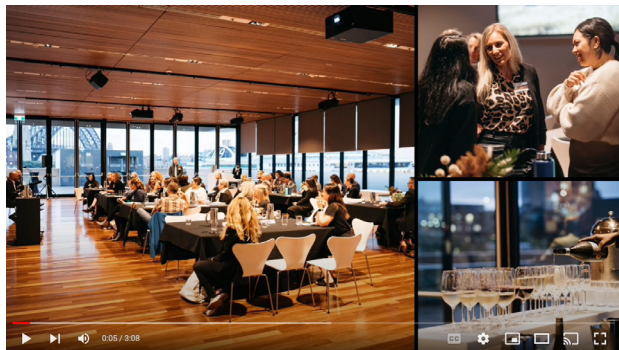
Activity & Famils

TNZ Regional Showcase

The Tourism New Zealand Regional Showcase provided the opportunity to reconnect with key trade partners in Sydney, Australia 9-10 May 2022. With a total of 26 appointments it was a successful event sharing a product update, trade developments and agent tools for these key contacts to share with their respective teams. It was also perfectly timed with the announcement of the border opening on 11 May to all countries.

Attendees

Trade partners appointments: Flight Centre, Get Your Guide, Celebrity Cruises, Grand Pacific Tours, Great Tour Experiences, Helloworld, Klook, Luxury Escapes, Pelago, Play Travel, Kayak, Skimax, Topdeck, Tour East Australia, Trip.com, Trip advisor, Backpacker deals, Karryon, AAT Kings, Agoda, Meta, ANZCRO, Australia and NZ Holidays, Big red group, Tourism NZ, Expedia



Travel Trade Marketing Report

Activity & Famils

Christchurch International Airport Limited (CIAL) Kia ora South Ski Events

In partnership with CIAL, Destination Queenstown participated in the launch of New Zealand's Powder Highway visiting agents for training in Melbourne, Sydney and Brisbane. This provided a great opportunity for an introduction and short overview of Queenstown and our winter proposition including networking with the agents after the presentation. A total of 11 agents were trained in Brisbane, 21 agents in Melbourne and 48 agents in Sydney.

Attendees

Companies that participated across the three cities: NZ Snow Adventures (OzSnow), Travelplan Ski, Travel Managers, TAG Global Travel Group, TNZ, Trip Advisor, Get Your Guide, I love Cruising, Worldstar Travel, AGL Travel, American Express Travel, My Dream Adventures, Helloworld, Travel Partners, Nifty Nev Tours, ANZ Sky Tours, Travel The World, Flight Centre Bridgepoint, Flight Centre, Elsewhere Travel, Flight Centre Macquarie, Golden Globe International Travel, Savino, The Travel Junction, Mobile Travel Advisor, Personal Travel Manager, Out and About Travel, itravel-surry hills, Razortel Pty Ltd, Day Star Travel, Gullivers, Halo Sport, Helms Briscoe, Go West Travel, Travel Manager, Helloworld Mt Waverley, Travel Plan Ski, Travel Managers, Grand Pacific Tours, Skimax, Where2Travel, Flight Centre Chadstone, Acland Travel, ANZCRO (Ski Express), Sno 'n Ski, Fusion Holidays, Snowscene, Travel Associates, Air New Zealand.

NZ suppliers that attended: The Rees; Christchurch Airport, The Helicopter Line; ChristchurchNZ; Destination Queenstown and Mackenzie Tourism.

