

Marketing & Communications Report

Q4 2021–2022



Directors Summary

I am delighted to launch the first marketing, communications, media and data team's quarterly report. The purpose of these reports is to give our members a snapshot of key activity and highlights from the previous quarter.

It has been a very busy three months with the excitement of borders re-opening and being able to reintroduce our marketing activity into Australia, alongside our work in NZ. Campaign activity has been in full flight, the DQ media programme has hosted many journalists keen to reacquire themselves with our amazing destination and there's been a lot of behind-the-scenes support and advocacy for the industry from our comms team.

There have been some significant highlights this quarter and some exciting new initiatives. We launched the brand-new data and insights hub in July, our new direct to consumer eDM strategy, and the commencement of our event marketing strategy.

As we return to a full programme of marketing communication work, we are cognisant of the two-fold responsibility we have at DQ; to support the recovery of the industry in the short term by driving preference and demand, but also ensuring we try and shape the return of that demand in a style that supports our community, and in line with our destination management goals. On that note, the destination management plan for the region is nearing completion, and a final draft of "tourism for a better future" is live for feedback on www.regenerativetourism.co.nz. I encourage everyone to dive in, take a look and give us your feedback.

Marketing & Communications 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



Sherri Gibb
Digital Marketing Manager



Eilidh Blanchard
Data & Insights Analyst



Raegen Tyrer
Events and Digital Marketing
Executive

Marketing & Communications Report

Q4 Campaign Activity



Marketing Campaigns | 1 April – 30 June

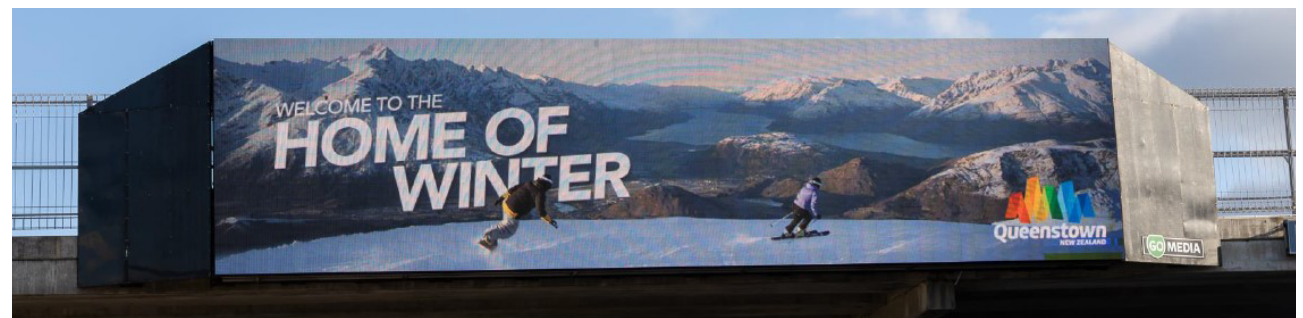
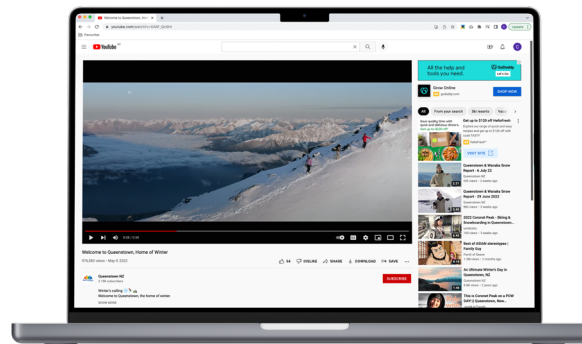
DQ ran two winter campaigns over the quarter into the domestic and Australian markets to drive visitor preference for Queenstown and convert demand into bookings. The campaigns were designed to position Queenstown as New Zealand's ultimate winter holiday destination, offering alpine landscapes, variety of experiences and to defend Queenstown's reputation as the premier skiing and snowboarding destination in the Southern Hemisphere. The campaigns were integrated across multiple channels including TV, print and digital, and active in all layers of the travel consideration funnel: Dream, Plan and Book. DQ also launched a ten-part video series campaign called 'Our People, Our Home' to celebrate Queenstown's people, place, and community spirit, and introduce New Zealanders to some of the passionate locals who own and operate incredible experiences in Queenstown.'

