

Tātaki
Auckland
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Tātaki Makaurau Auckland Destination Overview

October 2024

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

Prepared November 2024
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Key Visitor Data


2.92^m

International Guest Nights
YE October 2024
+17.4% (to YE Oct 2023)


4.34^m


Domestic Guest Nights
YE October 2024
-7.9% (to YE Oct 2023)


7.26^m

Total Guest Nights
YE October 2024
+0.8% (to YE Oct 2023)


\$1.16^b

International Tourism Transactions
YE October 2024
+8.1 % (to YE Oct 2023)


\$2.37^b

Domestic Tourism Transactions
YE October 2024
-5.2% (to YE Oct 2023)


64.8%

Hotel Occupancy Rate
YE October 2024
-5.1% (to YE Oct 2023)



Key Visitor Data



INTERNATIONAL

- **Monthly international visitors (162.2k)** were **up 1.5%** on October 2023.
- **The year to October 2024** saw **2.22m international visitor arrivals**, an increase of **13.9%** on the previous year.
- There was an increase in **Australian visitors** in the month of October 2024, with **58.8k visitors**, **up 9.6%** compared to last October. **The year to October 2024** saw **724.5k** Australian visitor arrivals, **up 5.3%**.
- **Holiday visitors (937.8k)** contributed the most to annual visitor numbers and **increased 29.1%** on the year. **Monthly holiday numbers (70.1k)** were **up 9.8%** compared with the month of October 2023.
- **VFR visitors (758.4k)** were **up 1.7%** for the year, with **monthly numbers (52.3k)** down **6.0%**.
- **231.5k international guest nights in commercial accommodation** for October (down **2.0%**) and **2.92m guest nights for the year** (up **17.4%**).
- **International spend** was **\$1.16b** for the year, **up 8.1%** on last year and **\$93.5m** for the month of October (up **8.8%** on last October).

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 **381.1k domestic guest nights in commercial accommodation** for the month of **October** (up **2.1**) and **4.34m** for the year (down **7.9%**).
- Tourism Electronic Card Transactions (TECTs) has now restarted as an interim replacement to the Monthly Regional tourism Estimates (MRTEs). However, due to a different methodology, the TECT figures are substantially smaller than those of the previous MRTEs, so the two series should not be compared.
- **Domestic spend for the year** was **\$2.37b**, down **5.2%** on last year and **\$203.1m** for the month of October (down **0.6%** compared to October 2023).

