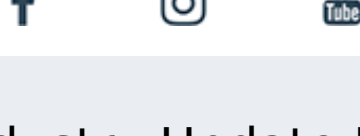


Visitor Industry Newsletter

Newsletter

Monarch Wildlife Services & Tours

dunedin



Dunedin Visitor Industry Update December 2025

Kia ora,

Summer is well and truly here and it's time to spread some festive cheer! We'd like to shout out a big thank you from the Destination Dunedin team for all your work across the year to make our wonderful wee city a vibrant, connected, and thriving place to visit, live, work, and invest.

Earlier this week we shared a behind the scenes look at **Enterprise Dunedin**, our city's Economic Development and Regional Tourism Organisation. Ending 2025 on such a positive note shows that Dunedin is on the right trajectory and although there is still a lot to focus on going forward we are on the right track.

Dunedin is turning a corner:

- ✓ Economic activity rose **1.3%** in the September 2025 quarter
- ✓ Tourism is rebounding with guest nights up **11%**
- ✓ International guest nights rose **26%**

*Source: Infometrics provisional GDP estimates.

Want the full picture?

[Click here for the Otepoti-Dunedin Snapshot](#)

The announcement in November from The Hon. Louise Upston that the Southern Way will receive funding from the Regional Tourism Boost comes at the perfect time coinciding with Jetstar increasing the number of weekly flights direct to the Gold Coast to four. The Dunedin Tunnels Trail also received a \$2 million government investment making tracks to transform Dunedin into a premier cycling destination. The wheels are in motion for our tourism sector to truly take off.

We hope you're wrapping up 2025 and getting prepared for a fun filled festive season. Take care and we look forward to seeing you in the new year!

Kia pai ngā hararei,

- Teresa Fogarty, Dunedin Destination Manager & the Dunedin Destination team

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Dunedin Marketing

Destination Campaign update

Our 2025 Destination campaign, showcasing uniquely Dunedin moments is about to end. This campaign was done in partnership with Shotover Creative who we have been working with for the past 3 years to deliver our major Dunedin tourism campaigns. If you missed out on seeing it [click here](#).

Over the past year the campaign has performed well with the following statements:

Australia delivered exceptional year-on-year growth, with a 22% increase in active users, 38% more engaged sessions, and a 30% rise in high-value interactions. Overall on-site activity climbed by 25%, showing that the 2025 campaign not only attracted more Australian visitors but also drove significantly deeper engagement and stronger intent to explore Dunedin.

The campaign reached more than 5.2 million people and delivered over 11.8 million impressions, cementing Dunedin as one of the most visible destinations in the national market.

The campaign generated more than 157,000 total clicks across all digital channels, demonstrating exceptionally strong audience engagement and deep interest in Dunedin experiences.

Filming is underway for the next instalment of the Dunedin Destination Campaign, with the destination team taking the lead to showcase more uniquely Dunedin moments. Thank you to those who are involved, your collaboration is much appreciated. Launching February 2026.



Dunedin in the Media

- Following a family of their writer, a handful of leading local marketing agencies and Enterprise Dunedin were included in NZ Marketing Magazine's December feature on the marketing industry in Dunedin.
- Enterprise Dunedin in partnership with Jetstar recently hosted Gold Coast content creators [Global & Beyond](#). Content is live now.
- In partnership with Southern Way we hosted a travel writer and videographer on a content capture family for an upcoming Southern Way campaign.
- A collaboration with Tourism New Zealand saw Taiwanese influencer [Ray Du](#) and his family visit Dunedin in order to share our city as a destination with his audience.
- Dunedin's Railway Station was included in [The Telegraph's](#) list of "the world's most spectacular railway stations".
- Enterprise Dunedin earned media coverage for several recent events and announcements, such as the upcoming [hockey](#) tournament, the new cruise [terminal mural](#), the [Mainlander](#) announcement, [Jetstar flight expansion](#) and [Otago Rally funding](#).
- We will be hosting Lonely Planet's Oceania Editor on family the week before Christmas.



