

# 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
<b>SALES CALLS</b>	2	0	0	9	11	11
<b>TRADESHOW APPOINTMENTS</b>	2	0	302	169	473	473
<b>DQ FAMIL PARTICIPANTS</b>	2	24	0	0	26	26
<b>TNZ FAMIL PARTICIPANTS</b>	0	0	0	66	66	66

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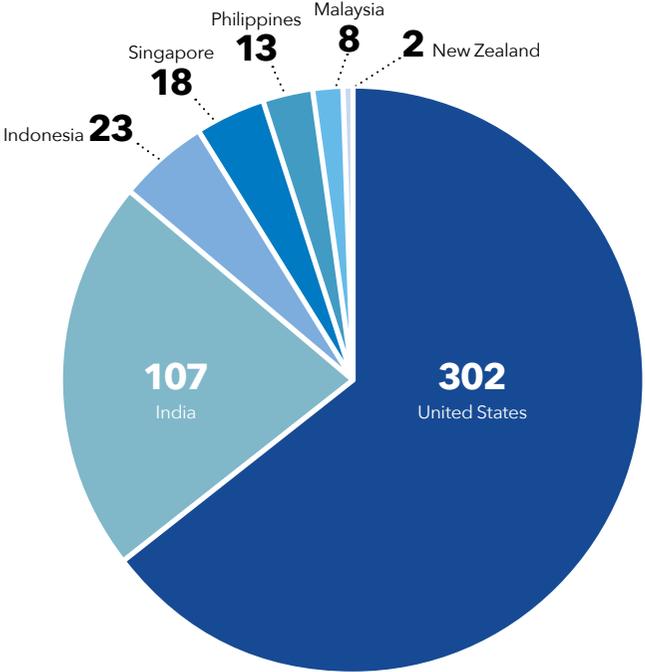
## Activity



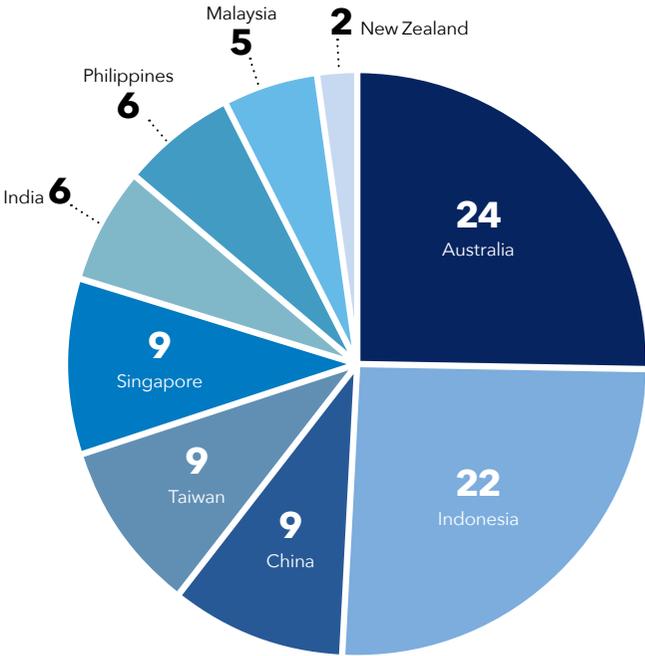
### Trade Activity by Country

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

<b>NOV</b> 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
<b>DEC</b> 2019							
<b>JAN</b> 2020	28 - 30 JANUARY	DQ AUSTRALIA ROADSHOW	AUSTRALIA	BNE SYD MEL	KIRAN NAMBIAR	CONFIRMED	
<b>FEB</b> 2020	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	
<b>MAR</b> 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
<b>APR</b> 2020							
<b>MAY</b> 2020	18 - 21 MAY	TRENZ 2020	ALL	CHRISTCHURCH	KIRAN NAMBIAR	CONFIRMED	TIA