OVERALL

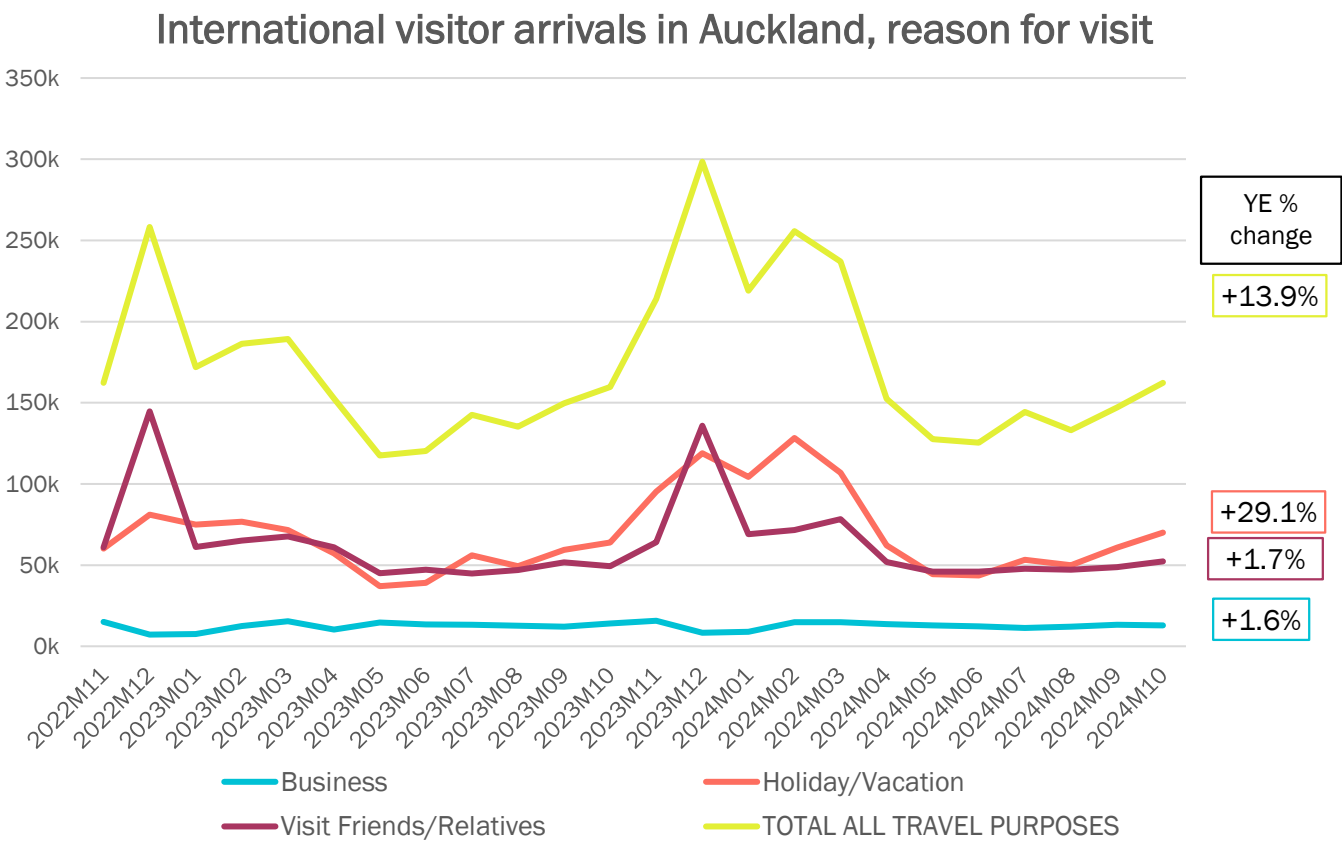
- There were **612.6k total guest nights in commercial accommodation in October** (up **0.5%**) and **7.26m** for the year (up **0.8%**).
- **On average**, visitors stayed in Auckland for **2.0 nights** for the month of October 2024 (down **9.1%**).
- **Average hotel Occupancy** for the month was **59.7%**, **11.6% lower** compared to October 2023. **Occupancy for the year to October 2024** was **64.8%** (down **5.1%**).
- The monthly **Average Daily Rate** was **\$198** (down **8.8%**) and **RevPAR** was **\$122** (down **19.6%**).
- Hotel occupancy reached **78.2%** on Wednesday 30th October 2024 (up **7.2%** on the previous year).
- Looking forward over the next twelve months, overall Occupancy-on-the-books is lower compared to last year with the exception of November 2025 which is currently the same as last year (19%).
- Over the next 90 days, Occupancy fluctuates and is similar to the same period last year with higher levels in mid-Jan, early Feb and April (compared to last year).
- **Occupancy is set to peak at 87% on Saturday 18th January 2025**, during the time of the ITM New Zealand Sail Grand Prix.



Auckland Tourism – Visitor Arrivals Data

2.22m International visitor arrivals in the year to October 2024, up 13.9%

- The month of October saw 162.2k international visitors, up 1.5% on October 2023.
- The year to October 2024 saw 2.22m international visitor arrivals, an increase of 13.9% on the previous year. International visitation was up 66.8% compared to 2020 levels (1.33m in YE October 2020).
- Holiday visitors (937.8k) contributed the most to annual visitor numbers and increased 29.1% on the year to October 2023. Monthly holiday numbers (70.1k) were up 9.8% compared with the month of October 2023.
- VFR visitors (758.4k) were up 1.7% for the year, with monthly numbers (52.3k) up 6.0%.
- There were 150.7k business visitors (up 1.6%) in the year to October 2024, and 12.8k for the month (down 9.2%).

