

# International Trade Marketing Report

## Q2 2019–20

1 October to 31 December 2019



### Market Overview & Insights

#### **The following report outlines the key activity and results of Destination Queenstown's International Trade Marketing for Q2 (October – December) of 2019–2020 financial year.**

This report includes insights from the managers and 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 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.



**KATE** I took over this role in November 2019. I have met many of you through my previous roles but for those who I have not been fortunate to meet yet, I am looking forward to this chance. I am incredibly excited about my new role within the strong B2B team and the opportunity to showcase the diversity of what Queenstown has to offer to Australia and the Western Markets.

It has been a busy start. In November, myself along with Lilly Douglas and Sandra Etter from TNZ, hosted 20 agents involved in the TNZ Australia MEGA Famil. Many of the agents had not visited Queenstown previously so this was a prime opportunity to have them experience first-hand the activities available, feel the vibrancy and energy that makes Queenstown special to then create their own story to share. The group could not speak more positively about their experience providing a strong follow up opportunity to engage with these agents at the DQ Australian Roadshow at the end of January 2020. A big thank you to all the operators that were involved in this famil.

As many of you will be aware, we have roadshows to Australia and the US happening in the first quarter of 2020. Having had Linda plan the Australian Roadshow, my focus has been the organising of the itinerary for the US roadshow for which we have 11 operators confirmed. The week will be busy with New York, Philadelphia, Washington DC, Chicago and LA being visited. Activity within each destination will include sales calls to 2-3 key companies followed by an evening networking event of up to 70 targeted travel advisors. The collaboration with some key contacts in the US, including TNZ and Air New Zealand, and the insights from a selection of operators who been in market previously, has enabled us to establish a robust list of travel advisors to share our Queenstown story with. The feedback to date is strong and encouraging.

In March I will be representing the Southern Lakes at the TNZ KiwiLink UK/Europe. To get myself up to speed on the experiences Wanaka and Fiordland have available, I spent a couple of days in each destination doing famil.

Please do reach out should you wish to discuss any opportunities. I am excited about connecting with you all.



**ELLA** Graham and I attend Kiwi Link China in Chengdu in November 2019. Kiwi Link China is the largest offshore Tradeshow that TNZ organise, the event is well attended by RTOs, tourism attractions, hotel chains as well as rental car companies and key inbound operators.

The general feedback from Kiwi Link China was that the Chinese outbound market is slowing down this year.

There are 60 million less outbound travellers compared to last year. Despite the temporary market adjustment, key agents are still very positive about NZ as a long haul destination. It was also pointed out there are some key issues NZ and the NZ tourism industry needs to address these soon. The reality of being a long haul destination for the Asian market is that the cost of travel is high, there has also been feedback that our standard of service could improve and infrastructure needs to be upgraded. Travel trade partners suggest hotel rooms specifically need to be refurbished and there should be better Chinese signage at key visitor touch points such as airport and rental car companies. E-payment such as Alipay and Wechat pay are growing, ensuring visitors can utilise these payment options in Queenstown will also help Chinese visitors spend more and obtain information easier.

The Taiwan market has been performing extremely well due to the non-stop services operated by Air NZ since November 2018. Travel trade partners are excited about the new non-stop services operate by Air NZ between Auckland and Seoul, Korea commenced in December 2019. TNZ and Air NZ have shift some additional funding for Media, PR and campaign work in Korea to leverage this new route.

# International Trade Marketing Report

## Q1 2019-20

### Trade Activity Summary

**This table reflects the activity that International Travel Marketing has carried out from 1 October 2019 – 31 December 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:

TNZ Trade team in Wellington

#### Tradeshows:

Kiwi Link Greater China 5-8 November 2019, Chengdu. You can read the full report [here](#).

There were 51 NZ operators including 11 Queenstown operators attended this biannual key trade show. There were 6 airlines also exhibited at this tradeshow, DQ had over 80 x 15 mins B2B appointments including key Premier Kiwi Partners and Online Travel Partners operators as well as new agents from tier 2 cities.

#### Training:

100% Pure New Zealand Australian Specialist RTO Training Day in Christchurch (October 2019). A total of 100 agents from Australia were reached. You can read the full report [here](#).

#### Famils:

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





TNZ Famil Participants reflects numbers of famil attendees that have been on a famil curated and led by Tourism New Zealand. Destination Queenstown assists Tourism New Zealand in confirming the itineraries and hosting the group on the ground where appropriate.

