Finding your way around

DunedinNZ Insights & the Dunedin Key Visitor Statistics dashboards

Contents

Collecting and sharing information more effectively so Dunedin can take advantage of opportunities and better respond to change.

One of the Dunedin Destination Plan's six key destination actions

Collect and share insights

Designed by Dunedin for Dunedin, DunedinNZ Insights and the Dunedin Key Visitor Statistics dashboards together with other Dunedin data and information can be found on the 'Research & statistics' page of the DunedinNZ.com website.

These interactive dashboards are useful tools for all: local government and businesses, tourism operators, visitors, students and their families and the wider Dunedin community.

They are designed to help you take advantage of opportunities by identifying trends, keeping ahead of change and informing marketing and management activities for Dunedin as a compelling and great year-round destination.

Make the dashboards the first point of call when looking for Dunedin-specific data and use the links for a deeper dive to the source reports and surveys:

1. **Get a high-level view:** A summary sheet lets you see the key indicators for each data set in the report. This gives you the ability to quickly review the current status and have a good high-level view of what is happening.

2. **Get more detailed information:** If you want more information on a specific topic you can jump to that sheet to get into the data at a deeper level.

3. **Go to the source:** Additional information to links for a deeper dive to source reports and surveys.

Data and information published on the dashboards are refreshed by Enterprise Dunedin monthly from external sources for general information purposes only.
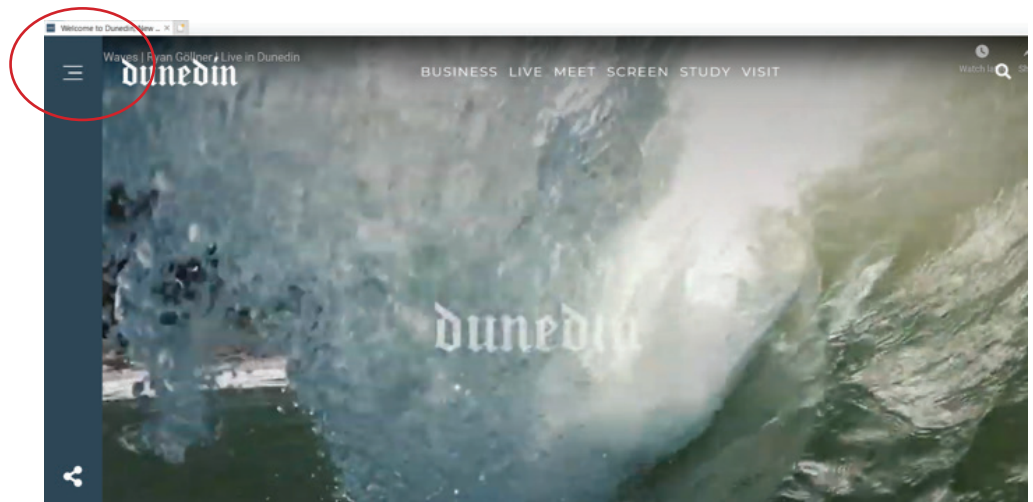
The following provides a practical, step-by-step guide to help you find your way round the dashboards to get the information you need.
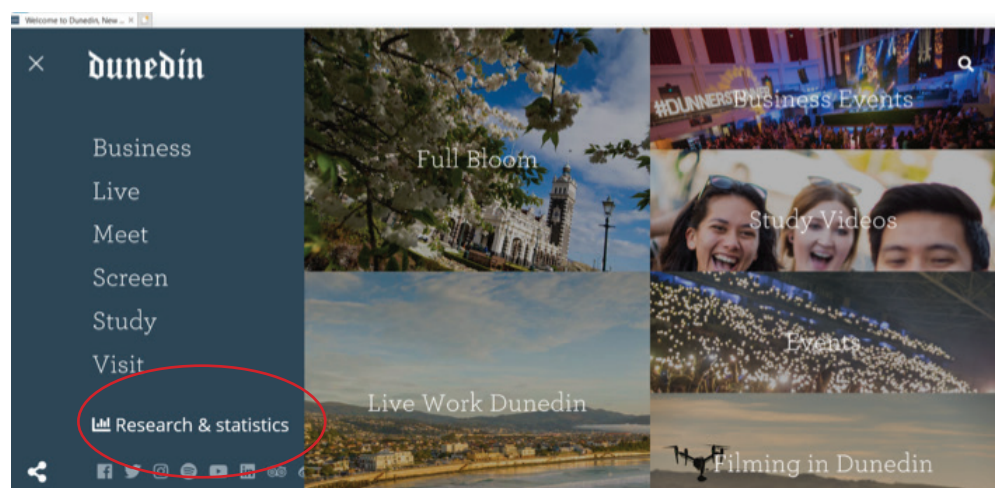
Accessing the dashboards

- The DunedinNZ Insights and the Dunedin Key Visitor Statistics dashboards can be found at www.dunedinnz.com/business/toolkit-and-resources/research-and-statistics
- There are FIVE ways to access the 'Research & statistics' page, once there click on each of the tile images to access the dashboard you want to view, move between dashboards by clicking the ⊖ on the top left-hand corner of your screen or by clicking on the links in the 'In this section' menu on the left-hand side of the 'Dunedin city economic monitor' and 'Help navigating our dashboards' homepages to go directly to the dashboard you want to view:

1. **From the homepage of DunedinNZ.com – left-hand side navigation**

- Go to www.dunedinnz.com
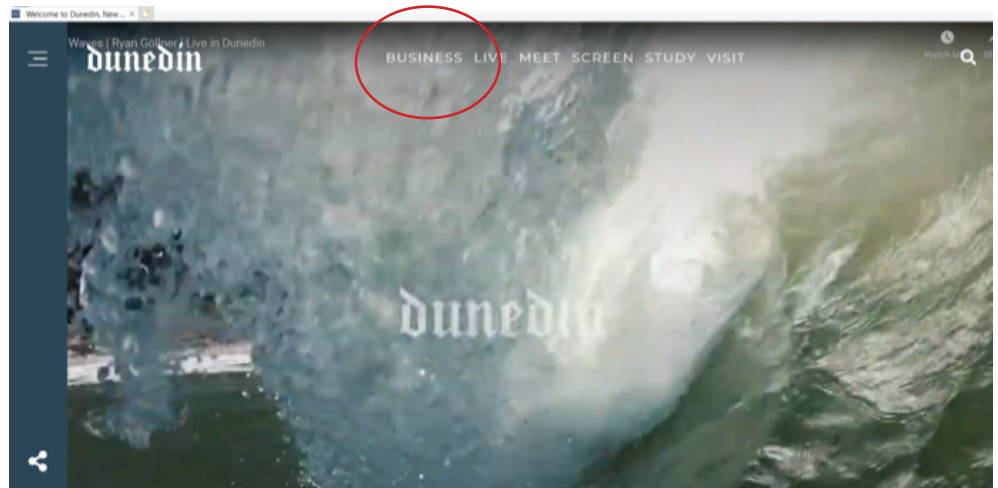
- Click on the dropdown box on the top left-hand side:
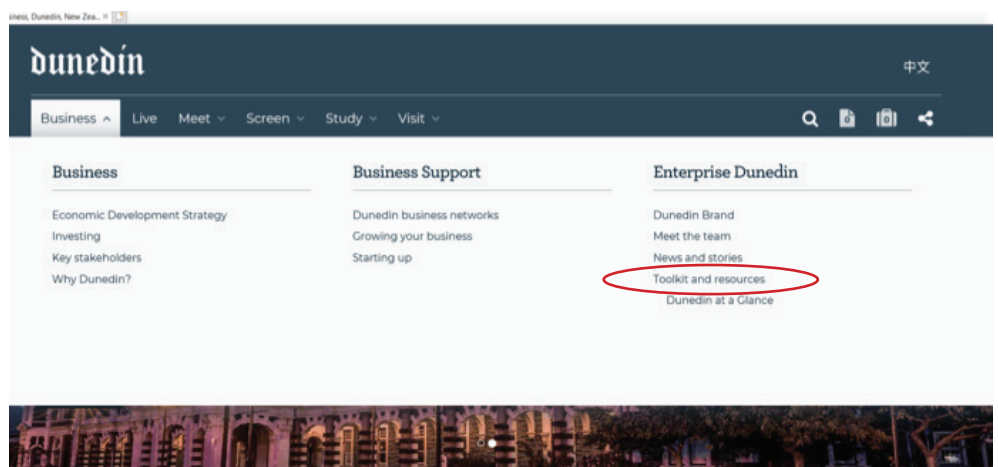
- Click on 'Research & statistics':

OR

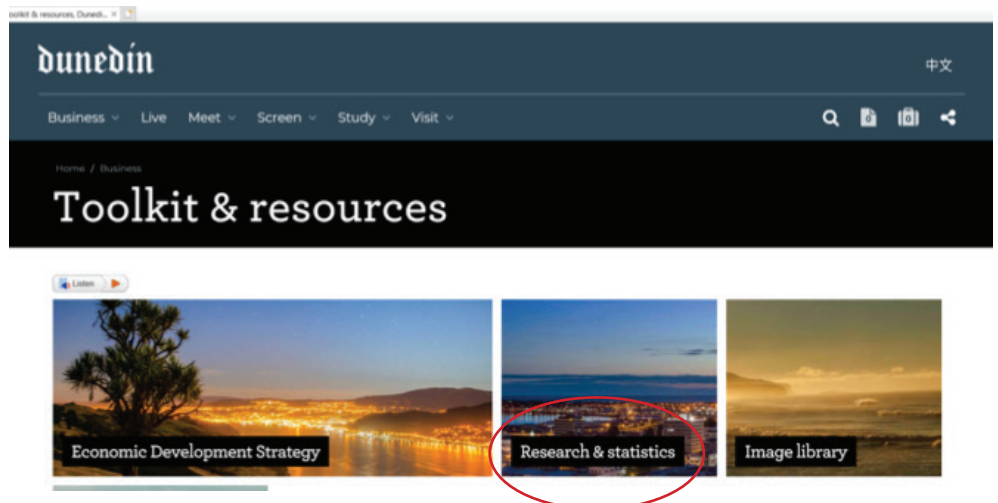**2. From the homepage of DunedinNZ.com – top line tabs**

- Go to www. dunedinnz.com

- Click on 'BUSINESS' in the top line:

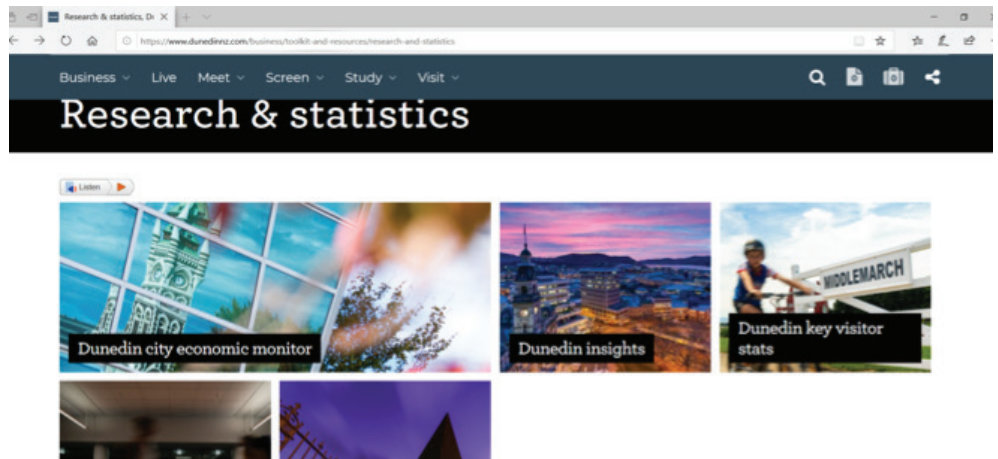- Under **Enterprise Dunedin**, click on 'Toolkit and resources':

- Click on 'Research & statistics':

