

Tātaki
Auckland
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Auckland Destination Overview

October 2022

A comprehensive and up-to-date overview of Auckland's visitor economy – from the latest arrival, accommodation, spend, events and tourism sentiment data.

Prepared November - December 2022
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Contents

KEY FINDINGS	3 – 4
<hr/>	
VISITOR ARRIVALS DATA	
DOMESTIC VISITORS	6
INTERNATIONAL VISITORS	
REASON FOR VISIT MARKET	7 – 12
AUCKLAND VS. OTHER PORTS	13
ACCOMMODATION DATA	
COMMERCIAL GUEST NIGHTS TYPE	15 – 16
ADR, HOTEL OCCUPANCY AND REVPAR	17 – 18
FORWARD BOOKING DATA	19
AVERAGE LENGTH OF STAY – INTERNATIONAL	20
<hr/>	
SPEND DATA	
DOMESTIC INTERNATIONAL	
YEAR-END & MONTH	22 – 23
DOMESTIC INTERNATIONAL - MARKET	24 – 26
PRODUCT CATEGORY	27 – 28
<hr/>	
MAJOR & BUSINESS EVENTS DATA	
MAJOR EVENTS INSIGHTS	30
BUSINESS EVENTS INSIGHTS	31
<hr/>	
TOURISM SENTIMENT INDEX	
TSI KPIS, CATEGORIES AND TRENDS	33 – 36
<hr/>	
AUCKLAND VISITOR SURVEY	
VISITOR EXPERIENCE & NET PROMOTER SCORE	38 – 39
<hr/>	
FIVE YEAR TRENDS IN KEY MARKETS	
REASON FOR VISIT BY MARKET	41 – 45



Key Visitor Data




413.3^k

Domestic Visitors
October 2022 (Month)
+124.6% (to October 2021)




109.8^k

International Visitors
October 2022 (Month)
+3888.2% (to October 2021)




62.9%


Hotel Occupancy Rate
October 2022 (Month)
+53.8pts (to October 2021)




\$227^m


Domestic Tourism Transactions
October 2022 (Month)
+203.3% (to October 2021)




\$78^m

International Tourism Transactions
October 2022 (Month)
+562.2% (to October 2021)




+22

Tourism Sentiment Score
October 2022 (Month)
+2pts (to October 2021)



Key Visitor Data



DOMESTIC

- There were **413.3k domestic visitors** to Auckland in the month of **October 2022**, an increase of **124.6%** on the previous October.
- Monthly domestic visitation was down (23.1%) compared to pre-Covid numbers (537.7k in October 2019).
- The year to **October 2022** saw **5.85m domestic visitors** to Auckland, down **2.1%** on the year to October 2021 (5.98m domestic visitors).
- There were **414.0k domestic guest nights in commercial accommodation** for the month of **October**, up **542.9%**.
- Domestic tourism transactions** for the year to October 2022 was **\$2.16b**, up **10.6%** on last year and **\$226.6** for the month (up **203.3%** compared to October 2021).
- Waikato-based visitors spent \$53.5m** in Auckland in October 2022, up **173.2%** on the previous year.
- Spend from Northland (\$22.9m, up 400.8%), the Bay of Plenty (\$18.7m, up 334.9%), Wellington (\$18.4m, up 374.2%) and Canterbury (\$17.2m, up 211.5%) was up** in the month of October 2022 compared to last year.
- For **domestic visitors** in **YE June 2022**, the **Net Promoter Score (NPS)** was **+1**, (down 6 points on YE June 2021).

INTERNATIONAL

- Monthly international visitors (109.8k)** were up **3888.2%** on the previous October but down 45.8% compared to pre-Covid numbers (202.4k in October 2019).
- The year to **October 2022** saw **554.7k international visitor arrivals**, an increase of **286.4%** on 2021. However, international visitation was down 79.8% compared to pre-Covid levels (2.75m in YE October 2019).
- There was strong growth for the **Australian market** in the month of **October 2022**, with **49.5k visitors**, an increase of **9165.7%** compared to last October. The year to **October 2022** saw **314.9k Australian visitors**, up **202.6%**.
- VFR visitors** contributed the most to annual visitor numbers (**269.7k**) and **increased 206.4%** on the year to October 2021. **Monthly VFR numbers (40.6k)** were also up **3450.3%** compared with the month of October 2021.
- Holiday visitors (124.5k)** were up **859.0%** for the year, with monthly numbers (**38.3k**) also up **73628.8%**.
- 133.6k international guest nights in commercial accommodation** for October, up **2936.4%** on last year.
- International tourism transactions** was **\$0.47b** for the year, up **63.7%** and **\$78.2m** for the month (up **562.2%**).
- For the month of October 2022, **spend from Australia (\$18.3m)** was up **706.9%** compared to last October.

OVERALL

- October Occupancy** was **62.9%**, up **53.8 percentage points** on October 2021. The **ADR** was **\$212** (up **69.6%**) and the **RevPAR** was **\$133** (up **1072.4%**).
- For the month of October 2022, there were **547.6k total guest nights in commercial accommodation** in Auckland, up **695.9%** on last year.
- Looking forward, **overall occupancy on the books is higher this year** compared to the same period last year (i.e., from December 2022 to February 2023).
- Occupancy peaked at 75% on the 8th December** this year.
- Auckland occupancy is currently at **68%** on New Years Eve (31st December 2022).
- The **Tourism Sentiment Score** for Auckland for October 2022 was **+22** (+1pt to NZ), up 2 points to October 2021.
- The category with the highest sentiment was Destination Services (31), followed by Food and Culinary (30). and Amenities and Entertainment (29), while Safety (-3), and Access and Transportation (7) had the lowest sentiment.

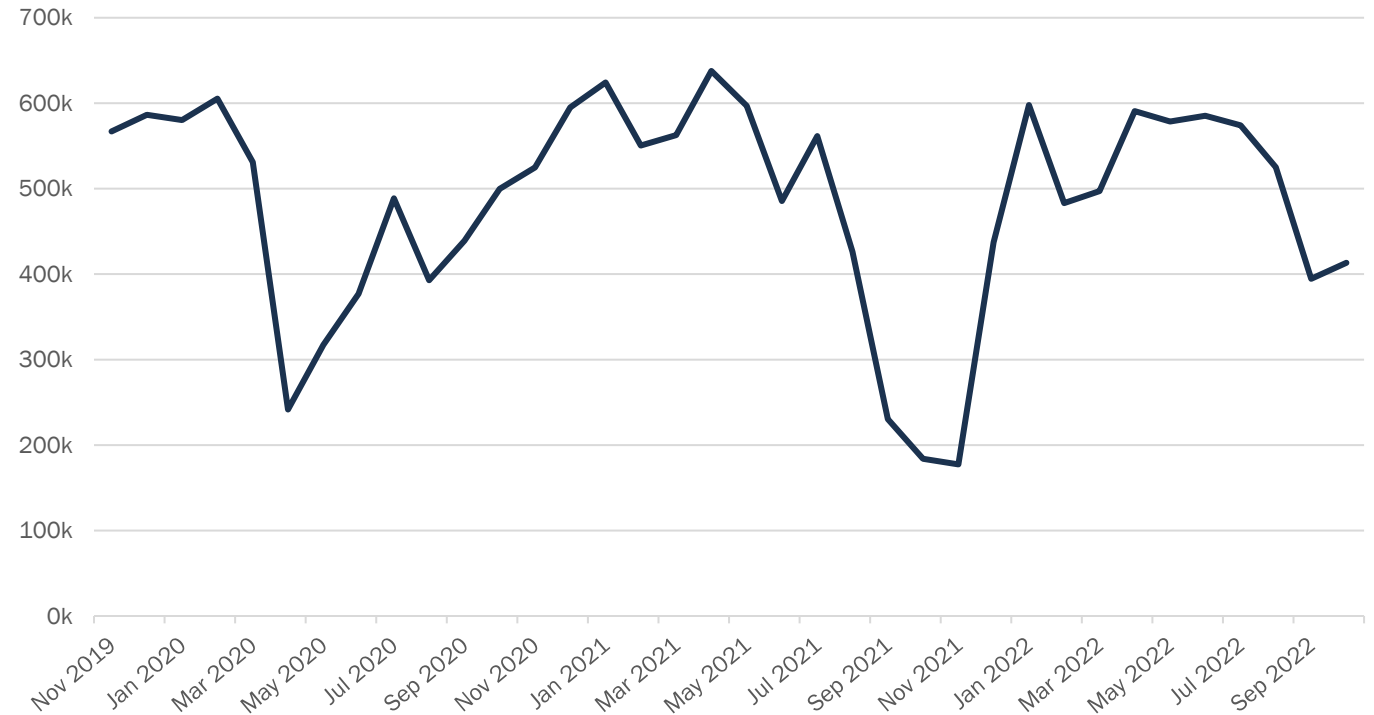


Auckland Tourism – Visitor Arrivals Data

413.3k Domestic visitors in October 2022, up 124.6%

- There were **413.3k domestic visitors** to Auckland in the month of **October 2022**, an increase of **124.6%** on the previous October.
- Monthly domestic visitation was down (23.1%) compared to pre-Covid numbers (537.7k in October 2019).
- The year to **October 2022** saw **5.85m domestic visitors** to Auckland, **down 2.1%** on the year to October 2021 (5.98m domestic visitors).

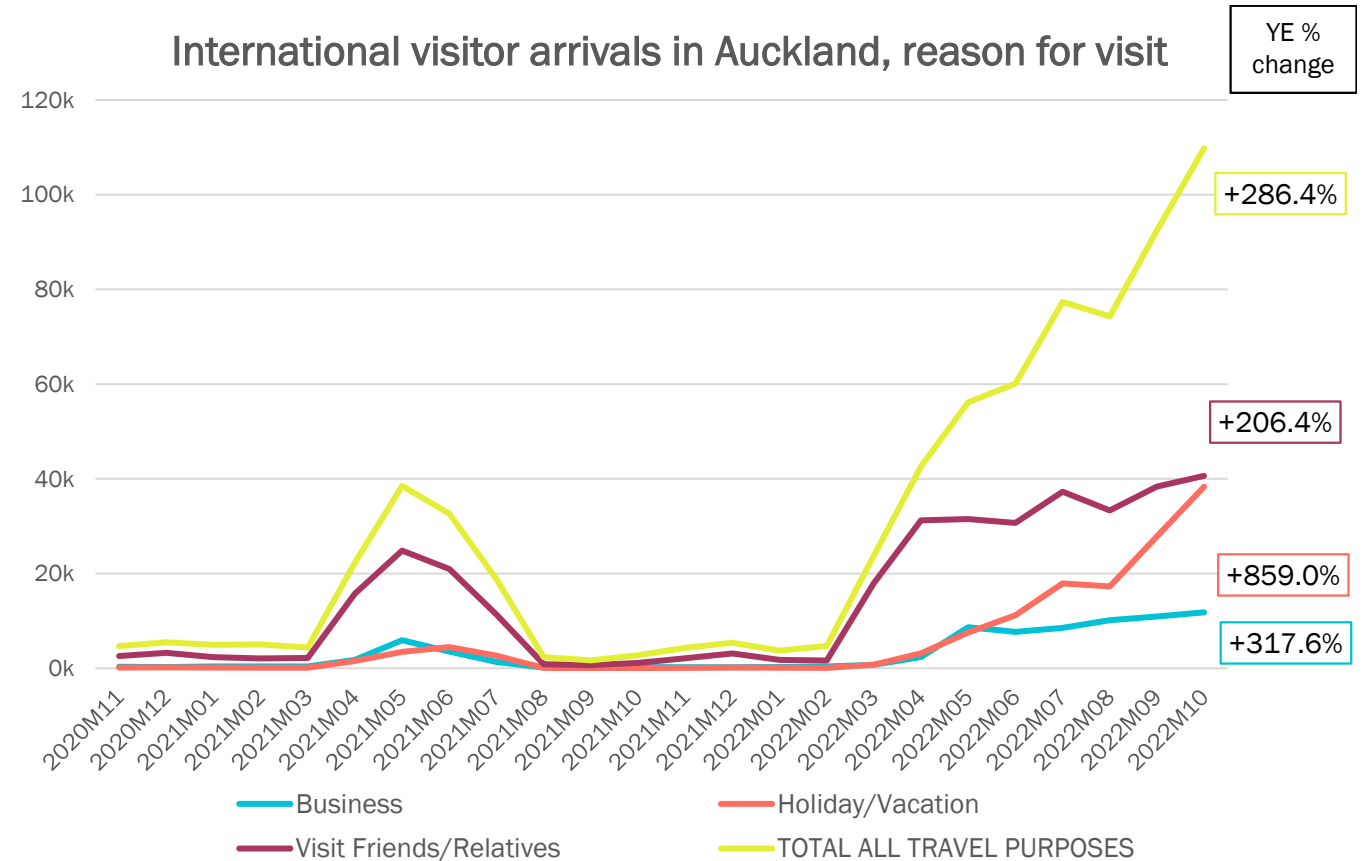
Domestic Visitor Population Estimates to Auckland



	Total Domestic Visitors	vs. previous year / YE	vs. pre-Covid / 2019
October 2022	413,307	124.6%	-23.1%
YE October 2022	5,853,924	-2.1%	N/a

109.8k International visitor arrivals in October 2022

- New Zealand’s border fully reopened at the end of July 2022.
- The month of October saw **109.8k international visitors, up 3888.2%** on the previous October but down 45.8% compared to pre-Covid numbers (202.4k in October 2019).
- The year to October 2022 saw **554.7k international visitor arrivals, an increase of 286.4%** on the previous year. However, international visitation was down 79.8% compared to pre-Covid levels (2.75m in YE October 2019).
- **VFR visitors** contributed the most to annual visitor numbers (**269.7k**) and **increased 206.4%** on the year to October 2021. **Monthly VFR numbers (40.6k)** were also up **3450.3%** compared with the month of October 2021.
- **Holiday visitors (124.5k)** were up **859.0%** for the year, with **monthly numbers (38.3k)** also up **73628.8%**.
- There were **62.0k business visitors (up 317.6%)** in the year to October 2022, and **11.8k for the month (up 4797.9%)**.



