

# Marketing & Communications Report

## Q1 2021–2022



### Directors Summary

This quarter has seen the welcome return of our Aussie visitors, alongside many kiwi visitors, and it's been great to see the town buzzing again with vibrant downtown streets. The marketing, communications, media and insights team have been focused on both driving demand for winter and into spring but also forward planning into next year. Destination Queenstown (DQ) will continue to target consumer segments or 'passion point' audiences who seek holiday experiences that Queenstown is well positioned to fulfil. DQ's spring marketing activity focuses on six primary segments: Mountain Biking, Hiking, Trail Biking, Golf, Adrenaline and Families.

We also saw the draft destination management strategy, *Tourism for a Better Future*, released for community feedback and we were delighted to get lots of interest in that. The strategy is centered around tourism supporting thriving communities in the Queenstown Lakes; not just economically but also socially, culturally and environmentally.

In that vein, and with forward outlook for summer looking strong, we are beginning to evolve our consumer marketing strategy to weight activity more in the dream layer of the marketing funnel, focusing on the Queenstown brand. We will still run a year-round, always-on, full funnel campaign to support referrals to operators, but alongside this we will introduce more brand positioning work. Activity will focus on building the Queenstown brand and generating destination preference with activity across all channels including nationwide TV, video on demand, QueenstownNZ.co.nz, digital and social channels, as well as a range of partnerships. This will be supported by the DQ Media Programme. The Home of Adventure brand video will run on TVNZ+ and primetime nationwide TV1 and TV2, throughout the year, ensuring top-of-mind awareness and continuing to tell our brand story.

### Marketing, Communications and Insights Team



**Sarah O'Donnell**  
Marketing and Communications  
Director



**Tsehai Tiffin**  
Communications Advisor  
(parental leave cover)



**Ruby Soole**  
Marketing & Campaign  
Manager



**Micaela McLeod**  
Media Executive



**Daniella Jones**  
Marketing Executive



**Jono Matla**  
Digital Marketing Manager  
(parental leave cover)



**Eilidh Blanchard**  
Data & Insights Analyst



**Raegen Tyrer**  
Events and Digital Marketing  
Executive

# Marketing & Communications Report

## Consumer Marketing Activity

### Always-On Campaign | 1 July – 30 September

Beginning 1 July, DQ has launched a new year-round, always-on campaign targeting potential visitors in both the domestic and Australian markets, with reasons to visit throughout the year. The objective of DQ's always-on activity is to keep Queenstown top of mind, generate demand, and showcase the seasonal propositions and variety of experiences to be had in Queenstown.

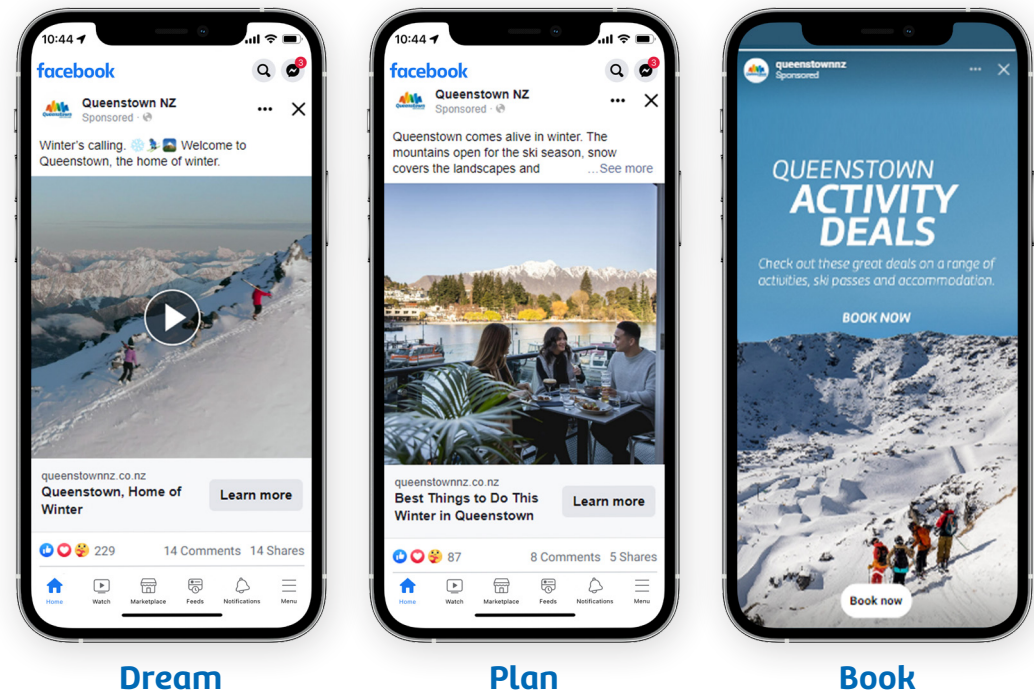
DQ's always-on campaign operates across all layers of the visitor consideration funnel, shifting potential visitors from dreaming about a holiday in Queenstown, to planning and booking via retargeting ads showcasing activities, accommodation and deals to drive conversion via operator listings on queenstownNZ.co.nz.

