

A scenic landscape featuring a calm lake in the foreground, surrounded by trees with vibrant yellow and orange autumn foliage. In the background, there are rolling hills and mountains under a clear blue sky with a bright sun in the upper right corner. The text is overlaid on the upper half of the image.

Welcome

Destination Queenstown

Members Update

June 2017

Today's agenda

- Queenstown Airport – Colin Keel
- Tourism Industry Aotearoa – Chris Roberts
- Destination Update – Graham Budd
- Winter Festival Overview – Lisa Buckingham



Winter Outlook 2017



Evening flights full steam ahead

- Qantas and Virgin Australia ready to operate after-dark services
- All 4 airlines flying after-dark for peak winter season
- Spreads the flight schedule/peaks
- More travel options, better connections
- Enables commuter opportunities

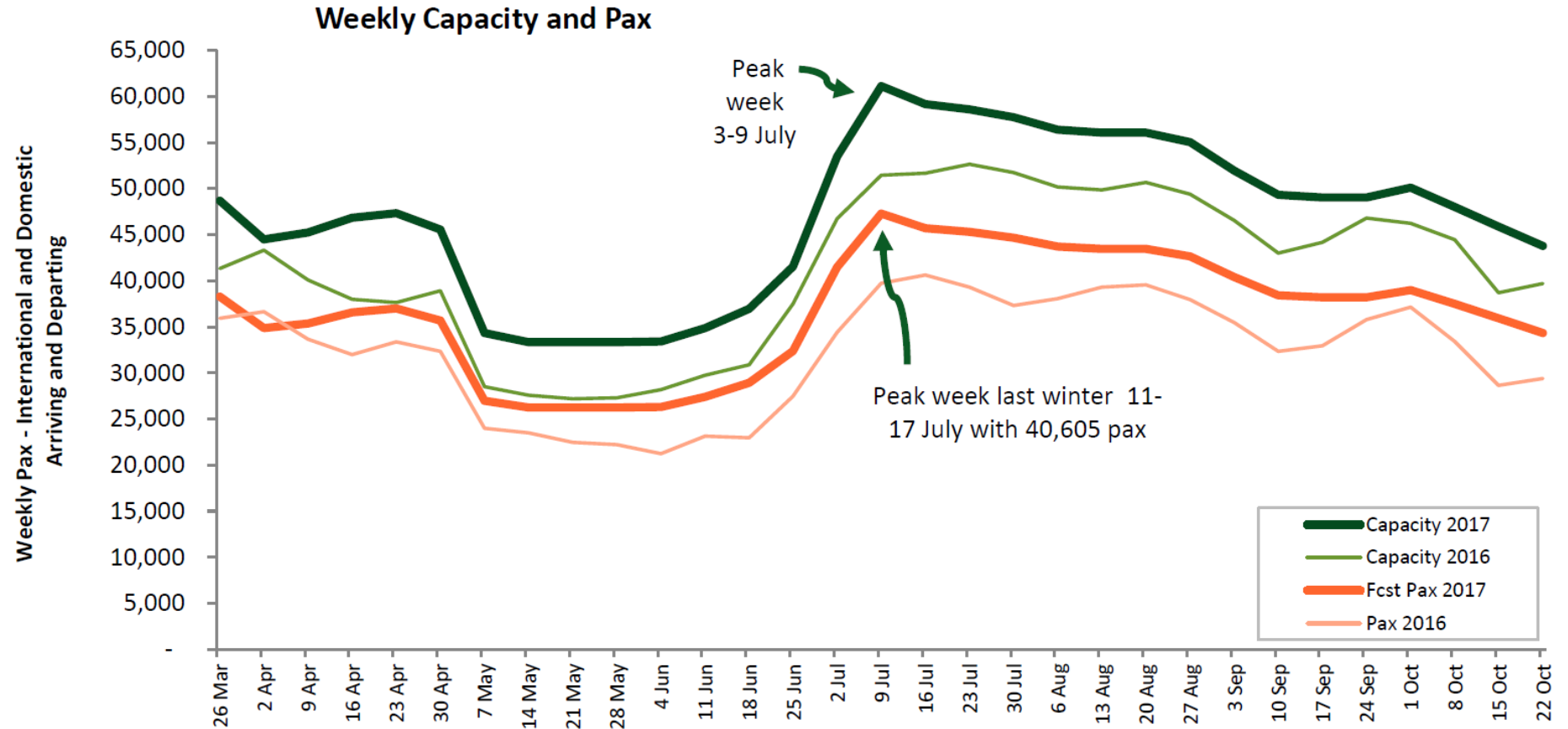


Winter outlook summary

Peak winter schedule from 22 June

Overall capacity 14% up on last winter

Domestic +15%, International +10%



International passenger profile – 12 months to April 2017

Summary:

