

Trade Marketing Report

Q1 2021-22

1 July - 30 September 2021



Market Overview & Insights

The following report outlines the key activity and results of Destination Queenstown's Trade Marketing for Q1 (July - September) of the 2021-2022 financial year.

This report includes insights from the managers and an activity summary which includes a breakdown of sales calls, webinars and famil participants.

This quarter sees the inclusion of a communications and campaigns section as well covering our activity in market.

Finally, the calendar of events outlines the activities the Business Development team will undertake for the upcoming financial year. It also indicates which industry partners we are working with (if any) for each event.

For additional information, the Members Area of the Destination Queenstown website houses reports from the managers on tradeshow and sales calls. Find them [here](#) to get more insights and details on specific markets and the trips we carry out.

Useful links for more industry insights see the [insights page](#) on the [members area](#) of our website.



KIRAN The team is thrilled with the results of the annual DQ members survey, members satisfaction rate for Travel Trade Marketing function has consistently increased from 61% to 78% to 85% to 85% over the last four financial years. Thank you for the constant support and confidence for our work within the Travel Trade Marketing space at DQ.

In anticipation of International markets coming back online in 2022, we are slowing re-building the DQ Travel Trade Marketing team. Alex Holmes has joined the team as Business Development Executive in July. [Click here](#) to read more about Alex's background.

The Business Development team is also the process of developing a China Business Development Strategy. This document will be available in the next Quarterly report.

The upcoming Quarter (Oct-Nov-Dec 2021) has Travel Trade Marketing Campaign activity planned in Australia and North America. The main objectives of the campaign is to update our Travel Trade Database, to push the DQ Travel Trade [web pages](#), subscriptions to Trade Remarks newsletters and to increase reach of the Queenstown Travel Sellers Facebook [page](#).

Please do feel free to contact us for any further information you need.



LINDA Well, to start the new financial year, it's fair to say that Q1 has been interesting given we had a 3-week lockdown in the middle of it. Something I don't think any of us expected. Needless to say, we've been here before, and we knew what to do. This past quarter we continued our work to encourage our domestic retail partners to keep providing winter packages. These continue to support the consumer campaigns with good success. Thanks to the Tourism New Zealand Korean team, we also got to do a live stream training session, educating over 100 agents on the day. This was supported by a couple of operators and streamed live from the top of Skyline.

Kiran and I also attended the TECNZ annual conference in New Plymouth. We participated in a couple of days conference and also connected with 30 individual IBO members. We provided them with a Queenstown update and tools to share with their agents ready for selling when international markets open back up.

Another opportunity came from Tourism New Zealand Japan who ran a live stream training with 900 registered attendees educating them on Queenstown. To wrap up Q1 we hosted an RTO famil 23-26 September for 11 participants to strategically explore opportunities for working closely together and collaborating on training opportunities for agents from international markets.

Trade Marketing Report Activity

Trade Activity Quarter 1 Summary

This table reflects the activity that Travel Trade Marketing has carried out from 1 July 2021 – 30 September 2021. Split by market, these figures represent the country/ market the contact we have recorded sales activity with is from.

Webinar Training

This quarter a total of 4 webinar trainings took place reaching a total of 556 contacts. Webinar training opportunities came through webinars with Haka Tours, ANZCRO, TNZ Korean agents and featured in the Kiwi Connection Japan webinar series.

Sales Calls










Sales calls occurred virtually this quarter. This quarter key sales calls included contact with SnowScene, Klook, Sno'n'Ski, Travello, Abercrombie & Kent and Flight Centre.

Networking Meeting/Update

There was a total of 5 casual network meeting/ updates (or calls) held over the quarter from companies including Klook, Travel Brokers and Everything Travel.

DQ Famil Participants

This quarter the Trade team hosted 11 Famil participants as part of the RTO famil which showcased Queenstown to our neighbouring and closely related RTO friends.


	NEW ZEALAND	AUSTRALIA	WESTERN	EASTERN	Q1 21-22 TOTAL	YTD 21-22 TOTAL
						
	70	181	0	315	566	566
	3	2	0	0	5	5
	0	0	0	0	0	0
	3	2	0	0	5	5
	11	0	0	0	11	11
	0	0	0	0	0	0

Trade Marketing Report Communication

Spring Trade Remarks

This breakdown explains the reach of our seasonal “Trade Remarks” newsletter/ update that goes out to industry contacts at the start of every season. We sent out our spring Remarks in the first week of June to the New Zealand market, Australian and Rest of World Market. A link to the Spring Remarks 2021 can be found [here](#) for New Zealand.