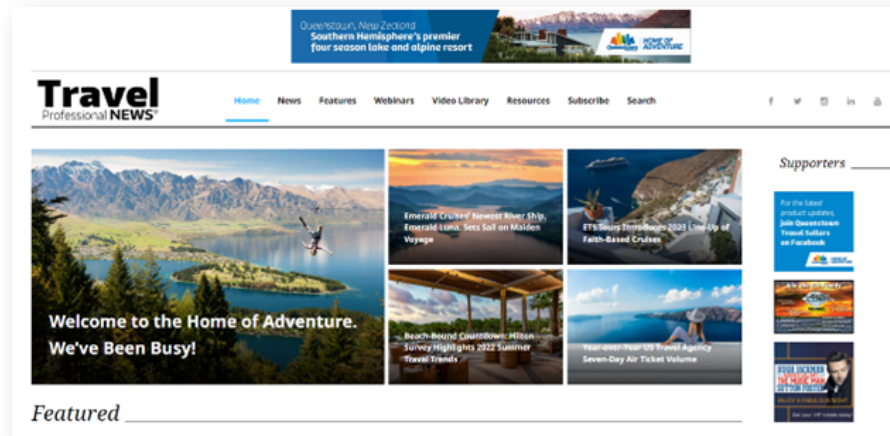
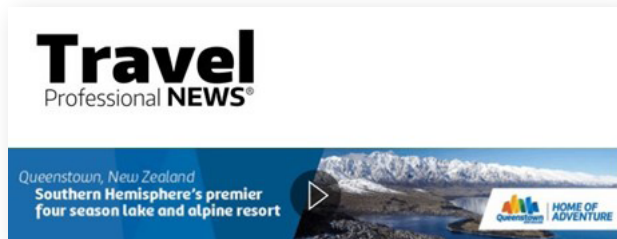


Travel Trade Marketing Report

Activity & Famils

USA Travel Professionals – Queenstown trade marketing campaign

DQ completed a campaign with Travel Professionals as part of a North American market activation. Activity included banner advertising on their website, banner advertising in weekly newsletter, an email marketing campaign and content publication on their website over the course of April, May and June.



Travel Trade Marketing Report

Activity & Famils



USA Travel Professionals Webinar

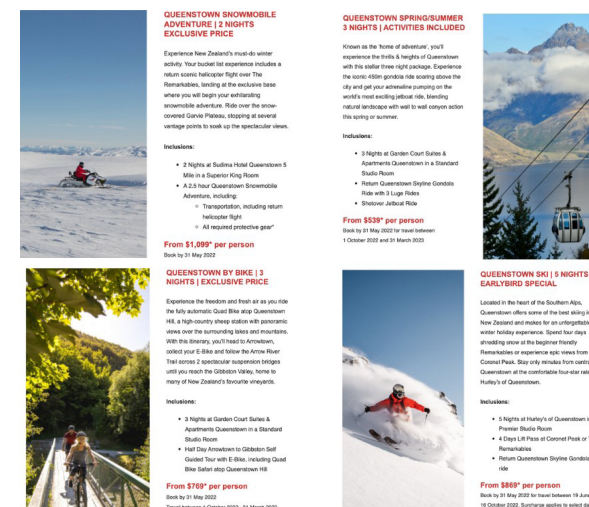
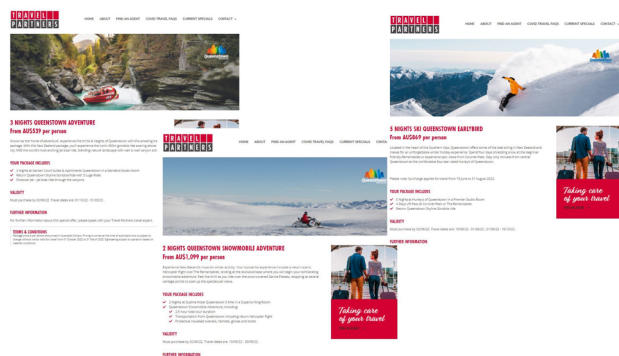
The Trade Marketing Manager delivered in conjunction with Pacific Storytelling, Ren West a Queenstown 101 training webinar to the US Market. Linda covered off how you can get to Queenstown to why you should feature Queenstown, the Home of Adventure, in your New Zealand itineraries. Including all the agent tools available to support and build your knowledge of Queenstown. We received a total of 77 registrations who received the playback with 17 people joining us on the live 45-minute session.



Travel Trade Marketing Report Activity & Famils

Flight Centre Independent Group & ANZCRO Campaign

DQ received a marketing opportunity from ANZCRO in support of Flight Centre Independent Group to feature in their May 2022 Adventure campaign. This included 4x product inclusions spread across two eDMs within their network, 2x social tiles with the network via Flightify, boosted social title on Travel Partners Instagram and Facebook pages and 2x training videos shared with the network. In addition to this effort ANZCRO also supported the call to action of encouraging agents in their database to sign up to receive our quarterly travel trade remarks newsletter.

