



**HOME OF
ADVENTURE**

Destination Queenstown

TIA Board Famil

22 – 23 November 2021

Report

December 2021

Destination Queenstown

PO Box 353, Queenstown 9348, New Zealand

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queenstownNZ.nz

1. Overview

TIA Board FAMIL:

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 which included board members from around New Zealand (Queenstown, Dunedin, Wellington, and Tauranga).

This was a fantastic opportunity to showcase some of the existing and new products here in Queenstown, as well as showcase our operators throughout the famil and the associated networking events – TIA Board dinner on Monday 22 November and TIA Networking Event on Tuesday 22 November.

DQ saw this as a great opportunity to have the Board see and experience Queenstown firsthand. We are appreciative of the support and engagement provided by the operators, and we know the TIA Board valued hearing about your products and experiences over the past few years. DQ works collaboratively with TIA, so it was great to have them here prior to the borders reopening to Auckland, Oceania, and long-haul markets in 2022.

This Famil was a success, with positive feedback received from both the TIA Board and operators. Everyone was appreciative of having the TIA Networking function and DQ were thankful for Cath Tate and TIA for organising this.

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), with Paul Abbot (Chief Executive) also in attendance. 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

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), and RTNZ/WellingtonNZ – David Perks (Chair/General Manager)



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2. Outcome & Feedback

- We received great feedback from the attendees and operators involved (refer below)
- We featured 15 Queenstown operators as a part of this Famil and more were a part of the TIA Board dinner and networking function.
- From our attendee survey, all attendees were 'Extremely Satisfied' or 'Very Satisfied' with the famil itinerary.
- From our survey, all operators were either 'Extremely Satisfied' or 'Very Satisfied' with the attendees and DQ.

DQ was grateful to be able to host the Board for this famil and are appreciative of the work they do for the industry. We look forward to continuing being able to work with them and collaborate with them into 2022 and beyond as our borders reopen. The attendees valued their experiences and have provided great feedback on all our operators here in Queenstown and the team here at DQ.

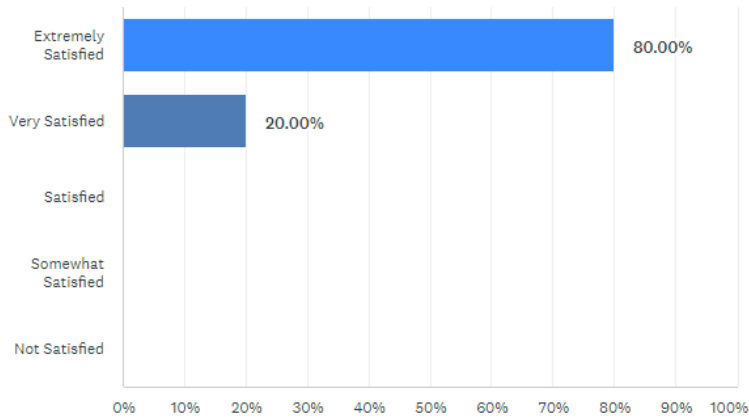


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Participant Feedback

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

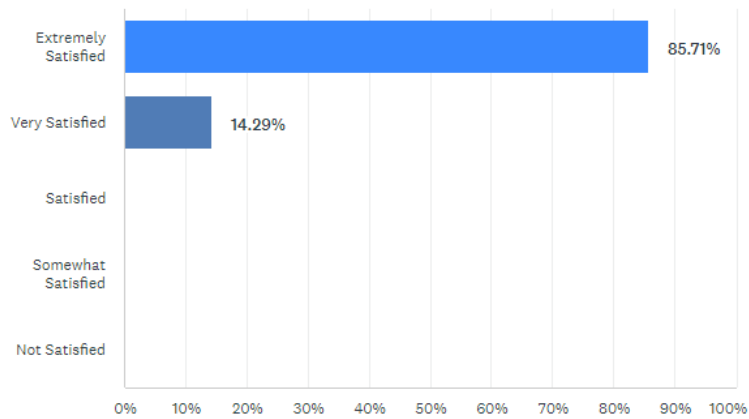
Answered: 5 Skipped: 0



Operator Feedback

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

Answered: 7 Skipped: 0



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Some of the feedback we received is below:

“It was a really well organised famil, with clear communication, and a really well thought through itinerary with a great mix of experiences.”

“Thank you very much for your wonderful manaaki and management of a great famil. Getting to speak to operators and really hear their stories was a privilege and I have been able to share their perspectives with the TIA board, Government and others to represent their feedback.”

“Thank you so much for this opportunity. We felt very spoilt whilst at the same time we were able to hear about the challenges currently faced directly from the operators. Thank you for making possible.”