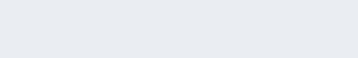




Back Beach, Port Chalmers



## In This Issue

- [Dunedin marketing](#)
- [Recent media coverage](#)
- [TNZ update](#)
- [Visitor insights](#)



## Dunedin marketing

### Insiders Pocket Guide

Our first pocket guide, Insiders' Guide to Te Aka Ōtākou (The Otago Vine shared path) was produced late last year and supplied to the Dunedin isite as well as businesses along the shared path. The staff at isite have said they have been popular among visitors. Due to this positive feedback, we are excited to announce we are in the process of producing a second Insider's Dunedin pocket guide on a trail of a different kind, so keep an eye out for this in the coming months.

### Dunedin trade update

Maggie Chu has joined the Destination Marketing team as the interim Trade Marketing Coordinator. Maggie's isite Dunedin and product experience, together with working with operators and hosting trade agents, is a welcome addition to the team.

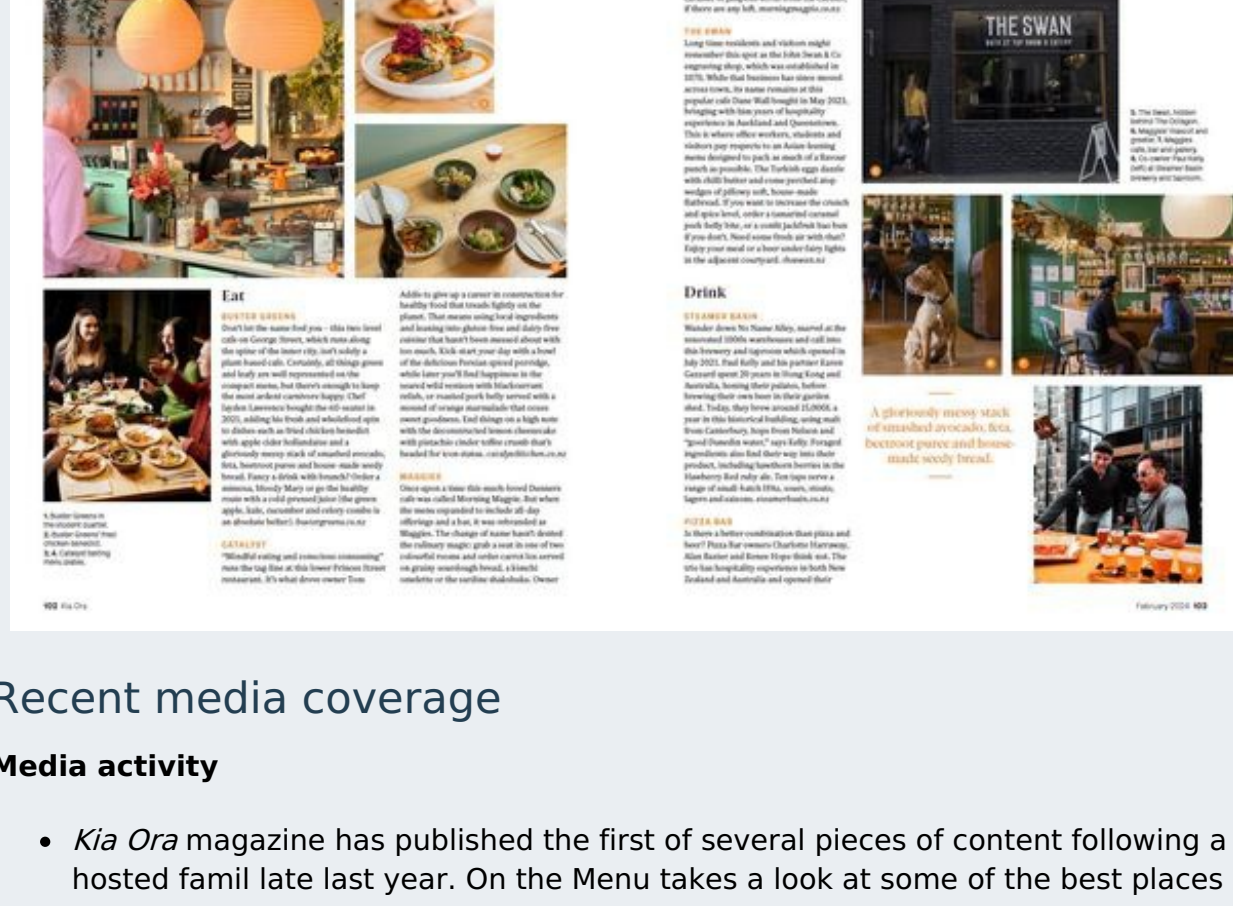
Current activity is focused on planning for upcoming trade events and TRENZ coordination including pre and post famils. If you want to know more about this event or the pre or post famils, please contact Maggie at [trademarketing@dcc.govt.nz](mailto:trademarketing@dcc.govt.nz).