Domestic Winter Campaign | 1 May - 14 September

The domestic winter campaign is a long duration, full-funnel (dream, plan, book) campaign running from May through until mid-September focused on two key passion points; winter lovers and ski enthusiasts, to drive visitation throughout winter and generate spring ski demand. The hero campaign assets consist of a suite of new video creative positioning Queenstown as the 'Home of Winter'. The campaign is live across consumer, media and trade channels including; nationwide TV and Video on Demand, Out of Home signage and Street Posters in major cities, Facebook, Instagram, YouTube, Google, as well as national and regional content partnerships with Kia Ora, MiNDFOOD, Avenues, Capital Magazine and Urban List.

Key campaign results to date:

- Over 315,000 website visits
- Over 70,000 member referrals - clicks from queenstownNZ.nz to operator website



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Q4 Campaign Activity

Marketing Campaigns | 1 April – 30 June

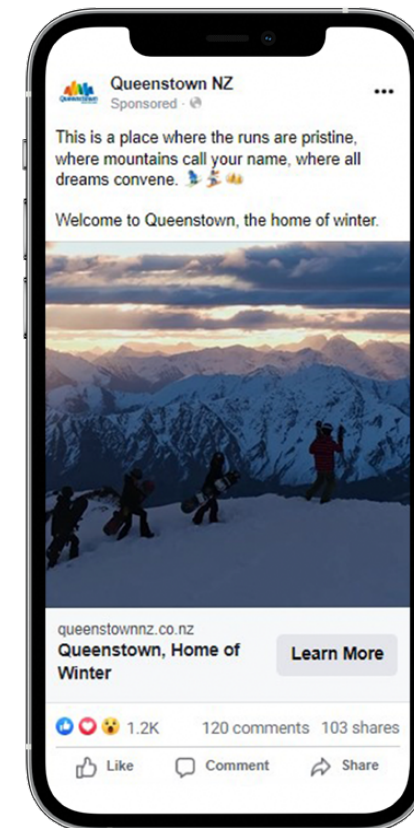
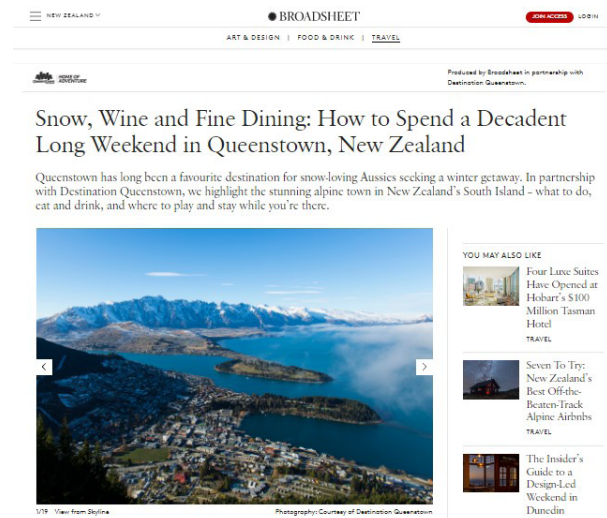
Australian Winter Campaign | 1 May – 31 May

The Australian winter campaign was a four week, full-funnel (dream, plan, book) campaign focused on two key passion points; ski enthusiasts and winter lovers. The campaign creative was largely consistent with the domestic campaign, centred around Queenstown being the 'Home of Winter'. The campaign was live across consumer, media and trade channels including; Connected TV (video on demand), Facebook, Instagram, YouTube, Google, presence at the Sydney Film Festival and DQ Media Programme with famils, editorial and sponsored content.

