



Otago Farmers Market

dunedin



Dunedin visitor industry update April 2023

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Dunedin marketing and media coverage

World Cup campaign

Development of a campaign to attract visitors from Christchurch, Queenstown and Southland to come to Dunedin for the FIFA Women's World Cup 2023™ is under way. The campaign should be in market later next month and will run for about four weeks. The primary aim is to raise awareness of FIFA within the local market, generate ticket sales and drive visitation to the city over the tournament period.

Trail Hub launched

Earlier this year the [Trail Hub](#) was launched showcasing the incredible cycling trails of the Otago region. The hub has stories, news, itineraries and tips to help visitors discover trails and towns from Queenstown to Dunedin and throughout Central Otago and Clutha.

Media coverage

Australia's number 1 breakfast show *Sunrise* will be live on location in Dunedin over two mornings next month. The on-air host will be at the scene of some of the city's most iconic visitor attractions where she will interview operators and participate in some uniquely Dunedin activities.

Conde Nast's *Traveler* ran a piece called Five Reasons Dunedin is New Zealand's Coolest City recently and Dunedin will also be featured in upcoming content for *Latitude* magazine, as well as online lifestyle and culture platform *Broadsheet*.



Qualmark update

Qualmark provided an update on membership fees to partners recently.

To support members while borders were closed, Qualmark suspended membership fees in March 2020. With borders now open, it has reviewed and simplified its fee structure, with fees resuming from April 2023.

The new fee structure consists of 4 tiers, starting at \$850 (+ GST) for a 12-month term. Please note, charges may vary slightly depending on your business model.

For current members, on 20 April, you will be charged from 1 April up until your membership anniversary date. If that is not a full 12 months, then the invoice amount will be a pro-rated portion of the full annual fee.

For example, if you joined Qualmark in June 2022, you would receive an invoice in April 2023 for the period of April 2023 – May 2023.

You would then receive an invoice on your anniversary date (in the above example, in June) for the following full 12 months. A 30% discount would be applied to this transaction.

For new members who join between April 2023 to March 2024, there will be a 30% discount applied for the first full 12-month membership fee.

If you have any questions, please contact your Tourism Business Advisor or alternatively the Qualmark Membership Engagement team at enquiries@qualmark.co.nz or on 0800 782 562.

[More on membership fees here.](#)



Business events

Teamwork makes the dream work – Business Events fam!

Enterprise Dunedin in conjunction with valued partners held a very successful business events fam over the weekend of Otago Rally and iD Dunedin Fashion. The fam was attended by business events buyers from Auckland, Christchurch and Wellington, some local conference organisers, and *Meeting Newz* magazine.

A key piece of their feedback was on our local collaboration which helps set us apart as a business events destination. A special thanks to those who contributed financially including Air New Zealand who supported us with flights, accommodation from Fable Hotels and Resorts, and fabulous catering from Dunedin Venues including building a stage and table so we could dine pitch side and Larnach Castle for hosting us for lunch in a private room in the castle.

AssociationX

This month, Louise exhibited at AuSAE AssociationX in Wellington which is a one-day event for association professionals to network with key suppliers and to gain professional development. We had some excellent conversations with buyers and are working on a bid for a conference in 2024. To make the most of our time in Wellington and to connect with more buyers we co-hosted a networking event for event planners with Business Events Southland, Hamilton & Waikato Business Events and Rotorua Business Events.

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