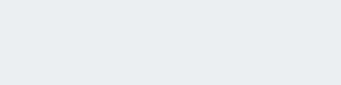


# Visitor Industry Newsletter



## Dunedin Visitor Industry Update November 2025

Kia ora,

We had an amazing time at the Tourism Industry Aotearoa (TIA) Summit and Awards! It was inspiring to see the incredible work happening across Aotearoa and to connect with industry leaders who are shaping the future of tourism. These events remind us how important collaboration and innovation are for keeping Dunedin on the map. Unfortunately, our Southern Way partnership missed out but were in the finalist pool – a big congrats to Sanae for her work on this. Watching the awards also prompted me to reflect on the amazing work happening here in the sector and we would like to make the offer of support if you would like to put your business forward next round. I would love to see more from Dunedin being showcased to our industry. We have a lot to be proud about.

As you know, we've launched our Industry Familiarisation Programme – a hands-on way for local operators to experience Dunedin's attractions, hospitality, and visitor services. It's all about building stronger connections and sharing knowledge so we can deliver the best possible experience for visitors. Want to join in? Expressions of Interest are now open – we'd love to have you involved! Information, eligibility criteria, and a link to register your interest can be found [HERE](#).

A big thank you to everyone who joined our recent Destination Hui. It was fantastic to see so many passionate voices coming together to talk about Dunedin's future as a destination. One of the highlights was the visitor experience presentation from Brad Rowe and preceding workshops, which gave practical tools for improving marketing, resilience, and customer engagement. The feedback was awesome – lots of people said they walked away with ideas they can put into action straight away.

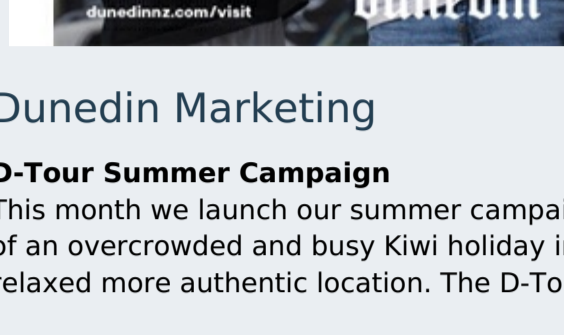
Get ready for an incredible summer in Dunedin! Dunedin Christmas Weekend (last weekend of November) featuring Christmas in the Garden – a magical way to kick off the festive season. You can find all of the festive fun [HERE](#). New Year's Eve celebrations in the city will see you seeing in 2026 with a stellar line up of live music and festive vibes. George Street Market returns in early February, and we're adding Bath Street Eats & Beats as an extension to this already fabulous event. And that's not all – we've got International Women's Hockey and the Manu Comp coming to town, plus more plans to grow and enhance our events portfolio throughout the year.

Ngā mihi,

- Sian Sutton, Dunedin Destination Manager

### In This Issue

- [Dunedin Marketing](#)
- [Dunedin in the Media](#)
- [Events and Key Dates](#)
- [George Street Market 2026](#)
- [Destination, Trade and Business Events](#)



### Dunedin Marketing

#### D-Tour Summer Campaign

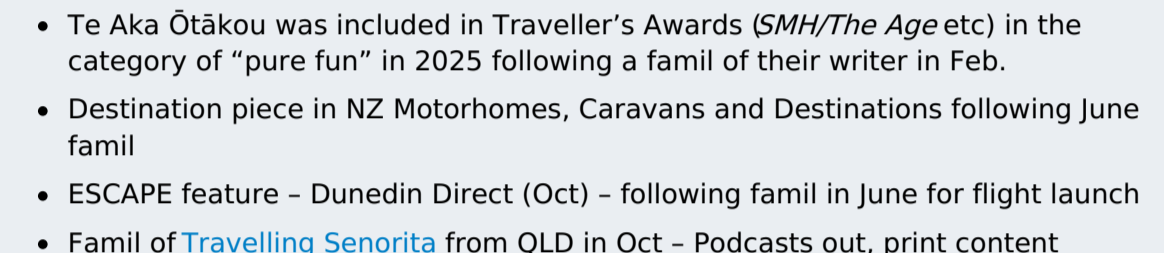
This month we launch our summer campaign 'D-Tour' where we play on the pain points of an overcrowded and busy Kiwi holiday in the South Island and position Dunedin as a relaxed more authentic location. The D-Tour Summer Campaign will run until February.

#### Australia Campaign 'Coolcation'

We are encouraging Australians to escape the heat this summer and take a 'coolcation' to Dunedin. With Jetstar's direct flight, in only 3.5 hours they can experience an authentic Kiwi summer in Dunedin's slightly cooler climate. Campaign runs until February.

