

Destination Queenstown TRENZ Connect Western & Eastern Markets

Report

April 2022

Destination Queenstown
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1. Overview

The Destination Queenstown Trade team facilitated appointments via the TRENZ Connect platform meetings with both Western and Eastern markets in April 2022. This was the first of their buyer/seller events using the platform, that connected key partners from around the globe with the NZ tourism industry.

Each markets event was facilitated over a couple of days:

Western – 5 – 6 April (42 appointments)

Eastern – 13 – 14 April (24 appointments)

The programme included a welcome and update from key New Zealand tourism industry leaders, 15-minute online appointments between buyers and sellers, and information sessions on the shape of the New Zealand tourism industry, as well as plans to reconnect with the world and how things will change when visitors are able to travel.

In total we secured at first a full-appointment schedule for both markets events, however, there were some no-shows and last-minute cancellations. Overall, we had a good success rate connecting with those in our appointment schedule. Overall, we had 66 appointments, out of 72 initial opportunities to connect, with further sales call eventuating outside the platform. From the two events there were over 4,500 appointments between 260 NZ tourism operators and 312 international buyers from across the world. Which resulted in more than 140,000 minutes of talk time.

Some insights received from western market appointments, people are booking longer stays and spending more. The consideration is that there are more inclusions added to itineraries from the outset of enquiry. There has been strong and increasing interest in New Zealand and Australia following their respective border announcements, with many of these being original postponements and cancellations, with some experiencing a backlog and a shortage of availability. Although there has been strong demand being seen from Summer 22/23, some are waiting for testing requirements to be dropped before booking. There has been more demand from older generations to travel. This trend was mentioned a few times and seemed to have the highest rate of enquiry and conversion with it said the mentality, “if we don’t book and go now, then when will we”. Shortened lead time was also reported and some for bookings over winter with not all clients waiting for the spring/summer period. Most western appointments also made mention of being short staffed and looking to employ agents in the short term to help scale the demand of enquiry being received. There was also feedback on the struggle to access rates being problematic (beyond April 2023), with transparency of rates and increases being key, alongside needing the confidence that our operators have full schedules and capacity operating in time for Summer 22/23 and beyond.

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For eastern markets all appointments were mostly interested in the new product aspect due to not being able to currently send their clients to NZ. As expected, there were the same issues with a lot of staff having left the industry, but alongside the increased interest in New Zealand there has starting to be an increase in travel across Asia alongside the existing domestic travel that they are experiencing. There has been strong interest in New Zealand as a destination, especially as it is seen as a much safer destination than other destinations e.g., USA. With the DQ Trade team developing a WeChat for Queenstown Travel Trade, there was some strong interest and connection made.

2. Presentations

With respect of the content presented this varied between appointments and was notably different for markets based on those that are currently able to invest in quoting and conversion vs. those countries that are still unable to travel. Where the latter was the case there was more interest in receiving the 'new product' update. Given the 15-minute appointment slots in many instances it was hard to go through this in great depth, however, very comprehensive follow-up with links to all new product, our channels and our resources was sent post event.

We also ensured that with the attrition of industry and frontline sellers that we educated them on the available tools to share with their teams. This way we know that they can be confident selling Queenstown and kept up to date with what is new and upskill where best suited.

3. Attendees – Western and Eastern markets

Western

Distant Journeys, Holiday Vacations, Art of Travel, Go Walkabout Travel, South Pacific Journeys (formerly Aussie Travel), TCS World Travel, Goway Travel, Avanti Destinations, Alan Rogers Travel, Discover the World UK, Premier Holidays, TUI Spain, Freedom Destinations, FDM Travel, Ozeania Reisen AG, Dreamtime Travel, 1st Class Holidays, Soderhavsresor, If Only Holidays, Tourism New Zealand – United Kingdom/Germany, Journese, Southern World New Zealand, Anderson Vacations, Uniquely New Zealand Travel, Navigo Sports Tours, Tourism New Zealand – United States, Down Under Answers, Active Downunder, CloudsandSea, Me2 Travel, Australia Pacific Travelservice (BOTG), Travelhouse - Skytours (Mitch AG), Titan Travel, Tourlane, COCO Weltweit Reisen GmbH, Nouvelle Zélande Voyages & Australie Tours, DER Touristik Deutschland GmbH, Pan Pacific Travel UK, Trailfinders - Product Manager, Travelbag.

