

Travel Trade Marketing Report

Q3 2021-22

1 January - 31 March 2022



Market Overview & Insights

The following report outlines the key activity and results of Destination Queenstown's Trade Marketing for Q3 (January - March) 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 There has been a flurry of activity this quarter following the border announcements. DQ has registered for all TNZ off-shore travel trade events announced this quarter including Regional Showcase in Australia in May 2022; and as Southern Lakes IMA for Kiwi Link North America in July 2022 and Kiwi Link UK/Europe in Aug 2022. DQ has also signed up to Christchurch Airport Travel Trade Events in Australia around the Ski Shows in May 2022.

Travel trade media campaign activity to push our channels have seen good results this quarter for the Queenstown Travel Sellers You Tube channel, you can read more in the report. This quarter Data Story had several focus group calls with DQ's key travel trade contact for inputs into the redesign of the Travel Trade webpages. We expect to have the new microsite ready by the end of June.

Thank you for your inputs at the Travel Trade Marketing Business Plan workshop, we will be publishing the strategy and activity for FY 2022-23 shortly.



LINDA This quarter as we awaited the impending news of the border reopening, we saw some solid forward planning for when we got the green light. Thankfully with the news announced on 16 March, we can now formally switch gears and start stimulating international markets. Our activity this past quarter has had involvement with TNZ Japan and their live stream to market. Connecting with agents 19 January and 2 March that pooled close to 500 agents receiving an update on Queenstown. We also held our first-ever online virtual expo in Australia with the support of 25 operators and with over 100 agents joining us on the day. The trade team also hosted the Flight Centre senior leadership team, agents and brokers from the Southern Lakes region for a casual evening network event. Our US contractor, Renata West from Pacific Storytelling, has also been in town. Ren has managed to get the lowdown on the latest products in the market as we continue to develop our strategy in the US market. I have also supported the consumer team in initiating the conversation for potential JV work with ski wholesalers in Australia. We are pleased this work can now gain some traction, given the self-isolation restriction has been lifted. More on this in the following quarterly report. For DQs summer campaign work, we had continued support from Flight Centre and House of Travel domestic retail partners. With them each supplying summer packages that supported the booking layer of the campaign. And, for autumn, we partnered with House of Travel in a JV to stimulate the market for visitation through April and May. Excitingly with the news, TNZ has also announced some off-shore activity returning in the US/UK & Asia markets. DQ will be attending these events as part of our international marketing alliance with Lake Wanaka Tourism in July and August. In the lead up to this activity plan, meetings with most TNZ off-shore offices in India, Japan, Korea, Singapore and China have taken place. It has been great to update their teams on Queenstown's developments. We are also excited to announce that we will be setting up an official Wechat account as we look at ways to develop and engage with the Chinese market.

A more detailed summary of the activity and project overview follows.

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Activity

Trade Activity Quarter 3 Summary

This table reflects the activity that Travel Trade Marketing has carried out from 1 January – 31 March 2022. Split by market, these figures represent the country/market the contact we have recorded sales activity with is from.

Webinar Training

This quarter DQ were involved in facilitating two TNZ Kiwi Connection Webinars held in January and March which were “live stream” type events spoken in Japanese. Through both events 495 contacts were reached. The other webinar was participating in the TNZ UK/Europe Festive Quiz and Regional Content which reached 66 contacts.

Sales Calls















A total of 46 sales calls occurred in Quarter 3 via phone, zoom or in person. Accounts contacted include Sno’n’Ski, Tourism New Zealand Singapore, India and Australia, Flight Centre, ANZCRO, Air New Zealand, Oz Snow and Klook.com.

Networking Meeting/Update

A total of 19 networking meetings/updates happened this Quarter with accounts like Swain Destinations, Pacific Story Telling, Expedia, Abercombe & Kent and House of Travel.

DQ Famil Participants

This Quarter Flight Centre hosted a Senior Leadership visit and agent catch up in Queenstown. Although not hosted the full time by DQ, DQ played a role in supporting their itinerary while in Queenstown.

	NEWZEALAND	AUSTRALIA	WESTERN	EASTERN	Q3 21-22 TOTAL	YTD 21-22 TOTAL
						
						
						
						
						
						
	0	0	66	495	31	628
	0	0	0	0	0	0
	7	25	6	8	46	76
	0	0	0	0	0	0
	4	8	6	1	19	33
	0	0	0	0	0	0
	8	0	0	0	8	27
	0	0	0	0	0	0

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Communication & Online Presence



Trade Remarks

This breakdown explains the reach of our “Trade Remarks” communications that goes out to industry contacts. We sent out our Summer Stream on Demand in mid-January our Autumn Remarks in the first week of March to the New Zealand market, Australian and Rest of World Market. A link to the Summer stream on demand can be found [here](#) and a link to the Autumn 2022 can be found [here](#). 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.