DQ also partnered with Tourism New Zealand on their first RTO partnership opportunity with Broadsheet Media, and ran conversion activity via partnerships with Air New Zealand & Webjet, as well as ski wholesalers Oz Snow and Sno'n'Ski.

Key campaign results:

- Over 147,000 website visits
- Over 20,000 member referrals
- +26% increase in flight bookings vs prior month with over 46,000 visits to the Queenstown x Webjet landing page
- +32% increase in bookings via Sno'n'Ski vs May 2019
- +25% increase in bookings via Oz Snow vs May 2021



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Q4 Campaign Activity

Marketing Campaigns | 1 April – 30 June

Our People, Our Home Campaign | February - August 2022

"Our People, Our Home" is a video series designed to celebrate our people, our place and our community spirit. The campaign introduces New Zealanders to some of our passionate locals who own and operate some of the incredible experiences here in Queenstown – telling the stories of the people who call this place home, and what they do here in Queenstown.

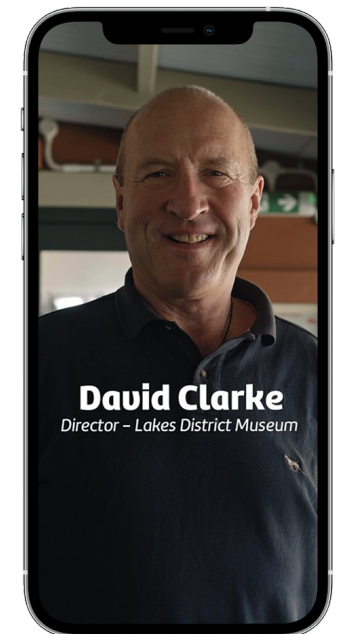
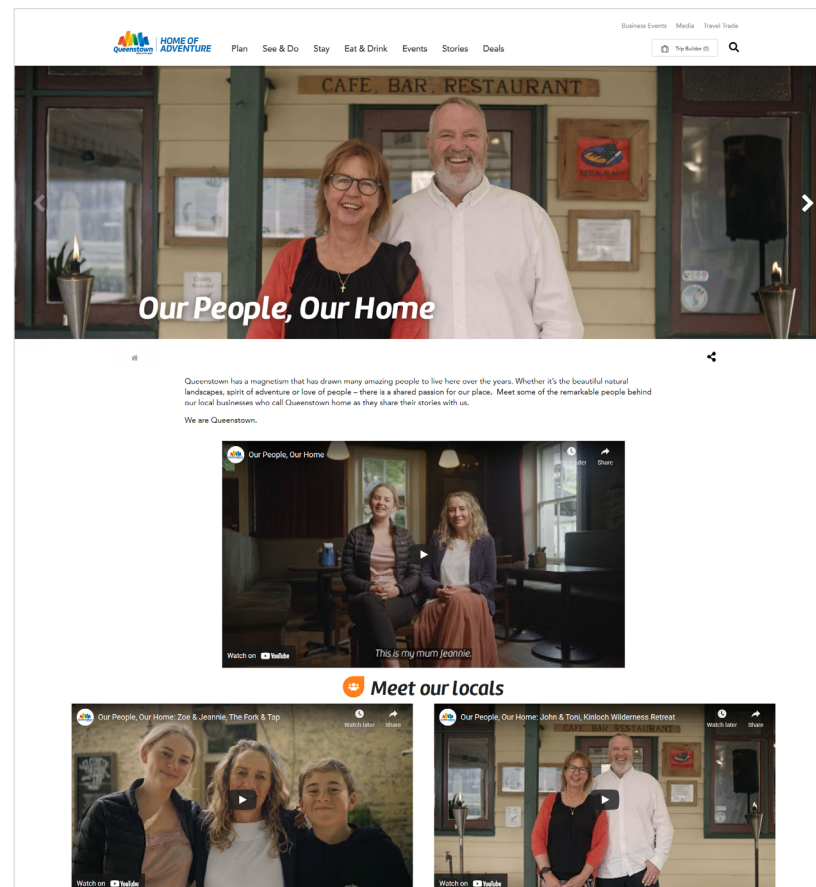
A hero video launched the series, followed up by a series of nine individual interview style videos.

