

Tātaki  
Auckland  
Unlimited



# Auckland Visitor Survey (AVS) Insights Report

YE June 2022

Insight into visitors' characteristics, behaviour,  
experience and perceptions of the Auckland region

Prepared August 2022

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[aucklandunlimited.com](https://aucklandunlimited.com)



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# Introduction

To support Destination AKL 2025, and with an increased emphasis on destination management, the Auckland Visitor Survey (AVS) was created to guide decision making, as well as to track visitor behaviour, experience and perceptions of the region.

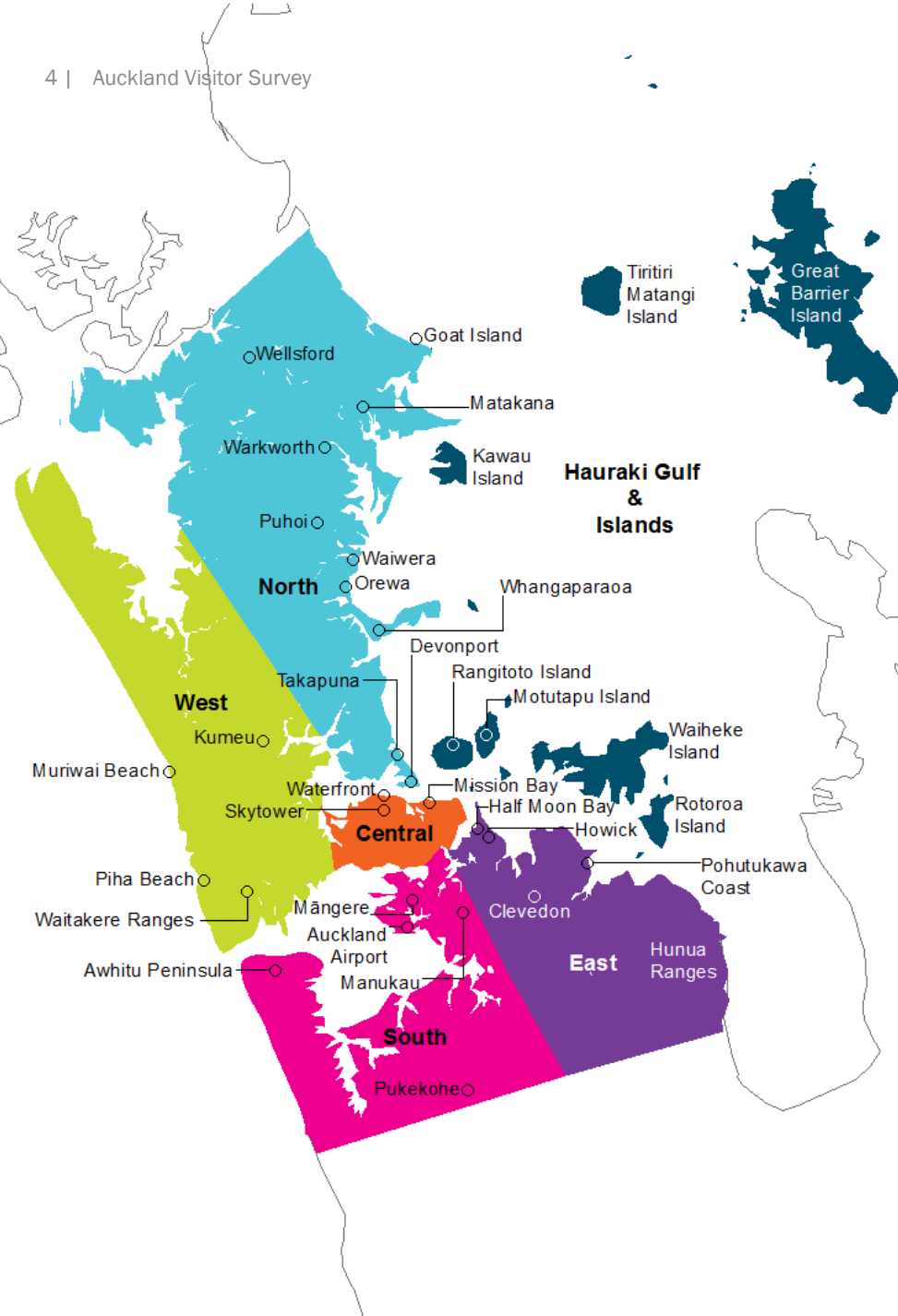
We use a variety of tourism datasets to monitor Auckland's performance. The AVS supplements these high-level statistics with more specific regional data and information. The key features of the AVS are that it provides more detailed sub-regional information instead of just an overall Auckland view and that the survey includes both international and domestic visitors. The AVS complements rather than duplicates existing visitor datasets and includes all common visitor categories.

The vision for the AVS is to become a valuable tool for both the public and private sector to gain more insights for destination planning and development.

Due to border closures and while the international component of the AVS is paused, only domestic visitor data will be captured until further notice. Presented here is a high level summary report of year-end June 2022 findings. More detailed information is available by request.







# Methodology

The Auckland Visitor Survey includes domestic and international visitors to the Auckland region. It covers visitors to all six sub-regions (Central, North, South, East, West, and Hauraki Gulf and Islands). N=800 interviews are completed in each year of the year, aggregating to a total of n=3,200 interviews per annum. The sample is split 50% domestic and 50% international.

Note: Due to international travel restrictions and lockdowns, no data collection occurred in quarter 2, 2020. From quarter 3 2020 onwards, data is for domestic visitors only. In this report, year-end June 2022 results are compared to year-end June 2021 domestic visitor results.

Domestic respondents are sourced from a consumer panel. They need to live outside Auckland and have visited Auckland overnight in the past three months, as well as be 18+ in order to qualify. Qualifying panelists complete the same survey as international visitors, but as an online mobile-optimised survey.

International respondents are recruited at visitor sites around the Auckland region, on randomly selected days each year. A combination of sites are used to ensure a good cross-section of visitors is included. To qualify, respondents must be 19+, usually live outside New Zealand, and have stayed at least one night in the region at the time of participating in the survey. International respondents participate by completing a questionnaire on an iPad or online survey.

The current report looks at one year's sample. For the year to June 2022, the total sample size was n=1,493 with only domestic visitors and no international visitors.

The previous reports including international visitors can be found [here](#).



# Key Findings



- This summary compares Auckland Visitor Survey insights from the year ending June 2022 with the year ending June 2021.
- **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 family members (NPS -12).
- **Domestic visitor satisfaction** with their **overall experience was down slightly** (-0.1), at **7.3 out of 10**.
- Overall, domestic visitor's patterns of visitation to Auckland's sub-regions, activities and attractions and

transport use have generally remained consistent.

- 53% travelled with their partner/spouse, and 27% travelled alone or with a child/children (22%).
- 59% of domestic visitors visited Auckland only, while 15% combined their visit with Northland and 24% with Waikato/Hamilton.
- **Profiling visitors to Auckland aged 18-29 years** shows that this visitor group are more likely to be travelling to Auckland for a holiday or short break (35% vs 25% overall), and travelling with their family (18% vs 9% overall) or with friends (11% vs 7% overall). They are also more likely to spend a greater proportion of overnight stays on their trip to the Auckland region in Central Auckland (65% vs 49% overall) and in East Auckland (18% vs 13% overall). In Central Auckland, they are more likely to visit Auckland Zoo (24% vs 19% overall), the Auckland Art Gallery (16% vs 9% overall) and Eden Park (14% vs 8%).
- To improve this group's NPS, improving transport accessibility could be a key area of focus, especially given 74% use a private or rented vehicle to get around. This group experiences lower satisfaction

across a range of transport metrics including ease of parking your vehicle (5.2 vs 5.9 overall), ease of driving around (5.6 vs 6.1 overall), ease of finding your way around (6.5 vs 7.0 overall) and local transport options and services generally (6.6 vs 6.9 overall). Younger visitors are also more likely to cite 'reducing traffic' in their suggestions to improve their Central Auckland experience, when compared with all age groups.

- Auckland Zoo received 19% of domestic visitors in the sample for Central Auckland, followed by the Auckland Museum (14%), Auckland Art Gallery (9%), MOTAT (7%), NZ Maritime Museum (6%), and Torpedo Bay Navy Museum (3%) in North Auckland.
- **Satisfaction with the activities and attractions slipped in the year to June 2022** with central, South and East Auckland scoring above 7 out of the 10, while North, West and Hauraki Gulf and Islands scored 8 or above.
- In order to improve the overall visitor experience, domestic visitors frequently mentioned the **need to improve the traffic, parking, roads, public transport, and cost** in all regions.



