



Trade Business Information Pack

Helping your business support local environmental
efforts in Queenstown, New Zealand



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 region. By supporting Love Queenstown, you're supporting the network of organisations driving meaningful environmental action across our region with targeted and strategic funding – helping you create trips of *real* value.

Our travel-trade partners play an important role in introducing visitors to Queenstown and sharing our values, our environment, and our taoka (things most treasured) with people from all walks of life.



Your role in connecting people to place.

In today's socially conscious environment, visitors are becoming increasingly aware of the environmental impact that tourism can have on the destinations they visit.

There is no better time to come together as an industry to protect our local environment, give back in a meaningful and impactful way and to share that commitment with your customers and your community along the way.

Love Queenstown is here to help you create trips of real value.

How it works

Love Queenstown is a giving platform that raises funds via visitors, partnered businesses and key industry operators.

Raised funds are pooled for collective impact, before being allocated via annual funding rounds to local charities who operate in the environmental sector, from those leading native revegetation and conservation efforts, to the hard-working crews out there protecting our precious flora and fauna.

20% of all funds are invested in an endowment fund, ensuring long-term, substantial funding opportunities into the future.



Your contribution

Be proud to be a business that cares with a charitable contribution to the Love Queenstown Community Fund.

Every dollar goes back to protecting and regenerating our natural environment and will become part of your story: strengthening your own brand storytelling and, most importantly, your tangible sustainability efforts.

Be part of the solution. Here's how your business can get on board.

Donations per person or booking

Make the first move by incorporating a donation into the cost of your experience or product. This is a powerful way to demonstrate your commitment to environmental action and invites you and your clients to be part of the solution. Make a start by donating a small monetary value per package/experience: e.g.

- \$X per nights stay
- \$X per booking
- A % of the total booking price for Queenstown sales

Charitable contributions

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 want to make a one-off contribution, get in touch to discuss individual opportunities. We're here to help.



What's in it for you

Be an industry leader and inspire others to do their bit to protect the places they love.

CSR Opportunities

Strengthen your corporate social responsibility (CSR) and enrich your brand storytelling. By supporting Love Queenstown, you'll be amongst the changemakers who are showing up and committing to tangible environmental action.

Visibility and PR

By supporting Love Queenstown, you'll be recognised as a business that's out there, doing good. Share this good news story with your clients, your community, and your partners, showing them your commitment, in action.

We'll Provide:

Assets & resources

We'll provide you with all the creative assets and copy you need to share your commitment with your clients and your community.

Partnership support

We offer a range of benefits for our charitable partners, including storytelling opportunities, on-the-ground volunteer experiences for your staff or your clients, and one-of-a-kind insights into the positive impact our industry is having on the Queenstown-Lakes environment.

We'll work with you every step of the way to ensure a best-fit approach; we want this to be a win for you, as well as the environment.

Let's chat

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All direct business donations over \$5NZD are eligible for charitable tax benefit for NZ tax residents and businesses.

Love Queenstown is an initiative of Destination Southern Lakes [a collaboration between Destination Queenstown and Lake Wānaka Tourism] and is delivered in partnership with the Wakatipu Community Foundation (CC55258).