

Tātaki Makaurau Auckland Destination Overview

March 2025

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

Prepared May 2025

By Jaimee Raymond, Research & Insights

aucklandunlimited.com

Contents

KEY FINDINGS	3 – 4
VISITOR ARRIVALS DATA	
INTERNATIONAL VISITORS	
REASON FOR VISIT MARKET	6 – 11
AUCKLAND VS. OTHER PORTS	12
ACCOMMODATION DATA	
COMMERCIAL GUEST NIGHTS TYPE	14 – 15
HOTEL OCCUPANCY, ADR AND REVPAR	16 – 17
AVERAGE LENGTH OF STAY	18
FORWARD BOOKING DATA	19
FORECAST ACCOMMODATION DATA	20 – 22
SPEND DATA	
INTERNATIONAL & DOMESTIC TOURISM SPEND DATA	24 – 30
MAJOR & BUSINESS EVENTS DATA	
MAJOR EVENTS INSIGHTS	32 – 34
BUSINESS EVENTS INSIGHTS	36 – 40
FIVE YEAR TRENDS IN KEY MARKETS	
REASON FOR VISIT BY MARKET	42 – 46



Key Visitor Data



2.91^m

International Guest Nights
YE March 2025
+0.1% (to YE Mar 2024)



4.50^m

Domestic Guest Nights
YE March 2025
-1.5% (to YE Mar 2024)



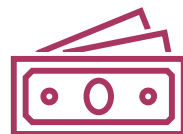
7.41^m

Total Guest Nights
YE March 2025
-0.9% (to YE Mar 2024)



\$1.20^b

International Tourism Spend
YE March 2025
+8.6% (to YE Mar 2024)



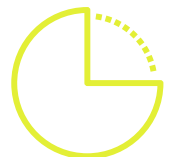
\$2.37^b

Domestic Tourism Spend
YE March 2025
-3.3% (to YE Mar 2024)



64.7%

Hotel Occupancy Rate
YE March 2025
-7.0% (to YE Mar 2024)



Key Visitor Data



INTERNATIONAL

- **Monthly international visitors (216.5k)** were down **8.6%** compared to March 2024.
- **The year to March 2025** saw **2.25m international visitor arrivals**, an increase of **2.0%** on the previous year.
- **Australian visitors (65.4k)** were down **10.0%** compared to last March. **The year to March 2025** saw **756.4k Australian visitor arrivals**, up **7.1%**.
- **Holiday visitors (987.0k)** contributed the most to annual visitor numbers and **increased 7.8%** on the year. **Monthly holiday numbers (104.5k)** were down **2.2%** compared with the month of March 2024.
- **VFR visitors (771.9k)** were up **1.0%** for the year, with monthly numbers (**66.2k**) down **15.4%**.
- **298.2k international guest nights in commercial accommodation** for March (down **7.4%**) and **2.91m international guest nights for the year** (up **0.1%**).
- **International spend** was **\$1.20b** for the year, up **8.6%** and **\$120.9m** for the month (up **4.1%**).
- **Tourism spend from the US (\$41.7m)** was up **20.6%** for the month.

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 **433.4k domestic guest nights in commercial accommodation** for the month of **March** (up **5.1%**) and **4.50m domestic guest nights for the year** (down **1.5%**).
- 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 spend for the year** was **\$2.37b**, down **3.3%** on last year and **\$201.7m** for the month of **March** (down **4.6%** compared to March 2024).
- Spend from **Canterbury** visitors (**\$16.7m**) was up (**11.7%**) in March 2025.

OVERALL

- There were **731.k total guest nights in commercial accommodation in March** (down **0.4%**) and **7.41m total guest nights for the year** (down **0.9%**).
- **On average, visitors stayed in Auckland for 2.0 nights** in March 2025 (no change compared to 2024).
- **Average hotel Occupancy for the month** was **73.0%**, down **2.1%**. The monthly **Average Daily Rate** was **\$228** (down **6.9%**) and **RevPAR** was **\$173** (down **9.6%**).
- **Average Occupancy for the year** was **64.7%** (down **7.0%** compared to 2024), while **ADR** was **\$212** (down **8.2%**) and **RevPAR** was **\$141** (down **12.7%**).
- **Occupancy, Average Daily Rate (ADR) and RevPAR peaked on Saturday 8th March 2025**. This coincides with the **Moana Pasifika v Hurricanes game** at the **North Harbour Stadium**, **Pasifika Festival** at **Western Springs** and **Chris Stapleton concerts** at **Spark Arena**.
- Percentage changes for **Occupancy, ADR and RevPAR peaked on Saturday 29th March 2025**. This coincides with the **SYNTHONY Festival** that was held at the **Auckland Domain** on this date.
- **Over the next 90 days, overall Occupancy rates are generally lower compared to the same period last year.**



Auckland Tourism – Visitor Arrivals Data

2.25m International visitor arrivals for the year to March 2025, up 2.0%

- The month of March saw 216.5k international visitors, down 8.6% compared to March 2024.
- The year to March 2025 saw 2.25m international visitor arrivals, an increase of 2.0% on the previous year.
- Holiday visitors (987.0k) contributed the most to annual visitor numbers and increased 7.8% on the year to March 2024. Monthly holiday numbers (104.5k) were down 2.2% compared with the month of March 2024.
- VFR visitors (771.9k) were up 1.0% for the year, with monthly numbers (66.2k) down 15.4%.
- There were 152.6k business visitors (down slightly 0.4%) in the year to March 2025, and 16.5k for the month (up 12.1%).

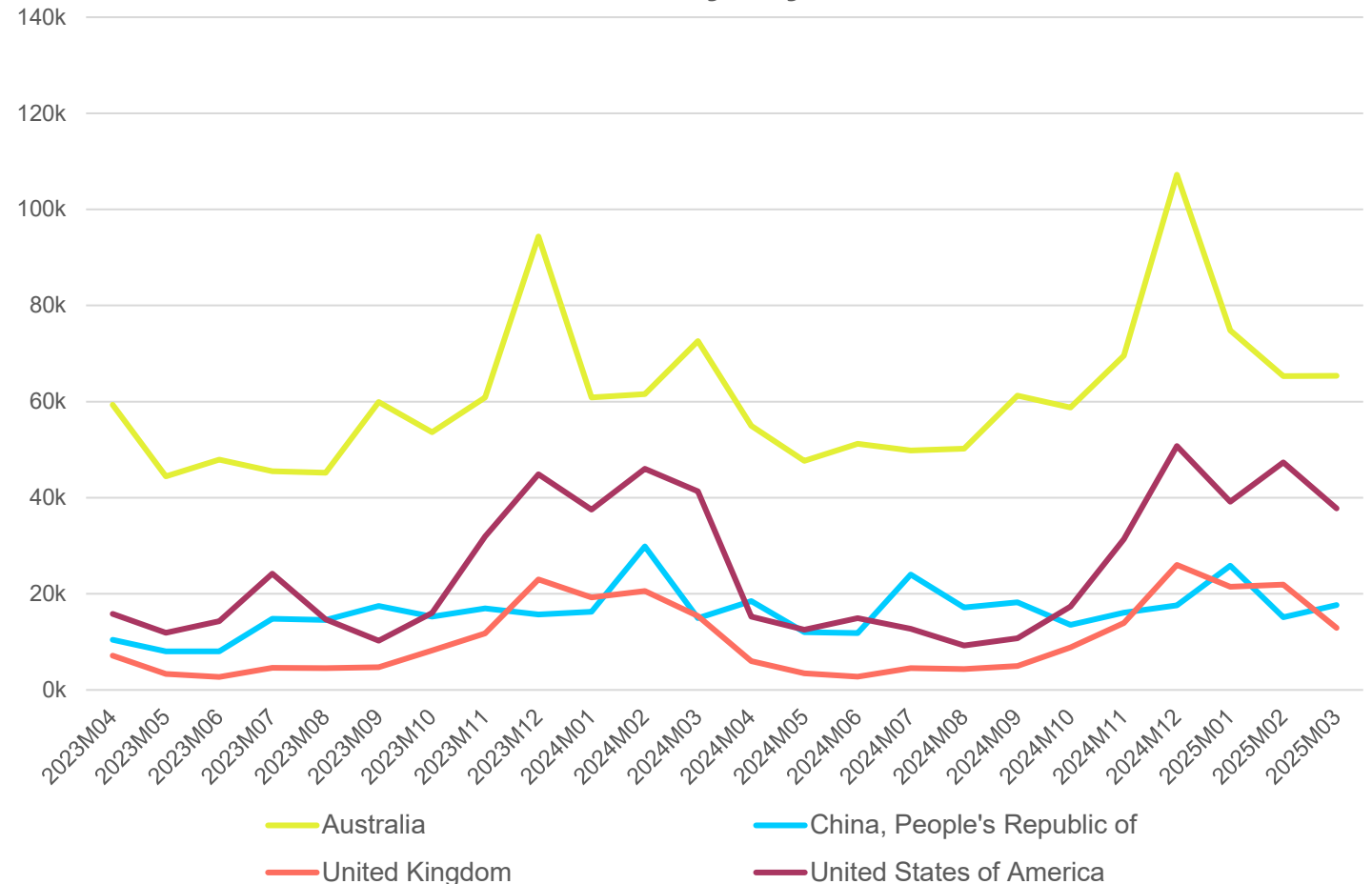


	Visitor arrivals	vs. previous year / YE
March 2025	216,547	-8.6%
YE March 2025	2,246,341	2.0%

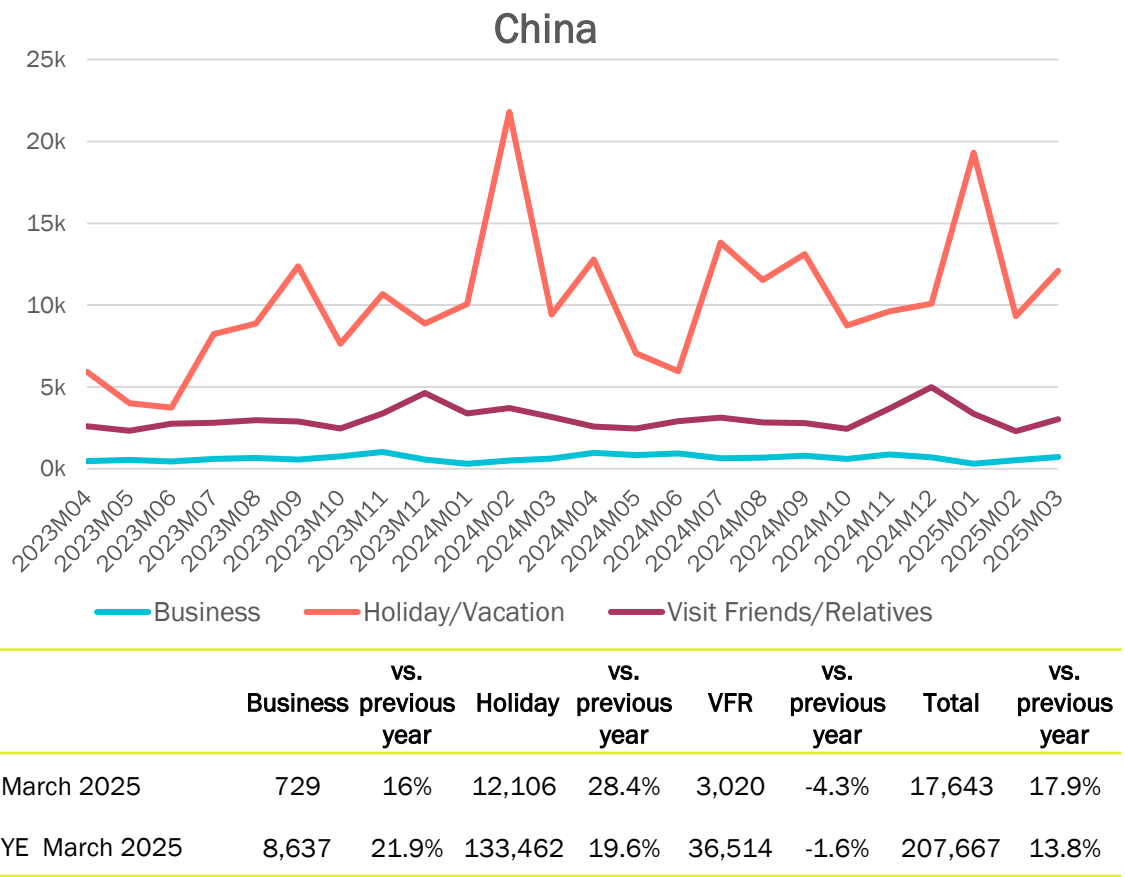
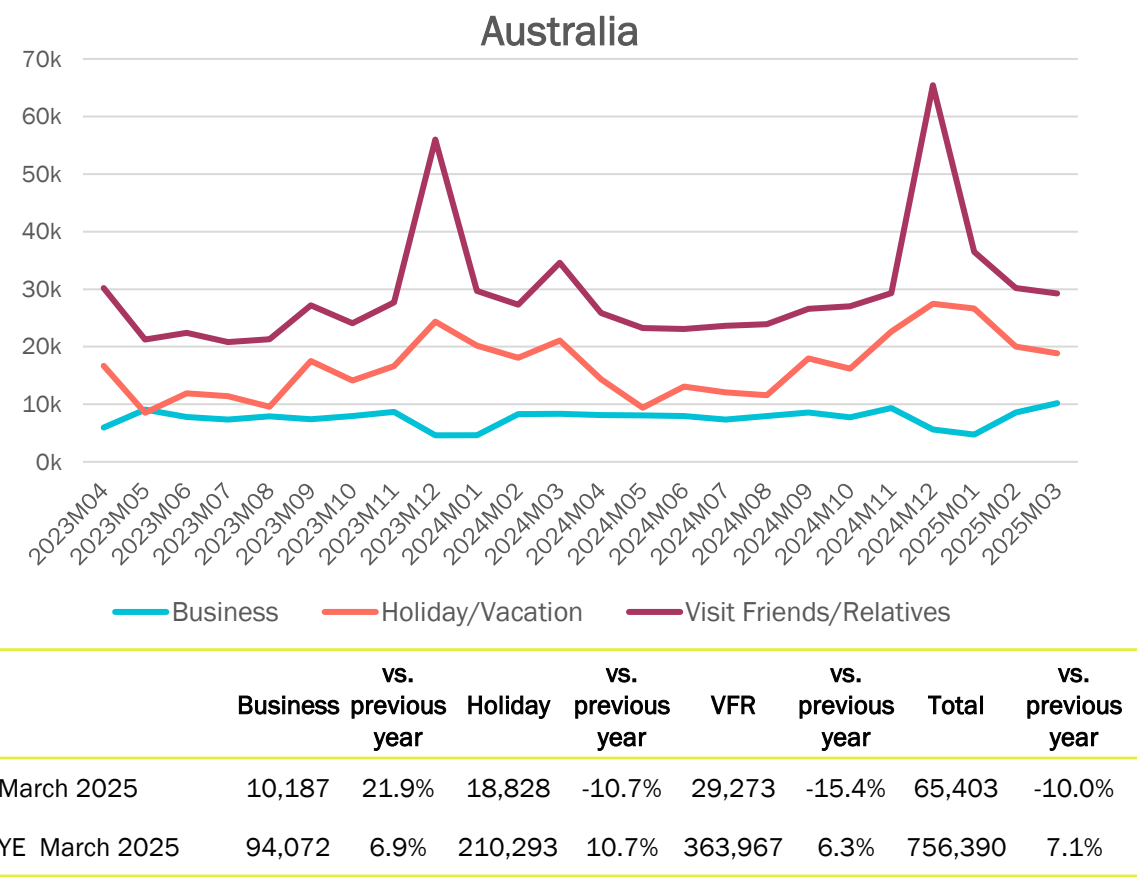
756.4k visitors from Australia for YE March 2025, up 7.1%

- There was a decrease in **Australian visitors** for the month of March 2025, with **65.4k visitors**, down **10.0%** compared to last March. The year to March 2025 saw **756.4k** Australian visitor arrivals, **up 7.1%** on last year.
- The year to March 2025 saw **299.2k** visitors from the US (down **3.1%**), with **37.8k** visitors for the month (down **8.6%**).
- Visitors from China (207.7k) were also up for the year (**13.8%**), and up (**17.9%**) for the month of March (**17.6k**).
- For the year to March 2025, there were **131.2k** visitor arrivals from the UK (up **4.8%**) and **12.9k** visitors for the month (down **16.0%**).

