

Queenstown

Update November 2019



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Destination Performance Update

FY19-21 Strategic Priorities

Portfolio of Markets

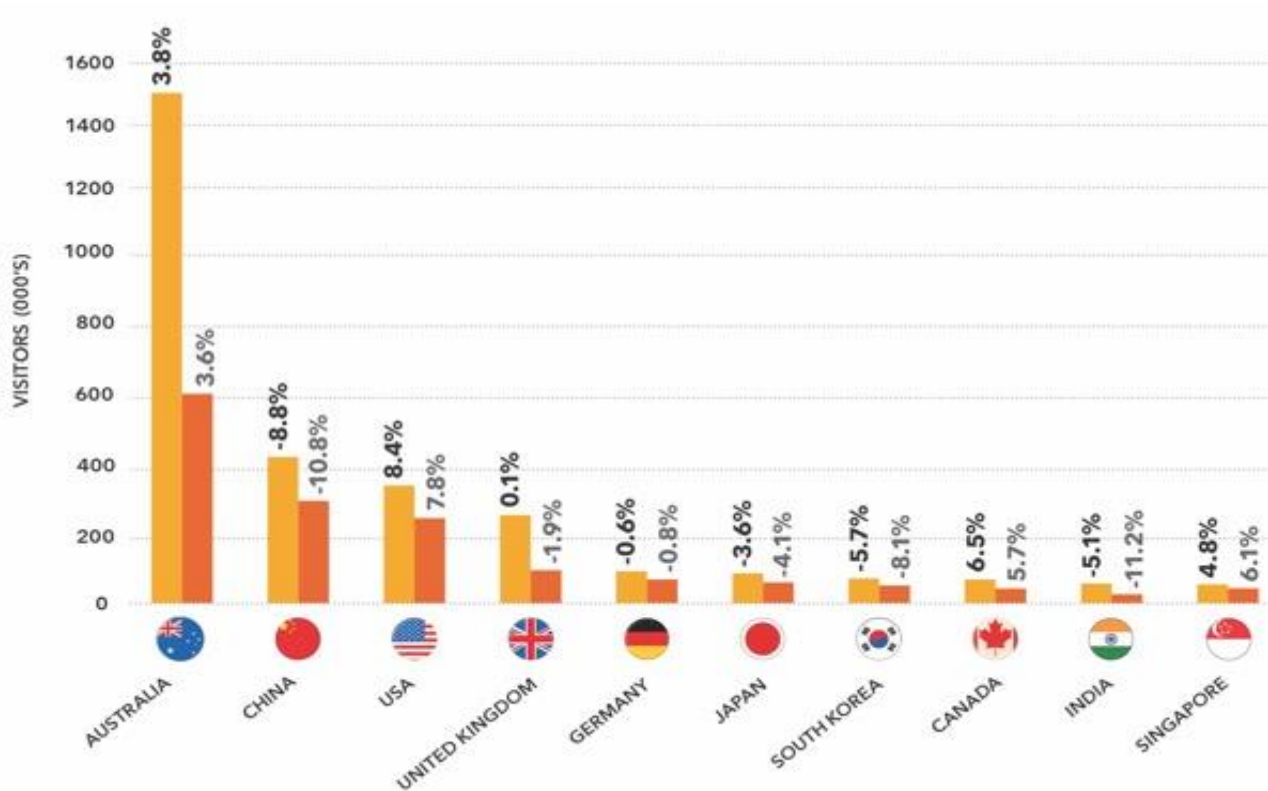
