

Trade Marketing Report

Q4 2020-21

1 April - 30 June 2021



Market Overview & Insights

The following report outlines the key activity and results of Destination Queenstown's Trade Marketing for Q4 (April-June) 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



With the trans-Tasman bubble opening in April, the last quarter has been the busiest for the Trade Marketing team. The DQ Australia Roadshow in May and Three Famils in June were the highlights. DQ Australia Roadshow in May covered Melbourne and Sydney providing the opportunity to reconnect

with the travel trade and re-establish relationships. DQ was joined by 28 Queenstown operators and connected with 117 Product Managers & Directors from 21 companies in Melbourne and 36 companies in Sydney. The feedback from Queenstown operators is extremely encouraging, with survey results indicating that 58% of the operators were 'Extremely Satisfied' with the delivery of the DQ Australia Roadshow, 39% was 'Very Satisfied' and 3% were 'Satisfied'.

The Three famils in June were aimed at bringing our close partners up to speed with new product in Queenstown. The first, an Air NZ Australia VIP Travel Trade Famil with 10 attendees was run from 16-20 June. This famil was very successful for re-engagement and following on from our efforts in the Australian market. The second famil was the Tourism Export Council (TEC) NZ Board with 12 attendees run from 22 to 25 June. And, the third famil was the Tourism New Zealand Trade/Projects team with 15 attendees run from 28 to 30 June.

The summary of the annual activity delivered in the Trade Marketing area is encouraging considering the reduction in resources within DQ's Trade Marketing team. Our focus in the past year has been to optimise immediate returns for our members from markets that are online (New Zealand for the full year and Australia for the last Quarter) while keeping the Queenstown brand alive within the distribution channel in long haul markets with our enhanced communication strategy and with remote training sessions.

LINDA



Q4 has been jam-packed with trade activity! This quarter started off with the Mountain Travel Symposium in April connecting with mostly US and Canadian agents. This particular trade show was represented by Renata West of Pacific Storytelling for DQ given Ren is based in the US to maximise appointment efficiency for the time difference.

We also attended the TRENZ Hui in May in Christchurch which provided a great opportunity for the NZ travel industry to come together. Recently we also started a Facebook group for Queenstown Travel Sellers. We will use this tool to share news relevant to trade, and encourage sign-up through all trade communications and industry trainings.

Then came the DQ Australia Roadshow in May that visited Melbourne and Sydney.

We also reengaged with our domestic retail partners to encourage them to leverage the DQ winter consumer campaign. Loaded online was 19 Travel packages provided by First Travel Group, House of Travel, Flight Centre and NZ4Discovery that supported the book/conversion layer of the campaign that fitted the winter theme.

DQ with TNZ was also invited to participate in two online events. The first, a virtual road trip that was in collaboration with Lake Wanaka Tourism. We had 178 registrants and delivered training to 104 agents on the day. The second event was a new initiative from TNZ for the Australian market. A virtual travel expo that also helped engagement with travel sellers. Feedback was interesting and there were a few learnings from this particular event format and event platform. We decided to run two training sessions in the allocated time and as a result connected with 50 travel sellers.

Market Overview & Insights

...Continued from page 1.

LINDA

Rounding off Q4 were 3 famils run back to back in June. All famils had a focus to connect our industry partners with new products. For the first time, we also built into the itinerary a network session that enabled Queenstown operators to meet with all the famil participants. These sessions will now be a regular inclusion of all subsequent trade famils. Especially as they were greatly received by both participant and operator that provided additional value to the overall itinerary.

Trade Marketing Report Activity

Trade Activity Quarter 4 Summary

This table reflects the activity that International Travel Marketing has carried out from 1 April 2021–30 June 2021. Split by market, these figures represent the country/market the contact we have recorded sales activity with is from.

Webinar Training

Webinar demand for webinar training continues with this quarter 218 Australian Webinars taking place. One was for TravelManagers Australia which had 47 attendees present and the other was through Tourism New Zealand's "Virtual Training Roadshow" which had 171 registrations.