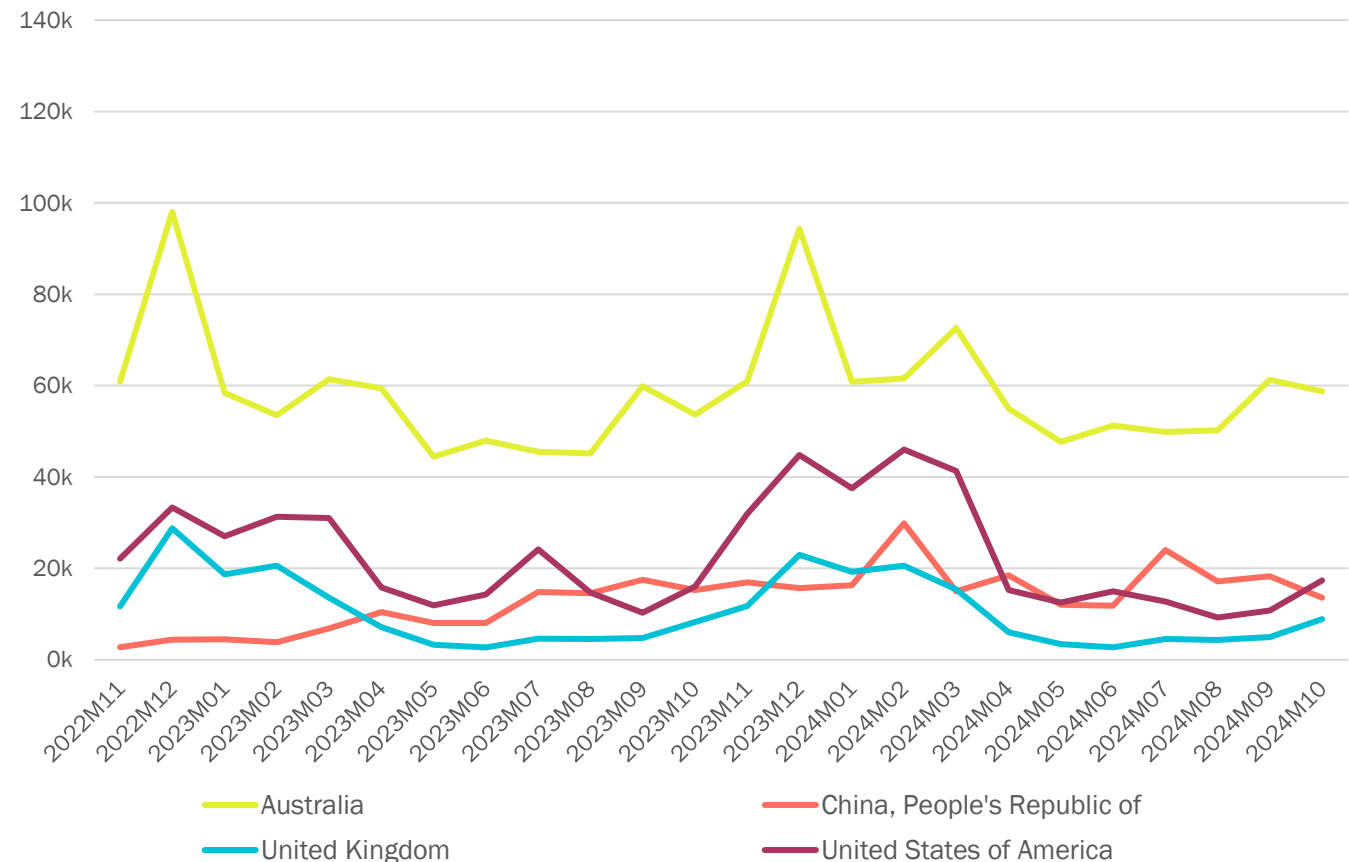


	Visitor arrivals	vs. previous year / YE	vs. Covid / 2020
October 2024	162,179	1.5%	3598.5%
YE October 2024	2,216,131	13.9%	66.8%