Summer Stream on Demand

	COUNT	PERCENTAGE
SUCCESSFUL DELIVERIES	5262	96.80%
OPENED	1867	35.50%
CLICKED	252	4.80%

TOP LOCATIONS BY OPEN

USA	56.20%
NEW ZEALAND	19.00%
AUSTRALIA	9.80%
GERMANY	2.50%
UK	2.00%

Autumn Trade Remarks

	COUNT	PERCENTAGE
SUCCESSFUL DELIVERIES	5075	96.50%
OPENED	1218	24.00%
CLICKED	121	2.4%

TOP LOCATIONS BY OPEN

USA	830	46.60%
NEW ZEALAND	299	16.80%
AUSTRALIA	282	15.80%
GERMANY	67	3.80%
UK	56	3.10%

Autumn Trade Remarks (Chinese Traditional)

	COUNT	PERCENTAGE
SUCCESSFUL DELIVERIES	40	71.40%
OPENED	14	35.00%
CLICKED	2	5.0%

Autumn Trade Remarks (Simplified)

	COUNT	PERCENTAGE
SUCCESSFUL DELIVERIES	391	76.40%
OPENED	67	17.10%
CLICKED	4	1.0%







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Online Presence





Facebook Group

The Destination Queenstown Travel 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. The Group can be found [here](#).

	THIS QUARTER	CHANGE
 TOTAL MEMBERS	600	47.06%
 MEMBER INCREASE	192	-2.54%
 ACTIVE USERS	373	248.60%
 POSTS	34	13.33%
 COMMENTS	46	91.67%
 REACTIONS	308	55.56%




YouTube

The Destination Queenstown Travel Trade team established a Queenstown Travel Sellers YouTube channel which provides up to date content and resources for the Travel Trade. This includes short update, Seasonal On-Demand training, operator videos, webinars, and Famils. The Channel can be found [here](#).

	THIS QUARTER	CHANGE
 CHANNEL VIEWS	1700	171.57%
 CHANNEL WATCH TIME	67.6	66.91%

Trade webpages

The Destination Queenstown website has an area dedicated to providing the travel trade industry with the right information and tools to help promote Queenstown. To view this please click [here](#).

	THIS QUARTER	CHANGE
 PAGE VIEWS	2267	-38.01%
 DURATION	0:02:47	5.70%
 BOUNCERATE	56.36%	35.38%

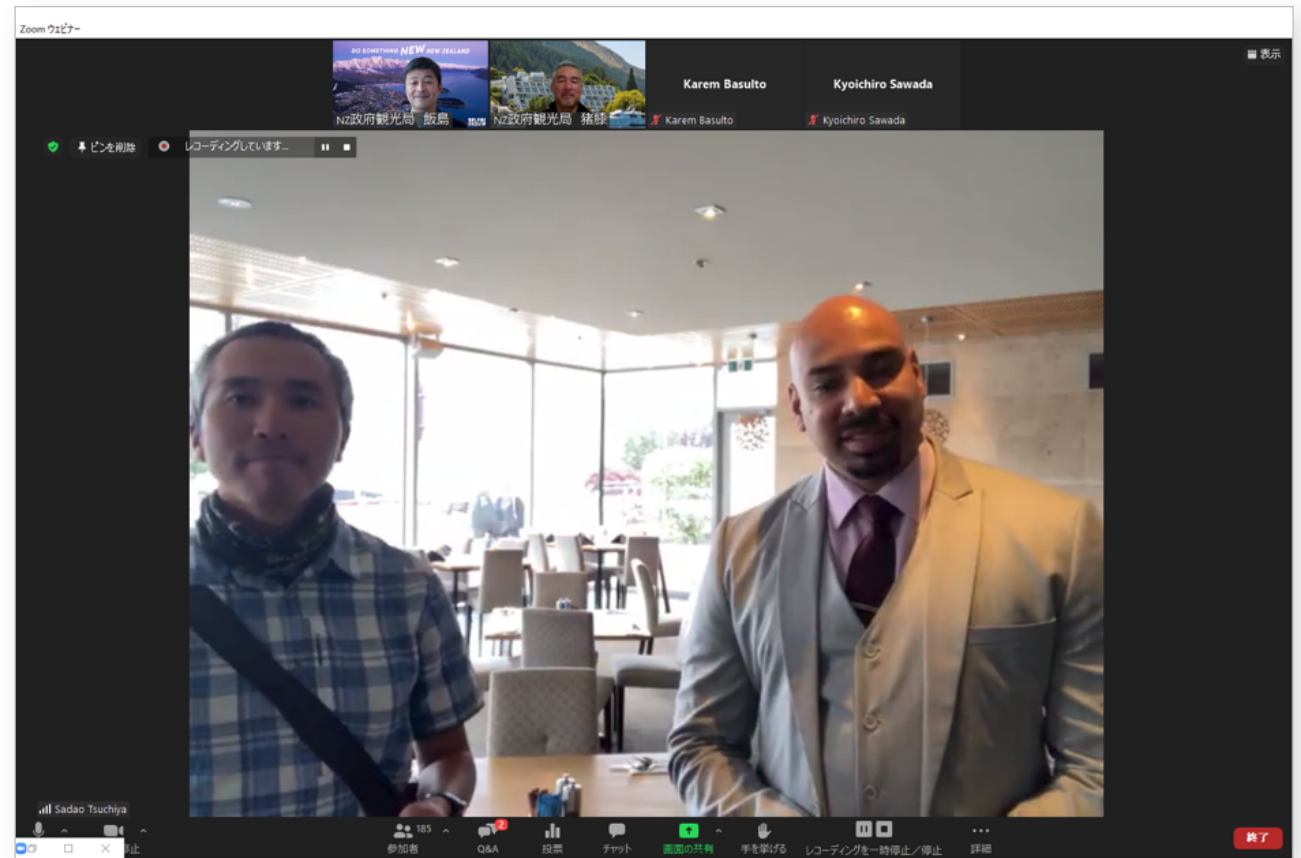
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Activity & Famils



