

# *Summer Marketing Summary*

## *Domestic and Australia*



# 1. SUMMARY AT A GLANCE

## Key Takeaways

- 33% of total traffic to DunedinNZ was from Australia.
- Over 500,000 impressions
- Demographics: The 65+ age group was the strongest segment across both NZ and AU.
- Website Traffic: Total clicks to the website reached 69.6k. The majority were AU clicks (33.3k clicks).  
The overall increase in clicks YoY was significant, likely driven by a large rise in impressions across all campaigns
- Website users were up 68% YoY throughout the campaign period, with `95% being first time website visitors
- Google Ads drove 2,348 outbound link clicks (from the site) from 4.6m ad impressions
- META Ads drove 397 outbound link clicks from 1m ad impressions

## Marketing Mix

- Owned channels – Meta ads and video, google search –
  - robust strategy behind this which delivered strong year-on-year growth across all key metrics.
  - Top-performing ad sets achieved high landing page view growth and strong frequency, demonstrating effective targeting and messaging.
  - Outbound link clicks also showed impressive growth, particularly among tourist audiences indicating strong interest and intent.
  - Top engaged NZ locations were Canterbury, Otago (excluding Dunedin), Auckland, Southland and West Coast. Within our target catchment Brisbane and Gold Coast were top for Australia.
  - Retargeting mechanism promoted operators Summer deals to convert the intent/consideration of travelling to Dunedin and get visitors in the city.
- Out of home channels
  - Paid media, CamperMate campaign and Queenstown Airport digital screen takeover.

## Quick Dunedin visitor stats 2025/2026

- According to MBIES ADP (Accommodation data Program) Dunedin had a 6.1% increase in January's total guest nights compared to last January, majority Domestic. Average nights stayed per guest was 2. December also saw an increase from the previous year.
- Domestic tourists spent \$31.3m using electronic cards in December 2025. Of all RTOs ED ranked 12<sup>th</sup> highest in domestic TECT spend. International tourists spent \$9.1m, and ED ranked 14<sup>th</sup> highest. This is a 3.8% decrease on 2024.

Source: MBIE TECT and ADP data



# 1. GOOGLE ANAYLTICS / DUNEDINNZ

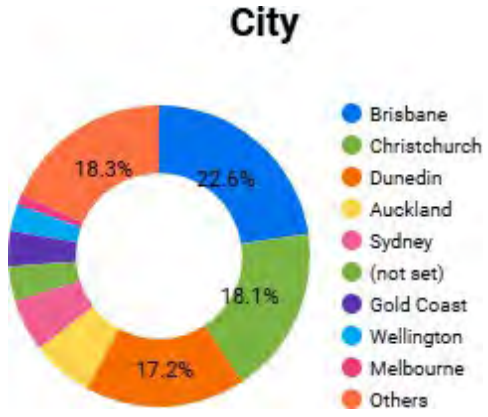
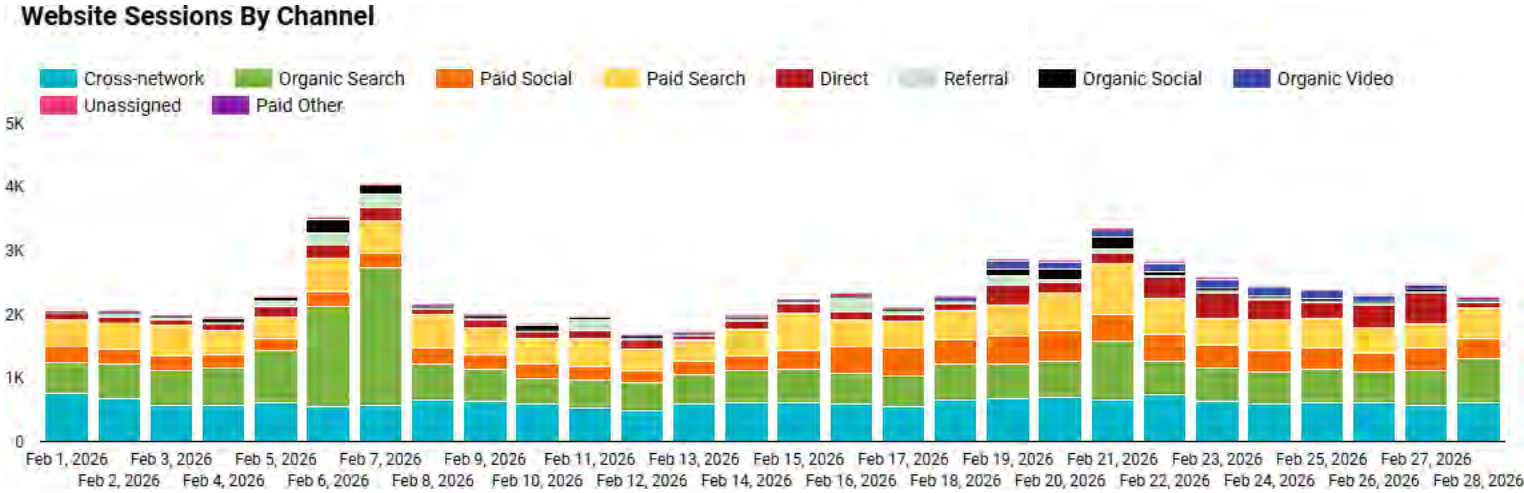
Users and acquisition: Website users grew 68% YoY from both domestic and Australia audiences over the campaign period (14 December – 9 February). 95% of users were first time website visitors showing we were able to get in front of new audiences.

Engagement: Website engagement rate is sitting at a healthy 49% (above industry average). Average pageviews is sitting at 3, which is up 93% YoY.

### Channels and sources

- Cross Network (Google Demand Gen) brought in the bulk of increased users during the campaign period and made up 30% of all pageviews.
- Organic search remained very strong (26%), despite a 15% drop in users MoM.
- Paid search contributed 23% of sessions, while Paid Social came in fourth at 10% of sessions.
- The top regions driving traffic were Brisbane (29%), Christchurch (17%), and Dunedin (11%).
- AI website referral sessions are continuing to grow with 404 sessions, 382 from ChatGPT.

Conversions: Throughout the campaign period we drove 12.2k outbound link clicks.



# 1. GOOGLE SUMMARY

The Summer 2025/26 Google campaign across New Zealand and Australia delivered strong year-on-year growth in visibility, traffic and conversions, successfully combining large-scale awareness with high-intent search activity.

Performance Max drove reach and session growth, while Demand Gen supported discovery and mid-funnel engagement. Search campaigns were the standout efficiency driver, particularly in New Zealand where engagement exceeded 86% and over 2,700 conversions were achieved at a low \$1.60 CPA.

