

Trade Marketing Report Q2 2021-22

1 October – 31 December 2021



Market Overview & Insights

The following report outlines the key activity and results of Destination Queenstown's Trade Marketing for Q2 (November – December) 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 tradeshows 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 It has been a good quarter of Trade Marketing Activity as you will see in this edition. The highlights include growth in the Queenstown Travel Sellers facebook page, another new channel launched – Queenstown Travel Sellers on YouTube and our summer trade remarks reaching close to 6,000 contacts globally.

DQ Australia Virtual roadshow on 2 Feb 2022 is shaping up well with 28 Queenstown operators and 160+ Aussie Travel Sellers registered to attend. The China Trade Market update event with Flying Tiger scheduled this quarter had to be cancelled. We will re-instate this event once Queenstown businesses start gearing up for international long-haul visitors. DQ Trade team has also started discussions with NZ Domestic Travel Sellers to start promotions of Autumn and Winter Queenstown packages.

The team is now in the process of building a new microsite for Travel Trade, we aim to go live with the new webpages by the end of this current quarter.

As most of you know, we have a casual WhatsApp group for members involved in marketing Queenstown to Travel Trade to stay connected, if you want to join this group, please send a WhatsApp message from your phone to 0276113188.

In the current environment our main objectives for DQ's Trade Marketing work is to stay in touch with our key contacts in market, to keep them updated on new product in Queenstown and to ensure we have a comprehensive and up-to-date database of in-market travel sellers. Please do get in touch with me or the team for any further information you need. Happy New Year!



LINDA Considering things are still up and down for tourism, this quarter we have achieved some great exposure through various opportunities and collaborations.

To start, we completed a campaign with KarryOn, Australia's #1 travel publication. This performed very well and referred agents to the training tools available on our trade pages through socials, homepage takeover, e-DM and editorial content.

We participated in a webinar collaboration with Destination Rotorua in the North American market to interview the winners of the top Trip Advisor experiences in NZ to a small but highly engaged audience.

TRENZ Connect went live, and we have managed to secure connections and will continue engagement as needed through this medium.

TNZ Australia put together an event for their Kiwi Specialists and DQ secured 10x 1-1 appointments with some great engagement and discussion looking forward to 2022.

We have also done a couple of other marketing expose. TNZ North America (Facebook page takeover). A regional overview in Travel Today (again in conjunction with TNZ). We also hosted the TIA Board 22-23 November involving 8 participants. You can check out an overview for some of this activity on the pages following.

Trade Marketing Report Activity

Trade Activity Quarter 2 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 one webinar took place which was to USA based travel sellers in partnership with Destination Rotorua. The Webinar focused around "Best of the Best Experiences in Rotorua and Queenstown." 31 registered with 24 attending the full webinar.

Sales Calls















Sales calls occurred virtually this quarter. This quarter key sales calls included contact with SkiMax, Sno'n'Ski, ANZCRO, Expedia, Webjet, Helloworld, TUI Musement, Oz Snow and Helloworld Au.

Networking Meeting/Update

There was a total of 9 casual network meeting/ updates (or calls) held over the quarter from companies including Grand Pacific Tours, Experience Oz, Tourism Export Council of New Zealand and TripADeal. These were all held virtually.

DQ Famil Participants

This quarter the Trade team hosted 8 Famil participants as part of the Tourism Industry Aotearoa Board.


	NEWZEALAND	AUSTRALIA	WESTERN	EASTERN	Q1 21-22 TOTAL	YTD 21-22 TOTAL
						
 WEBINAR TRAINING	0	0	31	0	31	597
 LIVESTREAMING	0	0	0	0	0	0
 SALES CALLS	2	20	2	1	25	30
 TRADE SHOW APPOINTMENT	0	0	0	0	0	0
 NETWORKING MEETING / UPDATE	3	6	0	0	9	14
 TRAINING	0	0	0	0	0	0
 DQFAMIL PARTICIPANTS	8	0	0	0	8	19
 TNZ FAMIL PARTICIPANTS	0	0	0	0	0	0

Trade Marketing Report Communication

Summer 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 Summer Remarks in the first week of December to the New Zealand market, Australian and Rest of World Market. A link to the Summer 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	AUDIENCE RECIPIENTS	% OPEN RATE
Global (NZ, AU, Rest of World)	5358	21%
 Chinese (translated)	576	24%

Facebook Group

The Destination Queenstown Trade team established 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: **415** MEMBERS
(97% GROWTH VS LAST QUARTER)

Online Training Tools & Website

Online Training Tools

Stream On Demand Seasonal Update

The DQ Trade team was out and about shooting the spring 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](#).