Always-on paid and organic channels include TV1, TV2 and TVNZ+ (previously OnDemand), Facebook, Instagram, TikTok, YouTube, Google Display, Native and Paid Search.

Activity and messaging throughout this quarter was focused on targeting our core winter consumer segments, Ski Enthusiasts and Winter Lovers. Activity was designed to drive preference from both markets for a winter holiday in Queenstown. Starting from September, always-on activity began to target DQ's core spring consumer segments, including Mountain Biking, Hiking, Trail Biking, Golf, Adrenaline and Family.

#### Always-on digital campaign results:

- Paid social reach: 4.05m (Facebook, Instagram & TikTok)
- Paid social engagements 1.1m
- Video views 362k (Facebook, Instagram & YouTube)
- Web sessions 900k (AU & NZ only)
- Referrals 176,300 (AU & NZ only)



# Marketing & Communications Report

## Consumer Marketing Activity



### QueenstownNZ.nz Website | 1 July – 30 September

QueenstownNZ.co.nz is the official information source on Queenstown, providing travel inspiration and everything visitors need to plan and book their trip. QueenstownNZ.co.nz is the call to action on all DQ marketing activity and we aim to drive the visitor down the consideration funnel from planning to booking, ultimately resulting in a conversion via operator listings.

Some of the website developments for the quarter include:

**Arrowtown landing page** – The Arrowtown section of the website has been updated to place higher in search engine results. There has also been an overhaul of the shopping section with multiple new blogs detailing the shopping and food features in the region.

**Culture & Heritage landing page** – The Culture & Heritage landing page received a refresh including a range of new blogs, a rebuild of the interactive map featuring galleries and cultural landmarks, and a new Art & Culture events page and guide.

**Kingston landing page** – The Kingston landing page has been renewed with updated imagery, business listings, and three new blogs about walks and things to do in the area.