OR

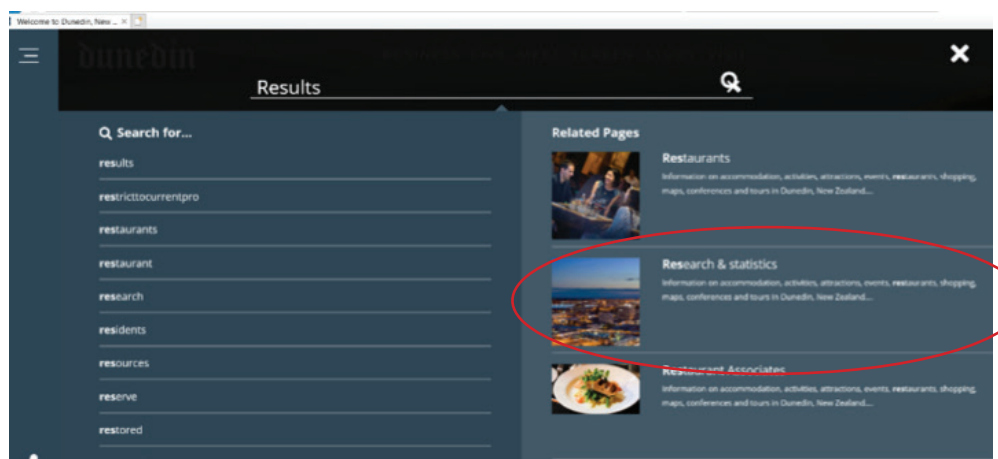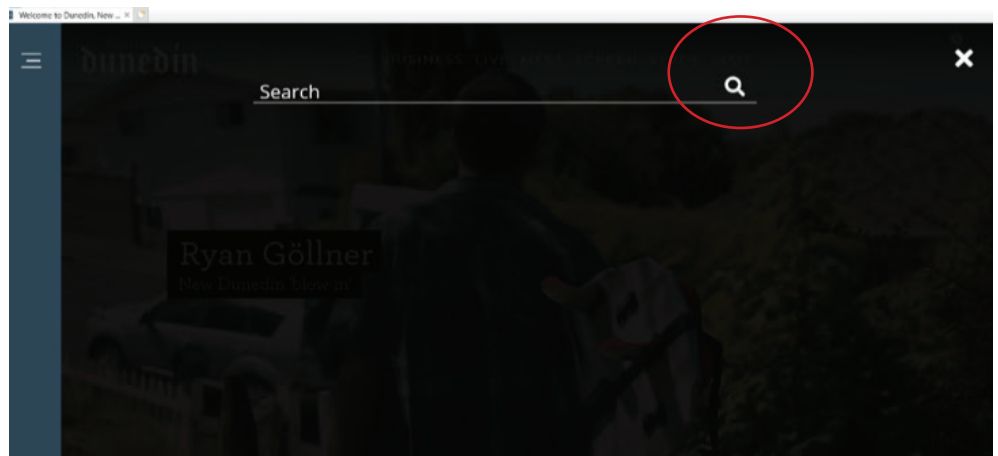**3. Use the direct link to the 'Research & statistics' homepage**
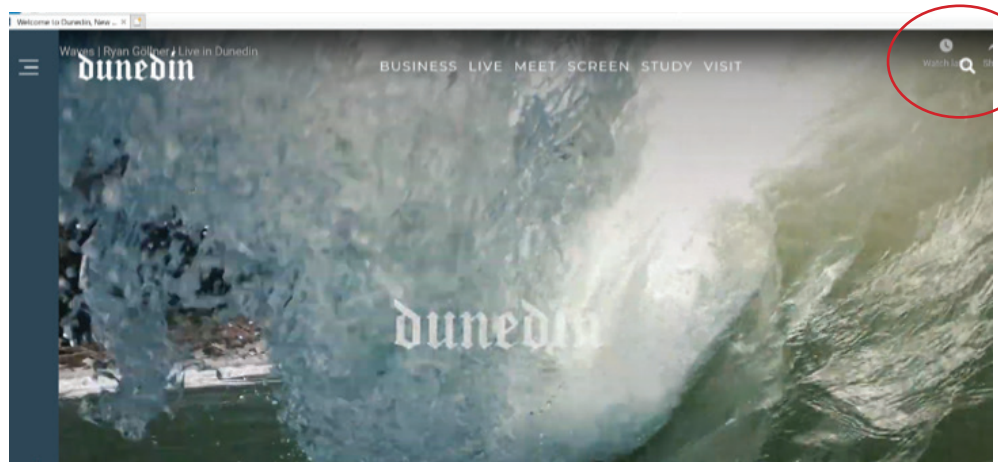
- Go to www. dunedinnz.com/ business/toolkit-and-resources/research-and-statistics:
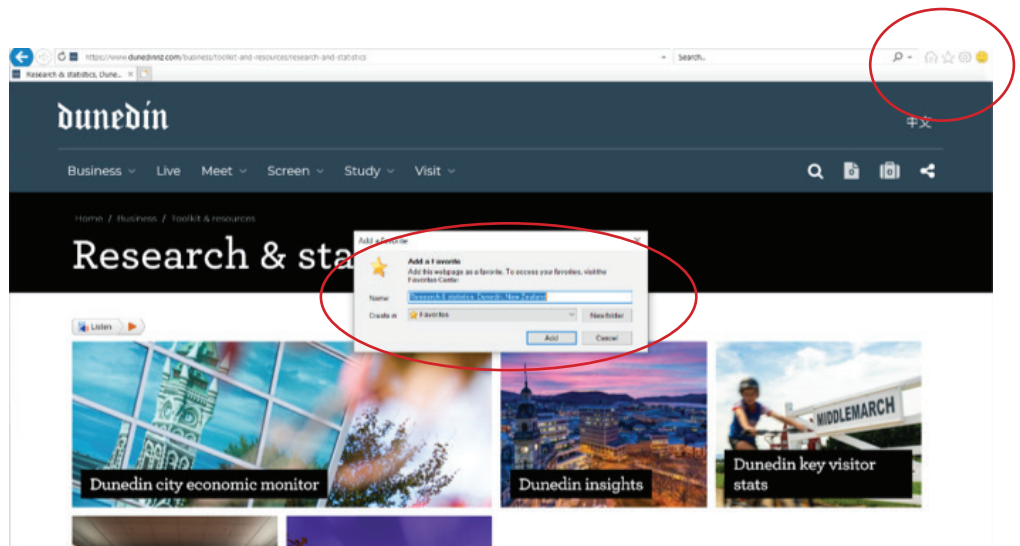

OR

4. Use the auto-search function

- From the homepage of DunedinNZ. com (go to www. dunedinnz.com) simply start typing '**Res**earch & statistics' in the Search option for the link to the 'Research & statistics' homepage to display:
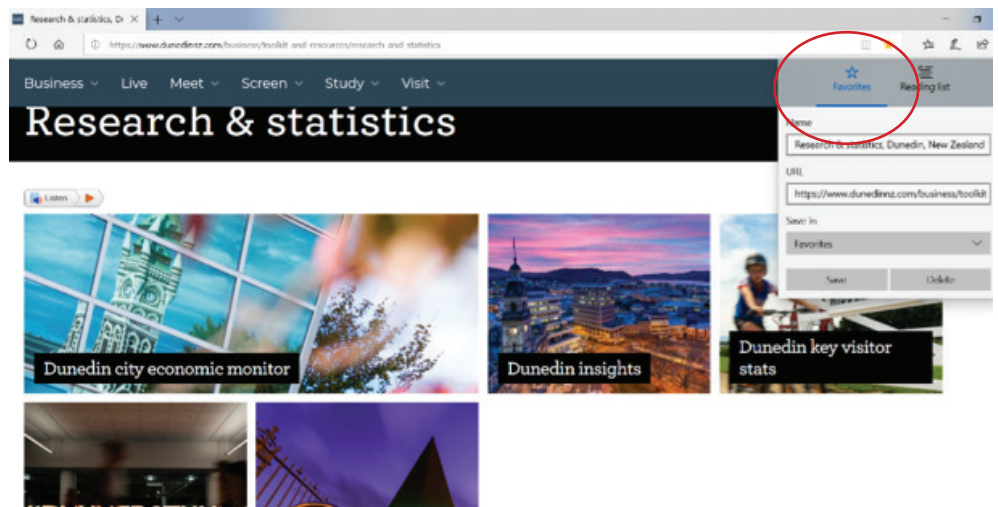
OR

5. Save the DunedinNZ.com website and/ or 'Research & statistics' page(s) as a favourite(s)

- When you are in the 'Research & statistics' homepage (from Internet Explorer), click on the favourite ⭐ on the top right-hand side corner of your screen, then 'Add to favourites':

OR

- When you are in the 'Research & statistics' homepage (from Google Chrome), click on the favourite on the top right-hand side corner of your screen, then 'Add to favourites:

Displaying the data

It may take a few seconds to display the data. Please be patient for the dashboards to display as they take time to load and display all data and information.

