

Destination Queenstown

Quarterly Members Update

Tuesday 23 March 2022



HOME OF
ADVENTURE

Agenda

CEO Introduction

Destination Performance

Activity Review

Upcoming Activity

FY21-22 Draft Business Plan

STAPP and REF funds

CEO Update

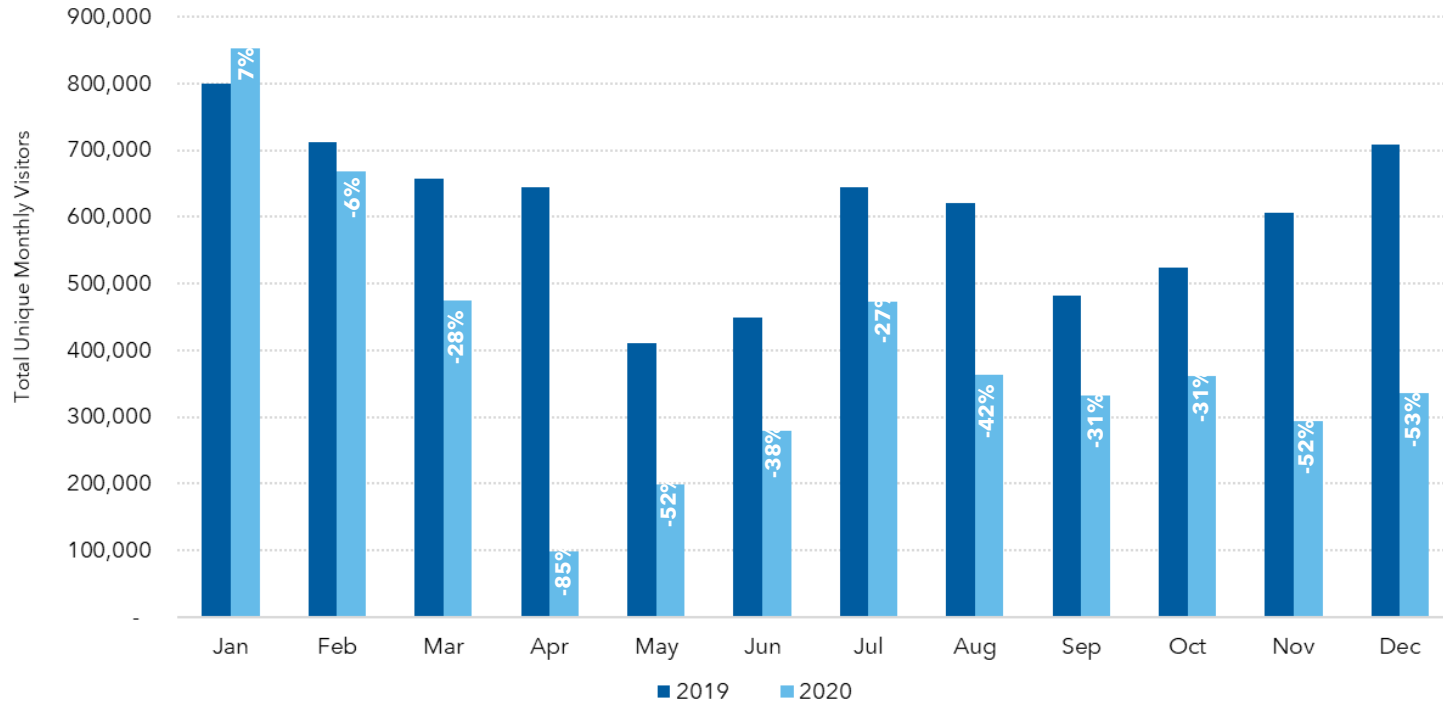


Destination Performance



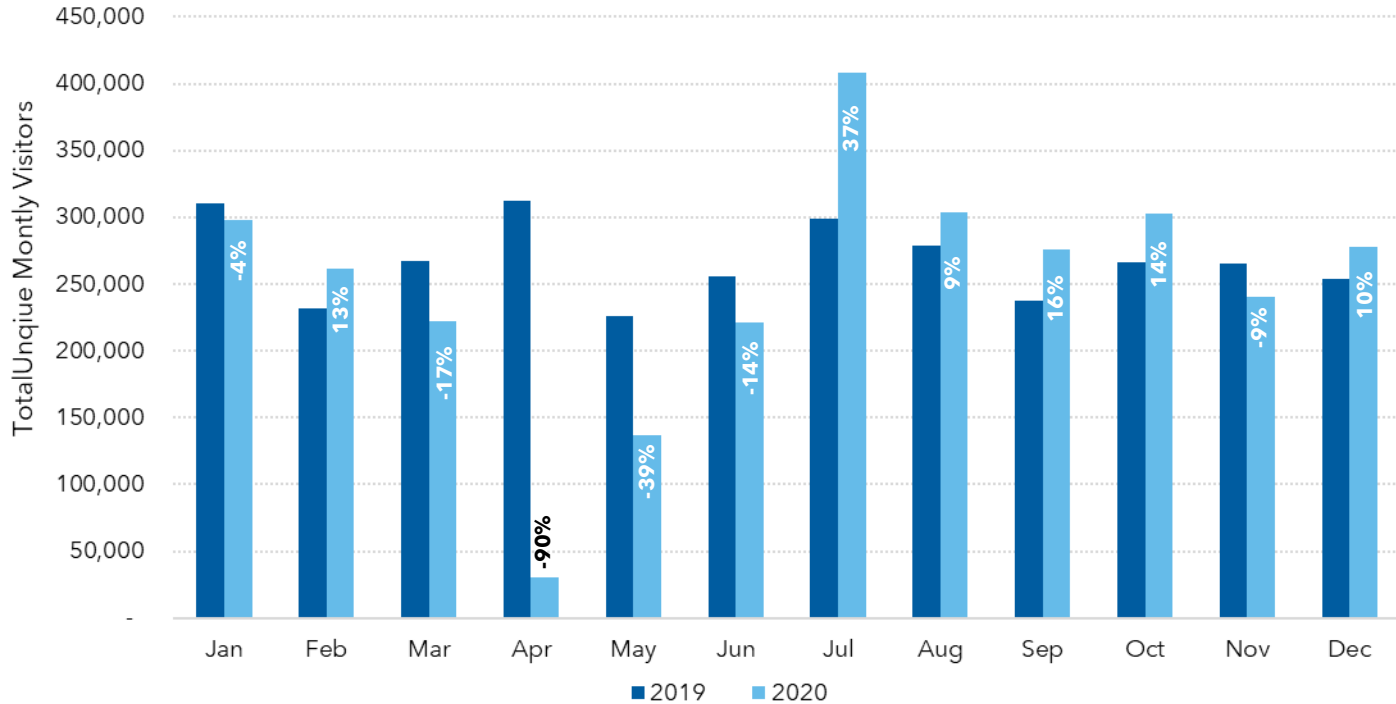
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Total Visitation Jan-Dec 2020



Note : Visitor count is total unique visitors but doesn't account for visitors who stay overnight. For example a visitor that stays three nights is counted three times.

