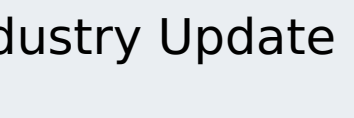


Visitor Industry Newsletter

Newsletter

Te Aka Ōtaoua

dunedin



Dunedin Visitor Industry Update September 2025

Kia ora!

The summer season is just around the corner! This month's pre-season cruise meeting had a great turnout and a real buzz in the room—thanks also for your feedback on our industry familiarisation programme. With strong support behind the idea, we're moving ahead with a proof of concept.

At our last hui, we unveiled the draft Destination Marketing Strategy, built on brand pillars guiding all messaging and content. Australia remains a key focus, with a marketing, activation, and trade schedule locked in through June 2026.

Passing the milestone of 20,000 bookings on the Jetstar service between Dunedin and Gold Coast has been a fantastic outcome. It's great to see the uptake and demand for the service and Australia remains our priority international market. We will continue to take advantage of opportunities for Dunedin to be active in Australia to support the new route and raise awareness of Ōtepoti Dunedin as a visitor destination.

Our Southern Way partnership continues to gain momentum, with recent trade visits like ANZCRO being impressed by everything Dunedin and the South has to offer.

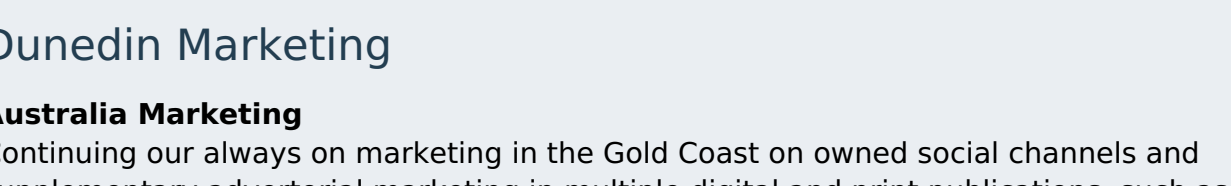
Closer to home, our events portfolio is heating up—look out for a refreshed New Year's Eve, Christmas in the Gardens, an extended George Street Market, and the expanded Chinese Cultural Festival. Events remain central to our destination strategy, with more announcements on the way.

Enjoy the longer days—we're gearing up for an exciting season ahead. As always, let us know how we can support you and we hope to see you at our next Hui in October.

- Sian Sutton, Dunedin Destination Manager

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Dunedin Marketing

Australia Marketing

Continuing our always on marketing in the Gold Coast on owned social channels and supplementary advertorial marketing in multiple digital and print publications, such as Urban List, Vacations and Travel, Dish and Gold Coast Bulletin.

Live and broadcast promotion of Dunedin at the Gold Coast Titans and Brisbane Broncos match 13 July. Destination video screened in front of a live audience of 24,553. DunedinNZ website had a 30.6% increase in Australian traffic on game day compared to the previous week.

Gold Coast Crafted Beer Festival

We recently worked with the Dunedin Craft Beer and Food Festival in order to have a presence at the 2025 Crafted Festival in Broadbeach QLD, helping our city and its brews get in front of thousands of punters at the Gold Coast event and to continue telling our culinary and beverage story—boosting awareness to fill those Jetstar flights.

Travel Deals

Calling out to our tourism operators.

We are always on the lookout for deals that we can share with consumers and there is opportunity for your operation to be submitted to AU travel publication and newspaper insert ESCAPE for inclusion in their deals page, which is a massive opportunity. [Escape](#) | [Find Travel News, Destination Guides & Things to Do](#) | [escape.com.au](#)

Deadline: 31 Dec 2025 5:00pm Australia - Sydney
Looking for all kinds of travel deals for Escape Deals pages. There are more opportunities to feature your travel deals in Escape with the mini Tuesday Escape also running 10 deals a week. This is in addition to the 20 deals we feature in the regular Sunday edition of Escape. So if you have any travel deals that you'd like us to consider, please send them through with the below information:

- Lead in price
- Duration of the tour (or how many nights if it's an accom deal)
- Inclusions
- Book by date
- Travel dates
- Reservation information (phone and/or website)
- JPG image (between 1MB and 20MB please)

We also would include these deals on our deals page on the DunedinNZ website. [Dunedin Deals - Ōtepoti](#) | [Dunedin New Zealand official website](#) and these would be shared via our Insiders newsletter as well which goes to 20k consumers.

