MEET YOUR REGIONAL TOURISM ORGANISATION

Destination Queenstown and Lake Wānaka Tourism



Wānaka | Queenstown
NEW ZEALAND



SHARED SERVICES

- In July 2024, DQ and LWT entered into a shared services agreement, with an operational focus on trade, business events, data and insights, the community funds and HR/administration services.
- Following the success of this partial shared services approach, in July 2025 the RTOs have moved into a full partnership delivering a single business plan across the region, encapsulating all activity including: marketing, media, communications and destination management activity.
- The Queenstown and Wānaka brands remain independent, unique, and authentic to place, and each destination has kept its own existing tourism brand, recognising the individuality of each location.

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ABOUT DESTINATION QUEENSTOWN

- Destination Queenstown (DQ) is Queenstown's Regional Tourism Organisation (RTO) responsible for both destination marketing and destination management.
- DQ is a membership-based Incorporated Society governed by a sector-represented Board of Directors and overseen by a Strategic Review Board (30 sector representatives) who meet annually to ratify DQ's annual plan.
- Budget approximately $5 million per year with 950+ member businesses.
- DQ is a neutral contact point for the visitor economy and a facilitator between local tourism operators, national tourism bodies and local and central government.

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ABOUT LAKE WĀNAKA TOURISM

- Lake Wānaka Tourism (LWT) is Wānaka's Regional Tourism Organisation (RTO) responsible for both destination marketing and destination management.
- LWT is a membership-based Incorporated Society governed by a Board of Directors who play a vital role in guiding LWT's strategic direction.
- Budget approximately $1.5 million per year with 420+ member businesses.
- LWT is a neutral contact point for the visitor economy and a facilitator between local tourism operators, national tourism bodies and local and central government.

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DESTINATION QUEENSTOWN'S TERRITORY ENCOMPASSES:

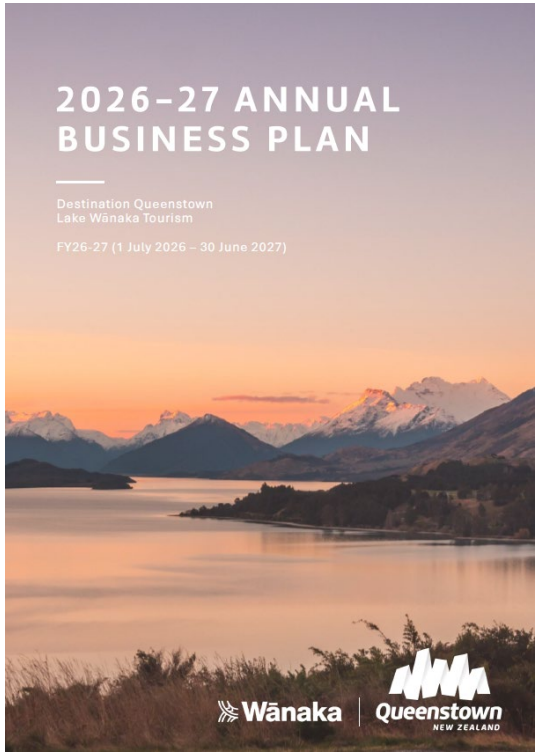
- Queenstown
- Arrowtown
- Gibbston (up to Roaring Meg)
- Kingston
- Glenorchy

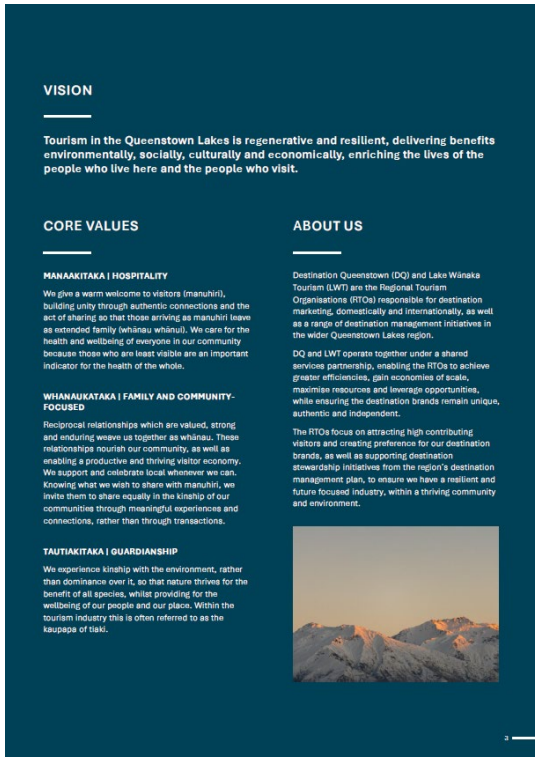
LAKE WĀNAKA TOURISM'S TERRITORY ENCOMPASSES:

- Wānaka
- Cardrona
- Hāwea
- Luggate
- Makarora

Wānaka | Queenstown NEW ZEALAND

ANNUAL BUSINESS PLAN





VISION

Tourism in the Queenstown Lakes is regenerative and resilient, delivering benefits environmentally, socially, culturally and economically, enriching the lives of the people who live here and the people who visit.

CORE VALUES

MANAAKITAKA | HOSPITALITY

We give a warm welcome to visitors (manuhiri), building unity through authentic connections and the act of sharing so that those arriving as manuhiri leave as extended family (whānau whānui). We care for the health and wellbeing of everyone in our community because those who are least visible are an important indicator for the health of the whole.

WHANAUKATAKA | FAMILY AND COMMUNITY-FOCUSED

Reciprocal relationships which are valued, strong and enduring weave us together as whānau. These relationships nourish our community, as well as enabling a productive and thriving visitor economy. We support and celebrate local whenever we can. Knowing what we wish to share with manuhiri, we invite them to share equally in the kinship of our communities through meaningful experiences and connections, rather than through transactions.

TAUTIAKITAKA | GUARDIANSHIP

We experience kinship with the environment, rather than dominance over it, so that nature thrives for the benefit of all species, whilst providing for the wellbeing of our people and our place. Within the tourism industry this is often referred to as the kaupapa of tiaki.

ABOUT US

Destination Queenstown (DQ) and Lake Wānaka Tourism (LWT) are the Regional Tourism Organisations (RTOs) responsible for destination marketing, domestically and internationally, as well as a range of destination management initiatives in the wider Queenstown Lakes region.

DQ and LWT operate together under a shared services partnership, enabling the RTOs to achieve greater efficiencies, gain economies of scale, maximise resources and leverage opportunities, while ensuring the destination brands remain unique, authentic and independent.

The RTOs focus on attracting high contributing visitors and creating preference for our destination brands, as well as supporting destination stewardship initiatives from the region's destination management plan, to ensure we have a resilient and future focused industry, within a thriving community and environment.



SUMMARY

The Queenstown Lakes visitor economy continues to perform strongly, with sustained global and domestic demand reinforcing the region's position as one of New Zealand's most desirable destinations. This demand presents both opportunity and responsibility for how tourism is shaped and managed across the district.