Tourism New Zealand – Japan

Tourism New Zealand Japan delivered two live stream events this quarter. The first on 19 January from the Crowne Plaza with 221 agents in attendance and the Second on 2 March with 274 agents in attendance featuring Queenstown retail. The team from the Japan office have continued to keep engagement high with agents selling New Zealand throughout the pandemic. Over the course of their Kiwi Connection Japan webinars they have had 1,117 registrations.



Travel Trade Marketing Report

Activity & Famils



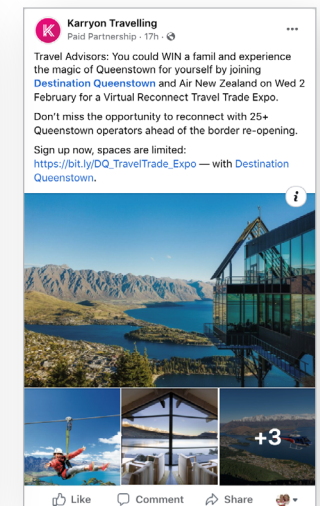
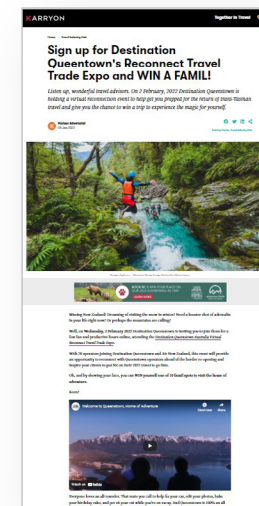
DQ Australia Virtual Reconnect Expo

The DQ Travel Trade team hosted the Australia Virtual Reconnect Expo on Remo (a virtual event platform) with travel sellers in Australia on 2 February 2022. This included primarily the operators that joined us on the Australia Roadshow in May 2021 in Sydney and Melbourne, with some new products also joining. This was offered to 28 Queenstown operators with 25 taking part in the Expo. This was a fantastic opportunity for our operators to reconnect with those who they met on the roadshow in May 2021, as well as engage with new and existing contacts in Australia. We welcomed a total of 200 registrations for the event, with 109 joining us on the day.

As a major drawcard to attend the event, we did a draw for 10 people to win a famil in the Home of Adventure. The dates for this famil are set as 31 July–3 August.

Support advertising was also created by Karryon, Australia's number one travel trade publication. You can see examples below to encourage registration.

You can read the full report [here](#), this includes the list of operators that attended and the companies of the agents that joined us, including feedback from both operators and agents.



Travel Trade Marketing Report

Activity & Famils

Flight Centre Travel Group – New Zealand

The Flight Centre senior leadership team (David Coombes – GM, Jodie Burnard – GM Marketing NZ Leisure & Corporate, and Victoria Courtney – Product Nation Leader) came to visit Queenstown as part of a greater NZ road trip where they could connect with 13 of their local retail agents and brokers. Hosted by The Rees and Destination Queenstown it was a great opportunity over an informal networking evening event for their team to connect.