Market Updates

Community engagement

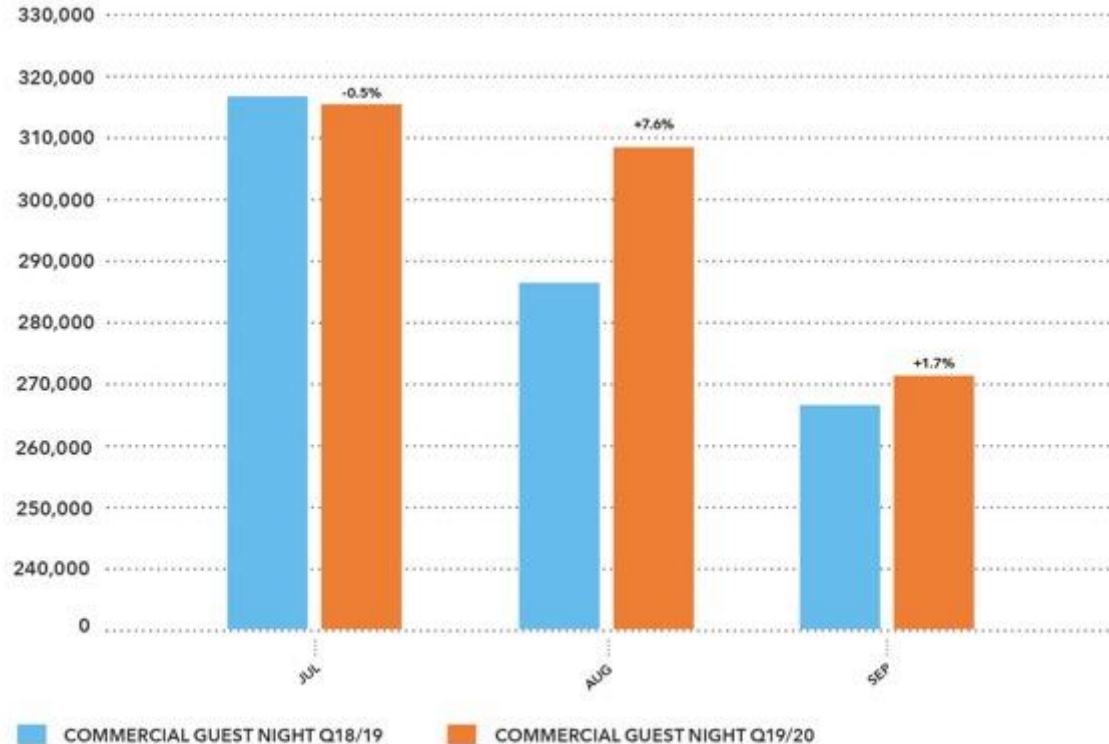
Destination Performance Quarter 1

July-September 2019

New Zealand Visitor Arrivals YE Sept 19

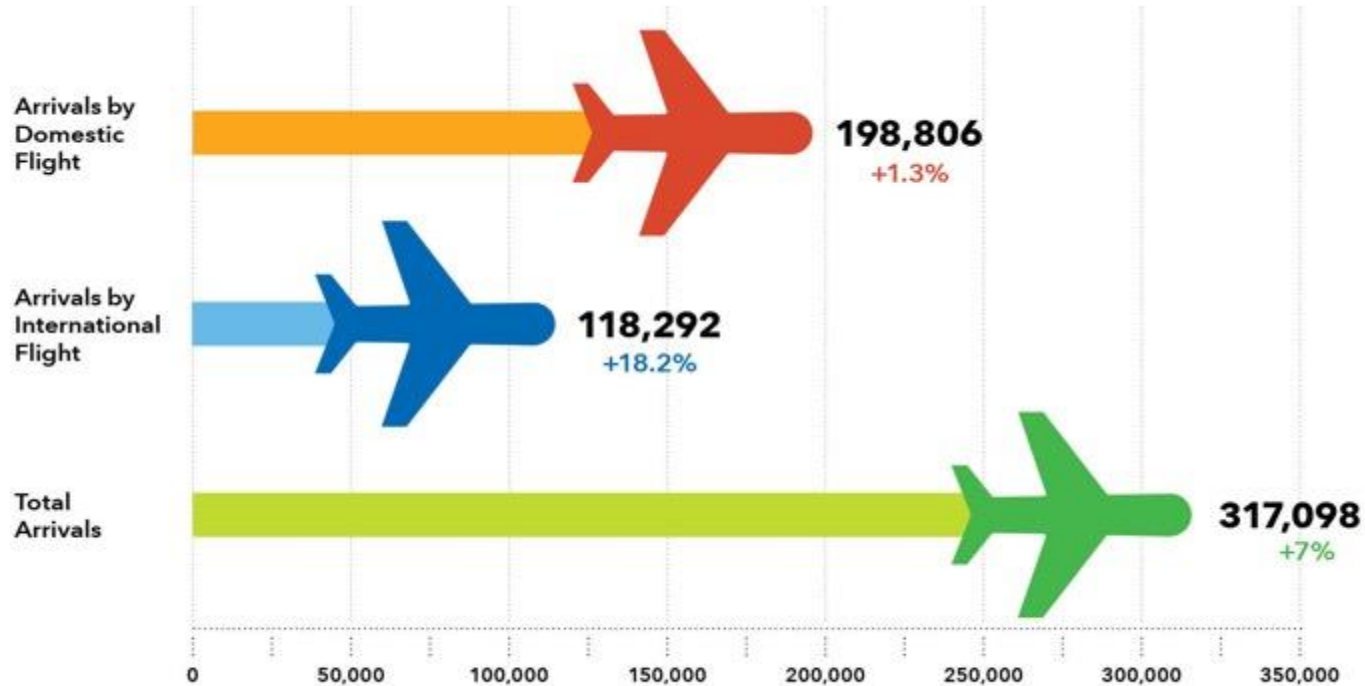


