

# Trade Marketing Report

## Q3 2020–21

1 January - 31 March 2021



### Market Overview & Insights

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**The following report outlines the key activity and results of Destination Queenstown's Trade Marketing for Q3 (January–March) of the 2020–2021 financial year.**

This report includes insights from the managers and an activity summary which includes a breakdown of sales calls, webinars and famil participants.

This quarter sees the inclusion of a communications and campaigns section as well covering our activity in market.

Finally, the calendar of events outlines the activities the Business Development team will undertake for the upcoming financial year. It also indicates which industry partners we are working with (if any) for each event.

For additional information, the Members Area of the Destination Queenstown website houses reports from the managers on tradeshow 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.



**KIRAN** Quarter three has been all about the preparation for myself and the team this quarter. We continue to focus on building our presence in the

domestic market, as Linda explains in her managers report.

With the announcement with of Trans Tasman Quarantine Free travel we now switch gears and have been preparing full steam ahead to get into the Australian market - as I mentioned quarter three was a lot of preparation!

Coming up in Quarter four we have an Australian roadshow to Sydney and Melbourne, the TRENZ HUI in Christchurch, and four trade based famils on the ground. It will be great to be reconnecting and reigniting our relationships with key trade players in the coming months.



**LINDA** Building on our relationships with key domestic retail agents has been our focus as we continue to encourage our partners in providing travel packages to support the autumn

consumer campaign and the book layer for conversion. We managed to have 40+ travel packages on offer from our retail partners. We also entered into a JV with Flight Centre to support the family sector enticing travel for Autumn and the school holiday period coming up. Grabaseat also presented with a great opportunity to secure seats and offer travel packages that will be rolling out at the end of March. We will continue to work closely with Grabaseat to feature Queenstown in their e-DMs with enticing packages for autumn and beyond. Autumn trade training has also been sent to agents and presented in the format of a 'stream on demand' to our trade database, highlighting what's on offer and a new product update. We will continue to evolve this education style throughout the remainder of 2021. Website traffic to the travel trade section has also continued to grow so we will keep highlighting and evolve this toolbox for agents in all trade comms to further encourage engagement.

# Trade Marketing Report Activity

## Trade Activity Summary

This table reflects the activity that International Travel Marketing has carried out from 1 January 2021 – 31 March 2021. Split by market, these figures represent the country/ market the contact we have recorded sales activity with is from.

### Webinar Training










Webinars are proving to be excellent tool to educate and stay engaged with markets. This quarter we worked with General Travel and helped facilitate a webinar for their South East Asian based agents which was the only activity on the webinar front.

### Sales Calls

In New Zealand the Sales calls were with our key travel partners during a hosted weekend in Queenstown. For Australia they were with key Snow wholesalers in preparation for the winter season and potentially trans-Tasman bubble.

### Networking meeting/ Update

The update was with the senior level of one of our key travel partners in preparation for the joint venture campaign that we completed with them for winter. A total of 7 senior level and 5 agents were present.

	NEW ZEALAND	AUSTRALIA	WESTERN	EASTERN	Q120-21TOTAL	YTD 20-21TOTAL
						
<b>WEBINAR TRAINING</b> 	0	0	0	111	111	2246
<b>SALES CALLS</b> 	2	5	0	0	7	28
<b>NETWORKING MEETING / UPDATE</b> 	13	0	0	0	13	20
<b>DQ FAMIL PARTICIPANTS</b> 	0	0	0	0	0	8

# Trade Marketing Report Communication



## Autumn Trade Remarks

This breakdown explains the reach of our seasonal "Trade Remarks" newsletter/ update that goes out to industry contacts at the start of every season. We sent out our Summer Remarks in the first week of March to the New Zealand market, Australian and Rest of World Market. A link to the Autumn Remarks 2020 can be found [here](#) for New Zealand.

DQ also sent out translated "trade remarks" in simplified and traditional Chinese communications to all our contacts that indicate that they look after Chinese speaking market. Simplified Chinese communications were sent to contacts who are based in China and New Zealand and Traditional Chinese communications were sent to contacts based in Taiwan and Hong Kong.

### AUDIENCE GEOGRAPHY

### AUDIENCE RECIPIENTS

### % OPEN RATE

 <b>New Zealand</b>	<b>1088</b>	<b>28.2%</b>
 <b>Australia</b>	<b>938</b>	<b>17.6%</b>
 <b>Chinese (translated)</b>	<b>589</b>	<b>26.6%</b>
 <b>Rest of World</b>	<b>4340</b>	<b>15.7%</b>

## Online Tools & Website

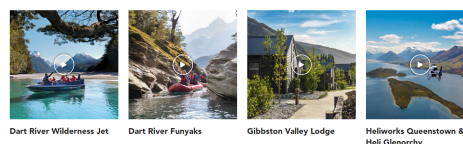
### Training Tools – Videos

Quarter 3 saw the addition of the How to Sell Queenstown training video be completed which will be an excellent tool as we reenter markets. To view the full video click [HERE](#).



The operator training video page was also create which creates a space to have individual operators training of their products which will also be a great tool for market reentry strategies. Click the link [HERE](#) to be taken to this page and if you are interested in creating a video get in contact with Linda McIntosh.

### Operator Training Videos



### Website Stats

Page Views (of [queenstownnz.co.nz/trade/](https://queenstownnz.co.nz/trade/)): 1,085

Average time on page: 2.13 minutes

# Trade Marketing Report Activity



## Calendar of Events

**TBC**  
2021

DATE TBC	AUSTRALIA VIP FAMIL (TRADE AND C&I)	AUSTRALIA	QUEENSTOWN	TRADE TRAVEL & QCB TEAM	TENTATIVE
DATE TBC	AUSTRALIA ROADSHOW (TRADE AND C&I)	AUSTRALIA	SYDNEY & MELBOURNE	TRADE TRAVEL & QCB TEAM	TENTATIVE

**MAY**  
2021

3-5 MAY	TRENZ 2021	NEW ZEALAND	CHRISTCHURCH	TRADE TRAVEL TEAM	DEFINITE
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**JUN**  
2021

2-3 JUNE	MEETINGS 2021	ALL	AUCKLAND	QCB TEAM	DEFINITE
3-5 JUNE	POST MEETINGS FAMIL	NEW ZEALAND	QUEENSTOWN	QCB TEAM	TENTATIVE
20-22 JUNE	AIR NZ QCB DOMESTIC NZ EVENT MANAGERS FAMIL	NEW ZEALAND	QUEENSTOWN	QCB TEAM	DEFINITE
22-25 JUNE	TOURISM EXPORT COUNCIL BOARD FAMIL	NEW ZEALAND	QUEENSTOWN	QCB TEAM	DEFINITE
28 JUNE-1 JULY	TNZ (WLG & AKL BASED) TRADE TEAM FAMIL	NEW ZEALAND	QUEENSTOWN	TRADE TRAVEL TEAM	DEFINITE