

KIA ORA WELCOME



**WELCOME TO DESTINATION
QUEENSTOWN MEMBERSHIP,
WE ARE EXCITED TO WORK
WITH YOU, SUPPORTING
YOUR BUSINESS TO THRIVE.**

Please take time to read this document to understand how best to leverage your DQ membership via listings on www.queenstownNZ.co.nz and opportunities to work with our consumer marketing, communications and business development teams.

ABOUT DQ

INTRODUCTION

Destination Queenstown (DQ) is the Regional Tourism Organisation (RTO) responsible for the destination marketing of Queenstown and is a partner in the delivery of the region's destination management plan, Travel to a Thriving Future. The plan focuses on regenerative tourism by 2030 and is a partnership between DQ, Queenstown Lakes District Council (QLDC) and Lake Wānaka Tourism (LWT).

The organisation acts as the guardian of Queenstown's destination values and is a membership-based Incorporated Society governed by a sector-represented Board of Directors. DQ provides industry leadership and a coordinated focus for visitor economy related activities, working towards the region's ambition of regenerative tourism by 2030. DQ is a neutral visitor economy contact point, working with local businesses, the community and industry. Together, the Queenstown Lakes District is rethinking how the visitor economy works and how it can deliver social, cultural, economic and environmental benefits through tourism that also provides exceptional visitor experiences.

DQ and LWT work together through a shared services partnership to improve efficiency and outcomes, while maintaining the unique identities of the Queenstown and Wānaka destination brands. This partnership makes the most of opportunities, achieves cost savings, and optimises the use of resources. It also supports regional collaboration across both traditional marketing activities and Destination Management Plan projects.

VISION

Tourism in the Queenstown Lakes is regenerative and resilient, delivering benefits environmentally, socially, culturally and economically, enriching the lives of the people who live here and the people who visit.

PURPOSE

Improving local and visitor wellbeing and experience, forging connections between people and places and enabling healthy ecosystems, so that the district becomes known as a leading example of how travel creates a thriving future.

Learn more about Regenerative Tourism in Queenstown Lakes' [here](#).



Queenstown
NEW ZEALAND

IMPORTANT INFORMATION

DQ EXTRANET

The DQ Extranet is where members manage content on the official queenstownNZ.co.nz website - and if applicable respond to Queenstown Convention Bureau (QCB) RFPs - this includes product listings, events and special offers.

HOW TO LOGIN

Use the login details from the automated email provided when membership is confirmed to access the DQ Extranet. If there are any login issues, please contact Member Services (reception@queenstownNZ.nz) for support.

[Click here to log in](#)

You will be taken to the *Home* page.

Under the *Partner Bulletins* tab, there are useful guides for using the DQ Extranet.

LISTINGS

Through the *Collateral* tab you can find a 'listings' option, where product listing are created. Make sure to read the field descriptions and pay attention to the image specifications crop to ensure your imagery is optimised for viewers across all desktop and mobile devices.

EVENTS AND SPECIAL OFFERS

Events and special product offers can also be created to display on queenstownNZ.nz. Please remember that all listings and events require a logo and an image, while offers require one image.

WHAT HAPPENS NEXT

When you create or update a listing, event or offer, Member Services will be notified to review and approve it before it goes live on the website. This process may take up to 24 hours. Please note that approvals are not processed over weekends.

For a useful guide refer to the [Listing Portal User Guide](#) which is found under *Partner Bulletins*.

DQ MEMBER HUB

The [online Member Hub](#) houses a wealth of content including business capability workshops and events, data and insights resources, DQ annual plans and activity reporting. The DQ Member Hub is accessed with your DQ Extranet login details. All members of your team can have a login to access the Member Hub.

DQ VISUAL LIBRARY

You have full access to the [Destination Queenstown Visual Library](#). In here you will find free, downloadable visual resources to help tell the Queenstown story. Please note this requires a separate registration to your member extranet profile. The Destination Queenstown logo can be downloaded [here](#).

STAY UP TO DATE AND IN THE KNOW

We like to keep our members up to date with the latest developments and news within Queenstown and send out regular communications including Fortnightly Remarks, Special Remarks, Data & Insights and Member Capability opportunities.