Conversion outcomes were largely concentrated in Otago, reflecting strong domestic travel demand, while Australian activity contributed incremental awareness and supporting conversions. Overall, the campaign effectively captured travel planning intent and strengthened destination consideration, delivering measurable performance improvements heading into the peak summer period.

Google Search Insights: Search activity captured strong destination and planning behaviour.

Top-performing NZ queries

- “Dunedin things to do”
- “Dunedin itinerary”
- “Dunedin events”
- “Dunedin attractions”

These terms delivered high CTR (20–30%) and efficient CPC (~\$0.33), outperforming industry averages and reinforcing strong destination intent. AU search activity focused on broader South Island inspiration queries, supporting early-stage travel planning. The ‘over tourism’ ad delivered the strongest click volume in the Demand Gen campaign.



*Most engaged creative in NZ*



# SUMMER D-TOUR CAMPAIGN

Campaign Period: November 2025 – February 2026

**Theme:** “Escape the summer crowds with a D-tour to Dunedin”

**Proposition:** A relaxed summer getaway offering:

- Stunning beaches & natural wonders
- Wildlife encounters
- Cycling & trekking adventures
- Craft beer, distilleries, and summer culinary experiences
- Less crowded, quieter, classic kiwi summer.

## Target Audience

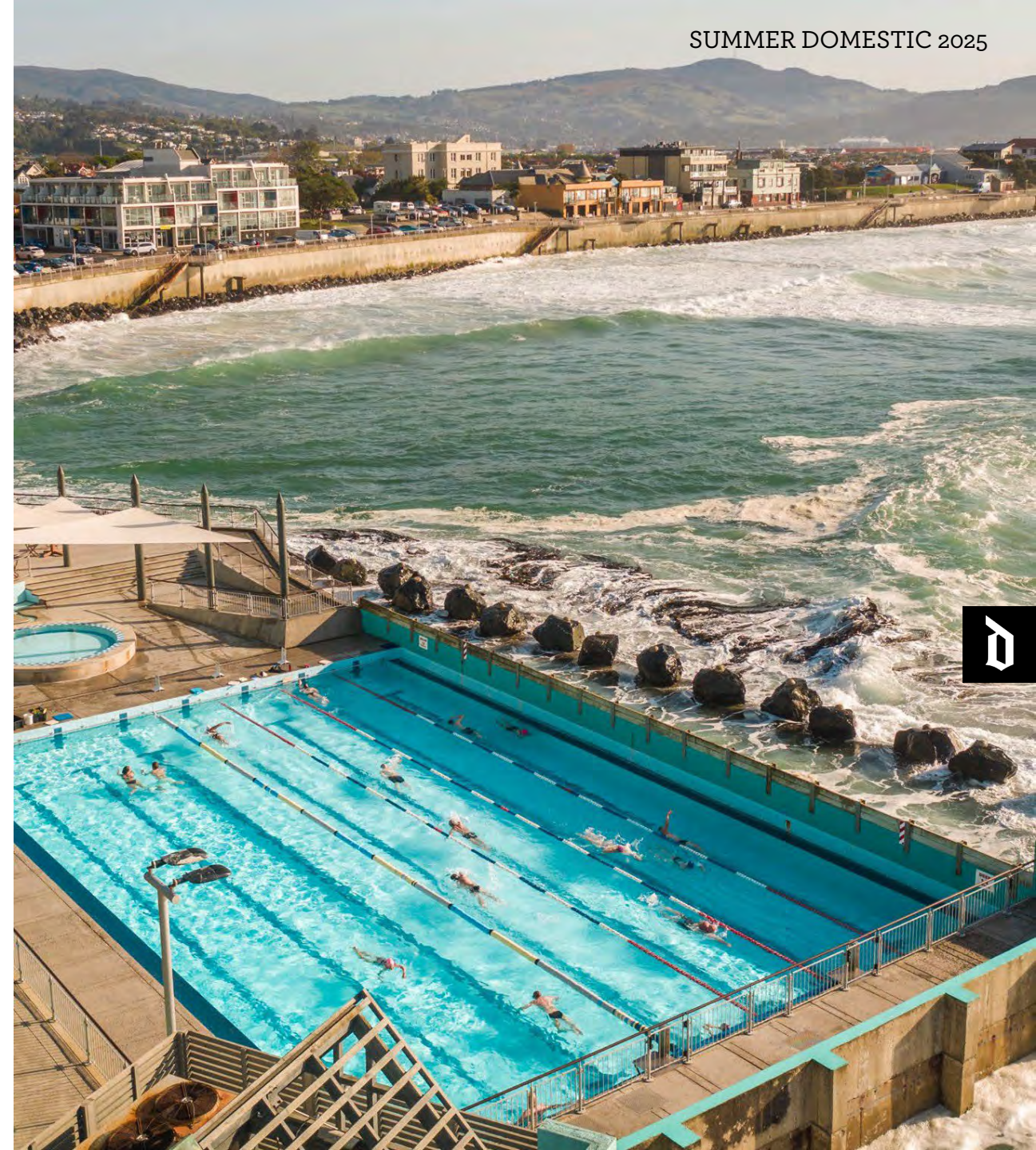
Primary: Drive Market. Holiday travellers, nationwide in consideration layer, then those travelling and may have missed Dunedin off their itineraries as layer 2. Freedom campers.

Segments:

- Nature Seekers (beaches, wildlife, landscapes)
- Adventure & Thrill Travelers (cycling, trekking, kayaking)
- Relaxation Seekers (crowd-free summer escapes)
- Food & Beverage Enthusiasts (craft beer, distilleries, local flavours)

## Marketing Campaign Timeline

Month	Key Focus
October	Launch digital campaign; social media & eDM live
November	Peak OOH; Queenstown, media inclusions; campervan, Central Otago focus
December	Market saturation, CamperMate campaign
January	Last-minute summer bookings; continued digital/social push. Travellers on holiday targeting. Events and Deal remarketing ramped up.



## 2. OWNED CHANNELS / D-TOUR

The D-Tour Summer 25/26 campaign in New Zealand delivered strong year-on-year growth across all key metrics. Overall visibility surged, with impressions reaching 695,942, while landing page views increased from 4,903 YOY to 5,804 YOY. Engagement was equally robust, with a CTR of 0.83%, and website sessions up to 5,940 across tourists and locals.

Conversions were solid, with 441-page visit engagements recorded. Regionally, Canterbury and Otago accounted for 61.5% and 28.2% of impressions, respectively.

