

Tātaki
Auckland
Unlimited



Tāmaki Makaurau Auckland Destination Overview

December 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 February 2022

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Key Visitor Data


405.5^k

Domestic Guest Nights
December 2022 (Month)
+140.2% (to December 2021)




256.5^k

International Visitors
December 2022 (Month)
+4655.4% (to December 2021)




60.8%

Hotel Occupancy Rate
December 2022 (Month)
+38.1pts (to December 2021)




\$256^m

Domestic Tourism Transactions
December 2022 (Month)
+40.3% (to December 2021)




\$134^m

International Tourism Transactions
December 2022 (Month)
+438.3% (to December 2021)




+17

Tourism Sentiment Score
December 2022 (Month)
-3pts (to December 2021)



Key Visitor Data



DOMESTIC

- At present, current domestic visitor numbers cannot be displayed as the MBIE Monthly Unique Regional Population Estimates are undergoing a revision.
- Once the revision is complete, we will commence reporting on domestic visitation.
- There were **405.5k domestic guest nights in commercial accommodation** for the month of **December, up 140.2%**.
- Domestic tourism transactions** for the year to December 2022 was **\$2.34b, up 28.6%** on last year and **\$255.5m for the month (up 40.3%** compared to December 2021).
- Waikato-based visitors spent \$60.3m** in Auckland in December 2022, **up 33.0%** on the previous year.
- Spend from Northland (\$23.5m, up 61.3%), the Bay of Plenty (\$19.5m, up 76.6%), Wellington (\$23.9m, up 76.3%) and Canterbury (\$20.1m, up 71.6%) was up** in the month of December 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 (256.5k)** were **up 4655.4%** on the previous December but down 31.6% compared to pre-Covid numbers (375.1k in December 2019).
- The year to December 2022** saw **963.0k international visitor arrivals, an increase of 573.2%** on 2021. However, international visitation was down 64.7% compared to pre-Covid levels (2.73m in YE December 2019).
- There was strong growth for the **Australian market in December 2022**, with **97.1k visitors, an increase of 7485.1%** compared to last year. **The year to December 2022** saw **470.7k Australian visitors, up 357.7%**.
- VFR visitors** contributed the most to annual visitor numbers (**468.9k**) and **increased 436.6%** on the year to December 2021. **Monthly VFR numbers (143.7k)** were **also up 4498.0%** compared with December 2021.
- Holiday visitors (264.7k)** were **up 1955.1%** for the year, with **monthly numbers (80.5k) also up 4808.6%**.
- 198.1k international guest nights in commercial accommodation** for December, **up 1861.4%** on last year.
- International tourism transactions** was **\$0.66b** for the year, **up 136.6%** and **\$133.9m for the month, up 438.3%**.
- Monthly spend from Australia (\$25.7m)** was **up 671.4%**.

OVERALL

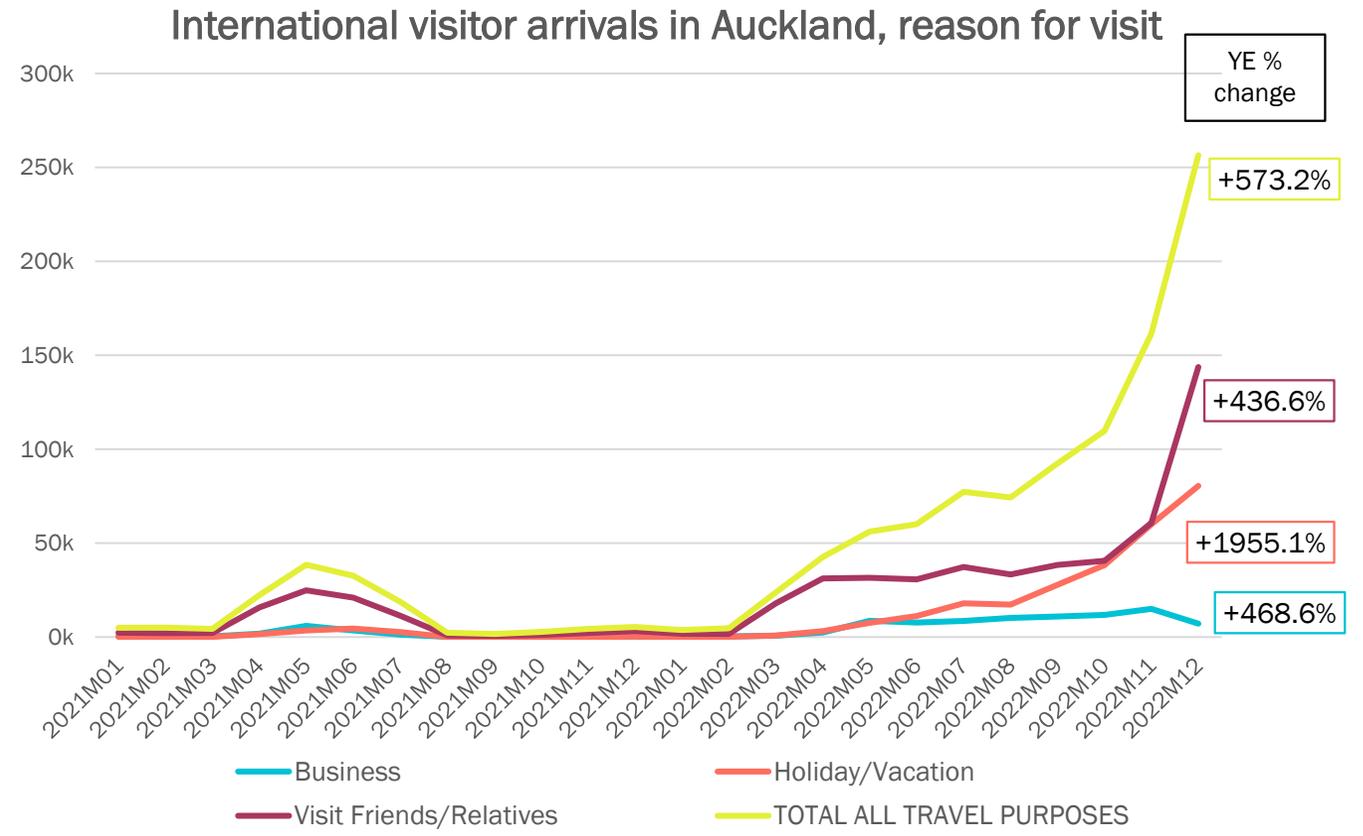
- December Occupancy was 60.8%, up 38.1 percentage points** on December 2021. The **ADR was \$236 (up 30.4%)** and the **RevPAR was \$143 (up 248.3%)**.
- For the month of December 2022, there were **603.6k total guest nights in commercial accommodation** in Auckland, **up 237.4%** on last year.
- Looking forward, overall occupancy on the books is higher this year** compared to the same period last year (i.e., from February 2023 to May 2023).
- Auckland occupancy peaks at 95% on the 21st February and 94% on the 22nd February 2023 which coincides with the Play-Off Tournament for the FIFA Women's World Cup 2023 and Te Matatini Festival at Eden Park.
- The **Tourism Sentiment Score** for Auckland for December 2022 was **+17 (down 2 points to NZ)**, down 3 points to December 2021.
- The category with the highest sentiment was Destination Services (31), followed by Food and Culinary (25). and Relaxation and Wellness (23), while Safety (0), and Access and Transportation (7) had the lowest sentiment.



Auckland Tourism – Visitor Arrivals Data

256.5k International visitor arrivals in December 2022, up 4655.4%

- The month of December saw 256.5k international visitors, up 4655.4% on the previous December but down 31.6% compared to pre-Covid numbers (375.1k in December 2019).
- The year to December 2022 saw 963.0k international visitor arrivals, an increase of 573.2% on the previous year. However, international visitation was down 64.7% compared to pre-Covid levels (2.73m in YE December 2019).
- VFR visitors contributed the most to annual visitor numbers (468.9) and increased 436.6% on the year to December 2021. Monthly VFR numbers (143.7k) were also up 4498.0% compared with the month of December 2021.
- Holiday visitors (264.7k) were up 1955.1% for the year, with monthly numbers (80.5k) also up 48082.6%.
- There were 83.6k business visitors (up 468.6%) in the year to December 2022, and 7.1k for the month (up 3283.9%).

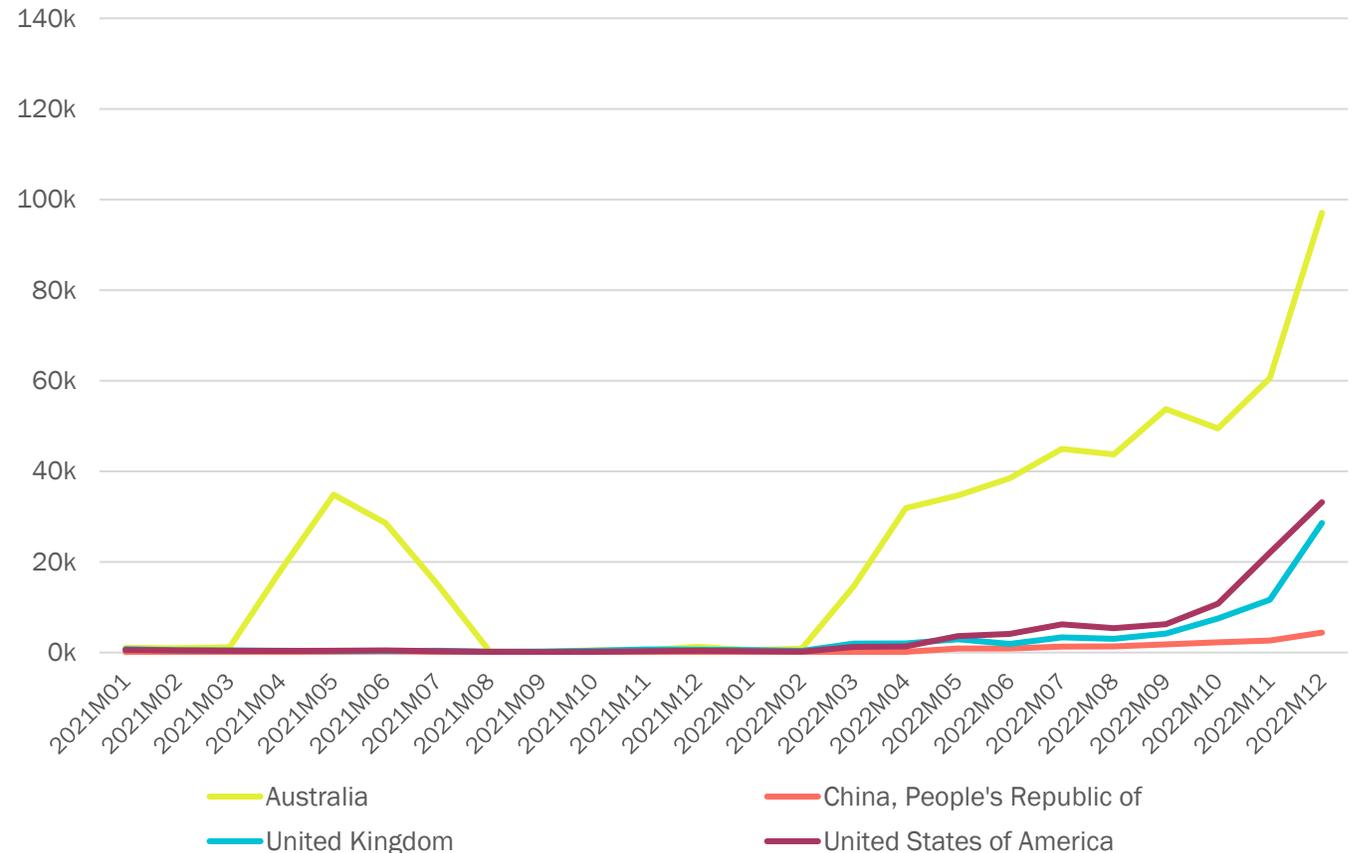


	Visitor arrivals	vs. previous year / YE	vs. pre-Covid / 2019
December 2022	256,508	4655.4%	-31.6%
YE December 2022	963,045	573.2%	-64.7%

470.7k Australian visitor arrivals in YE December 2022, up 357.7%

- There was strong growth for **Australian visitors** in the month of December 2022, with **97.1k visitors**, an increase of **7485.1%** compared to last December. **The year to December 2022 saw 470.7k Australian visitor arrivals, up 357.7%.**
- **The year to December 2022 saw 94.9k visitors from the US (up 2102.2%), with 33.2k visitors for the month (up 7822.9%).**
- For year to December 2022, there were **68.3k visitor arrivals from the UK (up 1124.7%)** and **28.6k visitors for the month (up 4146.6%).**
- **Visitors from China (16.1k) were also up for the year (888.3%), and up (3882.9%) for the month of December (4.4k).**

