



SPECIAL REMARKS

TĒNĀ KOUTOU KATOA

DQ SPRING MARKETING UPDATE

Spring marketing is in full swing, promoting Queenstown as the ultimate spring destination - a time when visitors can do everything; from skiing, biking and hiking to golf, adventure activities, family experiences and enjoying the region's amazing food and drink.

Our new 'Spring Stays' campaign will launch on 1 September with the objective of driving spring demand and longer length of stay. There are details below on how to get involved and leverage this activity within your own business. As well as being promoted across our QueenstownNZ owned and paid channels, the campaign will be featured via key partnerships with Stuff NZ and NZ Herald, as well as a 12-week Kidspot campaign promoting family travel.

Other spring partnership activity includes editorial and brand content in Australian Golf Digest; Neat Places socials and editorial activity with media platform Escape Video, showcasing unique spring and summer experiences.

We will be busy in trade and business events marketing too with events such as Kia Ora South San Francisco, the DQ Australian Roadshow, the Business Events Expo 2024 and our mega famil coming up in spring. We are also proud to launch two new hero videos, one for travel trade in offshore markets and one for business events.

Hei konā mai

Sarah

Marketing and Communications Director

'SPRING STAYS' CAMPAIGN

DQ's 'Spring Stays' campaign will run from 1 September - 31 October, in both the domestic and Australian markets, to drive demand and encourage longer length of stay and slower travel. This new campaign invites members to partner with another operator to create spring travel packages that celebrate the best of the season.

The campaign will focus on driving referrals to members via the package listings housed on QueenstownNZ.nz. Media activity includes DQ's always on digital and social media, print and digital placements with Stuff NZ and NZ Herald (NZME), as well as promotion via DQ's Kidspot partnership.

To take part, upload your spring 'slow travel' package before 31 August via the [DQ Extranet](#) by selecting 'Travel Packages' as the listing category.

Package requirements:

- Minimum four-night stay
- Combination of accommodation and at least one experience with another local business or businesses
- Valid for redemption 9 September - 15 November

[LOAD YOUR SPRING TRAVEL PACKAGE](#)

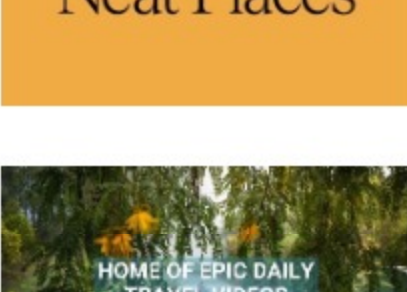
SPONSORED CONTENT PARTNERSHIPS



A 12-week partnership with [Kidspot](#) will promote Queenstown as the ultimate spring travel destination for family fun. Activity includes sponsored content, digital banners, social media content and EDMs.



A partnership with [Australian Golf Digest](#) will showcase Queenstons in the spring publication via full page brand adverts and editorial features, as well as a solus EDM to a 24,000+ database.



Activity with [Neat Places](#) continues to promote a range of neat things to see, eat and do around Queenstown. This partnership has a 12-month calendar of promotion and activity into the domestic market.



DQ will partner with media platform [Escape Video](#) to produce a series of 'video reels' highlighting a range of unique spring and summer experiences on offer - from new trail openings to the best short walks and hidden gems around the region.

SPRING SEGMENT ACTIVITY IN DOMESTIC & AU MARKETS

DQ's always-on digital marketing ensures Queenstown maintains a constant presence in both domestic and Australian markets. This ongoing effort drives continued destination preference and visitor demand across all stages of the booking funnel— from building awareness to influencing consideration and driving conversion.

Starting 1 September, our digital marketing strategy shifts focus to highlight the best of Queenstown's spring offerings. Our segment-led approach will showcase a variety of experiences including spring skiing, biking and hiking, golf courses, food & drink options and family-friendly activities.



TRADE & BUSINESS EVENTS

Kia Ora South San Francisco - September 2024

DQ is joining Christchurch Airport (CIAL) for the Kia Ora South event in San Francisco in September, supporting the new direct service from San Francisco to Christchurch launching this summer. CIAL, in partnership with United Airlines, Air New Zealand and Tourism New Zealand are hosting four industry events in the San Francisco Bay Area. Seven tourism operators, two Regional Tourism Operators (Queenstown and Christchurch), and the airlines will present at each event targeting 40-50 travel advisers in each location.