Printing

1. In full:

If you would like to print the current dashboards in full, you can print a downloadable PDF for each dashboard from the 'Help navigating our dashboards' page on the 'Research & statistics' homepage.

Go to www.dunedinnz.com/business/toolkit-and-resources/research-and-statistics/help-navigating

2. By page:

- The dashboards are designed primarily as interactive tools. However, depending on your web browser and system setup, you can print pages from the dashboards by following these steps:

  1. Right click on mouse
  2. From the dropdown list displayed, click on Print Preview
  3. At the top of Print Preview, click paper orientation icon to 'Landscape'
  4. At the top of Print Preview, set 'Shrink to fit' to 85%
  5. Click on Print 🖶 icon
  6. Click on Pages – and enter required page number(s) as directed
  7. Click Print

OR

- You can also make the dashboards full screen, by clicking on this icon ↗ on the bottom right hand side of the screen then use a snipping tool (eg Microsoft 'Snip & Sketch').

Please note:

- Data and information published on the DunedinNZ Insights and the Dunedin Key Visitor Statistics dashboards are refreshed by Enterprise Dunedin monthly from external sources and are for general information purposes only.
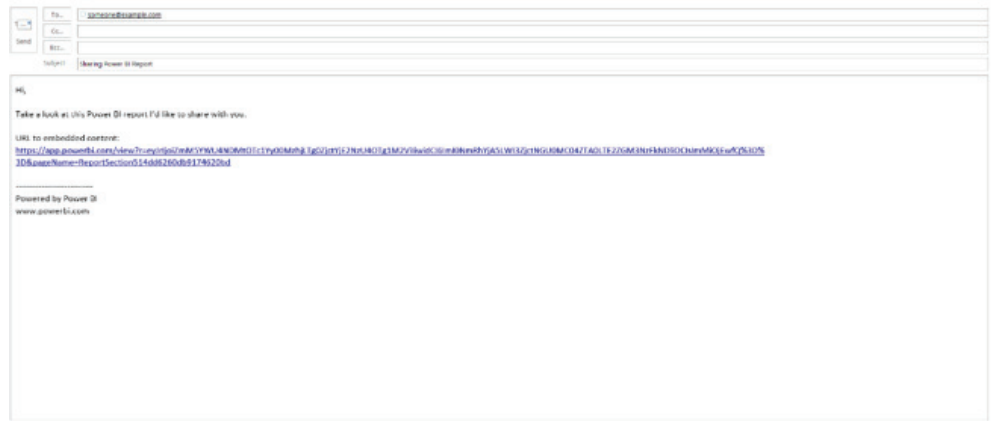
Sharing the dashboards by email

1. **Use the email template**

   A generic Power BI template is generated when clicking on this icon ⬈ on the bottom right hand side of the screen:

   - Delete 'someone@ example.com' and type in the email address you want to send the information to.
   - You may also like to customise the subject 'Sharing Power BI Report' and the email wording.
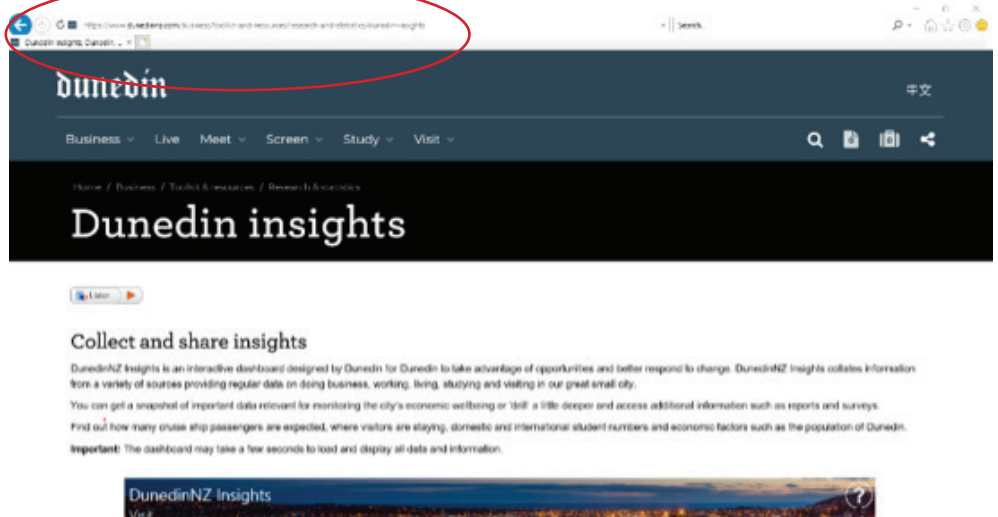

OR

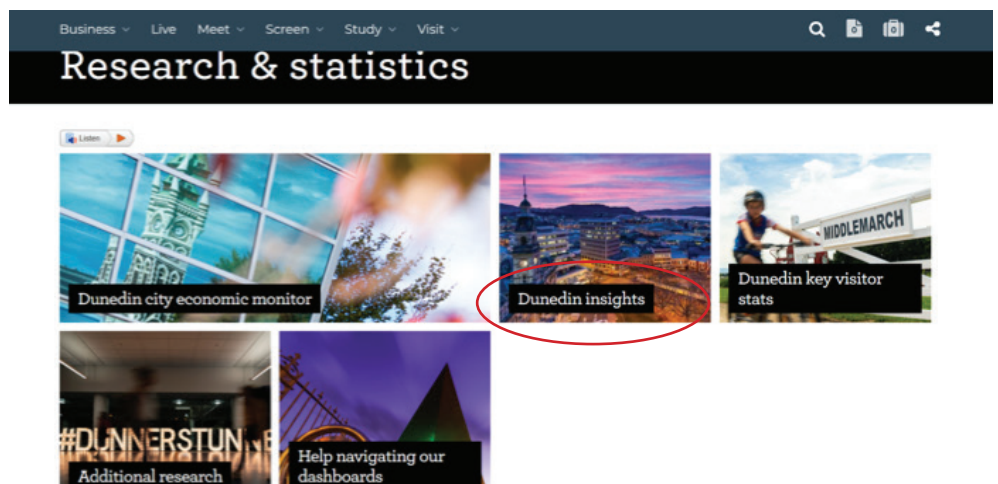2. **Copy and paste the page URL into your email**

   Simply copy and paste the URL for the page you would like to share into your email or document.