Visitor arrivals in Auckland by key international markets



24 month visitor arrivals from individual markets

Australia



China

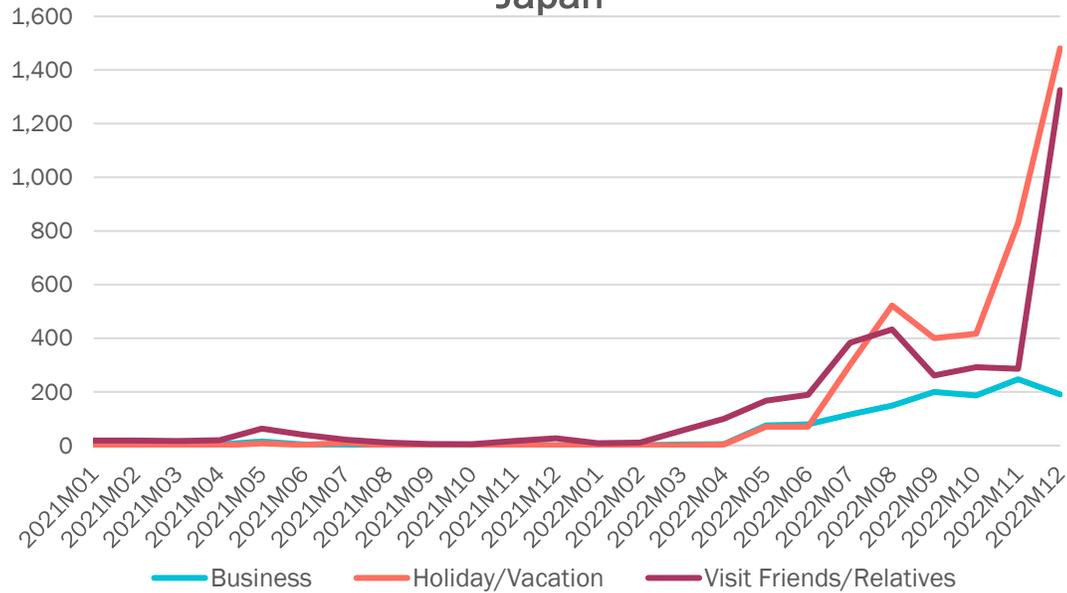


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2022	3,985	13183.3%	24,545	72091.2%	61,053	6042.2%	97,089	7485.1%
YE December 2022	57,142	389.7%	102,648	800.0%	260,674	271.4%	470,743	357.7%

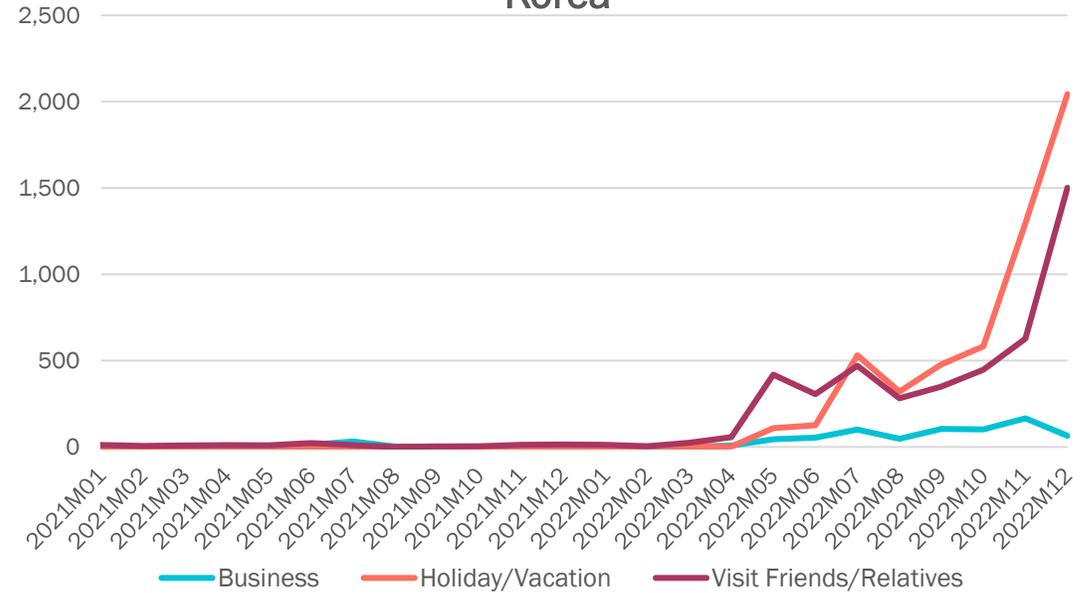
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2022	113	3667%	736	12166.7%	2,862	4670.0%	4,421	3882.9%
YE December 2022	815	1031.9%	2,164	2747.4%	8,974	1555.7%	16,110	888.3%

24 month visitor arrivals from individual markets

Japan



Korea



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2022	191	19000.0%	1,481	148000.0%	1,325	4807.4%	3,402	8000.0%
YE December 2022	1,258	2032.2%	4,095	15650.0%	3,512	1220.3%	11,652	2132.2%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2022	65	6500.0%	2,044	204300.0%	1,502	9913.3%	3,971	12709.7%
YE December 2022	699	943.3%	5,500	91566.7%	4,506	3686.6%	12,359	3848.6%

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
December 2022	70	775.0%	3,362	111966.7%	2,165	2305.6%	5,989	5107.8%
YE December 2022	889	826.0%	10,992	73180.0%	4,751	946.5%	18,213	2566.6%

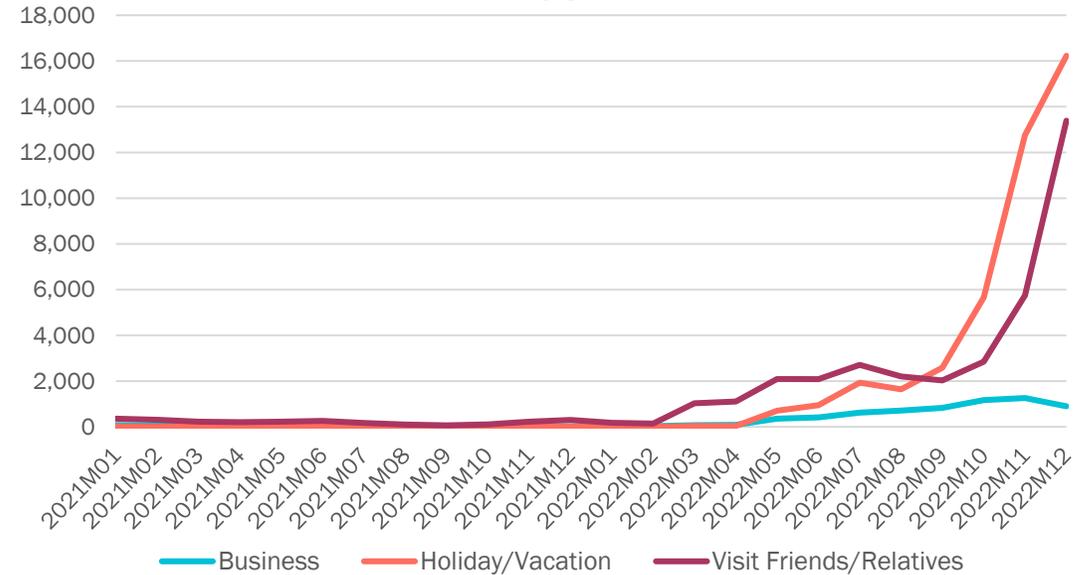
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2022	346	486.4%	4,998	33220.0%	22,412	3945.5%	28,622	4146.6%
YE December 2022	3,122	482.5%	14,381	10632.1%	46,964	1098.4%	68,287	1124.7%

24 month visitor arrivals from individual markets

Canada



US



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2022	107	2040.0%	2,490	124400.0%	4,802	5756.1%	7,904	7020.7%
YE December 2022	972	614.7%	7,297	20169.4%	11,722	1748.9%	21,853	2085.3%

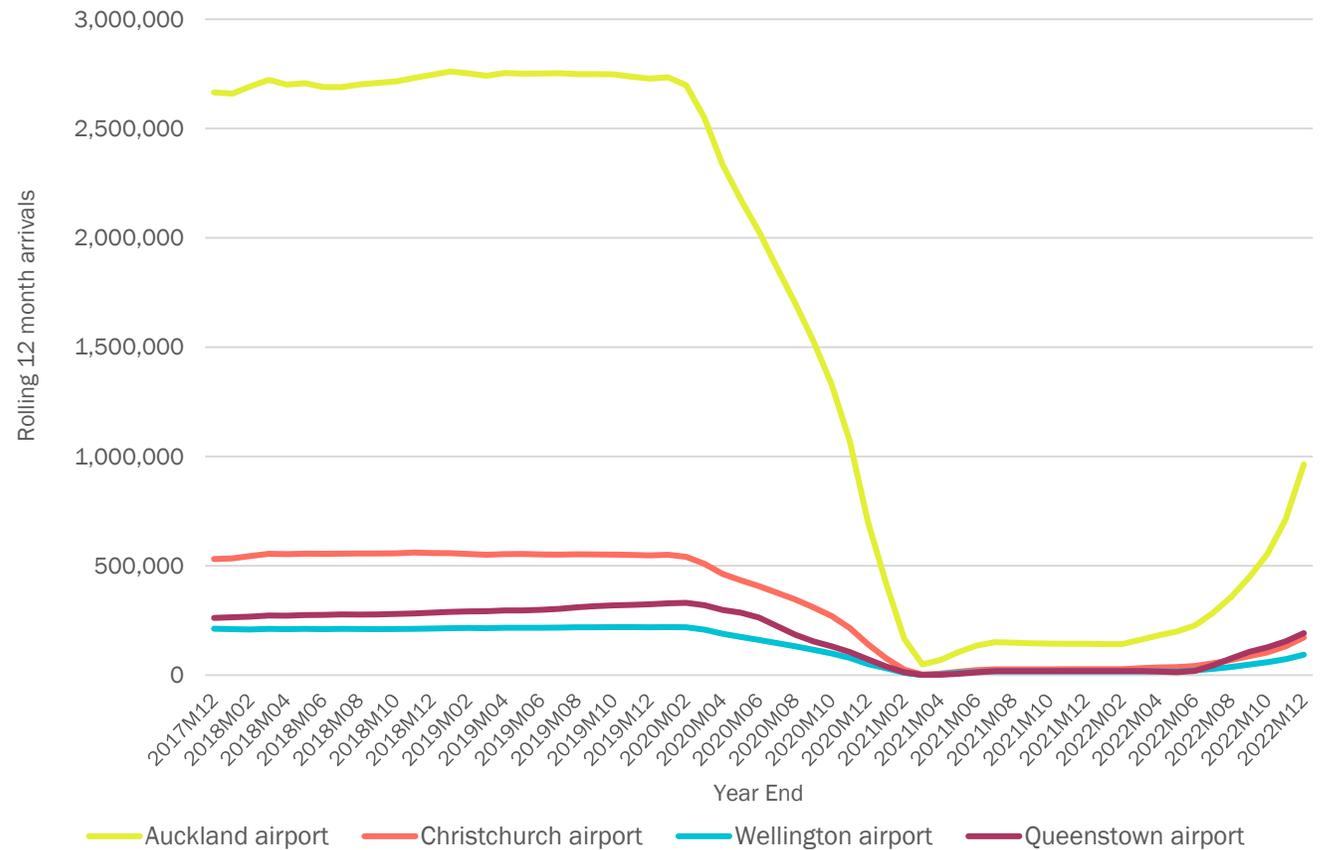
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2022	899	3496.0%	16,226	108073.3%	13,389	4363.0%	33,197	7822.9%
YE December 2022	6,497	997.5%	42,541	28643.9%	35,556	1296.5%	94,850	2102.2%

Auckland has seen a 573.2% 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 573.2% increase in international visitor arrivals over the last year.
- For the year ending December 2022, all other ports saw growth in international visitor arrivals in comparison to last year. Christchurch saw an increase of 534.5%, Queenstown was up 967.0% and Wellington was up 455.5% compared to last year.

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12 month rolling visitor arrivals



Domestic Visitor Data Update

- At present, current domestic visitor numbers cannot be displayed as the MBIE Monthly Unique Regional Population Estimates are undergoing a revision.
- Once the revision is complete, we will commence reporting on domestic visitation.





