

International Trade Marketing Report

Q1 2019–20

1 July to 30 September 2019



Trade Activity Summary

The following report outlines the key activity and results of Destination Queenstown's International Trade Marketing for Q1 (July– September) of 2019–2020 financial year.

This report includes an activity summary which includes a breakdown of sales calls, tradeshow appointments and family participants. We also report on year to date (YTD) totals for the above where appropriate.

Finally, the calendar of events outlines the activities International Trade Marketing 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 tradeshows 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.



International Trade Marketing Report

Q1 2019–20

1 July to 30 September 2019



Trade Activity Summary

This table reflects the activity that International Travel Marketing has carried out from 1 July 2019 – 30 September 2019. Split by market, these figures represent the country/ market the contact we have recorded sales activity with is from. For example, you will see the New Zealand column is populated. Activity is not targeted to the domestic market however a relevant contact for the Asian market may be located in Auckland. Through the record of sales activity/ interaction with this contact New Zealand sales activity is present below.

Sales calls were conducted in:

This quarter sales calls were carried out in Auckland, Shanghai and Singapore. Ella conducted few sales calls in Auckland with few key IBOs and airline partners. Ella also had few successful meetings with Air NZ's China team based in Shanghai and Air NZ's SSEA team based in Singapore. A comprehensive Queenstown update to Air NZ which was followed by and a robust discussion on how to promote shoulder season travels and how to overcome the potential market slowdown.

Tradeshows:

Tradeshows attended by the team were KiaOra South US, Kiwi Link India and TNZ NZ Specialist Program IMA Training Workshop.

Famils:

DQ Famil Participants reflects numbers of famil attendees that have been on a famil curated and lead by Destination Queenstown

TNZ Famils

- SSEA Indonesia Famil (September 2019, 22 attendees, 1 TNZ host)
- SEA NZSP Mega Famil South Island (September 2019, 16 attendees, 2 TNZ hosts)
- NZSP India Famil (September 2019, 6 attendees, 1 TNZ host)
- China New Market Free Airline Famil (September 2019, 7 attendees, 1 TNZ host)
- Taiwan Product Managers Famil (September 2019, 9 attendees, 1 TNZ host)

DQ Famil

- ANZCRO Mega Famil (September 2019, 26 attendees)

| | NEW ZEALAND | AUSTRALIA | WESTERN | ASIAN | Q1 19–20 TOTAL | YTD 19–20 TOTAL |
|------------------------|-------------|-----------|---------|-------|----------------|-----------------|
| | | | | | | |
| SALES CALLS | 2 | 0 | 0 | 9 | 11 | 11 |
| TRADESHOW APPOINTMENTS | 2 | 0 | 302 | 169 | 473 | 473 |
| DQ FAMIL PARTICIPANTS | 2 | 24 | 0 | 0 | 26 | 26 |
| TNZ FAMIL PARTICIPANTS | 0 | 0 | 0 | 66 | 66 | 66 |