Sales Calls

While in Australia Linda caught up with a variety of different trade contacts. In total she saw a total of 5 contacts in 3 organisations.

Tradeshow Appointments












The Mountain Travel Symposium which was held in April connected us through virtual appointments with mostly US and Canadian agents. In total 20 appointments were held by a DQ representative, Ren West, who is US based to maximise the US time zones.

Networking Meeting/Update

There was a massive 167 "networking/update" opportunities take place in the last quarter. These were mostly from the Destination Queenstown Australian roadshow where we connected with 117 contacts from 57 different organisations along side 28 of our fantastic Queenstown Operators. The rest came from the TNZ Australian Virtual Trade Expo.

DQ Famil Participants

This quarter the Trade team hosted 37 famil participants across three different famils. These famils included the Air NZ Australia VIP Trade Famil with 10 attendees 17-20 June. The second famil was the TECNZ Board with 12 attendees 22-25 June. And, the third famil was the Tourism New Zealand trade/projects team with 15 attendees 28-30 June.

	NEW ZEALAND	AUSTRALIA	WESTERN	EASTERN	Q4 20-21 TOTAL	YTD 20-21 TOTAL
						
						
						
						
						
						
WEBINAR TRAINING 	0	218	0	0	218	2464
SALES CALLS 	0	2	0	0	2	30
TRADE SHOW APPOINTMENT 	0	3	17	0	20	20
NETWORKING MEETING / UPDATE 	0	167	0	0	167	174
DQ FAMIL PARTICIPANTS 	27	10	0	0	37	45

Trade Marketing Report Activity

Trade Activity Annual Summary

Webinar Training

Majority of training not surprisingly has been centered around New Zealand based Agents. This started with a series of Destination Queenstown run webinars as well as various opportunities provided through our travel trade partners including training opportunities with Infinity Holidays, Flight Centre, Travel Managers and Tourism New Zealand including other opportunities in various markets, ANZCRO, Travel Plan, Southern World & General Travel.

Sales Calls

In order to build our relationships and presence with key domestic trade partners the team made two trips to Auckland to connect face to face. The team met with the likes of Flight Centre, House of Travel, and China Travel Services all of who completed JV work with DQ.

Tradeshaw Appointments

Tradeshaw appointments were a lot lower then pre-covid times purely due to the fact that there were less formal "tradeshaws" taking place and no off-shore travel to long-haul markets. The appointments we had this year were generated from the Mountain Travel Symposium online event. Read the report [HERE](#).

Networking Meeting/Update












Majority of the Meeting/ Updates occurred at the Australian Roadshow and various catch ups with the domestic market when key people came down to Queenstown for self-led famils or personal holidays.

DQ Famil Participants

The Trade Team held a total of four famils this year and hosted a total of 45 key industry contacts. The four famils were the Domestic Trade Partners Famil, the Australian VIP Famil, The Tourism Export Council Board Famil and the Tourism New Zealand Trade and IMP famil.

Domestic Trade Partners and Seasonal Campaigns

Over the past year DQ has worked with key domestic retail partners to encourage seasonal packages that support the book/conversion layer of each campaign. This has resulted in good engagement and in summary has seen provided by our retail partners - summer 2020 with 43, autumn 2021 with 42 and winter 2021 with 35 packages under the travel packages section of the DQ website.

	NEW ZEALAND	AUSTRALIA	WESTERN	EASTERN	YTD 20-21 TOTAL
					
	1692	279	59	401	2464
	21	9	0	0	30
	0	3	17	0	33
	17	170	0	0	187
	35	10	0	0	45
	0	3	0	0	3

Trade Marketing Report Communication



Winter 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 Winter Remarks in the first week of June to the New Zealand market, Australian and Rest of World Market. A link to the Winter 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.