#### TNZ Famils

- Korea Product Manager Famil October 2019
- South China Product Development Managers Famil October 2019
- Australia Mega Famil November 2019

#### DQ Famil

- AOT/ATS Famil October 2019

	NEW ZEALAND	AUSTRALIA	WESTERN	ASIAN	Q2 19-20 TOTAL	YTD 19-20 TOTAL
	7	0	0	0	7	18
	6	100	0	80	186	659
	0	0	27	0	27	53
	1	20	0	22	43	109

# International Trade Marketing Report

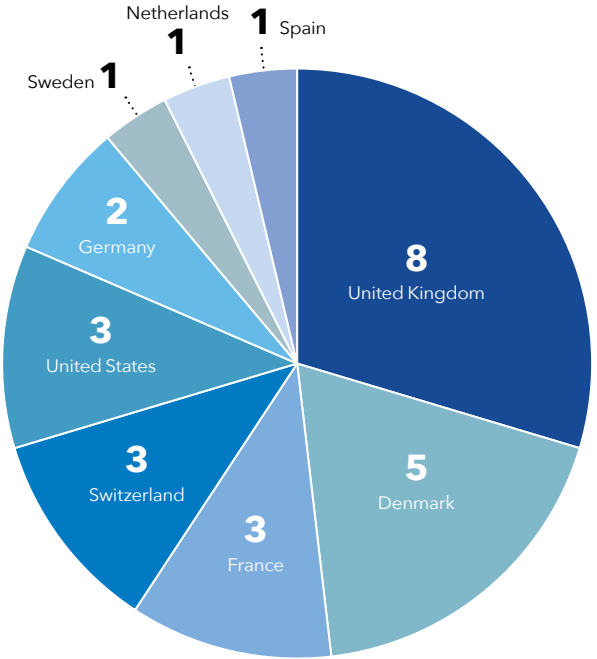
## Activity



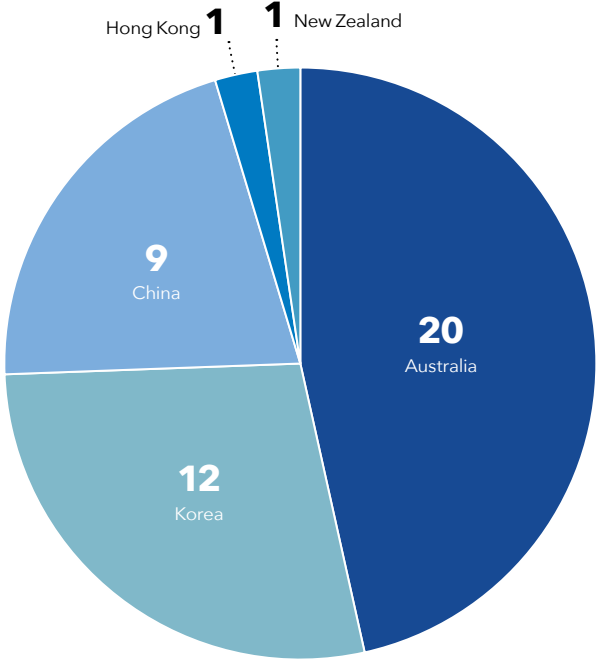
### Trade Activity by Country

These charts reflect the countries in which activity has been carried out in (sales calls) or the countries from which the contact is from (tradeshow appointments, DQ famil participants, TNZ famil participants).

DQ Led Famil Participants 1 October 2019 – 31 December 2019



TNZ Led Famil Participants 1 October 2019 – 31 December 2019



# International Trade Marketing Report Activity



## Calendar of Events

<b>JAN</b> 2020	28 - 31 JANUARY	DQ AUSTRALIA ROADSHOW	AUSTRALIA	BRISBANE, SYDNEY, MELBOURNE	KIRAN NAMBIAR & KATE BAXTER	CONFIRMED	
<b>FEB</b> 2020	25 - 28 FEBRUARY	KIWI LINK JAPAN AND KOREA	JAPAN / KOREA	HAKONE, SEOUL	MADELAINE PEACOCK (SOUTHERN LAKES ATTENDEE)	CONFIRMED	TNZ
<b>MAR</b> 2020	2 - 6 MARCH	DQ US SALES MISSION	UNITED STATES	NEW YORK, WASHINGTON DC, CHICAGO, LAS ANGELES	KIRAN NAMBIAR & KATE BAXTER	CONFIRMED	
	4 - 5 MARCH	TNZ/RTO WORKSHOP AUSTRALIA	AUSTRALIA	SYDNEY	SOPHIE ARCHIBALD	CONFIRMED	TNZ
	19 - 26 MARCH	KIWI LINK UK/EUROPE	UK & GERMANY	LONDON & MUNICH	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