SPRING
VIDEO VIEWS



233
VIEWS



Website Visitation

PAGE VIEWS



OF QUEENSTOWNNZ.CO.NZ/TRADE **3,549**

PAGE VIEWS



OF QUEENSTOWNNZ.CO.NZ/
TRADE/TRADE-TOOLKIT **708**

AVERAGE TIME
ON PAGE



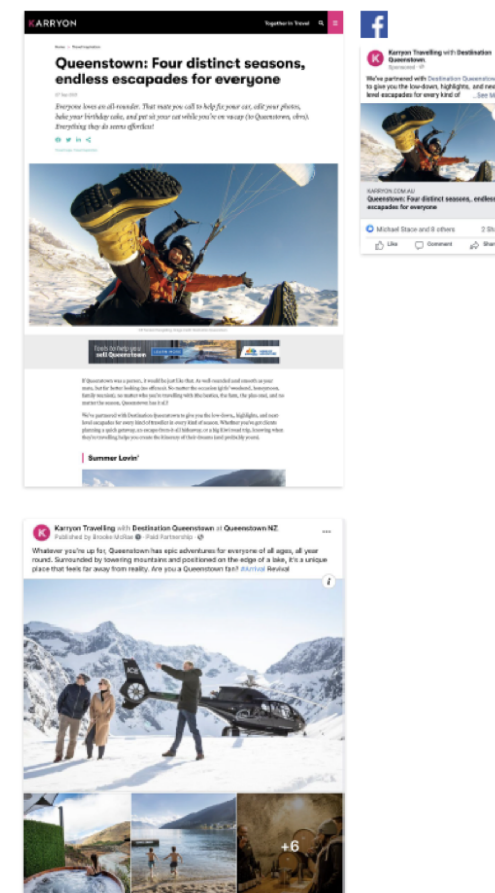
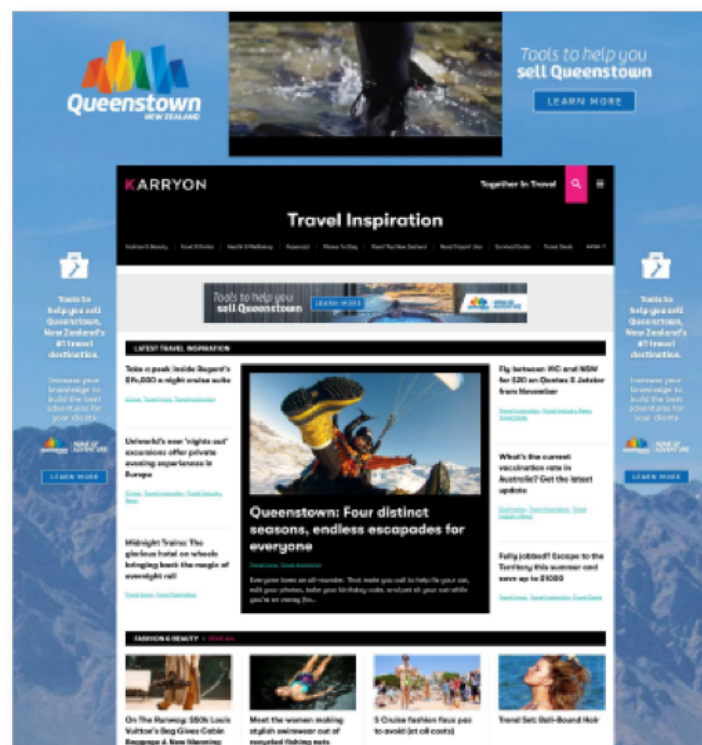
ON /TRADE PAGE **2:33**

Trade Marketing Report Activity & Famils

KarryOn Campaign

Destination Queenstown completed a sponsored campaign with KarryOn, Australia's number one travel trade publication. The campaign performed well and featured editorials, social posts, website takeover and eDM with the primary objective of sharing our trade website pages and the toolbox for agents, including sign-ups to our Facebook group for Queenstown, NZ Travel Sellers.

