

International Trade Marketing Report

Q3 2019–20

1 January to 31 March 2020



Market Overview & Insights

The following report outlines the key activity and results of Destination Queenstown's International Trade Marketing for Q3 (January to March) of the 2019–2020 financial year.

This report includes insights from the managers and an activity summary which includes a breakdown of tradeshow appointments, networking, update meetings and famil participants. We also report on year to date (YTD) totals for the above where appropriate.

Finally, the calendar of events outlines the activities International Trade Marketing will undertake for the upcoming financial year. It also indicates which industry partners we are working with (if any) for each event. However due to the ongoing developments relating to the COVID-19 pandemic the majority of these events are currently on hold. As event dates are announced we will list them on our website.

For additional information, the Members Area of the Destination Queenstown website houses reports from the managers on tradeshows and sales calls. Find them [here](#) to get more insights and details on specific markets and the trips we carry out.

Useful links for more industry insights see the [insights page](#) on the [members area](#) of our website.



KATE It has been a whirlwind quarter with my feet having hardly stopped running - how quickly things can change! We must try to remain positive during this uncertain time. We are here to support you where we can.

At the end of January, DQ alongside 10 operators visited Brisbane, Sydney and Melbourne for the DQ Australian Trade Roadshow. The attendance at each function was strong and the agents were positive about forward bookings especially the ski market. The product training at Infinity Travel/Flight Centre and Helloworld/Qantas Holiday were both successful. Tourism New Zealand opened each evening function making a connection between the agents and our operators.

Sophie Archibald, attended the TNZ RTO Workshop in Sydney in the first week of March. TNZ gave an update including the 'winter' and 'city breaks' campaigns, market insights resulting from recent world events pushing for Tourism Australia to release their 'Holiday Here This Year' campaign. At the time, flights from Australia to NZ were looking strong indicating Australians were still actively seeking to explore and New Zealand was seen as affordable. Furthermore, Ski wholesalers indicated bookings to Queenstown were strong due to the nervousness surrounding COVID-19 in Japan and Europe.

DQ along with 12 operators successfully delivered a US roadshow visiting four cities over five days. Activity included sales calls and an evening event hosting travel advisors and key industry partners. RSVP's were strong and beyond our initial target, however, attendance was mixed due to the escalating COVID-19 situation. The quality of the travel advisors was high with previous knowledge of New Zealand; among them TNZ Kiwi Specialist, Virtuoso and Tzell. The sales calls and training sessions were delivered in a variety of ways due to the increase of home based agents due to COVID-19 restrictions. All travel advisors acknowledged there was some uncertainty but our visit showed solidarity and they were grateful for our support. Air New Zealand's attendance and support of this roadshow was significant.

We are awaiting with much anticipation that day we can warmly welcome visitors to a place we know to be special, are incredibly fortunate to call home and love sharing; encouraging stories and connections to be made that last a lifetime.



ELLA We hope our members, your families and colleagues are safe and healthy as we navigate our way through this unprecedented COVID-19 pandemic together. The strength of tourism industry comes from our inherent way of supporting each other and how we manage the current situation will shape our industry. We understand many businesses had to make some really difficult decisions. We are here to support you and your business as well as plan ahead for our region.

The COVID-19 outbreak started at the end of January in China which couldn't be a worse time for the tourism industry in New Zealand. The Chinese New Year is one of the busiest time of the year for Queenstown. The DQ team reached out to TNZ and our airline partners to collect first-hand information for our recovery strategy and will continue to do so. As you may know China has recently lifted lockdown restriction in Wuhan and many parts of the country. There is more positive news coming every day and we are committed to sharing this with you. We are planning to host a Webinar in late April, the content will focus on a China market update and market insights. Hopefully it will be informative for you while you are working on your recovery strategies.

Due to the travel restriction and social distancing regulation, we can't meet our key trade contacts in person. Now we use different online platforms to communicate with our key trade partners across Asia. There are some really exciting opportunities coming up and we will participate a live steaming session in early April along with TNZ where we will reach more than 1200 key travel trade contacts in China.

I also want to take this opportunity to pass on the sincere gratitude from our key trade partners in Asia. They really appreciate your support through this challenging time. We look forward to show casing Queenstown with your support on the international stage again soon.

International Trade Marketing Report Activity

Trade Activity Summary

This table reflects the activity that the International Trade Marketing team has carried out from 1 January 2020 – 31 March 2020. The figures in this table are first split by geographic market then break down the sales activity that took place.

Tradeshows:

While not a traditional "tradeshow" one component of the DQ Trade Roadshows completed in Australia and the USA were product manager education sessions. In Australia 38 contacts attended these events - respectively 11 in Brisbane, 15 in Sydney and 12 in Melbourne. In the USA 22 contacts attended these across Chicago, Washington DC, New York and Los Angeles.

Networking Meeting/ Update:

The other component of the Trade Roadshows were evening sessions that industry contacts attended. Here there were Queenstown updates and product showcases from members. In Australia 231 contacts attended these events - respectively 92 attendees in Brisbane, 55 in Sydney and 84 in Melbourne. In the USA 105 contacts attended these events- respectively 32 in Chicago, 26 in Los Angeles, 34 in New York, and 13 in Washington DC.