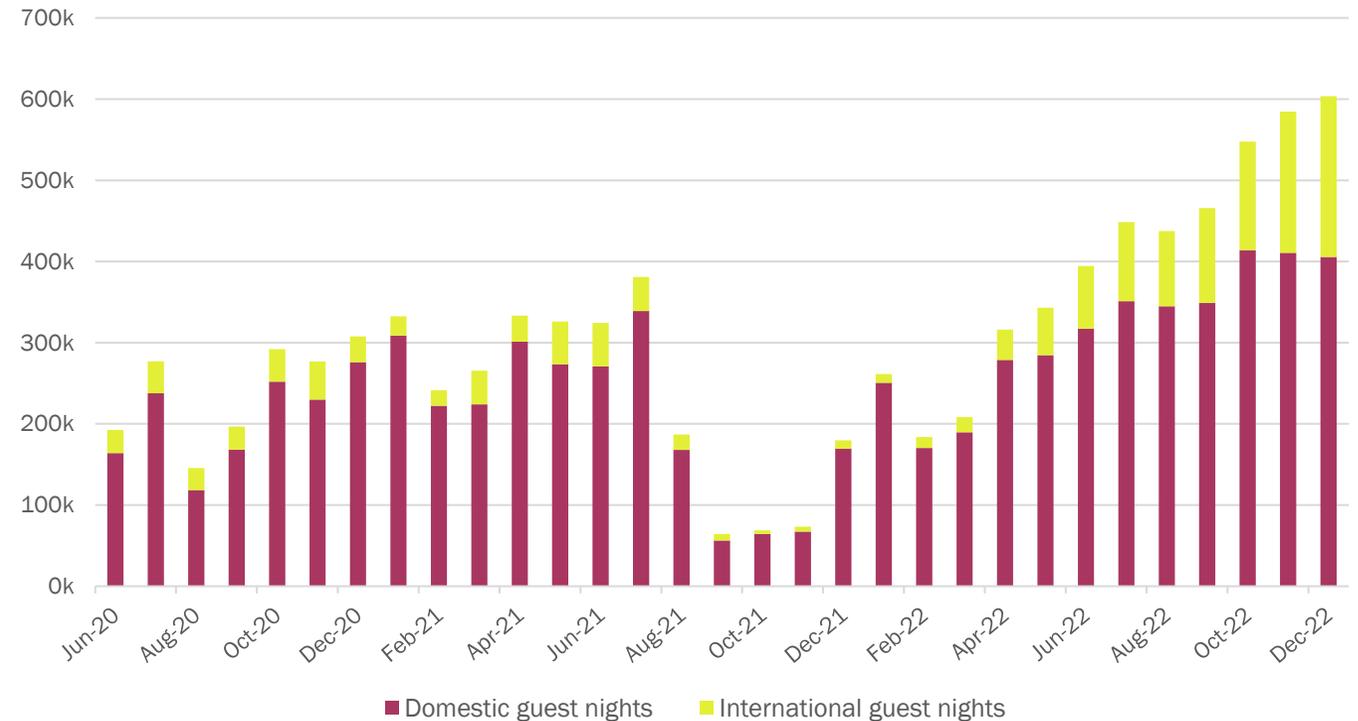
Auckland Tourism – Accommodation Data

198.1k international guest nights in commercial accommodation in December 2022, up 1861.4%

- For the month of December 2022, there were **603.6k total guest nights** in commercial accommodation in Auckland, up **237.4%** on the same month last year.
- There were **405.5k domestic guest nights** in commercial accommodation (up **140.2%**), and **198.1k international guest nights** (up **1861.4%**) in commercial accommodation in December 2022.
- For New Zealand overall, there were 3.82m guest nights in commercial accommodation, up 75.6% compared to December 2021.

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Guest nights in commercial accommodation - Auckland



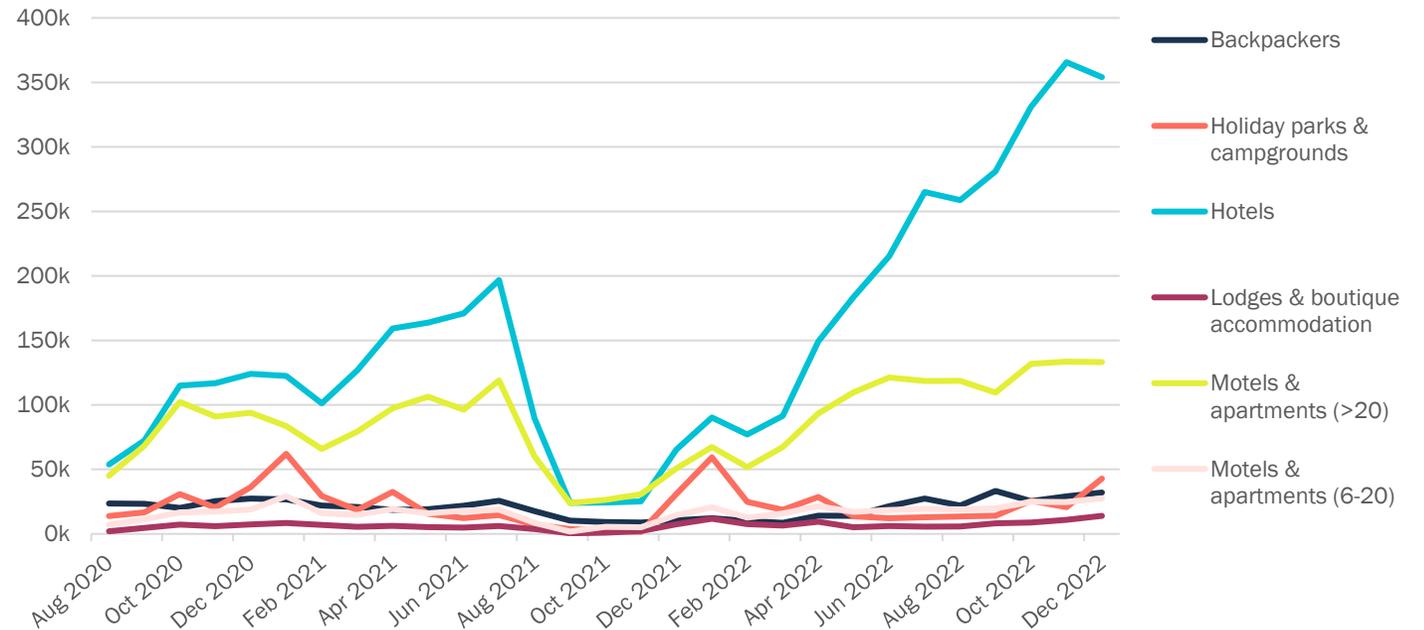
December 2022	Auckland	% change	New Zealand	% change
Total guest nights	603,600	237.4%	3,816,100	75.6%
Domestic guest nights	405,500	140.2%	2,726,000	29.2%
International guest nights	198,100	1861.4%	1,090,100	1603.3%

354.1k guest nights in hotels in December 2022, up 441.4%

- For the month of December 2022, there were **354.1k guest nights in hotels in Auckland, up 441.4% on the same month last year.**
- There were 133.1k guest nights in motels and apartments (>20) (up 162.5%), and 27.6k guest nights in motels and apartments (6-20) (up 89.0%) in December 2022.
- In December 2022, guest nights in holiday parks and campgrounds (up 38.8% to 42.9k) and lodges and boutique accommodation (up 87.8% to 13.9k) increased.
- Guest nights in backpackers were also up (204.8%) to 32.0k.

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Guest nights by accommodation type (monthly)

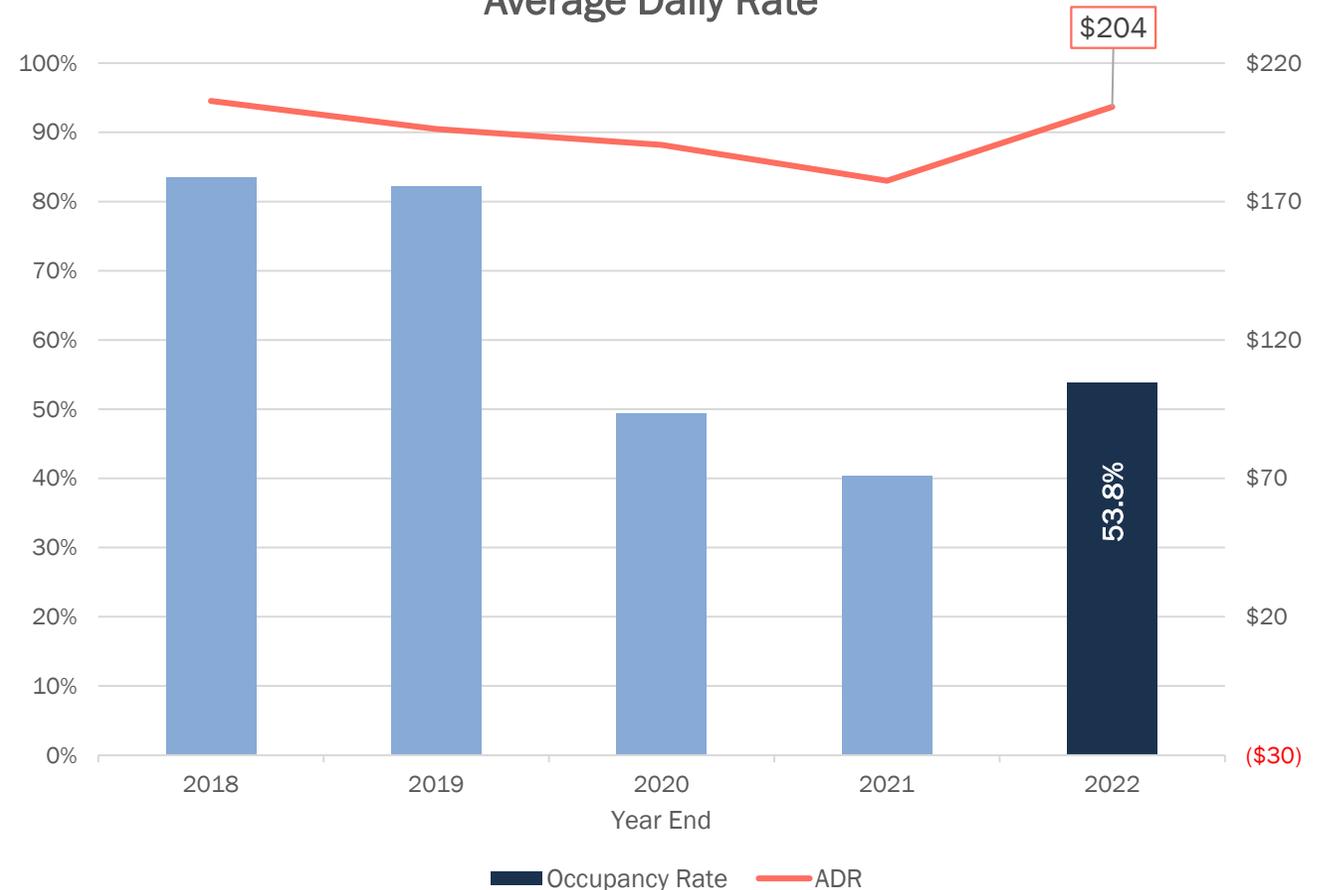


December 2022	Guest nights	% change
Hotels	354,100	441.4%
Motels & apartments (>20)	133,100	162.5%
Motels & apartments (6-20)	27,600	89.0%
Backpackers	32,000	204.8%
Holiday parks & campgrounds	42,900	38.8%
Lodges & boutique accommodation	13,900	87.8%

December 2022 Occupancy was 60.8%, up 31.8pts

- **December Occupancy** was **60.8%**, up **38.1pts** to December 2021. The **ADR** was **\$236** (up **30.4%**) and the **RevPAR** was **\$143** (up **248.3%**).
- Covid affected the year-end average hotel occupancy rate, which was **53.8%** for the **year to December 2022**, with an **increase of 13.5pts** compared to the previous year-end.
- The average daily rate (ADR) for hotels in the year to December 2022 was **\$204** up **15.0%** on the previous year.
- The **RevPAR** for the year ending December 2022 was **\$110** up **53.5%** on the previous year.

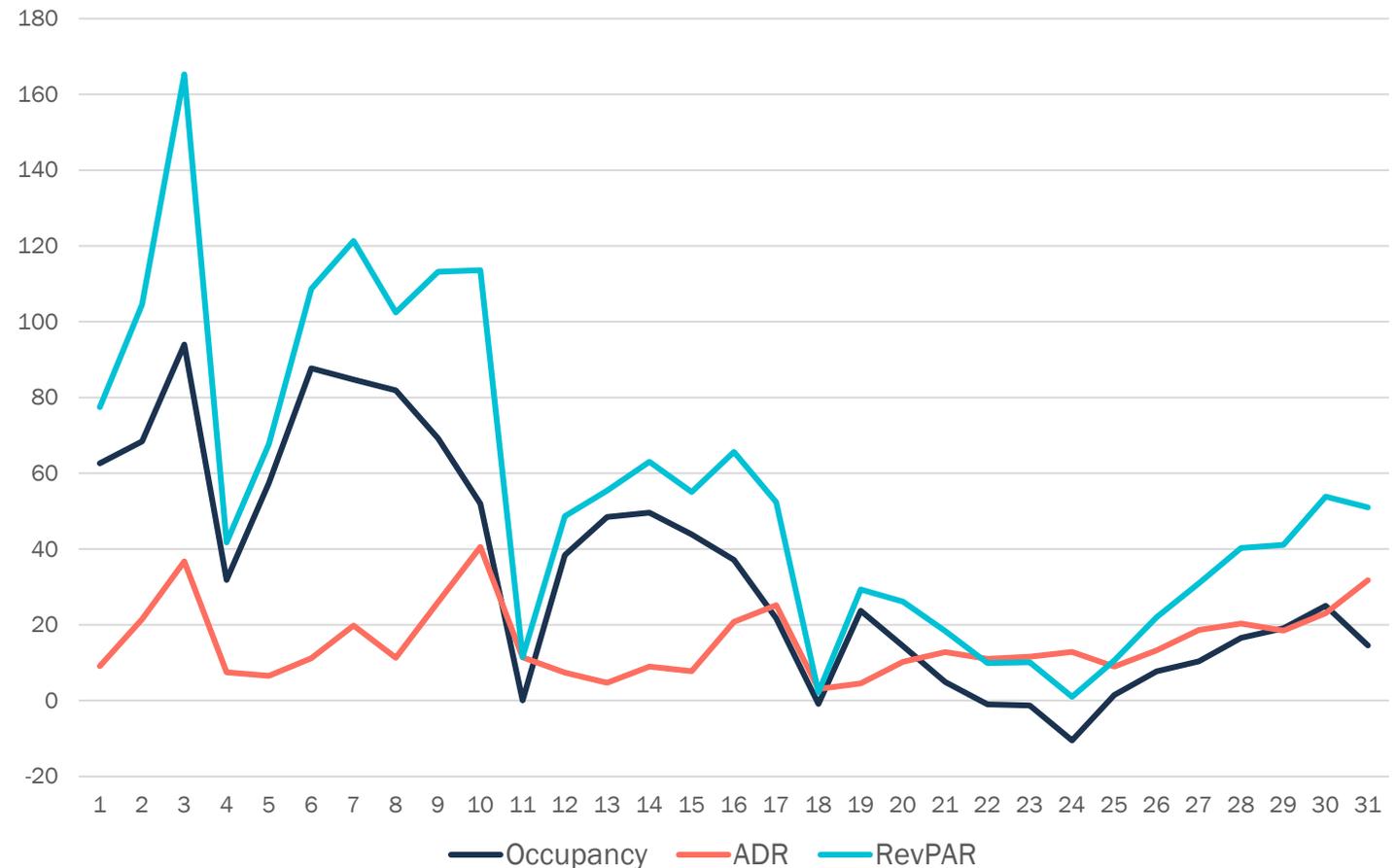
Annual Hotel Accommodation in Auckland Occupancy and Average Daily Rate



Occupancy was 32.4% higher in December 2022, compared to 2021

- **Occupancy was 32.4% higher** during the month of December this year, compared to December last year.
- **Revenue per available room (RevPAR) was 53.7% higher** in December 2022 compared to last year.
- **Average Daily Rate (ADR) was also up (15.5%)** on last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in December 2022. Occupancy and RevPAR peaked on Saturday 3rd December, while ADR peaked on Saturday 10th December 2022.
- A quarter (26%) of the hotels covered here are in fact, isolation hotels.