### TNZ Regional Showcase 2024 AU

One of the first Trade events Maggie Chu will attend as our new Trade Marketing Coordinator is TNZ's Regional Showcase in Sydney. This is a great opportunity to:

- connect with, and re-educate both new and existing Australian travel distributors, who contribute to the development, promotion and buying processes of New Zealand tourism experiences.
- raise distributors' awareness of Dunedin and the Otago region's key selling points, to enable the distributors to promote Dunedin and the wider Otago region.
- promote regional dispersal and shoulder season travel and
- gain market intelligence, insights, and advice on the Australian market - which will assist the Destination Marketing team to build on and develop specific marketing strategies to attract Australian visitors.

Enterprise Dunedin will share key takeouts learned during the Showcase event later.



## Recent media coverage

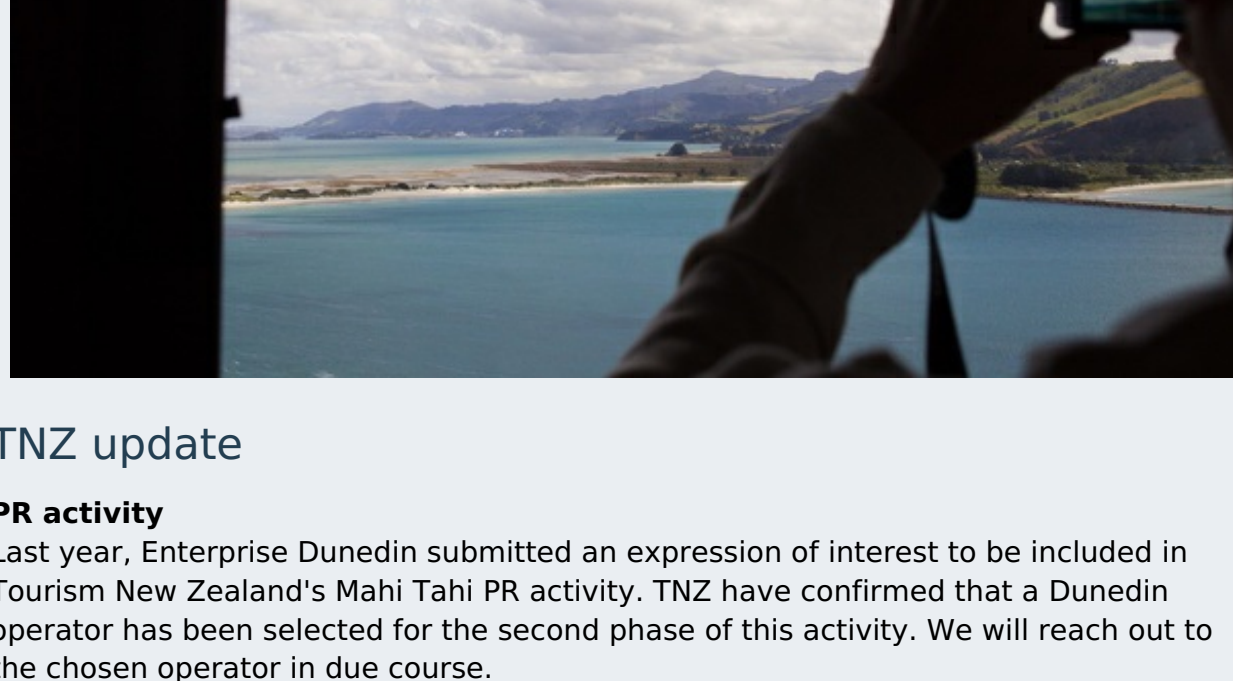
### Media activity

- *Kia Ora* magazine has published the first of several pieces of content following a hosted famil late last year. On the Menu takes a look at some of the best places in Dunedin to eat and drink. Pick up a copy on your next Air New Zealand flight or [read it online](#).
- Following a famil in the middle of last year, content has been published on Australian news site 9Honey touting Dunedin as [a laidback alternative to bustling Queenstown](#).
- Stuff recently included Clearwater Wildlife Tours in its [10 of the best new things to do in NZ this year](#) after Enterprise Dunedin provided the journalist with an update of new experiences and products.
- Dunedin Craft Distillers have scored a real coup after being included in National Geographic's [21 culinary gems worth travelling for in 2024](#).

