

# MEET YOUR REGIONAL TOURISM ORGANISATION

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Destination Queenstown and Lake Wānaka Tourism

 **Wānaka**

**Queenstown**  
NEW ZEALAND



# 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.



# 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.



# 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.



## 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



# STRATEGIC FOCUS AREAS

The Destination Queenstown and Lake Wānaka Tourism strategic focus areas encompass both the region's regenerative tourism ambition as well as marketing and promotion, product development and capability building.

The strategic focus areas inform the RTO business plan goals and are shaped by the guiding insights, macro and micro trends, industry direction, the DMP and national and international governing bodies.



## BRAND AND MARKETING

Build brand preference for the Queenstown and Wānaka regions, celebrating the unique qualities of each destination, attracting high contributing visitors who stay longer and do more in region.



## MARKET MIX AND SEASONALITY

Shape the market and seasonal mix, focusing growth on shoulder seasons through a balanced mix of domestic and international visitors.



## VISITOR

Inspire visitors to the Queenstown Lakes to connect deeply with community, stay longer, explore more and as a result become strong advocate for our destination, reflecting a consistently high net promoter score.



## MEMBER CAPABILITY AND SUPPORT

Provide business capability building and product development support for tourism business in the Queenstown Lakes region.



## COMMUNITY AND PLACE

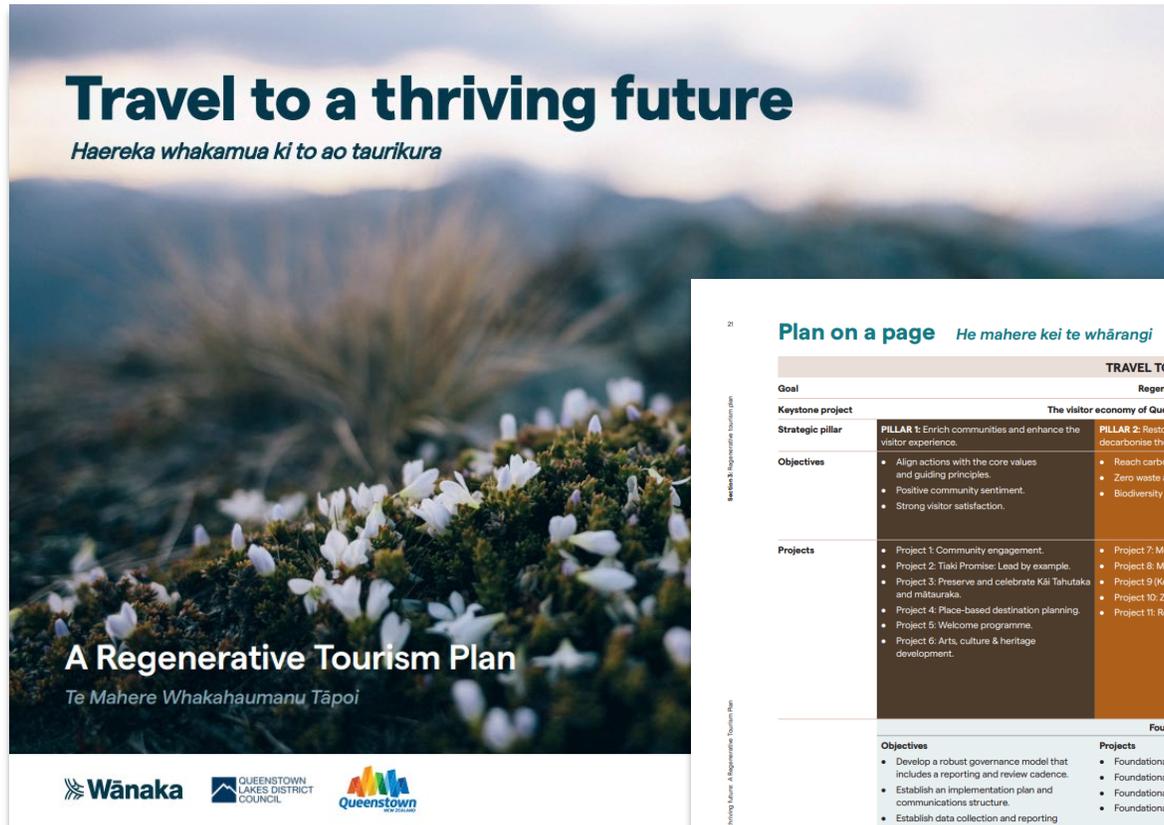
Deliver positive social, cultural and environmental contributions to the Queenstown Lakes district to support thriving communities and grow support for tourism in the region.