In summary the editorials generated 1,345 page views with the second editorial generating over 60,000 impressions with a supporting social post. The standalone social posts were very well received with the image gallery generating 4,450 engagements from a reach of 44,235 and the second video (Home of Adventure) social post generating 1,569 from a reach of nearly 70,000. Both posts had very high shares. Three weeks of e-DM display generated just under 50,000 impressions and 80 ad clicks. The website display generated nearly 15,000 impressions and a CTR of 0.2% on Travel Inspiration and an additional 42,147 impressions from added value website display, including an additional 159 clicks.

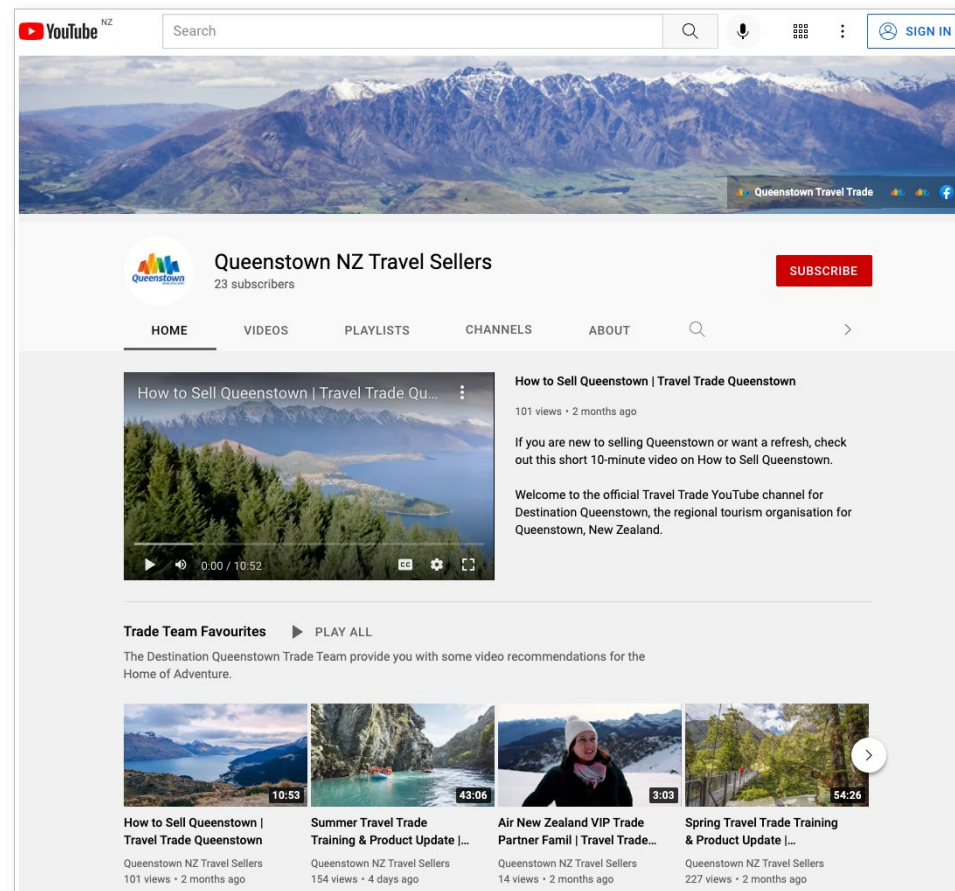


Trade Marketing Report Activity & Famils



YouTube – for Queenstown, NZ Travel Sellers

Building on ways to create engagement that helps develop agents understanding of our proposition, we launched a YouTube channel for [Queenstown Travel Sellers](#). This social medium in addition to our closed Facebook group will continue to be promoted as a tool through our quarterly newsletter, training opportunities and as a call-to-action on the travel trade pages of our website.



