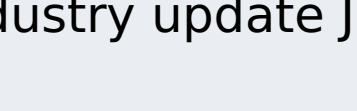


Visitor Industry Newsletter

Deborah Bay, Otago Harbour

dunedin



Dunedin visitor industry update June 2024

Kia ora,

The first few weeks in the Destination Manager role have been fantastic and busy. I want to thank everyone I've met so far for being so generous with their time as I familiarise myself with the sector. My immediate impression is that we are incredibly fortunate to have such a passionate community of operators and service providers in our city. During these initial weeks, I've focused on listening, and a consistent theme has emerged: a shared desire to collaborate and drive results for our city.

As many of you know, my primary focus will be on the delivery of the Ōtepoti Dunedin Destination Management Plan. The key to success lies in the relationships we build and maintain. Within this plan, we must prioritise activities that maximize return. Regular reporting on activities and involving those crucial to driving progress are essential. In future editions of this newsletter, we will introduce a reporting template to track our progress. I am also keen to incorporate face-to-face forums for reporting.

It's been a whirlwind few weeks as I settle into the role, and I am excited to continue collaborating with you all to achieve great results for Ōtepoti Dunedin.

Ngā mihi,

- Dunedin Destination Manager Sian Sutton

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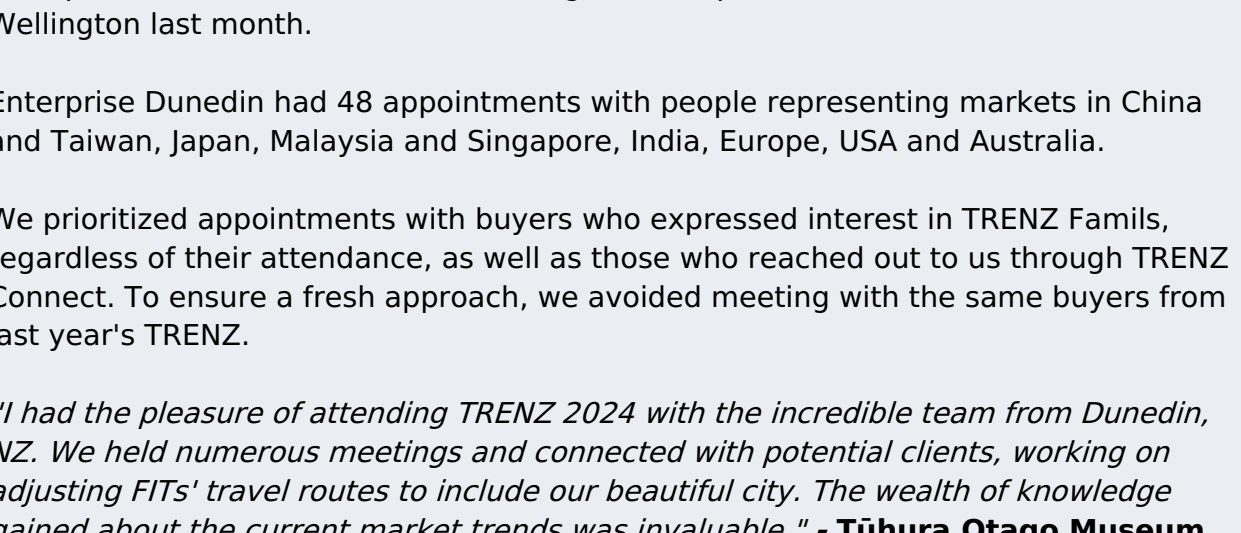
ODDMP Update

A few projects from the Ōtepoti Dunedin Destination Management Plan are under way and have continued over the last few weeks.

The development of a Dunedin Food and Drink narrative is progressing well, thanks to the dedicated group of people in the sector. A draft narrative and action plan have been circulated for feedback, and once finalised, we will look to support this work with the sector.

The Cruise Action Plan has now been finalised and is available to [see here](#). Additionally, a cruise communication plan has been developed to enhance this work. The next [cruise season calendar](#) has also been released.

Our Dunedin campaign is ongoing, and there has been significant interest in our brand narrative for the future. We are currently developing campaign statistics for the next edition and have exciting plans for the next iteration based on feedback to date.



Ōtepoti at TRENZ 2024

Enterprise Dunedin team members alongside six operators attended TRENZ in Wellington last month.

