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Auckland Destination Overview

June 2022

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

Prepared August 2022

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Key Visitor Data




317.3^k

Domestic Guest nights
June 2022 (Month)
+17.2% (to June 2021)




60.1^k

International Visitors
June 2022 (Month)
+84.0% (to June 2021)




52.7%


Hotel Occupancy Rate
June 2022 (Month)
-16.2pts (to June 2021)




\$190^m


Domestic Tourism Transactions
June 2022 (Month)
+0.8% (to June 2021)




\$46^m

International Tourism Transactions
June 2022 (Month)
+17.8% (to June 2021)




+19

Tourism Sentiment Score
June 2022 (Month)
-1pt (to June 2021)



Key Visitor Data



DOMESTIC

- New Zealand remained in the Orange COVID-19 traffic light setting during the month of June 2022. Vaccine passes were removed on 4 April. Capacity limits, scanning requirements and outdoor face mask restrictions were removed in March.
- At present, we cannot display some domestic visitor data as the data is currently under revision. Domestic visitation and average length of stay results will be reported again once the data has been revised.
- There were **317.3k domestic guest nights in commercial accommodation** for the month of June, **up 17.2%**.
- **Domestic tourism transactions** for the year to June 2022 was **\$1.78b, down 15.0%** on last year and **\$190m for the month (up 0.8%** compared to June 2021).

INTERNATIONAL

- The NZ Government announced a new faster timeline for reopening the border and reconnecting NZ with the world in May 2022. NZ's border will now be fully reopened by the end of July – three months earlier than originally planned.
- **The year to June 2022 saw 226.3k international visitor arrivals, an increase of 67.7%** on the previous year.
- **Monthly international visitors (60.1k) were up 84.0%.**
- There was strong growth for the **Australian market** in the month of **June 2022**, with **38.5k visitors, an increase of 34.5%** compared to last June. **The year to June 2022 saw 138.9k Australian visitor arrivals, also up 48.2%.**
- **VFR visitors** contributed the most to annual visitor numbers (**134.0k**) and **increased 68.0%** on the year to June 2021. **Monthly VFR numbers (30.7k) were also up 46.4%** compared with the month of June 2021.
- **Holiday visitors (25.9k) were up 149.0% in YE June 2022**, with **monthly numbers (11.2k) also up 150.6%.**
- **77.1k international guest nights in commercial accommodation** for June, **up 44.1%** on last year.
- **International tourism transactions** was **\$0.38b** for the year, **up 6.9%** and **\$46m for the month (up 17.8%).**

OVERALL

- **June Occupancy was 52.7%, down 16.2 percentage points** on June 2021. The **ADR was \$187 (up 4.4%)** and the **RevPAR was \$99 (down 20.1%).**
- For the month of June 2022, there were **394.3k total guest nights in commercial accommodation** in Auckland. **up 21.6%** on last year.
- **Looking forward, overall occupancy on the books is higher this year** compared to the same period last year (i.e., from mid-August to mid-November).
- The **Tourism Sentiment Score** for Auckland for June 2022 was **+19** (-2pts lower than NZ), down 1 point to June 2021.
- The category with the highest sentiment was Culture and History (30), followed by Destination Services (29), and Outdoor Activities (27), while Safety (1), and Access and Transportation (8) had the lowest sentiment.
- For domestic visitors in **YE March 2022**, the **Net Promoter Score (NPS) was +1**, (down 1 point on YE December 2021).



Auckland Tourism – Visitor Arrivals Data

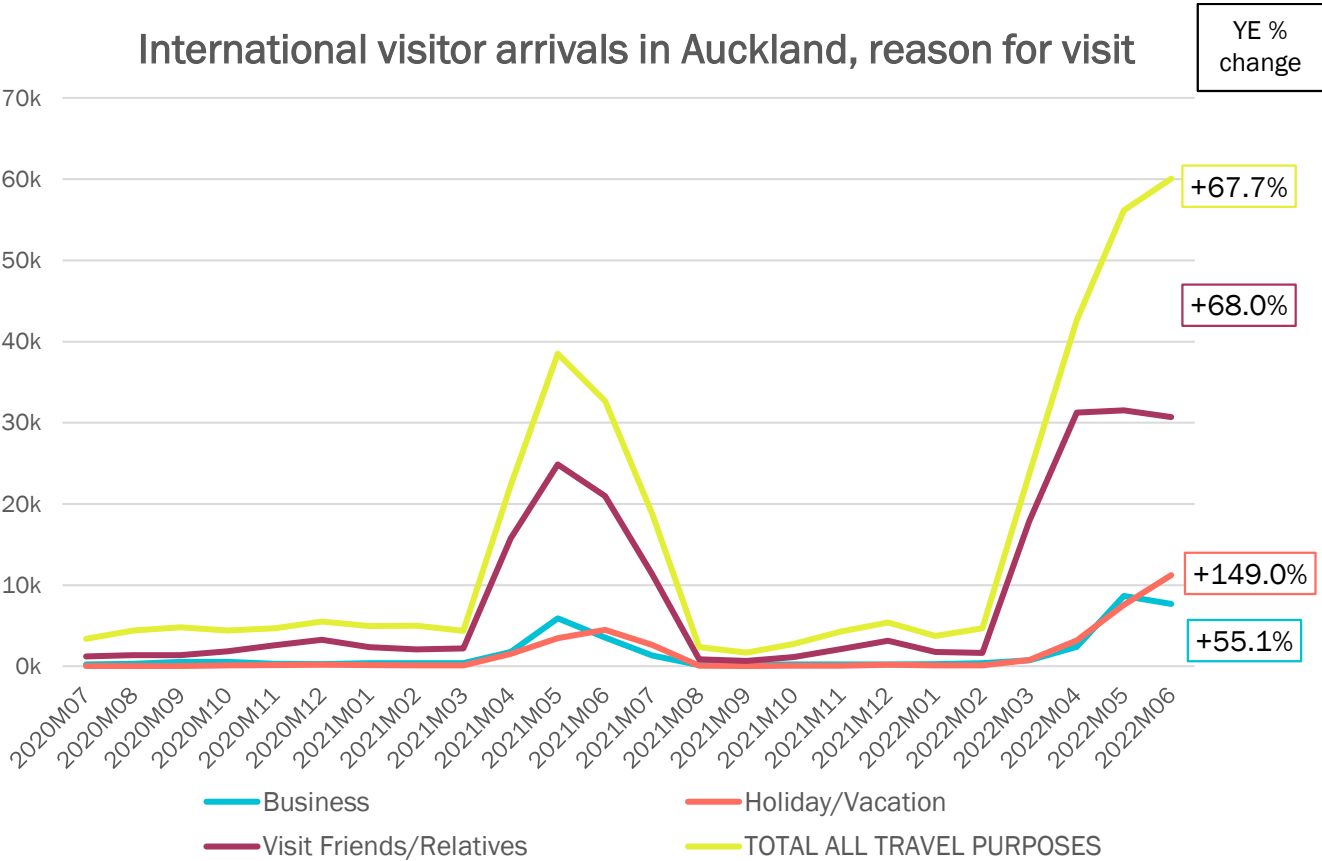
Domestic Visitor Data June 2022

- At present, we cannot display some domestic visitor data as the data is currently under revision.
- Domestic visitation results will be reported again once the data has been revised.
- This data has been paused in the interim.



International visitor arrivals were up 84.0% in June 2022

- The NZ Government announced a new faster timeline for reopening the border and reconnecting NZ with the world in May 2022. NZ’s border will now be fully reopened by the end of July – three months earlier than originally planned.
- The year to June 2022 saw 226.3k international visitor arrivals, an increase of 67.7% on the previous year.
- The month of June saw 60,081 international visitors, up 84.0% on the previous June.
- VFR visitors contributed the most to annual visitor numbers (134.0k) and increased 68.0% on the year to June 2021. Monthly VFR numbers (30.7k) were also up 46.4% compared with the month of June 2021.
- For YE June 2022, holiday visitors (25.9k) were up 149.0%, with monthly numbers (11.2k) also up 150.6%.
- There were 22.5k business visitors (up 55.1%) in the year to June 2022, and 7.7k for the month (up 118.6%).

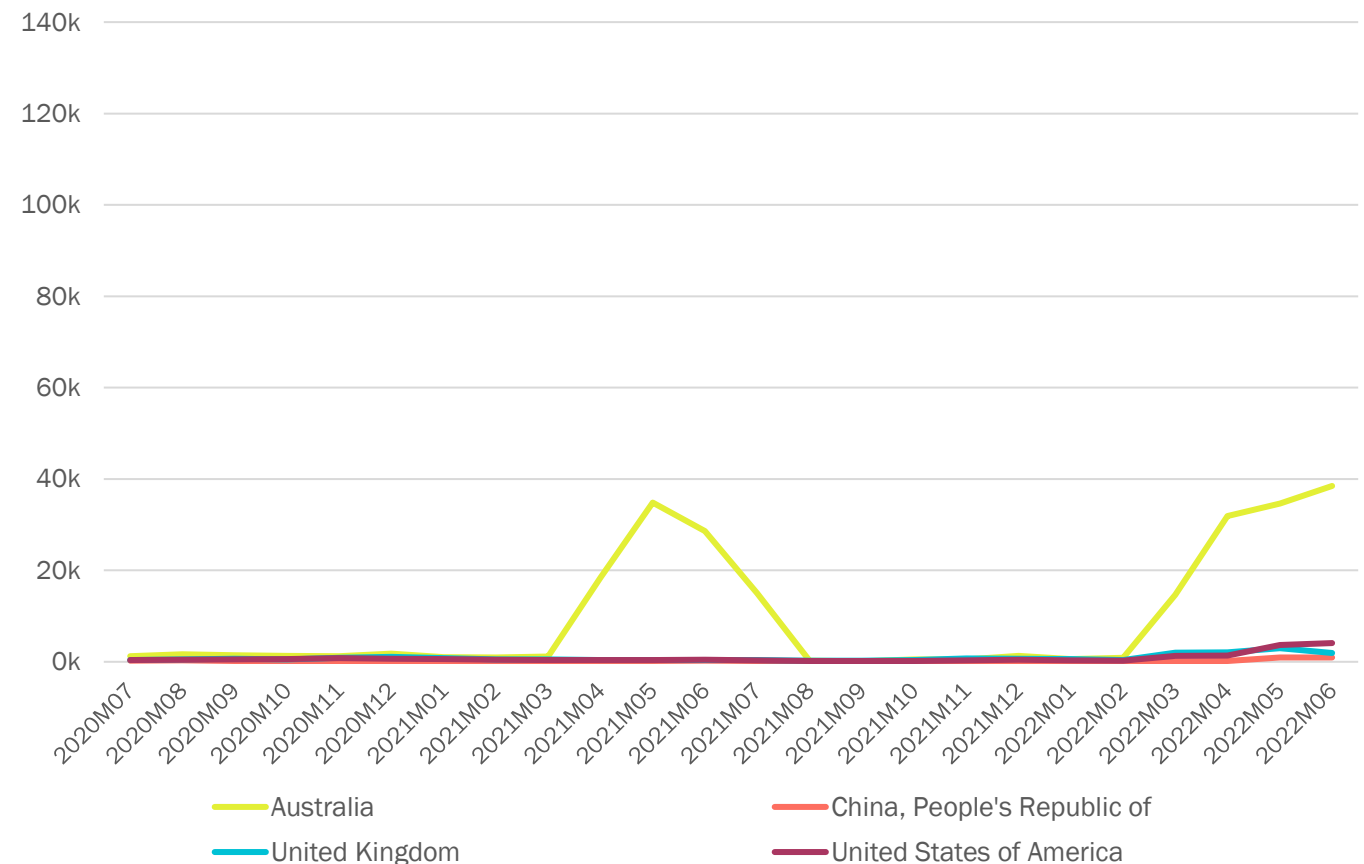


| | Visitor arrivals | vs. previous year / YE |
|--------------|------------------|------------------------|
| June 2022 | 60,081 | 84.0% |
| YE June 2022 | 226,340 | 67.7% |

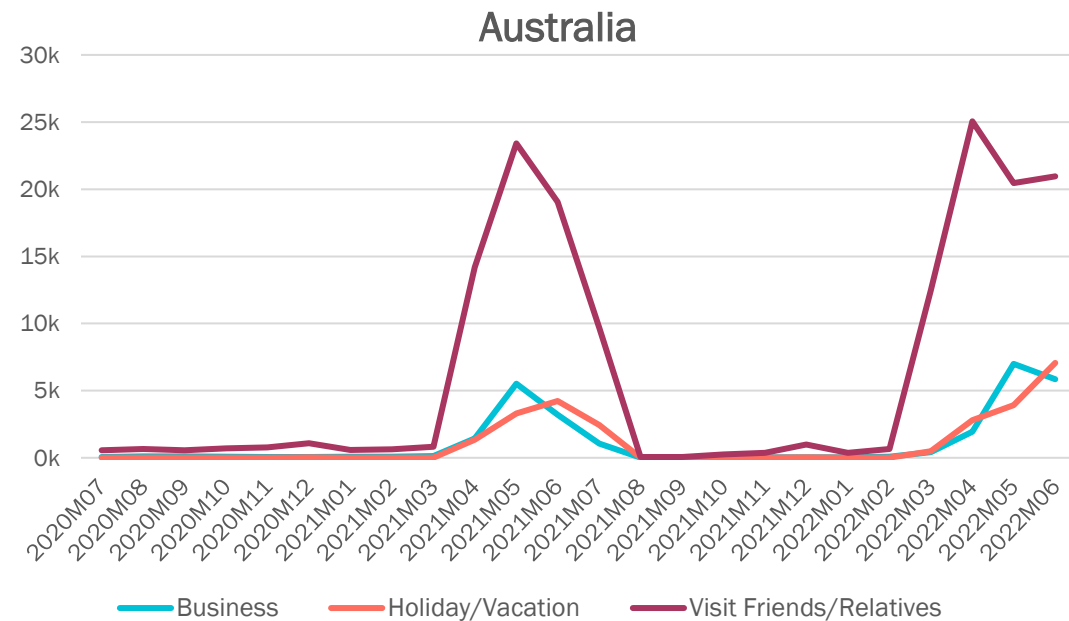
138.9k Australian visitor arrivals in YE June 2022, up 48.2%

- There was a sharp increase in Australian visitor arrivals in April 2021, when the trans-Tasman travel bubble opened. However, the preceding Lockdowns and travel restrictions put a halt to Australian visitation.
- There was strong growth for the **Australian market** in the month of June 2022, with **38.5k visitors, an increase of 34.5%** compared to last June. **The year to June 2022 saw 138.9k** Australian visitor arrivals, **up 48.2%**.
- For YE June 2022, there were 12.5k visitor arrivals from the UK (up 82.2%) and 12.5k visitors from the US (up 104.3%).
- June 2022 visitors from China (2.9k) were also up for the year (27.0%), and up (248.1%) for the month of June (912).