Top-performing ad sets included First Touch (Tourists) and Remarketing (Social Engages), achieving high landing page view growth and strong frequency, demonstrating effective targeting and messaging. Outbound link clicks also showed impressive growth, particularly among tourist audiences, indicating strong interest and intent.

Overall, the campaign achieved remarkable reach, engagement, and cost efficiency compared to industry benchmarks, positioning it as a high-performing driver of summer tourism awareness in New Zealand.

### Regional Performance (Impressions)

Insight: The campaign was heavily concentrated in Canterbury and Otago, accounting for nearly 90% of impressions. Other regions had minimal exposure.

Region	Impressions	% of Total
Canterbury	428,049	61.5%
Otago	196,124	28.2%
Auckland Region	16,576	2.4%
Southland	14,409	2.1%
West Coast	14,031	2%



## 2. META AD EXAMPLES

**Dunedin NZ**  
December 10, 2025 · 🌐

Hot tip – Dunedin NZ isn't. But it's perfectly pleasant.

OTAGO PENINSULA

**20°C summer days.  
No sweat.**

**GOLD COAST → dunedin**  
OOL TO COOL IN 3.5 HRS

DUNEDINNZ.COM  
Dunedin - One of NZ's Best Kept Secrets [Learn more](#)

**Dunedin NZ**  
Ad · 🌐

Be sun smart this summer and bask in Dunedin, NZ's authentic culture instead.

OTAGO PENINSULA

**Trade your tan  
for tartan.**

**GOLD COAST → dunedin**  
OOL TO COOL IN 3.5 HRS

dunedinnz.com  
Dunedin - One of NZ's Best Kept Secrets [Learn more](#)

👍❤️🗨️ 111 7 comments  
Like Comment Share

**Dunedin NZ**  
Ad · 🌐

Think of Dunedin as New Zealand's esky – cool, refreshing and full of beer.

ARGHOLMUNG RD

**Think of us as  
NZ's esky – cool,  
refreshing and  
full of beer.**

**GOLD COAST → dunedin**  
OOL TO COOL IN 3.5 HRS

dunedinnz.com  
Dunedin - One of NZ's Best Kept Secrets [Learn more](#)

👍❤️🗨️ 248 20 comments  
Like Comment Share

**Dunedin NZ**  
Ad · 🌐

Humidity out, heritage in.

DUNEDIN RAILWAY STATION

**Escape oppressive  
for impressive.**

**GOLD COAST → dunedin**  
OOL TO COOL IN 3.5 HRS

dunedinnz.com  
Dunedin - One of NZ's Best Kept Secrets [Learn more](#)

👍❤️🗨️ 108 2 comments  
Like Comment Share

**Dunedin NZ**  
Ad · 🌐

Summer too hot to enjoy?

Time for a cool change. Fly OOL to ...See more

OTAGO PENINSULA

**The perfect place  
to practise your  
resting beach face.**

**GOLD COAST → dunedin**  
OOL TO COOL IN 3.5 HRS

dunedinnz.com  
Dunedin - One of NZ's Best Kept Secrets [Learn more](#)

**Otago Peninsula** [Learn more](#)  
Dunedin, NZ

DUNEDINNZ.COM  
Dunedin - One of NZ's Best Kept Secrets [Learn more](#)

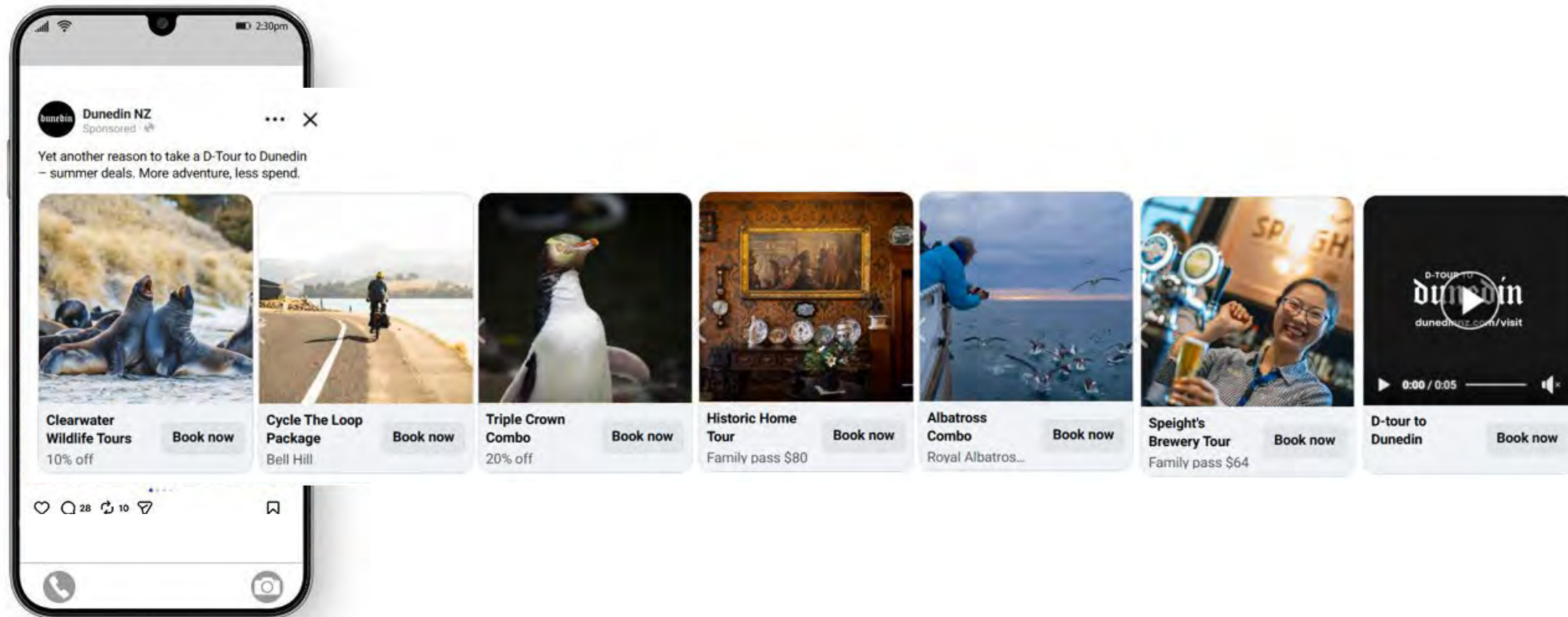
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Like Comment Share

