MEDIA AND COMMUNICATIONS TEAM

Introduction to the Destination Queenstown & Lake Wānaka Tourism Media and Communications team



MEET THE TEAM



Amanda Tutton
Media Executive



Paul Taylor
Communications Advisor



Sarah O'Donnell
GM Destination and Brand

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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.



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.



Escape to the Lakes

The heady days of summer may be over but with everything the Queenstown Lakes region has on offer for visitors it's easy to embrace the cooler temperatures and slower pace







MEDIA PRIORITIES

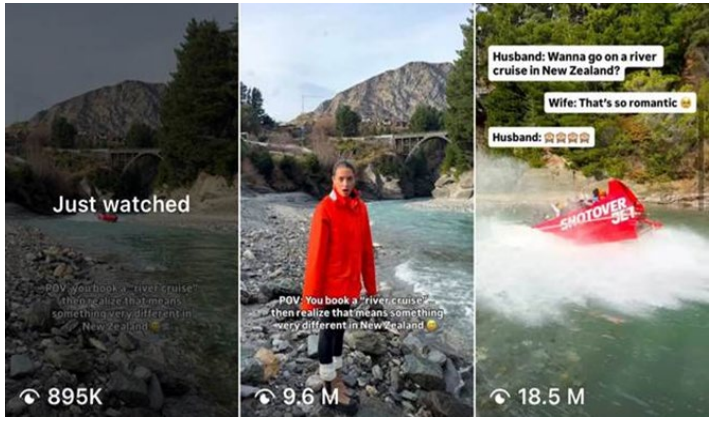
ESCAPE



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

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DQ MEDIA PROGRAMME

PRE-TRIP

POST-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

FAMIL

Host media in the region with support from operators

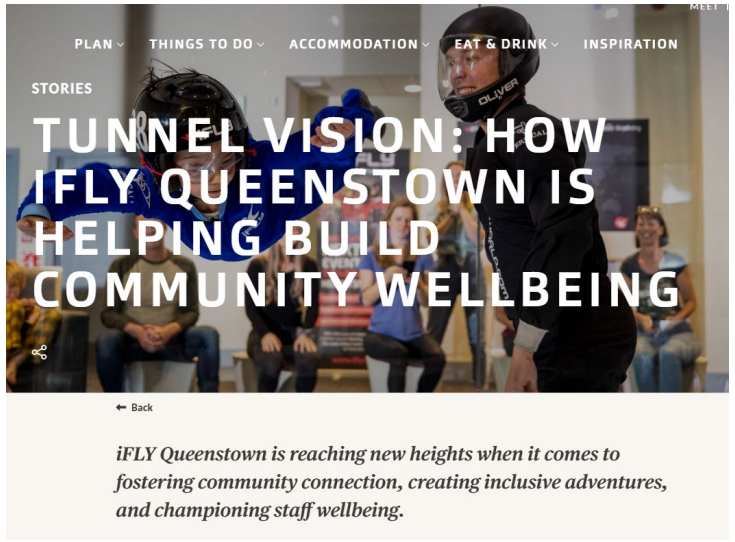
OUTCOME

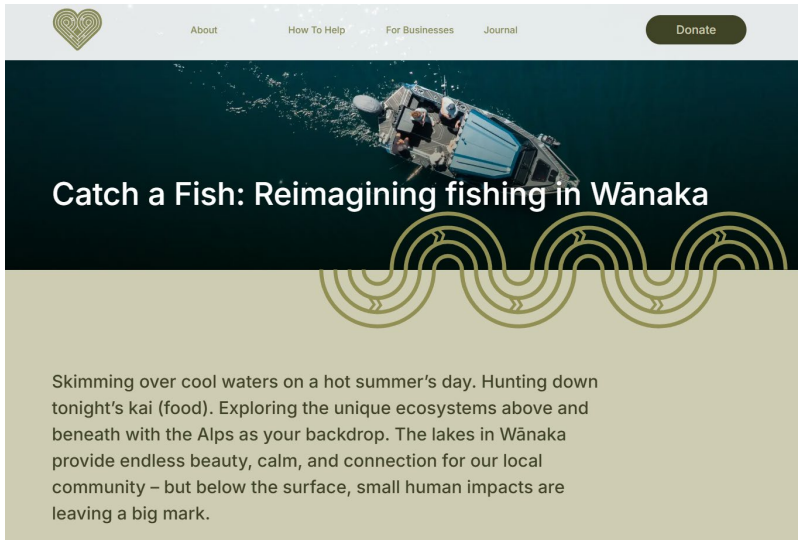
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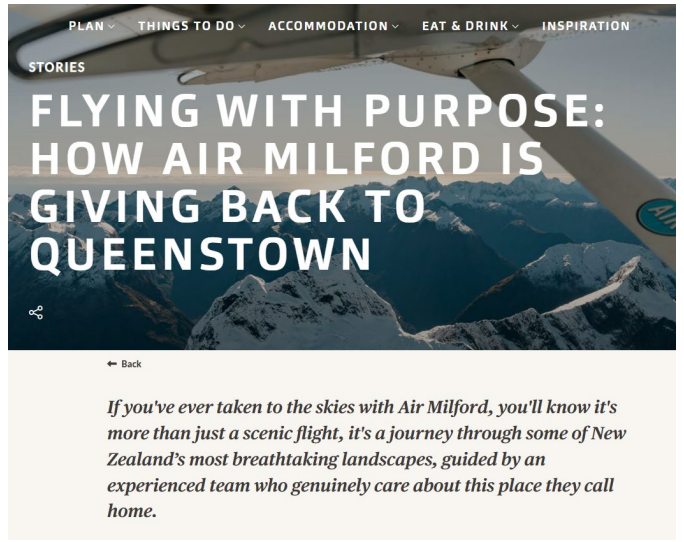
- Written articles
- TV programme/news feature
- Magazine
- Radio
- Social Media

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STORYTELLING: WELLBEING PILLARS







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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.



