



**HOME OF
ADVENTURE**

Destination Queenstown
RTO Trade Marketing Team Famil
23-26 September 2021

Report

October 2021

Destination Queenstown
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queenstownNZ.nz

1. Overview

RTO TRADE MARKETING TEAM FAMIL:

DQ hosted a RTO Trade Marketing Team Famil in Queenstown on 23-26 September. We had 11 attendees which included Travel Trade Marketing team members from Great South (Visit Fiordland and Visit Southland), Tourism Central Otago, Lake Wānaka Tourism, ChristchurchNZ, and Destination Rotorua.

Historically, RTOs have worked closely to promote the region collectively to Travel Trade in long haul markets. The new International Marketing Alliance (IMA) framework process is currently on hold while long haul markets are offline. DQ sees an opportunity to work with other South Island RTOs for South Island itineraries and at the same time work with other North Island RTOs for themes (Adventure, Food & Drink, Hiking etc.). With international borders closed, most active RTOs are engaged in remote training opportunities with travel trade in long haul markets, with DQ recently having worked collaboratively with multiple RTOs to deliver these remote online training sessions.

In preparation for the opening of long-haul borders and offshore trade events, we need to get the international distribution channel and the key influencers within, up to date with the Queenstown product. In line with this strategy, 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 famil to update them on new Queenstown product.

This Famil was a success, with positive feedback received from both attendees and operators. Engagement and involvement were great from all parties, with everyone appreciative of having the networking session which allowed an opportunity for collaboration between operators and famil attendees. Having this over a one-and-a-half-hour period rather than an hour period was well received. Although it was a busy four days, the attendees left with greater knowledge of and appreciation for Queenstown and our wider region. This also initiated discussion about how RTOs can collaborate and engage going forward in preparation for, and after long haul markets reopen.

DESTINATION QUEENSTOWN'S INVOLVEMENT:

This Famil was fully hosted by the Destination Queenstown Trade Team – Kiran Nambiar (Business Development Director), Linda McIntosh (Trade Marketing Manager), and Alex Holmes (Business Development Executive). We appreciate the support and involvement of all our operators and their staff, without you we would not be able to do what we do.

Attendees

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 Wānaka Tourism – Liz Hills (iSITE Manager); ChristchurchNZ – James Brickland (Trade Partnerships Executive); Destination Rotorua - Lou Baddiley (International Manager & Product Development).



2. Outcome & Feedback

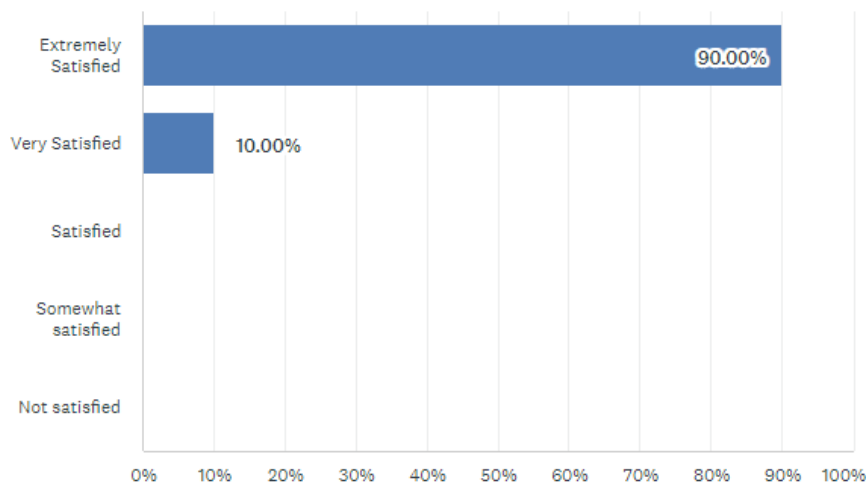
- We received great feedback from the attendees and operators involved (refer below)
- We featured 24 Queenstown operators as a part of this Famil and hosted 18 operators at the Networking Session held on 23 September.
- From our attendee survey, all attendees were ‘Extremely Satisfied’ with the famil itinerary and their experience with DQ and all found the operator networking event valuable.
- From our survey, all operators were either ‘Satisfied’ or ‘Extremely Satisfied’ with the attendees and DQ.

DQ look forward to being able to collaborate and with RTOs in Travel Trade as international long-haul markets reopen in 2022. The attendees valued their experiences and have provided great feedback on what we do here at DQ and offer here in Queenstown.

Participant Feedback

Overall how would you rate your experience with the Destination Queenstown team for this Famil?

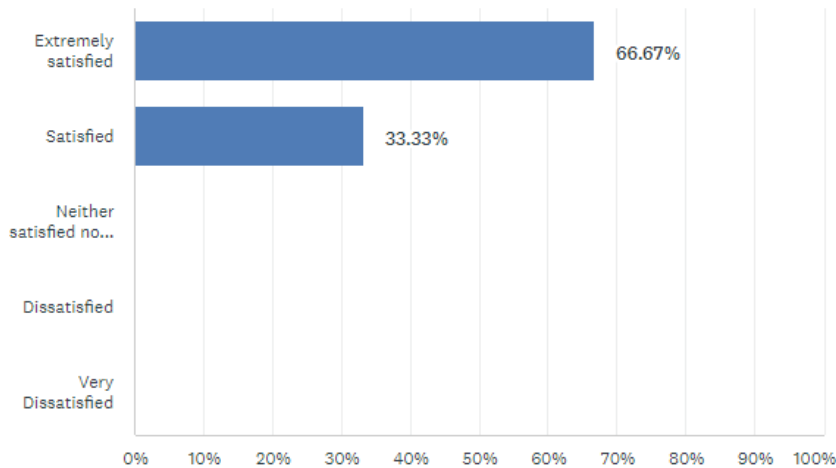
Answered: 10 Skipped: 0



Operator Feedback

Please rate your satisfaction with the quality of the attendees?

Answered: 15 Skipped: 0



Some of the feedback we received is below:

"You did an impeccable job. I haven't organised a large famil like this - so you've set a high benchmark for what I need to do!"

"The DQ team is amazing, thank you so much. Totally valuable just spending time with one another and sharing ideas and thinking for the future."

"There is so much we can do together to ensure our visitors stay longer and explore more; we can offer a shared welcome to our incredible regions by working in collaboration offering the best possible visitor experience."

"I would hope that by working together we may be able to stimulate some business opportunities for dual region crossover arising out of business events - PCO's don't want to be saddled with border restrictions, they need the best offer which requires active collaboration."

"Having a higher product knowledge of Queenstown now means I'm in a better position to sell it - inevitably in any trade situation (and consumer road shows) conversations turn to 'what else should I do'."

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