Events and Key Dates

With three events lining up over one weekend, Christmas in the Gardens, Santa Parade, Z Manu Camp as well as Black Friday sales and a major cruise ship visiting, we ran a Christmas campaign to leverage these events. The weekend celebrated Christmas spirit by positioning Dunedin as the unofficial Christmas festivities opener while boosting local retail and hospitality.

- 3,537 visits to the Christmas weekend webpage
- 549 entries for Christmas in Dunedin competition
- Estimate 1500 attendees at Christmas in the Garden

We have received anecdotal reports from George Street retailers that they found it busier after this year's Santa Parade than in previous years. People typically leave right after it concludes, but it was reported that more people stayed in town to shop this year.

Upcoming Events:

- [New Years Eve Celebrations](#) 31 December
- [International Women's Hockey Tournament](#) 18 - 25 January
- [Masters Games](#) 31 - 08 February
- [George Street Market](#) 07 February
- [Eats and Beats - Bath Street](#) 07 February
- [Chinese Cultural Festival](#) 15 February - 03 March

[Click here for more upcoming events.](#)

Destination, Trade and Business Events

Destination Hui

We are delighted with the response to our 3 Destination Hui throughout the year featuring presentations from key industry leaders and innovative thinkers. We hope that you found the content as inspiring and thought provoking as we did. These meetings are a great way for us to catch up and continue working together to the benefit of our wonderful wee city. If you have any thoughts on who you might like to hear from in the New Year, please get in touch businessevents@dcc.govt.nz.

Business Events Conference

We recently attended the BEIA business events conference and experienced a week of productive activity in Auckland. First up a rare face-to-face Convention Bureau meeting with lots of insights into the Australia market followed by a Regional Showcase featuring intros on what makes smaller regions a great choice for buyers. This was a great opportunity to share insights, connect with inspiring professionals across the sector & create some new business events leads.

Dinefind x Southern Way

We are partnering with [Southern Way](#) and [Dinefind](#) to promote hospitality businesses across the region and shine a spotlight on the exceptional food experiences that make the lower South Island unique. As part of this partnership, your business is invited to receive a free listing on Dinefind, giving you access to an audience of diners, travellers, and food lovers.

Dinefind is the Restaurant Association's national directory showcasing the best of Aotearoa's cafés, restaurants, bars, and food experiences. It's designed to help visitors and locals discover great places to eat, support regional operators, and highlight the diversity of our hospitality story.

This is your opportunity to make your culinary creations shine & promote your dining destination to a wider audience! Don't hesitate.....[Sign up here!](#)

Let's pop Otepoti Dunedin on a plate & share it with an international audience.

The wheels are also in motion for a conversion hub through TripAdvisor. Take a moment to check that your TripAdvisor details are up to date. Not utilising TripAdvisor? Now is the time to get your business on board! We will follow up with further details in the New Year.

Staff Updates

After 20+ incredible years working in regional tourism, as a part of both Tourism Dunedin and now Enterprise Dunedin, we bid farewell to Suzanne Jenkins. Suzanne has been Enterprise Dunedin's Finance and Operations Manager for the last few years and more recently took on the additional role of Cruise Manager. A stalwart of the industry Suzanne has had a profound impact on the sector and her presence and years of knowledge will be missed. Suzanne's last day was 12 December, we wish her all the best with her new role which takes her closer to whānau in Rarotonga.

Sian Sutton has taken up the role of Interim Destination of Enterprise Dunedin while Teresa Fogarty has stepped into the interim Destination Manager position. We are looking to fill Teresa's previous role in Tourism Trade and Business Events as soon as possible.

Sarah Frost has hit the ground running as Event Producer while Allison Wallace enjoys maternity leave. Sarah has already successfully delivered Christmas in the Garden and is already working on her next event. We are also glad to welcome Rewa Pene who has accepted a permanent role as Events Producer within the Enterprise Dunedin team.

Unsubscribe me please

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