



We're taking action to meet the greatest challenge and opportunity of our time: a regenerative, carbon-zero future.





Tourism has the capacity to be a powerful force for change, but it requires bold and considered action.

Love Queenstown is a funding platform that invites visitors and the tourism industry to protect this place, now and for generations to come.

Love Queenstown raises funds for localised climate, conservation and biodiversity initiatives, supporting the organisations on the ground who are championing this work, as well as funding the innovators and the change-makers to meet the needs of our region, now and into the future.

This is an invitation to come together as an industry, to leave a legacy we can be proud of, and to inspire change the world over.

How it works

Love Queenstown seeks financial and in-kind donations from visitors and those within the visitor industry via DQ touchpoints and partnered businesses.

A portion of all funds raised will be available for annual disbursement with the remaining portion invested into an endowment fund. Invested income will grow over time, enabling long-term, substantial funding opportunities. All funds will be distributed exclusively within the Queenstown region, driving a unique, localised solution to the challenges and opportunities tourism brings.



Be part of the solution.

Here's how your business can get on board:

CHAMPION THE INITIATIVE

Support Love Queenstown by introducing it to your people. This is where the power of conversation comes in, and those conversations can take many forms. Display Love Queenstown material or donation cards at point of sale, or use your online presence to connect your customers with opportunities to donate, or invest in our future. It's the telling of a new story about how to visit Queenstown and, just as importantly, inspires the right kind of action.

PARTNER WITH LOVE QUEENSTOWN

Suggest a voluntary donation at the point of sale, or make the first move and incorporate a donation into the cost of your experience or product. It's a powerful way to demonstrate your commitment to this place and invites visitors to be part of the solution in our region.

MAKE A DIRECT CONTRIBUTION

Show your love with a direct or ongoing contribution, whether that's with a fixed contribution or one-off donations. Your contribution directly supports the wellbeing and resilience of our place.

GET CREATIVE

We're all about unique, localised solutions to the challenges and opportunities tourism brings to our region. If you have an idea of how to integrate Love Queenstown within your business, or a campaign or initiative you'd like to get behind, just reach out.

We want our community to own this as much as we do.

What we'll provide:

BUSINESS RESOURCES

We'll tee you up with print and digital assets to promote the fund in a way that best suits your business.

VISIBILITY

This is a story you'll want to be a part of. By supporting Love Queenstown, you'll be recognised as a Love Queenstown champion and be promoted as a business that's out there, doing good.

SUPPORT

We're here to make this easy. We'll work with you throughout this journey to ensure a best-fit approach for all.

Let's chat:

NON-PROFIT COORDINATOR

ash@queenstown-wanaka.nz
021 193 7646

We're transforming our industry, and our home, and we're stoked to have you here with us.

LET'S GO DO SOME GOOD.



Love Queenstown is operated by Destination Southern Lakes [a collaboration between Destination Queenstown and Lake Wanaka Tourism] and is delivered in partnership with the Wakatipu Community Foundation: CC55258.