



## Dunedin visitor industry update February 2023

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### Dunedin marketing activity

#### Event-full Dunedin

A new campaign focusing on Dunedin's numerous upcoming events is now under way. Running mostly in the digital space, it suggests visitors come for an event and stay longer to enjoy other experiences the city has on offer.

#### Student and parent welcome

To welcome students back to the city, Enterprise Dunedin will have a presence at Tent City during Orientation Week and will be providing the new students with crash course in everything the city offers. Inflight entertainment "Welcome to your new classroom" is currently on Air NZ planes and there is a digital campaign active in the city.

New student welcome posters have been made and businesses who want one to hang in their windows can pick them up for free from the Dunedin iSite.

#### Australian market

In March, Lead Consumer & Trade Marketing Sarah Ewing will be in Australia attending 20 sales call appointments with Australian travel industry, including Tourism New Zealand's Australian team. She will also be at the RTNZ IBO Days in Auckland meeting with inbound operators.



### City Marketing and Communications Manager appointed

We are pleased to announce Leanne Mash has been appointed City Marketing and Communications Manager.

Leanne comes to us after working many years in the local government and tourism sectors, including roles as GM of two regional tourism organisations and CEO at Central Otago District Council. Leanne has worked across Queensland, NSW and the South Island of New Zealand.

Married to a Dunedin local, some of you might remember Leanne as a member of DCC's economic development team in the late 90s. "I am thrilled to be back home in Dunedin, back being of service to our Councillors and community. The pandemic kept me locked in Brisbane for the last few years and it is an absolute treat to be back in a city I love and adore," Leanne says.

Leanne holds responsibility for the expanded portfolio of City Marketing and DCC Communications and Marketing functions. As city marketing is inclusive of all sectors that have bandwidth within Enterprise Dunedin it is important to note that Sarah Ewing continues to be the passionate lead for consumer leisure and travel trade marketing for the city of Dunedin.

"I look forward to supporting Sarah and the wider team as we continue to add value to the wider economic development environment of Dunedin".



### Media coverage

Last month Enterprise Dunedin hosted a journalist who is writing a travel feature on Dunedin for the UK's *Daily Telegraph*. It is long read that will cover everything from arts, culture and architecture to wildlife, scenery and food.

The *Herald on Sunday* 'A Chat With...' series has profiled several Dunedin tourism operators and events this year including [Horizon Tours](#), [Middlemarch Lodge](#) and one featuring Baseline Festival is pending. Dunedin Craft Distillers and Fallow Ridge Retreat were also in the *Herald's* list of [best new tourism attractions](#).

Australian magazine *Escape* recently featured developments at the harbourfront, Dunedin Craft Distillers and Thomas Gregg Apartments, as some of the [best new things in the South Island](#).

This year *Stuff Travel* included the new Cookie Time Cookie Bar in its list of [20 best new things to do this summer](#), while Quarantine Island made the list of [5 affordable summer adventures](#) and new accommodation Fallow Ridge Retreat was included as one of the country's [best adults-only retreats](#).

Following the departure of Communications and Engagement lead Sarah Bramhall, please send any comms inquiries to [James Hall](#) in the meantime. Next week James will be pitching the city at IMM Sydney, a global event connecting travel industry with top travel media.



### Business events

#### AIME

Dunedin Business Events and Dunedin Venues are exhibiting at AIME, the Asia Pacific Incentives and Meetings Event this week. With key Dunedin accommodation partners, Scenic Hotel Group and Fable Hotels & Resort we are delighted to be showcasing what makes Dunedin a great place to meet and do business. The Tourism New Zealand stand is one of the biggest and busiest at the show and this is the largest New Zealand contingent ever at a business events trade show.

#### Bid won for 2026 conference

In February 2026, Dunedin will host the 11th International Deer Biology Congress. The inaugural conference was in 1985 in Dunedin so it's returning after 41 years.

AgResearch scientist Jamie Ward is the local bid champion for the conference. Field trips during the event will offer the opportunity to visit the Invermay Deer Research facilities, a deer breeding farm and see and experience Dunedin's unique local wildlife and diverse landscape.

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