Visitor arrivals in Auckland by key international markets

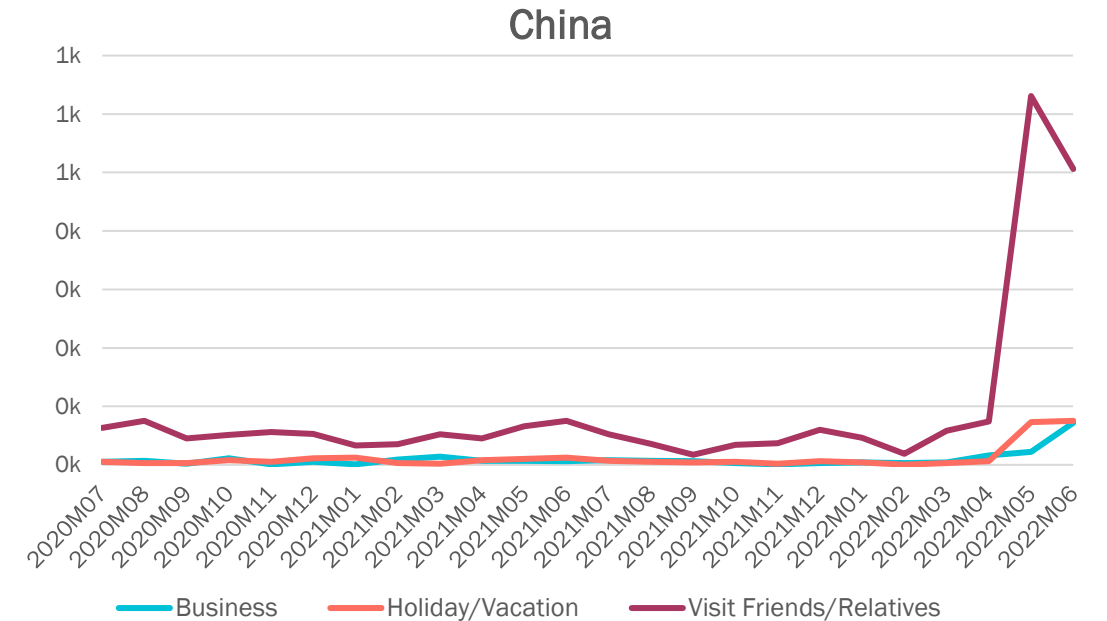


24 month visitor arrivals from individual markets



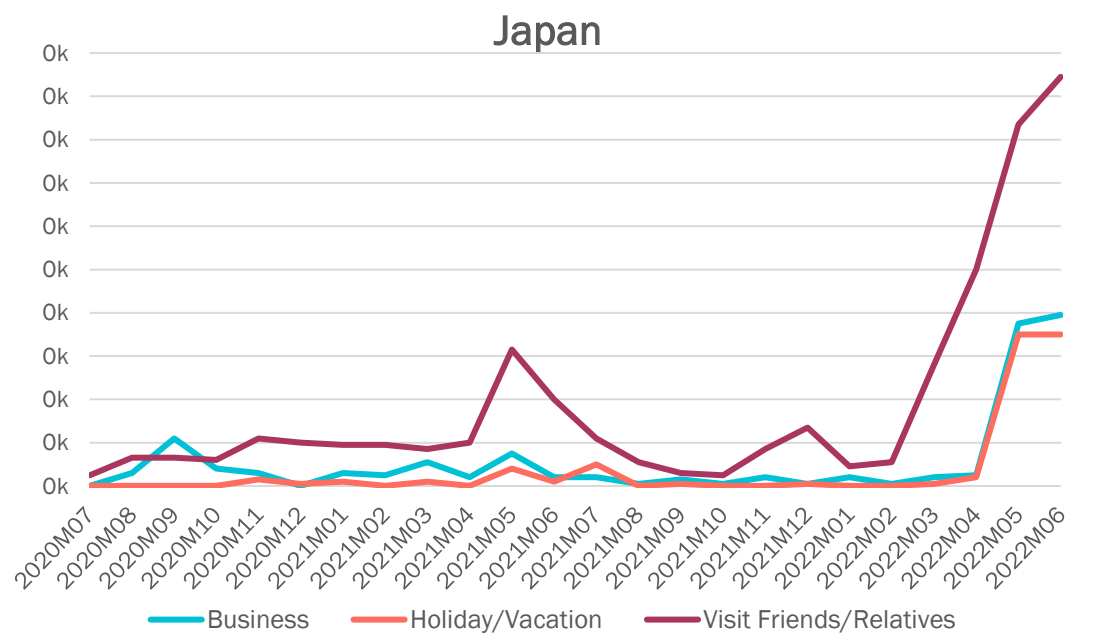
| | | vs. Business previous year | Holiday previous year | vs. Holiday previous year | VFR previous year | vs. VFR previous year | Total | vs. Total previous year |
|--------------|--------|-------------------------------------|-----------------------------|------------------------------------|-------------------------|--------------------------------|---------|----------------------------------|
| June 2021 | 5,862 | 82.7% | 7,062 | 66.5% | 20,948 | 9.9% | 38,500 | 34.5% |
| YE June 2021 | 16,527 | 50.4% | 16,804 | 86.3% | 91,409 | 44.9% | 138,882 | 48.2% |

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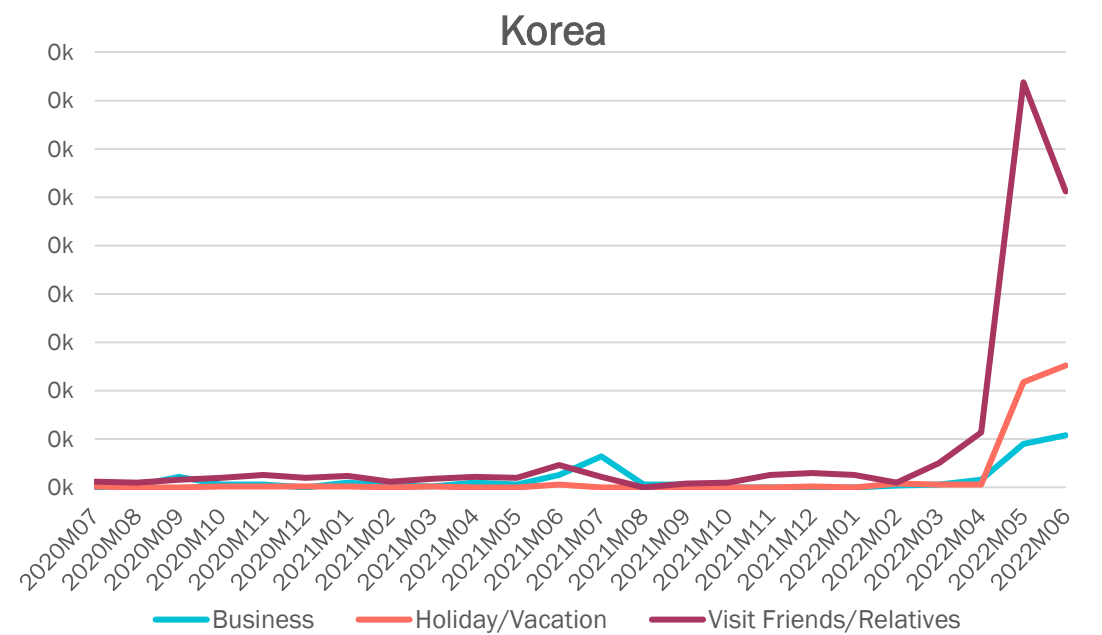
| | | vs. Business previous year | Holiday previous year | vs. Holiday previous year | VFR previous year | vs. VFR previous year | Total | vs. Total previous year |
|--------------|-----|-------------------------------------|-----------------------------|------------------------------------|-------------------------|--------------------------------|-------|----------------------------------|
| June 2021 | 72 | 1100% | 75 | 525.0% | 506 | 574.7% | 912 | 248.1% |
| YE June 2021 | 149 | 98.7% | 190 | 131.7% | 1,570 | 141.9% | 2,880 | 27.0% |

24 month visitor arrivals from individual markets



| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|--------------|----------|-------------------|---------|-------------------|-----|-------------------|-------|-------------------|
| June 2021 | 79 | 1875.0% | 70 | 3400.0% | 189 | 372.5% | 510 | 696.9% |
| YE June 2021 | 182 | 109.2% | 157 | 772.2% | 620 | 135.7% | 1,333 | 104.4% |

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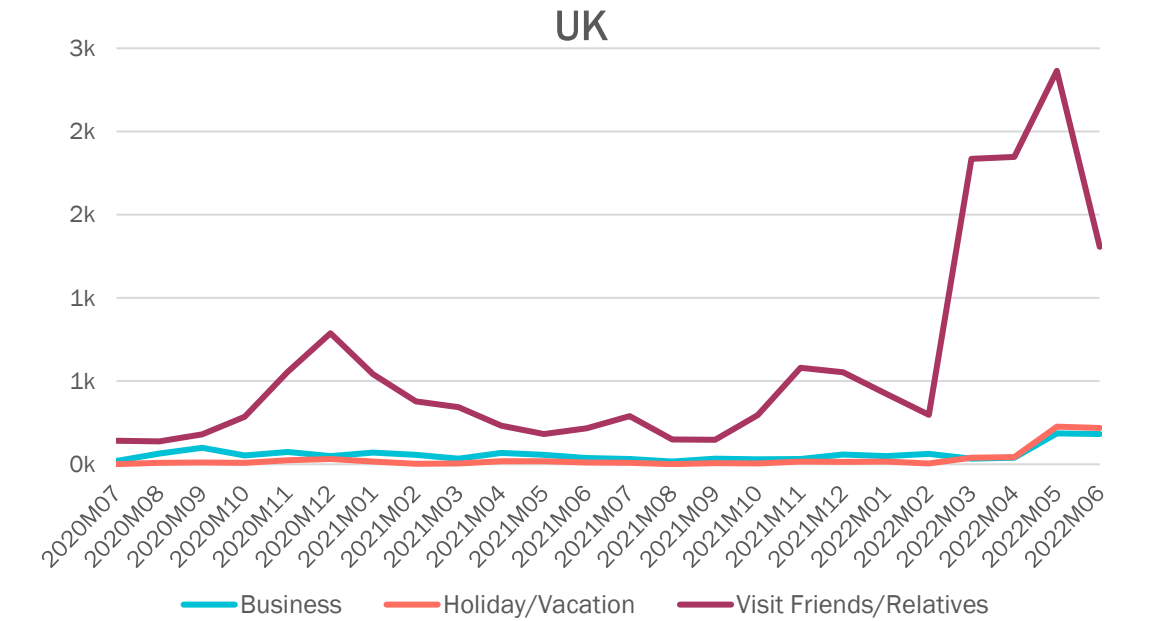
| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|--------------|----------|-------------------|---------|-------------------|-----|-------------------|-------|-------------------|
| June 2021 | 54 | 315.4% | 126 | 4100.0% | 306 | 1230.4% | 612 | 955.2% |
| YE June 2021 | 150 | 212.5% | 246 | 2633.3% | 873 | 609.8% | 1,561 | 283.5% |

24 month visitor arrivals from individual markets



| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|--------------|----------|-------------------|---------|-------------------|-------|-------------------|-------|-------------------|
| June 2021 | 58 | 427.3% | 96 | 2300.0% | 147 | 716.7% | 334 | 642.2% |
| YE June 2021 | 197 | 65.5% | 260 | 1757.1% | 1,018 | 152.0% | 1,634 | 116.1% |

