

Tātaki
Auckland
Unlimited



Tāmaki Makaurau Auckland Destination Overview

April 2024

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

Prepared June 2024

By Chris Gleeson, Research & Insights

aucklandunlimited.com

Contents

KEY FINDINGS/ HIGHLIGHT OF THE MONTH	3-4
<hr/>	
VISITOR ARRIVALS DATA	
INTERNATIONAL VISITORS	
REASON FOR VISIT MARKET	6 - 11
AUCKLAND VS. OTHER PORTS	12
<hr/>	
ACCOMMODATION DATA	
COMMERCIAL GUEST NIGHTS TYPE	14 - 15
ADR, HOTEL OCCUPANCY AND REVPAR	16 - 17
AVERAGE LENGTH OF STAY	18
FORWARD BOOKING DATA	19
FORECAST ACCOMMODATION DATA	20 - 22
<hr/>	
SPEND DATA	
INTERNATIONAL & DOMESTIC TOURISM SPEND DATA	24-30
<hr/>	
MAJOR & BUSINESS EVENTS DATA	
MAJOR EVENTS INSIGHTS	32 - 34
BUSINESS EVENTS INSIGHTS	36 - 40
<hr/>	
AUCKLAND VISITOR SURVEY	
VISITOR EXPERIENCE & NET PROMOTER SCORE	42 - 43
<hr/>	
FIVE YEAR TRENDS IN KEY MARKETS	
REASON FOR VISIT BY MARKET	45 - 49



Key Visitor Data



INTERNATIONAL

- **Monthly international visitors (152.5k)** were **down 0.1%** on April 2023 (152.6k).
- **The year to April 2024** saw **2.20m international visitor arrivals, an increase of 38.4%** on 2023. However, international visitation was down 5.7% compared to 2020 levels (2.33m in YE April 2020).
- There was a decrease in **Australian visitors** in the month of April 2024, with **55.0k visitors, down 7.3%** compared to last April. **The year to April 2024 saw 702.0k** Australian visitor arrivals, **up 6.9%**.
- **Holiday visitors (920.3k)** contributed the most to annual visitor numbers and **increased 69.9%** on the year to April 2023. **Monthly holiday numbers (62.2k)** were **also up 8.7%** compared with the month of April 2023.
- **VFR visitors (755.3k)** were **up 12.3%** for the year, with **monthly numbers (51.9k) down 14.9%**.
- **220.3k international guest nights in commercial accommodation** for April, **up 7.3%** on last year.
- **International tourism spend in April 2024 was 91.9m** (up 7.9% compared to April 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 **335.8k domestic guest nights in commercial accommodation** for the month of **April, down 16.5%**.
- **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 April 2024 was 194.5m** (down 5.8% compared to April 2023).

OVERALL

- For the month of April 2024, there were **556.1k total guest nights in commercial accommodation** in Auckland, **down 8.4%** on last year.
- **On average, visitors stayed in Auckland for 2.1 nights** in April 2024 (down 4.5% on the previous year).
- **Average hotel Occupancy** for the month was **62.4%, 3.7% lower** compared to April 2023.
- The **Average Daily Rate** for April was **\$206 (down 8.9%)** and the **RevPAR was \$129 (down 12.3%)** compared to the previous year).
- The **average daily rate (ADR)** for hotels in Auckland was the highest for the month on **Wednesday 10th April 2024 at \$214** (down 3.4% 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 September 2024** in comparison to last year.
- Occupancy on the books peaked at 73% on Saturday 13th July 2024.

Highlight of the month: MOU signed with Auckland Airport and China Southern Airlines

Coverage of the MOU signed between TAU, Auckland Airport and China Southern Airlines reached a cumulative potential reach of 466,454 and an EAV of NZD 20,680. The media release resulted in an interview with Annie Dundas on Newstalk ZB Breakfast with Mike Hosking. Other coverage included Meeting Newz, Travelinc Memo and Meetings & Conventions Asia.

Auckland aims to get 'on the radar' with China Southern Airlines alliance

ON AIR | EARLY EDITION

Newstalk ZB, Tue, 23 Apr 2024, 8:43AM

iHeart
Annie Dundas: Auckland Unlimited Destination Director on the collaboration with A...
Early Edition on Newstalk ZB

meeting newz

Connecting the business events industry for over 30 years

Home Videos Events Jobs Magazine Subscribe Advertising Find A Venue Specials BEE

Te Pae
Gather, Connect and in heart of Ōtautahi Christchurch

Monday, 22 April 2024 21:46

New alliance aims to elevate Auckland's appeal for Chinese business travellers



Serina Wood, Manager Business Development (Tātaki Auckland Unlimited), Jason Sun, Regional General Manager (Australia & New Zealand), China Southern Airlines, Darren Chen, Senior Vice President of Auckland Operations, Tātaki Auckland Unlimited, Gu Jiang, Assistant Vice President, China Southern Airlines, Scott Tait, Chief Customer Officer, Auckland Airport.

Connecting Auckland with high-value Chinese business travellers is the impetus behind a new partnership between Tātaki Auckland Unlimited, Auckland Airport and China Southern Airlines. Signed yesterday, a Memorandum of Understanding (MOU) will see the three organisations work together to grow Auckland as a destination for Chinese conferences and meetings, trade exhibitions, and business incentive travel.

Of the 210,000 Chinese visitors entering New Zealand since travel resumed between the two countries, 13,000 – or 6% – visit here for business, commerce and trade.

M&C/ASIA

LATEST NEWS | IN THE SPOTLIGHT | DIGITAL MAGAZINES | EVENTS & VIDEOS | FREE SUBSCRIPTION | CONTACT US

New alliance targets Chinese to Auckland

Three organisations team up to market New Zealand's largest city as a destination for Chinese MICE travellers.

April 23, 2024

M&C Asia Stella Awards

With growing hotel capacity and the upcoming inauguration of the new Zealand International Convention Centre, Auckland is set to lure Chinese business travellers. Photo: Christchurch Airport.

A new alliance connecting Auckland with high-value Chinese business travellers has been formed between Tātaki Auckland Unlimited, Auckland Airport, and China Southern Airlines. These organisations will work together to grow Auckland as a destination for Chinese business travellers, particularly for conferences and meetings, trade exhibitions, and business incentive travel.

Of the 210,000 Chinese visitors entering New Zealand since travel resumed between the two countries, 13,000 – or 6% – visit here for business, commerce or conferences with the Chinese. Includes travel arrangements through M&C/ASIA.

Business travel to China 'booming'

Continued from page 1

With Sichuan Airlines restarting its New Zealand flights last week, there are now five Chinese airlines flying between China and Aotearoa, as well as Air New Zealand.

Collectively, there are 36 flights a week between the two countries.

Meanwhile, Tātaki Auckland Unlimited, Auckland Airport and China Southern Airlines have signed a memorandum of understanding to work together to promote Auckland as a destination for Chinese business travellers. This includes conferences, trade exhibitions and business incentive travel.

Corporate Traveller New Zealand GM, Angie Forsyth says the memorandum



Angie Forsyth

could result in even more airline capacity to China.

This will likely open up further opportunities for Kiwis to take their business to China, and as a nation of over a billion people the market potential is astronomical.

Forsyth says the influence China has on the New Zealand economy cannot be underestimated.

The New Zealand-China trade relationship is mutually beneficial and, in the past, has played a significant role in pulling New Zealand through challenging economic times. As New Zealand falls into a recession, a busy airbridge between both nations could play a significant role in improving economic conditions.



Looking ahead: May 2024

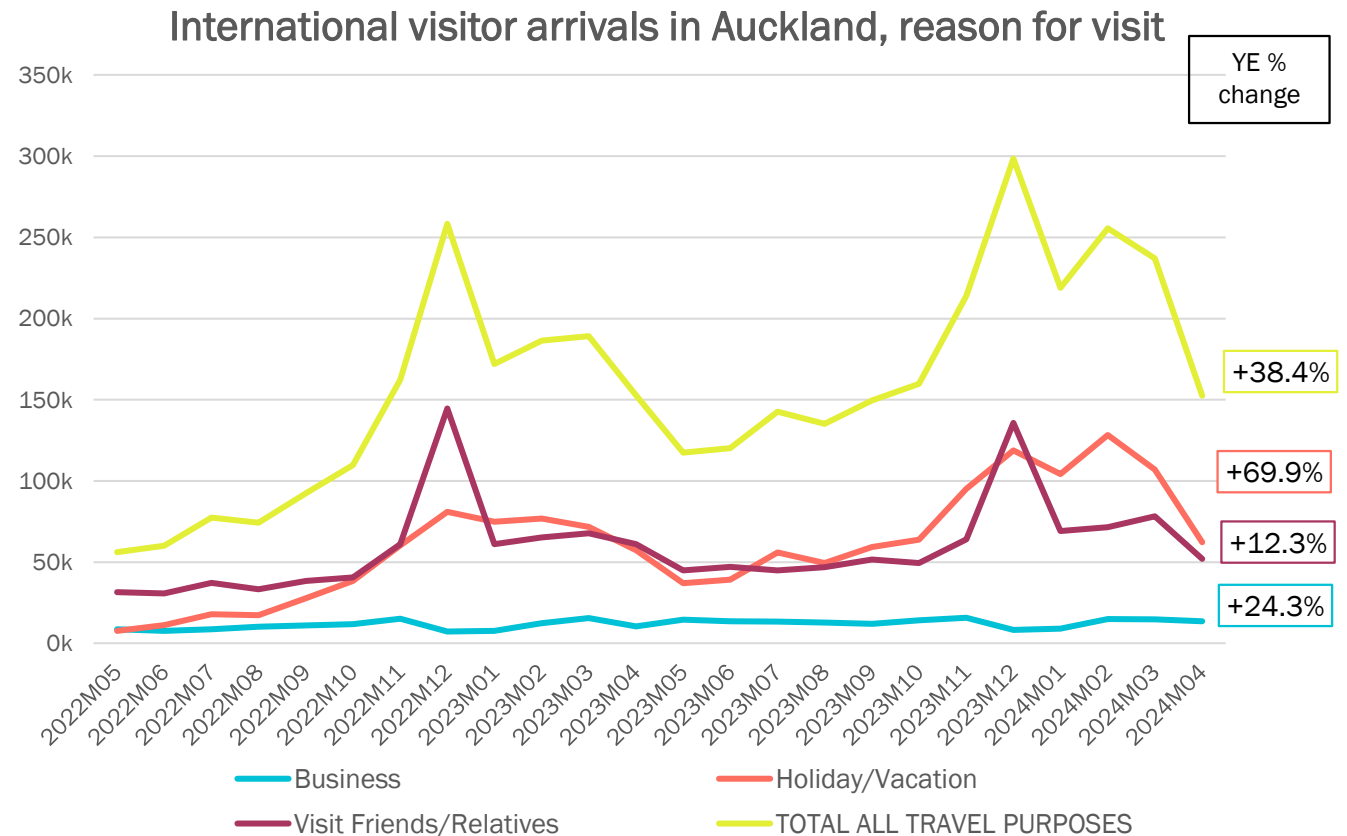
- Ongoing stakeholder communications and proactive media support re: Destination Partnership Programme renewal
- Supporting the filming of US production 'BareFeet', focusing on Māori culture and Matariki
- Hosting Australian influencers 'Brentobox' and 'Sam Todd' who together have nearly 300K followers on TikTok.
- Preparing reactive communications on the allocation of the Auckland Business Events Fund
- Proactive media activities to promote ACB at the annual industry event TRENZ in Wellington from 8 – 10 May



Auckland Tourism – Visitor Arrivals Data

2.20m International visitor arrivals in the year to April 2024, up 38.4%

- The month of April saw 152.5k international visitors, down 0.1% on April 2023 (152.6k).
- The year to April 2024 saw 2.20m international visitor arrivals, an increase of 38.4% on the previous year. However, international visitation was down 5.7% compared to 2020 levels (2.33m in YE April 2020).
- Holiday visitors (920.3k) contributed the most to annual visitor numbers and increased 69.9% on the year to April 2023. Monthly holiday numbers (62.2k) were also up 8.7% compared with the month of April 2023.
- VFR visitors (755.3k) were up 12.3% for the year, with monthly numbers (51.9k) down 14.9%.
- There were 156.5k business visitors (up 24.3%) in the year to April 2024, and 13.6k for the month (up 31.6%).

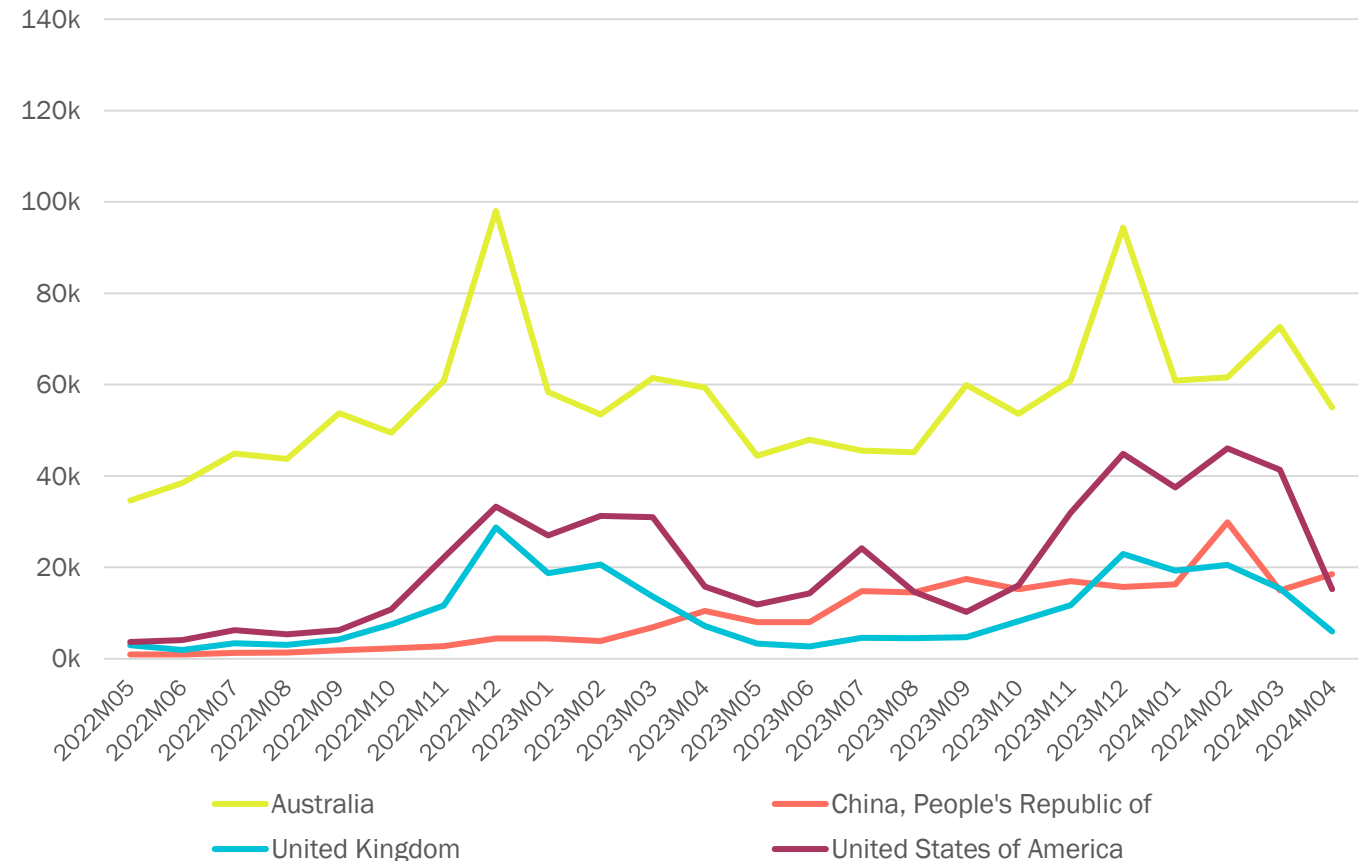


	Visitor arrivals	vs. previous year / YE	vs. pre-Covid / 2020
April 2024	152,501	-0.1%	9467.2%
YE April 2024	2,201,528	38.4%	-5.7%

702.0k visitors from Australia for YE April 2024, up 6.9%

- There was a decrease in **Australian visitors** in the month of April 2024, with **55.0k visitors**, down 7.3% compared to last April. **The year to April 2024 saw 702.0k Australian visitor arrivals, up 6.9%.**
- **The year to April 2024 saw 308.3k visitors from the US (up 56.5%), with 15.2k visitors for the month (down 3.6%).**
- **Visitors from China (190.5k) were also up for the year (359.8%), and up (77.0%) for the month of April (to 18.5k).**
- **For the year to April 2024, there were 124.1k visitor arrivals from the UK (up 0.4%) and 6.0k visitors for the month (down 15.7%).**