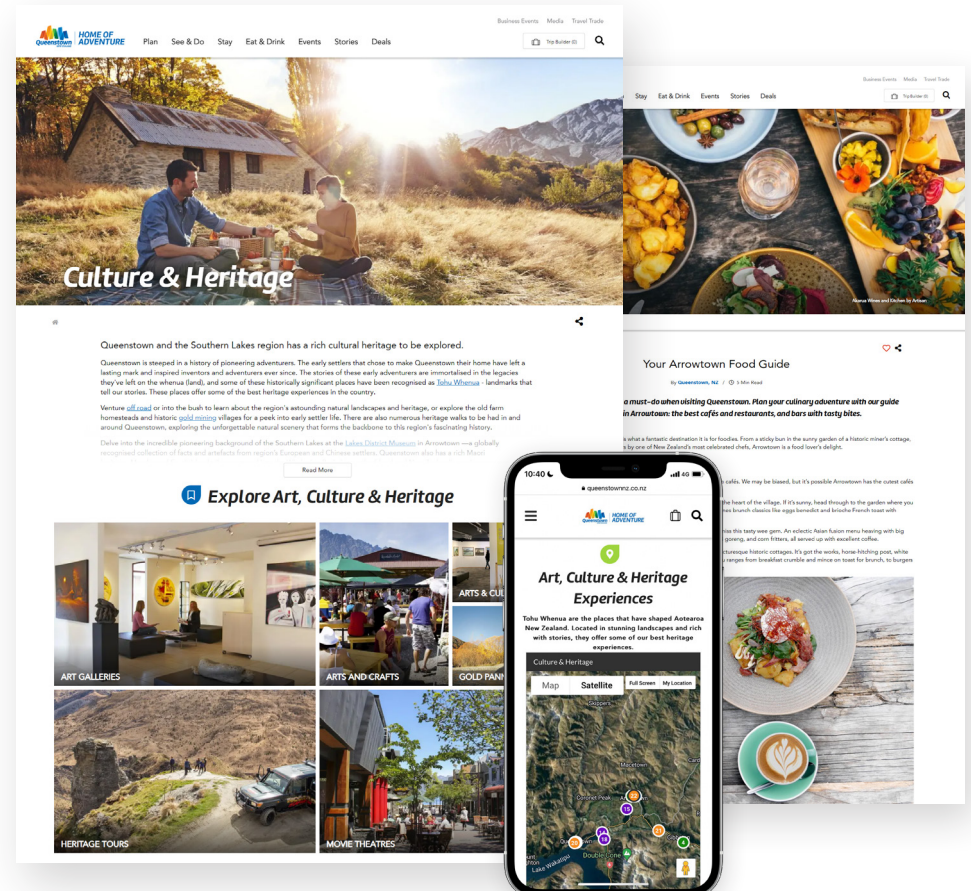
**QueenstownNZ.nz Blog Creation** – 14 news blogs were produced over the quarter, along with ongoing refinement and development to existing blogs on the website. New blogs were designed to speak to Queenstown's winter and spring events, as well as low impact activities and travel itineraries.

#### Website performance:

- Over 970,000 visits
- Over 176,000 member referrals
- Conversion rate: 19.8%

#### Top five cities (website traffic):

- Auckland 21%
- Sydney 16%
- Melbourne 15%
- Brisbane 5%
- Christchurch 5%





# Marketing & Communications Report

## Consumer Marketing Activity

### Digital Activity | 1 July – 30 September

#### Direct-to-Consumer Email Strategy

DQ recently launched its direct-to-consumer email strategy to build relationships with visitors directly delivering tailored, relevant and timely content aligned with subscriber interests, increasing advocacy for Queenstown and encouraging repeat visitation throughout the year. The eDM strategy is aligned to DQ's key passion point audiences and showcases a range of activities, accommodation, places to eat and drink as well as events. In the last quarter.

