**The countdown to spring is on with new Queenstown campaign**

**Queenstown, New Zealand (Wednesday July 20, 2016)** Today, Destination Queenstown kicks off the “Countdown to Spring”, a new campaign designed to entice Australian travellers to New Zealand’s favourite visitor destination this spring.

Designed to show that Queenstown is a unique destination in which to enjoy the best of spring, the new campaign encourages Australians to explore, discover and plan a trip to the lake and alpine resort, just a three hour flight from Sydney, Melbourne, Brisbane and the Gold Coast.

Destination Queenstown chief executive Graham Budd says the stunning Southern Hemisphere destination has even more to offer in spring, where longer sunshine hours mean visitors can pack more activities into each day, and night.

“Spring in Queenstown is a season like no other with bluebird days, a range of ski areas offering great terrain, combined with adventure activities and a vibrant atmosphere perfect for après ski.

“This mobile-led campaign allows us to reach and retarget our Australian audience with relevant messaging, helping them interact with all that Queenstown has to offer, and inspiring them to come and experience it in September,” he says.

Using the Facebook Canvas platform, the campaign layers a visual story over an easy-to-use experience. Consumers can follow striking imagery and engaging video to learn more about Queenstown.

The campaign theme, “Countdown to Spring” is echoed across unique, bite-sized films showcasing the premium spring destination’s offerings through the eyes of Australians dreaming of being there, as their mundane reality swiftly segues into an exhilarating experience in vibrant Queenstown.

To view the campaign, and for more information about Queenstown as a travel destination, visit <http://www.queenstownnz.co.nz/information/winter-sports/>

**ENDS**

**Credits**

Creative: One Green Bean

Digital build & implementation: One Green Bean

Production company: Engine

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**About Destination Queenstown**

Destination Queenstown is the regional tourism organisation responsible for the marketing of Queenstown as the Southern Hemisphere's premier four season lake and alpine resort.

**About Queenstown**

Queenstown is an international four-season destination located in New Zealand’s stunning southern lakes region

The winter ski months run from June through to early October, with great conditions in September

Queenstown has an international airport, making global connectivity easy. There are daily domestic flights from Auckland, Wellington and Christchurch and daily trans-Tasman flights from the East Coast of Australia.