

Dunedin Visitor Industry Update November 2023

In This Issue

- [Dunedin marketing and media](#)
- [Business events](#)
- [TNZ update](#)
- [Tourism industry events](#)
- [Event reminders](#)



Dunedin marketing and media

Te Aka Ōtākou

Promotion of Te Aka Ōtākou (The Otago Vine) shared path has been a key area of activity following the recent completion of Te Ara Moana (The Ocean Path), the section from the city to Port Chalmers. This includes inhouse content on [Insiders Dunedin](#), which has been promoted on social media and through newsletters, pitching to travel media and inclusion in the November edition of *Kia Ora* magazine.

Upcoming content includes a guide, and Port Chalmers feature with Neat Places, a feature in the *RV Today* Walk and Cycle Trails Collector's Edition, a feature in the Cycling Trails NZ Guide and content in the Dec/Jan edition of *Avenues*.

Women's rugby tournament

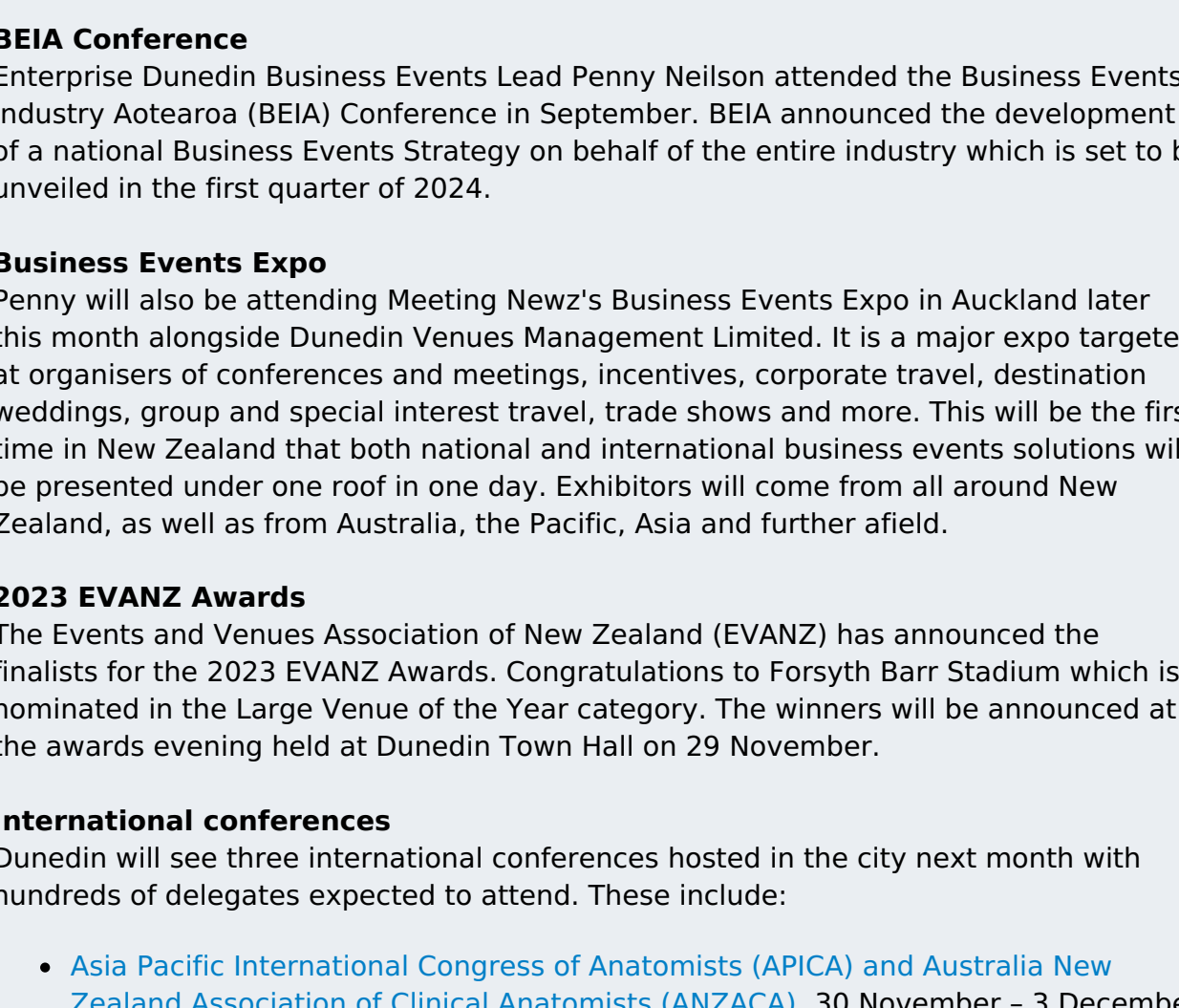
To support the inaugural WXV1 tournament for which Dunedin was one of three hosts of six world-class international women's rugby teams over one weekend, DunedinNZ ran a digital campaign. This was modelled off the successful FIFA Women's World Cup creative. The campaign ran across multiple social media platforms targeting the drive market, families and fans of elite women's sport.