Queenstown Commercial Guest Nights



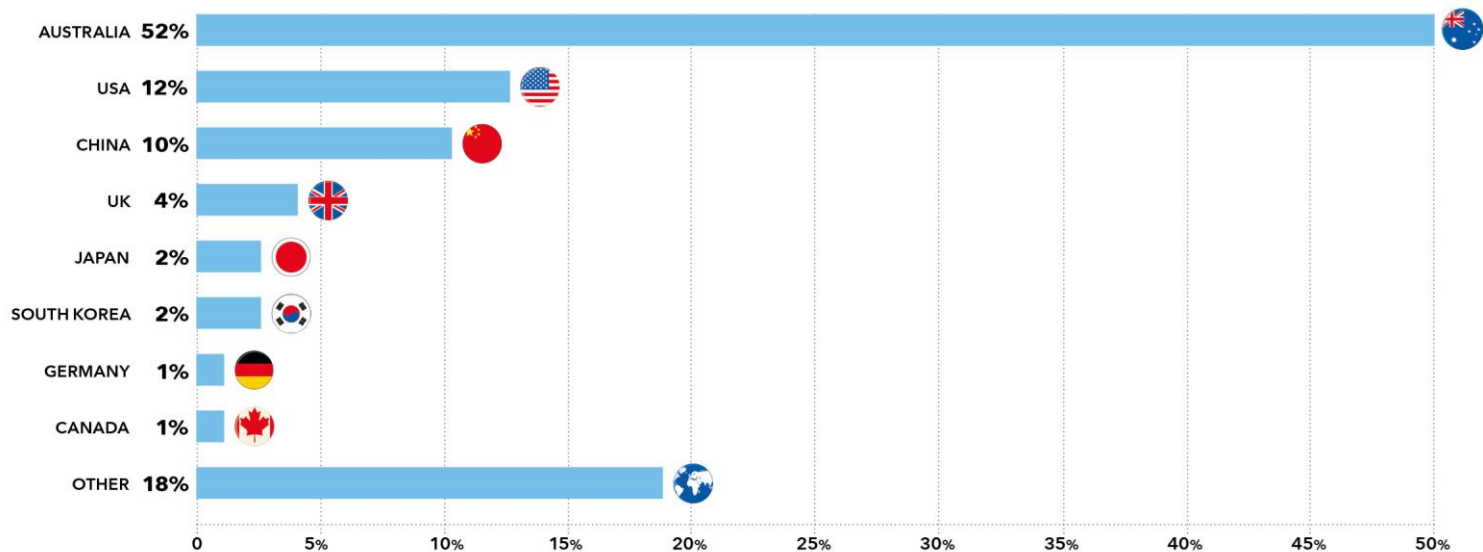
[Source: Commercial Accommodation Monitor July-Sept 2019]

Airport Arrivals Q1



[Source: Queenstown Airport Passenger History July-September 2019]

