

Dunedin visitor industry update March 2025

It's been a busy period with our flights to the Gold Coast returning in June. Australian campaign assets are currently in market and on 21 March the Dunedin Airport is leading a Gold Coast-based media activation with a giveaway trip to Dunedin, which we supported. At the end of May we have a trade sales trip planned into the Gold Coast alongside some operators that have come on board to join us for this trip. It's great to have a collaborative approach to this and our aim is to raise awareness of Dunedin and encourage more visitors in that catchment to jump on the flight for a weekend away or extended road trip around Dunedin and the wider south.

To further support the in-bound flight we have partnered with our neighbouring RTOs as part of Southern Way to submit an application to the recently announced government Regional Tourism Boost fund. The basis of this application is to market into SE QLD encouraging an open jaw trip flying into Dunedin and out of Queenstown and enjoying all the South has on offer inclusive of Dunedin.

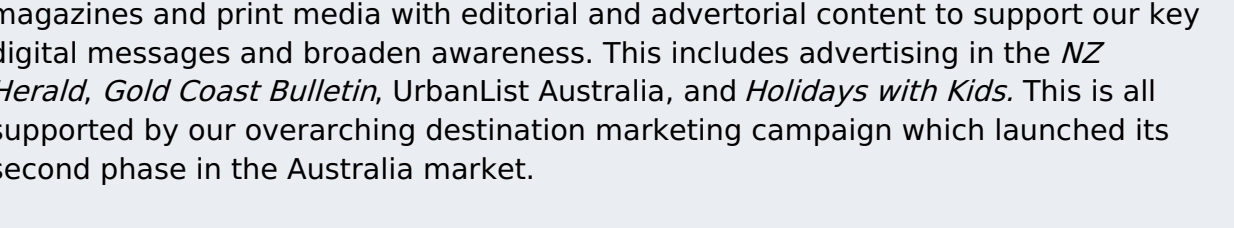
Since the last newsletter we've also been busy supporting and staging some key events across the city. The newly launched Chinese Cultural Festival was a hit and a big thanks to operators involved in this. The inaugural George Street Market, supported by outstanding weather, resulted in 49,000 foot-traffic movements on George Street over the day of the event. We have the upcoming Matariki celebration being planned and again call for operators to be part of this city-wide program. These events work to attract a regional visitor market over time and are another lever we can use to grow visitor numbers. Outside of council-led events we have a very busy program with iconic events coming up or under way like iD, the Dunedin Arts Festival, Dunedin Fringe, Wild Dunedin and the Otago Rally to name a few.

Lastly, we have our first destination hui coming up and numbers are looking really positive! We've heard clearly that collaboration and networking are important to you, and we see this event as a great platform for cross-sector ideas and sharing. See you there.

- Sian Sutton, Dunedin Destination Manager

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Dunedin Marketing

Australian Market

Our goal is to elevate Dunedin's profile as a must-visit destination within the Australian market, capitalising on Jetstar's newest flight route into Dunedin. We are doing this by targeting the Gold Coast Airport's catchment with digital marketing activities on owned and out of home channels, as well as place brand advertisements in major Australian magazines and print media with editorial and advertorial content to support our key digital messages and broaden awareness. This includes advertising in the *NZ Herald*, *Gold Coast Bulletin*, *UrbanList Australia*, and *Holidays with Kids*. This is all supported by our overarching destination marketing campaign which launched its second phase in the Australia market.

