

Visitor Industry Newsletter



Dunedin Visitor Industry Update December 2024

Kia ora,

As summer sets in and kicks off the busy season for many of our industry, we'd like to say a big thank you from the Destination team for all your work across the year to make our city the special place it is. For our internal team, we call this season and the months that follow 'the season of events' which kicked off with our inaugural family event 'Christmas in the Garden'.

We see a clear link between great events and the visitor economy and as such we've been working hard to refresh our events portfolio and work with our operators more collaboratively on how we expand events across the city. A great example of this is our 2025 Chinese New Year event which has now been extended and re-branded to be our Chinese Cultural Festival. We are already working with several operators who want to be involved, and we'd love to hear from our other sectors about ways we might activate and create a programme of events across the city that give a nod to our rich Chinese history.

To underpin this work, we have been consulting with the community on a refreshed Festivals and Events Plan and the draft of this plan is now open for consultation. We'd love you to have a look and you can find it [HERE](#). City-wide events that reinforce our unique selling points as a city have a direct relationship to our destination management plan in that they showcase our scenic assets, generate promotion opportunities, increase visitation, lift city profile, and ultimately bring economic benefit.

We look forward to your contribution to this plan and thank those of you who attended our workshops as part of the consultation.

We hope you have an 'eventful' summer season!

- Sian Sutton - Enterprise Dunedin Destination Manager

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Staff Update

After just over a decade with us, we bid a fond farewell to Enterprise Dunedin Manager John Christie.

Please join us in thanking John for his many years of service supporting the tourism sector and economic development of the city.

John has been integral in the many portfolios held by Enterprise Dunedin from tourism and events to the creation of the game development ecosystem, study, film, and especially maintaining and growing our city's special relationships with our Sister Cities, Shanghai, Edinburgh and Otaru.

His advocacy, contribution and fervour for Dunedin will be greatly missed, and we wish him all the best with his new endeavour at Otago Polytechnic's Cromwell Campus.

John will finish up at the end of this month and start his role at Otago Polytechnic in the new year.



Dunedin Marketing and Media

Seasonal Campaigns

Spring saw the IYKYK campaign spring back into life. Intriguing visuals of some of our most iconic places matched with Insiders Dunedin stories formed the campaign with giveaways increasing engagement. Thank you to those who featured and provided a prize for the giveaways.

With summer heating up, so is our summer campaign. Sorting your summer adventures is easy in Dunedin, with a range of outdoor and indoor activities to draw the crowds from across the south to the coast. With 33+ beaches, 32km of bike trail, 10 breweries and distilleries and 15+ events, you'll have a summer packed with activity in Dunedin. Skip the crowds and come experience a summer you can count on in Dunedin.

Destination Campaign

We have just wrapped the production filming of phase two of the destination campaign with Shotover Creative. We are excited to showcase some uniquely Dunedin scenes come February 2025. Watch this space.

