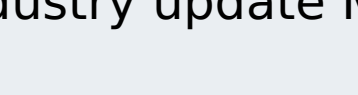


Visitor Industry Newsletter

Tunnel Beach

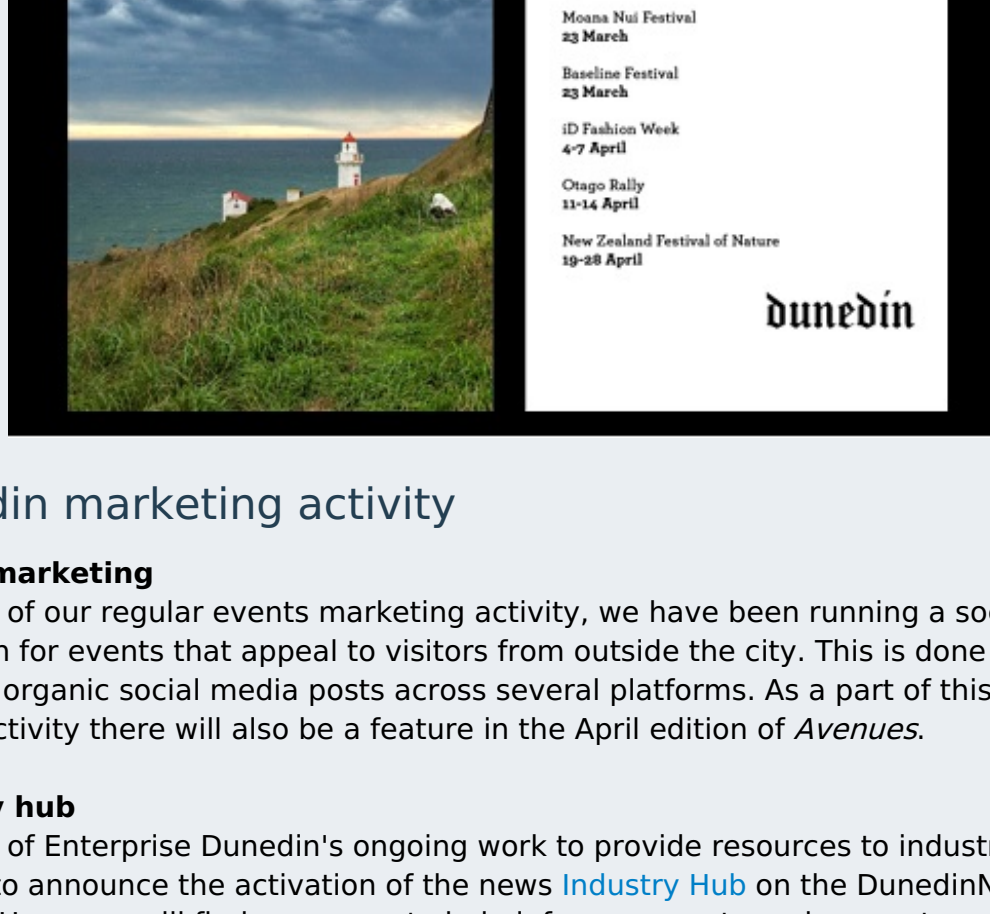
dunedin



Dunedin visitor industry update March 2024

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Dunedin marketing activity

Events marketing

As a part of our regular events marketing activity, we have been running a social media campaign for events that appeal to visitors from outside the city. This is done through paid and organic social media posts across several platforms. As a part of this autumn events activity there will also be a feature in the April edition of *Avenues*.

Industry hub

As a part of Enterprise Dunedin's ongoing work to provide resources to industry we are pleased to announce the activation of the news [Industry Hub](#) on the DunedinNZ website. Here you will find resources to help inform, promote and support your business. You will find guiding documents like the Ōtepoti Dunedin Destination Management Plan, workshops and Industry events to be a part of, city event and Cruise Ship calendars, data insights as well as local and national campaigns.

It's Just... Dunedin

The city's main visitor campaign continues to run through digital channels and is driving a decent amount of traffic to the campaign homepage and has been generating mostly positive sentiments in user comments sections.

