



Business Toolkit  
2024

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

Love Queenstown is a giving platform that invites our visitors - and the industry that supports them – to protect this place, now and for generations to come.

Love Queenstown raises funds for critical climate, conservation, and biodiversity initiatives within the Queenstown–Lakes district. By supporting Love Queenstown, you’re supporting the network of organisations driving environmental action across our region with targeted and strategic funding to those who are best placed to deliver impact, at scale, and for the benefit of generations to come.

This is an invitation to come together as an industry, leave a legacy we can be proud of, and 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 business partnerships, industry touchpoints, and in-district visitor activations.

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 to charitable organisations operating in the environmental sector.

This is about using the capacity we have – as individuals and as an industry – to protect this place. We have an opportunity to be leaders in this space, to change the narrative, and to ensure that tourism benefits our region – now, and into the future.

Be part of the solution.

Here's how your business can get on board.

## **PARTNER WITH LOVE QUEENSTOWN**

Make the first move by incorporating a donation into the cost of your product or experience or suggest a voluntary visitor donation at the point of sale. It's a powerful way to demonstrate your commitment to this place and invites your visitors to be part of the solution too. We'll work with you to craft an agreement based on what's best-suited to your organisation and what you're hoping to achieve.

## **MAKE A ONE-OFF CONTRIBUTION**

Show your love with a direct contribution to Love Queenstown. Every dollar raised goes back to protecting and regenerating Queenstown's environment and will become part of the story of how tourism can and does benefit our region. All direct donations are eligible for charitable tax benefit.

## **CHAMPION LOVE QUEENSTOWN**

Display Love Queenstown assets or donation cards in store or onsite or use your online presence to connect your customers with opportunities to donate, lend a hand, or invest in our future. It's the telling of a new story about how to visit Queenstown and inspires the type of travel that we hope to see going forward. We'll provide you with a suite of digital and physical assets and advice on how best to use them.

## **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'd love to work with you.

## What we'll provide:

### **BUSINESS RESOURCES**

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

### **VISIBILITY**

By supporting Love Queenstown, you'll be recognised as a business that's out there, doing good. Our visitors are increasingly aware of their own impact, and the impact of the activities and experiences they choose, so there's no better time to jump on board and be part of the solution.

### **SUPPORT**

We're here to make this easy. We'll work with you throughout this journey to ensure a best-fit approach for your business, and your clients.

## Let's chat:

**ASH BICKLEY**  
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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 an initiative of Destination Southern Lakes [a collaboration between Destination Queenstown and Lake Wanaka Tourism] and is delivered in partnership with the Wakatipu Community Foundation (registered charity – CC55258).