**In the last quarter, DQ produced four eDMs:**

**Family eDM** | 4 July 2022 | 43.5% OR | 13% CTOR

**Ski Enthusiast eDM** | 27 July 2022 | 40% OR | 6% CTOR

**Food & Drink eDM** | 16 August 2022 | 38% OR | 18% CTOR

**Spring Events eDM** | 22 August 2022 | 39% OR | 30% CTOR

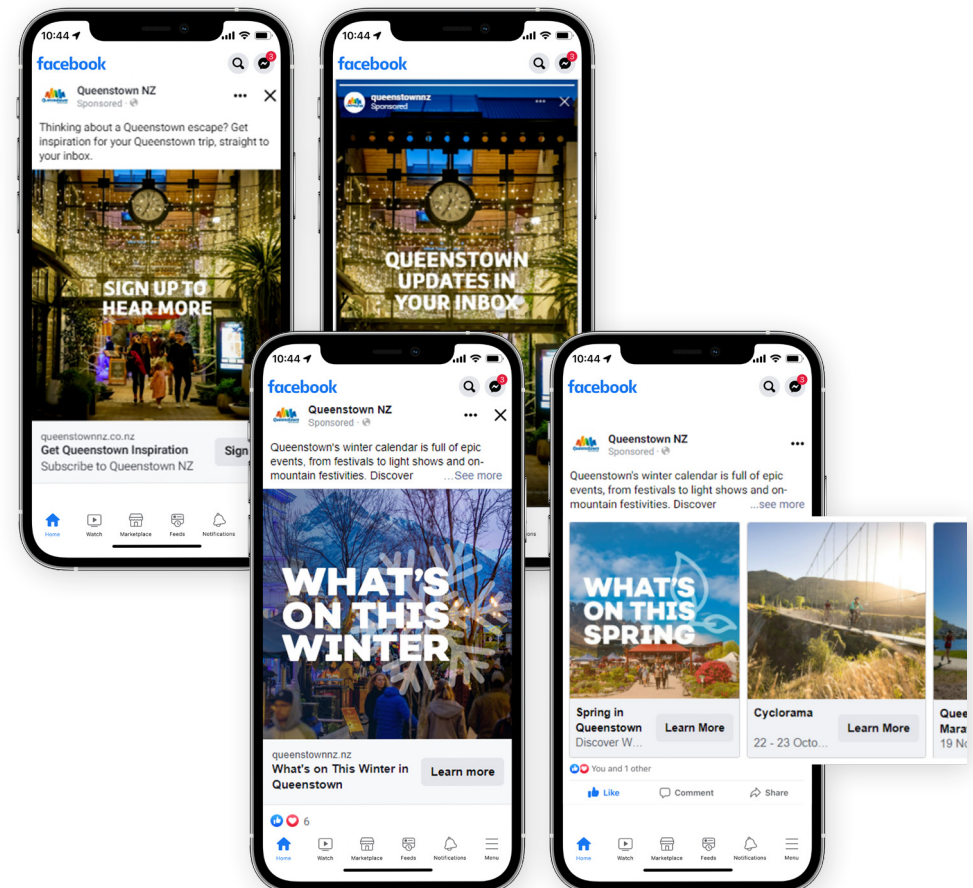
#### eDM Subscription Campaign

DQ launched a consumer eDM subscription campaign in August, to encourage sign up to DQ's eDM communications. Activity is live across digital channels including Facebook and Instagram. This activity will be an ongoing campaign, adapting to DQ's core consumer segments throughout the seasons.

#### 'What's On' Event Marketing

'What's On' is the domestic event marketing campaign created to generate awareness of upcoming major events happening in Queenstown throughout the seasons. The event marketing activity is live across digital channels including Facebook, Instagram, Paid Search and Native, directing people to the Queenstown Events Hub on QueenstownNZ.co.nz. The 'What's On This Winter' campaign was live from 29 April until 31 August, and the 'What's On This Spring' campaign was created and pushed live from 1 September.

OR = Open Rate, CTOR = Click to Open Rate



# Marketing & Communications Report

## Consumer Marketing Activity



### Social Media Activity | 1 July – 30 September

Over the quarter, DQ's social channels continued to promote aspirational and educational content to drive preference and demand for the winter and spring seasons, inspiring potential visitors in the dreaming and planning stage.