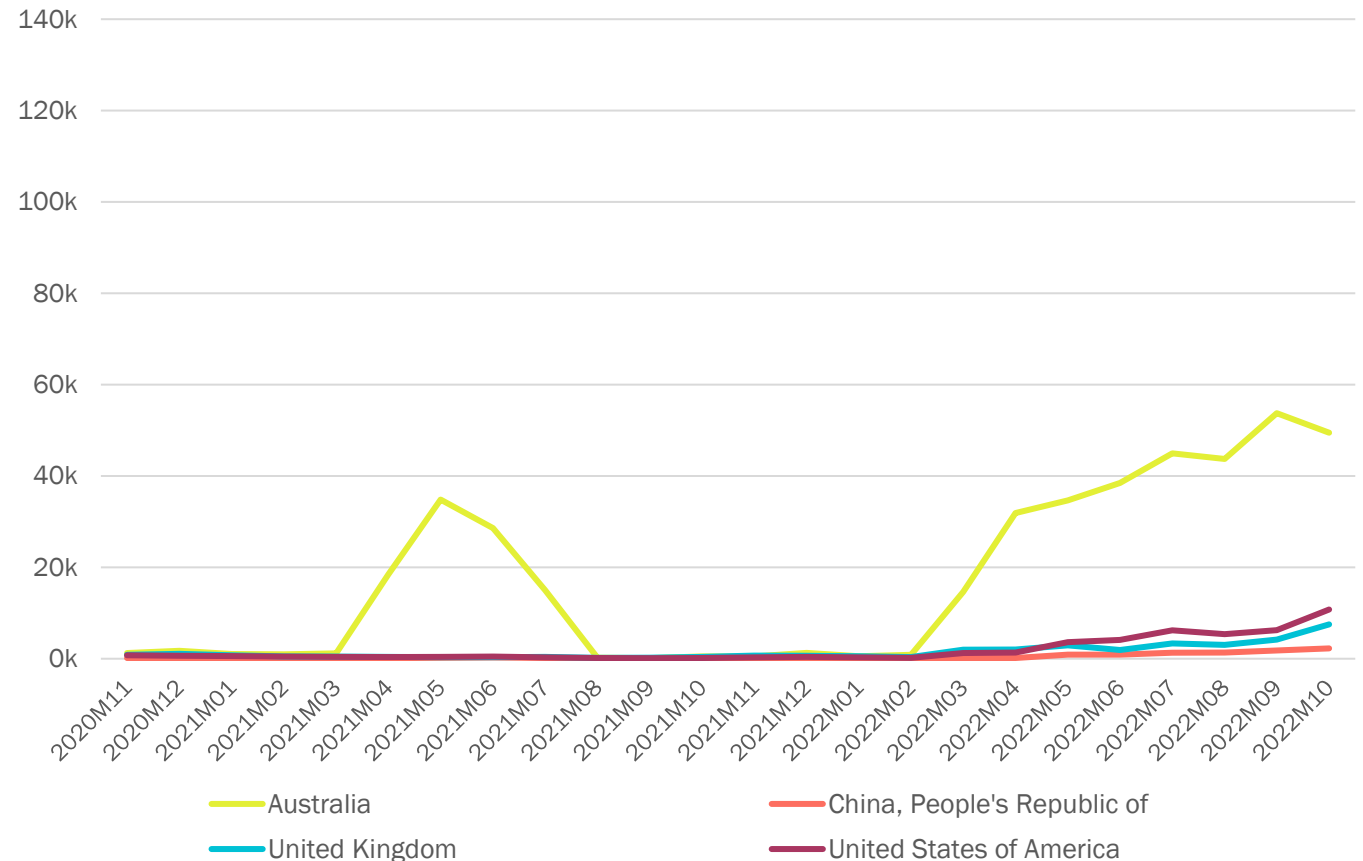
	Visitor arrivals	vs. previous year / YE	vs. pre-Covid / 2019
October 2022	109,794	3888.2%	-45.8%
YE October 2022	554,650	286.4%	-79.8%

314.9k Australian visitor arrivals in YE October 2022, up 202.6%

- Australian visitation increased in April 2021, when the trans-Tasman travel bubble opened. However, the preceding lockdowns and travel restrictions put a halt to this. Australian visitor arrivals kickstarted again in March 2022 when the NZ border reopened to vaccinated Kiwis and other eligible travellers from Australia.
- There was strong growth for **Australian visitors** in the month of October 2022, with **49.5k visitors**, an increase of **9165.7%** compared to last October. **The year to October 2022 saw 314.9k Australian visitor arrivals, up 202.6%.**
- For YE October 2022, there were **29.4k visitor arrivals from the UK (up 380.5%)** and **40.3k visitors from the US (up 705.1%).**
- **Visitors from China (9.2k) were also up for the year (411.6%), and up (2720.0%) for the month of October (2.3k).**

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Visitor arrivals in Auckland by key international markets



24 month visitor arrivals from individual markets

Australia



China

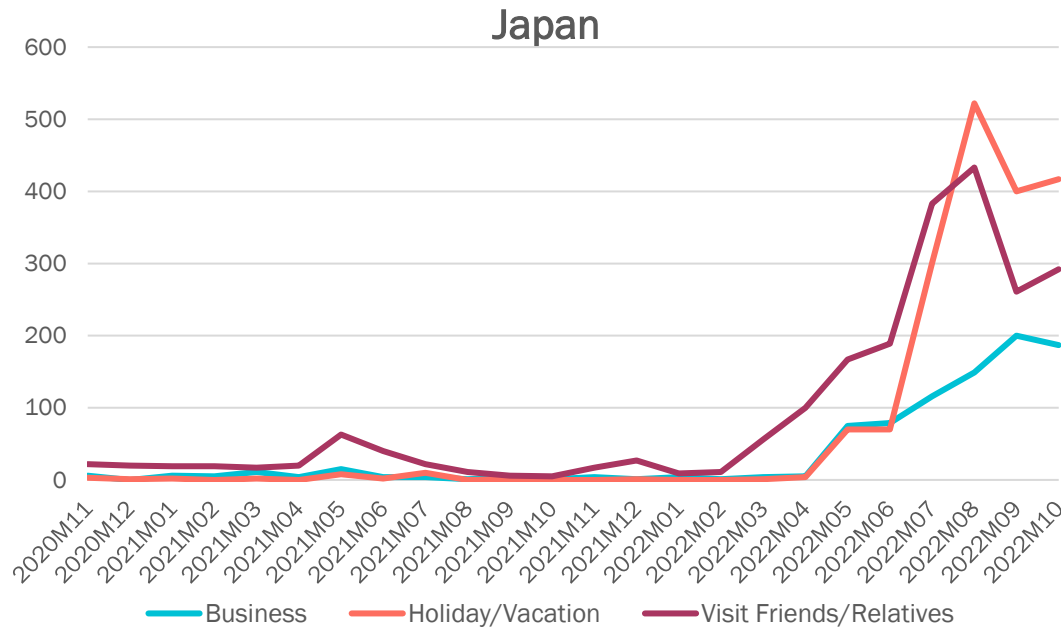


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2022	7,238	14376.0%	13,871	277320.0%	22,124	8312.2%	49,479	9165.7%
YE October 2022	44,002	274.9%	61,353	436.9%	173,684	145.8%	314,868	202.6%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2022	132	4300%	256	5020.0%	1,139	3250.0%	2,256	2720.0%
YE October 2022	486	556.8%	1,065	1167.9%	4,699	748.2%	9,204	411.6%

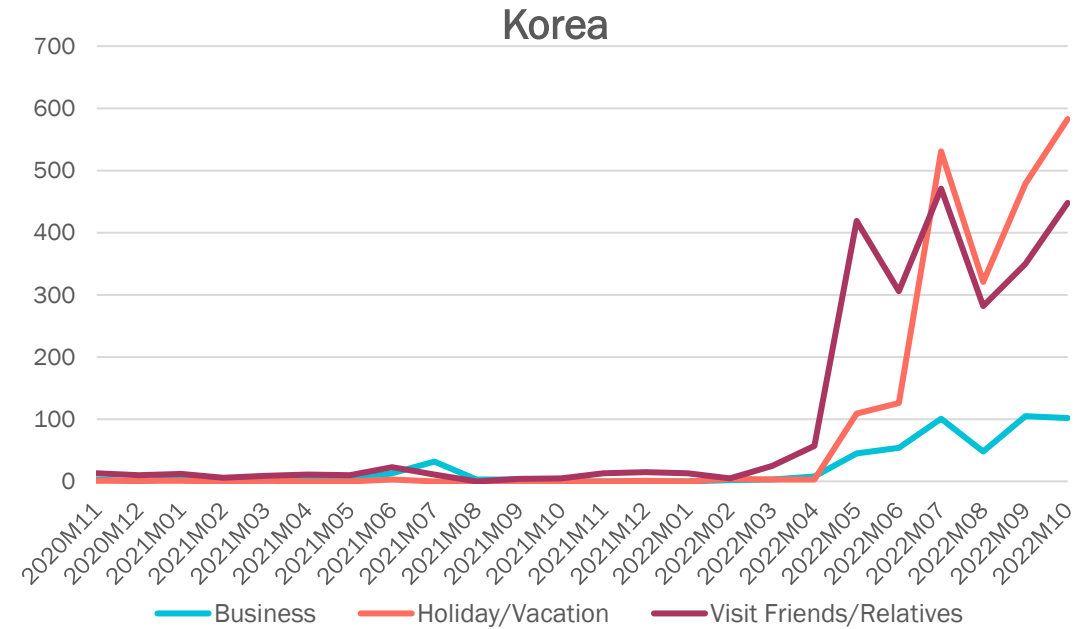
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24 month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2022	187	18600.0%	417	41700.0%	292	5740.0%	1,180	10627.3%
YE October 2022	825	1275.0%	1,786	6058.6%	1,945	636.7%	6,615	1107.1%

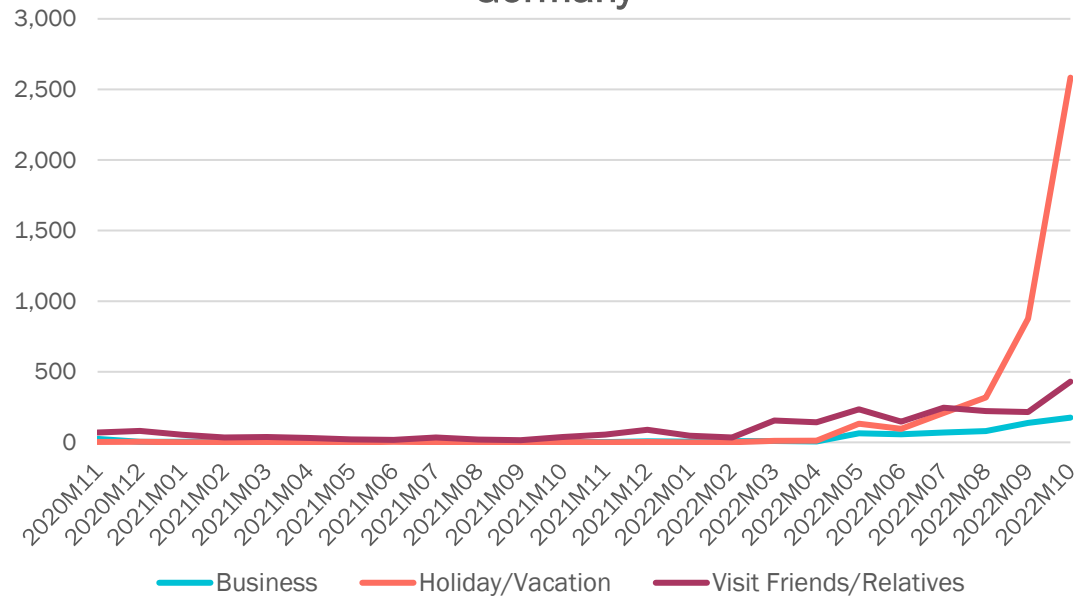
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	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2022	102	10200.0%	583	58300.0%	448	8860.0%	1,374	22800.0%
YE October 2022	468	568.6%	2,160	30757.1%	2,404	2008.8%	6,041	1787.8%

24 month visitor arrivals from individual markets

Germany



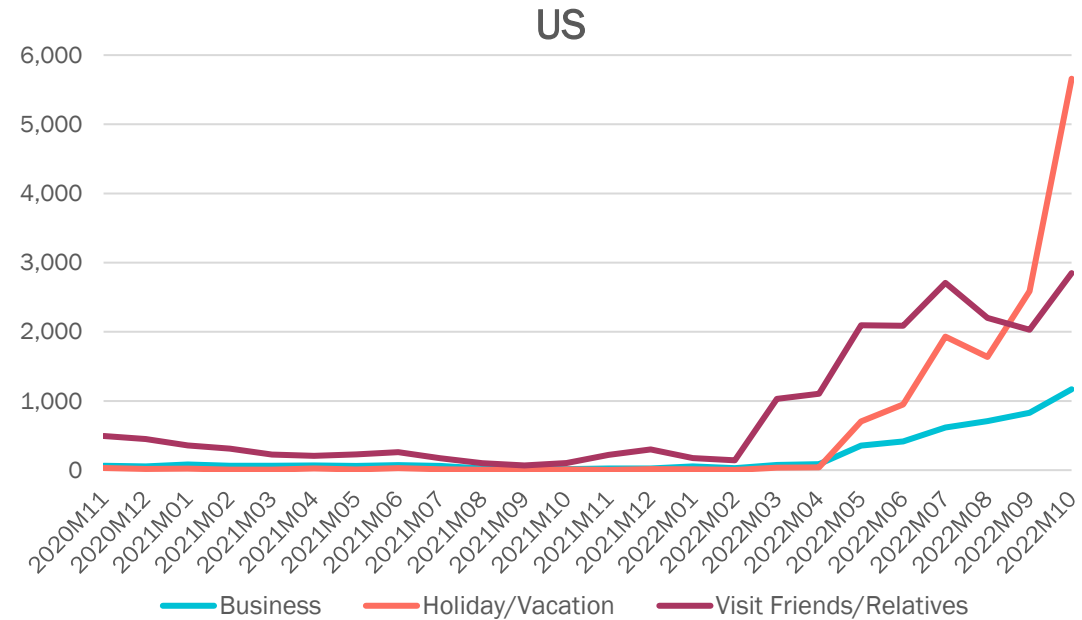
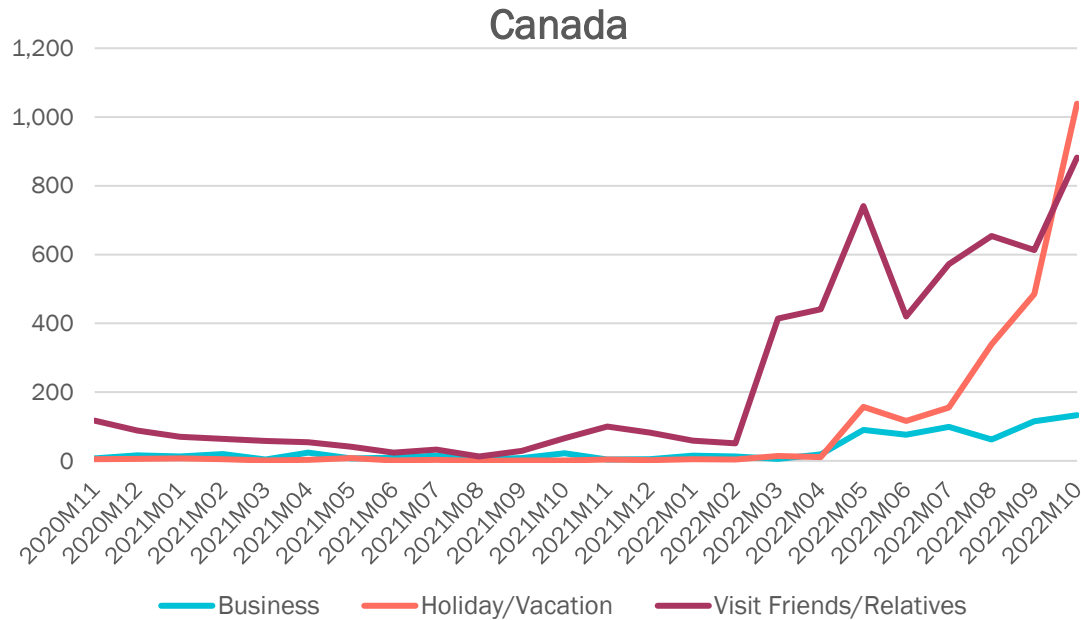
UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2022	176	5766.7%	2,583	86000.0%	430	1031.6%	3,506	6515.1%
YE October 2022	629	447.0%	4,241	22221.1%	2,022	339.6%	7,766	950.9%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2022	592	1809.7%	2,648	52860.0%	3,724	1158.1%	7,542	1757.6%
YE October 2022	2,237	293.8%	5,274	3238.0%	19,503	372.5%	29,397	380.5%