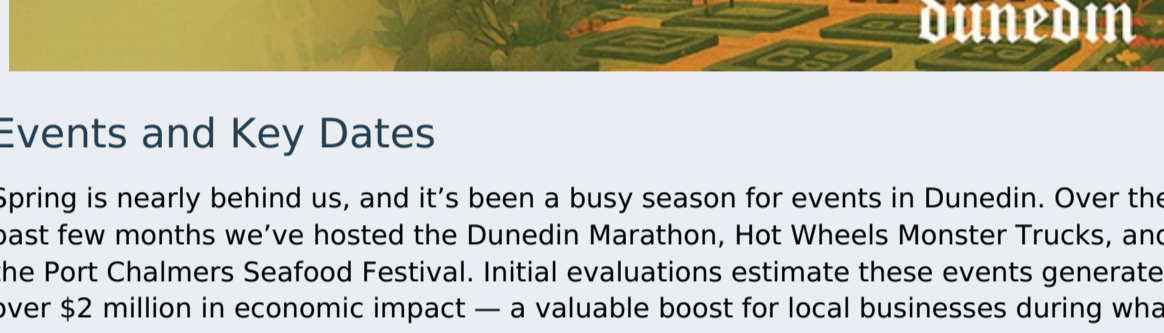
#### Paid media:

- NZ Today RV Lifestyle – November edition
- 1964 Magazine – Summer edition
- Vacations and Travel – November edition
- OurNZ - [Our NZ 69 Spring 2025](#)
- Cycling Journal – December edition
- NZH Travel Short Stays – September edition
- Metropol Magazine - [Issuu Reader](#)



### Dunedin in the Media

- Te Aka Ōtākou was included in Traveller's Awards (*SMH/The Age* etc) in the category of "pure fun" in 2025 following a family of their writer in Feb.
- Destination piece in NZ Motorhomes, Caravans and Destinations following June family
- ESCAPE feature – Dunedin Direct (Oct) – following family in June for flight launch
- Family of [Travelling Senorita](#) from QLD in Oct – Podcasts out, print content scheduled for Nov
- Family of Rolling Stone AU/NZ NZ Editor – Content pending
- Family of NZ Marketing Magazine – Content pending
- Family of [Global & Beyond's](#) Tamra and Mat from Gold Coast next week
- Family of Traveller writer Justine Costigan next week
- Family of Taiwan influencer in December, collab with TNZ
- Family of Bradt Guide writer in Nov/Dec
- Family of Lonely Planet - Pacific Editor Dec



### Events and Key Dates

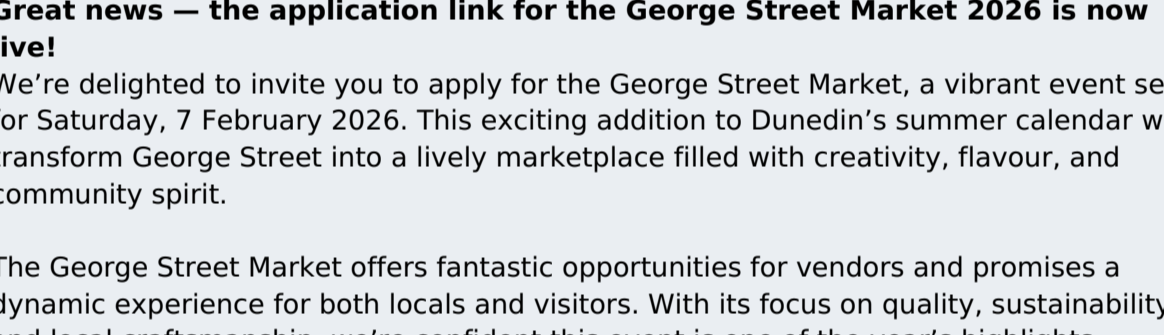
Spring is nearly behind us, and it's been a busy season for events in Dunedin. Over the past few months we've hosted the Dunedin Marathon, Hot Wheels Monster Trucks, and the Port Chalmers Seafood Festival. Initial evaluations estimate these events generated over \$2 million in economic impact – a valuable boost for local businesses during what is traditionally a quieter period.

The ever-popular Dunedin Craft Beer and Food Festival took centre stage last week. Now a firm fixture on the city's events calendar, the festival contributes more than \$2 million to the local economy each year.

Looking ahead, the city will host the enhanced Christmas in the Gardens on Saturday 29 November, featuring the Christmas All Stars under Doug Kamo's creative direction. The following day, the much-loved Santa Parade returns. Both events coincide with the Black Friday sales period and activities in the city malls including longer opening hours. These events and activities are supported by a regional campaign encouraging visitation.

