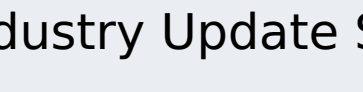


# Visitor Industry Newsletter

Loganburn

dunedin



## Dunedin Visitor Industry Update September 2024

Kia ora,

Another busy quarter and it's flown by. The recent cruise pre-season brief is a testament to how fast the year seems to be going. This year we expect to see about 94 cruise ships come into the city, which is reduction from last year but hopefully we still see similar levels of spend.

On an exciting note, the wait for trans-Tasman flights is finally over with flights commencing in June 2025. Our team already has a campaign in market geo-targeted around the Gold Coast Airport catchment area. We will share this content with you at an upcoming meeting.

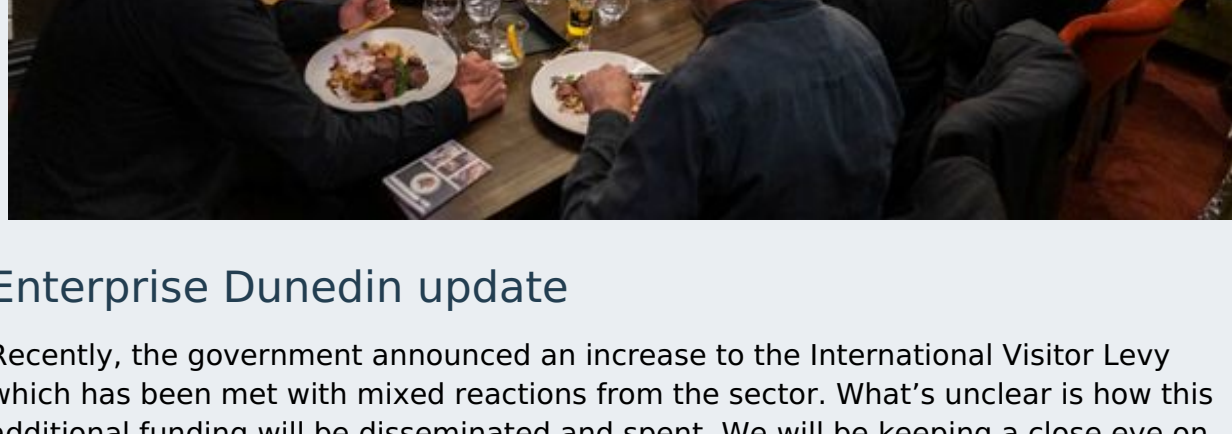
On the back of this announcement, we have also amended our next phase of the 'It's Just Dunedin' campaign' and will also share this once ready. Recent data from Tourism NZ tells us that travel is still a high priority for the Australian market, and they are opting for cheaper short hop destinations which works with the flight announcement.

It's nice to see the longer days returning!

*Sian Sutton - Enterprise Dunedin Destination Manager*

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### Enterprise Dunedin update

Recently, the government announced an increase to the International Visitor Levy which has been met with mixed reactions from the sector. What's unclear is how this additional funding will be disseminated and spent. We will be keeping a close eye on any announcements relating to this and opportunities to advocate for more regional support.

#### **Food and Drink Tourism**

Our Food and Drink brand work continues and now with direct flights, culinary tourism is something we need to continue to consider as a sector. Annual spend for the year to date ending July 2024 - International visitors spent \$848m on food and beverage services nationally (\$211m of this is from Australia, making up 24.8% of total international spend in this area). We now have an implementation plan for this work which will be rolled out incrementally.

#### **Cultural Programme**

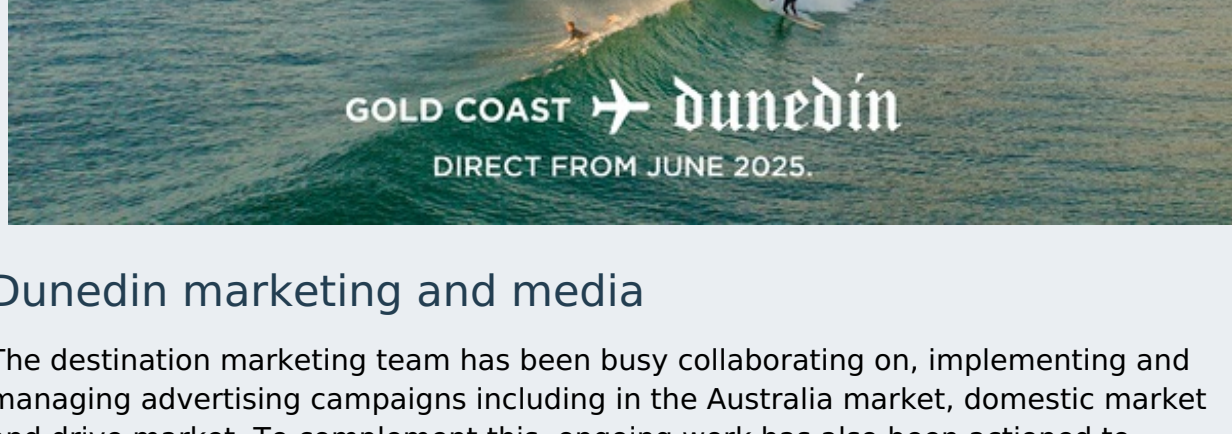
The cultural capability programme is now under development and the Dunedin HOST contact details have been shared with the consultant to allow them to reach out and organise this training.

