

Tātaki
Auckland
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Tāmaki Makaurau Auckland Destination Overview

May 2024

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

Prepared July 2024

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Key Visitor Data



INTERNATIONAL

- **Monthly international visitors (127.5k)** were up **8.5%** on May 2023 (117.5k).
- **The year to May 2024** saw **2.21m international visitor arrivals, an increase of 33.9%** on 2023. International visitation was also up 1.7% compared to 2020 levels (2.27m in YE May 2020).
- There was an increase in **Australian visitors** in the month of May 2024, with **47.7k visitors, up 7.3%** compared to last May. **The year to May 2024 saw 705.3k** Australian visitor arrivals, **up 5.8%**.
- **Holiday visitors (927.7k)** contributed the most to annual visitor numbers and **increased 62.4%** on the year to May 2023. **Monthly holiday numbers (44.4k)** were **also up 20.0%** compared with the month of May 2023.
- **VFR visitors (756.3k)** were **up 10.3%** for the year, with **monthly numbers (45.9k)** also up 2.2%.
- **187.2k international guest nights in commercial accommodation** for May, **up 10.7%** on last year.
- **International tourism spend in May 2024 was 79.7m** (up 9.9% compared to May 2023).

DOMESTIC

- The domestic visitor numbers are no longer available as the Ministry of Business, Innovation, and Employment (MBIE) has cancelled the Monthly Unique Regional Population Estimates (MURPEs) data until further notice.
- There were **320.9k domestic guest nights in commercial accommodation** for the month of **May, down 11.9%**.
- **Tourism Electronic Card Transactions (TECTs)** has now restarted as an interim replacement to the **Monthly Regional tourism Estimates (MRTEs)**. However, due to a different methodology, the TECT figures are substantially smaller than those of the previous MRTEs, so the two series should not be compared.
- **Domestic tourism spend in May 2024 was 185.1m** (down 5.2% compared to May 2023).

OVERALL

- For the month of May 2024, there were **508.1k total guest nights in commercial accommodation** in Auckland, **down 4.8%** on last year.
- **On average, visitors stayed in Auckland for 2.0 nights** in May 2024 (down 4.8% on the previous year).
- **Average hotel Occupancy** for the month was **59.0%, 9.7% lower** compared to May 2023.
- The **Average Daily Rate** for May was **\$200** (down 7.7%) and the **RevPAR was \$118** (down 16.6% compared to the previous year).
- The **average daily rate (ADR)** for hotels in Auckland was the highest for the month on **Wednesday 8th May 2024 at \$209** (down 1.9% on the previous year).
- **Looking forward (over the next three months), overall occupancy on the books is generally similar for the period from July to October 2024** in comparison to last year.
- Occupancy on the books peaked at 64% on Wednesday 24th July 2024.



Auckland Tourism – Visitor Arrivals Data

2.21m International visitor arrivals in the year to May 2024, up 33.9%

- The month of May saw 127.5k international visitors, up 8.5% on May 2023 (117.5k).
- The year to May 2024 saw 2.21m international visitor arrivals, an increase of 33.9% on the previous year. International visitation was also up 1.7% compared to 2020 levels (2.27m in YE May 2020).
- Holiday visitors (927.7k) contributed the most to annual visitor numbers and increased 62.4% on the year to May 2023. Monthly holiday numbers (44.4k) were also up 20.0% compared with the month of May 2023.
- VFR visitors (756.3k) were up 10.3% for the year, with monthly numbers (45.9k) also up 2.2%.
- There were 154.8k business visitors (up 17.5%) in the year to May 2024, and 12.9k for the month (down 11.5%).

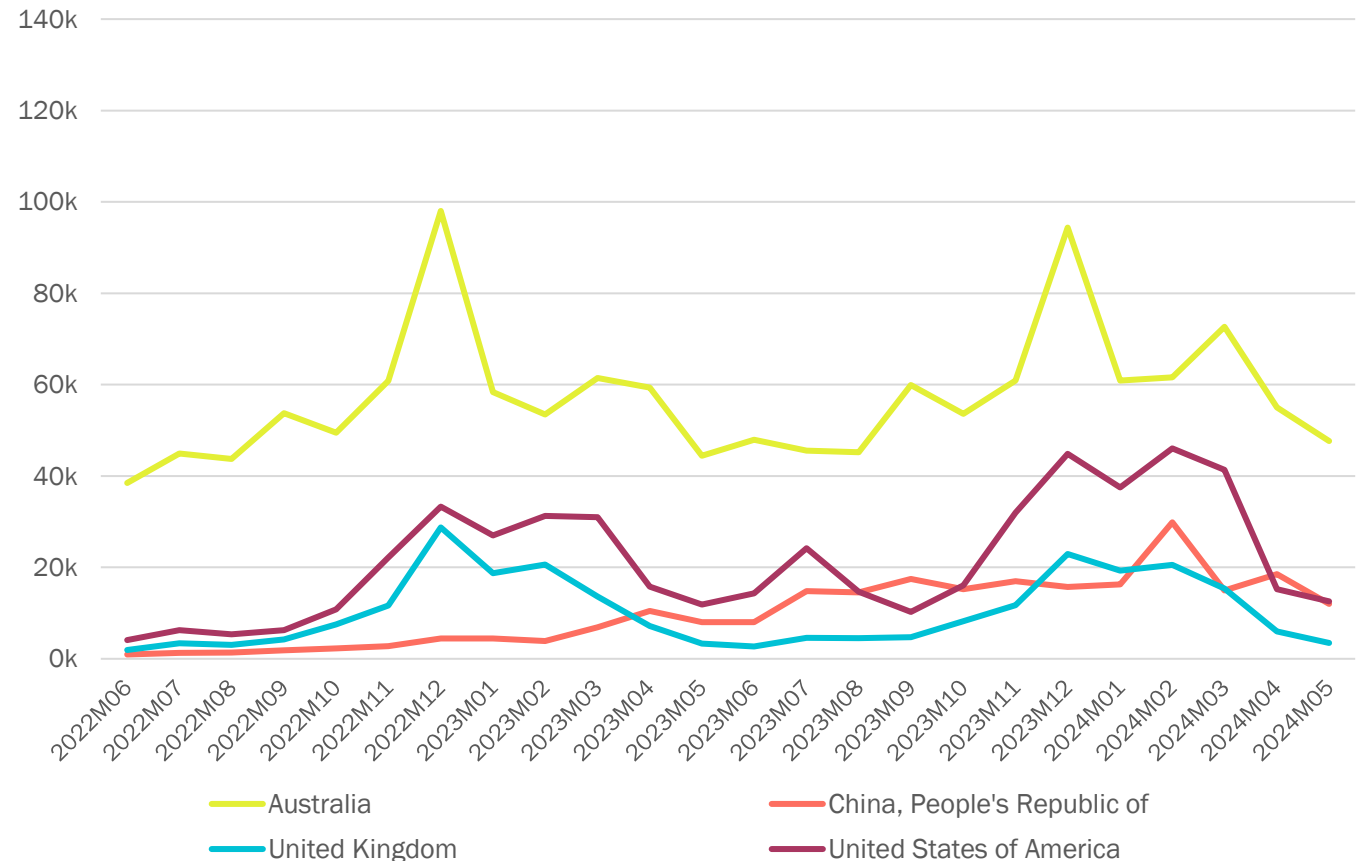


	Visitor arrivals	vs. previous year / YE	vs. Covid lockdown/ 2020
May 2024	127,551	8.5%	5857.5%
YE May 2024	2,211,564	33.9%	1.7%

705.3k visitors from Australia for YE May 2024, up 5.8%

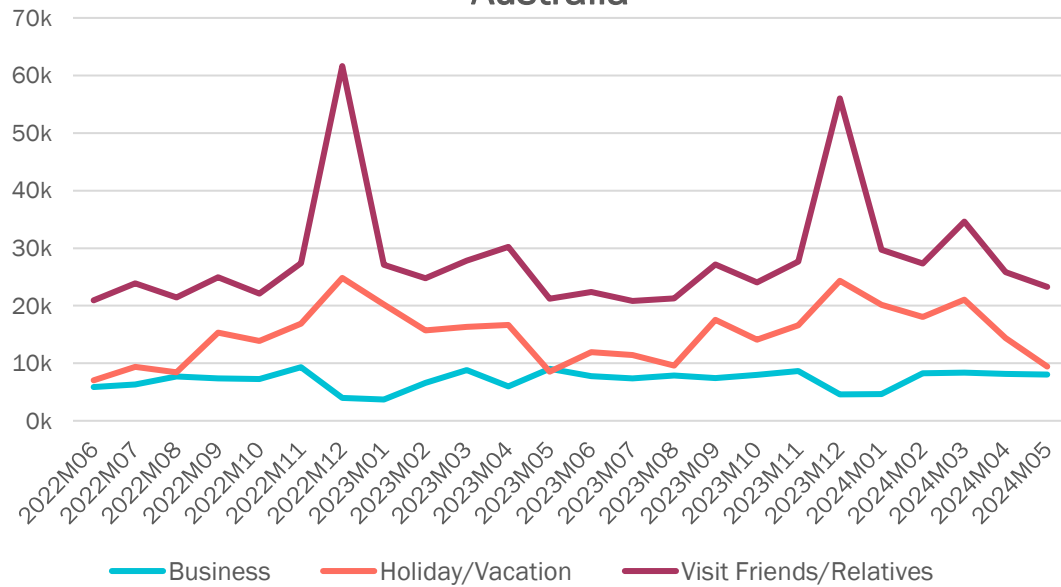
- There was an increase in **Australian visitors** in the month of May 2024, with **47.7k visitors, up 7.3%** compared to last May. The year to May 2024 saw **705.3k** Australian visitor arrivals, **up 5.8%**.
- The year to May 2024 saw **308.9k** visitors from the US (up **50.5%**), with **12.5k** visitors for the month (up **5.6%**).
- Visitors from China (**194.5k**) were also up for the year (**300.6%**), and up (**49.9%**) for the month of May (to **12.0k**).
- For the year to May 2024, there were **124.3k** visitor arrivals from the UK (up **0.3%**) and **3.5k** visitors for the month (up **4.4%**).

Visitor arrivals in Auckland by key international markets



24-month visitor arrivals from individual markets

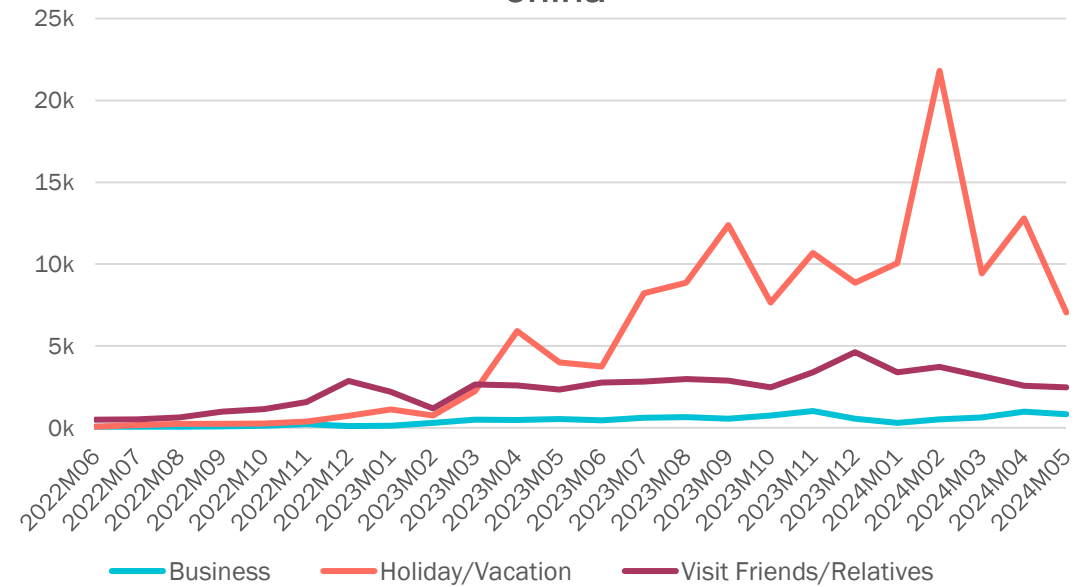
Australia



		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2024	8,043	-11.2%	9,418	10.5%	23,262	9.6%	47,695	7.3%
YE May 2024	89,130	8.8%	188,644	8.9%	340,106	2.0%	705,257	5.8%

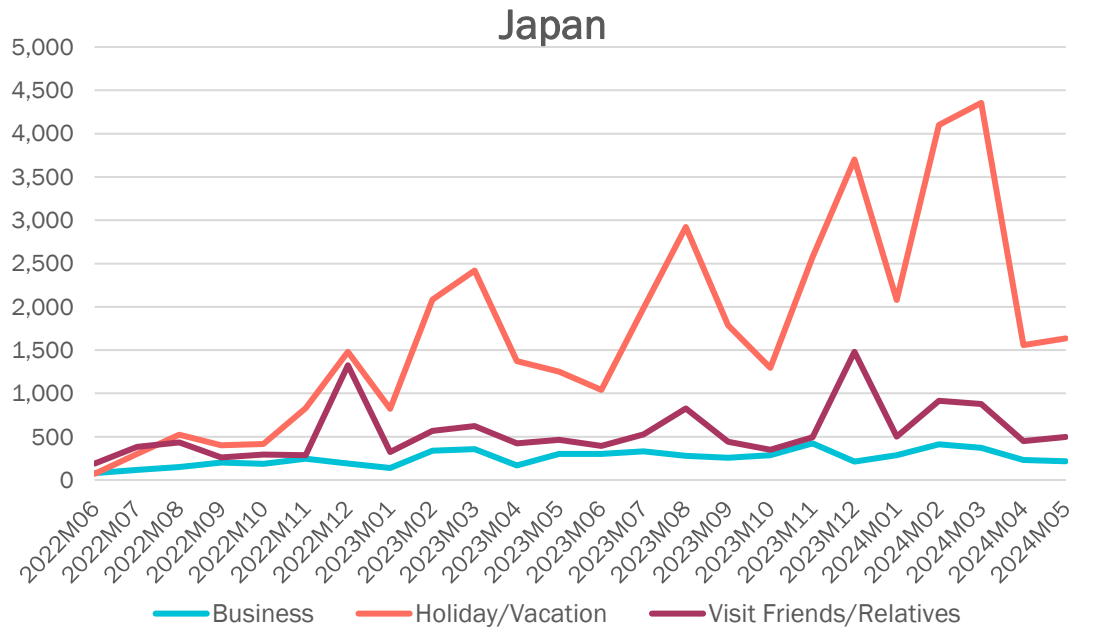
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China

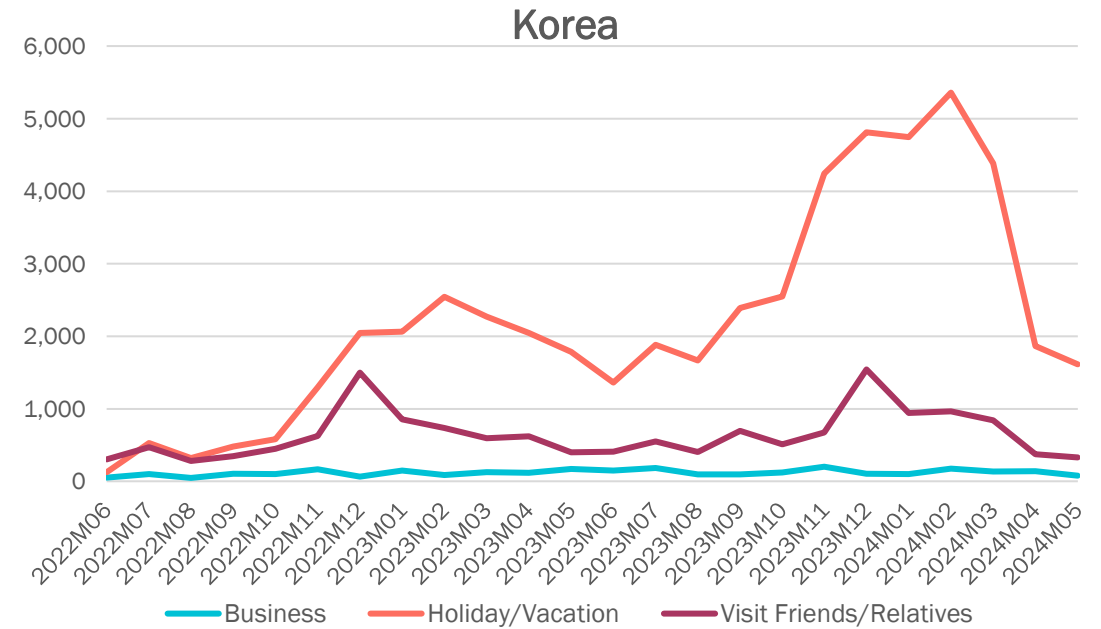


		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2024	831	54%	7,049	76.3%	2,470	6.1%	12,043	49.9%
YE May 2024	7,881	190.7%	121,503	654.2%	37,210	94.2%	194,516	300.6%