Eastern

Daybreak, General Travel ASEAN Markets, Shenzhen CEPT Int'l Travel Service Ltd, Aerotel Ltd. Corp., Shenzhen Merchants International Travel Co. Ltd, Multi Destinations Inc, Wholetour Travel Consultancy Co. Ltd, Corporate Information Travel, China Tourism Group Travel Service Co., Ltd., Doushen Meiyu, Hankyu Travel

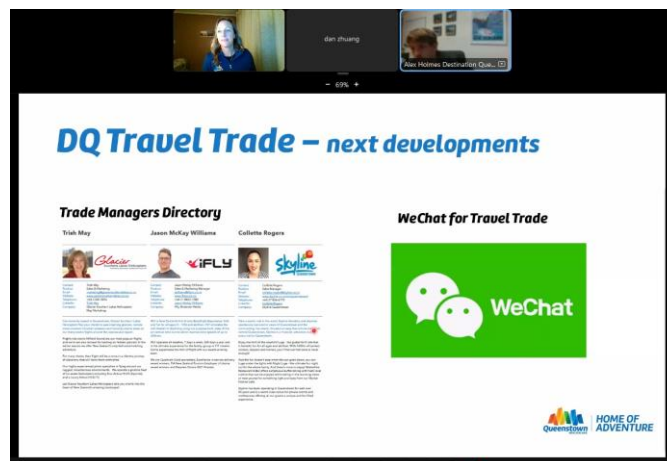
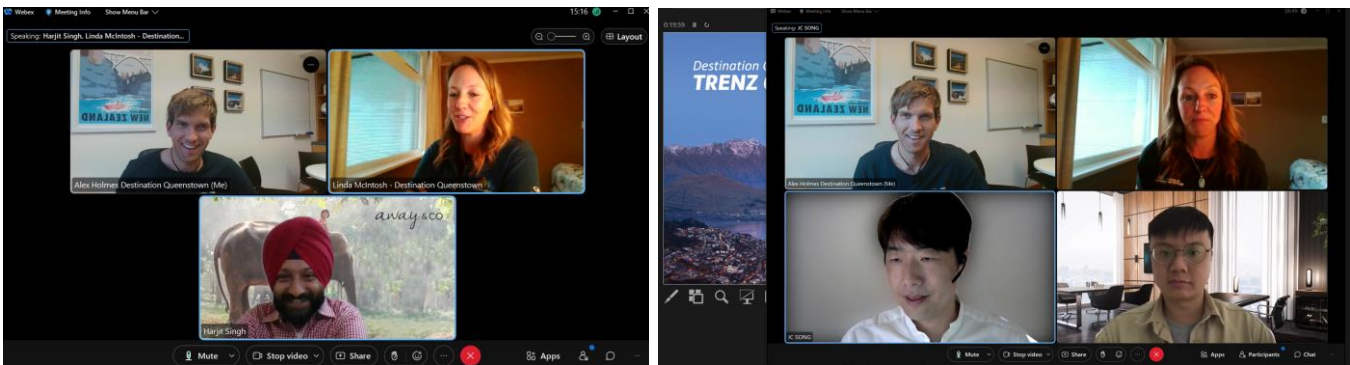
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International Co., Ltd., Lion Travel, Beijing WTS Travel Service Co. Ltd, Beijing China Travel Service, Travel Circle International Ltd, Kkday, Signature tours By Creative Travel, China Travel Service (NZ) Ltd, Touring Treasures, Hung Ta Travel (Tiger Tour) 鴻大旅行社 (老虎旅遊), WOV Travel Company Pvt Ltd, Nanhu International Travel Service Co., Ltd., China International Travel Service SZ, Formosa Tours.

4. Feedback

The DQ Trade team have been proactive with TRENZ Connect prior to the appointments and were already connected with most attendees prior to appointments being released which made for a smooth experience. TRENZ Connect have been proactive with feedback. They have stated already that through receiving informal feedback from both buyers and sellers that they have made further improvement to the platform. Our appointment schedule went without any major hitches, and we can confidently say that we connected well with international buyers. Where we were unable to meet on the platform it has opened the opportunity for us to connect outside of the event and enable further meets ups. Especially for those that had to cancel at the last minute. We encourage participation in future events to support building industry connections.



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