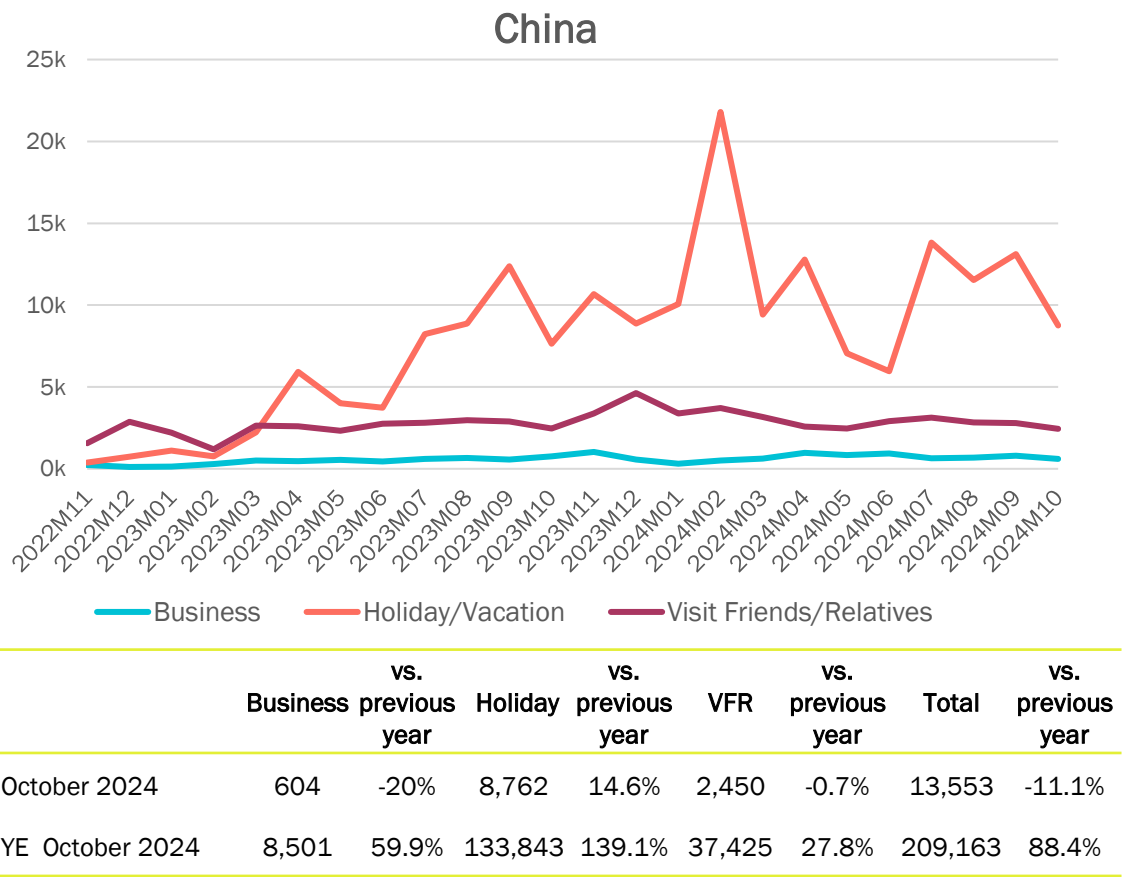
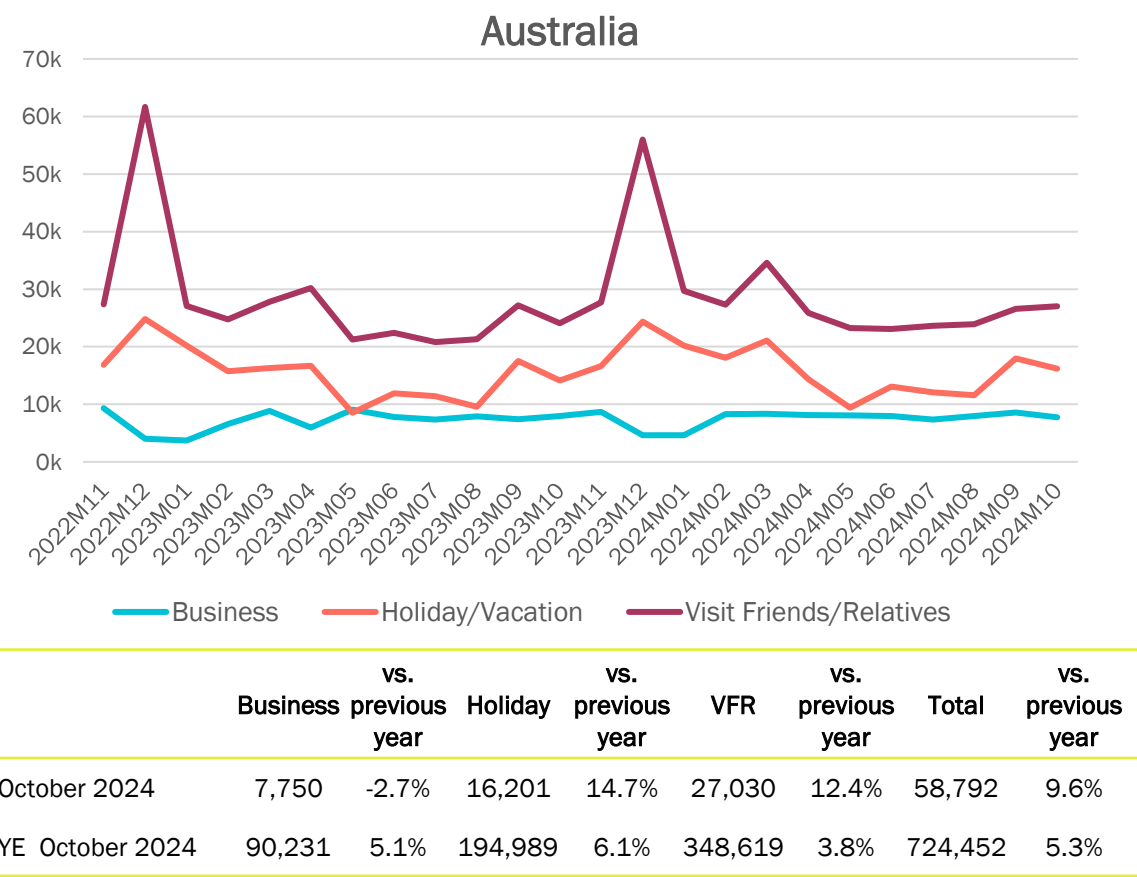
724.5k visitors from Australia for YE October 2024, up 5.3%

