

Marketing & Communications Report

Q2 2022–2023



Directors Summary

The DQ marketing communications team had a busy spring season, focused on generating sustainable demand, which has converted strongly over summer. It's been wonderful to see Queenstown vibrant and buzzing with visitors enjoying our beautiful home, but we have had significant challenges with staff shortages to also contend with. Demand for Queenstown continues to grow, and this is evident with visitor numbers over the last quarter nearly in line with 2019 numbers.

With confidence in ongoing visitor demand, the team is exploring ways to ensure DQ activity evolves to support the region's regenerative tourism ambition. In December the completed Queenstown Lakes regenerative tourism strategy, "Travel to a Thriving Future," was shared and it centres on tourism supporting thriving communities in the Queenstown Lakes region. The strategy has exciting and bold goals for our industry and region, which will ensure we have a vibrant and healthy industry for years to come. With forward demand for Queenstown looking so strong, the challenge for the marketing communications team is to review the dream-plan-book model we have used so successfully for the last three years to drive referrals to your businesses, and translate this to a model that identifies and targets visitors that represent value for Queenstown economically, environmentally, and socially. An updated model will underpin the activity we plan for the FY23-24 year, but it will certainly see a greater focus on telling the stories of our people and place and showing the heart and soul of our amazing businesses, with a focus on sharing our efforts in the regenerative space. Of course we will continue to ensure we build the Queenstown brand and generate destination preference, but the activity and model may look a little different – an exciting evolution.

Marketing & Communications Team



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Marketing and Communications
Director



Tsehai Tiffin

Communications Advisor
(parental leave cover)



Ruby Soole

Marketing and Campaign
Manager



Micaela McLeod

Media Executive



Daniella Jones

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Eilidh Blanchard

Data and Insights Analyst



Raegen Tyrer

Events and Digital Marketing
Executive

Marketing & Communications Report

Consumer Marketing Activity



Always-on Campaign | 1 October – 31 December

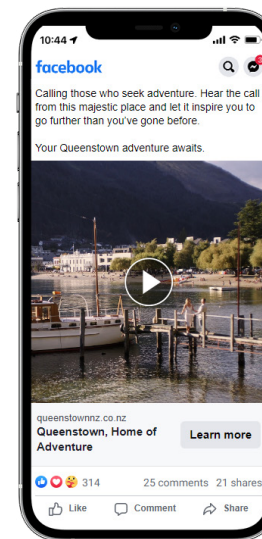
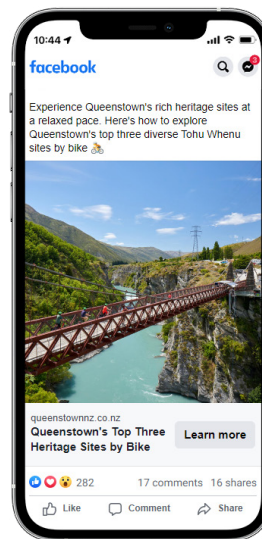
DQ's always-on digital marketing and social campaign means Queenstown has a digital destination presence in both the domestic and Australian markets year-round, aimed at supporting sustainable demand, as opposed to high impact seasonal campaigns. The activity and content are designed to shape the destination reputation, share stories about our place and people and attract likeminded visitors.

The current full-funnel (dream - plan - book) strategy means DQ has activity live in all layers of the travel consideration funnel, generating brand awareness and engagement, driving website visits to QueenstownNZ.co.nz and member referrals via product listings.

DQ's consumer segment videos have recently been updated and launched into the always-on digital campaign. The new 30 second and 15 second videos take a story-led approach, leveraging visitor motivations and drivers for a passion-first holiday. The first five spring and summer segments can be viewed here: [Hiking](#), [Golf](#), [Adrenaline](#), [Mountain Biking](#) and [Biking](#).

Always-on digital campaign results:

- Paid social reach 2.17m (Facebook, Instagram & TikTok)
- Paid social engagements 376k
- Video views 819k (Facebook, Instagram & YouTube)
- Web sessions 460k (AU & NZ only)
- Referrals 130k (AU & NZ only)



Marketing & Communications Report

Consumer Marketing Activity

QueenstownNZ.nz Website | 1 October – 31 December

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. We aim to drive the visitor down the consideration funnel from planning to booking, ultimately resulting in conversion via operator listings.