In late January, Dunedin is proud to welcome the Vantage Summer of Hockey – International Women's Tournament featuring the Black Sticks, running 21–25 January. This marks the first international hockey event in Dunedin in over a decade, with teams set to make the most of the city's new artificial turf facilities.

We look forward to a busy summer season ahead with many more great events in our city.



### George Street Market 2026

#### Great news – the application link for the George Street Market 2026 is now live!

We're delighted to invite you to apply for the George Street Market, a vibrant event set for Saturday, 7 February 2026. This exciting addition to Dunedin's summer calendar will transform George Street into a lively marketplace filled with creativity, flavour, and community spirit.

The George Street Market offers fantastic opportunities for vendors and promises a dynamic experience for both locals and visitors. With its focus on quality, sustainability, and local craftsmanship, we're confident this event is one of the year's highlights.

#### [Apply here.](#)

We'd love for you to be part of this exciting venture, and I'll be in touch with further updates as planning progresses.

We're also excited to share that this year the market has expanded with several new zones, including dedicated Community Stalls areas. While the main focus of the market remains on craft and handmade products, we believe that community involvement is an essential part of city life. Eligible groups include community fundraising groups, charities, non-commercial informational stalls, fundraising stalls (such as sausage sizzles), and political parties. No informational commercial stalls or second-hand goods are permitted.

We've also added a map showing setup and pack-down times so you can select the option that best suits your schedule. Please read the event information and criteria carefully and pay close attention to stall size when submitting your application.

Thank you for your continued interest and support. If you have any questions, feel free to get in touch.

#### For more information, contact:

Olha Viazenko, Event Producer, Enterprise Dunedin  
[olha.viazenko@dcc.govt.nz](mailto:olha.viazenko@dcc.govt.nz)



### Destination, Trade and Business Events

#### Destination Hui

This is a very useful platform for the team to share our plans, work and results, and to receive questions, comments and ideas. Our guest speakers did a stellar job of setting our mindset for the busy season - Jacqui Lloyd outlined the current situation and future predictions for cruise industry in New Zealand, and Brad Rowe set a challenge for us all to continually check and improve the experiences we deliver for our visitors. As ever, the opportunity to network with new and longstanding contacts across Dunedin's visitor-facing industries was appreciated by all.

#### Visitor Experience Workshop

Following the Destination Hui, Brad Rowe shared his playbook for creating unforgettable visitor experiences and commercially successful tourism ventures. A range of attendees from across the visitor sector participated in this hands-on workshop gaining practical, implementable ideas. We look forward to seeing and hearing how these ideas have helped improve the Dunedin experience over the coming months.

#### Business Events, Conference and Incentive Marketing and Sales Opportunities

In October Enterprise Dunedin partnered with NZSAE and a group of outstanding Dunedin business events partners on a trade event showcasing the venues, suppliers and experiences on offer in Dunedin. The teams at Dunedin Venues, Tūhura Otago Museum, Doug Kamo Creative Management and Strawberry pulled out all the stops to create and unforgettable experience. Despite travel disruptions, attendees enjoyed a taste of Dunedin. On the horizon in November is the Business Events Expo trade show. Enterprise Dunedin will showcase our city's venues, suppliers, accommodation, entertainment and activities at one-on-one appointments with Professional Conference Organisers and Association Executives. Following on from the expo is the Business Events Industry Aotearoa Conference. This is an opportunity to raise the profile of Dunedin as a great place to host events, and to advocate for the city at a national level. A reminder - early-bird registrations for MEETINGS 2026 close on 20 December. This annual Business events trade show is the country's premier B.E. sales event, and we encourage anyone curious about attending to contact us at [trademarketing@dcc.govt.nz](mailto:trademarketing@dcc.govt.nz).

#### International Conference Attraction

Enterprise Dunedin has worked with Tourism New Zealand and the University of Otago to showcase the support available to those wishing to bring international conferences to the city. A new resource has been created, meetings occurred with faculty heads and drop-in sessions have been held to provide information. Results of this activity have been seen already with three international conferences recently secured for the city and five in the bidding process.

#### Tourism Trade

The Enterprise Dunedin team have been meeting with operators and tourism businesses to discuss their current distribution channels and steps they might wish to take to make the most of the marketing sales channels available through trade. Please do not hesitate to contact us at [trademarketing@dcc.govt.nz](mailto:trademarketing@dcc.govt.nz) if you would like to be included in these sessions. A reminder to tourism businesses that registrations for TRENZ close on 20 November. This is New Zealand's largest international business-to-business travel trade event with three days of appointments and networking helping you to showcase products and services to high-quality international and New Zealand buyers. There are different options available for participation so please reach out if you are interested in finding out more.

Unsubscribe me please

Brought to you by [outreachcrm](#)