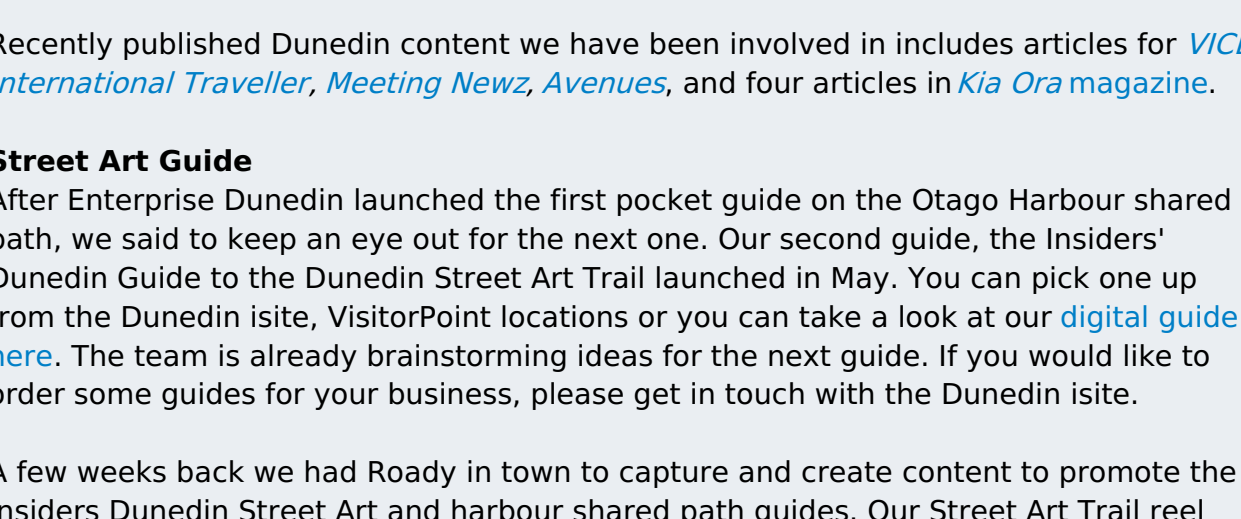
Enterprise Dunedin had 48 appointments with people representing markets in China and Taiwan, Japan, Malaysia and Singapore, India, Europe, USA and Australia.

We prioritized appointments with buyers who expressed interest in TRENZ Famils, regardless of their attendance, as well as those who reached out to us through TRENZ Connect. To ensure a fresh approach, we avoided meeting with the same buyers from last year's TRENZ.

"I had the pleasure of attending TRENZ 2024 with the incredible team from Dunedin, NZ. We held numerous meetings and connected with potential clients, working on adjusting FITS' travel routes to include our beautiful city. The wealth of knowledge gained about the current market trends was invaluable." - **Tūhura Otago Museum Marketing Manager Charles Buchan**

Dunedin pre-TRENZ Famil Summary

Enterprise Dunedin hosted 6 buyers on pre-TRENZ famil representing markets from Australia, USA, China, India and Israel. They found the famil experience incredibly valuable and now feel confident in promoting Dunedin as an "excellent addition" to their New Zealand itineraries.



Dunedin media and marketing

Media famils

- Enterprise Dunedin hosted travel writers from Taiwanese and Australian media in April in collaboration with Tourism New Zealand. We are currently waiting for content to be published for these.
- We recently hosted travel two writers from Australia who are writing content for *MINDFOOD* and *Vacations & Travel* magazines for their July and September issues respectively.

Recently travelled Dunedin content we have been involved in includes articles for *VICE*, *International Traveller*, *Meeting Newz*, *Avenues*, and four articles in *Kia Ora* magazine.