24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2024	217	-28.1%	1,634	30.8%	495	6.5%	2,811	22.2%
YE May 2024	3,606	45.8%	29,027	142.6%	7,741	39.0%	54,255	89.4%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2024	81	-52.9%	1,616	-9.5%	332	-17.4%	2,249	-22.2%
YE May 2024	1,596	23.2%	36,887	129.1%	8,253	14.6%	53,017	82.3%

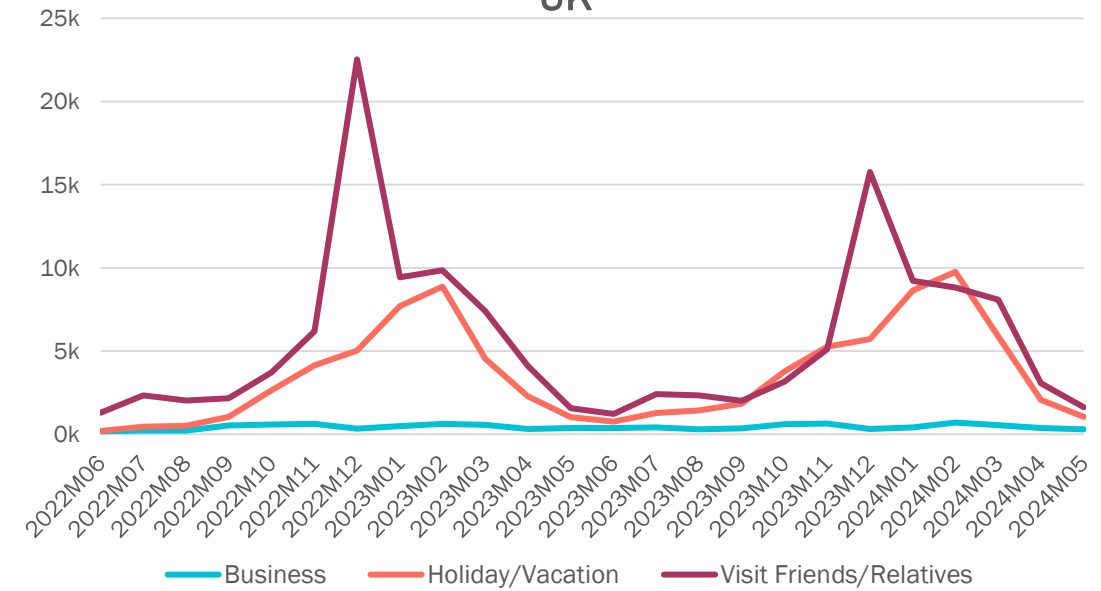
24-month visitor arrivals from individual markets

Germany



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2024	89	0.0%	655	6.7%	174	-9.8%	1,074	4.1%
YE May 2024	1,648	10.3%	32,683	39.5%	7,699	-1.2%	46,933	29.2%

UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2024	307	-19.0%	1,054	1.7%	1,629	3.7%	3,455	4.4%
YE May 2024	5,443	5.3%	47,555	23.3%	62,897	-13.5%	124,260	0.3%

24-month visitor arrivals from individual markets

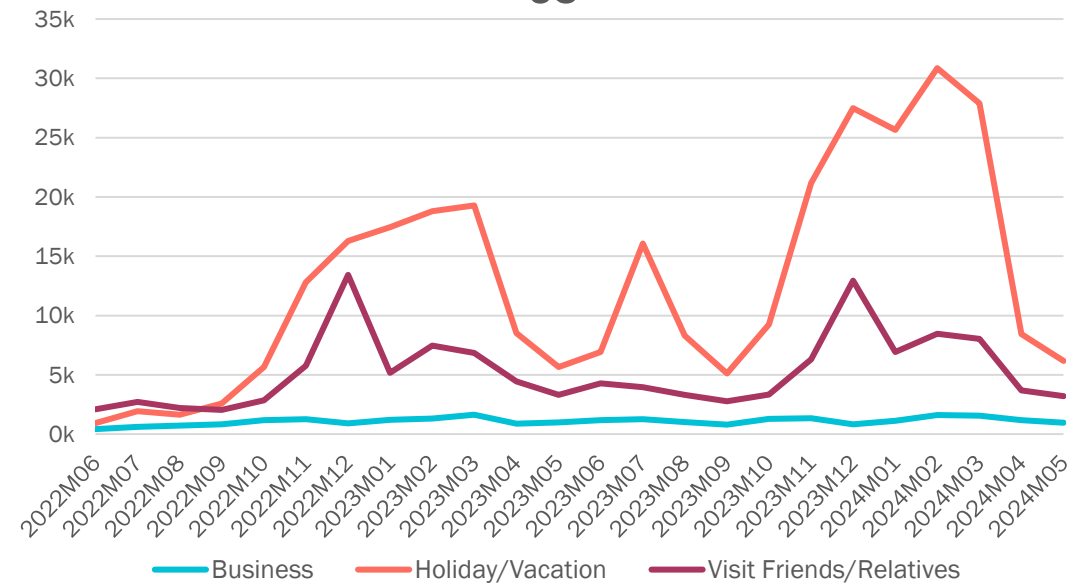
Canada



	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2024	107	-10.8%	688	-19.0%	733	4.9%	1,814	-5.5%
YE May 2024	1,823	10.6%	26,577	28.6%	18,975	-1.0%	52,204	13.5%

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US



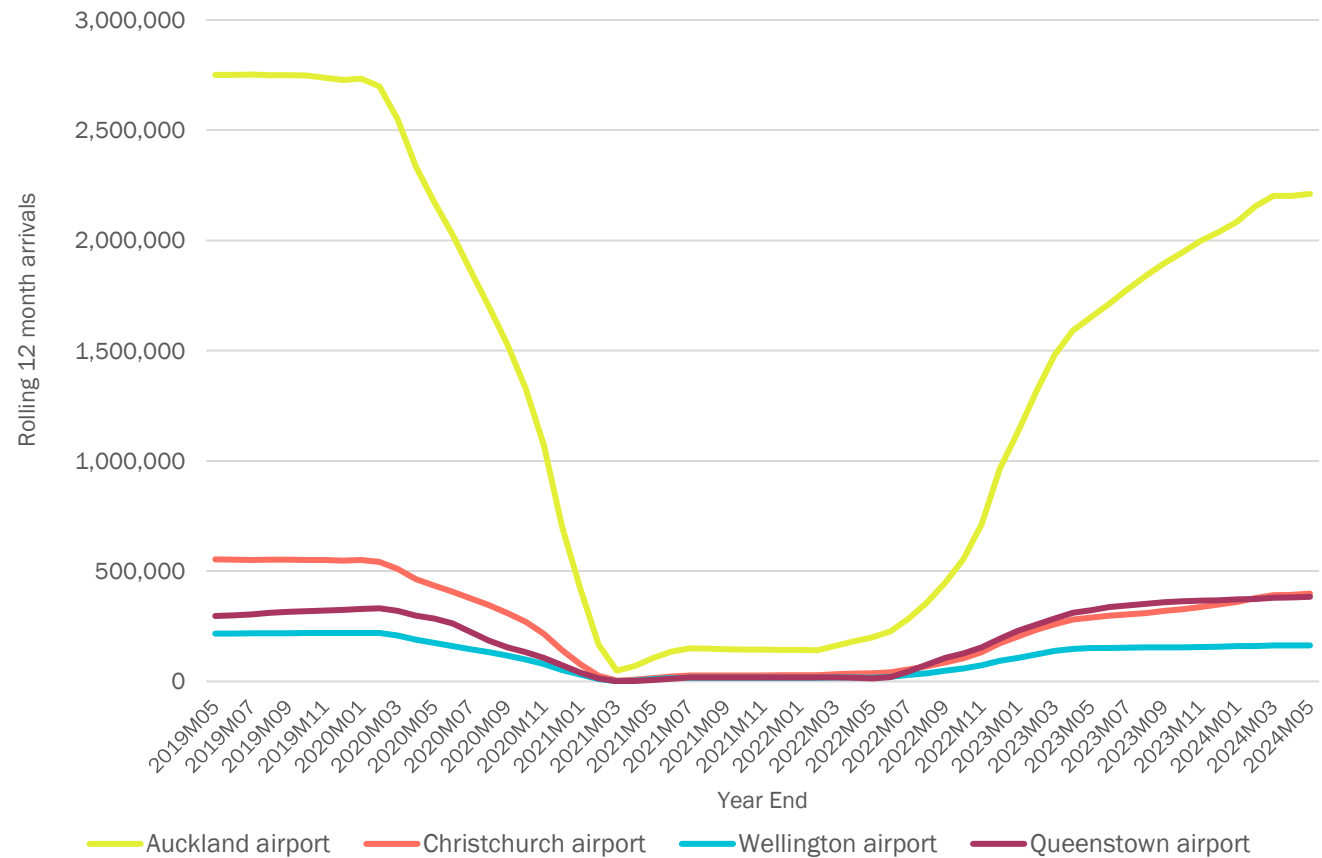
	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2024	971	-1.7%	6,166	8.8%	3,191	-3.4%	12,544	5.6%
YE May 2024	14,089	17.8%	193,336	73.3%	67,210	15.3%	308,967	50.5%

Auckland has seen a 33.9% 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 had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- Auckland has again seen increasing arrivals since the borders fully opened in July 2022 and an 33.9% increase in international visitor arrivals over the last year.
- For the year ending May 2024, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 18.6%, Christchurch was up 37.7% and Wellington was up 7.8% compared to last year.

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12 month rolling visitor arrivals





Auckland Tourism – Accommodation Data

508.1k total guest nights in commercial accommodation in May 2024, down 4.8%

- For the month of May 2024, there were **508.1k total guest nights in commercial accommodation in Auckland, down 4.8%** on the same month last year.
- There were **320.9k domestic guest nights** in commercial accommodation (**down 11.9%**), and **187.2k international guest nights (up 10.7%)** in commercial accommodation in May 2024.
- For New Zealand overall, there were 2.37m guest nights in commercial accommodation in May 2024, down 1.3% compared to May 2023.

Guest nights in commercial accommodation - Auckland

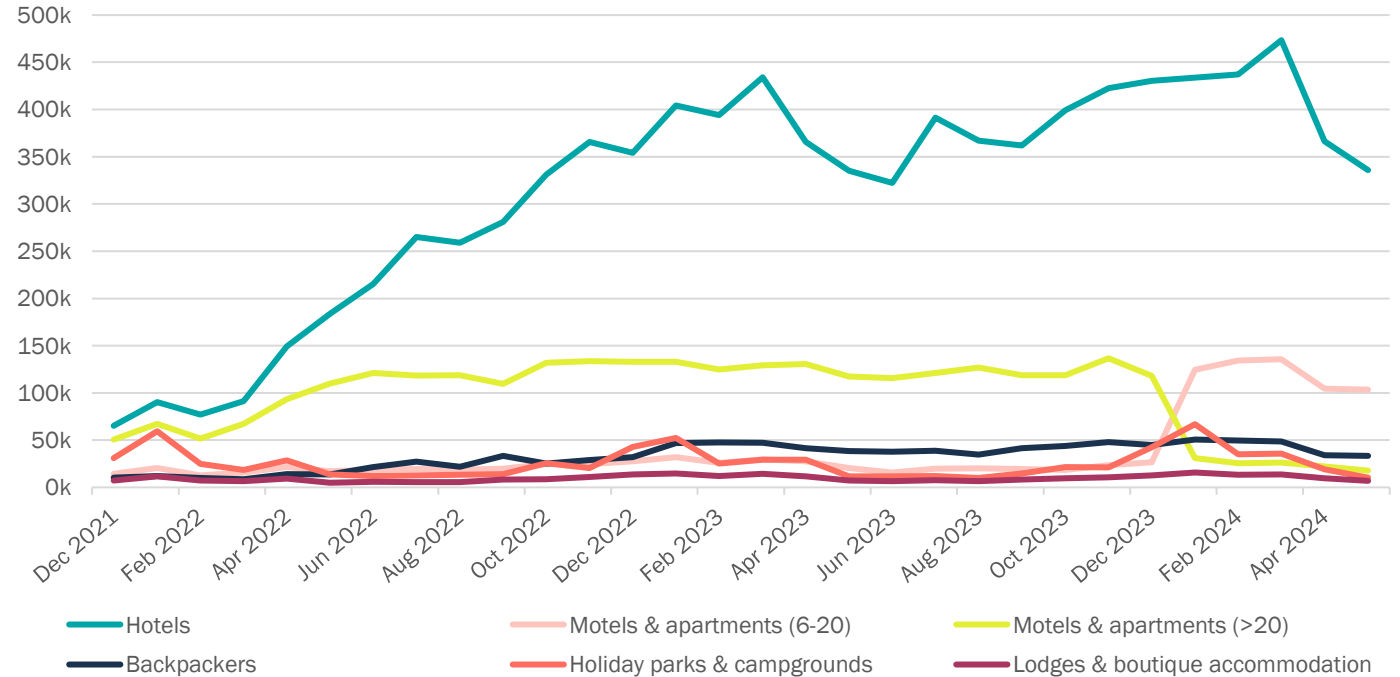


May 2024	Auckland	% change	New Zealand	% change
Total guest nights	508,100	-4.8%	2,370,200	-1.3%
Domestic guest nights	320,900	-11.9%	1,655,800	-3.8%
International guest nights	187,200	10.7%	714,300	5.2%

335.7k guest nights in hotels in May 2024, up 0.2%

- For the month of May 2024, there were **335.7k guest nights in hotels** in Auckland, up **0.2%** compared to May last year.
- There were **103.4k guest nights in motels and apartments (6-20)**, up **401.9%** on the previous year.
- However, **guest nights in motels and apartments (>20) (18k) were down (84.7%)**.
- Guest nights in holiday parks and campgrounds (10.5k) were down (11.8%)** for the month of May.
- Guest nights in backpacker accommodation decreased (down 13.5% to 33.3k) in May 2024.**
- Guest nights in lodges and boutique accommodation were down (4.1% to 7.1k) for the month.**

Guest nights by accommodation type (monthly)