Travel Trade Marketing Report

Activity & Famils



Domestic Autumn Campaign JV with House of Travel

In support of the autumn consumer campaign DQ and HOT partnered in an autumn campaign for the dates Monday, 14 March – Friday, 25 March. See the creative here, of the Queenstown campaign page and digital screens.

The screenshot shows the House of Travel website with a purple header. The navigation bar includes links for "ON SALE", "CHEAP FLIGHTS", "TRAVEL GUIDES", "CRUISES", and "TOURING". The main banner features a scenic view of Queenstown at sunset with a couple walking on a hill. Below the banner, the "QUEENSTOWN AUTUMN BREAKS" section is highlighted, with the tagline "EXPLORE. RECHARGE. EXPERIENCE." and the "HOME OF ADVENTURE" logo. A sub-header reads: "Discover Queenstown (Tahuna): Lake Wakatipu, Vineyards, Hot Pools, Helicopter Flights, Jet Boating and more." Below this, four travel packages are listed:

QUEENSTOWN Queenstown Flights & 3 nights ★★★★	QUEENSTOWN Queenstown Onsen Experience ★★★★	QUEENSTOWN Queenstown Escape ★★★★	QUEENSTOWN Queenstown Family Jet Adventure
3 nights & flights from	3 nights & Original Onsen Hot Pools Experience from	3 nights & wine, beer or gin tour from	3 nights & Shotover Jet from
\$420 per person share twin Flying Air New Zealand	\$299 per person share twin	\$389 per person share twin Ask us about flights & a rental car	\$259 per person family share based on 2 adults and 2 kids (5-15 years)

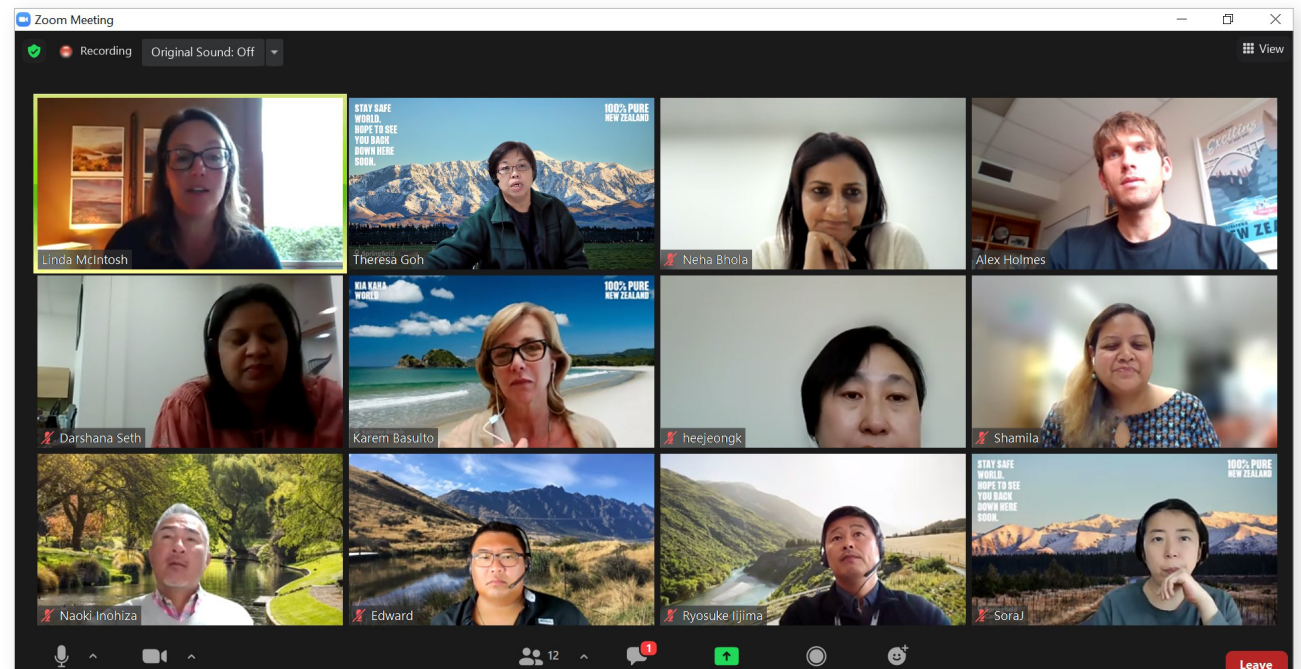
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Activity & Famils



TNZ Off Shore Offices – DQ Updates

Initiated this month was contact with Tourism New Zealand's off-shores offices to provide them a comprehensive update on what has been happening the past two years and as we look forward to our borders opening and markets reconnecting. It also presented the opportunity to gain market insights and understand what activations they will be looking to engage agents.