Visitor arrivals in Auckland by key international markets



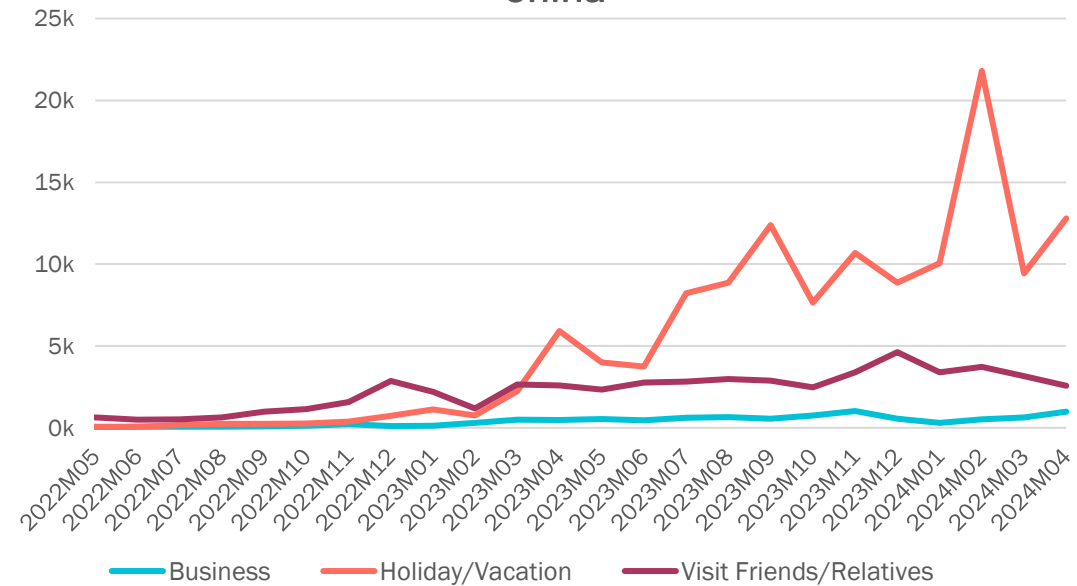
24-month visitor arrivals from individual markets

Australia



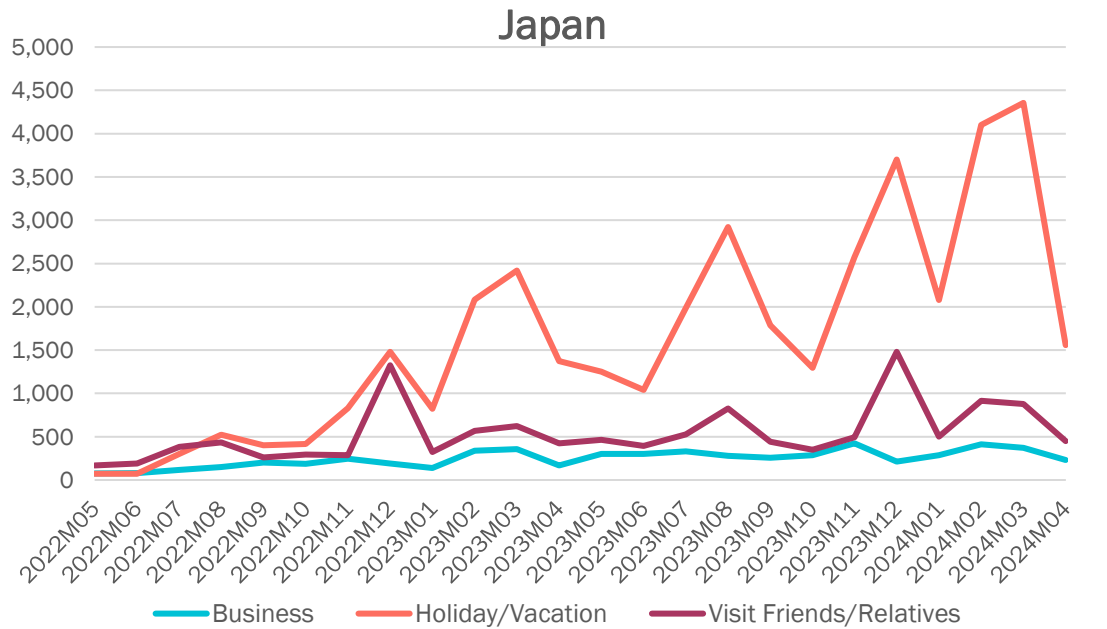
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
April 2024	8,125	36.0%	14,373	-13.8%	25,831	-14.5%	54,999	-7.3%
YE April 2024	90,142	12.9%	187,750	11.4%	338,072	1.6%	702,012	6.9%

China



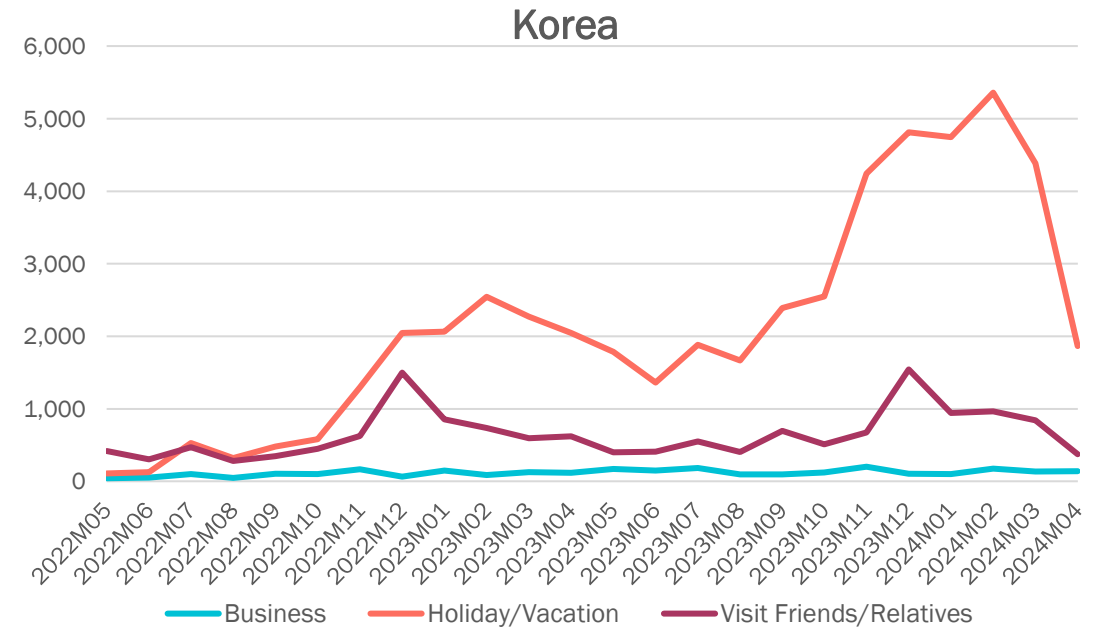
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
April 2024	977	107%	12,790	116.0%	2,574	-0.9%	18,497	77.0%
YE April 2024	7,590	246.1%	118,453	872.1%	37,068	112.2%	190,508	359.8%

24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
April 2024	229	36.3%	1,558	13.6%	447	5.7%	3,055	14.7%
YE April 2024	3,691	64.3%	28,642	165.5%	7,711	46.3%	53,745	100.7%

aucklandunlimited.com



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
April 2024	142	20.3%	1,868	-8.7%	373	-40.0%	2,638	-20.5%
YE April 2024	1,687	44.4%	37,057	157.0%	8,323	15.3%	53,657	99.9%

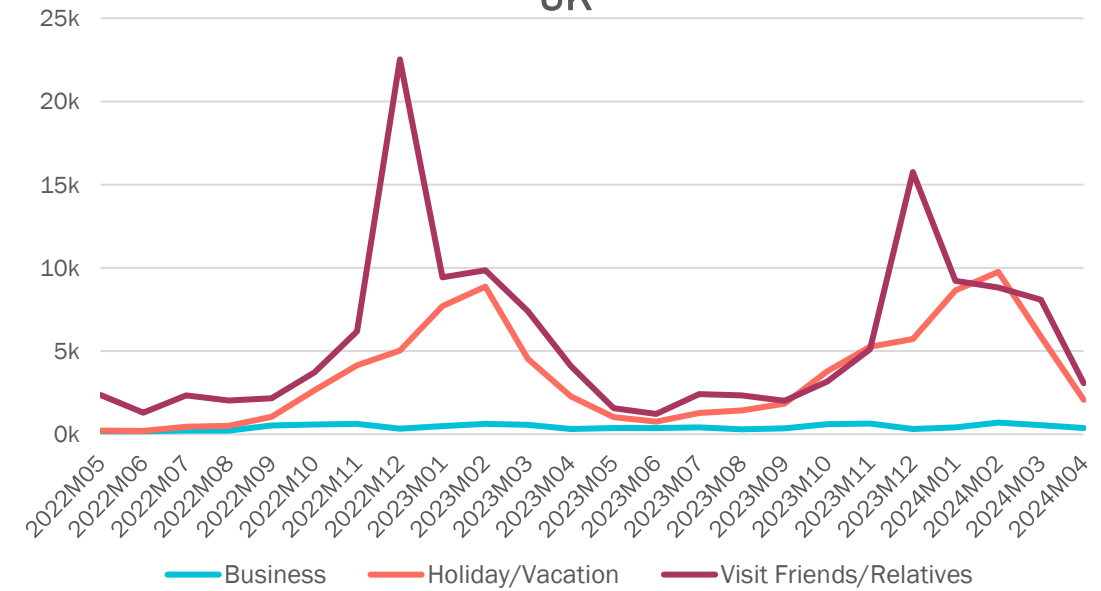
24-month visitor arrivals from individual markets

Germany



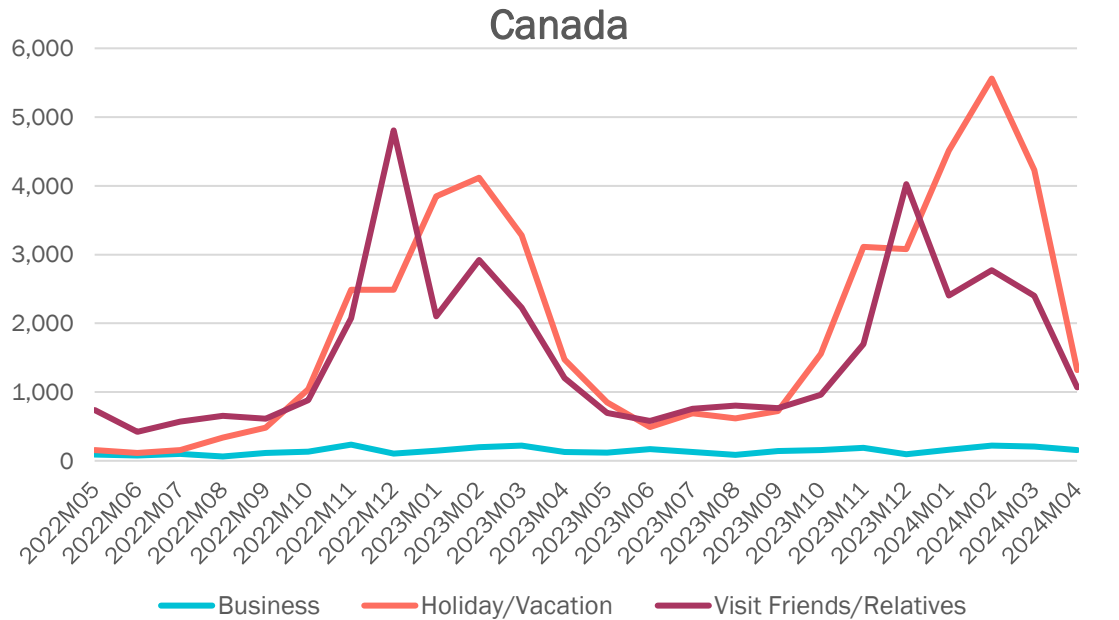
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
April 2024	125	20.2%	1,244	-6.9%	265	-33.1%	1,879	-7.0%
YE April 2024	1,648	12.1%	32,642	42.3%	7,718	-1.5%	46,891	31.1%

UK



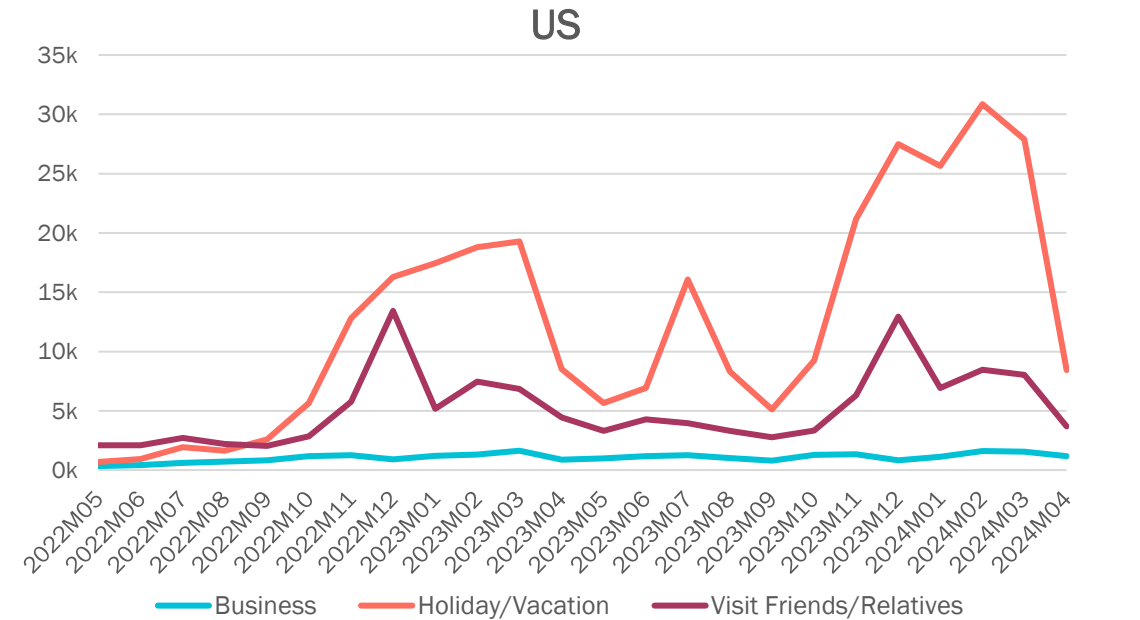
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
April 2024	383	17.1%	2,076	-9.6%	3,069	-25.4%	6,020	-15.7%
YE April 2024	5,515	10.8%	47,537	25.9%	62,839	-14.5%	124,114	0.4%

24-month visitor arrivals from individual markets



	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
April 2024	157	22.7%	1,319	-10.5%	1,071	-11.1%	2,845	-7.7%
YE April 2024	1,836	13.5%	26,738	33.8%	18,941	-1.4%	52,309	15.9%

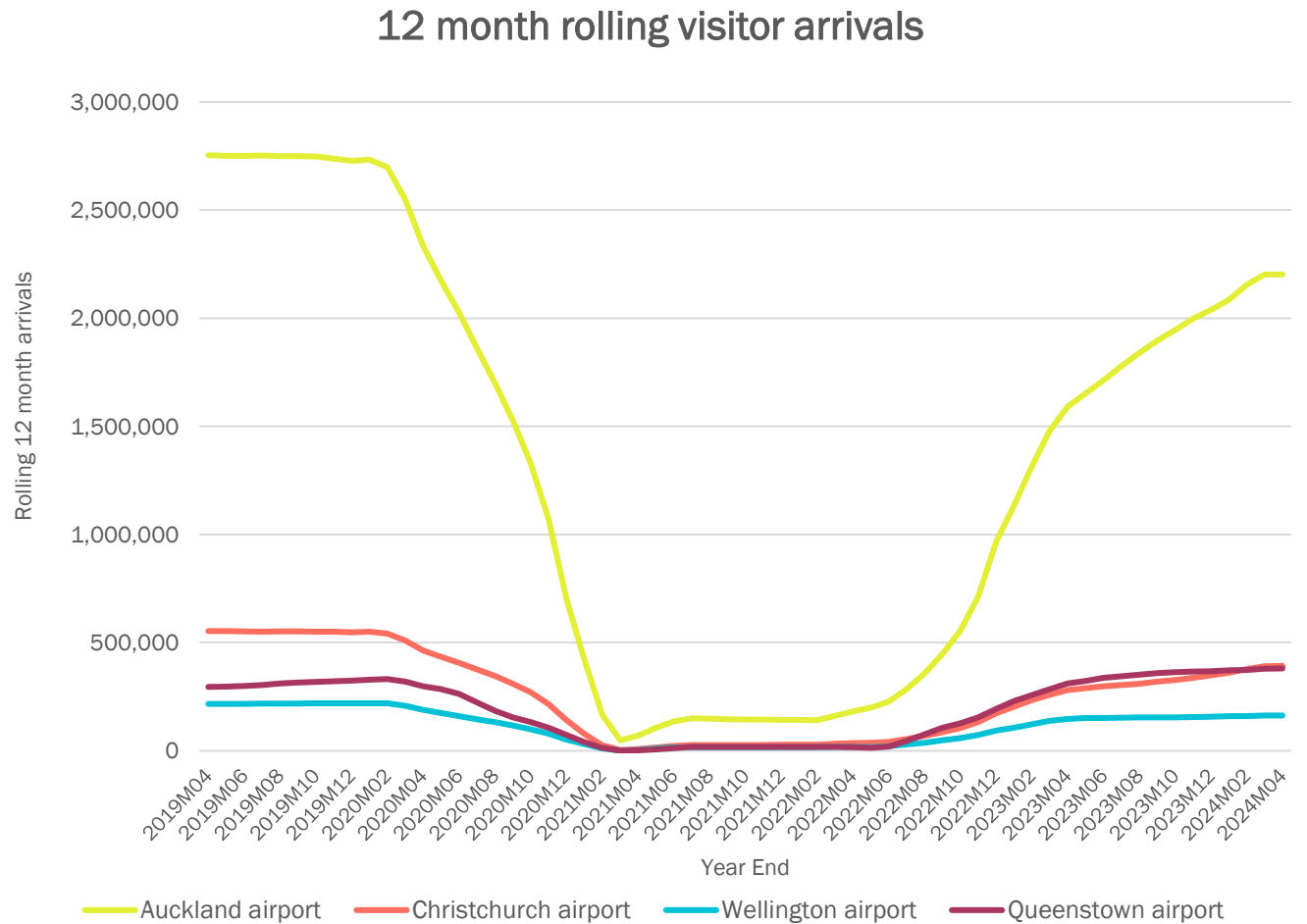
aucklandunlimited.com



	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
April 2024	1,172	34.9%	8,429	-1.1%	3,698	-16.8%	15,238	-3.6%
YE April 2024	14,106	24.6%	192,836	80.9%	67,322	17.9%	308,304	56.5%

Auckland has seen a 38.4% increase in international visitor arrivals over the last year

- In the five years preceding the arrival of Covid in 2020, all major airports had seen steady increases in international visitor arrivals.
- The Covid-related travel bans 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 38.4% increase in international visitor arrivals over the last year.
- For the year ending April 2024, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 22.5%, Christchurch was up 39.7% and Wellington was up 10.7% compared to last year.