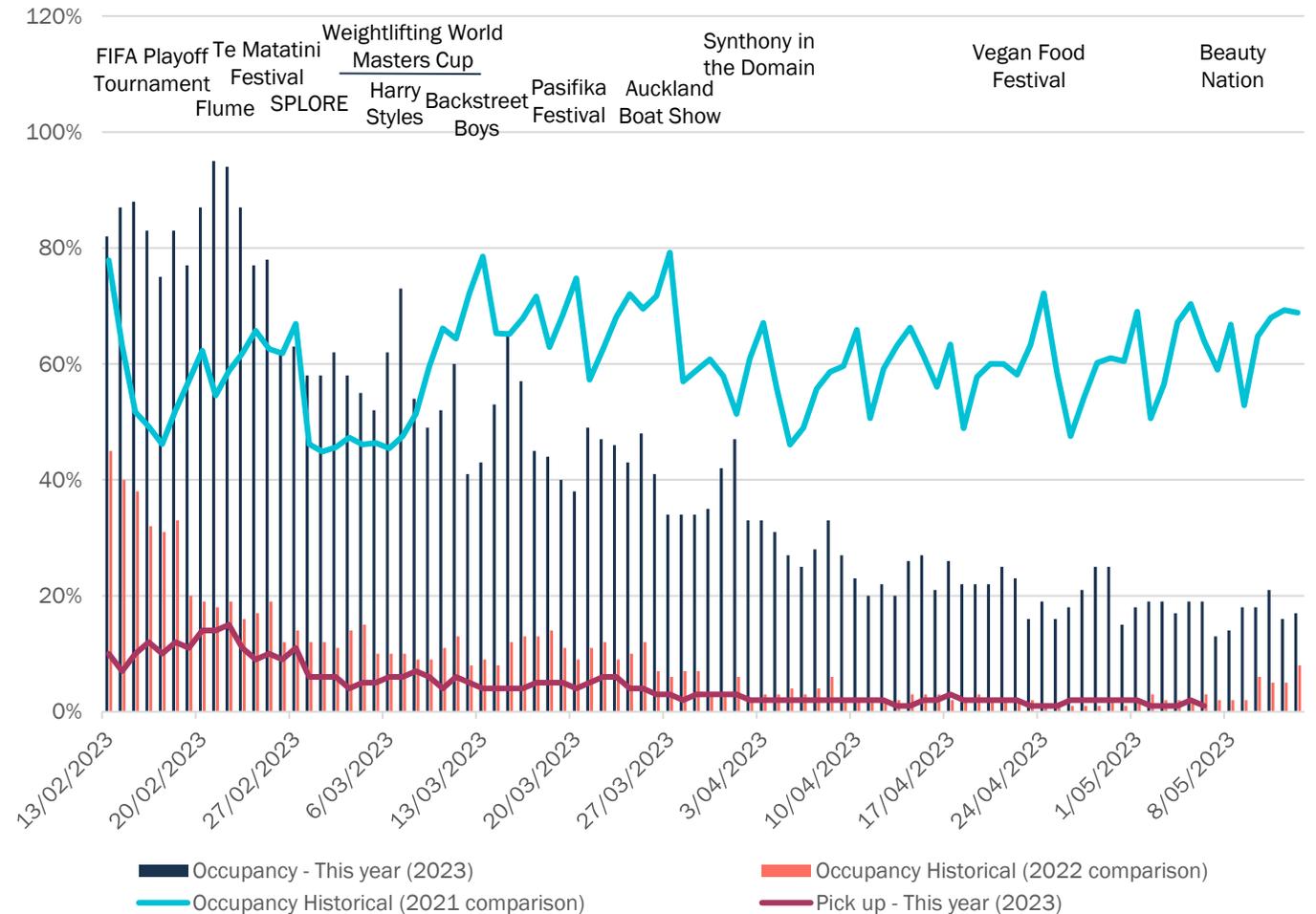
Percent Changes for the Month of December



90 Day Forward Booking Occupancy Data

- Looking forward (over the next three months), overall occupancy on the books is higher for the period from February 2023 to May 2023 compared to the same period last year.
- Auckland occupancy peaks at 95% on the 21st February and 94% on the 22nd February 2023 which coincides with the Play-Off Tournament for the FIFA Women’s World Cup 2023 and Te Matatini Festival at Eden Park.

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.

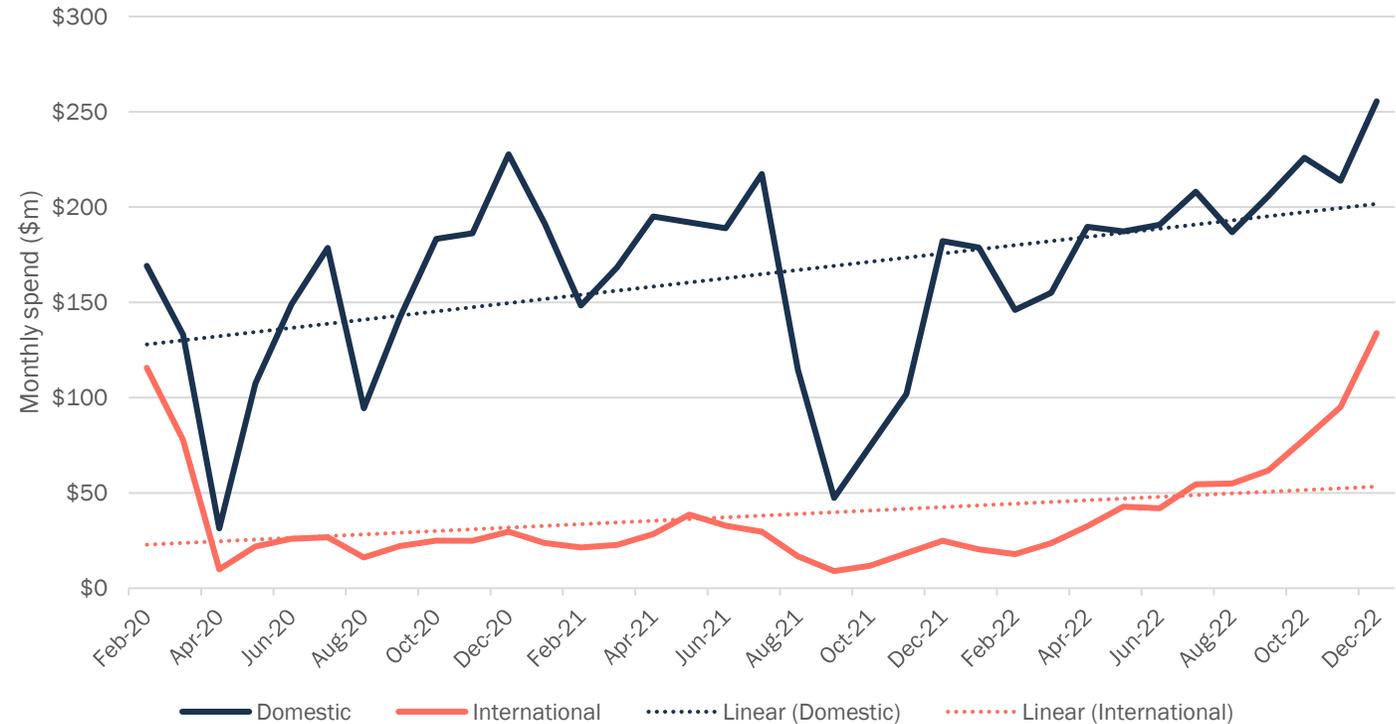


Auckland Tourism – Spend Data

\$2.34b in Domestic tourism transactions for YE December 2022, up 28.6%

- In the year to December 2022, Domestic tourism transactions was \$2.34b (up 28.6%), while International tourism transactions was \$0.66b, up 136.6% 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

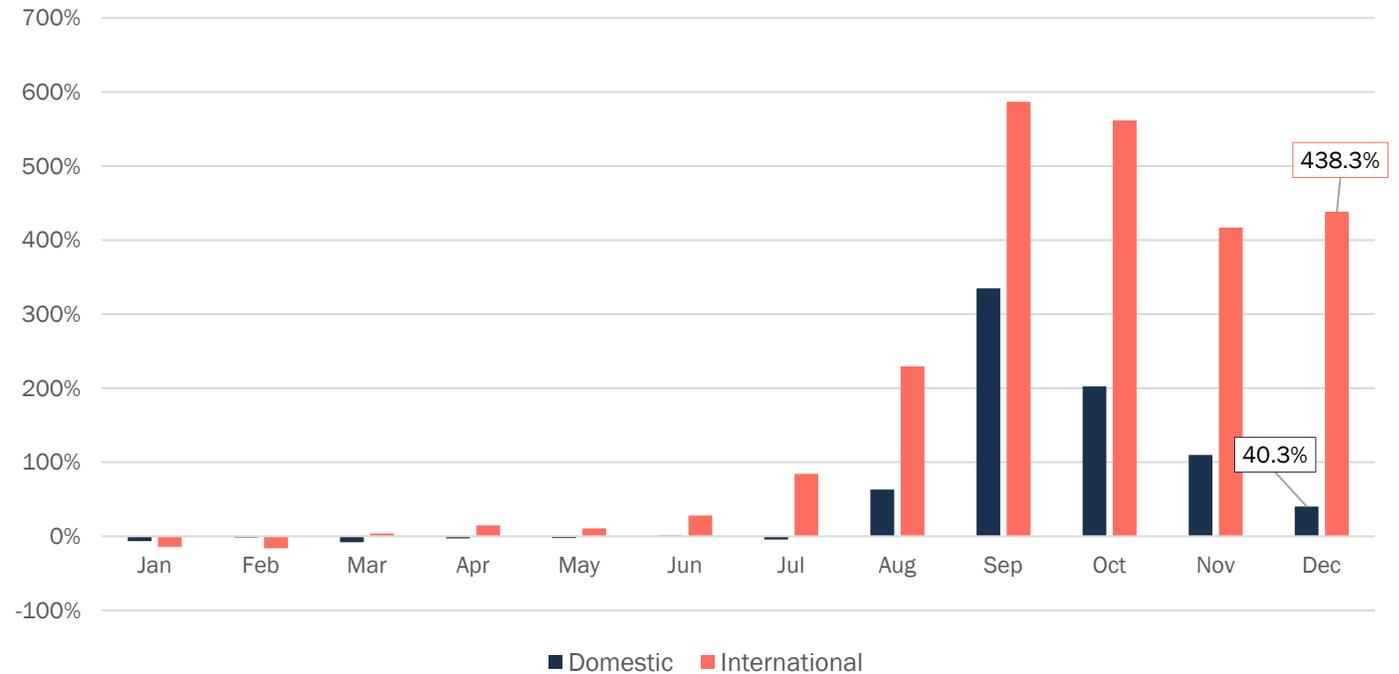


Tourism Transactions	YE December 2022 (\$b)	% change
Domestic	2.343	28.6%
International	.657	136.6%

International tourism transactions were \$133.9m for December 2022, up 438.3%

- For the month of December 2022, domestic tourism transactions (TECTs) was \$255.5m, up 40.3% compared with the same month in 2021.
- International tourism transactions in December 2022 was \$133.9m (up 438.3%) compared to December 2021.