[Sign up to the DQ Newsletters here](#)

Another great way to hear about what is going on in our local community is to sign up to the [Destination Queenstown RTO Members LinkedIn group](#).

WHY NOT COME MEET US?

A great way to inform the DQ team about your business and learn about how we can support you, is come by and provide a product update. Email [Member Services](#) to arrange a time.

Alternatively, if you feel your product would benefit from having the team experience it or see it in person, we can arrange to visit you.

CONTACT US

If you have any questions, please don't hesitate to get in touch — we're happy to help. Your main point of contact is Member Services at info@queenstown-wanaka.nz or by phone on 03 441 0700.

If you need to reach a team member directly you can find their contact information on the [About Us](#) webpage.

HOW WE CAN HELP YOU

DQ has different departments working to support your business. Read more about the DQ team [here](#).

CONSUMER MARKETING

The Consumer Marketing team looks after the Queenstown brand and the activity that connects directly with our potential visitors. That involves creating marketing campaigns, producing content including videos and photography, overseeing our website and social media channels. They support all DQ departments by creating collateral and branded materials to ensure our brand is well represented at every touchpoint. [Learn more](#).

COMMUNICATIONS AND MEDIA

The Communications and Media team promote Queenstown to NZ and the world through PR and hosted media opportunities in local, national, and international media (broadcast, radio, print and online), using media as a vehicle to position Queenstown as a regenerative tourism destination, championing the local industry's carbon zero by 2030 goal. The team also looks after DQ member communications, keeping members and the wider Queenstown community up to date with what DQ is doing and opportunities for their businesses. [Learn more](#).

TRADE

The Trade team are responsible for positioning Queenstown as the Southern Hemispheres premier four-season lake and alpine resort through travel trade channels including inbound tour operators, wholesalers, online travel agents (OTA's), travel agents and industry partners such as Tourism New Zealand and our airlines. The team provides training and education of channel partners to improve understanding of the region's regenerative tourism strategy and of Queenstown products. [Learn more](#).

QUEENSTOWN CONVENTION BUREAU (QCB)

The QCB team are focused on attracting business events and incentive interest to the destination, which aligns with the regenerative tourism strategy. The team assists conference and incentive organisers considering Queenstown as a destination with sourcing rates, availability and providing all relevant options for the various components of their event. We provide opportunities for our members to pitch for business via leads, referrals, and introductions. QCB also instigates and manages famils, trade shows and joint ventures with key industry partners which our members can be involved in. [Learn more](#).

DATA AND INSIGHTS

The Data and Insights function at DQ provides support to enable DQ to be data and insights led. It is responsible for qualitative and quantitative data interpretation and research gathering across the organisation, providing key insights that can be used to support strategic decision making and inform organisation and member activity. [Learn more](#).

DESTINATION MANAGEMENT

The Sustainability, Stewardship and Community Fund team drives the implementation and delivery of the region's [Destination Management Plan \(DMP\)](#). The team are available to support businesses to get involved in DMP projects. They provide free sustainability consultations for your business, offer a free Cogo Vistr carbon manager tool, host monthly sustainable coffee catchups, and support the integration of Love Wānaka in your business. [Learn more](#).

CAPABILITY BUILDING EVENTS

DQ hold regular member capability events, workshops and seminars run throughout the year, specifically focusing on building capability and knowledge. Head to our [Member Events](#) page to see what's coming up.

MEMBER EVENTS

Another great benefit of membership are Member Updates held throughout the year including our AGM. These updates allow DQ to keep members up to date with market developments in the region and outline the work our team is undertaking. Head to our [Member Events](#) page to see what's coming up.

MEMBER CHECKLIST

- ✓ Logged into [DQ Extranet](#)
- ✓ Product listing created
- ✓ Signed up to [Member Newsletters](#)
- ✓ Sent the Member Newsletter link onto other team members to sign up
- ✓ Followed the DQ [LinkedIn](#) page
- ✓ Sent high quality product imagery to [DQ](#)
- ✓ Checked out the [Member Hub](#)
- ✓ Checked out the [upcoming member events](#)
- ✓ [Booked a time](#) to meet the team
- ✓ Got in touch to learn about [Love Queenstown](#) and how your business can support environmental action