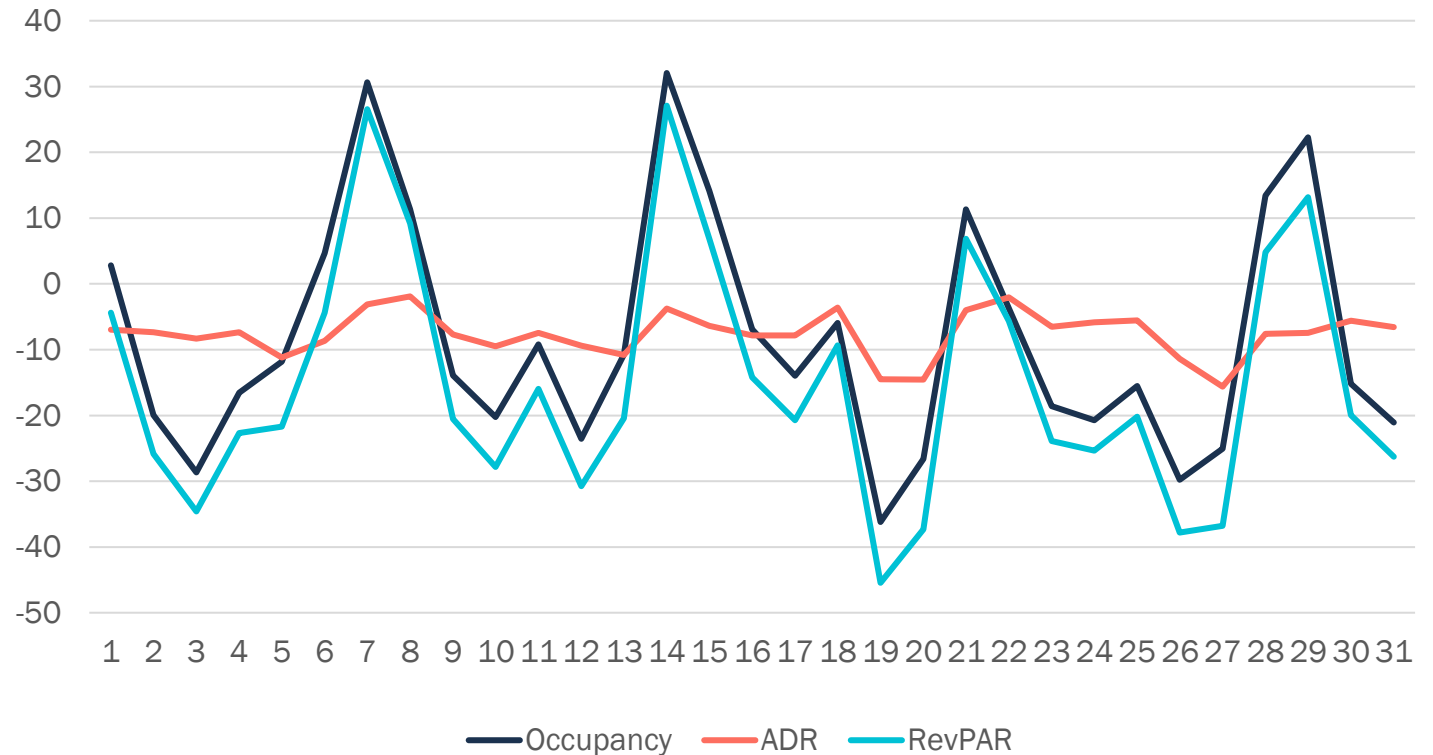


May-24	Auckland	% change
Hotels	335,700	0.2%
Motels & apartments (6-20)	103,400	401.9%
Motels & apartments (>20)	18,000	-84.7%
Backpackers	33,300	-13.5%
Holiday parks & campgrounds	10,500	-11.8%
Lodges & boutique accommodation	7,100	-4.1%

Average Occupancy for May 2024 was 59.0%, down 9.7% on 2023

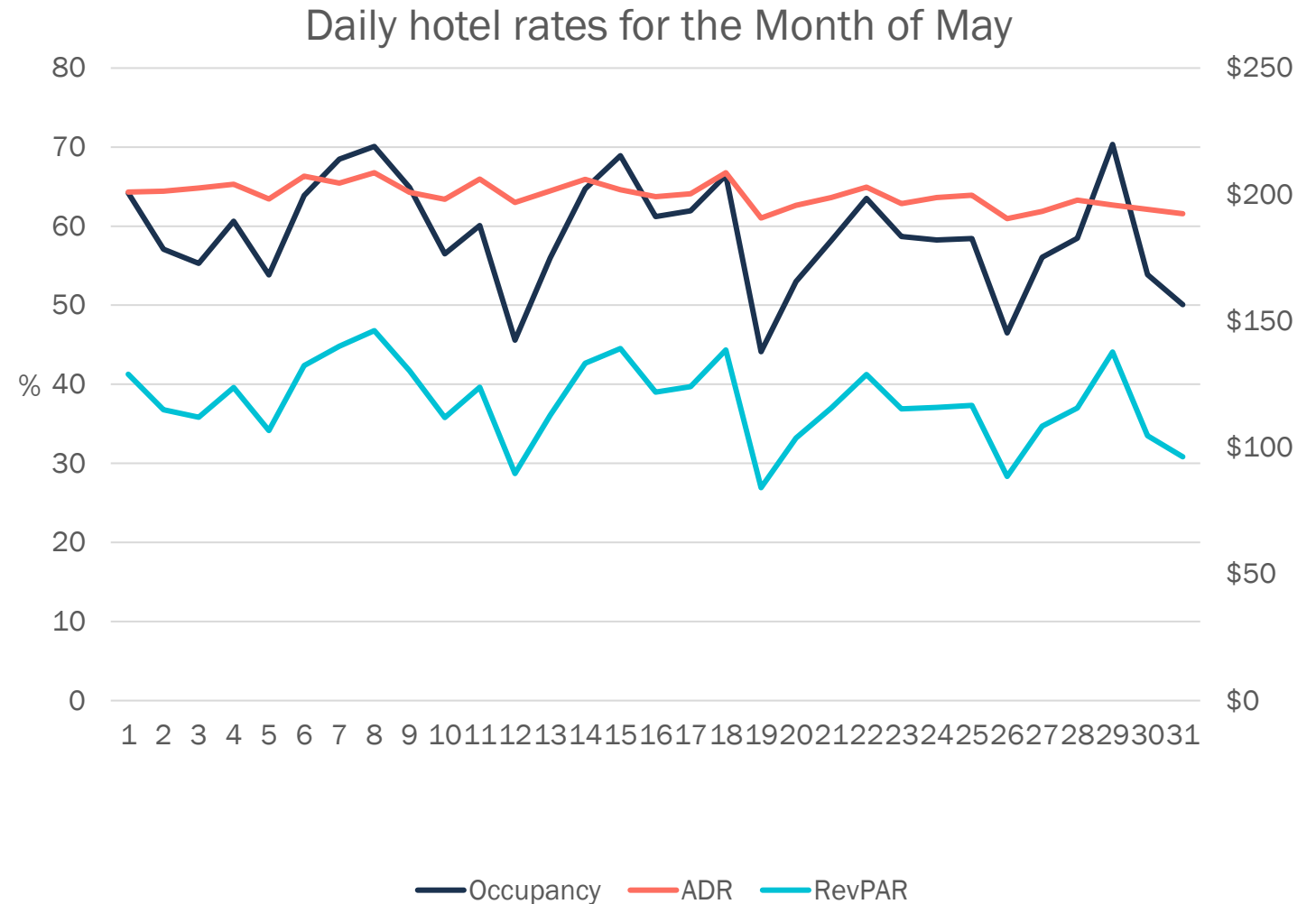
- For the month of May 2024, the **average Occupancy was 59.0%, 9.7% lower** compared to May 2023.
- The **Average Daily Rate (ADR) for the month was \$200, down 7.7%** on last year.
- **Monthly Revenue per available room (RevPAR) for May was \$118, 16.6% lower** compared to last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in May 2024.
- Percentage changes for Occupancy and RevPAR both peaked on **Tuesday 14th May** while ADR peaked on **Wednesday 8th May**.

Percent Changes for the Month of May



Average daily rate was \$209 on 8th May 2024, down 1.9% on 2023

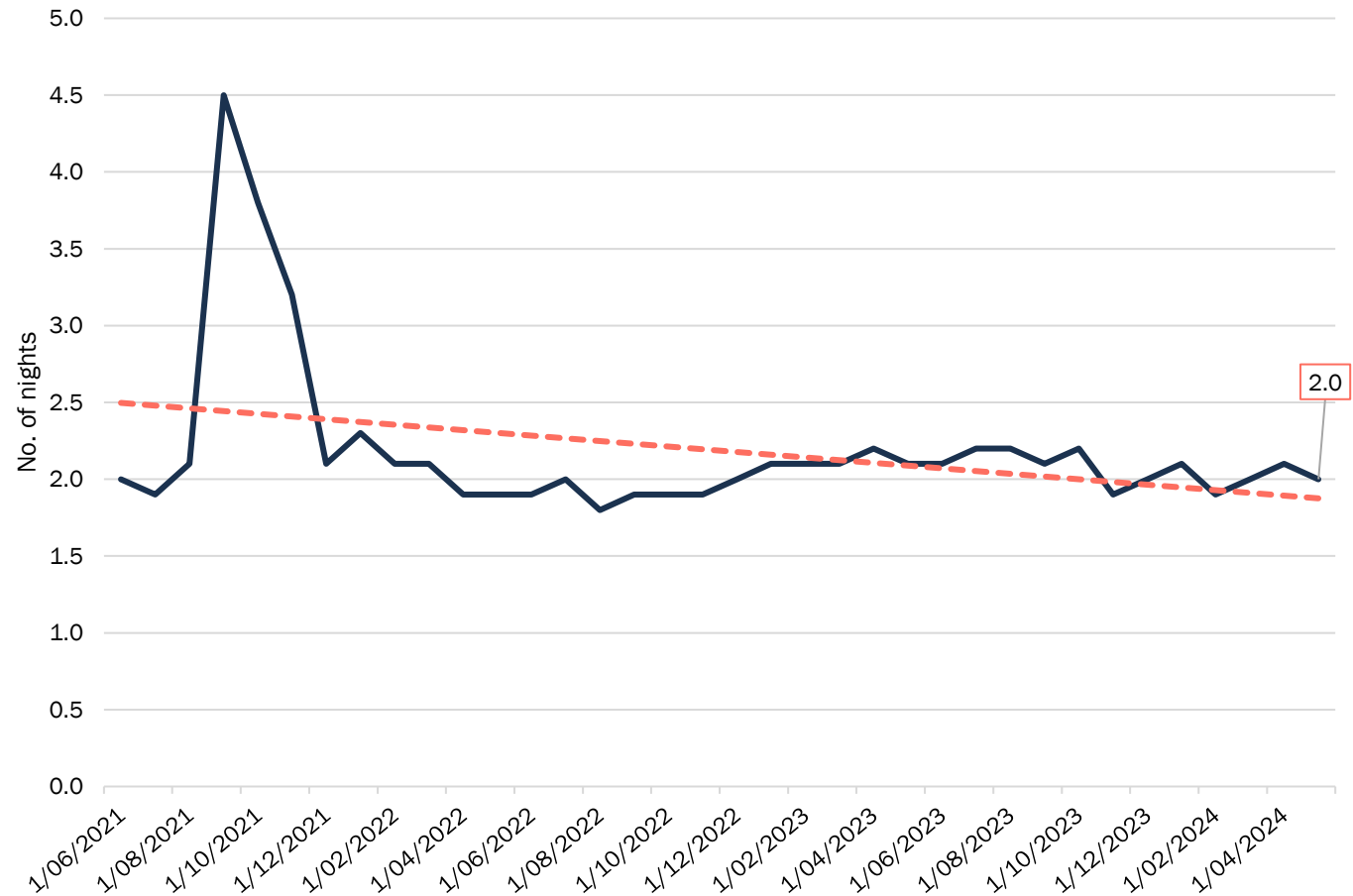
- The **average daily rate (ADR)** for hotels in Auckland was the highest for the month on **Wednesday 8th May 2024** at **\$209** (down 1.9% on the previous year).
- **Hotel occupancy** reached **70%** on **Wednesday 29th May 2024** (up 22.2% on the previous year).
- **Revenue per available room (RevPAR)** peaked to **\$146** also on **Wednesday 8th May 2024** . This was up 9.2% in comparison to last year.



On average, visitors stayed 2.0 nights in Auckland for the month of May 2024

- On average, visitors stayed in Auckland for 2.0 nights for the month of May 2024 (down 4.8% on the previous year).
- There has been a slight downward trend in average length of stay for visitors to Auckland over the last three years.

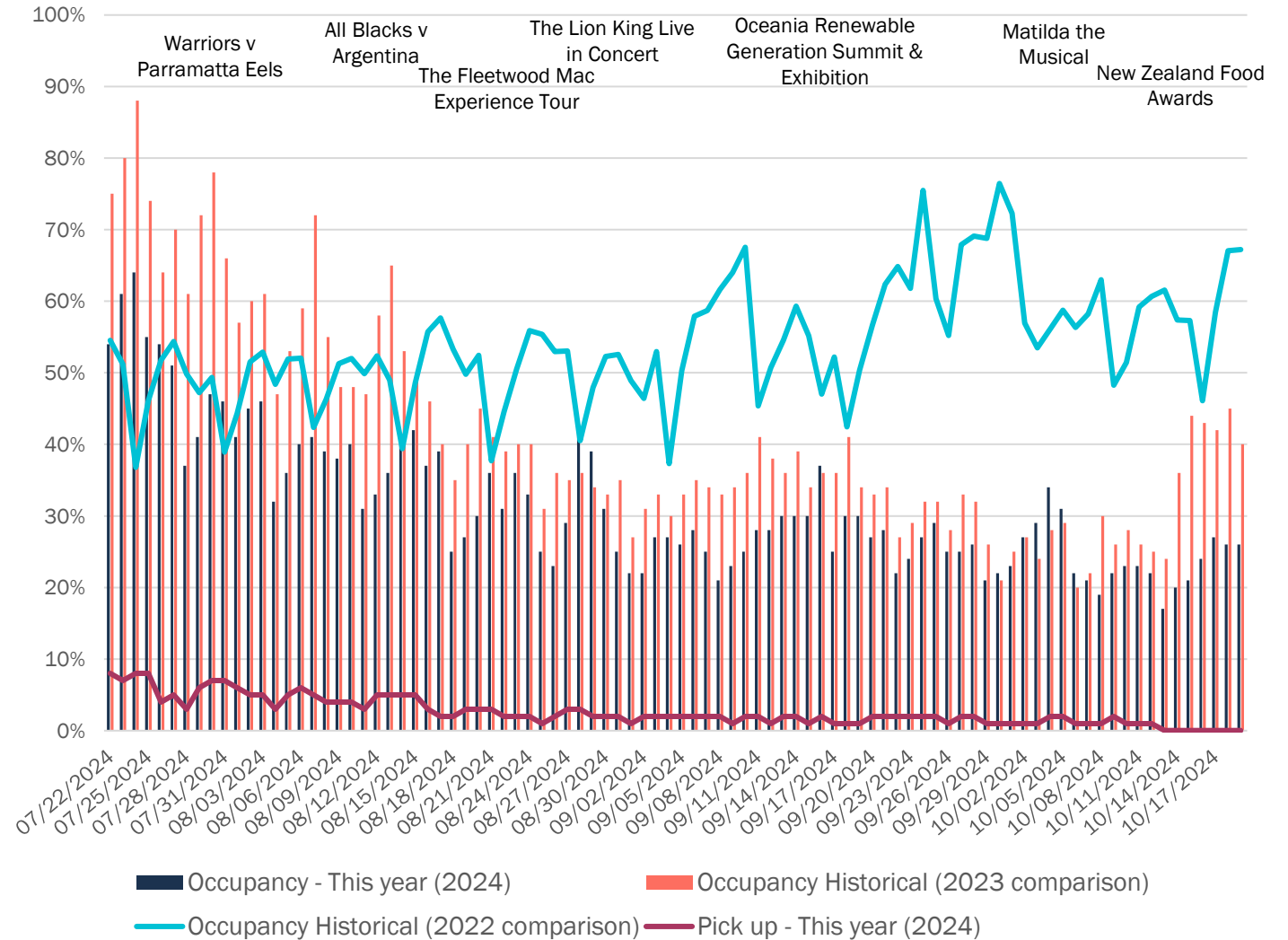
Average length of stay for visitors to Auckland



90 Day Forward Booking Occupancy Data

- Looking forward (over the next three months), overall occupancy on the books is generally similar for the period from July to October 2024 in comparison to last year.
- There is considerable variance in hotel occupancy when comparing the next three months of 2024 to last year.
- Occupancy on the book's peaks at 64% on Wednesday 24th July 2024.
- Occupancy also reaches 61% on Tuesday the 23rd of July 2024.

