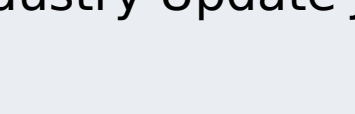


Visitor Industry Newsletter

Dunedin Street Art Trail

dunedin



Dunedin Visitor Industry Update June 2025

Kia ora,

There's exciting momentum building for Dunedin—after months of anticipation, direct flights begin between the Gold Coast and Dunedin on June 24, with an inaugural launch being hosted at Dunedin Airport. We're gearing up to mark the occasion and secure strong media coverage of our destination from relevant Australian travel writers. Over the past few months the team has secured a number of exciting media pieces in international publications with notable highlights including a front cover Kia Ora magazine piece and making it onto the Wanderlust Travel Green List highlighting the top 50 destinations that are leading the way in responsible, regenerative and community-based travel.

Ahead of the flight launch, we headed to the Gold Coast with Jo from Larnach Castle and Sammy from The OPERA and Monarch for a proactive sales trip. Dunedin was warmly received, though it's clear there's work to do around destination awareness in SE Queensland. This highlighted just how important our operator partnerships are in growing trade opportunities. We would welcome conversations about this in the future.

Marketing is full steam ahead in Australia, with billboards now live across the Gold Coast and targeted digital campaigns continuing across key regions resulting in a large upswing in traffic to our visit website from Australia.

Our business events team represented Dunedin at MEETINGS 2025 last week, and we continue to make progress on improving business events procurement for the city with a second workshop in Dunedin to develop a collaborative strategy with the sector. Our next destination hui will take place on Wednesday 30 July, and we hope to see you all there! We want to continue to bring our visitor experience industry together because we truly feel that there is so much strength when we share ideas and collaborate.

Stay warm

- Sian Sutton, Dunedin Destination Manager

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Staff Update

It has been an exciting few months with Enterprise Dunedin welcoming some great new talent to the team creating a hive of new ideas, inspiration and experience.

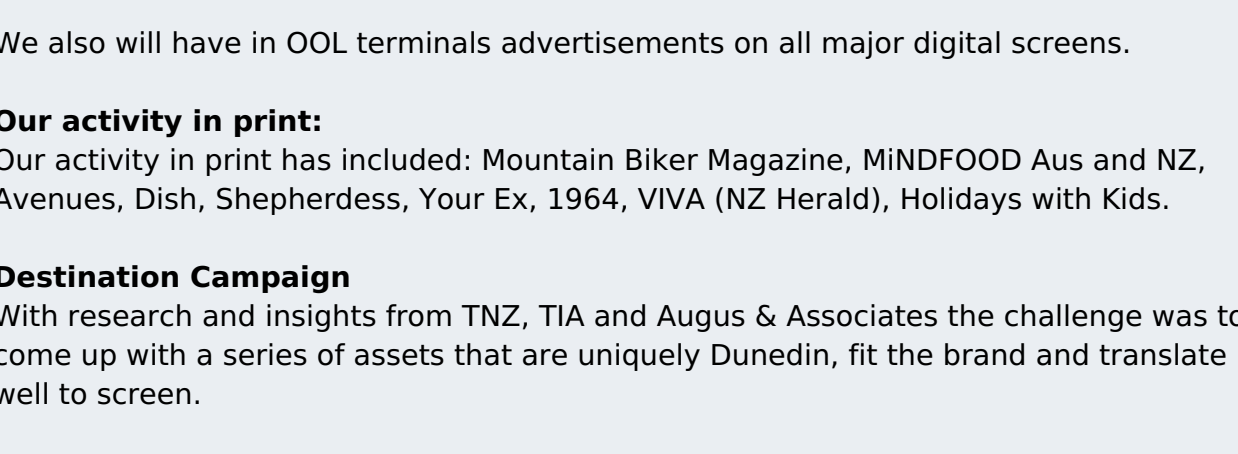
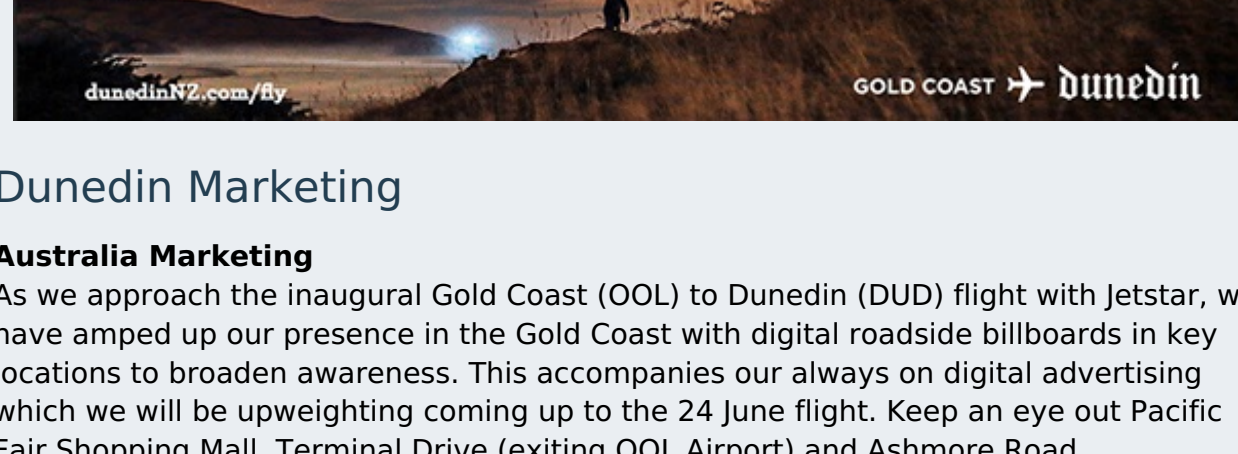
Mike Costelloe has joined the ranks as Interim Manager - Enterprise Dunedin and brings with him a wealth of leadership and management experience having most recently worked with Delta where he was the CEO for approx. 7 years.