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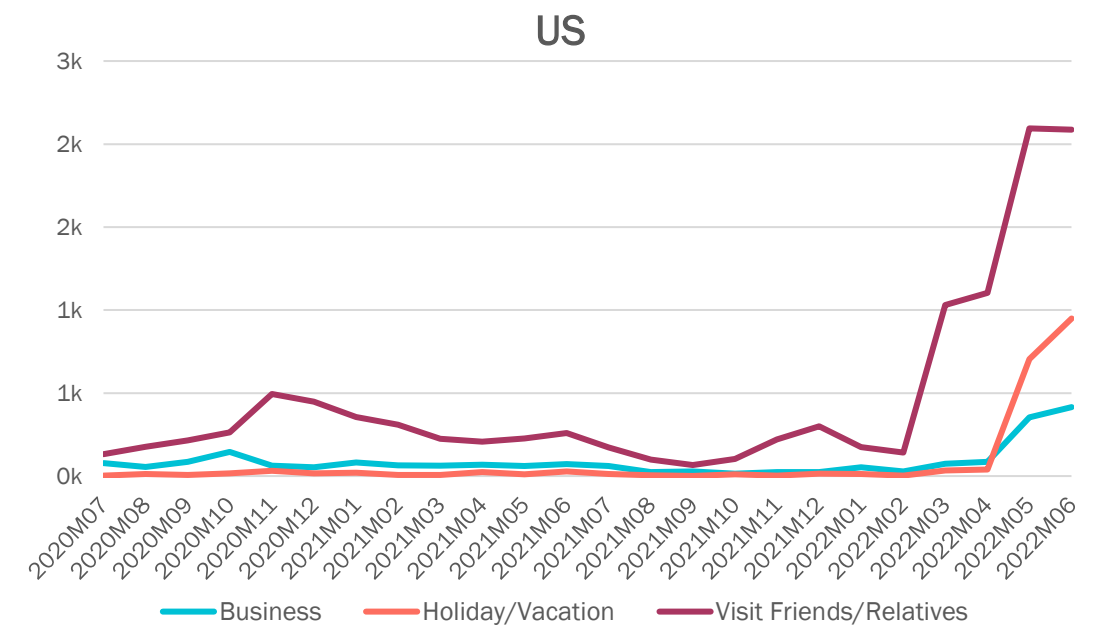
| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|--------------|----------|-------------------|---------|-------------------|--------|-------------------|--------|-------------------|
| June 2021 | 183 | 369.2% | 219 | 1890.9% | 1,308 | 502.8% | 1,916 | 442.8% |
| YE June 2021 | 764 | 10.2% | 611 | 270.3% | 10,097 | 153.1% | 12,505 | 82.2% |

24 month visitor arrivals from individual markets



| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|--------------|----------|-------------------------|---------|-------------------------|-------|-------------------------|-------|-------------------------|
| June 2021 | 76 | 744.4% | 116 | 11500.0% | 420 | 1650.0% | 712 | 1218.5% |
| YE June 2021 | 278 | 107.5% | 318 | 576.6% | 2,449 | 263.9% | 3,406 | 173.6% |

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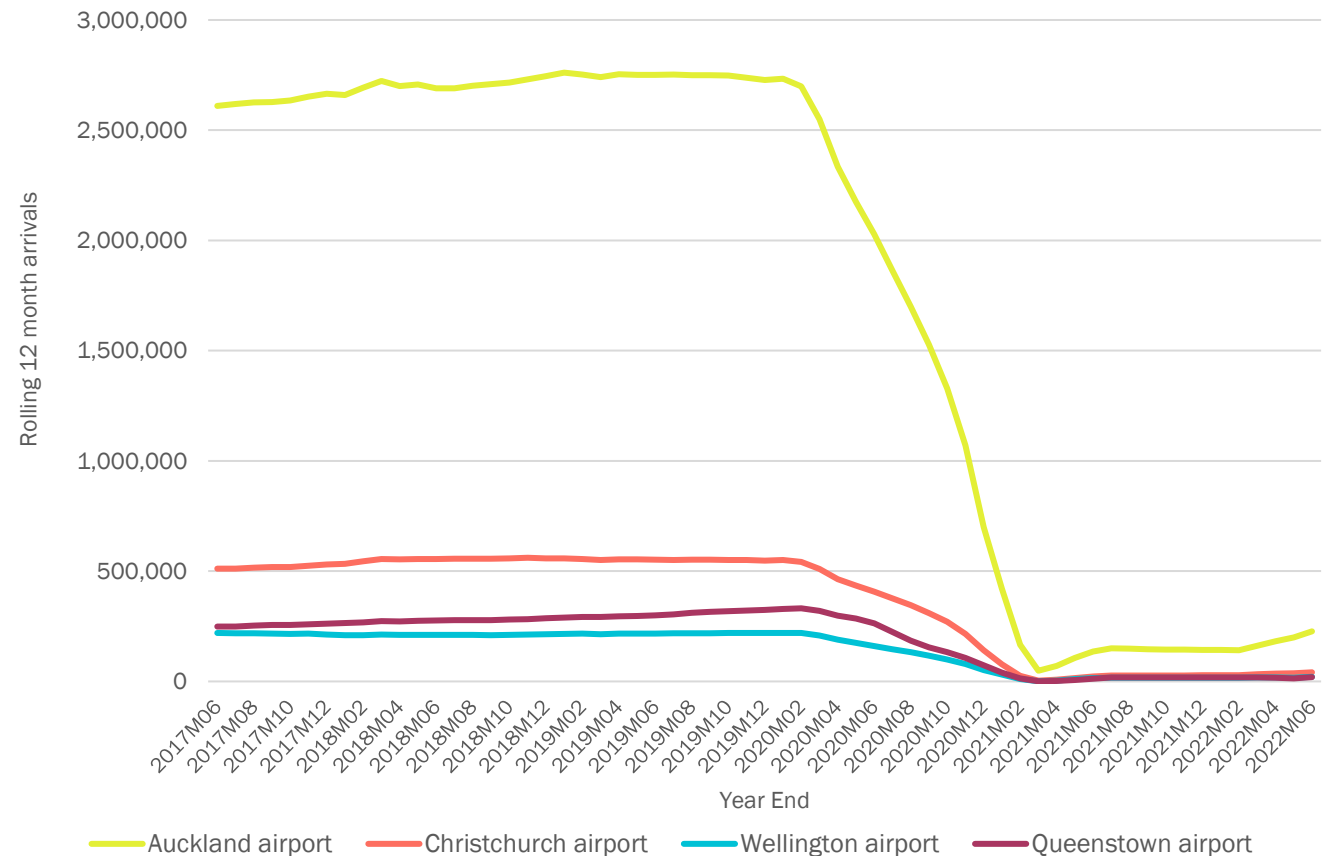
| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|--------------|----------|-------------------------|---------|-------------------------|-------|-------------------------|--------|-------------------------|
| June 2021 | 415 | 468.5% | 949 | 3289.3% | 2,087 | 705.8% | 4,116 | 748.7% |
| YE June 2021 | 1,193 | 33.4% | 1,792 | 858.3% | 7,595 | 129.0% | 12,480 | 104.3% |

Auckland has seen a 67.7% increase in international visitor arrivals over the last year

- In the five years proceeding the arrival of Covid in 2020, all major airports had seen steady increases in international visitor arrivals.
- The travel bans have had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- However, with NZ borders starting to reopen Auckland has seen a 67.7% increase in international visitor arrivals over the last year.
- For the year ending June 2022, all other ports saw growth in international visitor arrivals in comparison to last year. Christchurch saw an increase of 84.7%, Queenstown was up 53.2% and Wellington up 41.3% compared to last year.

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12 month rolling visitor arrivals



A photograph taken from inside a large, brown canvas glamping tent. The tent has a high, peaked roof with wooden support beams. In the foreground, there are two beds with grey bedding and pillows. In the middle ground, a man and a woman are sitting at a small wooden table, looking out towards a lush green landscape. The woman is on the left, and the man is on the right. There is a small lantern hanging from the ceiling. The tent is open at the front, revealing a well-maintained outdoor area with a lawn, a patio umbrella, and a wooden structure in the background. The overall atmosphere is peaceful and scenic.

Auckland Tourism – Accommodation Data

Average length of stay

Domestic Visitor Data

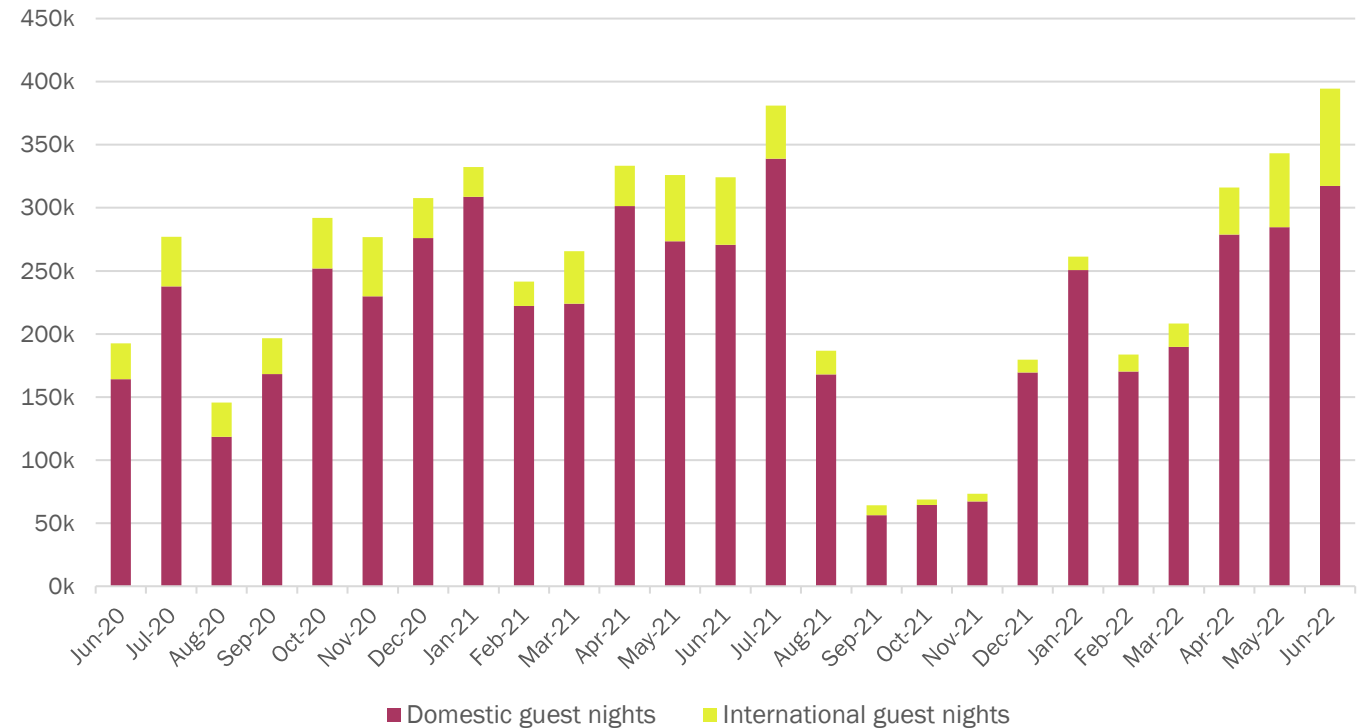
- At present, we cannot display average length of stay data for domestic visitors as the data is currently under revision.
- Domestic average length of stay results will be reported again once the data has been revised.
- This data has been paused in the interim.



317.3k domestic guest nights in commercial accommodation in June 2022, up 17.2%

- For the month of June 2022, there were **394.3k total guest nights** in **commercial accommodation** in Auckland, up 21.6% on the same month last year.
- There were **317.3k domestic guest nights** in commercial accommodation (up 17.2%), and **77.1k international guest nights** (up 44.1%) in commercial accommodation in June 2022.
- For New Zealand overall, there were 2.08m guest nights in commercial accommodation, up 5.4% compared to June 2021.

