

**Destination Queenstown  
Mountain Travel Symposium  
Banff, Alberta, Canada**

Report

March 2023

**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand  
+64 3 441 0700

## 1. Overview

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The Mountain Travel Symposium is the largest and longest running annual gathering of mountain travel professionals in the world. The event this year had 900 attendees from 24 countries to establish relationships, build business, and create a stronger mountain community.

MTS offers a global meeting place for the worldwide mountain travel industry where resort representatives meet in a single location with a wide range of mountain vacation suppliers, buyers, and vendors from around the world.

This event provides the ability to have pre-scheduled meetings with destination sales and marketing executives from all over the US and Canada, Europe, Asia, Australia, and NZ. It provides the opportunity to build brand-awareness, introduce product, and most importantly create relationships with key industry leaders.

The 6-day schedule at the symposium is broken up in to four parts:

- Networking ski day and welcome function (trade partners)
- Trade exchange - two days of meeting ski wholesalers from all over the world
- Forum sessions - one and a half days of speakers and break out session workshops.
- Group exchange - afternoon network ski session
- Group exchange - one day of meetings speaking to leaders/travel organisers of ski clubs.

Summary of each part:

Trade Exchange –

The Trade Exchange connects buyers (tour operators, wholesalers, online travel agents) with suppliers (destinations, resorts, lodging, transportation, ski rentals and ski schools and more). Over a two-day period, you can schedule up to 48 appointments with companies you want to meet with. Held over a 10-minute meeting window, the appointments are swift, efficient, practical, and productive.

Group Exchange –

The Group Exchange features major ski clubs and ski councils who want to learn about resorts for their upcoming group trips of 20 – 500 people. Over 120 ski clubs attend MTS, ready to learn about new destinations, with 75% of them taking international trips at least once per season.

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## The Forum –

The Forum presents relevant thought leadership content for sales and marketing executives in the industry. It is packed with insights and information for the changing landscape of this industry sector. There are a variety of general sessions, keynotes, and interview panels that provide insights relevant to mountain/resort towns.

Also attending was Geraldine McMillan from RealNZ. It was highly beneficial to travel with Geraldine and attend appointments together (where possible). I would give the overarching message of Queenstown, our airline connectivity and summary of accommodation and experiential product, including our full ski portfolio. While Geraldine would then provide a great summary of the portfolio of RealNZ product, led by Cardrona Alpine Resort and the rest of their offering. Working with Geraldine enabled us to nearly double our appointment total for the trade exchange part of the symposium.

MTS would add value to any operator specialising in the Ski industry here in New Zealand and is a great opportunity for Queenstown to connect with Northern Hemisphere trade, group, and industry partners.

In 2024 Mountain Travel Symposium will be hosted in North Lake Tahoe, CA at Palisades Tahoe April 14 - 19. For more information about the event, visit [www.mtntrvl.com](http://www.mtntrvl.com).

## 2. Market Background

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The USA is New Zealand's third largest visitor market, having contributed an estimated \$1.54 billion to New Zealand's economy in the year ended 2020. The US is currently at about 56 percent of pre-pandemic levels through to the end of December 2022. With strong forward interest from this market for travel to New Zealand.

The North American market has also never been more connected to New Zealand as Auckland Airport currently receives 50 non-stop flights a week from the United States, making New Zealand more connected by direct airline capacity than any other long-haul market. Those ports: LA, San Francisco, Vancouver, JFK, Houston, DFW and Chicago and Honolulu. These include Air New Zealand, American Airlines, Delta Air Lines, Air Canada and United Airlines, giving travellers across North America new ways to get to the New Zealand.

The exchange rate currently from this market also continues to be strong (US\$1 = NZ\$1.59).

While inflation and recession are on the horizon the demand for travel outside of the US is still unprecedented.