#### **Staffing changes**

We're pleased to announce that after a rigorous process Teresa Fogarty has joined Enterprise Dunedin as the new Business Development Lead - Business and Major Events. Teresa comes from the culture and heritage sector and loves nothing more than facilitating engaging experiences and events that benefit everyone involved, she is looking forward to bringing her experience, connections, and energy into the mix.

We'd also like to acknowledge the contribution of acting Business Events Lead Penny Neilson. Penny is a strong team player and her positive and energetic engagement with people and projects will be missed. We wish her all the very best with her future endeavours.

Isite Visitor Centre Manager Louise van de Vlierd has retired from her role after almost 29 years at Dunedin City Council. Louise helped countless customers, managed seven location changes and led cruise and destination management for the council. We wish Louise all the best for her retirement.



### Dunedin marketing and media

The destination marketing team has been busy collaborating on, implementing and managing advertising campaigns including in the Australia market, domestic market and drive market. To complement this, ongoing work has also been actioned to streamline and refresh the DunedinNZ.com website's "Visit" section.

#### **Gold Coast Connectivity**

We have created a suite of assets for the Australia market to celebrate the new Jetstar flight to the Gold Coast. A three-tiered campaign will be active in the lead up to the first flight in order to encourage Aussies to visit Dunedin. Australia is our priority market for attracting international visitors, and now with the new flights, we will have always-on activity in this market.

#### **It's Just Dunedin**

Planning is under way for the next phase of this campaign. Concepts are in development and production of new content is expected to begin in October. Results from the first phase can be found attached [at the end of this newsletter](#).

#### **Southern Way Campaign**

Dunedin is one of eight regional tourism organisations involved in the international marketing alliance The Southern Way. On August 25, Southern Way launched an open-jaw campaign in partnership with Air New Zealand. This high-impact domestic travel campaign highlights multi-region itineraries across the southern regions and encourages travellers to fly into one airport and out of another, showcasing the diversity of scenery and experiences available to visitors in the Southern Way. [Find more details here](#).

#### **Roady**

Earlier in the year Roady captured content highlighting our two Insiders' Guides; Dunedin Street Art and [Te Aka Otākou shared path](#). The shared path cycling videos were launched in August nationwide on social media channels. This content generated 56,000 views and over 2000 saves by users. We will continue to raise the profile of our shared path trail in the lead up to the summer season in order to attract cycle tourists.

#### **IYKYK**

After a successful launch in 2022, we are expanding on our If You Know You Know campaign for Spring/Summer. This will be highlighting USPs like nature, food and drink, and culture for the drive market.

#### **Media coverage**

Following a fam of Taiwanese media in April we have received online coverage by [EToday on our wildlife](#). Dunedin was also featured in the July edition of [Mindfood magazine](#), August edition of [Elle Canada](#) and will be included in the upcoming Stuff Summer Travel Guide. Planning is under way for media fams this summer, opportunities to be involved will be presented as they develop.



### Events and key dates

#### **Events**

Recently we began public consultation on the refresh of our Festivals and Events Plan. This is an important piece of work which directly relates to the visitor economy through the development of major and flagship events aligned to our brand. To keep across major upcoming events in Dunedin save our [upcoming events calendar](#).

#### **Cruise season**

Cruise season is about to kick off in October. If you and your staff need to know when cruise ships will be in town, please refer to the [Cruise Calendar here](#).