Guest nights in commercial accommodation - Auckland

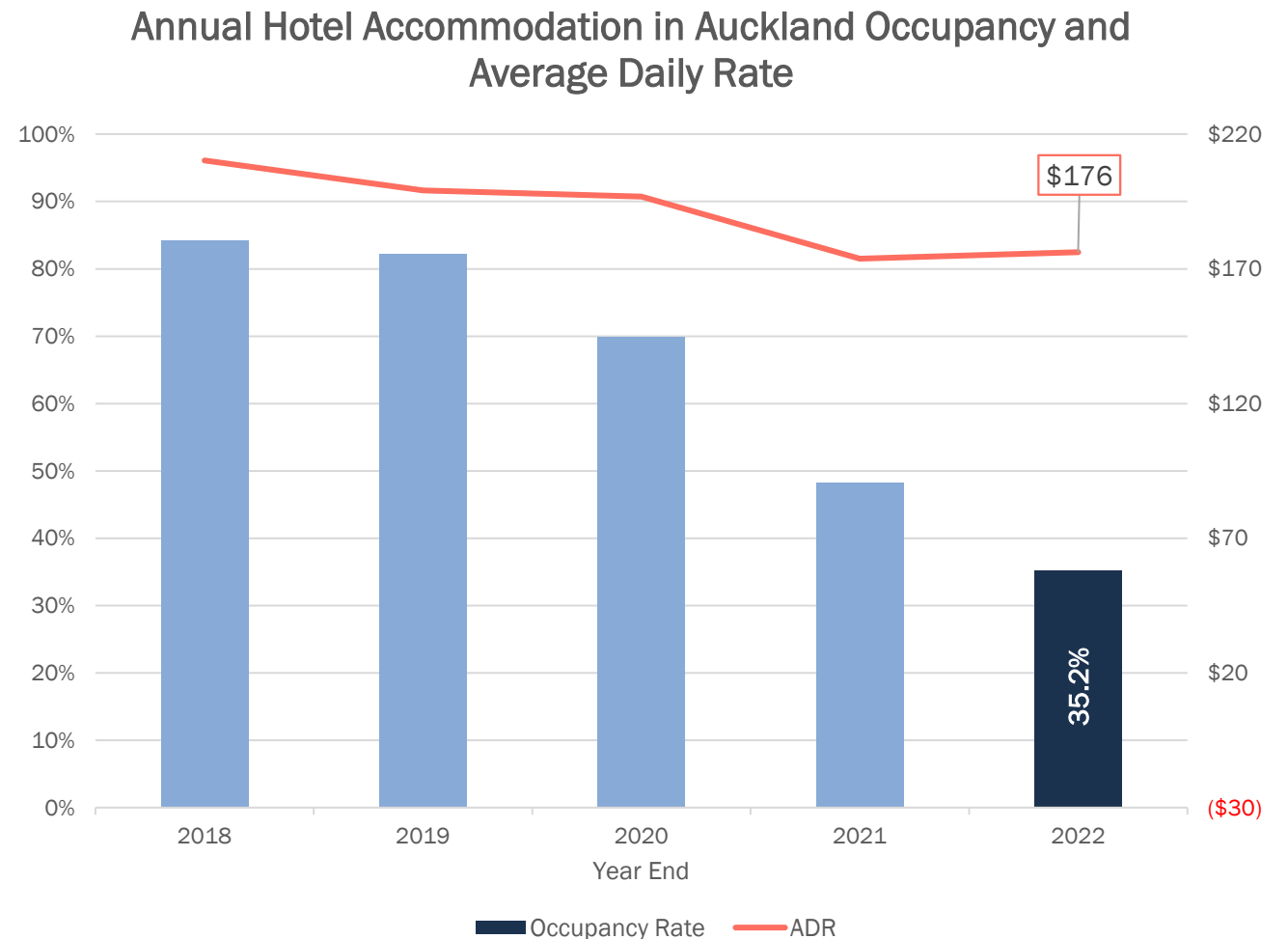


| June 2022 | Auckland | % change | New Zealand | % change |
|----------------------------|----------|----------|-------------|----------|
| Total guest nights | 394,300 | 21.6% | 2,075,300 | 5.4% |
| Domestic guest nights | 317,300 | 17.2% | 1,803,500 | 1.4% |
| International guest nights | 77,100 | 44.1% | 271,800 | 42.5% |

June 2022 Average daily rate (ADR) was \$187, up 4.4%

- Covid affected the year-end average hotel occupancy rate, which was **35.2%** for the **year to June 2022**, with a **decrease of 13.0pts** compared to the previous year-end.
- The average daily rate (ADR) for hotels in the year to June 2022 was **\$176 up 1.4%** on the previous year.
- The **RevPAR** for the year ending June 2022 was **\$62 down 26.0%** on the previous year.
- **June Occupancy** was **52.7%**, **down 16.2pts** on June 2021. The **ADR** was **\$187 (up 4.4%)** and the **RevPAR** was **\$99 (down 20.1%)**.

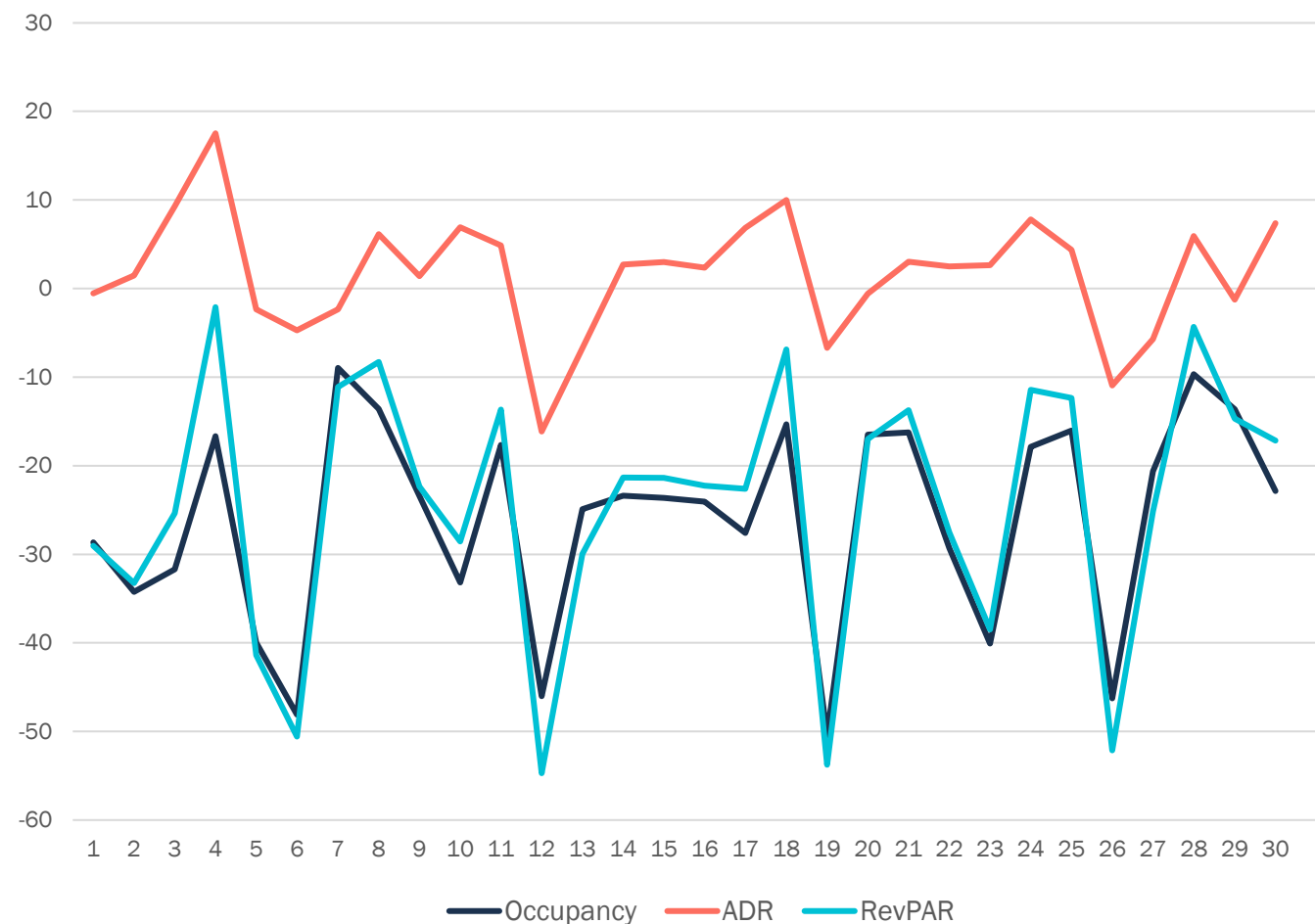
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Occupancy peaked on 18th June 2022

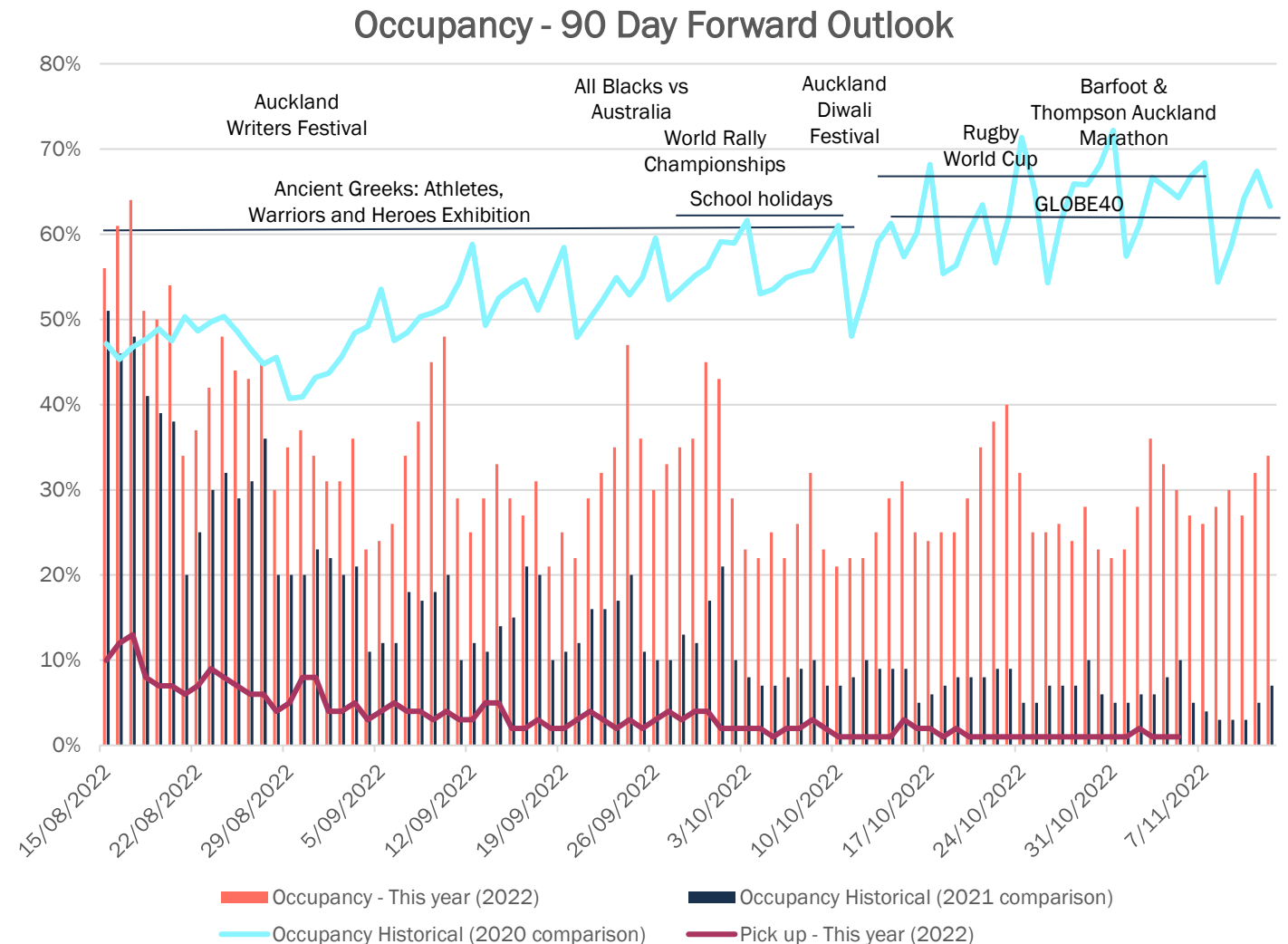
- A quarter (26%) of the hotels covered here are in fact, isolation hotels.
- Average Daily Rate (ADR) was 1.4% higher during the month of June this year, compared to June last year.
- Occupancy peaked (at 59%) on Saturday 25th June 2022.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in June 2022.
- RevPAR and ADR peaked on Sunday 26th June 2022.

Percent Changes for the Month of June



90 Day Forward Booking Occupancy Data

- Looking forward, overall occupancy on the books is higher this year compared to the same period last year (i.e. from mid-August to mid-November).
- Variance (the difference between this year and last year) is high on the weekend of the 9-10 September (up 27% and 28% this year compared to 2021). The Billie Eilish concert is on during this weekend, and occupancy on the books currently shows 45% on Friday and 48% on Saturday.
- Occupancy in Auckland on the night of the All Blacks vs Australia game (24 September) is currently at 47%.
- There is another spike in occupancy (40%) on 23 October, which is when the Kings of Leon play at Spark Arena.
- Occupancy peaked at 64% on the 17th August this year.