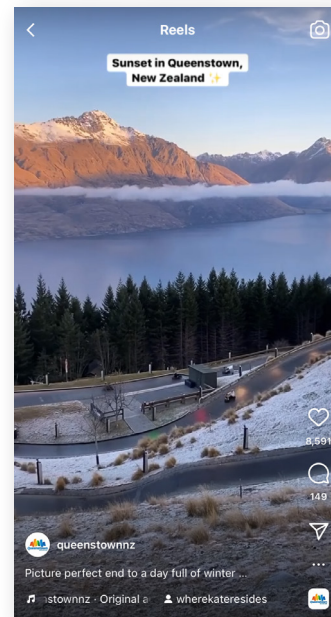
Content during this quarter was curated to align with our core winter consumer segments, Ski Enthusiasts and Winter Lovers, positioning Queenstown as the Home of Winter adventure.

**Queenstown NZ's TikTok** account continued to leverage the ever-growing popularity of short-form video content by posting weekly user-generated content from a range of locations across the region.

**Queenstown NZ's Instagram** account continued to post daily content throughout the business week, made up of a range of posts, reels, guides and stories.

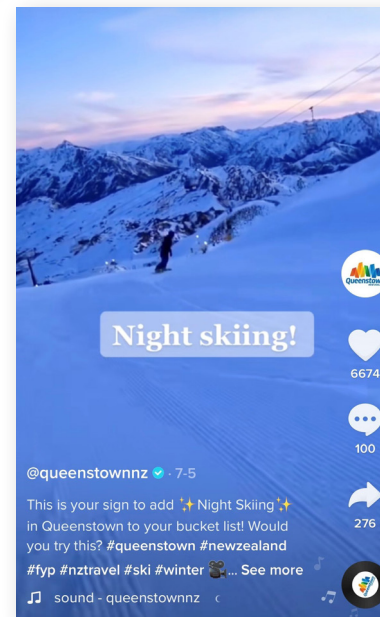
**Queenstown NZ's Facebook** account continued to promote a range of owned blogs, media editorial, news stories and user generated content.

#### Social post highlights of the quarter



#### Sunset Reel

Views: 119.6K  
Likes: 8591  
Comments: 149  
Saves: 389  
Shares: 1458



#### Night Skiing at Coronet Peak

Views: 323.5K  
Total watch time: 491 hours  
Likes: 6674  
Comments: 100



#### TIME's 'World's Greatest Places'

Reach: 218.5K  
Reactions: 5,681  
Comments: 490  
Shares: 578

# Marketing & Communications Report

## Consumer Marketing Activity

### Additional Marketing Activity | 1 July – 30 September

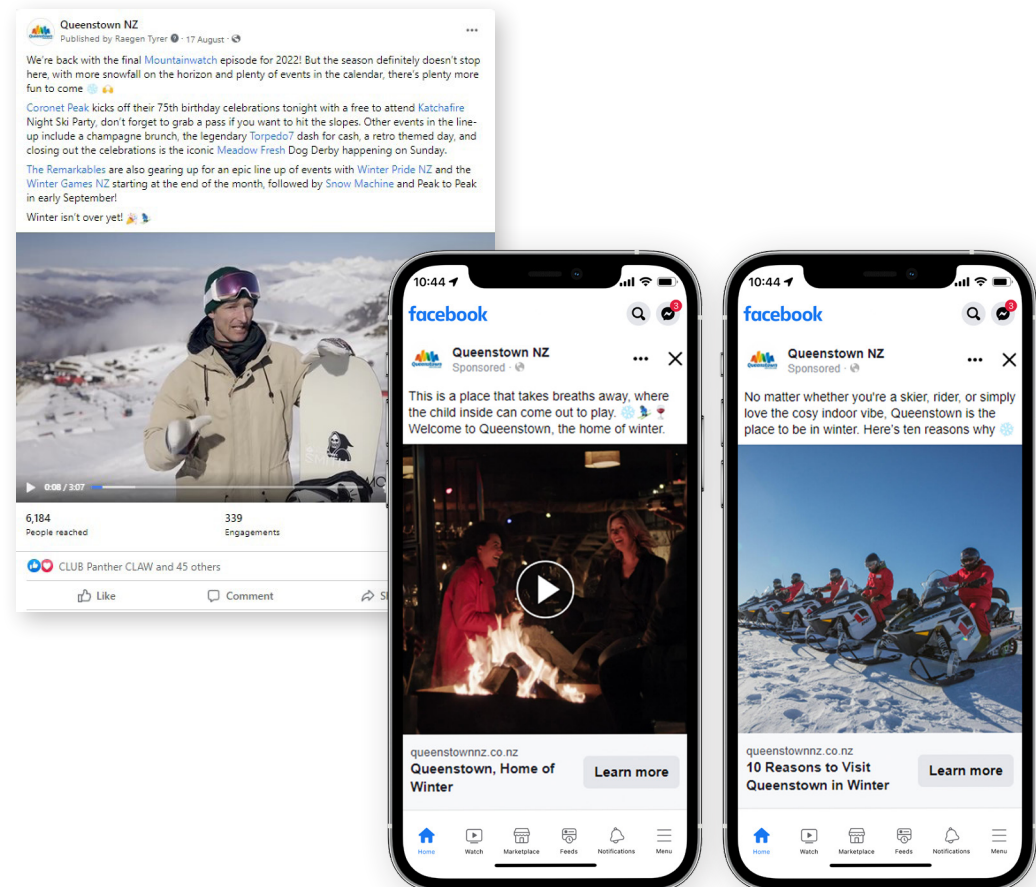
A range of additional marketing activity was rolled out over the quarter to support DQ's consumer marketing and always-on activity. This additional activity includes passion-point led partnerships and collaborations as well as new content production or photoshoots.