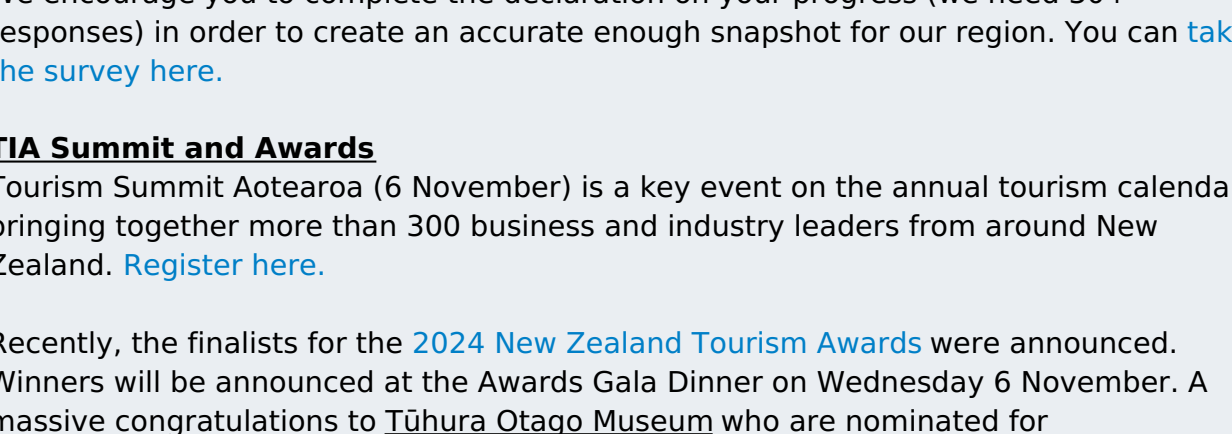
#### **EDNZ Conference**

Economic Development New Zealand is holding its conference in Dunedin this October. The theme is the future of tech-led economic development, and the conference features a lineup of industry experts, thought leaders, and futurists who will share insights on the latest trends and innovations shaping our world. You can [register for the conference here](#).

#### **All Blacks Test Match**

The thrilling All Blacks versus England match held at Forsyth Barr Stadium on July 6, 2024, proved to be a resounding success, benefiting both rugby fans and the Dunedin economy. The sold-out event, which saw a packed stadium of 29,000 spectators, has had a remarkable positive impact on the local community, according to a recent survey.

The comprehensive survey highlights the significant economic benefits and high levels of satisfaction associated with the match. An impressive 69% of attendees travelled from outside the region, with 96% of these visitors stating they would not have otherwise come to Dunedin. These visitors stayed an average of 1.8 nights and spent approximately \$770 per person, resulting in a total direct additional expenditure of \$13.7 million.



### Industry opportunities

#### **Tourism Sustainability Commitment (TSC)**

Each year Tourism Industry Aotearoa (TIA) ask all signatories to the Tourism Sustainability Commitment (TSC) to complete a declaration about their progress against all 12 commitments. The results of this survey helps to understand what progress the industry is making and where there are challenges. It is important for TIA to understand where the tourism industry is at, so future support can focus on areas of greatest need.

We encourage you to complete the declaration on your progress (we need 30+ responses) in order to create an accurate enough snapshot for our region. You can [take the survey here](#).

#### **TIA Summit and Awards**

Tourism Summit Aotearoa (6 November) is a key event on the annual tourism calendar, bringing together more than 300 business and industry leaders from around New Zealand. [Register here](#).

Recently, the finalists for the [2024 New Zealand Tourism Awards](#) were announced. Winners will be announced at the Awards Gala Dinner on Wednesday 6 November. A massive congratulations to [Tūhura Otago Museum](#) who are nominated for the Wayfinder Community Engagement Award 2024.

#### **TNZ Webinar and market insights**

In July, a Tourism New Zealand shared visitor insights for their key international markets. [Take a look here](#) to find insights on travellers from Australia, USA, China, UK, Germany, Japan and India.

#### **TNZ Global Market Online Webinar**

Tourism New Zealand (TNZ) is running industry workshops to share offshore market insights and how industry can leverage TNZ's activity to grow off-peak arrivals. TNZ would also like to learn more about the industry's off-peak product offering.

The primary audience for these sessions is operators.

- Online session (9 October) 10:00 - 11:00am [Register here](#)

#### **Onboarding hotels to Hopper AU's CommBank Travel programme**

Hopper is the exclusive travel provider for CommBank Travel - a closed user group loyalty programme for over 16M Australian CommBank customers. Hayley Hirschfeld has recently commenced as New Zealand travel director for Hopper and is keen to connect with hotels across New Zealand to set up a direct connect via their channel manager. With many source markets and different customers demographics, Hopper are looking at contracting everything from regional motels to a CBD 5-star property.

[Watch this video](#) to find out how to grow with Hopper Hotels. If you would like to know more, you can reach out to Hayley on the following details to set up a time to chat. **Email:** [hhirschfeld@hopper.com](mailto:hhirschfeld@hopper.com) **Phone:** +61 7 2140 7551

ATTACHMENTS	<a href="#">It_s_Just_Dunedin_2024_-_Results.pdf</a>
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