Average Length of Stay Update

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

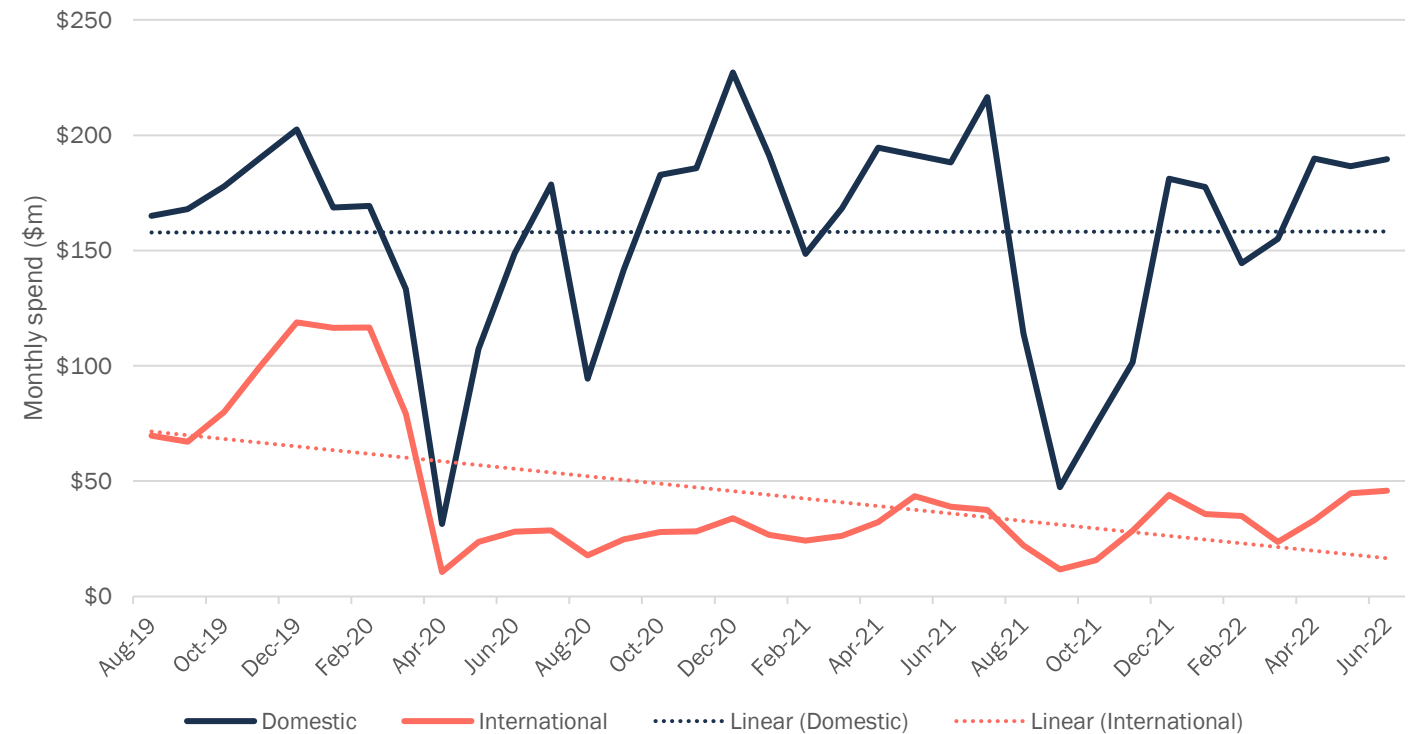


Auckland Tourism – Spend Data

\$1.78b in Domestic tourism transactions for YE June 2022

- Looking at the last 24 months, domestic tourism transactions fell in correlation with each of Auckland's regional lockdowns i.e., in April and August 2020, and again in February 2021 and August through to September in 2021.
- In the year to June 2022, Domestic tourism transactions was **\$1.78b** (down 15.0%), while International tourism transactions was **\$0.38b**, up 6.9% for the year.
- The Tourism Electronic Card Transactions (TECTs) are an interim replacement to Monthly Regional Tourism Estimates (MRTes) that provide insights into monthly tourism spend and were introduced in November 2020. TECTs include only tourism-related electronic card transactions (ECT) paid through EFTPOS machines. More info can be found [here](#).

Year-end tourism transactions in Auckland

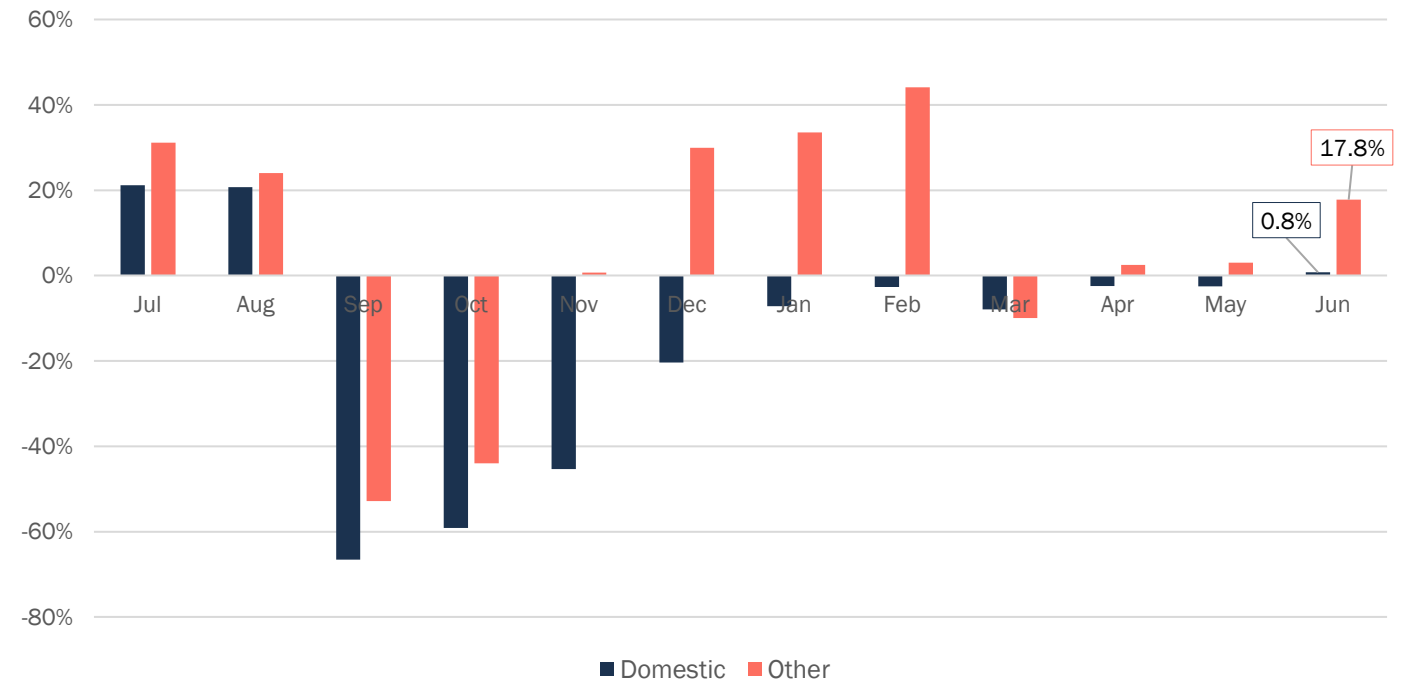


| Tourism Transactions | YE June 2022 (\$b) | % change |
|----------------------|--------------------|----------|
| Domestic | 1.778 | -15.0% |
| International | .377 | 6.9% |

Domestic tourism transactions were \$190m for June 2022, up 0.8%

- For the month of June 2022, domestic tourism transactions (TECTs) was \$190m, up 0.8% compared with the same month in 2021.
- International tourism transactions in June 2022 was \$46m (up 17.8%) compared to June 2021.

Monthly % Change in tourism transactions in Auckland



| Tourism Transactions | June 2022 (\$m) | % change |
|----------------------|-----------------|----------|
| Domestic | 190 | 0.8% |
| International | 46 | 17.8% |

\$64.9m spent in Retail sales (other) by domestic visitors in June 2022

| | Spend (\$m) | % change |
|---|--------------|-------------|
| Accommodation services | 8.8 | 1.0% |
| Cultural, recreation, and gambling services | 4.7 | 12.0% |
| Food and beverage serving services | 34.9 | -7.9% |
| Other passenger transport | 2.5 | 26.1% |
| Other tourism products | 16.8 | -6.2% |
| Retail sales - alcohol, food, and beverages | 33.9 | 3.0% |
| Retail sales - fuel and other automotive products | 23.1 | 32.0% |
| Retail sales - other | 64.9 | -3.3% |
| Grand Total | 189.6 | 0.8% |

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Domestic monthly tourism transactions in Auckland, by product

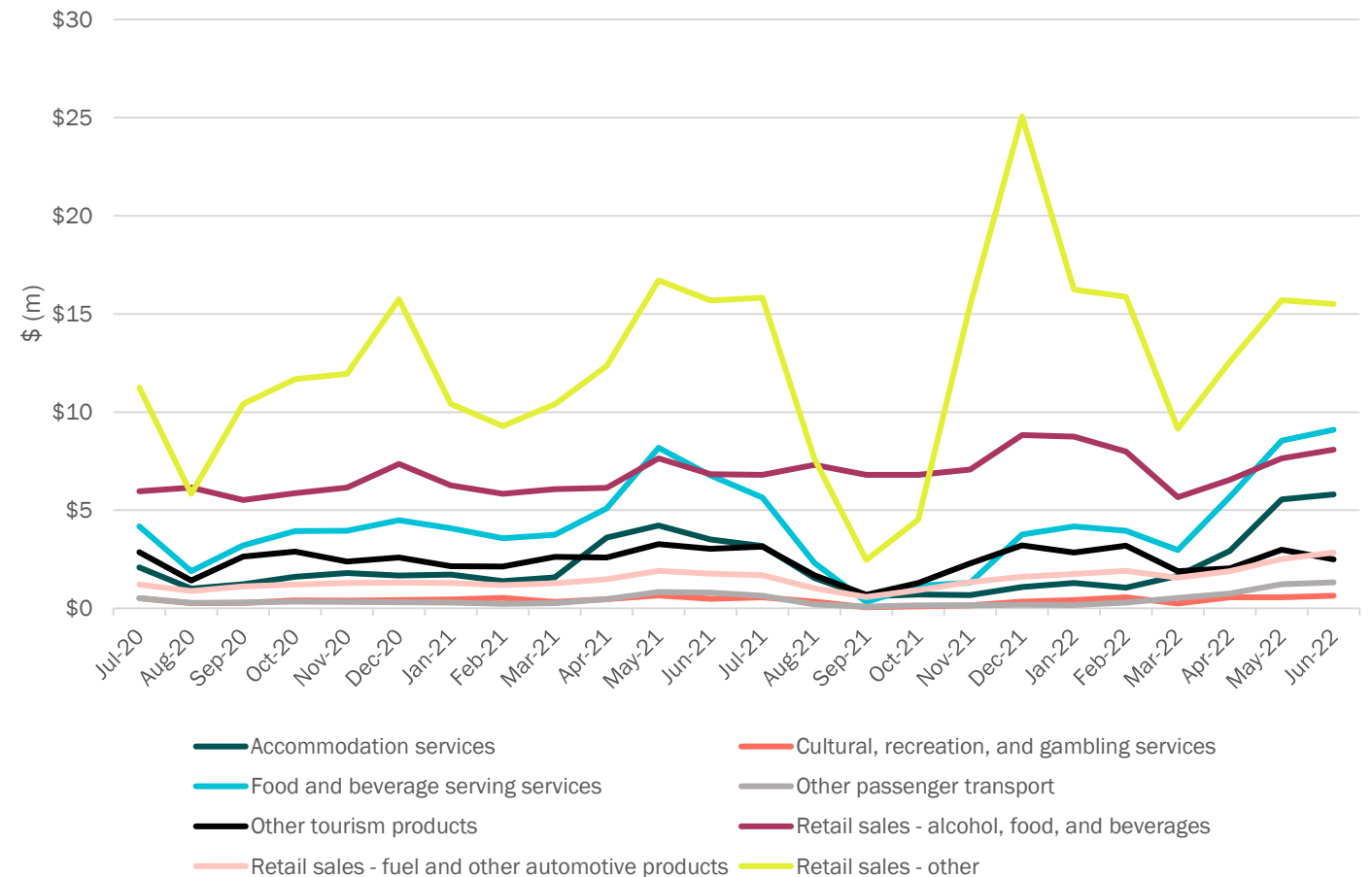


\$15.5m spent in Retail sales (other) by International visitors in June 2022

| | Spend (\$m) | % change |
|---|-------------|--------------|
| Accommodation services | 5.8 | 65.5% |
| Cultural, recreation, and gambling services | 0.6 | 31.3% |
| Food and beverage serving services | 9.1 | 34.4% |
| Other passenger transport | 1.3 | 66.4% |
| Other tourism products | 2.5 | -17.6% |
| Retail sales - alcohol, food, and beverages | 8.1 | 18.3% |
| Retail sales - fuel and other automotive products | 2.8 | 60.9% |
| Retail sales - other | 15.5 | -1.2% |
| Grand Total | 45.8 | 17.8% |

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International monthly tourism transactions in Auckland, by product