**Queenstown Wānaka Snow Reports** – The Snow Report is a collaboration between DQ and Lake Wānaka Tourism, in partnership with Mountainwatch, designed to promote the regions ski areas, as well as on-mountain events, snow fall and upcoming weather. Promoted to both domestic and Australian ski audiences across digital channels, including Facebook, Instagram and YouTube, the weekly video series was live from 15 June and wrapped for the 2022 ski season on 17 August. The 2022 Snow Reports generated approximately 44,000 views over the ten-week period across DQ's channels.

**Our People, Our Home Campaign** – “Our People, Our Home” is a video series designed to celebrate our people, our place and our community spirit – telling the stories of the people who call this place home. The campaign was live from 17 February and recently wrapped on 31 August. The 11-part video series was live on Facebook, Instagram and YouTube, resulting in over 3.9M video views. The strategy and initial planning for Our People, Our Home Series 2 is underway.

**2022 Domestic Winter Campaign** – DQ's winter campaign in the domestic market saw an extended 5-month period of activity, live from 1 May right through until 14 September. Activity from August onwards shifted focus to spring ski promotion. All winter marketing activity wrapped in the domestic market from 30 September, achieving 680,000 website sessions and 160,000 member referrals since launching on 1 May.

**2023 Winter Brand Production** – The creative conceiving and production of a new Winter Brand Video for DQ's 2023 winter promotion has been completed this quarter. The three-day shoot will result in a suite of new winter videos that promote Queenstown as the 'Home of Winter' to our domestic and Australian visitors.



# Marketing & Communications Report

## Media Programme Activity



### Media Programme Activity | 1 July – 30 September

The Media team supports DQ's overall marketing and positioning activity by facilitating and encouraging written and visual storytelling which aligns with the DQ segments and strengthens the destination narrative. Over the last quarter, the DQ media programme pitched and hosted journalists to deliver editorial content aligned with the key seasonal segments including, food and drink, family, winter lovers, and ski enthusiasts. The DQ Media team also organised sponsored content in publications aligned with the campaigns and wrote blog content for the DQ website.