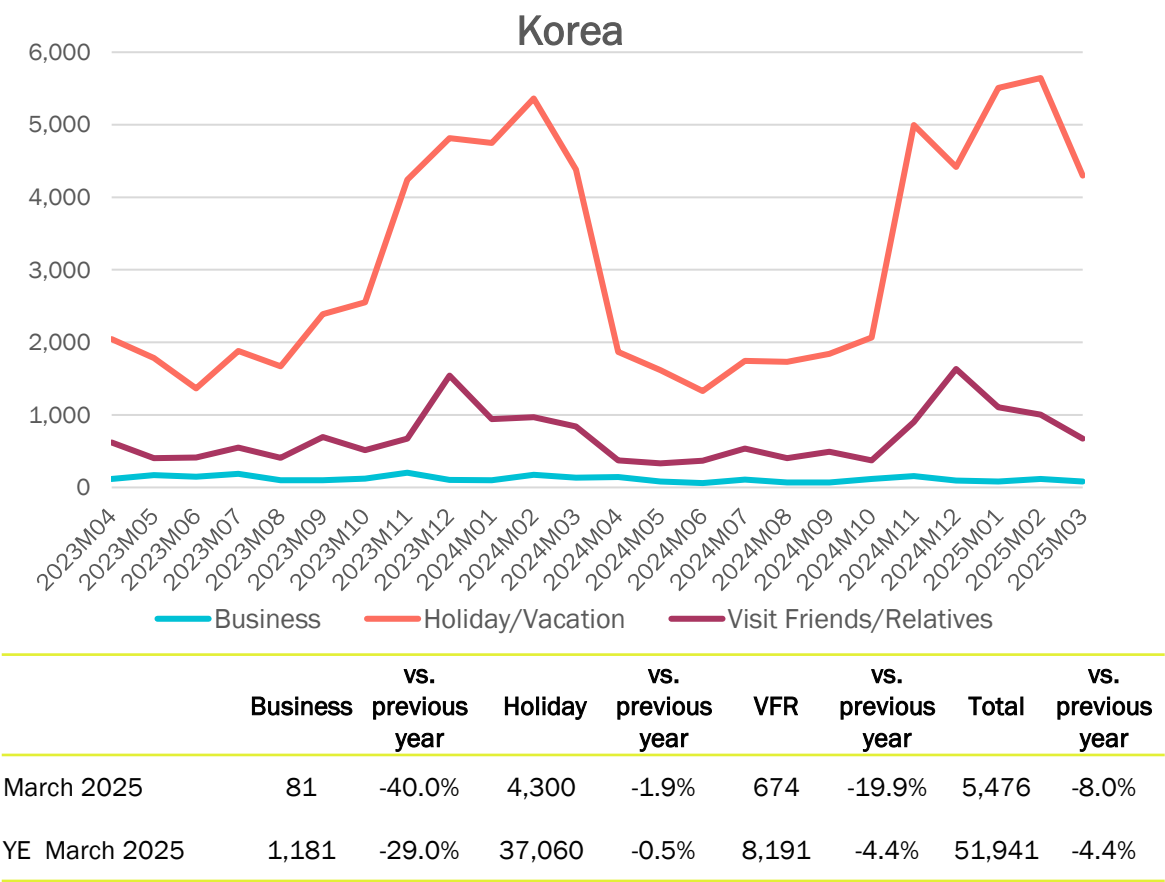
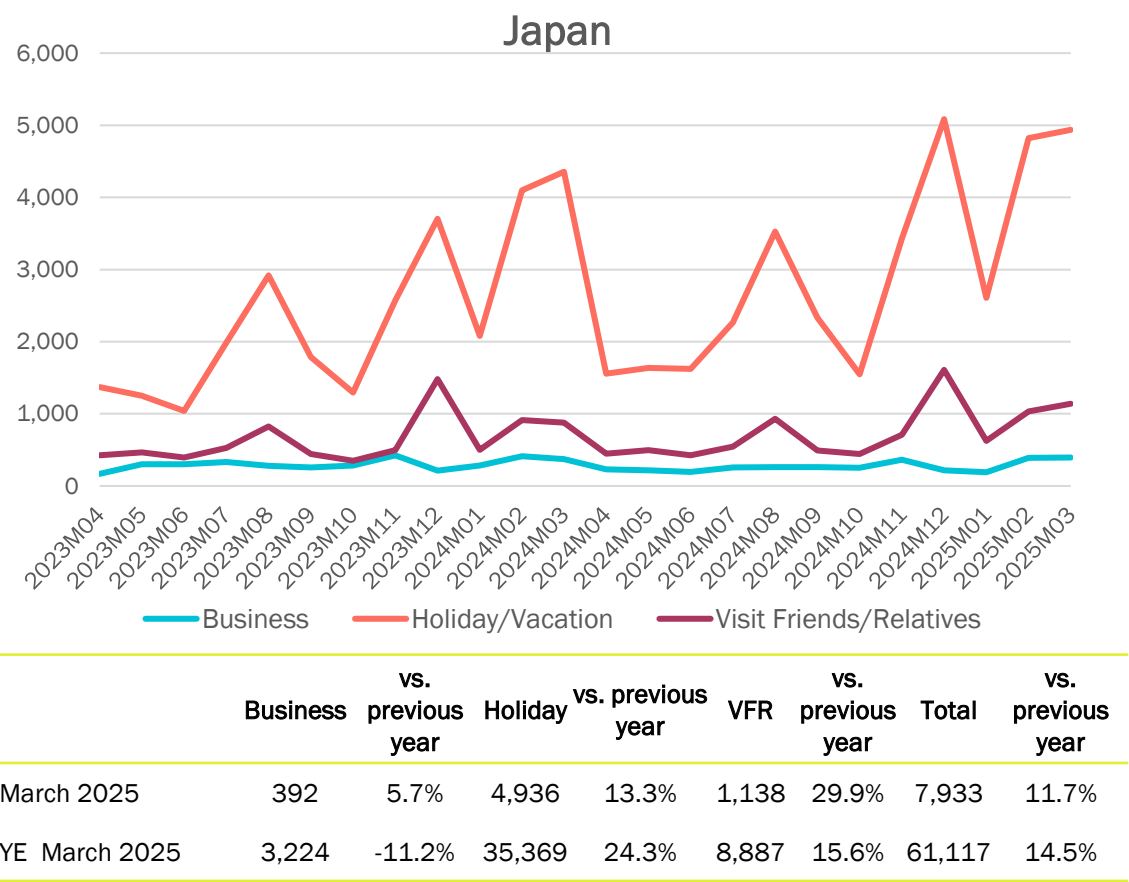
Visitor arrivals in Auckland by key international markets



24-month visitor arrivals from individual markets



24-month visitor arrivals from individual markets



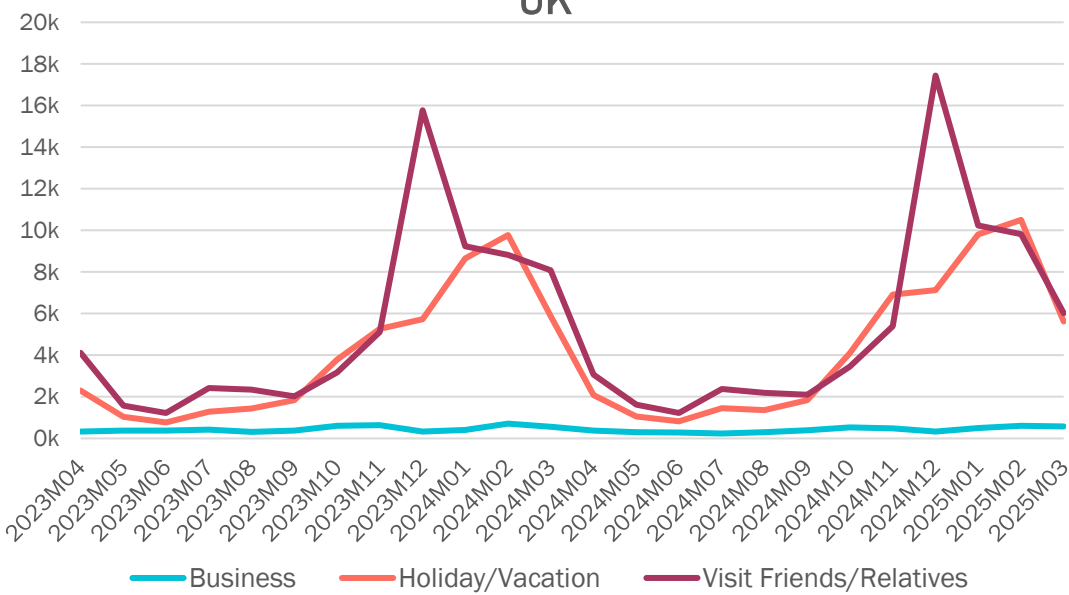
24-month visitor arrivals from individual markets

Germany



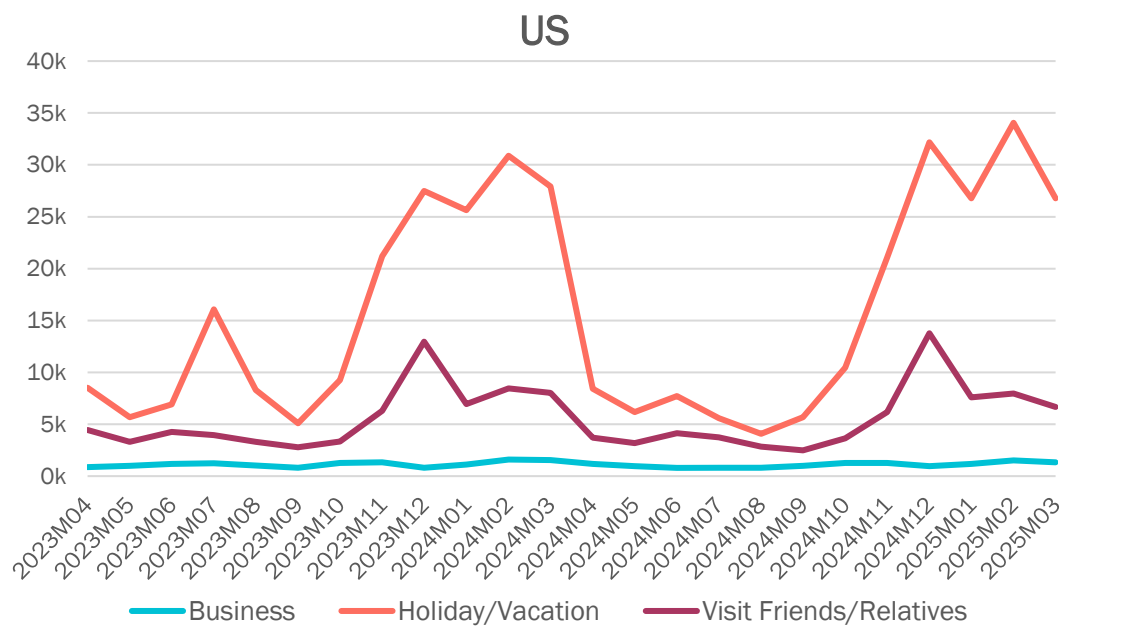
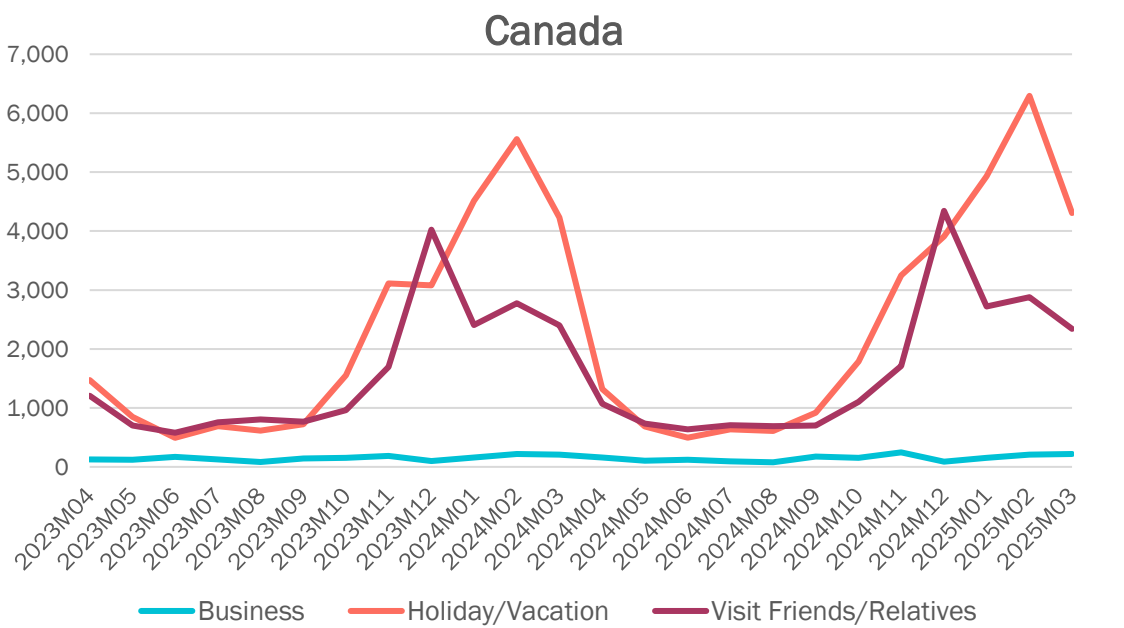
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
March 2025	201	36.7%	3,968	3.8%	691	-27.5%	5,165	-1.7%
YE March 2025	1,634	0.4%	35,957	9.8%	7,475	-4.8%	50,079	6.5%

UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
March 2025	573	2.5%	5,616	-4.6%	6,019	-25.5%	12,919	-16.0%
YE March 2025	4,925	-9.8%	52,651	10.2%	64,948	1.7%	131,196	4.8%

24-month visitor arrivals from individual markets



		vs. Business previous year	Holiday vs. previous year	VFR	vs. previous year	Total	vs. previous year	
March 2025	221	7.3%	4,304	1.8%	2,339	-2.5%	7,407	-0.1%
YE March 2025	1,799	-0.4%	29,150	8.4%	19,637	2.9%	55,512	5.6%

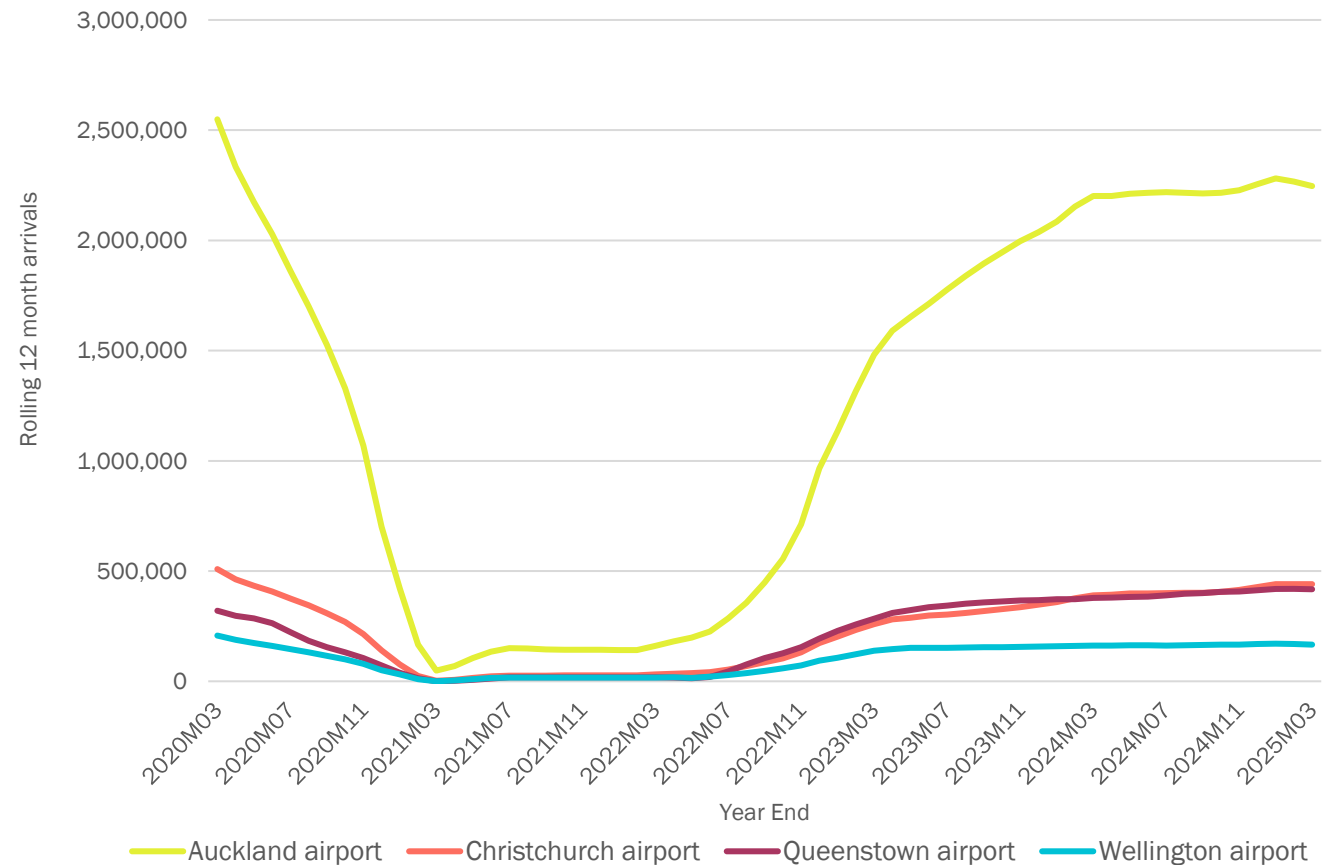
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
March 2025	1,335	-13.6%	26,761	-4.1%	6,666	-17.0%	37,791	-8.6%
YE March 2025	13,055	-5.4%	188,925	-2.1%	65,927	-3.1%	299,228	-3.1%