Monthly % Change in tourism transactions in Auckland

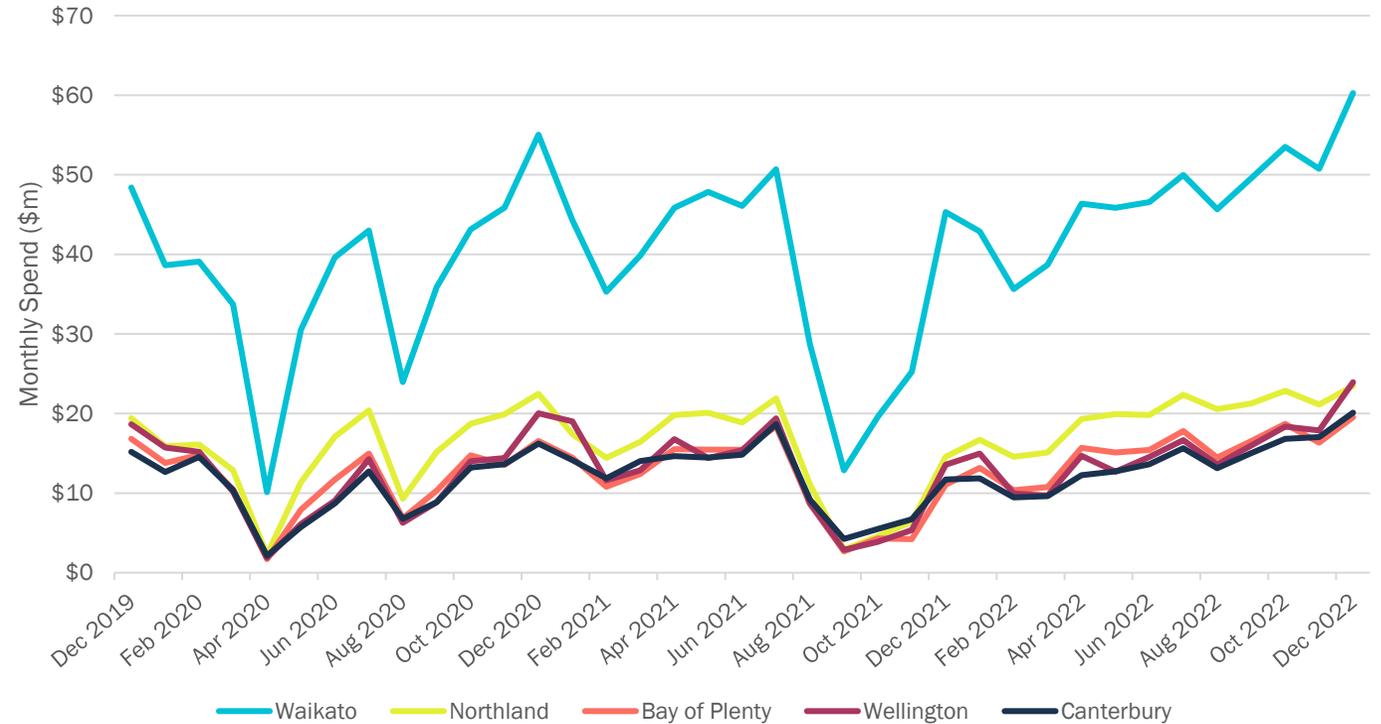


Tourism Transactions	December 2022 (\$m)	% change
Domestic	255.5	40.3%
International	133.9	438.3%

Waikato visitors spent \$60.3m in December 2022, up 33.0% on the previous year

- Domestic tourism transactions in Auckland were up across all domestic markets for the month of December 2022.
- Waikato-based visitors spent \$60.3m** in tourism transactions in Auckland in December 2022, **up 33.0%** on the previous year.
- Spend from Northland (\$23.5m, up 61.3%), the Bay of Plenty (\$19.5m, up 76.6%), Wellington (\$23.9m, up 76.3%) and Canterbury (\$20.1m, up 71.6%) was also up in the month of December 2022 compared to last year.

Monthly tourism domestic spend in Auckland, by market

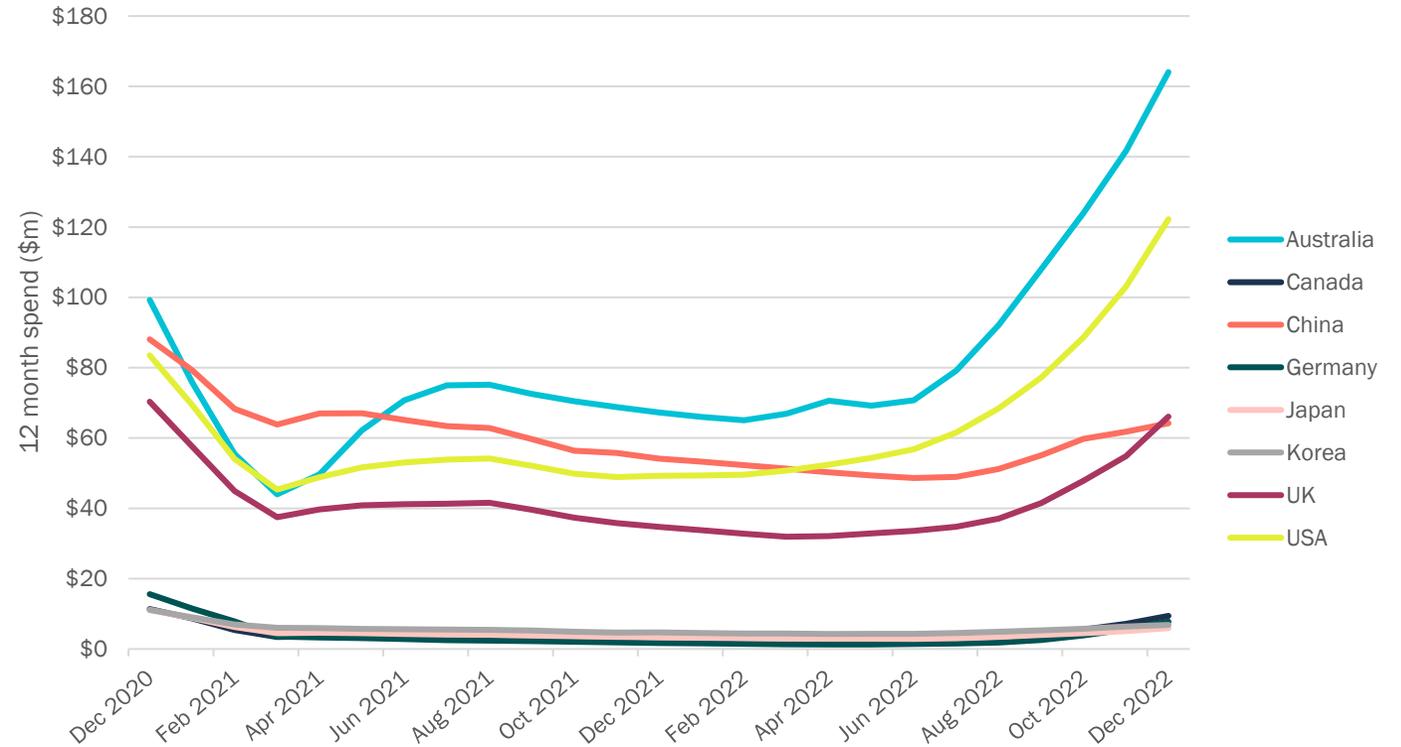


	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
December 2022	60.3	33.0%	23.5	61.3%	19.5	76.6%	23.9	76.3%	20.1	71.6%

Australian visitors spent \$164m in the year to December 2022, up 143.8% on the previous year

- In the year to December 2022, Australian tourism spend was up 143.8% on the previous year to \$164m.
- Tourism spend from the US (up 148.1% to \$122m) and the UK (up 90.3% to \$66m) was up for the year to December 2022.
- Chinese visitors spent \$64m in the year to December 2022, up 18.6% on the previous year.
- Spend from Germany (up 358.7% to \$8m), Canada (up 167.5% to \$9.4m), Japan (up 78.2% to \$5.9m) and Korea was also up (45.2% to \$6.9m) on the previous year.

Year-end tourism international spend in Auckland, by market

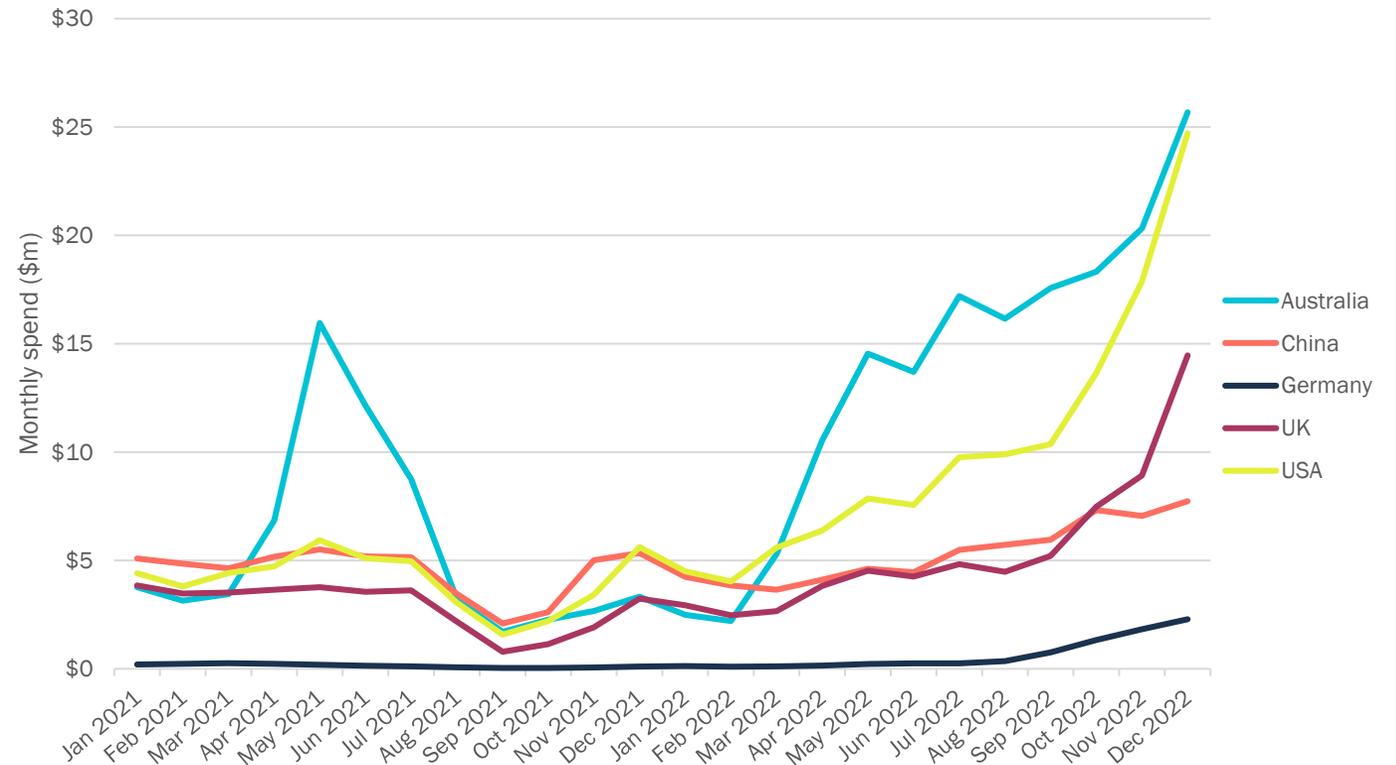


	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
YE December 2022	164	143.8%	64	18.6%	66	90.3%	122	148.1%	8	358.7%

Australian visitors spent \$25.7m in December 2022, up 671.4% 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 December 2022, spend from Australia (\$25.7m) was up 671.4% compared to last December.
- Spend from the US (\$24.7m) was up 339.7% this December.
- Spend from the UK (\$14.5m) was also up (346.0%) for the month of December.
- There were increases in tourism spend from the Chinese (up 44.8% to \$7.7m), and German (up 2058.5% to \$2.3m) markets for the month of December 2022.

Monthly tourism expenditure 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
December 2022	25.7	671.4%	7.7	44.8%	14.5	346.0%	24.7	339.7%	2.3	2058.5%