Summer Campaign

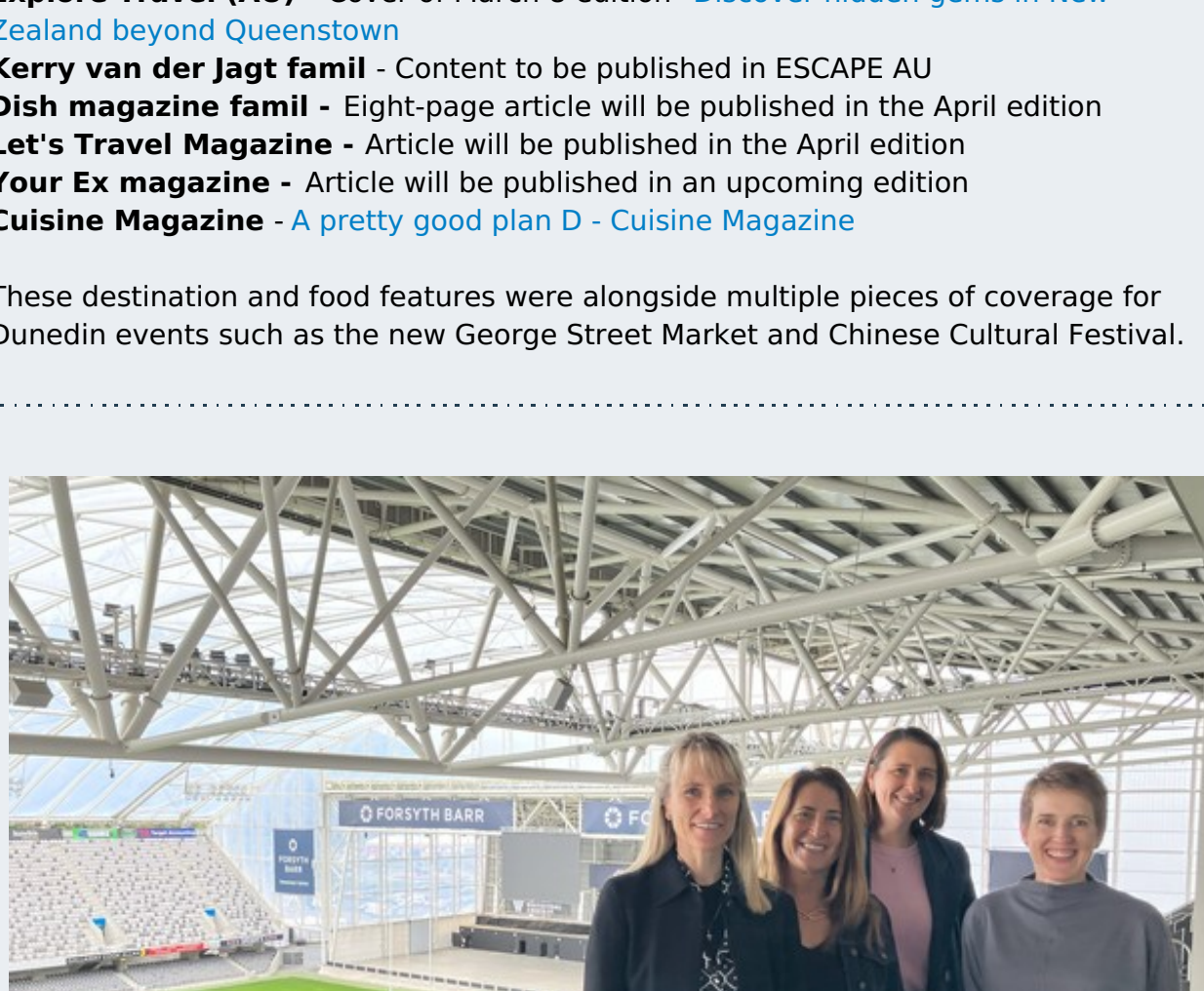
'The Sum of Summer' campaign highlighted our USP's in numerical form. Showcasing the number of activities, eateries, and tracks and trails you can experience in Dunedin. We ran a digital campaign on DunedinNZ-owned social channels targeting Christchurch, Southland and Central Otago.

Beer Guide

The next pocket guide in the *Insiders' Dunedin* series has launched, the [Brewery and Distillery Trail](#). This is a series where we create a walkable product for visitors to experience a variety of exemplary Dunedin products and celebrates the businesses who make them. The pocket guides were distributed to businesses on the trail and the Dunedin site visitor centre.

Events

A social media campaign highlighting Dunedin's varied events is under way. The innovative visuals for this campaign feature representatives for two distinctly contrasting events paired together at one of the event venues; think ice hockey championships and wild ball showgirl, a plougher and his Clydesdales alongside an iD fashion model or a comedian on stage with a pole vaulter. Public feedback has been very positive.



Media coverage

It has been a busy period in the media landscape for Ōtepoti-Dunedin, with the team achieving a significant amount of earned coverage (print and digital) over the past quarter through media pitching, travel writer famil visits and collaborations.