   Note: You can also share pages by Facebook, Twitter and LinkedIn.

DunedinNZ Insights

- From the 'Research & statistics' homepage, click on 'Dunedin insights':

Fully automated and interactive DunedinNZ Insights collates data and information from a variety of sources, providing regular data on investing, working, living, studying and visiting in our great small city.
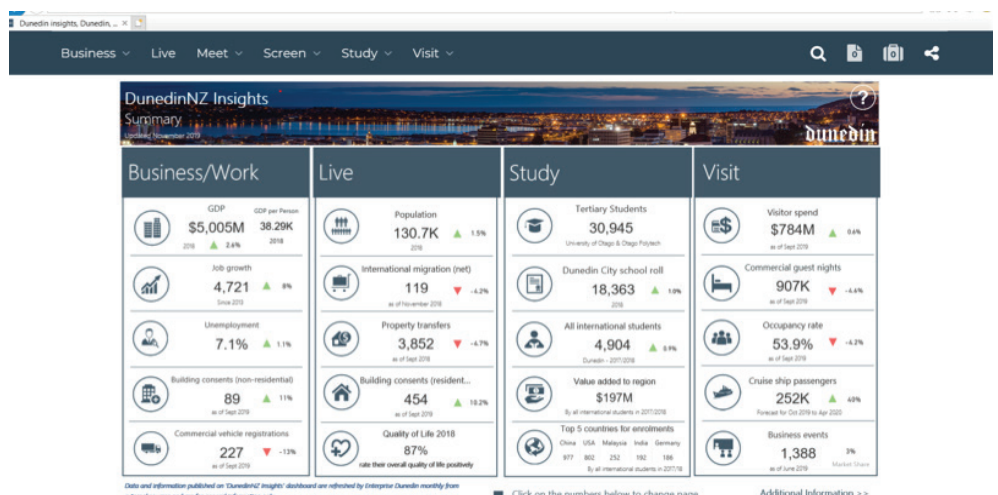
You can get a snapshot of important and topical data relevant for monitoring the city's economic wellbeing such as job growth, school student numbers, house sales and building consents.

Through links to detailed reports and surveys, you can also 'drill' deeper for additional information if you need to. Separate pages also list the data sources and provide a helpful glossary.

Find out how many cruise ship passengers are expected, where visitors stay, domestic and international student numbers and economic details such as Dunedin's population as well as statistics and trends across a number of different areas.

Get a high-level view:
A summary sheet lets you see the key indicators for each data set in the report. This gives you the ability to quickly review the current status and have a good high level view of what is happening.
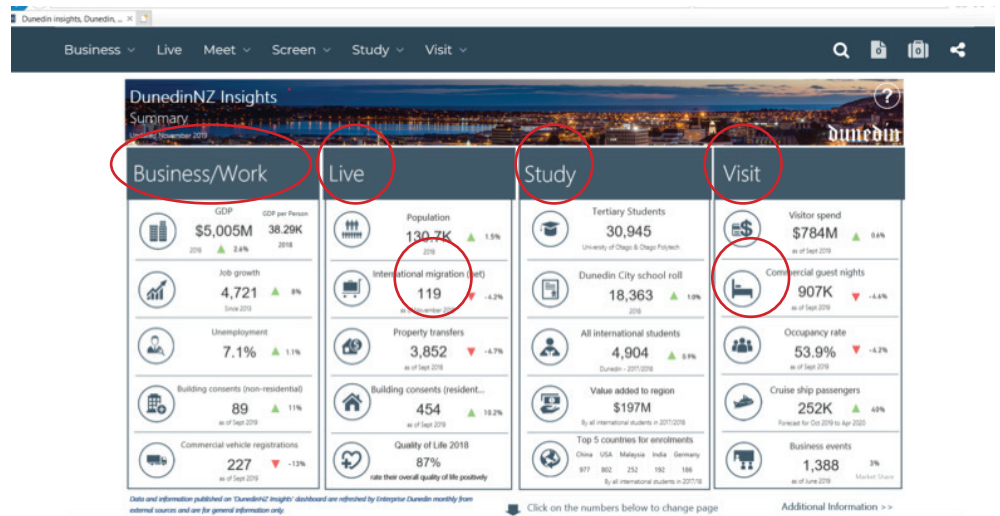
Moving/navigating between pages

Get more detailed information: If you want more information on a specific topic you can jump to that sheet to get into the data at a deeper level.
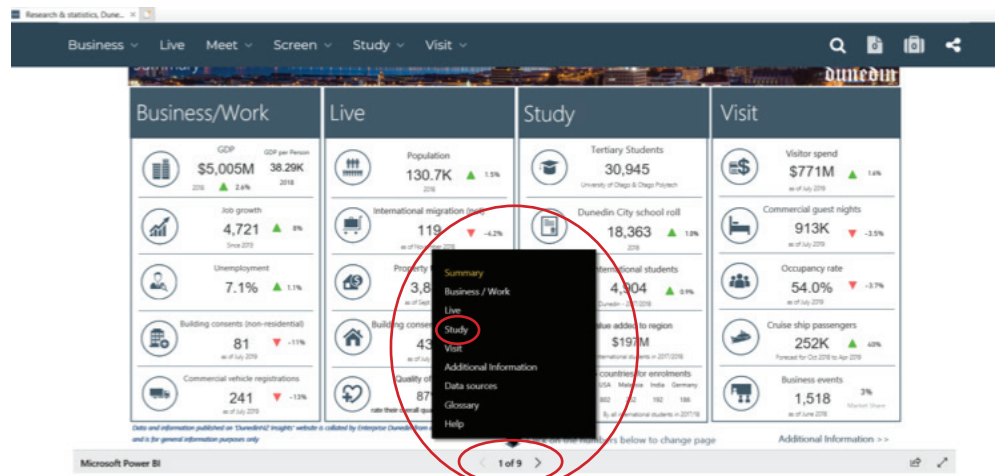
You can:

- Click on the Summary page headers 'Business/Work, Live, Study, Visit' and on the table data to follow the link to more information:

OR

- Click on the page you want to view from the dropdown box by hovering over the page numbers at the bottom of the page:
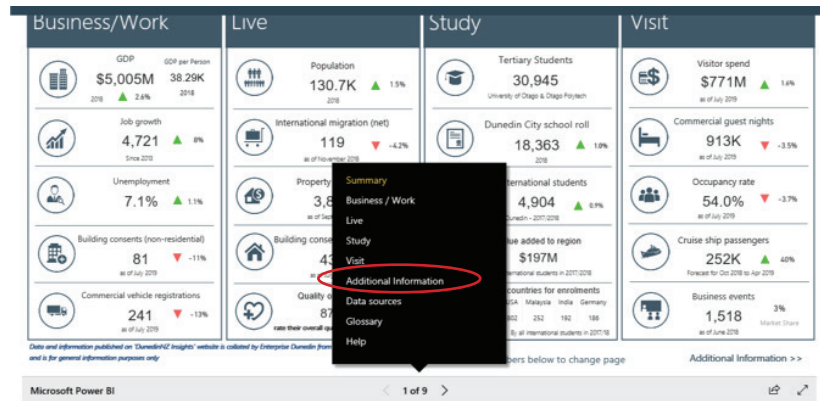
OR