### Media event

Enterprise Dunedin senior communications and engagement officer James Hall will be attending the TravMedia International Media Marketplace event in Sydney on February 21 to meet with publications, editors and travel and lifestyle journalists.

If you have any new product or plans for your tourism or hospitality business in the year ahead, new exhibitions, or upcoming events that would be of media interest or you have any exciting newsworthy developments, big or small, (such as record albatross breeding season etc.) please let James know before the event so he can include them in media pitches. His email is [james.hall@dcc.govt.nz](mailto:james.hall@dcc.govt.nz).



## TNZ update

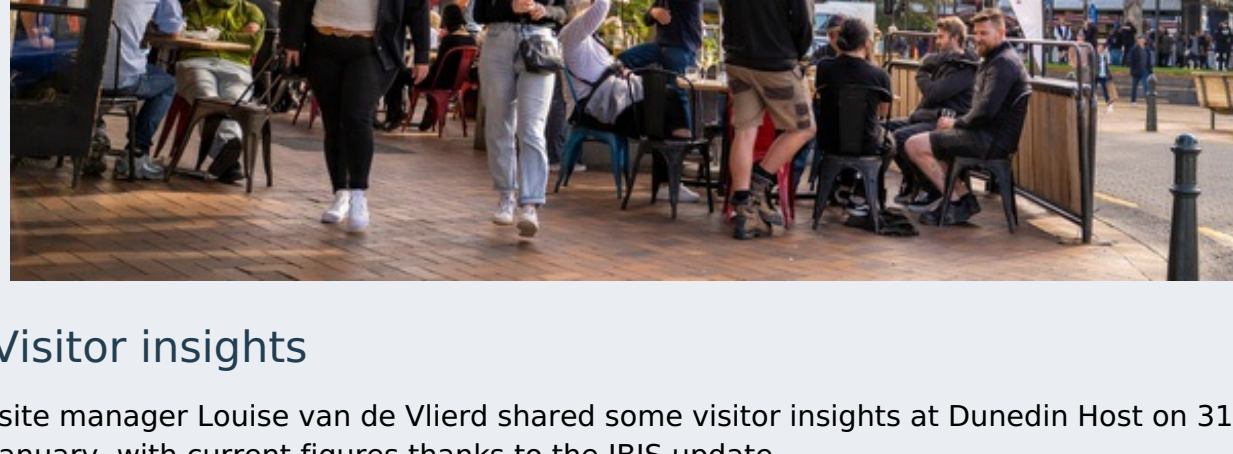
### PR activity

Last year, Enterprise Dunedin submitted an expression of interest to be included in Tourism New Zealand's Mahi Tahī PR activity. TNZ have confirmed that the Dunedin operator has been selected for the second phase of this activity. We will reach out to the chosen operator in due course.

### Media famils

Enterprise Dunedin will be working with TNZ on two upcoming media famils in April, one with Taiwanese media and another with Australian media. We will be reaching out to operators about these shortly. A third media famil, a Taiwanese travel television show is looking at filming in Dunedin which Enterprise Dunedin will help facilitate.

**Note:** As always, priority for these opportunities are given to Qualmarked operators. If you would like to know more about Qualmark, please email [trademarketing@dcc.govt.nz](mailto:trademarketing@dcc.govt.nz)



## Visitor insights

Isite manager van de Vlied shared some visitor insights at Dunedin Host on 31 January, with current figures thanks to the IBIS update.

### December

FIT international traveller numbers have increased to the isite for December. The most visitors (excluding cruise passengers) were from Australia with consistent numbers for both December and January. The highest amount came from New South Wales, followed by Victoria and Western Australia. Germany and USA were tied with the second-highest number of visitors, followed by England and Canada, China and then Netherlands and Switzerland.

### January

In January, English visitor numbers trebled, coming in second after Australia. Germany and USA both saw their numbers double, staying tied at the third spot. They were followed by Japan, which has been the big surprise coming from a very low numbers the month before. Switzerland has doubled and the Netherlands increased 50%, while China numbers have remained the same as December.

### Cruise Action Plan

The final draft of the Cruise Action Plan has been circulated to the Cruise Action Group who will meet on Tuesday, 13 February.

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