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### 3. Event Objectives & Benefits

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The primary event objective was to educate a global audience of travel trade/ski wholesalers (predominantly North American) on Queenstown’s unique proposition as the Southern Hemisphere’s premier ski resort. That comes in two parts, for destination training and education, or product/support for those more versed in sending their existing clientele to New Zealand for it already being in their portfolio.

There were a few opportunities to talk on the education piece of our new Destination Management Plan, which was very well received. I find the mountain community of travel sellers have the propensity to understand the sentiment of travel as a tool for greater good and for this market segment, increased length of stay, and spend in market.

Because of New Zealand never having been more connected to the North American market flying from 7 different ports, it was a great educational piece to share with those in the appointment schedule that aren’t as familiar, while also raising the profile of Queenstown and New Zealand as a visitor destination.

The main benefit was to be able to connect and network with many trade partners at one event, these are not the typical trade partners who invest in attending TRENZ or TNZ Kiwi Link events as they are not specialised to only NZ selling. They sell mountain resorts around the world.

### 4. Attendance/Attendees

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Attendees included domestic and international tour operators, resort representatives, destination marketing organizations, lodging companies and service providers from the mountain tourism industry. Below is the breakdown of appointments for both the trade and group exchange that DQ had.

#### Trade Exchange appointments:

Monday 27 March	Tuesday 28 March
Ski Sync – Ali Michaelis	SportVac – Marc Savoie
SnowPak – Evelyn Ramsdell	Snow Tours – Bob Rosensteel
EBG – Kathia Deleon	Alpine Adventures – Kevin Grossman (groups)
Mountain Watch Travel – Quentin and Anna	Knecht Reisen – Martin Gallati
Hopper – Daniel Rowan	Ski.com – Cat Iwanchuk

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El Mejor Esqui – Maria Isa Alvarez	Coda Travel – Timothy Foster
Alpine Connect – Heiko Thomas	The White Travel Company – Diego Pulenta
Ski Club of Great Britain – James Gambrill	Alpine Adventures – Pete Kovacevic
Ascend TV – Marc Kristofic	InspireSki – Andy Cleary
Sno n Ski – Luke Pritchard and Dan	Iglu – Gordon Ritter
Ski Travel Company – Susan Daniel	Sete Mares Turismo
Travel Time – Indre Eimontiene	Ski Travel Company – Susan Daniel
Alpine Adventures (groups) – Kevin Grossman	Powder Holidays – Josh Norris
Ski Holidays and Tours – Robert Pollock	Travel & Co – Rob and Sheree Macready
Travel Plan – Sylvia Schmiedl	Zartico (data) – Darren Dunn (give to Marcus)
Ski Kings – John Semple	Alterra Mountain Co (Ikon) – Adam Feehan
Get Ski Tickets – Brendon Quinn	SKAPITT – Fraser Ewart-White
	Tailor Beds – Alvaro Andion

#### Group Exchange appointments: Friday, 31 March

Knoxville Ski and Outing Club: Carole Mustaleski	Richmond Ski Club - (Only Cali & Colo Apts): Karen Noakes
Miramar Ski Club: Sharon Lieberman	Jacksonville Ski Club: Eleonora Bianca Roos
Ohio Valley Ski Council: Daniel Hapner	Orlando Ski and Travel Club - - (No Cali & Colo Apts): Steve Clark
Diamond Dogs Ski Club: Anne Longing	Finger Lakes Ski Club: Robert Sloan
Kevin Gill Group: Kevin Gill	70+ Ski Club: Richard Lambert
Cleveland Metro Ski Council: Curtis Bell	Ibex Ski & Adventure Club: Lynn Dean
Los Amigos Ski Club: Steven Finder	Ski Club of Washington, DC - International: Kenneth Eng
Piccadilly Ski Club: Julian Franklin	Metropolitan Milwaukee Ski Council: Mark Harris
Bohemia Adventure Travel: Jeff Wolford	Florida Ski Council - International: Shelley Daniel
Little Rock Ski Club: Mike Graves	

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## 5. Forum Summary

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The below is a breakdown and summary of the topics and speakers during the forum. Where possible I will link to the presentation and will endeavour to update this trip report with the replay of video footage per topic (if made available).