24 month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2022	133	504.5%	1,039	103800.0%	882	1236.4%	2,257	2226.8%
YE October 2022	637	324.7%	2,331	5585.4%	5,029	665.4%	8,909	724.9%

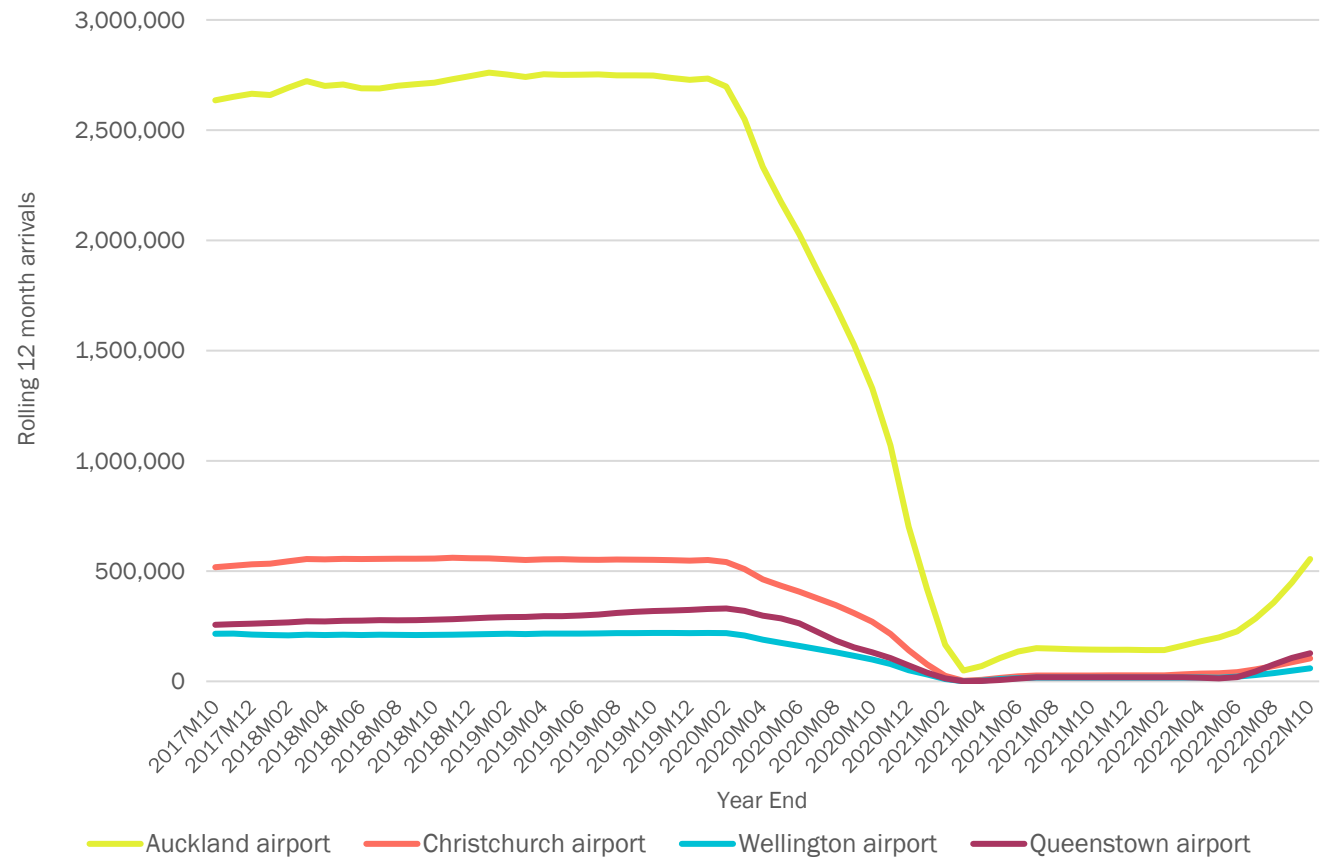
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2022	1,170	7700.0%	5,659	56490.0%	2,848	2665.0%	10,794	5734.6%
YE October 2022	4,387	566.7%	13,575	7526.4%	16,939	470.7%	40,342	705.1%

Auckland has seen a 286.4% increase in international visitor arrivals over the last year

- In the five years preceding the arrival of Covid in 2020, all major airports had seen steady increases in international visitor arrivals.
- The Covid-related travel bans have had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- However, with NZ borders now fully open (since July 2022), Auckland has seen a 286.4% increase in international visitor arrivals over the last year.
- For the year ending October 2022, all other ports saw growth in international visitor arrivals in comparison to last year. Christchurch saw an increase of 296.2%, Queenstown was up 606.0% and Wellington was up 251.3% compared to last year.

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12 month rolling visitor arrivals





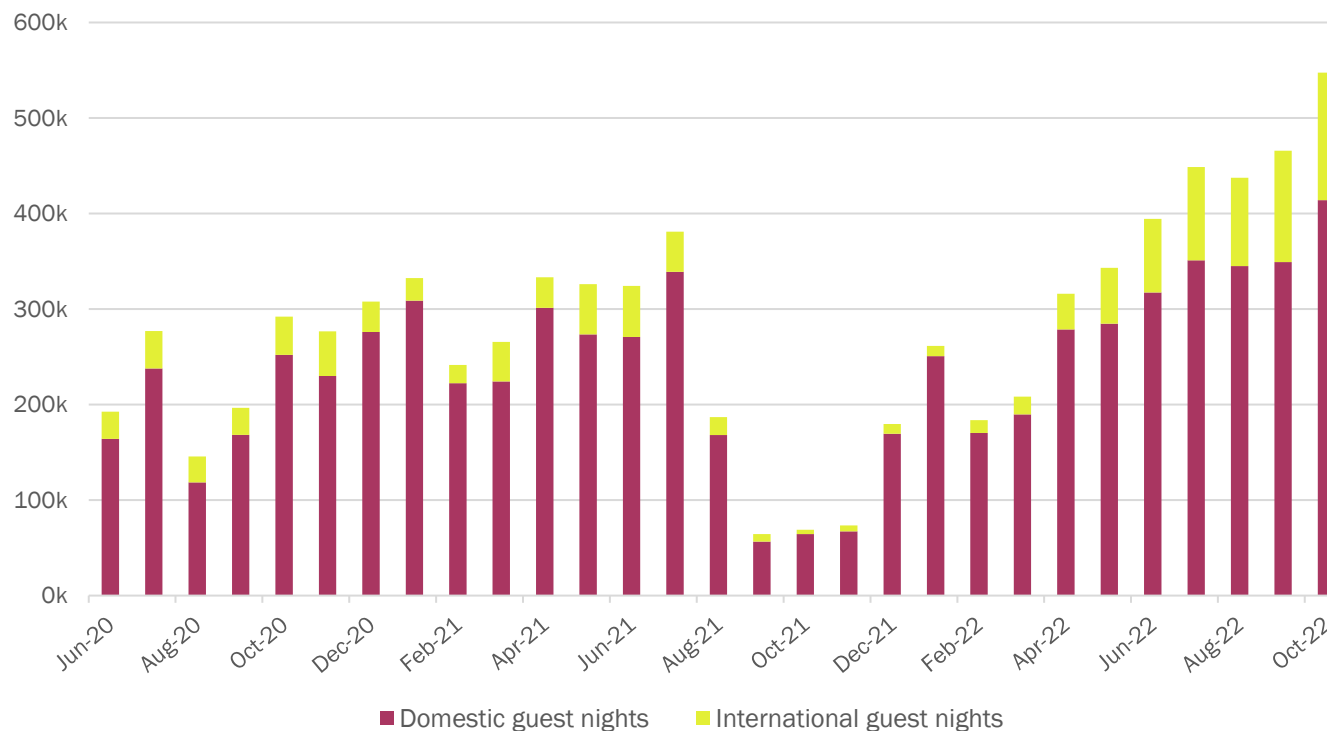
Auckland Tourism – Accommodation Data

133.6k international guest nights in commercial accommodation in October 2022, up 2936.4%

- For the month of October 2022, there were **547.6k total guest nights** in commercial accommodation in Auckland, up **695.9%** on the same month last year.
- There were **414.0k domestic guest nights** in commercial accommodation (up 542.9%), and **133.6k international guest nights (up 2936.4%)** in commercial accommodation in October 2022.
- For New Zealand overall, there were 3.06m guest nights in commercial accommodation, up 93.5% compared to October 2021.

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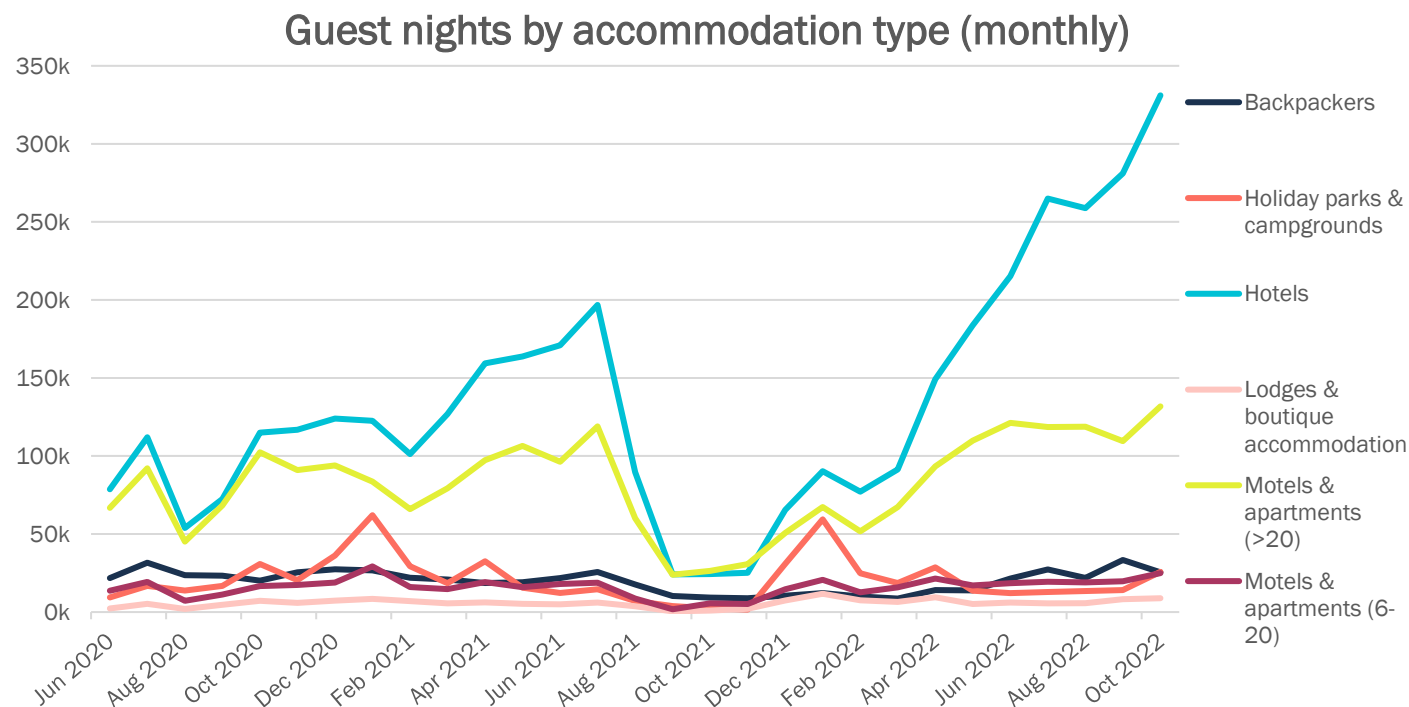
Guest nights in commercial accommodation - Auckland



October 2022	Auckland	% change	New Zealand	% change
Total guest nights	547,600	695.9%	3,055,300	93.5%
Domestic guest nights	414,000	542.9%	2,424,000	60.2%
International guest nights	133,600	2936.4%	631,300	862.3%

331.1k guest nights in hotels in October 2022, up 1262.6%

- For the month of October 2022, there were **331.1k guest nights in hotels in Auckland, up 1262.6%** on the same month last year.
- There were 131.8k guest nights in motels and apartments (>20) (up 399.2%), and 24.9k guest nights in motels and apartments (6-20) (up 352.7%) in October 2022.
- In October 2022, there were substantial increases in guest nights in holiday parks and campgrounds (up 970.8% to 25.7k) and lodges and boutique accommodation (up 877.8% to 8.8k).
- Guest nights in backpackers were also up (176.1%) to 25.4k.