The FY26-27 Business Plan focuses on shaping demand to attract high-contributing visitors, strengthen local value retention, reduce seasonality and ensure tourism continues to deliver positive outcomes for communities, the environment and the regional economy. Through their shared services partnership, Destination Queenstown and Lake Wānaka Tourism will continue to maximise resources, collaborate closely and leverage opportunities while maintaining the distinct identities of the two destination brands.

Working alongside industry, local government and national tourism organisations, the RTOs will align destination marketing, industry capability and destination management activity. Delivery of *Travel to a Thriving Future*, the Queenstown Lakes Destination Management Plan, remains central to this work and supports the region's transition toward a resilient and sustainable visitor economy. The organisations will also continue to advocate for stronger national coordination of the tourism system, to support productive and sustainable tourism growth across New Zealand.

Alongside core programmes, several organisation-wide initiatives will be delivered during FY26–27, including adapting to AI-driven travel discovery, refreshing the Destination Management Plan, redeveloping the Wānaka website and digital ecosystem, reviewing engagement with the China market and India readiness, and progressing implementation of the region's decarbonisation roadmap.

Each year Destination Queenstown and Lake Wānaka Tourism produce an Annual Business Plan outlining the strategic focus areas, objectives and KPIs for the financial year.

Members are invited to provide feedback and submit ideas during the development of the plan.

You can find the Annual Business Plan on the Member Hub here.

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STRATEGIC FOCUS AREAS

The Destination Queenstown and Lake Wānaka Tourism strategic focus areas encompass the region's regenerative tourism ambitions, along with marketing and promotion, product development, and capability building.

These strategic focus areas guide the RTO business plan goals and are informed by key insights, emerging macro and micro trends, industry direction, the Destination Management Plan (DMP), and national and international tourism priorities.

BRAND AND MARKETING

Build strong destination preference for Queenstown and Wanaka by celebrating the distinct and authentic qualities of each place, attracting high contributing visitors who stay longer, engage more deeply and contribute positively to the region

VALUE

Shape demand to grow value and yield across the visitor economy by supporting longer stays, market mix, strengthening seasonality and increasing local value retention, ensuring tourism delivers sustainable economic benefit for the region.

VISITOR

Inspire visitors to connect meaningfully with the community and environment, shaping travel behaviours that align with destination values, enhance visitor experience quality, and support advocacy and repeat visitation.

PLACE

Support positive social, cultural and environmental outcomes across the Queenstown Lakes district, contributing to thriving communities, protecting the natural environment and strengthening community support for tourism

MEMBERS

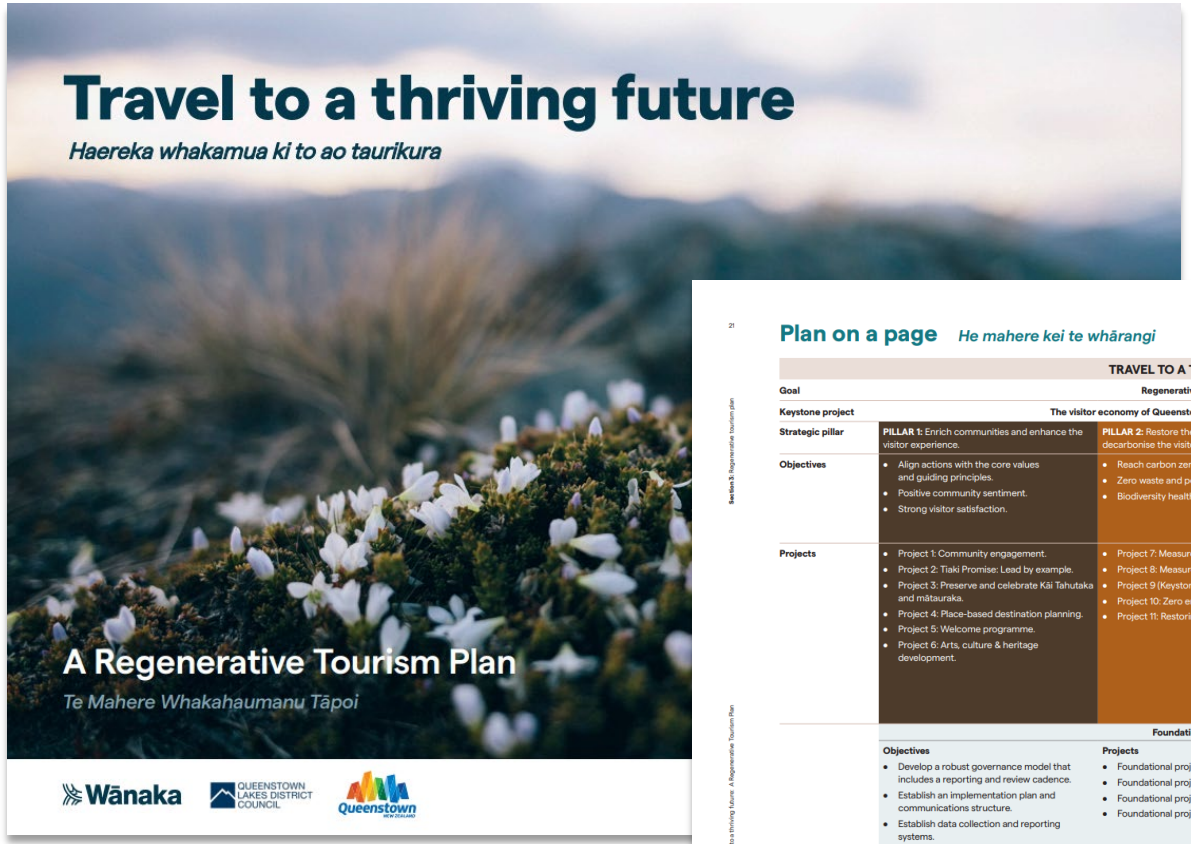
Provide capability building, insights and product development support to tourism businesses, enabling a resilient and competitive industry and supporting the transition toward a regenerative visitor economy.

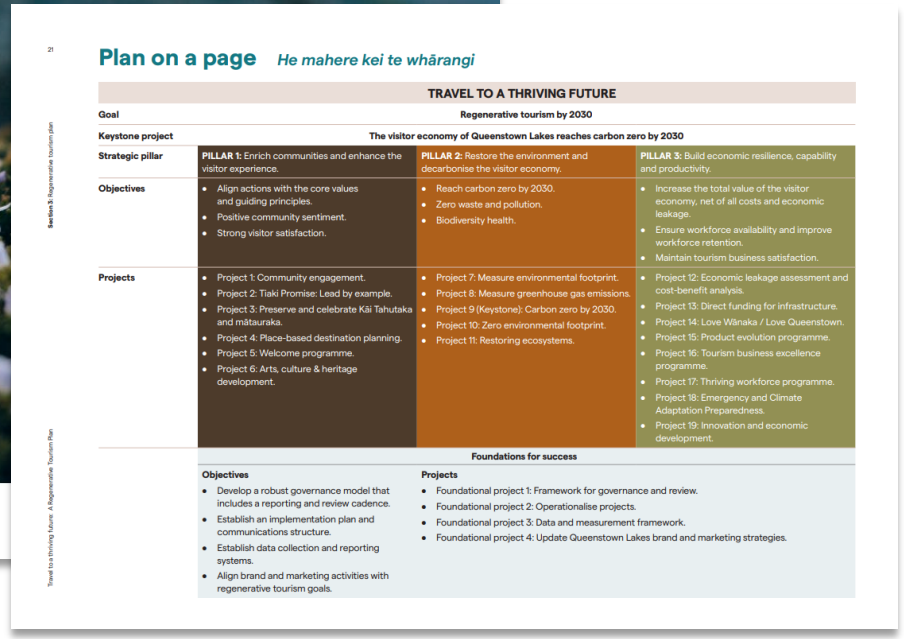
LEADERSHIP

Provide leadership and advocacy for tourism locally, regionally and nationally, strengthening partnerships across the lower South, supporting sustainable visitor patterns and contributing to the evolution of New Zealand's tourism system.