International Visitor Nationalities



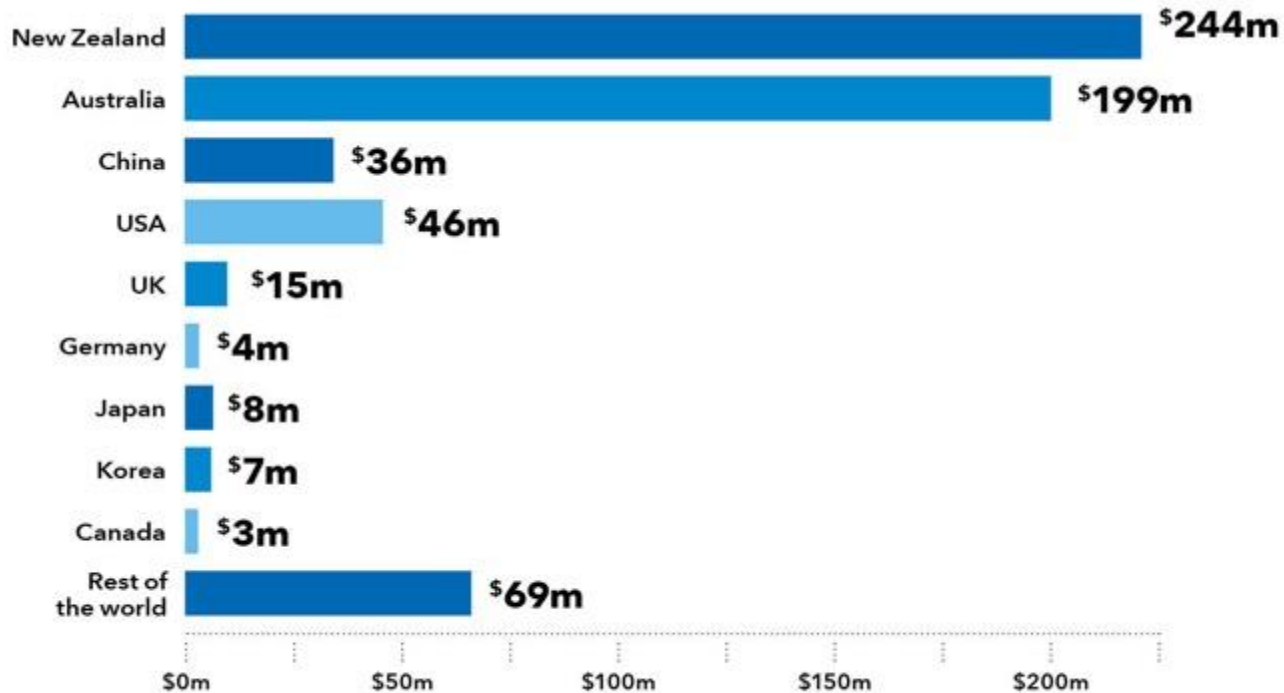
[Source: Monthly Regional Tourism Estimates July-September 2019]

Visitor Expenditure



[Source: Monthly Regional Tourism Estimates July-September 2019]

Expenditure by market



[Source: Monthly Regional Tourism Estimates July-September 2019]

Strategic Priorities



DQ Strategic Priorities FY19-21

1. Our Brand – Our Place – Our Stories

- Strengthening our brand through telling stories that support our proposition
- Evolving our brand proposition and developing our destination's purpose

2. Growing Visitor Value

- Targeting value from our visitors with both near and long term strategies

3. Our Visitor Portfolio

- Targeting a diverse portfolio of visitors and markets

4. A Sustainable Host Community

- Ensuring tourism retains its social license to operate

FY19-21 Goals

VALUE GROWTH BY 5% **VOLUME GROWTH BY 2.5%**

\$2.5 BILLION
THE GOAL IS TO ACHIEVE VISITOR SPEND BY 2021

Portfolio of Markets

Critical Core: New Zealand, Australia

Pacific Rim: North America, China, South East Asia

Long Haul: United Kingdom, Germany, India

Emerging: Indonesia, South America

Market Overviews



Australia

- “Queenstown Ski Club” Australian Instagram Influencers
- Karen Walker in Queenstown
- QCB Australia Roadshow Oct 2019
- Australia Trade Roadshow Jan 2020
- Integrated Winter Campaign Mar 2020

North America

- CHC Airport Kia Ora South Jul 2019
- IMEX Las Vegas Oct 2019
- TNZ Prevue Incentive Summit, Chicago, Oct 2019
- DQ Trade Roadshow Mar 2020
- QCB & Auckland Bureau Incentive Strategy Mar 2020

Other International Markets

- Kiwi Link India Jul 2019
- South East Asia Trade & BE Training Jul 2019
- Kiwi Link China Nov 2019
- Kiwi Link Japan & Korea Feb 2020 (SLT)
- Kiwi Link UK & Europe Mar 2020 (SLT)

Queenstown

“A Sustainable Host Community”

A plan to support community engagement and tourism’s social license in Queenstown



A scenic landscape featuring a calm lake in the foreground, surrounded by trees with vibrant yellow and orange autumn foliage. In the background, there are rolling hills and mountains under a clear blue sky with a bright sun in the upper right corner. The text is overlaid in the center of the image.