A new hero video utilising unseen footage has been produced and will be live from July.

This is an ongoing campaign and evolving series which will continue to develop over the years to focus on building positive sentiment for the visitor economy. The campaign is promoted across a range of channels including YouTube, Facebook and Instagram.

Results so far:

- Over 3.1M video plays
- Over 492,000 video plays to 25%
- Over 1.1M post engagement
- 24% engagement rate



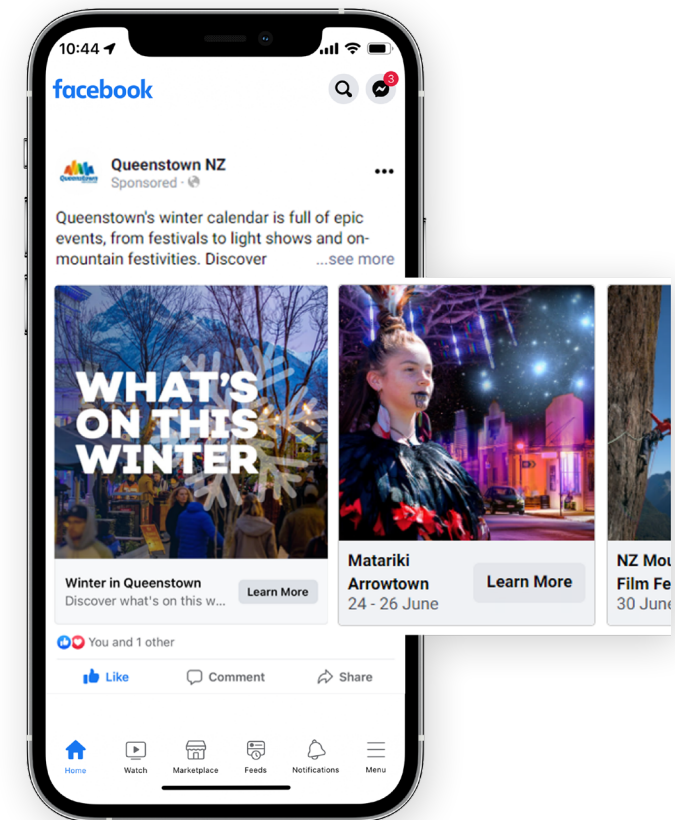
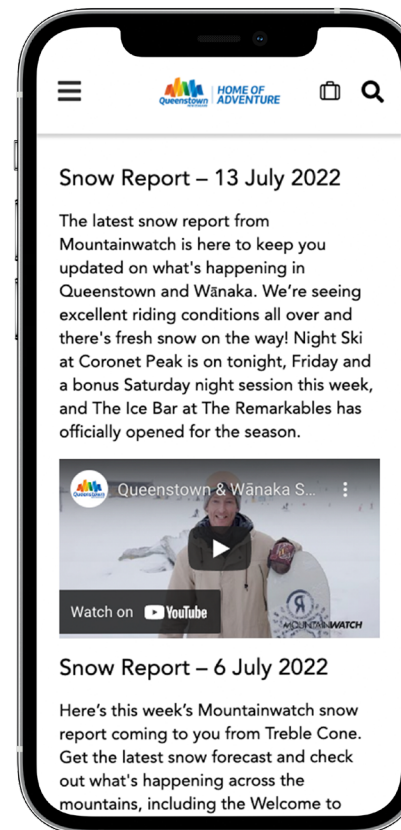
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Q4 Marketing Activity