Recent famils

Enterprise Dunedin hosted a freelance writer in September who wrote a feature for the *New Zealand Herald* focusing on a [wellbeing weekend in Dunedin](#). The Spring edition of *AA Directions* magazine contains a [family getaway](#) feature following a media famil late last year.

Keep an eye out for multiple pieces of content in *Kia Ora* magazine over the coming months. Enterprise Dunedin hosted a writer from the publication recently who is writing separate features on food, boutique accommodation, creatives, and business. Thanks to all involved with this media famil, we had glowing feedback from the writer who called it "one of the best famils of the year", quite an achievement considering how much travel *Kia Ora* writers do.

Another freelance writer will be in Dunedin on famil at the end of the month.



Business events

BEIA Conference

Enterprise Dunedin Business Events Lead Penny Neilson attended the Business Events Industry Aotearoa (BEIA) Conference in September. BEIA announced the development of a national Business Events Strategy on behalf of the entire industry which is set to be unveiled in the first quarter of 2024.

Business Events Expo

Penny will also be attending Meeting Newz's Business Events Expo in Auckland later this month alongside Dunedin Venues Management Limited. It is a major expo targeted at organisers of conferences and meetings, incentives, corporate travel, destination weddings, group and special interest travel, trade shows and more. This will be the first time in New Zealand that both national and international business events solutions will be presented under one roof in one day. Exhibitors will come from all around New Zealand, as well as from Australia, the Pacific, Asia and further afield.