- Higher proportion of passengers who are young, Australian and on holiday than other NZ airports
- 67% of passengers on international flights are **Australian**
- 48% are **under 35 years old**
- 90% are on **holiday or visiting friends or relatives**
- 28% of ZQN passengers arrive on direct international flights

International passenger profile

Seasonality:

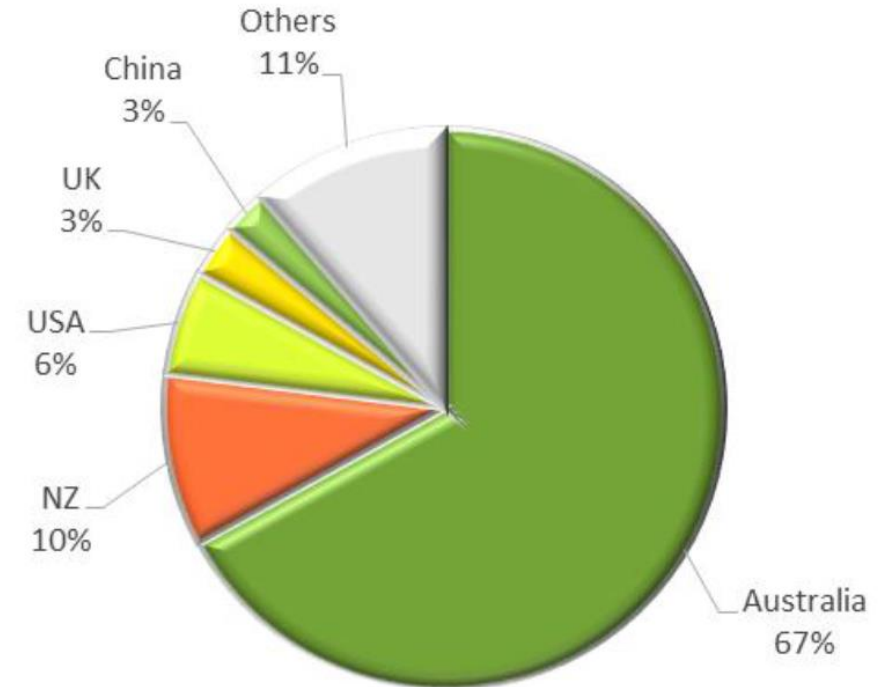
- Australian pax peak in winter
- 79% trans-Tasman pax Australian, 49% under 35
- NZers more evenly spread through year, peak in school holidays
- Other nationalities peak in summer
- Younger pax peak in winter, especially 15-35
- Passengers >55 years peak in summer and autumn



International passenger profile

Top 5 markets:

- **Australia:** 67% of passengers, +13%.
Peak in winter. Half under 35 years old
- **New Zealand:** 10% of passengers, +11%.
Peak in school holidays
- **USA:** 6% of passengers, +21%. Peak in summer
- **UK:** 3% of passengers, +23%. Peak in summer
- **China:** 3% of passengers, +1%.
Peak at Chinese New Year (Jan/Feb)



Domestic passenger profile

Top 5 markets:

Gearing up for winter operations

- Grooved runway, final stage of \$20m airfield upgrade
- New de-icing for runway, footpaths
- New runway sweeper clears 230,00sqm per hour (our runway is 85,000sqm)
- 'Helga' follows to disperse snow (2,700 tonnes per hour)
- New vehicle to de-ice aircraft at gate rather than towing to taxiway
- People power, snow clearing vehicle fleet, contractors on call