- Click on the left or right arrows at the bottom of the page.
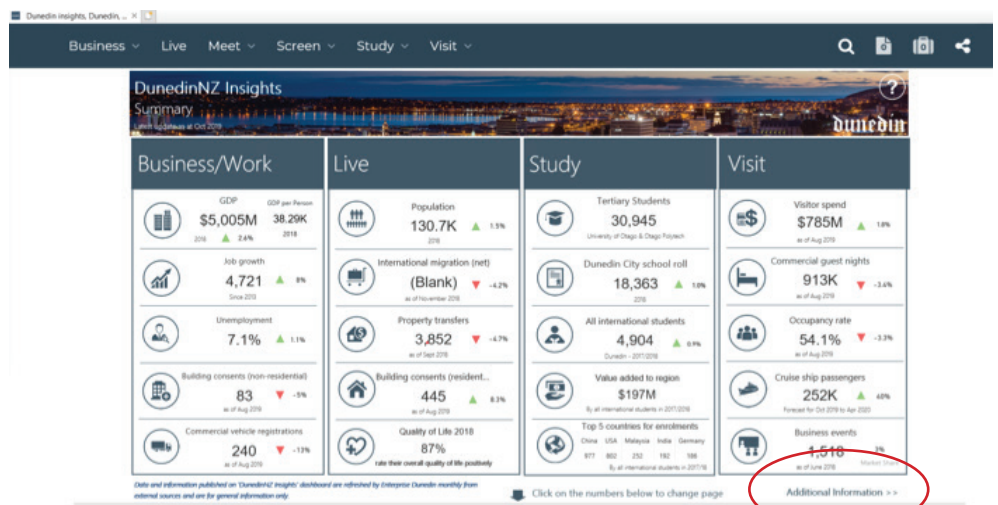
Additional information

Go to the source:
Additional information URL links for a deeper dive to source reports and surveys.

- Click the Additional Information page from the dropdown box by hovering over the page numbers at the bottom of the page:
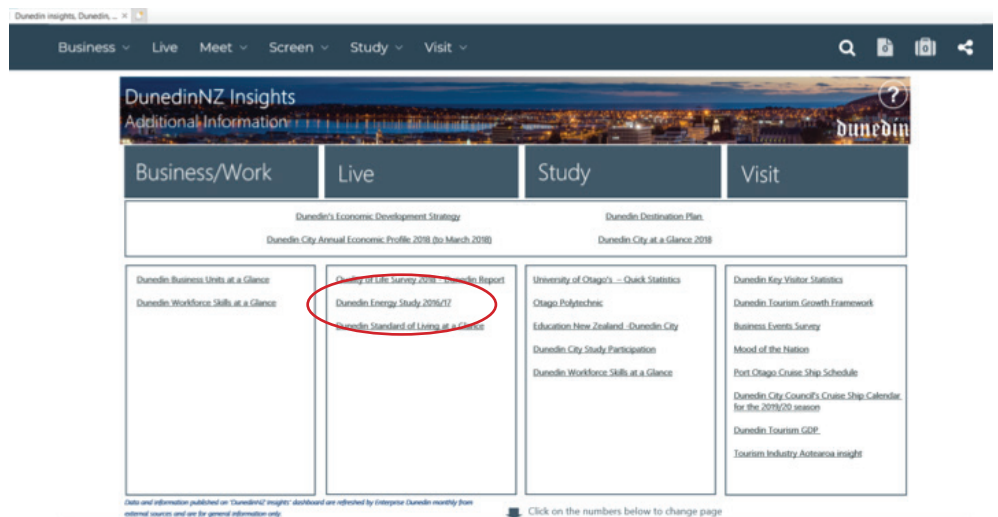
OR

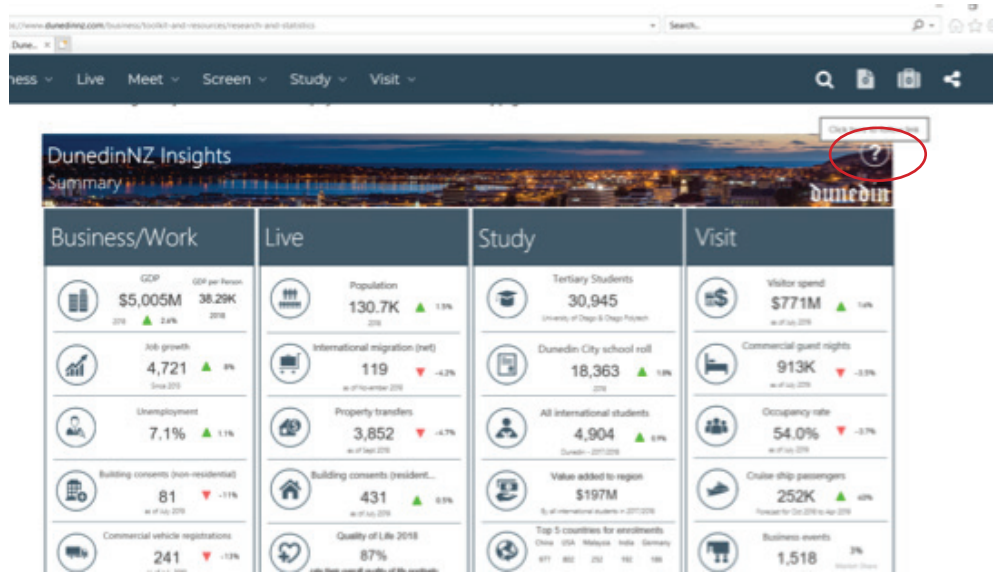- Click on the 'Additional Information' link at the bottom righthand side to link to the Additional Information page:

- Click on the report or survey for additional, more detailed information:
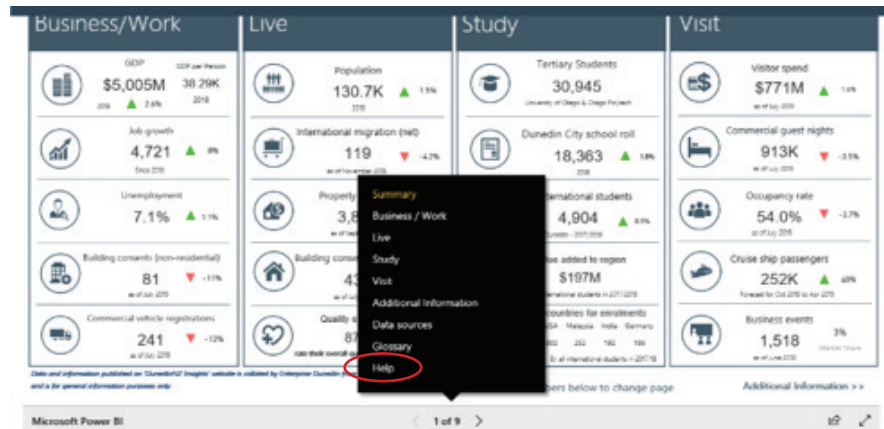
HELP navigating DunedinNZ Insights