Occupancy - 90 Day Forward Outlook



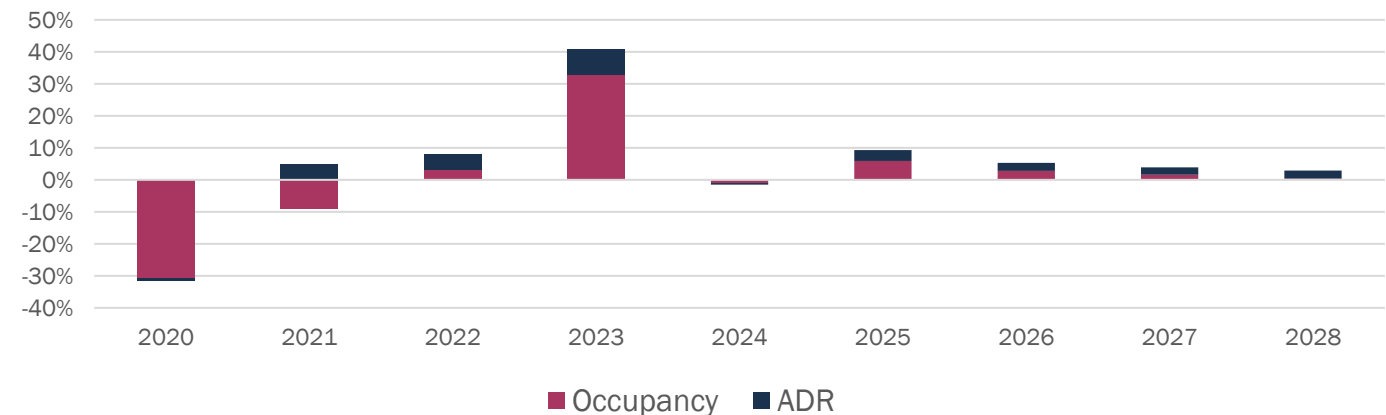
Longer term projections

- In addition to the STR Global 90 Day Forward Booking data we receive, we also receive a longer-term outlook, with forecast data for the next four years until 2027. This data is provided by STR Global in collaboration with Oxford Tourism Economics.
- In 2024 Q1 supply expanded 4.9%. Demand expanded 4.6%, resulting in an occupancy decline of -0.3%. Occupancy is expected to decline by -5.0% in 2024 Q2, with supply expanding 6.9% and demand expanding 1.5%.
- After expanding 32.9% in 2023, occupancy is expected to decline -1.0% in 2024. ADR is expected to decrease -0.6%, resulting in RevPAR decline of -1.6% in 2024. RevPAR is expected to grow by 9.5% in 2025.
- Over the next three years, occupancy is expected to expand at an average annual rate of 2.5%, while ADR is expected to expand at an average annual rate of 1.8%.

Supply and Demand Growth



RevPAR Growth Composition



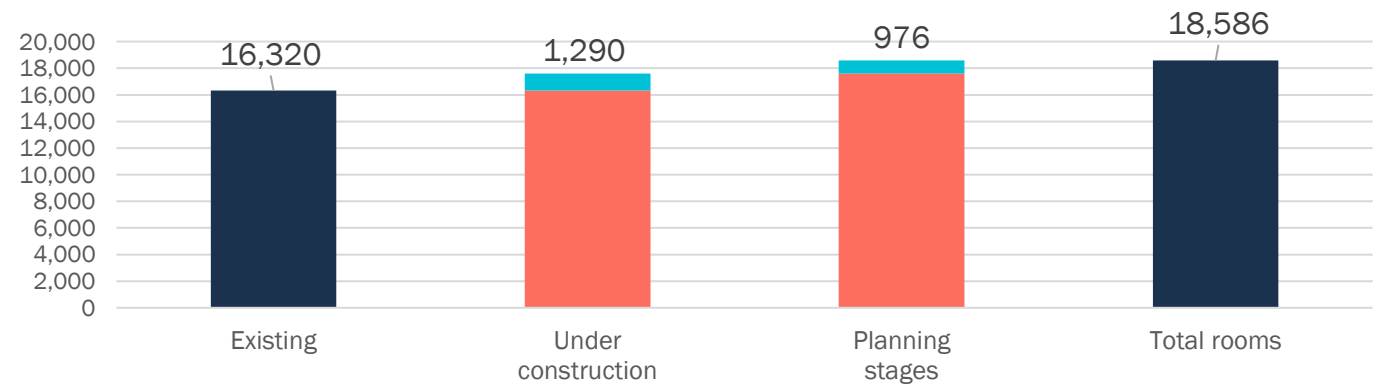
16.5k average daily rooms available in 2024, with 16.7k rooms forecast for 2025

- In 2024, on average there were 16.5k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 6.6%, which will supply an additional 1.0k rooms (compared to 2023) .
- Looking to 2025, average room supply is expected to expand 1.5%, supplying 252 new rooms and bringing the total number of rooms to 16.7k.
- Observing rooms by phase data, there was a total of 18.6k rooms (from 226 properties) in the pipeline.
- This comprised of 16.3k existing rooms (from 212 properties), 1.3k rooms under construction (from 9 properties), and 976 rooms in the planning stages (from 5 properties).

Average Supply
(Avg. daily rooms during year)

	Year	Rooms	% Chg.	Chg.
Actual	2020	14,173	2.8%	387
	2021	14,932	5.4%	759
	2022	15,375	3.0%	443
	2023	15,465	0.6%	90
Forecast	2024	16,483	6.6%	1,018
	2025	16,735	1.5%	252
	2026	16,858	0.7%	123
	2027	17,210	2.1%	352
	2028	17,300	0.5%	89

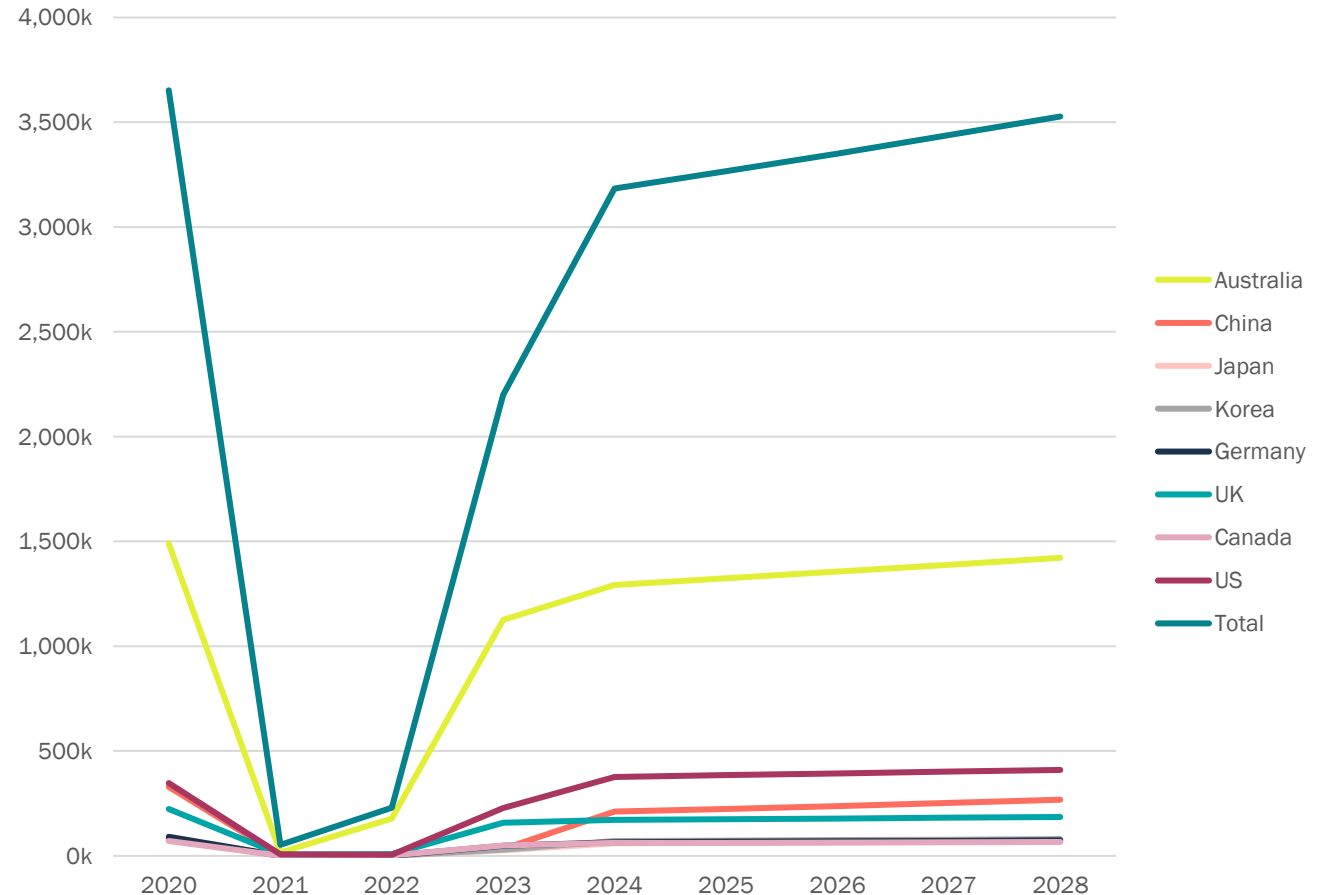
Rooms by Phase



In total, 3.56m visitors are projected to visit New Zealand in YE May 2028

- International overnight visitor arrival projections until 2028 are available for New Zealand overall – of which Auckland receives the largest share.
- International visitor growth to New Zealand is forecast with a Compound Annual Growth Rate (CAGR) of 13.2% from 2023 to 2028 (for Q3 2023), resulting in a possible 3.56m international visitors by YE May 2028.
- When calculated against the 2022 baseline a clear recovery trend in visitor arrivals is visible overall – as well as for our key markets.
- Visitor arrivals from Australia are expected to grow at an average annual rate of 2.5%. 1.43m Australian visitors are expected to visit New Zealand in the year to May 2028 (bringing visitation close to pre-Covid levels of 1.49m in 2020).

International visitor growth - New Zealand



* International visitation by city is based on the Global City Travel (GCT) database maintained by Tourism Economics. GCT tracks overnight visits by international visitors to 300 global cities. The data is tracked by country of origin on an annual basis, including historical and forecast years. The data shown here for the country is taken from the Global Travel Service (GTS) database, also maintained by Tourism Economics. This reflects international visitation by origin market, including historical and forecast years.



Auckland Tourism – Spend Data

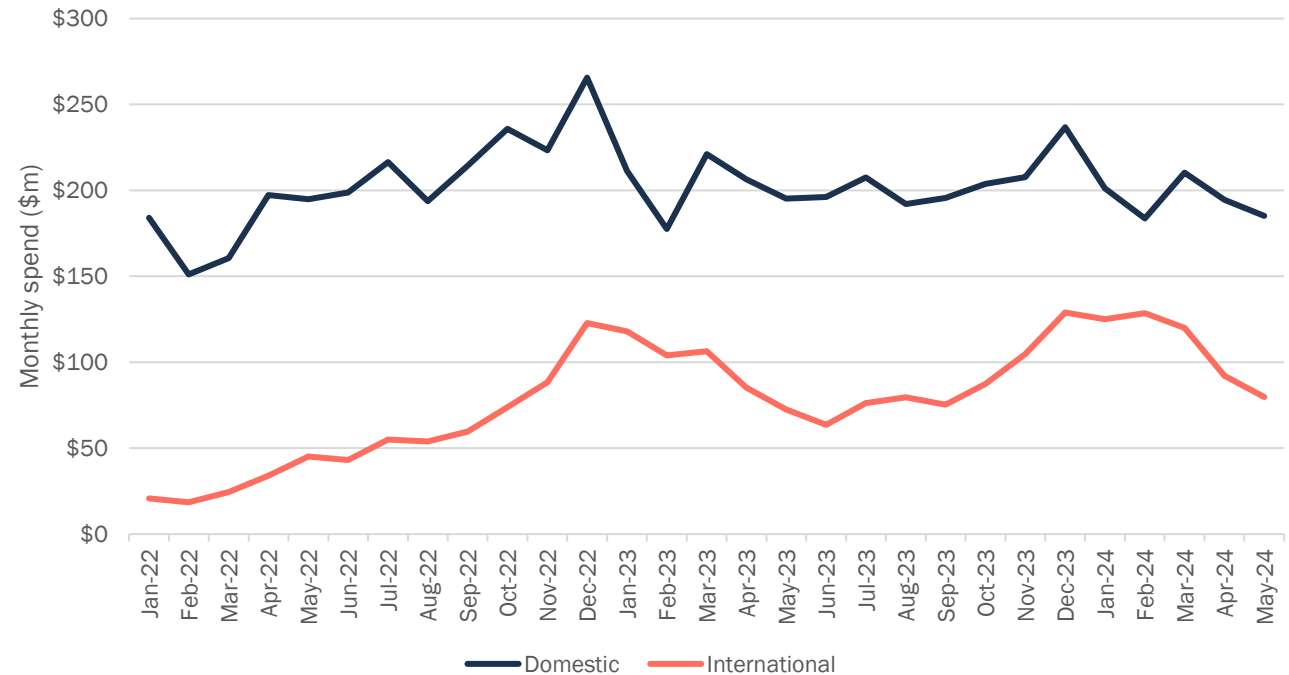
\$2.414b in Domestic tourism spend for year-end May 2024, down 5.7%

- Tourism Electronic Card Transactions (TECTs) has now restarted as an interim replacement to the Monthly Regional Tourism Estimates (MRTes).
- Due to a different methodology, the TECT figures are report. More information on (TECTs) can be found [here](#). substantially smaller than those of the previous MRTes, so the two series should not be compared.
- Due to limitations of the new data collection method, domestic and international market totals will not be added together and will only be used separately. Additionally, only data dating back to January 2022 will be used for the purposes of this
- In the year to May 2024, domestic tourism spend in Auckland was \$2.414b , down 5.7% on last year.
- International spend was \$1.161b, up 18.1% for the year.

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Source: MBIE TECTs.

Year-end tourism transactions in Auckland

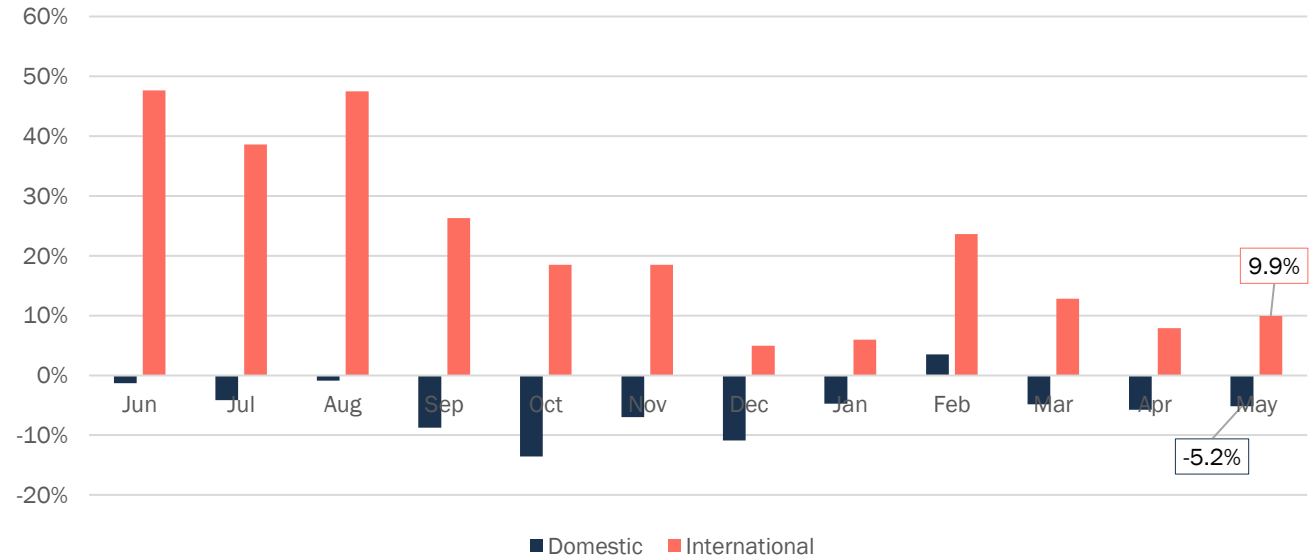


Tourism Transactions	YE May 2024 (\$b)	% change
Domestic	2.414	-5.7%
International	1.161	18.1%

Total Domestic tourism spend was \$185.1m for May 2024, down 5.2%

- For the month of May 2024, domestic tourism spend (TECTs) was \$185.1m (down 5.2%) compared to the same month in 2023.
- International tourism spend in May 2024 was \$79.7m (up 9.9%) compared to May 2023.

