

Dunedin Tourism Statistics - September 2023

Dunedin Visitor Spend: September 2023

Total visitor spend (YE)

\$809.3M 20.5%

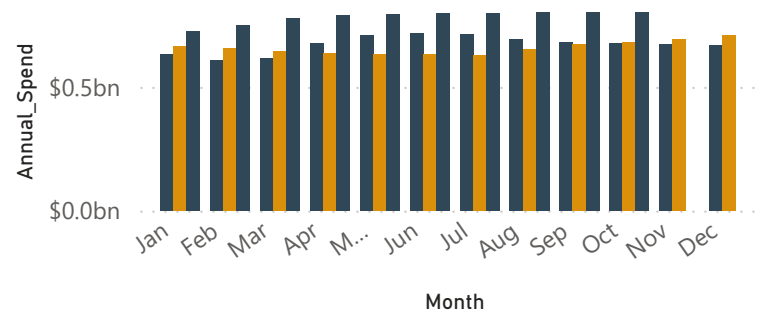
Total visitor spend (month)

\$58.0M 6.6%

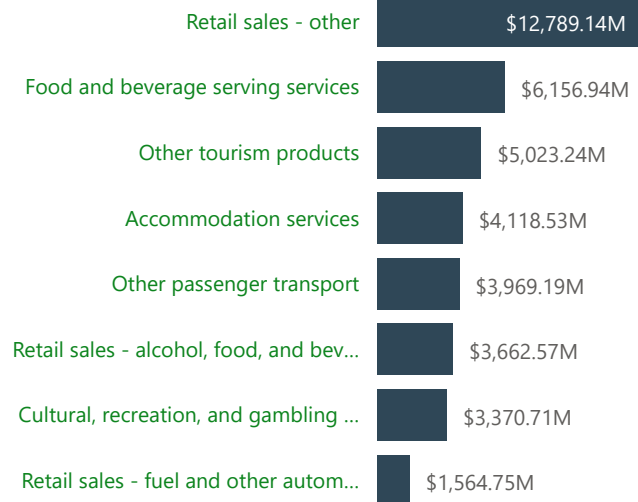
YE compared to previous 12 months; Month compared to same period previous year.