11



14



3

#### Editorial Generated via DQ Media Programme

- Freelance writer Anna King Shahab's 'low impact itinerary' and an Arrowtown food and drink focus across NZ Herald, Lazy Susan & Kia Ora in-flight magazine.
- Wayfarer Australia - a Queenstown Winter spread for 2023 magazine.
- The Sun-Herald Australia - 'Snow White' - Winter Family Ski Guided and Winter lovers article in August edition.
- Group Ski Famil outcomes - Ricky French from The Australian Luxury Travel x2 articles 'A slice of heaven in Queenstown' & 'NZ fly-by Tour Shows nature on an epic scale'. Daniel Newell from The Western Australia x3 articles on 'Scenery a big cellar in land of contrast & adventure', 'Remarkable times on and off-peak in Queenstown' & 'Land of the long ski slope'. Craig Tansley from Explore Australia x1 article so far on 'Here's a New Zealand tonic: gin-tasting takes to the skies'.
- Sarah Templeton from Concrete Playground's article on 'The Best spots for Après Ski in Queenstown'.
- Freelance writer Jacqui Gibson's article on 'Five winter walks in Queenstown' in NZ Herald.
- Thomas Bywater's article on 'New Zealand's first E-bike festival lands in Queenstown' in NZ Herald.
- Vanessa Brown from New Corp Australia's article on 'Queenstown: Five must visit places on next trip to New Zealand'.
- Kate Allman's articles in Escape Australia on '6 of the best restaurants in Queenstown for 2022', 'Queenstown's most adventurous (and delicious) restaurants', & '7 hottest places to après ski in Queenstown for 2022'.
- Anthony Dennis from Traveller Australia article on 'Queenstown, New Zealand, travel guide and things to do: Nine highlights'.

#### Famil Activity (Experience New Zealand (TNZ))

- National Geographic (UK) showcasing the region in the December edition.
- Tabi Salad (Japanese TV show) went live in late September showcasing Queenstown winter lovers.
- FAMILS occurred in September (with editorial expected in October - December): Qantas Traveller Insider, Singapore Mothership Advocates famil & USA First NYC flight.

#### Content Partnerships

- A bi-monthly four-part series in dish magazine profiling some of Queenstown's talented chefs and winemakers.
- Queenstown's episode in Trail Towns Australia TV Show premiered in Australia.



# Marketing & Communications Report

## Communications Activity

### Communications Activity | 1 July – 30 September

The Communications team is responsible for member communications (newsletters, reports, news media relationships, events), actively managing the reputation of the destination and crisis management. The team also supports with DQ and Experience New Zealand (TNZ) media famils.



MEDIA RELEASES

3



MEDIA ENQUIRIES

60



MEMBER EVENTS

3



MEMBER COMMUNICATIONS

27



SUBMISSIONS ON BEHALF OF THE VISITOR INDUSTRY

1

#### Media releases sent covered:

- Queenstown named one of world's greatest places in TIME magazine
- Destination Management Plan draft released
- Visitor spending strong in Queenstown this winter

#### Member events:

- Annual General Meeting (September)
- Queenstown Connect on DQ Media Programme (August)
- DQ Member Update (July)

#### Submissions sent on behalf of DQ:

- Feedback on MBIE He Mahere Tiaki Kaimahi – Better Work Action Plan draft, highlighting areas of collaboration but also its failure to address the lack of the international workforce.

#### Enquiries responded to covered a range of topics including:

- Tourism recovery, visitor numbers, visitor expenditure and staff shortages
- Draft Destination Management Plan
- Welcome to Winter



# Marketing & Communications Report

## Data and Insights Activity

### Data and Insights Activity | 1 July – 30 September

The data and insight's function provides DQ staff, members and stakeholders with quality data, information and research to enable informed decision making and guide activity. Responsible for anything data and research related including running the 90 day forward outlook, monthly data snapshots, quarterly reporting, and managing research providers.

#### Emerging Traveller Trends Research

DQ worked with Thrive Places and Spaces to produce an independent review of emerging traveller trends which are likely to impact Queenstown as a visitor destination. This report explores how travellers' expectations, desires and demands have shifted because of factors such as the pandemic, climate change, generational shifts and geopolitical situations.