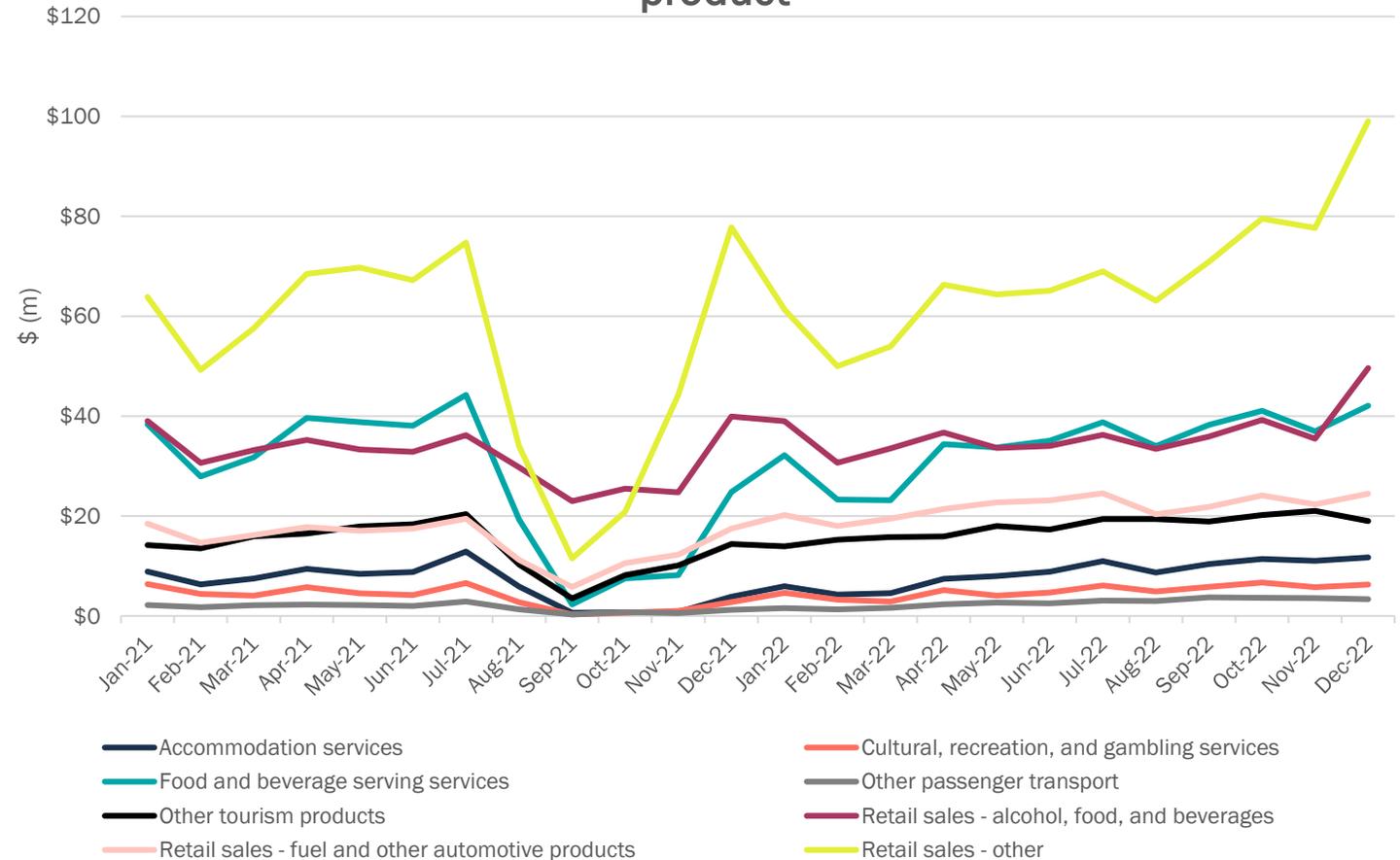
\$99.1m spent in Retail sales (other) by domestic visitors in December 2022, up 27.4%

	Spend (\$m)	% change
Accommodation services	11.7	205.8%
Cultural, recreation, and gambling services	6.3	127.1%
Food and beverage serving services	42.1	69.5%
Other passenger transport	3.3	174.0%
Other tourism products	19.0	32.0%
Retail sales - alcohol, food, and beverages	49.6	24.3%
Retail sales - fuel and other automotive products	24.5	40.0%
Retail sales - other	99.1	27.4%
Grand Total	255.5	40.3%

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



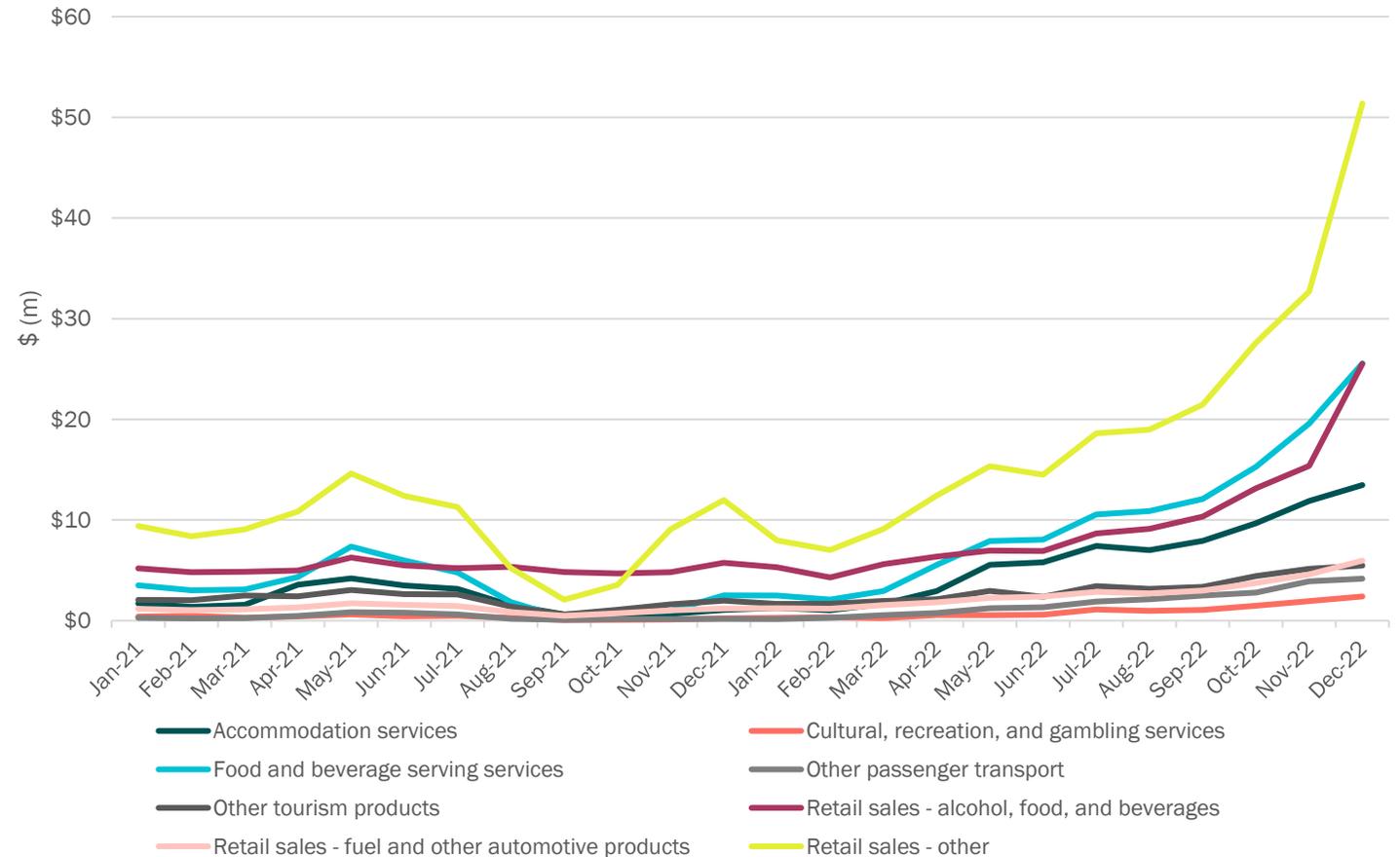
\$51.4m spent in Retail sales (other) by International visitors in December 2022 up 329.1%

	Spend (\$m)	% change
Accommodation services	13.5	1176.9%
Cultural, recreation, and gambling services	2.4	924.7%
Food and beverage serving services	25.5	918.7%
Other passenger transport	4.2	2330.8%
Other tourism products	5.5	176.4%
Retail sales - alcohol, food, and beverages	25.5	343.9%
Retail sales - fuel and other automotive products	6.0	394.0%
Retail sales - other	51.4	329.1%
Grand Total	133.9	438.3%

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Source: MBIE TECTs.

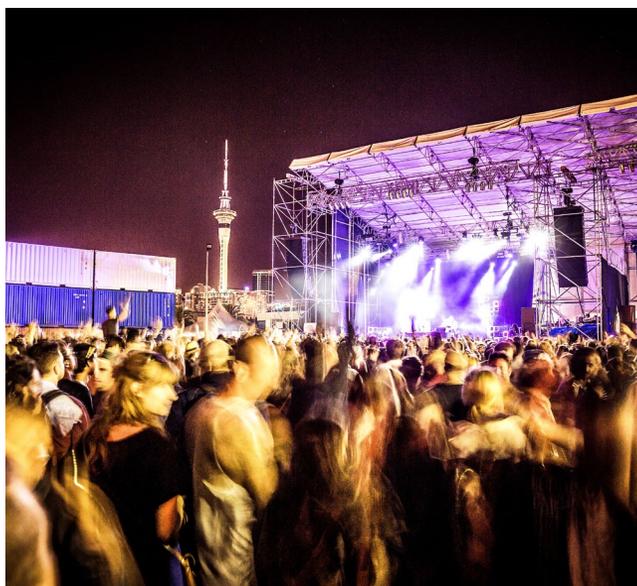
International monthly tourism transactions in Auckland, by product





Auckland Tourism – Major and Business Events Data

Major Events Insights



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Source: Major Events, Tātaki Auckland Unlimited.

Event	Date	Venue	Interesting Findings
Billy Joel	3 December 2022	Eden Park	<ul style="list-style-type: none"> Monthly international visitors (256.5k) were up 4655.4% on the previous December.
Kendrick Lamar	16 - 17 December	Spark Arena	<ul style="list-style-type: none"> For the month of December 2022, there were 603.6k total guest nights in commercial accommodation in Auckland, up 237.4% on the same month last year.
World School Sevens	17 - 18 December 2022	Pakuranga Rugby Club	<ul style="list-style-type: none"> There were 405.5k domestic guest nights in commercial accommodation (up 140.2%), and 198.1k international guest nights (up 1861.4%) in commercial accommodation in December 2022. For the month of December 2022, domestic tourism transactions (TECTs) was \$255.5m, up 40.3% compared with the same month in 2021. International tourism transactions in December 2022 was \$133.9m (up 438.3%) compared to December 2021.

Business Events Insights



aucklandunlimited.com





Auckland Tourism – Tourism Sentiment Index

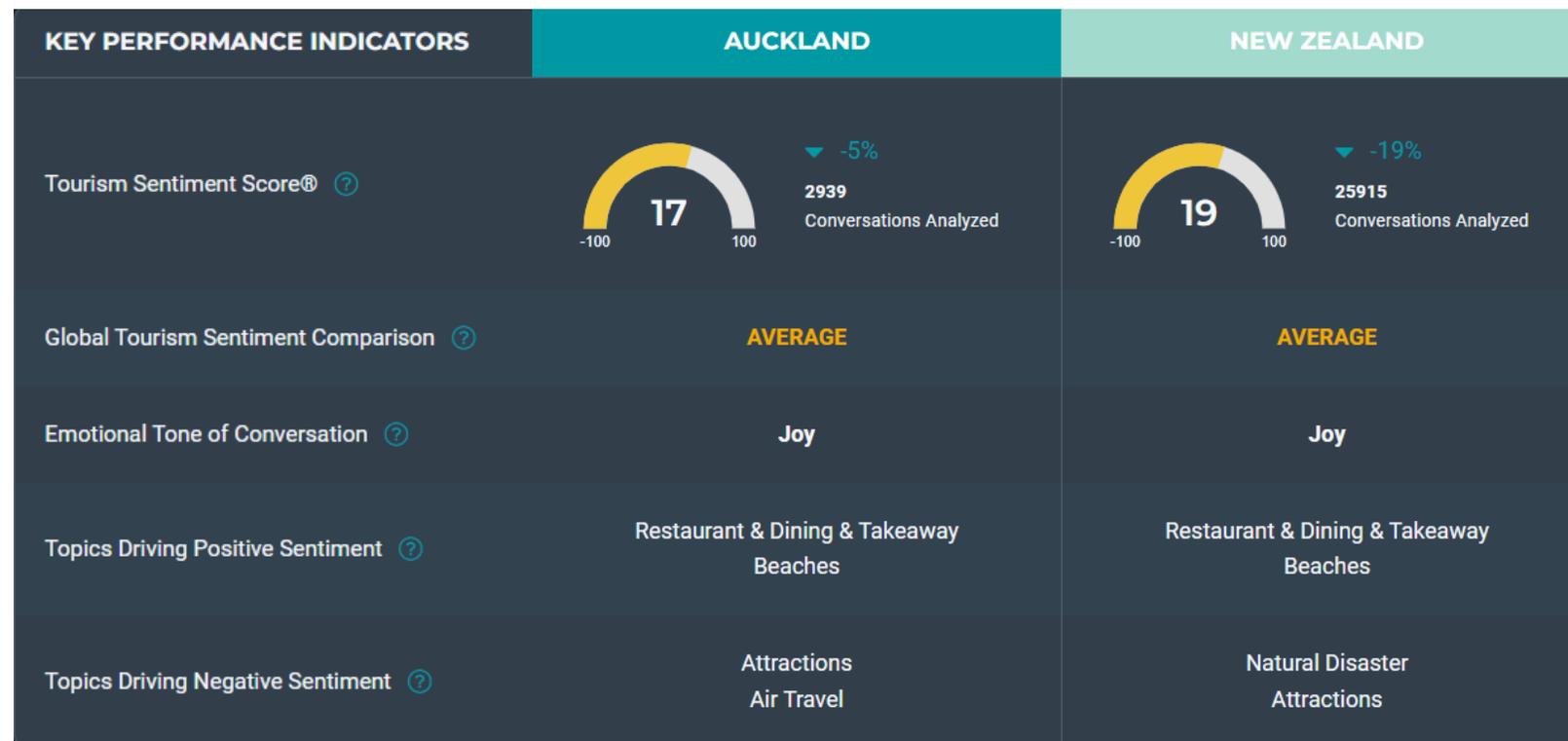
Tourism Sentiment Index (TSI)