### **The Future Digital Landscape – Scott Klososky**

View the video recording of Scott's presentation at MTS, [here](#).

For travel organizations to prosper in the next five years, they will require an aggressive stance on weaving together technology and people. Scott Klososky developed the concept of Humalogy over 12 years ago and has been helping winning companies refine their digital strategies along the way. His content is rich in ideas that can be applied in the near term to help your organization prosper in the longer term.

There are two focus area of business – internal and external (providing more convenience for customers).  
Future of tech – balance tech and humanity, used as a blessing for what it can support us with in the world.

AI Nov 2022 two tools – daily prompt for graphics & GPT4.

Mid journey – graphics engine.

GPT4 – AI that could help with ski industry (5 things).

1. Enhanced customer service
2. Enhanced personalisation
3. Smarter snowmaking
4. Real time condition updates
5. Marketing and promotion

### ChatGPT

High beam vision - The power of pre-emptive vision –

- Conceptual tech
- Leading edge tech
- Early tech
- Established tech
- Mature tech

Humanity & Technology = HUMALOGY – balance

We are living through the age of entanglement; the next age is the integration of humans and technology.

- Machine intelligence – mixture of device and software

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- Machine learning – human teaching a machine what to do.
- Deep learning (GAN) allowing AI to programme itself two neural networks – AI teaches itself.
- AI – predictive, prescriptive, simulated.
- Smart Devices (edge intelligence)
- VOICE (NLP), Vision and text sensing
- Cognitive computing

AI in the future of Snowsports – could feature charge per lift or cheaper price if waiting in longer lift queues etc.

Types of AI –

- Analytic (creating new insights)
- Diagnostic (explaining the why)
- Predictive (modelling the future) –
- Prescriptive (achieving a preferred future)
- Simulation (intelligent digital twins)

Generative AI (November 2022) – an AI engine (LLM) trained on a massive set of example data. You give it a prompt that describes style, intent, and constraints. \*By asking a question To create novel outcomes that have never been seen before.

This is an unimaginable improvement in the world. That solves 3 big problems –

1. Solves the blank canvas problem.
2. Creation of new ideas and added knowledge.
3. Allows for faster and more efficient use of time.

Spirituality and technology – not two separate things. Generative AI – a humalogy collaboration that amplifies our abilities to create, solve, amplify and be efficient. A giant leap for humankind.

Three things to bridge – technology (science), innovation (art), people (humanity).

You can become an elite performance (organisation and personal).

We have the ideas but not the digital tools to execute.

How we sell a ski pass, how we have them pay for things, applying AI/machine intelligence – mixing the 3 points of view above.

**Sustainability Series – throughout the forum**  
**Luke Alves – Market Team Manager – BOOKING.com**

In 2022 Booking.com surveyed over 30,000 travellers from over 32 countries about sustainable travel. They learned that 86% of their global travellers want to travel more sustainably but have a hard time finding sustainable travel options. 71% want to make more effort in the next year to travel more sustainably. 53% are more determined to make sustainable travel choices when they travel now than a year ago. 38% actively look for information about the sustainability efforts of a property before they book. 25% would be willing to pay more for travel activities to ensure they are giving back to local communities.

<https://www.sustainability.booking.com/>

**Olivier Weibel - Director, Canada Switzerland Tourism**  
[Sustainable travelling – Swisstainable.](#)

The NTO for Switzerland have launched a movement to have Switzerland as the most sustainable country in the world. Where the purpose for meaningful travel doesn't have to be less of an experience.

Swisstainable is all about having one's finger on the pulse – and maximum relaxation in a natural setting:

1. Enjoy nature up close and at first hand.
2. Experience the local culture in an authentic way.
3. Consume regional products.
4. Stay for longer and delve deeper.