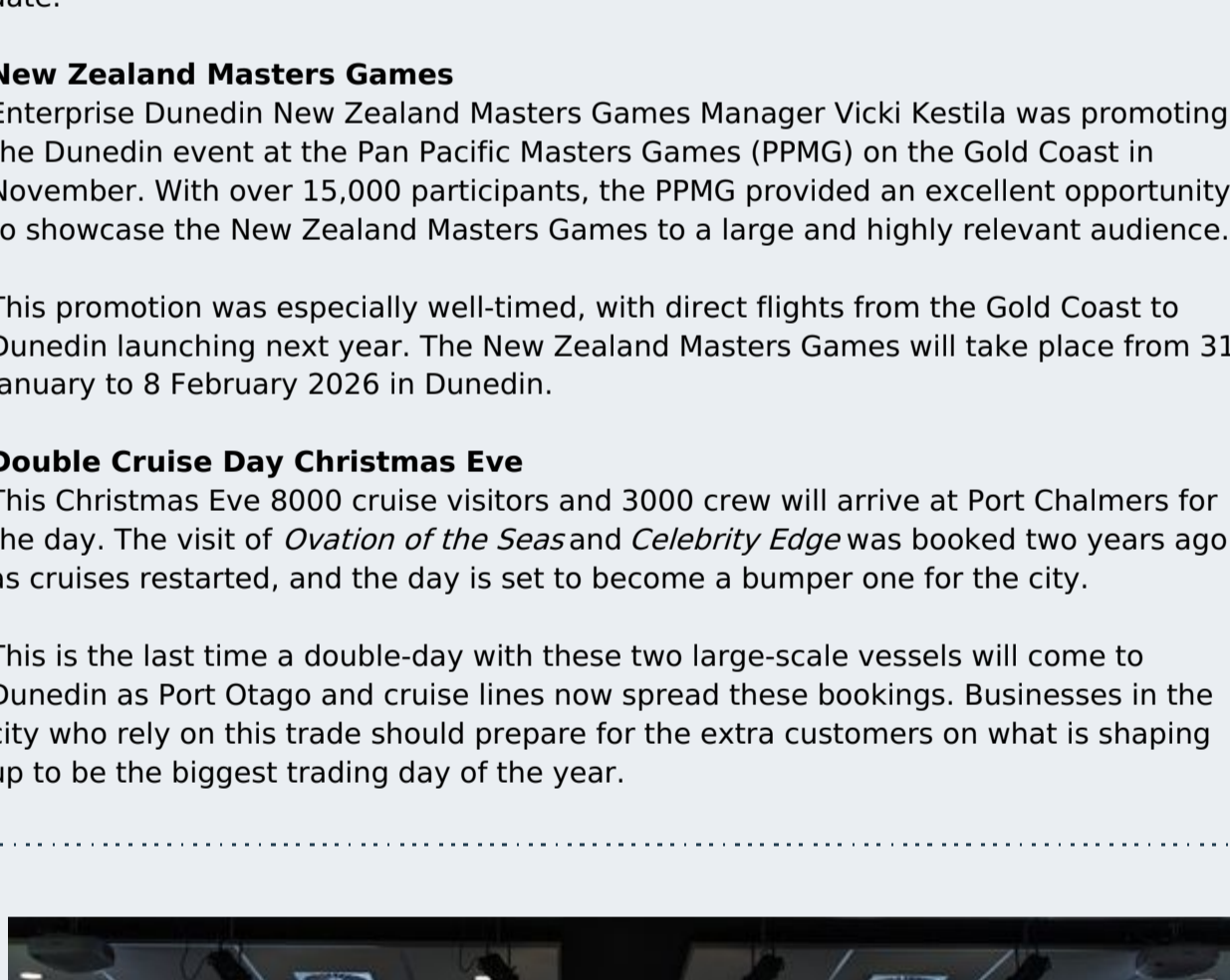
Australia Campaign

We have been active in the Australian market over the past few months with a predominately digital campaign on our own channels and a marketing mix of print and paid media. We are in the awareness stage, reintroducing Dunedin to Australia, targeting a 5-hour drive radius around the Gold Coast catchment area ahead of the new flight route launch. Activity will continue over the holiday period then ramp up towards March. If you have friends or family in the Gold Coast then they may have seen a little slice of Dunedin popping up in magazines, the Gold Coast bulletin newspaper, and digitally.

Media Coverage

Dunedin was featured in *Vogue Taiwan* and *GQ Taiwan* following a family in collaboration with Tourism New Zealand in June. Following a family last year, Dunedin was featured in the September edition of Australian publication *Explore*. Dunedin was also featured in UK publication *Saga*. Paid advertorial over this period includes a creatives feature in *VIVA* and a feature in *Mindfood's* November edition. Media pitching also saw Dunedin included in coverage by *NZ Motorhomes*, *Caravans and Destinations*, *BBC Wildlife Magazine*, *World of Cruising Magazine* and *Australian Woman's Weekly*.

Upcoming content is pending following a Southern Way family with *Stuff*, a family with *Kia Ora magazine*, and families for NZ newspapers and Vacations & Travel. Content from pitching to media is pending for *Stuff Travel*, *NZ Herald Travel*, *ESCAPE AU* and *Cuisine* magazine. Alongside this, two travel shows filmed in Dunedin recently, one for the China market and the other for Australia. Planning is already under way for four more media families at the start of next year.



Events and Key Dates

All Blacks v France Test

Following the thrilling sell out All Blacks test this year; Dunedin will once again play host to the boys in black for the 2025 season opener. France and New Zealand will go head-to-head at Forsyth Barr Stadium on **5 July**, the first time the teams have faced off in Ōtepoti since 2018. Dunedin Mayor Jules Radich says it's exciting to have another test match lined up for Dunedin, especially as it's the only All Blacks test in the South Island next year.

"There are some amazing events taking place in the city next year, from cultural festivals and street markets to international sporting events and fashion week, it's gearing up to be an eventful 2025."