Teresa Fogarty has expanded her portfolio within the team, now looking after Tourism Trade in addition to Business Events.

The Business Events team here at Enterprise Dunedin have a new addition with Libby Davis jumping on board in the capacity of Tourism Trade and Business Events Coordinator. Libby has a background in marketing, events and stakeholder engagement and is a welcome addition to the team.

We welcome Dyani Shepherd-Oates back to the team as a fixed-term Event Assistant primarily bringing her experience in mastering Masters Games operations but also diving into the greater events pool.

Rewa Pene has hit the ground running with Matariki mā Puaka fast approaching. The 2025 Matariki celebration is set to be bigger and better than ever thanks to Rewa and the Enterprise Dunedin events team. Keep scrolling to check out the full Matariki mā Puaka details.



Dunedin Marketing

Australia Marketing

As we approach the inaugural Gold Coast (OOL) to Dunedin (DUD) flight with Jetstar, we have amped up our presence in the Gold Coast with digital roadside billboards in key locations to broaden awareness. This accompanies our always on digital advertising which we will be upweighting coming up to the 24 June flight. Keep an eye out Pacific Fair Shopping Mall, Terminal Drive (exiting OOL Airport) and Ashmore Road.

We also will have in OOL terminals advertisements on all major digital screens.

Our activity in print:

Our activity in print has included: Mountain Biker Magazine, MINDFOOD Aus and NZ, Avenues, Dish, Shepherdess, Your Ex, 1964, VIVA (NZ Herald), Holidays with Kids.

Destination Campaign

With research and insights from TNZ, TIA and Augus & Associates the challenge was to come up with a series of assets that are uniquely Dunedin, fit the brand and translate well to screen.

After the "It's Just Dunedin" campaign, we decided to bring the next campaign more in line with the brands core values of intrigue and authenticity, and reintroduce the wry Dunedin tone of voice that we are known for. These off the beaten track experiences are trending in local travel right now and Dunedin is well placed to take advantage of that.

[Click here to explore the video content.](#)



Dunedin in the Media

Our proactive approach to earned media coverage keeps netting fantastic results as media families from late last year and early this year have begun publishing, so there is prolific and varied storytelling coverage of Dunedin as a destination. These have included some big wins for our team in earned coverage, which include the cover story of Kia Ora magazine for the month of April (this space can't be bought and hasn't featured Dunedin in years), an 8-page article in Dish on the city's growing and excellent food and drink offerings, and the Otago Peninsula's inclusion in Wanderlust magazine's annual global Green List as a wildlife conservation destination.

Recent Dunedin coverage:

Traveller (Sydney Morning Herald, The Age, Brisbane Times, WAtoday, AFR) | Content from famill of Kerry van der Jagt -[New Zealand easy cycling routes: Dunedin's Te Aka Otakou is an easy day ride around the city](#) and again in [Stuff Travel](#)

Kia Ora magazine April cover story 'Weekend in Dunedin' | famill of writer in 2024

Stuff Travel/ESCAPE Video famill in April 2025 | [Augustines of Portobello: This small orchard café is one of NZ's best-kept secrets](#) | [Stuff](#) | [Kaimata Retreat: Is this NZ's most peaceful place to stay?](#) | [Stuff](#)