Additional Marketing Activity | 1 April – 30 June

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

- **Queenstown Wanaka Snow Reports** - The Snow Report is a collaboration between DQ and Lake Wanaka 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 launched on Wednesday 15 June and will continue through until Wednesday 17 August.
- **Event marketing** - DQ launched a nationwide event marketing campaign 'What's On This Winter' to generate awareness of major events occurring throughout the winter season. The event marketing campaign is live across digital channels; social media, paid search and native, as well as local and drive zone print and radio, and will run through until late August. DQ also launched a campaign to promote Welcome to Winter - a four-day event to celebrate the winter season - across Facebook, Instagram, paid search, native, local print ads and out of home banners in Horne Creek & Arrowtown.
- **Photoshoots** - It is important that DQ continue to produce and use fresh and up-to-date imagery and video content through all marketing activity and campaigns. During this quarter, DQ completed two separate shoots: a Hiking shoot in and around Glenorchy, as well as a Golf shoot at the Queenstown Golf Course in Kelvin Heights. Both shoots have resulted in new imagery and video showcasing Queenstown's beautiful autumn colours and scenes.



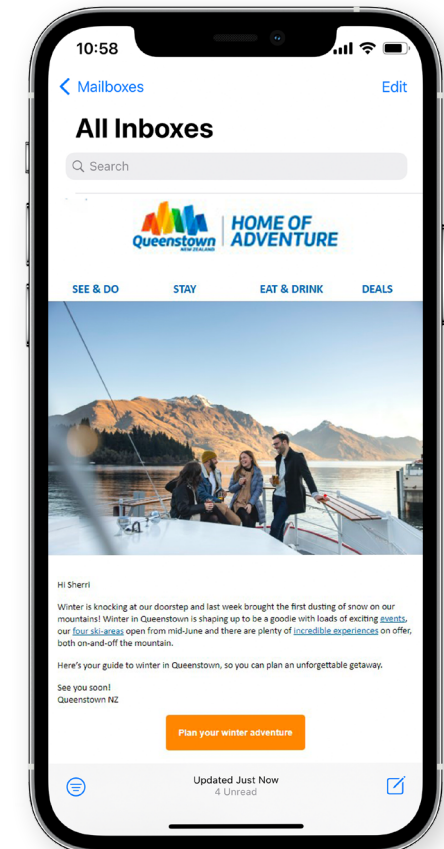
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Q4 Marketing Activity



Additional Marketing Activity | 1 April – 30 June

- **QueenstownNZ.nz Blog Creation** – Nine new blogs were produced over the quarter, seven of which were designed to speak to winter lovers and ski enthusiasts and featured within the domestic and Australian winter campaign. The team also produced two new blogs specific to low impact and sustainable travel.
- **Direct to Consumer Email Strategy** – DQ launched its direct-to-consumer email strategy to build relationships with visitors, deliver tailored, relevant and timely content aligned with subscriber interests, increase advocacy for Queenstown and encourage repeat visitation throughout the year. The eDM strategy is aligned to DQ's key passion point audiences and will showcase a range of activities, accommodation, places to eat and drink, and events. The first winter themed eDM received an open rate of 33.5% and click-to-open rate of 10.2%.
- **Family Database Collection** – DQ partnered with online family magazine, Kidspot on a five-week campaign from 28 March to 1 May to drive autumn visitation and collect contact data for our family database in preparation for the launch of our consumer eDM strategy. The Queenstown family holiday competition generated 800 entrants who supplied their permission to receive e-communications from QueenstownNZ.co.nz in future.
- **Official Queenstown Visitor Guide** – Queenstown's official visitor guide received a big makeover earlier in 2022, significantly reducing the printing requirement, while aligning the content to our segment-led marketing approach. The new edition (A2 folded DLE) is now live throughout i-SITEs and available online.



Marketing & Communications Report

Q4 Digital Performance



Website Performance | 1 April – 30 June

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.

The objective of DQ's digital strategy is to keep Queenstown top of mind and drive visitation. DQ's always-on strategy operates across all layers of the funnel, targeting visitors with reasons to visit throughout the year (aligned to passion points). We shift visitors from a planning mindset to booking via retargeting ads showcasing activities, accommodation and deals to drive conversion.