## REGENERATIVE TOURISM

Support the Queenstown and Wānaka tourism industry's journey to regenerative tourism and a carbon zero visitor economy by 2030, underpinning the national ambition for the tourism sector to become a world leader in sustainability.

# DESTINATION MANAGEMENT PLAN (DMP)



21

Plan on a page *He mahere kei te whārangī*

TRAVEL TO A THRIVING FUTURE			
<b>Goal</b> Regenerative tourism by 2030			
<b>Keystone project</b> The visitor economy of Queenstown Lakes reaches carbon zero by 2030			
<b>Strategic pillar</b>	<b>PILLAR 1:</b> Enrich communities and enhance the visitor experience.	<b>PILLAR 2:</b> Restore the environment and decarbonise the visitor economy.	<b>PILLAR 3:</b> Build economic resilience, capability and productivity.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>Align actions with the core values and guiding principles.</li> <li>Positive community sentiment.</li> <li>Strong visitor satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li>Reach carbon zero by 2030.</li> <li>Zero waste and pollution.</li> <li>Biodiversity health.</li> </ul>	<ul style="list-style-type: none"> <li>Increase the total value of the visitor economy, net of all costs and economic leakage.</li> <li>Ensure workforce availability and improve workforce retention.</li> <li>Maintain tourism business satisfaction.</li> </ul>
<b>Projects</b>	<ul style="list-style-type: none"> <li>Project 1: Community engagement.</li> <li>Project 2: Tiaki Promise: Lead by example.</li> <li>Project 3: Preserve and celebrate Kāi Tahu and mātāwhiri.</li> <li>Project 4: Place-based destination planning.</li> <li>Project 5: Welcome programme.</li> <li>Project 6: Arts, culture &amp; heritage development.</li> </ul>	<ul style="list-style-type: none"> <li>Project 7: Measure environmental footprint.</li> <li>Project 8: Measure greenhouse gas emissions.</li> <li>Project 9 (Keystone): Carbon zero by 2030.</li> <li>Project 10: Zero environmental footprint.</li> <li>Project 11: Restoring ecosystems.</li> </ul>	<ul style="list-style-type: none"> <li>Project 12: Economic leakage assessment and cost-benefit analysis.</li> <li>Project 13: Direct funding for infrastructure.</li> <li>Project 14: Love Wānaka / Love Queenstown.</li> <li>Project 15: Product evolution programme.</li> <li>Project 16: Tourism business excellence programme.</li> <li>Project 17: Thriving workforce programme.</li> <li>Project 18: Emergency and Climate Adaptation Preparedness.</li> <li>Project 19: Innovation and economic development.</li> </ul>
<b>Foundations for success</b>			
<b>Objectives</b>	<b>Projects</b>		
<ul style="list-style-type: none"> <li>Develop a robust governance model that includes a reporting and review cadence.</li> <li>Establish an implementation plan and communications structure.</li> <li>Establish data collection and reporting systems.</li> <li>Align brand and marketing activities with regenerative tourism goals.</li> </ul>	<ul style="list-style-type: none"> <li>Foundational project 1: Framework for governance and review.</li> <li>Foundational project 2: Operationalise projects.</li> <li>Foundational project 3: Data and measurement framework.</li> <li>Foundational project 4: Update Queenstown Lakes brand and marketing strategies.</li> </ul>		

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](#).

# WORKING WITH THE RTOS



Wānaka

Queenstown

NEW ZEALAND



# MEMBER HUB AND WORKSHOPS

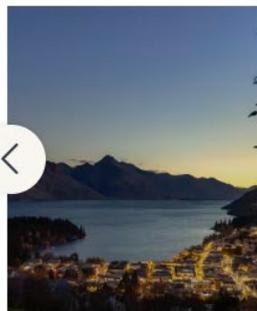
The [Member hub](#) houses a number of practical resources for your business:

- 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](#).