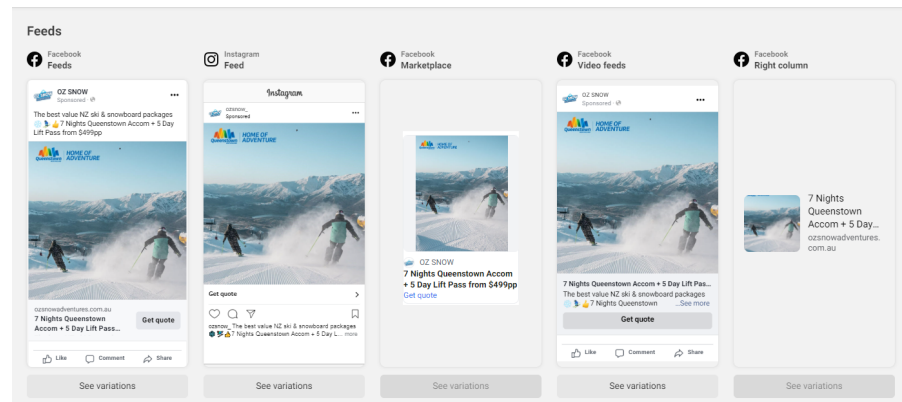
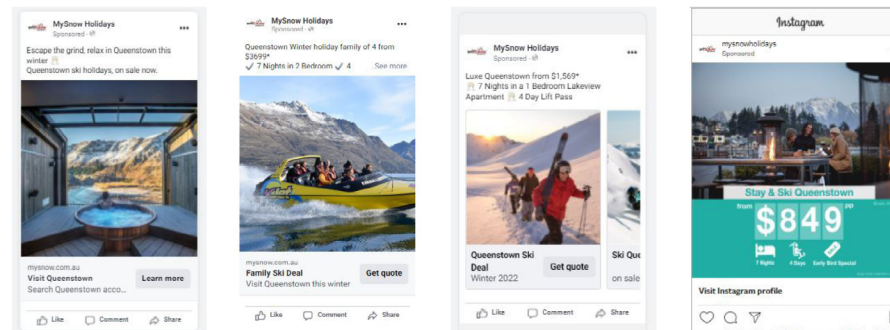


Travel Trade Marketing Report

Activity & Famils

OZ Snow & Sno'n'ski winter Joint Venture 2022

In support of DQ's consumer team and their campaign promotion for winter 2022 in Australia, the trade team supported the conversion layer by entering a joint venture social promotion with two trade partners and key ski wholesalers for promotion across their channels. The results have been very successful with both ski wholesalers reporting an increase in bookings on pre-covid levels (+32% / +25% respectively) including an increase in length of stay and average spend.

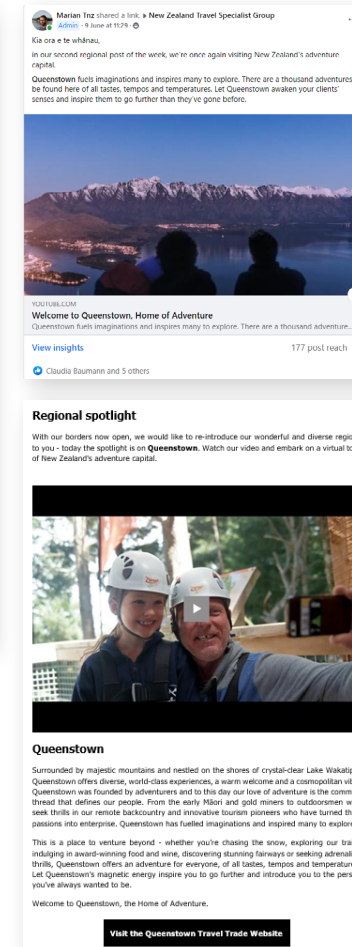
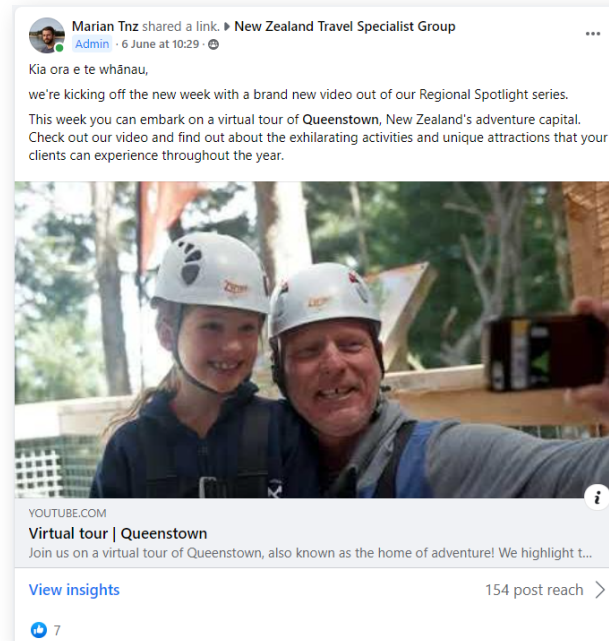