Always-on paid and organic digital channels include: Facebook, Instagram, Native, Paid search, Google display ads and TikTok.

Website performance:

- Over 741,000 visits
- Over 162,000 member referrals
- Conversion rate: 22%

Top five cities (website traffic):

- Auckland 23%
- Sydney 14%
- Christchurch 10%
- Melbourne 8%
- Brisbane 8%

Always-On Digital Activity | 1 April – 30 June

- DQ launched an always-on re-entry campaign into Australia from 16 March – 1 May, showcasing autumn and winter content to prompt Australians to consider Queenstown as a holiday destination. This aimed to prime the audience prior to launching the high impact Winter campaign from 1 May.
- Always-on domestic activity was focused on targeting food and drink, adrenaline, luxury and family interests while in market with the high impact winter campaign to ensure destination appeal to all audiences.
- DQ launched a domestic event marketing campaign across Facebook and Instagram to generate awareness for upcoming winter events in the region.
- DQ launched and posted the weekly 2022 Snow Report series across organic channels; Facebook, Instagram and YouTube.
- DQ launched 'Our People Our Home' ten part series and staggered the release of individual edits across organic social channels; Facebook, Instagram and YouTube.
- DQ worked with content creators @cjmadlock and Lilia Alexander to produce short form video content for Instagram reels and TikTok.

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Q4 Digital Performance

Digital Marketing Activity | 1 April – 30 June

The first quarter of the year saw further content development for Queenstown NZ's new TikTok account, to reach and engage a new audience and to leverage the high volume of searches for Queenstown short-form video content. The channel is curated by resharing seasonal video content, and the team worked with content creators @cjmaddock and Lilia Alexander to produce short form video content to promote active relaxation experiences and food and drink themes over late autumn.

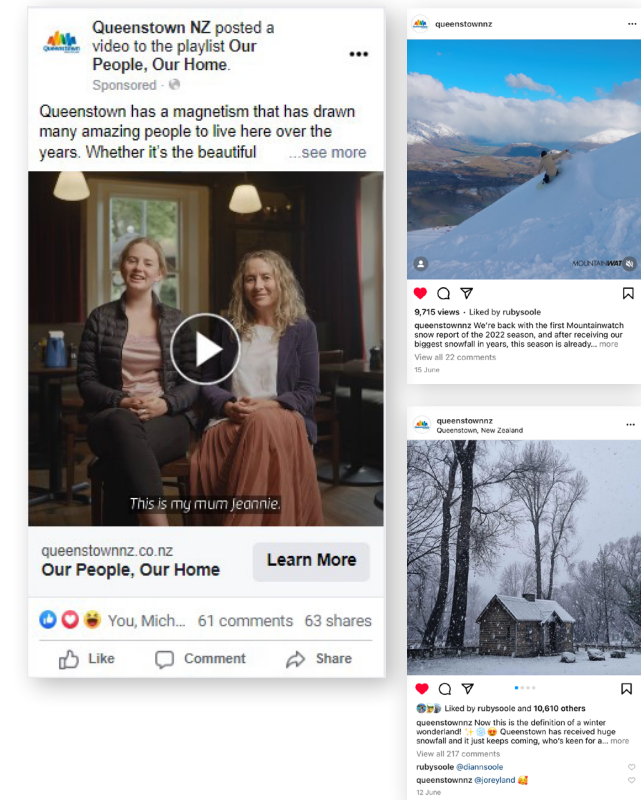
QueenstownNZ TikTok Account:



<https://www.tiktok.com/@queenstownnz>

- 22 videos launched to date
- Over 2,000 followers
- Over 7,000 likes
- Over 534,000 video views

Social post highlights of the quarter



Marketing & Communications Report

Q4 Media Programme Activity



Media Programme Activity | 1 April – 30 June

The Media team supports DQ's overall marketing and positioning activity by facilitating and encouraging written and visual storytelling which aligns with the DQ pillar 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, wellness, winter lovers and ski enthusiast. The DQ Media team also organised sponsored content in publications aligned with the campaigns, and wrote blog content for the DQ website.