Some of the website developments for the quarter include:

Homepage - Following the release of the [Queenstown Lakes regenerative tourism strategy](#) goal of "Carbon Zero by 2030", the homepage received a significant update to reflect the new focus. This entailed announcing the goal and plan, as well as realigning content to reflect the direction of the 'Travel to a Thriving Future' strategy.

Love Queenstown - While the Love Queenstown community fund is being developed, we produced a [holding page](#) to capture interest and build anticipation for the project.

Members area - The members area has been refreshed with relevant information, including quarterly reports, marketing communications and information on how you can get involved with DQ's activity.

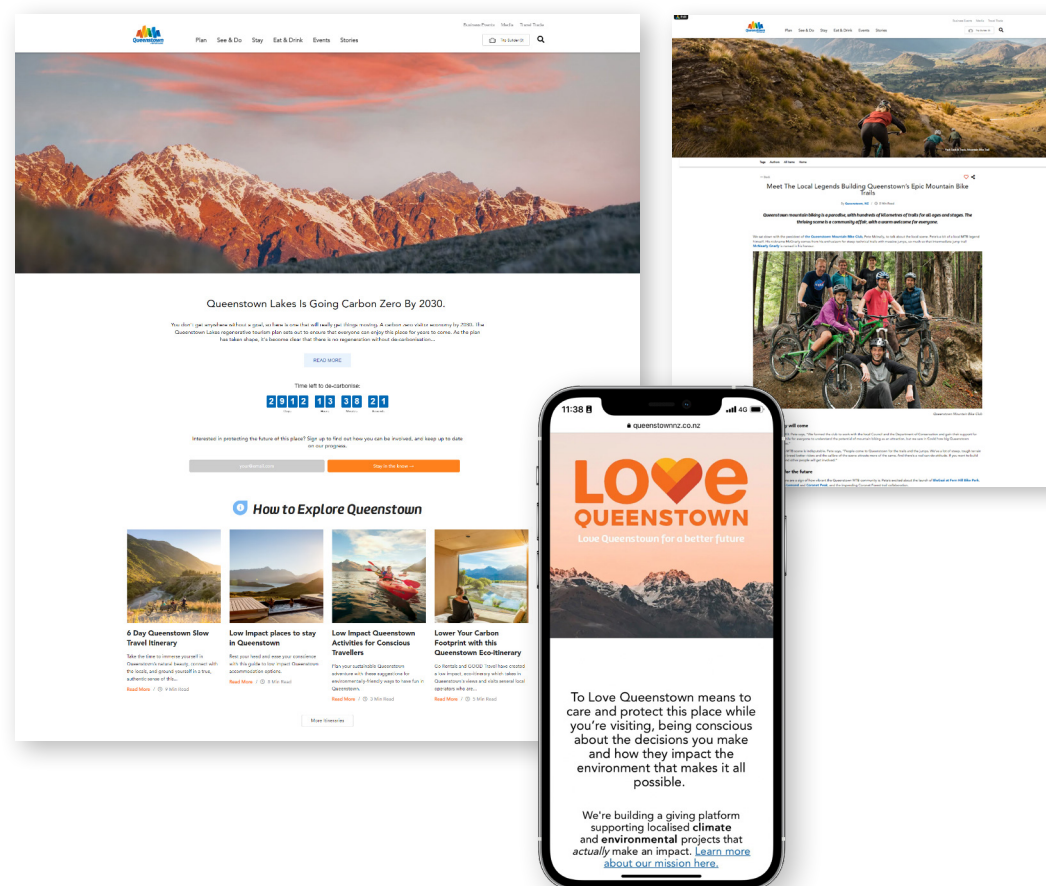
QueenstownNZ.nz blog creation - 19 new blogs were produced over the quarter, along with ongoing refinement and development to existing blogs on the website. Five of the new blogs were created to highlight sustainability and community, speaking to the great initiatives operators are implementing for the community.

Website performance:

- Over 540k visits
- Over 152k member referrals
- Conversion rate: 28.0%

Top five cities (website traffic):

- Auckland 24%
- Sydney 10%
- Christchurch 8%
- Melbourne 7%
- Brisbane 5%



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Consumer Marketing Activity



Digital Activity | 1 October – 31 December

Direct-to-Consumer Email Strategy

DQ's direct-to-consumer email campaigns are tailored to reach domestic, Australian and long-haul audiences with relevant and inspiring content that aligns with their interests. Content is aligned to DQ's consumer segments, highlighting activities such as biking, hiking, food and drink, golf, and family-friendly adventures. This work includes an ongoing paid EDM subscription campaign to encourage people to sign up for DQ's communications.