They have created a [program](#) open to all Swiss tourism operators that is integrated through their communications – partner-programme, visitor numbers, all-year tourism and length of stay.

This enables all companies and organisations involved in Swiss tourism that already have a comprehensive sustainability certification and those that now want to embark on more sustainable development. The program is divided into three levels:

**Level 1 - Committed**

Level I businesses commit to sustainable business management and to further developing their business continuously towards sustainability.

**Level 2 – Engaged**

Level I businesses commit to sustainable business management and to further developing their business continuously towards sustainability.

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### Level 3 – Leading

Level III businesses have a comprehensive, recognised sustainability credential that covers all dimensions of sustainability and is regularly audited by third parties.

They have had more than 1,800 businesses participate since its launch in 2021.

<https://youtu.be/51H4rCWrsGc>

### Digging Deep into the Data

**Followed by panel discussion – Destimetrics, Phocuswright, OnTheSnow, STAR data set information.**

Destimetrics, Phocuswright, STR and OnTheSnow help to unpack the '22-'23 season. They shared insights gleaned from never-ending datapoints to make sense of the industry's success and what it might tell us for the short and long-term future.

### **Take aways:**

Mountain communities are more resilient, with a more affluent consumer group. Pent-up demand was seen in 21/22 with many hotels running their ADR high, which has seen a rate driven recovery, that has not been seen before in 30 years. Most reported getting more money from a lower demand of supply.

The passion point for the ski industry hasn't seen a drop in numbers since the pandemic.

Increased costs of labour are not sustainable and with shorter nights being booked over the course of the season.

There was conversation around interest rates increase and how that will affect travel trends. There are many headwinds apparent overall. Also, discussion on China and when that market will come back, which is currently constrained by air capacity.

Volatile times – inflation 8% 2022, war in Europe, bank failure. What would impact mountain travel positively or negatively the coming year.

Strong economic shock can have a dramatic impact on mountain travel. Even though most ski enthusiasts are an affluent traveller.

The ski sector is a very passionate industry, they are keen on sustainability, and happy to travel far afield to enjoy ski.

Blended travel could be affected by employers wanting to mandate employees back into their workplace as currently there is lots of flexibility for many industry sectors for people to work/holiday.

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41% leisure travellers value sustainability while 46% of mountain travellers value even higher sustainability.

**Advice to a DMO for supporting these trends:**

Will people be willing to pay for a more sustainable experience. A belief that people will pay 1 or 2% additional to support these initiatives.

Being transparent with what is behind the numbers and any carbon off-set/numbers i.e., removing carbon from the atmosphere etc. Helping customers to understand what the cause is in support for.

Younger audiences are keener to offset if they feel more connected to and trust the transparency of the organisation providing the offset.

Consumer view of sustainability Vs. DMO view of sustainability – know your number, a balance in the community to support the tourism economy with visitor numbers. Is that occupancy at 100%? How do we manage to handle volume etc.

**Connecting With The Next Generation: Gen Z Insights & Opportunities –**

**Issa Sawabini, Fuse**

Issa is widely considered one of the foremost marketing experts in youth culture, action and outdoor sports, and marketing to millennials and Gen Z. He's used this knowledge to develop successful youth marketing strategies for over 100 brands including Mountain Dew, Nike, Gatorade, Converse, Amazon, Kraft, Harley-Davidson, Tik Tok, Puma, Burton Snowboards, Zip Car, Champs Sports and MasterCraft. He shared insights on Gen Z and some of the tools that can be used and tactics that can be implemented to best reach this audience.

Gen Z insights – separating beliefs from behaviours.

- 32% of the world's population, almost one third of the world's 7.7 billion people have been born since 2001.
- 143 billion spending power in the US.
- 48% of Gen Z are racial or ethnic minorities. Extremely important that we offer inclusivity in mountain environments.
- 35% of Gen Z know a gender-neutral pronoun compared to 25% of millennials.
- 19% live in multi-generational household.
- 17% have a grandparent living in the same household.
- 8% believe a grandparent should live in the household.