If you have any deals on the horizon, please email them through to trademarketing@dcc.govt.nz

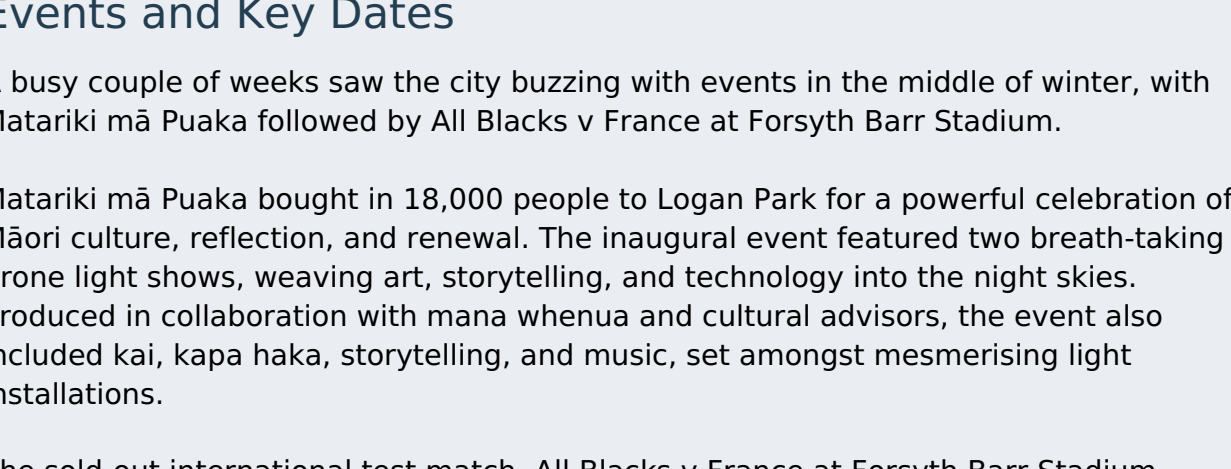


Dunedin in the Media

Recent media highlights:

- Successfully pitched Dunedin for inclusion as up-and-coming LGBTQIA+ destination in [global travel magazine Wanderlust](#), which then garnered 4x national media coverage articles (ODT, RNZ, Stuff x2)
- NZ Herald story on [visiting your student-aged offspring](#) following famil (great way to highlight positive side of student life)
- 4x pages in Mindfood following famil of travel writer
- Time Island travel show - China - TNZ Famil collab with famous Chinese actor
- Airing of [Travel Guides AU](#) to 2million viewers following collab during filming in December
- Multiple articles in the [Gold Coast Bulletin](#) from the Jetstar route launch and media famil
- New Food and Drink Openings in Cuisine Traffic section
- 5x pages in Australian publications Wanderer magazine
- Accommodation and harbour basin story in [Explore \(AU\)](#) from media famil

More media familis are either under way or in development for the coming months. More details on these will come at a later date.



Events and Key Dates

A busy couple of weeks saw the city buzzing with events in the middle of winter, with Matariki mā Puaka followed by All Blacks v France at Forsyth Barr Stadium.

Matariki mā Puaka bought in 18,000 people to Logan Park for a powerful celebration of Māori culture, reflection, and renewal. The inaugural event featured two breath-taking drone light shows, weaving art, storytelling, and technology into the night skies. Produced in collaboration with mana whenua and cultural advisors, the event also included kai, kapa haka, storytelling, and music, set amongst mesmerising light installations.

The sold-out international test match, All Blacks v France at Forsyth Barr Stadium delivered a direct economic impact of \$13.2 million, proving once again the value of world-class events in our city. The Kickoff Zone in the Octagon was a hit with fans, with the Octagon transformed into the ultimate pre-match zone buzzing with celebrations, live music, food trucks and a pop-up bar.

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

Chinese Cultural Festival Advisory Committee - Tourism Operator Opportunity

The Chinese Cultural Festival Advisory Committee recently held its first strategy meeting, bringing together a diverse group passionate about celebrating Dunedin's connections to Chinese culture. With most roles now filled, we are inviting tourism operators to join this dynamic group.