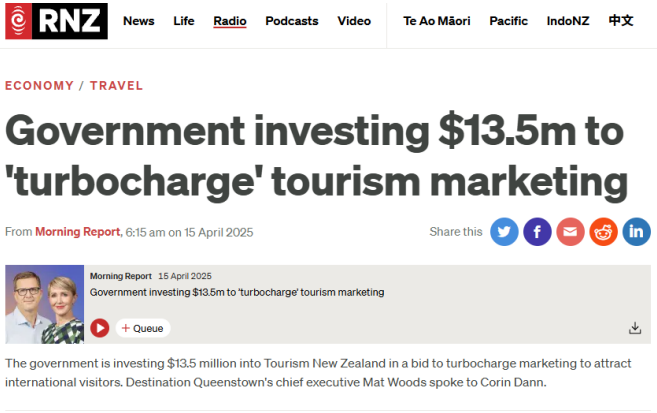
COMMUNICATIONS PRIORITIES



Member Engagement

Providing DQ and LWT members with regular, informative communications:

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


RNZ News Life Radio Podcasts Video Te Ao Māori Pacific IndoNZ 中文

ECONOMY / TRAVEL

Government investing $13.5m to 'turbocharge' tourism marketing

From Morning Report, 6:15 am on 15 April 2025 Share this

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Government investing $13.5m to 'turbocharge' tourism marketing
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The government is investing $13.5 million into Tourism New Zealand in a bid to turbocharge marketing to attract international visitors. Destination Queenstown's chief executive Mat Woods spoke to Corin Dann.

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


COVER STORY

Doing it right

Love to see the world but keen to lower your impact? We ask the experts how to make better choices. By Lee Tulloch

As travellers become more conscious of their impact on destinations, they want to make choices that protect the places they visit and the environment for future generations. But the problems and solutions aren't always clear-cut.

Traveller posed 20 of the most pressing questions that should be on thinking travellers' minds to a group of experts across a range of categories. The overall advice? You are the consumer, so don't be afraid to ask the hard questions.

I realise airlines are a leading carbon emissions' contributor, but I live in Australia and I still need to fly. What can I do to play my part?

We'd love to be able to take a train to Europe. We can't. If we are to continue to fly, the future is in SAFs (sustainable aviation fuels) that can be used by existing planes and cut CO2 emissions by as much as 80 per cent. However, it's a long road. SAF volumes are increasing, but disappointingly slowly, according to the International Air Transport Association (IATA). Brisbane-based independent sustainability consultant Heidi Hauf says MPs, finding out if the company you work for purchases SAF credits, or opting to individually purchase SAF for your flights through sites like Fly on SAF," Hauf says. Meanwhile, failing not flying at all, combining trips so we fly less often – or staying longer in destinations – is our best option.

I've spent a fair bit of money on carbon offsets over the years, and now I hear that I may have been wasting my money. What's the story?

There's a growing scientific consensus that the vast majority of carbon offset programs are not effectively achieving the emission reductions they promise. Recent research in Australia from the University of NSW may make aviation's contribution to climate change even worse. Hauf says the best practice is for carbon emissions to be removed or reduced where they are generated, if possible. If we must fly, "carbon removal through carbon-offset projects is a crucial part of the global emissions reduction journey, not least because for some industries, like aviation, the technologies to get to zero emissions do not yet exist commercially". However, she believes it's essential to have "a robust and transparent national carbon accounting system". It's worth checking your airline's carbon offset program to see where your money is going and whether it aligns with your values.

Noosa Cruise & Travel, a member of the Virtuoso (virtuoso.com) group of luxury travel advisers, says today's concerned cruisers have the option of choosing a cruise line based on how proactive it is in reducing its impact on the environment. "You could look to see [the nature of] their investment and implementation of sustainable practices. Consider choosing a smaller vessel both for the environment and to reduce the over-tourism in ports. Ideally a ship that uses LNG and battery power in places like Antarctica and the Arctic." It's not just engine power that travellers should consider. It's the kind of basic things nowadays such as food waste management and whether single-use plastics have been eliminated. Does the company partner with local suppliers to support local economies? How does it manage its excursions so as not to disrupt host communities? Does it give back to communities and climate science through foundations it has initiated, such as those run by upscale cruise lines Ponant and Hurtigruten? On shore, passengers should aim to spend generously in local communities and avoid tours herded in large groups. While the ship itself may not

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.

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WORKING
WITH DQ & LWT
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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.

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.

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