dunedin BY THE NUMBERS

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 quest nights and 26%pa rise in international quest 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 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.



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angle$ 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 famils

70,488 conference delegate days bringing \$23million into Dunedin (12 months to Sept 2025)

132 (12 months to Sept 2025, 3% of national share)

25% increase in DunedinNZ.com activity

Dunedin Destination campaign

5.2m

11.8m

impressions

157,000 cross-platform clicks

2025 Project China

2 inbound outbound delegations 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

events funding acquired

international education industry famils

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

JOBDUN Where Interns Meet Dunedin Industry

300 businesses engagements

522 tertiary interns placed

307 tertiary interns employed

100 FTE 98 PTE

109 Contract 163 NEW jobs 95% Overall satisfaction

businesses in programme satisfied or very satisfied with the quality of JobDUN as a programme 95% Overall satisfaction

businesses in programme satisfied or very satisfied with the quality of JobDUN interns

For 2024/25 season

16 businesses hosted
30 interns through JobDUN

30

Of the 30 interns supported, 19 were employed post internship (4 FTE, 4 PTE, 2 Contract, 9 Casual) and 9 new positions were created by the host businesses.

Startup Ecosystem - Startup Dunedin

O Startup Dunedin

July 2024 – June 2025

214

one-on-one sessions to connect diverse individuals to resources, tools networks and events

160

workshops created, hosted, or supported from team charters to design thinking, investment education and panel discussions.

Tertiary engagement

76

students in Audacious – tertiary students (UO/OP) develop an entrepreneurial mindset and set up a business or not-for-profit. 91

tailored workshops to support student entrepreneurs. High Growth – The Distiller Incubator (TDI) 35+

high growth startups supported via TDI through curated events, startup coaching, connections to mentors, national programmes, and investment

\$12,000

Microgrants – to support early-stage startups to run an experiment or meet a goal. Aimed at bringing Startup Dunedin services to hard-to-reach places and communities

\$112,475

was total funding requested from 49 diverse startups. Revealed Dunedin as a great place to startup **12** startups

New Zealand Centre of Digital Excellence (CODE)

July 2024 – June 2025

 $SOD\Sigma$

155 jobs 10%

Diversity - 10% of content -Māori (national average 3%) 54%
Diverse company leaders

27

Number of studios created in Dunedin as a direct result of CODE - 27 game studios (from 4 in 2020) – currently 23 \$3.08

External investment per \$1 invested by CODE – return \$3.08.