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- Risky behaviours in decline. Teenagers half as likely to binge drink. Teen pregnancy down, less likely to smoke.

#### **Gen Z characteristics –**

- Anxious 19.2% (largest percentage)
- Fiscally responsible
- Independent
- Focused
- Competitive
- Entrepreneurial

#### **What's important to them –**

- Achievement 48%
- Being happy 30%
- Caring for others 22%

#### **Why so anxious –**

- Months between significant terrorist attacks since 1995
- #of economic recessions with an effect on Gen Z
- Unemployment rate of millennial vs the national average
- Covid-19

#### **Top 4 things per brand that matter to Gen Z**

- High quality
- Fits my personality
- I'd recommend to others
- Is made by a socially responsible company

#### **New role of brands**

- 71% of Gen Z consumers believe that brands should help them achieve their personal goals and aspirations.

#### **New face of brands**

- 82% of Gen Z trust a company more if the images they use in their ads are of actual customers
- Focus on the micro influencer – people like you and me.
- New expectations of brands

#### **After learning a company supports a social cause –**

- 69% say they trust the company more

- 72% say they are more likely to purchase the co. products
- 66% Say that pay more attention to the co. marketing/advertising

#### **GenZ behaviours – Favourite activities**

- Music 38.3
- Social media 12.3
- Playing video games 22
- Exercising/sports 12.5
- Reading 5.8
- Watching TV 7%

#### **Social media usage –**

- 94% use social media
- YouTube, Tiktok Instagram and snapchat have become dominant.
- They have left facebook.

#### **Which 3 will they use in the next 5 years –**

- Snapchat 21.5
- Insta 28.2
- Tiktok 3.6
- Facebook 7.3
- Twitter 5.7
- YouTube 27.6

#### **Pandemic impact on Gen Z outdoor recreation –**

- 40% participate much more compared to the years immediately before the pandemic. 29% maintained participation levels. Lots of people started new sports – hiking, biking, mountain biking, snowboarding.
- Outdoor rec 39% more on gear and 41% spend more money on experiences.
- In the next year 59% plan to spend more time participating compared to the past two years in their life.

#### **Gen Z Travel Insights –**

- Travel is back!
- 70% plan to travel more than 5 days this year.
- National parks and campgrounds were most popular in the last year nearly 25% visited a ski resort.
- Hotels and resorts most popular (61%), then AirBnB, hostels (2%)

- Sustainability practices matter most!
- They are ready to spend money on travel. 75% are planning to travel to the mountain.
- Purchase and research through social media.
- 70% of Gen Z prefer experiential marketing over digital or TV ads.
- More opportunity to bring more people to the mountain so seen more inclusive.
- Instagram & TikTok are 40% used for search.
- Tiktok 37 million
- Instagram 33 million
- 72% watch YT daily with an average of 65 videos per day
- 33% leave after just 30 seconds of video
- Tiktok 8 sec attention span
- 75% of Gen Z consumers prefer to shop in person, but they want an experience.
- 44% of Gen Z has made a purchase based on an influencer recommendation but authenticity and trust matter.
- Digital innovation – Web3, Metaverse, NFTs and more
- CSR and cause marketing – makes a financial donation to a cause, its employees work on an issue, the co. communicates about their efforts in their marketing/efforts.

Link to the presentation [here](#).

### **Insights to Action to Actual OUTcomes for the Mountain Community: Evolving Data to Quality of Life Nicole Brownell – Zartico**

- Mega work shift – 2023 60% remote vs. 2019 of only 10% remote workers.
- Unmanaged growth = growth will just happen to you.
- Smart destination leaders - Connected to their community vision, values and identity.
- Storytellers - Data enables us to manage the roads most travelled.