Travel Trade Marketing Report Activity



TNZ Upcoming Market Events Calendar

In anticipation of international markets opening Tourism New Zealand has announced a series of virtual and in-person trade events. You can access further information on these events, [here](#) and further details on each [here](#).

[Home](#) | [News](#) | [Connecting at events with Trade](#)

Connecting at events with Trade

14 Mar 2022

Tourism New Zealand is thrilled to announce a series of new virtual and in-person trade events – either scheduled or in the planning stage – that will increase connection between our travel trade industry and their international markets.

Beginning in May 2022, scheduled in-person events will take place in Australia (May), USA (July), England (August), and Singapore (August). In addition, a virtual trade event is being planned for Greater China in late in 2022.

Events confirmed to date are:

- May TBC: Regional Showcase (former Regional Tourism Organisation (RTO) workshop) in Sydney, Australia (registration opens for RTOs soon)
- 24-27 July: Kiwi Link North America in Los Angeles, United States (registration closed)
- 1-2 August: Kiwi Link UK/Europe in London, England (registration opens soon)
- 29-31 August: Kiwi Link Asia (Singapore, India, Indonesia, Malaysia, The Philippines, Japan and South Korea) in Singapore (registration opens soon)
- October TBC: Frontline Agent Training, Australia (details coming soon)
- TBC: Greater China "sellers and buyers" virtual event

Tourism New Zealand is also opening online registration for the following business event third party events;

- 18-20 May: SATTE 2022 India (registrations open 11-31 March)
- 30 May – 2 June: IMEX Frankfurt 2022 (registrations open 7 March – 14 April)

All information about these events be available on [the event page](#). Check back regularly for updates.

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[Tags](#)



Trade Events, Industry Engagement

Related News



TRENZ Connect Online
Asia/Australasia



Tourism New Zealand
announces ambitious plans to
enrich New Zealand



Kiwi Link connects NZ
operators with Japan and
Korean buyers

Travel Trade Marketing Report Activity



Calendar of Events

APR 2022	26 APRIL	EXECUTIVE PA SHOW	MELBOURNE
	4-6 MAY	TNZ BUSINESS EVENTS AUSTRALIA ROADSHOW	SYDNEY
MAY 2022	9-10 MAY	TNZ REGIONAL SHOWCASE	SYDNEY
	11 MAY	QCB MEMBERS UPDATE	QUEENSTOWN
	11-17 MAY	CIAL AUSTRALIA TRAVEL TRADE EVENTS	SYDNEY, BRISBANE & MELBOURNE
	24 MAY	DQ ITO NETWORKING EVENT	AUCKLAND
	24-25 MAY	TRENZ HUI ONLINE	ONLINE
	26 MAY	QCB EA INC PRESENTATION	AUCKLAND
JUN 2022	31 MAY - 1 JUNE	RTNZ INBOUND TRADE EVENT / MEETING & CONNECT	AUCKLAND
	31 MAY - 2 JUNE	QCB AT IMEX FRANKFURT	FRANKFURT
	JUNE QUARTERLY	WINTER TRADE AND QCB REMARKS NEWSLETTER PUBLICATION	ONLINE
	JUNE	AUSTRALIA DIRECT SELLING ASSOCIATION CONFERENCE	TBC
	15-16 JUNE	MEETINGS 2022	CHRISTCHURCH
	JUNE	AUSTRALIA PRE/POST MEETINGS 2022 FAMIL	QUEENSTOWN
	18 JUNE	QCB AUCTION SPONSORSHIP NZ GROCERY BALL	AUCKLAND
JUL 2022	JULY QUARTERLY	WINTER TRADE STREAM ON DEMAND AGENT TRAINING	ONLINE
	6 JULY	QCB ADVISORY BOARD MEETING	QUEENSTOWN
	18 JULY	SITE CONFERENCE	SYDNEY
	24-27 JULY	TNZ KIWI LINK NORTH AMERICA 2022	LOS ANGELES
AUG 2022	1-2 AUGUST	TNZ KIWI LINK UK/EUROPE 2022	LONDON
	9-11 AUGUST	TECNZ TOURISM CONFERENCE	NELSON
	29-31 AUGUST	TNZ KIWI LINK ASIA 2022	SINGAPORE
	29-30 AUGUST	OFFICE PA SHOW	AUCKLAND