DQ also sent out translated “trade remarks” in simplified and traditional Chinese communications to all our contacts that indicate that they look after Chinese speaking market. Simplified Chinese communications were sent to contacts who are based in China and New Zealand.

AUDIENCE GEOGRAPHY	AUDIENC RECIPIENTS	% OPEN RATE
New Zealand, Australia and Rest of World	5630	20.1%
 Chinese (translated)	410	17.3%

Facebook Group

This quarter also saw the introduction of a Closed Queenstown Travel Sellers Facebook which has become another more casual and timely way of communicating with highly engaged travel sellers from around the world.

QUEENSTOWN TRAVEL SELLERS
CLOSED GROUP MEMBER COUNT: **211** MEMBERS

Online Training Tools & Website

Online Training Tools

Stream On Demand Seasonal Update

The DQ Trade team was out and about shooting the winter stream on demand video. This video aimed to get viewers out around the basin with us on location and also provided a comprehensive new product update. To view the full video click [HERE](#).

AUTUMN
VIDEO VIEWS
245
COMPLETIONS



Website Visitation

PAGE VIEWS



OF QUEENSTOWNNZ.CO.NZ/TRADE **1,413**

PAGE VIEWS



OF QUEENSTOWNNZ.CO.NZ/
TRADE/TRADE-TOOLKIT **321**

AVERAGE TIME ON PAGE



ON /TRADE PAGE **2:09**

Trade Marketing Report

Activity & Famils

New Plymouth TEC Conference

The TECNZ Annual Tourism Conference brings together Inbound Tour Operators (ITOs) and leading tourism businesses from around New Zealand to discuss key issues affecting international tourism and this year, the return of long-haul international visitors to NZ. The conference provided an opportunity to connect, discuss and strategise with expert speakers and delegates.

With approx. 300 attendees at the event, the conference programme was held over 1.5 days and DQ also along with operators and other RTO's where also provided the opportunity to have 30 individual buyer appointments with Inbound Tour Operators. Each appointment was 7.5 minutes in duration and allowed us to briefly update these inbound companies on developments in Queenstown.

Appointments were with the following companies: A China Travel, Adventure South NZ, Ahipara Luxury Travel, ANZ Nature Tours, ATS Pacific, Beyond The Blue, China Travel Service, DNZ Travel, Farm to Farm Tours, General Travel, GSN Pacific, Haka Tourism Group, ID Tours, Imagine NZ Travel, JTB New Zealand, Kingdom Tour, Kiwi Holidays, Leisure Time Group, Moatrek, New Zealand Educational Tours, New Zealand Journeys, Once Upon a Trip, Pacific Destinations, Pan Pacific, Southern World, Tapoi Travel, Terra Nova Tours, The Green Spot, Travelmore International Tour, Vyom Journeys.



Trade Marketing Report Activity & Famils

RTO Trade Marketing Team 23–26 September, 11 attendees

Historically, Queenstown, Fiordland, and Wanaka have worked closely to promote their regions collectively to Travel Trade in long haul markets. We expect that there will be the opportunity for DQ to work with other South Island RTOs for South Island itineraries, and at the same time work with some North Island RTOs around our key segments (most notably adventure, food & drink, great walks).

In preparation for markets reopening, DQ saw huge benefit in bringing key Travel Trade Marketing team from RTOs that are currently heavily engaged with training international travel trade on a famils to update them on new Queenstown product. It was great to engage, learn more on what other RTOs were doing, and begin to discuss our collaborative approach as we look forward to 2022 when markets reopen.

This was successfully run and included a networking session that enabled an audience of operators who may not have been featured on the itinerary to connect with the attendees. We have received great feedback from attendees and operators, and we are looking forward to working together on opportunities in the future.

Participants included: Great South - Ella Zhang (Asia Market Development Manager), Bobbi Brown (GM Tourism and Events), Stu Cordelle (Visit Fiordland Manager), Gemma Heaney (Visit Fiordland); Tourism Central Otago - Dylan Rushbrook (General Manager), Andrea Lauder (Trade & Consumer Marketing), Jenny Worth (Marketing & Administration Coordinator), Sanae Herd (Trails Marketing Executive); Lake Wanaka Tourism - Liz Hills (iSITE Manager); ChristchurchNZ - James Brickland (Trade Partnerships Executive); Destination Rotorua - Lou Baddiley (International Manager & Product Development)



Trade Marketing Report Activity & Famils

TNZ Korea agent training

Tourism New Zealand conducted a webinar series called OnlineKia Ora Class; to their Korean agents, which had been in place since September 2020. There were 10 sessions in Season 1(2020–2021) with Destination Queenstown being a part of thesecond Season (2021). With over 900 registrations to the series.