Domestic Visitation Jan-Dec 2020



Note : Visitor count is total unique visitors but doesn't account for visitors who stay overnight. For example a visitor that stays three nights is counted three times.

Total Visitation

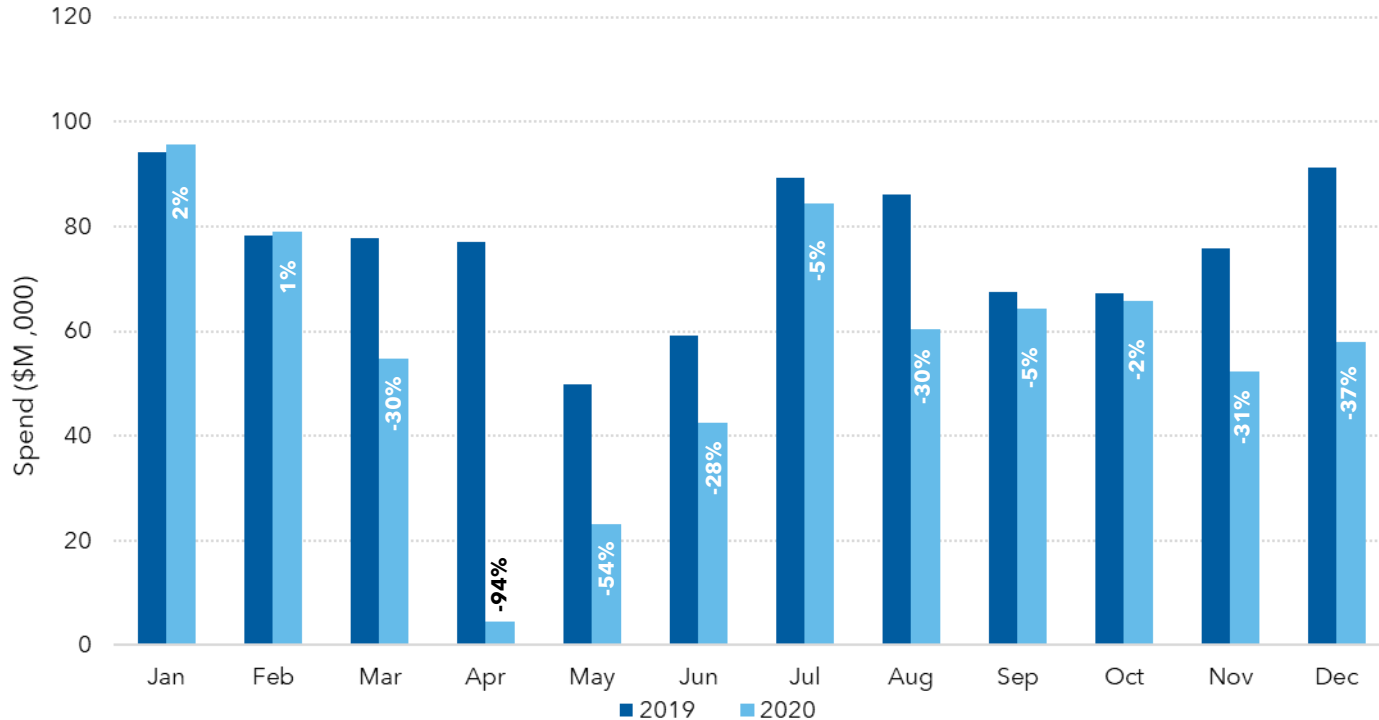
January – December 2020

- Total Visitation down 35% ↓
- International visitation down 57% ↓
- Domestic visitation down 7% ↓
(due to lock down months)

June – December 2020

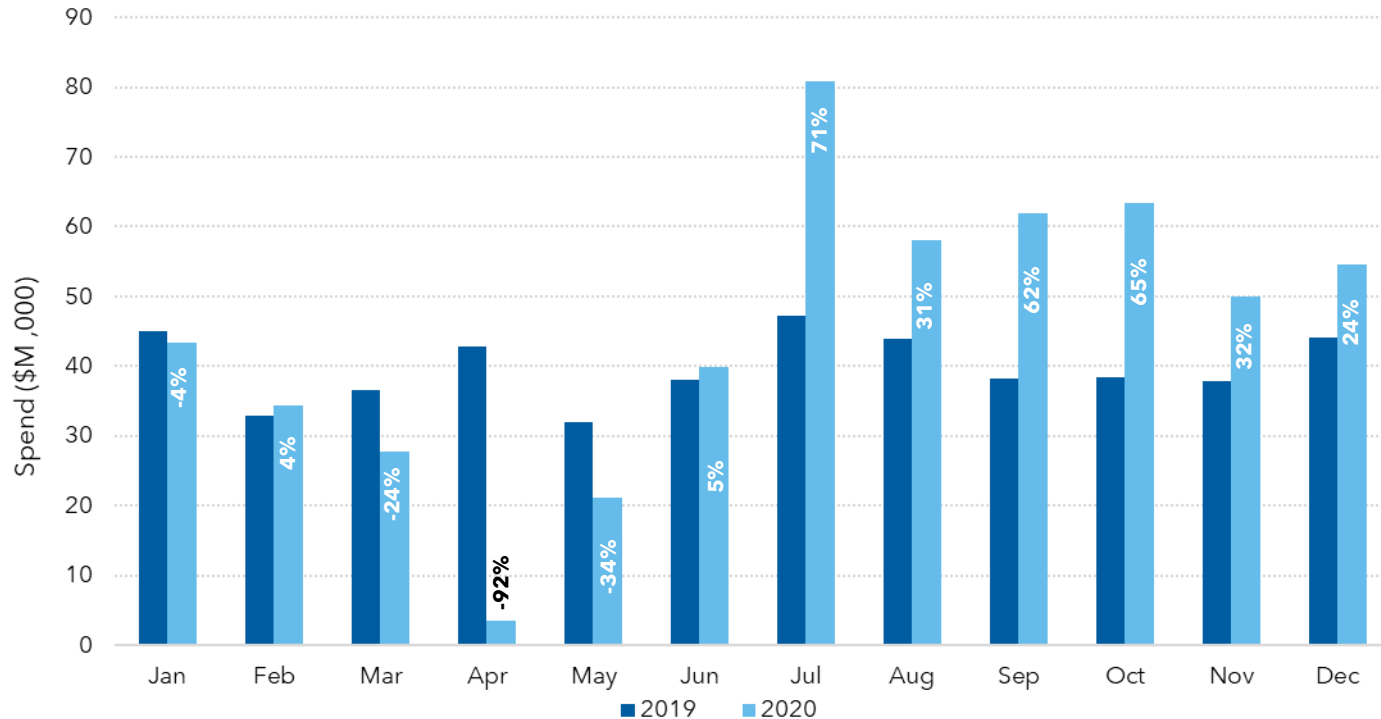
- Total Visitation down 40% ↓
- International visitation down 77% ↓
- Domestic visitation up 9% ↑