Auckland has seen a 2.0% 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 seen an 2.0% increase in international visitor arrivals over the last year.
- For the year ending March 2025, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 10.5%, Christchurch was up 13.1% and Wellington was up 2.8% compared to last year.

aucklandunlimited.com

12 month rolling visitor arrivals





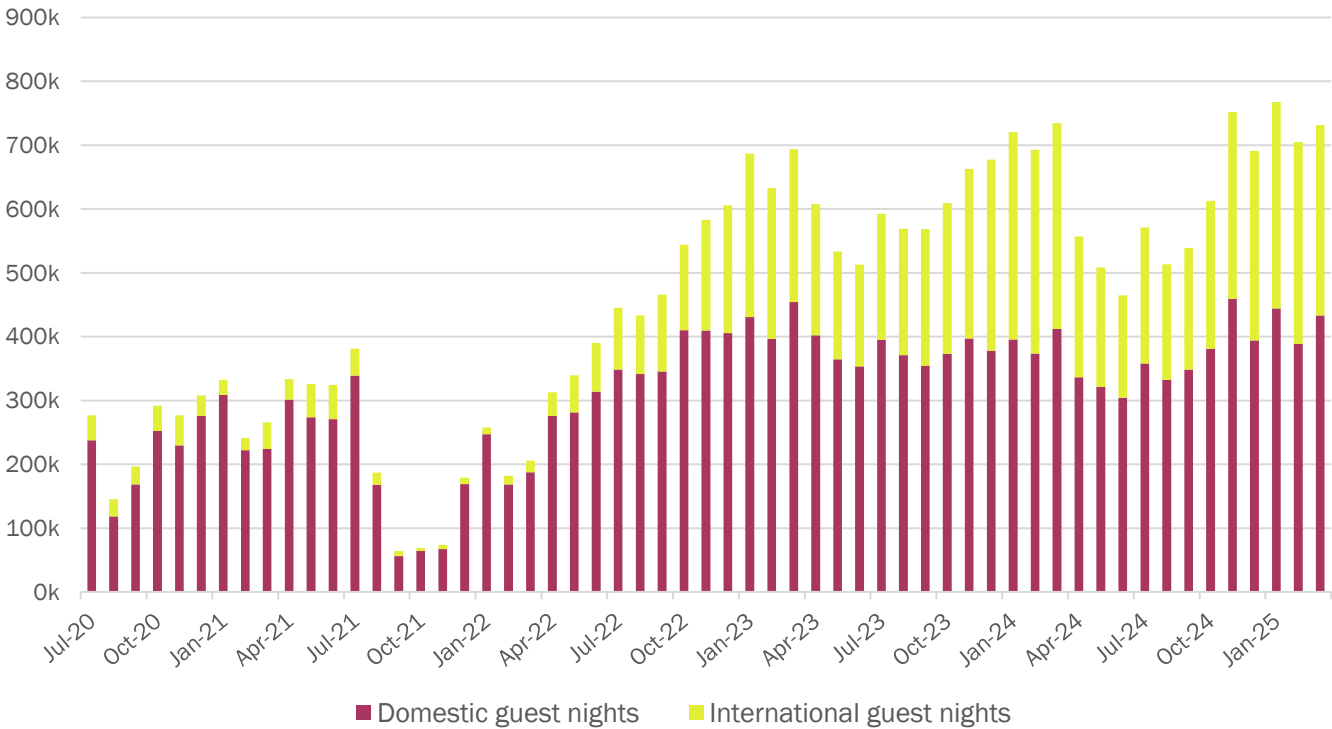
Auckland Tourism – Accommodation Data

433.4k domestic guest nights in commercial accommodation in March 2025, up 5.1%

- For the month of March 2025, there were **731.6k total guest nights** in commercial accommodation in Auckland, down 0.4% on the same month last year.
- There were **433.4k domestic guest nights** in commercial accommodation (up 5.1%), and **298.2k international guest nights (down 7.4%)** in commercial accommodation in March 2025.
- The year to March 2025 saw **7.41m total guest nights** in Auckland (down 0.9%) with **4.50m domestic guest nights (down 1.5%)** and **2.91m international guest nights (up 0.1%)**.
- For New Zealand overall, there were 3.86m guest nights in commercial accommodation in March 2025, down 7.1% compared to March 2024.

aucklandunlimited.com

Guest nights in commercial accommodation - Auckland



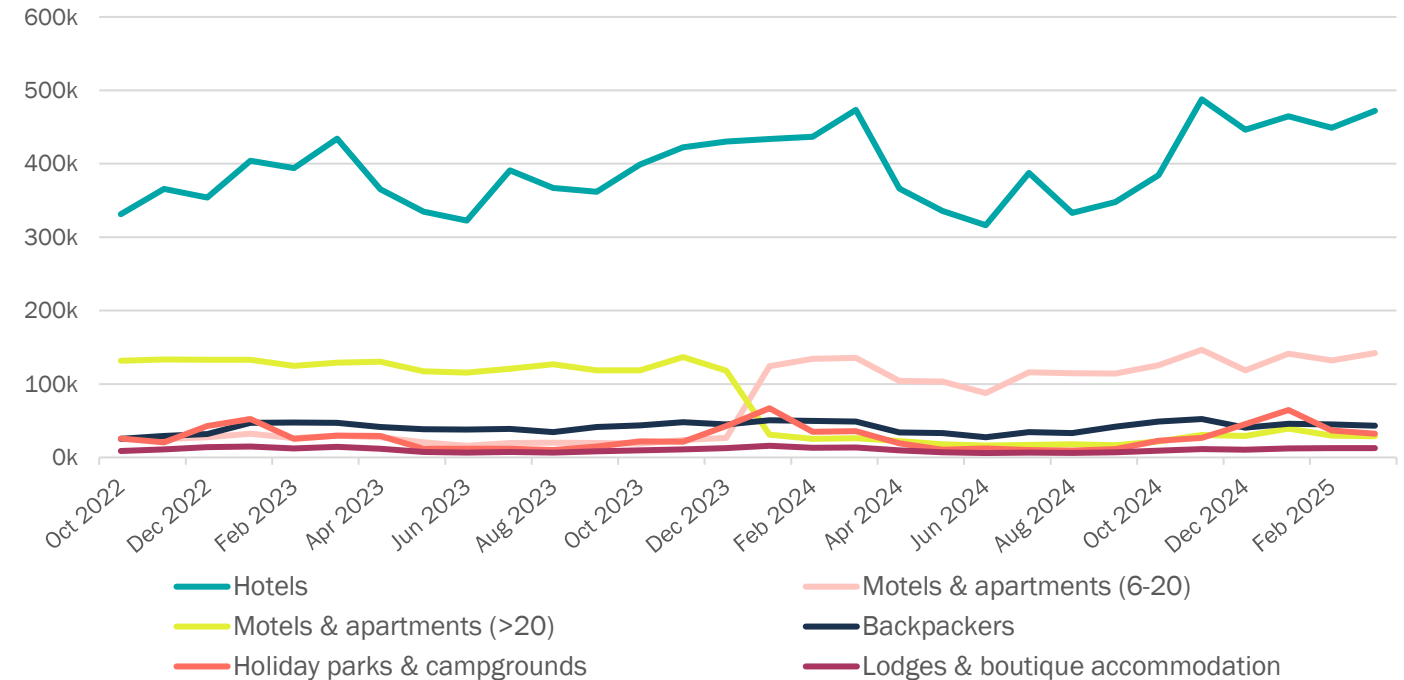
March 2025	Auckland	% change	New Zealand	% change
Total guest nights	731,600	-0.4%	3,858,600	-7.1%
Domestic guest nights	433,400	5.1%	2,325,200	-9.8%
International guest nights	298,200	-7.4%	1,533,400	-2.5%

472.2k guest nights in hotels for the month of March 2025

- For the month of March 2025, there were **472.2k guest nights in hotels**, down **0.2%** compared to last year.
- There were **142.2k guest nights in motels and apartments (>20)**, up **4.8%** on the previous year.
- Guest nights in motels and apartments (6-20) (29.0k) were also up (10.3%).
- Guest nights in holiday parks and campgrounds (32.5k) were down (9.5%) for the month.
- Guest nights in backpacker accommodation decreased (down 11.5% to 43.1k) in March 2025.
- Guest nights in lodges and boutique accommodation were also down (7.4% to 12.6k) for the month.

aucklandunlimited.com

Guest nights by accommodation type (monthly)

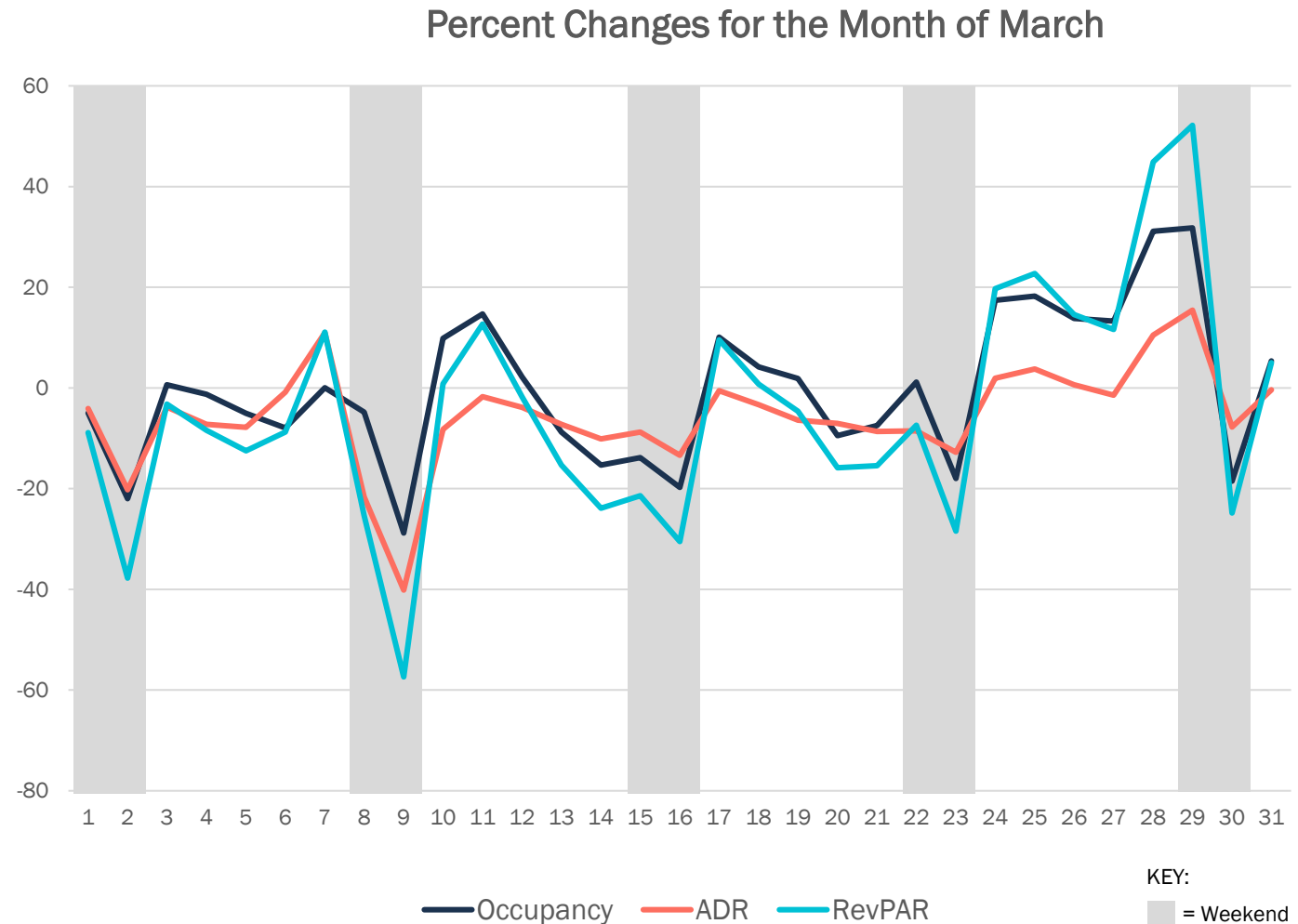


Jun-24	Auckland	% change
Hotels	472,200	-0.2%
Motels & apartments (>20)	142,200	4.8%
Motels & apartments (6-20)	29,000	10.3%
Backpackers	43,100	-11.5%
Holiday parks & campgrounds	32,500	-9.5%
Lodges & boutique accommodation	12,600	-7.4%

Average Occupancy for March 2025 was 73.0%, down 2.1%

- For the month of March 2025, the **average Occupancy** was **73.0%**, **2.1% lower** compared to March 2024.
- The **Average Daily Rate (ADR)** for the month was **\$228**, down **6.9%** on last year.
- Monthly Revenue per available room (RevPAR)** for March was **\$173**, **9.6% lower** compared to last year.
- Percentage changes for **Occupancy, ADR and RevPAR peaked on Saturday 29th March 2025**. This coincides with the **SYNTHONY Festival** that was held at the **Auckland Domain** on this date.
- Average Occupancy for the year to March 2025** was **64.7%** (down **7.0%** compared to 2024), while **ADR** was **\$212** (down **8.2%**) and **RevPAR** was **\$141** (down **12.7%**).

aucklandunlimited.com

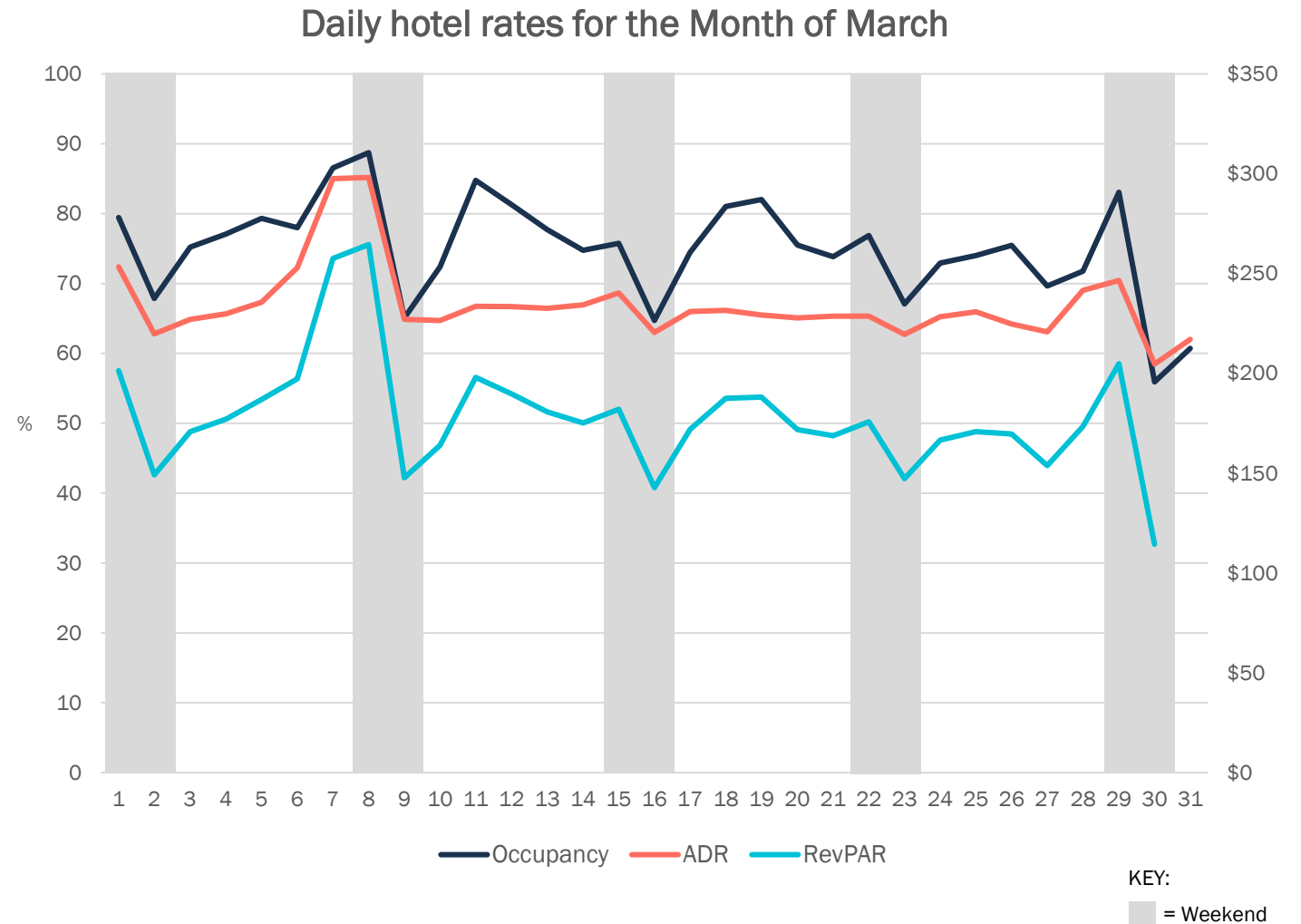


Occupancy, ADR and RevPAR peaked on Saturday 8th March 2025

- Occupancy, Average Daily Rate (ADR) and RevPAR all peaked on Saturday 8th March 2025. This coincides with the Moana Pasifika v Hurricanes game at the North Harbour Stadium, Pasifika Festival at Western Springs Park and Chris Stapleton concerts at Spark Arena.
- The **Average Daily Rate (ADR)** for hotels in Auckland was the highest for the month on **Saturday 8th March 2025** at **\$298** (down 21.6% on the previous year).
- Hotel occupancy** reached **88.7%** on **Saturday 8th March 2025** (down 4.8% on the previous year).
- Revenue per available room (RevPAR)** peaked to **\$265** also on **Saturday 8th March 2025** (down 25.4% in comparison to last year).