Dish Magazine Vol.120 | famill of writer and photographer March 2025 -[Cafés, Restaurants and Bars in Dunedin » Dish Magazine](#)

Dish Magazine Vol.121 | follow-on coverage from famill in March -[What We're Eating and Drinking: Issue 121 » Dish Magazine](#)

NZ House & Garden April | Gary & Lola's, Graze and Glow

Your Ex magazine | 28 Hours in Dunedin: Art, adventure and epic eats | [YOUR EX MAY 2025 - FlowPaper FlipBook](#) Content pitch and famill of editor March 2025

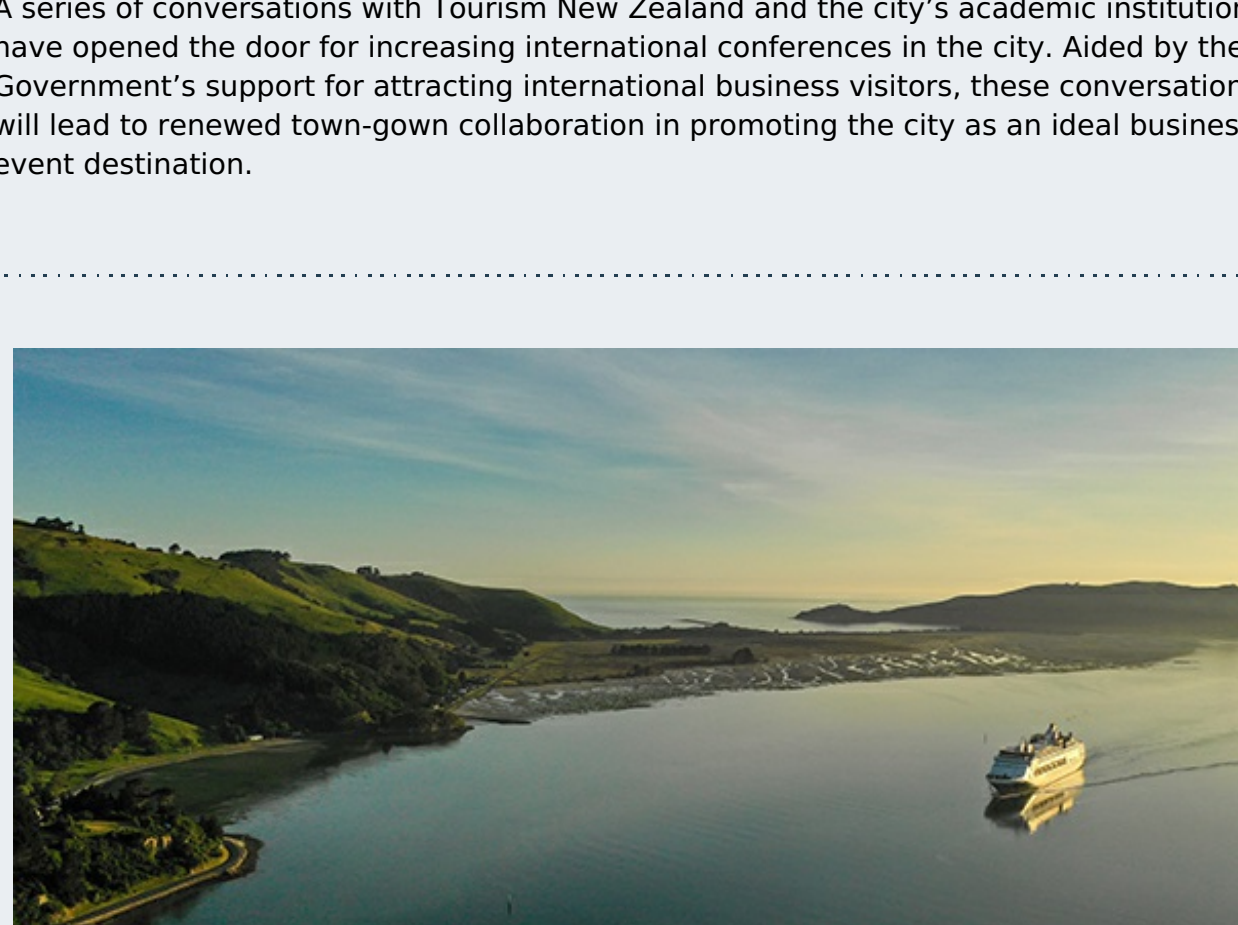
NZH Travel on Sunday | King's Birthday listing [The best way to spend a long weekend in Auckland, Christchurch, Wellington and other NZ cities - NZ Herald](#)

RNZ Afternoons with Jesse Mulligan [Afternoons for Monday 19 May 2025](#)