Travel Trade Marketing Report Activity & Famils



TNZ UK & Europe – market activation

TNZ UK & Europe featured Queenstown as part of their regional series for market activation to agents on their owned Facebook group for travel sellers from the UK and continental Europe. Including their eDM to their UK, Germany and continental Europe trade database. This included German translation. Call to action was to our trade website and our regional spotlight video recorded in 2021.



Travel Trade Marketing Report

Surveys



Survey Results

The Destination Queenstown Travel Trade team send out surveys to our members and participants (e.g., famil, webinar and training attendees, key stakeholders. These surveys are completed to monitor satisfaction and to highlight areas where improvements can be made. Over the past year, the Travel Trade team has completed 12 surveys which included through our Famils and Travel Trade events. The below outlines the 2 surveys for the quarter.

Surveys Completed FY 21–22 Q4

- DQ Auckland ITO Event (May 2022) - Members
- DQ Auckland ITO Event (May 2022) - Participants

Results FY21–22 Q4

	MEMBERS	PARTICIPANTS
RESPONSES	21	40
COMMUNICATION FROM DESTINATION QUEENSTOWN	95% found it clearly and timely	97% extremely or very clear
OVERALL EXPERIENCE WITH THE EVENT/FAMIL	90% extremely or very satisfied	90% extremely or very satisfied
OVERALL EXPERIENCE WITH DQ	95% extremely or very satisfied	93% extremely or very satisfied

Travel Trade Marketing Report Activity



TNZ Upcoming Market Events Calendar

In anticipation of international markets opening Tourism New Zealand has announced a series of virtual and in-person trade events. You can access further information on these events, [here](#) and further details on each [here](#).

[Home](#) | [News](#) | [Connecting at events with Trade](#)

Connecting at events with Trade

14 Mar 2022

Tourism New Zealand is thrilled to announce a series of new virtual and in-person trade events – either scheduled or in the planning stage – that will increase connection between our travel trade industry and their international markets.

Beginning in May 2022, scheduled in-person events will take place in Australia (May), USA (July), England (August), and Singapore (August). In addition, a virtual trade event is being planned for Greater China in late in 2022.

Events confirmed to date are:

- May TBC: Regional Showcase (former Regional Tourism Organisation (RTO) workshop) in Sydney, Australia (registration opens for RTOs soon)
- 24-27 July: Kiwi Link North America in Los Angeles, United States (registration closed)
- 1-2 August: Kiwi Link UK/Europe in London, England (registration opens soon)
- 29-31 August: Kiwi Link Asia (Singapore, India, Indonesia, Malaysia, The Philippines, Japan and South Korea) in Singapore (registration opens soon)
- October TBC: Frontline Agent Training, Australia (details coming soon)
- TBC: Greater China "sellers and buyers" virtual event

Tourism New Zealand is also opening online registration for the following business event third party events;

- 18-20 May: SATTE 2022 India (registrations open 11-31 March)
- 30 May – 2 June: IMEX Frankfurt 2022 (registrations open 7 March – 14 April)

All information about these events be available on [the event page](#). Check back regularly for updates.