Total Visitor Expenditure Jan-Dec 2020



Source: MarketView Tourism Tool

Domestic Visitor Expenditure Jan-Dec 2020



Source: MarketView Tourism Tool

Total Expenditure

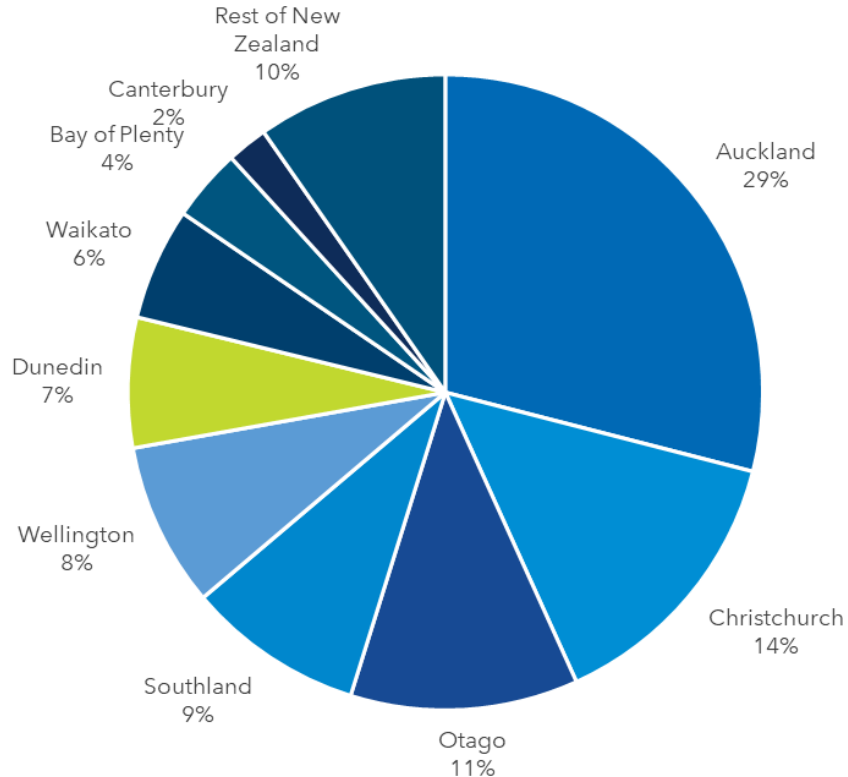
January – December 2020

- Total expenditure down 25% ↓
- International expenditure down 67% ↓
- Domestic expenditure up 13% ↑

June – December 2020

- Total expenditure down 20% ↓
- International expenditure down 92% ↓
- Domestic expenditure up 42% ↑

Domestic expenditure region of origin



Seasonal snapshot

Seasonal Breakdown

Winter

Jun, Jul, Aug



Spend:

\$187.27 (-20%)

Occupancy

41% Occupancy Rate

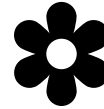
442,400 Guest Nights

Visitation

1.1 million total

Spring

Sep, Oct, Nov



Spend:

\$182.38m (-13%)

Occupancy

44% Occupancy Rate

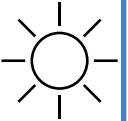
487,300 Guest Nights

Visitation

986,616 total

Summer

Dec, Jan, Feb



Spend (Dec & Jan)

\$118.95 m (-36%)

Occupancy (Dec & Jan)

40% Occupancy Rate

360,900 Guest Nights

Visitation (Dec, Jan, Feb)

962,304 total

Visitor Sentiment

Visitor Insights Programme

	Jun - Sept	Oct - Dec	June - Dec
I feel/felt safe in Queenstown	9.2	9.1	9.2
I feel/felt welcome in Queenstown	9.0	8.8	8.9
Queenstown town centre/urban area is clean and tidy	9.0	8.9	9.0
Queenstown is managing tourism activity well	8.8	8.7	8.8
I don't/didn't feel concerned about anti-social behaviour in Queenstown	8.8	8.6	8.7
it is easy to get around Queenstown	8.6	8.6	8.6
Queenstown cares about the environment	8.6	8.6	8.6
It is easy to interact with local people in Queenstown	8.4	8.4	8.4
The level of customer service experienced	8.8	8.7	8.8
The value for money I experienced	7.2	7.2	7.2
Overall experience with Queenstown	8.6	8.6	8.6

	Jun - Sept	Oct - Dec	June - Dec
Promoters	80.3%	74.6%	77.5%
Detractors	2.5%	2.4%	2.5%
Net promoter score	77.8%	72.2%	75.0%