In the last quarter, DQ produced seven EDMs:

[Adrenaline](#) | 4 October | 40.9% OR | 19% CTOR

[Family](#) | 12 October | 39.8% OR | 11.5% CTOR

[Golf](#) | 8 November | 58.5% OR | 12.9% CTOR

[Biking](#) | 18 November | 52.1% OR | 14.2% CTOR

[Hiking](#) | 2 December | 47.4% OR | 17.8% CTOR

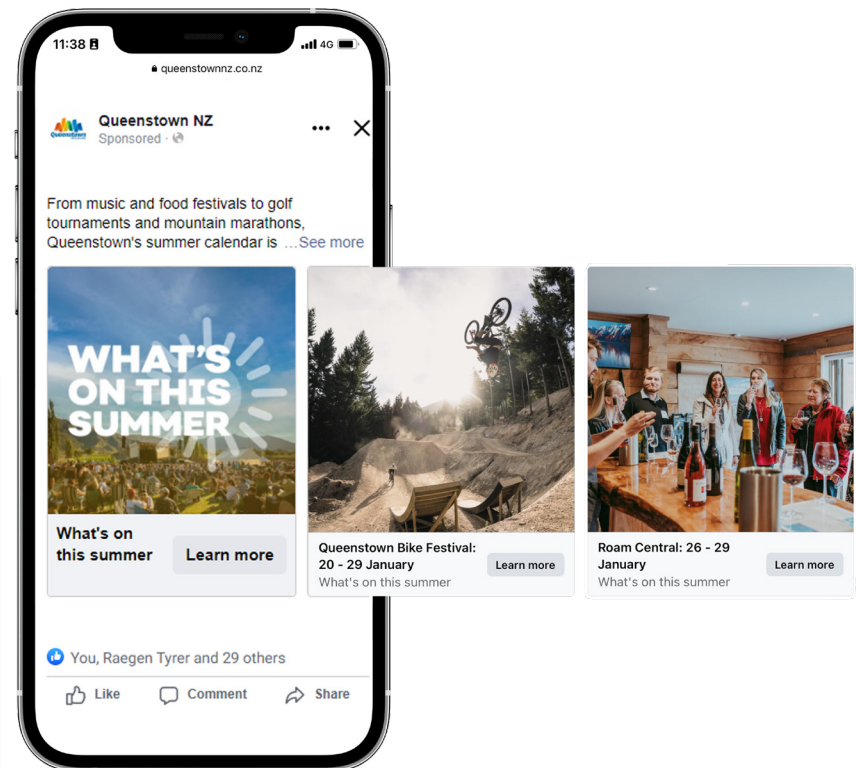
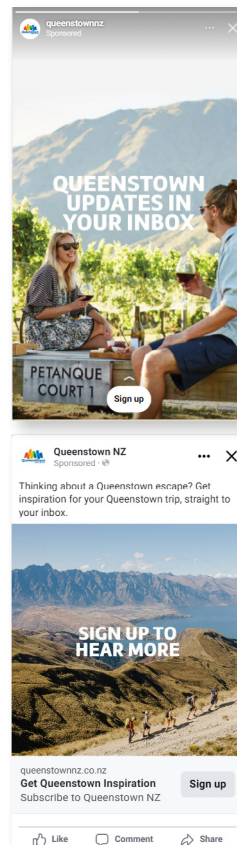
[Events/Things to do](#) | 13 December | 42.5% OR | 17.8% CTOR

[Food & Drink](#) | 16 December | 43.3% OR | 8.8% CTOR

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, and Paid Search, directing people to the [Queenstown Events Hub](#) on [QueenstownNZ.co.nz](https://www.queenstownnz.co.nz). This campaign includes marketing support for major events such as Crankworx Summer Serries, Roam, Queenstown Bike Festival, and the New Zealand Golf Open.

OR = Open Rate, CTOR = Click to Open Rate



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Consumer Marketing Activity



Social Media Activity | 1 October – 31 December

Over the quarter, DQ's social channels continued to promote aspirational and educational content to drive preference for the spring and summer seasons.

Content during this quarter was curated to align with our core spring and summer consumer segments including hiking, biking, family, adrenaline and golf.

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 week, made up of a range of posts, reels, guides, and partnership posts with Roady NZ.