## 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

# 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.

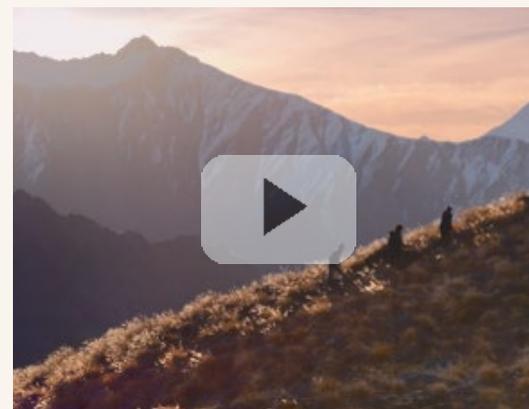
Visit [QueenstownNZ.co.nz](https://QueenstownNZ.co.nz).



## 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.

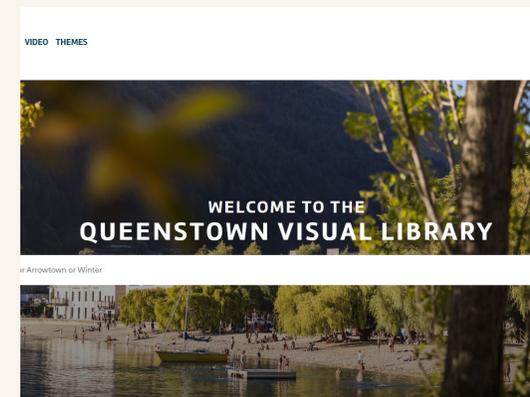
Available in blue and white, downloadable [here](#).



## 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.

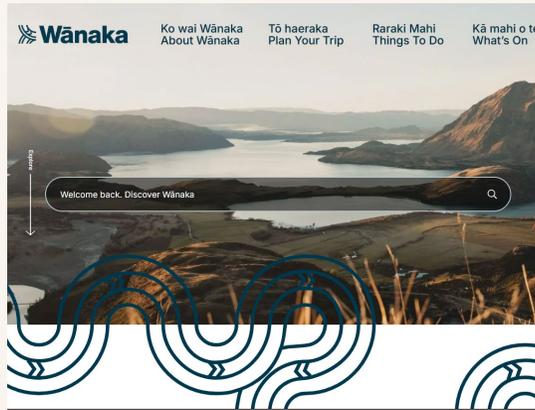


## IMAGE LIBRARY

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 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](https://www.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.

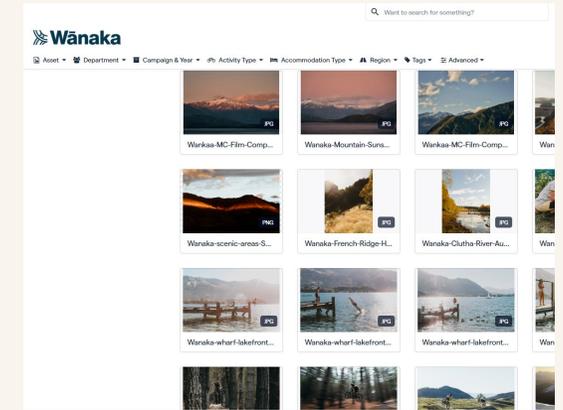
Available to download [here](#).



## 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.



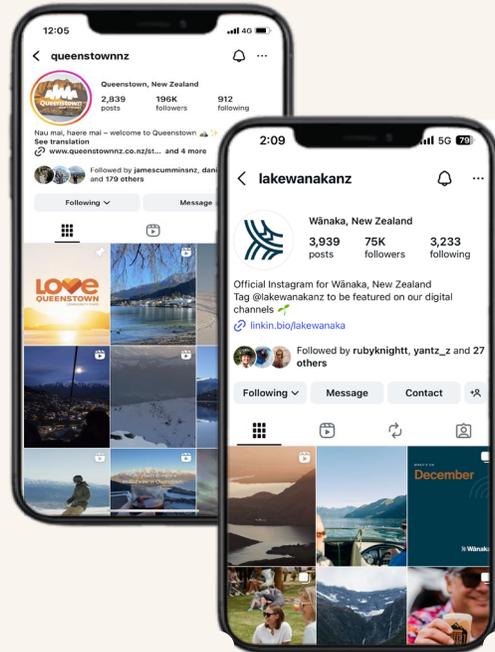
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View the library [here](#).