Trade Marketing Report

Activity & Famils





















TRENZ Connect

TRENZ Connect launched in September, enabling NZ tourism operators, international buyers and NZ and international media to connect. We will continue to use this platform as a means of engagement whilst we recover globally and keep engagement with tourism partners. This has also afforded us the opportunity to ensure our own database is up-to-date given there has been many changes in the industry since COVID-19's arrival.

CONNECTIONS

Find below your company connections! Businesses you are already connected with, those that are recommended to you based on matching interests or preferences and those you have previously declined, if applicable. All delegates from your business will be able to see the same information when they are logged into TRENZ Connect.

YOUR CONNECTIONS

BUYER ...  100% PURE NEW ZEALAND Tourism New Zealand	BUYER ...  TURTLE DOWN UNDER Turtle Down Under	BUYER ...  Vayu Seva Vayu Seva Tours & Travel P Ltd	BUYER ...  AUSTRALIA PACIFIC TRAVELSERVICE Australia Pacific Travelservice GmbH	BUYER ...  COCO WELTWEIT REISEN COCO Weltweit Reisen
BUYER ...  Nouvelle-Zélande à la carte Nouvelle Zelande a la carte	BUYER ...  HIS NEW ZEALAND H.I.S. New Zealand Limited	BUYER ...  APTC ALL PACIFIC TRAVEL CONCEPT NEW ZEALAND APTC New Zealand	BUYER ...  TUI MUSEMENT TUI Musement	BUYER ...  TRAVELTIES Your World. Your Way. TRAVELTIES
BUYER ...  DayBreak CO DAYBREAK CO	BUYER ...  blue BLUETRAVEL BLUETRAVEL	BUYER ...  a travel duet CELEBRATING TOGETHERNESS A Travel Duet	BUYER ...  dnata dnata	BUYER ...  eden Eden Tours & Travel Sdn Bhd
BUYER ...  redballoon RedBalloon	BUYER ...  the green spot The Green Spot	BUYER ...  FDM travel FDM travel	BUYER ...  distant journeys Your Time to Explore Distant Journeys	BUYER ...  333 travel 333travel

Trade Marketing Report Activity & Famils

Travel Today Feature in Conjunction with Tourism New Zealand

As part of a Tourism New Zealand Domestic initiative to support the Travel Trade, DQ were provided the opportunity to share and contribute content from our region as part of a new partnership they developed with Travel Trade Media partner Tabs On Travel, with their well-known digital publication 'Travel Today.' In addition to Queenstown being featured in the publication and distributed to an audience of over 2,000+ New Zealand-based travel trade sellers, the regional snapshot will also remain live on a hub/page on the Travel Today website for the next 12 months that will serve as a tool the travel trade can reference repeatedly when seeking a basic, updated and trade ready snapshot of your region.

NEW ZEALAND REGIONAL SNAPSHOT

Tāhuna - Queenstown



Surrounded by majestic mountains and nestled on the shores of crystal-clear Lake Wakatipu, Queenstown offers diverse, world-class experiences, a warm welcome and a cosmopolitan vibe.

Queenstown was founded by adventurers and to this day its love of adventure is the common thread that defines its people. From the early Maori and gold miners to outdoorsmen who seek thrills in its remote backcountry and innovative tourism pioneers who have turned their passions into enterprise, Queenstown has fuelled imaginations and inspired many to explore. Its history and love of adventure continues to shape Queenstown's culture, inspiring innovative new ways to challenge and thrill visitors. Here the love of adventure is taken to the next level as passionate locals create opportunities for others to experience adventure in its many forms.

This is a place to venture beyond: whether you're chasing the snow, exploring the trails, indulging in award-winning food and wine, discovering stunning fairways or seeking adrenaline thrills, Queenstown offers an adventure for everyone, of all tastes, tempos, and temperatures.

