



*feel the  
inspiration*

# Destination Queenstown Taiwan sales trip

## Report

November 2018

**Destination Queenstown**

PO Box 353, Queenstown 9300, New Zealand

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## 1. Introduction

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Queenstown has seen steady growth for both trade and incentive business from Taiwan in last few years although the arrival number is relevant small at less than 50,000 total arrival YE. We have existing relationships with trade contacts we met at Kiwi Link China and TRENZ. DQ decided to conduct its first independent sales call since 2011 to gain more market insights and intelligence, and to support Air New Zealand's inaugural flight to Taipei in November. During this trip DQ visited six key trade partner's offices and hosted three key decision makers for lunch and dinner over two days in Taipei.

## 2. Market Background

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Taiwan market is a traditional Asian market that has relied heavily on trade channels in the past. Travel trade channels have experienced some changes, more consumers use OTAs (online travel agents) to research destinations and to book flights, hotels etc. The current arrival number is less than 50,000. Previously, travellers had to take a rather roundabout route to get to NZ, but with Air New Zealand's new direct route commencing in November 2018, this is set to change and we expect to see continued growth from Taiwan. We envisage the route to be particularly popular with VFR (visiting friends and family) customers, leisure and incentive business travellers.

Air NZ flies to Taipei up to five times a week year-round. The new service is very well received by trade partners and consumers, and is a return to the destination for NZ after a 10-years hiatus. Following on from Air NZ's recent launch of services between Taipei and New Zealand, Air New Zealand is looking to continue to build destination awareness and trade education within the market in FY18-19.

Currently Eve Air and China Airlines are two main airlines for the Taiwan market. The carriers don't have non-stop services between Taiwan and NZ. They offer flights to NZ via Australia ports.

Air NZ appointed Damien Van Eyk as the area manager. Damien has been with Air NZ for many years in Australia so he has really good understanding of the New Zealand tourism industry and Queenstown offerings. Unfortunately DQ didn't get to meet Damien and his team on this trip. Air NZ has an office in Taipei and Air NZ's Shanghai based regional marketing and brand team travel to Taipei often to support marketing and PR activities since May 2018.

Air NZ's consumer marketing programme leading to the launch of Air NZ's global - 'A Better Way to Fly' campaign in Taipei, using digital, TVC and trade partner activity. Queenstown hero images and content are included. Taiwan local team participated in Taipei ITF (International Trade Fair) on 23 November 2018.

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## Key characteristics of visitors from Taiwan

Year ended September 2014–18

Year ended September	2014	2015	Change 2016	2017	2017–18 2018	5,264	Number
<b>Total visitor arrivals</b>	<b>22,608</b>	<b>29,712</b>	<b>34,560</b>	<b>36,992</b>	<b>42,256</b>	<b>5,264</b>	<b>14.2</b>
<b>Travel purpose</b>							
Holiday	15,472	21,168	24,720	25,744	30,944	5,200	20.2
Visiting friends & relatives	3,920	4,624	5,136	5,360	5,888	528	9.9
Business	912	912	928	1,088	1,376	288	26.5
Education	496	592	672	672	688	16	2.4
Conferences & conventions	336	272	432	464	624	160	34.5

Source: Stats NZ, IVA, Sept 2018

### 3. Objectives

- To build new relationship and enhance existing relationship with trade and MICE partners.
- To gain market insights and intelligence to share with our members.
- To increase general destination & product knowledge of trade partners by conducting training sessions and workshops.
- To explore opportunities to work with our trade and MICE partners to position Queenstown as a preferred premier four season incentive destination.

### 4. Key messages

Position Queenstown as a premier four season holiday and incentive destination with great accessibility. A wide range of activities and accommodation options are suitable to all style of travellers.

### 5. Appointments

Two day key trade partners office visits and hosted lunch, dinner. Six meetings/ training sessions conducted and two hosted lunch and dinners over two days in Taipei.

Three tier one trade partners and two FIT partners and one wholesaler. Four out of six also have MICE departments and have sent incentive groups to Queenstown.

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## 6. Outcomes/ Feedback

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General feedback from this sales call;

- Air NZ non-stop services between Auckland and Taipei is very well received and trade partners hoping to engage with TNZ, Air NZ and popular regions such as Queenstown.
- All trade partners work very closely with Air NZ already, they have or in discussion with Air NZ to see how they can leverage Air NZ's marketing campaigns etc.
- Queenstown is still a very hot destination with strong consumer awareness in market.
- Most of itineraries are 10, 12 and 13 days in NZ for both North and South islands.
- There are some itineraries for South Island only.
- Majority of itineraries include Queenstown with minimum 1-2x night's stay.
- New itineraries developed to incorporate Air NZ non-stop services and visitors get spend more time in ZQN.
- Queenstown product updates achieved across all partners.
- Amway (China) was very positive in the Taiwan MICE market

## 7. Summary

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Overall this trip was very successful and productive. There was very positive feedback as DQ was the first NZ RTO to go into market after Air NZ's announcement of new non-stop services. I would recommend to visit Taiwan again in FY 18-19 with Queenstown operators as a cost effective way to provide education on Queenstown's story and products for agents.

With a high level of interest, Air NZ Area Manager Taiwan, Damien van Eyk, and the team are looking to conduct seminars in three locations (details below), targeting both Product Managers and high-end front-line consultants, including NZ based industry partners. Air NZ will manage this activity with support from TNZ.

### Event objectives:

- Increase destination and product knowledge of travel sellers
- Stimulate product development
- Retain momentum on back of high share of voice in market (consumer activity)

Whilst overall costs are being worked through, Air NZ will assist with industry trade fares, and also the event/venue management for these workshops. The event agency will assist with accommodation/ground transfer bookings with those costs the responsibility of participants. Given the size of the audience, likely approach would be presentations to small groups.

### Proposed dates and locations

- 04 March - Taipei (80 pax)
- 05 March - Taichung (50 pax)
- 06 March - Kaohsiung (75 pax)

Air NZ is yet to confirm whether this trade mission will go ahead when this report was published.

Some images from this sales trip:



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