# RTO MARKETING CHANNELS

## CONSUMER



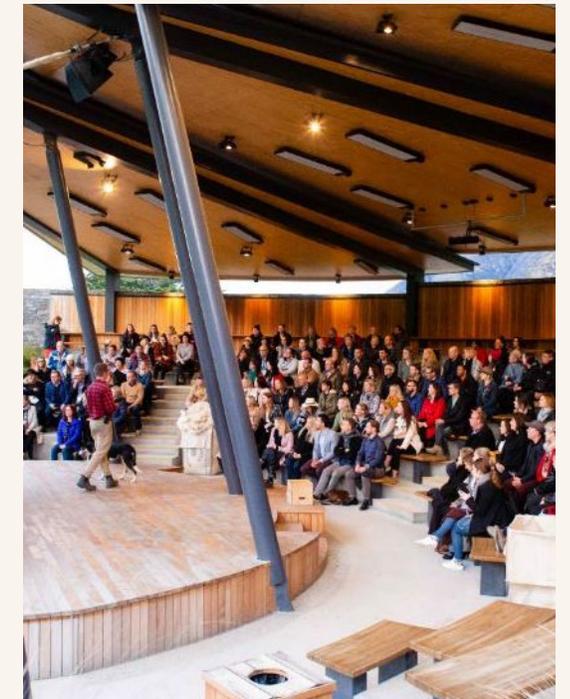
## MEDIA & COMMS



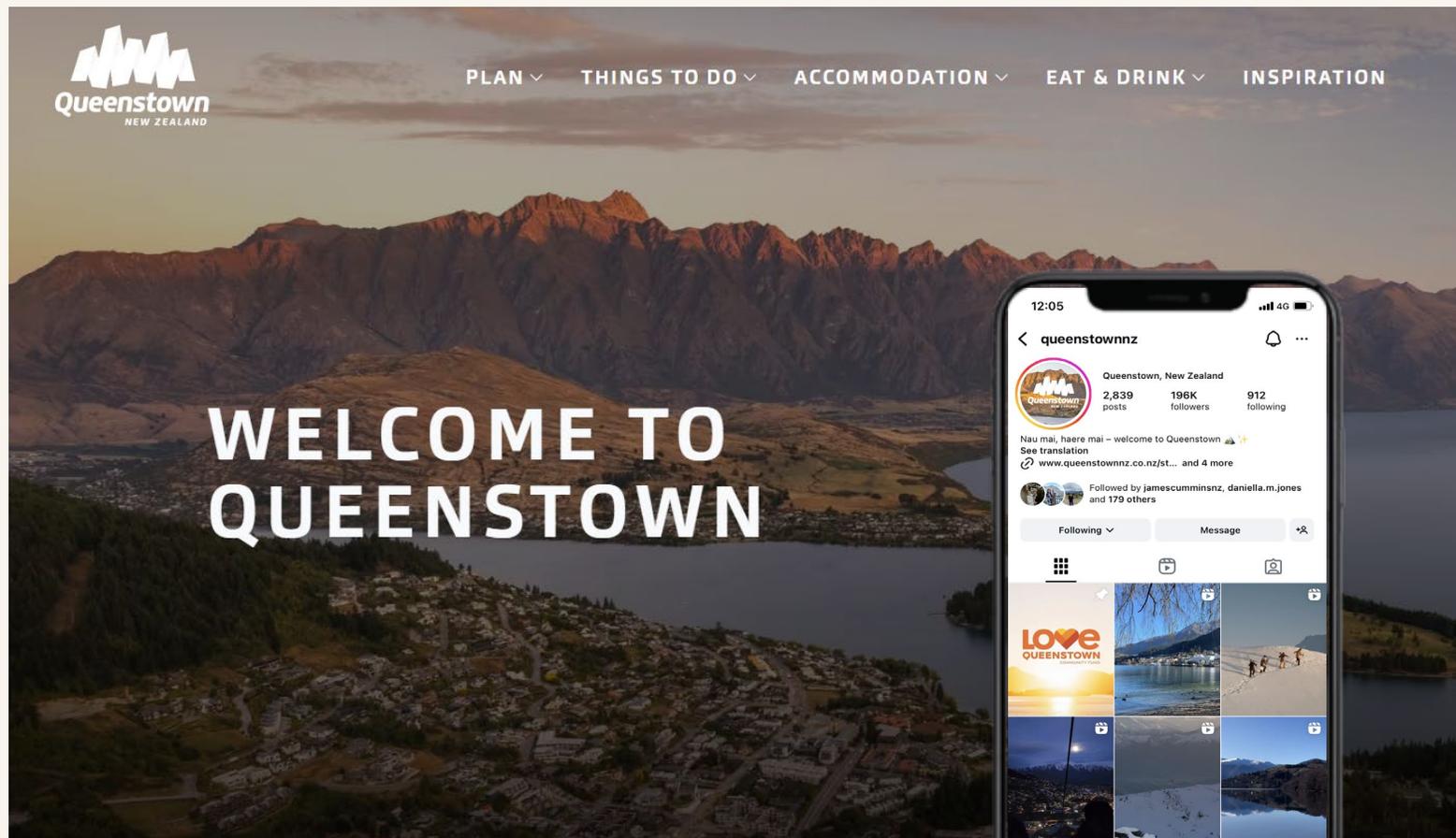
## TRAVEL TRADE



## BUSINESS EVENTS



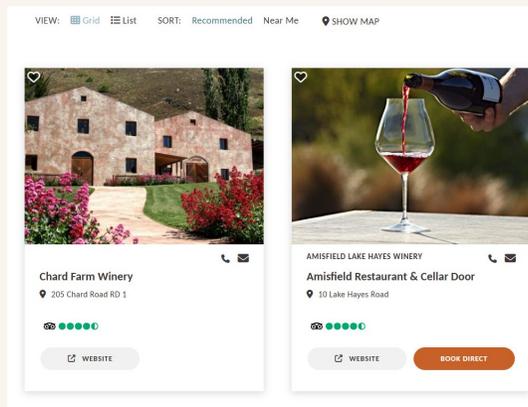
# DQ CONSUMER MARKETING



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

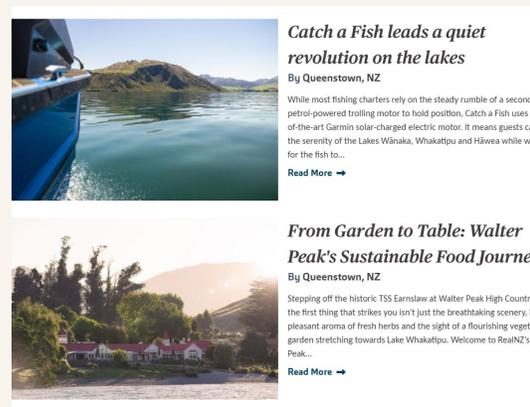
- Manage the official QueenstownNZ.co.nz website.
- Brand champions and guardians.
- Content creation including blogs, image & video assets.
- Manage the official Queenstown social media channels including Meta, TikTok and YouTube.
- Marketing activity supporting year-round visitation.
- Leverage partnerships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