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Editorial generated via DQMP

- Qantas magazine – 'Thrill your senses' article to go live in August magazine.
- Dish magazine – profile of food and drink and accommodation to go live in July magazine
- Thrillist magazine – will result in 5-10 articles which will be syndicated through Australia and USA.
- New Zealand Herald – two family trips will result in articles showcasing the connectivity of Queenstown trails for biking and hiking holidays, Queenstown winter nature walks and accommodation.
- Traveller Australia – will result in four articles showcasing non-ski winter activities and food and drink.
- Style & Mindfood Australia – resulted in two articles on food and drink and soft adventure in July's edition.
- Kia Ora magazine – article on new accommodation offerings due to go live in September 2022.
- Experience New Zealand (TNZ) families – Singapore Reconnect PR Trip and Japan Reconnect PR Trip – resulting in a range of publicity reaching a combined audience of over 30 million through TV, online and print.

Content partnerships:

- A bi-monthly four-part series in dish magazine profiling some of Queenstown's talented chefs and winemakers
- Style Magazine winter photoshoot live in July's edition
- Mindfood magazine – winter themed article in May issue
- Capital magazine – winter themed article in May issue
- Escape magazine – two articles on backcountry ski experiences and non-ski winter activities in May issue
- Masterchef New Zealand, filmed in Queenstown. DQ assisted with logistics and connections to operators.
- PR Trip – resulting in a range of publicity reaching a combined audience of over 30 million through TV, online and print.

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Q4 Communications Activity

Communications Activity | 1 April – 30 June

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



MEDIA RELEASES

5



MEDIA ENQUIRIES

13



MEMBER EVENTS

2



MEMBER COMMUNICATIONS

19



SUBMISSIONS ON BEHALF OF THE VISITOR INDUSTRY

2

Media releases sent covered:

- The appointment of Mat Woods as Chief Executive
- The recipients of the third and final round of the Southern Lakes Regional Events Fund
- Australian focussed - the appointment of PEPR as DQ's Australian PR agency; the first direct flight into Queenstown from Australia
- The biggest snowfall in years prior to opening days for the ski fields

Member events:

- Webinars on the NZUP roadworks
- Queenstown Connect July : Data and Insights Hub

Submissions sent on behalf of DQ:

- Feedback on the QLDC Climate And Biodiversity Plan 2022-25 highlighting its interconnectedness with the Destination Management Plan
- Feedback on the QLDC Parking Strategy for the district outlining the needs for a positive visitor experience

Enquiries responded to covered a range of topics including:

- Traveller AU - outlook for ski season and advice for Australian travellers
- backintheworld.co.nz- connections to inspiring operators/local Queenstowners
- Massey student publication - insights into those who transitioned away from tourism when borders closed
- Lloyd Burr Live, Newshub - interviews regarding first direct flight Queenstown - Australia
- French channel, TF1 - details on sports teams hosted in Queenstown

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Q4 Data and Insights Activity