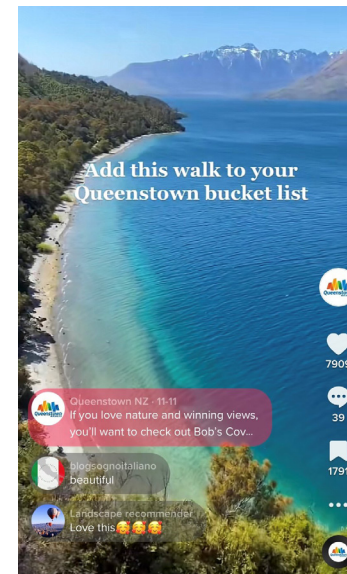
Queenstown NZ's Facebook account continued to promote a range of owned blogs, media editorial, news stories and user generated content.

Social post highlights of the quarter



Ziptrek x Roady NZ

Views: 62k
Likes: 2,348
Comments: 54
Saves: 209
Shares: 447



Bob's Cove Nature Walk

Views: 226K
Total watch time: 253 hours
Likes: 7,909
Saves: 1,791



Steamer Wharf Rainbow

Reach: 150K
Reactions: 5,093
Comments: 297
Shares: 339

Marketing & Communications Report

Consumer Marketing Activity



Additional Marketing Activity | 1 October – 31 December

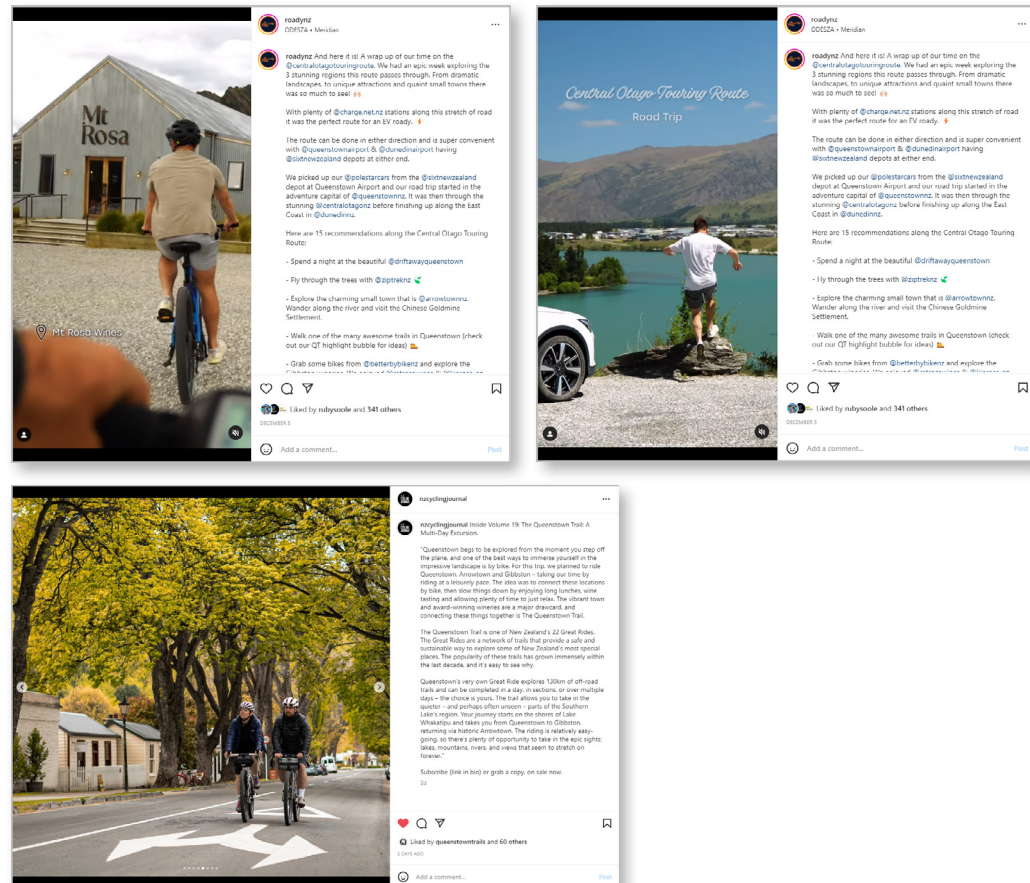
A range of additional marketing activity was rolled out over the quarter to support DQ's consumer marketing and always-on activity. This additional activity includes passion-point led partnerships and collaborations as well as new content production or photoshoots.

Queenstown Wānaka Dirt Reports - The Queenstown Wanaka Dirt Report is a collaboration between DQ and Lake Wānaka Tourism designed to promote the regions mountain biking parks and riding areas, as well as events and community initiatives. Promoted across digital channels, the fortnightly video series launched 13 October, and will run through until 1 March 2023.