- 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 December 2022 was +17 (-2pts to NZ), down 3 points to December 2021.
- Of all conversations online being driven by Auckland’s tourism experience or products, 20% of those conversations were identified as destination promoters.
- This includes 2,939 online conversations about Auckland (down 5%), while 25,915 online conversations were included for NZ (down 19%).
- 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.
- 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 ‘Beaches’, while negative sentiment was also driven by ‘Attractions’ and ‘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 December 2022 were Access and Transportation (40%), followed by Food and Culinary (13%), and Amenities and Entertainment (12%).
- The category with the highest sentiment was Destination Services (31), followed by Food and Culinary (25), and Relaxation and Wellness (23), while Safety (0), and Access and Transportation (7) had the lowest sentiment.
- Sub-categories that drove positive sentiment were Motorsports (88), Weddings (80), Fishing (52), and Street & Public Art (47).
- The lowest sentiment was recorded in Natural Disaster (-2), Ground transportation (-2), and Architecture (3).
- Across the board, Auckland scored lower in all sentiment categories in comparison to NZ, but equal in Food and Culinary.
- Joy was the general emotional tone for almost all categories for the month of December 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	40% ▲ 8%	Anger	7 Average	22% ▲ 5%	Joy	6 Average
▲ Food + Culinary	13% ▼ 7%	Joy	25 Average	15% ▲ 0%	Joy	25 Average
▲ Outdoor Activities	12% ▲ 2%	Joy	17 Average	22% ▲ 4%	Joy	22 Average
▲ Amenities + Entertainment	10% ▼ 4%	Joy	21 Average	12% ▼ 6%	Joy	23 Average
▲ Relaxation + Wellness	9% ▲ 2%	Joy	23 Average	8% ▲ 2%	Joy	26 Average
▲ Safety	8% ▲ 0%	Fear	0 Average	12% ▼ 2%	Fear	-3 Average
▲ Destination Services	6% ▲ 0%	Joy	31 Average	6% ▲ 0%	Joy	36 High
▲ Culture + History	2% ▼ 1%	Joy	13 Average	4% ▼ 1%	Joy	16 Average

Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated from 1st January 2022 to 31st December 2022.
- Auckland’s TSI peaked in February 2022 but dropped in March-April 2022. TSI then rebounded in May but fell in June-July 2022.
- Tourism Sentiment (for both Auckland and NZ) rose in the month of August and held steady until November but dropped in December 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%

YE June 2022

-3

Compared to
YE June 2021

DETRACTORS

29%

YE June 2022

+3

Compared to
YE June 2021

TOTAL NPS

1

YE June 2022

-6

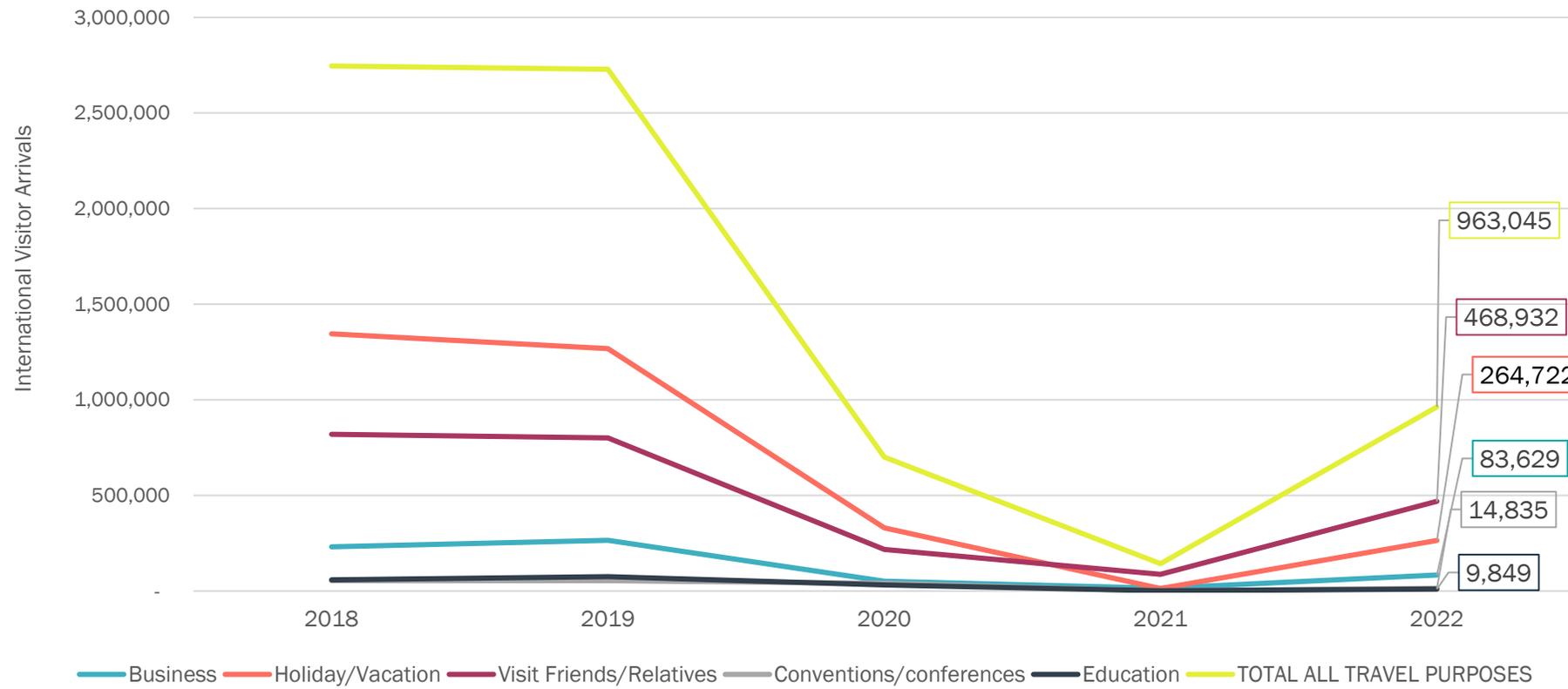
Compared to
YE June 2021

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.



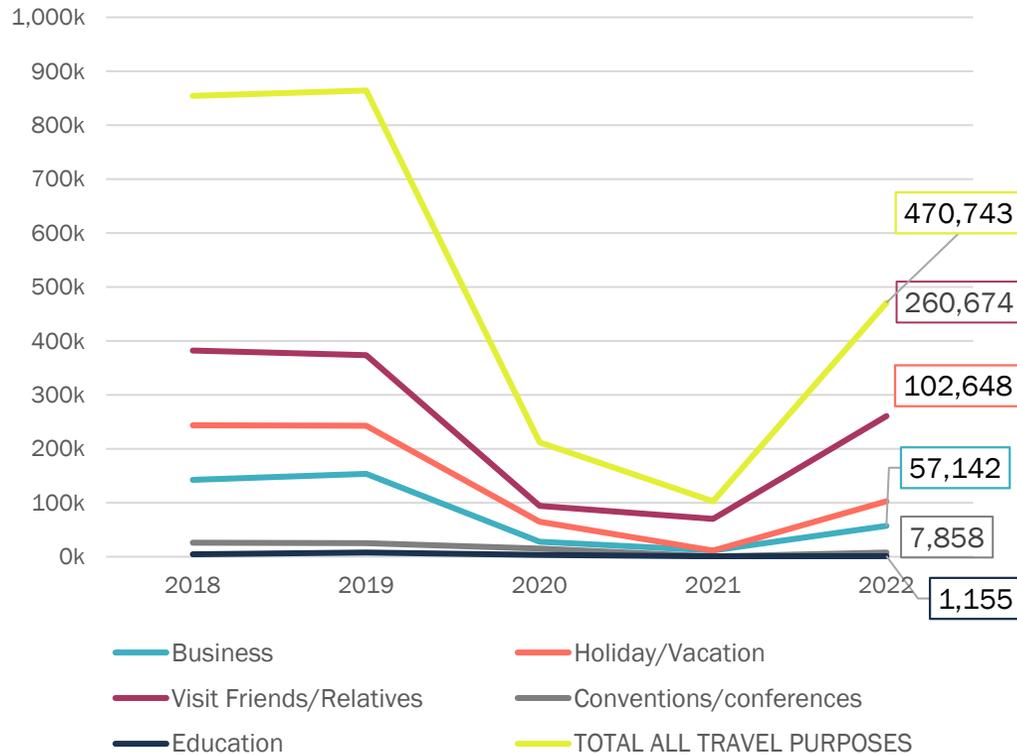
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE December