Activity Update



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Overview

- Full schedule of consumer campaigns running since June last year
- Large number of domestic media famils hosted in each season
- PR initiatives including Lap of Luxury TV series and Signature Travel E-magazine
- Business Recovery Group
- Commence destination management plan and Back to Life programme
- “We Are Queenstown Ambassador” training
- Partnership activity including with Air NZ, QAC, LWT and TCO
- 45 South collective – new touring route in development 8 RTOs

May 20 – Feb 21 Results

Results

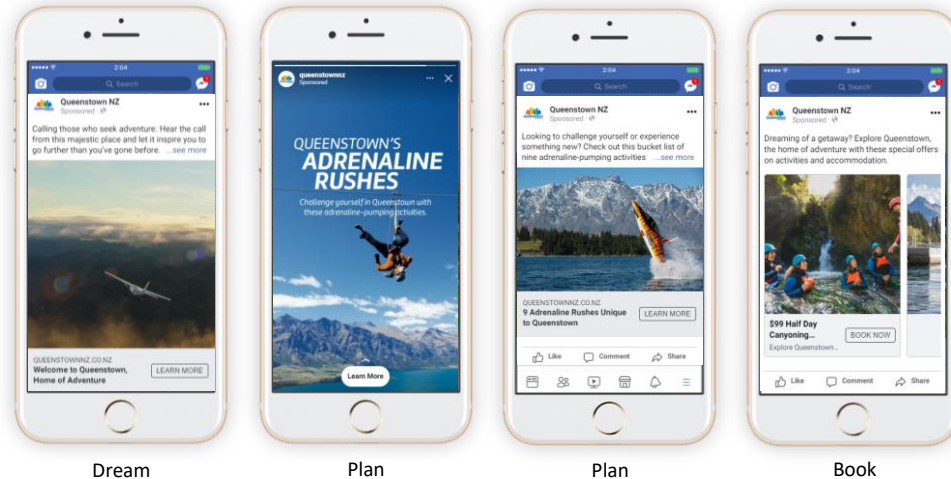
- In market for **20** out of **43** weeks from May to February with high impact campaigns
- Our campaigns turned up in:
 - TVC TVNZ and MediaWorks
 - TV1 Breakfast Show Activations
 - Radio Partnerships with More FM and The Edge TV
 - TVNZ Video On Demand
 - Cinema advertising nationwide
 - High impact Out of Home in Akl, Wlg & Chch
 - Online and Social platforms including YouTube, Facebook, Instagram, Google Display Network and Native Display
 - Trade JVs with House of Travel and Flight Centre
- Drove 1.58M web sessions to DQ website over this period
- Domestic website sessions grew 40% and new domestic users increased 37%
- Created 387K direct member referrals (up 38% YoY)

Home of Adventure Launch + Spring

- Launch of Queenstown's new brand proposition and video asset
- Full-funnel campaign driving booking & direct member referrals per segment
- Featured target segments & propositions including: Hiking, Mountain Biking, Adrenaline, Golf, Biking fun & Family
- Campaign touchpoints include: TV, high impact OOH, Social & Digital and supported by DQ media programme

Results

- Combined reach of 6.9M
- 252,204 website visits
- 51,186 member referrals
- Winter domestic expenditure up **36%**
- Domestic visitation up **11%**

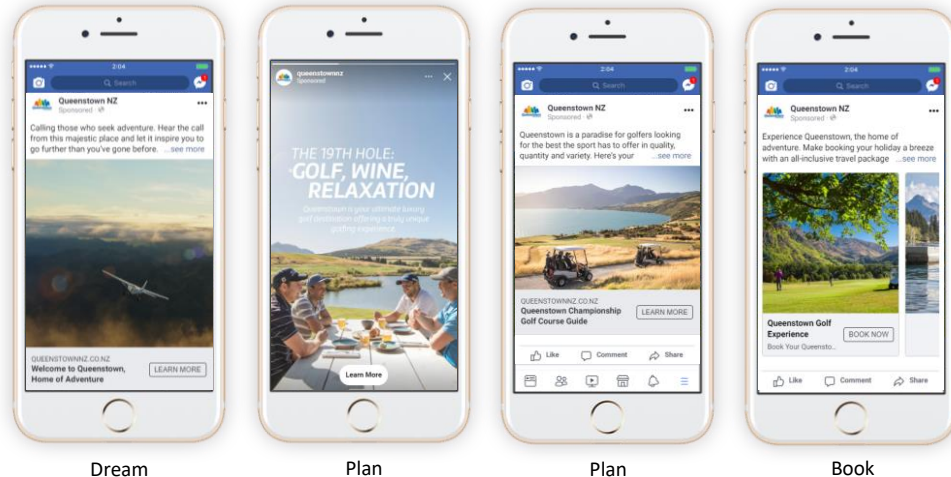


Domestic Summer Campaign

- Full-funnel campaign driving bookings & direct member referrals
- Featured target segments & propositions including: Hiking, Mountain Biking, Adrenaline, Golf, Biking & Family
- Campaign touchpoints include: primetime TV, Cinema, Social and Digital
- Supported by DQ media programme

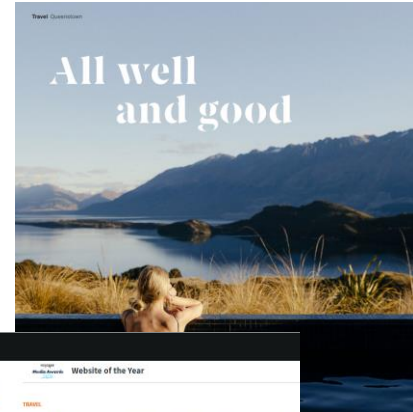
Results

- Combined, cumulative reach of 17.1M
- 233,191 website visits
- 48,230 member referrals



Media & PR Activity

- **Kia Ora**
 - Sharon Stephenson and Matt Philp's famil resulted in 3 stories in Kia Ora
- **Stuff.co.nz**
 - Brook Sabin's famil has resulted in 5 articles on Stuff
- **NZ Herald**
 - Anna King's famil has resulted in 2 NZ Herald Travel articles
- **The Hits Radio**
 - Mike Puru, Anika Moa & Stacey Morrison radio and social coverage
- **Adventure magazine**
 - Famil resulted in 3 articles in Adventure magazine
- **Urban List NZ**
 - Famil resulted in 2 article on Urban List NZ
- **Good magazine**
 - Hemma Vara's famil has resulted in 2 articles



While many visitors head to Queenstown for adventure, don't overlook the opportunities in 2023 to relax, recharge, indulge your kitchen and achieve your big dreams.