Monthly % Change in tourism transactions in Auckland

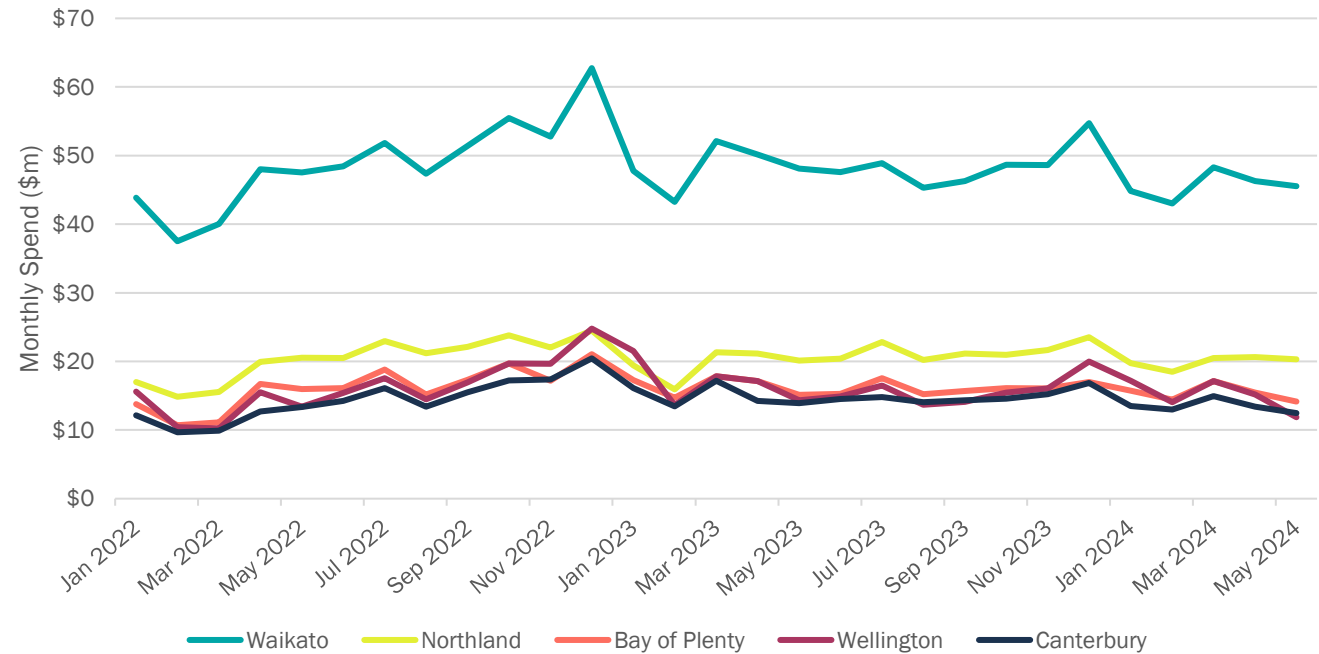


Tourism Transactions	May 2024 (\$m)	% change
Domestic	185.1	-5.2%
International	79.7	9.9%

Waikato visitors spent \$45.5m in May 2024, down 5.3% on the previous year

- For the month of May 2024, tourism spend was down across nearly all domestic markets compared to the same month last year, however Northland spend was up 1.0%.
- Spend from **Waikato-based visitors \$45.5m** was down 5.3% compared to the previous year.
- Spend from **Northland (\$20.3m, up 1.0%)**, the **Bay of Plenty (\$14.1m, down 6.5%)**, **Wellington (\$11.8m, down 17.4%)** and **Canterbury (\$12.5m, down 10.4%)** was also down in May 2024, compared to May 2023.

Monthly tourism domestic spend in Auckland, by market

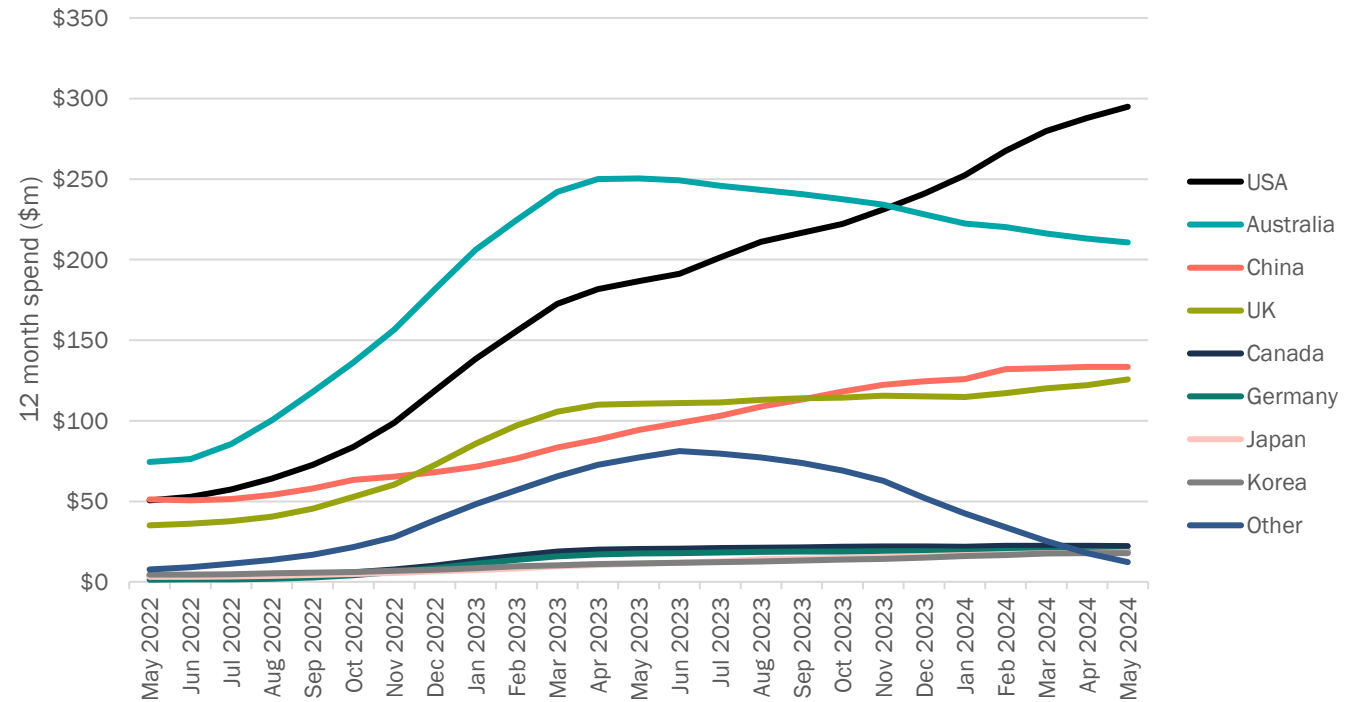


	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
May-24	45.5	-5.3%	20.3	1.0%	14.1	-6.5%	11.8	-17.4%	12.5	-10.4%

USA visitors spent \$295m in the year to May 2024, up 58.0% on the previous year

- In the year to May 2024, Australian tourism spend was \$211m, down 15.9% on the previous year.
- Tourism spend from the US was \$295m, up 58.0%.
- Spend from the UK was \$126m, also up 13.6% for the year to May 2024.
- Chinese visitors spent \$133m in the year to May 2024, up 41.4% on the previous year.
- Spend from Japan (up 62.1% to \$18.4m), Korea (up 55.0% to \$17.8m), Canada (up 9.0% to \$22.3m), and Germany (up 7.3% to \$18.9m) was also up on the previous year.

Year-end tourism expenditure in Auckland, by market

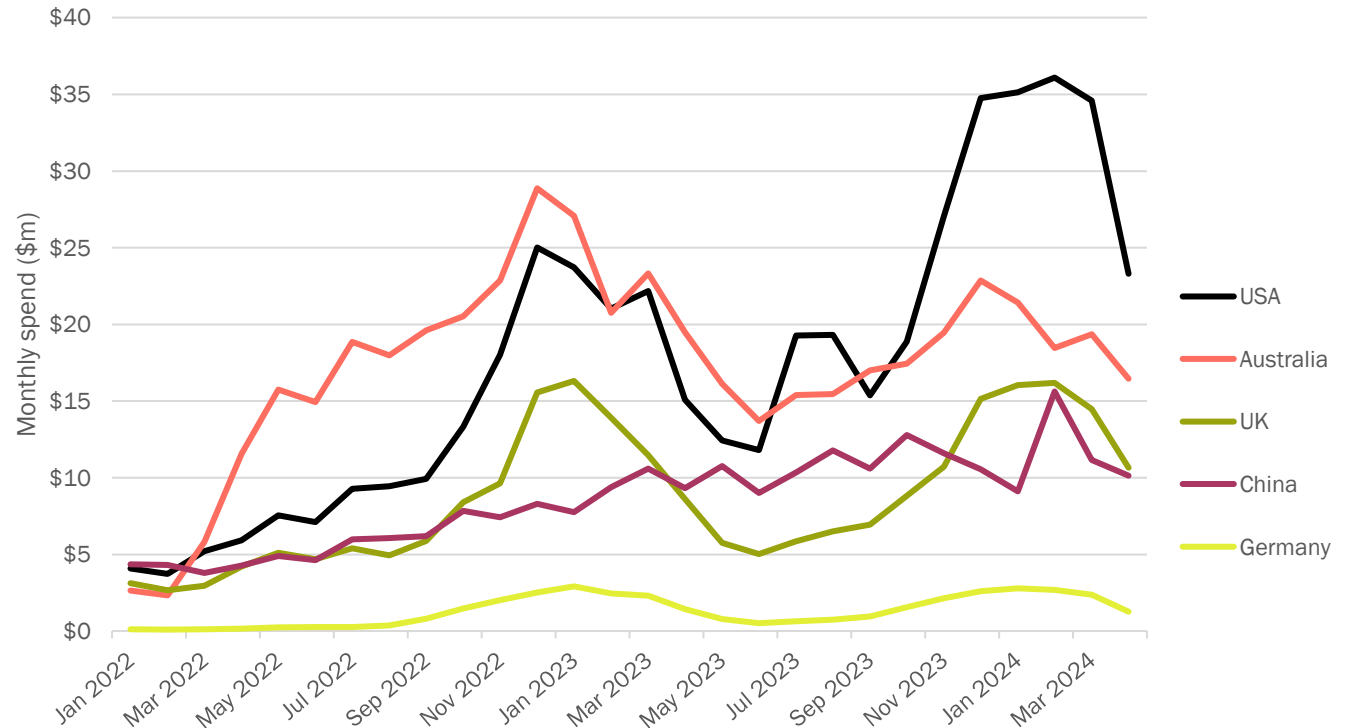


	Australia (\$m)	vs. previous year / YE	China (\$m)	vs. previous year / YE	UK (\$m)	vs. previous year / YE	US (\$m)	vs. previous year / YE	Germany (\$m)	vs. previous year / YE
YE May 2024	211	-15.9%	133	41.4%	126	13.6%	295	58.0%	19	7.3%

Visitors from the US spent \$19.2m in May 2024, up 54.5% on the previous year

- For the month of May 2024, tourism spend from the US (\$19.2m) was up 54.5% compared to last May.
- Visitors from Australia spent \$13.6m in May, down 15.9% on the previous year.
- Visitors from China spent \$10.7m in May, down 0.9% compared to last year.
- There was an increase in tourism spend from the UK (up 60.7% to \$9.2m) while a decrease in German tourism spend (down 15.6% to \$0.7m) for the month of May 2024.

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
May-24	13.6	-15.9%	10.7	-0.9%	9.2	60.7%	19.2	54.5%	0.7	-15.6%

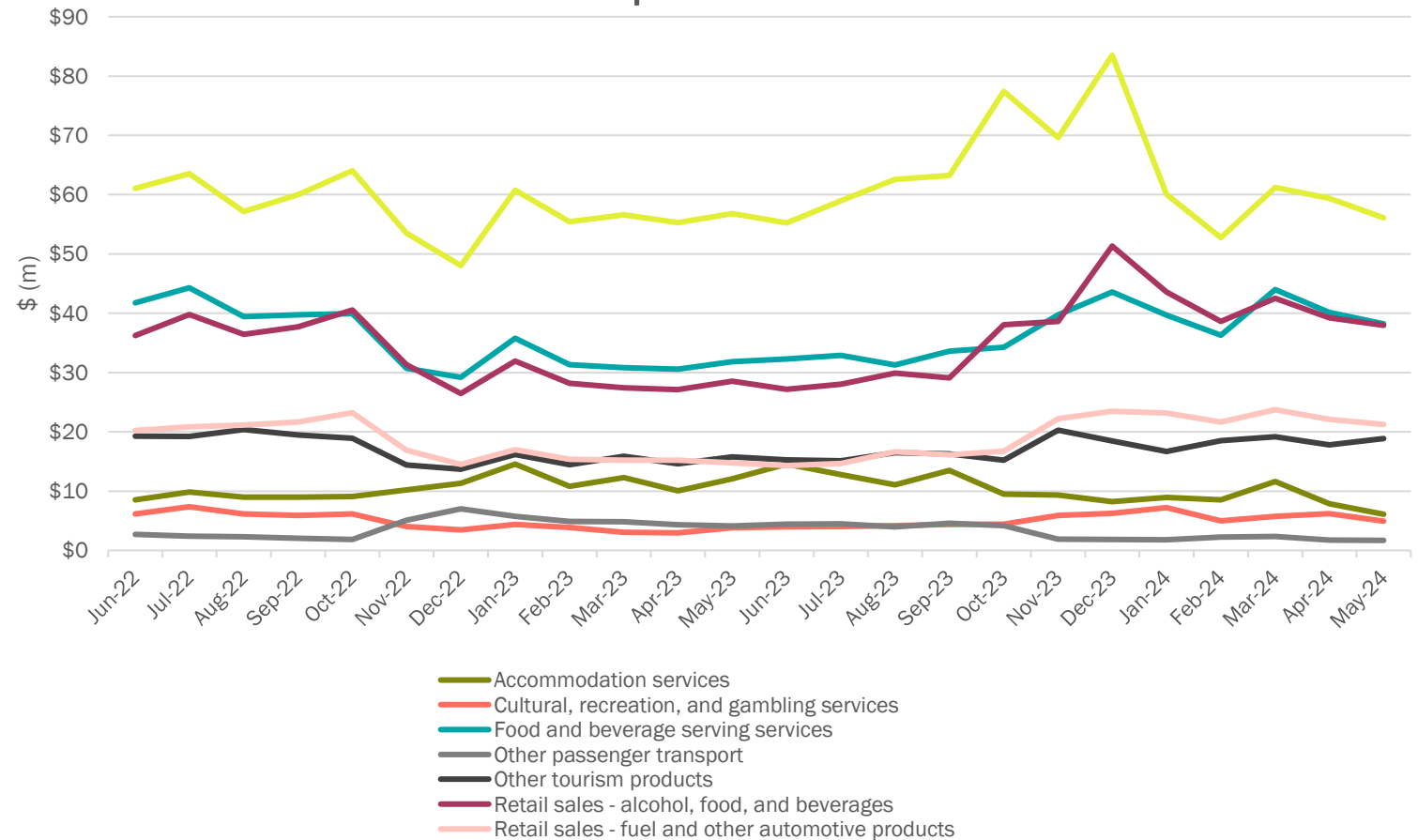
\$56.1m spent in Retail sales (other) by domestic visitors in May 2024

	Spend (\$m)	% change
Accommodation services	6.1	-49.7%
Cultural, recreation, and gambling services	4.9	29.3%
Food and beverage serving services	38.2	19.9%
Other passenger transport	1.7	-58.8%
Other tourism products	18.8	19.6%
Retail sales - alcohol, food, and beverages	37.9	32.8%
Retail sales - fuel and other automotive products	21.3	43.8%
Retail sales - other	56.1	-1.2%
Grand Total	185.1	-5.2%

