

### Ōtepoti-Dunedin Snapshot

Dunedin's economy has started to turn a corner, with economic activity rising 1.3%pa in the September 2025 quarter, according to Infometrics provisional GDP estimates. Dunedin's GDP remains down 0.1% over the year to September 2025, reflecting weakness in previous quarters. The number of businesses in Dunedin rose 1.3%pa in the September 2025 quarter, a further sign of turning a corner.

Tourism activity is starting to pick up again, having declined from the start of 2024. Guest nights in Dunedin rose 11%pa in the September 2025 quarter, driven by an 8.4%pa rise in domestic guest nights and 26%pa rise in international guest nights. The rise in domestic guest nights is particularly encouraging, as it represents the fastest growth since 2023, and domestic tourism made up 71% of tourism spending in the city in the year to March 2025.

**\$802.6m**  
of tourism spend

**835,100**  
visitor nights  
(year to Sept 2025)  
an 11% increase

**26%**  
pa rise in international  
guest nights  
(in Sept 2025 quarter)


**12,559**  
business units  
in the year to September  
2025, up 0.9%


**\$128.7m**  
in cruise tourism  
output, 893 jobs  
supported (2024/2025)

### Enterprise Dunedin Activity

Enterprise Dunedin is Dunedin City Council's economic development and destination marketing agency. Our purpose is to work on behalf of Dunedin residents to facilitate the city's economic development, so they can enjoy a great quality of life in one of the world's great small cities. Our work centres on building and maintaining positive and productive relationships with multiple audiences and stakeholders - and we do this through a mix of marketing, and communication and engagement activities. Collectively, our activities contribute to the Economic Development Strategy themes: Business Vitality, Alliances for Innovation, A Hub for Skills, and Talent, Linkages Beyond Our Borders, and A Compelling Destination.

Our activities comprise three core focus areas:

 **Attracting** - we market Dunedin as a destination for visitors, businesses, students, filmmakers and others.

 **Connecting** - we connect people with the information, expertise and resources needed to make informed decisions, and to successfully visit or do business in Dunedin.

 **Leading** - we work with our partners to lead projects and initiatives that help develop Dunedin's economy.

**\$1.32m**

in EAV (Dunedin  
directly earned  
media coverage)

**22**

media  
famsils

**70,488**

conference delegate days bringing  
\$23million into Dunedin  
(12 months to Sept 2025)

**132**

Business events  
(12 months to Sept 2025,  
3% of national share)

**25%**

increase in  
DunedinNZ.com  
activity

Dunedin Destination campaign

**5.2m**

reach

**11.8m**

impressions

**157,000**

cross-platform clicks

2025 Project China

**6**

inbound  
delegations

**2**

outbound  
delegations

**6425**

visits to Live  
Work landing  
page

**226,800**

people attended  
367 events at  
Dunedin Venues\*

**\$19.4m**

in economic impact  
from events held at  
Dunedin Venues\*

**\$600,000+**

allocated in event grant funding. \$81,000  
to community events, \$526,000 to major  
community / premier events.

**\$113,600**

MBIE  
events funding  
acquired

**9**

international  
education industry  
famsils

**76**

local community  
event applications /  
bookings

**15**

major community  
/ premier events  
supported

**3,500**

international students  
welcomed from 96  
countries, bringing \$225  
million to Dunedin

**30**

businesses  
consulted directly  
during city  
developments

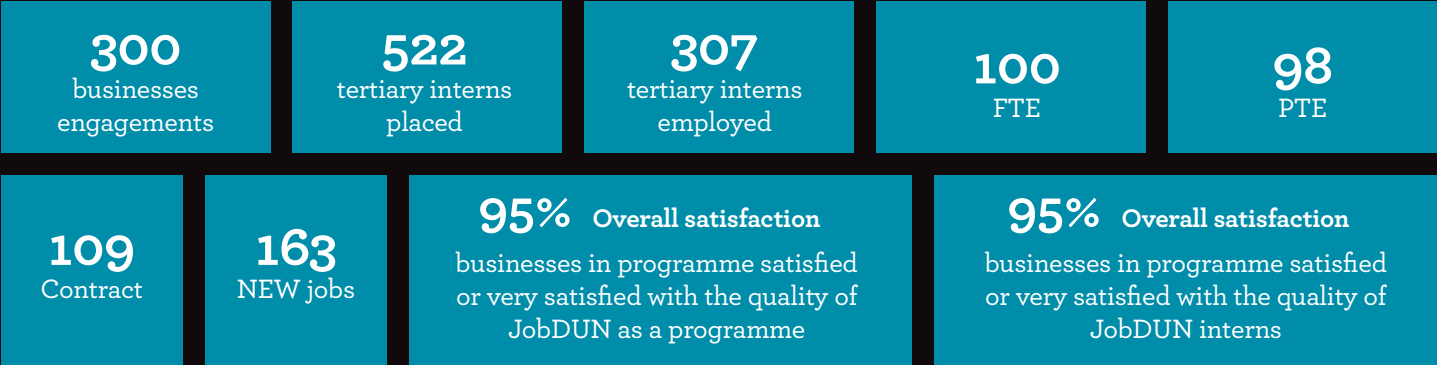
**56**

business clinics  
(40 business support, 10  
Maori/Pasifika, 6 Good  
Food)

# Dunedin's Business Internship Programme



2012-13 to present



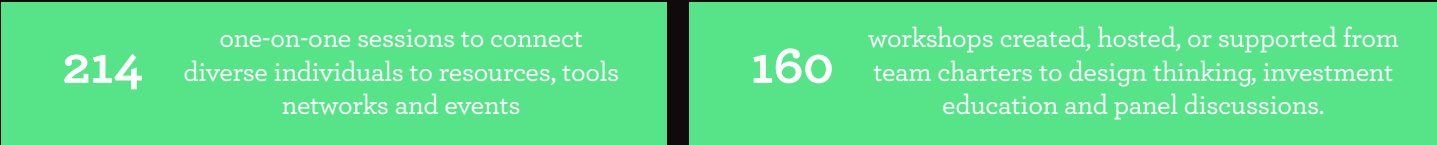
For 2024/25 season



## Startup Ecosystem - Startup Dunedin



July 2024 – June 2025



Tertiary engagement



## New Zealand Centre of Digital Excellence (CODE)



July 2024 – June 2025