BY SHARON STEPHENSON



PHOTO: SHARON STEPHENSON



Coming up

- Autumn campaign in market currently
- Air New Zealand autumn partnership
- Brand campaign in Australia in April
- Winter domestic and Australian campaign
- Autumn and winter media programme
- Market development plans – biking and food and drink

Domestic Autumn Campaign

- Campaign launched Monday 15 March
- Opportunity to execute Home of Adventure to show how it applies to soft adventure and non-adrenalin activities
- Full-funnel campaign driving booking & direct member referrals
- Featured target segments include Food & Drink and Active Relaxation & Wellness
- Campaign touchpoints include: high impact OOH in Auckland, Air NZ In-Flight Entertainment, TVNZ Video On Demand, Social & Digital
- Comprehensive media programme including Coast Radio Breakfast activation, Nadia's Seasonal Journal, Dish, Good & Kia Ora Magazine



Dream



Plan



Plan



Book

Air NZ partnership activity

Key activity highlights include:

- Queenstown inclusions across 6 unique retail campaigns between Oct 2020 and Mar 2021 including social, digital and eDM
- Retail campaign in March with Queenstown featuring in social, digital, eDM and TVC creative
- Queenstown is included as 1 of 5 partners for a mass reach Airpoints promotion in Mar 2021
- Grabaseat flight + accom package promotions to Queenstown (760+ room nights sold to date)
- 7 x Kia Ora magazine features including front covers, full page adverts and main editorial features
- Internal staff travel promotion to Queenstown - discount offer to 8,000 Air NZ staff for travel in Mar 2021
- Three famils with QCB in July 2020, March 2021 and June 2021 (close to 50 seats)
- One famil with Domestic Trade in Jul 2020

Upcoming autumn partnership includes:

- GrabaSeat Queenstown campaign
- #GrabARandom with Grabaseat (live mid April)
- National Air NZ retail campaign dedicated to Queenstown to drive travel in May

Air NZ partnership activity

Air New Zealand (@newzealand) · 12

Start planning your trip to Queenstown with us to explore mountain ranges, stunning views, or taste some of the country's best wine.

Experience a Queenstown adventure

See the best of Queenstown

[Book Now](#)

Book flights confidently with additional flexibility

14k's apply

[Discover Queenstown](#)

[Book Now](#)

Book your stay with confidence

Free cancellation options

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Drive away with extra Airpoints Dollars™

Book your rental car with us

14k's apply

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Plan an unforgettable adventure

Book your activities with us

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Queenstown HOME OF ADVENTURE

AIR NEW ZEALAND

Feel inspired to adventure

with flights to Queenstown

SUMMER IN PARADISE

Queenstown packages from \$629

Check out Queenstown in the... [Book Now](#)

School Holidays Queenstown Stay

4 night package, family of 3- 25 April 2021



Package Details:

Departing Sunday 25th April 2021

From Auckland \$459 per person

SELLING OUT 3 Travellers

Departing Sunday 25th April 2021

From Wellington \$399 per person

SOLD OUT 3 Travellers

Accommodation options

2x Queen Beds

Package includes

- Return flights to Queenstown (Seat)
 - Four nights accommodation at Mercure Queenstown
- This package can be for either 2 adults and one child under 16 years old or 1 adult and 2 children under 16 years old.

Feel inspired by Queenstown's stunning scenery, huge range of activities and renowned warm welcome. Surrounded by majestic mountains and set on the shores of crystal clear Lake Wakatipu, the natural beauty and the unique energy of the region create the perfect backdrop for a holiday full of adventure, discovery and rejuvenation.

Flight Details:

Auckland to Queenstown

Sun 25 Apr

Departing: 10:55am
Arriving: 12:50pm

Queenstown to Auckland

Thu 29 Apr

Departing: 2:40pm
Arriving: 4:30pm

BE IN TO WIN

1 of 5 EPIC NZ GETAWAYS

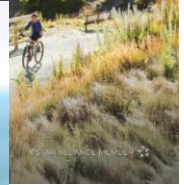
Simply purchase any nominated Buy NZ product and scan your Airpoints Card to enter*

BUY NZ

SCAN TO WIN

ELITE

*Promotion runs 1-31 March 2021 only. Winners drawn by 4 April. See newzealand.co.nz for full T&Cs.



QTN Brand Campaign in Australia

- Launch Queenstown's Home of Adventure brand proposition into the Australia Market
- Live 11 April 2021
- Business Objective:
 - Generate pent-up demand for Queenstown, be top of mind , welcome Aussies
- Brand Objective:
 - Bring Queenstown top of mind to Australian's considering a holiday once borders open.
 - Position Queenstown as the Home of Adventure while raising awareness and preference in a competitive trans-tasman landscape.
- Supported by:
 - Content partnership with Australian based We Are Explorers to leverage campaign
 - Signature Media Luxury E-Magazine bespoke Queenstown edition launching April
 - Escape.com.au TNZ partnership
 - MiNDFOOD partnership in NZ and Australian editions
 - Snowsbest & MissSnowItAll #takemeback to Queenstown campaign



Domestic Winter Campaign

- Domestic winter ski campaign live in May
- Launch winter propositions under Home of Adventure campaign structure
- Full-funnel campaign driving booking & direct member referrals per segment
- Featured target segments & propositions including Winter Lovers & Ski Enthusiasts
- Two-phase campaign to drive immediate & short term demand (winter & spring ski)
- Fully integrated campaign activity for maximum efficiency and awareness, JV with domestic trade partners



Upcoming Media & PR Activity

Stuff.co.nz

- Mary De Ruyter, March famil
 - Autumn Angle
- Pamela Wade, June famil
 - Winter Angle

NZ Herald

- Alexia Santamaria, April famil
 - Central Otago Touring Route/Family Angle
- Deputy travel editor Maggie Wicks, May famil
 - Food & Drink Angle