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



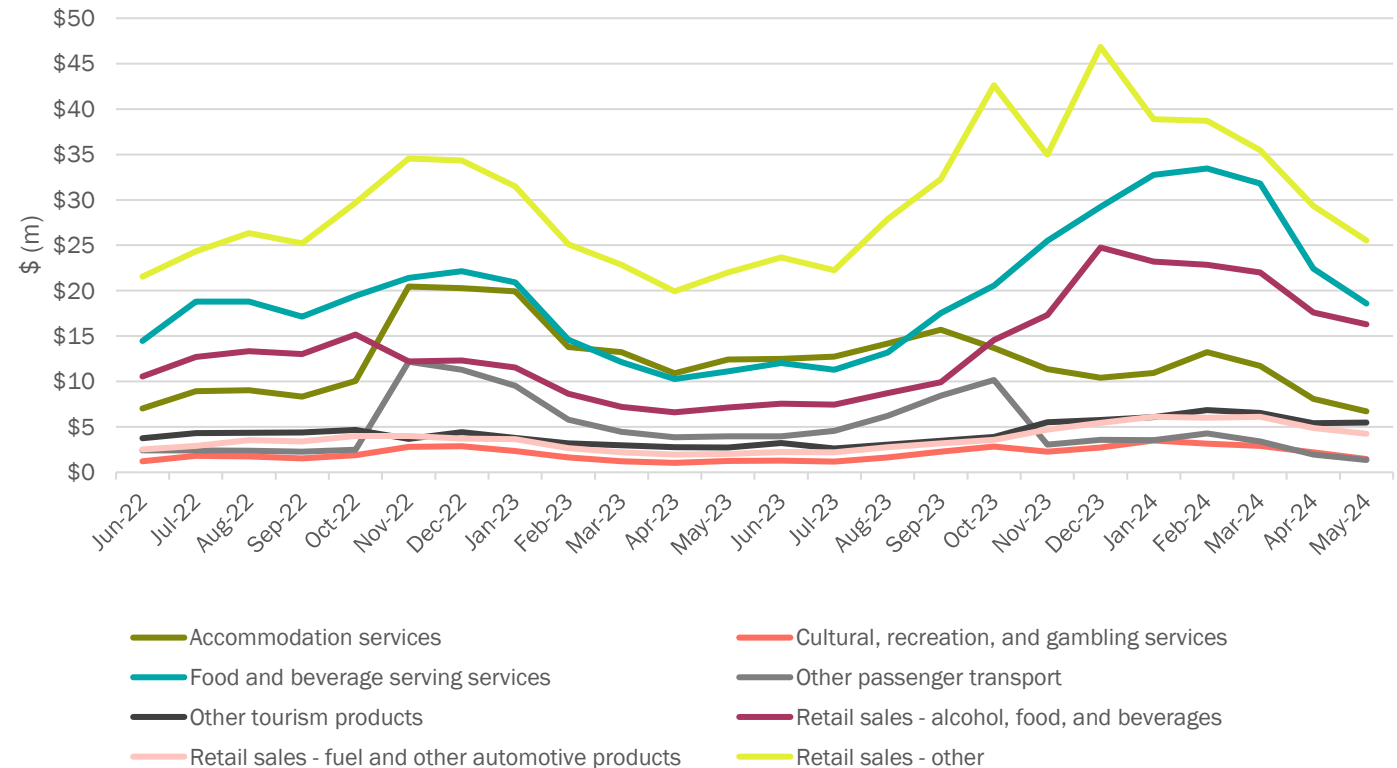
\$25.5m spent in Retail sales (other) by International visitors in May 2024, up 16.0%

	Spend (\$m)	% change
Accommodation services	6.7	-46.0%
Cultural, recreation, and gambling services	1.5	16.7%
Food and beverage serving services	18.6	67.2%
Other passenger transport	1.4	-65.3%
Other tourism products	5.5	101.3%
Retail sales - alcohol, food, and beverages	16.3	127.9%
Retail sales - fuel and other automotive products	4.2	109.3%
Retail sales - other	25.5	16.0%
Grand Total	79.7	27.2%

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Source: MBIE TECTs.

International monthly tourism transactions in Auckland, by product





Auckland – Major Events Data

NZ International Comedy Festival

03 May – 25 May


21.8^k


Attendance




4.7^k


Visitor nights




835^k

Visitor Spend




\$428^k

GDP



NZ International Comedy Festival

03 May – 25 May

[The NZ International Comedy Festival](#) returned in May, allowing audiences to experience the very best comedians from Aotearoa and around the world. This year crowd favourite including the BEST Foods Comedy Gala, The Comedy Mixtape, The Great Comedy Debate were back, plus so many more.

Key Insight

- 21.8k attendees
- 4.7k visitor nights
- \$835K Visitor Spend
- \$428k GDP


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Source: Major Events, Tātaki Auckland Unlimited.



Auckland Writers Festival

14 May – 19 May

 **31.7^k**

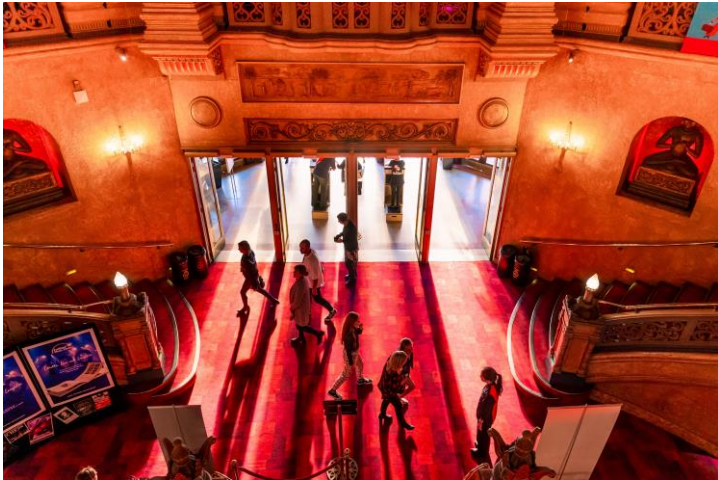
Attendance

 **7.6^k**

Visitor nights

 **998^k**

Visitor Spend



 **\$640^k**

GDP



Auckland Writers Festival

14 May – 19 May

The Auckland Writers Festival offers audiences the opportunity to see and hear from the very best writers of contemporary fiction and non-fiction, scientists, economists, poets, journalist, and public intellectuals. Audiences are enriched by innovative thinking, challenged by new ideas, and inspired to discover more about our world.

Key Insight

- 31.7k attendees
- 7.6k visitor nights
- \$998K Visitor Spend
- \$640k GDP

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Source: Major Events, Tātaki Auckland Unlimited.



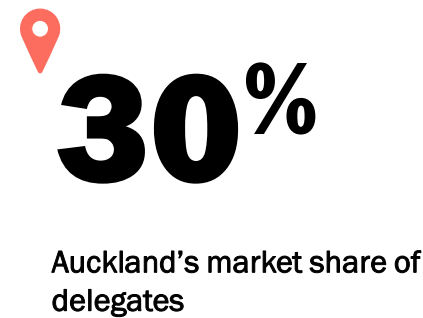


Auckland – Business Events Data

Business Events Insights Q2 2024

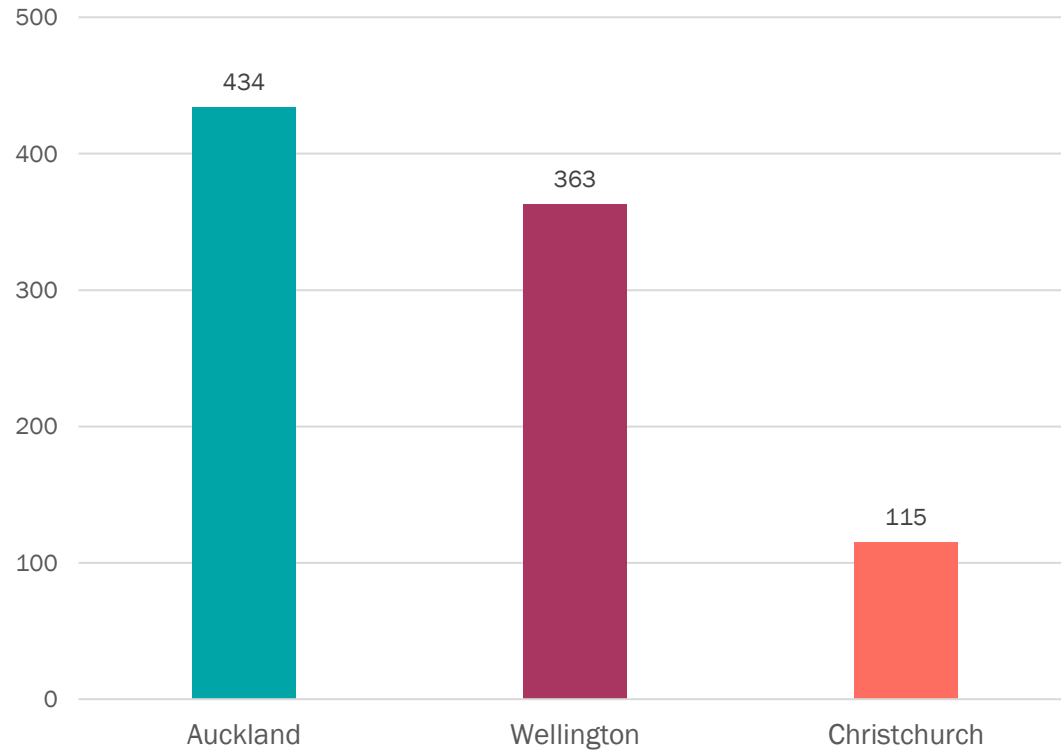


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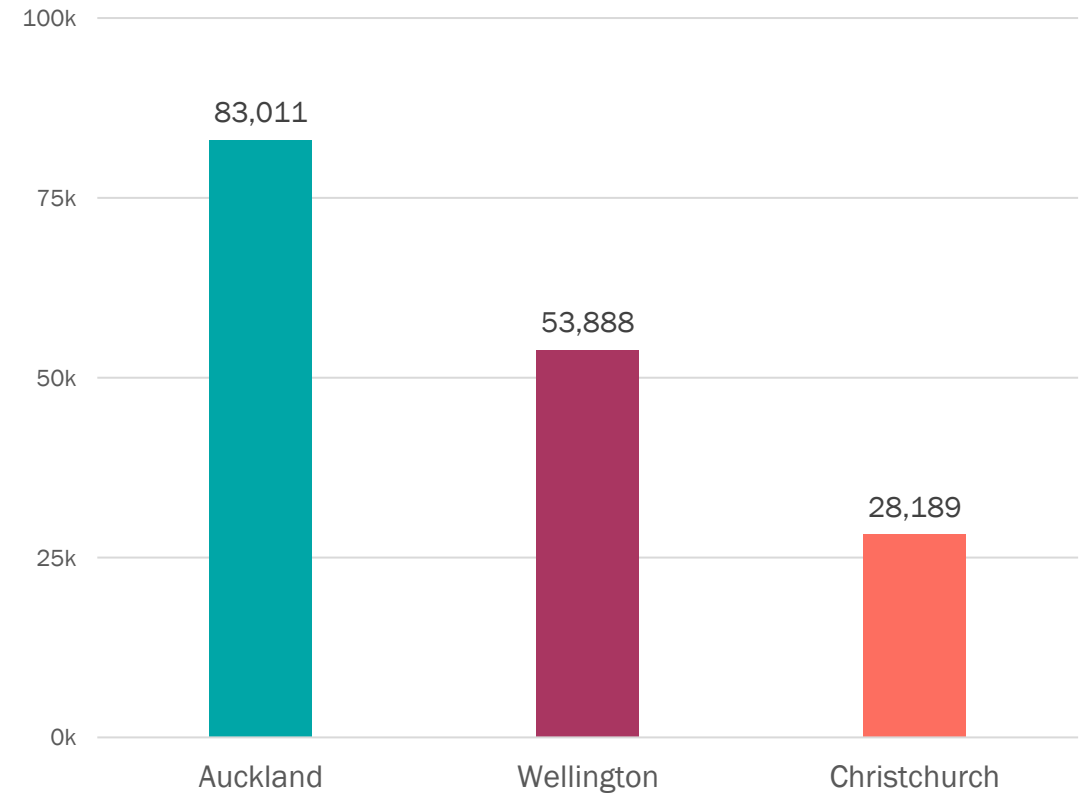


Auckland attracted the highest number of business delegates (83.0k) in New Zealand in Q2 2024

Total number of business events – Regional comparison



Total number of delegates – Regional comparison

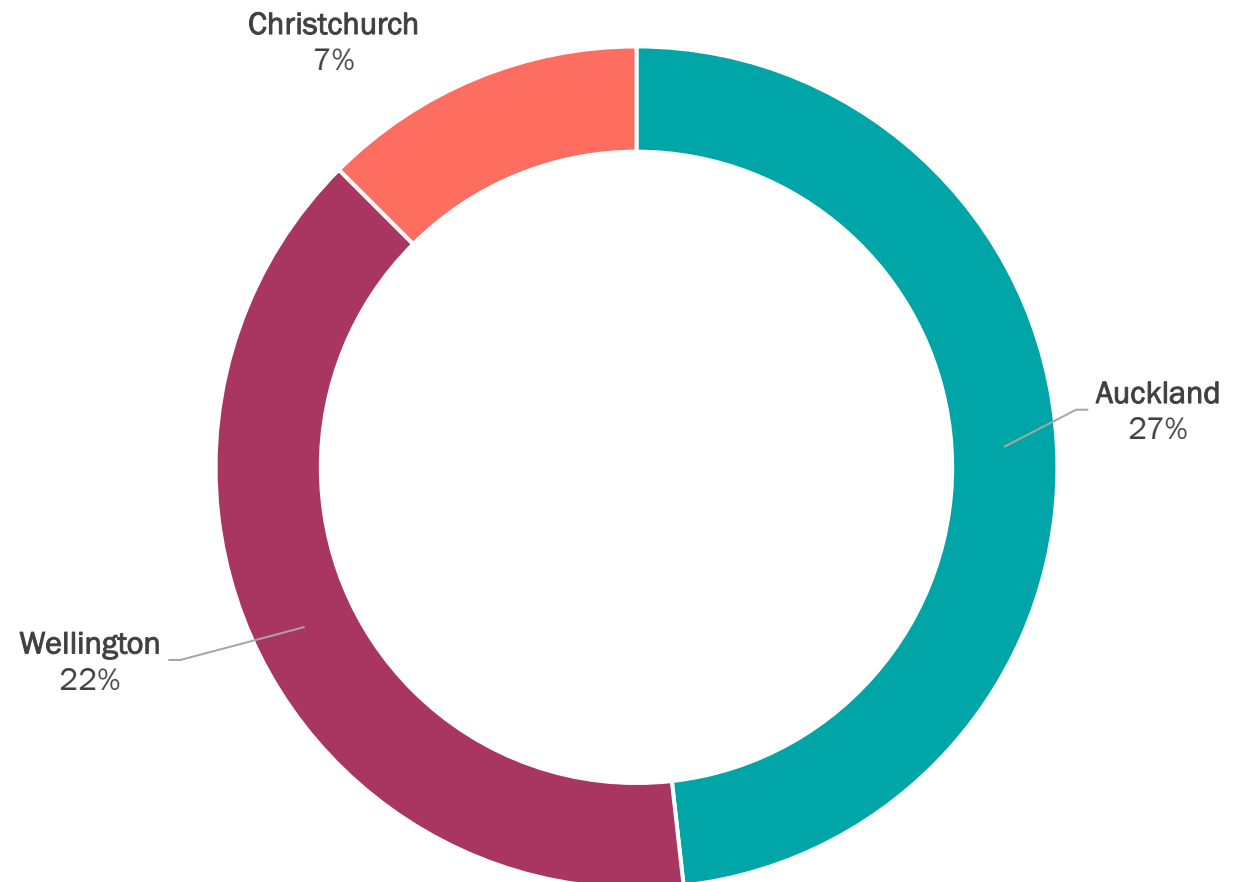


Auckland had the largest market share of business events in NZ in Q2 2024



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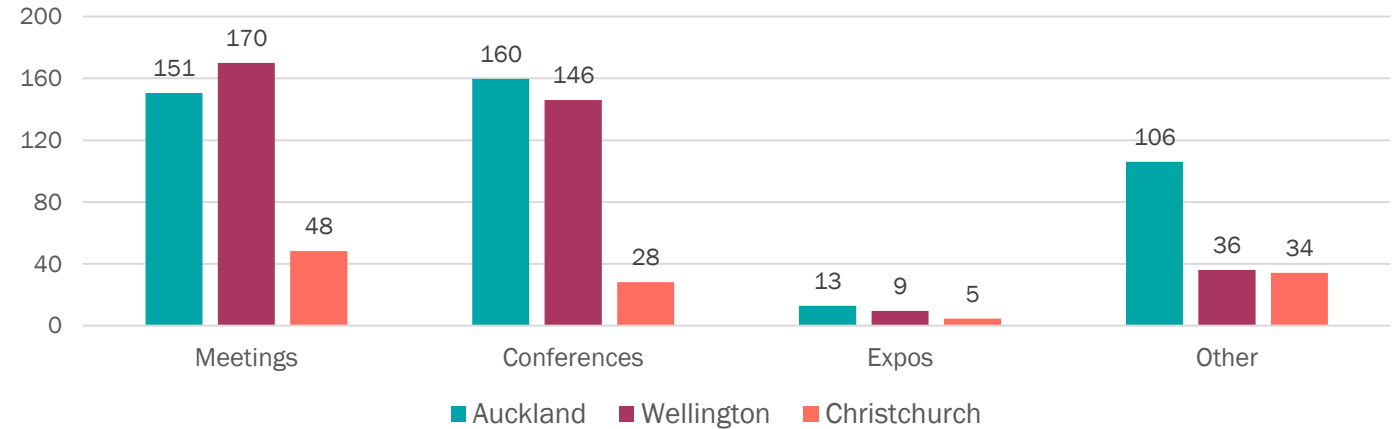
Business Event Market Share - Regional Comparison



