

# Kia ora Welcome



**Welcome to Lake Wānaka Tourism (LWT) 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 LWT membership via listings on [www.wanaka.co.nz](http://www.wanaka.co.nz) and opportunities to work with our consumer marketing, communications and business development teams.





# About LWT

## Introduction

Lake Wānaka Tourism (LWT) is the Regional Tourism Organisation (RTO) responsible for the destination marketing of Wānaka 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 LWT, Destination Queenstown (DQ), and Queenstown Lakes District Council (QLDC).

The organisation acts as guardian of Wānaka's destination values and operates as a membership based incorporated society, governed by a board of directors representing its members. LWT provides industry leadership and a coordinated focus for visitor economy related activities, working towards the region's ambition of regenerative tourism by 2030. LWT 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.

LWT and DQ 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](#).**

# Important Information

## Listing on the LWT Website

Members are responsible for creating and managing their listing on the official [wanaka.co.nz](http://wanaka.co.nz) website. Please create a login for the listing portal [here](#) and begin setting up your business listing. You can also add special offers to your listing.

Make sure to read the field descriptions carefully and follow the image cropping guidelines to ensure your visuals are optimised for viewing on both desktop and mobile devices. Please refer to the listing user guide for key information, including image dimensions.

## Event Listings

Events can also be listed on [wanaka.co.nz](http://wanaka.co.nz). Anyone in the community is welcome to submit their event here. Please ensure the summary is no longer than 200 characters, and that the description clearly states the location and time. You may include up to four images per event listing.

## 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.

## LWT Member Hub

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

## LWT Visual Library

You have full access to the [Lake Wānaka Tourism Visual Library](#). In here you will find free, downloadable visual resources to help tell the Wānaka story. Please note this requires a separate registration to your member extranet profile. The Lake Wānaka Tourism 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 Wānaka and Queenstown by sending out regular communications including Fortnightly Remarks Special Remarks, Data & Insights and Member Capability opportunities.

[Sign up to the LWT Newsletters on this page](#). You will need to scroll to the bottom of the page to subscribe.

## Wānaka isite

The Wānaka i-SITE is a separate entity owned by LWT. It offers businesses the opportunity to advertise in-store. This provides a valuable chance to promote your business directly to Wānaka locals, as well as to domestic and international visitors. If you are interested in advertising with the Wānaka i-SITE, please complete the [linked form](#) and send it to the i-SITE team.

## Why not come meet us?

A great way to inform the 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.

## 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](mailto: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.

**Learn more about Lake Wānaka Tourism [here](#).**

# How we can help you

**LWT has different departments working to support your business.**

## Consumer Marketing

The Consumer Marketing team looks after the Wānaka 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 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 Wānaka 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 Wānaka as a regenerative tourism destination, championing the local industry's carbon zero by 2030 goal. The team also looks after member communications, keeping members and the wider community up to date with what LWT is doing and opportunities for their businesses. [Learn more.](#)

## Trade

The Trade team are responsible for positioning Wānaka 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 Wānaka products. [Learn more.](#)

## Business Events

The QCB team are focused on attracting business events and incentive interest to the destination. The team assists conference and incentive organisers considering Wānaka as a destination with sourcing rates, availability and providing options for the various components of their event. QCB provides opportunities for 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.](#)

## 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

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

## Data and Insights

The Data and Insights function supports members and team to be data-led, managing qualitative and quantitative research and interpretation to deliver insights that inform strategy, decisions, and activities. [Learn more.](#)

## Member Events

Another great benefit of membership are Member Updates held throughout the year including our AGM. These updates allow LWT 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 the [listing portal](#)
- » Product listing created
- » Signed up to [Member Newsletters](#)
- » Sent the Member Newsletter link onto the rest of your team to sign up
- » Sent high quality imagery to [LWT](#)
- » Checked out the [LWT Member Hub](#)
- » Checked out the [upcoming member events](#)
- » Booked a time to meet the team
- » Got in touch to learn about [Love Wānaka](#) and how your business can support environmental action