You can:

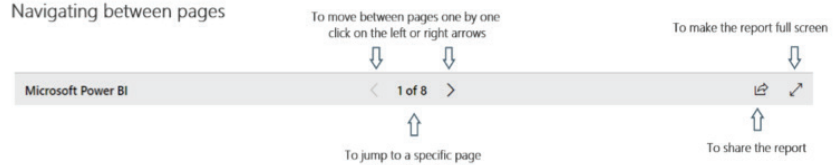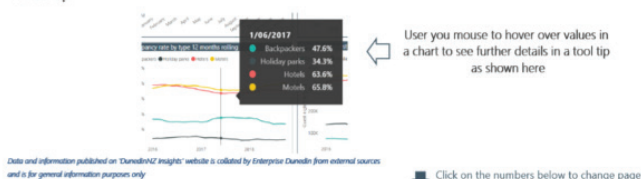- Click on this icon ❓ on the top righthand corner:

OR

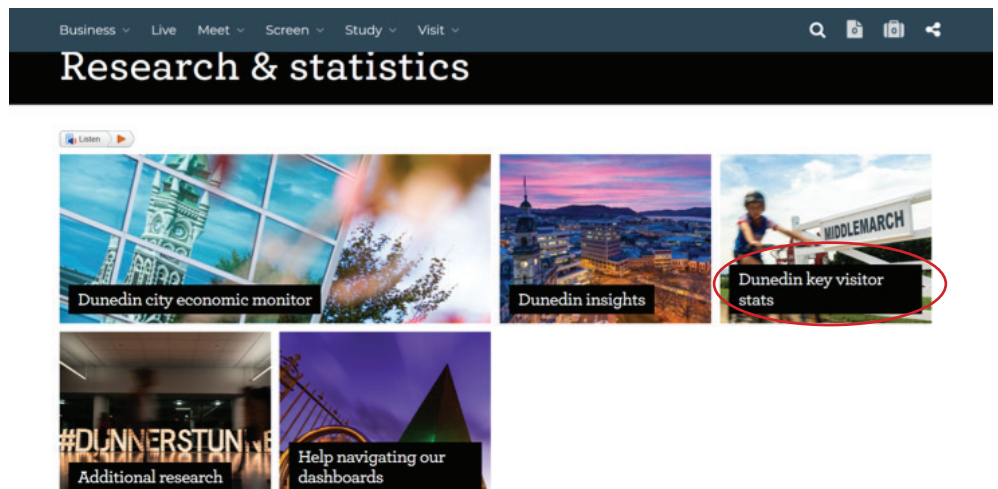- Click the HELP page from the dropdown box by hovering over the page numbers at the bottom of the page:

Dunedin Key Visitor Statistics

- From the Research & statistics homepage, click on 'Dunedin key visitor stats':

This dashboard provides top line, high-level key visitor statistics on domestic and international visitor and product spend, country of origin, guest nights and accommodation type, average length of stay and occupancy rate.

Use the interactive graphs and tables to find out more about **international visitor spend, visitor product spend, commercial guest nights, occupancy rate and guest arrivals** and **regional comparisons**.

A separate page also lists the data sources and provides a helpful glossary.

Get a high-level view: A summary sheet lets you see the key indicators for each data set in the report. This gives you the ability to quickly review the current status and have a good high level view of what is happening.
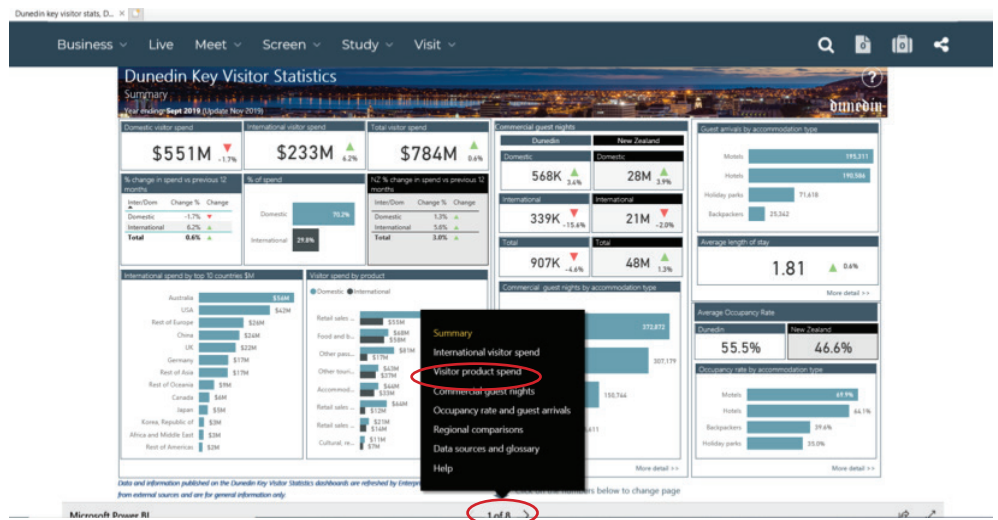
Moving/navigating between pages

Get more detailed information: If you want more information on a specific topic you can jump to that sheet to get into the data at a deeper level.

You can:

- Click on the page you want to view from the dropdown box by hovering over the page numbers at the bottom of the page:
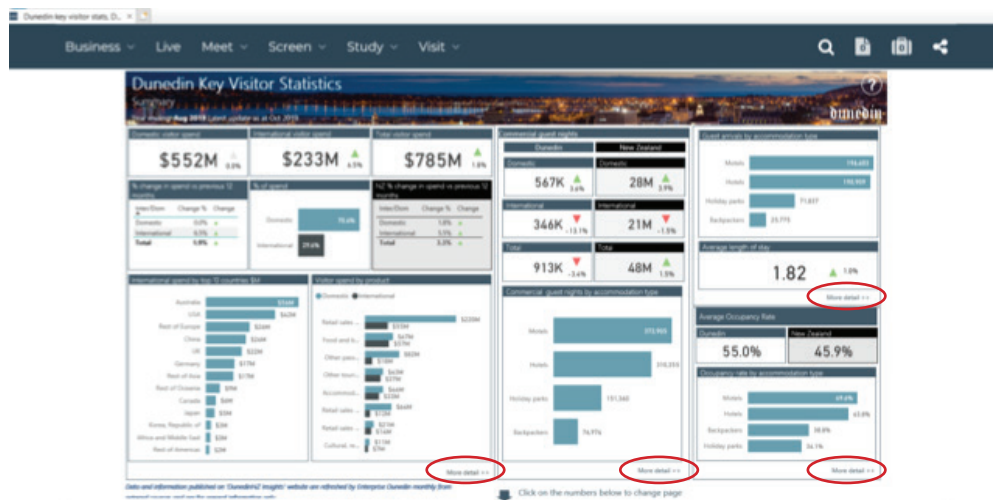
OR

