

RTNZ & TNZ Update

Auckland, 29 July 2020

1. Overview

On Wednesday 29 July, Tourism New Zealand and RTONZ delivered an update from the various TNZ business units to all 31 RTOs. Further insights in each business unit can be found in the links below.

2. Presentations

1. [NZ Government Relations](#)

Who are we? How do we engage with you?

2. [Qualmark](#)

What is changing? What is the Tourism Transition Programme? What are the partnership programmes?

3. [Global Insights](#)

Domestic audience insights, Active Consider monitor for international markets, recovery scenario models

4. [Domestic Sentiment Insights](#)

How do New Zealanders holiday?

5. [Business Events](#)

How will we lead business events recovery to enrich New Zealand?

6. [Trade Marketing](#)

What are we delivering through the trade channel? What is the New Zealand experience project?

7. [Domestic](#)

Do something NEW, New Zealand update

8. [Brand Creative](#)

What is our role – Internationally and Domestically? What are the campaign strategy communication tasks?

9. [Digital](#)

Who are we? What do we do?

10. [Public Relations](#)

What is our role? How do we deliver our mission statement?

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