Auckland Tourism – Major and Business Events Data

Major Events Insights



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| Event | Date | Venue | Interesting Findings |
|---|---------------------------|---|---|
| The Wedding Singer | 30 June – 14 July 2022 | Bruce Mason Centre | <ul style="list-style-type: none"> For the month of June 2022, there were 394.3k total guest nights in commercial accommodation in Auckland, up 21.6% on the same month last year. |
| Doc Edge Film Festival | 1 June – 10 July 2022 | Various | |
| Taste of Pasifika | 3 – 19 June 2022 | Various | |
| Ahi Kora E2e Summit June 2022 - Strategic Esports Entertainment | 7 – 8 June 2022 | Auckland Showgrounds, Logan Campbell Centre | <ul style="list-style-type: none"> There were 317.3k domestic guest nights in commercial accommodation (up 17.2%), and 77.1k international guest nights (up 44.1%) in commercial accommodation in June 2022. |
| Auckland Esports Open Armageddon | 10 – 12 June 2022 | Auckland Showgrounds | |
| Armageddon Expo | 10 – 12 June 2022 | Auckland Showgrounds | <ul style="list-style-type: none"> Domestic tourism transactions (TECTs) in June 2022 was \$190m (up 0.8%) and international tourism transactions was \$46m (up 17.8%) compared to June 2021. |
| Ancient Greeks: Athletes, Warriors and Heroes Exhibition | 10 June – 16 October 2022 | Auckland War Memorial Museum | |
| NZ Hair & Beauty Industry Summit and Expo | 18 – 19 June 2022 | Auckland Showgrounds | <ul style="list-style-type: none"> Overall, 12,289 people attended Taste of Pasifika 2022. Taste of Pasifika attendees spent a total of \$140.7k at the festival. The average spend per person overall was \$32.26. |
| Kiwis vs Tonga | 25 June 2022 | Mt Smart | |

Business Events Insights



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262


Business events in Auckland
Q2 June 2022




18%

Auckland's market share of
business events
Q2 June 2022




41.7^k


Delegates hosted in Auckland
Q2 June 2022




22%

Auckland's market share of
delegates
Q2 June 2022




51.5^k

Delegate days hosted in Auckland
Q2 June 2022




19%

Auckland's market share of
delegate days
Q2 June 2022



A group of four people, two men and two women, are walking along a dirt path in a vineyard. They are all holding wine glasses, and one man is also holding a bottle of wine. The background features rolling hills and a clear sky. The scene is set during the day, with sunlight filtering through the trees and vines.

Auckland Tourism – Tourism Sentiment Index

Tourism Sentiment Index (TSI)

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



Tourism Sentiment Index KPIs - Overall

- The overall Tourism Sentiment Score for Auckland for the month of June 2022 was +19 (-2pts lower than NZ), down 1 point to June 2021.
- Of all conversations online being driven by Auckland's tourism experience or products, 22% of those conversations were identified as destination promoters.
- This includes 4,324 online conversations about Auckland (down 6%), while 45,319 online conversations were included for NZ (up 5%).
- The TSI Score for Auckland was 'Average' in comparison to global tourism sentiments, which indicates an opportunity for improvement.
- The general emotional tone of online conversations was 'Joy' for both Auckland and NZ.
- Topics that drove positive sentiment for Auckland were 'Restaurant, Dining and Takeaway' and 'Beaches', while negative sentiment was also driven by "Restaurant, Dining and Takeaway" and 'Wildlife Viewing'.

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| KEY PERFORMANCE INDICATORS | AUCKLAND | NEW ZEALAND |
|---------------------------------------|---|--|
| Tourism Sentiment Score® ? |  <p>19 4324 Conversations Analyzed</p> |  <p>21 45319 Conversations Analyzed</p> |
| Global Tourism Sentiment Comparison ? | AVERAGE | AVERAGE |
| Emotional Tone of Conversation ? | Joy | Joy |
| Topics Driving Positive Sentiment ? | Restaurant / Dining / Takeaway Beaches | Restaurant / Dining / Takeaway Beaches |
| Topics Driving Negative Sentiment ? | Restaurant / Dining / Takeaway Wildlife Viewing | Natural Disaster Wildlife Viewing |

TSI Categories



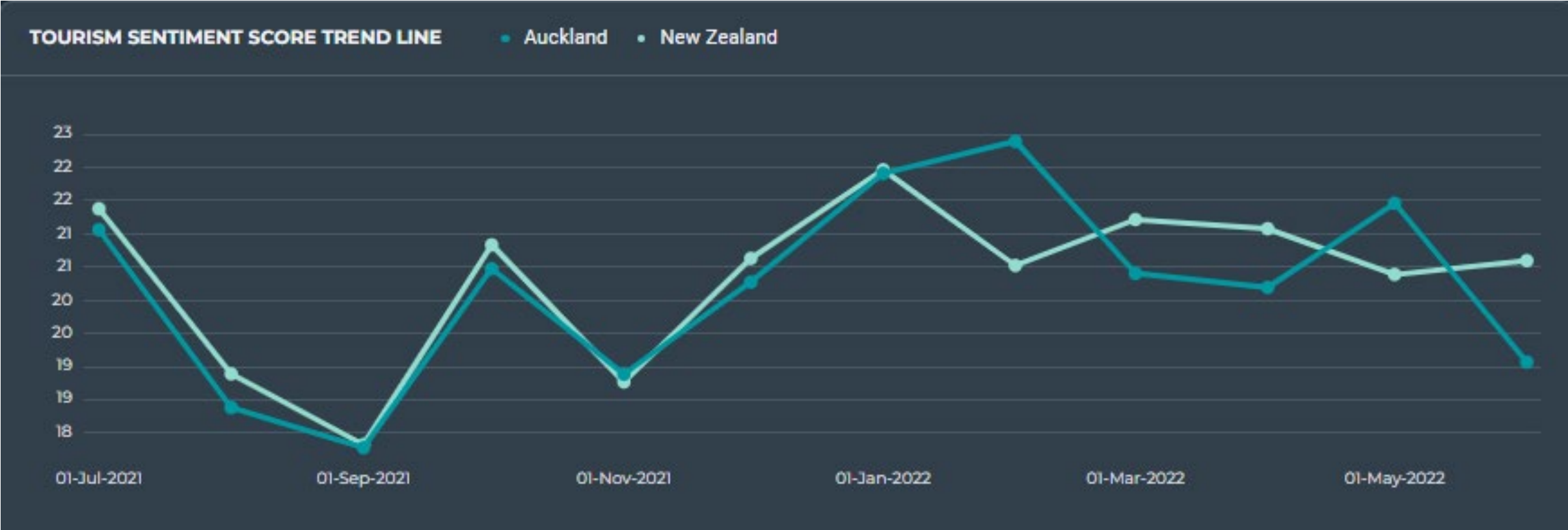
- Volume is a good indicator of overall awareness. The more people are talking about a specific experience, the more awareness it drives. The top drivers for conversation about Auckland for June 2022 were Access and Transportation (23%), followed by Outdoor Activities (17%), and Food and Culinary (16%).
- The category with the highest sentiment was Culture and History (30), followed by Destination Services (29), and Outdoor Activities (27), while Safety (1), and Access and Transportation (8) had the lowest sentiment.
- Sub-categories that drove positive sentiment were Skiing and Snowboarding (55), Fishing (43), Attractions (42), and Accommodation (40).
- The lowest sentiment was recorded in Shopping (-8), Natural Disaster (-1), Taxis and ride sharing (3), and Ground Transportation (5).
- Auckland sentiment was higher in Culture and History (+3) and Destination Services (+2), in comparison to NZ.
- Joy was the general emotional tone for almost all categories for the month of June 2022, with fear being linked to Safety.

| | AUCKLAND | | | NEW ZEALAND | | |
|-----------------------------|-------------|---------|---------------|-------------|---------|---------------|
| CATEGORIES | Volume | Emotion | Sentiment | Volume | Emotion | Sentiment |
| ▲ Access + Transportation | 23% ▼ 4% | Joy | 8 Average | 12% ▼ 3% | Joy | 9 Average |
| ▲ Outdoor Activities | 17% ▲ 2% | Joy | 27 Average | 16% ▲ 2% | Joy | 27 Average |
| ▲ Food + Culinary | 16% ▼ 4% | Joy | 22 Average | 25% ▼ 3% | Joy | 23 Average |
| ▲ Amenities + Entertainment | 14% ▲ 7% | Joy | 15 Average | 10% ▲ 2% | Joy | 20 Average |
| ▲ Culture + History | 11% ▼ 2% | Joy | 30 Average | 12% ▲ 2% | Joy | 27 Average |
| ▲ Relaxation + Wellness | 10% ▲ 3% | Joy | 13 Average | 7% ▲ 1% | Joy | 17 Average |
| ▲ Destination Services | 7% ▲ 0% | Joy | 29 Average | 11% ▲ 2% | Joy | 27 Average |
| ▲ Safety | 3% ▲ 0% | Fear | 1 Average | 8% ▼ 2% | Fear | 3 Average |

Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated from 1st July 2021 to 30th June 2022.
- Auckland's TSI dropped in August–September 2021 after another lockdown in August 2021. TSI then increased in October but fell in November 2021.
- Auckland's TSI grew from December 2021 onwards - peaking in February 2022 but dropped in March-April 2022. TSI rebounded in May but has declined in June 2022.



A wide-angle photograph of a coastal landscape. In the foreground, two people are standing on a grassy cliff, looking out over the ocean. The person on the left is wearing a red jacket, and the person on the right is wearing a grey jacket. The ocean is a deep blue with white waves crashing against the shore. In the background, there are rugged cliffs and a sandy beach. A rainbow is visible in the sky above the ocean. The overall scene is a beautiful coastal vista.