### **Kaitlin Eskelson – Visit Salt Lake, *working example for transport solutions, who is using the canyons?***

Tourists are supposedly the ones infringing our quality of life, but are they? Through data Zartico helped with the study of their 22/23 season, to understand what a visitor was, a resident and what was their point of origin.

It turned out that 70% of their congestion was resident population. Fast forward the Utah transit authority had to decrease the capacity of single road users and increase a programme of public transportation. Now they have a public private partnership to get people up the mountain to help alleviate congestion.

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The research will be out end of the season for review. Will upload the link to the outcome of their research when available.

**Breakout session: Bill Orbreiter - Using Data to Craft Advocacy Stories, Zartico**

This session was a broader conversation amongst a breakout group around mountain/resort towns.

Economic, jobs for residents, quality, and diversity of amenities.

Tourism existing to improve resident quality of life.

Challenges are common across mountain destinations – lack of housing, traffic, vacation rentals and second homes, disrespectful tourist, and lack of economic diversity.

***The DMO role in using data –***

- Balanced growth, Be the lead storyteller, Shepherd.
- Data, insights, evidence, advocacy, policy, a stable tourism economy.
- Zartico shared how they use proprietary data science, to look at big data to help make better decisions for the community.
- New way of marketing – primary: how does it relate to the resident.

**Madison Rifkin – Mount, Sustainability series 2**

**How Traveling with Less Amounts to More.**

[Mount](#) encourages travellers to travel with just a backpack and rent everything they need in destination— from bikes to kayaks, to clothes and pool toys, from the locals.

Mount’s objective has been to create a business where they have a decreased demand on single use travel items that are otherwise immediately thrown away after a trip or stored not to be used again which in turn creates a deeper connection to the locals and is better for the environment. Mount exists to rent from the locals, reduce single use travel items, travel responsibly, and reduce the carbon footprint of airlines. Creating a place where you have rentable amenities.

**Storm Skiing Podcast by Stuart Winchester + Bob Stinchcomb, Alterra Mountain Company**

***Exploring the world of lift-served skiing in the United States and Canada.***

Discussion on [Epic Pass](#) & [IKON](#) pass, and how they have changed the industry.

Providing a season pass concept for non-locals, where traditionally they were only for locals and used for a person skiing a certain number of days per season.

Most of the marketplace was saturated with many different products and pass options, so the Epic and IKON pass helped to simplify the process.

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IKON pass, launched in January 2018 with 23 destinations. Its debut received a very positive reaction with large interest from buyers in the marketplace, to both the brand and the product offering. They have not lost any partners in the past 6 years.

IKON now has over 50+ destinations across 11 countries with 1 pass.

Epic pass launched several years earlier.

Their biggest pass holder base is in those locations where there is a main ski field in their backyard.

Then comes those who are looking at bucket list ski holidays to chase the snow.

This started as a North American product for a North American market. But there is interest in overseas ski holidays. Globally they are finding the right partners, to support bucket list destinations.

NZSKI is on the IKON pass.

Have launched additional benefits with the purchase of the pass. Friends/Family tickets, F&B, ski/snow, brands – Smith/North Face etc.

IKON pass travel (white label through Ski.com).

### **Adrienne Saia Isaac – National Ski Area Association**

#### **How a small industry is working toward climate change.**

#### **Lift Your Voice: How a Small Industry is Working Toward Big Climate Action**

The U.S. downhill snowsports industry contributes over \$58B annually in economic impact and supports, broadly, half a million jobs across the winter tourism economy. While the industry has worked for decades to lower its own emissions and operating footprint, there is much more that needs to be done to keep skiing and riding in the future. Learn how one small – but mighty – industry and its trade association are lifting their business voices in support of audacious climate action by both policymakers and the private sector.

Getting started with Sustainability on slopes! NSAA making things easier for people to be an advocate for their industry.