# Visitor Experience



[aucklandnz.com](http://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







**Auckland Visitor Survey – Travel Behaviour  
Data**



# Domestic visitor travel behaviour

- In the year to June 2022, half of domestic visitors travelled to Auckland to visit family and friends (48%), while a quarter (25%) visited for a holiday, vacation or short-break.
- 59% of visitors visited Auckland only, while 15% combined their visit with Northland and 24% with Waikato/Hamilton.
- 53% travelled with their partner/spouse, and 27% travelled alone or with a child/children (22%).
- 49% stayed in Auckland only on their trip, while 51% stayed two (30%) or more (21%) times during the same trip.
- 49% had visited Auckland many times prior to this trip, 23% had visited 1-3 times before, 23% used to live in Auckland and 5% visited Auckland for the first time.

## Travel Party

**53%** 

Travelled with partner/spouse

**27%** 

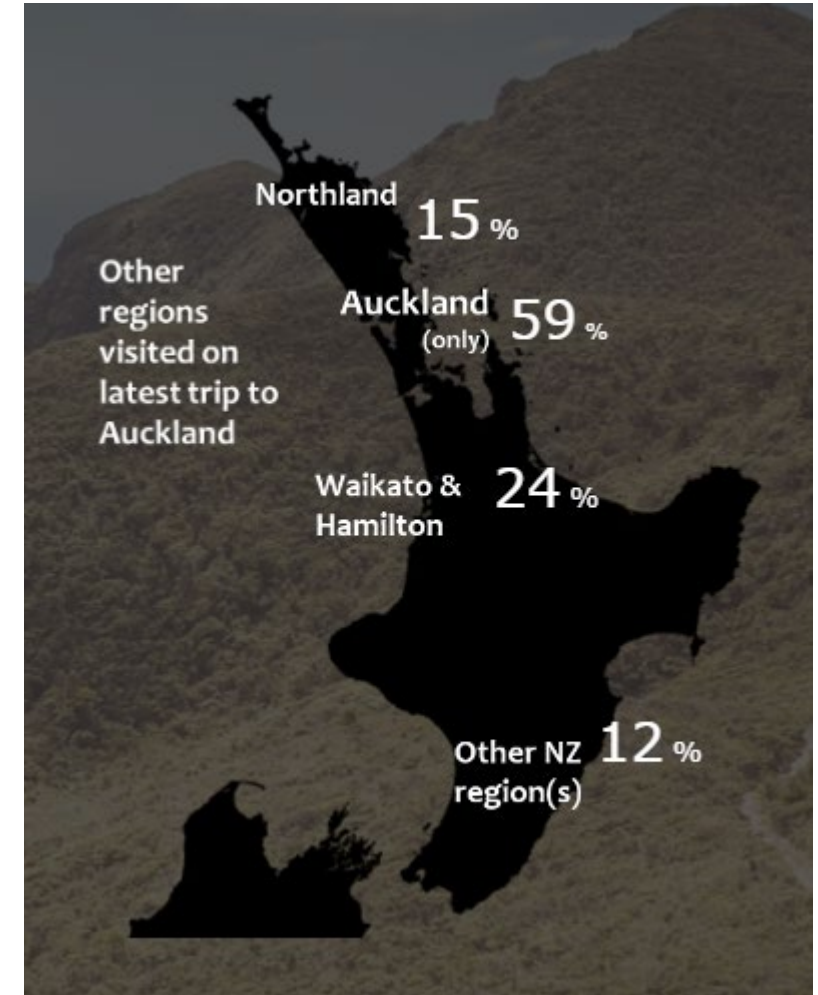
Travelled alone

**22%** 

Travelled with children

No. of stays in Auckland on trip	%
0 (Day trip)	0%
1	47%
2	31%
3+	21%

n= 1,493





A photograph of a couple standing on a wooden deck inside a tent. The tent has a high, peaked roof and is open to a lush green forest. The couple is smiling and looking towards the camera. The woman is wearing a brown top and a patterned skirt, and the man is wearing a blue jacket and shorts. There are lanterns hanging from the tent's interior, and a table with books is visible in the foreground. The overall atmosphere is warm and inviting.

# Auckland Visitor Survey – Accommodation Data



# Domestic visitors stayed an average of 3.6 nights in Auckland

- For the year to June 2022, domestic visitors stayed an average of 3.6 nights in Auckland.
- The region with the highest average length of stay was Central Auckland, with an average stay of 1.2 nights.
- Domestic visitors stayed an average of 0.9 nights in North Auckland, 0.5 nights in South Auckland, 0.4 nights in West Auckland, 0.3 nights in East Auckland and 0.3 nights in the Hauraki Gulf and Islands.
- Results were similar to year-end June 2021.

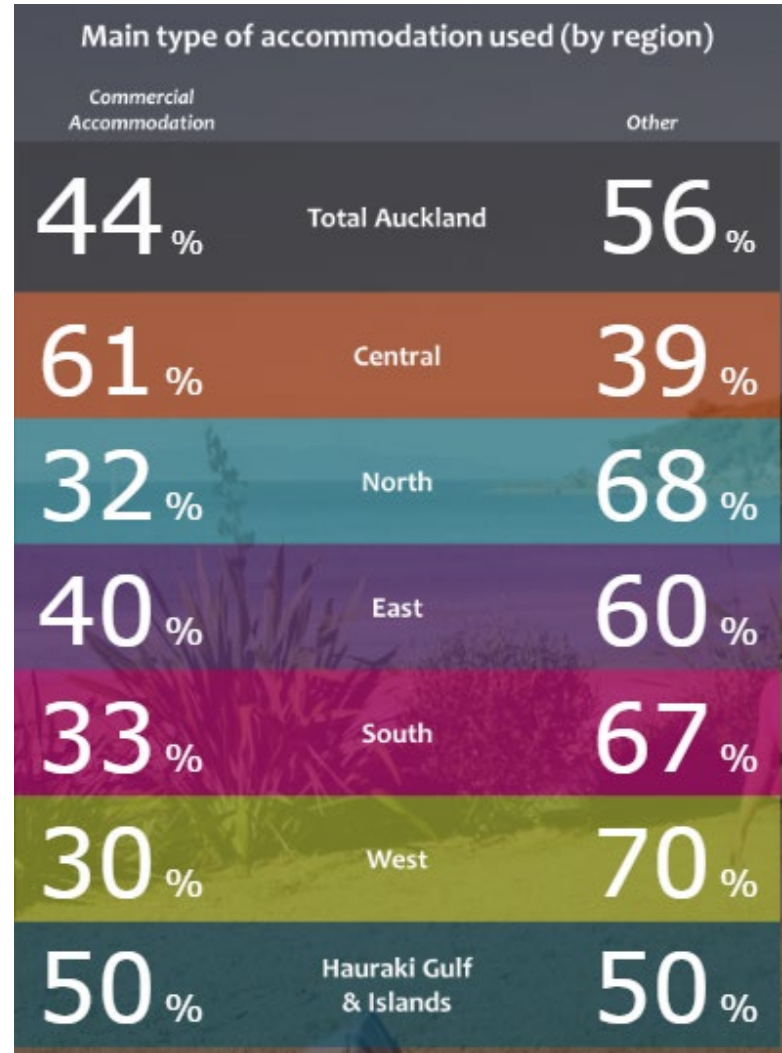




# Accommodation Type & Satisfaction

- In YE June 2022, overall 44% of domestic visitors to Auckland stayed in commercial accommodation, while 56% stayed in other types of accommodation (e.g., private homes and Airbnb, etc.\*)
- A larger proportion of visitors stayed in other types of accommodation in West (70%), North (68%), South (67%), and East (60%) Auckland compared to commercial accommodation, while a slightly higher proportion of visitors stayed in commercial accommodation in Central Auckland (61% up 7%) compared to other accommodation.
- Overall, domestic visitors were most satisfied with the level of customer service and quality of accommodation (rating these aspects 7.7 out of 10). The value (7.6) of their accommodation was also well rated. Ratings were similar to YE June 2021.

[aucklandunlimited.com](http://aucklandunlimited.com)



n= 819



\* Please note: A detailed breakdown of the included accommodation categories is available.