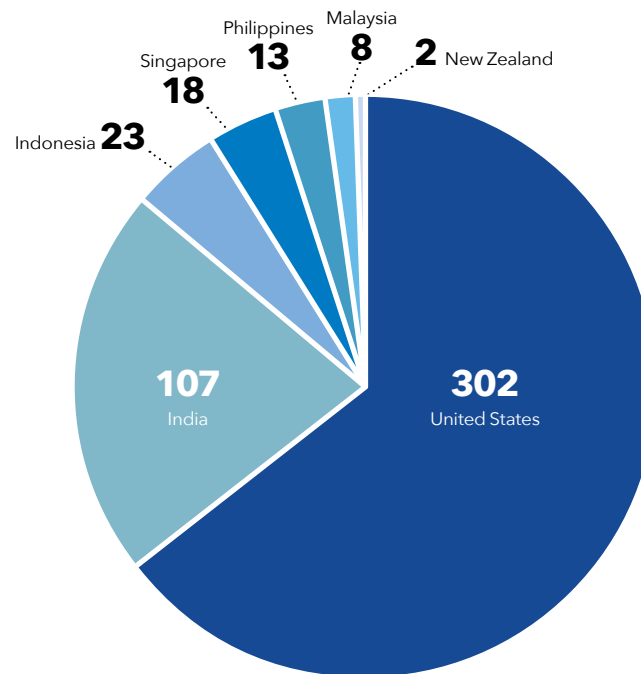
International Trade Marketing Report

Activity

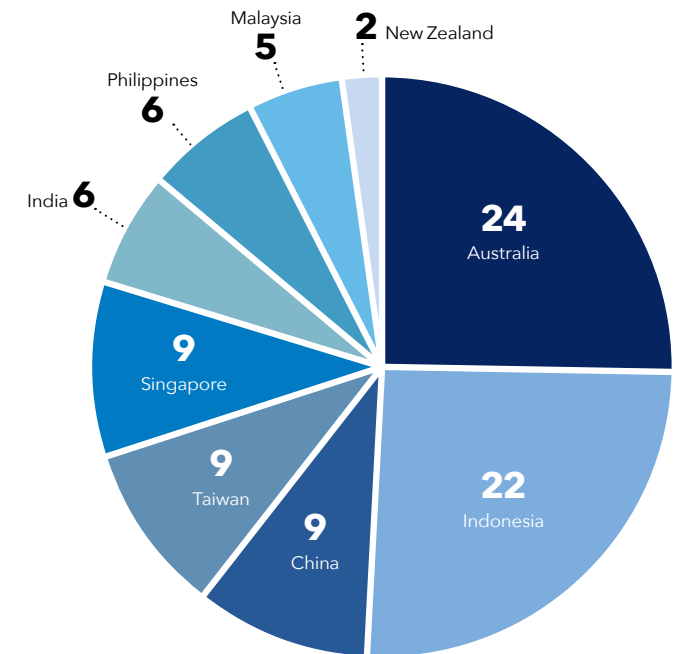
Trade Activity by Country

These charts breakdown the activity of tradeshow appointments and all famil participants to reflect the countries from which the contact is from

Tradeshow Appointments 1 July 2019 – 30 September 2019



Famil Participants 1 July 2019 – 30 September 2019



International Trade Marketing Report Activity



Calendar of Events

NOV
2019

| | | | | | | |
|-----------------|--|-------------|--------------|--------------|-----------|-----|
| 5 - 15 NOVEMBER | KIWI LINK CHINA 2019 | CHINA | CHENGDU | ELLA ZHANG | CONFIRMED | TNZ |
| 20 NOVEMBER | AUS 100% PURE NZ SPECIALIST FAMIL RTO TRAINING DAY | NEW ZEALAND | CHRISTCHURCH | CHELSEA KING | CONFIRMED | TNZ |

DEC
2019

JAN
2020

| | | | | | | |
|-----------------|-----------------------|-----------|-------------|---------------|-----------|--|
| 28 - 30 JANUARY | DQ AUSTRALIA ROADSHOW | AUSTRALIA | BNE SYD MEL | KIRAN NAMBIAR | CONFIRMED | |
|-----------------|-----------------------|-----------|-------------|---------------|-----------|--|

FEB
2020

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|----------------|---|---------------|-----------------------------|-------------|-----------|-----|
| 24-28 FEBRUARY | KIWI LINK JAPAN AND KOREA | JAPAN / KOREA | SOUTHERN LAKE REP | ELLA ZHANG | CONFIRMED | TNZ |
| TBC | SKI WHOLESALE BRIEFING & 2020 WINTER LAUNCH | AUSTRALIA | SYDNEY, GOLDCOAST, BRISBANE | KATE BAXTER | CONFIRMED | |

MAR
2020

| | | | | | | |
|-------------------|--------------------------------------|---------------|---|--------------------------|-----------|-------|
| 2-7 MARCH | DQ US SALES MISSION | UNITED STATES | NEW YORK, PHILADELPHIA, WASHINGTON DC, CHICAGO, LAS ANGELES | KIRAN NAMBIAR | CONFIRMED | |
| 4-5 MARCH | TNZ/RTO WORKSHOP AUSTRALIA | AUSTRALIA | SYDNEY | KIRAN NAMBIAR | CONFIRMED | TNZ |
| 18-25 MARCH | KIWI LINK UK/EUROPE | UK | TBC | KATE BAXTER | CONFIRMED | TNZ |
| 31 MARCH -2 APRIL | RTONZ TRAINING DAY WITH TNZ AND IBOS | NEW ZEALAND | AUCKLAND | ELLA ZHANG & KATE BAXTER | CONFIRMED | RTONZ |

APR
2020

MAY
2020

| | | | | | | |
|-------------|------------|-----|--------------|---------------|-----------|-----|
| 18 - 21 MAY | TRENZ 2020 | ALL | CHRISTCHURCH | KIRAN NAMBIAR | CONFIRMED | TIA |
|-------------|------------|-----|--------------|---------------|-----------|-----|