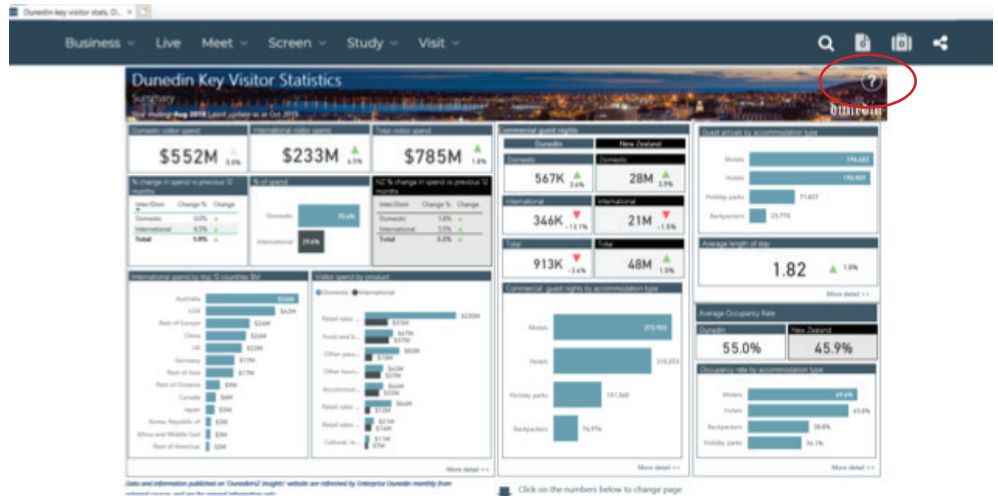- Click on the left or right arrows at the bottom of the page

OR

- Click on the 'More detail' links on the Summary page to go to data and information on Occupancy Rate & Guest Arrivals, Visitor Product Spend and Commercial Guest Nights

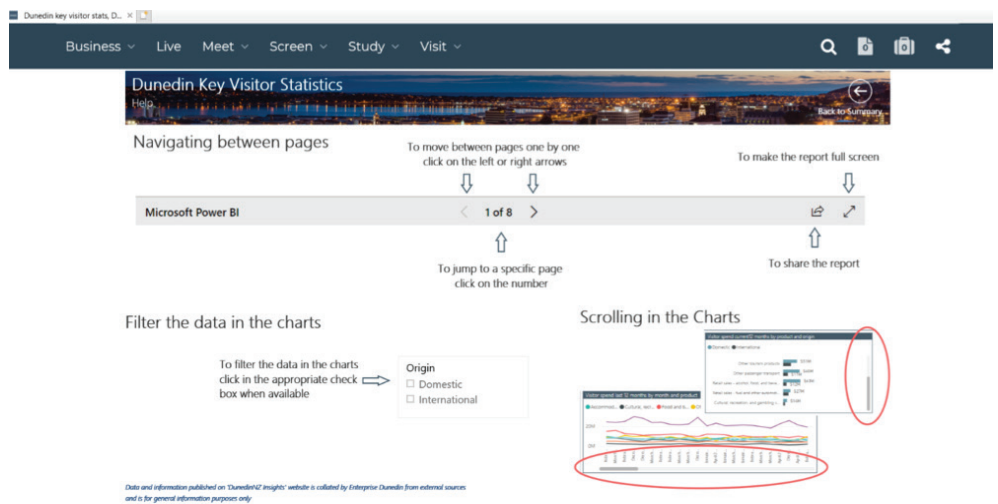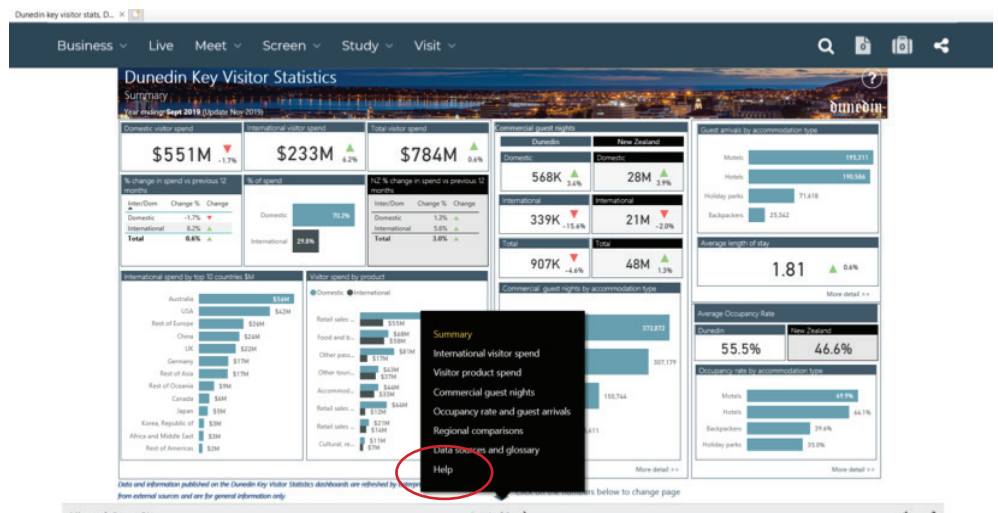## HELP navigating Dunedin Key Visitor Statistics

You can:

- Click on this icon on the top righthand corner:

OR

- Click the HELP page from the dropdown box by hovering over the page numbers at the bottom of the page:

Dunedin city economic monitor

The Infometrics Dunedin city economic monitor includes:

Dunedin's Annual Economic Profile

Compare and download our city's data against other regions throughout New Zealand to get an idea of how we're doing in relation to the rest of the country.

- Click on the tabs or the tables on the landing page to 'drill' deeper.
- Reports provide downloadable 'Dunedin city at a glance' and 'Dunedin city's rank in NZ' infographics and a downloadable PDF of the full Dunedin city annual economic profile.

Dunedin's Quarterly Economic Monitor

Data is paired with commentary for Dunedin and nationally and the city's profile content can be downloaded as a PDF report.

- Click on the tabs on the landing page and hover over the graphs and tables to 'drill' deeper.
- Click on the infographic tab for 'How does Dunedin City compare?' an up-to-date and downloadable 'Dunedin city's rank in NZ' report.