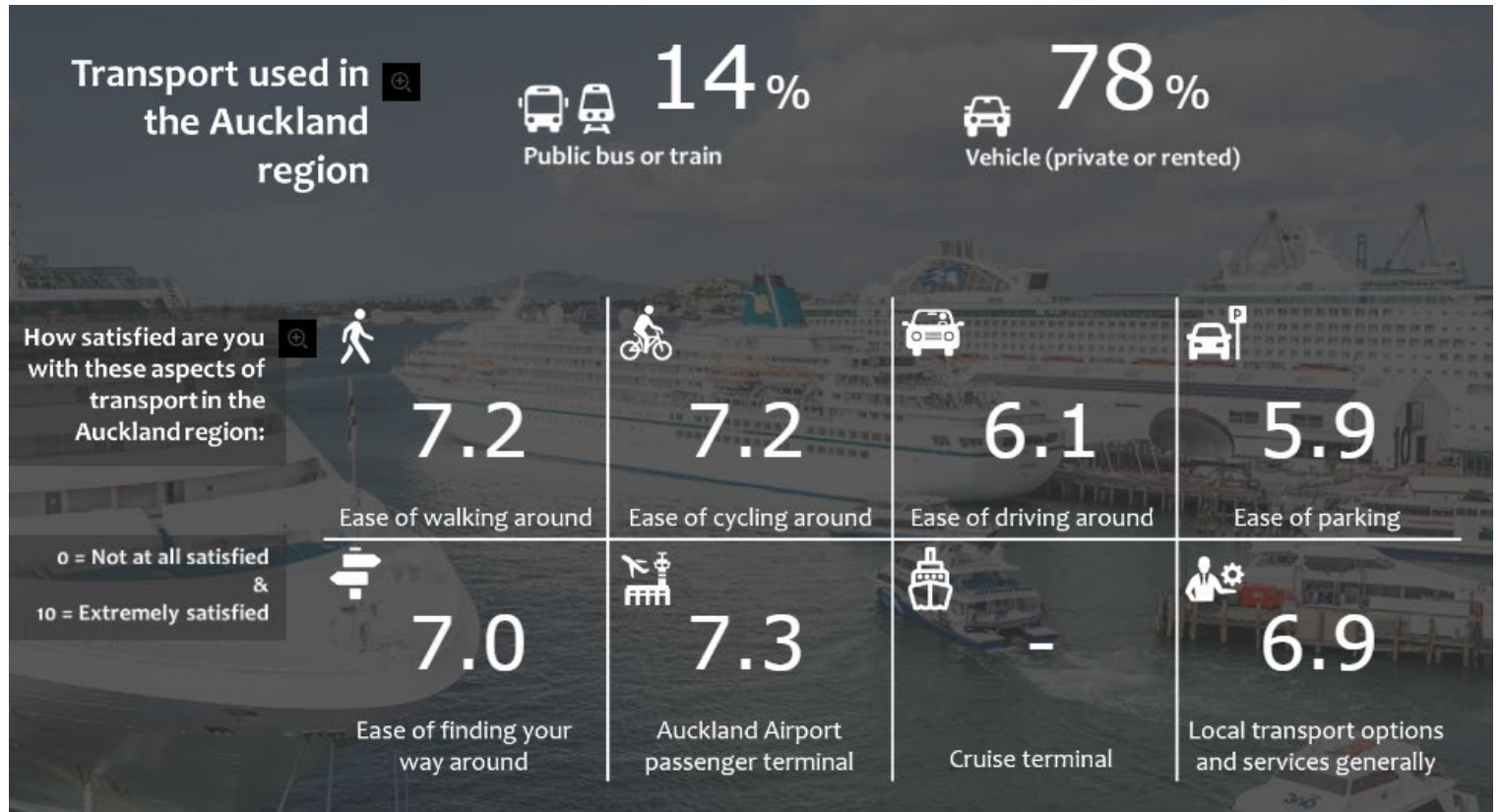
# Auckland Visitor Survey - Transport Data



# Transport Domestic visitors

- In the year to June 2022, the main mode of transport for domestic visitors visiting Auckland was a private or rented vehicle (78%), followed by public bus or train (14%).
- Domestic visitors were most satisfied with the Auckland Airport passenger terminal (7.3 out of 10), followed by the ease of cycling and walking around (both rated 7.2 out of 10).
- Ease of parking (5.9) and ease of driving around (6.1) were the usual, lowest rated transport aspects.
- YE June 2022 results were similar to YE June 2021.

[aucklandunlimited.com](http://aucklandunlimited.com)



n= 1,493





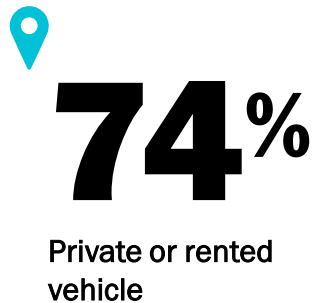
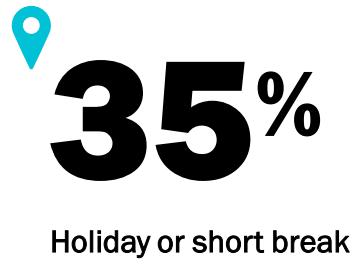
# Auckland Visitor Survey – Visitor Profile



# Visitor Profile – Age group 18-29 years



- Profiling visitors to Auckland aged 18-29 years shows that this visitor group are more likely to be travelling to Auckland for a holiday or short break (35% vs 25% overall), and travelling with their family (18% vs 9% overall) or with friends (11% vs 7% overall). They are also more likely to spend a greater proportion of overnight stays on their trip to Auckland in Central (65% vs 49% overall) and East Auckland (18% vs 13% overall). In Central Auckland, they are more likely to visit Auckland Zoo (24% vs 19% overall), the Auckland Art Gallery (16% vs 9% overall) and Eden Park (14% vs 8%).
- To improve this group’s NPS, improving transport accessibility could be a key area of focus, especially given 74% use a private or rented vehicle to get around. This group experiences lower satisfaction across a range of transport metrics including ease of parking your vehicle (5.2 vs 5.9 overall), ease of driving around (5.6 vs 6.1 overall), ease of finding your way around (6.5 vs 7.0 overall) and local transport options and services generally (6.6 vs 6.9 overall). Younger visitors are also more likely to cite ‘reducing traffic’ in their suggestions to improve their Central Auckland experience, when compared with all age groups.



Behavior / Demographic	%
Likely to visit for holiday or short break	35%
Use private or rented vehicle	74%
Travel with family	18%
Or friends	11%
Stay in Central Auckland and visit:	65%
- Auckland Zoo	24%
- Auckland Art Gallery	16%
- Eden Park	14%
Stay in East Auckland	18%



A scenic view of a beach with two women standing on a rocky outcrop, looking out at the ocean under a large tree. The scene is bright and clear, with a blue sky and a calm sea. The women are dressed in casual attire, and the overall atmosphere is peaceful and inviting.

# **Auckland Visitor Survey – Attractions & Activities Data**



# Satisfaction with Activities and Attractions



**CENTRAL AUCKLAND**  
YE June 2022  
-0.4



**NORTH AUCKLAND**  
YE June 2022  
-0.3



**EAST AUCKLAND**  
YE June 2022  
-0.3



**SOUTH AUCKLAND**  
YE June 2022  
-0.4



**WEST AUCKLAND**  
YE June 2022  
-0.3



**HAURAKI GULF & ISLANDS**  
YE June 2022  
-0.2



# Attractions & Activities Central Auckland



Filter results by:

YE MAR 20	Q1 2021
YE JUN 21	Q2 2021
YE SEP 21	Q3 2021
YE DEC 21	Q4 2021
YE MAR 22	Q1 2022
YE JUN 22	Q2 2022

REASON FOR VISIT

Visitors on holiday

Visit friends & family

 ORIGIN

Domestic Visitors 

International Visitors 

**73%**  
of visitors to the Auckland region  
visited or thought they visited  
Central Auckland

**7.9**  
Average Satisfaction  
with Attractions and  
Activities  
(out of 10)

Areas & Attractions Visited

---

Activities Done  
Break down of Maori Cultural Activity  
or Experiences done

What, if anything, could have improved your experience of Central Auckland?  
(Comments from Q1 2022 respondents – DOMESTIC only)

**MORE PARKING**  
**VALUE FOR MONEY**  
**REDUCE TRAFFIC**  
**CLEANER & MORE VIBRANT AREAS**  
**PUBLIC TRANSPORT**  
**WAYFINDING**  
**CHEAPER PARKING**

IMPROVE SERVICE/FRIENDLINESS  
LESS HOMELESS PEOPLE  
LESS CONSTRUCTION & ROAD WORKS  
TOO MANY PEOPLE  
ROADING & INFRASTRUCTURE  
SAFETY & SECURITY

"Clean up downtown. It is awful. Queen street is so depressing and now feels unsafe and unsavoury even during the day. What has been going on up there? How did you let it get so bad?"