*Paid ad examples*



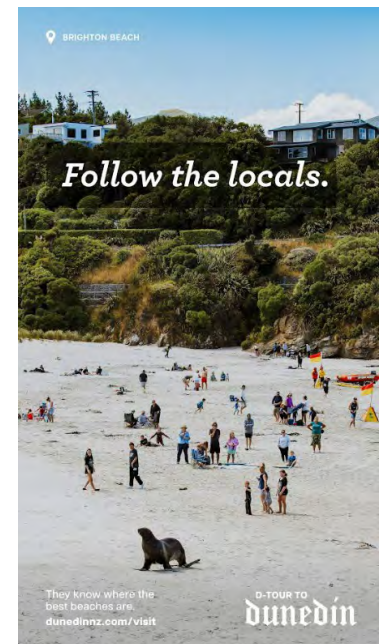
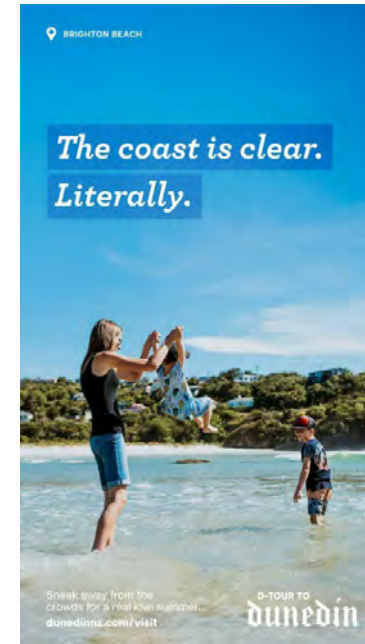
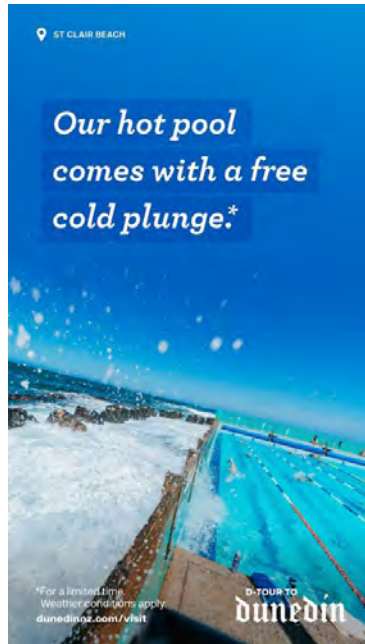
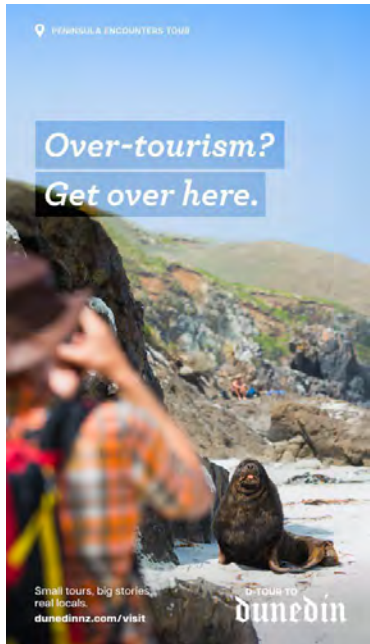
## 2. RETARGETING CAROUSEL / DUNEDIN DEALS

All featured businesses saw on average 100 click throughs from the Dunedin deals page. Likewise for featured events. The top 4 saw over 250 clicks. In total over this period there were over 5.5k outbound clicks from dunedinnz.com to businesses and events, regardless of being featured in the creative.



## 2. QUEENSTOWN AIRPORT DIGITAL PLACEMENTS

The campaign featured a digital screen take over in Queenstown Airport over peak holiday season, with targeted messaging to travellers arriving to explore summer tourist hotspots Queenstown, Wanaka, Central Otago and the surrounds. Queenstown Airport had over 770,000 arrivals both domestic and international over December, January and February.



Digital static screen creatives



Digital video screen creatives



## 2. CAMPERMATE

CamperMate campaign aimed to capture travellers exploring the South Island over the period. Encouraging them to add Dunedin to their travel list. Campaign ran on the CamperMate app with ads, in their Edm network with brand ads, itineraries and blog posts.

An additional benefit if the campaign is new content that will be found by potential travellers in weeks and months to come.

- <https://campermate.com/vi/blog/post/guides/nz/3-day-dunedin-itinerary>
- <https://campermate.com/en/list/albatross-castles-and-campfires-discover-dunedin/bf0527a4-ef33-4a1a-aedc-9472735eaa56>
- <https://campermate.com/sitemap/location/new-zealand/s/dunedin/tourist-attractions>

### Quick Dunedin Campervan Stats

Dunedin had 4,211 campervan visitors in December, 85% were international and 15% domestic. This was an 11% increase on the previous month. Of those 913 stayed over-night with an average of 1.37 nights.

January had 5,065 visitors, 87% international and 13% domestic. Of those 1,114 stayed over-night with an average of 1.42 nights.

February had a further increase of 14% from January and 2% up from the previous year. 1,300 overnight stays with an average of 1.34 nights. International visitor origin were, Germany, Europe, France, UK, USA.

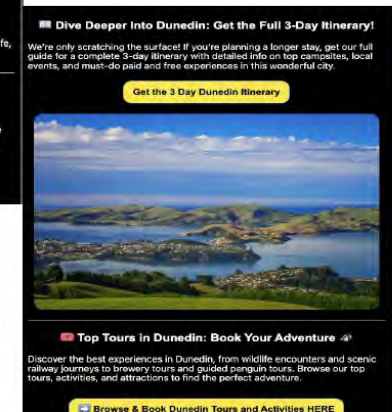
Source: TripTech

### EDM Weekly Newsletter

Sends	Open Rate
191,035	38%

Owned Channels

## Creative Examples & Performance - EDM's



2. CAMPERMATE

Owned Channels

# EDM Regional Recommendation Performance



## EDM Regional Recommendations

Sends	Avg Open Rate	Avg Click Through Rate
16,516	40.4%	2.8%

**EDM Distribution:** A targeted EDM showcasing POI recommendations was sent to users engaging within the campaign regions—such as Dunedin or other South Island gateway areas—extending the campaign’s reach and longevity beyond the CamperMate ecosystem.



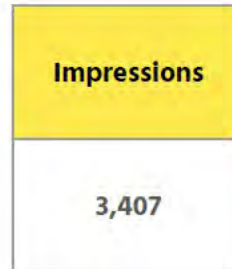
2. CAMPERMATE

Owned Channels

# In-App Message Recommendation Performance



## IAM POI Recommendations



**In-App Message:** When users interacted with a POI in any of the targeted campaign regions, a recommendation trigger delivered an in-app message direct to their device, highlighting that it's a must-see via this 'forced open' message that they can't miss.



