

Cruise: Street Marketing Code of Conduct

The Dunedin Visitor Industry has worked together for many years to build a professional high quality visitor experience and image. Our cruise goal is *“To be the premier cruise destination in New Zealand, where passengers and crew want to disembark, and after a memorable experience, they want to return”*.

In our role as Dunedin city ambassadors we should aim to:

- Say “Kia ora” – Greet visitors to Dunedin in a warm and friendly manner. Dunedin is often the first port of call in New Zealand, a kiwi welcome is important!
- Appreciate that i-SITE staff and volunteers are Dunedin’s official representatives; they will greet visitors off shuttles first.
- Conduct ourselves in an honest and respectful manner at all times to all stakeholders.
- Avoid putting visitors under pressure to accept any marketing material or making incorrect, unsubstantiated claims about the product you are offering.
- Be considerate of other operators when they are dealing with visitors. We shouldn’t attempt to engage visitors when they are with another industry representative.
- Keep the footpath clear for pedestrians and respect the instructions of officials.
- Respect visitors to the Dunedin i-SITE – keep away from the entrance and immediate surrounds. Do not enter the i-SITE with customers; the i-SITE is a neutral zone.
- Abide by the planning, regulatory and permit requirements of Local and Central Government Authorities.
- No direct selling involving money transfer is allowed in restricted areas and should be directed to the i-Site – please refer to the Dunedin City Council’s Mobile/Temporary Stall Bylaw for more details on these areas.
- Mobile trading or hawking permits will not be issued for tour operators for the Octagon and surrounding i-SITE area. NZTA regulations also apply.

Top Three Tips for your warm Dunedin welcome:

1. Be a great Dunedin Ambassador. Welcome visitors first “Kia ora”, introduce yourself and your business, assist with any queries, and distribute material.
2. Wear an easily identifiable uniform and name badge. The image of your team represents your brand and your business.
3. Train your team. Kiwihost and sales training are available from Dunedin providers. Be aware of the location of visitor amenities (toilets, cafes, banks, internet). Encourage your team to know about all local attractions.

Helpful Websites

Dunedin’s Visitor Site	www.dunedinnz.com
Dunedin i-SITE Visitor Information	www.dunedin.govt.nz/isite
Chamber of Commerce Training	www.otagochamber.co.nz
Cruise Ship Arrivals	www.portotago.co.nz
Cruise Operator Information/Cruise Calendar	www.dunedin.govt.nz/cruise-ships
Report destination management issues	dcc@dcc.govt.nz 477 4000