"Less road works and better identified traffic lanes"

"It's just so busy that it makes it hard to navigate at times. Often other traffic knows their way around so they zip in and out of lanes leaving someone who's not confident around Auckland feeling a bit lost."

The parking in Central Auckland is a disaster, even on a weekday night, it is crowded with vehicles and we spent over 15 minutes looking for a parking spot. Definitely need more public parking space with clear signs.

"Queen st. is not good! with bus lanes, planter boxes, no turn right etc it is a mess!! no one is going into queen st now, what a hassle. people going to malls or Newmarket!"

"Less homeless and undesirable people in the CBD. It feels unsafe."

"It's just so busy that it makes it hard to navigate at times. Often other traffic knows their way around so they zip in and out of lanes and traffic leaving someone who's not confident in their way around Auckland a bit lost."

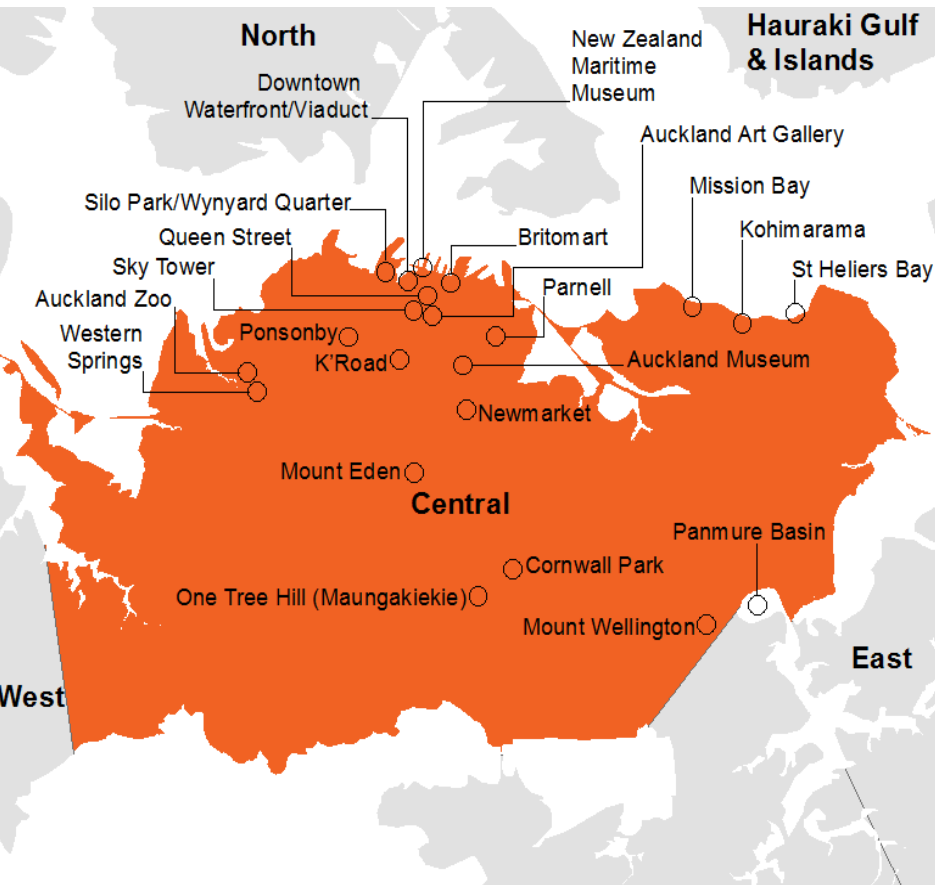


Note: In Q2 2020, no data collection occurred. From Q3 2020 onwards, data is domestic only. In Q4 2021 and Q1 2022 respectively, only 60% and 98% of the quarterly sample was collected. Please click here to the 'About' page for information.



# Top 10 Attractions - YE June 2022

## Central Auckland



- Three quarters of domestic visitors to Auckland (73%) visited Central Auckland in the year to June 2022 (down 4% on YE June 2021). The average satisfaction with Central Auckland’s activities and attractions was 7.9 out of 10 (down 0.4 points on YE June 2021).
- 33% of visitors went to Queen Street, 31% visited the Sky Tower and 27% visited the Downtown Waterfront and Viaduct. K’Road (15%) featured in domestic visitors top ten attractions in YE June 2022 while Auckland Museum (18%) was in YE June 2021. In comparison to YE June 2021, visitation to Newmarket (-6%), Sky Tower (-5%), Queen St (-4%), and Auckland Zoo (-4%) was down this year.



Share of domestic visitors in Auckland  
-4%



Satisfaction with Activities & Attractions  
-0.4

Rank	Attraction	%
1	Queen Street	33%
2	Sky Tower	31%
3	Downtown Waterfront/ Viaduct	27%
4	Sky City Casino	22%
5	Britomart	19%
6	Auckland Zoo	19%
7	Newmarket	19%
8	Ponsonby	17%
9	Mission Bay	16%
10	K’Road	15%

[aucklandunlimited.com](http://aucklandunlimited.com)

n = 1,087

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.



## Top 10 Activities Central Auckland

- Of the domestic visitors that visited Central Auckland in the year to June 2022, the most popular activities were visiting a restaurant or café (56%) followed by shopping (47%), going to a bar, pub or nightclub (26%), general exploration (24%), visiting a market (22%) and going to the beach (21%).
- YE June 2022 results were similar to YE June 2021.

### DOMESTIC

#	Activity	%
	1 Restaurant or café	56%
	2 Shopping	47%
	3 Bar, pub or nightclub	26%
	4 General exploration	24%
	5 Visited a market	22%
	6 Went to the beach	21%
	7 Sightseeing	19%
	8 Casino or gambling	19%
	9 Visited art galleries, museums, historic sites	15%
	10 Walking, hiking, climbing, trekking, tramping	13%



# Māori Cultural Attractions Central Auckland

- Of the survey respondents who partook in Māori cultural activities or experiences in Central Auckland in the year to June 2022, almost half of domestic visitors saw a live performance (44%, up from 38% in YE Dec 2021).
- 42% experienced artefacts, art or crafts 40% (down from 65%), 35% visited a marae (down from 60%), 35% experienced a guided tour, 26% ate traditional Māori food (down from 46%), and 21% observed another Māori cultural activity (up from 8%).
- Nb. Current sample sizes are relatively small for these categories.*

[aucklandunlimited.com](http://aucklandunlimited.com)



Rank	Activity	YE Jun 2021	YE Jun 2022
1	Saw a live performance	38%	44%
2	Experienced artefacts, art or crafts	65%	42%
3	Visited a marae	60%	35%
4	Experienced a guided tour	33%	35%
5	Ate traditional food	46%	26%
6	Another Māori cultural activity	8%	21%
	n=	48	43





## Improvement in Central Auckland

- The majority of survey respondents were positive about their experience in Central Auckland stating that “Nothing” would have improved their visit.
- However, the top themes to improve the visitor experience in Central Auckland were:
  - More and cheaper parking.
  - Less traffic.
  - Better public transport.
  - General clean up.
  - Reduce costs.
  - Better wayfinding/road signage.
  - Solution for homeless people.
  - Upgrade/finish roads and footpaths.
  - Improve safety.
  - Less and friendlier people.





## Key Attractions Auckland

- In the year to June 2022, Auckland Zoo received 19% of domestic visitors in the sample for Central Auckland, followed by the Auckland Museum (14%), Auckland Art Gallery (9%), MOTAT (7%), NZ Maritime Museum (6%), and Torpedo Bay Navy Museum (3%) in North Auckland.
- YE Jun 2022 visitation was down across almost all key attractions in comparison to the previous YE (Jun 2021).