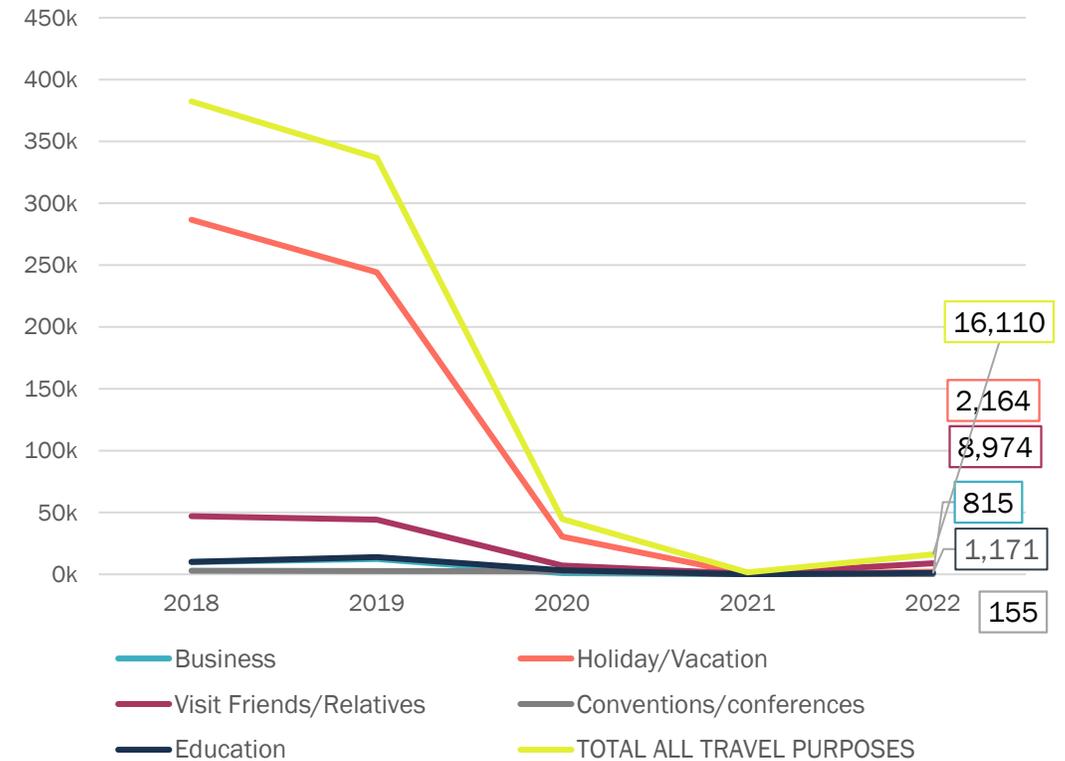


Five-year visitor arrivals to Auckland, YE December

Australia

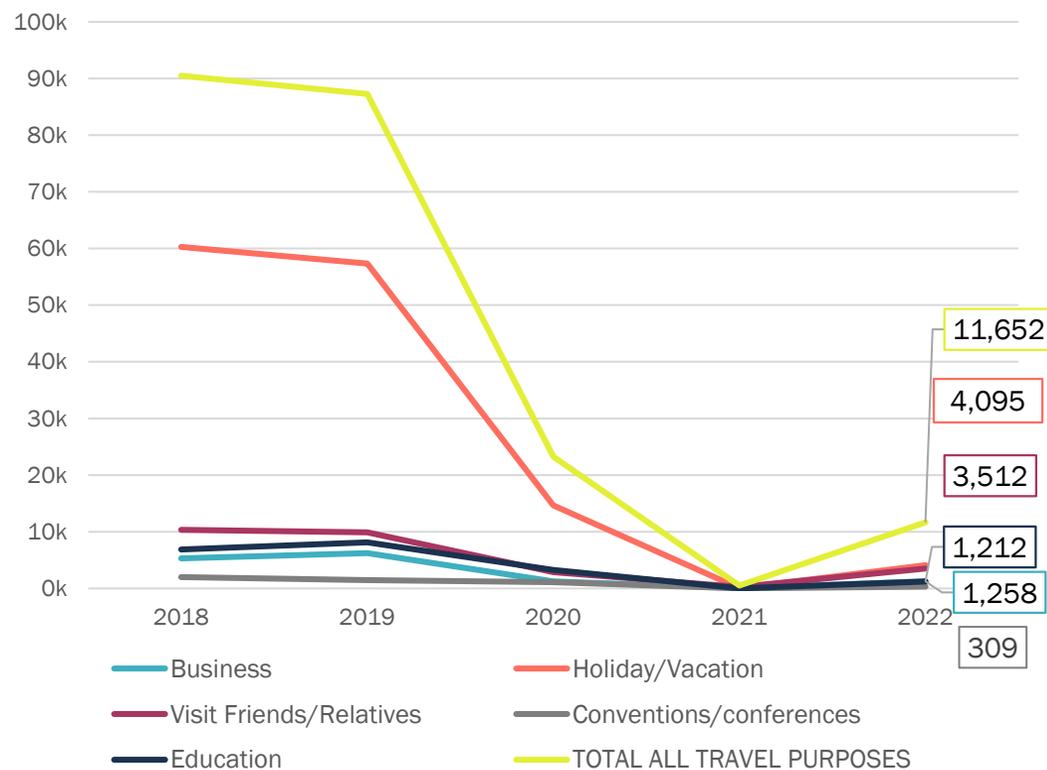


China

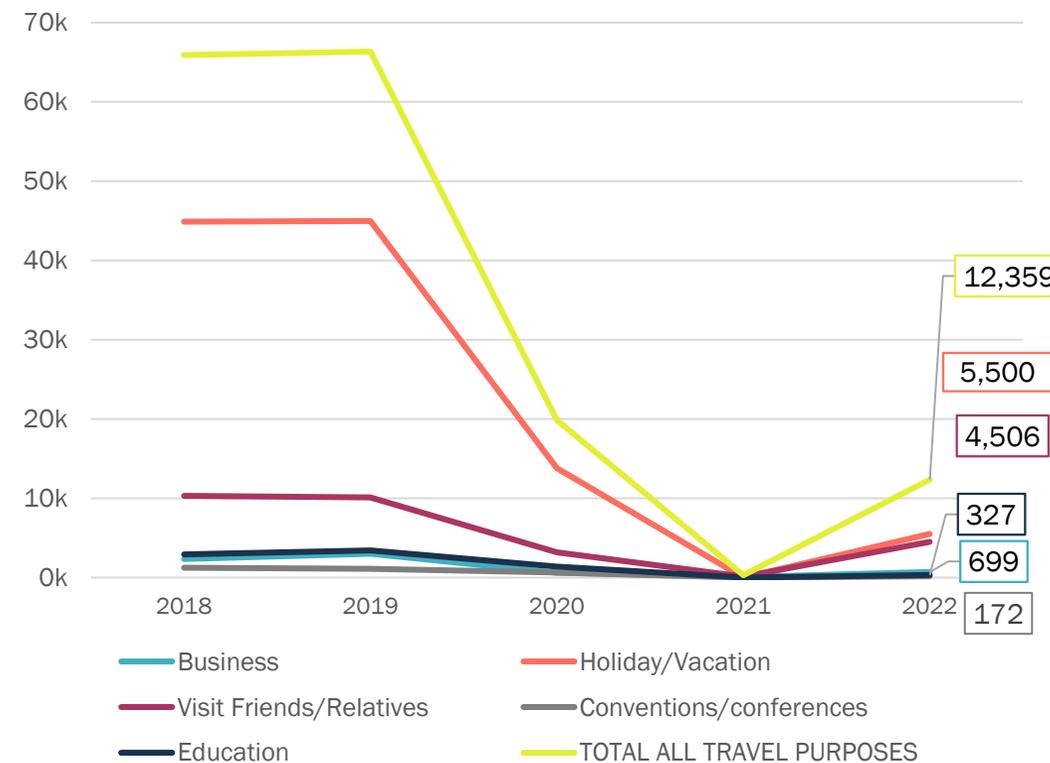


Five-year visitor arrivals to Auckland, YE December

Japan

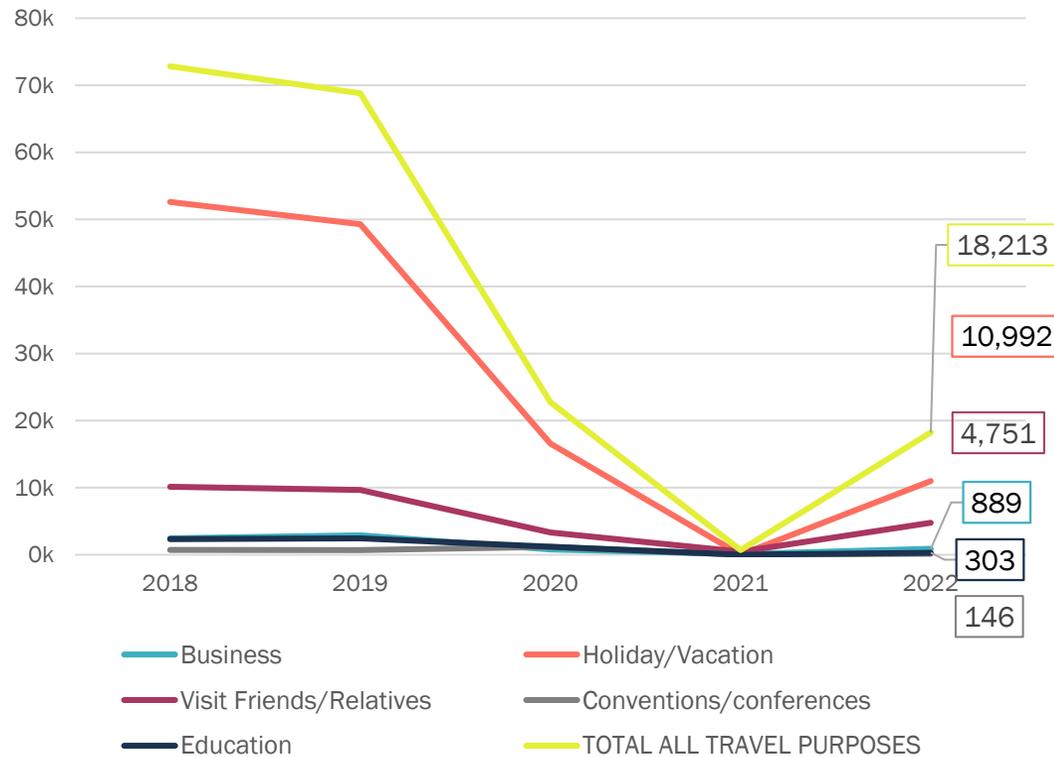


Korea

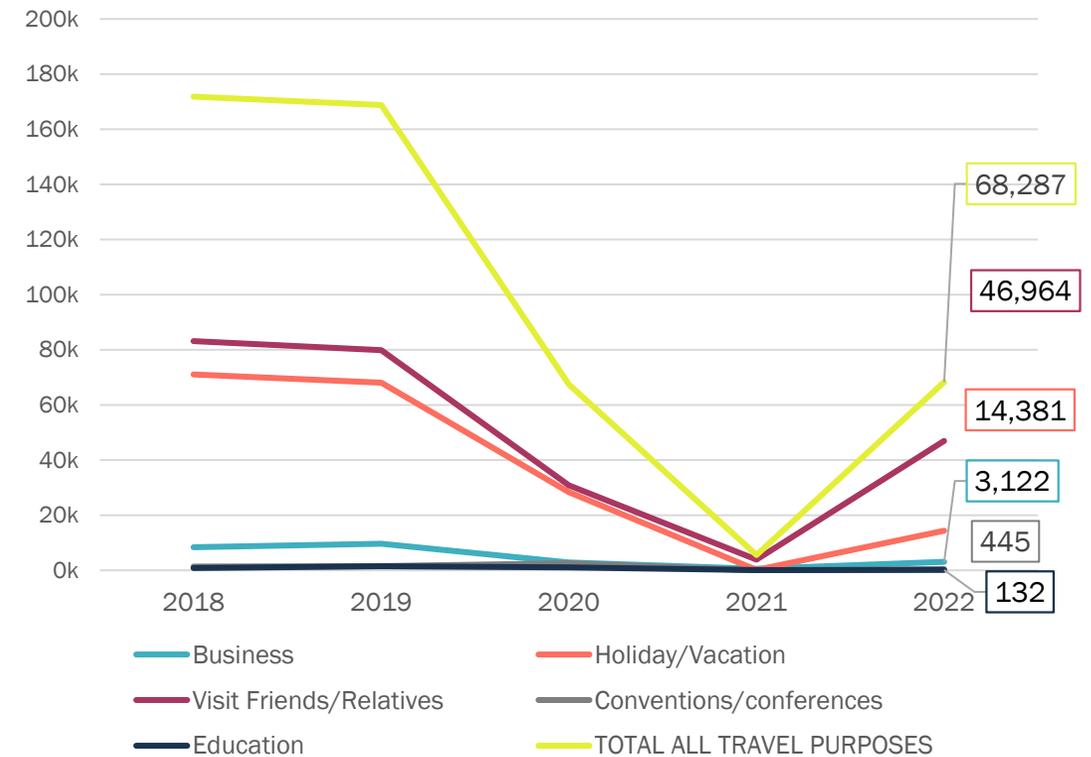


Five-year visitor arrivals to Auckland, YE December

Germany

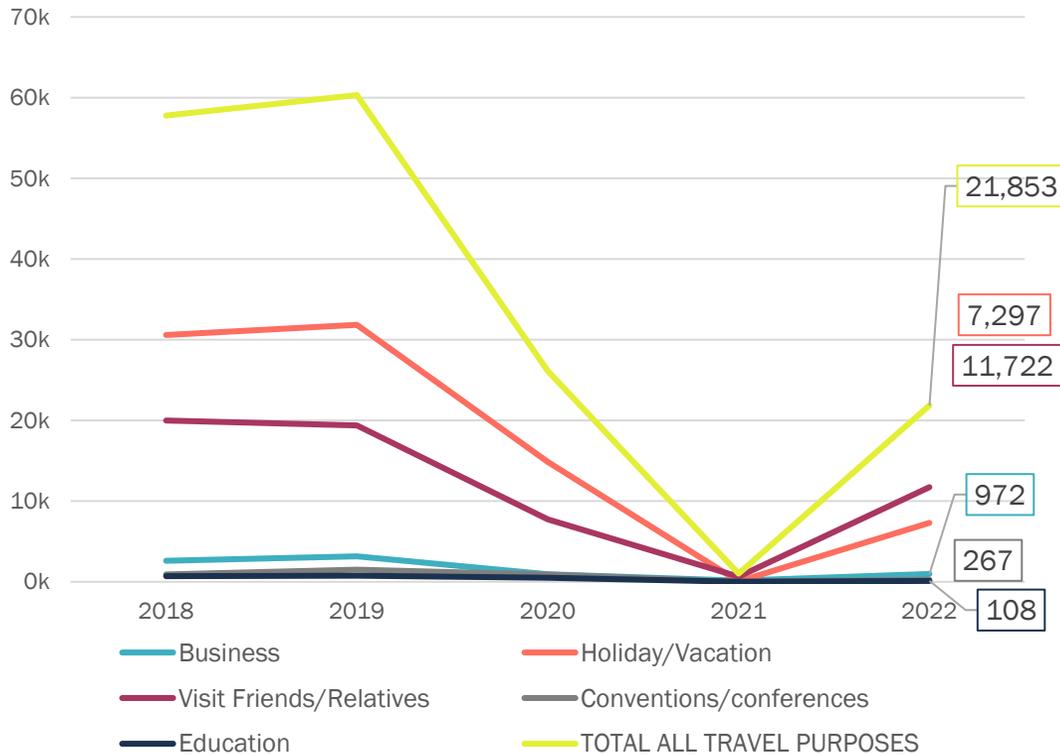


UK

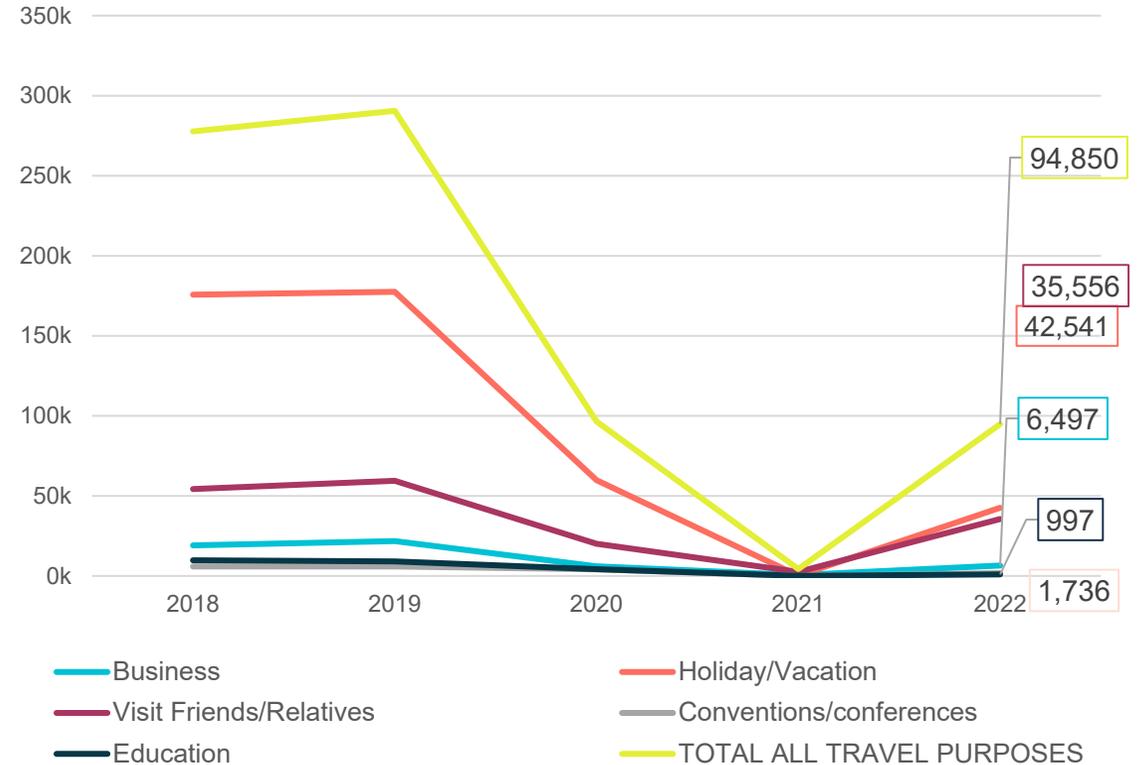


Five-year visitor arrivals to Auckland, YE December

Canada



US



Ngā mihi Thank you

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