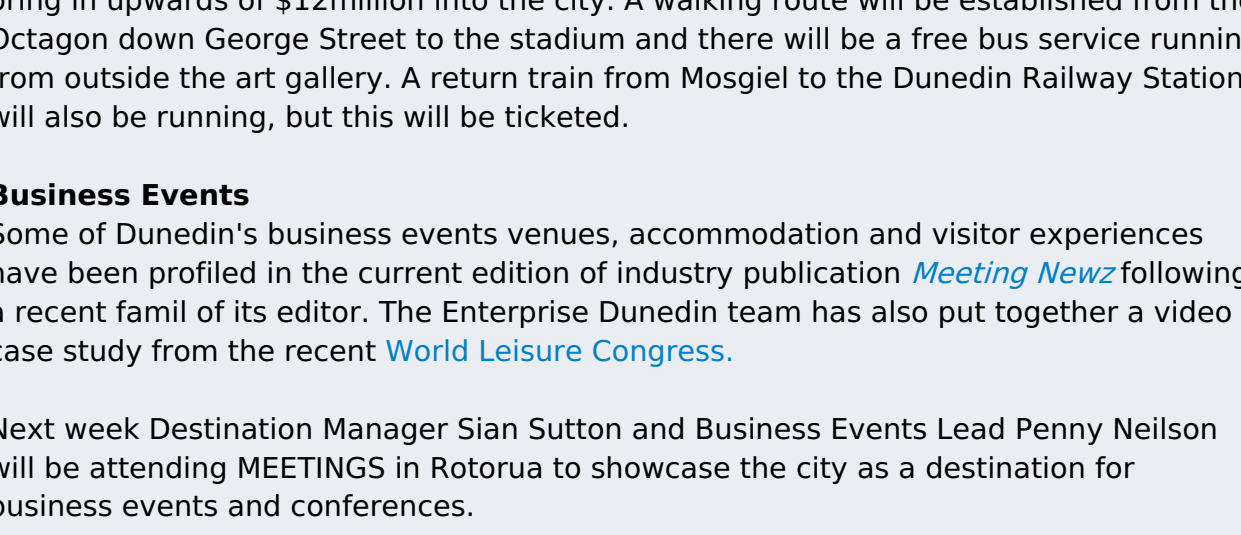
Street Art Guide

After Enterprise Dunedin launched the first pocket guide on the Otago Harbour shared path, we said to keep an eye out for the next one. Our second guide, the *Insiders' Dunedin Guide to the Dunedin Street Art Trail* launched in May. You can pick one up from the Dunedin isite, VisitorPoint locations or you can take a look at our [digital guide here](#). The team is already brainstorming ideas for the next guide. If you would like to order some guides for your business, please get in touch with the Dunedin isite.

A few weeks back we had Rody in town to capture and create content to promote the *Insiders Dunedin Street Art* and harbour shared path guides. Our *Street Art Trail* reel went live this week while the harbour path content will be held until August in preparation for spring/summer visitation.

Winter Campaign

The city's seasonal Winter Campaign launched earlier this month. This multi-channel campaign focuses on supporting our city events, hospitality, accommodation, and tourism operators. We have already seen good consumer interaction with the content which runs until end of July. We created a [suite of assets](#) to entice 'the chill seekers' to experience "a winter done right."



Events and conferences

P!nk Concert

Survey Results from the highly anticipated P!nk Summer Carnival concert, held at the Forsyth Barr Stadium on March 5 this year, have unveiled an extraordinary outcome for Dunedin's economy, with a remarkable \$16.6 million injection. The Dunedin-based concert attracted a significant influx of visitors from across New Zealand - comprising 72% out-of-town visitors and 28% local.

Satisfaction levels with the concert experience were very high, with an impressive 93% of respondents expressing satisfaction. [Read more here](#).

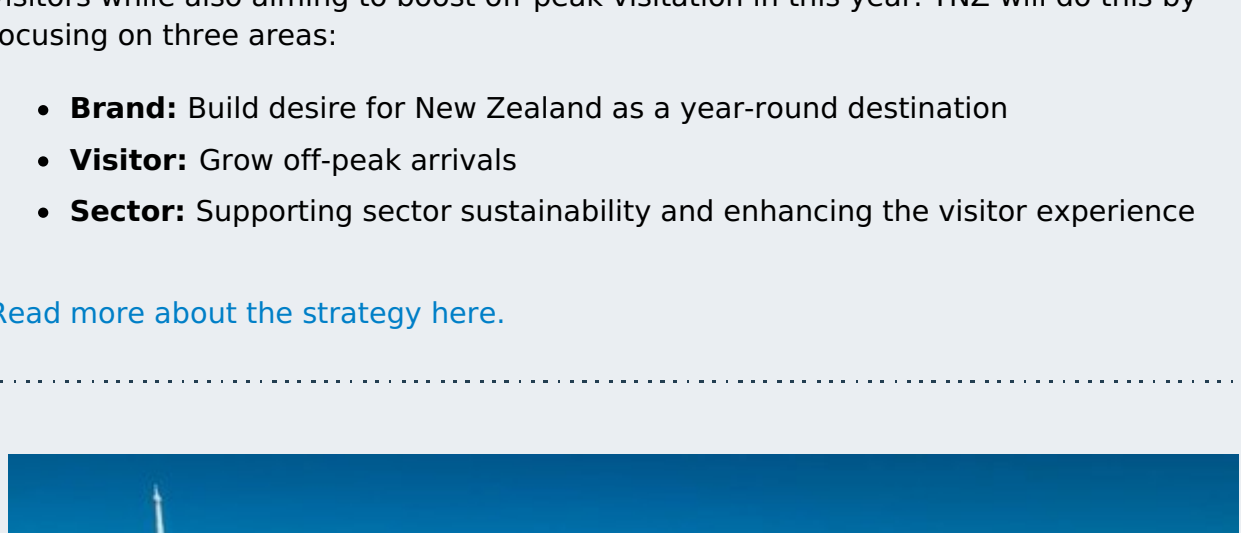
All Blacks Test

The England v All Blacks test in Dunedin is nearly sold out. This is the first time England will have played the All Blacks in Ōtepoti Dunedin for over a decade so the city will be buzzing. Dunedin Venues chief executive Terry Davies said to media this week it should bring in upwards of \$12million into the city. A walking route will be established from the Octagon down George Street to the stadium and there will be a free bus service running from outside the art gallery. A return train from Mosgiel to the Dunedin Railway Station will also be running, but this will be ticketed.