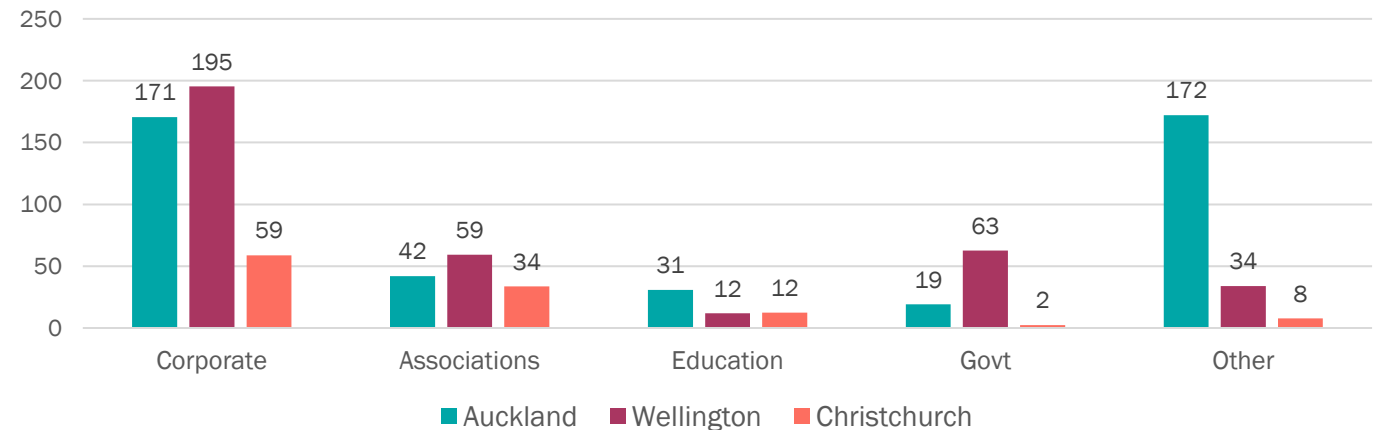
Auckland hosted the most conferences, other business events and expos in NZ Q2 2024

- Looking at business event type, **Auckland hosted the most conferences (160), other business events** like social functions and Gala dinners (106) out of the three featured regions in **Q2 2024**.
- However, Wellington held the highest number of meetings (170), followed by Auckland (151) and then Christchurch (48).
- The majority of business events in Auckland were for **Corporate customers (171), Associations (42) and Education customers (31)**.
- Among the three regions, Wellington recorded the most Government-related business events (63). This can be attributed to the fact that Wellington is home to New Zealand’s Parliament.

Business Events By Event Type



Business Events By Customer Type

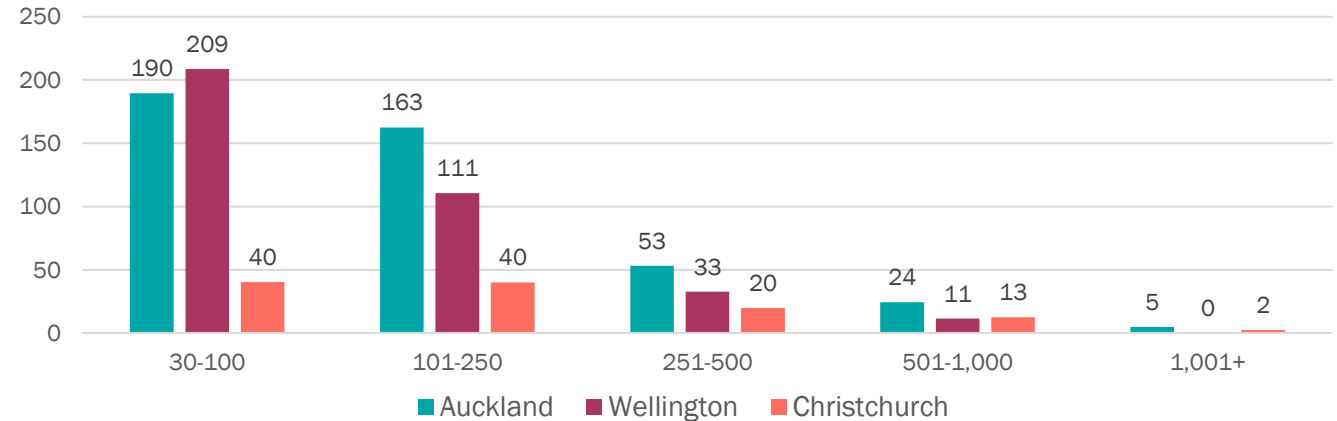


36% of all business events in Auckland were multi-day events in Q2 2024

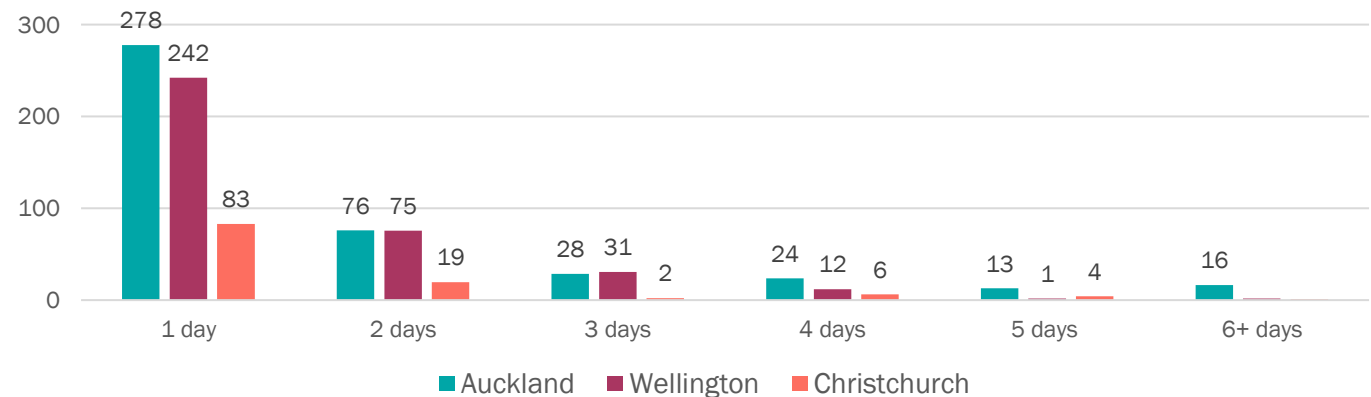
- In Q2 2024, 44% of all business events held in Auckland were smaller events hosting between 30-100 delegates (190 events). In comparison to other regions, Wellington hosted most small business events (209 events).
- 37% of business events in Auckland were medium-sized events with 163 events that hosted between 101-250 delegates.
- 12% of business events (53) in Auckland hosted between 251-500 delegates.
- Auckland had 5 large-scale events that hosted over 1,000 delegates in Q2 2024.
- In Q2 2024, nearly two-thirds of all business events (64%) in Auckland were one day events (278), while 36% were multi-day events. 17% were held for a duration of two days (76), and 7% ran over the course of three days (28).

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No. of delegates - Regional comparison



Duration of event - Regional comparison



A scenic view of a coastline with two people standing on a grassy hill overlooking the ocean. A rainbow is visible in the sky.

Auckland Visitor Survey

Nb. The AVS is currently on hold. The latest historical results are featured in this section.

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

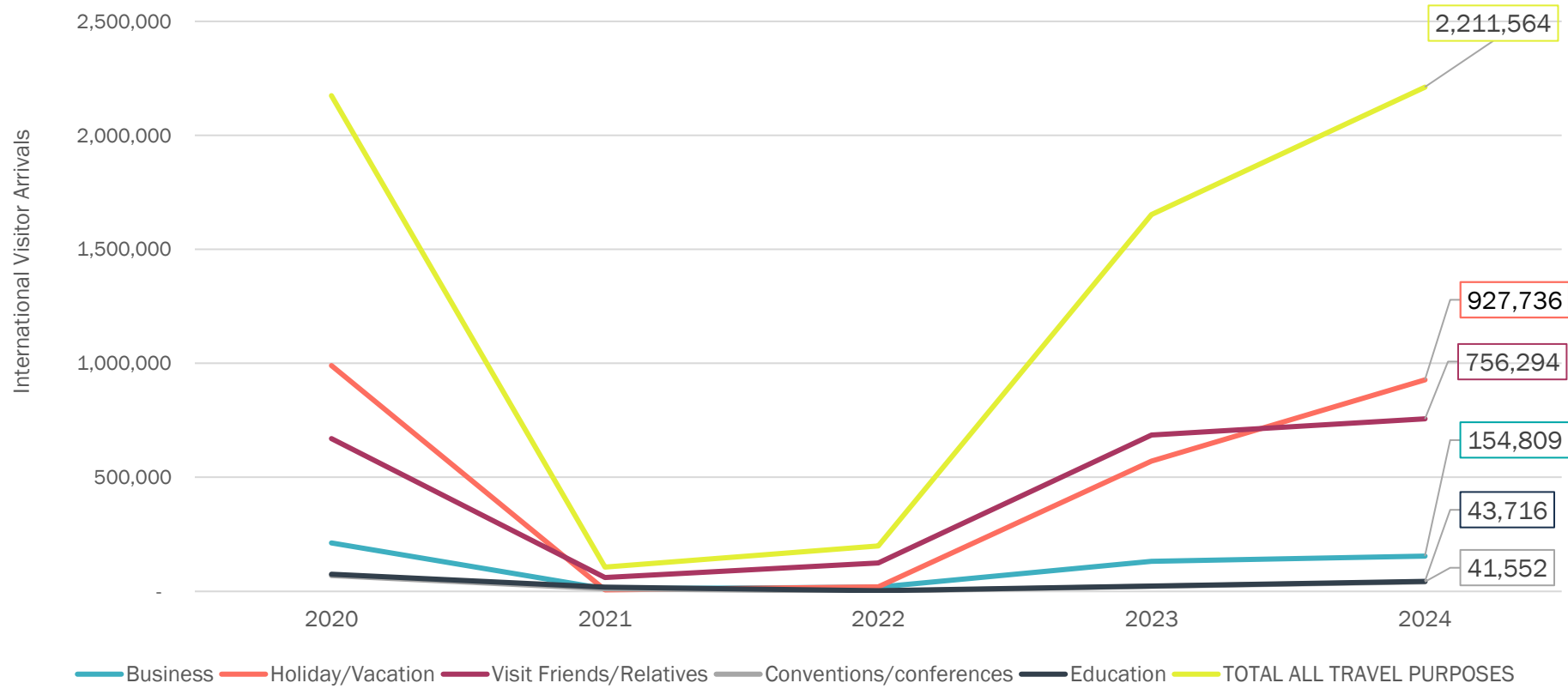
Compared to
YE June 2021

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. This programme is currently on hold.

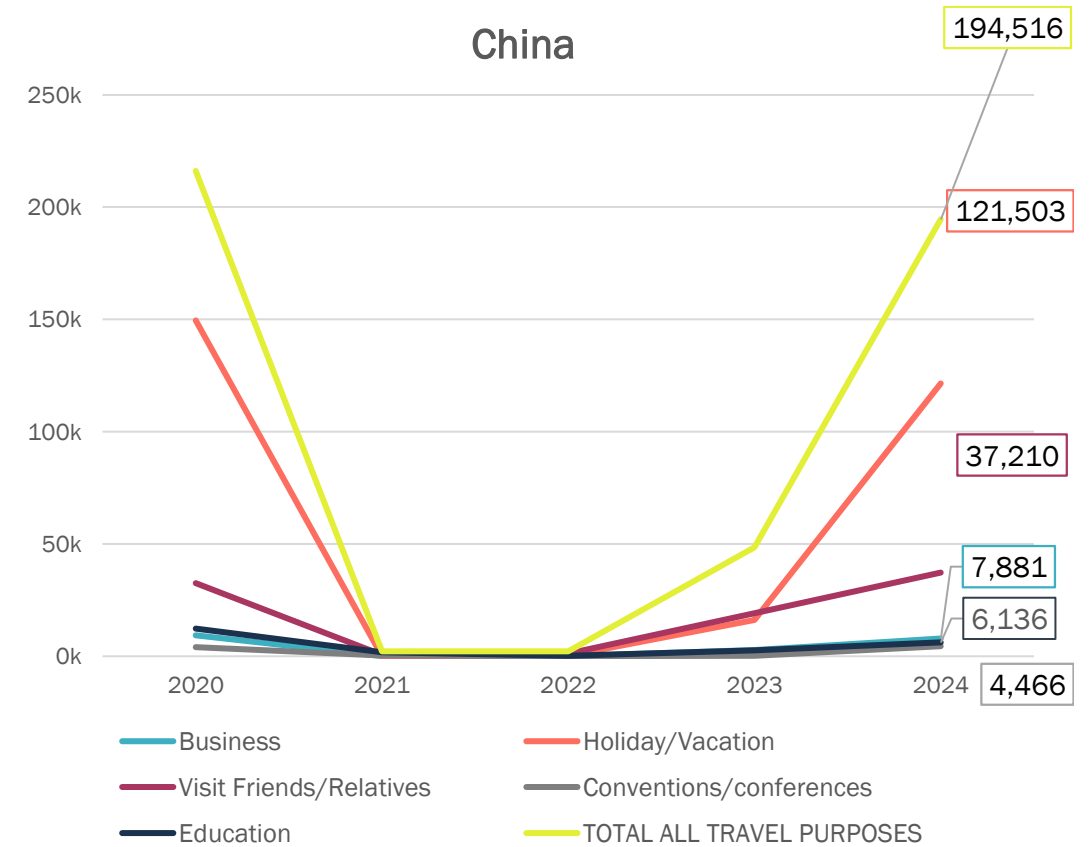
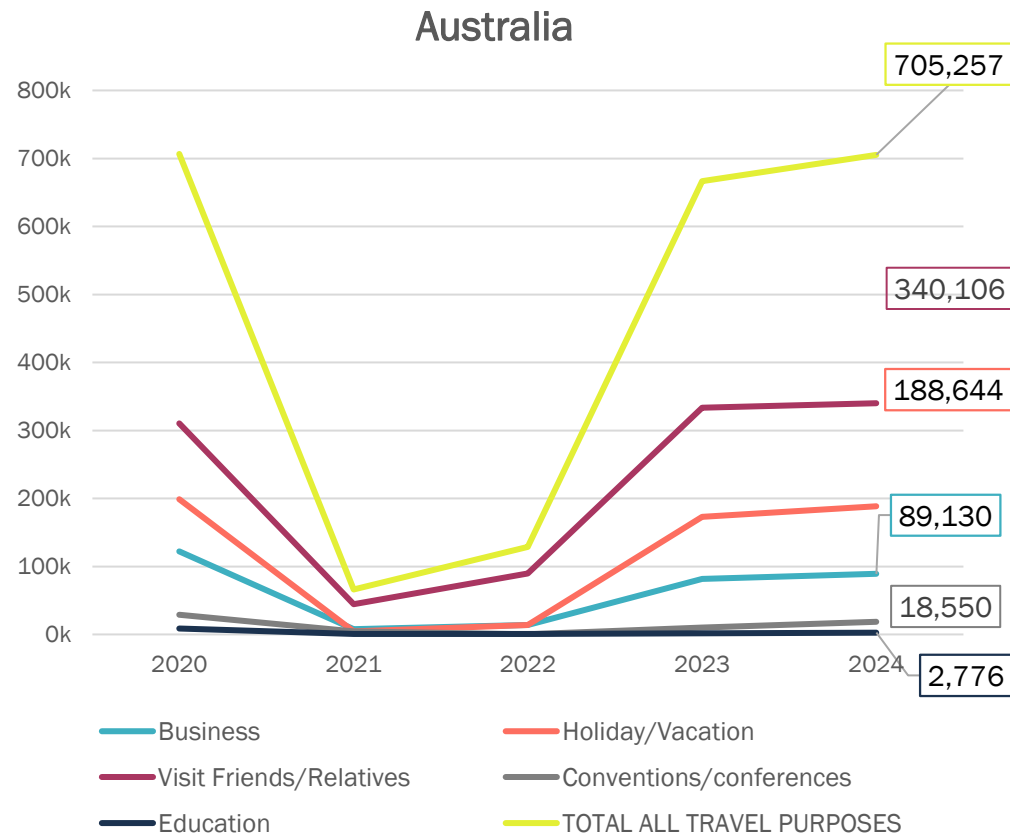


Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE May

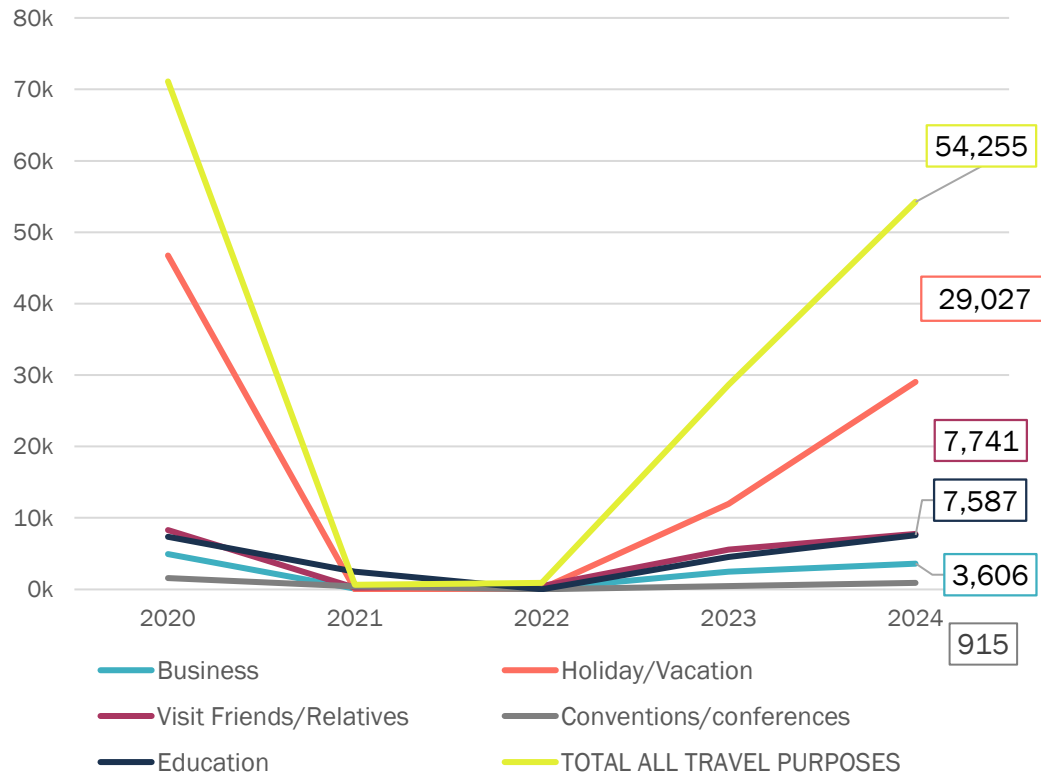


Five-year visitor arrivals to Auckland, YE May

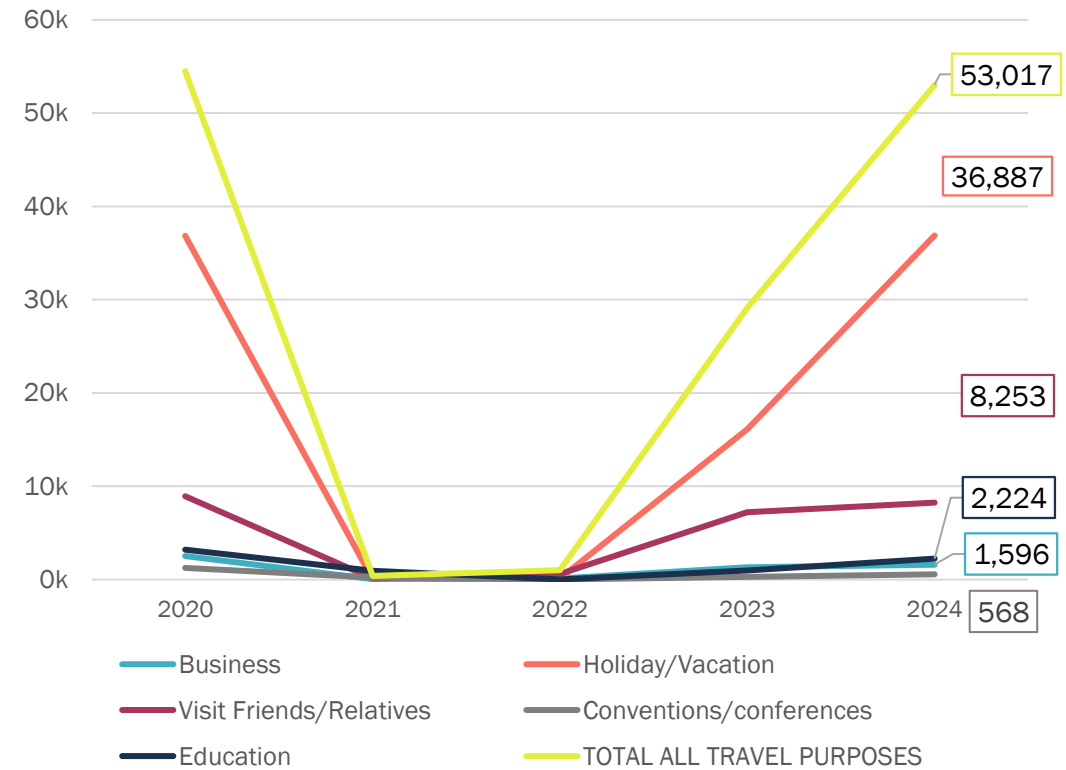


Five-year visitor arrivals to Auckland, YE May

Japan

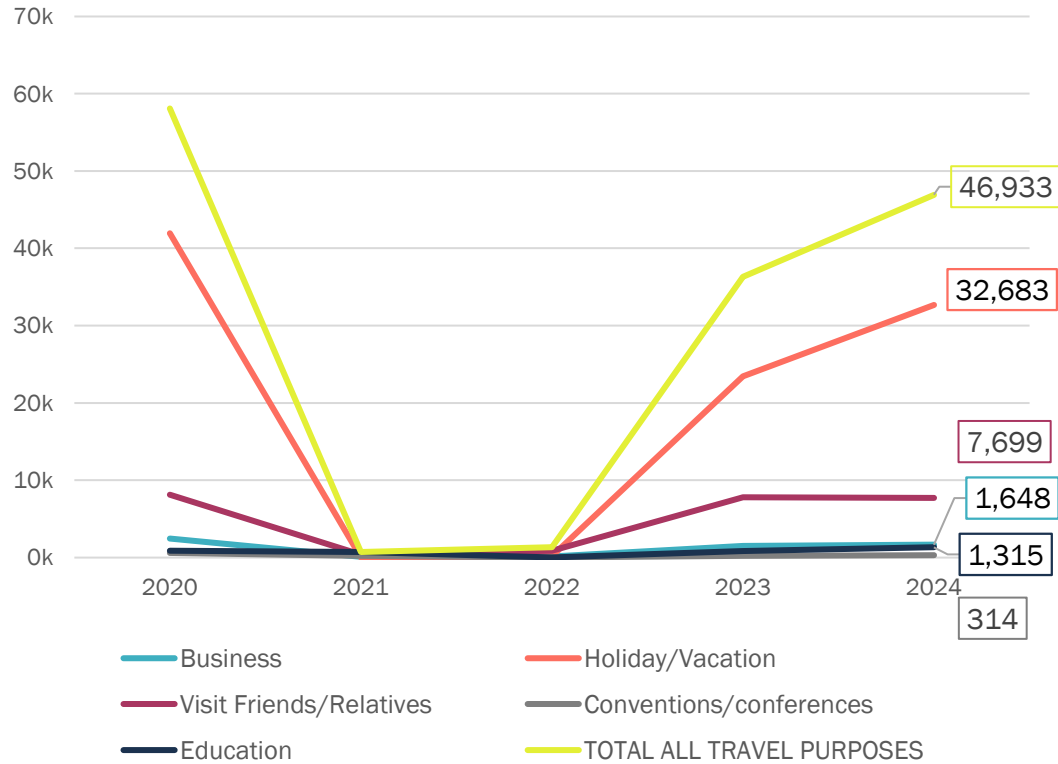


Korea

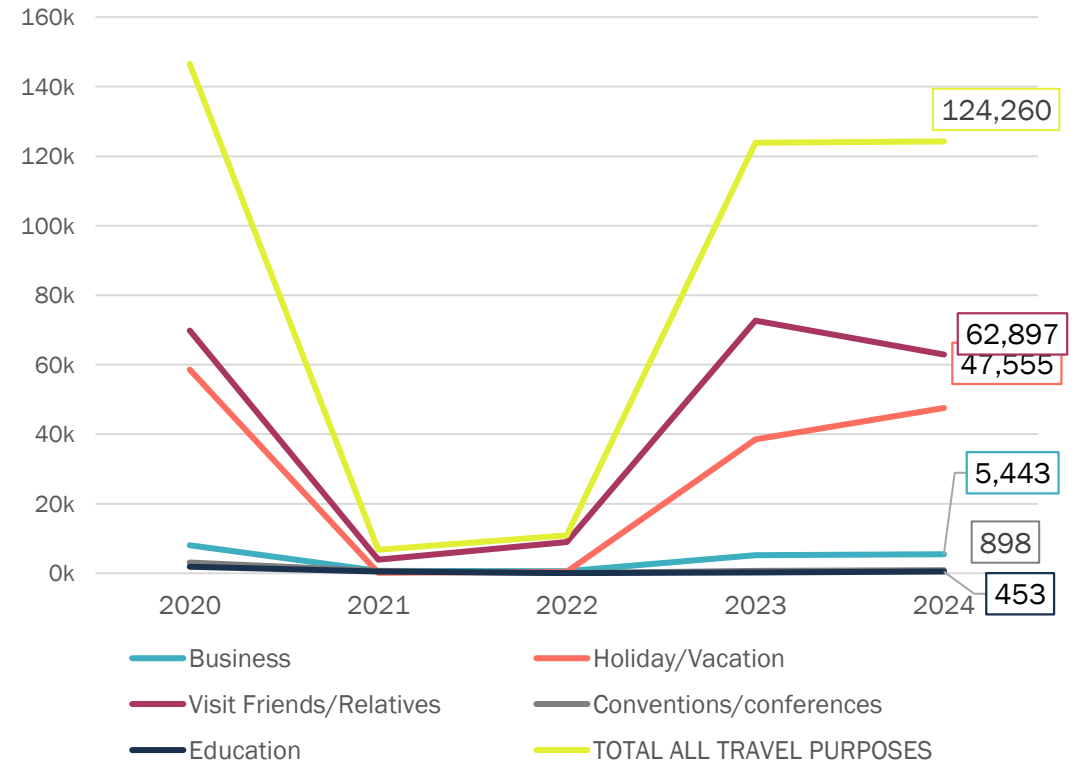


Five-year visitor arrivals to Auckland, YE May

Germany

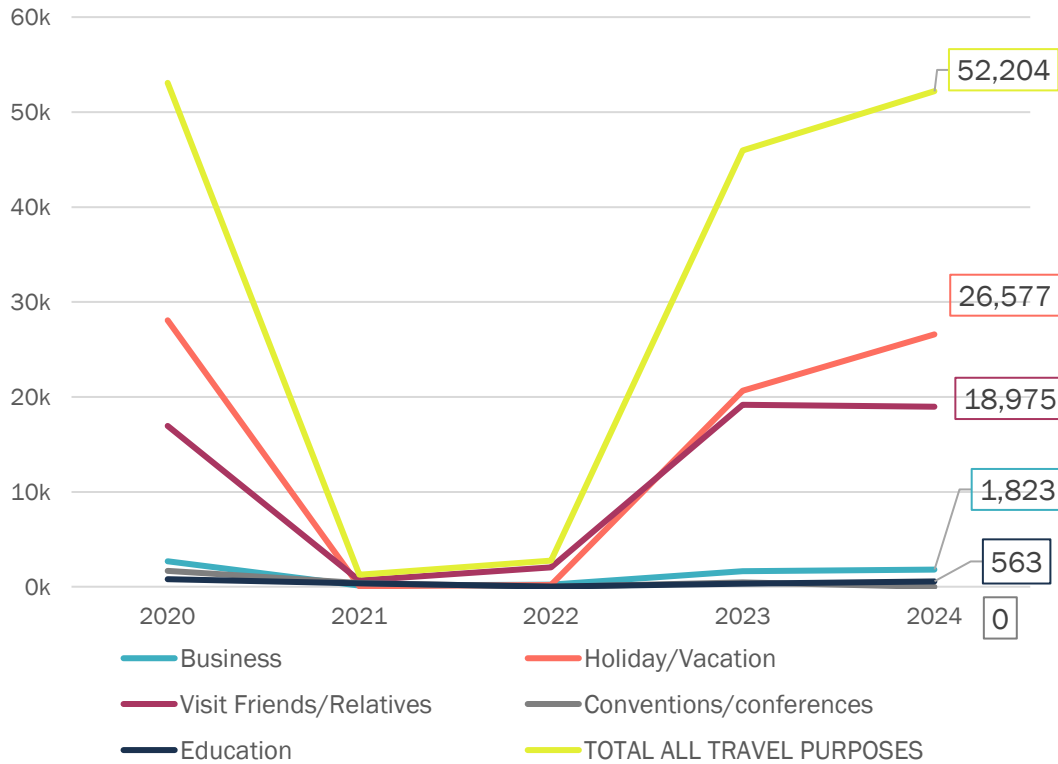


UK

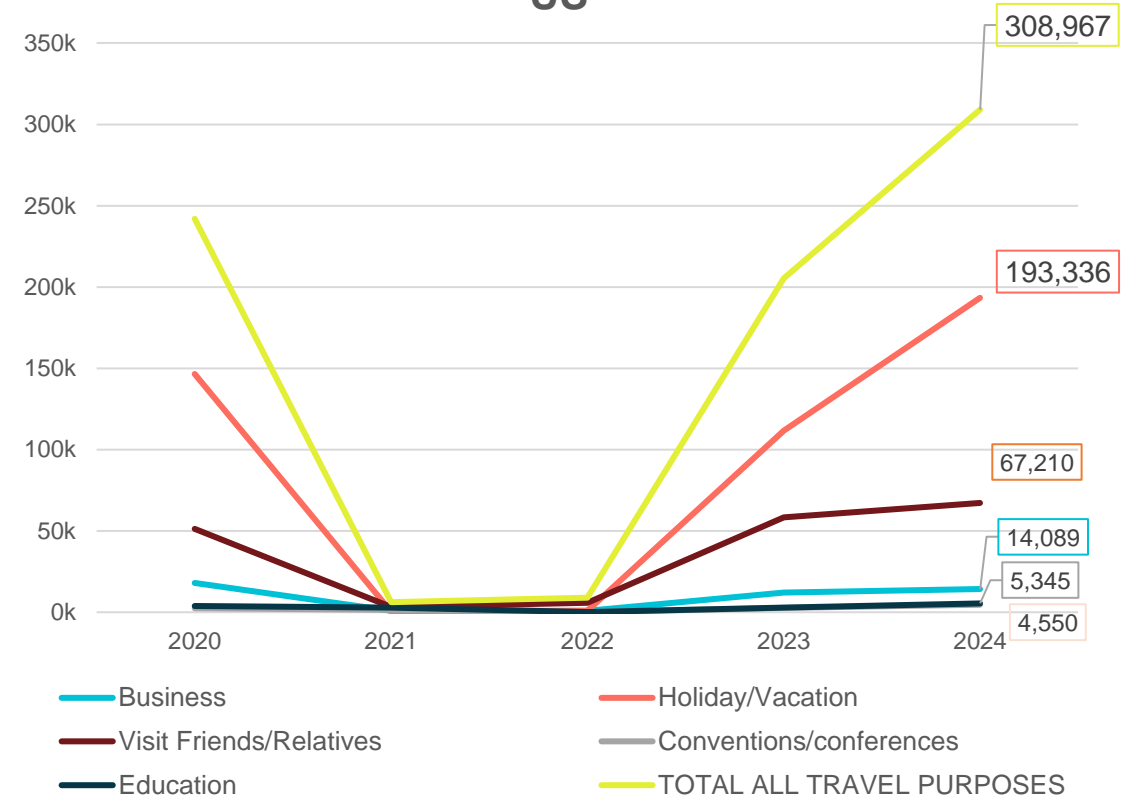


Five-year visitor arrivals to Auckland, YE May

Canada



US



Ngā mihi Thank you

- KEY CONTACT

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