

# MEDIA AND COMMUNICATIONS 101

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Introduction to Media and Comms



**Wānaka**



**Queenstown**  
NEW ZEALAND

# ABOUT MEDIA & COMMS

Destination Queenstown (DQ) and Lake Wānaka Tourism (LWT) are the Regional Tourism Organisations responsible for both destination marketing and destination management in the Queenstown Lakes District.

Our role is to position the region in both international and domestic markets and to work collaboratively with partners to deliver the region's destination management plan, focusing on regenerative tourism by 2030 and attracting 'high contributing' visitors.

The Media and Communications team is responsible for place-based story telling through hosted media programmes, managing news media relationships and press releases, corporate communications, keeping members updated with local and industry news and ensuring the region is positioned as a well-managed, safe, regenerative destination.



# COMMS OBJECTIVES

- Build positive destination reputation for Queenstown and Wānaka, leveraging unique destination attributes through strategic communications.
- Support emergency management and crisis communications planning for the Queenstown Lakes.
- Build member engagement in Queenstown and Wānaka to support tourism operators across the region.
- Showcase and support Queenstown and Wānaka's journey towards regenerative tourism.
- Establish and strengthen advocacy for the tourism industry by effectively engaging with key stakeholders, including central and local government, industry partners, and the community.
- Build positive engagement with local communities through open and transparent communication, highlighting the benefits of tourism and addressing community concerns.



# COMMUNICATIONS PRIORITIES



## Member Engagement

Providing DQ and LWT members with regular, informative communications:

- Fortnightly Remarks newsletter
- Special Remarks updates
- Quarterly Member Updates



## News Media Relations

Protect and build Queenstown Lakes District's reputation:

- Earned local and national news media
- Leveraging the news cycle
- Partnering with PR agency PEPR for Australia media opportunities
- Crisis management



## Destination Reputation

Ensure the region is positioned as a well-managed destination:

- Lead a partnership approach to collaboratively address and manage destination reputation.
- Control the narrative around the region's news and aspirations through DQ's LinkedIn channel.

# MEDIA OBJECTIVES

- Foster positive destination reputation and grow appeal for Queenstown and Wānaka in international, domestic and Australian markets.
- Leverage major events and new developments in the region to grow positive destination appeal.
- Support efforts to grow destination appeal in autumn, winter and spring across Queenstown and Wānaka.

If you've tried most of the spots to dine and drink in Queenstown, Bethany Reisma has some newer openings to pop on your holiday itinerary

**Best Bread Bakery** is a new addition to the Queenstown dining scene, having opened last May. The bakery is run by Bethany Reisma, who has worked in the industry for over 10 years. The bakery is located in the heart of Queenstown, and offers a range of breads, pastries and cakes. The bakery is open from 8am to 5pm, and is a great place to stop for a quick bite.

**Fluo** is a new addition to the Queenstown dining scene, having opened last May. The restaurant is located in the heart of Queenstown, and offers a range of dishes. The restaurant is open from 12pm to 10pm, and is a great place to stop for a meal.

**Fluo Bar & Grill** is a new addition to the Queenstown dining scene, having opened last May. The restaurant is located in the heart of Queenstown, and offers a range of dishes. The restaurant is open from 12pm to 10pm, and is a great place to stop for a meal.

**Taste & Oak** is a new addition to the Queenstown dining scene, having opened last May. The restaurant is located in the heart of Queenstown, and offers a range of dishes. The restaurant is open from 12pm to 10pm, and is a great place to stop for a meal.