Dunedin Destination Manager

Recruitment for a Dunedin Destination Manager is under way and the intake for applicants closed last Monday. A good number of people applied for this position and the process to advance applicants will be imminent. We look forward to making an announcement on this role in the near future.



Dunedin in media

Media famils

Two media famils are in the works for next month. In collaboration with Tourism New Zealand, Dunedin will be hosting a group media famils from Taiwanese publications *Vogue*, *Marie Clare*, *Mirror Media*, *EToday* and *GQ*. Dunedin is their last stop on a whirlwind tour of New Zealand, so we'll be sure to leave them with the best experience before they depart.

Dunedin will also be visited by Julie Harkinson, an Australian travel writer and photographer for ARE Media publications such as *Women's Weekly* and *Women's Day*. Thank you to all the operators who have agreed to participate in both of these famils. Once again, if you would like to be considered for TNZ media famils you must be a [certified Qualmark](#) operator.

The city will also be playing host to a Taiwanese reality TV production which sees celebrities racing around different iconic New Zealand locations. More on this will be revealed as details become available.

Recent coverage

VICE is in the process of interviewing several local designers about their inspirations, favourite Dunedin hangouts and what makes the city such a haven for fashion designers. This will be published early next month.

Let's Travel's Autumn edition, published earlier this month, includes a multi-page spread on Dunedin's newest experiences, eateries, products and tours as well as upcoming events and significant city updates.

South Dunedin was recently featured in a story in *Motorhomes, Caravans & Destinations* magazine, highlighting the often-overlooked southern suburbs of the city.

With the launch of the Industry Hub you can now access Enterprise Dunedin newsletter archives, and find a selection of recently [published media and PR](#) we have been involved in.



Enterprise Dunedin at industry events

RTNZ Connect

Enterprise Dunedin Manager John Christie attended the RTNZ-TNZ Connect event in Auckland last month. The Connect event is an opportunity for RTO teams to come together with key Tourism NZ staff to discuss strategic directions for the year and how we can better work together.

Trade events

Trade Marketing Coordinator Maggie Chu recently attended the Tourism New Zealand Regional Showcase in Sydney and is this week in Auckland at the RTNZ IBO event. The Auckland event takes place at the Crowne Plaza and Maggie will be having one-on-one meetings with ITOs.

Association X

Business Events Lead Penny Neilson is attending Association X in Wellington on March 27. Association X is a one-day tradeshow for association executives, and she will be promoting Dunedin as a business events destination joined by Dunedin Venues.

TravMedia Summit and IMM Sydney

Communications and engagement officer James Hall attended the TravMedia event in Sydney in February. He meet with other RTOs and had one-on-one meetings with Australian travel writers and publishers, discussing Dunedin famils opportunities, coverage and story angles for the year ahead.

Tourism insights

Tourism satellite account: Year ended March 2023

The annual Tourism Satellite Account released by Statistics New Zealand recently shows that \$10.8 billion in international visitor spend supported New Zealand's economy.

Data snapshot:

- Total international visitor arrivals YE March 23: 2.2m
- Total international visitor arrival growth YOY: 858%
- Total visitor spend growth YOY: 456%
- Total International visitor spend growth YOY: \$10.8
- 1 in 9 New Zealanders employed in the tourism sector
- Top six visitor markets: Australia, China, USA, UK, Germany, Japan

Consumer Research

New research shows natural landscapes and unique culture drivers for visitors Latest Tourism New Zealand research shows New Zealand's landscapes, our unique culture, special wildlife species and our reputation as a place to have fun continue to be strong drivers for potential visitors to choose New Zealand. The half-year reports provide the latest motivations, barriers and perceptions among active considerers towards travelling to New Zealand, unique to each market. Markets include Australia, UK, Germany, North America, China, Japan, India, Singapore and South Korea.



Fable Hotel Open Day

Fable Dunedin is having an open day on 10 April.

There is an open invite for industry to visit any time between 1-7pm to see their luxury conference and event space and guest rooms and to taste curated event nibbles.

If you are interested in going, RSVPs must be sent by 28 March to angela.webster@cpghotels.com.

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