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DESTINATION MANAGEMENT PLAN (DMP)





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Plan on a page *He mahere kei te whārangi*

TRAVEL TO A THRIVING FUTURE			
Goal	**Regenerative tourism by 2030**		
Keystone project	**The visitor economy of Queenstown Lakes reaches carbon zero by 2030**		
Strategic pillar	**PILLAR 1:** Enrich communities and enhance the visitor experience.	**PILLAR 2:** Restore the environment and decarbonise the visitor economy.	**PILLAR 3:** Build economic resilience, capability and productivity.
Objectives	• Align actions with the core values and guiding principles. • Positive community sentiment. • Strong visitor satisfaction.	• Reach carbon zero by 2030. • Zero waste and pollution. • Biodiversity health.	• Increase the total value of the visitor economy, net of all costs and economic leakage. • Ensure workforce availability and improve workforce retention. • Maintain tourism business satisfaction.
Projects	• Project 1: Community engagement. • Project 2: Tiaki Promise: Lead by example. • Project 3: Preserve and celebrate Kāi Tahutaka and mātauraka. • Project 4: Place-based destination planning. • Project 5: Welcome programme. • Project 6: Arts, culture & heritage development.	• Project 7: Measure environmental footprint. • Project 8: Measure greenhouse gas emissions. • Project 9 (Keystone): Carbon zero by 2030. • Project 10: Zero environmental footprint. • Project 11: Restoring ecosystems.	• Project 12: Economic leakage assessment and cost-benefit analysis. • Project 13: Direct funding for infrastructure. • Project 14: Love Wānaka / Love Queenstown. • Project 15: Product evolution programme. • Project 16: Tourism business excellence programme. • Project 17: Thriving workforce programme. • Project 18: Emergency and Climate Adaptation Preparedness. • Project 19: Innovation and economic development.

Foundations for success

Objectives	Projects
• Develop a robust governance model that includes a reporting and review cadence. • Establish an implementation plan and communications structure. • Establish data collection and reporting systems. • Align brand and marketing activities with regenerative tourism goals.	• Foundational project 1: Framework for governance and review. • Foundational project 2: Operationalise projects. • Foundational project 3: Data and measurement framework. • Foundational project 4: Update Queenstown Lakes brand and marketing strategies.

Section 3: Regenerative tourism plan

Travel to a thriving future: A Regenerative Tourism Plan

Queenstown Lakes' DMP, Travel to a thriving future, is a roadmap to regenerative tourism by 2030. This is an exciting journey that brings opportunities for everyone in the region and greater wellbeing for people and the planet.

The DMP is in partnership between DQ, LWT, QLDC with input from DOC and Kāi Tahu. It was created with and for local communities with designs forms, community events, interviews and surveys taking place.

Find out more about the ongoing projects here.

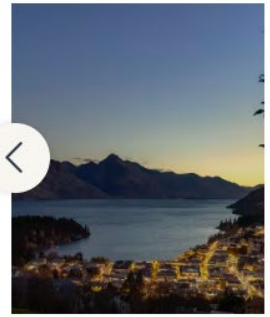
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WORKING WITH
THE RTOS
Wānaka
Queenstown
NEW ZEALAND



Want to understand tourism industry trends?

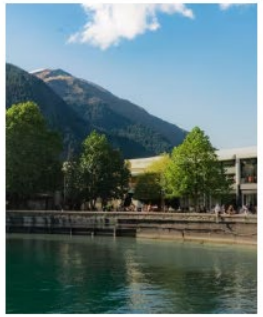
Destination Queenstown (DQ) and Lake Wānaka Tourism (LWT) provide a set of resources that offer timely, practical data and insights on the visitor economy in Queenstown and Wānaka. These help members and stakeholders draw their own conclusions to support planning and business decisions. The resources include publicly available tourism data, RTO-commissioned research, and purchased datasets.



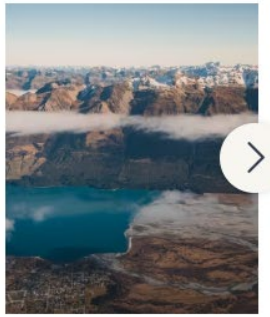
QUEENSTOWN VISITOR INSIGHTS DASHBOARD



WĀNAKA VISITOR INSIGHTS DASHBOARD



QUEENSTOWN FORWARD OUTLOOK



RESEARCH

MEMBER HUB AND WORKSHOPS

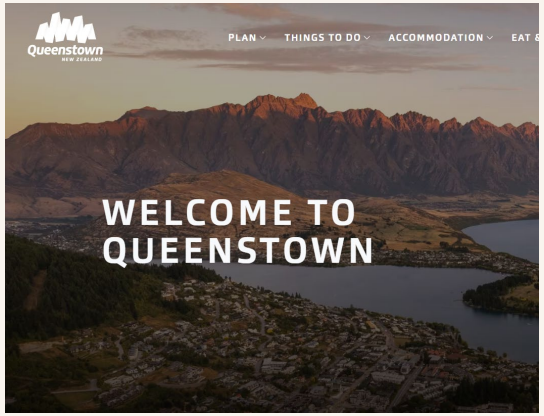
The Member hub houses a number of practical resources for your business:

- Marketing tips and tools, including listing optimisation.
- Social responsibility, including accessibility and inclusion.
- Environmental resources, including waste reduction, biodiversity and conservation, and a carbon counting tool.
- Member events, offering a wide range of workshops designed to build business capability and support development.
- RTO annual business plans and reports.
- Data and insights, and research.

If you do not already have a login, reach out to Member Services.

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QUEENSTOWN BRAND, LOGO & ASSETS



DESTINATION WEBSITE

DQ manage the official visitor website for Queenstown which receives over 2 million visits per year from domestic, Australian and international visitors looking to plan their trip.