Let Queenstown's magnetic energy inspire you to go further and introduce you to the person you've always wanted to be. Welcome to Queenstown, the Home of Adventure.



www.queenstownnz.co.nz/trade

Email
trade@queenstownnz.nz

Getting There

Queenstown Airport receives daily direct flights from Auckland, Wellington and Christchurch, with both Air New Zealand and Jetstar. The airport is 15 minutes from the city centre, with easy connections via shuttle, taxi service, private transfer, bus, or rental car.

For visitors choosing to drive there is great road access on major New Zealand highways including via the West Coast or Canterbury, or the Southern Scenic Route through Otago and Southland.

TOP 10 MUST DO'S

1. Jet boat with Dart River Adventures into the Waikarepunu World Heritage Area
2. Wine tour to Gibbston Valley with Altitudo Tours, voted the world's best
3. Soak tired muscles & recharge your battery at Onsen Hot Pools
4. Zipline through trees high above Queenstown with Ziptrak Ecotours
5. Fly without jumping from a plane at IFly Indoor Skydiving
6. Hire bikes with Around The Basin and explore the Queenstown Trail
7. Enjoy wine, cheese, and a scenic cruise with Southern Discoveries
8. Take a conservation led journey to Milford Sound with Roach NZ
9. Helicopter to the Easlow Burn with Heliglenorchy
10. Visit Kaitiaki Park Wildlife in the heart of Queenstown

TOP 5 for ADVENTURE SEEKERS

Paid Activities & Accommodation

1. Osborn Adventure Co. for Jet Boat Sprints or the Ultimate Off-Roader
2. Choose your jump style on the Shotover Canyon Swing
3. Helibike guided or unguided tour for an epic day's riding
4. Guided hike on the Routeburn with Alpine Luxury Tours
5. Karamao Lakehouse and private hot tub to end a day of adventure

TOP 5 for ROMANTIC ESCAPES

Paid Activities & Accommodation

1. Private Onsen Hot Pools and couple's spa treatment - indulge in the tranquility
2. Progressive lunch or dinner with Alpine Wine Tours
3. Air Milford Scenic Flight of Five Glaciers and Milford Sound
4. Private Tesla tour to Arrowtown with Nomad Safaris
5. Stay at Gibbston Valley Lodge and enjoy private dining and wine tasting

TOP 5 for FAMILY ADVENTURES

Paid Activities & Accommodation

1. Go back in time with Kjet's Time Tripper underwater cinematic experience
2. Skyline Queenstown for gondola and huge fun, once is never enough!
3. Ride High Country Horses through river bridges and pristine back-country
4. Dart River Adventures: Jetboat and Funpark in unspoiled wilderness
5. Camp Glenorchy Eco Retreat: family fun in the great outdoors



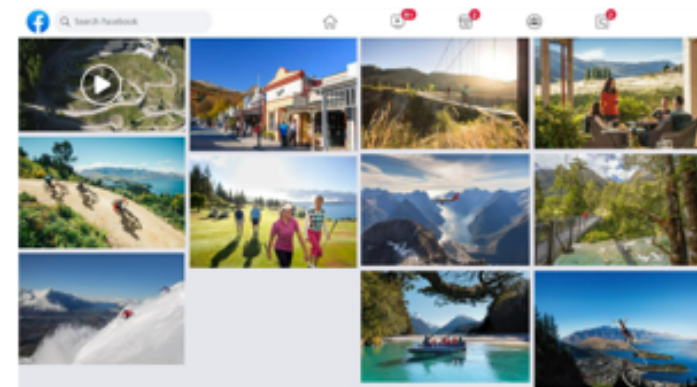
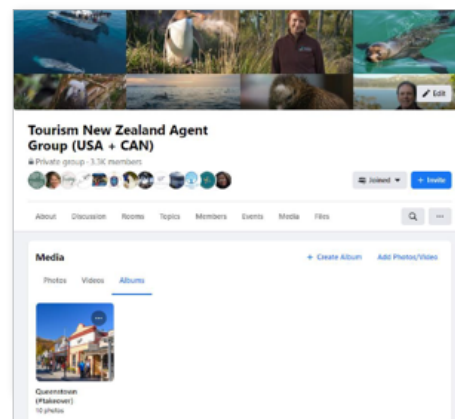
DO SOMETHING
NEW
NEW ZEALAND

Trade Marketing Report Activity & Famils



Tourism New Zealand – North America Facebook Takeover

We were offered the opportunity for the markets **#takeovertuesday** social posting to feature Queenstown to the North American market. TNZ have seen tremendous growth and engagement over the past 18 months and have grown their audience to over 3100 highly qualified travel advisor members. Posting included the recent Queenstown feature that was showcased for the Australian market, including Facebook post and image library that align with our key segments.