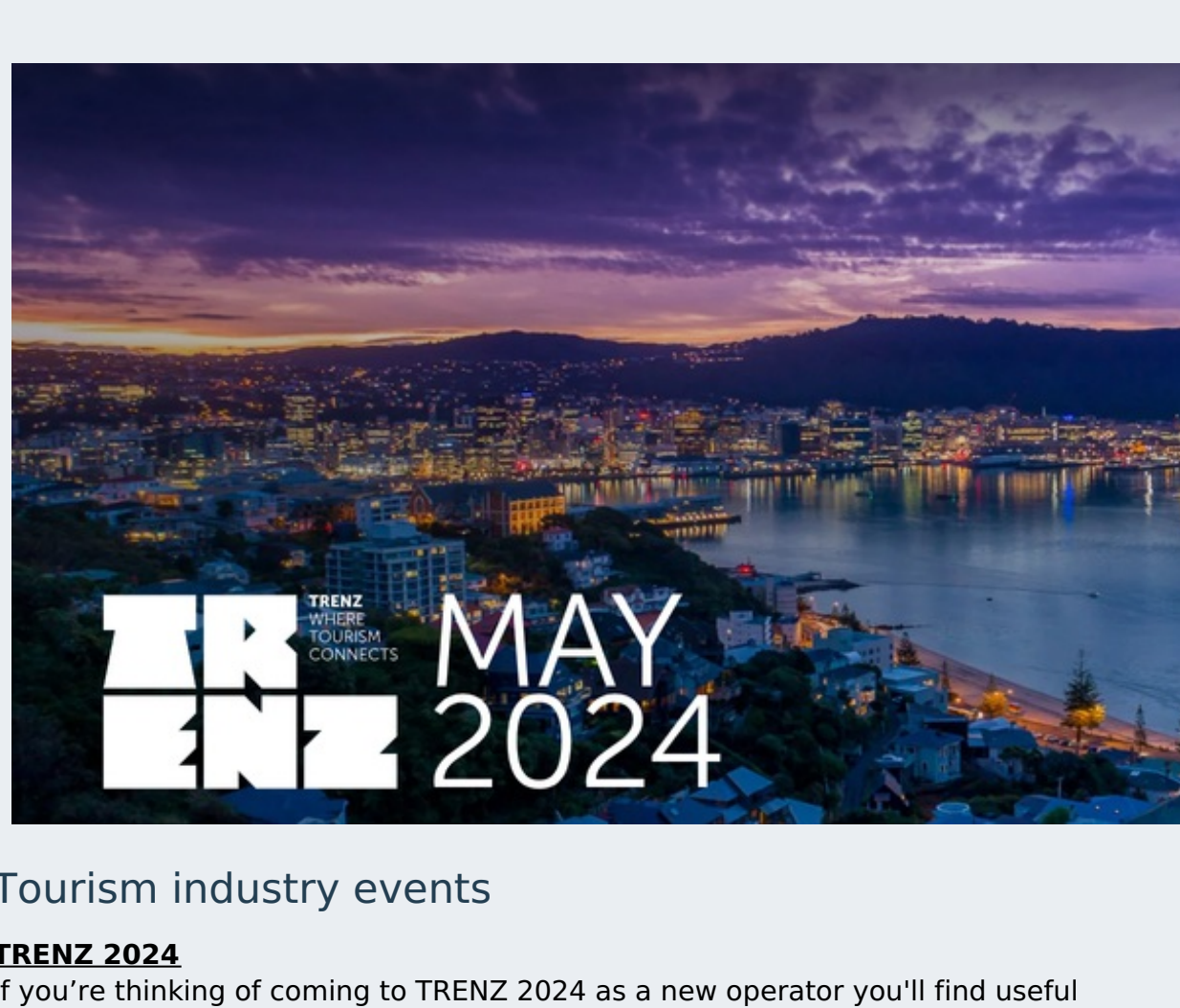
2023 EVANZ Awards

The Events and Venues Association of New Zealand (EVANZ) has announced the finalists for the 2023 EVANZ Awards. Congratulations to Forsyth Barr Stadium which is nominated in the Large Venue of the Year category. The winners will be announced at the awards evening held at Dunedin Town Hall on 29 November.

International conferences

Dunedin will see three international conferences hosted in the city next month with hundreds of delegates expected to attend. These include:

- [Asia Pacific International Congress of Anatomists \(APICA\) and Australia New Zealand Association of Clinical Anatomists \(ANZACA\)](#), 30 November – 3 December (approx. 400 delegates)
- [Australian & New Zealand Marketing Academy \(ANZMAC\) Conference and Doctoral Colloquium](#), 4 – 6 December (approx. 400 delegates)
- [17th World Leisure Congress](#), 11 – 15 December (approx. 400 delegates)



TNZ update

Global PR campaign

Last month Tourism New Zealand launched its new global PR campaign "No Place Like it on Earth". The campaign leverages the popularity of Taika Waititi and *Our Flags Means Death*, an HBO Max series filmed in New Zealand in December 2022. The campaign is a short film which showcases thrilling sights and experiences travellers can find in Aotearoa New Zealand. [You can watch it here](#).

There was organic media coverage of the campaign including a great piece in Australian media after Taika revealed his [favourite hidden beach](#) to be a Dunedin gem.

Famils

Media

Content has recently been published following a media famil in August which was done in partnership with Tourism New Zealand and *9Honey*. Ben Glover wrote about some of the ["lesser-known delights" of Ōtepoti Dunedin](#).