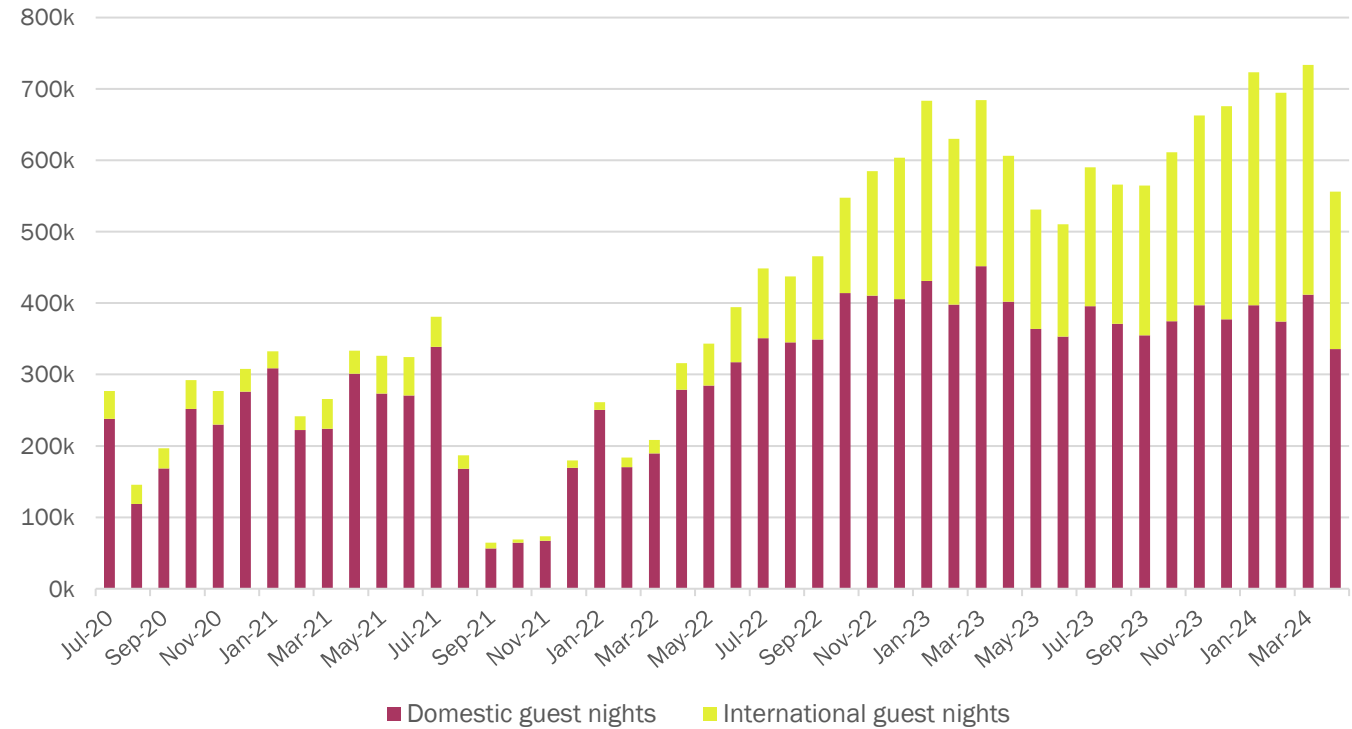


Auckland Tourism – Accommodation Data

556.1k total guest nights in commercial accommodation in April 2024, down 8.4%

- For the month of April 2024, there were **556.1k total guest nights in commercial accommodation in Auckland, down 8.4%** on the same month last year.
- There were **335.8k domestic guest nights** in commercial accommodation (**down 16.5%**), and **220.3k international guest nights (up 7.3%)** in commercial accommodation in April 2024.
- For New Zealand overall, there were 3.11m guest nights in commercial accommodation in April 2024, down 9.1% compared to April 2023.

Guest nights in commercial accommodation - Auckland

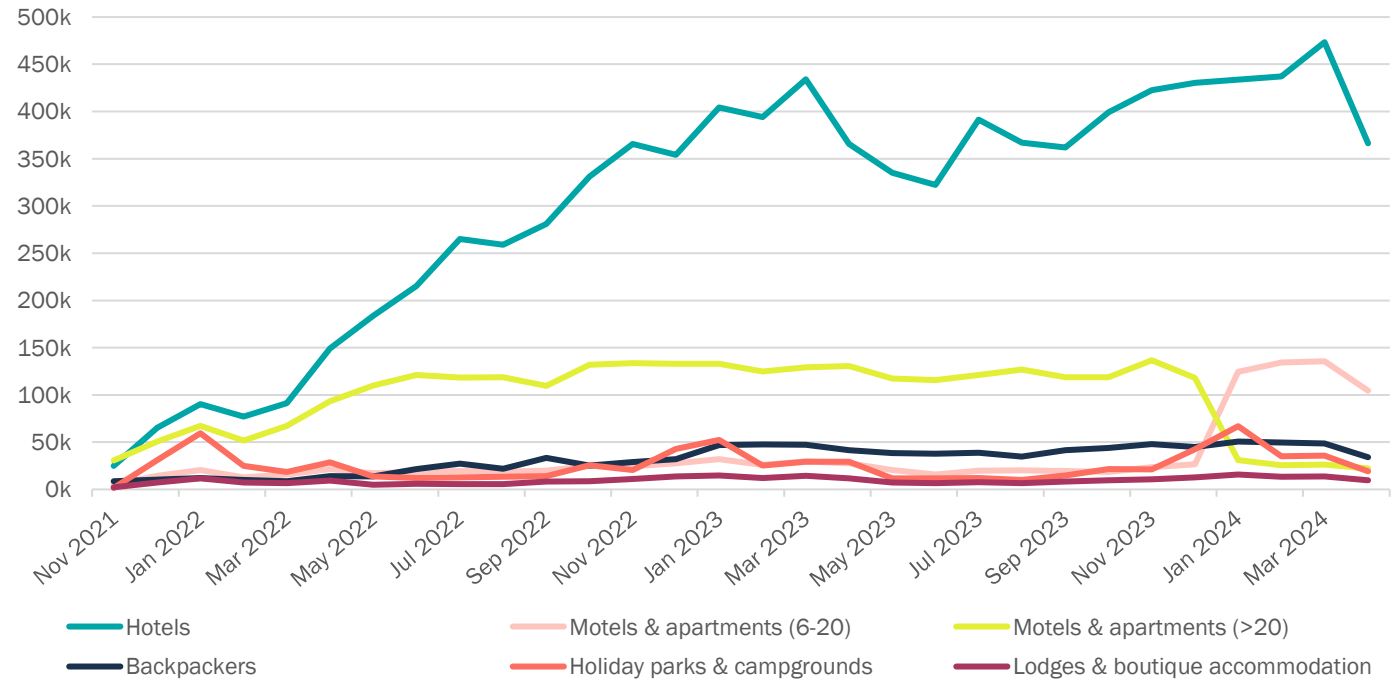


April 2024	Auckland	% change	New Zealand	% change
Total guest nights	556,100	-8.4%	3,108,600	-9.1%
Domestic guest nights	335,800	-16.5%	2,049,700	-14.5%
International guest nights	220,300	7.3%	1,058,800	3.4%

366.2k guest nights in hotels in April 2024, up 0.2%

- For the month of April 2024, there were **366.2k guest nights in hotels** in Auckland, up **0.2%** compared to April last year.
- There were **104.4k guest nights in motels and apartments (6-20)**, up **279.6%** on the previous year.
- However, **guest nights in motels and apartments (>20) (22.3k)** were down (**82.9%**).
- Guest nights in holiday parks and campgrounds (19.3k)** were down (**34.1%**) for the month of April.
- Guest nights in backpacker accommodation decreased (down 17.4% to 34.2k)** in April 2024.
- Guest nights in lodges and boutique accommodation were down (17.8% to 9.7k)** for the month.

Guest nights by accommodation type (monthly)

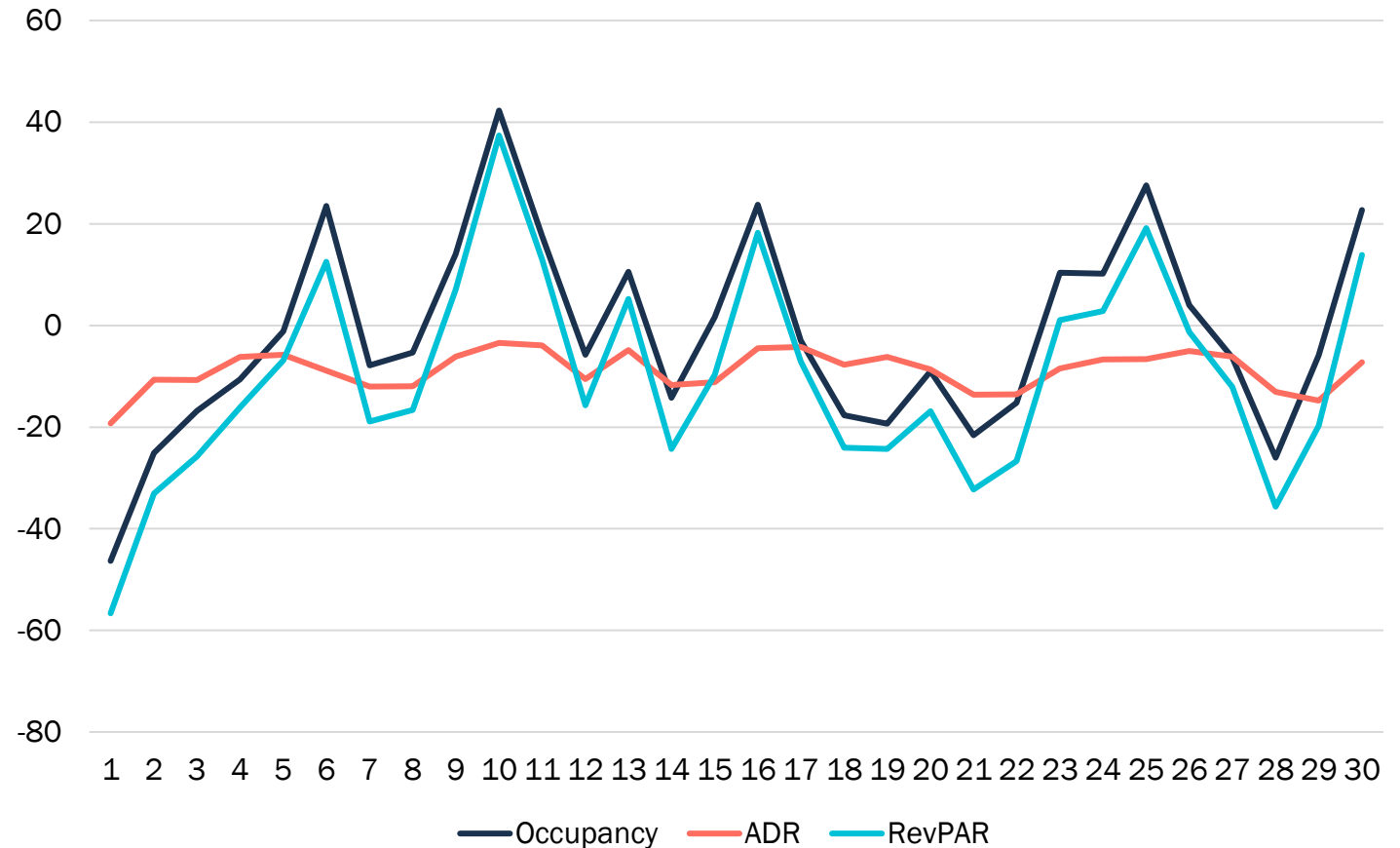


Apr-24	Auckland	% change
Hotels	366,200	0.2%
Motels & apartments (6-20)	104,400	279.6%
Motels & apartments (>20)	22,300	-82.9%
Backpackers	34,200	-17.4%
Holiday parks & campgrounds	19,300	-34.1%
Lodges & boutique accommodation	9,700	-17.8%

Average Occupancy for April 2024 was 62.4%, down 3.7% on 2023

- For the month of April 2024, the **average Occupancy** was **62.4%**, **3.7% lower** compared to April 2023.
- The **Average Daily Rate (ADR)** for the month was **\$206**, down **8.9%** on last year.
- **Monthly Revenue per available room (RevPAR)** for April was **\$129**, **12.3% lower** compared to last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in April 2024. Percentage changes for Occupancy, ADR, and RevPAR all peaked on **Wednesday 10th April**.

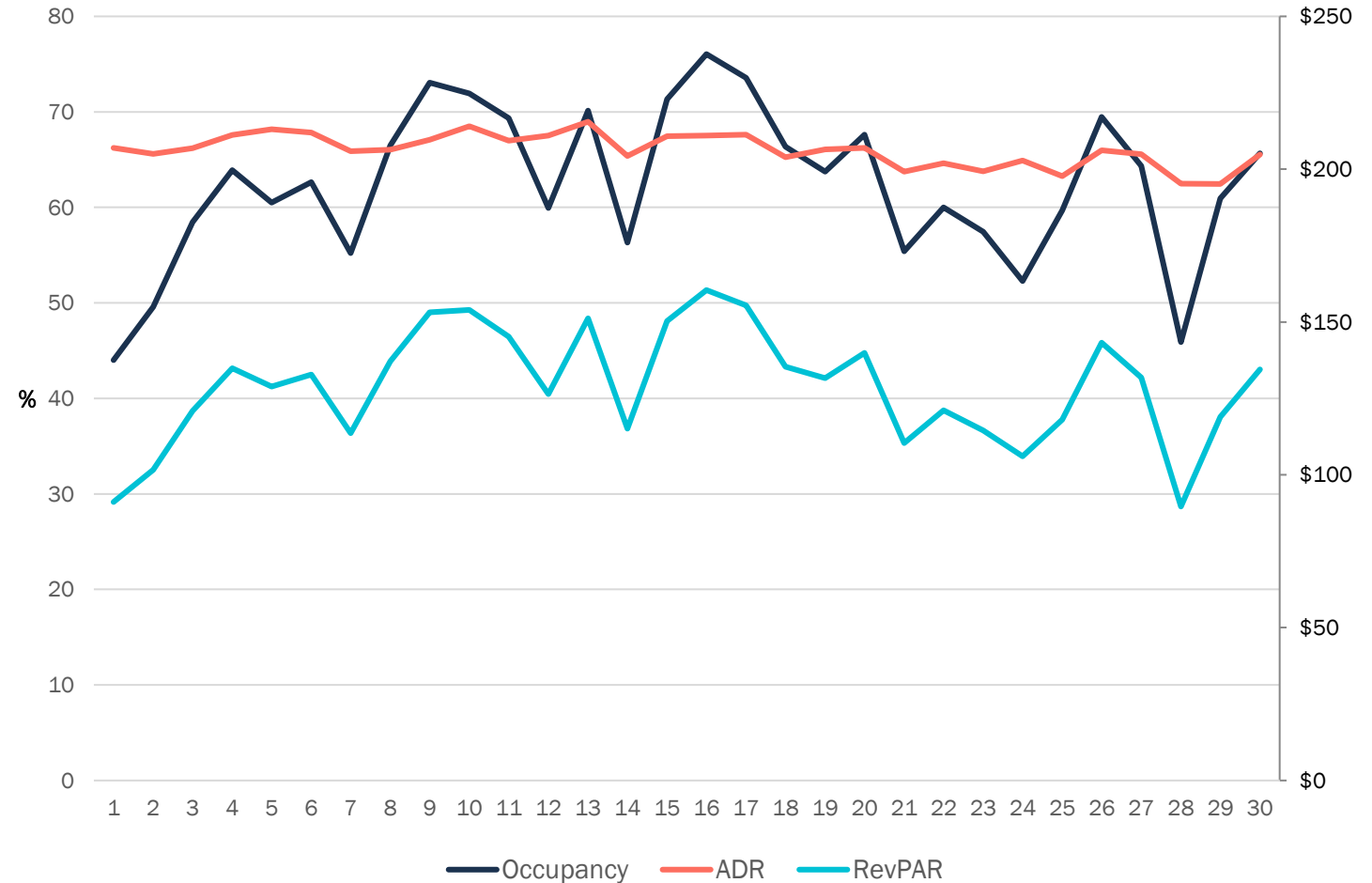
Percent Changes for the Month of April



Average daily rate was \$214 on 10th April 2024, down 3.4% on 2023

- The **average daily rate (ADR)** for hotels in Auckland was the highest for the month on **Wednesday 10th April 2024** at **\$214** (down 3.4% on the previous year).
- **Hotel occupancy** reached **76%** on **Tuesday 16th April 2024** (up 23.7% on the previous year).
- **Revenue per available room (RevPAR)** peaked to **\$160** also on **Tuesday 16th April 2024**. This was up 18.2% in comparison to last year.