# 2. CAMPERMATE

Owned Channels

## Content Card Recommendation Performance

### Regional Recommendations

Sends	Unique Click Rate
7,491	6.9%

**Content Card:** When users interacted with the campaign regions, a content card appeared in their feed featuring a targeted message. This card provided a persistent, scrollable recommendation that users could engage with at any time, highlighting the location as a must-see, direct to their device.

Owned Channels

## Blog and Landing Page Performance

Landing Page Visits	Blog Visits	Average Time on Page
808	1,201	195 Seconds

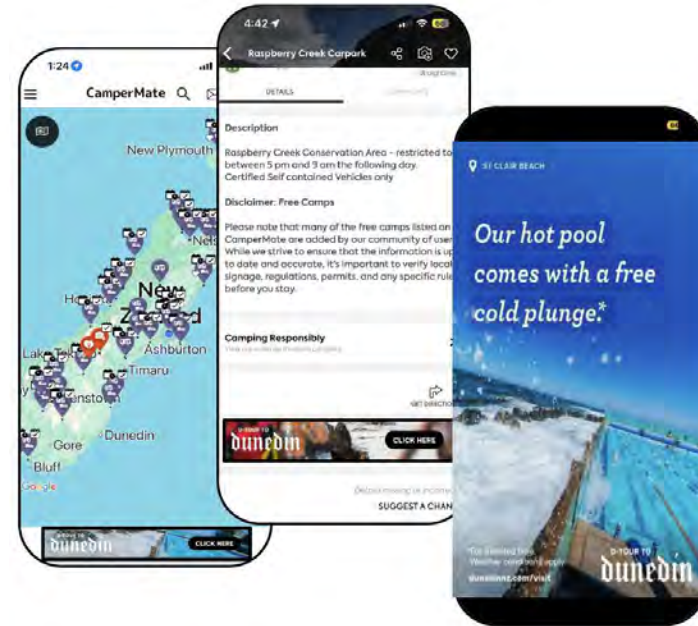


## 2. CAMPERMATE

### Park listing engagement



POI Engagement	POI Views	Leads
01 Dec - 18 Jan	59,001	13,153



### Display media adverts

Impressions	Click thru	Click thru Rate
100,000	173	0.17%



## 2. MEDIA MIX EXAMPLES

NZToday: Detour to Dunedin – November/December edition  
 Bi-Monthly magazine with an active audience of motorhomers, caravanners and road trip communities across New Zealand. This is the go-to resource for anything RV related. Distributed Nationwide, including Paper Plus, Whitcoulls Bookshops, and selected Supermarkets, Libraries nationwide, RV Industry, Travel, Tourism and Destination offices nationwide.

**Advertorial**

### Detour to Dunedin

**Avoid the crowds and enjoy a coastal escape in Dunedin**

**T**rying to decide between stargazing, cycling, four-wheeling and canoeing can make working out a summer road trip itinerary a mammoth task. It's easier on yourself and your motorhome that has it all in one place.

Here's some advice to add a few days in Dunedin to your summer roadie.

While hearing "Otago-Dunedin" doesn't typically conjure up associations with the beach, surfing and collecting rocks in nature, maybe it should. As a coastal city, Dunedin is something worth like to call "a done thing" with 16 beaches within a 30-minute drive from the central city, you'll find a diverse range of sandy seaside sanctuaries, from the calm, crystal St Clair to the beachy, rocky Otago Peninsula.

A St Clair summer should include an early morning swim at the Hot Salt Water Pool, a sunrise coffee at Long Day Café and a walk along the beach. The area has a diverse range of scenic views, both from the vantage of beachside houses and from the Otago Peninsula.

Finish your day by enjoying some hot-cold therapy at sunset with Otago Seaside. They have three waterfront locations that you can book including St Clair, Brighton Beach and Alexandra Bay. Book up to the ocean before running into the water for your cold plunge.

Motorhome tip: while Otago Peninsula is one of several harbourside neighbourhoods with beaches, parks and cafes perfect for a quiet summer day.

Start your exploration of the peninsula by taking the stunning scenic high road along to the beachy, rocky Otago Peninsula.

through magical macrocosms before taking the track to the viewpoint with normal views down the peninsula and come. Carry on along the high road and you'll find the tunnel in Dunedin from Larnach Castle. Head in for a tour of the historic landmark or just explore the incredible gardens and grounds. Grab a cone or dough roll from the fabulous Café if you're feeling peckish. Alternatively head to the small village of Pukekohe and try the local farm-to-table and Michelin at Argentin's, get one of their baked goods that feature their house-made preserves.

Finish your day with an afternoon wildlife tour with one of the peninsula operators like Murchie Wildlife Cruises, the Otago Nature's Wonders, or the Royal Albatross Centre where you can spot wildlife on the harbour, view the rarest penguin in the world (the endangered booby), or the only mainland breeding colony of northern royal albatross on the planet. No other place in the country has such biodiversity within reach of the city centre like this.

If you're more into exploring on two-wheels, then cycling the Otago Central Rail Trail to Middlemarch or along to Akaroa. Otago's shared path along the edge of the Otago Harbour is a must.

Dunedin harbourside shared path to Akaroa follows the shore of the peninsula from Port Chalmers to Portobello. It's the ideal day out with the monthly flat track, taking you past villages on the west harbour side to Port Chalmers which is the perfect spot to stop for lunch before catching a water taxi across the harbour to Portobello on the Peninsula known for its trout, shellfish and quirky townships.

Other nearby villages such as Palmerston and Merton can be reached by scenic train with Dunedin Railways, which is a unique way to enjoy the natural beauty of Dunedin and its surrounds. Board at the beautiful Dunedin Railway Station for the iconic East Otago Train, which winds inland through tunnels, over heritage bridges and through the mountainous gorges. The scenic journey is the coastal alternative which takes in the harbour and ocean views alongside the track on its way north toward Merton. Enjoy a tipple and snack at Ate Brewing Co on the other end before you start the return trip back to the city.

Feeling like mixing your train tracks and cycle trails? Dunedin Railways and Country Eze also take cyclists from the Otago Central Rail Trail to and from Palmerston as they can start or end their trip with the motorhome train journey.

NZH Travel Short Stays: Digital and print  
 Full page print advertorial written by Enterprise Dunedin, additional digital campaign targeted to Auckland. September launch to initiate consideration phase of travellers. Whare Flat Folk Festival, Masters Games, Brighton Gala Day included in Event section. Weekly readership nationwide is 752,000 in print, 90% intend to travel in the next 12 months. 100k impressions on NZH Travel digital.