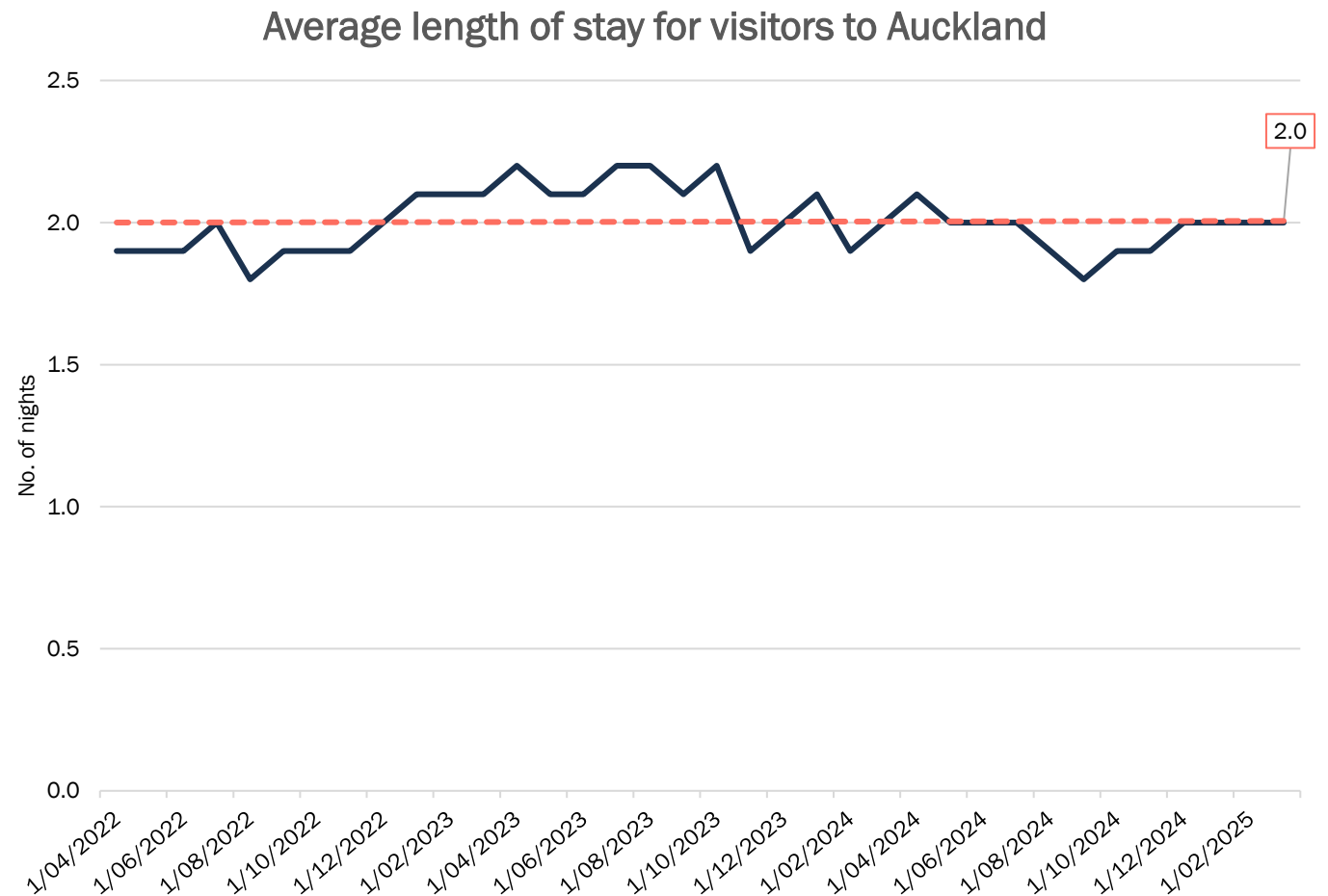
aucklandunlimited.com

Source: STR Global



On average, visitors stayed 2.0 nights in Auckland for the month of March 2025

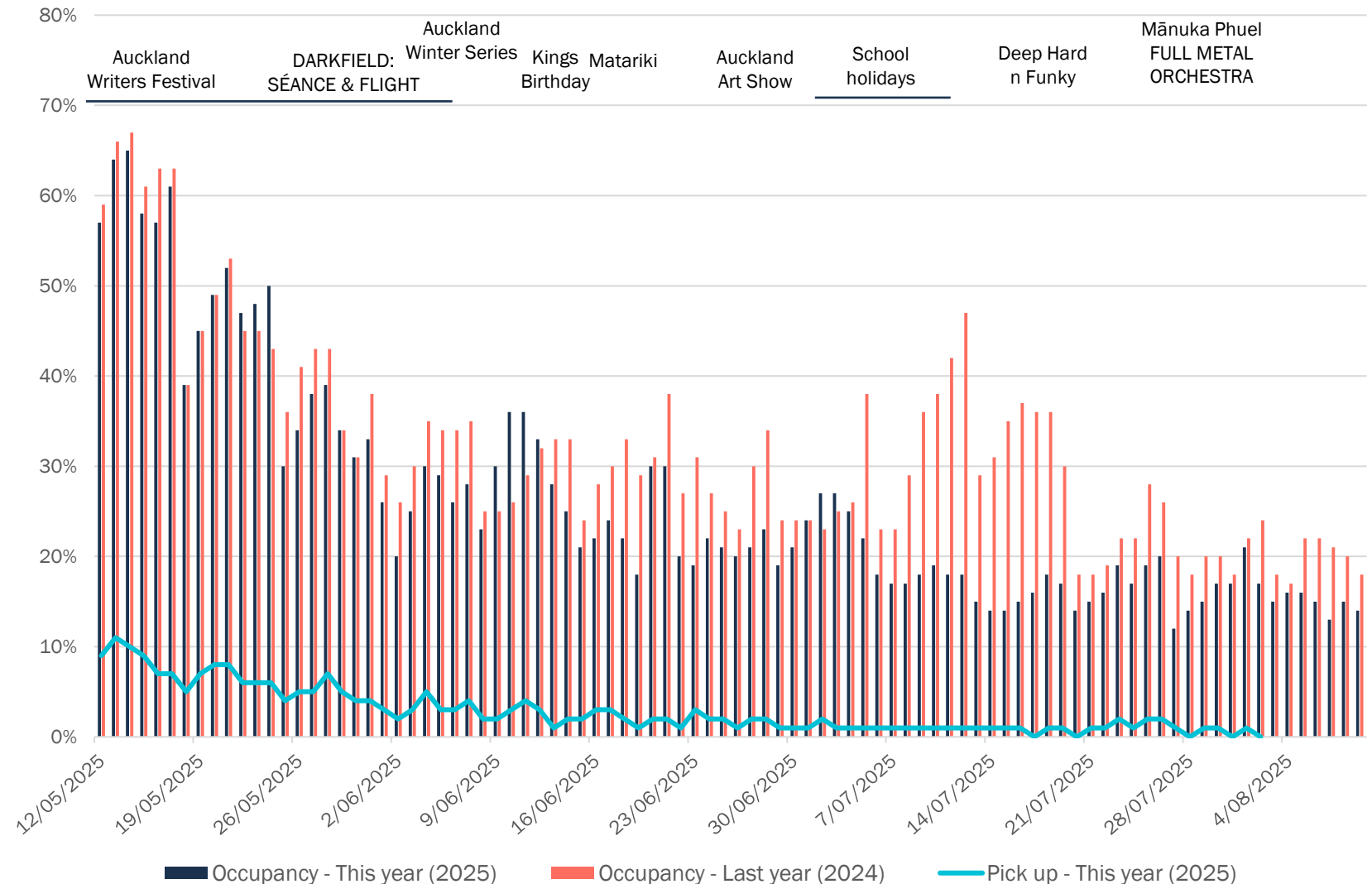
- On average, visitors stayed in Auckland for 2.0 nights for the month of March 2025 (no change compared to the previous year).
- Average length of stay for visitors to Auckland has levelled out over the last three years.



90-Day Forward Booking Occupancy Data

- Over the next 90 days, overall Occupancy rates are generally lower compared to the same period last year.
- Occupancy peaked at 65% on Wednesday 14th May 2025. The Auckland Writers Festival Waituhi o Tāmaki commenced on Monday 12th May and runs to Sunday 18th May 2025.
- Pick-up* refers to the number of reservations made in a recent period for future guest stays. In this context *Pick-up* reflects the % change in occupancy from the last reported period. For the next 90 days that is the previous Monday. For the 365-day view, from the first Monday of the prior month.

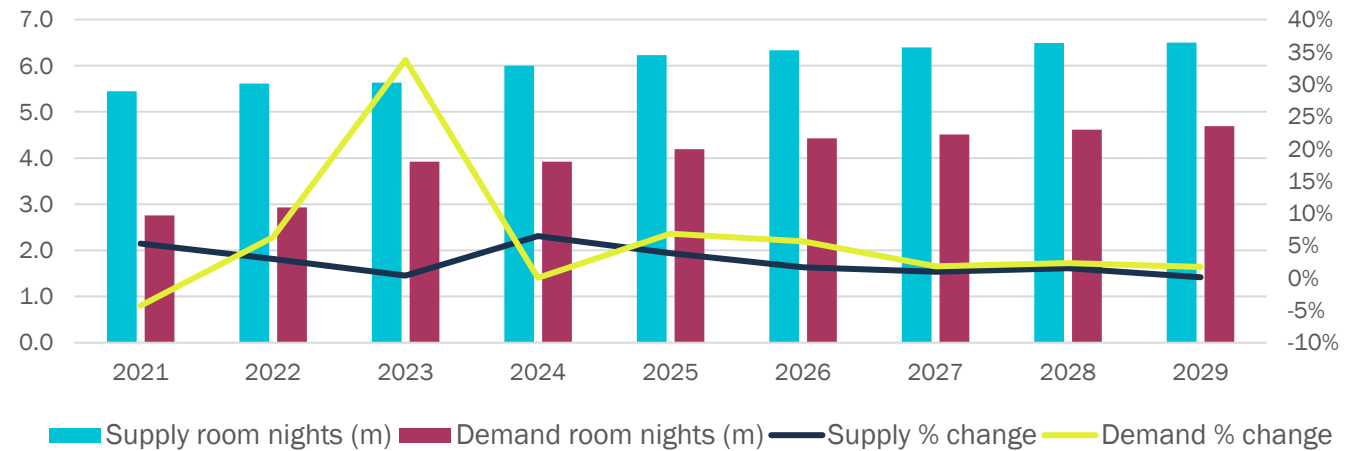
Occupancy - 90 Day Forward Outlook



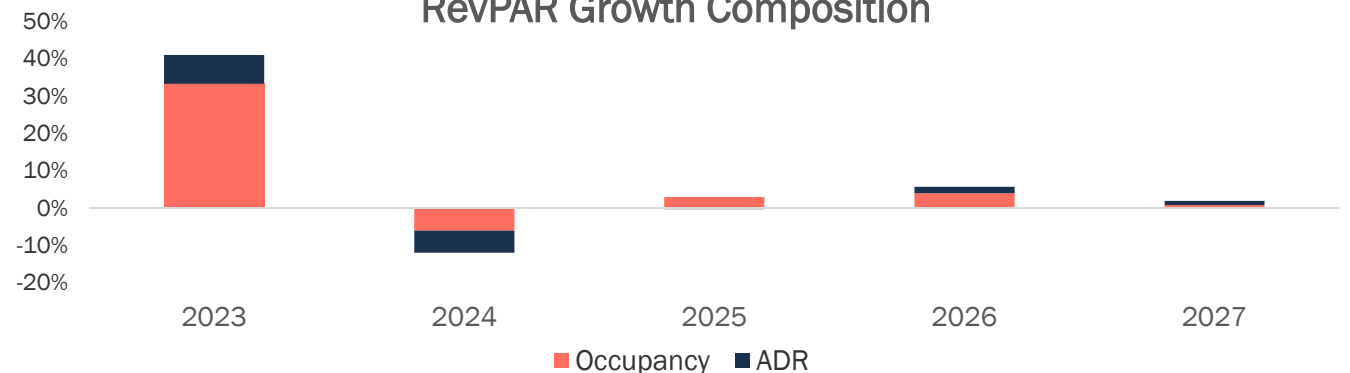
Longer term projections

- 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 Q4 supply expanded 8.6%. Demand expanded 4.4%, resulting in an occupancy decline of -3.9%. Occupancy is expected to grow by 1.5% in 2025 Q1, with supply expanding 6.4% and demand expanding 8.1%.
- After declining -6.1% in 2024, occupancy is expected to expand 2.9% in 2025. ADR is expected to decrease -0.3%, resulting in RevPAR growth of 2.6% in 2025. RevPAR is expected to grow by 5.7% in 2026.
- 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 0.8%.

Supply and Demand Growth



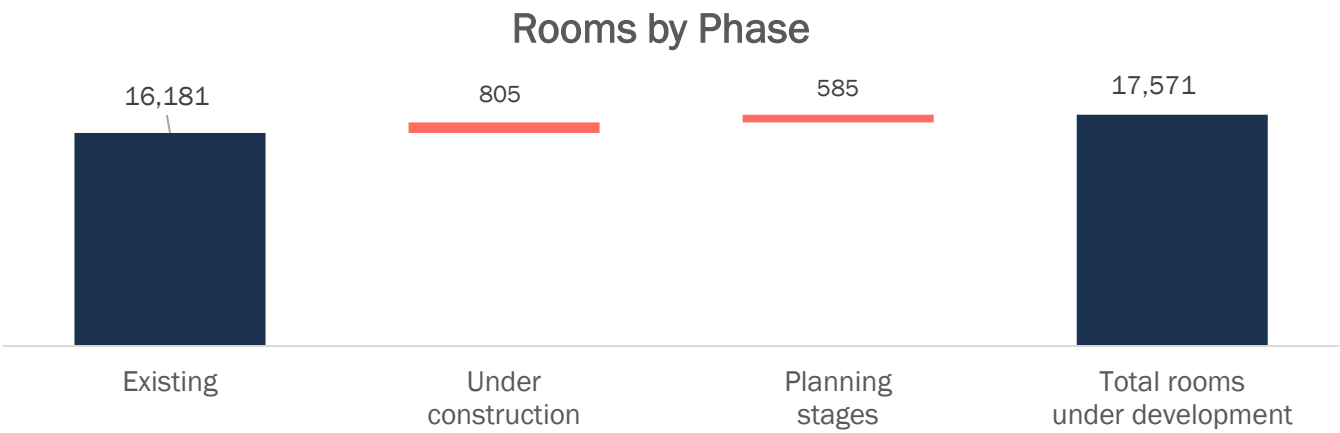
RevPAR Growth Composition



17.1k average daily rooms available in 2025, with 17.4k rooms forecast for 2026

- In 2025, on average there were 17.1k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 3.8%, which will supply an additional 632 rooms (compared to 2024) .
- Looking to 2026, average room supply is expected to expand 1.7%, supplying 286 new rooms and bringing the total number of rooms to 17.4k.
- Observing rooms by phase data, there was a total of 17.6k rooms (from 222 properties) in the pipeline.
- This comprised of 16.2k existing rooms (from 214 properties, 805 rooms under construction (from 5 properties), and 585 rooms in the planning stages (from 3 properties).

Average Supply				
(Avg. daily rooms during year)				
	Year	Rooms	% Chg.	Chg.
Actual	2021	14,932	5.4%	759
	2022	15,371	2.9%	439
	2023	15,433	0.4%	62
	2024	16,436	6.5%	1,003
Forecast	2025	17,068	3.8%	632
	2026	17,354	1.7%	286
	2027	17,524	1.0%	170
	2028	17,793	1.5%	269
	2029	17,816	0.1%	23



In total, 3.69m visitors are projected to visit New Zealand in YE March 2029

- International overnight visitor arrival projections until 2029 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 13.5% from 2024 to 2029 (for Q4 2025), resulting in a possible 3.69m international visitors by YE March 2029.
- 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 2.6%. 1.55m Australian visitors are expected to visit New Zealand in the year to March 2029.