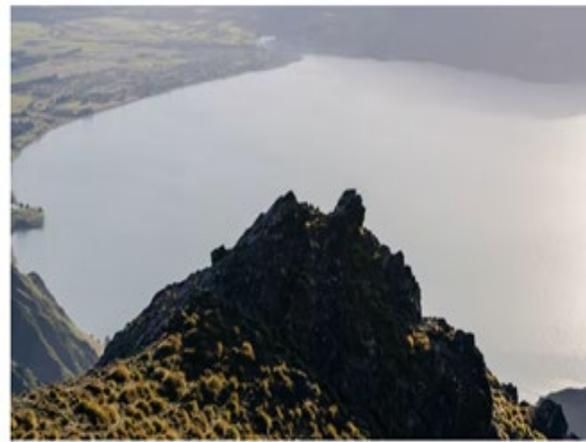
## Full of choices



## Self-Rejuvenation In Lake Hāwea and Lake Wānaka

AOTEAROA, ADVENTURE

By Carolyn Enting June 14, 2024



### Two's company in Queenstown

Love is in the alpine air.  
STORY LAURA WILLIAMSON

RELATIONSHIPS ARE AN adventure, and Queenstown, the adventure capital of New Zealand, might be the ultimate date destination. With world-class dining and a lively cocktail scene, Queenstown has everything big cities do, plus a waterfront setting, mountain vistas and an array of adrenaline activities tailor-made to bring you closer to your crush.

Queenstown's lovely landscapes would put anyone in a romantic frame of mind, and couple-focused outdoor activities are everywhere. Alpine Luxury Tours' Heli Picnic at Middle Earth Waterfalls starts with a flight over the Moonlight Saddle and the Richardson Mountains before landing at the foot of Earnslaw Burn surrounded by glacier-fed waterfalls that cascade dramatically from above (as featured in *The Hobbit Trilogy*). It's just the place for a gourmet private picnic served with juice, beer, wine or, if a celebration is called for, champagne.

Petler by Bike has a tandem e-bike for hire, complete with two seats and four pedals to double the fun of exploring the region's 150km of trails. Or, during the summer, hop into one of Paddle Queenstown's double kayaks or an aqua bike built for two. Queenstown is also the birthplace of Zungo. Take the plunge with your partner (a 4.5m plunge to be precise) with a tandem jump at the Kawarau Bridge Bungee or take on the world's

# A REMARKABLE ADVENTURE

with HARJET MILES

Known as the scenic backdrop to Taylor Swift's 'Out of the Woods' music video and numerous Hollywood blockbusters, as well as a mecca for thrill-seekers, Queenstown is today providing a masterclass in eco-living standards, safeguarding New Zealand's future generations one small, regenerative step at a time

There is no arrival by air quite like Queenstown's. With a bit of luck and a flexible neck, you will take in the snow-capped mountains – The Remarkables, Mount Earnslaw (Gardner's iconic peak) – and Lake Wakatipu's crystal waters. But beyond its natural beauty and status as the adventure capital of the world, Queenstown is a territory offering tourists a tantalising glimpse of a possible future.

It's a future that will embrace the recent town's soul, history and sense of community, and depends on the successful execution of the Destination Management Plan (DMP), a firm implemented during the COVID pandemic, and grounded in a new way of thinking for visitors and locals invested in a thriving future beyond 2030.

It was in June 2020 that Destination Queenstown partnered with Queenstown Lakes District Council and Lake Wakatipu Tourism to develop the DMP, which comprises four pillars, 167 actions and 23 individual projects.

Speaking exclusively to *BATZGAR Australia* over breakfast in Sydney last year, Destination Queenstown's CEO, Max Woodside – an inspiring leader championing the value of small steps towards long-term change – revealed that the "DMP" aims to reduce the environmental impact associated with tourism by travelling lighter, giving back financially through knowledge and caring for our place and offering more authentic and cultural experiences that speak about our people and the rich history of First Nations.

An extension of the DMP is *Planet as a Pleasure Feature*, a roadmap towards regenerative tourism and better emissions management, it encourages visitors to forge connections with the local scene and commit to achieving a carbon-zero visitor economy by 2030 – a collective task as remarkable as The Remarkables.

Dividing the winding roads of Queenstown in biocharre-worthy weather, one notices striking accommodation on every corner. But there is one place that stands out: a pit stop known as Headwaters Eco Lodge, at the head of Lake Wakatipu. It's the over-evolving brainchild of American back and philanthropic entrepreneur Paul and Debbi Brainerd, who have showcased an extraordinary talent for transforming one man's trash into another man's (future-proof) treasure.

This picturesque lodge has received global recognition as the first visitor accommodation site to be designed, built and opened on three of the seven vital principles of the International Living Future Institute's Living Building Challenge. Its significant features include colourless composting toilets that save 300,000 litres of water per year, and one of the South Island's largest solar photovoltaic grids, with 589 solar panels.