**travel**

**Inside**  
 8 FAMILY STAYS  
 All the secrets of Canada's best beaches  
 3 WHITE CHRISTMAS  
 The best locations for your winter  
 3 SHORT BREAKS  
 Landmarks and events around New Zealand

### The allure of the BEACH

Sun or snow: Your guide to the season ahead

**D-tour to Dunedin**

The ultimate underrated road trip destination

**T**rying to decide between sleeping and getting the car parked and leaving Dunedin can make it a bit of a challenge to plan a road trip. But with the right advice, you can make the most of your time and still enjoy the best of Dunedin.

While many "Otago-Dunedin" road trips focus on the mountains and the coast, you'll find a diverse range of scenic views, both from the vantage of beachside houses and from the Otago Peninsula.

Finish your day by enjoying some hot-cold therapy at sunset with Otago Seaside. They have three waterfront locations that you can book including St Clair, Brighton Beach and Alexandra Bay. Book up to the ocean before running into the water for your cold plunge.

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Feeling like mixing your train tracks and cycle trails? Dunedin Railways and Country Eze also take cyclists from the Otago Central Rail Trail to and from Palmerston as they can start or end their trip with the motorhome train journey.

Less itinerary, more discovery.

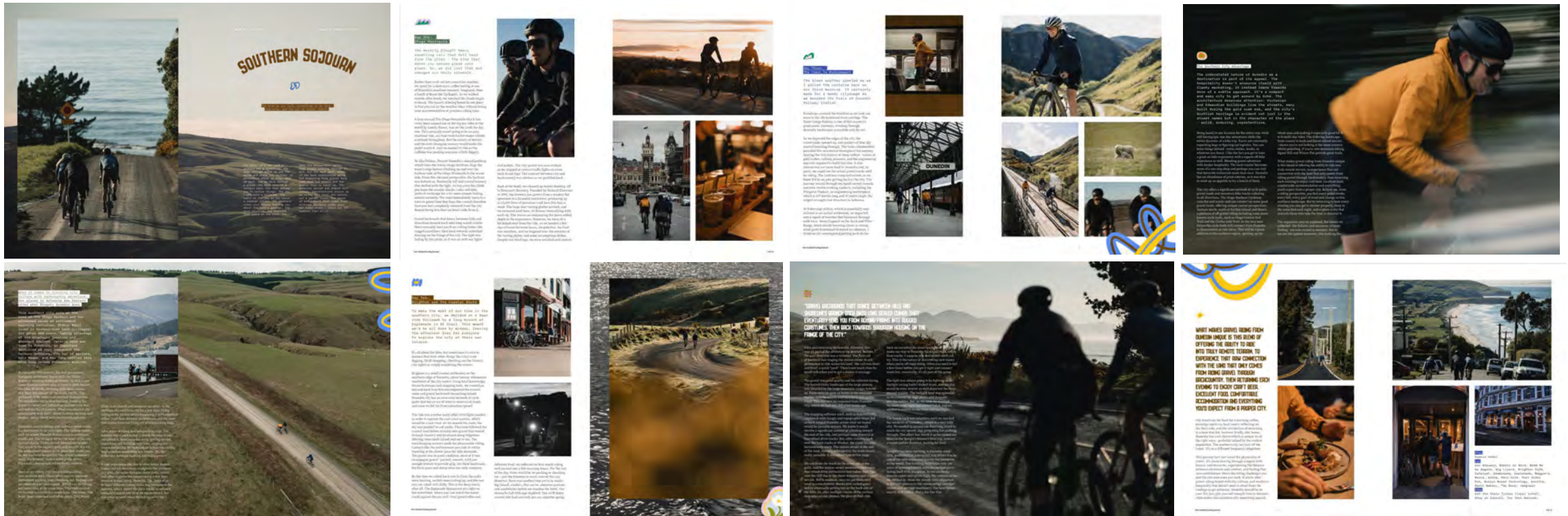
dunedin

During this period, we had earned and paid media features in ESCAPE, Motorhomes, Caravans and Destinations, 1964, The Telegraph, National Geographic Travel, Holidays with kids, NZH Travel x3, Kia Ora magazine x2.

# 2. MEDIA MIX EXAMPLES CONT.

## NZ Cycling Journal December edition

14 pages editorial and digital/social media campaign highlighting 3 gravel rides around Dunedin. Brighton, Train journey and ride back (off the beaten track, Pukerangi to Dunedin), Otago Peninsula Hoopers Inlet ride. This is part of our strategy to profile different types of Biking in Dunedin, to attract more biking enthusiasts of all demographics, specifically the more adventure type for this publication as part of the detour campaign. This also supports work our events team are undergoing. Distributed nationwide in over 800 outlets, including supermarkets, bookshops, magazine outlets and cycle shops.



*Summer Australian Campaign*

*'Coolcation'*



# COOLCATION CAMPAIGN SUMMER

## Objective:

DunedinNZ aims to grow market share and visibility in Australia by leveraging the new Jetstar Gold Coast–Dunedin route and major events as visitation drivers. With strong cultural and sporting assets.

Dunedin will be positioned as a must-visit short-haul destination for Australians seeking unique, off-the-beaten-path experiences and escaping the Australian Summer heat.

## Approach:

We executed a multi-channel strategy focused on the Gold Coast Airport catchment, integrating digital, out-of-home, and owned media to deliver high-frequency brand exposure. This is supported by premium placements in leading Australian magazines and print media, blending editorial and advertorial content to reinforce core messaging and broaden reach. A key pillar of the strategy is alignment with Tourism New Zealand’s 2025 Australia Campaign. By harnessing TNZ’s traveller insights, we are tailoring our creative to reflect Australian traveller motivations and preferences, ensuring Dunedin’s unique selling points—heritage, wildlife, events, and lifestyle—connect with high-value audiences.

## Target Audiences

- **Primary:** Trans-Tasman cultural seekers. Free Independent Travellers, Expatriates, Families, VFR, SINKs, DINKs, (event-driven and leisure travel).
- **Geography:** Gold Coast catchment .



# 1. OWNED CHANNELS

## Quick Stats

- Similar to NZ, click-through rates were maintained through the holiday break.
- Google drove the majority of landing page views.
- Outbound clicks and Insiders page views remain lower than NZ, as expected, given the AU market is earlier in the travel planning journey. Engagement remains solid overall, particularly on Meta.

