



Dunedin Visitor Industry Update December 2023



#### 'It's just Dunedin' destination campaign launches Other Dunedin marketing

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'It's just Dunedin' destination campaign launches Enterprise Dunedin, the Dunedin City Council's economic development department has launched a new destination campaign designed to encourage people to consider visiting Otepoti Dunedin by challenging what they think they know about the city.

# the wry humour the Dunedin brand is known for.

The stunning visuals of the campaign highlight the unique offerings that differentiate Dunedin from other New Zealand destinations with the goal of changing the existing perceptions people have of the city.

It's Just Dunedin, juxtaposes the beauty and grandness of Dunedin's offerings alongside

The campaign content features Dunedin's spectacular coastline, unique biodiversity, built heritage and vibrant hospitality, including icons like Larnach Castle, Otago Farmers Market, Tunnel Beach, the University of Otago and more.

authenticity, charm, and humour with the aim to reach an audience who resonates with what Dunedin offers as a destination, sparking a connection with the city long before

It gives the audience a taste of what makes Dunedin unique through the lens of

The campaign's goal to increase awareness will result in a higher consideration of Dunedin as a destination and the raising of the city's profile as a preferred New Zealand destination.

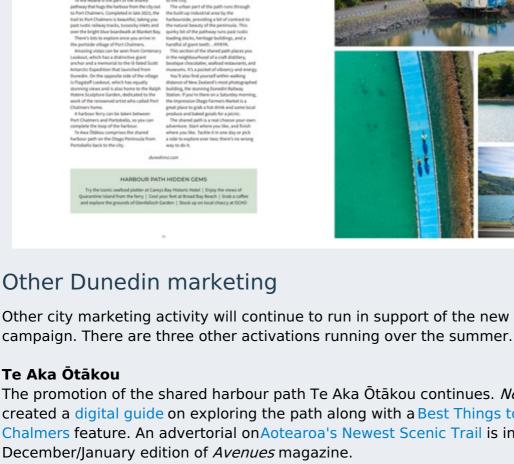
The predominantly digital campaign will continue to have new content rolled out in

AOTEAROA'S NEWEST SCENIC TRAIL

Visit the campaign hub and watch the videos.

they make the decision to visit.

stages over 12 months.





# **Events**

rolled out over the summer.

This activity highlights key summer events coming up and ends with the P!nk concert. Then this will transition to Autumn events. This is part of our always-on marketing approach, targeting the South Island drive market.

By geofencing the South Island (excluding Dunedin), mixed with some clever targeting

Just a reminder to please let us know about any new, upcoming or updated product, from new tours to coffee carts, we want to know all about it. That way we can promote it through our What's New document to media and send it through to the PR team at

guide as well as hospitality and accommodation businesses. Social media assets will be

and remarketing tactics we are encouraging people who are traveling Te Waipounamu to take a detour to Dunedin. This has been a successful campaign for us in the past, where we highlight some of Dunedin's unique selling points.

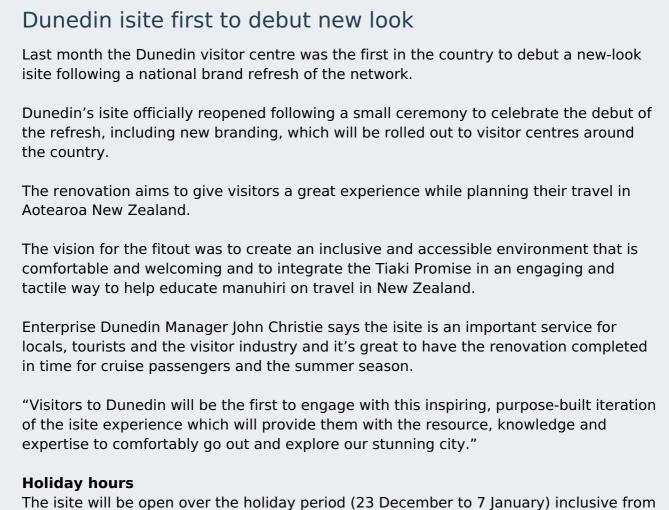
please send through to katie.love@dcc.govt.nz to load.

### Tourism New Zealand. Also, as a part of our summer campaigns, we will be promoting our Dunedin Deals

**Reminders** 

**Detour** 

page. If you have any deals or packages over this period and would like to be included,



9am to 5pm daily, <u>excluding</u> Christmas Day.

Earlier this year TNZ re-launched the Explore New Zealand Discount Programme

This pilot was initially open to Qualmark Gold operators. Now all Qualmark tourism businesses are invited to join Explore via the Tourism Business Database to showcase product to high quality international travel sellers. Explore allows them to recommend

New Zealand's natural environment, culture, society, and economy while they visit

Ciick here for more insights on international visitor markets including Australia, USA,

These hours will be adjusted if need be, to accommodate cruise ship visits.

Tourism New Zealand update Opportunity: Explore NZ Programme Now Open to All Qualmark Operators

(Explore).

For more information on Explore please see the following Guide for New Zealand Tourism Operators. Operators can opt-in to Explore via their Tourism Business Database account. **Markets Overview** Tourism New Zealand targets high-quality visitors across a diverse portfolio of markets. It chooses markets based on there being a group of people who are actively considering visiting New Zealand for their next holiday. Among those who are considering visiting New Zealand, Tourism New Zealand focuses on attracting high quality visitors. High quality visitors contribute positively to

and sell more product from experience.

**Guide for New Zealand** 

**Tourism Operators** 

Although most of you will be working, we know you will be making unforgettable moments for those who visit the city over this period. Meri Kirihimete, **Enterprise Dunedin** 

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### here. They are determined by their scope of activities, how they travel across seasons and regions, their environmental consciousness and engagement with our local culture and communities.

China, UK, Germany and Japan.

Meri Kirihimete Enterprise Dunedin would like to extend a warm thanks to all of the operators who have

worked with us this year and wish you all a very safe and happy holiday season.