Car parking and traffic flow improvements for winter

Summary

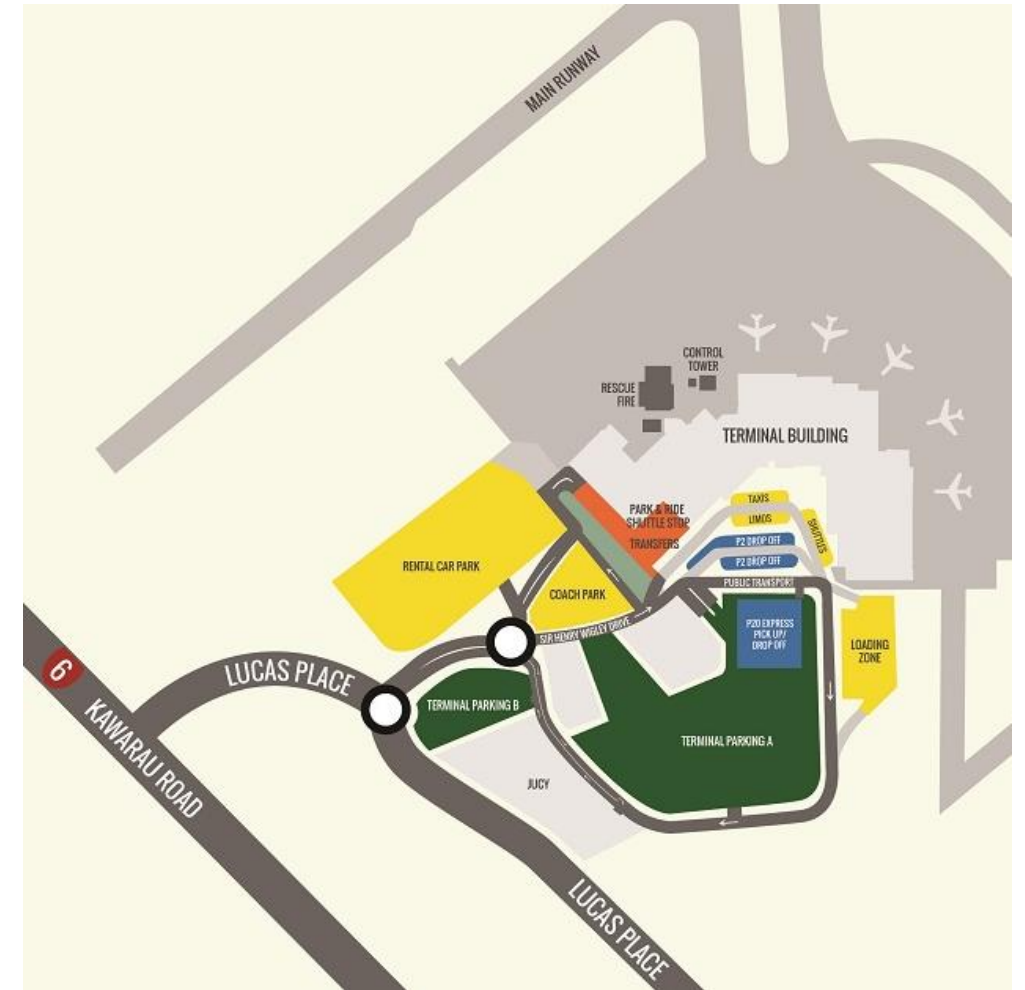
- Passenger numbers +38% in the last 3 years
- Strong community growth across the region
- Public car parking +70% by Dec 2017
- \$4.6m infrastructure investment in 18 months
- More technology and more choices e.g. Tap'n'Go



Car parking and traffic flow improvements for winter

At the terminal

- New roundabout, reduce congestion 40%
- Dedicated coach park
- Free 2-min public drop-off lanes reinstated
- Free 20-min express pick-up/drop-off
- \$4 parking 21-40 mins
- Terminal Car Park A and B, 450 spaces
- \$25 one day parking, \$100 a week



Car parking and traffic flow improvements for winter

Park and Ride Trial – Brookes Rd behind Mitre 10

- Timed with Stage 1 Hawthorne Dr and removal of SH6 parking
- 150 spaces, 300 by end of year
- Suited to 2+ days
- Pay to park, free to ride
- Shuttle initially every ½ hour
- Average \$10 a day, \$70 a week
- We want your feedback



Master Plan 2045

- Long term plan over 30 years
- 3 snapshots at 2025, 2035 and 2045
- Robust demand forecasting
- Clean sheet approach
- Detailed scenarios for aeronautical, terminal and landside development
- Integrate with district planning and community needs
- Broad stakeholder and community engagement

Airport evolution



Past

Wonderful and inspiring pioneering aviation heritage

Present

Tension of frontier flying/living with planning, growth & regulation

Future

Sustainable balance between tourism development and local lifestyles in our region

Our master plan needs to keep the Southern lakes region connected with the world

How do we sustain growth?



Guiding principles

SUSTAINABLE

Support a safe, commercially-focused, environmentally-conscious and community-orientated business

ADAPTABLE

Allow for staged growth and innovative solutions aligned to visitor and community needs