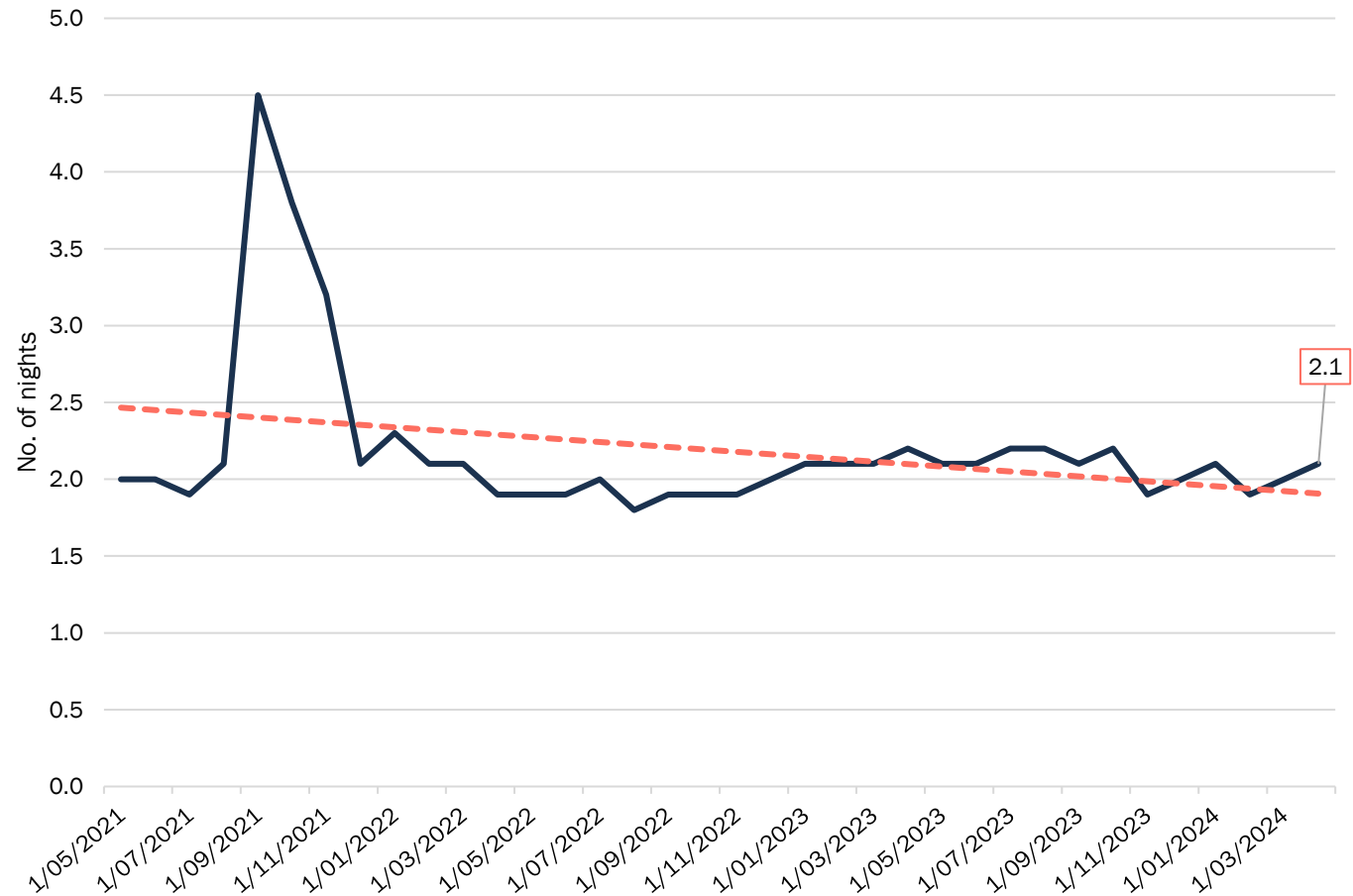
Daily hotel rates for the Month of April



On average, visitors stayed 2.1 nights in Auckland for the month of April 2024

- On average, visitors stayed in Auckland for 2.1 nights for the month of April 2024 (down 4.5% 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.

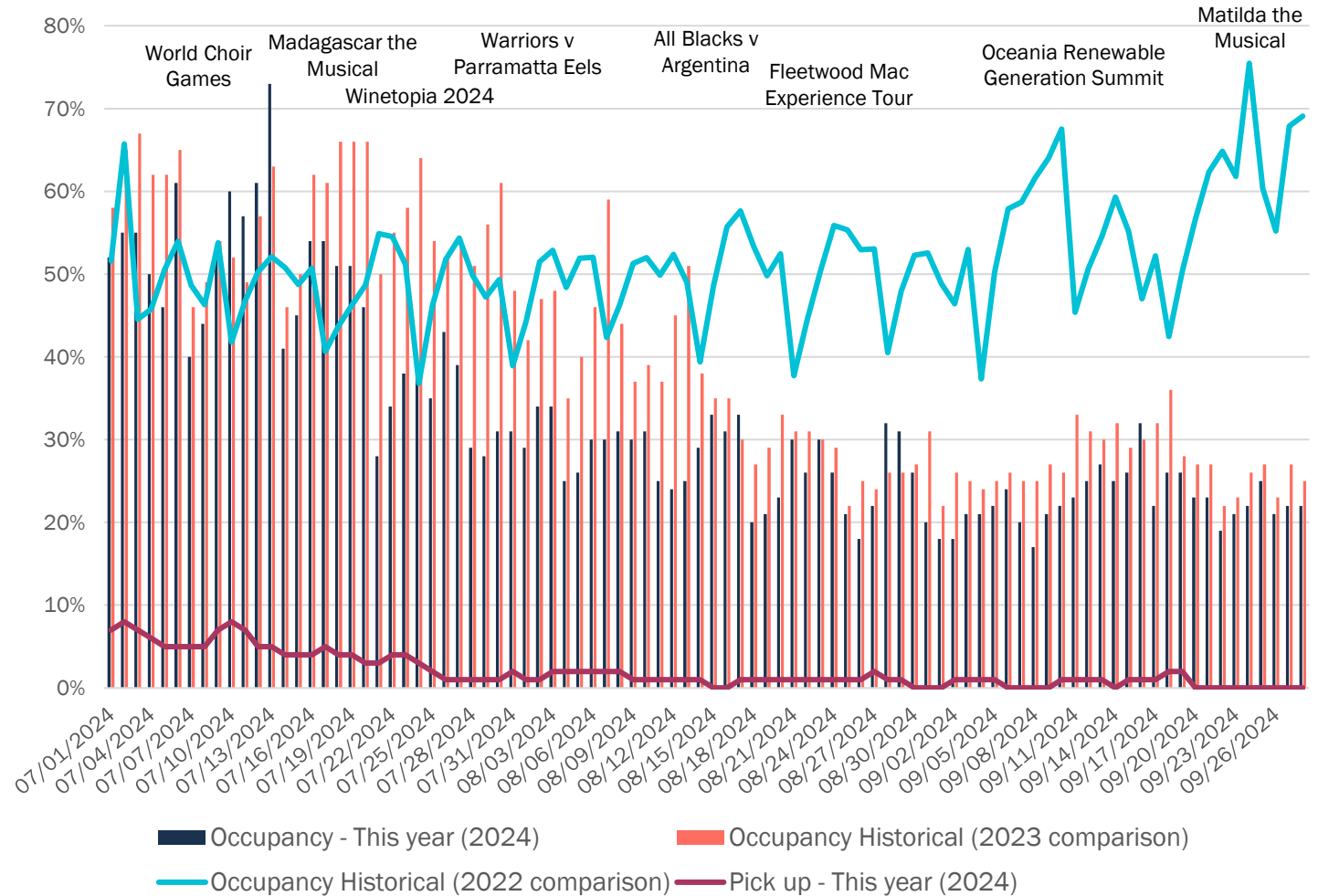
Average length of stay for visitors to Auckland



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 September 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 books peaks at 73% on Saturday 13th July 2024.
- Occupancy also reaches 61% on Saturday the 6th and Friday the 12th of July 2024.

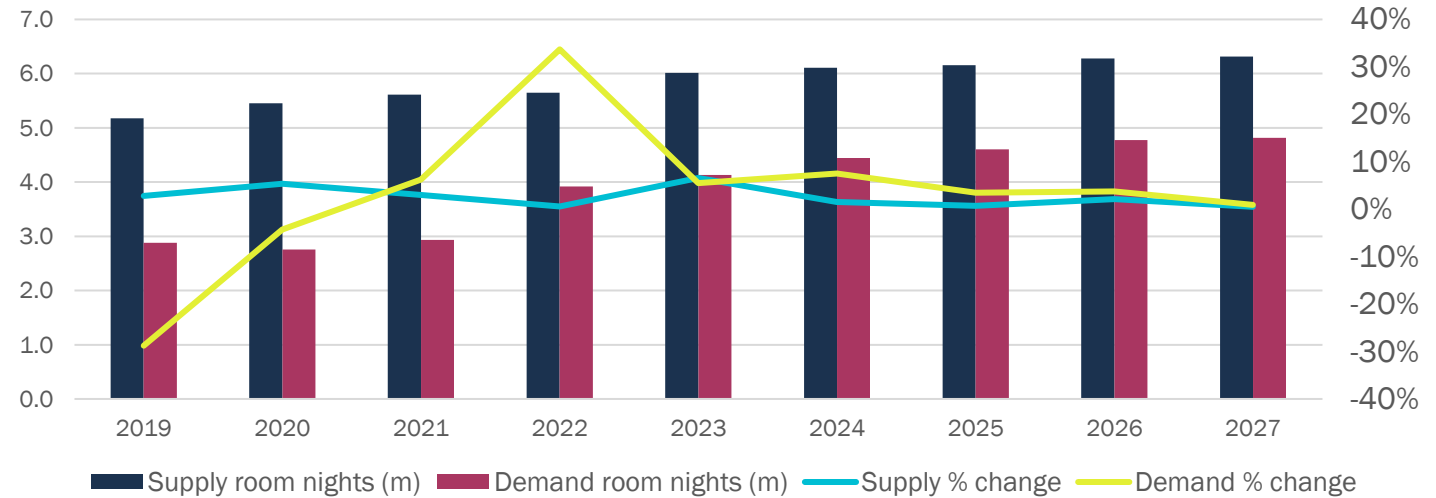
Occupancy - 90 Day Forward Outlook



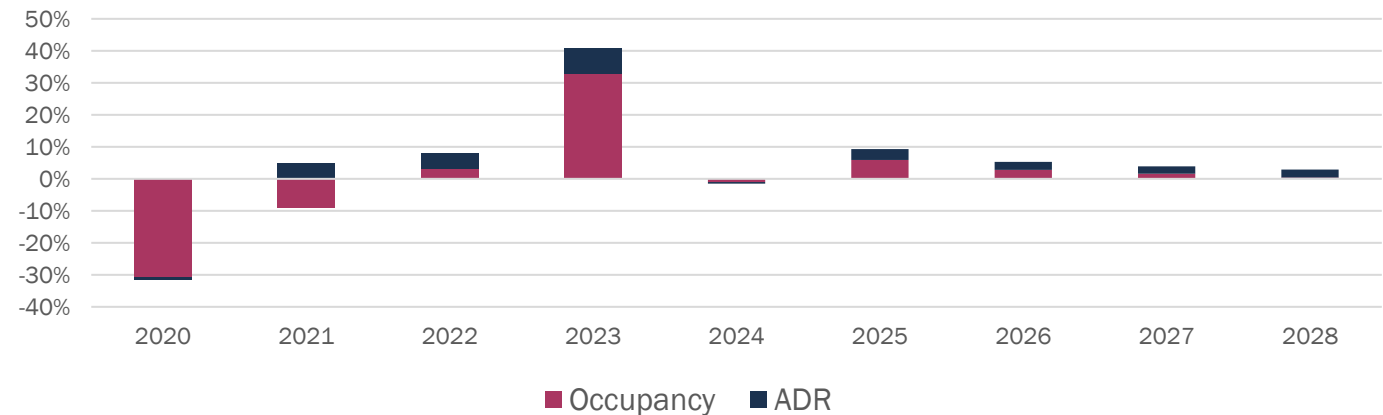
Longer term projections

- 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



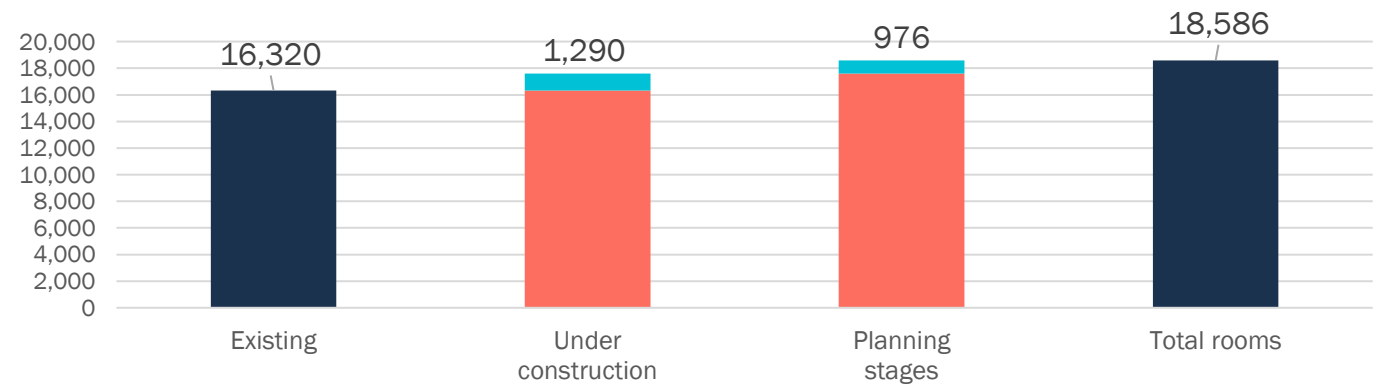
16.5k average daily rooms available in 2024, with 16.7k rooms forecast for 2025

- 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

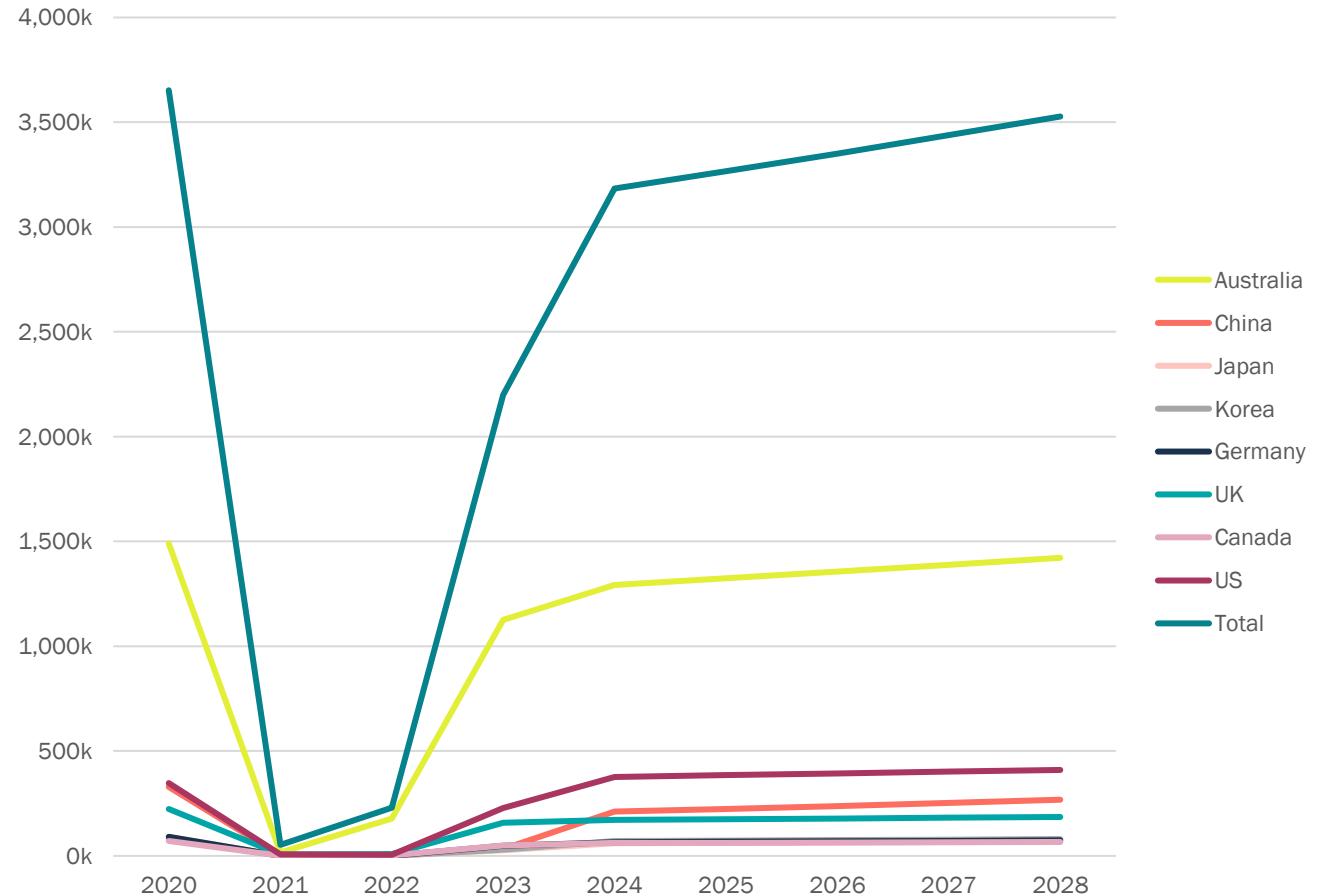
Rooms by Phase



In total, 3.54m visitors are projected to visit New Zealand in YE April 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 3.54m international visitors by YE April 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%. 1.42m Australian visitors are expected to visit New Zealand in the year to April 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