Auckland Visitor Survey

Visitor Experience



aucklandnz.com


30%

Promoters
Net Promoter Score
YE June 2022
-3




29%

Detractors
Net Promoter Score
YE June 2022
-3




1 NPS

Total
Net Promoter Score
YE June 2022
-6



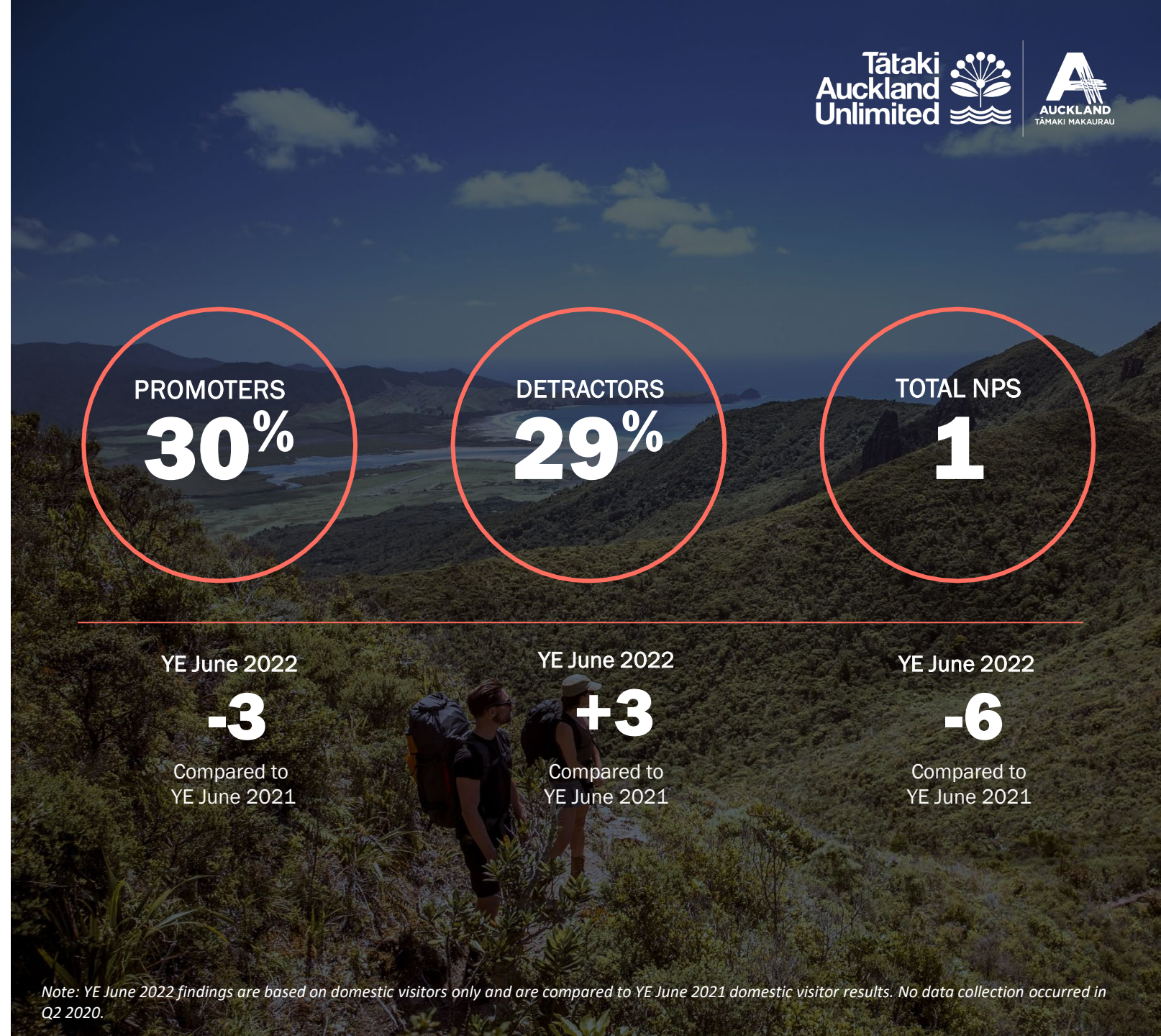

7.3 /10

Total Satisfaction
Overall experience in
Auckland
YE June 2022
-0.1



Net Promoter Score

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

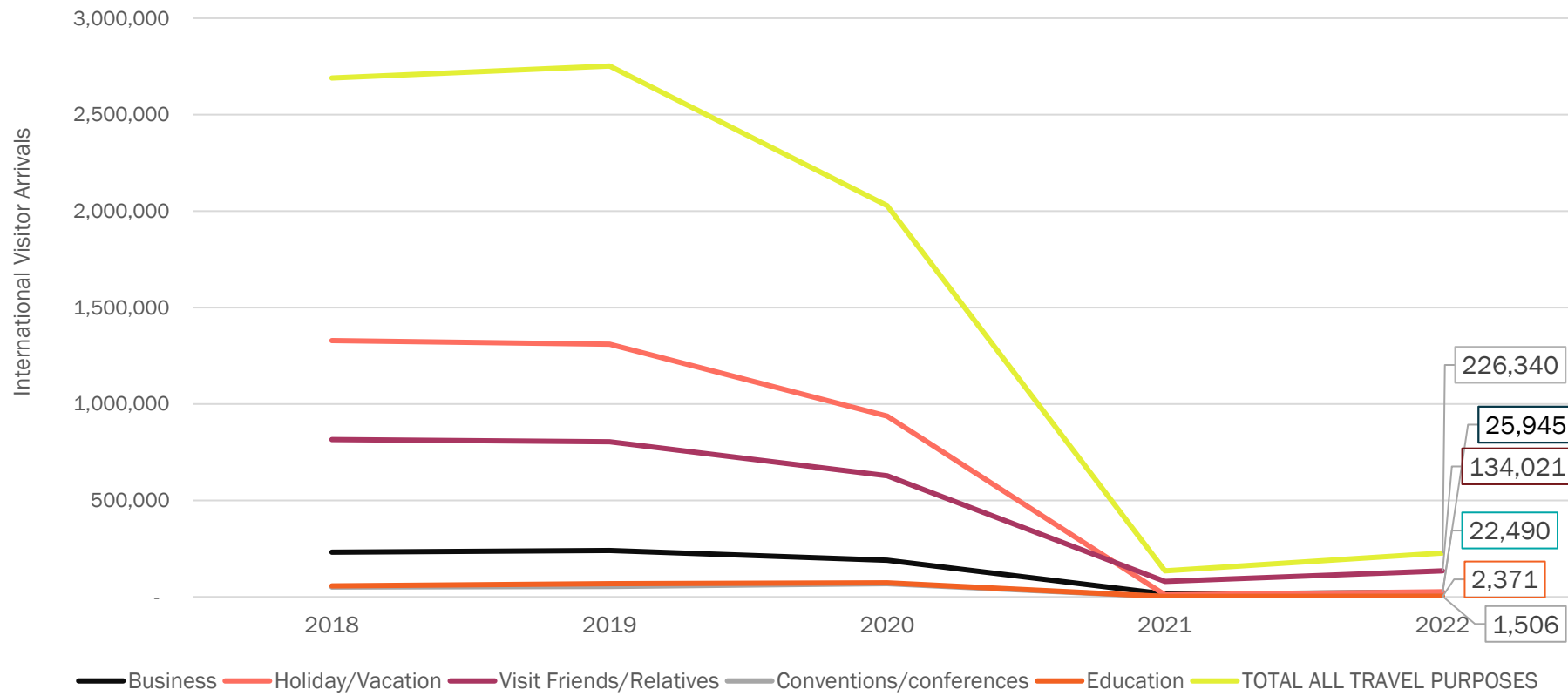


Note: YE June 2022 findings are based on domestic visitors only and are compared to YE June 2021 domestic visitor results. No data collection occurred in Q2 2020.

A group of four people (three women and one man) are standing on a wooden pier with a white metal railing, overlooking a blue ocean under a clear sky. A ferry is docked in the background. The man on the right is gesturing with his hand. A semi-transparent white banner is at the bottom.

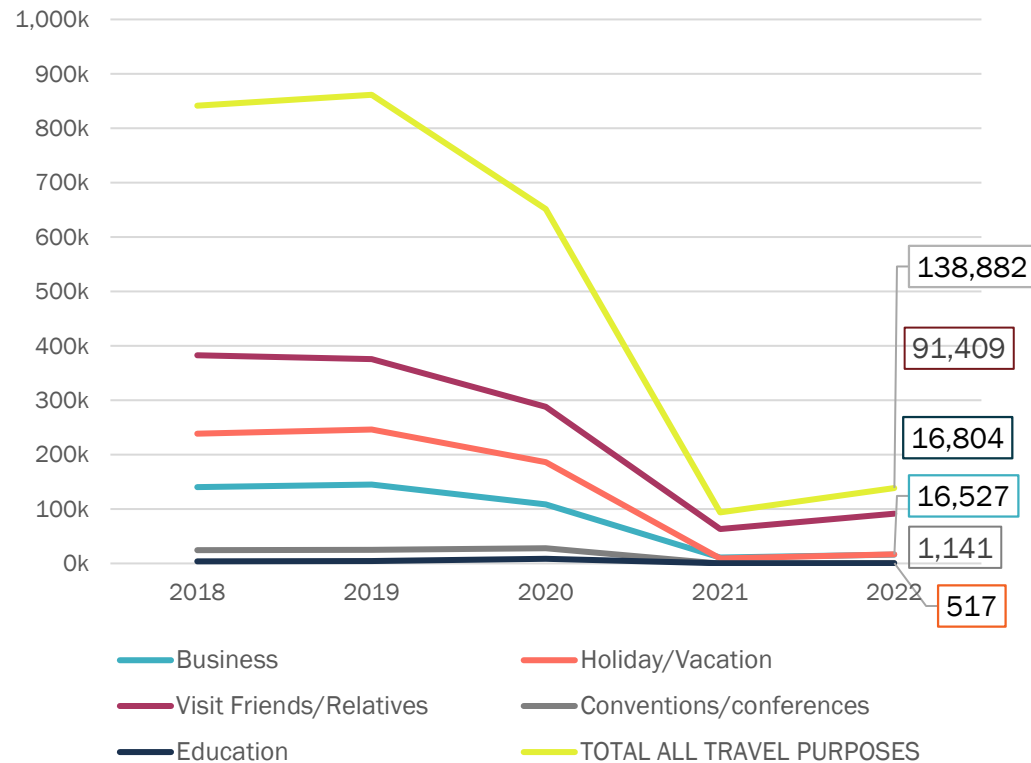
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE June

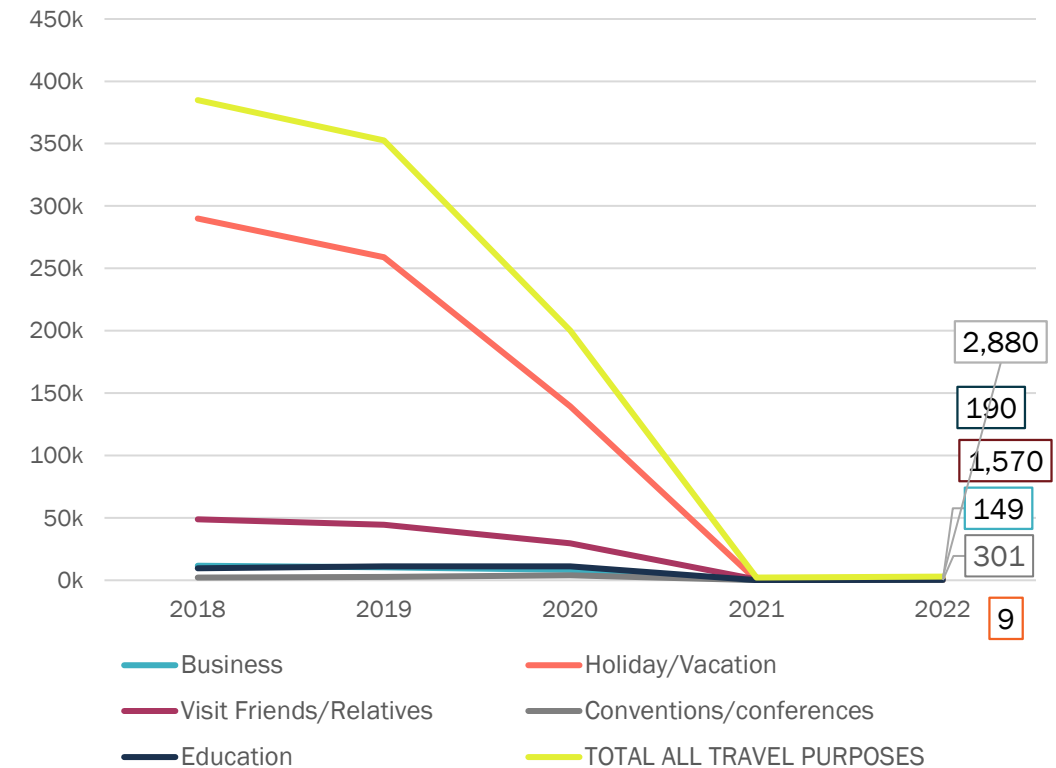


Five-year visitor arrivals to Auckland, YE June

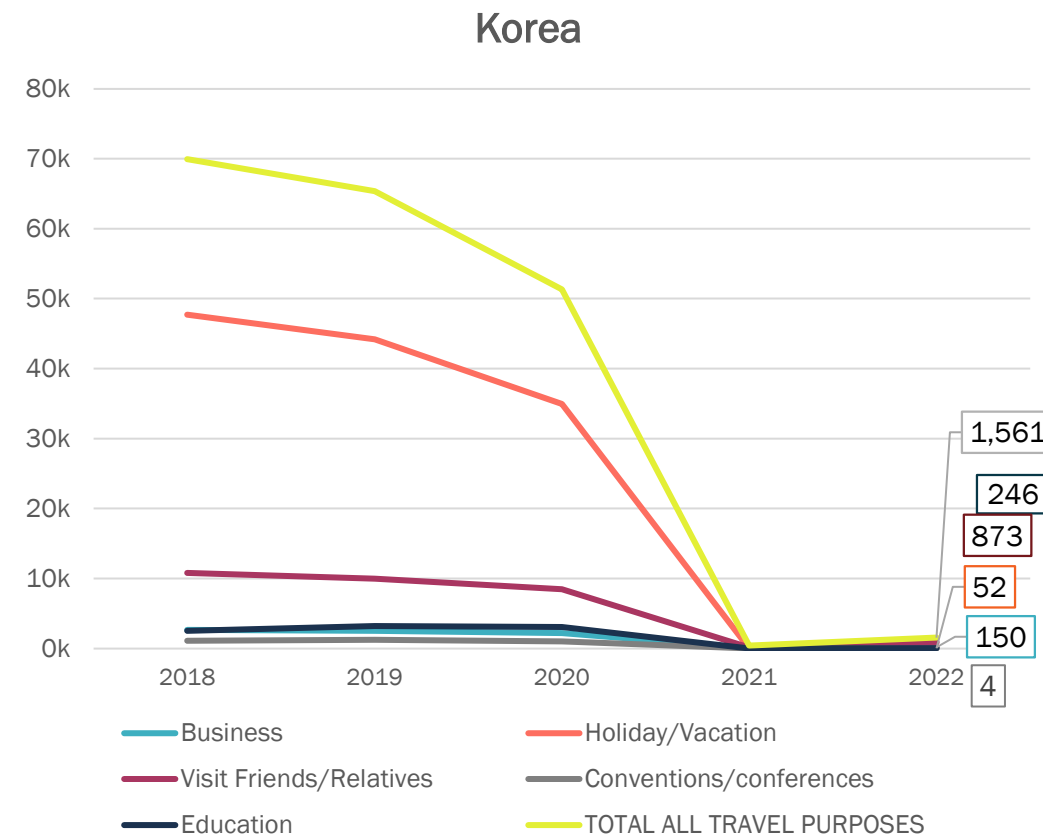
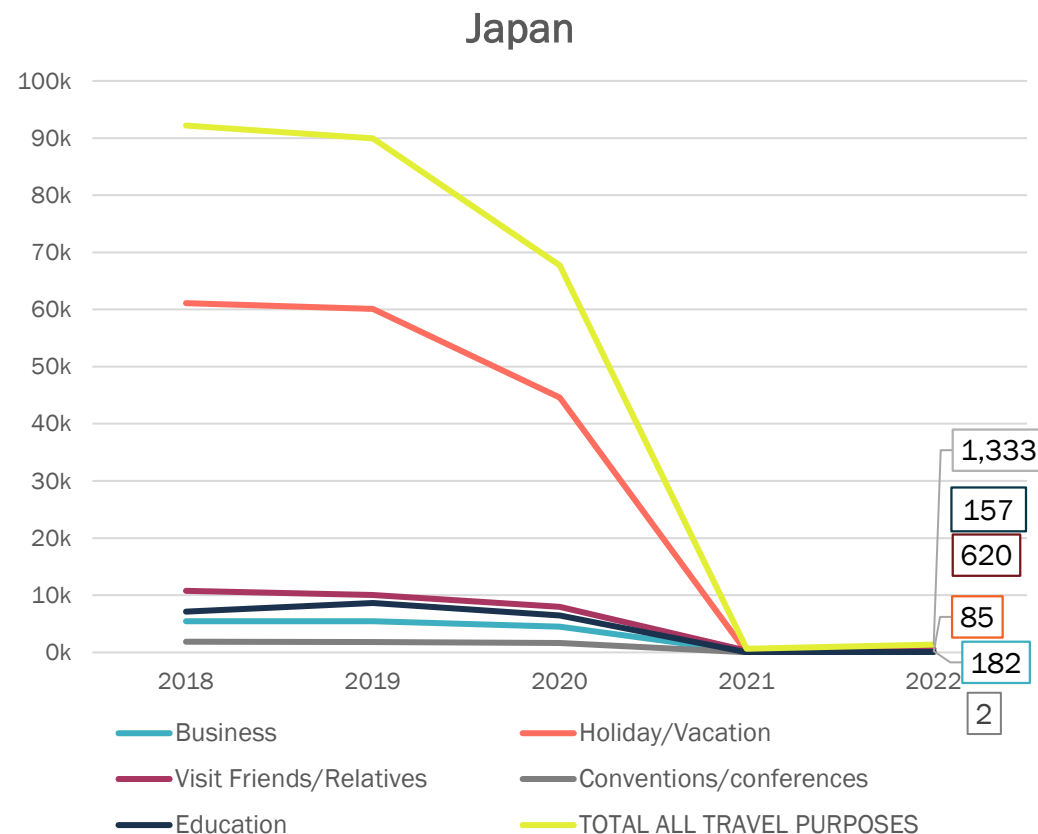
Australia