This is an exciting chance to help shape the festival's tourism direction and foster collaboration between local businesses, cultural organisations, and city stakeholders. Your insights will support the growth of cultural tourism in Dunedin and help enhance the festival's reach for both residents and visitors.

For more information, contact:

Rewa Pene, Event Producer, Enterprise Dunedin
rewa.pene@dcc.govt.nz



Destination, Trade and Business Events

Destination Hui - 30 July

It was pleasing to see a high level of attendance at our second hui. 100+ stakeholders from across Dunedin's visitor-facing industries came together for a chance to network and to hear updates on past and planned activities. There was very positive feedback from the various visitor sectors on the draft destination marketing plan and the proposed industry familiarisation project. The next hui is scheduled for 16 October and will feature a presentation on visitor experience from Brad Rowe of Tourism x Design and on the future of cruise from Jacqui Lloyd, Chief Executive New Zealand Cruise Association.

Meetings 2025

Dunedin's ability to host outstanding business events was well showcased at MEETINGS 2025. This trade show is a key sales event in the conference and business event calendar including a regional destination showcase, regional booth, and one-on-one appointments with Professional Conference Organisers and Association Executives. Dunedin Venues and DCC cultural institutions (Olveston Historic House, Dunedin Public Art Gallery, Toitū and Lan Yuan) joined Enterprise Dunedin who were very ably assisted by Doug Kamo. We hope to grow the number of booth partners for this event in future years to better showcase the facilities and services available in our city.

Engagement at a National Level

Enterprise Dunedin makes sure Dunedin and its businesses are represented at a national level. We do this through involvement with national bodies and submissions on topics affecting our region. At the Regional Tourism New Zealand Conference, we gained insights about plans and projects underway at other regional destinations and had opportunity to speak with tourism and Hospitality Minister Hon Louise Upston. The Minister was interested to hear how business is faring with the Gold Coast flights, and to hear the results of the recent Southern Way campaigns supported by funding from Central Government. The Minister spoke about the National Tourism Roadmap and the government's commitment to growing the value of tourism across the country. Lisa Hopkins, Chief Executive of Business Events Industry Aotearoa (BEIA) has joined multiple Dunedin events recently. It is good to get input from this national body, and to have the opportunity to input our situation, aspirations and plans for inclusion in the work and advocacy occurring at a national level.

Conference Support for Tertiary Sector

Several information sessions and progress meetings have been held at the University of Otago and Otago Polytechnic by Enterprise Dunedin and Tourism New Zealand. These sessions are sharing information about the benefits of hosting international conferences and the funding and other support available to those wishing to bid for international conferences. It is encouraging to see all levels of these institutions recommending staff think about bidding for international conferences. The team will be attending faculty meetings and hosting drop-in sessions for those interested at the University Staff Club on Wednesday and Thursday 24 and 25 September.

Business Event Familiarisations

We have witnessed an increase in proposal requests for potential business events and conferences to be hosted here in Ōtepoti Dunedin resulting in successful familiarisations and site visits. This key element of work for the team as the local conference bureau creates a personal touch for those wanting to host events in Dunedin. A local supplier fitting the event requirements with personal visits to potential sites and local creatives. Two group familiarisations are planned for October bringing Professional Conferences Organisers, and Association Executives and Event organisers to experience what is on offer here in Dunedin.

2025 - 2026 Cruise Season

Stakeholder Briefing: 2025/26 Dunedin Cruise Season

With the first cruise ship scheduled to arrive in Port Chalmers on Friday 24 October 2025, the Dunedin City Council (DCC) teams, Port Otago, and the Dunedin cruise industry are actively preparing for the upcoming season.

Cruise Visit Summary

A total of 80 cruise ship visits are booked from October 2025 through April 2026. Of these, 70 will dock at Port Chalmers and 10 at the Dunedin Cruise Terminal on Fryatt Street.

Preparation Activities

Preparations for the season include coordinated efforts across multiple agencies and stakeholders. Key activities include:

- Planning for shuttle accommodation in the city
- Implementation of new wayfinding systems for visitors
- Logistical arrangements at Port Otago

Industry Coordination

Over 90 cruise industry partners attended the recent pre-cruise briefing. Attendees received updates from Port Otago, DCC including the i-SITE Visitor Centre, NZTA, and the Department of Conservation. This collaborative approach ensures a safe, welcoming, and well-organized experience for cruise passengers and crew.

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