Famils:

DQ Famil Participants reflects numbers of famil attendees that have been on a famil curated and lead by Destination Queenstown











TNZ Famil Participants reflects numbers of famil attendees that have been on a famil curated and led by Tourism New Zealand. Destination Queenstown assists Tourism New Zealand in confirming the itineraries and hosting the group on the ground where appropriate.

TNZ Famils

- Asia - a group of 7 Indonesian product managers from 6 different companies completed a 3 day famil hosted by TNZ.

DQ Famil

- Australia - Magellan famil included 5 Top Achieving agents hosted by the General Manager of Magellan Group, their National Business Manager and their Air New Zealand National Account Manager. This famil was hosted over 2 nights and 3 days and focused on high-end luxury products.
- Western - Flight Centre Canada was a Mega Famil that came to NZ with approx. 130 agents in total, that were split into 4 smaller groups visiting 4 different regions around New Zealand. This famil was hosted over 2 nights and 3 days.

	NEW ZEALAND	AUSTRALIA	WESTERN	ASIAN	Q3 19-20 TOTAL	YTD 19-20 TOTAL
						
TRADESHOW APPOINTMENT 	0	38	22	0	60	317
NETWORKING MEETING/ UPDATE 	0	231	105	0	336	638
DQ FAMIL PARTICIPANTS 	0	8	33	0	41	94
TNZ FAMIL PARTICIPANTS 	0	0	0	7	7	116

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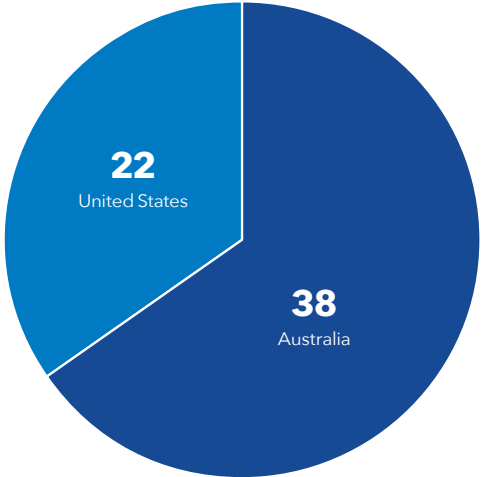
Activity



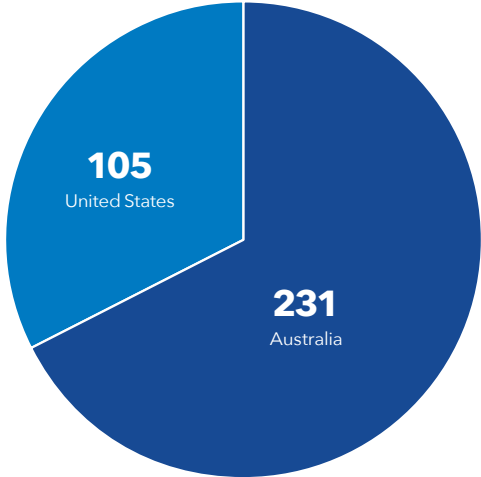
Trade Activity by Country

These charts reflect the countries from which the contact is from (tradeshow appointments, training, networking update/meeting, DQ famil participants, TNZ famil participants).

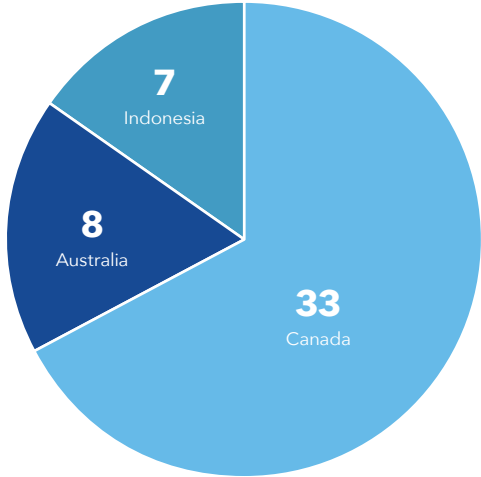
Trade Show Appointment participants
1 January – 31 March 2020
(DQ Australia Trade Roadshow and DQ USA Trade Roadshow)



Networking Participants
1 January – 31 March 2020
(DQ Australia Trade Roadshow and DQ USA Trade Roadshow)



Famil Participants
1 January – 31 March 2020
(TNZ lead and DQ lead combined)



International Trade Marketing Report

Calendar of events



Prospective Events

Due to the impact of COVID-19, all TNZ and DQ Trade Events and Activities are currently suspended.

An updated schedule will be listed on our website once new dates are announced. DQ Trade Team are in daily contact with key stakeholders in market to gather market intel. We are also in the process of confirming training sessions over video conferencing in most key markets for the April to June 2020 period. Please contact the DQ International Market Managers for any information you need.

Useful links for more industry insights

Ministry of Business, Innovation and Employment (MBIE)

[Business Events Activity Survey](#) *is an outcome of the:*

[Business Events Research Programme](#)

[International Visitor Survey](#)

[International Visitor Arrivals](#)

[Commercial Accommodation Monitor](#)

Please note this report will no longer be produced by MBIE as of September 2019

Conventions & Incentives New Zealand (CINZ)

[Industry Research & Statistics](#)

Tourism New Zealand Business Events (TNZ)

[Markets & Stats](#)

[Visitor Profile Tool](#)

TNZ also publish interesting articles
[click here](#) to view.