A close-up photograph of a dining table. A hand holds a glass of red wine in the upper left. The table is set with several dishes: a pizza with toppings in the upper right, a bowl of sliced vegetables (tomatoes, peppers, jalapeños) in the center, a bowl of green beans with a dark sauce in the middle right, and a plate of food with a yellow sauce in the foreground. A glass of water and cutlery are also visible on the left.

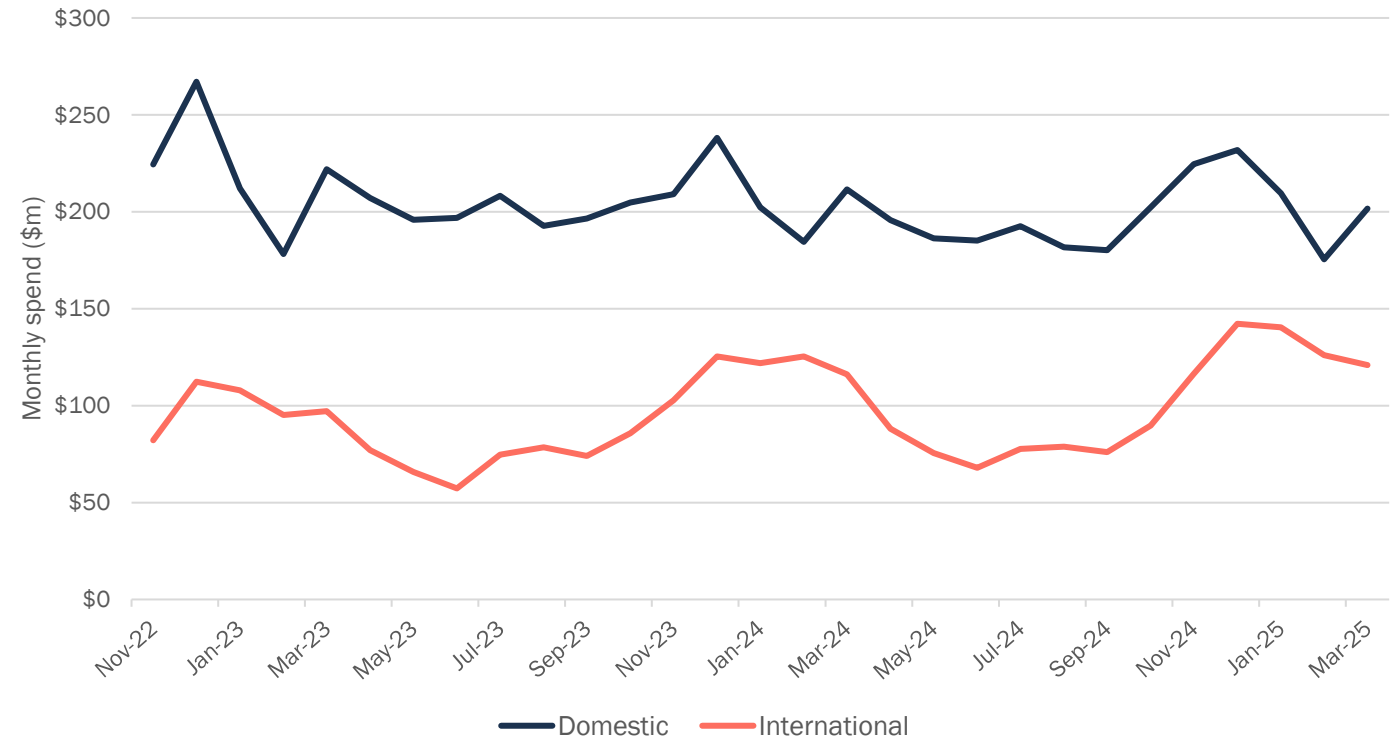
Auckland Tourism- Spend Data

\$1.20b in International tourism spend for year-end March 2025, up 8.6%

- Tourism Electronic Card Transactions (TECTs) restarted as an interim replacement to the Monthly Regional Tourism Estimates (MRTes) in April 2024.
- As a result of a different methodology, the TECT figures are substantially smaller than those of the previous MRTes, so the two series should not be compared. More information on (TECTs) can be found [here](#).
- Due to limitations of the new data collection method, domestic and international market totals should not be added together and should be used separately. Additionally, only data dating back to March 2022 has been used for this purpose.
- In the year to March 2025, domestic tourism spend in Auckland was \$2.37b, down 3.3% on last year.
- International tourism spend was \$1.20b, up 8.6% for the year.

aucklandunlimited.com

Year-end tourism transactions in Auckland

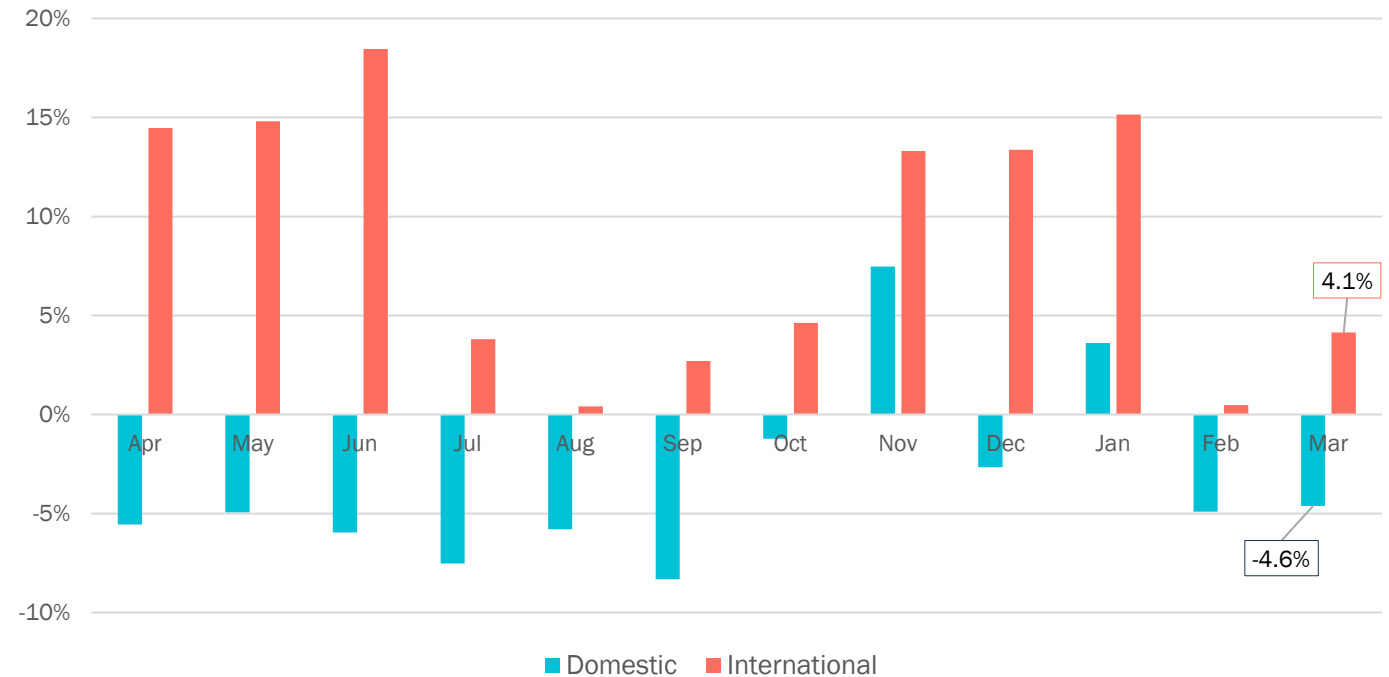


Tourism Transactions	YE March 2025 (\$b)	YE % change
Domestic	2.367	-3.3%
International	1.200	8.6%

International tourism spend was \$120.9m for March 2025, up 4.1%

- For the month of March 2025, domestic tourism spend (TECTs) was \$201.7m, down 4.6% compared to the same month in 2024.
- International tourism spend in March 2025 was \$120.9m, up 4.1% compared to March 2024.

Monthly % Change in tourism transactions in Auckland



Tourism Transactions	March 2025 (\$m)	% change
Domestic	201.7	-4.6%
International	120.9	4.1%

Canterbury visitors spent \$16.7m in March 2025, up 11.7% on the previous year

- Tourism spend from **Waikato-based visitors \$44.6m** was **down 8.1%** compared to the previous year.
- Spend from the **Bay of Plenty (\$16.0m, down 6.6%)** and **Northland (\$20.0m, down 2.8%)** was also down.
- Wellington visitors spent \$15.7m** in March 2025, down **11.8%** on the previous year.
- In contrast, **spend from Canterbury visitors (\$16.7m) was up (11.7%)** in March 2025, compared to last year.



	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
March 2025	44.6	-8.1%	20.0	-2.8%	16.0	-6.6%	15.7	-11.8%	16.7	11.7%

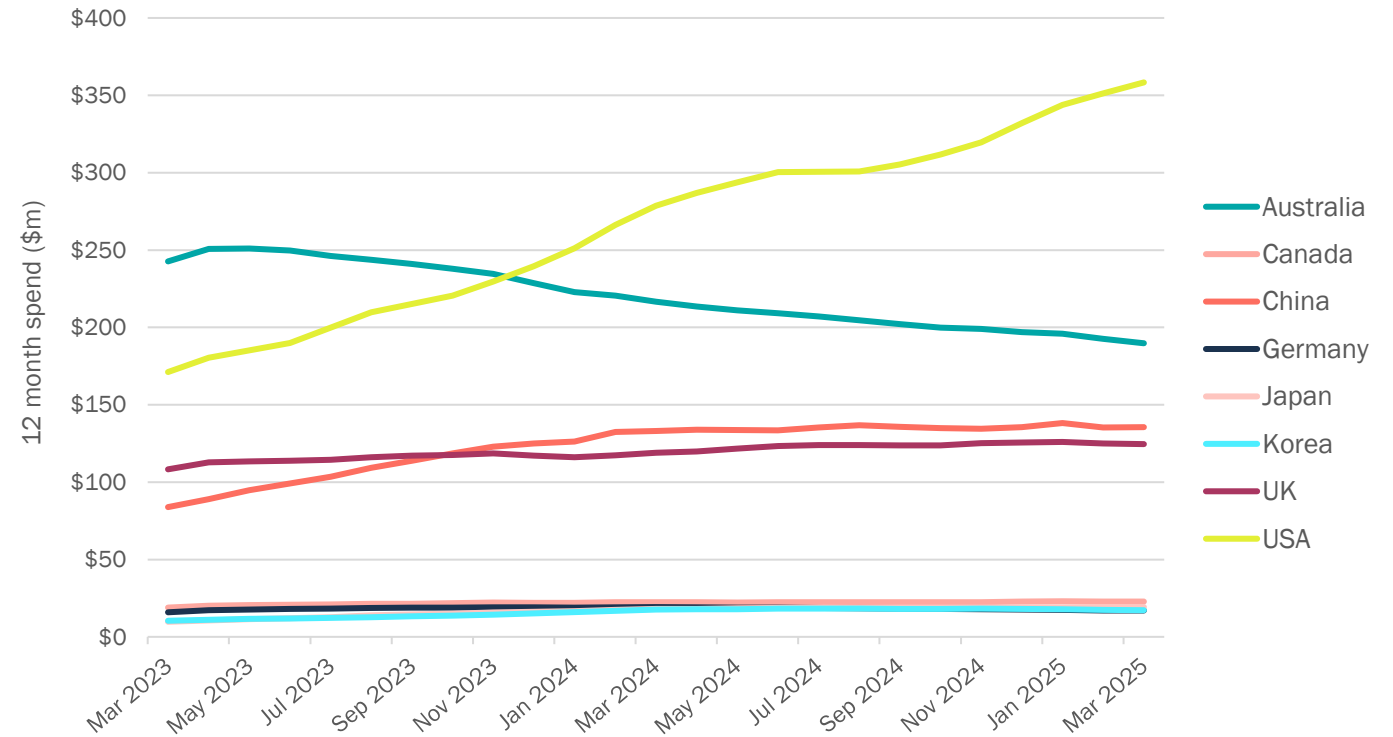
Visitors from the US spent \$358.3m in the year to March 2025, up 28.6% on the previous year

- In the year to March 2025, tourism spend from the US was \$358.3m, up 28.6% on the previous year.
- Chinese visitors spent \$135.5m in the year to March 2025, up 1.9% on the previous year.
- Spend from the UK was \$124.6m, also up 4.7% for the year to March 2025.
- Australian tourism spend (\$189.7m) was down 12.4%.
- Spend from Japan (up 7.3% to \$19.3m), and Canada (up 1.7% to \$22.8m) was up on the previous year. However, spend from Korean visitors was down (2.7% to \$17.1m).
- Spend from German visitors (\$16.9m) was also down (12.1%).

aucklandunlimited.com

Source: MBIE TECTs.

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 March 2025	189.7	-12.4%	135.5	1.9%	124.6	4.7%	358.3	28.6%	16.9	-12.1%

Visitors from the US spent \$41.7m in March 2025, up 20.6% on the previous year

- For the month of March 2025, tourism spend from the US (\$41.7m) was up 20.6% compared to last March.
- Visitors from Australia spent \$16.4m in March, down 15.3% on the previous year.
- Visitors from China spent \$11.3m in March, up 1.2% compared to last year.
- Tourism spend from UK visitors was down (3.6% to \$13.0m) and spend from German visitors (\$2.2m) was also down (7.7%) for the month of March 2025.

aucklandunlimited.com

Source: MBIE TECTs.



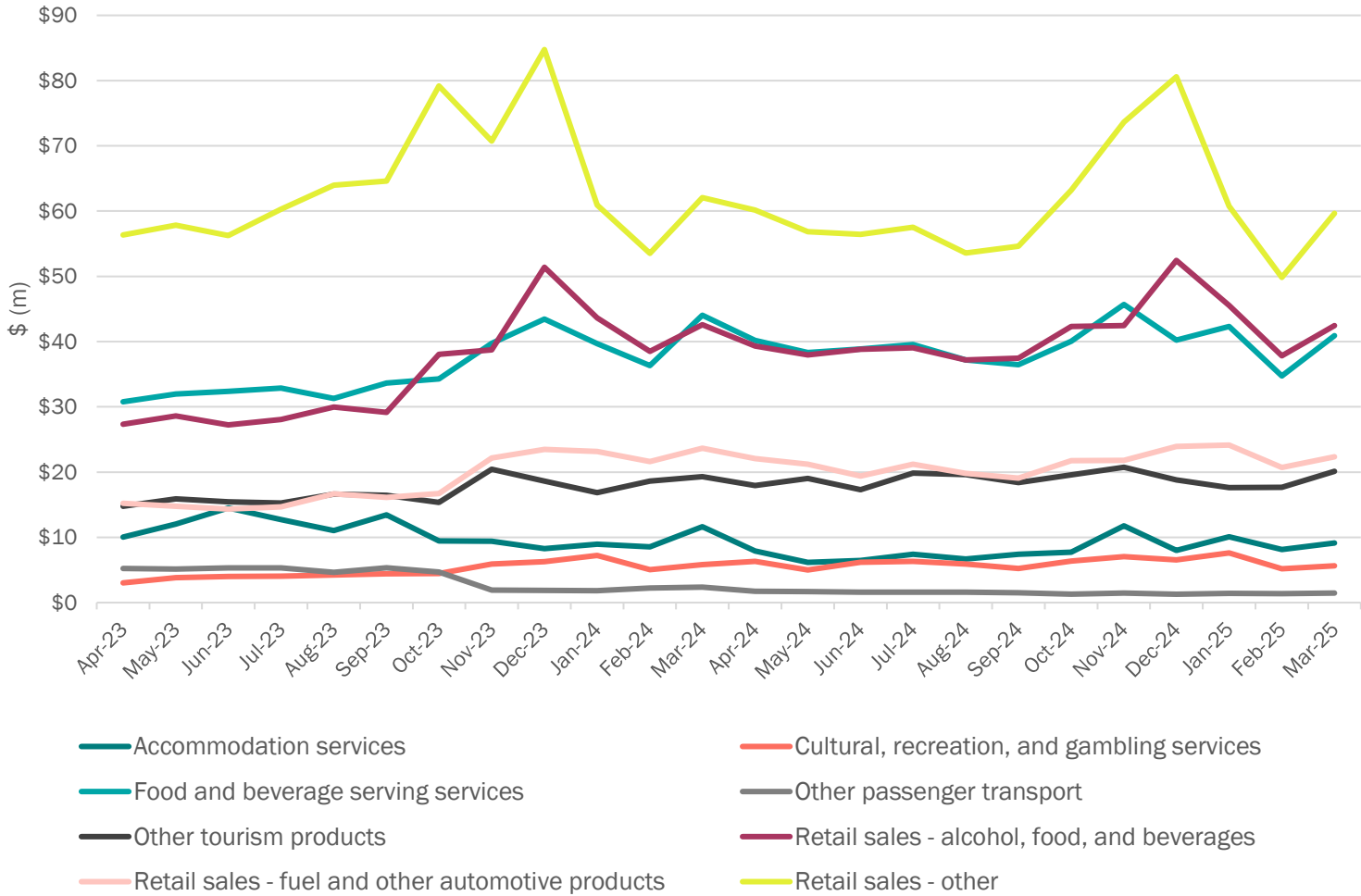
\$59.6m spent in retail sales (other) by Domestic visitors in March 2025

	Spend (\$m)	% change
Accommodation services	9.1	-21.5%
Cultural, recreation, and gambling services	5.7	-2.6%
Food and beverage serving services	40.9	-7.0%
Other passenger transport	1.5	-38.0%
Other tourism products	20.1	4.1%
Retail sales - alcohol, food, and beverages	42.4	-0.3%
Retail sales - fuel and other automotive products	22.3	-5.7%
Retail sales - other	59.6	-3.9%
Grand Total	201.7	-4.6%

aucklandunlimited.com

Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



International visitors spent \$36.7m in Retail sales (other) in March 2025, up 6.1%

	Spend (\$m)	% change
Accommodation services	7.4	-36.8%
Cultural, recreation, and gambling services	2.8	-2.9%
Food and beverage serving services	30.9	0.0%
Other passenger transport	3.2	-3.7%
Other tourism products	7.3	18.0%
Retail sales - alcohol, food, and beverages	26.0	25.4%
Retail sales - fuel and other automotive products	6.6	14.0%
Retail sales - other	36.7	6.1%
Grand Total	120.9	4.1%

aucklandunlimited.com

Source: MBIE TECTs.