NZ Cycling Journal - DQ partnered with Pedal Press Media to bring editor Liam Friary to Queenstown for a 4-day Queenstown Trail fam, resulting in a 16-page feature in the December publication of NZ Cycling Journal telling stories of people and place along the trail.

Roady NZ Central Otago Touring Route - In partnership with Enterprise Dunedin and Central Otago Tourism, Roady NZ completed a low-impact Central Otago Touring Route itinerary using an EV and experiencing sustainable and regenerative activities along the way, resulting in a social media campaign, blog and trade video.

Food & Drink Content Production - The food and drink content development project was launched to DQ members in October and received over 25 expressions of interest from various restaurants, bars and cafes. Production logistics and details have been finalised, and a long-range shoot schedule has been created with the first shoots planned for summer 2023.



Marketing & Communications Report

Consumer Marketing Activity



Additional Marketing Activity | 1 October – 31 December

Love Queenstown, Community Fund - The first project from the Queenstown Lakes regenerative tourism strategy, Love Queenstown is a giving platform raising funds for localised climate, conversation and environmental projects, supporting the organisations on the ground who are championing this work, as well as funding the innovators and change-makers who are building solutions to achieve a regenerative, carbon zero future.

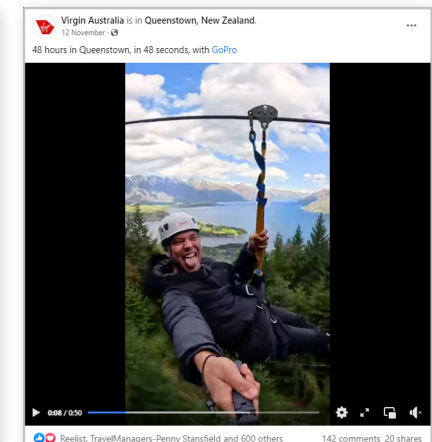
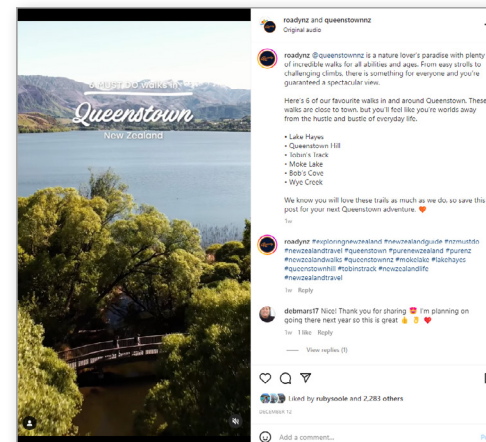
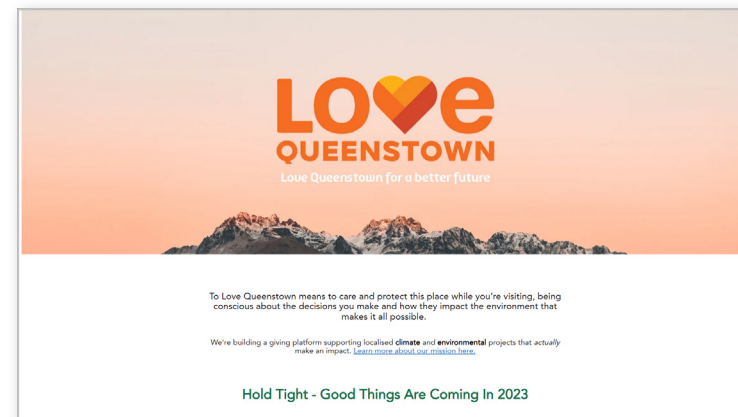
Over the quarter, the brand identity has been developed and finalised, with the website landing page and other marketing assets in development.

Community and member socialisation of the fund has begun, with two Queenstown Connect sessions completed.

NZ Mountain Biker Magazine - DQ partnered with Pedal Press Media to produce a 12-page feature on the Queenstown Mountain Biking scene, celebrating the local legends behind the trails and the passionate community who dedicate their time and effort to growing and maintaining Queenstown's mountain biking reputation. Feature will be live in January 2023.

Roady NZ Hiking Campaign - Leveraging Roady NZ while they were in Queenstown for the Central Otago Touring Route, a suite of hiking videos and activity was produced and published across Roady NZ social media channels ahead of summer to give their audience inspiration on low impact ways to experience Queenstown's landscapes.