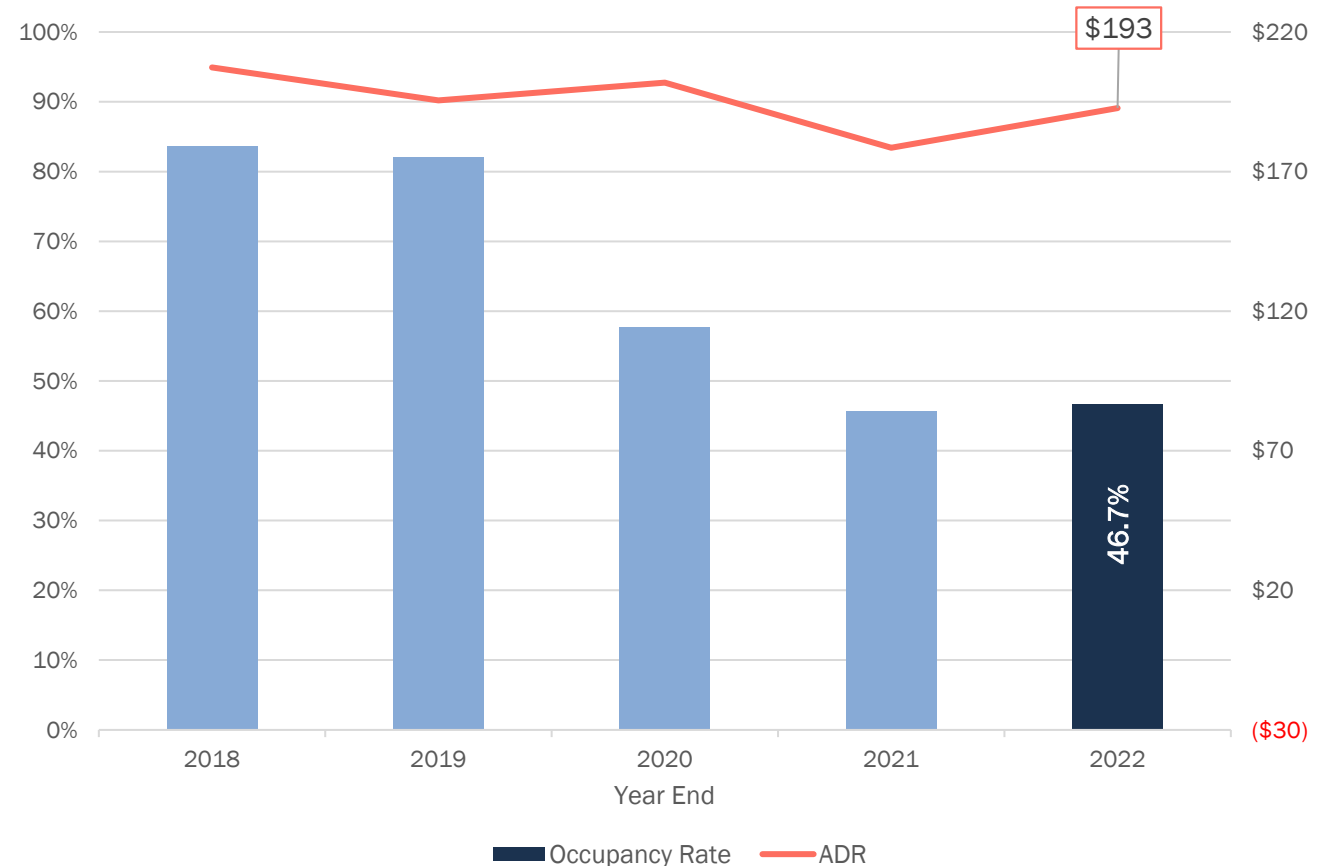


October 2022	Guest nights	% change
Hotels	331,100	1262.6%
Motels & apartments (>20)	131,800	399.2%
Motels & apartments (6-20)	24,900	352.7%
Backpackers	25,400	176.1%
Holiday parks & campgrounds	25,700	970.8%
Lodges & boutique accommodation	8,800	877.8%

October 2022 Occupancy was 62.9%, up 53.8pts

- **October Occupancy was 62.9%, up 53.8pts** to October 2021. The ADR was **\$212 (up 69.6%)** and the RevPAR was **\$133 (up 1072.4%)**.
- Covid affected the year-end average hotel occupancy rate, which was **46.7%** for the **year to October 2022**, with an **increase of 1.0pt** compared to the previous year-end.
- The average daily rate (ADR) for hotels in the year to October 2022 was **\$193 up 8.0%** on the previous year.
- The RevPAR for the year ending October 2022 was **\$90 down 10.4%** on the previous year.

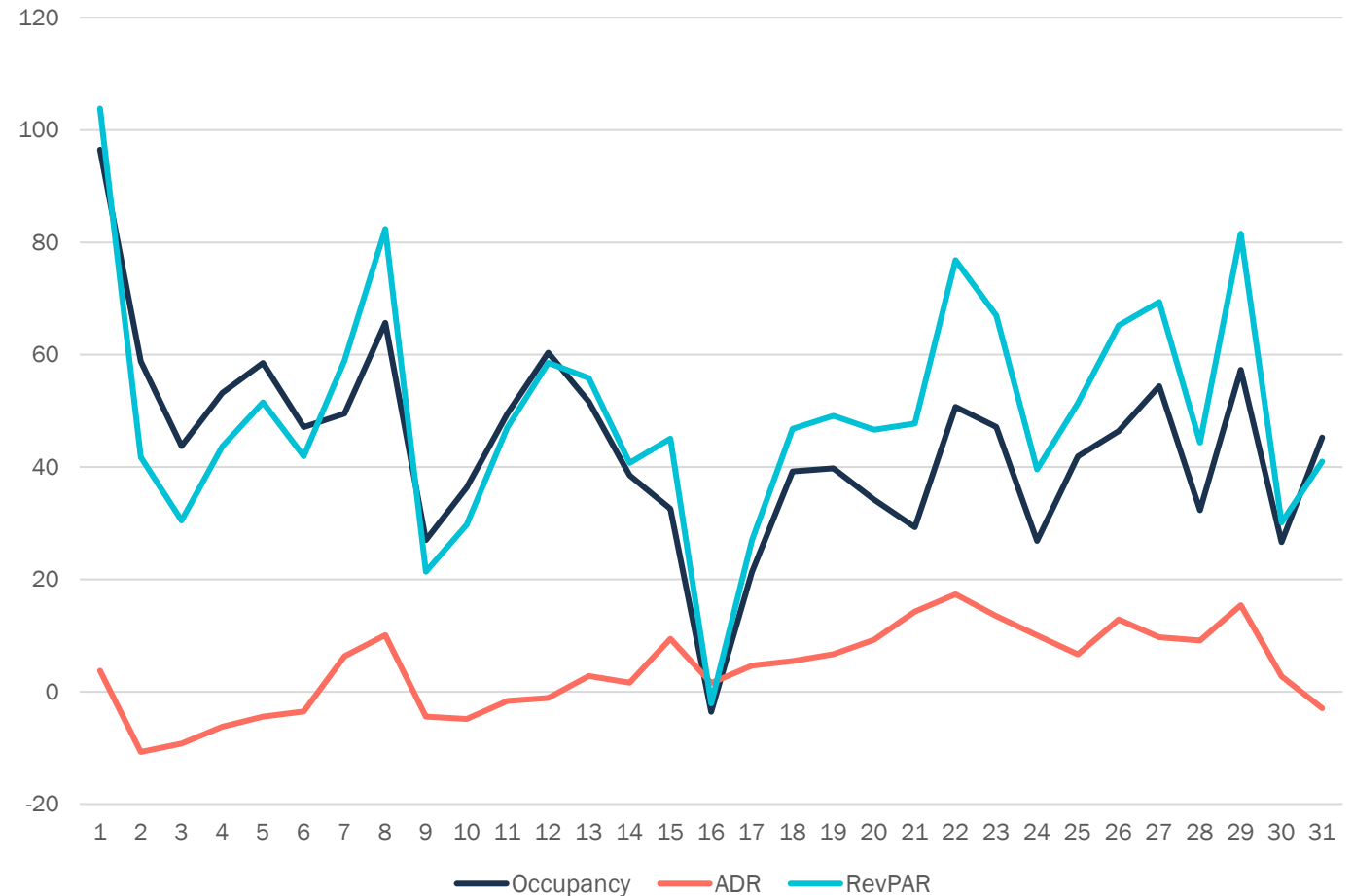
Annual Hotel Accommodation in Auckland Occupancy and Average Daily Rate



Occupancy was 42.9% higher in October 2022, compared to 2021

- **Occupancy was 42.9% higher** during the month of October this year, compared to October last year.
- **Revenue per available room (RevPAR) was 49.3% higher** in October 2022 compared to last year.
- **Average Daily Rate (ADR) was also up (3.8%)** on last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in October 2022. Occupancy and RevPAR peaked on Saturday 1st October, while
- ADR peaked on Saturday 22nd October 2022.
- A quarter (26%) of the hotels covered here are in fact, isolation hotels.

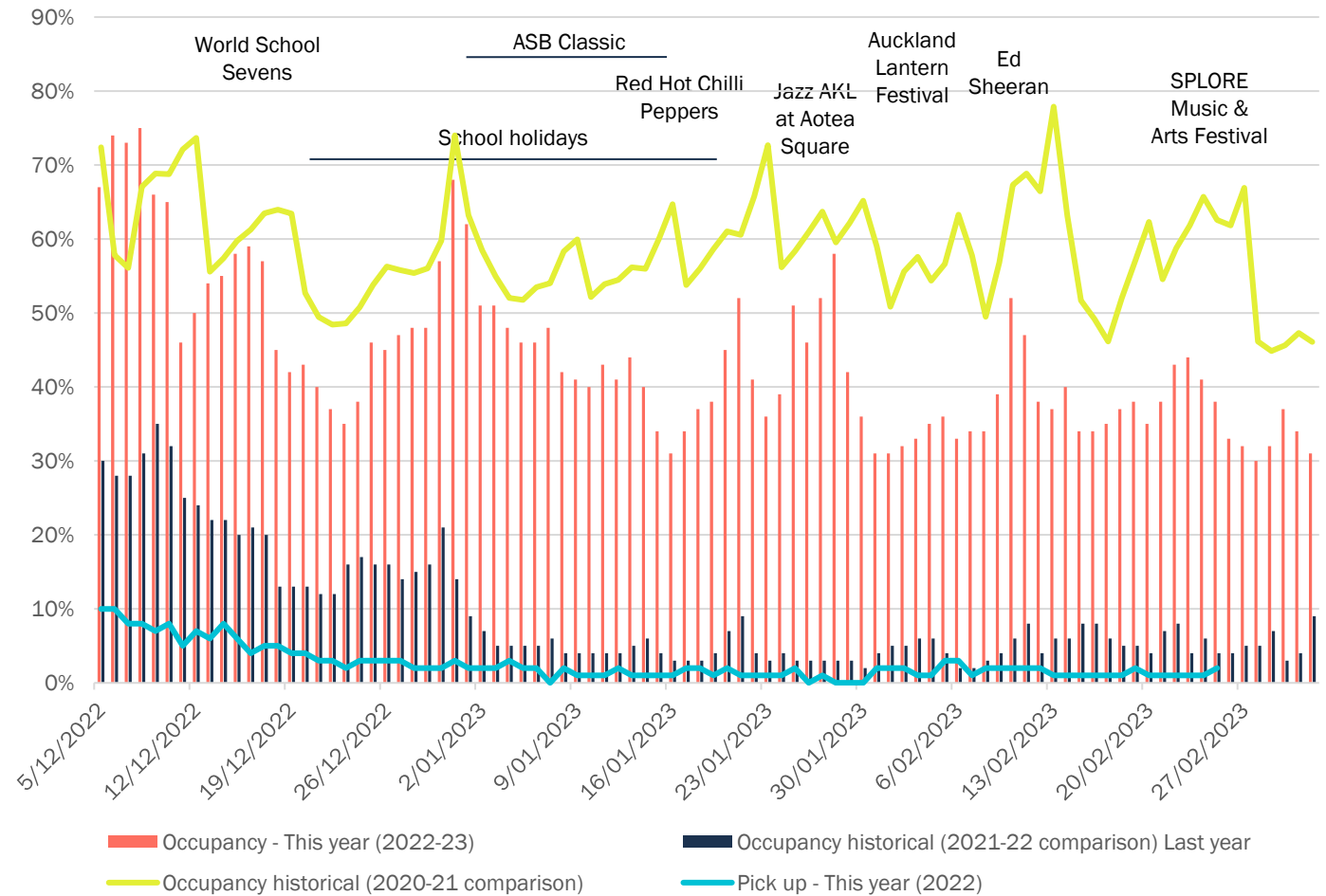
Percent Changes for the Month of October



90 Day Forward Booking Occupancy Data

- Looking forward 90 days, overall occupancy on the books is higher this year compared to the same period last year (i.e. from December 2022 to February 2023).
- Occupancy peaked at 75% on the 8th December this year.
- Auckland occupancy is currently at 68% on New Years Eve (31st December 2022).
- Looking forward over the next 12 months, occupancy on the books is higher this year compared to the same period last year (i.e., from December 2022 to August 2023).

Occupancy - 90 Day Forward Outlook



Average Length of Stay Update

- At present, we cannot display current average length of stay data from the International Visitor Survey (IVS) as the survey has been put on hold by the New Zealand Government, due to low numbers of international visitors.
- Average length of stay results for international visitor arrivals will be reported again once the IVS has been restarted, which is expected to be once the borders reopen.
- Once an alternative dataset becomes available, we will commence reporting on this.

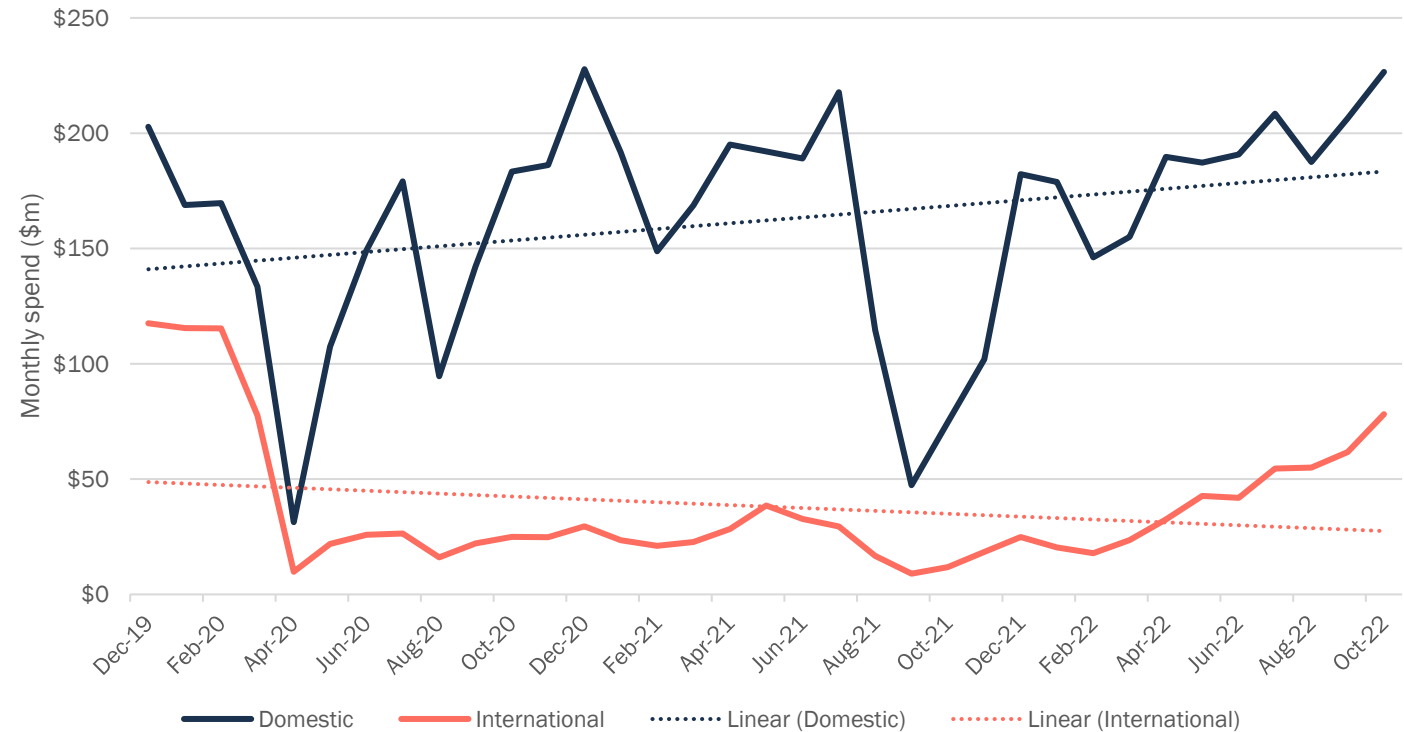


Auckland Tourism – Spend Data

\$2.16b in Domestic tourism transactions for YE October 2022, up 10.6%

- In the year to **October 2022**, Domestic tourism transactions was **\$2.16b (up 10.6%)**, while International tourism transactions was **\$0.47b, up 63.7%** for the year.
- Looking at the last 24 months, domestic tourism transactions fell in correlation with each of Auckland’s regional lockdowns i.e., in April and August 2020, and again in February 2021 and August through to October in 2021.
- The Tourism Electronic Card Transactions (TECTs) are an interim replacement to Monthly Regional Tourism Estimates (MRTEs) that provide insights into monthly tourism spend and were introduced in November 2020. TECTs include only tourism-related electronic card transactions (ECT) paid through EFTPOS machines. More info can be found [here](#).