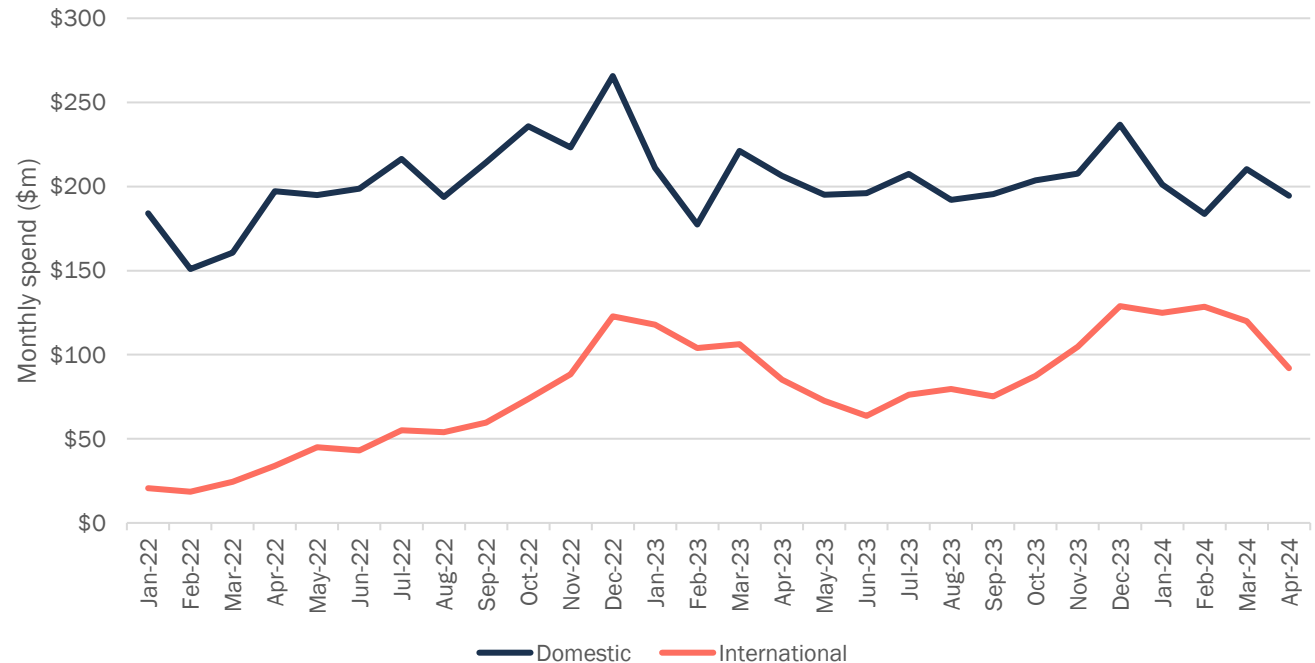
\$2.424b in Domestic tourism spend for year-end April 2024, down 5.3%

- 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 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 report. More information on (TECTs) can be found [here](#).
- In the year to April 2024, domestic tourism spend in Auckland was \$2.424b, down 5.3% on last year.
- International spend was \$1.154b, up 20.8% for the year.

aucklandunlimited.com

Source: MBIE TECTs.

Year-end tourism transactions in Auckland

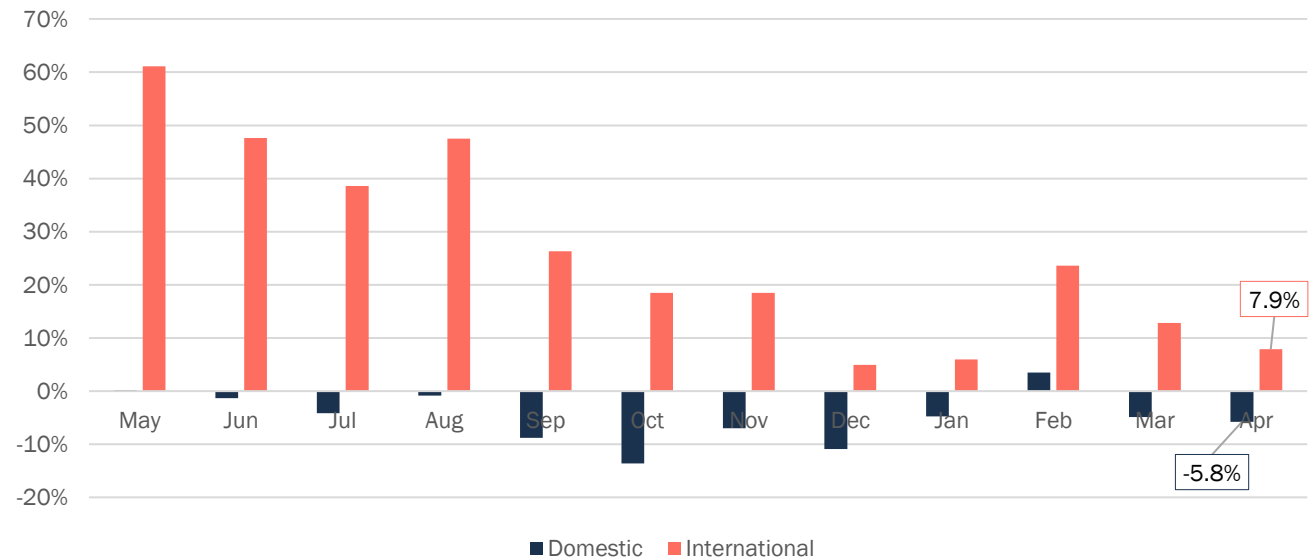


Tourism Transactions	YE April 2024 (\$b)	% change
Domestic	2.424	-5.3%
International	1.154	20.8%

Total Domestic tourism spend was \$194.5m for April 2024, down 5.8%

- For the month of April 2024, domestic tourism spend (TECTs) was **\$194.5m (down 5.8%)** compared to the same month in 2023.
- International tourism spend in April 2024 was **\$91.9m (up 7.9%)** compared to April 2023.

Monthly % Change in tourism transactions in Auckland

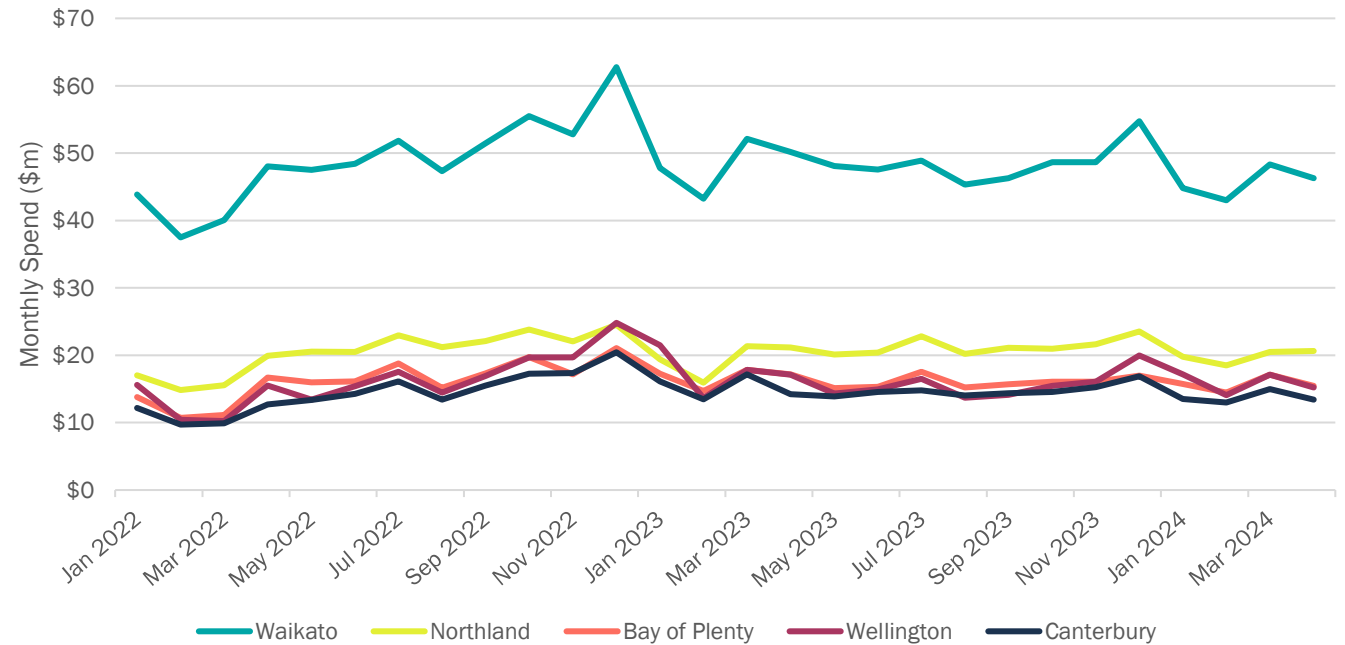


Tourism Transactions	April 2024 (\$m)	% change
Domestic	194.5	-5.8%
International	91.9	7.9%

Waikato visitors spent \$46.3m in April 2024, down 7.8% on the previous year

- For the month of April 2024, tourism spend was down across all domestic markets compared to the same month last year.
- Spend from **Waikato-based visitors \$46.3m** was **down 7.8%** compared to the previous year.
- Spend from **Northland (\$20.6m, down 2.5%)**, the **Bay of Plenty (\$15.5m, down 9.7%)**, **Wellington (\$15.2m, down 11.3%)** and **Canterbury (\$13.4m, down 5.8%)** was also down in April 2024, compared to April 2023.

Monthly domestic tourism spend in Auckland, by market

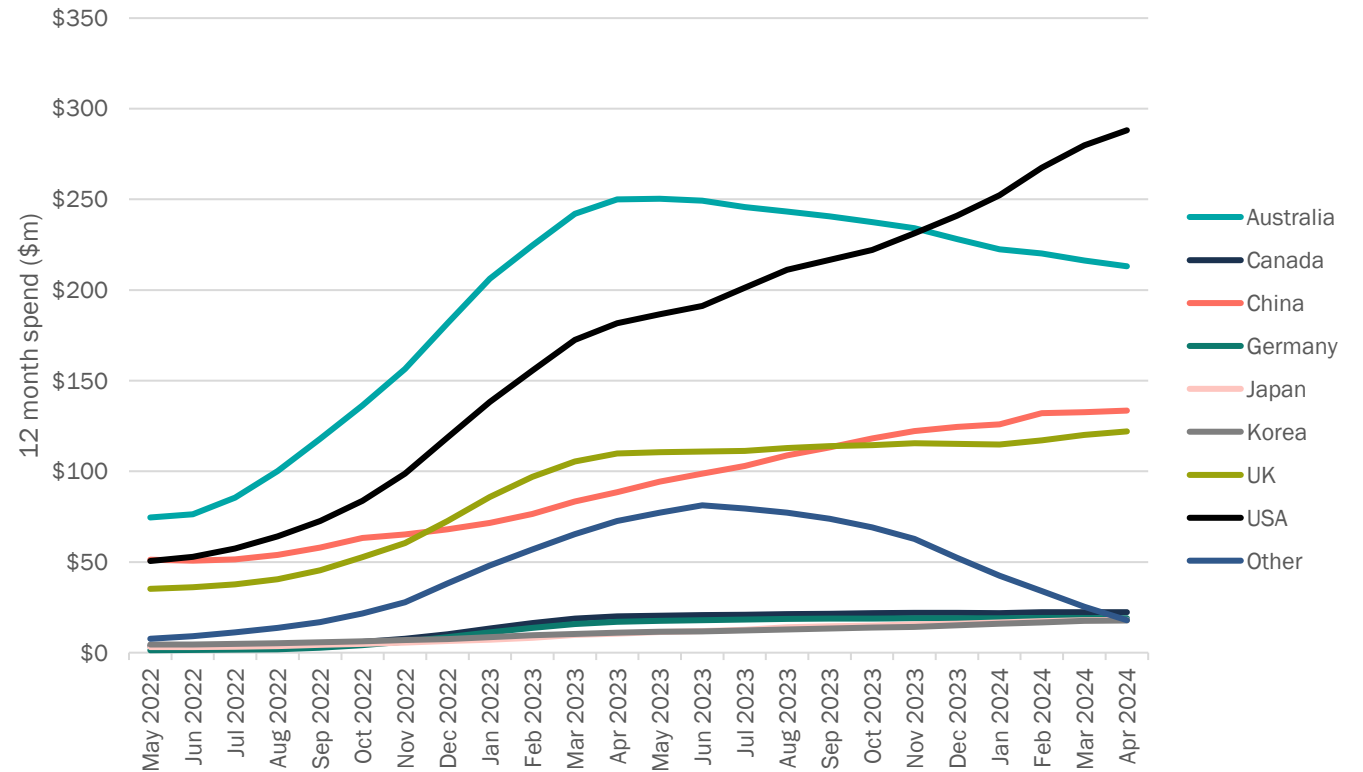


	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
April 2024	46.3	-7.8%	20.6	-2.5%	15.5	-9.7%	15.2	-11.3%	13.4	-5.8%

USA visitors spent \$288m in the year to April 2024, up 58.5% on the previous year

- In the year to April 2024, Australian tourism spend was \$213m, down 14.8% on the previous year.
- Tourism spend from the US was \$288m, up 58.5%.
- Spend from the UK was \$122m, also up 11.1% for the year to April 2024.
- Chinese visitors spent \$133m in the year to April 2024, up 50.9% on the previous year.
- Spend from Japan (up 70.9% to \$18.1m), Korea (up 61.3% to \$17.8m), Canada (up 11.7% to \$22.3m), and Germany (up 11.5% to \$19.1m) was also up on the previous year.

Year-end tourism expenditure in Auckland, by market

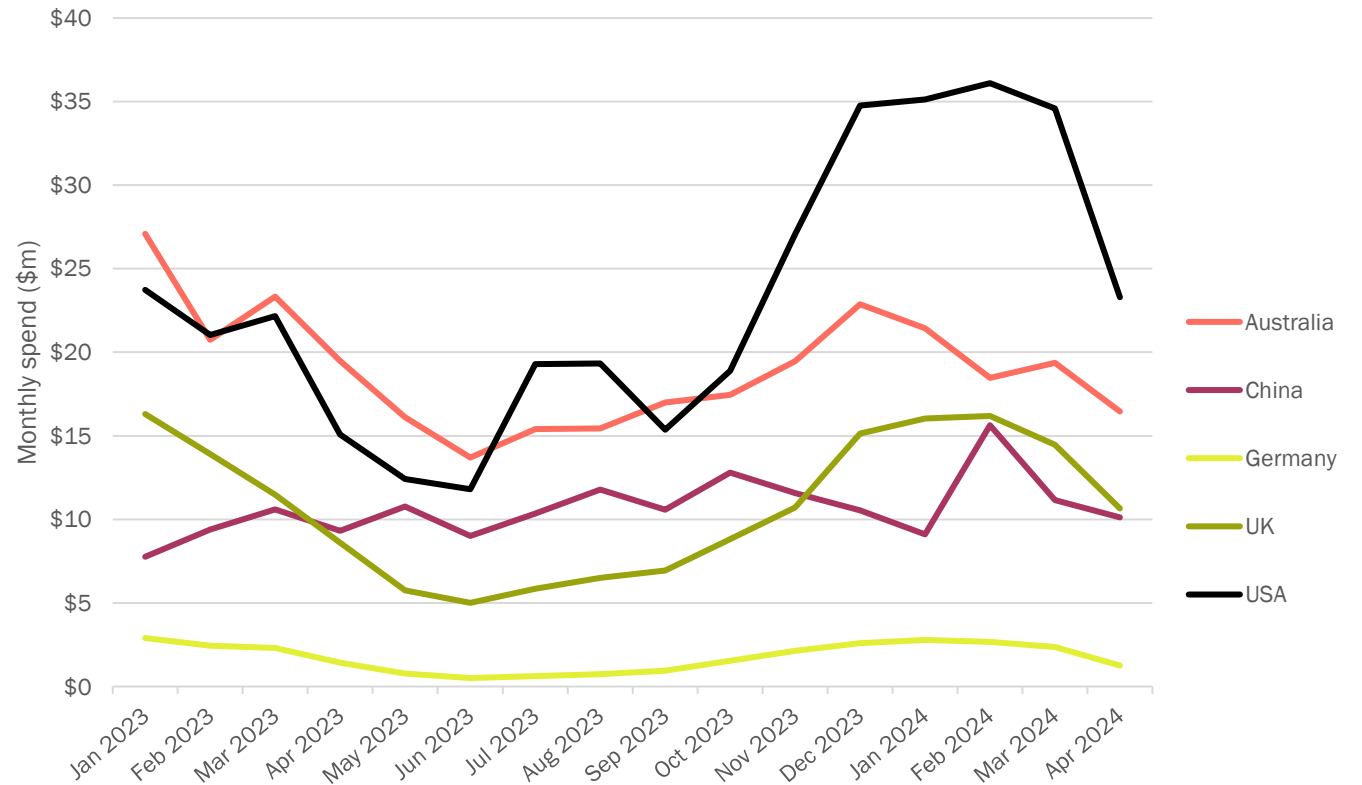


	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
YE April 2024	213	-14.8%	133	50.9%	122	11.1%	288	58.5%	19	11.5%