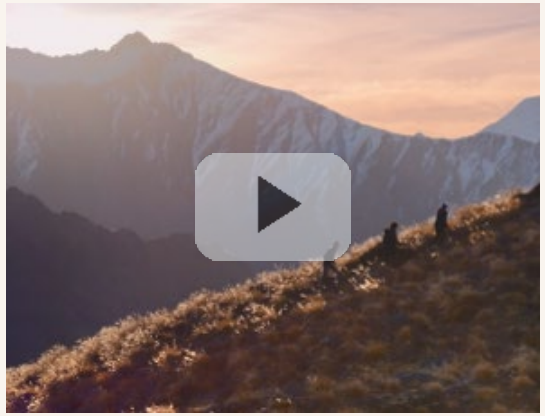
Visit QueenstownNZ.co.nz.



DESTINATION LOGO

The destination logo is used on all DQ marketing activity. This logo is available for members and third-parties to show association to the destination and backlink via your website.

Available in blue and white, downloadable here.



BRAND VIDEO

A destination brand video is used as the first touchpoint for potential visitors in DQ's marketing activity. The video is available for you to use across your channels.

View the 60second and 30second video.

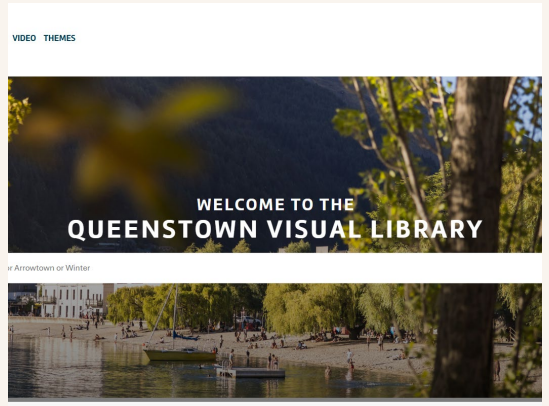


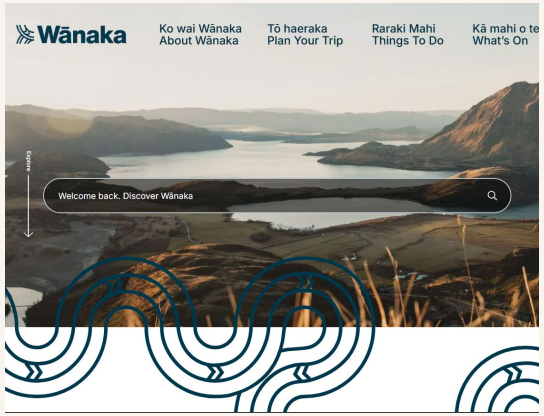
IMAGE LIBRARY

DQ manage a 'public image library' with a variety of imagery and video content for both members and third-parties to use in non-paid activity e.g. website, brochure, organic socials.

View the library here.

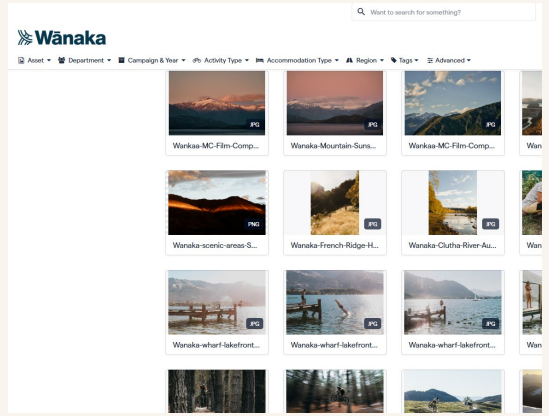
Wānaka | Queenstown NEW ZEALAND

WĀNAKA BRAND, LOGO & ASSETS









DESTINATION WEBSITE

LWT manage the official visitor website for Wānaka which receives over 600,000 visits per year from domestic, Australian and international visitors looking to plan their trip.

Visit Wanaka.co.nz.

DESTINATION LOGO

The destination logo is used on all LWT marketing activity. This logo is available for members and third-parties to show association to the destination and backlink via your website.

Available to download here.

BRAND VIDEO

A destination brand video is used as the first touchpoint for potential visitors in LWT's marketing activity. The video is available for you to use across your channels.

View the 30second video.

IMAGE LIBRARY

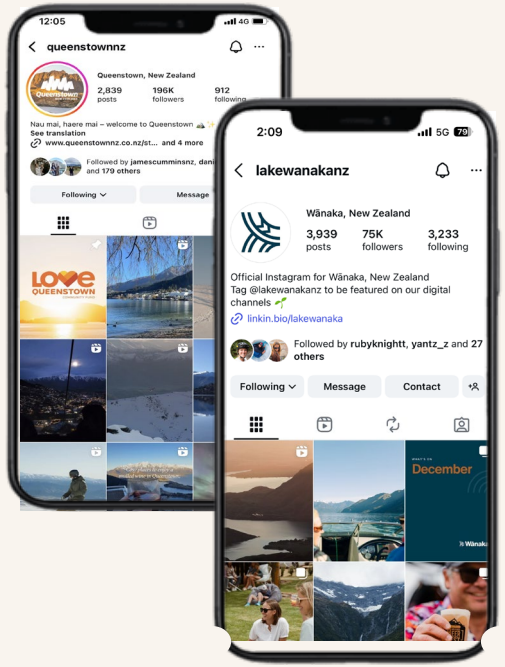
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View the library here.

Wānaka | Queenstown NEW ZEALAND

RTO MARKETING CHANNELS

CONSUMER



MEDIA & COMMS



THE GLOBE AND MAIL

CANADA WORLD BUSINESS INVESTING WATCHLIST PERSONAL FINANCE OPINION POLITICS SPORTS LIFE ARTS

New Zealand looks to the future of climate-friendly travel

MARYAM SIDDIQI
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED OCTOBER 25, 2023
UPDATED OCTOBER 27, 2023

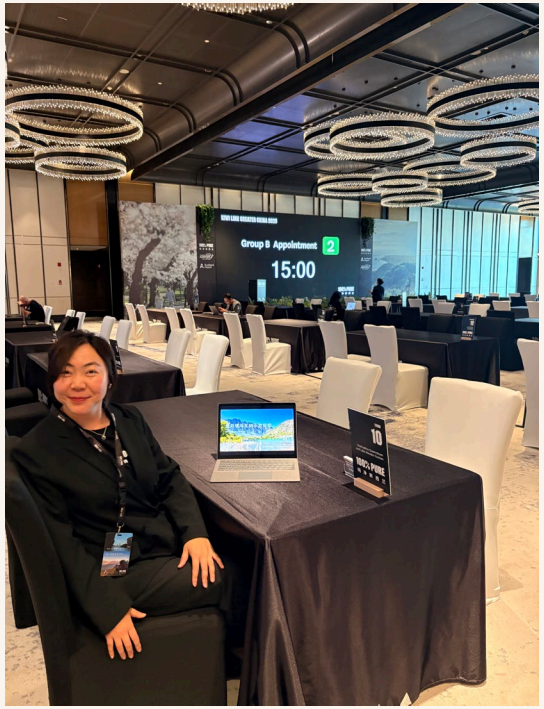
Last year, a committee of three popular New Zealand destinations announced an ambitious project to make their tourism economy carbon-zero by the end of 2030.

