

Chinese Social Media Competition

Promoting Dunedin as a Tourist Destination to Chinese Tourists

Fancy organising an event like the Jaffa Race down Baldwin Street? Or the Rubber Duck Race down the Leith?

What about rewrite part of a Chinese TV historical drama and set that in the historical buildings in Dunedin?

Or play a real life game of Cluedo with Chinese characters in Larnach's Castle?

Or set up a race of competitors dressed up as Yellow-eyed penguins surfing down the sand dunes at Sandfly Bay?

Or write a current Chinese story set in Dunedin?

Then promote it through popular Chinese social media platforms so more Chinese will know about Dunedin as a tourist destination?

This competition may be of interest. Details of the competition are on www.dunedinshanghai.com/news

The prize will be \$3,000. Winners will be publicised in social and general media.

Entries close on 31 August 2019

All entries to be submitted in the **attached** Proposal Form to dunedin@terramark.co.nz

Shortlisted entries will be notified and will run their campaign from 16 September to 15 November 2019



Official Sponsor



中国-新西兰旅游年
CHINA NEW ZEALAND
YEAR OF TOURISM
2019