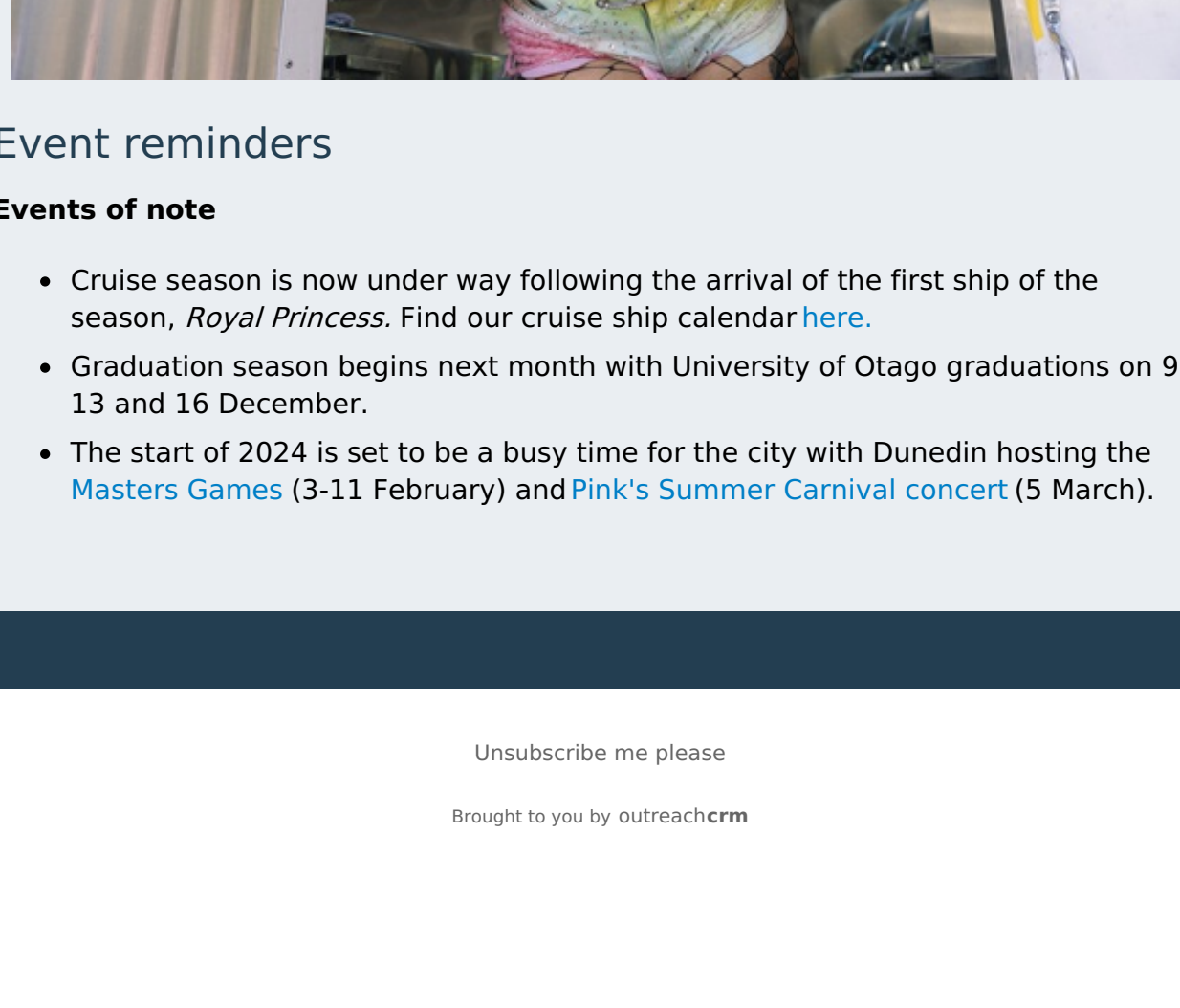
In partnership with Tourism New Zealand, Dunedin was visited by a cohort of social media influencers in September who created cross-platform content for their campaigns in order to promote the city during the off-peak period to the China market.

Trade

At the same time, Enterprise Dunedin worked with Tourism New Zealand on two trade famils, hosting 17 product managers from China and Taiwan.

Feedback on the famil was positive, with many of the operators visited being added to future itineraries, such as Careys Bay where they 'loved the food and location'. The effort and expertise of the hosts, experiences, eateries and accommodation was well received.

Thank you to the operators who were involved in these visits.



Tourism industry events

TRENZ 2024

If you're thinking of coming to TRENZ 2024 as a new operator you'll find useful information and resources on the [TRENZ website](#).

A shared booth can be a good option, as it gives you the opportunity to attend TRENZ with another operator who has either attended TRENZ before and can show you the ropes and to share the cost of attending.

New operators also have access to an experienced mentor who can lend you a helping hand to discuss any of these key areas in more detail. We also suggest you liaise with Enterprise Dunedin Marketing Coordinator [Katie Love](#) if you have questions.

If you're already on TRENZ Connect, you will have received an email notification with details on how to apply or register and if you're new to TRENZ or TRENZ Connect you can [register your interest](#) in attending.

Registrations for TRENZ 2024 have been strong, so we recommend you register now to make sure you don't miss out.

TIA Summit 2023

Katie is fresh back from the Tourism Summit Aotearoa in Wellington, where TIA were celebrating 70 years. The theme was 'be ready, stay ready' with a jam-packed agenda focusing on the rapid development of AI, its opportunities and impacts and how the tourism industry is embracing it.

The message was simple...start your AI journey now, even if it is small. 61% of consumers are willing to use AI to help plan their future trip, while AI can help with work productivity. Key talks to note were AI revolutionising conservation, predator free 2050, unlocking the power of augmented reality, AI powered carbon calculator, immersive travel using VR, AI and sustainability lessons from Google, robotic revolution and harnessing AI to meet the needs for the post covid traveller. A fantastic program and event from passionate industry leaders.