NZ SKI SUSTAINABLE SLOPES/HANDOUT

COMMENTS SHARE BOOKMARK

Devastating wildfires on Maui, flooding in Vermont, Canada's worst wildfire year on record, extreme heat in the U.S., Europe and beyond. If this summer's headlines are any indication of our planet's future, and they likely are, changing the way we travel

TRAVEL TRADE

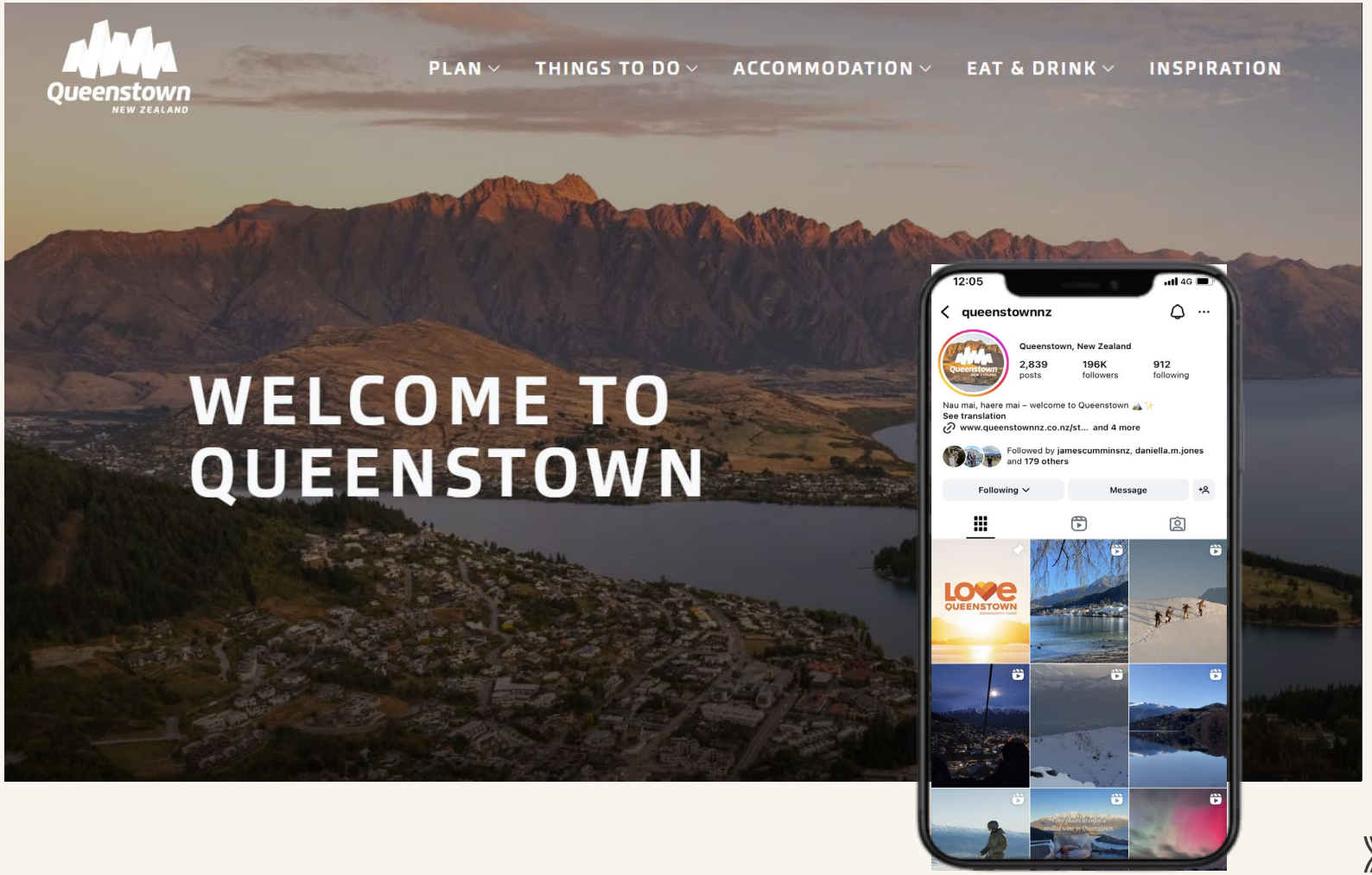


BUSINESS EVENTS



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DQ CONSUMER MARKETING

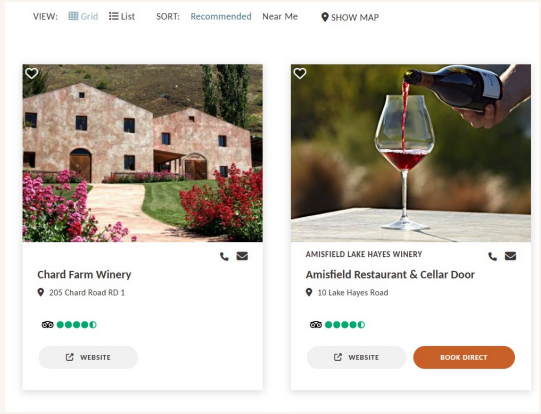


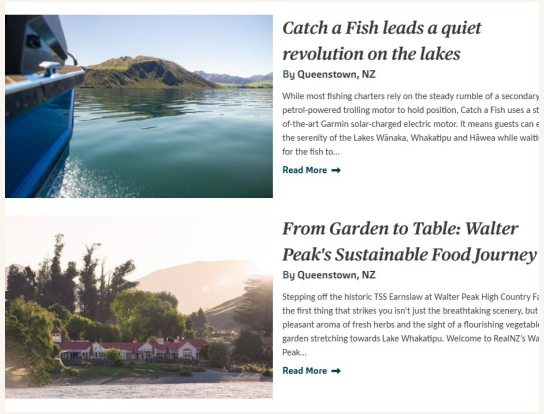
The Consumer Marketing team manage the Queenstown destination brand, visitor marketing channels and activity:

- Manage the official QueenstownNZ.co.nz website.
- Brand champions and guardians.
- Content creation including blogs, image & video assets.
- Manage the official Queenstown social media channels including Meta, TikTok and YouTube.
- Marketing activity supporting year-round visitation.
- Leverage partnerships and events.

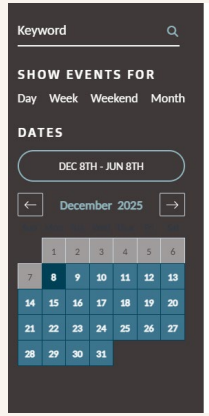
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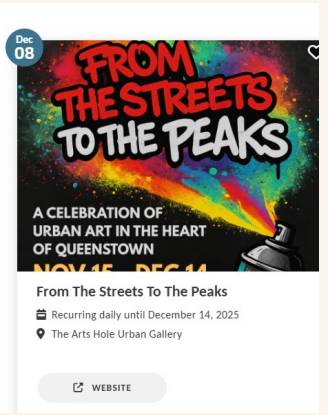
WORK WITH DQ CONSUMER MARKETING











QUEENSTOWNNZ.CO.NZ LISTINGS

Every member is entitled to a free listing on the official Queenstown NZ website which acts as a commission-free referral source. Keep your listings up to date to leverage DQ's activity and stay relevant for visitors planning and booking a trip. Update your listing here.