Visitors from the US spent \$23.3m in April 2024, up 54.4% on the previous year

- For the month of April 2024, tourism spend from the US (\$23.3m) was up 54.4% compared to last April.
- Visitors from Australia spent \$16.5m in April, down 15.6% on the previous year.
- Visitors from China spent \$10.1m in April, up 8.7% compared to last year.
- There was an increase in tourism spend from the UK (up 23.7% to \$10.7m) while a decrease in German tourism spend (down 12.7% to \$1.3m) for the month of April 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
April 2024	16.5	-15.6%	10.1	8.7%	10.7	23.7%	23.3	54.4%	1.3	-12.7%

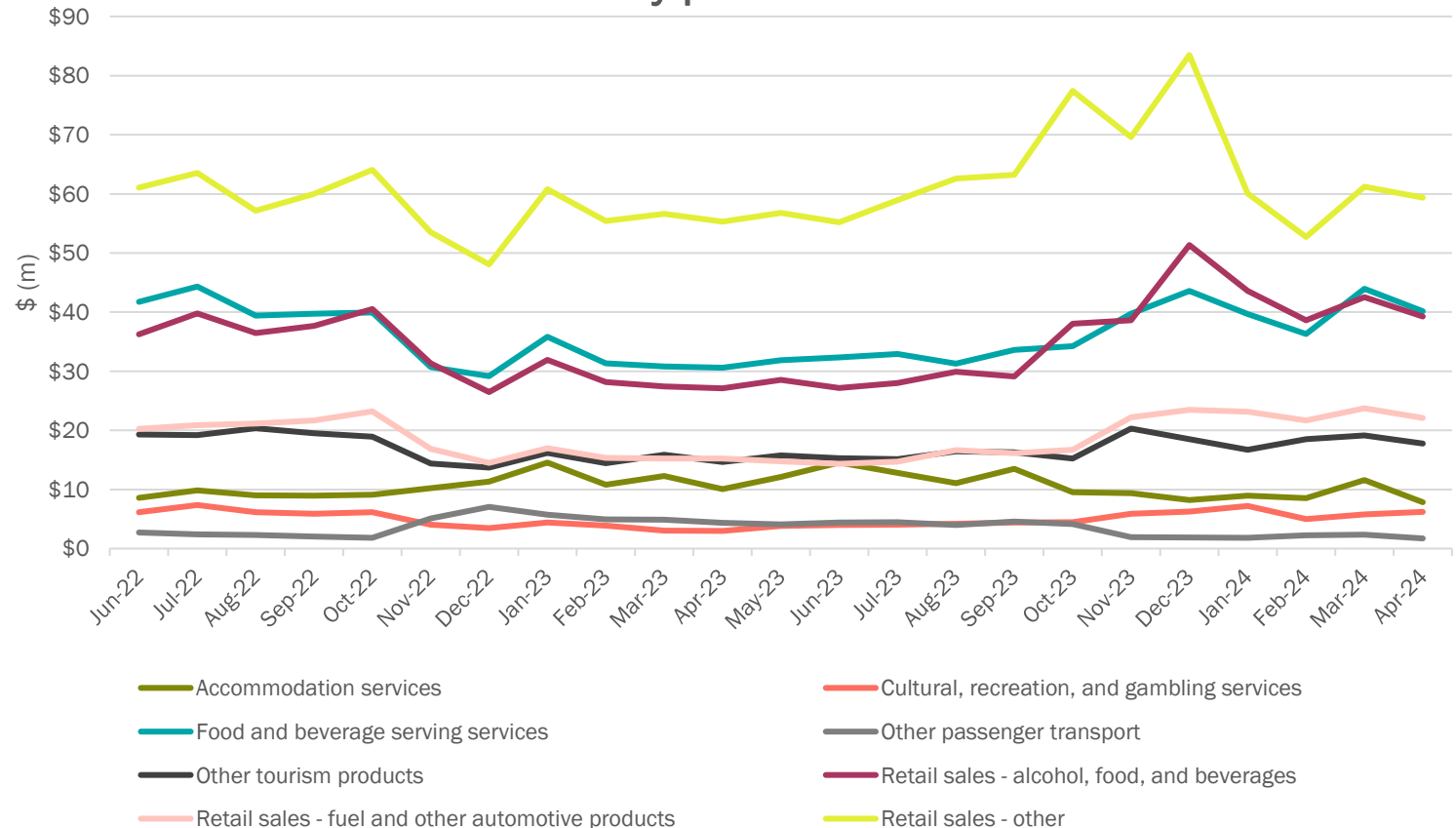
\$59.4m spent in Retail sales (other) by domestic visitors in April 2024

	Spend (\$m)	% change
Accommodation services	7.9	-21.9%
Cultural, recreation, and gambling services	6.2	109.6%
Food and beverage serving services	40.1	31.3%
Other passenger transport	1.7	-59.9%
Other tourism products	17.8	21.5%
Retail sales - alcohol, food, and beverages	39.3	44.8%
Retail sales - fuel and other automotive products	22.1	45.0%
Retail sales - other	59.4	7.4%
Grand Total	194.5	-5.8%

aucklandunlimited.com

Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



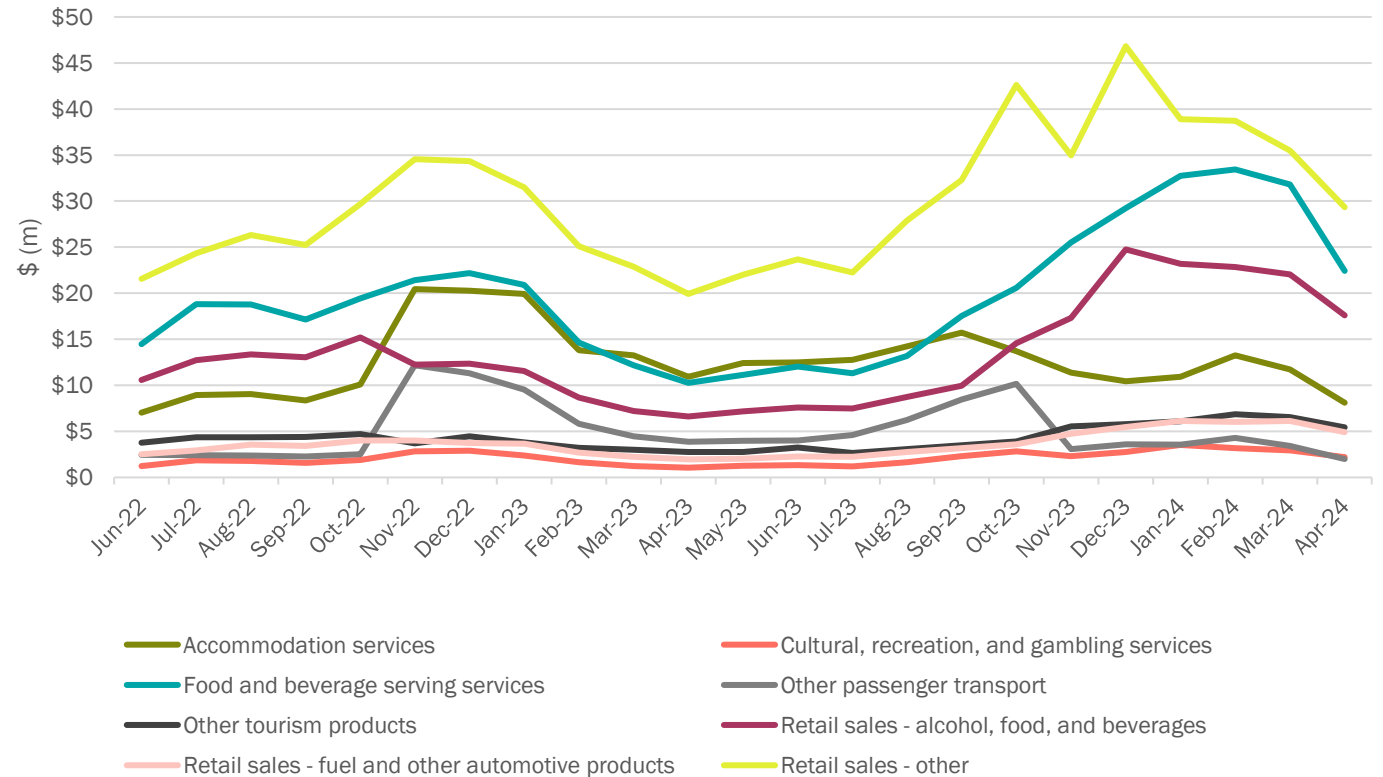
\$29.3m spent in Retail sales (other) by International visitors in April 2024, up 47.3%

	Spend (\$m)	% change
Accommodation services	8.1	-25.7%
Cultural, recreation, and gambling services	2.2	110.8%
Food and beverage serving services	22.4	118.4%
Other passenger transport	2.0	-48.8%
Other tourism products	5.4	96.4%
Retail sales - alcohol, food, and beverages	17.6	166.7%
Retail sales - fuel and other automotive products	4.9	149.9%
Retail sales - other	29.3	47.3%
Grand Total	91.9	60.4%

aucklandunlimited.com

Source: MBIE TECTs.

International monthly tourism transactions in Auckland, by product





Auckland – Major Events Data

Major Events Insights – April 2024



aucklandunlimited.com

Source: Major Events, Tātaki Auckland Unlimited.

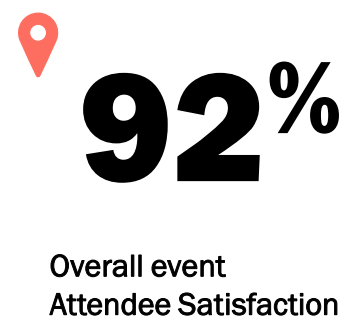
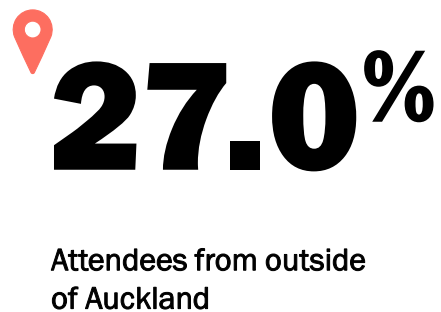
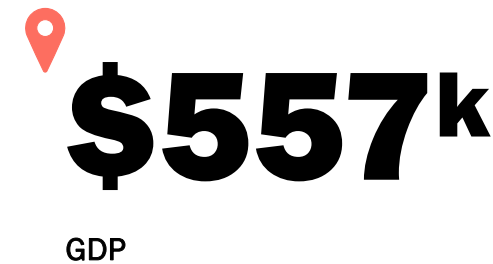
*Denotes events which received TAU investment.

Event	Date	Venue	Interesting Findings
The Rainbow Games*	04 April – 08 April 2024	The Trusts Arena	
World of Flavours International Food Festival	13 April – 13 April	Auckland Showgrounds	<ul style="list-style-type: none"> ▪ The month of April saw 152.5k international visitors, down 0.1% on April 2023.
ARBORIALIS Luminarium	13 April – 28 April	Aotea Square	<ul style="list-style-type: none"> ▪ For the month of April 2024, there were 556.1k total guest nights in commercial accommodation in Auckland, down 8.4% on the same month last year.
Aotearoa Art Fair*	18 April – 21 April	Viaduct Events Centre	<ul style="list-style-type: none"> ▪ For the month of April 2024, the average Occupancy was 62.4%, 3.7% lower compared to April 2023.

The Rainbow Games



aucklandunlimited.com



The Rainbow Games

The Rainbow Games is a brand-new multisport event (featuring 14 sports) is designed for the LGBTQI+ community and its allies, a chance for everyone to come together, celebrate and compete in a safe and supportive environment.

Key Insight

- 1.75k attendees (73% were Aucklanders)
- 27% attendees from outside of Auckland
- \$557k GDP
- 92% Attendee satisfaction with overall event
- 1.5k visitor nights

aucklandunlimited.com

Source: Major Events, Tātaki Auckland Unlimited.



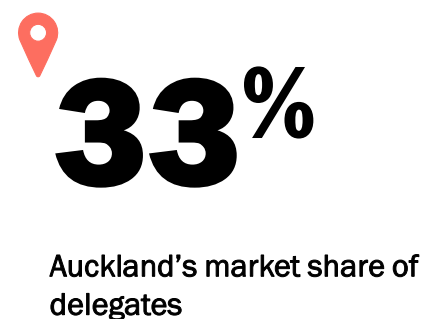
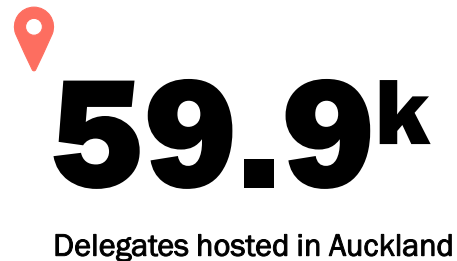


Auckland – Business Events Data

Business Events Insights Q1 March 2024



aucklandunlimited.com

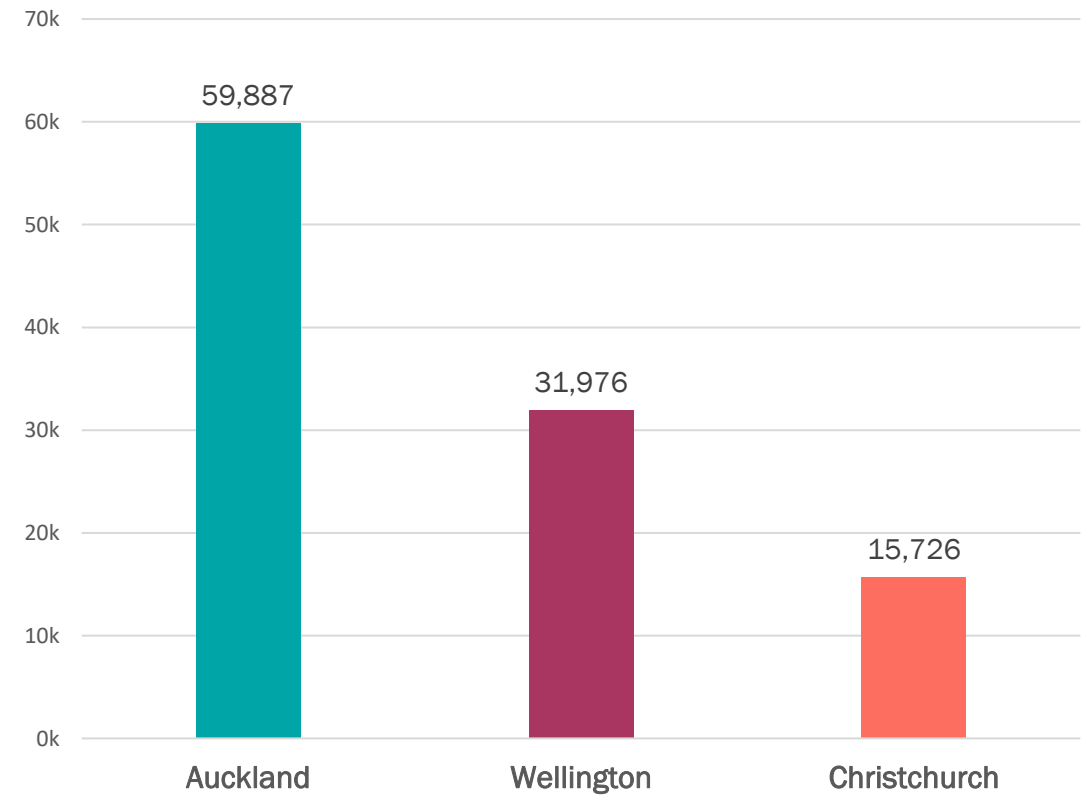


Auckland attracted the highest number of business delegates (59.9k) in New Zealand in Q1 March 2024