Trade Marketing Report Activity & Famils

TIA Board Famil 22-23 November

DQ hosted the TIA Board on a famil here in Queenstown on 22-23 November prior to their quarterly board meeting.

Due to the COVID-19 pandemic we were only able to host the board members who resided outside Auckland. We had 8 attendees from Queenstown, Dunedin, Wellington, and Tauranga. This Famil was a success, with positive feedback received from both the TIA Board and operators.

Attendees:

Holiday Parks New Zealand
Fergus Brown (Chief Executive)

Weta Workshop
Jake Downing (Head of Tourism)

Miles Partnership
Kristin Dunne (Director of Destination Strategy)

Otago Museum
Teresa Fogarty (Visitor Experience Manager)

Tourism Industry Aotearoa
Christ Roberts (Chief Executive) and Cath Tate (Manager - Executive)

Ziptrek Ecotours
Trent Yeo (Executive Director)

RTNZ/WellingtonNZ
David Perks (Chair/General Manager).



Trade Marketing Report Activity & Famils



Pacific Storytelling – Renata West

We have been working with Ren West to help us with joint marketing activity to the North American travel trade. To broaden the market reach of DQ in the US and Canada and build our audience. This will be done in phases, the first phase is to grow our newsletter signups, drive signups to our closed Facebook group and the DQ travel trade pages. Including newsletter distribution to access the 5,000 contacts of Pacific Storytelling's database. Phase 2 marketing activity will continue in Q3.

A screenshot of the Travel Professional News website. The header includes the site name, navigation links (Home, News, Features, Webinars, Video Library, Resources, Subscribe, Search), and social media icons. The main content area features several article teasers with images, including one about a "Panama to Host Special 'Journey of Atonement and Reconciliation' Summit". A banner at the bottom of the screenshot reads: "Permanent 12 month placement 5 x 5 Banner advert on TravelProfessionalNews.com". Below the screenshot is a blue box with white text: "For the latest product updates, join Queenstown Travel Sellers on Facebook" and the "HOME OF ADVENTURE" logo.

A banner with a scenic image of a lake and mountains. The text reads: "Kia ora! Warm greeting from your friends in New Zealand. Despite closed borders we have been working hard to make sure that we are ready to welcome you when we do get to meet again soon. Consider this your official invite to stay up to date with the latest product, accommodation and food and wine updates by signing up to our quarterly newsletter, we think you'll like what we've been working on." Below the text is a blue button that says "Quarterly Newsletter Signup".

A banner with a scenic image of a lake and mountains. The text reads: "NEW AGENT TOOLS: Destination Queenstown, NZ The Home of Adventure in New Zealand has been busy preparing for when borders open again to North American visitors and have something to suit everyone, no matter what your definition of adventure is. We've been keeping up to date with the latest product information and updates from their dedicated Trade Team, visit the links below to discover the latest news from Queenstown." Below the text are two blue buttons: "Join Queenstown Facebook Group" and "Quarterly Newsletter Signup Here".