SHARE YOUR REGENERATIVE 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.

SEND US YOUR IMAGERY AND VIDEO ASSETS

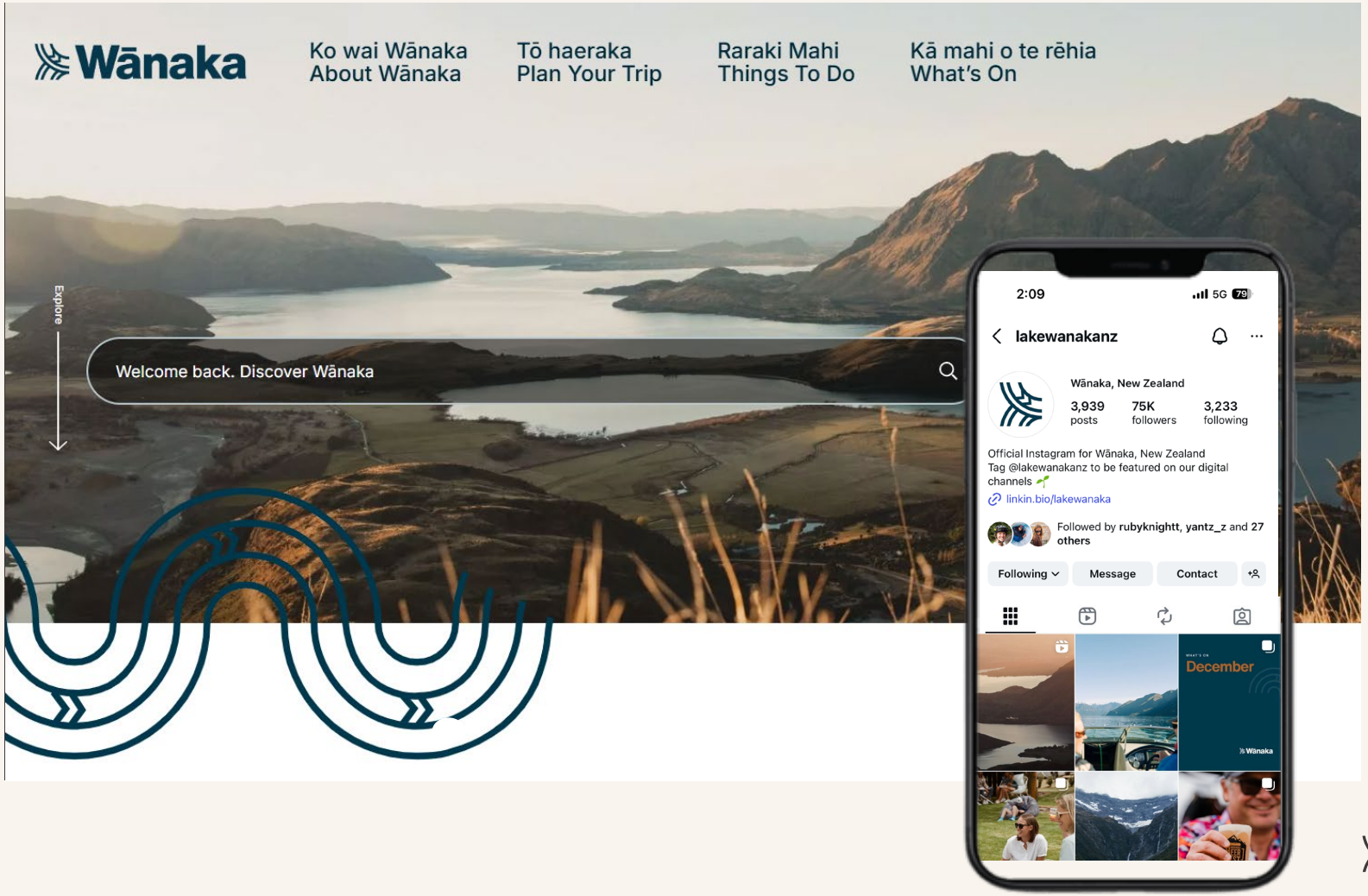
Providing us with high quality imagery of your product or offering is important to ensure appropriate representation of your business within DQ activity across all channels. Send us your assets.

LIST YOUR EVENT ON THE WEBSITE CALENDAR

It's free to list an event on QueenstownNZ.co.nz event calendar. DQ run a year-round event marketing campaign to promote local events. Submit your event here.

Wānaka | Queenstown NEW ZEALAND

LWT CONSUMER MARKETING

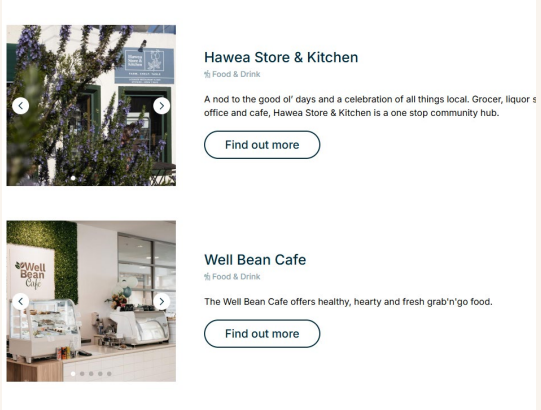


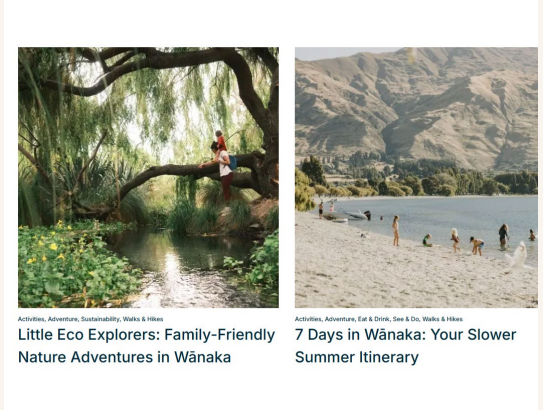
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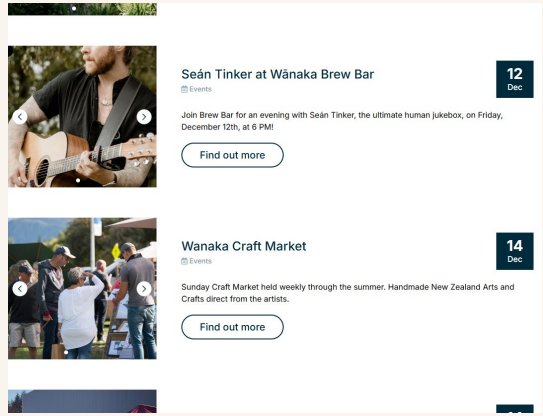
Wānaka | Queenstown NEW ZEALAND