Queenstown Lakes Australia Roadshow - October 2024

DQ is once again hosting its popular Australian Roadshow event in October, visiting three cities, Melbourne, Sydney and Brisbane, with a focus on connecting with industry partners across travel trade and business events. With 35 operators participating in this event, it will be the largest roadshow event ever delivered.

Australia Mega Famil - November 2024

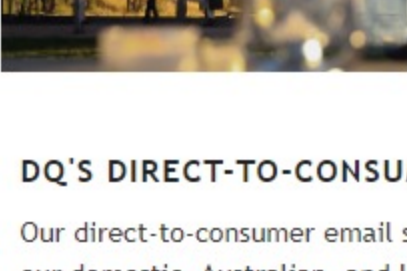
To leverage the Australia Roadshow activity and encourage attendance at the three roadshow events, DQ are running a mega famil opportunity giving 12 travel trade and six business event attendees the chance to win a trip to Queenstown on the famil. The Australian mega famil will run from 10-13 November 2024 and will exclusively feature operators that are participating in the roadshow events.

Queenstown attending the Business Events Expo 2024

QCB have coordinated a regional stand for the 2024 show at Auckland Events Centre on 19 November. This event brings together a wide range of venues, suppliers, and services for business events, providing valuable networking opportunities and insights for business events professionals in the industry.



A [new hero video](#) has been produced for DQ's travel trade activity in offshore markets, promoting Queenstown as an attractive four-season alpine destination with a range of world-class experiences on offer for all tastes and tempos.



A [new hero video](#) has also been produced for QCB marketing activity and shows, positioning Queenstown as a vibrant business events destination for conference and incentives.

DQ'S DIRECT-TO-CONSUMER EDM PLATFORM

Our direct-to-consumer email strategy focuses on building strong relationships with our domestic, Australian, and long-haul visitors. We craft tailored content that resonates with subscriber interests, sharing stories about our people, our destination and unique experiences that Queenstown offers.

- This spring we'll launch a dedicated 'Spring Stays' email campaign to our full database, showcasing a variety of packages that encourage longer visits and promote immersive travel experiences.
- Our upcoming email series will be tailored to subscriber interests including hiking, biking, food and drink, adrenaline, spring ski, golf and family themed content.
- On 1 September we'll launch a refreshed email subscription campaign to drive sign ups, and partner with aligned media to generate leads.

'WHAT'S ON' EVENT MARKETING CAMPAIGN



DQ's spring event marketing campaign runs from August - November promoting a range of events in size and scale. Let us know what's on! Submit your [event listing](#) to feature on QueenstownNZ.co.nz.

Event listings inform DQ's digital activity, event guides and submissions to Tourism New Zealand.

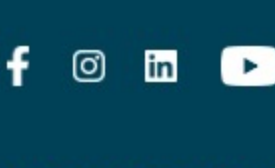
HOW TO WORK WITH AND LEVERAGE DQ'S ACTIVITY

There are many ways to leverage and get involved in DQ's marketing activity:

1. Tell us your news! DQ is on a mission to uncover and share stories about the good things happening in our region. [Keep us up-to-date](#) with any new products, sustainable initiatives or regenerative developments making a difference for our environment, social responsibility and/or community.
2. Ensure your [listings](#) on QueenstownNZ.co.nz are up to date. Spring is an excellent time to do a refresh! Check details are correct and consider updating imagery and descriptions.
3. Submit upcoming events to be listed on DQ's [Events hub](#). It is free to do so, and you can load anything from community initiatives to large scale events.
4. Send DQ any new imagery and video content to ensure we are using your latest assets in our activity. Please share new content with daniellaj@queenstownNZ.nz.
5. Keep your [Google My Business listing](#) up to date, considering opening days and times, as well as any contact details.
6. Keep an eye out for the regular Queenstown Connect members workshops where we cover a range of topics to support member capability building.

If you require more information about consumer marketing, please email rubbyc@queenstownNZ.nz, for trade marketing линдam@queenstownNZ.nz, or business events sarahm@queenstownNZ.nz

SARAH O'DONNELL, MARKETING AND COMMUNICATIONS DIRECTOR



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