## Audience split

- **Queensland:** 73.7% of impressions
- **New South Wales:** 26.3%

## Google

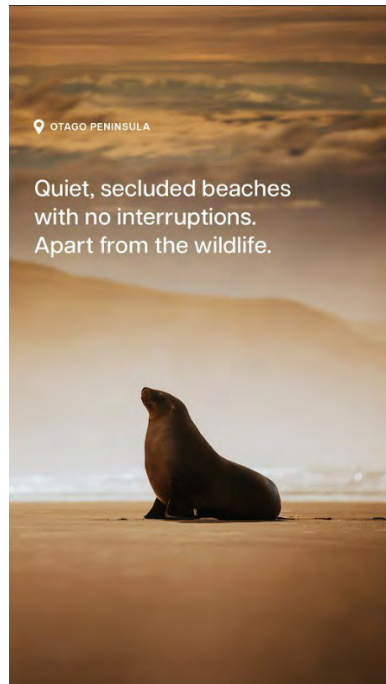
- The majority of clicks were driven by the PMax campaign (18.5 clicks), while Search continued to deliver the most engaged traffic.
- The keyword “South Island New Zealand” generated the highest number of website clicks.
- The Locals video and Beach face image ads were the strongest drivers of traffic to the website.

## Meta

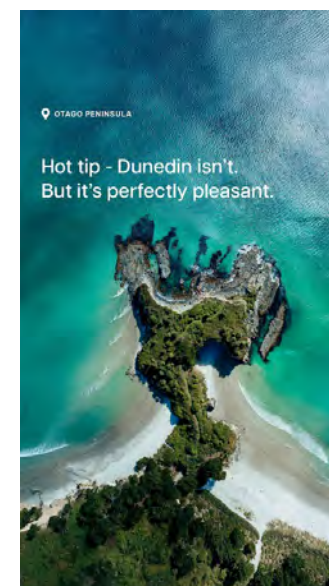
- Feed placements have drove more landing page views than stories
- The combined Carousel delivered the highest number of landing page views within the First Touch campaign.



# 1. OWNED CHANNELS



Example of Instagram ads



Example of Instagram ads



## 2. GLOBAL AND BEYOND

### Campaign Objective

To showcase Dunedin as an easy, affordable, and visually rich base for exploring the South Island, encouraging itinerary planning and destination consideration among first-time and fast-moving travellers.

### Summary Insight

The campaign successfully drove destination discovery and trip-planning behaviour, with saves and shares performing particularly strongly for a regional destination partnership. Content continues to deliver long-tail value through organic reach and ongoing engagement.

### Content Links

- Reel 1: <https://www.instagram.com/p/DRtrfIVE7x5/>
- Reel 2: <https://www.instagram.com/p/DRy3Enmkx14/>
- Carousel post: [https://www.instagram.com/p/DR1fTvUk1n1/?img\\_index=1](https://www.instagram.com/p/DR1fTvUk1n1/?img_index=1)
- Blog link: <https://globalandbeyondtravel.com/best-things-to-do-in-dunedin/>

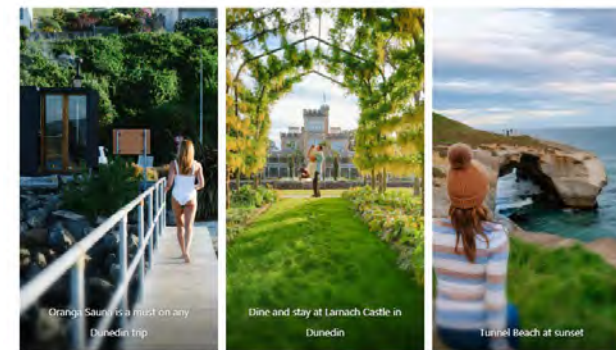


### 21 Best Things to Do in Dunedin

If you're exploring things to do in Dunedin or trying to plan how many nights to stay, I wish someone had told me sooner just how much this city offers.

It's wild. It's creative. It's full of personality. And it quietly has some of the best wildlife encounters, coastal scenery, and heritage sites in all of New Zealand.

In this guide, I'm breaking down everything we did, where we stayed, and every supplier we worked with, so you can skip the guesswork and plan a trip that's smooth, time-saving, and genuinely unforgettable.



### Why Dunedin Deserves a Spot on Your New Zealand Itinerary





### Key Performance Highlights (Instagram)

Audience engagement was largely itinerary driven, with strong save and share behaviour and frequent comments asking how to plan Dunedin as a base. This indicates high intent and planning-stage interest rather than passive viewing.

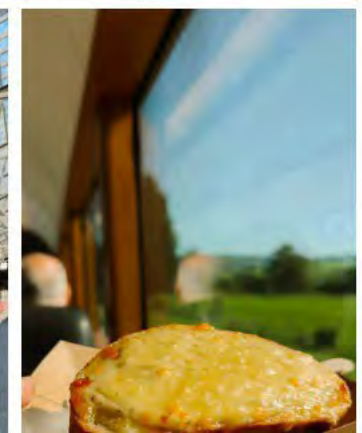
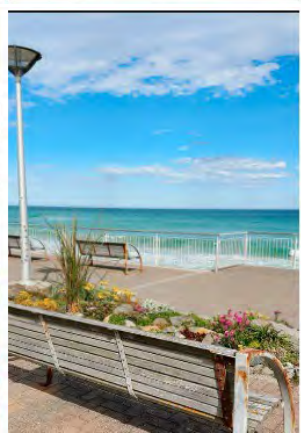
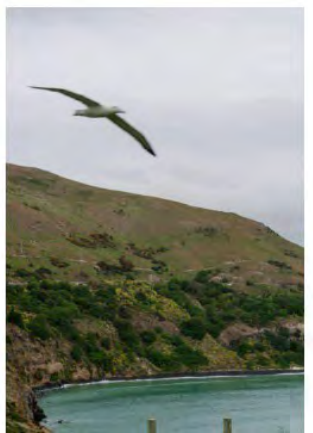
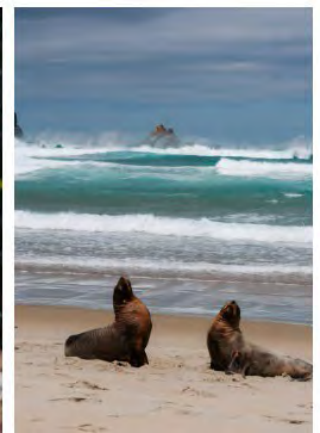
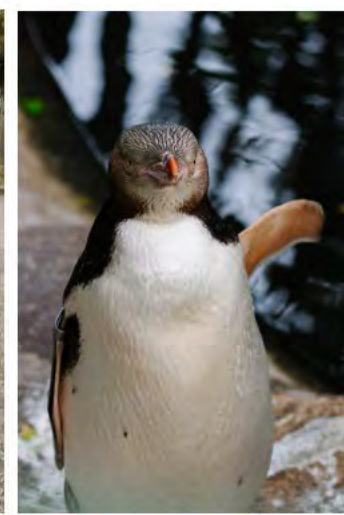
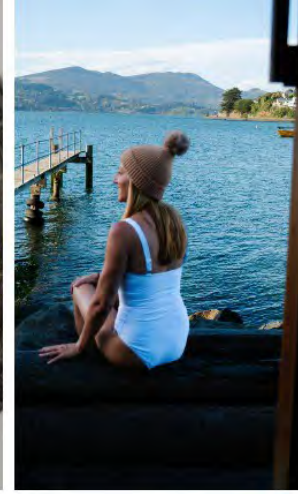
125,900+ total reel and carousel views