Auckland – Major Events Data

Major Events Insights – March 2025



aucklandunlimited.com

Event	Date(s)	Venue	Findings
Moana Auckland	27 Jan – 9 March	Various	<ul style="list-style-type: none"> There were 433.4k domestic guest nights in commercial accommodation (up 5.1%) for the month of March 2025. Occupancy, Average Daily Rate (ADR) and RevPAR all peaked on Saturday 8th March 2025. This coincides with the Moana Pasifika v Hurricanes game, Pasifika Festival and Chris Stapleton concerts. Percentage changes for Occupancy, ADR and RevPAR peaked on Saturday 29th March 2025. This coincides with the SYNTHONY Festival.
Summer in Aotea Square	31 Feb – 1 March	Aotea Square	
SIX The Musical	27 Feb – 23 March	The Civic	
Six60 – Grassroots Tour – Moana Auckland	1 March	Auckland's waterfront	
Round the Bays	2 March	Various	
Spiegeltent (Auckland Arts Festival)	5-23 March	Aotea Square	
Te Ahurei Toi o Tāmaki Auckland Arts Festival	6-23 March	Various locations	
Chris Stapleton	7-8 March	Spark Arena	
Moana Pasifika v Hurricanes	8 March	North Harbour Stadium	
Pasifika Festival	8-9 March	Western Springs Park	
Slipknot	11 March	Spark Arena	
One NZ Warriors v Manly Sea Eagles	14 March	Go Media Stadium	
Speedway - Sprintcar 50 Lap Springs Royal	16 March	Western Springs Stadium and Park	
Russel Peters – Relax World Tour	18 March	Spark Arena	
T20 Double Header – Black Caps & White Ferns	21 March	Eden Park	
Warriors v Roosters	21 March	Go Media Stadium	
Waiheke Walking Festival	21 March – 6 April	Waiheke Island	
Blues vs Crusaders	22 March	Eden Park	
Kehlani	23 March	Spark Arena	
FIFA World Cup 26 - Oceania Qualifiers Final	24 March	Eden Park	
Bru-C / Kanine & Disrupta	28 March	Mount Smart Stadium	
SYNTHONY Festival	29 March	Auckland Domain	

Moana Auckland

Date(s): 27th January – 9th March 2025

Venue: Various



aucklandunlimited.com



11.5^k

Visitor nights caused by this events



74.4^k

Unique attendees



\$5.7^m

Spend by visitors (*inc. sales tax*)



5.9^k

International attendees



\$4.58^m

Change in regional GDP



Pasifika Festival

Date(s): 17-18 January 2025
Venue: Western Springs



aucklandunlimited.com

23.6^k

Attendance



89%

Of respondents were satisfied with their event experience



87%

Of respondents are likely to attend the event in future



90%

Of respondents agree that hosting events like these increase their pride in Auckland



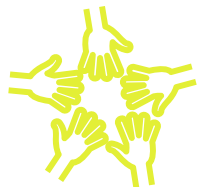
\$755^k

Total event expenditure



95%

Of respondents agree the event brings people from different ethnic and cultural groups together



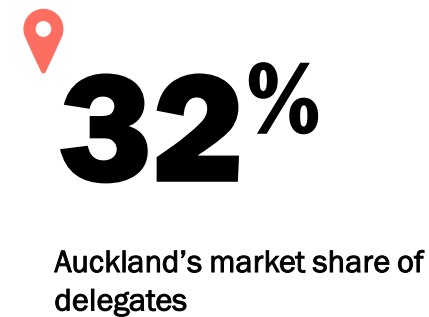
A photograph of a rooftop terrace in Auckland, New Zealand. The terrace is paved with light-colored tiles and has a dark metal railing. In the foreground, a man in a blue shirt and a woman in a white top are seated at a small round table, engaged in conversation. To their right, another man in a red and white checkered shirt is seated at a similar table, also talking to the woman. A man in a blue shirt stands near the railing, looking out over the water. The terrace is decorated with potted plants, including a large wooden barrel planter with pink flowers and a tiered stone fountain on the right. The background features a stunning view of the Auckland harbor, with its turquoise waters, green hills, and distant islands under a clear blue sky.

Auckland – Business Events Data

Business Events Insights Q1 2025

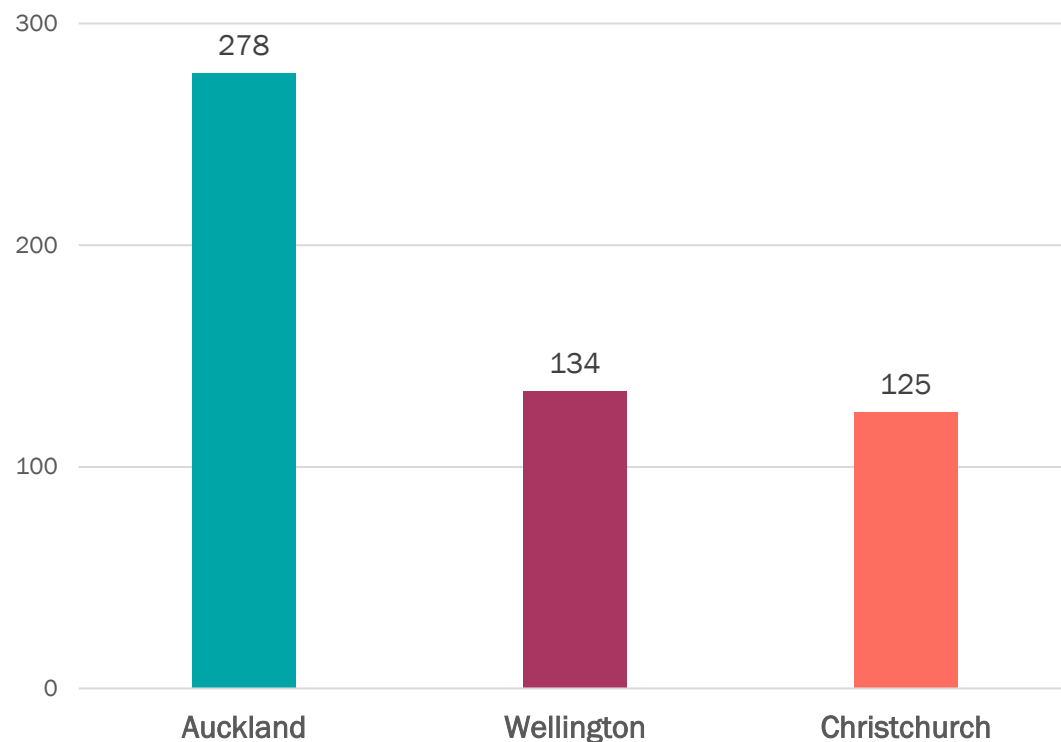


aucklandunlimited.com

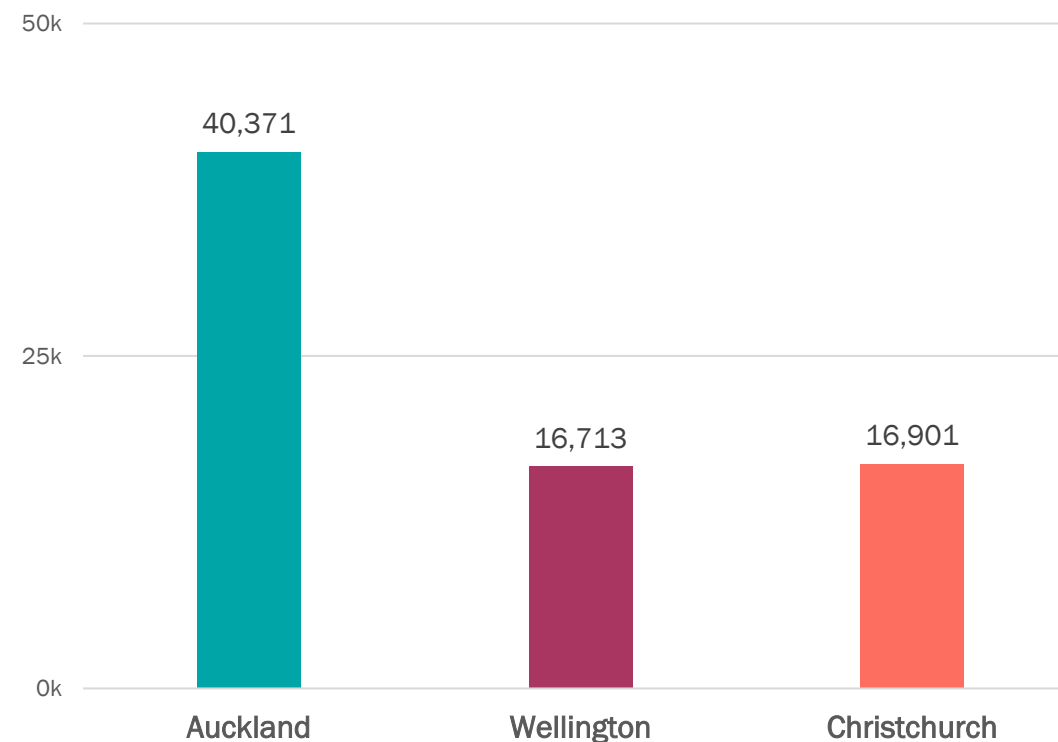


Auckland attracted the highest number of business delegates (40.4k) in New Zealand in Q1 2025

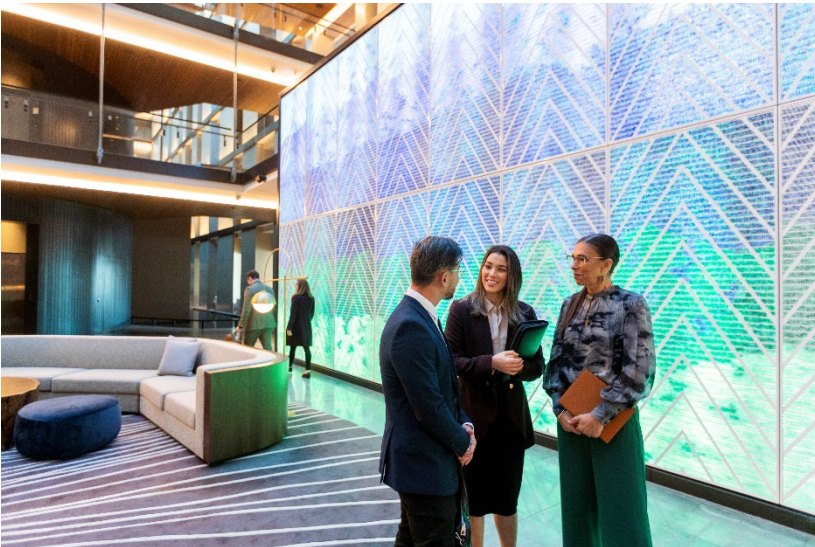
Total number of business events – Regional comparison



Total number of delegates – Regional comparison

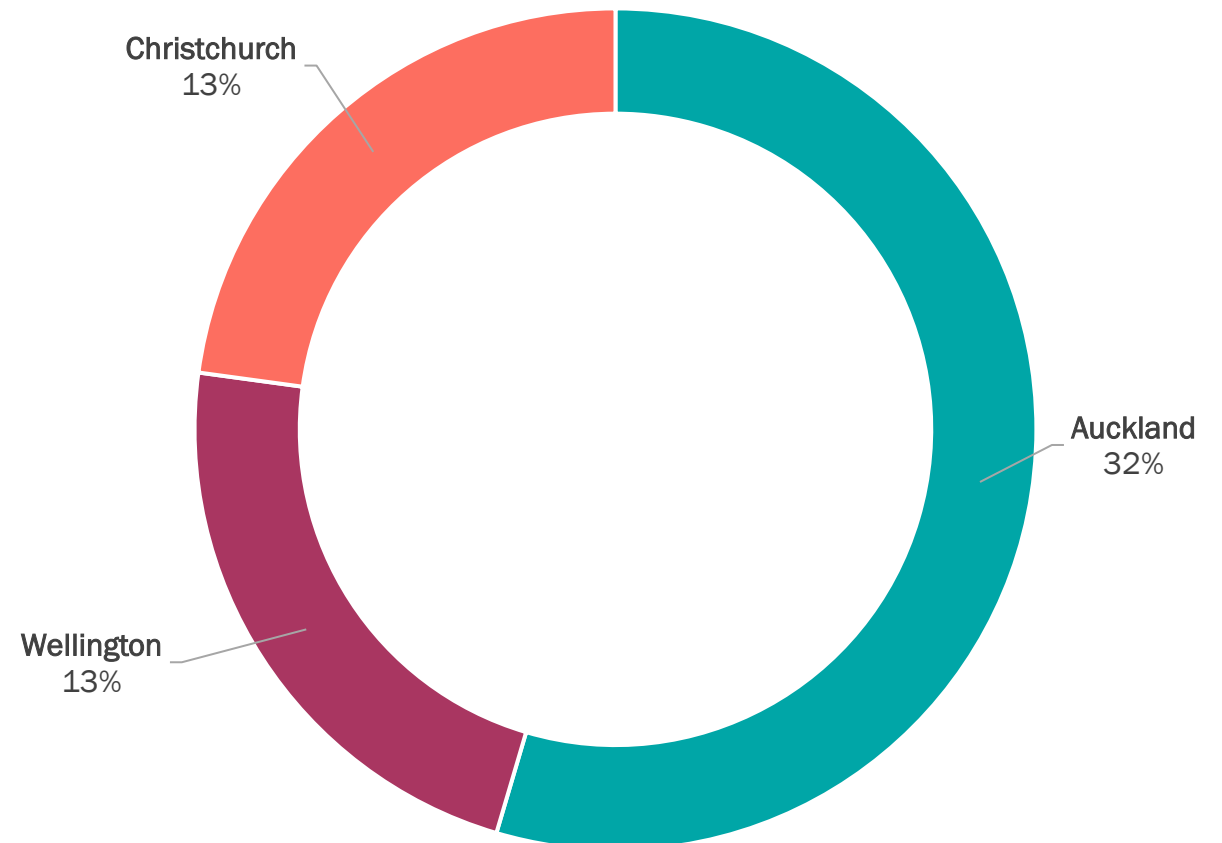


Auckland had 32% of all business events in New Zealand in Q1 2025



aucklandunlimited.com

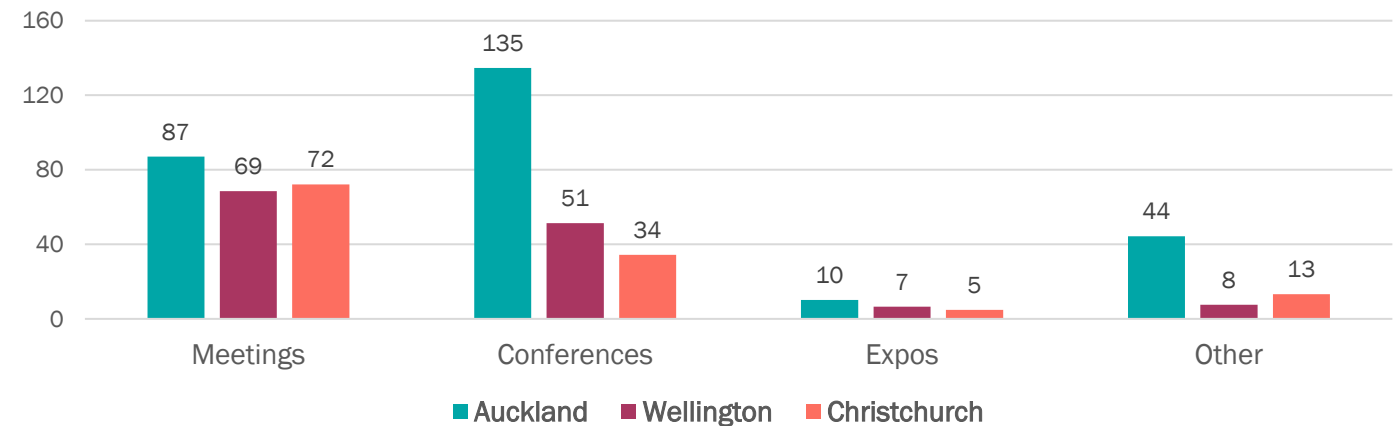
Business Event Market Share - Regional Comparison