# 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](#).



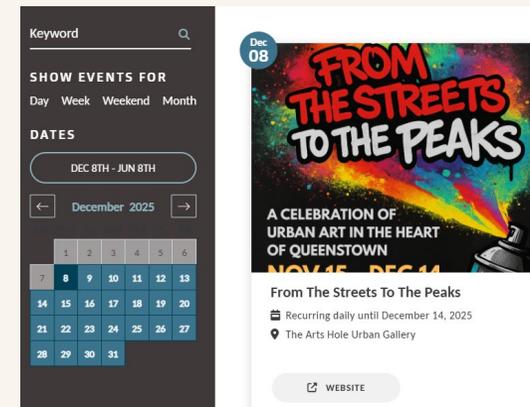
## SHARE YOUR REGENERATIVE STORIES

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

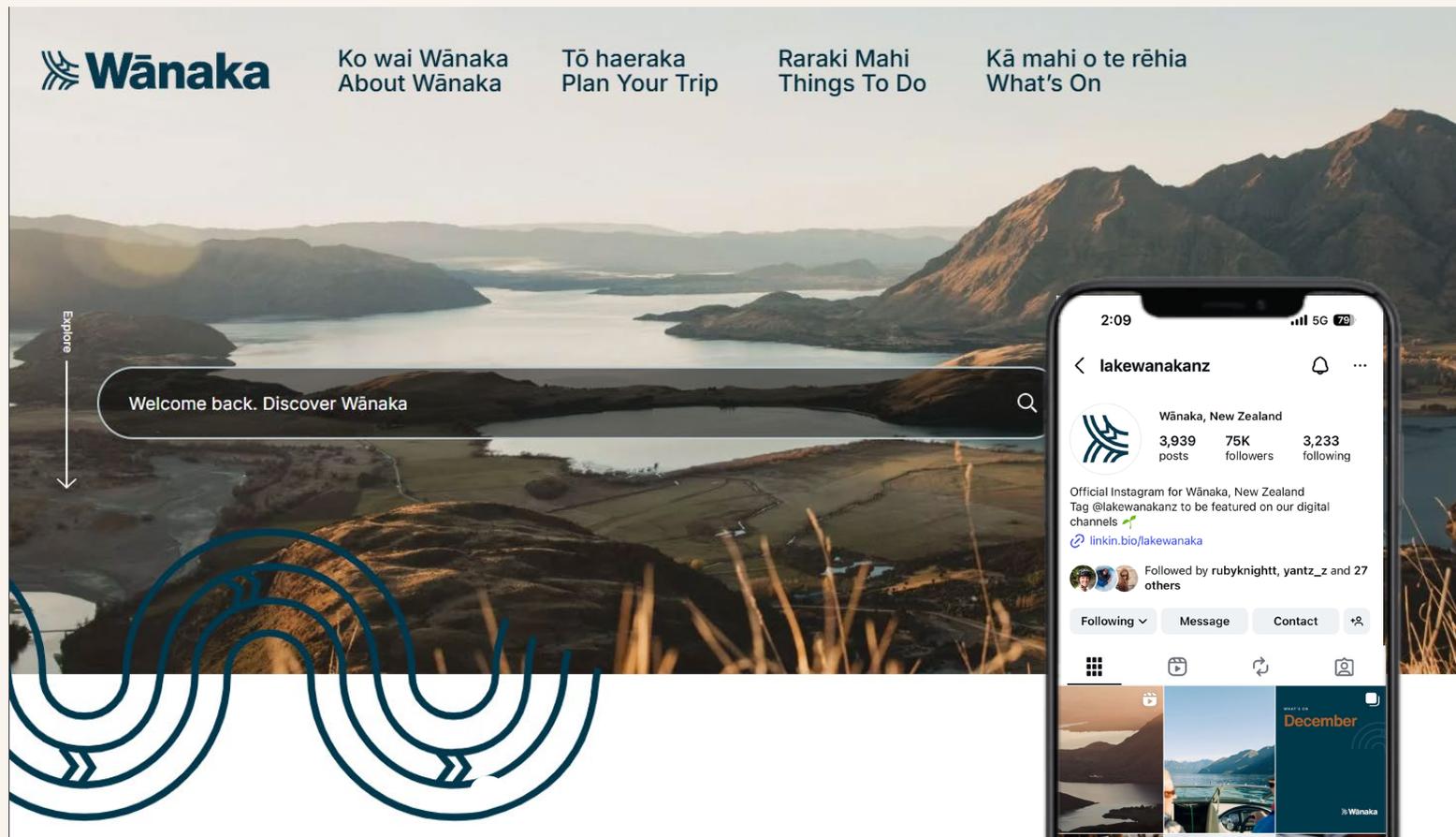
Providing us with high quality imagery of your product or offering is important to ensure appropriate representation of your business within DQ activity across all channels. [Send us your assets](#).