Virgin Australia First Flight Support - DQ supported Virgin Australia on their first post-covid flight back to Queenstown, partnering with GoPro and three of their Australian Ambassadors to produce a range of content highlighting sustainable and new experiences.



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Media Activity



Media Programme Activity | 1 October – 31 December

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 stories 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.



DQ MEDIA FAMILS

9



EXPERIENCE NEW ZEALAND (TNZ) FAMILS

0



CONTENT PARTNERSHIPS

3

Editorial Generated via DQ Media Programme

- Freelance writer Anna King Shahab's '[Sustainable Travel: Environmental friendly activities in Queenstown](#)' - live in November.
- Virgin Australia media group famil outcomes, '[Hilton Queenstown is a lakeside retreat for adventure seekers](#)' in Executive Traveller, '[Get on your bike: Queenstown top 7 bike trails to explore](#)' in Virgin Australia inflight magazine, '[Abandoned flight route to NZ back with big sale](#)' in News.com.au, '[Virgin Australia makes it return to NZ](#)' in Executive Traveller, '[How To Do A Long Weekend In Queenstown If You've Chewed Up All That Sweet Annual Leave](#)' in Pedestrian. There will be a further 4 articles to come from the famil trip.
- Anthony Dennis '[Kamana Lakehouse review](#)' post famil in May.
- West Australian wrote the article '[Queenstown reveals its tasty side](#)' after pitching.
- Traveller Australia wrote '[Traveller's four greatest sunrise and sunset moments for 2022](#)' after Anthony Dennis's famil in May.
- Freelance writer Craig Tansley wrote the article '[Gin-tasting takes to the skies](#)' which has been published across 11 regional publications in Australia. He also wrote '[Traveller's 17 greatest moments in food for 2022](#)' which was published in Traveller Australia and the Sun Heard.
- Sally Scott wrote the article '[High Tea at Wakatipu Grill, Hilton Queenstown](#)' after her famil in October.
- Concrete Playground did a review of '[The Carlin Boutique Hotel](#)' after their famil in August.
- Joanna Hunkins wrote 'Dishes and Destinations' and 'The Golden' in Australian Gourmet Traveller post famil.
- Qantas Travel Insider magazine's article '[Eichardts Private Hotel - Hotel Review](#)' is now live post famil in May.

Famil Activity (Experience New Zealand - (TNZ))

- National Geographic (UK) showcasing the region in the December edition.

Content Partnerships

- The final of our bi-monthly, four-part series in dish magazine profiling some of Queenstown's talented chefs and winemakers was published.
- Partnership with New Zealand Cycling Journal undertaken, creating a 16-page article showcasing the Queenstown Trail as a great ride.
- Partnership with New Zealand Mountain Mountain Biker magazine delivered, creating a 14-page article showcasing the mountain bike community behind the trail building throughout the region.

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Communications Activity



Communications Activity | 11 October – 31 December

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 families.



MEDIA RELEASES

3



MEDIA ENQUIRIES

12



MEMBER EVENTS

3



MEMBER COMMUNICATIONS

10



SUBMISSIONS ON BEHALF OF THE VISITOR INDUSTRY

1

Media releases sent covered

- Best snow conditions in decades set Queenstown up for record 2022 winter
- 'Tourism for a Better Future' regenerative tourism strategy to be enhanced following feedback
- Queenstown Lakes announces intention to be first carbon zero tourism destination in the world

Member events

- Regenerative Tourism update
- Queenstown Connect sessions for emerging traveller trends and Love Queenstown
- End-of-year update

Enquiries responded to covered a range of topics including

- Tourism recovery
- Regenerative tourism
- Tourism Minister's funding announcement
- What's new for summer
- Queenstown affordability.

Marketing & Communications Report

Data and Insights Activity

Data and Insights Activity | 1 October – 31 December

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.

Golf market development plan

The Queenstown Golf Market Development plan was finalised and shared with the wider DQ membership base.

Read [Queenstown Golf Market Development plan](#).

Emerging Traveller Trends Research

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. Destination Queenstown in collaboration with Brad Rowe from Thrive held two Queenstown Connect sessions to explore and discuss the report further with the DQ membership.

Read [Emerging Traveller Trends](#).

Forward outlook evolution

The forward outlook resource is undergoing an evolution to improve user experience. In Q2 the Forward Outlook evolution project was scoped and built. The roll out of the new and improved Forward Outlook will happen mid-February 2023.