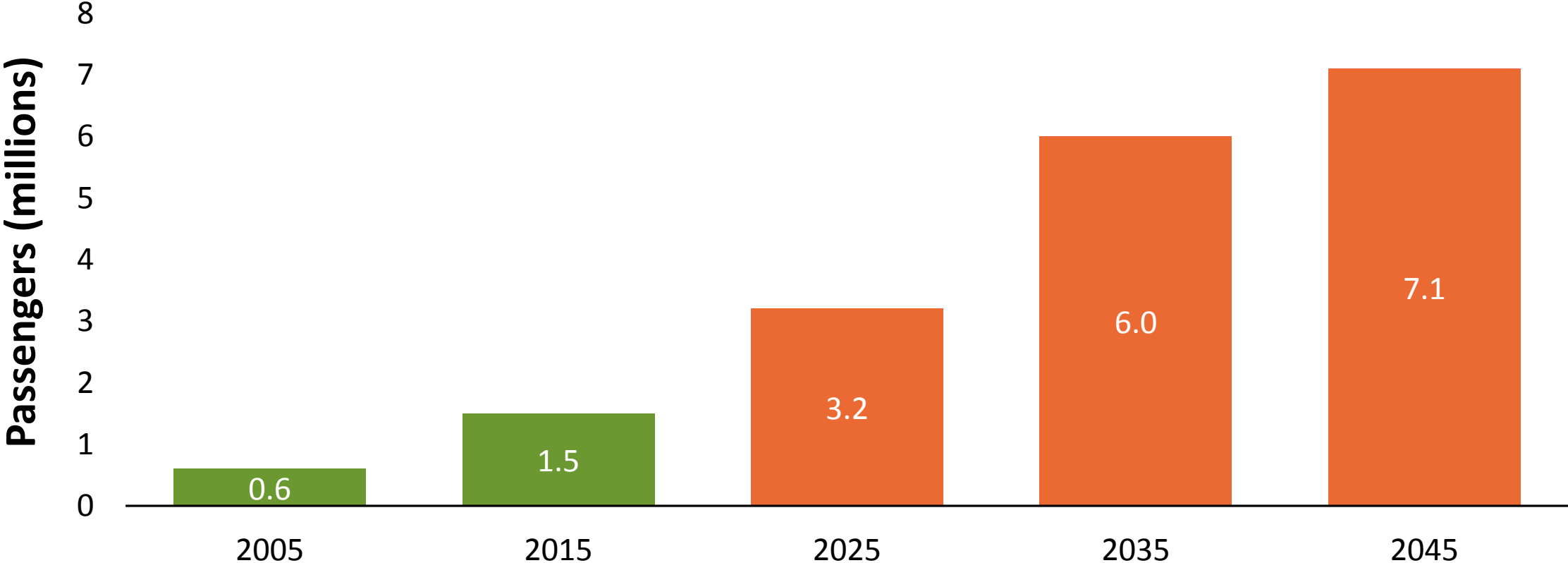
AFFORDABLE

Recognise the economic challenges and opportunities associated with growth

MEMORABLE

Provide our visitors with an exceptional service experience representing the best of the region and a sense of place

Potential growth forecast



Key considerations

LOOK? **FEEL?** **SOUND?** **COST?**

For customers & visitors

For airport stakeholders

For shareholders

For local communities

For wider region and nation



Help us shape tomorrow

- Community discussions July - September
- Questions to consider for the airport and region:
 - What number of passengers could we facilitate at the existing airport?
 - How could we grow our capacity at Queenstown Airport?
 - What is the environmental and community impact of these forecasts?
 - What are our options for providing capacity elsewhere?
 - What demand **can** the region accommodate and what demand does it **want** to accommodate?

Data review & trends



DQ winter & spring campaigns

Overview of Activity
Vanessa Hartnell – marketing executive

Strategic Overview

	EARLY BIRD	CORE WINTER	SPRING CAMPAIGN
Campaign time	February	April	June/July
Travel time	June, July, August	July, August	September
Objective	Target early bookers, secure core winter bookings and support trade channel	Defend Queenstown's position as the leading ski destination in the Southern Hemisphere, especially against Australian ski resorts	Increase awareness and develop the spring skiing proposition, growing shoulder season visitation by positioning spring as a great time to visit
Audience psychographics	Travel mostly in peak winter, utilise travel agents, are more skewed towards first time visitors and/or beginner skiers	Intermediate and advanced, may book later and are compelled by the quality of the terrain and snow	All levels, looking for fun on and off the mountain and warmer, longer days. Booking within shorter lead times.
Core Proposition	FUN	EPIC	PLAYFUL
Tone	Light hearted, friendly and inviting.	Aspirational, bold and social. Big mountains in the Alps.	High-spirited, fun-loving. Warmer, longer days to play.

Target Audience

The target for this marketing activity is defined as:

- 20-45yrs
- Single or couples without kids
- Travelling with partner or friends
- Flexibility to travel outside of peak season
- Skiers and snowboarders of all ability levels*
- Residing in the vicinity of direct flight ports: Sydney, Melbourne, Brisbane & Gold Coast

**Slightly different abilities for each campaign as outlined on previous slide*

Key Messages

DRIVER	QUEENSTOWN OFFERING
Value for money	Easily accessible world class alpine destination. International airport with direct flights from Australian main ports
Has accommodation at the ski field	Range of accommodation options within short drive of ski fields, the closest one just 20 minutes away
Known for great snow conditions	True Alpine destination in the heart of the Southern Alps
Offers a range of runs suited to all ability levels	Choice of four ski fields with varied terrain plus backcountry
Fun place	Cosmopolitan destination with vibrant après ski and variety of renowned activities and restaurants

Thank you