Year-end tourism transactions in Auckland

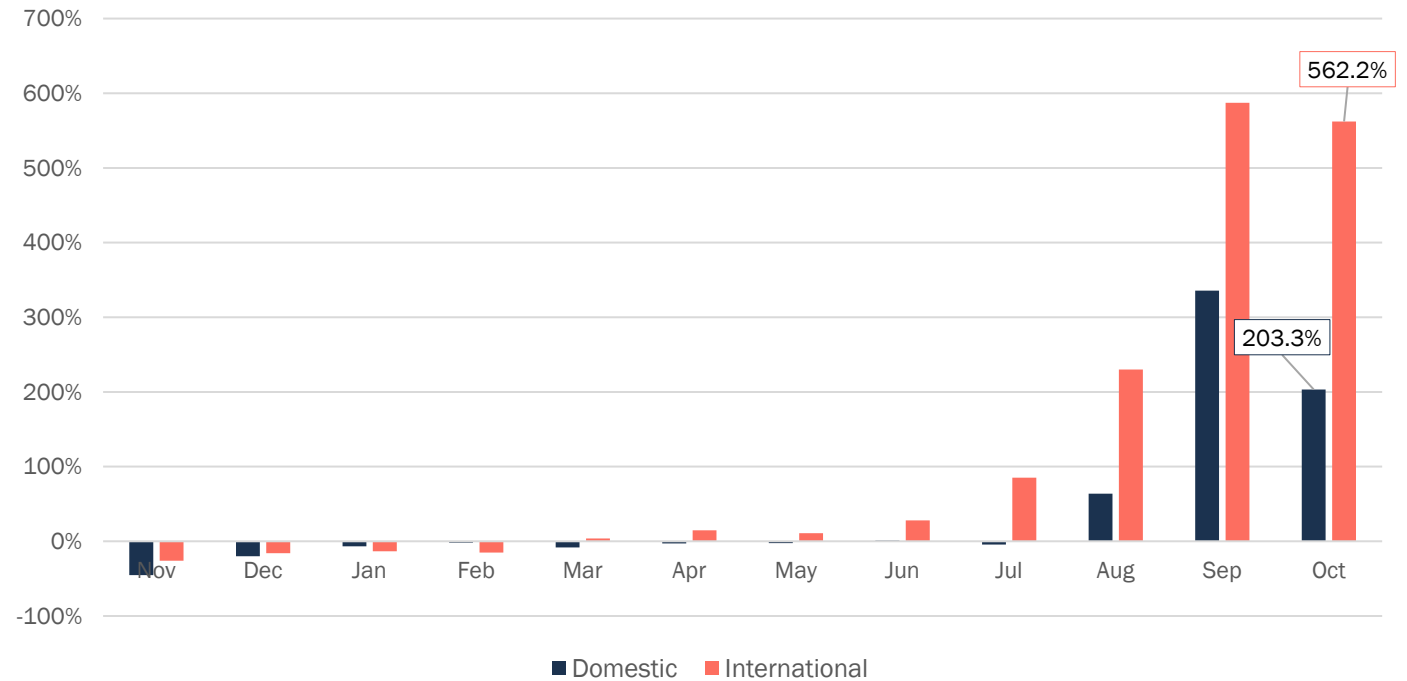


Tourism Transactions	YE October 2022 (\$b)	% change
Domestic	2.161	10.6%
International	.472	63.7%

Domestic tourism transactions were \$226.6m for October 2022, up 203.3%

- For the month of October 2022, domestic tourism transactions (TECTs) was \$226.6m, up 203.3% compared with the same month in 2021.
- International tourism transactions in October 2022 was \$78.2m (up 562.2%) compared to October 2021.

Monthly % Change in tourism transactions in Auckland

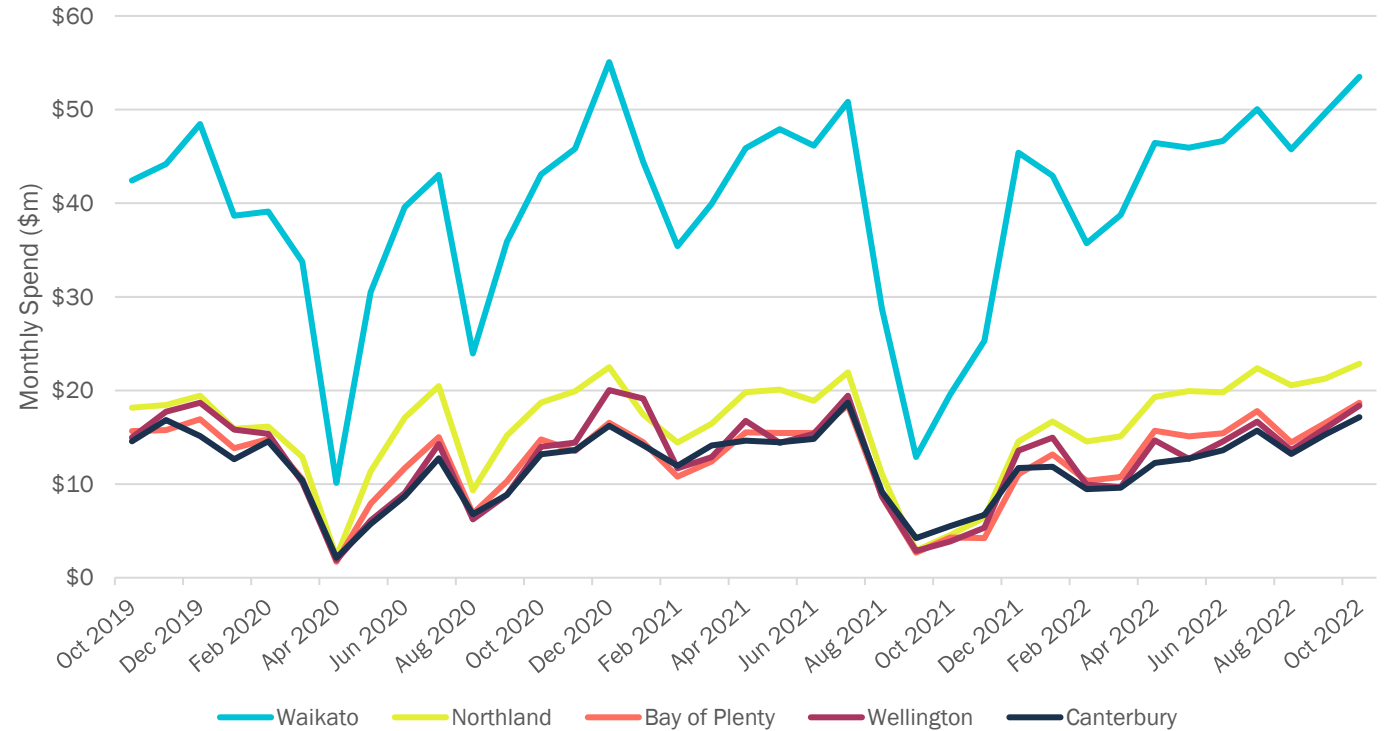


Tourism Transactions	October 2022 (\$m)	% change
Domestic	226.6	203.3%
International	78.2	562.2%

Waikato visitors spent \$53.5m in October 2022, up 173.2% on the previous year

- Domestic tourism transactions in Auckland were up across all domestic markets for the month of October 2022.
- Waikato-based visitors spent \$53.5m** in tourism transactions in Auckland in October 2022, **up 173.2%** on the previous year.
- Spend from Northland (\$22.9m, up 400.8%), the Bay of Plenty (\$18.7m, up 334.9%), Wellington (\$18.4m, up 374.2%) and Canterbury (\$17.2m, up 211.5%) was also up in the month of October 2022 compared to last year.

Monthly tourism domestic spend in Auckland, by market

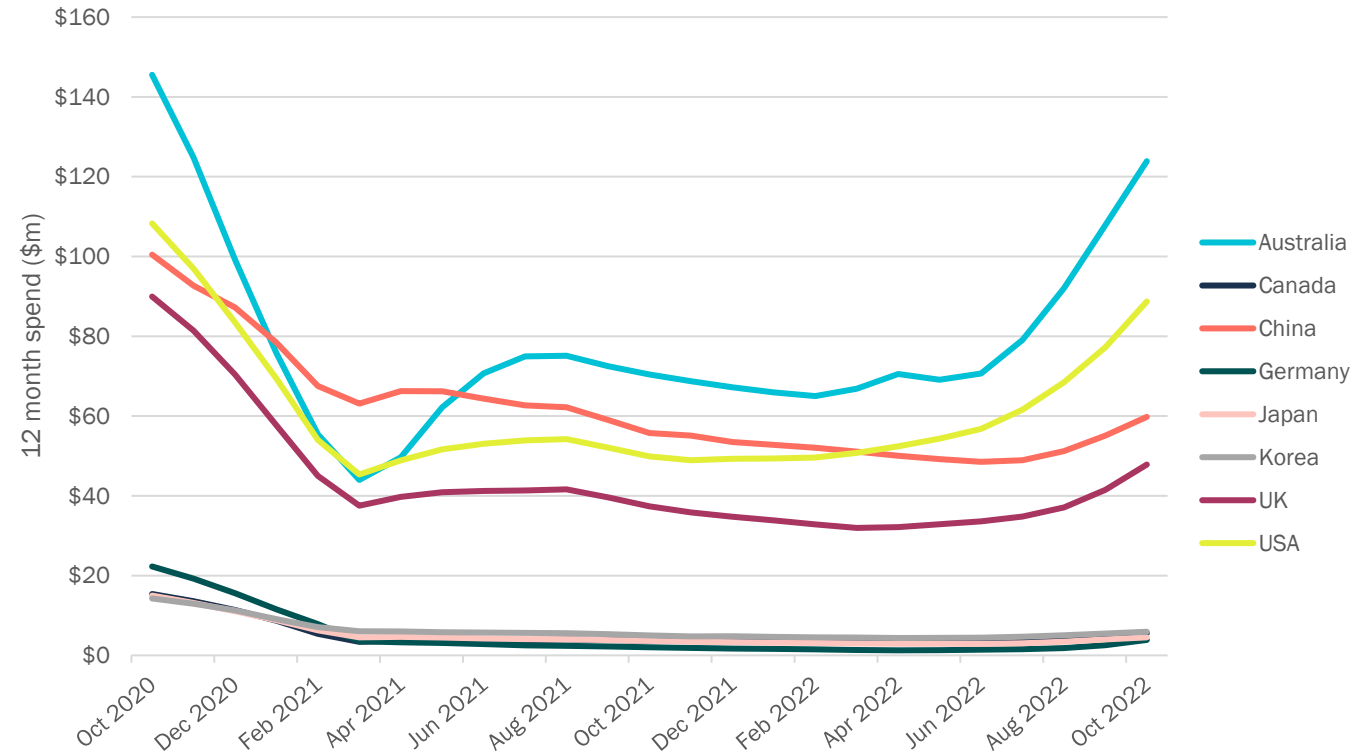


	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
October 2022	53.5	173.2%	22.9	400.8%	18.7	334.9%	18.4	374.2%	17.2	211.5%

Australian visitors spent \$124m in the year to October 2022, up 76.0% on the previous year

- In-line with increasing international visitor arrival and accommodation trends due to the NZ borders opening, international visitor spend has also been positively affected in year-end results.
- In the year to October 2022, Australian tourism spend was up 76.0% on the previous year to \$124m.
- Chinese visitors spent \$60m in the year to October 2022, up 7.3% on the previous year.
- Tourism spend from the US (up 77.9% to \$89m) and the UK (up 28.0% to \$48m) was up for the year to October 2022.
- Spend from Germany (up 89.0% to \$4m), Canada (up 51.0% to \$5.6m), Japan (up 24% to \$4.5m) and Korea was also up (19% to \$5.9m) on the previous year.