## 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](#).

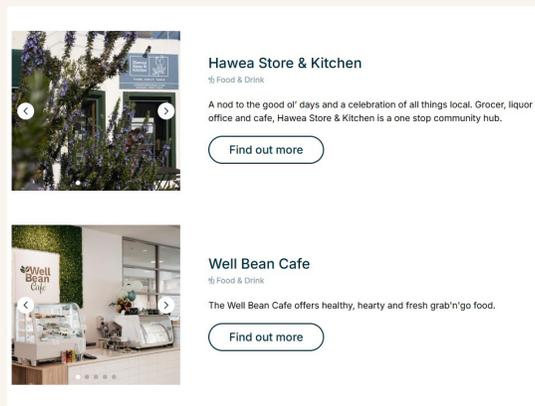
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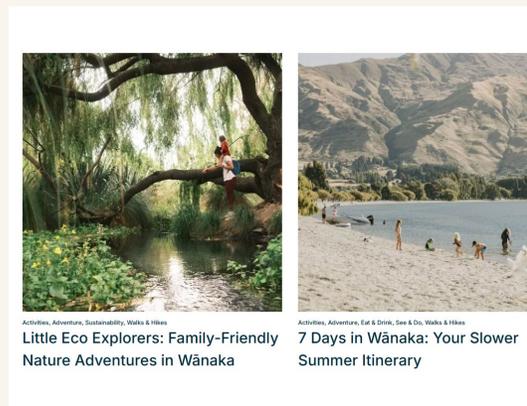
- Manage the official Wanaka.co.nz website.
- Brand champions and guardians.
- Content creation including blogs, image & video assets.
- Manage the official Wānaka social media channels including Meta, TikTok and YouTube.
- Marketing activity supporting year-round visitation.
- Leverage partnerships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

# WORK WITH LWT CONSUMER MARKETING



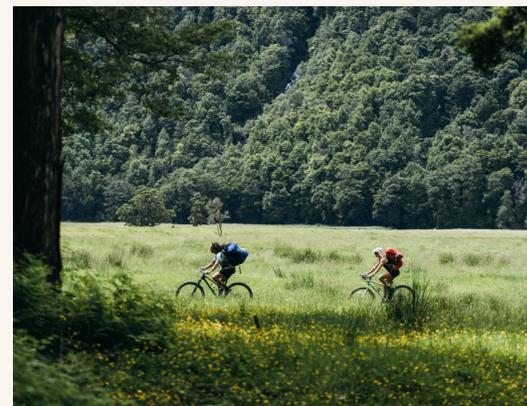
## LISTINGS ON WĀNAKA.NZ WEBSITE

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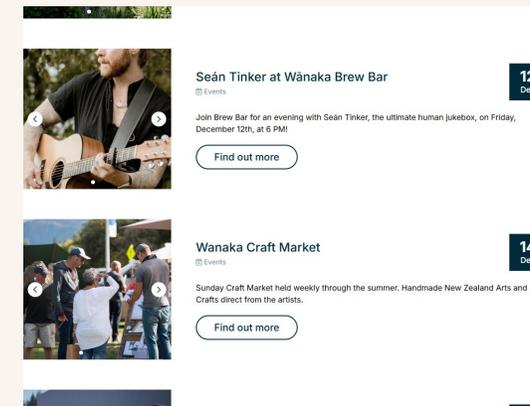
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Providing us with high quality imagery of your product or offering is important to ensure appropriate representation of your business within LWT activity across all channels. [Send us your assets](#).



## LIST YOUR EVENT ON THE WEBSITE CALENDAR

It's free to list an event on [Wanaka.nz events calendar](#). LWT run a year-round event marketing campaign to promote local events. Submit your event [here](#).



# 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.

# 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 families.

# 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.

# 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.

# WORKING WITH THE BUSINESS EVENTS TEAM



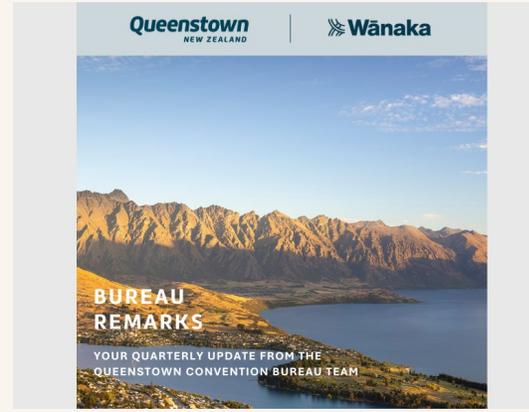
## CONNECT WITH THE TEAM

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.

# TOURISM NEW ZEALAND (TNZ)

**100% PURE NEW ZEALAND** Places to visit Things to do Find accommodation Plan your trip  New Zealand

## FIND YOUR 100%

However you spend your time in Aotearoa New Zealand, you'll leave with more than memories. You'll leave 100% fulfilled.

[Discover more](#)

[Plan your trip](#) | [Seasons to visit](#) | [Great itineraries](#)

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.



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

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## MEMBER SERVICES

[info@queenstown-wanaka.nz](mailto:info@queenstown-wanaka.nz)

03 441 0700