Afternoons | RNZ | Cheese rolls for RNZ's Dunedin visit | [Otago Daily Times Online News](#)

Wanderlust (UK) | Pitch for Dunedin and the Otago Peninsula and wildlife operators for inclusion in [The Travel Green List](#) | [Travel Green List 2025 - Australasia, Asia & the Middle East - Wanderlust](#) | [Wildlife List](#) | [Travel: NZ destination recognised for outstanding sustainable travel](#) | [Stuff](#)

TRENZ PR Activation - Front page of Otago Daily Times, coverage on RNZ The Panel and Rotorua Daily Post | [New flavour sounds fishy](#) | [Otago Daily Times Online News](#) | [The Panel with Damien Venuto & Penny Ashton \(Part 2\)](#) | [RNZ](#) | [Rotorua tourism 'on the up' as city eyes future with investment and planned growth](#) - [NZ Herald](#)



Events and Key Dates

The Events team have been working on two great events coming up around Matariki and the All Blacks vs France test match.

Matariki mā Puaka is our new Matariki celebration bringing to life traditional stories, landscapes and legends unique to Ōtepoti Dunedin. We have worked closely with representatives from our two local Runaka who have been involved in designing the creative for the drone show and the stories for the workshops.

Matariki mā Puaka - Saturday 21 June

The Kick Off, which takes place before the All Blacks vs France test match, is a new initiative to bring action into the centre of the city, with a pop-up bar, food trucks and live music in the lower Octagon.

All Blacks v France - Saturday 05 July

[Check out all of the upcoming events in Dunedin](#)

Destination, Trade and Business Events

Inaugural Destination Hui - 26 March

90+ stakeholders from across Dunedin's visitor-facing industries came together for the first of a series of events featuring updates on past and planned activities and an opportunity for questions and networking. This meeting of the accommodation, events, tourism, study and hospitality sectors received extremely positive feedback from attendees. The format of updates, an industry speaker and networking time was well received. The next Destination Hui is scheduled for 30 July.

Tourism Export Council Trade Event - 9-10 April

Useful conversations were held with inbound operators already working with Dunedin operators, and those open to adding more experiences to their books. In addition to gaining insights into market and visitor trends, our presence deepens relationships with those who influence visitor itineraries, helps support operators in attendance, and market the experiences of operators who could not attend. Dunedin Railways were the only Dunedin operator attending, receiving very high level of interest from the buyers.

TRENZ - 5-8 May

TRENZ was a standout this year, with our largest operational presence in years at this annual international tourism trade show. Many successful interactions took place with opportunity to grow business for the businesses themselves and for the Dunedin region. A creative food activation with Patti's and Cream and Moiety helped put Dunedin front and centre—literally on everyone's lips. Created to promote Dunedin as a culinary tourism destination, this gained considerable media attention locally and nationally.

Gold Coast Trade Activity

An Australian travel trade webinar on Dunedin experiences took place in April in conjunction with Tourism New Zealand. Travel agents within the Gold Coast drive market attended the Gold Coast tourism trade sales trip. This series of events aimed to educate attendees on how to sell Dunedin's many attractions and experiences. We continue to work closely with all partners to support the upcoming Gold Coast flights, sales activities are being planned with Australian trade organisations, and a further sales trip is being planned in conjunction with Southern Way.

Growing Business Events

Two strategy sessions have been held with Business events stakeholders in the city. Aimed at creating a growth strategy with a timeline of strategic action points, these sessions have sparked a range of connections and conversations that are already aiding sector cohesion and direction.

A series of conversations with Tourism New Zealand and the city's academic institutions have opened the door for increasing international conferences in the city. Aided by the Government's support for attracting international business visitors, these conversations will lead to renewed town-gown collaboration in promoting the city as an ideal business event destination.



Cruise Season 2024/2025

Over 70 cruise operators and stakeholders attended the Cruise 2024/25 Debrief on Thursday 15 May, hosted by Dunedin City Council and the Port of Otago. Feedback and suggestions from the session will be considered by the Dunedin Cruise Action Group for review and feedback later. Both Port Otago and the Dunedin City Council (DCC) have started planning for the 2025/26 cruise season.

Some of the options being explored include:

- Famils for cruise operators and volunteers
- Designated landing page on Dunedinnz.com for cruise passengers
- Improved signage and wayfinding
- Ambassador programme
- Reviewing parking options.

Despite the decline in anticipated cruise visits in the coming 2025/2026 season the discussion was positive and productive. Dunedin, the wildlife capital, has so much to offer cruise tourism and it would be great to see cruise continue to boost Dunedin's economy.

Unsubscribe me please

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