Scout magazine

- Paul Dragicvech, April famil
 - Winter Angle

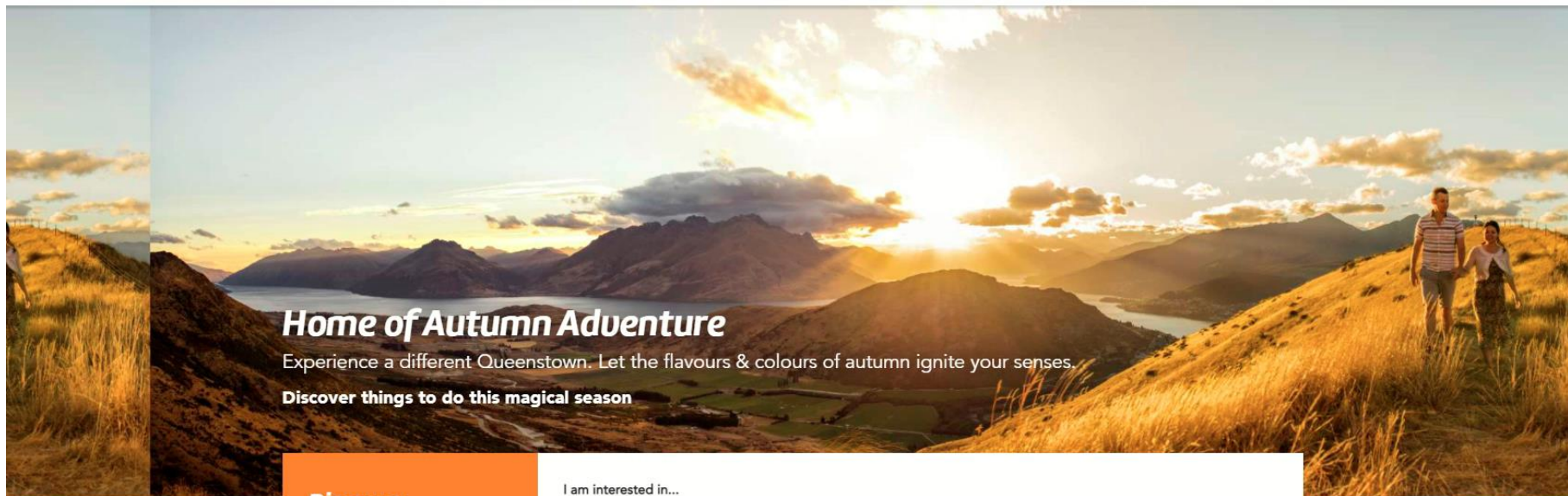
Kia Ora

- Deputy travel editor Shelley Howell, March famil

Escpape.com.au

- Content partnership with TNZ and Escape “Secret New Zealand”

Business Development Update



Home of Autumn Adventure

Experience a different Queenstown. Let the flavours & colours of autumn ignite your senses.

Discover things to do this magical season

**Discover
Queenstown**

I am interested in...



Discover Queenstown



Trade Marketing Activity Highlights

1. Unlock Domestic Opportunity

Mapped Domestic Distribution Channel – Published a Report

Hosted a Domestic Key Trade Partners Famil with Air NZ in July 2020

Product Development Opportunities

Packages & Trade Special Offers – 60 members included

Domestic JV Campaigns Flight Centre & House of Travel

Winter, Spring-Summer, Autumn School Holidays

2. Stay Connected to International Mkts

Remote Training Opportunities – Said YES to Everything
TNZ, ITOs, Wholesalers

Seasonal Newsletters –
Mandarin and Traditional Chinese

Trade Database Maintenance

3. New Travel Trade Content

New Website pages

New Toolkit – PPTs, PDFs, Prezi

Trade Training Videos



Queenstown Travel Trade Information

🏠 / Travel Trade



Welcome to Queenstown's official travel trade site

As a travel seller, we understand the importance of knowing a destination so that you can build itineraries confidently and dream weave travel experiences that are tailored to your client's specific needs.

The Destination Queenstown trade team work closely with all travel trade to help promote Queenstown, New Zealand. If you need support with telling our story and selling Queenstown the Home of Adventure to the world, check out the resources below or contact one of our team.

Toolbox for Travel Professionals



3. New Travel Trade Content

Page Views Up +49%

Avg Time on Page Up +27%

Bounce Rate Down -30%

QCB Activity Highlights

1. New Markets

NZ Corporates Focus
2x Famils with Air NZ

Film Crew
Weddings
Student Groups

Strategic Leadership Meetings
Board Meetings
CEO Retreats

2. New Content

Refreshed Webpages

New Video Case Studies

New Videos of Queenstown C&I Experts

3. New QCB Channels

Digital Campaign Linked In Led





Sales Rep: Tourism Marketing Solutions

200+ Calls; 16 leads generated (2195pax, \$2.6m value)

PR: One Plus One

Business Desk NZ, NZEA

Leads Generated

	Q1		Q2		Q3		Total		
	19-20	20-21	19-20	20-21	19-20	20-21	19-20	20-21	
 NEW ZEALAND	11	26	13	30	10	18	34	74	x2.2
 AUSTRALIA	26	8	17	13	22	4	65	25	
 REST OF WORLD	10	2	5	4	8	4	23	10	
 TOTAL	47	36	35	47	40	26	122	109	-11%

Upcoming Activity & Member Opportunities

Trade Marketing Upcoming Activity

- Domestic Travel Trade Autumn Training Sessions – Current
- Trade Partner Autumn Packages & Campaign – Current
- Flight Centre Update to DQ Members – Kiwi Birdlife Park, April 16
- Mountain Travel Symposium - April 2021
- US Market Remote Trade Training – April/May/June 2021
- Domestic JV Campaigns - Winter 2021 (Flight Centre & House of Travel)
- Australia VIP Famil on First SYD/MEL Flights
- TRENZ – Christchurch, May 5/6
- DQ Australia Trade Roadshow – Week of Mon 17 May 2021
- Australia Ski Wholesalers Winter JV Campaign – May 2021
- TEC Board New Product Famil - June 2021
- TNZ Trade Team Famil – June 2021
- New Video Content
- DQ Trade Pages Translation for China

