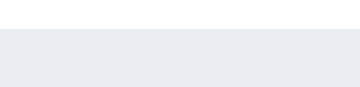


Visitor Industry Newsletter

Biking on Te Ara Moana

dunedin



Dunedin Visitor Industry Update September 2023

In This Issue

- [Dunedin media coverage](#)
- [TNZ update](#)
- [TIA update](#)
- [Waste minimisation grant](#)



Dunedin media coverage

Signature Luxury Travel & Style

Ōtepoti Dunedin was included in the Force for Good edition of *Signature Luxury Travel & Style*. This issue of the luxury Australian publication focused on immersive visitor activities that promote sustainability, conservation and ways to give back. Dunedin was included in a global list of powerhouse conservation and wildlife destinations.

ESCAPE

In collaboration with Tourism New Zealand, Australia's #1 travel brand *ESCAPE* ran a Dunedin 101 feature across its website, which was then syndicated across 10 different News Corp websites, from Tasmania and Northern Territory to Brisbane and the Gold Coast. This content then ran in print in *The Sunday Telegraph* and *Sunday Herald Sun*. The overall reach of the content was measured to be 2.7 million.

Media famil

Enterprise Dunedin recently hosted a freelance travel writer who is working on a feature for the *NZ Herald Travel on Sunday*. The theme of this content is a wellbeing weekend in Dunedin which covered a range of activities promoting a holistic approach to wellbeing, from food and environment to exercise and spa treatments. Thanks to the operators who participated in this media opportunity, we will share the feature when it is published.

Marketing activity plan

Enterprise Dunedin is creating a document of planned marketing activity for the remainder of FY23/24. This document will summarise key consumer and trade marketing activity which can help partners and members of the visitor and business industries plan their own marketing, prompt conversations on collaborations or amplify messaging. More information on this will be available soon.



TNZ update

Qualmark's STB Criteria gains official recognition

Qualmark's Sustainable Tourism Business (STB) Criteria has become the first in New Zealand to gain GSTC-Recognised Status from the Global Sustainable Tourism Council (GSTC), meaning members can be confident that achieving Qualmark certification meets global standards of sustainability.

It guarantees that all Qualmark businesses are following a standard that aligns with universal criteria for sustainable management, social and economic benefits to the local community, cultural heritage preservation and the reduction of pollution. To find out more, [click here](#).