**“A welcoming host community
is the most important asset a
visitor destination can have.”**

Pillar 4: A Sustainable Host Community

Our goal is to ensure tourism retains its social licence to operate within our community and ensure sustainability of the industry across five main areas;

1. The environment
2. Visitor Experience
3. Host community support
4. Economic sustainability and prosperity
5. Queenstown's reputation



DQ Constitution

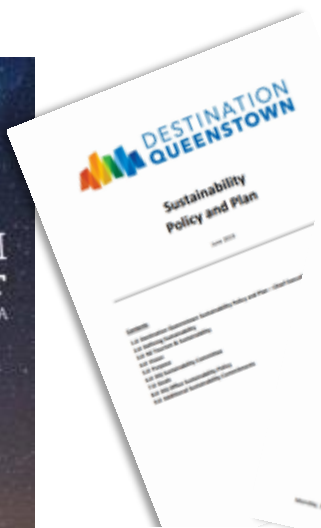
A scenic landscape photograph of a mountain range with a lake and a town, serving as a background for the text. The image shows a wide valley with a large blue lake in the middle ground, a small town nestled in the valley, and snow-capped mountains in the distance under a cloudy sky. The foreground is a rocky, grassy slope.

- To position Queenstown as the premier visitor destination while promoting the maintenance and integrity of our remarkable environment
- To encourage managed growth in a sustainable manner which enhances the tourism industry and the community with in the region

So what?

- Enables DQ to be considering destination management issues
- DQ steadily adopting community engagement and destination place-making as a core part of our plans
- Challenge is related to care of residents, sentiment, quality of life and maintenance of visitor experience
- DQ member business success and sustainability is key

What had we already done...



Engagement Plan

	1. HOST COMMUNITY SUPPORT	2. ECONOMIC SUSTAINABILITY	3. ENVIRONMENTAL SUSTAINABILITY	4. VISITOR EXPERIENCE	5. QUEENSTOWN REPUTATION MANAGEMENT
DQ'S VISION	Queenstown residents support tourism and believe hosting visitors from around NZ and the world enhances our community	Tourism supports a thriving Queenstown economy	Queenstown is one of New Zealand's most sustainable visitor destinations	We deliver outstanding visitor experiences in Queenstown	Queenstown continues to be perceived as the Southern Hemisphere's premier four season lake and alpine resort
CONSIDERING QLDC'S VISION 2050	<i>"Pride in sharing our places"</i>	<i>"Our economy is strong and diverse with sustainable and inclusive growth"</i>	<i>"Our people and visitors respect the privilege of accessing our rivers, lakes and mountains"</i>	<i>"Our district is a place where our quality of life is enhanced by growth through innovation and thoughtful management"</i>	<i>"Ours is a community with a strong heart and whanau roots that run deep"</i>
MEASUREMENT OF SUCCESS	Benchmark community sentiment toward tourism via the Queenstown Quality of Life Survey	Value growth of 5% to \$2.5B visitor spend in Queenstown by 2021	Achieve the highest regional participation rate in NZ of member businesses signed up to NZSC	Introduce customised and ongoing visitor experience survey	Measure brand perception over time in key markets

Key initiatives FY19-20

- Introduce bespoke Visitor Experience research
- Community sentiment research – deeper dive
- Community Engagement initiatives
- Community Connection Programme (CSR)
- Quarterly insights dashboard for stakeholders
- DQ's own sustainability plan and programme
- Explore Carbon Offset Programme – DQ Hosting

Next steps

- Some initiatives already underway
- Open to other ideas and suggestions on an ongoing basis – this is FY19-20 only.
- Develop a communications plan to tell the story

Thank you



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