The webinar was livestreamed on Wednesday 11 August with Destination Queenstown supporting them on their Queenstown feature, there were 92 agents in attendance. The Online Kia Ora Class, was focused on maintaining trade engagement with Korean travel agents throughout the pandemic, with an emphasis on reconnecting and re-educating on destinations throughout New Zealand.

Their first session in Queenstown was done in June 2021 with AJ Hackett, Southern Discoveries and K-Jet which was well received by the Korean audiences. For the second session, the webinar was held on 11 August at the top of Skyline with Kenny Wynter (ZipTrek Ecotours) and Kay Leung (Skyline) both a part of the webinar alongside Paul Hyun (host), Sora Jang and Hee Jeong Kwon (Tourism New Zealand Korea) and Destination Queenstown. The event provided a unique opportunity for Queenstown to be showcased to the Korean market while the borders are closed, educating, and strengthening relationships with Korean agents. This included an outline of Queenstown and the region, and exposure to local businesses and operators in Queenstown. You can read a full detail of the report [here](#).



Trade Marketing Report Activity



Calendar of Events

NOV 2021	NOVEMBER	TIA BOARD FAMIL	QUEENSTOWN	TRADE TEAM
DEC 2021	2 DECEMBER	NZ HUI KAIHAPAI	ONLINE	TRADE TEAM
	DECEMBER	TECNZ CHRISTMAS SYMPOSIUM	AUCKLAND	TRADE TEAM
	DECEMBER	QCB & TRADE EDM SUMMER REMARKS COMMUNICATIONS SENT OUT	ONLINE	QCB & TRADE TEAM
	DECEMBER	TRADE STREAM ON DEMAND SUMMER TRAINING SENT OUT	ONLINE	TRADE TEAM
	DECEMBER	AIR NZ AUSTRALIA C&I FAMIL (TBC)	QUEENSTOWN	QCB TEAM
JAN 2022	JANUARY	PCOA CONFERENCE, HOBART	HOBART	QCB TEAM
FEB 2022	FEBUARY	CIAL KIA ORA SOUTH CHINESE AGENT TRAINING	QUEENSTOWN	TRADE TEAM
	FEBUARY	BUSINESS EVENTS TOURISM EXPO	AUSTRALIA	QCB TEAM
	FEBUARY	QUEENSTOWN VIRTUAL EXPO	ONLINE	TRADE TEAM
MAR 2022	3 MARCH	EA INC EVENT	AUCKLAND	QCB TEAM
	8-9 MARCH	OFFICE EA & PA SHOW	AUCKLAND	QCB TEAM
	MARCH	QCB AIR NZ DOMESTIC FAMIL	QUEENSTOWN	QCB TEAM
	MARCH	AIME MELBOURNE	MELBOURNE	QCB TEAM
	MARCH	QCB & TRADE EDM AUTUMN REMARKS COMMUNICATIONS SENT OUT	QUEENSTOWN	QCB & TRADE TEAM
	MARCH	TNZ REGIONAL SHOWCASE	QUEENSTOWN	TRADE TEAM
APR 2022	APRIL	IBTM SINGAPORE	SINGAPORE	QCB TEAM
	APRIL	TRADE STREAM ON DEMAND AUTUMN TRAINING SENT OUT	ONLINE	TRADE TEAM
	APRIL	MOUNTAIN TRAVEL SYMPOSIUM	USA	TRADE TEAM
MAY 2022	MAY	STREAM ON DEMAND TRAINING	ONLINE	TRADE TEAM
JUN 2022	JUNE	QCB AIR NZ DOMESTIC FAMIL	QUEENSTOWN	QCB TEAM
	JUNE	QCB & TRADE EDM WINTER REMARKS COMMUNICATIONS SENT OUT	ONLINE	QCB & TRADE TEAM
	15-16 JUNE	MEETINGS 2022	CHRISTCHURCH	QCB TEAM
	JUNE	AUSTRALIA PRE/POST MEETINGS 2022 FAMIL	QUEENSTOWN	QCB TEAM
	JUNE	AUSTRALIA DIRECT SELLING ASSOCIATION CONFERENCE (BEIA)	AUSTRALIA	QCB TEAM