Recent Dunedin coverage:

Stuff Travel famil in partnership w/ Southern Way - [Five under-the-radar destinations you should visit in 2025](#) | [The unhurried 600km roadie that made me fall in love with NZ even more](#)

Kia Ora magazine famil - 'Weekend in Dunedin' Content will be published in the April edition

Mike Yardley famil - [Street treats in Dunedin](#) | [Free-wheeling the delights of Otago Harbour](#) | Several print mastheads

Rachelle Mackintosh famil - 'Wild South' four-page spread in *Vacations & Travel* Vol.124

ESCAPE (NewsCorp) pitch - ['Go solo and love it'](#) - [Best trips and tips for solo travellers](#)

Food and drink pitches - [Five of the best new eateries in Dunedin](#) | *NZ House & Garden* 'latest openings' | Round-up in *Cuisine* magazine Traffic section

Time Island famil w/ TNZ - [Celebrity Huang Jue's visit to NZ](#)

Explore Travel (AU) - Cover of March 8 edition - [Discover hidden gems in New Zealand beyond Queenstown](#)

Kerry van der Jagt famil - Content to be published in *ESCAPE AU*

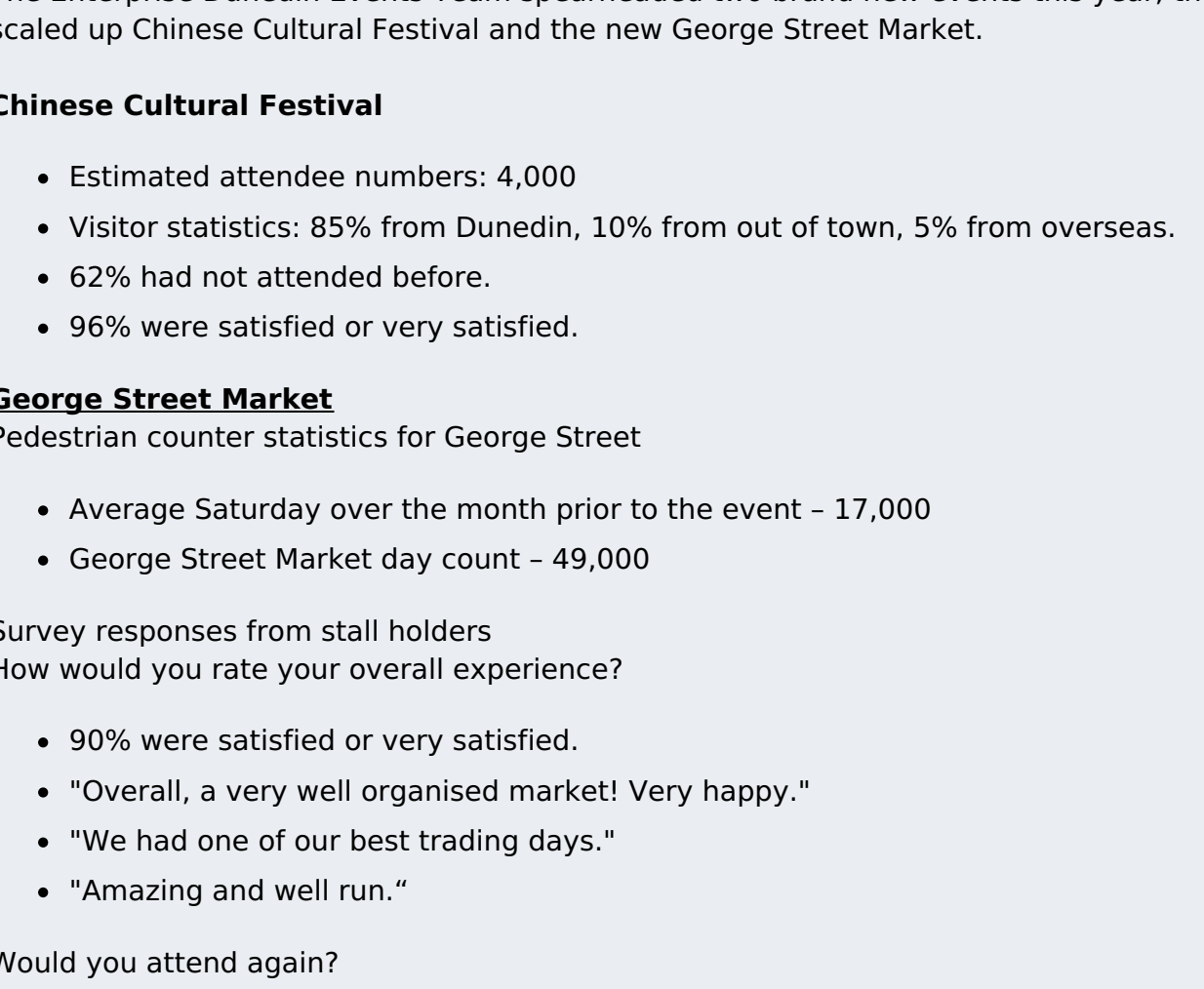
Dish magazine famil - Eight-page article will be published in the April edition

Let's Travel Magazine - Article will be published in the April edition

Your Ex magazine - Article will be published in an upcoming edition

Cuisine Magazine - [A pretty good plan D](#) - *Cuisine Magazine*

These destination and food features were alongside multiple pieces of coverage for Dunedin events such as the new George Street Market and Chinese Cultural Festival.