Business Events

Some of Dunedin's business events venues, accommodation and visitor experiences have been profiled in the current edition of industry publication *Meeting Newz* following a recent family of its editor. The Enterprise Dunedin team has also put together a video case study from the recent [World Leisure Congress](#).

Next week Destination Manager Sian Sutton and Business Events Lead Penny Neilson will be attending MEETINGS in Rotorua to showcase the city as a destination for business events and conferences.



Industry awards and opportunities

NZ Tourism Awards

The New Zealand Tourism Awards are an opportunity to celebrate excellence in the industry. These prestigious awards recognise the outstanding contributions of our tourism operators, serving as a beacon of inspiration for others in the industry to aspire to and achieve greatness.

Get in early and register now. [Submit your entry](#) by Thursday 4 July.

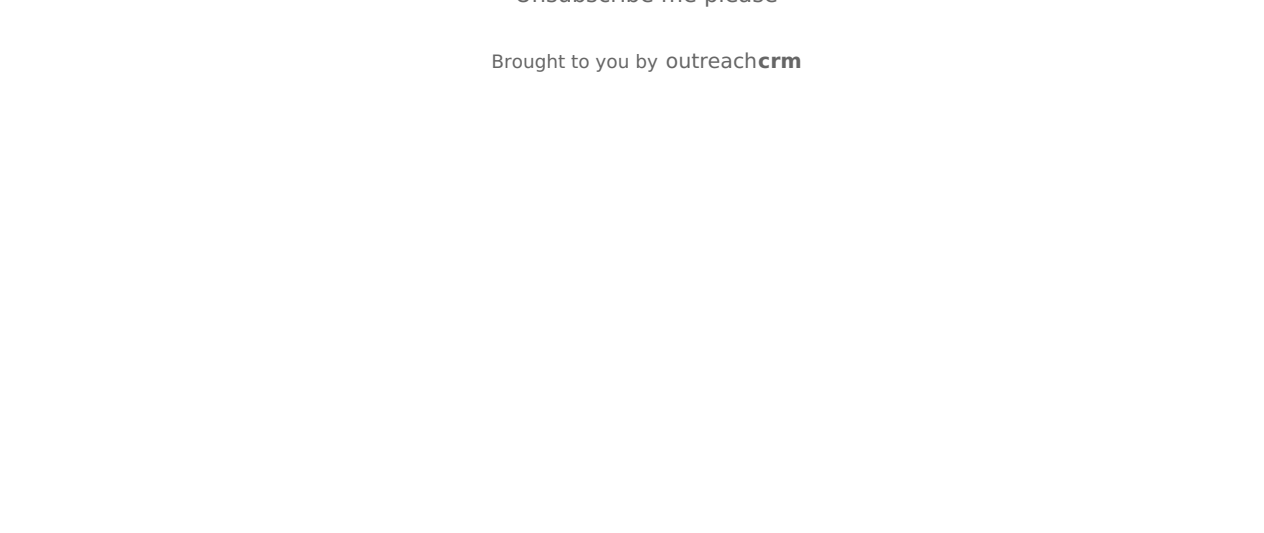
TNZ off peak campaign

Tourism New Zealand is focusing on growing off-peak visitation to support sustainable and productive growth of the tourism sector.

TNZ has set a goal of growing international tourism by \$5 billion over the next four years, with 70% (\$3.5b) of that coming from visitors in the off-peak. FY25 is the first year of the four-year strategy, which will focus on building a long-term pipeline of visitors while also aiming to boost off-peak visitation in this year. TNZ will do this by focusing on three areas:

- **Brand:** Build desire for New Zealand as a year-round destination
- **Visitor:** Grow off-peak arrivals
- **Sector:** Supporting sector sustainability and enhancing the visitor experience

[Read more about the strategy here](#).



Signal Hill Management Plan review

Dunedin City Council is asking for your feedback on the Draft Signal Hill Reserve Management Plan and its suitability for managing Signal Hill Recreation Reserve. Your feedback is an important part of the plan's review and will help shape the final document. Your feedback will be considered before the changes are finalised.

What changes are proposed?

The plan outlines the ways DCC are proposing to improve the reserve. These include ways to improve recreational opportunities for mountain bikers, walkers, trail runners, runners, orienteers, and the community. Ideas include protecting view shafts and the biodiversity of the reserve by better managing vegetation and tracks to benefit reserve users. DCC also want to honour the cultural and mana whenua values through interpretation and storytelling projects.

[Have your say on the Signal Hill Recreation Reserve Management Plan here](#).

Unsubscribe me please

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