China

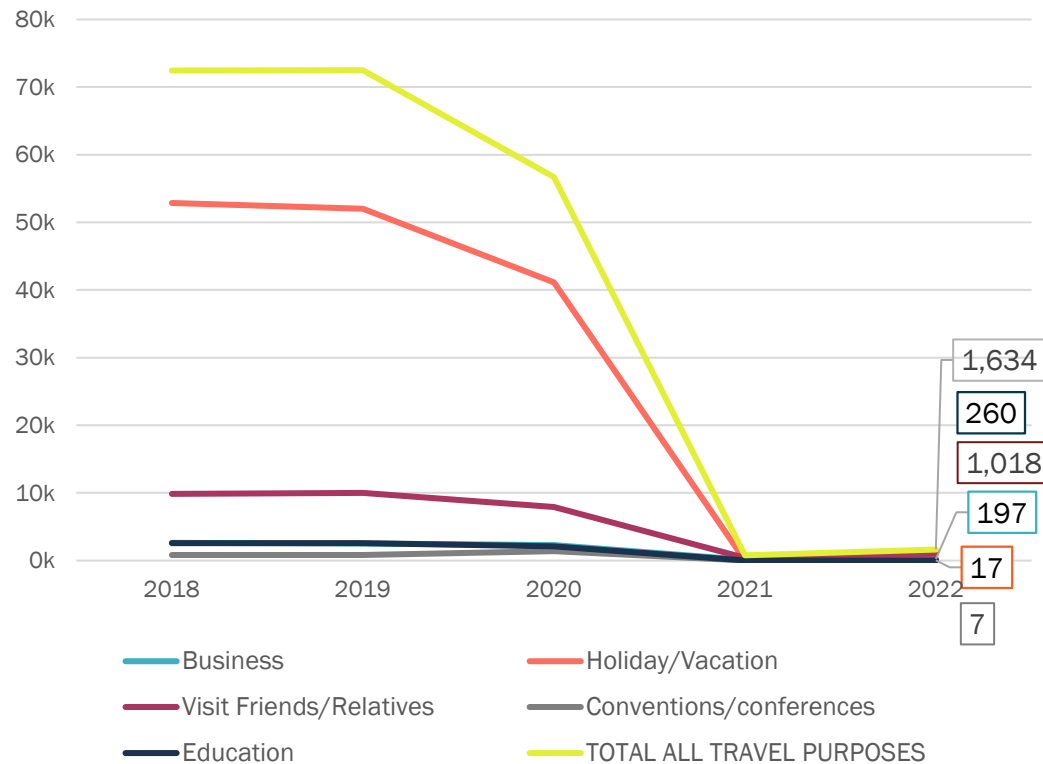


Five-year visitor arrivals to Auckland, YE June

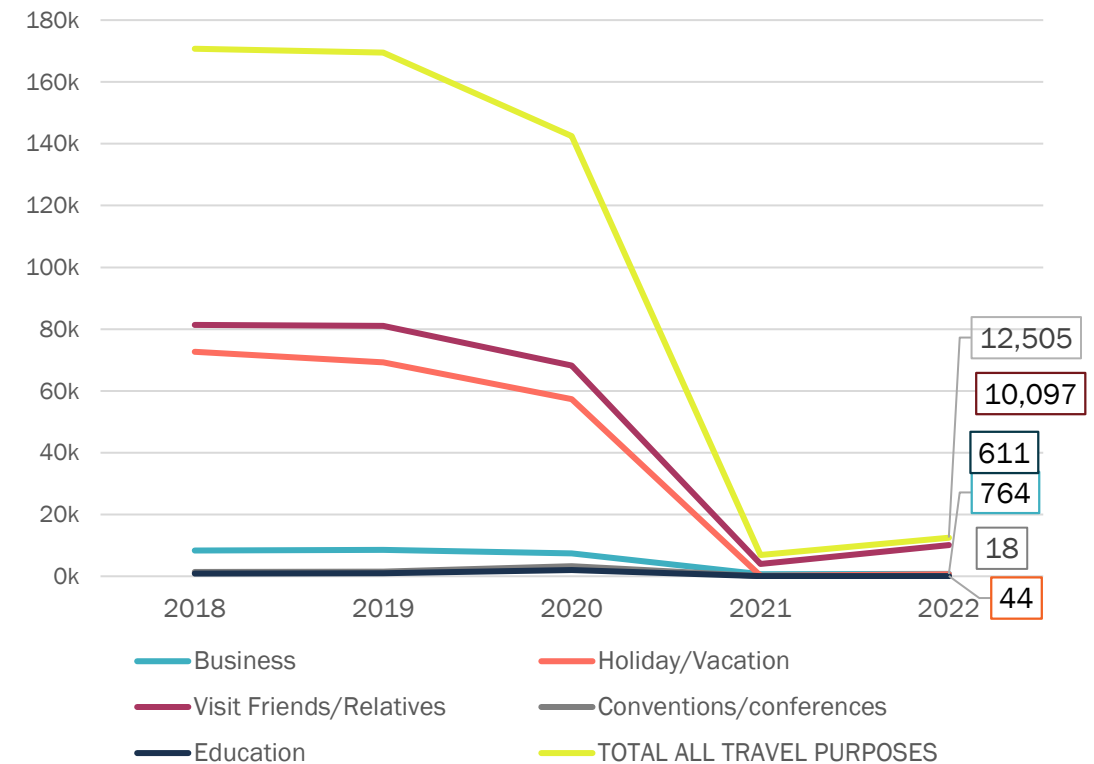


Five-year visitor arrivals to Auckland, YE June

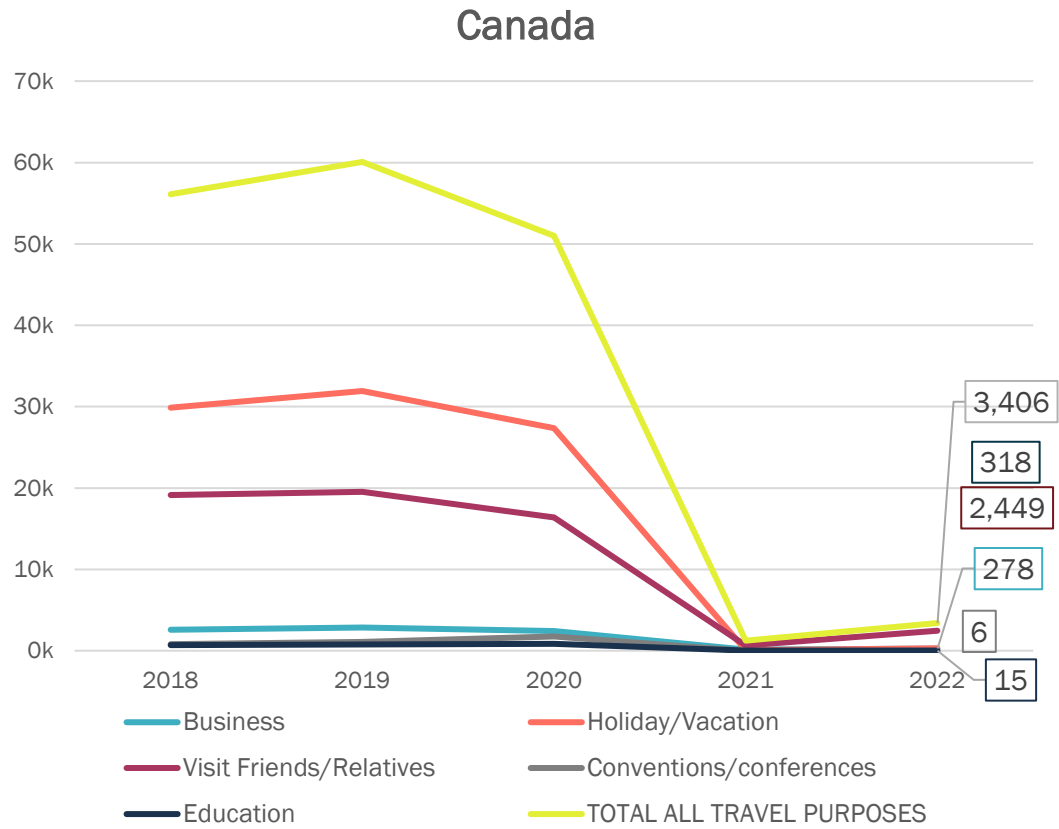
Germany



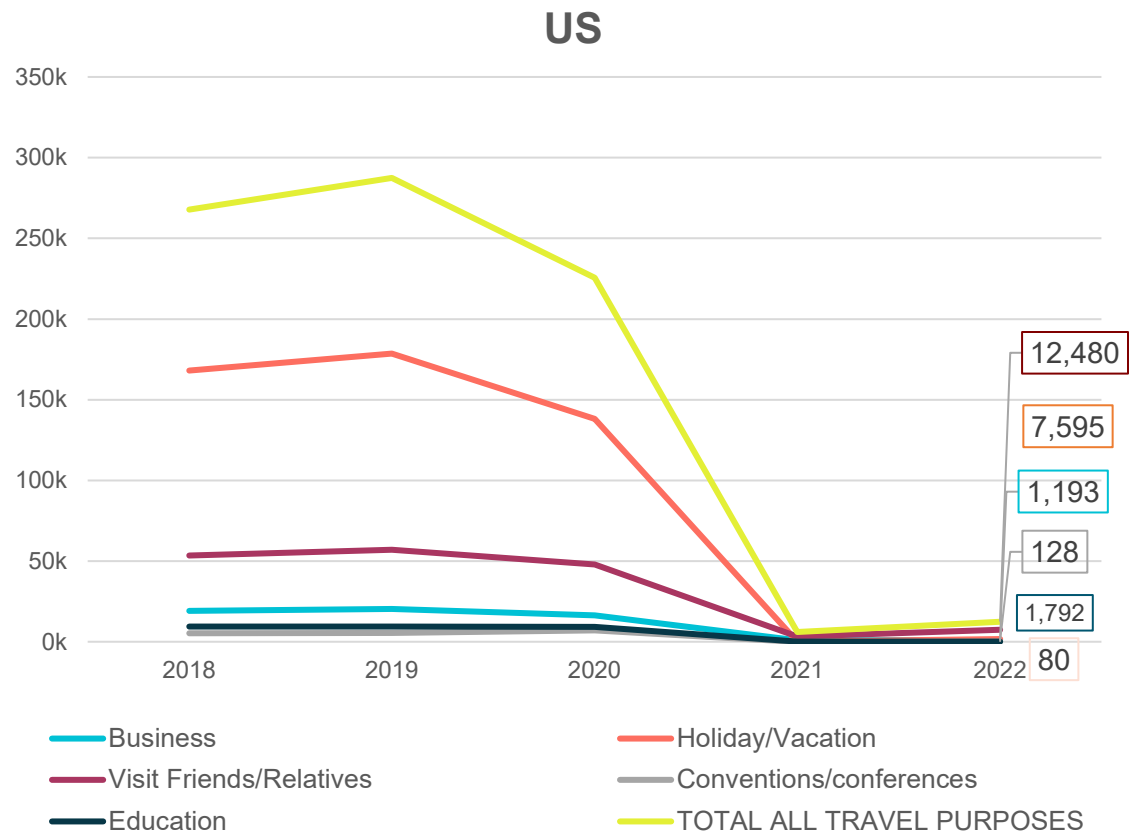
UK



Five-year visitor arrivals to Auckland, YE June



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Ngā mihi Thank you

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