Chinese Cultural Festival

Ōtepoti Dunedin's Chinese New Year celebrations are getting a glow up...literally. A multi-day spectacular will be taking place in 2025 to welcome the Year of the Snake and celebrate the city's long standing Chinese connections.

The festival which takes place **26 January to 9 February** expands Dunedin's existing one day of celebration to 15 days and will see the whole city come alive as streets and businesses are adorned in Chinese lanterns, and a calendar of events kicks off.

Recent reimaging of events for the city alongside the Christmas is a part of a recent reimagining of events for the city alongside the Christmas is a part of an event on 30 November and the creation of the new George Street Market.

George Street Market

An exciting new event is set to revitalize the beautifully redeveloped central city into a vibrant and buzzing bazaar. Retailers, stallholders, eateries, food trucks, artisans and performers will come together for the inaugural George Street Market on **8 February** next year.

The fabulous George Street Market will be held instead of the Thieves Alley Market, utilising the fabulous, redeveloped George Street area. Part of the street will become pedestrian-only, so attendees can shop and peruse the stalls and stores throughout the day at their leisure.

Adding to the excitement is a slew of international circus performers bringing their unique talents to the market. These world-class performers will be announced at a later date.

New Zealand Masters Games

Enterprise Dunedin New Zealand Masters Games Manager Vicki Kestila was promoting the Dunedin event at the Pan Pacific Masters Games (PPMG) on the Gold Coast in November. With over 15,000 participants, the PPMG provided an excellent opportunity to showcase the New Zealand Masters Games to a large and highly relevant audience.

This promotion was especially well-timed, with direct flights from the Gold Coast to Dunedin launching next year. The New Zealand Masters Games will take place from 31 January to 8 February 2026 in Dunedin.

Double Cruise Day Christmas Eve

This Christmas Eve 8000 cruise visitors and 3000 crew will arrive at Port Chalmers for the day. The visit of *Ovation of the Seas* and *Celebrity Edge* were booked two years ago as cruises restarted, and the day is set to become a bumper one for the city.

This is the last time a double-day with these two large-scale vessels will come to Dunedin as Port Otago and cruise lines now spread these bookings. Businesses in the city who rely on this trade should prepare for the extra customers on what is shaping up to be the biggest trading day of the year.



Business Events Update

New Cross-Sector Destination Hui

Starting in the New Year, Enterprise Dunedin will bring together representatives from visitor-focused sectors - tourism, hospitality, accommodation, events and related service providers. Occurring three times a year, meetings will include destination updates, insights and results from Enterprise Dunedin, and the opportunity for questions, information sharing and networking. Where possible, they will feature presentations from key industry leaders and innovative thinkers inspiring us to keep working together and aiming high.

Dunedin Business Events Refresh

Exciting changes are on the way for Dunedin Business Events. Plans are under way to refresh the sector approach including a new strategy, updated collateral and enhanced communication and sales streams. Consultation is under way with industry partners locally and nationally, and we look forward to a collaborative rethink that will have wide-ranging benefits for all of Dunedin.

Business Events Conference

Teresa Fogarty, Business Development Lead attended the BEIA business events conference at the end of November. This was an opportunity to hear from industry leaders, innovators and colleagues from around the country and was very ably MC'd by our own Doug Kamo. Sessions delved into key themes within *Piata Mai*, the industry's roadmap towards alignment, growth, and strengthening of this important sector. Discussion included working in partnership with all aspects of the visitor economy, the legacy and impact of business events, workforce training, diversity, and Māori culture. Teresa is keen to speak with industry about these issues and how we can support them in Dunedin. She can be contacted at teresa.fogarty@dcc.govt.nz

TRENZ 2025

We are excited to be attending TRENZ 2025 in Rotorua alongside eight of Dunedin's tourism operators.

This will be the largest group of Dunedin operators to exhibit at TRENZ since 2018 when Dunedin was host city.

This contingent will showcase a variety of what Dunedin has to offer, from wildlife, culture and heritage to food and beverage. For those attending, please let us know if you have any new products or packages for 2025 that we can add to our presentation.

Are you attending TRENZ for the first time?

If you're attending TRENZ 2025 for the first time, TRENZ have put together some [information and resources on its website](#) for new sellers.

As always if you have any questions, just reach out to the [Enterprise Dunedin team](#).

Kā mihi and have a lovely and safe Christmas period.

Unsubscribe me please

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