



Destination Queenstown Membership Benefits

Website www.queenstown-nz.co.nz (more than 55,000 visits per month)

- Free listing of your product including a 100 word description, contact details and website links



Queenstown, New Zealand logo

- We encourage the use of the above Queenstown New Zealand logo to be used as a link back to <http://www.queenstown-nz.co.nz/>

Queenstown & Southern Lakes Product Directory and Meeting & Incentive Planner

- The opportunity to advertise in the directory of which 14,000 copies are printed and widely distributed to a targeted database of domestic and international travel trade and C&I contacts. Also downloadable from the website.

Destination Queenstown resources

- The use of Queenstown's motivational DVD, high resolution images library, instands, product directories and generic brochures for promotion

Media and Communications

- The opportunity to be included in itineraries for international media through Tourism New Zealand's International Media Programme (IMP) and other targeted visiting media
- On database for Fortnightly Remarks e-newsletters from DQ with specific information and opportunities relevant to local tourism community
- The opportunity to receive DQ press releases
- Access to the monthly Commercial Accommodation Monitor (CAM) visitor statistics – also posted on our website

Travel Trade

- The opportunity to be included in itineraries for visiting international travel wholesalers and travel agents
- The inclusion of your new product or product updates the quarterly Trade Remarks e-newsletters to over 6,000 travel trade and media contacts around the world

Queenstown Convention Bureau (QCB)

The QCB facilitates and co-ordinates international and national enquiries for the Convention and Incentive (C&I) sector and offers: -

- Opportunity to have access to leads where appropriate
- Opportunity to be included in site inspections and familiarisation of C&I prospects
- Participation in joint venture activities i.e. QCB roadshows, Conference & Incentive (C&I) networking functions
- Will receive regular newsletter updates from the QCB if requested – including market reports and leads from tradeshows and Bureau promotions
- Opportunity to participate in bids for potential conferences
- C&I media promotion of product where relevant i.e. in MICE.net, Meeting Newz, CIM etc
- Opportunity to access trade contact database where appropriate, at the discretion of the Bureau
- Opportunity to advertise in the Venues and Conference section of the Product Directory

Australian roadshows and international trade shows and consumer shows

- The opportunity to attend Queenstown Roadshows run annually in the Australian market.
- Opportunity to co-represent with DQ at international trade shows and consumer shows.
- Trade show representatives (DQ staff) have knowledge of your product

Board/Administration

- Right to vote at AGM's, SGM's and the right to stand for the Destination Queenstown board

Events, Festivals, Sponsorship

- On database for regional, national and international destination event hosting and event trade contacts
- Promotion of your event through national subscriptions and publications e.g. Events page of DQ Website, Events Update
- Event and Sponsorship liaison
- Event Calendar distribution

****Please note that Destination Queenstown does not supply information from our database to third parties****