Year-end tourism international spend in Auckland, by market

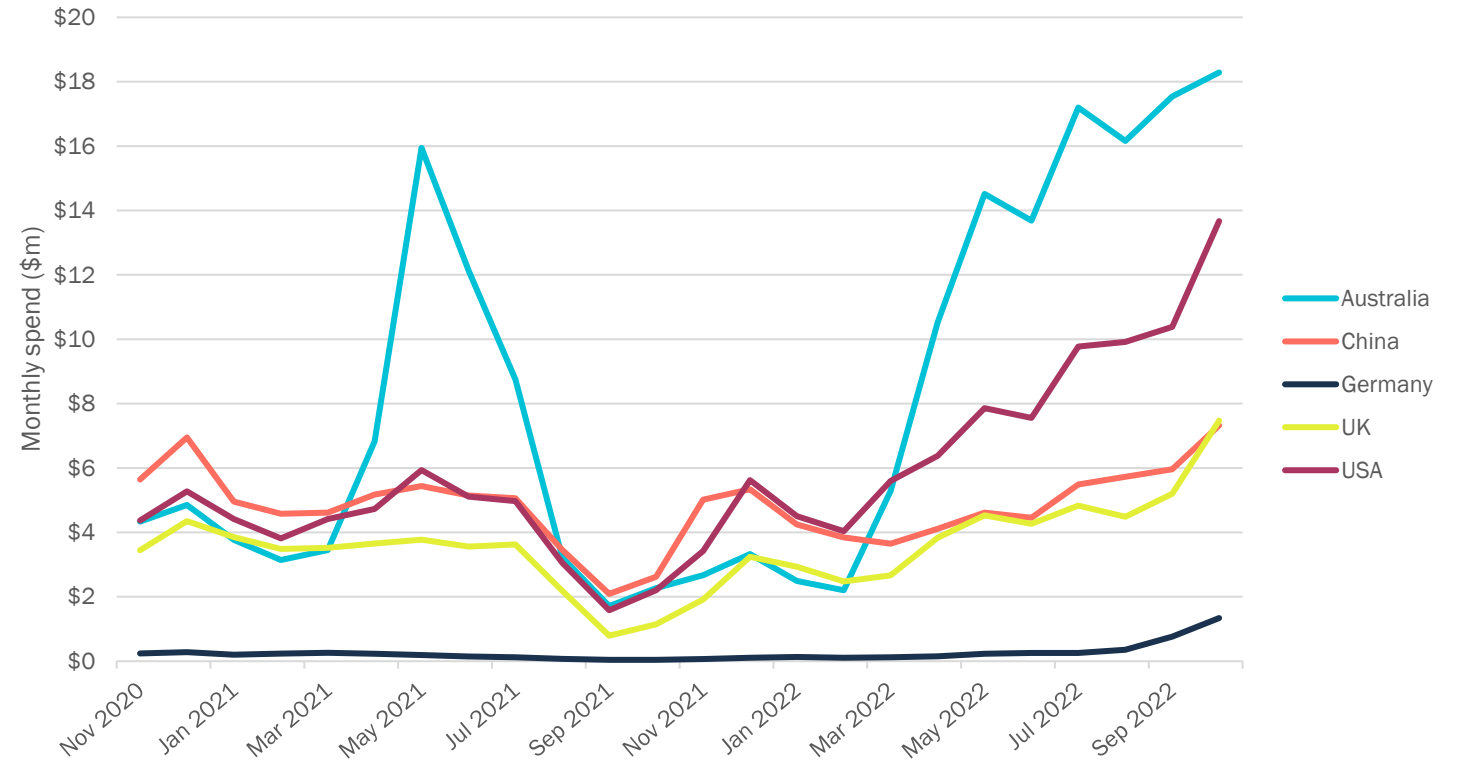


	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
YE October 2022	124	76.0%	60	7.3%	48	28.0%	89	77.9%	4	89.0%

Australian visitors spent \$18.3m in October 2022, up 706.9% on the previous month

- Tourism spend from Australia increased in May 2021. This increase can be attributed to the trans-Tasman travel bubble between Australia and NZ, that opened on 19th April 2021 but then closed shortly after.
- For the month of October 2022, spend from Australia (\$18.3m) was up 706.9% compared to last October.
- Spend from the US (\$13.7m) was up 521.0% this October.
- Spend from the UK (\$7.5m) was also up (552.9%) for the month of October.
- There were increases in tourism spend from the Chinese (up 179.6% to \$7.3m), and German (up 3202.9% to \$1.3m) markets for the month of October 2022.

Monthly tourism international spend in Auckland, by market



	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
Oct-22	18.3	706.9%	7.3	179.6%	7.5	552.9%	13.7	521.0%	1.3	3202.9%

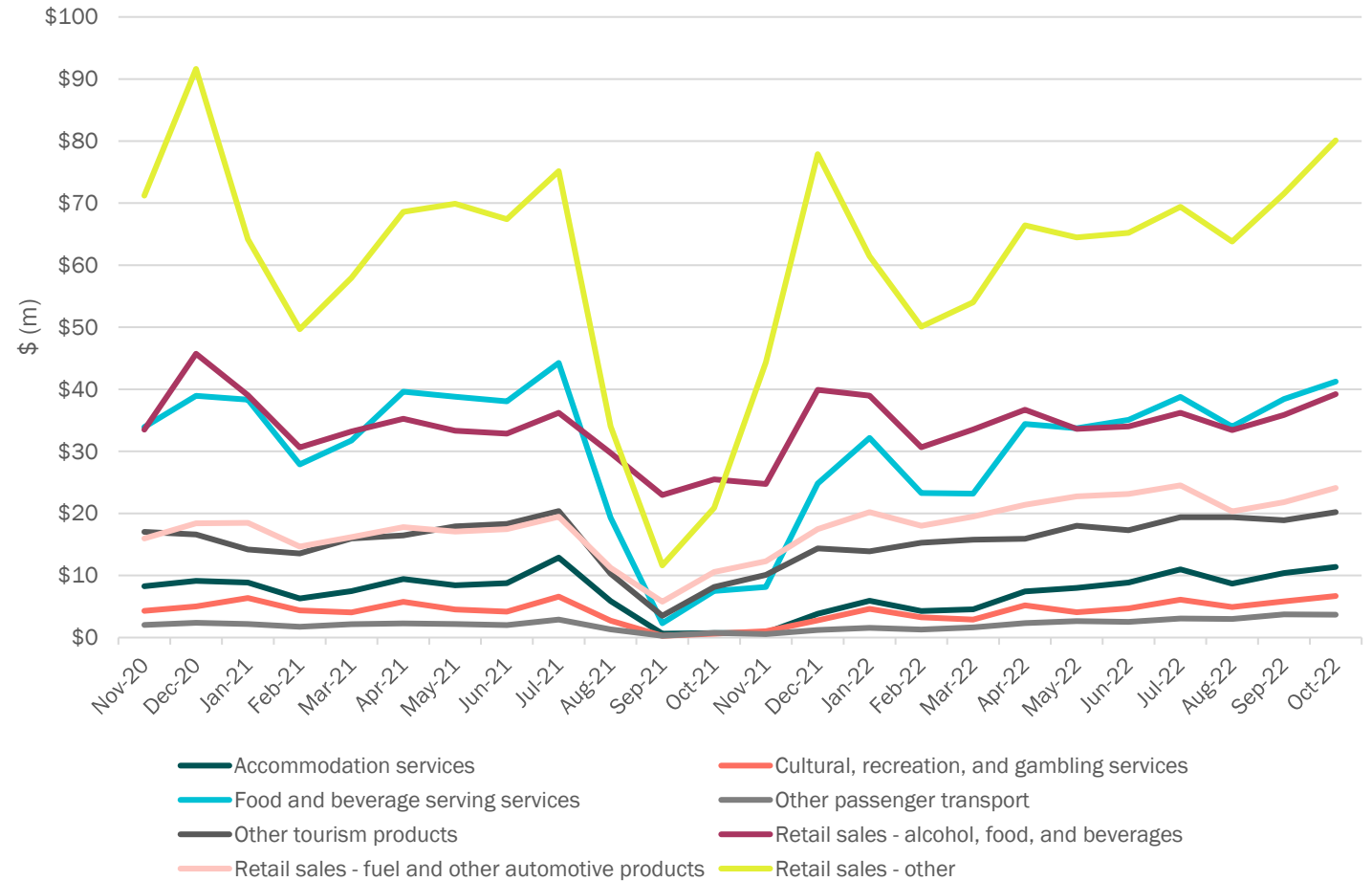
\$80.1m spent in Retail sales (other) by domestic visitors in October 2022, up 283.1%

	Spend (\$m)	% change
Accommodation services	11.4	1448.0%
Cultural, recreation, and gambling services	6.7	954.3%
Food and beverage serving services	41.2	449.7%
Other passenger transport	3.7	395.4%
Other tourism products	20.2	147.7%
Retail sales - alcohol, food, and beverages	39.2	53.9%
Retail sales - fuel and other automotive products	24.1	128.2%
Retail sales - other	80.1	283.1%
Grand Total	226.6	203.3%

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



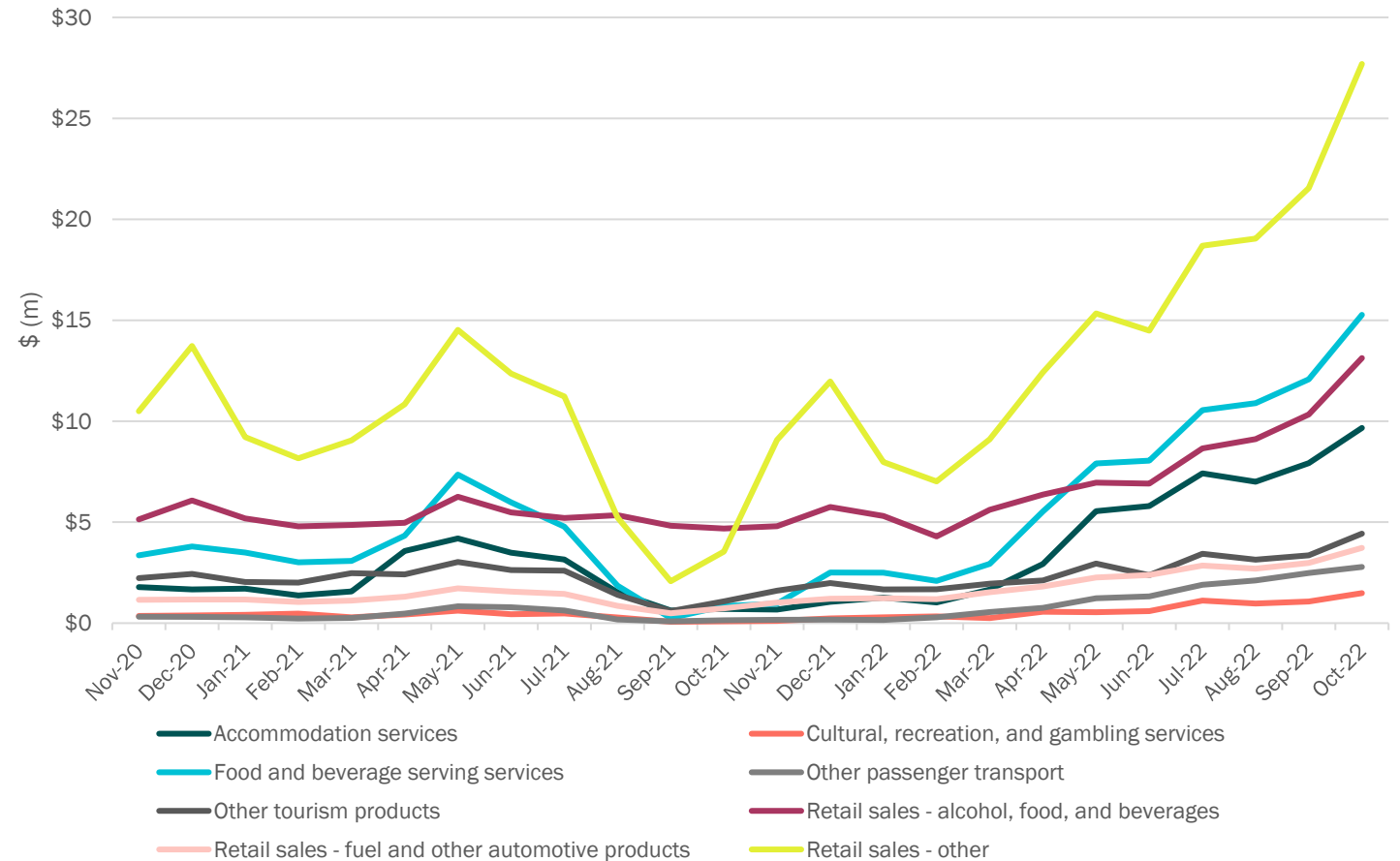
\$27.7m spent in Retail sales (other) by International visitors in October 2022 up 683.0%

	Spend (\$m)	% change
Accommodation services	9.7	1281.9%
Cultural, recreation, and gambling services	1.5	1675.8%
Food and beverage serving services	15.3	1702.9%
Other passenger transport	2.8	1847.4%
Other tourism products	4.4	310.3%
Retail sales - alcohol, food, and beverages	13.1	180.2%
Retail sales - fuel and other automotive products	3.7	410.2%
Retail sales - other	27.7	683.0%
Grand Total	78.2	562.2%

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Source: MBIE TECTs.

International monthly tourism transactions in Auckland, by product





Auckland Tourism – Major and Business Events Data

Major Events Insights



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Event	Date	Venue	Interesting Findings
Ancient Greeks: Athletes, Warriors and Heroes Exhibition	10 June – 16 October 2022	Auckland War Memorial Museum	<ul style="list-style-type: none"> For the month of October 2022, domestic tourism transactions (TECTs) was \$226.6m, up 203.3% compared with the same month in 2021.
Auckland Diwali Festival	8 – 9 October 2022	Aotea Square and Queen Street	<ul style="list-style-type: none"> International tourism transactions in October 2022 was \$78.2m (up 562.2%) compared to October 2021. There were 414.0k domestic guest nights in commercial accommodation (up 542.9%), and 133.6k international guest nights (up 2936.4%) in commercial accommodation in October 2022.
Globe40	6 – 27 October 2022	Silo Park to Maritime Museum	
Rugby World Cup	8 October – 12 November	Waitākere Stadium, Eden Park	<ul style="list-style-type: none"> A total of approximately 47,005 people visited the Auckland Diwali Festival 2022, with a total of 101,311 gate movements.
Girls Junior Rugby Festival	21 – 24 October 2022	Western Springs Stadium	<ul style="list-style-type: none"> Almost all respondents (90%) said they were either ‘satisfied’ or ‘very satisfied’ with the Diwali Festival overall.
Barfoot & Thompson Auckland Marathon	30 October 2022	Devonport to Victoria Park	<ul style="list-style-type: none"> Attendees spent a total of \$1.52m at the festival. The average spend per person overall was \$87.26.

Business Events Insights



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262

Business events in Auckland
Q2 June 2022




18%

Auckland's market share of
business events
Q2 June 2022




41.7^k


Delegates hosted in Auckland
Q2 June 2022




22%

Auckland's market share of
delegates
Q2 June 2022




51.5^k

Delegate days hosted in Auckland
Q2 June 2022




19%

Auckland's market share of
delegate days
Q2 June 2022





Auckland Tourism – Tourism Sentiment Index

Tourism Sentiment Index (TSI)

- The Tourism Sentiment Index (TSI) is a measure of a destination's ability to generate positive word of mouth about its tourism offering.
- It is an aggregate score (ranging from -100 to +100) that focuses on online conversations and measures attitudes and overall perceptions of Auckland's tourism offering.
- The TSI analysis applies a custom, text- and image-based algorithm focused on conversations about Auckland and its connected region.
- More than 500,000 different sources are included in the analysis including online media sites, forums, reviews, and social networks (Twitter, Facebook, Instagram, YouTube, Tumblr and TripAdvisor).
- The TSI is used as an indicator to gauge current performance and provide a benchmark over time.



Tourism Sentiment Index KPIs - Overall

- The overall Tourism Sentiment Score for Auckland for the month of October 2022 was +22 (+1pt to NZ), up 2 points to October 2021.
- Of all conversations online being driven by Auckland’s tourism experience or products, 25% of those conversations were identified as destination promoters.
- This includes 3,370 online conversations about Auckland (down 37%), while 29,952 online conversations were included for NZ (down 39%).
- The TSI Score for Auckland was ‘Average’ in comparison to global tourism sentiments, which indicates an opportunity for improvement.
- The general emotional tone of online conversations was ‘Joy’ for both Auckland and NZ.
- Topics that drove positive sentiment for Auckland were ‘Restaurant, Dining, and Takeaway’ and ‘Air Travel’, while negative sentiment was also driven by ‘Air Travel’ and ‘Biking and Cycling’.