AUDIENCE GEOGRAPHY	AUDIENCE RECIPIENTS	% OPEN RATE
New Zealand	1067	29.3%
Australia	942	24.6%
Chinese (translated)	523	13.4%
Rest of World	4045	15.5%

Facebook Group

This quarter also saw the introduction of a Closed Queenstown Travel Sellers Facebook which has become another more casual and timely way of communicating with highly engaged travel sellers from around the world.

QUEENSTOWN TRAVEL SELLERS
CLOSED GROUP MEMBER COUNT:

113 MEMBERS

Online Training Tools & Website

Online Training Tools

Stream On Demand Seasonal Update

The DQ Trade team continues to build out our online training tools and quarter 4 saw the addition of our very first "stream on demand" training webinar. This video aimed to get viewers out around the basin with us on location and also provided a comprehensive new product update. This went out to our database as a dedicated communication. To view the autumn video click [here](#).

AUTUMN
VIDEO VIEWS
281
COMPLETIONS



Operator Training Video

The operator training video page was also created which enables a space for operators to train agents with products. This idea 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



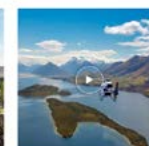
Dart River Wilderness Jet



Dart River Funyaks



Gibbston Valley Lodge



Heliworks Queenstown & Heli Glenorchy

Website Visitation

PAGE VIEWS



OF QUEENSTOWNNZ.CO.NZ/TRADE 1,661

PAGE VIEWS



OF QUEENSTOWNNZ.CO.NZ/TRADE/TRADE-TOOLKIT 297

CLICKS ON TRADE TRAINING RESOURCE CONTENT



LINKS CLICKED FOR EITHER DOWNLOAD
OR VIEWING OF CONTENT ON YOUTUBE 275

AVERAGE TIME ON PAGE



ON /TRADE PAGE 2:23

Trade Marketing Report In Market Activity



Australian QCB/ Trade Marketing Roadshow

The Destination Queenstown Australia Roadshow visited both Melbourne and Sydney in May 2021 with 28 Queenstown operators in attendance. This provided a great opportunity for Queenstown operators to reconnect with key-trade contacts in market now that the Quarantine Free Travel Arrangement has been established with NZ.

Getting into market within 5 weeks of the trans-Tasman bubble opening, has provided us the opportunity to re-establish Queenstown as the premier four-season international destination for the Australian outbound market. The roadshow was also well timed following the launch of DQ's Queenstown - Home of Adventure Campaign that started in Australia on April 19 and leading up to the Ski season when visitation from Australia peaks.

Dates:

Tuesday, 18 May 12.30-2.30pm - Melbourne

Thursday, 20 May 12.30-2.30pm - Sydney

The format for the trade component of the event was a casual 2-hour session, that started with an introduction by Kiran Nambiar, Business Development Director followed by an address from our Mayor Jim Boulton. The Queenstown, Home of Adventure video was also played for the group. Following was a casual lunch where our trade partners remained seated, and our Queenstown operators made use of moving around the room for the remainder of the duration with the intent to connect with all relevant trade partners. All key-trade contacts were provided with an e-book Supplier Directory, this can be viewed [here](#).



Companies in attendance:

Melbourne

32 senior management attendees from 21 companies including:

Abercrombie & Kent, APT, Australia Expat Travel, Backpacker Deals & Travello, Expedia Group, Express Travel Group, Goldman Group, GOLFSselect, Grand Pacific Tours, Intrepid Group, Luxury Escapes, Magellan Travel, Melbourne Airport, Mogul Ski World, Once Upon a Trip, Qantas/Jetstar Hotels & Holidays, The Fabulous Travel Consultants, The Outdoor Traveller & Expedition Voyager, Travel Managers Australia, Turtle Down Under, Webjet Exclusives.