Total number of business events – Regional comparison



Total number of delegates – Regional comparison

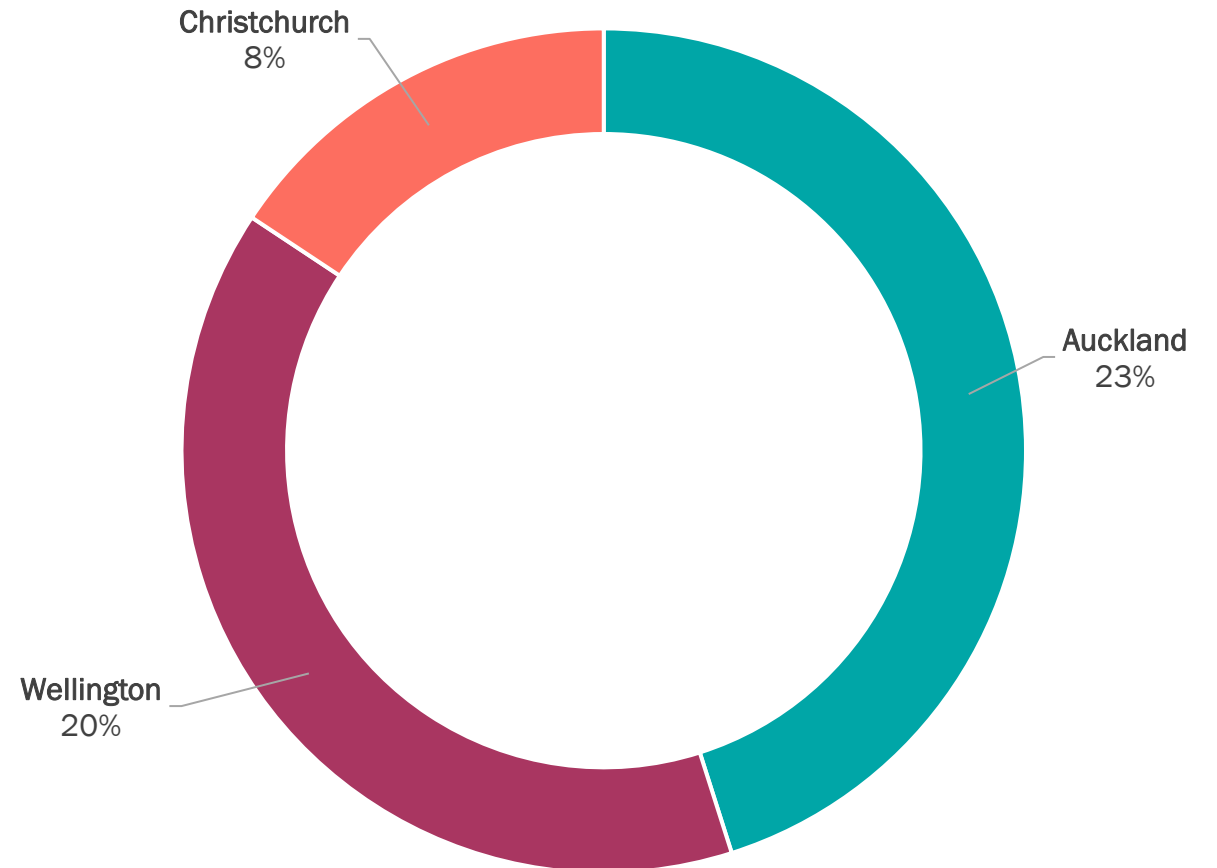


Auckland had the largest market share of business events in NZ in Q1 March 2024



aucklandunlimited.com

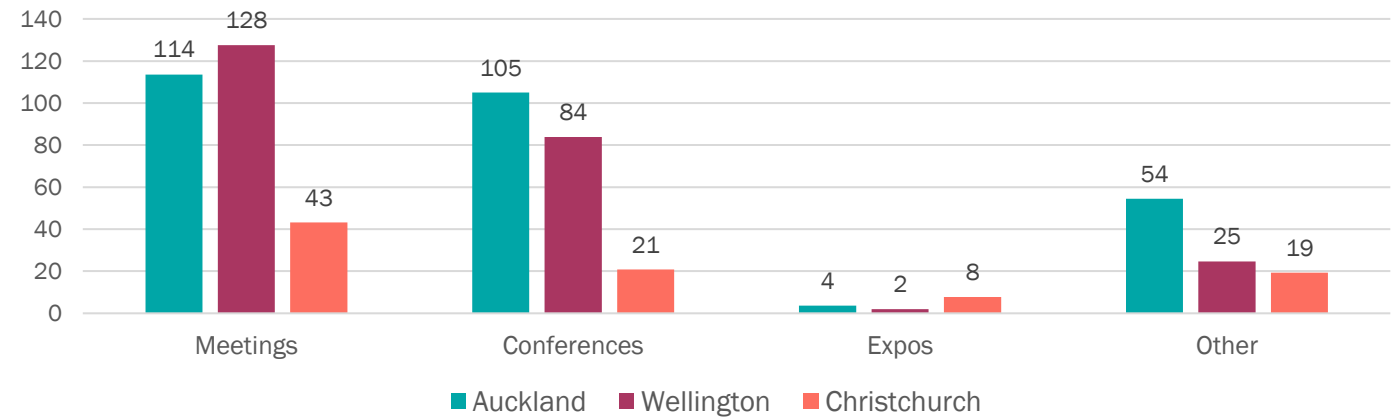
Business Event Market Share - Regional Comparison



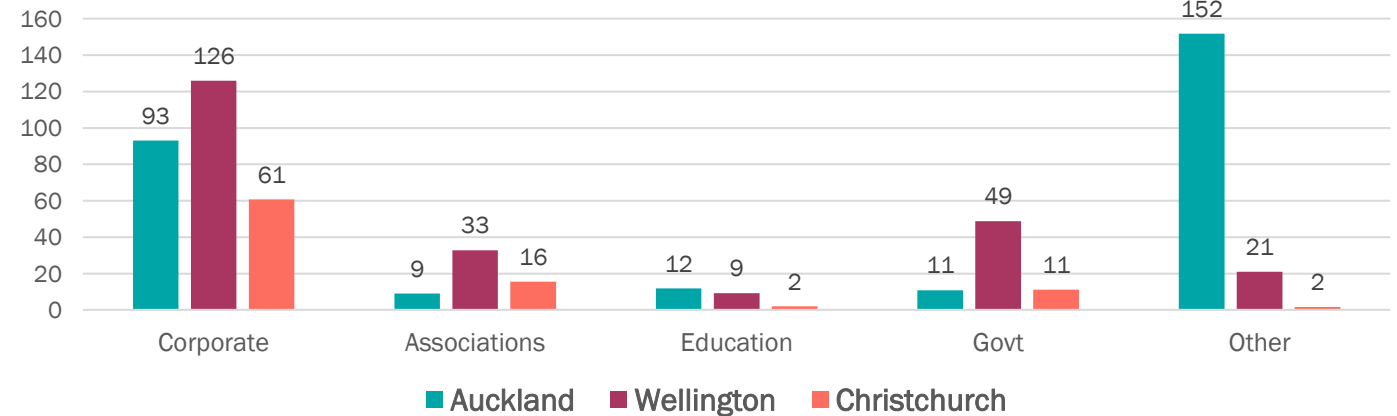
Auckland hosted the most conferences, other business events and expos in NZ Q1 March 2024

- Looking at business event type, **Auckland hosted the most conferences (105), other business events** like social functions and Gala dinners (54) out of the three featured regions in **Q1 March 2024**.
- However, Wellington held the highest number of meetings (128), followed by Auckland (114) and then Christchurch (43).
- The majority of business events in Auckland were for **Corporate customers (93), Associations (9) and Education customers (12)**.
- Among the three regions, Wellington recorded the most Government-related business events (49). 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

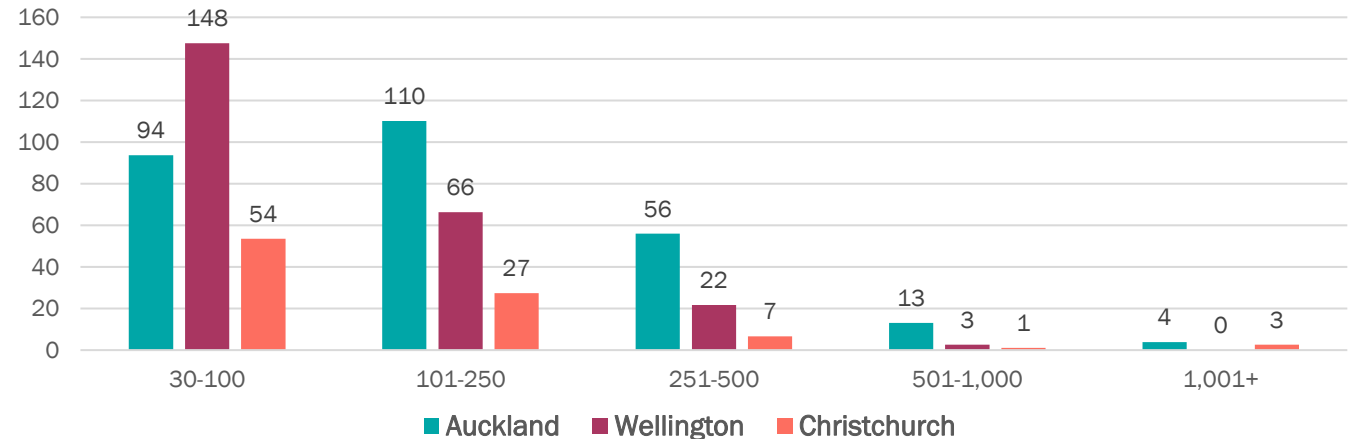


24% of all business events in Auckland were multi-day events in Q1 March 2024

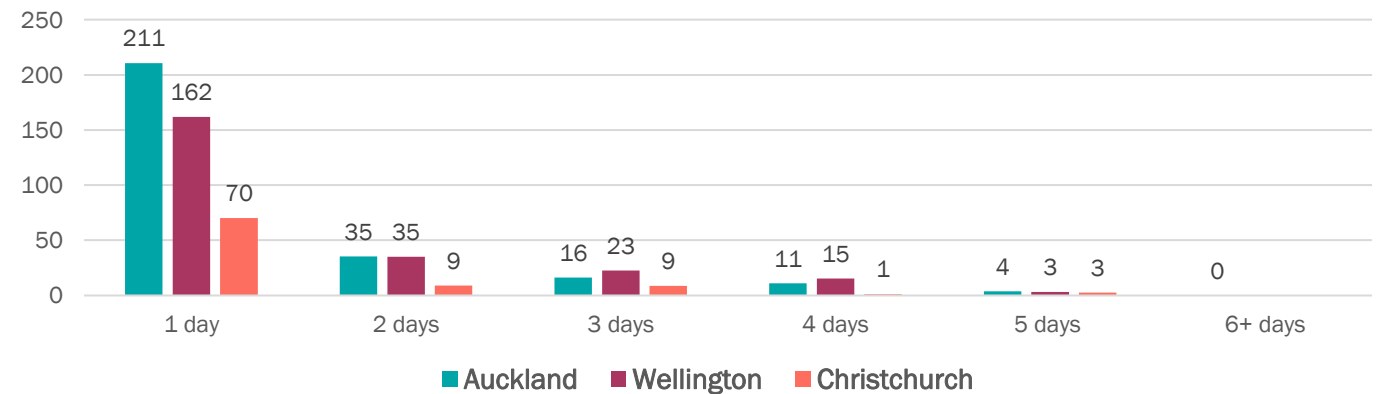
- In Q1 2024, a third of all business events held in Auckland were smaller events hosting between 30-100 delegates (94 events). In comparison to other regions, Wellington hosted most small business events (148 events).
- 40% of business events in Auckland were medium-sized events with 110 events that hosted between 101-250 delegates.
- 20% of business events (56) in Auckland hosted between 251-500 delegates.
- Auckland had 4 large-scale events that hosted over 1,000 delegates in Q1 2024.
- In Q1 2024, three quarters of all business events (76%) in Auckland were one day events (211), while 24% were multi-day events. 13% were held for a duration of two days (35), and 6% ran over the course of three days (16).

aucklandunlimited.com

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

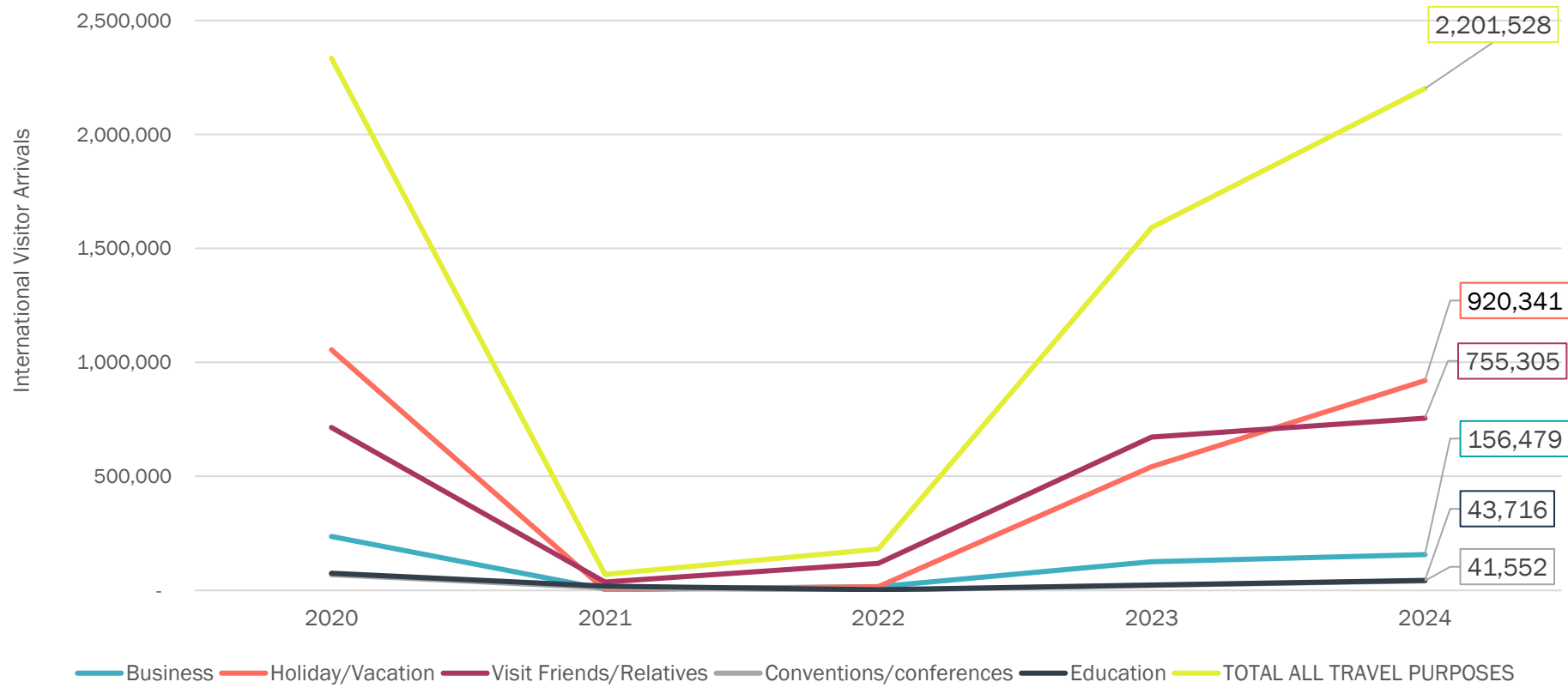
Compared to
YE June 2021

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.



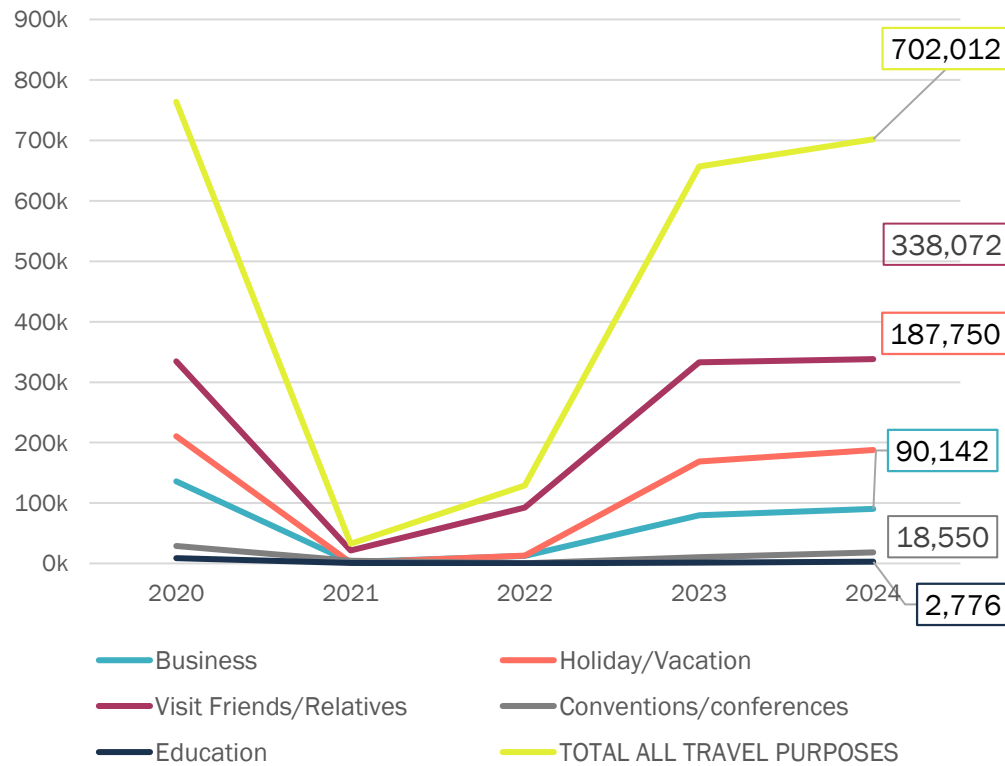
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE April