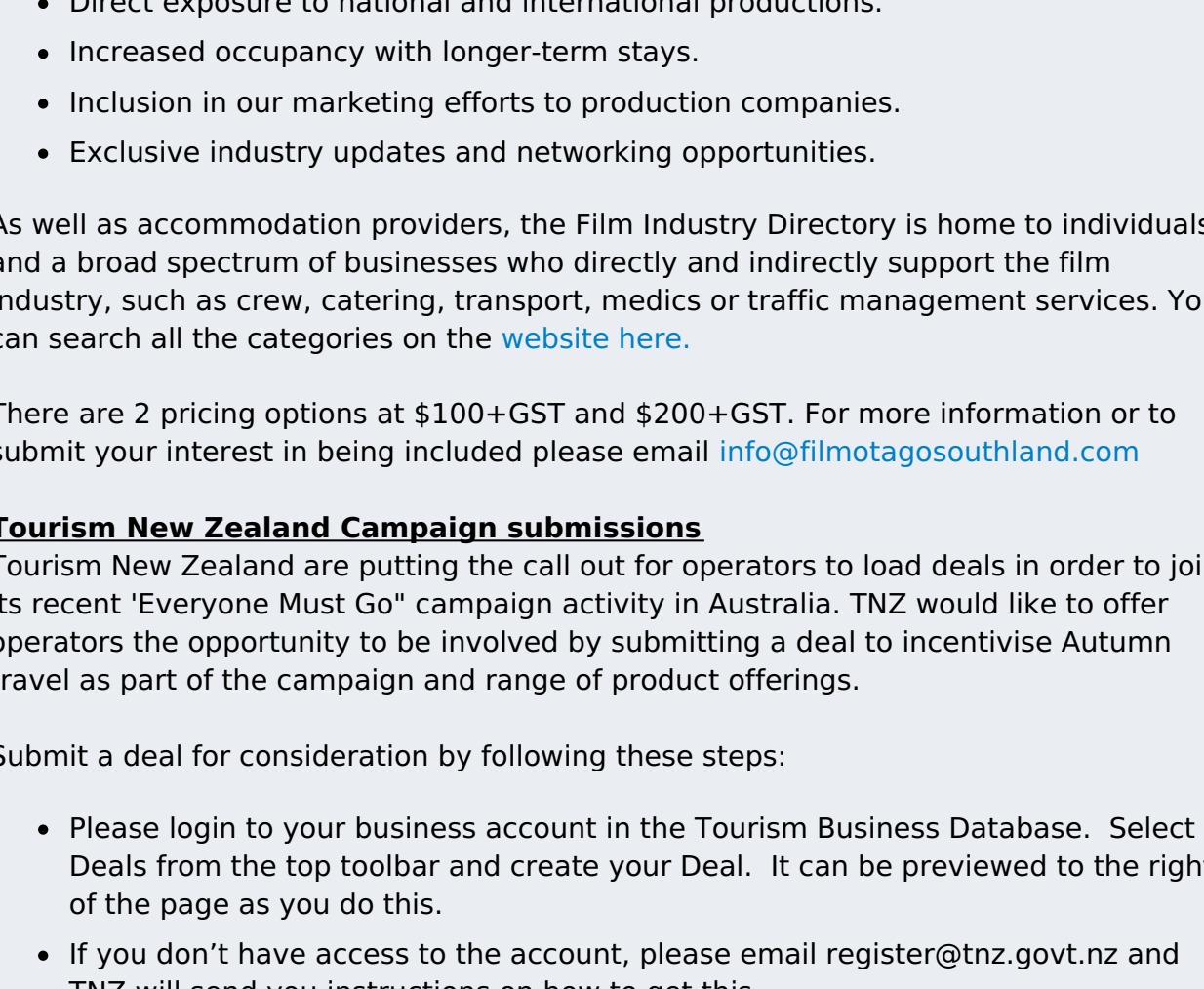
Trade and business events

Some updates from the team:

- The API feed on the DunedinNZ site is now fixed and has been reconnected to the Tourism New Zealand listings.
- We are looking forward to meeting our visitor-focused sectors at our inaugural cross-sector Destination Hui on 26 March. This will be a regular event including destination and results from Enterprise Dunedin, and the opportunity for questions, information sharing and networking.
- Teresa Fogarty has expanded her role at Enterprise Dunedin, taking on tourism trade in addition to business events. She looks forward to supporting Dunedin's amazing tourism operators and attracting visitors to our region.