[aucklandunlimited.com](http://aucklandunlimited.com)

#	Attraction	YE Jun 2021	YE Jun 2022	% change
1	Auckland Zoo	23%	19%	-4%
2	Auckland Museum	18%	14%	-4%
3	Auckland Art Gallery	11%	9%	-2%
4	MOTAT	8%	7%	-1%
5	NZ Maritime Museum	9%	6%	-3%
6	Torpedo Bay Navy Museum	6%	3%	-3%

Central Auckland YE Dec 2021 n = 1,317  
 Central Auckland YE Jun 2022 n = 1,087  
 North Auckland YE Dec 2021 n = 813  
 North Auckland YE Jun 2022 n = 696



# Attractions & Activities North Auckland



Filter results by:

YE MAR 20	Q1 2021
YE JUN 21	Q2 2021
YE SEP 21	Q3 2021
YE DEC 21	Q4 2021
YE MAR 22	Q1 2022
YE JUN 22	Q2 2022

REASON FOR VISIT

Visitors on holiday

Visit friends & family

ORIGIN

Domestic Visitors

International Visitors

**47%**

of visitors to the Auckland region visited or thought they visited North Auckland

**8.1**

Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited

---

Activities Done

Break down of Māori Cultural Activity or Experiences done

- Home
- Explore
- Visitor Experience

What, if anything, could have improved your experience of North Auckland?  
(Comments from Q1 2022 respondents - DOMESTIC ONLY)

ROADING & INFRASTRUCTURE

**PARKING**

TOO MANY PEOPLE

IMPROVE SERVICE LEVELS

BETTER WAITING

LESS CONSTRUCTION & ROAD WORKS

CLEANER & MORE VIBRANT SPACES

VALUE FOR MONEY

BETTER PUBLIC TRANSPORT

**REDUCE TRAFFIC**

"More direction signs on motorways"

"More reliable public transport without a hop on to see Aucklanders can easily access it"

"Wider roads allow easy journey. Roads were narrow and congested with cars parked along the road and had to sit behind a bus because there was no room to pass while passengers got on and off"

"More rest rooms"

"Whangape Peninsula (Shakespeare Park) walk signage - was hard to find start of trail"

"The cafes all looked depressed and unappetising - after stopping at 3 we decided to go to a tried and true outlet in Greenwark Corner"

"If there were more street car parking options, it was a pain trying to find a park near the restaurant we went to."



Note: In Q2 2020, no data collection occurred. From Q3 2020 onwards, data is domestic only. In Q4 2021 and Q1 2022 respectively, only 60% and 98% of the quarterly sample was collected. Please click here to the 'About' page for information.

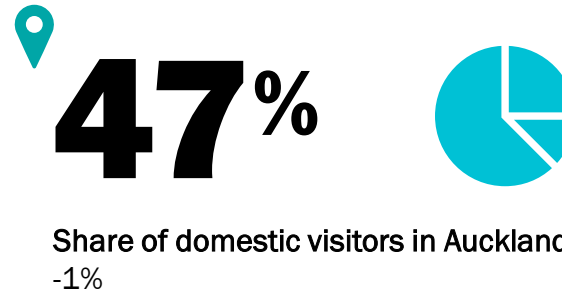
# Top 10 Attractions – YE June 2022

## North Auckland



n = 696

- In the year ending June 2022, almost half of the domestic visitors to Auckland (47%) visited the northern region. The average satisfaction with the activities and attractions in North Auckland was 8.1 out of 10 (similar results to YE June 2021).
- Year-end June 2022 top attractions for domestic visitors who visited North Auckland were Albany (20%), Takapuna (19%), and Devonport (18%). Whangaparaoa Peninsula (9%) made domestic visitors' top ten attractions in YE June 2022 while Matakana Village Farmers Market (9%) was in the YE June 2021 top ten.



Rank	Attraction	%
1	Albany	20%
2	Takapuna	20%
3	Devonport	18%
4	Orewa	14%
5	Warkworth	13%
6	Silverdale	13%
7	Wellsford	9%
8	Whangaparaoa Peninsula	9%
9	Matakana	9%
10	Mt Victoria	7%

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.



## Top 10 Activities North Auckland

- Of the domestic visitors that visited North Auckland in the year to June 2022, the most popular activities were visiting a restaurant or café (42%) followed by shopping (31%), going to the beach (31%), general exploration (19%) and visiting a market (17%).
- In YE June 2022 other water activities (7%) was in domestic visitors top ten list of activities to do in North Auckland while in YE June 2021 they visited wineries or breweries (8%).

### DOMESTIC

#	Activity	%
	1 Restaurant or café	42%
	2 Shopping	31%
	3 Went to the beach	31%
	4 General exploration	19%
	5 Visited a market	17%
	6 Bar, pub or nightclub	15%
	7 Walking, hiking, climbing, trekking, tramping	14%
	8 Sightseeing	10%
	9 Visited art galleries, museums and historic sites	7%
	10 Other water activities	6%





# Attractions & Activities East Auckland




Filter results by:


YE MAR 20	Q1 2021
YE JUN 21	Q2 2021
YE SEP 21	Q3 2021
YE DEC 21	Q4 2021
YE MAR 22	Q1 2022
YE JUN 22	Q2 2022

REASON FOR VISIT

Visitors on holiday

Visit friends & family

 ORIGIN

Domestic Visitors 

International Visitors 

**31%**

of visitors to the Auckland region visited or thought they visited East Auckland

**7.9**

Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited

---

Activities Done

Break down of Māori Cultural Activity or Experiences done



What, if anything, could have improved your experience of East Auckland?  
(Comments from Q2 2022 respondents – DOMESTIC only)

"More choices of activities among tourists"

"Service improvement"

"Travel and times to do so are a big factor when visiting any parts of Auckland, but as said before, make plans with times to travel as best as you can do and enjoy it all."

"Traffic was terrible!!!"

"Less people"

"More choice of quality hotels"

"Better public transport"

"Did not enjoy seeing homeless people"

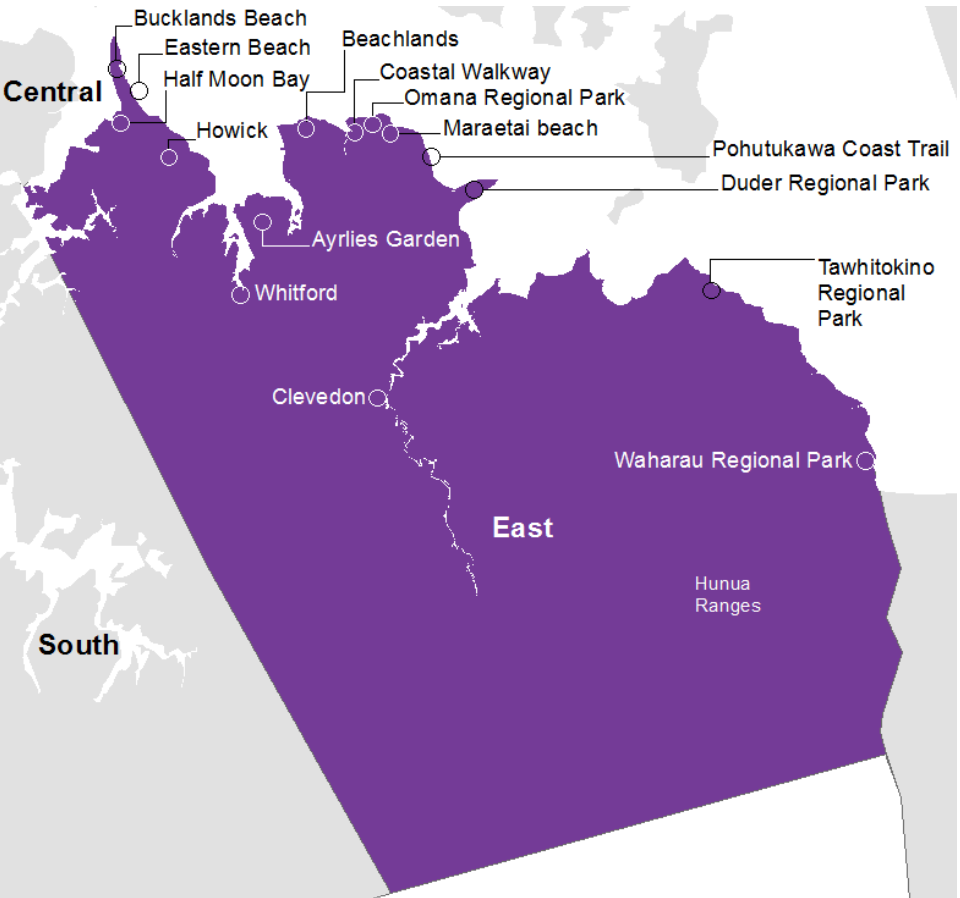
"Lots of road works made trip slower"



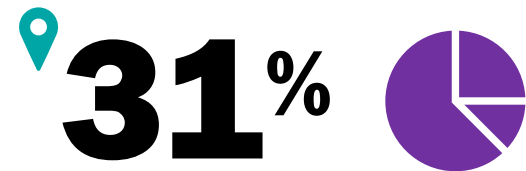
Note: In Q2 2020, no data collection occurred. From Q3 2020 onwards, data is domestic only. In Q4 2021 and Q1 2022 respectively, only 60% and 98% of the quarterly sample was collected. Please click here to the 'About' page for information.