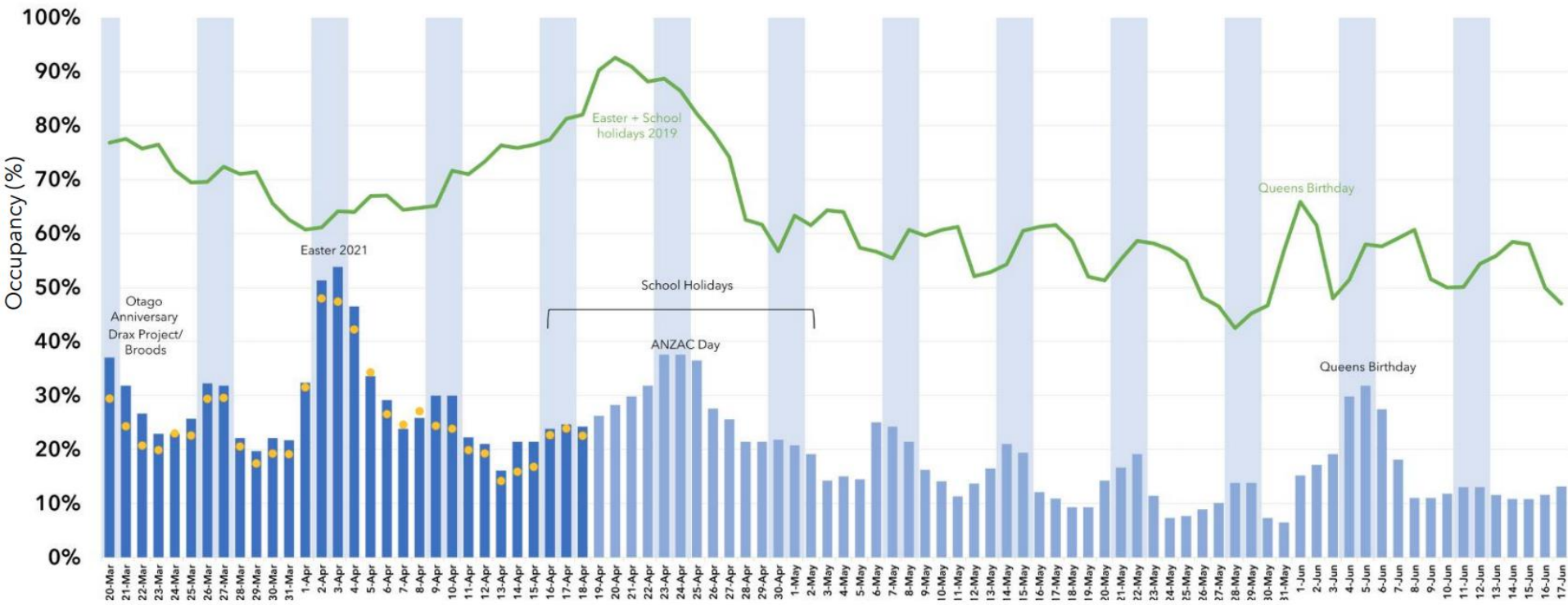
QCB Upcoming Activity

- Business Events Incentive Scheme – Launched last week
- Office EA/PA Show, Auckland – This week
- Ongoing Linked In Campaign
- Ongoing Video Content Production
- Business Desk NZ Campaign
- NZEA Campaign
- Student Groups Market
- Australia VIP Famil on First SYD/MEL Flights – April 2021
- QCB Members Update (Spotlight Australia) – Thu May 13
- QCB Australia Roadshow – Week of Mon 17 May 2021
- Meetings 2021 – June 2/3
- Post Meetings Queenstown Famil – June 2021
- Air NZ Event Managers Famil - June 20-23
- Conoscenti VIP Group, Auckland – August 2021
- EA Inc Event, Auckland – tbc
- Australia Incentive Buyers Famil – Sep 2021

Short term visitation

30 Day Forward Outlook

- Next 30 Days
- Following 60 Days
- Weekend (Friday/ Saturday)
- Pick up (from last publication)
- Historical (pre-COVID - 2019)



Destination Queenstown

Annual Business Plan FY21-22



**HOME OF
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FY21-22 Introduction

- Building on the FY20-21 business plan – which was a significant shift from 3 year model we were in.
- Continuing to face head winds in 2021
- Demand generation focus in short to medium term
- Long term focus on destination management – plan underway
- Sustain – Recover – Thrive

Strategic Focus

Near term:

to generate demand from the domestic market, attracting visitors to Queenstown and encouraging repeat visitation to sustain our businesses as much as possible within a domestic only market

Mid-long term:

to participate in the development of a destination management plan for the Queenstown Lakes region that seeks to move the industry toward regenerative tourism by 2030, enriching the district on all levels – economically, environmentally, socially and culturally.

Sustain – Recover - Thrive

Sustain

- Generate demand for Queenstown from the domestic market from leisure and business travellers to drive both year-round and repeat visitation.
- Increase value from visitors by increasing length of stay, increasing spend and improving seasonality spread.
- Leverage events supported by the regional events fund to drive visitation to Queenstown.