Register for industry webinars

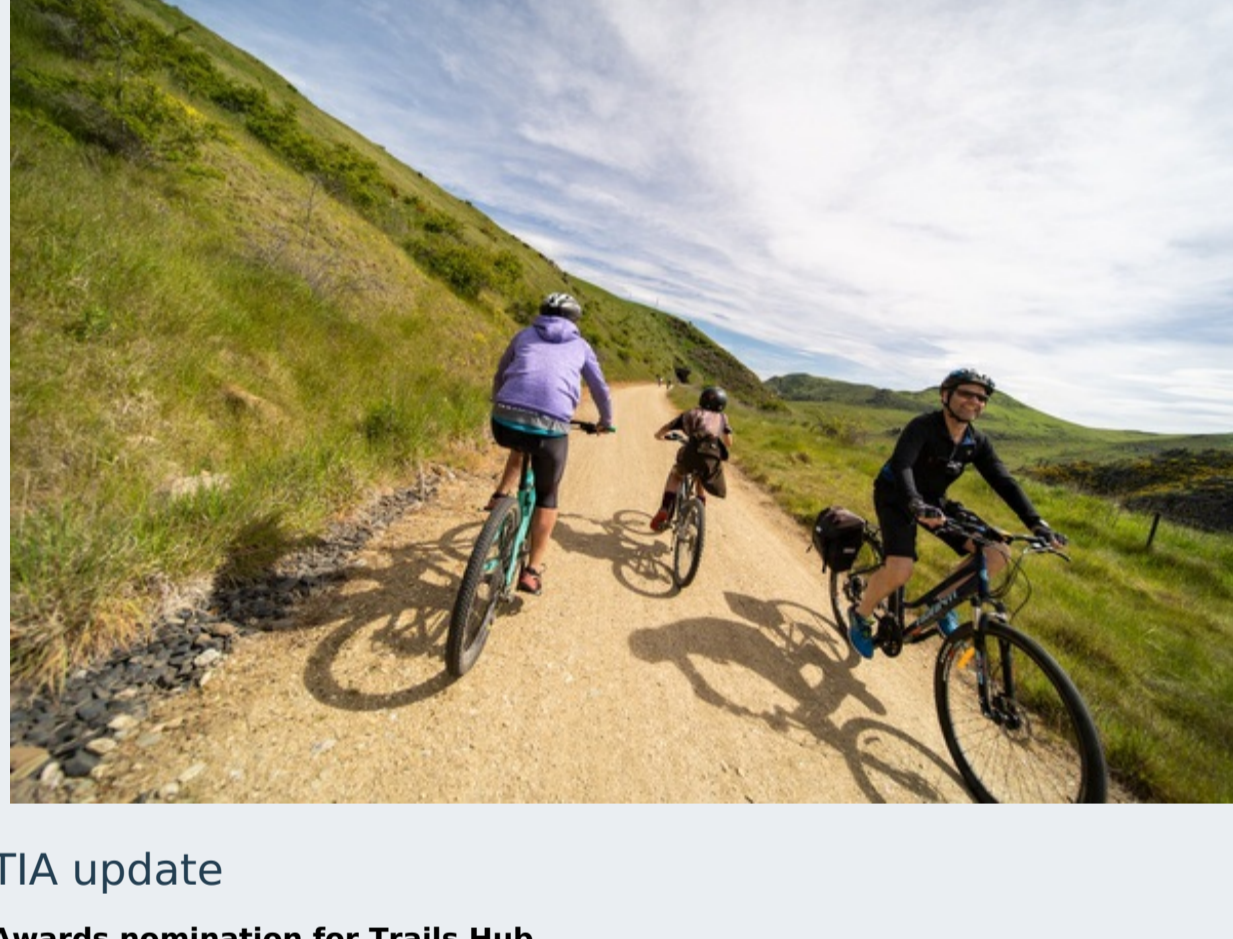
RTOs and operators are invited to register to upcoming TNZ webinars over two sessions.

Webinar 1

Topic: building brand and exploring new markets – Australia, UK, Germany and Southeast Asia
Date and time: Tuesday, September 12, 11am-12pm
[Register here](#).

Webinar 2

Topic: encouraging off peak arrivals and converting HQVs – USA, Canada, Japan, Korea, India, China and Singapore
Date and time: Tuesday, September 19, 12pm-1pm
[Register here](#).



TIA update

Awards nomination for Trails Hub

The Tourism Industry Awards finalists were announced last week. Otago Trails Marketing Group, which is behind the [Otago Trails Hub](#) website, was nominated for Tourism New Zealand Industry Collaboration and Alignment Award 2023. Find the [full list of finalists here](#).

Tourism Summit Aotearoa 2023

This year's summit is on Tuesday, 7 November 2023 in Wellington. Tourism Summit Aotearoa is one of New Zealand tourism's flagship conferences, bringing together over 300 business and government leaders from all sectors of the industry year.

[Register here](#) for the early bird rate. Early bird registrations close at 5pm on Tuesday, 26 September.



Waste minimisation grant

Business organisations like yours play a vital role in helping to achieve Dunedin's vision to be one of the world's great small cities. Recognising this role, the Dunedin City Council allocates up to \$70,000 per year for innovation and development from the Waste Minimisation contestable fund, for distribution in accordance with the Waste Minimisation and Management Plan 2020 (WMMP) vision and goals.

Successful projects that have received waste minimisation commercial grant funding include [Dunedin Craft Distillers](#).

We strongly advise that you contact the Waste Minimisation Strategy Officer at the Dunedin City Council on 03 477 4000 before you complete the application.

The close off date is 29 September (5pm).

[Find out more about the Waste Minimisation Innovation and Development \(Commercial\) Grant here](#).

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