2,210 total saves across reels and carousel

2,295 average shares across reels and carousel:

364 comments





# 3. MEDIA MIX EXAMPLES

Vacations and Travel: For the love of adventure – November edition

*Vacations & Travel* is Australia's longest-running travel magazine with 35,000 copies distributed in Australia, New Zealand, Fiji and Southeast Asia.



*Vacations and Travel* Nov 2025.



**6 Red Centre roaming**  
 Destination highlight: Walking between Kata Tjuta's ochre-banded domes and Uluru's glowing silhouette promises 54km of elemental awe. You'll traverse remote desert trails, pass Mulga woodlands, stop at sacred waterholes and marvel at the Milky Way. Who's taking us there? Developed in close consultation with Anangu Traditional Owners, Australian Walking Company's new Uluru-Kata Tjuta

Signature Walk will take its inaugural footprints next year. The five-day 54km walk between the two Northern Territory monoliths includes stays in purpose-built eco-lodges, each day ending with delightful refreshments, hardhat tents and superb beds. Learn about caring for Country, share firelit stories and traverse land few have walked with world-class guides. [www.austwalk.com.au](http://www.austwalk.com.au)



**8 Tracks and trails**  
 All sweeping countryside, quaint maritime villages and rugged coastline, Dunedin's scenery is nothing short of spellbinding. Cycle the Te Anau Orbikou, a 10km loop lining the Ottago Harbour as discover Ponnell's picturesque bays and walled houses, Port Chalmers' heritage charm and – if you're lucky – lazing sea lions. Want to see the sights without putting in the leg work? Hop onboard a scenic journey with Dunedin Railways, which travels to the iconic Taieri Gorge, traverses towering viaducts and hugs dramatic coasts. Soak up local insights and stories from onboard commentators, and depart from the music-jaded Dunedin Railway Station – a 1906 icon often considered one of New Zealand's most photographed buildings. [dunedin.com](http://dunedin.com)

[vacationstravel.com](http://vacationstravel.com) | 43



A. Elena Vlach  
 November 2025

**WANDER + WONDER**  
**7** **Best we forget**  
 Sometimes the most wondrous journeys aren't found in the present but in the past. Step back in time at Albany's award-winning National Anzac Centre, where you'll follow the real story of a WWI serviceman or woman through the trials of the Great War. As you move through their experiences, you'll uncover their tale and reflect on a legacy that shaped a nation. Don't miss the Foot of Reflection – a thought-provoking tribute to the 41,265 who sailed on the first and second convoys. [www.nationalanac.com.au](http://www.nationalanac.com.au)



© National Anzac Centre

Surrounded by green hills and rugged coastline, home to albatrosses, penguins and seals, the South Island's second largest city is also one of New Zealand's most distinctive. Located in the Otago region on the wild northeastern coast roughly 235 miles south of the city of Christchurch, the area was populated by the Ngai Tahu Maori people before Scottish workers founded the city in 1848 – dubbing it 'Dun Edinburg', the Scottish Gaelic name for Edinburgh.

Dunedin ('The City of the Foothills') grew quickly after gold was discovered in the region in the 1860s, and many of the Edwardian and Victorian constructions remain today – including the grand Victorian clocktower building at Otago University and the city's convergence of the world's longest single railway station, which is said to be one of New Zealand's most photographed buildings. While its architecture draws the eye, it's Dunedin's outdoor adventures that truly entice travellers to this compact, laid-back city. From wildlife spotting and horseback riding to coastal walks and scenic train journeys, there are unforgettable experiences throughout the best of Dunedin.



© Dunedin City Council  
 © Dunedin City Council

**2. Cycle around an idyllic natural harbour**

Pedal past coastal scenery on the 20-mile Otago Harbour cycleway, which snakes around the water's edge from Portobello to Port Chalmers. The mostly flat Te Anau (Otago/Vinci) route can be completed in around two hours, and cyclists can close the loop with a 10-minute port-to-port crossing on a bike ferry. Cycles and e-bikes can be hired from local businesses such as [Dunedin eBike Hire](http://Dunedin eBike Hire), [Bike Hire](http://Bike Hire) and [Bike House](http://Bike House). Be sure to stop by the Harbour Mouth Mollars sculptures resembling a giant set of teeth that line the shore of Buckle's Street Park, New Zealand artist Regan Gentry took inspiration from the University of Otago School of Dentistry and Otago Peninsula's volcanic origins to create the waterfront chompers.

Don't miss: Drip into the iconic [Emerson's Brewery](http://Emerson's Brewery) to try a local craft beer or enjoy a bite to eat – or take a tour of the brewery to see how the beer is created.

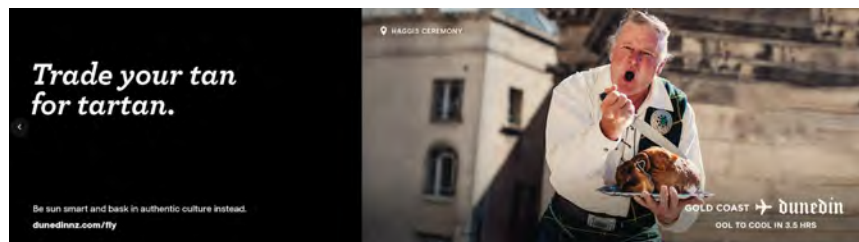


© Dunedin City Council  
 © Dunedin City Council

*National Geographic Traveller* Jan – Feb 2026, UK audience.

## 4. OOH GOLD COAST MALLS

Gold Coast Malls – digital screens over busy Christmas shopping week where foot traffic is highest as well as the Australian summer temperatures. Targeted messaging with OOL – COOL in 3.5 hours lock up to make shoppers aware of Dunedin as a destination they can visit easily from the Gold Coast Airport.



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