Sydney

54 senior management attendees from 36 companies including:

Sydney AAT Kings, Abercrombie & Kent, Agoda International, ANSWIRS Reservations, ANZCRO, Backroads Australia & New Zealand, Collette, EF Cultural Tours GmbH, Expedia Group, Experience Oz, Flight Centre Travel Group, GetYourGuide, Globus, Globus family of brands, Goldman Group, GOWAY TRAVEL, Grand Circle Corporation, Great Tour Experiences Pty Ltd, Hero, KAYAK/Hotels Combined, Klook, Liquid Snow Tours, Magellan Travel/ Helloworld Travel, Play Travel by Afterpay, Powell Consultants, Scenic, Skimax, Snowscene, The Big Red Group, Tour East Australia, Travel Managers Australia, Travelplan, Travlr Group, TUI Musement, Viator, Virtuoso

Trade Marketing Report Fam! Activity



Trade Marketing Famils – June 2021

Destination Queenstown hosted 37 trade participants across 3 trade famils in June to close the quarter.

Each famil was run on the provision of re-connecting our industry partners with operators and suppliers in Queenstown, especially highlighting new product in the region. Each famil was successfully run and all included a networking session that enabled a broader audience of operators to connect with the attendees that may not have featured in the itinerary. In particular for the Australia VIP Trade Famil, we also included a videographer to film the highlights so that we could then use this particular medium to further highlight and authenticate the experience to share with our global trade partners and industry. You can view the short 3-minute highlights video [here](#).

Australia VIP Trade Famil 16–20 June, 10 attendees

Nick Guthrey, Managing Director – ANZCRO; Jacinda Passeri, Supplier Relations Manager – Experience Oz; Clinton Hearne, Head of Marketing Australia – Flight Centre; Matt Leedham, Founder & Editor in Chief – KarryOn; Kimberly Tallon, Premium Product Delivery – Travel Associates; Alex Scott, National Sales Engagement Manager, Air New Zealand – HOST; Nicole Hague, General Manager Supplier Partnerships – CT Partners; Danielle Gorman, Lead Business Development Manager ANZ – Expedia; Sean Harrigan, Head of Sales and Marketing – Travel Daily; Tania Myles, Marketing Manager – TravelManagers

TECNZ Board 22–25 June, 12 attendees

Adele Marsden, Director - NZ Educational Tours; Anna Black, Executive Director - General Travel; Brendan Davies, Director of International & Corporate Sales - Millennium Hotels & Resorts; Geoff Yee, Managing Director – GSN Pacific; Jake Downing, Head of Tourism – Weta Workshop; John Gregory, Director - Terra Nova Tours; Lynda Keene, CEO – Tourism Export Council; Mark Badland, Managing Director – Pacific Destinations; Scott Mehrtens, Managing Director – Leisure Time Tours & Travel; Tim Reid, General Manager & Director – Southern World; Wendy Van Lieshout, CEO – Active Adventures; Ben Thornton, Managing Director – Bush and Beach, Zac Watson, Product Development Manager – Auckland Unlimited

TNZ Trade & Projects Team 28–30 June, 15 attendees

Dani Benjamin, Digital Projects Specialist; Anita Briggs, Projects Specialist; Shona Cobham, Trade Content Specialist; William Coxhead, Premium & Partnerships Specialist; Julie Coyne, Digital Content & Delivery Manager; Faith Dennis, Trade Content Specialist; Lily Douglas, Trade Content Specialist; Pauline Dwight, Premium & Partnerships Manager, Takahide Nakazawa, Events and Projects Specialist; Whitney Talbot, Experience New Zealand Manager; Katherine MacGregor, Government Partnerships Manager; Tansy Tompkins, Global Manager Trade Marketing; Lin Deng, Projects Specialist; Kim McVicker, Trade Marketing Executive Los Angeles; Salina Sos, Projects Specialist