Sustain – Recover - Thrive

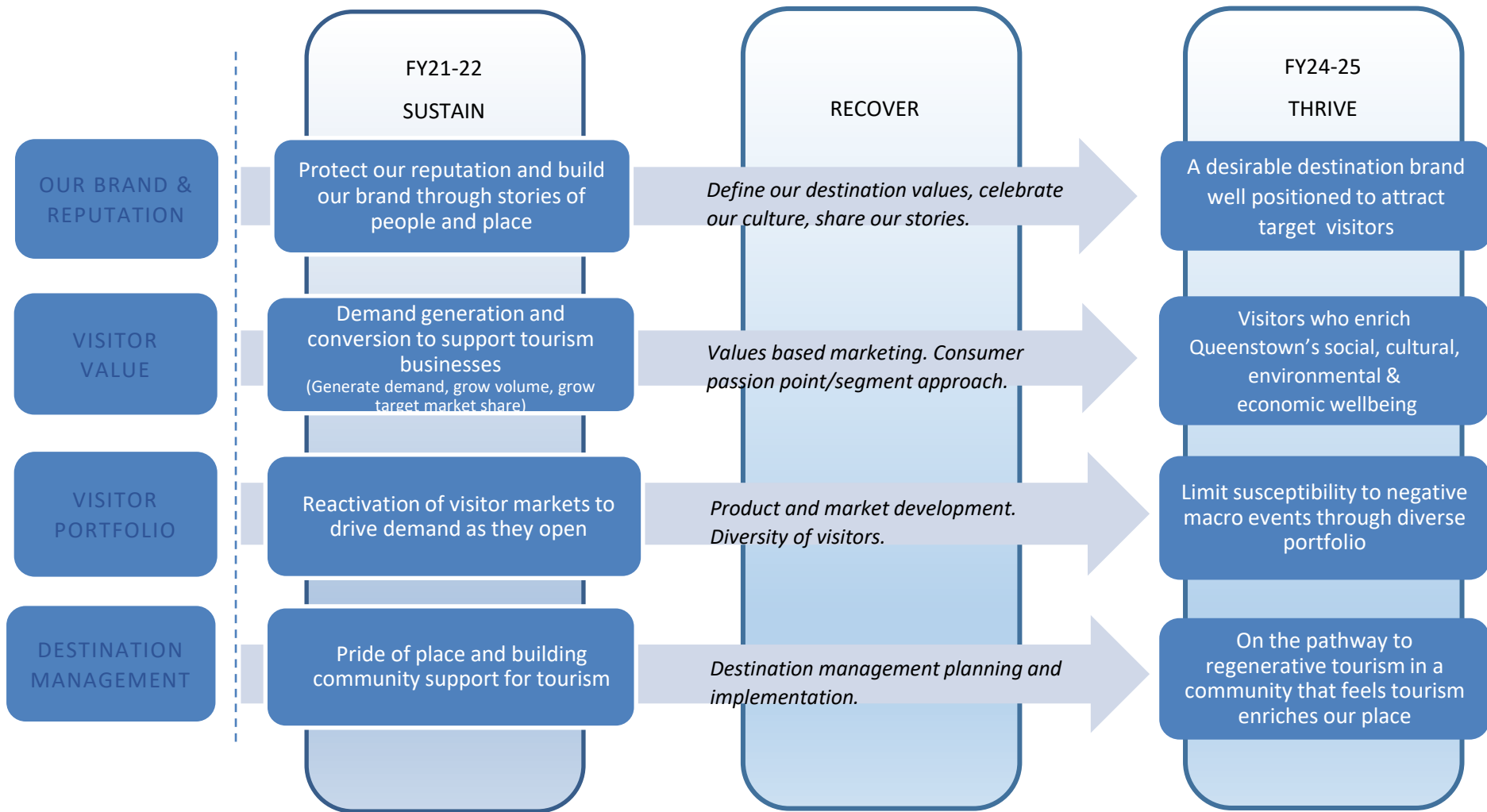
Recover

- Commence re-entry work into the Australian market to convert pent up demand
- Support business recovery and rebuilding through member capability building programmes
- Ensure Queenstown’s brand is strong and in the best position to capture market share
- Utilise STAPP funding to deliver industry capability building, support marketing activity and destination management planning and implementation
- Proactively partner with other key agencies to capture business intelligence and collaboratively work on recovery of the industry.
- Be prepared and proactive to drive demand from international markets immediately upon borders opening

Sustain – Recover - Thrive

Thrive

- Protecting our reputation and solidifying our brand
- Develop and implement a destination management plan that will guide the Queenstown industry toward regenerative tourism by 2030.
- Evolve our destination narrative to attract visitors to Queenstown whose values align with those of our people and place.
- Support members to respond to a dynamic macro environment
- Evolve our brand and marketing strategy to ensure we protect Queenstown's destination brand and reputation in the long term
- Continue to promote Queenstown to the domestic market



Destination Management

“How can tourism and visitor activities be in service of and adding value to the district, its living ecosystems and its communities in a way that also delivers sufficient economic benefits?”

Objectives:

1. Provide a roadmap for regenerative tourism that is aligned and integrated with the region’s guiding plans and strategies.
2. Adopt a destination management approach that aligns with MBIE’s Destination Management Guidelines.
3. Give effect to the New Zealand Aotearoa Government’s Tourism Strategy.
4. Support an inter-agency approach to regenerative tourism that enriches the district across all four wellbeing’s and across the tourism system.
5. Support a sustainable and healthy local economy; ensure natural systems and the environment are thriving; enrich all layers of cultural fabric; enable community wellbeing through purposeful relationships and generate positive advocacy from the local host community.

Growth Goals

- 1. Grow domestic expenditure by 12% to \$821M by June 2022**
- 2. Grow total expenditure to \$1.2B by June 2022 (Australian border only)**
- 3. Grow domestic visitation by 10% to 3,845,000* total domestic daily visits.**

* Please note visitor count is total domestic visits and does not account for visitors who stay overnight or multiple nights. For example a visitor that stays three nights is counted three times.

Performance Metrics

Measure	Date Source	Frequency	DQ Indicator
Community Sentiment	QLDC Quality of Life resident survey	Annually	Target 4 point increase in resident perception that the community benefits from tourism across our district (Queenstown and Wanaka)..
Visitor Satisfaction	Visitor Insights Program	Annually	Target an average destination satisfaction score of 9.0/10 as measured by the VIP
Visitor Value	Marketview electronic card transaction data (MRTEs discontinued)	Annually	Achieve \$1.2 billion in visitor expenditure at year end June FY21-22.
Satisfaction with DQ	Annual DQ Membership satisfaction survey	Annually	Grow 'extremely satisfied' and 'very satisfied' categories from 54% to 60% in 2021.

Next steps

- Draft Plan live on www.queenstownNZ.nz and via Fortnightly Remarks newsletter
- Feedback welcome by 6 April to saraho@queenstownNZ.nz
- DQ's Strategic Review Board meeting 8 April
- Submission deadline to QLDC LTP 19 April

Ann Lockhart

STAPP funding

- Destination Management planning
- Industry capability – WeAreQueenstown Ambassador
- Domestic trade, QCB and consumer marketing

Regional Events Fund

- 19 events between March 21 – Feb 22
- \$1,845,434 committed
- These events will generate between March 21 – Feb 22:
 - 72,301 out of region visitors
 - 1.5 million bed nights
 - \$18,349,944 in visitor spend
 - For every \$1 committed from the fund \$9.94 in visitor spend is generated
- 8 events are new to the region , 2 events - Central Otago; 12 events – Queenstown; 9 events - Wanaka
- 3 events are held across multiple areas

Business Events - REF

- Applications open now until April 1
- Contribution of \$150 towards travel costs
- Other criteria around week days/ outside school holidays, etc

Thank you



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