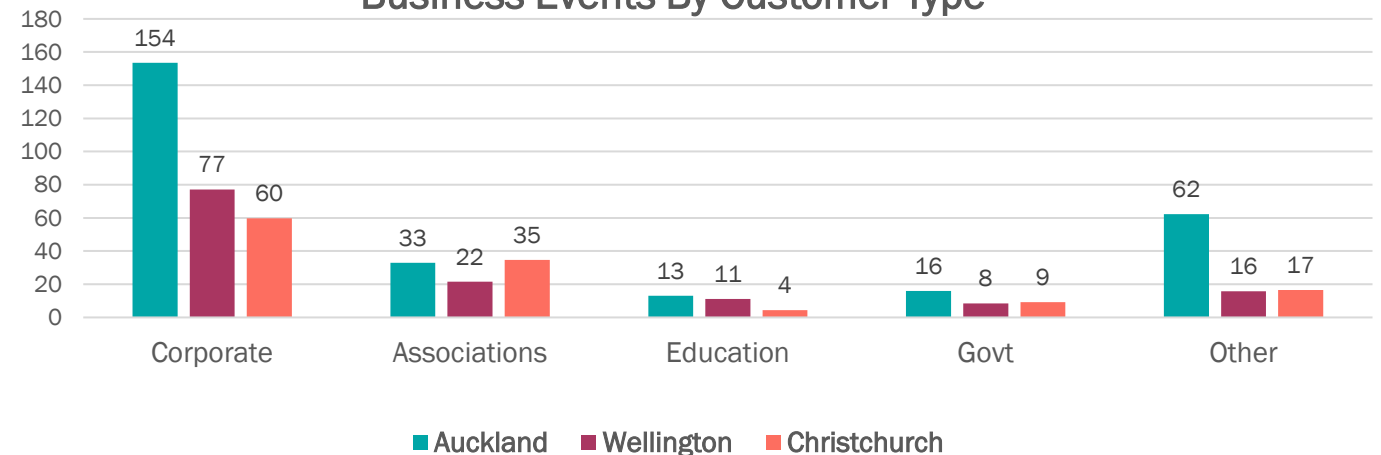
Auckland hosted the most conferences, meetings, expos, and other business events in NZ Q1 2025

- Looking at business event type, **Auckland hosted the most conferences (135), meetings (87), other business events** like social functions and Gala dinners (44) and **expos (10)** out of the three featured regions in **Q1 2025**.
- The majority of business events in Auckland were for **Corporate customers (154)**, followed by **Other customers (62)**, then **Associations (33)**, and **Education customers (13)**.
- Among the three regions, Auckland recorded the most **Government**-related business events (16) as well.

Business Events By Event Type



Business Events By Customer Type

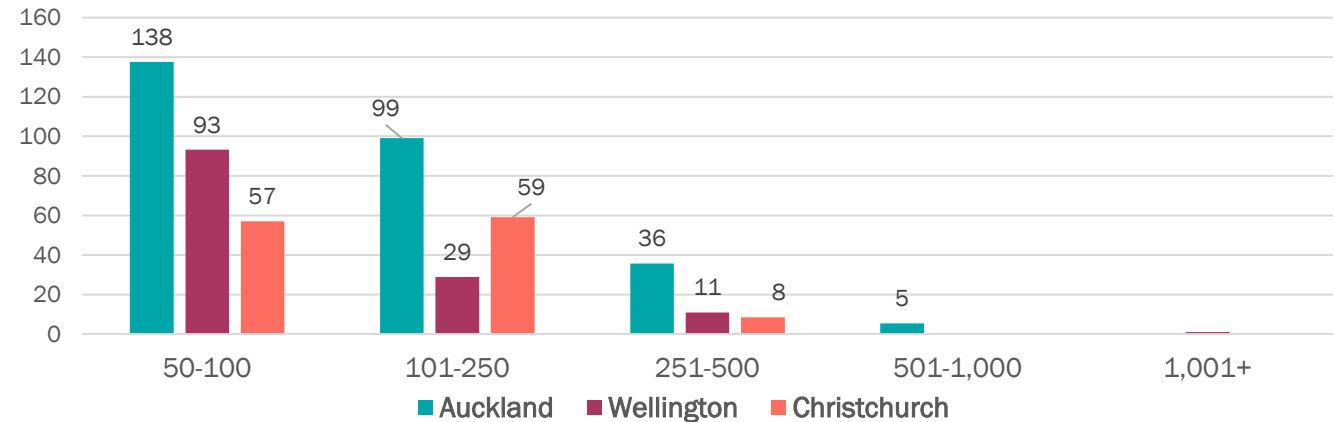


30% of all business events in Auckland were multi-day events in Q1 2025

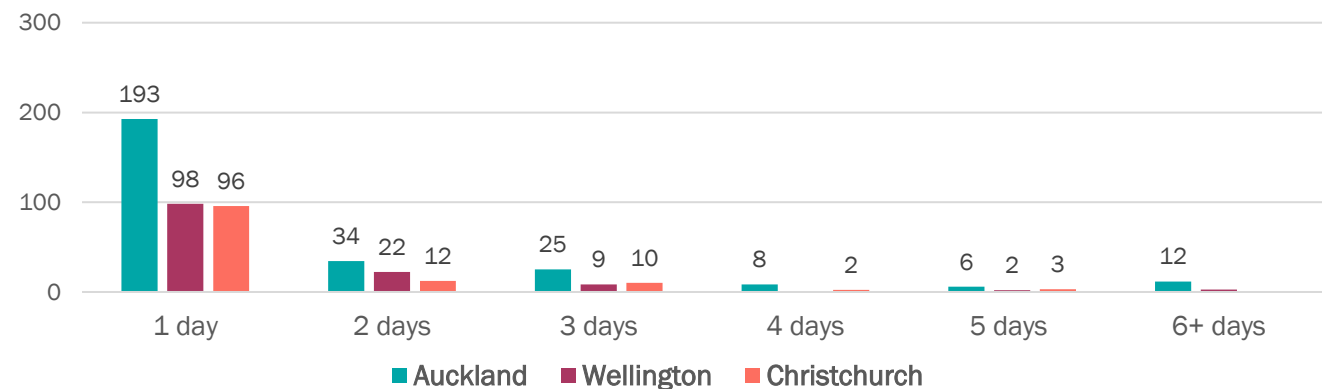
- In Q1 2025, 50% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (138 events). In comparison to other regions, Auckland hosted the most small business events.
- 36% of business events in Auckland were medium-sized events with 99 events that hosted between 101-250 delegates.
- 13% of business events (36) in Auckland hosted between 251-500 delegates.
- Auckland had 5 large-scale events that hosted 500+ delegates in Q1 2025.
- In Q1 2025, 69% of all business events in Auckland were one day events (193), while 30% were multi-day events. 12% were held for a duration of two days (34), and 18% ran over the course of three days (51).

aucklandunlimited.com

No. of business events - Regional comparison



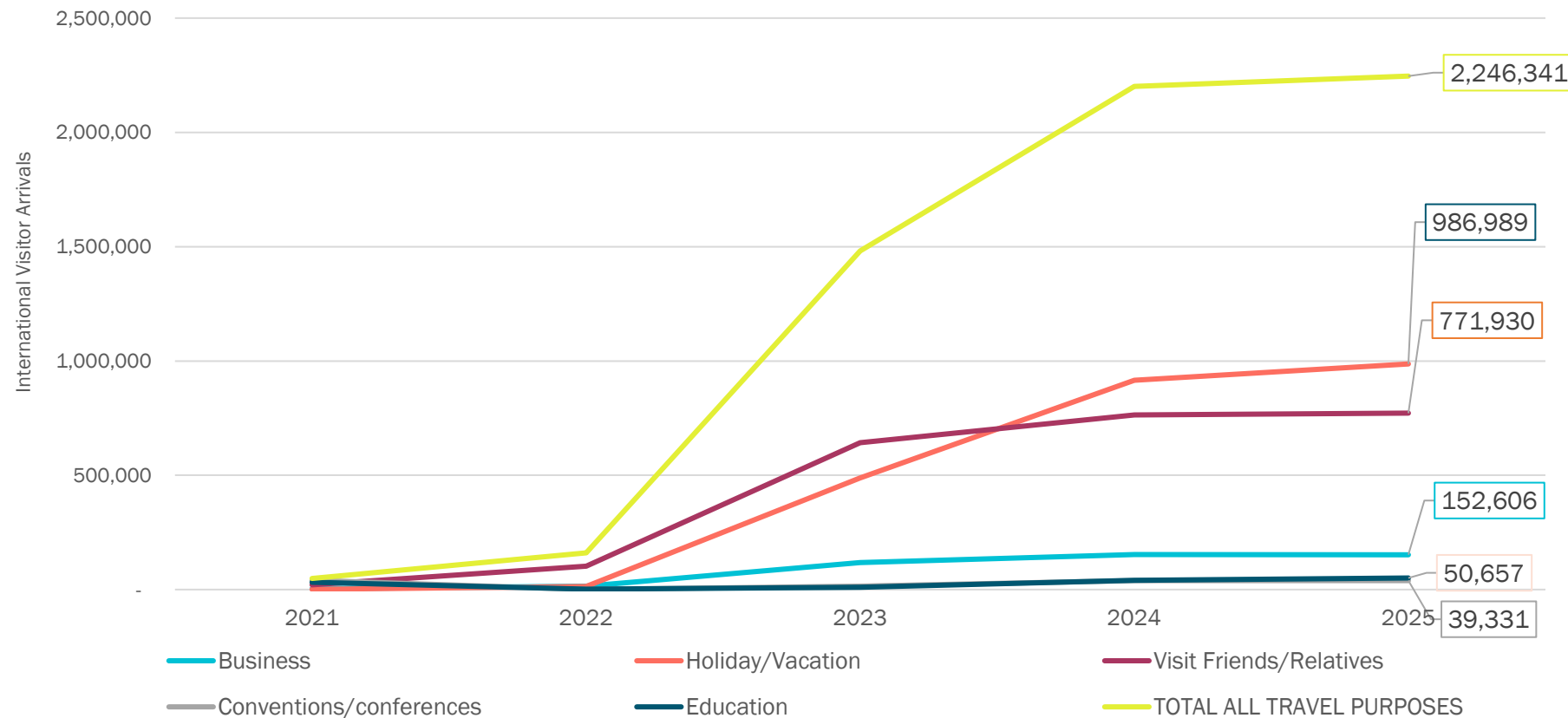
Duration of event - Regional comparison





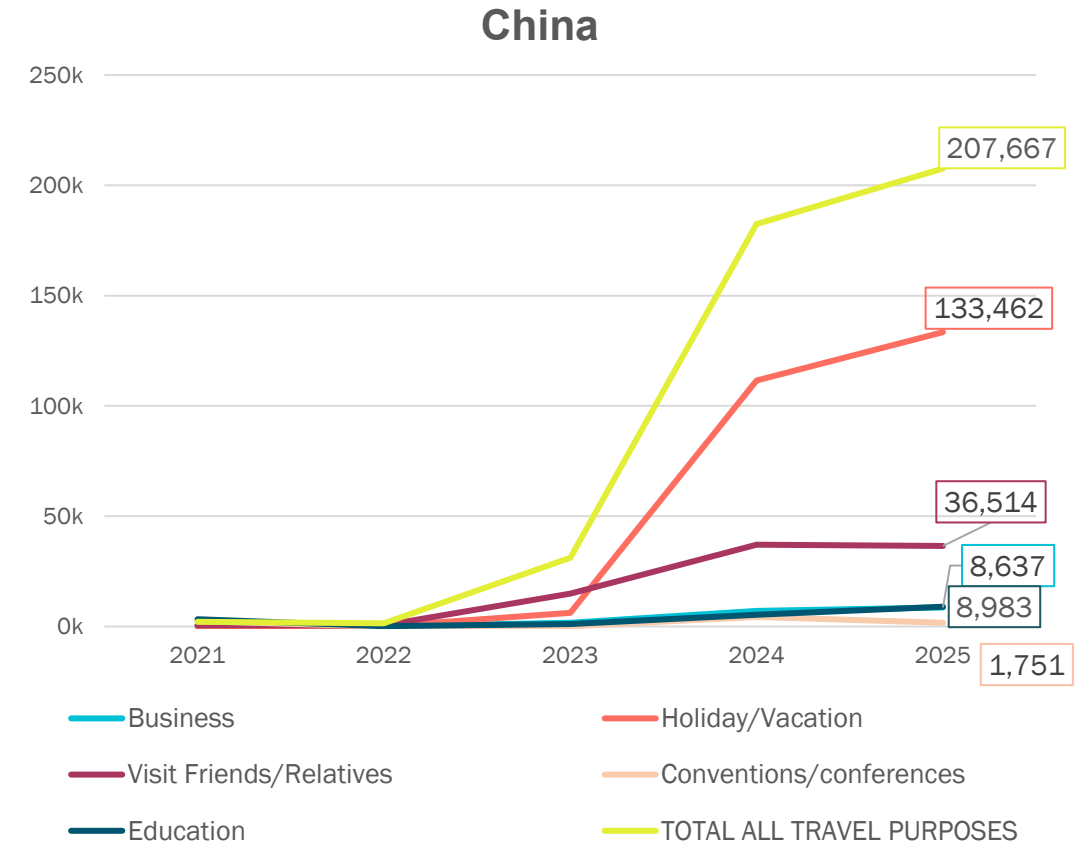
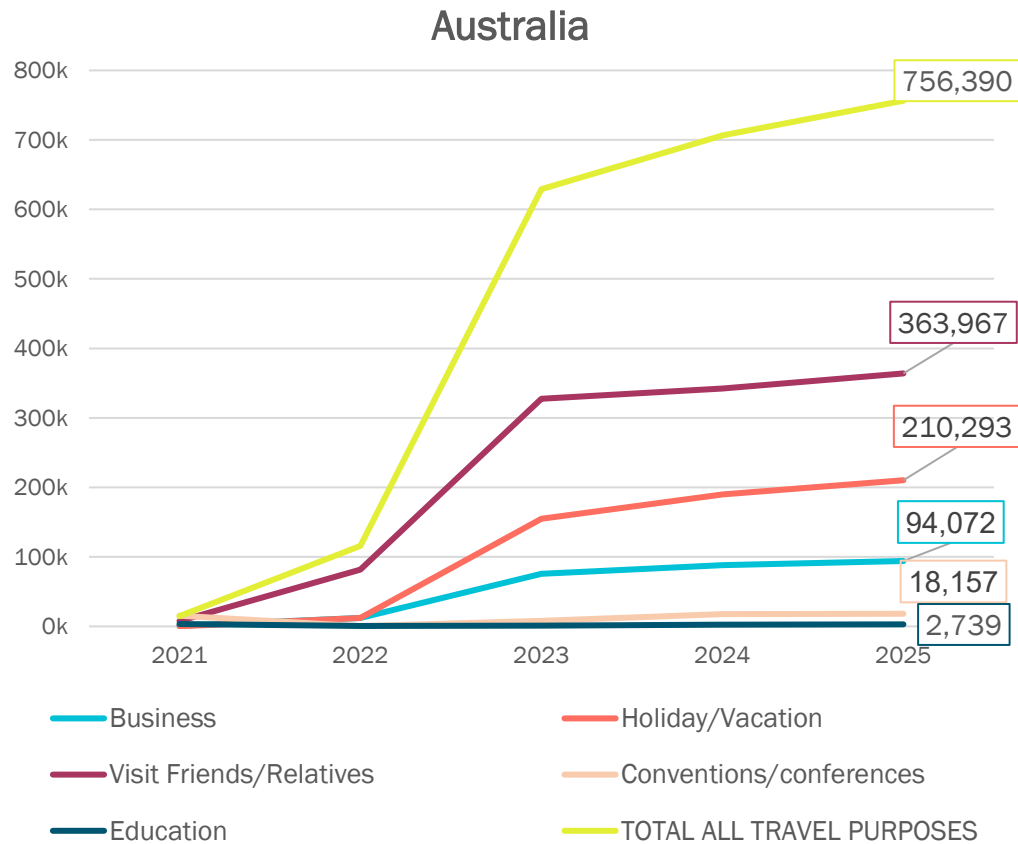
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE March