KEY PERFORMANCE INDICATORS	AUCKLAND	NEW ZEALAND
Tourism Sentiment Score® ⓘ	 <p>22 -100 100</p> <p>▼ -37% 3370 Conversations Analyzed</p>	 <p>21 -100 100</p> <p>▼ -39% 29952 Conversations Analyzed</p>
Global Tourism Sentiment Comparison ⓘ	AVERAGE	AVERAGE
Emotional Tone of Conversation ⓘ	Joy	Joy
Topics Driving Positive Sentiment ⓘ	Restaurant & Dining & Takeaway Air Travel	Restaurant & Dining & Takeaway Festival & Events & Concerts
Topics Driving Negative Sentiment ⓘ	Air Travel Biking & Cycling	Natural Disaster Air Travel

TSI Categories



- Volume is a good indicator of overall awareness. The more people are talking about a specific experience, the more awareness it drives. The top drivers for conversation about Auckland for October 2022 were Access and Transportation (39%), followed by Food and Culinary (16%), and Amenities and Entertainment (15%).
- The category with the highest sentiment was Destination Services (31), followed by Food and Culinary (30), and Amenities and Entertainment (29), while Safety (-3), and Access and Transportation (7) had the lowest sentiment.
- Sub-categories that drove positive sentiment were Spa and Wellness (91), Weddings (61), Motorsports (52), and Diving and Snorkeling (41).
- The lowest sentiment was recorded in Health (-43), Street and Public Art (-8), Cruises (-6) and Natural Disaster (-3),
- Auckland sentiment was higher in Destination Services (+9), Amenities and Entertainment (+2), and Food and Culinary (+2) in comparison to NZ.
- Joy was the general emotional tone for almost all categories for the month of October 2022, with anger being linked to Access and Transportation and Fear to Safety.

CATEGORIES	AUCKLAND			NEW ZEALAND		
	Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
▲ Access + Transportation	39% ▲ 13%	Anger	7 Average	21% ▲ 6%	Anger	7 Average
▲ Food + Culinary	16% ▼ 1%	Joy	30 Average	13% ▼ 1%	Joy	28 Average
▲ Amenities + Entertainment	15% ▲ 3%	Joy	29 Average	19% ▲ 7%	Joy	27 Average
▲ Outdoor Activities	12% ▼ 6%	Joy	21 Average	22% ▼ 5%	Joy	20 Average
▲ Relaxation + Wellness	8% ▼ 3%	Joy	27 Average	6% ▼ 4%	Joy	28 Average
▲ Culture + History	5% ▼ 1%	Joy	24 Average	5% ▼ 1%	Joy	25 Average
▲ Safety	3% ▲ 0%	Fear	-3 Average	8% ▲ 1%	Fear	-4 Average
▲ Destination Services	3% ▼ 4%	Joy	31 Average	7% ▼ 2%	Joy	22 Average

Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated from 1st November 2021 to 30th October 2022.
- Auckland’s TSI lifted from December 2021 onwards - peaking in February 2022 but dropped in March-April 2022.
- TSI rebounded in May but declined in June-July 2022. Tourism Sentiment (for both Auckland and NZ) lifted in the month of August and has held steady in October 2022.





Auckland Visitor Survey

Visitor Experience



aucklandnz.com


30%

Promoters
Net Promoter Score
YE June 2022
-3




29%

Detractors
Net Promoter Score
YE June 2022
-3




1 NPS

Total
Net Promoter Score
YE June 2022
-6




7.3 / 10

Total Satisfaction
Overall experience in
Auckland
YE June 2022
-0.1



Net Promoter Score

- The Net Promoter Score (NPS) is an index ranging from -100 to +100 that measures customer engagement and loyalty, based on the likelihood of customers to recommend a product or service.
- For domestic visitors in YE Jun 2022, **NPS was +1**, (down 6 points from YE June 2021).
- **Domestic visitors most likely to recommend Auckland** as a visitor destination include those aged 30-44 (NPS +6), Otago residents (NPS +16), those whose main reason to visit is a conference, convention or other business event (NPS +23), those travelling with a friend/s (NPS +6) and those who also include Northland in their itinerary (NPS +13).
- Inversely, those least likely to recommend Auckland as a visitor destination are those aged 18-29 years (NPS -8), those who used to live in the Auckland region (NPS -4), and those travelling with children (NPS -3) or with other members of their family (NPS -12).

PROMOTERS

30%

DETRACTORS

29%

TOTAL NPS

1

YE June 2022

-3

Compared to
YE June 2021

YE June 2022

+3

Compared to
YE June 2021

YE June 2022

-6

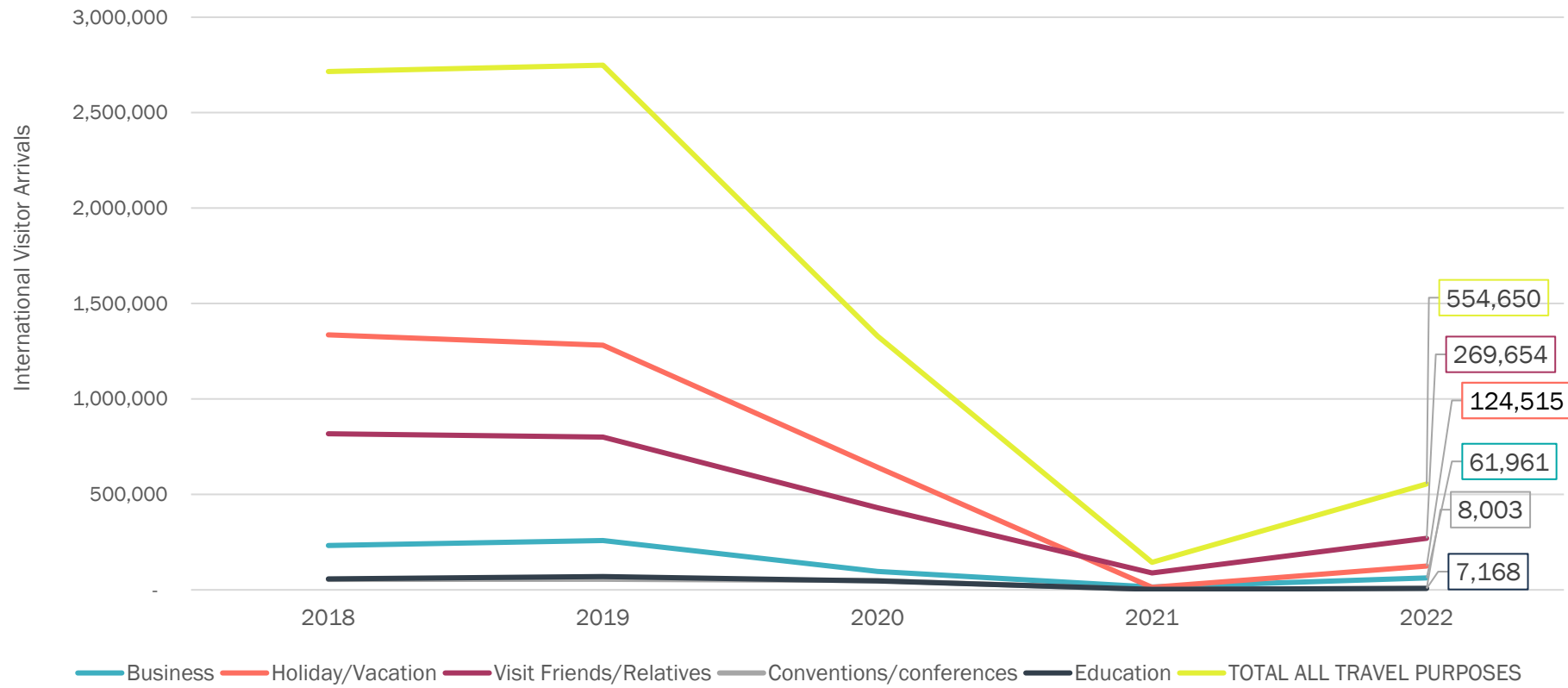
Compared to
YE June 2021

Note: YE June 2022 findings are based on domestic visitors only and are compared to YE June 2021 domestic visitor results. No data collection occurred in Q2 2020.



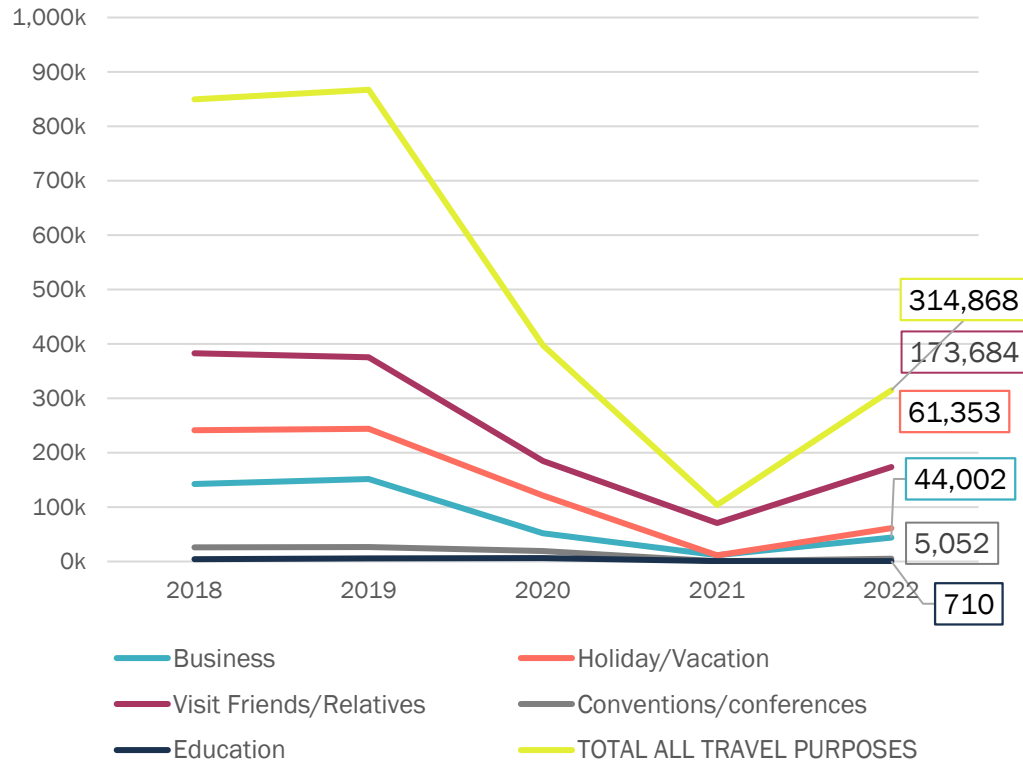
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE October