# Top 10 Attractions - YE June 2022

## East Auckland



- In the year to June 2022, a third of domestic visitors (31%) to Auckland visited East Auckland (down 4%). The average satisfaction with East Auckland’s activities and attractions was 7.9 out of 10 (down 0.3 points).
- The top three attractions in East Auckland were Sylvia Park (28%), Howick (15%), and Half Moon Bay (14%). Maraetai Beach (11%) and Hunua Ranges (9%) were featured in the top 10 attractions for domestic visitors who visited East Auckland in YE June 2022, while Howick Historical Village (9%) and Clevedon Village Farmers Market made the top ten list in YE June 2021.



Share of domestic visitors in Auckland  
-4%



Satisfaction with Activities & Attractions  
-0.3



Rank	Attraction	%
1	Sylvia Park	28%
2	Howick	15%
3	Half Moon Bay	14%
4	Maraetai Beach	12%
5	Bucklands Beach	11%
6	Beachlands	10%
7	Clevedon	10%
8	Eastern Beach	9%
9	Hunua Ranges	9%
10	Coastal Walkway	8%

[aucklandunlimited.com](http://aucklandunlimited.com)

n = 470

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.



## Top 10 Activities East Auckland

- Of the domestic visitors that visited East Auckland in the year to June 2022, the most popular activities were visiting a restaurant or café (29%), followed by shopping (25%), going to the beach (23%), general exploration (17%) and visiting a market (16%).
- YE June 2022 results were similar to YE June 2021.

[aucklandunlimited.com](http://aucklandunlimited.com)

n = 470

### DOMESTIC

#	Activity	%
	1 Restaurant or café	29%
	2 Shopping	25%
	3 Went to the beach	23%
	4 General exploration	17%
	5 Visited a market	16%
	6 Walking, hiking, climbing, trekking, tramping	11%
	7 Sightseeing	9%
	8 Bar, pub or nightclub	9%
	9 Visited art galleries, museums and historic sites	7%
	10 Casino or gambling	7%





# Attractions & Activities South Auckland



Filter results by:

YE MAR 20	Q1 2021
YE JUN 21	Q2 2021
YE SEP 21	Q3 2021
YE DEC 21	Q4 2021
YE MAR 22	Q1 2022
YE JUN 22	Q2 2022

REASON FOR VISIT

Visitors on holiday

Visit friends & family

 ORIGIN

Domestic Visitors 

International Visitors 

**47%**

of visitors to the Auckland region visited or thought they visited South Auckland

**7.8**

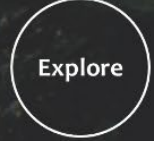
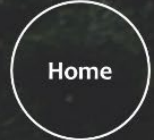
Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited

---

Activities Done

Break down of Māori Cultural Activity or Experiences done



What, if anything, could have improved your experience of South Auckland?  
(Comments from Q2 2022 respondents – DOMESTIC only)

PARKING PUBLIC TRANSPORT IMPROVE SAFETY CLEANER & MORE VIBRANT AREAS

**ROADING & INFRASTRUCTURE**

**REDUCE TRAFFIC**

MORE ATTRACTIONS & STORES

"Better overnight parking near the airport"

"More healthy food shops"

"Nicer food options, less violence and yelling on the streets"

"Better roads to access Pukekohe from the motorway. With the new housing being built there needs to be wider and safer roads and intersections."

"Improved parking facilities at Mangere Bridge town centre"

"Less roadworks during the day when there's busy traffic"

"The change from 100 to 80 km/h from Paerata to Waiuku seems very extreme and taxing on drivers as it has extended time travel and is annoying."

"Parking availability, road infrastructure, also Sylvia Park carpark is a joke, on long weekends especially!"

"Car access to the top of Manakau Lighthouse, as I was unable to climb the steps. The Te Taro beach was covered in rubbish, & a recent small fire had been lit there - maybe the area could be chained off at night."

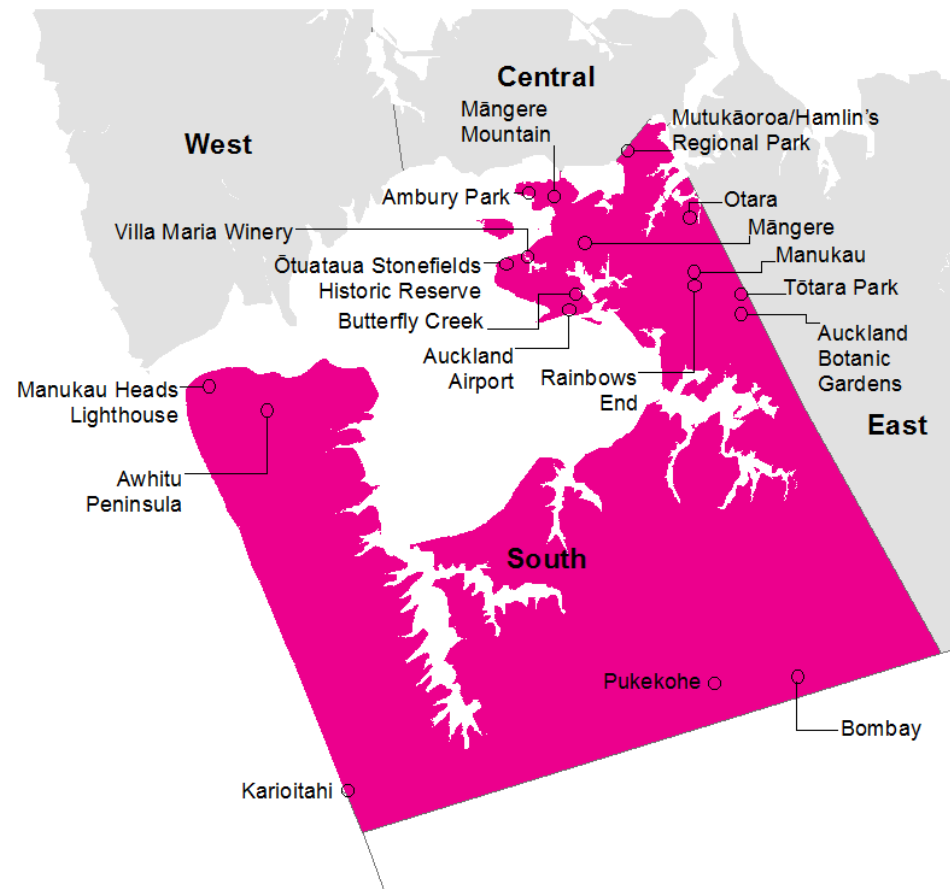
"More cafes and restaurants of the standard you find in central Auckland"



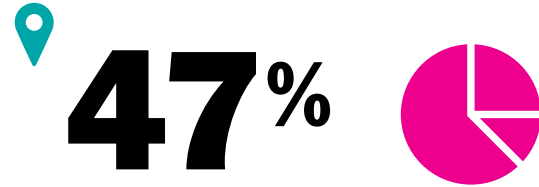
Note: In Q2 2020, no data collection occurred. From Q3 2020 onwards, data is domestic only. In Q4 2021 and Q1 2022 respectively, only 60% and 98% of the quarterly sample was collected. Please click here to the 'About' page for information.

# Top 10 Attractions – YE June 2022

## South Auckland



- In the year to June 2022, almost half of all domestic visitors (47%) to Auckland visited South Auckland. The average satisfaction with South Auckland’s activities and attractions was 7.8 out of 10 (the same as YE June 2021).
- The top three attractions in South Auckland were the Auckland Airport (32%), Manukau (24%) and Rainbows End (17%). YE June 2022 results were similar to YE June 2021.



**47%**  
Share of domestic visitors in Auckland  
-1%



**7.8 / 10**  
Satisfaction with Activities & Attractions  
-0.4

Rank	Attraction	%
1	Auckland Airport	32%
2	Manukau	24%
3	Rainbows End	17%
4	Botanic Gardens	14%
5	Pukekohe/Bombay	14%
6	Otara Market	11%
7	Butterfly Creek	11%
8	Māngere	11%
9	Otara	7%
10	Tōtara Park	7%

[aucklandunlimited.com](http://aucklandunlimited.com)

n =698

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.