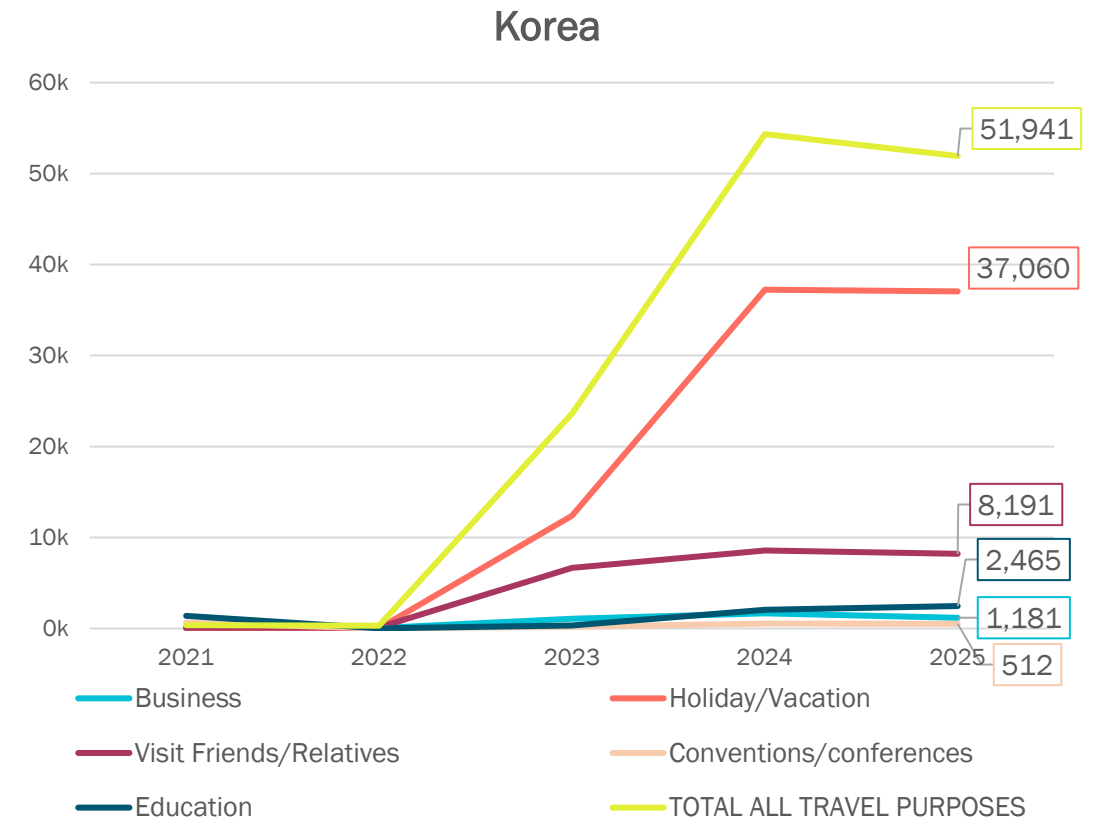
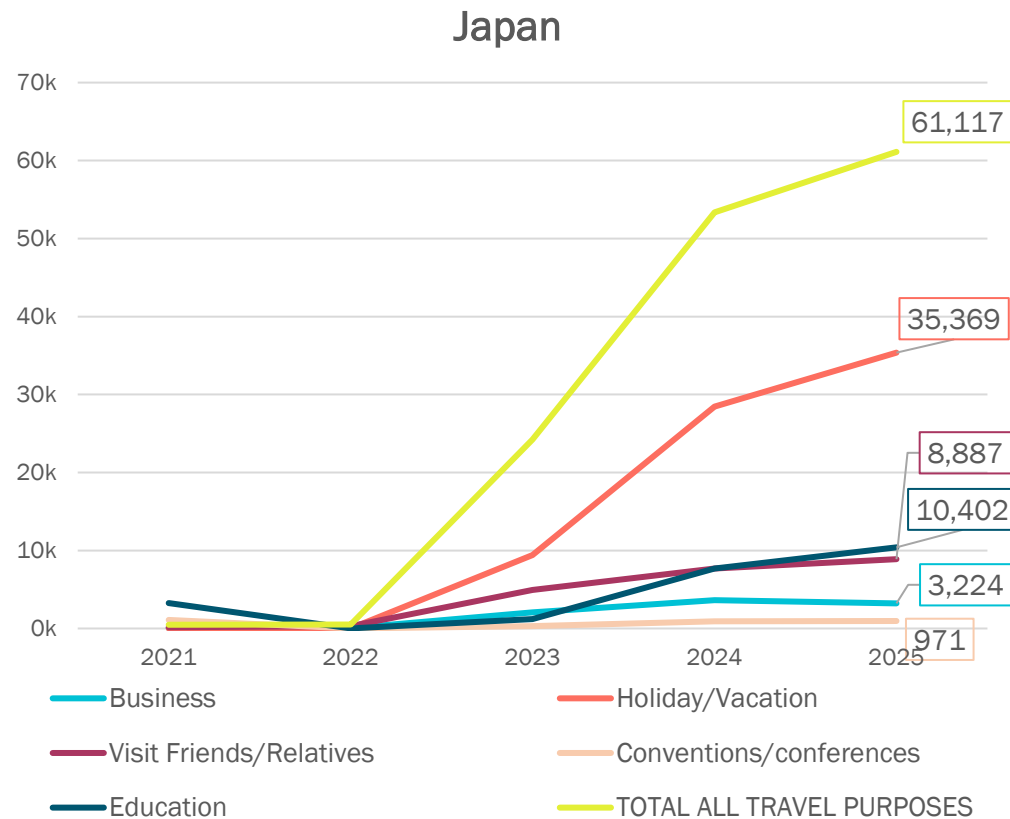


aucklandunlimited.com

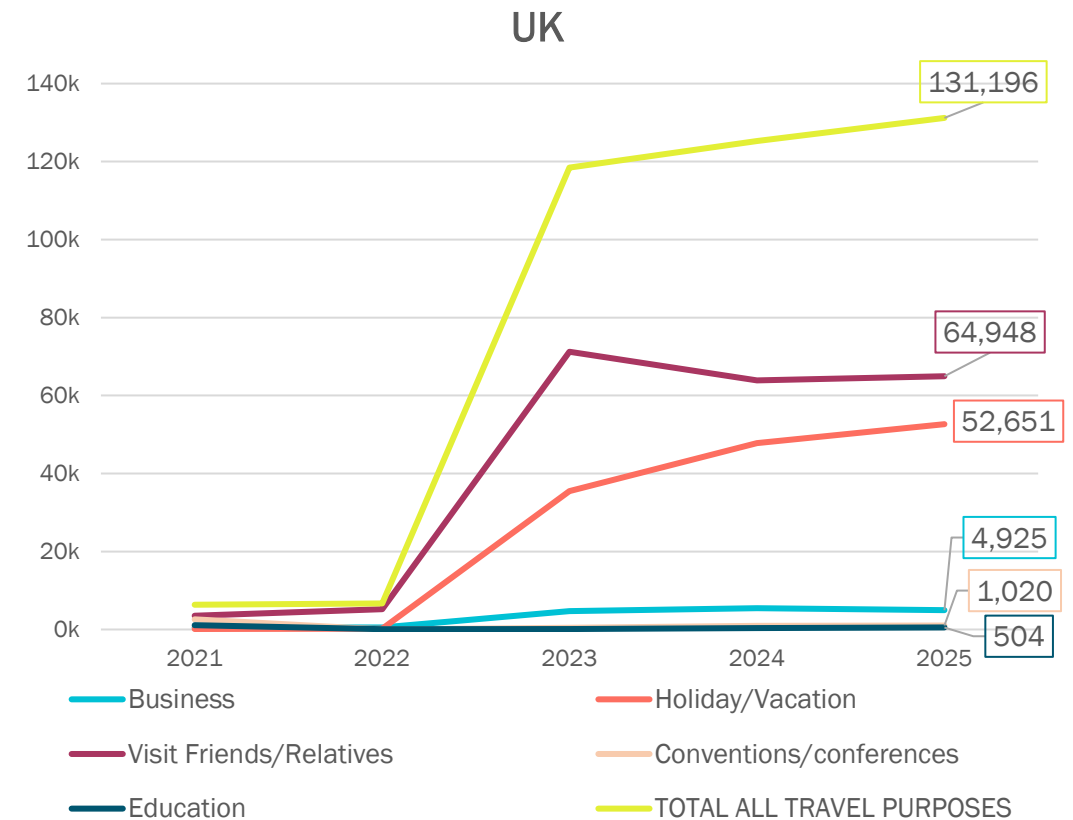
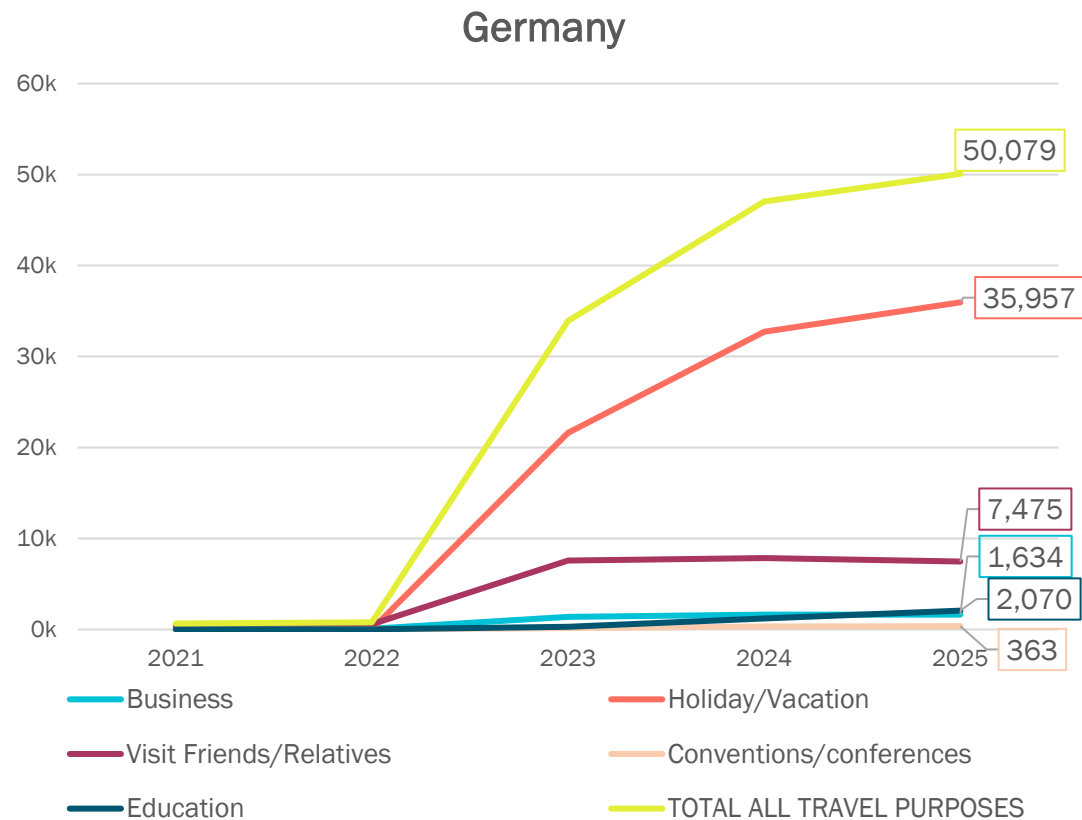
Five-year visitor arrivals to Auckland, YE March



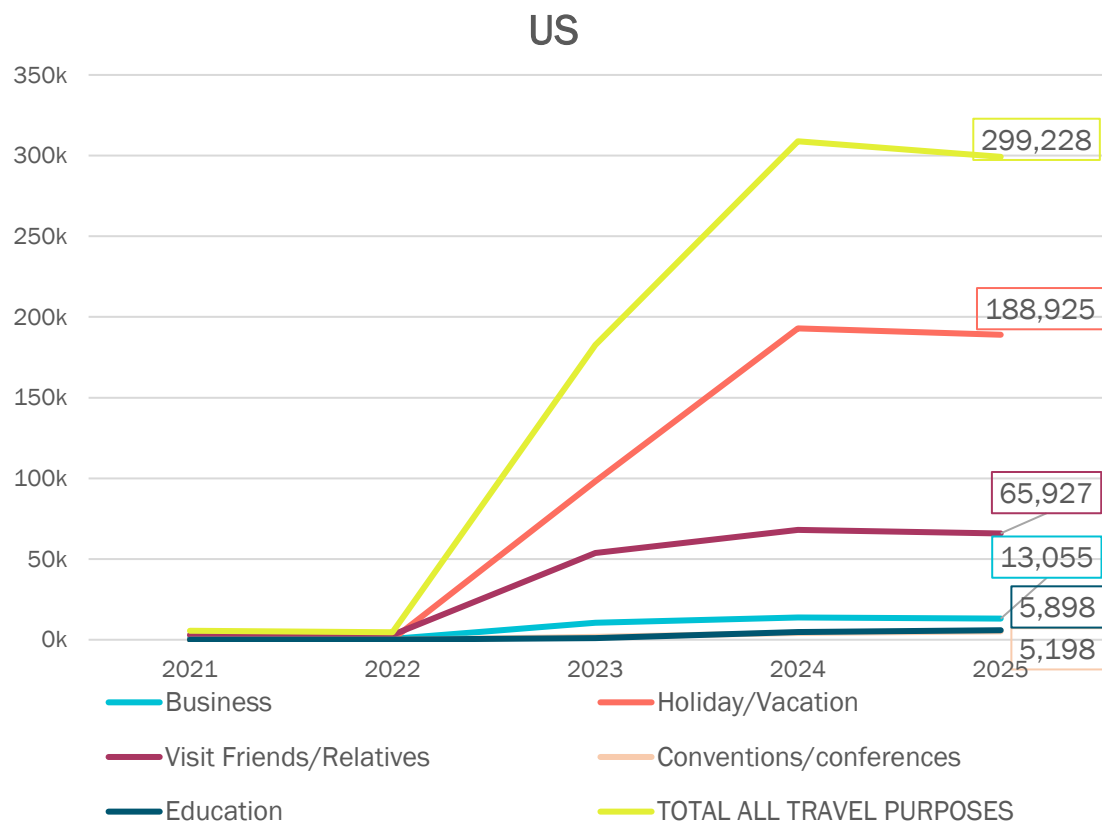
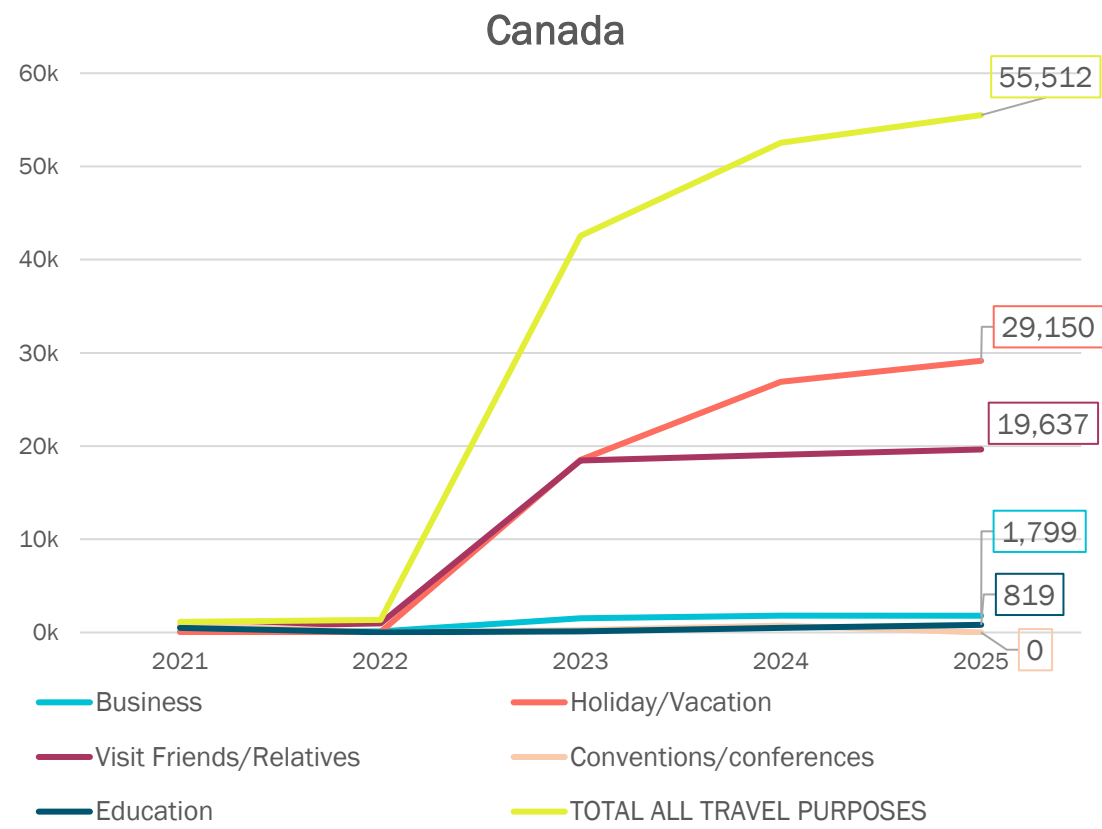
Five-year visitor arrivals to Auckland, YE March



Five-year visitor arrivals to Auckland, YE March



Five-year visitor arrivals to Auckland, YE March



Ngā mihi Thank you

- KEY CONTACT

Jaimee Raymond
Research & Insights Specialist

jaimee.raymond@aucklandnz.com