Planning is under way to update the Dunedin Business Events plan. Insights from this month's stakeholder strategy meeting will be shared with the wider industry group, and work will continue towards a set of strategic pou/pillars and approaches. If you are interested in being part of the Dunedin Business Events industry group, please [let us know](#).

Jean Henry and Wendy Desiles from Tourism New Zealand Business Events were hosted by Enterprise Dunedin in early March. A series of meetings took place promoting the expanded funding available for conferences with 200+ international delegates through the [Confidence Assistance Programme](#). Thank you to everyone who participated in hosting or meeting with Jean and Wendy. The trip was very encouraging, and we hope it will result in an upturn of international visitors for Dunedin.



Events and Key Dates

The new year kicked off with a huge run of events from Brighton Gala and Freestyle Kings to Dunedin Fringe Festival and the Dunedin Arts Fest.

The Enterprise Dunedin Events Team spearheaded two brand new events this year, the scaled up Chinese Cultural Festival and the new George Street Market.

Chinese Cultural Festival

- Estimated attendee numbers: 4,000
- Visitor statistics: 85% from Dunedin, 10% from out of town, 5% from overseas.
- 62% had not attended before.
- 96% were satisfied or very satisfied.

George Street Market

Pedestrian counter statistics for George Street

- Average Saturday over the month prior to the event - 17,000
- George Street Market day count - 49,000

Survey responses from stall holders

How would you rate your overall experience?

- 90% were satisfied or very satisfied.
- "Overall, a very well organised market! Very happy."
- "We had one of our best trading days."
- "Amazing and well run."

Would you attend again?

- 100% said yes.

The Enterprise Dunedin Events Team would also like to thank the operators who provided deals for the teams coming to Dunedin for the International Ice Hockey Federation World Championships in April and the athletes who were here for the Athletics Track and Field NZ Championships in March.

[Click here for an updated calendar of upcoming events in Dunedin.](#)



Opportunities for operators

Film Dunedin Directory

Tourism New Zealand is putting the call out to accommodation providers to consider signing up for its Accommodation Directory, a compendium of film-friendly accommodation in the region. There has been a big increase in interest on being involved, following the recent film productions in the city which have had large crews and A-list actors.

The accommodation directory is designed to connect accommodation providers with leading film productions locally and from around the world. By having a comprehensive accommodation directory for out-of-town productions, it enhances Otago and Southland's reputation as a film friendly destination, it fosters film production growth and positively supports economic impact within the region.

Benefits of joining the directory include:

- Direct exposure to national and international productions.
- Increased occupancy with longer-term stays.
- Inclusion in our marketing efforts to production companies.
- Exclusive industry updates and networking opportunities.

As well as accommodation providers, the Film Industry Directory is home to individuals and a broad spectrum of businesses who directly and indirectly support the film industry, such as crew, catering, transport, medics or traffic management services. You can search all the categories on the [website here](#).

There are 2 pricing options at \$100+GST and \$200+GST. For more information or to submit your interest in being included please email info@filmotagosouthland.com

Tourism New Zealand Campaign submissions

Tourism New Zealand are putting the call out for operators to load deals in order to join its recent 'Everyone Must Go' campaign activity in Australia. TNZ would like to offer operators the opportunity to be involved by submitting a deal to incentivise Autumn travel as part of the campaign and range of product offerings.

Submit a deal for consideration by following these steps:

- Please login to your business account in the Tourism Business Database. Select Deals from the top toolbar and create your Deal. It can be previewed to the right of the page as you do this.
- If you don't have access to the account, please email register@tnz.govt.nz and TNZ will send you instructions on how to get this.
- Please include 'Autumn Deal' in the first title line and choose 'Submit for Approval' at the base of the section when you're ready to submit.
- For general advice on deal creation please visit the Deals section of TNZ's Help & Resources guide or click on the orange Help tab top right of the Deals page when in the Tourism Business Database.