Headwaters is also a place that empowers local artists to reinvent, recycle, reclaim and repurpose materials through assemblage art and craft. Visitors are taken on an artist's journey that includes a Cuban-style collapsed door made from recycled car-door parts by Wellington's Andrew Mianen. On the other side of that door is the Humboldt Room, leading to Matthew Hood's one-of-a-kind driftwood wall, formed from wood recovered from Lake Wakatipu. One then stamers along the Jeffrey Bay-designed mosaic walkways made of rock from the Dorn and Stees Rivers that guide visitors to their eco-chalet.

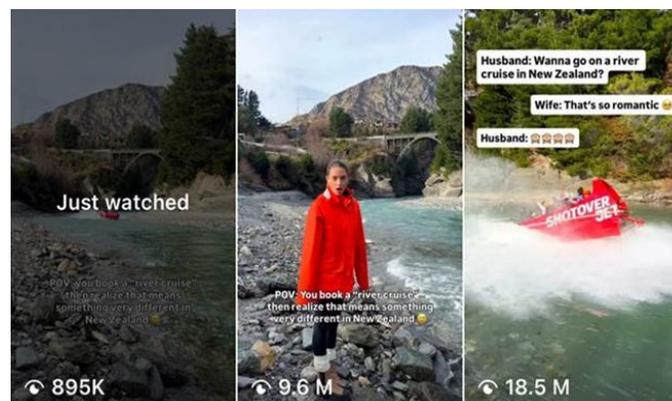
# MEDIA PRIORITIES



## DQ & LWT Media Programme

Working with New Zealand and Australian media publications to deliver earned and paid media exposure for our members:

- Media pitching
- Itinerary development
- Media famil hosting



## Tourism NZ/Experience NZ Support

Supporting TNZ media famils that include a Queenstown and Wānaka component:

- Support itinerary development
- Liaising with members
- Media hosting



## PR Assistance

Supporting media with information and resources to carry out their work:

- Introductions to relevant members
- Film permitting resources
- Story development support

# DQ MEDIA PROGRAMME

## PRE-TRIP

### OPPORTUNITY

Proactively pitch a Queenstown Lakes District story angle to target media

Tourism New Zealand (TNZ) Experience NZ team reach out with an opportunity via domestic or off-shore offices

PEPR & DQ/LWT work together on engaging specific Australian media in alignment to key storytelling angles or objectives

### EVALUATION

Once the pitch or opportunity has been accepted, DQ/LWT confirm dates, participants, propose an itinerary and establish key messages/objectives

### PROCESS

DQ/LWT will then:

- Engage with members
- Organise and prepare interviews
- Health and safety process
- Film permits (if required)
- Finalise and book itinerary

## POST-TRIP

### FAMIL

Host media in the region with support from operators

### OUTCOME

Famil results in either:

- Written articles
- TV programme/news feature
- Magazine
- Radio
- Social Media

# WORKING WITH DQ & LWT



Wānaka

Queenstown

NEW ZEALAND

# MARKETING OPPORTUNITIES WITH DQ



## Media Programme

Share your interest in working with visiting media if you would like to participate in the DQ/LWT or TNZ Media Programmes.

Let us know your media-friendly stories that align with the region's regenerative tourism goals.



## Comms & Events

Look out for member opportunities in newsletters including Fortnightly Remarks, Special Remarks and Member Capability Updates. DQ/LWT hosts regular Member Connect sessions, Quarterly Member Updates events and an Annual General Meeting.

Sign up to our communications [here](#).



## Send your latest assets

Providing DQ/LWT with high quality imagery of your product or offering ensures appropriate representation of your business. Ensure your assets have permission for DQ/LWT and third-party use, allowing us to use this in our activity and across all channels.

[Send us your assets](#).



## Sowing Seeds For Future Generations: Queenstown Comes Together For Planting Events

2,500 trees planted in two days to help restore and enrich the future of this place.

## Share your stories

We're always keen to hear about the regenerative or sustainability initiatives at play in your business. [Send your stories](#) and updates to the team to help inform our activity and storytelling.