Data and Insights Activity | 1 April – 30 June

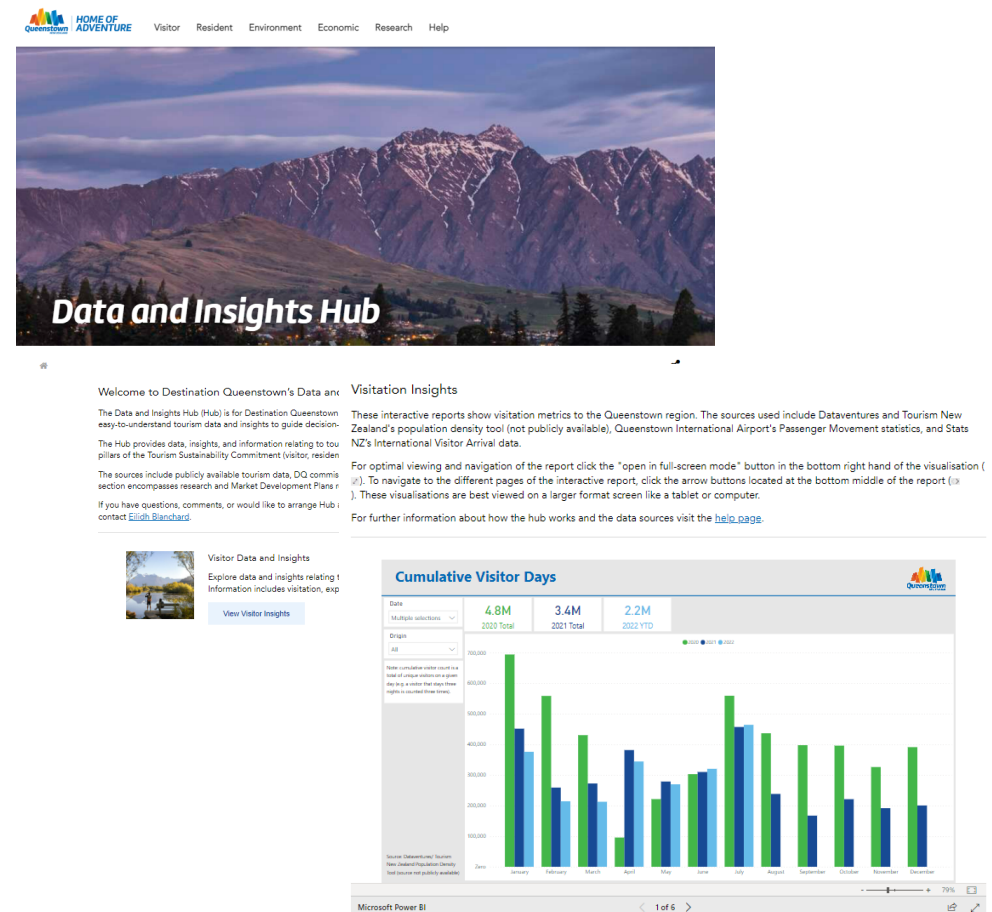
The data and insight's function provides DQ staff, members and stakeholders with quality data, information and research to enable informed decision making and guide activity. Responsible for anything data and research related including running the 90 day forward outlook, monthly data snapshots, quarterly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

Launch of Member Data and Insights Hub

The purpose of the hub is to provide an easy-to-use tool that gathers Queenstown tourism related data into one place to allow members and stakeholders easy access to data visualisation information to easily draw their insights and help guide business decisions. Was launched to the membership start of June 2022 and supported with two Queenstown Connect sessions. Since launch the hub has received 518 page views .

Launch of Monthly Data Snapshots

The objective of introducing the Monthly Data Snapshot is to provide access to topline information about the prior month's performance in a timely fashion with the metrics we have available. Available in the middle of each month, these Snapshots will be released outlining the month prior 's performance.



Marketing & Communications Report

Q4 Market Development Plan Activity

Market Development Plan Activity | 1 April – 30 June

Biking

- [Biking Market Development Plan](#)
- Internal activity prioritisation
- Incorporated into DQ plans for FY22/23

Food and Drink

- [Food and Drink Market Development Plan](#)
- Internal activity prioritisation
- Incorporated into DQ plans for remaining FY22/23
- Industry representative group met May 2022 to discuss next steps in industry supporting the objectives and workstreams of the plan
- Pilot food and drink collaborative photoshoot completed June 2022

Golf

- Internal research and scope of work completed
- Industry stakeholder session and one on one interviews completed May 2022
- The Clubhouse (independent research facilitators) are currently compiling the draft Market Development Plan document for DQ feedback end of July

Ski

- Scope of work completed



QUEENSTOWN BIKING MARKET DEVELOPMENT PLAN

Final Report | October 2021