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Calendar of Events

JUL 2022	18 JULY	SITE CONFERENCE SYDNEY	AUSTRALIA	QCB TEAM
	18 JULY	QUEENSTOWN SALES MISSION: BOSTON, NY, PHILLY, WASHINGTON DC	USA	TRADE TEAM
	24 JULY	TNZ KIWI LINK NORTH AMERICA 2022 IN LOS ANGELES	USA	TRADE TEAM
	27 JULY	FLIGHT CENTRE ANDY REID & ROWENA MCCARRON FAMIL	QUEENSTOWN	TRADE TEAM
	31 JULY	DQ AUSTRALIA TRAVEL TRADE FAMIL	QUEENSTOWN	TRADE TEAM
	31 JULY	KARRYON MATT LEEDHAM FAMIL	QUEENSTOWN	TRADE TEAM
AUG 2022	1 AUGUST	TNZ KIWI LINK UK/EUROPE 2022 IN LONDON	UK	TRADE TEAM
	9 AUGUST	TECNZ TOURISM CONFERENCE NELSON, TASMAN	NEW ZEALAND	TRADE TEAM
	29 AUGUST	TNZ KIWI LINK ASIA 2022 IN SINGAPORE	SINGAPORE	TRADE TEAM
	29 AUGUST	OFFICE PA SHOW AUCKLAND	NEW ZEALAND	QCB TEAM
SEP 2022	1 SEPTEMBER	AIR NZ JAKARTA TRAVEL TRADE TRAINING EVENT	INDONESIA	TRADE TEAM
	1 SEPTEMBER	SPRING TRADE REMARKS NEWSLETTER PUBLICATION (QUARTERLY)	ONLINE	TRADE TEAM
	1 SEPTEMBER	SPRING QCB BUREAU REMARKS (QUARTERLY)	ONLINE	QCB TEAM
	5 SEPTEMBER	NEW DELHI & MUMBAI AIRLINES AND HIGH END FIT & INCENTIVE AGENTS SALES CALL	AUSTRALIA	TRADE TEAM
	14 SEPTEMBER	TRAVELPROFESSIONALS - US WEBINAR	NEW ZEALAND	TRADE TEAM
	18 SEPTEMBER	FLIGHT CENTRE GLOBAL MARKETING CONFERENCE & FAMIL	AUCKLAND	TRADE TEAM
	27 SEPTEMBER	AIR NEW ZEALAND NYC TRADE FAMIL	QUEENSTOWN	TRADE TEAM
OCT 2022	1 OCTOBER	FRONTLINE AGENT TRAINING AUSTRALIA	AUSTRALIA	TRADE TEAM
	1 OCTOBER	TNZ UK/EUROPE FAMILS	QUEENSTOWN	TRADE TEAM
	1 OCTOBER	SPRING STREAM ON DEMAND AGENT TRAINING (QUARTERLY)	ONLINE	TRADE TEAM
	23 OCTOBER	AIR NEW ZEALAND LAX TRADE FAMIL	QUEENSTOWN	TRADE TEAM
DEC 2021	1 DECEMBER	TECNZ XMAS SYMPOSIUM	NEW ZEALAND	TRADE TEAM
	1 DECEMBER	SUMMER TRADE REMARKS NEWSLETTER PUBLICATION (QUARTERLY)	ONLINE	TRADE TEAM
	2 DECEMBER	SUMMER QCB BUREAU REMARKS (QUARTERLY)	ONLINE	QCB TEAM
	5 DECEMBER	AUSTRALIAN FAMIL OF MEETINGS HOSTED BUYERS WHO APPLIED TO VISIT QUEENSTOWN	QUEENSTOWN	QCB TEAM
	11 DECEMBER	PCOA CONFERENCE, HOBART	AUSTRALIA	QCB TEAM
JAN 2023	14 JANUARY	SUMMER STREAM ON DEMAND AGENT TRAINING (QUARTERLY)		TRADE TEAM
MAR 2023	26 MARCH	MOUNTAIN TRAVEL SYMPOSIUM BANFF & LAKE LOUISE	CANADA	TRADE TEAM
APR 2023	4 APRIL	IBTM SINGAPORE	SINGAPORE	QCB TEAM
MAY 2023	9 MAY	TRENZ - ŌTAUHAHI CHRISTCHURCH	NEW ZEALAND	TRADE TEAM