WORK WITH LWT CONSUMER MARKETING









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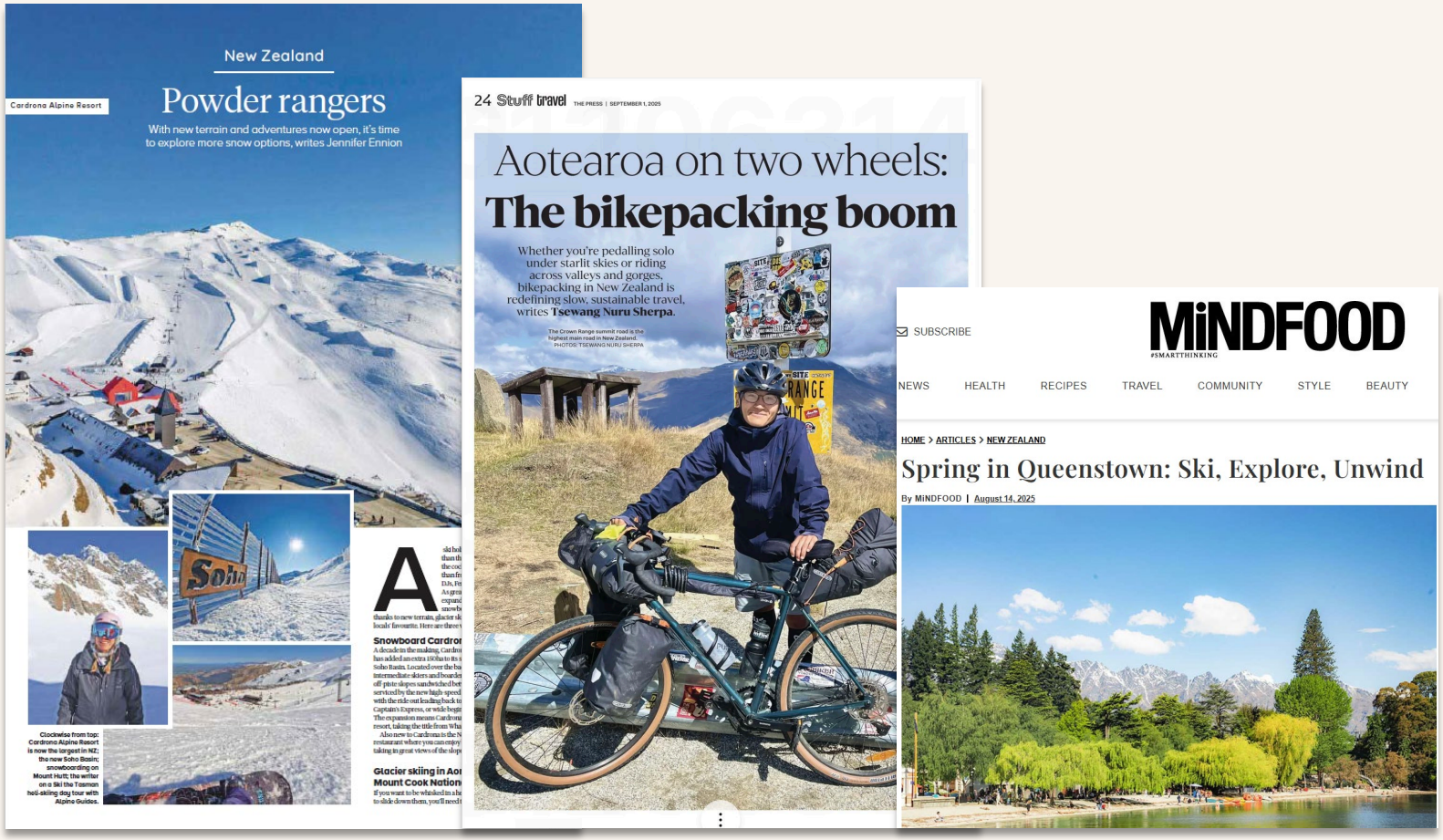
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MEDIA AND COMMUNICATIONS



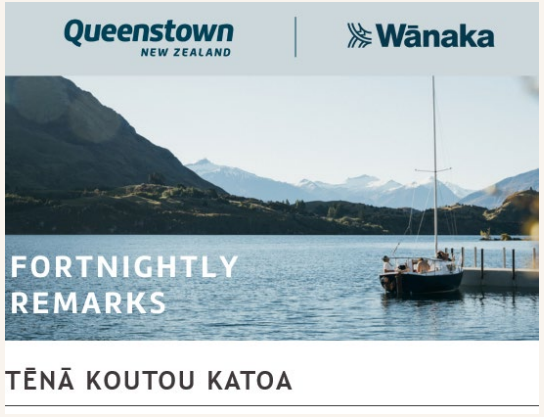
The Media & Communications team assist travel writers, journalists, influences and broadcast media to ensure appropriate representation of Queenstown and Wānaka:

- Manage the RTO Media Programme facilitating visiting media and generating earned media coverage.
- Manage member and stakeholder communications including member events, fortnightly newsletters, media relations and stakeholder engagement.
- Destination reputation, advocacy and crisis comms.

Wānaka | Queenstown NEW ZEALAND

WORKING WITH MEDIA AND COMMS









RTO MEDIA PROGRAMME

Famil trips are a great way for product managers and travel sellers to experience what your business offers so they can be confident in selling your product to their clients. ‘Famils’ can come through DQ LWT, TNZ, Inbound Operators, Airlines and others.

MEMBER COMMUNICATIONS

DQ LWT provide members with regular, informative communications including tourism industry news, marketing updates, monthly data snapshots, member capability events and member opportunities to get involved.

Sign up to our communications here.

QUARTERLY MEMBER EVENTS

DQ LWT host Quarterly Member Update events and an Annual General Meeting. Look out for member opportunities in DQ LWT newsletters. Sign up to our communications here.

SHARE YOUR REGENERATIVE 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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TRAVEL TRADE



The Travel Trade team are focused on ensuring Queenstown and Wānaka are appropriately represented in the various trade channels:

- Act as an intermediary between local businesses and travel trade contacts (IBOs, OTAs, wholesalers).
- Attend and present at various travel shows: TRENZ, Kiwi Link, Kia Ora South.
- Trade training and product updates delivered to travel trade agents.
- Build and grow industry relationships.
- Host famils.

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WORKING WITH THE TRAVEL TRADE TEAM









SHARE YOUR PRODUCT UPDATES

Share your latest news and developments with the travel trade team so we are aware of your product or service. We are an extension to your marketing in the travel distribution channel and send quarterly newsletters to a global database of travel sellers.

FAMILIARISATION (FAMIL) TRIPS

Famil trips are a great way for product managers and travel sellers to experience what your business offers so they can be confident in selling your product to their clients. ‘Famils’ can come through DQ LWT, TNZ, Inbound Operators, Airlines and others.