Trade Marketing Report Activity



Calendar of Events

JUL 2021	28 JULY	TNZ BUSINESS EVENTS PLANNING MEETING	WELLINGTON	QCB TEAM
	AUGUST	DESTINATION ROTORUA & DQ LIVE STREAM US AGENT TRAINING	VIRTUAL	TRADE TEAM
AUG 2021	2-4 AUGUST	TOURISM EXPORT COUNCIL CONFERENCE	NEW PLYMOUTH	TRADE TEAM
	24 AUGUST	CHRISTCHURCH BUREAU & TE PAE PLANNING MEETING	CHRISTCHURCH	QCB TEAM
	ONGOING AUGUST	KARRYON AUSTRALIA TRAVEL TRADE CAMPAIGN	AUSTRALIA	TRADE TEAM
SEP 2021	TBC LAUNCH SEPTEMBER	QCB AUSTRALIA MARKETING CAMPAIGN	AUSTRALIA	QCB TEAM
	LAUNCH 1 SEPTEMBER	TRENZ CONNECT GOES LIVE	ONLINE	TRADE TEAM
	SEPTEMBER	QCB & TRADE EDM SPRING REMARKS COMMUNICATIONS SENT OUT	ONLINE	QCB & TRADE TEAM
	25 SEPTEMBER	QCB AUCTION SPONSORSHIP NZ GROCERY BALL	AUCKLAND	QCB TEAM
OCT 2021	7-10 OCTOBER	F2T AUSTRALIA INCENTIVE FAMIL	AUSTRALIA	QCB TEAM
	11-13 OCTOBER	BEIA CONFERENCE	NEW ZEALAND	QCB TEAM
	19-21 OCTOBER	RTNZ	AUCKLAND	TRADE TEAM
	21 OCTOBER	EA INC AUCKLAND EVENT	AUCKLAND	QCB TEAM
	OCTOBER	TRADE STREAM ON DEMAND SPRING TRAINING SENT OUT	ONLINE	TRADE TEAM
	OCTOBER	AIR NZ & DQ AUSTRALIA SKI & WHOLESALE FAMIL	QUEENSTOWN	TRADE TEAM
DEC 2021	DECEMBER	TECNZ CHRISTMAS SYMPOSIUM	AUCKLAND	TRADE TEAM
	DECEMBER	QCB & TRADE EDM SUMMER REMARKS COMMUNICATIONS SENT OUT	ONLINE	QCB & TRADE TEAM
	DECEMBER	TRADE STREAM ON DEMAND SUMMER TRAINING SENT OUT	ONLINE	TRADE TEAM
	DECEMBER	PCOA CONFERENCE, HOBART	HOBART	QCB TEAM
	DECEMBER	AIR NZ AUSTRALIA C&I FAMIL	QUEENSTOWN	QCB TEAM
FEB 2022	FEBRUARY	AIME MELBOURNE	MELBOURNE	QCB TEAM
MAR 2022	MARCH	QCB AIR NZ DOMESTIC FAMIL	QUEENSTOWN	QCB TEAM
	MARCH	QCB & TRADE EDM AUTUMN REMARKS COMMUNICATIONS SENT OUT	QUEENSTOWN	QCB & TRADE TEAM
	MARCH	TNZ REGIONAL SHOWCASE	QUEENSTOWN	TRADE TEAM
	MARCH	CIAL KIA ORA SOUTH CHINESE AGENT TRAINING	QUEENSTOWN	TRADE TEAM
APR 2022	APRIL	IBTM SINGAPORE	SINGAPORE	QCB TEAM
	APRIL	TRADE STREAM ON DEMAND AUTUMN TRAINING SENT OUT	ONLINE	TRADE TEAM

Trade Marketing Report Activity



Calendar of Events

JUN 2022

JUNE	QCB AIR NZ DOMESTIC FAMIL	QUEENSTOWN	QCB TEAM
JUNE	QCB & TRADE EDM WINTER REMARKS COMMUNICATIONS SENT OUT	ONLINE	QCB & TRADE TEAM
15-16 JUNE	MEETINGS 2022	CHRISTCHURCH	QCB TEAM
JUNE	AUSTRALIA PRE/POST MEETINGS 2022 FAMIL	QUEENSTOWN	QCB TEAM
JUNE	AUSTRALIA DIRECT SELLING ASSOCIATION CONFERENCE (BEIA)	AUSTRALIA	QCB TEAM