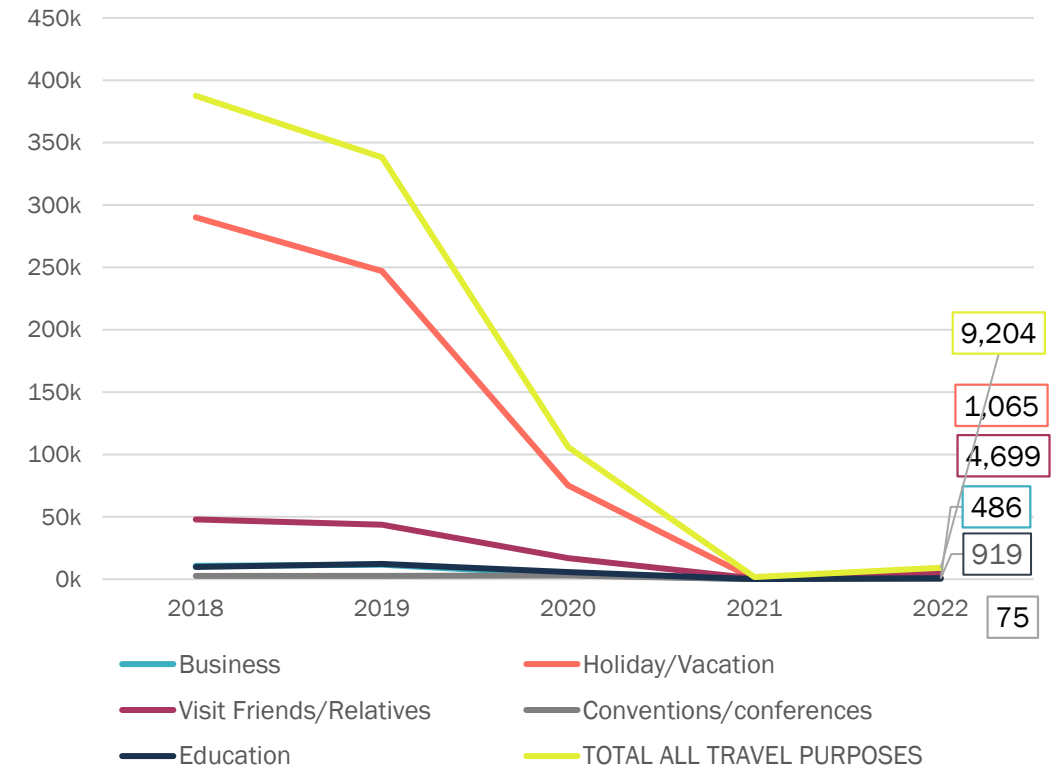


Five-year visitor arrivals to Auckland, YE October

Australia

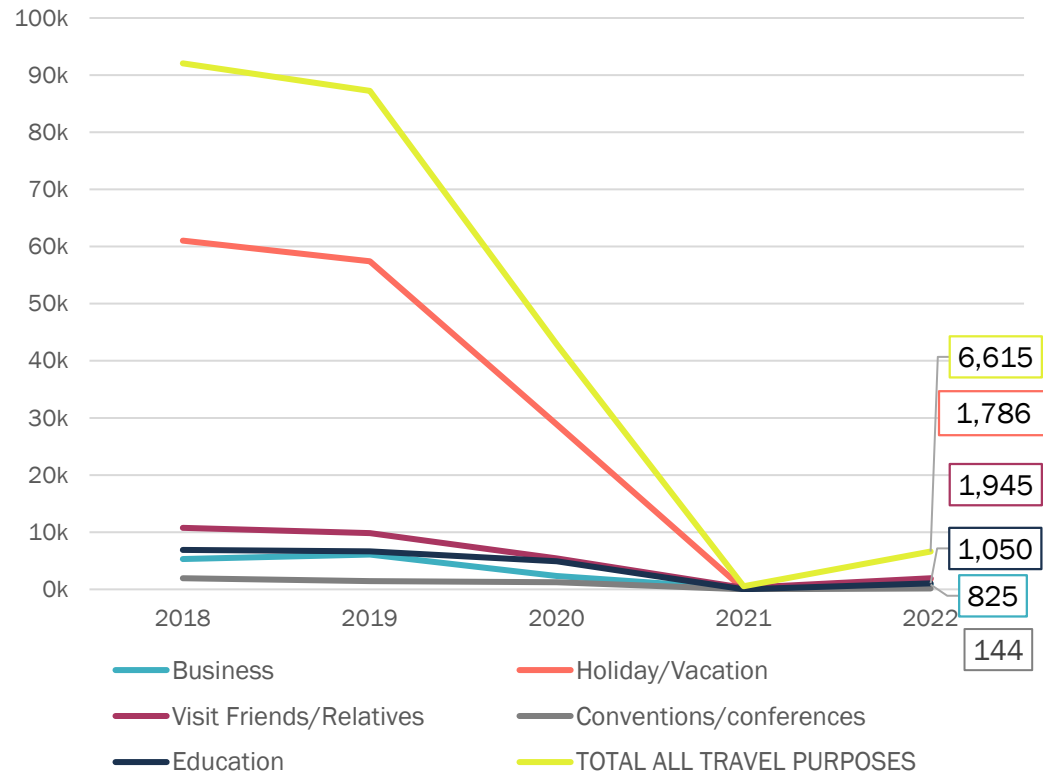


China

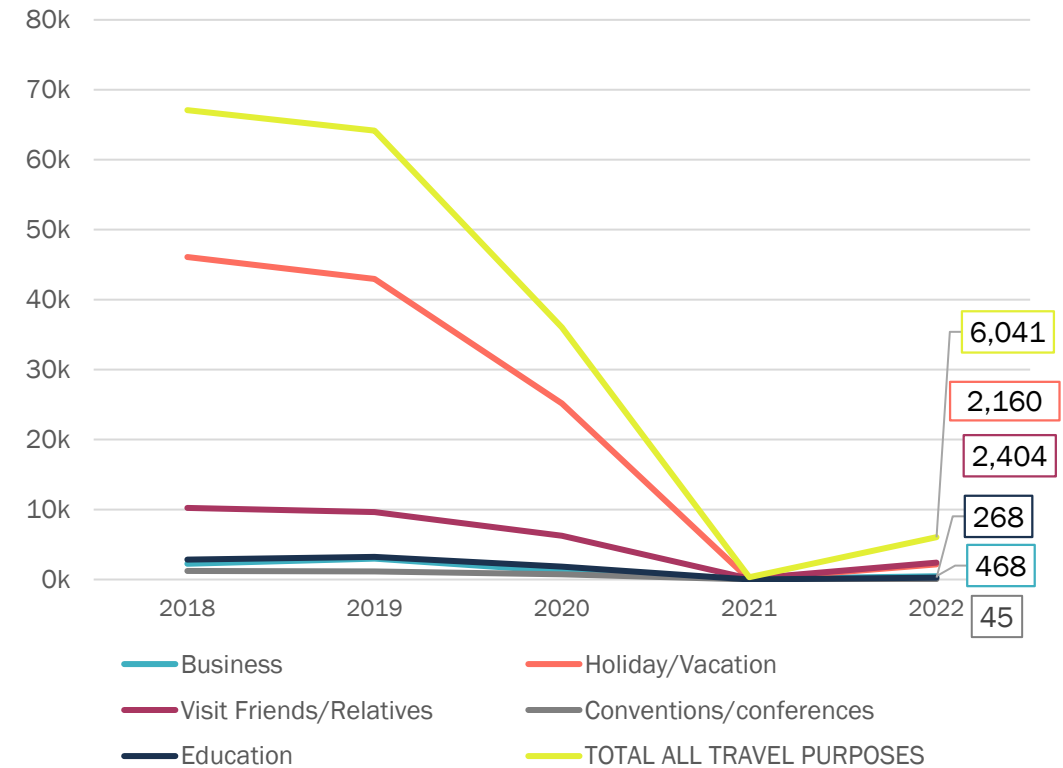


Five-year visitor arrivals to Auckland, YE October

Japan

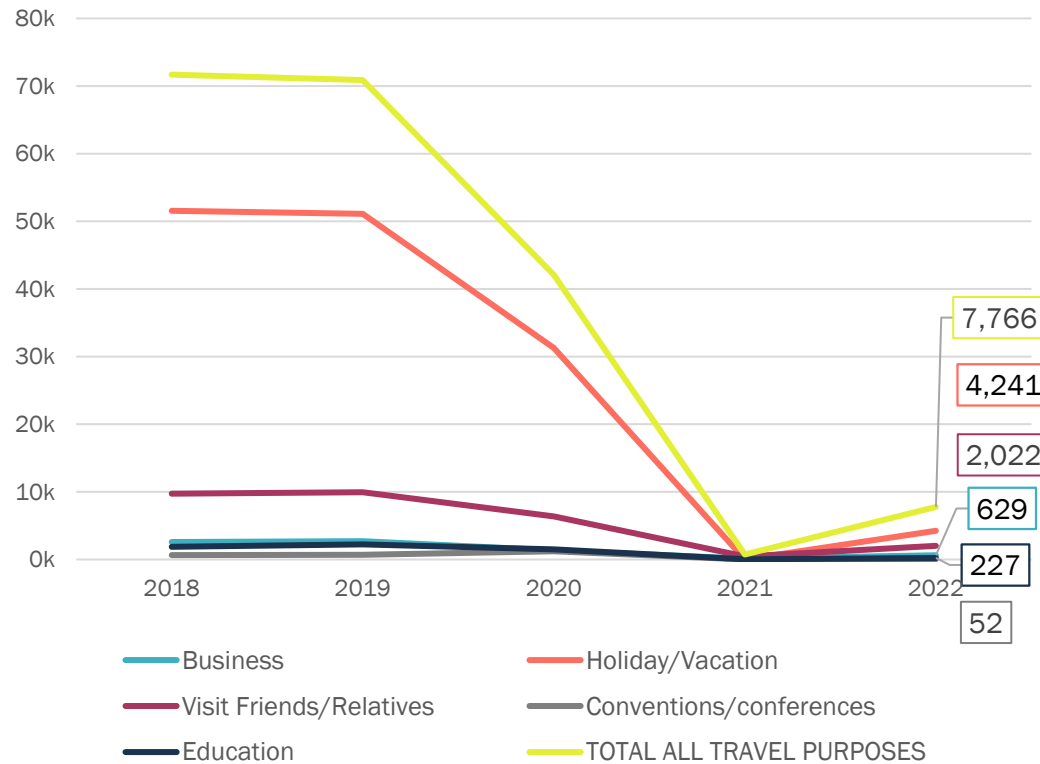


Korea

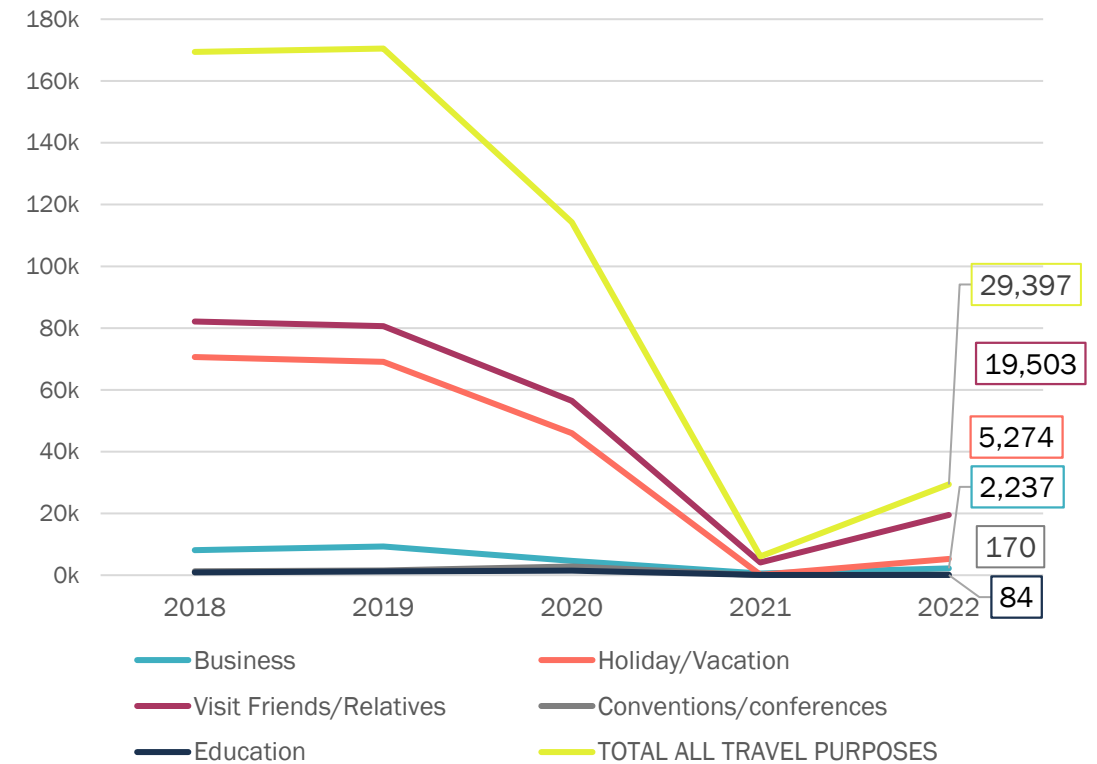


Five-year visitor arrivals to Auckland, YE October

Germany

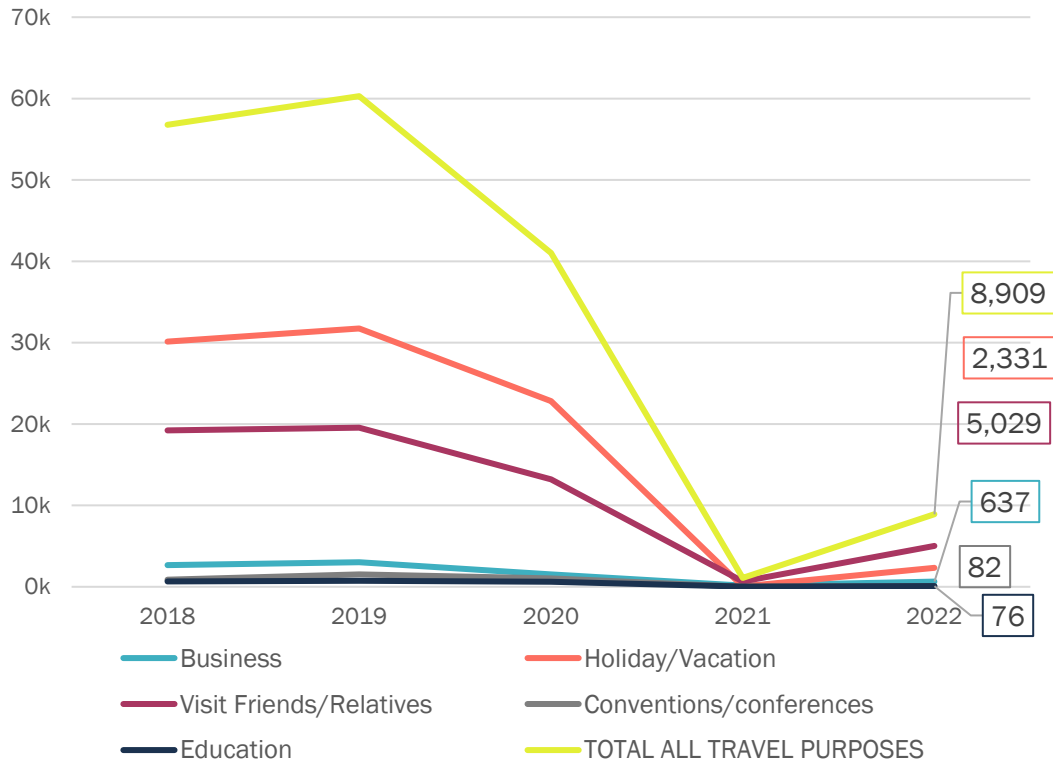


UK

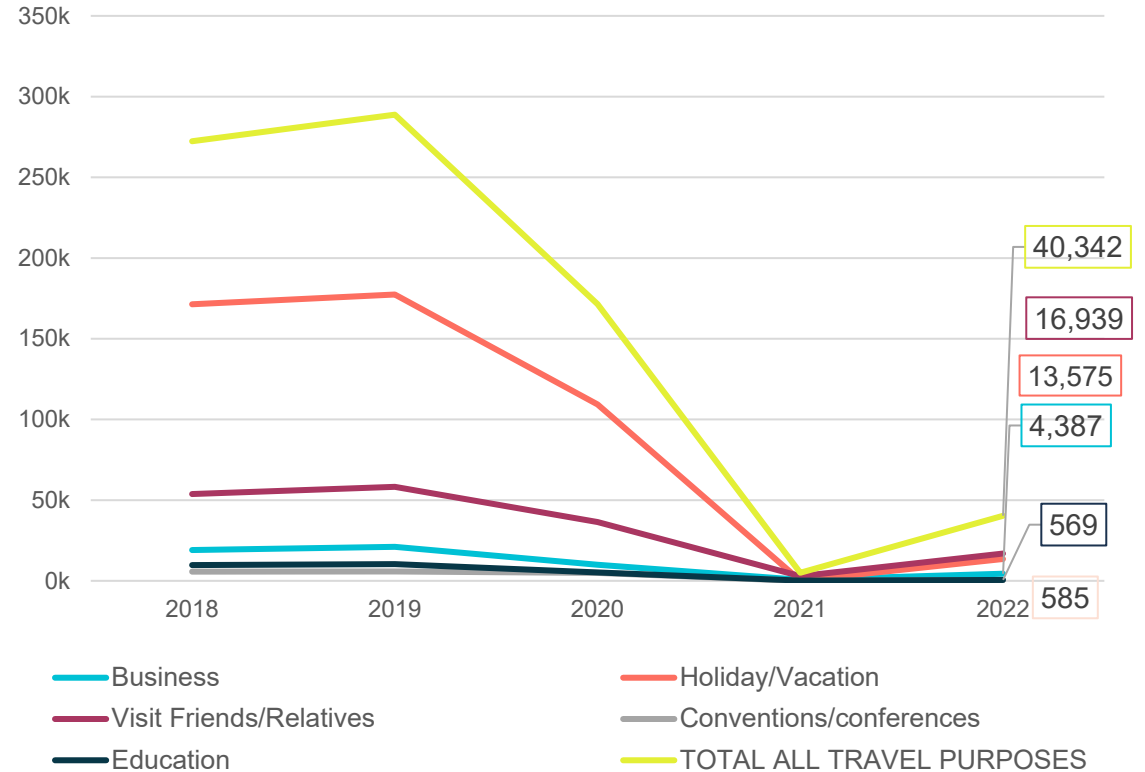


Five-year visitor arrivals to Auckland, YE October

Canada



US



Ngā mihi Thank you

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