Read [Emerging Traveller Trends](#).

#### Scoping Projects

A key element of this function is scoping potential evolutions in the data and insights world. This quarter scoping has occurred for evolutions of the data and insights hub, the 90 day forward outlook and leveraging of the Angus and Associates Visitor Experience Surveys.



 Thrive Spaces and Places			
<b>Emerging trends in the travel and tourism industry</b> Research report summary for Destination Queenstown			
As the world adapts to the COVID-19 environment, travel is returning and it does new trends in consumer travel decision making are developing. Predicting exactly how these trends will unravel is complicated, however a collective understanding of these trends and the changes that could occur present exciting opportunities for those who are willing to explore them.			
As a result of research completed, we expect to see the following trends emerge and impact on the Queenstown tourism ecosystem:			
<b>Pursuing conscious travel and enabling visitor contribution</b>	Research is showing a strong desire for visitors looking to engage and give back to the places they visit. However, converting this demand into a purchasing decision is still going to be a challenge. Potential customers need to thoroughly understand the options so they have an opportunity to make an informed decision – it cannot be expected that they will do this on their own.	<b>Preparing for the unpredictable</b>	When considering the long list of impactful events in the global travel industry, it is likely that more of these events are going to present themselves in the future. Consumers are more concerned than ever about the uncertainty their events create when making large travel decisions. The tourism industry needs to be prepared for consumers who want to be communicated to in ways which will provide them reassurance to dream, plan and book their travels.
<b>Seeking well managed destinations and experiences</b>	With increasing access to real time information, conscious travellers are able to navigate their travels in ways that were previously not possible. This has created an opportunity to provide information to help these travellers while maintaining a balance for the popular places they visit and communities that live there.	<b>Capturing the value of domestic visitors</b>	The industry has a better understanding of the domestic market than ever before with access to new and improved insights and data. Now is the time to put this information to use and to never forget the importance of the domestic market to the Queenstown tourism economy.
<b>Shifting traveller motivations</b>	Thanks to a unique pause in people's lives with COVID-19 enforced lockdowns, there is an enhanced appreciation of overall wellbeing and the ability to live, work and travel like never before. People want to stay healthy, work with purpose and incorporate these aspects into their lives, including travel.	<b>Retaining flexibility in the customer journey</b>	Consumers would love to retain flexibility, without being hit with cost penalties in a bid to maintain control over their lives and their travels. Additionally, operators should be aware of consumer resistance and potential reputational damage if they were to revert to complicated ticketing and cancellation policies.

EMERGING TRENDS IN THE TRAVEL AND TOURISM INDUSTRY - SUMMARY

# Marketing & Communications Report

## Market Development Plan Activity

### Market Development Plan Activity | 1 July – 30 September

#### Biking

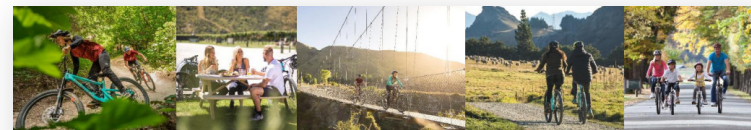
- [Biking Market Development Plan](#)
- Sector Stakeholder session held. Reviewed DQ's future activity and received updates from the industry stakeholders
- DQ has joined the Central Otago Trails Marketing Governance Group

#### Food and Drink

- [Food and Drink Market Development Plan](#)
- Sector Stakeholder session held. Reviewed DQ's future activity and received updates from industry stakeholders
- Pilot food and drink collaborative photoshoot proposition finalised for send out October 2022

#### Golf

- Industry stakeholder session and one on one interviews completed May 2022
- The Clubhouse (independent research facilitators) completed the market development plan
- Internal prioritisation session held early October 2022
- Industry sector session to be held mid-December



### QUEENSTOWN BIKING MARKET DEVELOPMENT PLAN

Final Report | October 2021