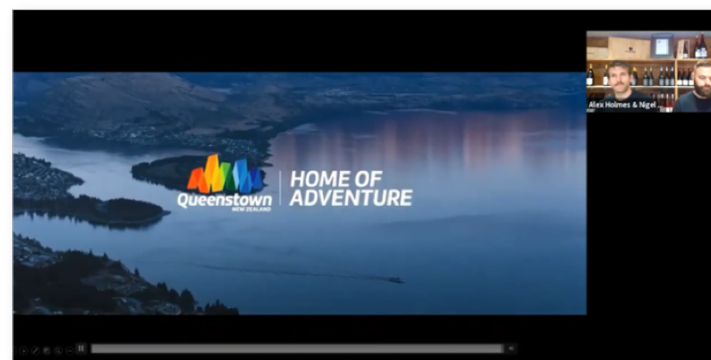
Trade Marketing Report

Activity & Famils

Destination Queenstown & Destination Rotorua

Rotorua and Queenstown operators won highly sought-after tourism accolades at the Trip Advisor Traveller's Choice 2021 Best of the Best Awards. Which inspired the regional collaboration between DR & DQ to conduct a webinar for US travel sellers. This webinar was presented by Lou Baddiley (Destination Rotorua) and Alex Holmes (DQ). The focus of the webinar was interviewing the award winners which included Rotorua Rafting (Sam Sutton), Rotorua Canopy Tours (Paul Button) and Altitude Tours (Nigel Hobbs), learning first-hand how the experiences are unique and special, as well as why Queenstown and Rotorua are must visits for their clients. Sign-ups for the webinar were pushed through the DR and DQ email and Facebook channels and through the North America TNZ Facebook group. There were 50 registered travel sellers with 24 highly engaged travel sellers attending the webinar.

Attendees included: Southern World, Civilized Adventures, Vision Travel, Andrew Harper Travel, Absolutely Amazing Travel, Virtuoso, General Travel NZ Ltd, Travel with Tina, Travel Adventures and Tours, Universal Travel, Tahiti Travel Planners, Tourism New Zealand, Largay Travel, Bon Voyage Luxury Travel, Esplanade Travel, The Travel Collaborative, Glyndon Travel, Springboard Vacations, Travel 100 Group.



Trade Marketing Report Activity



Calendar of Events

FEB 2022	2 FEBRUARY	DQ AUSTRALIA VIRTUAL ROADSHOW	ONLINE	TRADE TEAM
	14 FEBRUARY	SITE CONF & GET LOCAL	SYDNEY	QCB TEAM
	17 FEBRUARY	QCB MEMBERS UPDATE	QUEENSTOWN	QCB TEAM
	22 FEBRUARY	TNZ ENGAGEMNT HUI	QUEENSTOWN	QCB & TRADE
MAR 2022	MARCH	QCB & TRADE EDM AUTUMN REMARKS COMMUNICATIONS SENT OUT	QUEENSTOWN	QCB & TRADE TEAM
	8-9 MARCH	OFFICE EA & PA SHOW	AUCKLAND	QCB TEAM
	21-23 MARCH	AIME MELBOURNE	MELBOURNE	QCB TEAM
	23-24 MARCH	TNZ REGIONAL SHOWCASE	SYDNEY	TRADE TEAM
	MARCH	SALES CALLS	BRISBANE	QCB TEAM
APR 2022	5-6 APRIL	IBTM SINGAPORE	SINGAPORE	QCB TEAM
	3-6 APRIL	QCB AIR NZ DOMESTIC FAMIL	QUEENSTOWN	QCB TEAM
	15 APRIL	TRADE STREAM ON DEMAND AUTUMN TRAINING SENT OUT	ONLINE	TRADE TEAM
	3-8 APRIL	MOUNTAIN TRAVEL SYMPOSIUM	USA	TRADE TEAM
MAY 2022	MAY	QCB MEMBERS UPDATE	QUEENSTOWN	QCB TEAM
	MAY	KIWI LINK NORTH AMERICA 2022	USA	TRADE TEAM
	4-6 MAY	TNZ BUSINESS EVENTS AUSTRALIA ROADSHOW	AUSTRALIA	QCB TEAM
	17-19 MAY	TRENT HUI	AUCKLAND	TRADE TEAM
JUN 2022	JUNE	QCB & TRADE EDM WINTER REMARKS COMMUNICATIONS SENT OUT	ONLINE	QCB & TRADE TEAM
	JUNE	QCB AIR NZ DOMESTIC FAMIL	QUEENSTOWN	QCB 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
	18 JUNE	NZ GROCERY BALL	AUCKLAND	QCB TEAM