#### **21/22 season records (North America)**

- Skier visits 60.7 million
- Domestic participants (10.7 million)
- Revenue
- Season pass visitation
- Projected capital expenditure
- Investment in lift infrastructure
- Wage increases

#### **Barriers to climate advocacy**

- Don't have the messaging I need
- Need help on how to do it

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- Lack of support from leadership
- Lack of bandwidth

The message:

- BIPARTISAN
- Economic impacts
- Think local
- Be specific in your ask
- Highlight your goals, commitments, and willingness to do more.

There is hope!

- Inflation Reduction Act (support)
- Conservative Climate Caucus
- Mountain collaboration for Climate Action

Vail, Boyne, Powder, Artrail ski area

- Unprecedented public support for climate action
- Sustainability is a smart business strategy.

## 6. Stand-Out features of visiting Banff in relation to visitor flow and getting around.

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Roam bus network – fixed \$2 fare, no change given, signs at each stop with schedule and electronic advising next bus due time. Major hotels and lodging offer a free pass to access the bus pass, so you don't need to pay for it, you just show your ticket and hop on/off. Their public bus network is also 100% battery electric.

The ski transfer buses have a set departure time from varying hot-spots and lodging in Banff, there is always a back-up bus to collect additional ski patrons should they fill up. There is also no cost to the patron, utilising the service whether a visitor or local. The bus schedule is regular and hassle free. A pleasure to get from A to B with all your equipment, plus a great opportunity to connect with other visitors and locals from all around the globe. Catching the bus this week to the varying resorts has been a great experience to my time here.

Probably the most significant is that to live in Banff, you need to work in Banff. It is a national park regulation called eligible residency. It's in place to ensure housing is available to people in the community and not used as vacation properties.

Shops stay open until late (9-10pm), which enables you to come off the mountain, freshen up and shop before or after dinner.

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## 7. Summary

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For Destination Queenstown to attend the Mountain Travel Symposium it delivers a great prospect and value to members for gaining insights from trade partners and industry stakeholders that otherwise do not attend traditional trade events specific to New Zealand. That being because these partners focus predominantly on selling ski globally.

The length of stay from this market segment for ski is vastly different to that of a usual FIT/group market with it being 5+ days. This places this market segment in far greater alignment to our DMP of staying longer, increased visitor spend and engagement in the community. There is also great prospect for off-mountain activities as not all clients visiting are here only for ski, which presents a good opportunity to further diversify product inclusion and offer additional and alternative activities in Queenstown. There are also many options to further explore travel to New Zealand from these trade partners outside of only the ski season only.

There are a lot of benefits in attending this event not only as we chart through the Destination Management Plan and the true value of our visitors, but also the industry connections and understanding that many mountain destinations are experiencing the same pain points and at large having the same conversations as Queenstown within their own resorts.

Overall, it was a very productive sales trip, with lots of interest in New Zealand. Connectivity has never been greater, and the value of the US dollar is strong.

Follow-up will be completed with all contacts from both the trade and group exchange appointments.

## 8. Lead Tourism For Good, a 10-year vision for tourism in Banff and Lake Louise.

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Together with the wider community, Banff & Lake Louise Tourism and the Town of Banff, in partnership with Parks Canada, have developed a 10-Year Vision for Tourism for the destination. The Vision will serve as a guidepost as we collectively develop our approach to tourism in Banff National Park for the next 10 years and beyond. The document itself addresses environmental sustainability, community wellbeing, cultural integrity, and economic prosperity. The Vision is intended to complement other long-range plans; such as the Parks Management Plan and municipal plans.

You can learn more here: <https://tourismtogether.ca/>

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8. Related Content/Event Images

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Ski Tour of Lake Louise on the Trade Network ski day.



Trade Network evening event.



Shop floor at MTS for trade exchange.



Banff Lake Louise conclusion for the Trade Exchange event.

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Sponsorship of MTS and Forum set-up.



MTS Group Exchange shop floor.

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