## Top 10 Activities South Auckland

- Of the domestic visitors that visited South Auckland in the year to June 2022, the most popular activity was to visit a restaurant or café (30%), followed by shopping (29%), general exploration (18%), visiting a market (16%) and the beach (12%).
- YE June 2022 results were similar to YE June 2021.

### DOMESTIC

#	Activity	%
	1 Restaurant or café	30%
	2 Shopping	29%
	3 General exploration	18%
	4 Visited a market	16%
	5 Went to the beach	12%
	6 Walking, hiking, climbing, trekking, tramping	10%
	7 Bar, pub or nightclub	9%
	8 Sightseeing	8%
	9 Event, concert or festival	8%
	10 Bird or wildlife experience	7%





# Attractions & Activities West Auckland



Filter results by:

YE MAR 20	Q1 2021
YE JUN 21	Q2 2021
YE SEP 21	Q3 2021
YE DEC 21	Q4 2021
YE MAR 22	Q1 2022
YE JUN 22	Q4 2020

REASON FOR VISIT

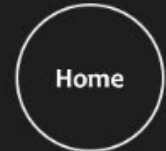
Visitors on holiday

Visit friends & family

ORIGIN

Domestic Visitors

International Visitors



What, if anything, could have improved your experience of West Auckland?  
(Comments from Q1 2022 respondents – DOMESTIC only)

"More activities in order to promote tourism of the place"	"Traffic still needs more improvement, and more clear signs for public parking space. I had terrible experience with parking space in Henderson, and had to pay a big guy \$200 dollars for no reason - more like a set-up trap of parking around the corner of the Henderson BNZ branch beside Unitec."	"Better public transport connections"
"Put more road signs in depicting what speed you should be travelling"		"Public resting areas need to be clean"
"Please have more stalls in the markets"	"Better traffic solutions. Even the small town of Kumeu was congested, better infrastructure is needed."	"The whole area had a horrible feel - rubbish and graffiti in abundance - went where we had to and left again"



Note: In Q2 2020, no data collection occurred. From Q3 2020 onwards, data is domestic only. In Q4 2021 and Q1 2022 respectively, only 60% and 98% of the quarterly sample was collected. Please click here to the 'About' page for information.

# Top 10 Attractions – YE June 2022

## West Auckland

- 36% of domestic visitors to Auckland visited West Auckland in the year to June 2022 (down 2% on YE June 2021). The average satisfaction with West Auckland’s activities and attractions was 8.0 out of 10 (down 0.3).
- The most popular attraction in West Auckland for domestic visitors was Piha Beach (21%), followed by the Kumeu (13%) and the Waitākere Ranges (10%). This year Karekare beach (7%) featured in West Auckland’s top ten attractions while Hobsonville Point Farmer’s Market (9%) was included in YE June 2021’s top ten.



n = 533



Share of domestic visitors in Auckland  
-2%



Satisfaction with Activities & Attractions  
-0.3



Rank	Attraction	%
1	Piha Beach	21%
2	Kumeu	13%
3	Hobsonville	11%
4	Bethells beach	10%
5	Waitākere Ranges	10%
6	Avondale Sunday Junkets	9%
7	Titirangi	8%
8	Muriwai Beach (Gannet Colony)	8%
9	Karekare beach	7%
10	Kumeu Farmer’s Market	7%

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.



## Top 10 Activities West Auckland

- Of the domestic visitors that visited West Auckland in the year to June 2022, the most popular activities were visiting a restaurant or café (28%), followed by going to the beach (22%), shopping (18%), general exploration (15%), and visiting a market (14%).
- Other water activities (6%) was a new feature in the top ten list of activities for West Auckland in YE June 2022, while visiting art galleries, museums and historic sites (8%) featured in the top ten for YE June 2021.

### DOMESTIC

#	Activity	%
	1 Restaurant of café	28%
	2 Went to the beach	22%
	3 Shopping	18%
	4 General exploration	15%
	5 Visited a market	14%
	6 Bar, pub or nightclub	12%
	7 Walking, hiking, climbing, trekking, tramping	11%
	8 Sightseeing	10%
	9 Wineries or breweries	7%
	10 Other water activities	6%





# Attractions & Activities Hauraki Gulf & Islands



Filter results by:

YE MAR 20	Q1 2021
YE JUN 21	Q2 2021
YE SEP 21	Q3 2021
YE DEC 21	Q4 2021
YE MAR 22	Q1 2022
YE JUN 22	Q2 2022

REASON FOR VISIT

Visitors on holiday

Visit friends & family

 ORIGIN

Domestic Visitors 

International Visitors 

**23%**  
of visitors to the Auckland region visited or thought they visited the Hauraki Gulf & Islands

**8.2**  
Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited  
Dark Sky reason to visit Great Barrier Island

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Activities Done  
Break down of Maori Cultural Activity or Experiences done



What, if anything, could have improved your experience of the Hauraki Gulf & Islands?  
(Comments from Q2 2022 respondents – DOMESTIC only)

“Very nice place to visit for beach kind of people. More accommodation might help visitors to enjoy accommodation and scenery by the beach.”

“More trees need to be planted”

“Wish the ferry was cheaper, then I'd stay more often. But the drive down from Northland and gas etc makes it harder to get to”

“Bringing the price down on the ferries”

“Overrated. We basically just went for the boat ride, but nothing there really.....the town is full of Real Estate Agents”

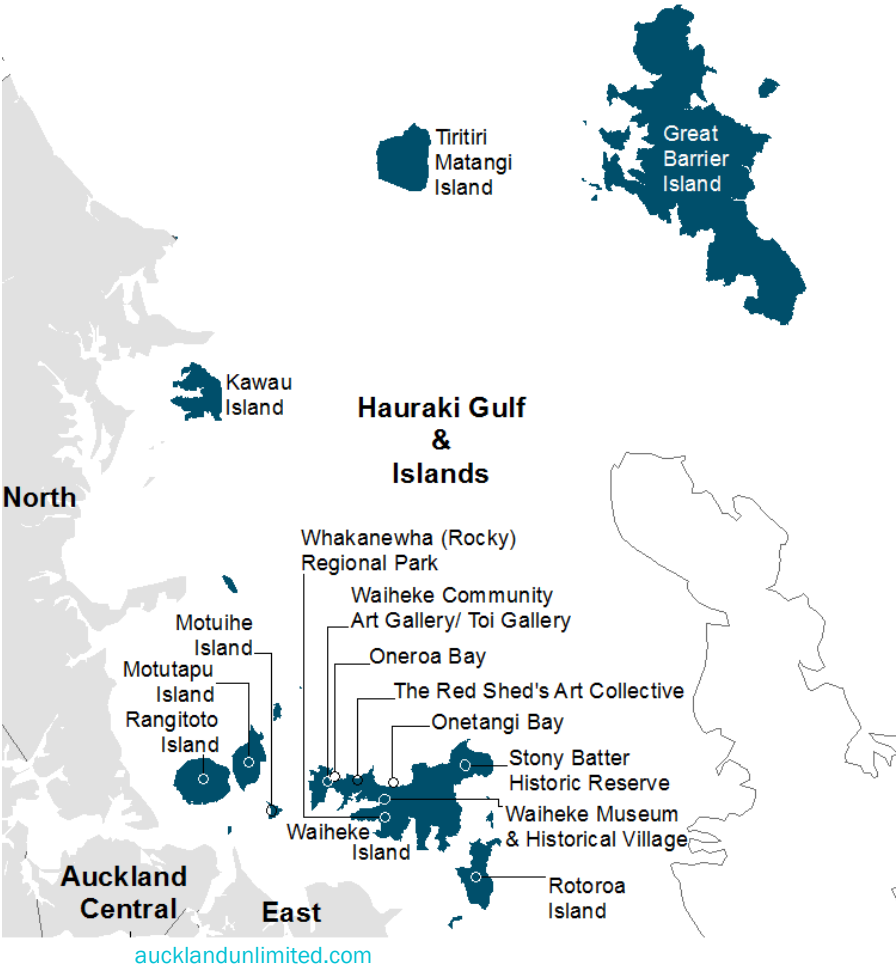
“It is no longer a retreat from Auckland as it was when I owned property there, but more of an Auckland suburb, but the ferries are getting better”



Note: In Q2 2020, no data collection occurred. From Q3 2020 onwards, data is domestic only. In Q4 2021 and Q1 2022 respectively, only 60% and 98% of the quarterly sample was collected. Please click here to the 'About' page for information.