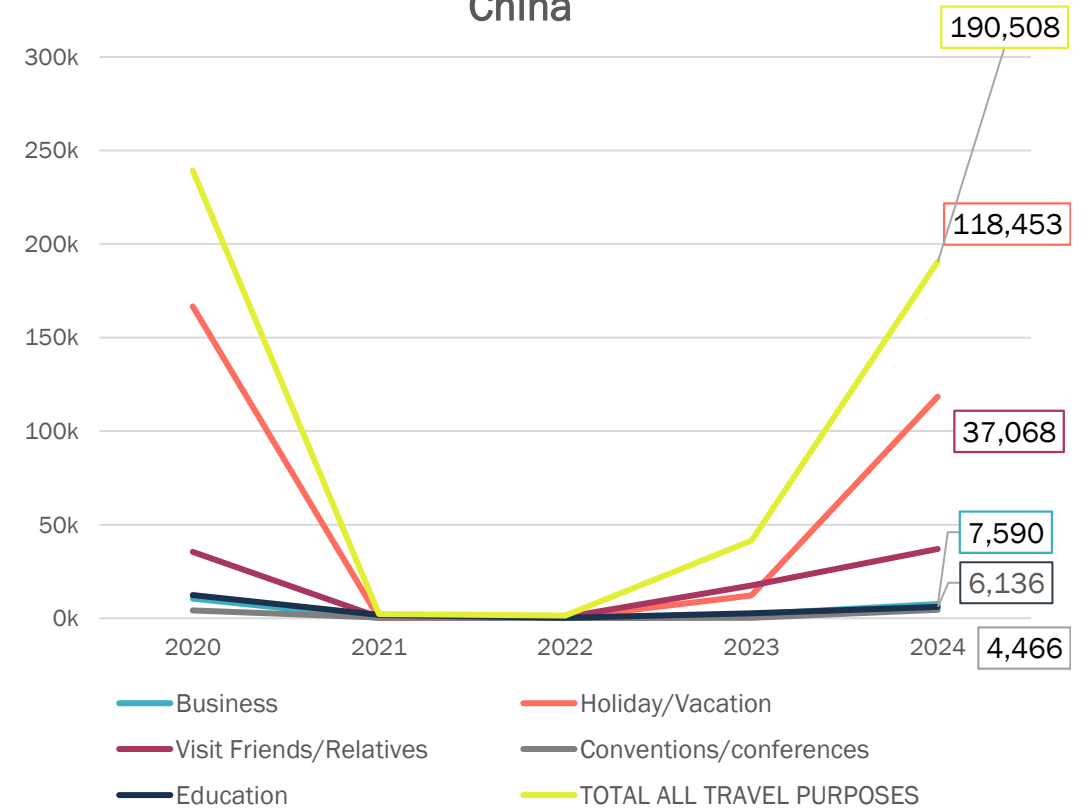


Five-year visitor arrivals to Auckland, YE April

Australia

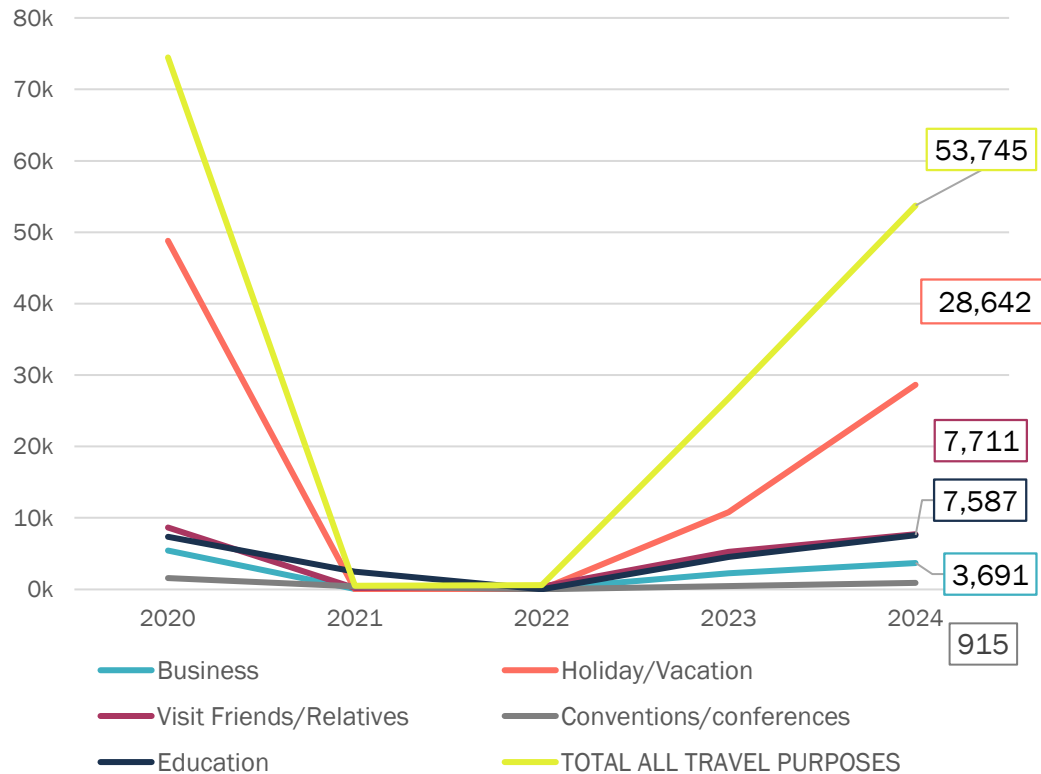


China

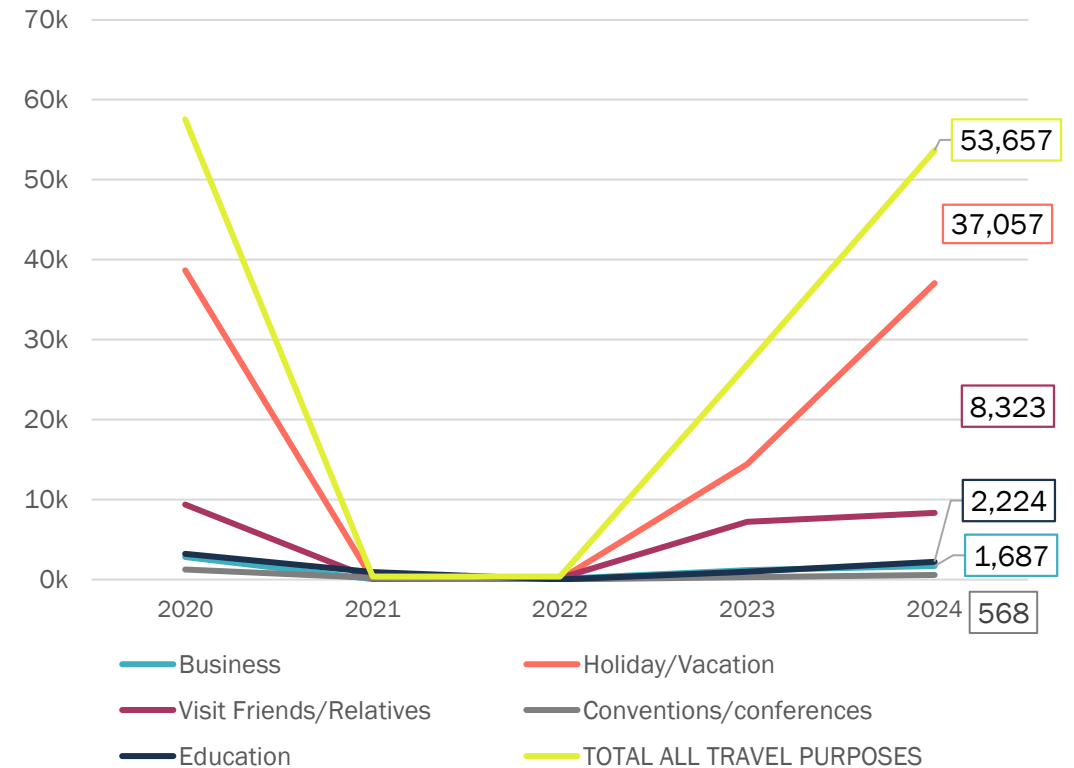


Five-year visitor arrivals to Auckland, YE April

Japan

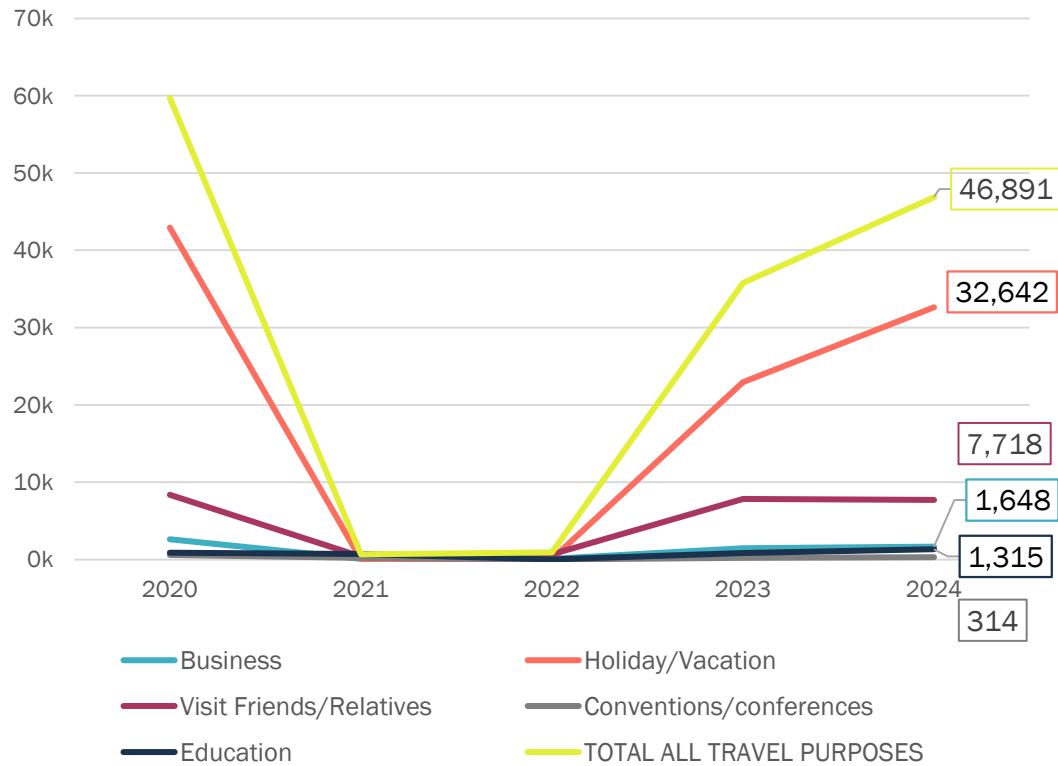


Korea

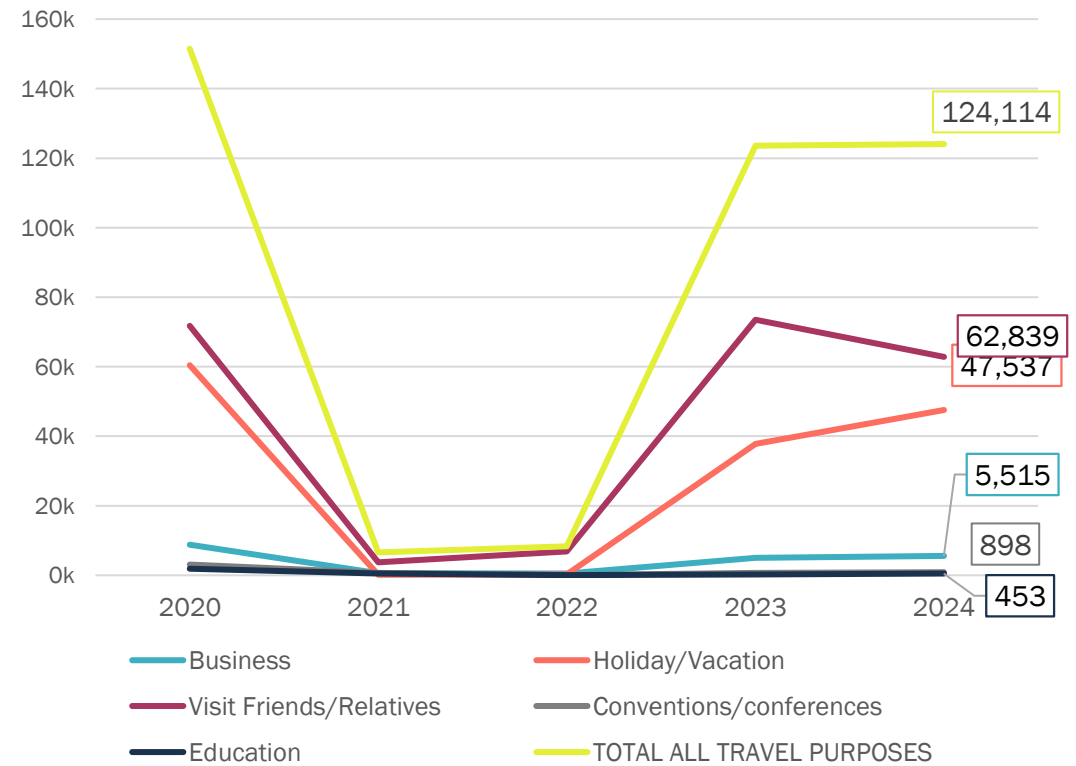


Five-year visitor arrivals to Auckland, YE April

Germany

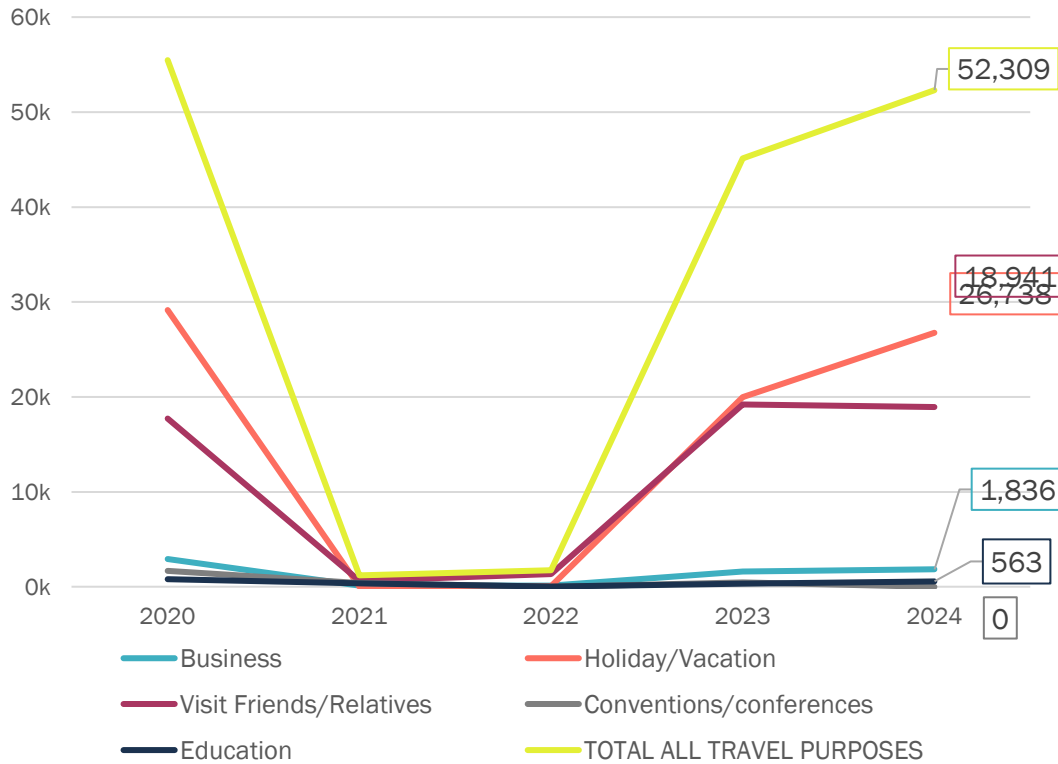


UK

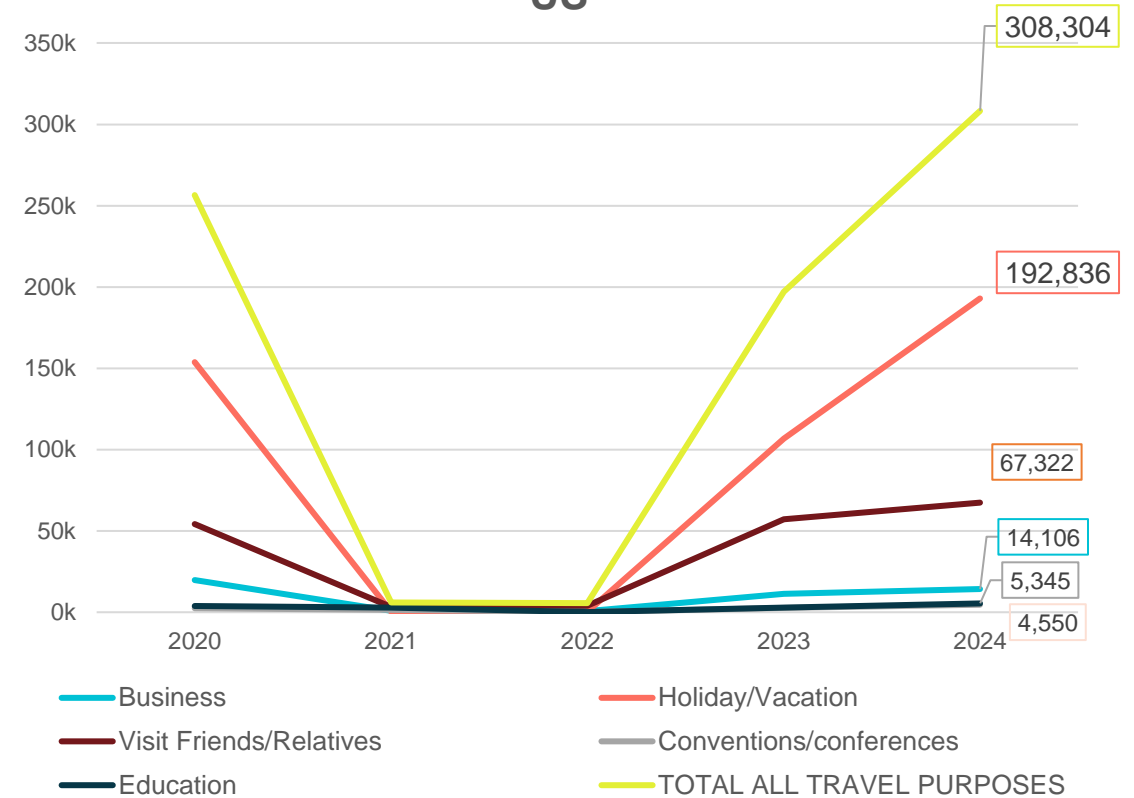


Five-year visitor arrivals to Auckland, YE April

Canada



US



Ngā mihi Thank you

- KEY CONTACT

Chris Gleeson

Research & Insights Specialist

Chris.Gleeson@aucklandunlimited.com