SPOTLIGHT FEATURE CONTENT

New feature for engaging with trade is the creation of spotlight video features where we capture content and produce short snackable video edits for enhancing training and education. This is shared in newsletter form, on our website and through our social channels.

ATTEND TRADE SHOWS WITH DQ LWT

DQ LWT attend international roadshows and events, many of which provide partner opportunities. Opportunities are shared in the Fortnightly Remarks newsletter. Be sure you read and keep an eye out.

Wānaka | Queenstown NEW ZEALAND

BUSINESS EVENTS



The Business Events team, also known as the Queenstown Convention Bureau (QCB) promote and facilitate business event and incentive travel to Queenstown and Wānaka:

- Marketing the destination to Business Event organisers.
- Facilitate national and international business event travel.
- Free of charge service, preparing bid documents with recommended venues, activity, best options and costs.
- Help facilitate site inspections for potential business.
- Attend trade shows such as MEETINGS, AIME, IMEX.

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WORKING WITH THE BUSINESS EVENTS TEAM



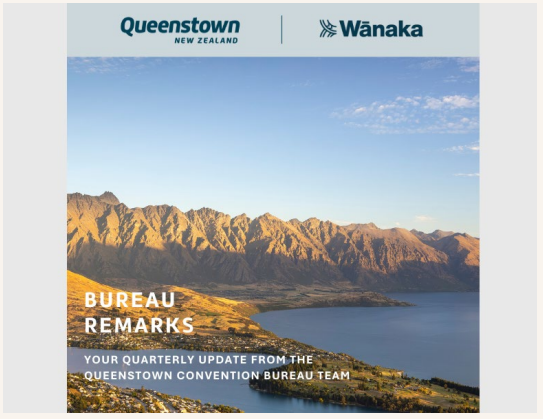
CONNECT WITH THE TEAM

Get in touch with the QCB team to make them aware of your business events offering. QCB will organise a meeting and/or site inspection to see how your business best sits in the business events market and where they can best promote you through their channels/activity.



FAMIL & SITE INSPECTIONS

When working with clients on events considering Queenstown and Wānaka, QCB offer site inspection support to help secure proposed (RFP process) venues and the destination and will include members where appropriate and best value for both parties.



BUSINESS EVENT PRODUCT UPDATES

Share your latest news and developments with the QCB team so we are aware of your product or service. We send quarterly newsletters to a global database so share your video and imagery that we can use for promotion. Send us your assets.

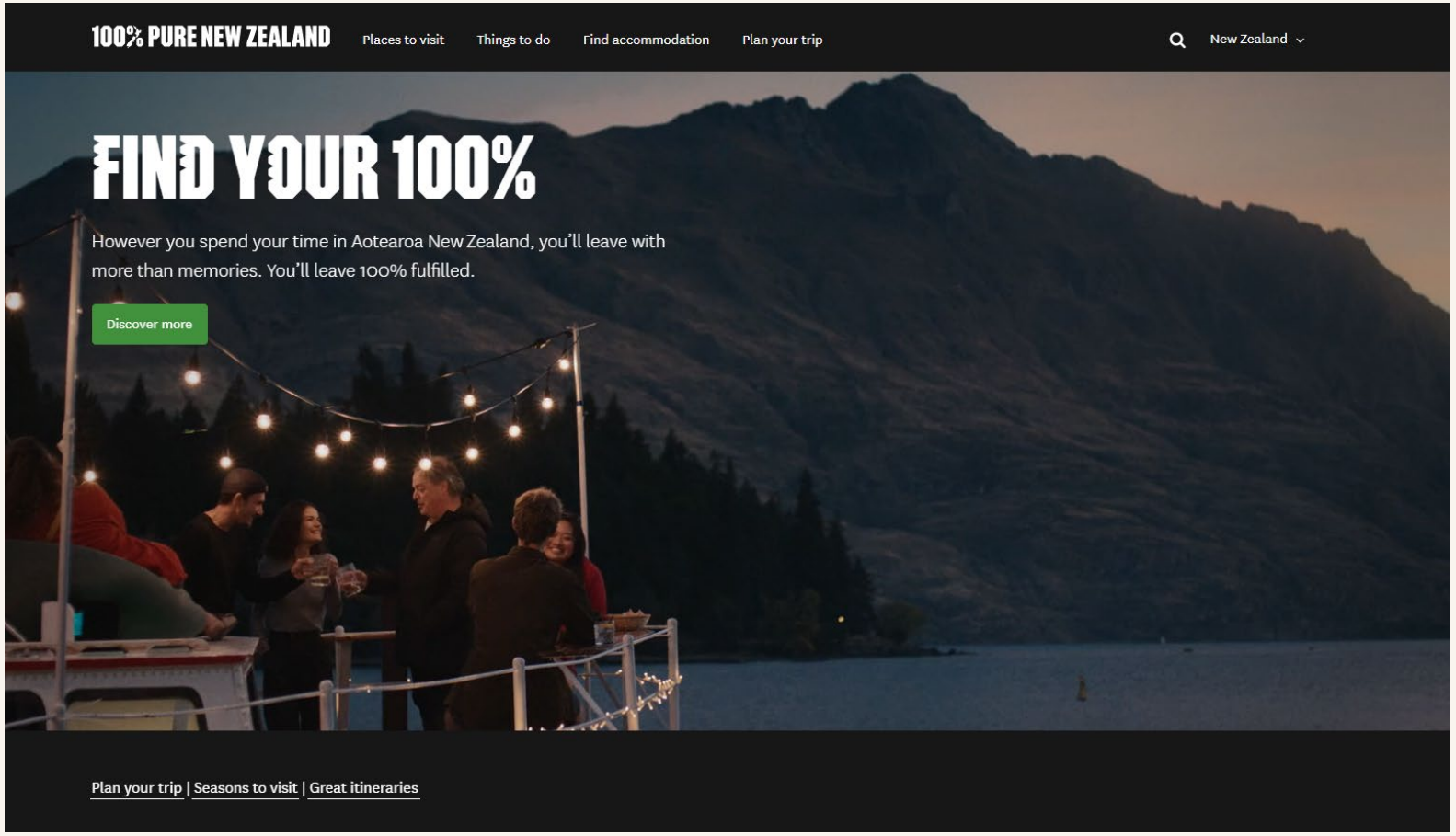


ATTEND TRADE SHOWS WITH DQ LWT

DQ LWT attend various industry events and roadshows across all business events markets, many of which provide partner opportunities. Further information on activity and ways to be involved is shared in Fortnightly Remarks.

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TOURISM NEW ZEALAND (TNZ)



TNZ is the national tourism organisation responsible for promoting New Zealand (NZ) as a visitor destination.

- TNZ's activity is focused offshore, targeting several key markets and run trade, marketing and media programmes to ensure those who sell NZ have the knowledge and understanding to do so.
- DQ LWT work closely with TNZ on activity, ensuring the region is appropriately represented.
- It is free for tourism businesses to have a product listing on the newzealand.com website. Click here to find out more.

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Queenstown
NEW ZEALAND

Wānaka

Interested in finding out more about DQ and LWT?
Contact us below.

MEMBER SERVICES

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