# Top 10 Attractions – YE June 2022

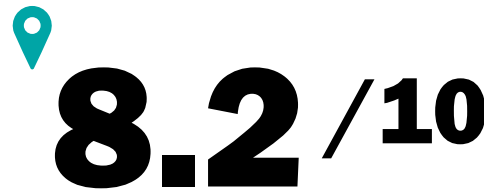
## Hauraki Gulf & Islands



- In the year to June 2022, almost a quarter of domestic visitors to Auckland (23%) visited the Hauraki Gulf and Islands (down 1% on YE June 2021). The average satisfaction with activities and attractions in this region was 8.2 out of 10 (down 0.2 points on YE June 2021).
- Waiheke Island was the most visited attraction (29%), followed by Oneroa Bay (13%) and Onetangi Bay (13%) – both attractions on Waiheke Island. Wild on Waiheke (11%), Kaitohe Hot Springs on Great Barrier Island (9%, Motuihe Island (9%) and Kawau Island featured in the YE June 2022 top ten attractions while Waiheke Museum and Historical Village (12%), Waiheke Community Art Gallery (10%), Rotorua Island (10%), and Toi Gallery (Waiheke Island) (9%) was included in YE Dec 2021.



Share of domestic visitors in Auckland  
-1%



Satisfaction with Activities & Attractions  
-0.2

Rank	Attraction	%
1	Waiheke Island	29%
2	Oneroa Bay (Waiheke Island)	13%
3	Onetangi Bay (Waiheke Island)	13%
4	Wild on Waiheke	11%
5	Great Barrier Island	9%
6	Kaitohe Hot Springs (Great Barrier Is.)	9%
7	Rangitoto Island	9%
8	Motuihe Island	9%
9	Kawau Island	8%
10	Other Waiheke Island bays and beaches	8%

n = 337

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.









## Top 10 Activities Hauraki Gulf & Islands

- Of the domestic visitors that visited the Hauraki Gulf and Islands in the year to June 2022, the most popular activities were visiting a restaurant or café (28%), followed by going to the beach (25%), shopping (18%), general exploration (16%), and visiting wineries or breweries (16%) and a bar, pub or nightclub (15%).
- Visiting wineries or breweries and a bar, pub or nightclub has moved up the ranks (to 5 and 6) in the year to June 2022 (up from 8 and 9 in YE June 2021).

aucklandnz.com

n = 337

### DOMESTIC

#	Activity	%
	1 Restaurant or café	28%
	2 Went to the beach	25%
	3 Shopping	18%
	4 General exploration	16%
	5 Wineries or breweries	16%
	6 Bar, pub or nightclub	15%
	7 Walking, hiking, climbing, trekking, tramping	14%
	8 Sightseeing	12%
	9 Visited a market	11%
	10 Visited art galleries, museums and historic sites	11%











**Auckland Visitor Survey – Visitor Experience**



## Agreement Scales

- In the year to June 2022, domestic visitors' perceptions of Auckland were slightly more positive in comparison to those who visited Auckland in the year-ending June 2021.
- Since YE June 2021, there has been a positive shift in domestic visitors agreeing that local people in Auckland are friendly (up 0.3) and that Auckland cares about the environment (0.3).

[aucklandnz.com](http://aucklandnz.com)

Aspect	YE Dec 2021	YE Jun 2022	% change
 Auckland cares about the environment	5.8	6.1	+0.3
 It is easy to experience Maori culture in the Auckland region	5.8	6.0	+0.2
 I feel safe while in the Auckland region	6.2	6.3	+0.1
 Local people in the Auckland region are friendly	6.1	6.4	+0.3

0= Strongly disagree. 10= Strongly agree.

YE Dec 2021 Domestic: n= 1,707


YE Jun 2022 Domestic: n= 1,493



## Satisfaction

- Overall, domestic visitors who visited Auckland in YE June 2022 were slightly more satisfied with almost all aspects of their visitor experience than those who visited in YE June 2021.
- In YE Jun 2022, the total satisfaction with domestic visitors' overall visitor experience in Auckland was 7.3 out of 10 (up 0.1 point on YE Jun 2021).
- In general, domestic visitors were most satisfied with their overall experience in Auckland (7.3), followed by the availability of information about things to see and do while in Auckland (7.1), and the level of customer service they received (7.1).

[aucklandnz.com](http://aucklandnz.com)

Item	YE Dec 2021	YE Jun 2022	% change
 Availability of clean toilets	6.3	6.4	+0.1
 Availability of rubbish bins	6.8	6.8	-
 Availability of recycling bins	6.2	6.2	-
 Availability of Wi-Fi in public areas	6.8	6.9	+0.1
 Cleanliness and presentation of city/region	6.5	6.6	+0.1
 Availability of information about things to see and do while in the region	7.1	7.1	-
 The level of customer service experienced	7.1	7.1	-
 Overall experience in the Auckland region	7.4	7.3	+0.1

YE Jun 2021 Domestic: n= 1,707

YE Jun 2022 Domestic: n= 1,493

0= Not at all satisfied. 10= Extremely satisfied.

## What is the main reason you gave your overall experience this rating?

Asked if overall experience in the Auckland region was six or below

(Comments from Q3 2022 respondents – DOMESTIC only)

ROADING & PARKING  
 DIRTY SPACES & RUBBISH  
 FELT UNSAFE & HOMELESS PEOPLE  
 TOO MANY PEOPLE  
 BAD SERVICE & UNFRIENDLY  
 TRAFFIC CONGESTION  
 EXPENSIVE  
 WAYFINDING & SIGNAGE  
 POOR PUBLIC TOILET ACCESS/QUALITY

*"There has been a lot of gang activity around so didn't feel safe by myself"*

*"I think Auckland is just too busy and big for us. we found it hard to get around and find our way. lots of road works and random one way streets. streets were dirty and didn't feel completely safe or comfortable walking them."*

*"It was dirty, graffiti & rubbish everywhere and the cafes we stopped at seemed depressed and of poor quality"*

*"The facilities around Auckland region were hard to find and very few between. I didn't come across any recycling bins when heading to the Sky Tower."*

*"Auckland lacks people that care about it. It is bursting at the seams already, yet more housing is going in everywhere! Infrastructure can not keep up. And the cost to live in Auckland is ridiculous for what you get in return. It is a falling city, which is only getting worse. Especially more so now with the amount of gang crime happening in the Auckland suburbs"*

*"It was nice to go away but overall cost of activities were so expensive and not really worth to spend lots of money for what we would have got as an experience. It would be great if they have local price rather than international tourist price when there is no international tourists around."*

*"Auckland is a large city with diversity. But the recent robberies have made everyone worrying about the overall safety of the city. Plus, the city is becoming much more crowded than it used to be, even for West Auckland. Traffic becomes a major problem, and the government seems not concerning at all but plan to take more money from the residents and visitors."*

*"Not impressed with seeing so many gangs and homeless in my own country"*



## 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.*

## Sample details

- Due to the global travel restrictions and absence of international visitors, the Auckland Visitor Survey sample comprises 100% of domestic survey respondents for this year.
- The sampling aims to achieve a 50:50 gender split.
- Just under half of the sample (46%) were aged 18-39 years, with 54% aged 40+ years.
- The domestic sample was sourced representative by age and gender as per census. However, because of the qualifying criteria the resulting sample is not representative.
- Weightings were not applied to the domestic sample due to a lack of reliable reference data.

[aucklandunlimited.com](http://aucklandunlimited.com)



YE June 2021 DOMESTIC			YE June 2022 DOMESTIC		
#	Region of Residence	%	#	Region of Residence	%
1	Canterbury	19%	1	Canterbury	20%
2	Wellington (& Wairarapa)	17%	2	Waikato	19%
3	Waikato	17%	3	Wellington (& Wairarapa)	16%
4	Bay of Plenty	12%	4	Bay of Plenty	10%
5	Manawatu/Whanganui	8%	5	Northland	8%
6	Northland	7%	6	Manawatu/Whanganui	7%
7	Otago	5%	7	Otago	6%
8	Hawke's Bay	4%	8	Hawke's Bay	4%
9	Taranaki	3%	9	Taranaki	3%
10	Nelson	2%	10	Nelson	2%

n = 1,707

n = 1,493



# Ngā mihi Thank you

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- KEY CONTACT

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