Annual_Spend by Month and Year

Year ● 2021 ● 2022 ● 2023



YE domestic spend by product



Domestic Visitor Number % Change: September 2023

Compared to the same period last year

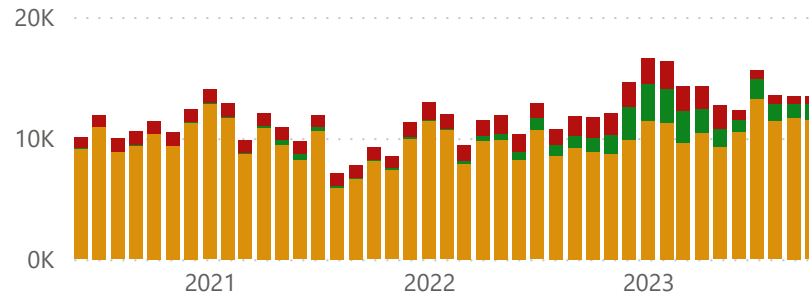
27.0%

Compared to last month

2.0%

Average Number of Visitors

● domestic ● international ● unknown



Tourism % share of GDP

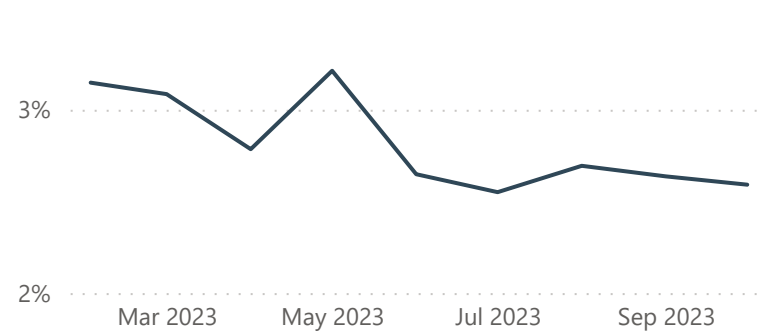
Dunedin City

3.7%

New Zealand

2.8%

Domestic visitor spend in Dunedin as % of NZ



Dunedin Accommodation: September 2023

Average nights stayed per guest

2.06

Occupancy rate

56.3%

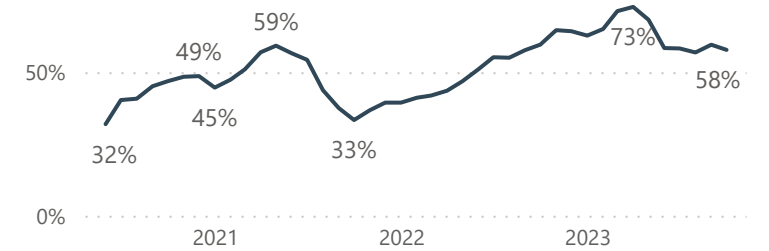
Total guest nights

65K

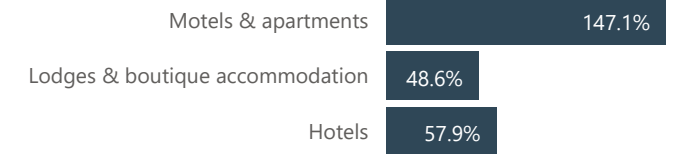
Total guest arrivals

32K

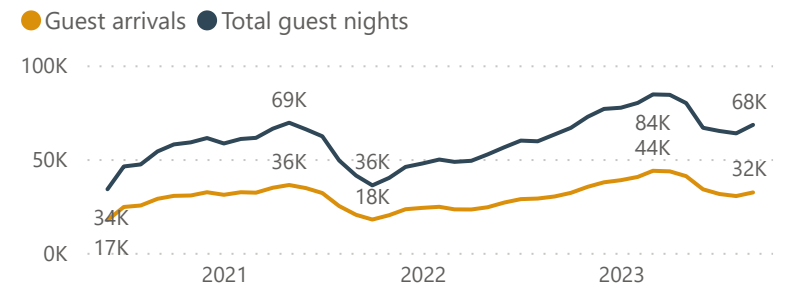
Occupancy rate 3 months rolling average



Occupancy Rate by Property



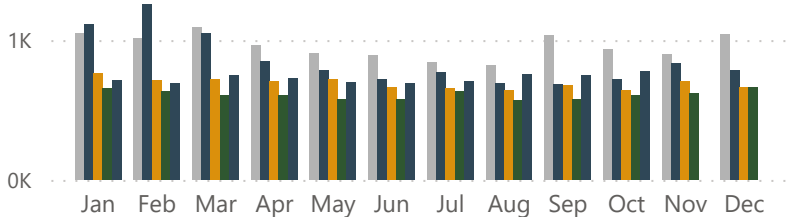
Guest nights and guest arrivals 3 months rolling average



Dunedin Tourism Statistics - September 2023

Active rental properties (AirDNA)

● 2019 ● 2020 ● 2021 ● 2022 ● 2023



Sources

Accommodation Data Programme - short-term accommodation data provided by the Ministry of Business, Innovation, and Employment.

AirDNA - short-term vacation rental data and analytics, tracking the daily performance of listings on Airbnb, Vrbo, and more.

DataVentures - visitor and local population estimates based upon anonymised cellphone data provided by DataVentures.

Infometrics - economic data provided by the Wellington-based consultancy, Infometrics.

Tourism Electronic Card Transactions - monthly tourism spend data provided by the Ministry of Business, Innovation, and Employment.

Tourism Sentiment Index - aggregate score that focuses on online conversations that reference or affect a potential traveller’s perceptions.

Key

YE = Year End (12 month period ending in the month of the report)

CY = Current Year (current 12 month period ending in the month of the report)

PY = Previous Year (the 12 months prior to the current 12 month period)