- There was an increase in **Australian visitors** in the month of October 2024, with **58.8k visitors**, up 9.6% compared to last October. **The year to October 2024 saw 724.5k Australian visitor arrivals, up 5.3% on last year.**
- The year to October 2024 saw 294.5k visitors from the US (up 16.9%), with 17.4k visitors for the month (up 8.3%).**
- Visitors from China (209.2k) were also up for the year (88.4%), but down (11.1%) for the month of October (to 13.6k).**
- For the year to October 2024, there were 124.9k visitor arrivals from the UK (down 3.0%) and 8.9k visitors for the month (up 7.6%).**

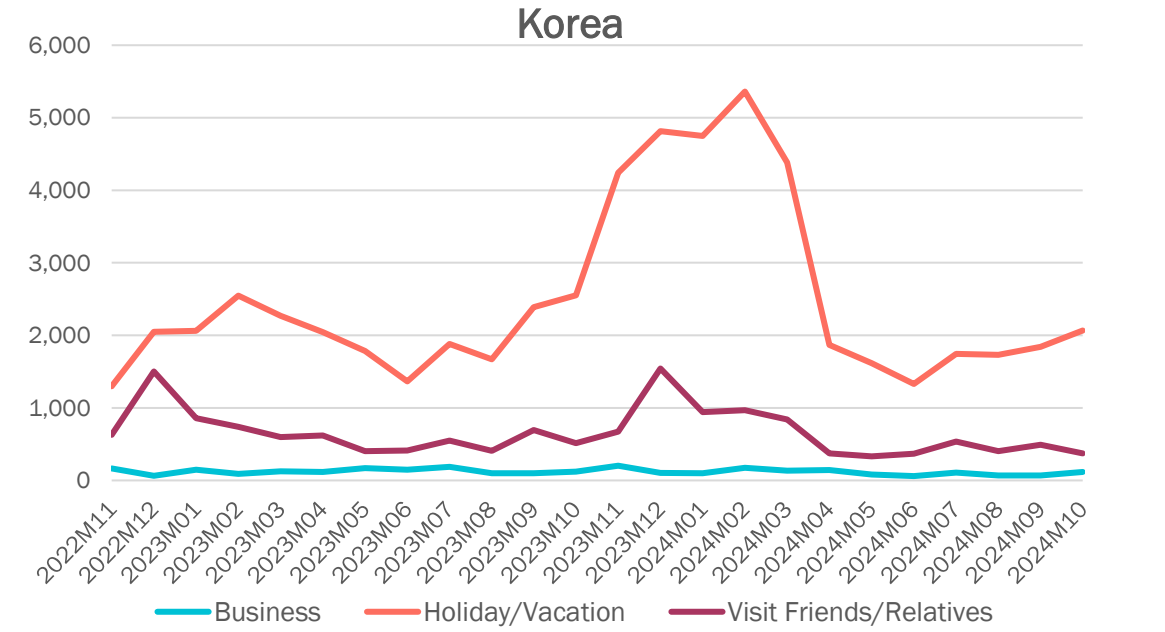
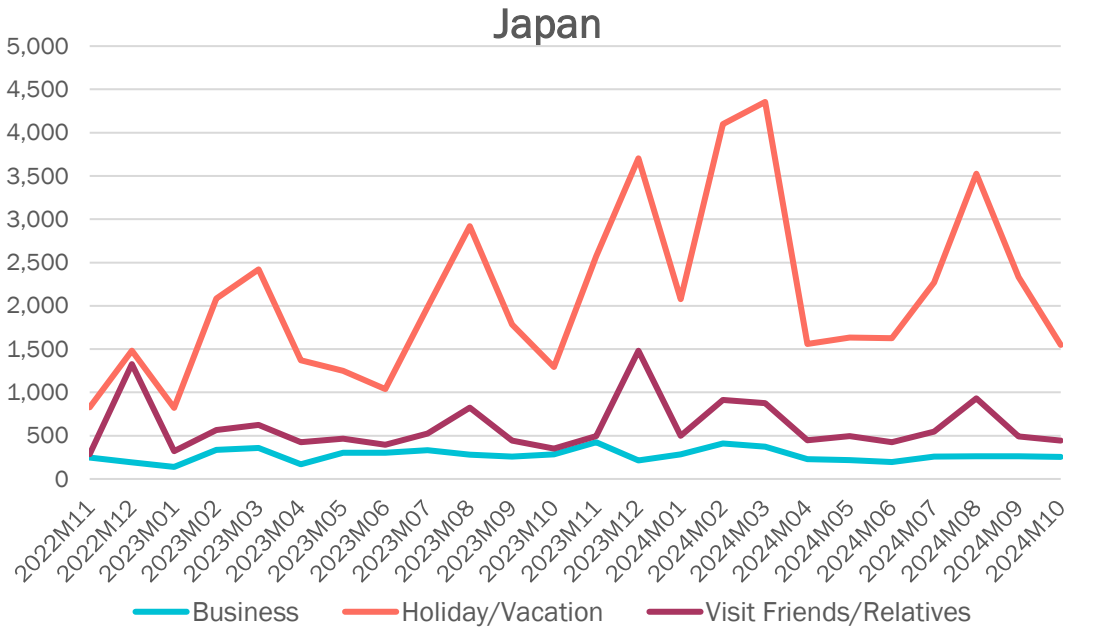
Visitor arrivals in Auckland by key international markets



24-month visitor arrivals from individual markets



24-month visitor arrivals from individual markets

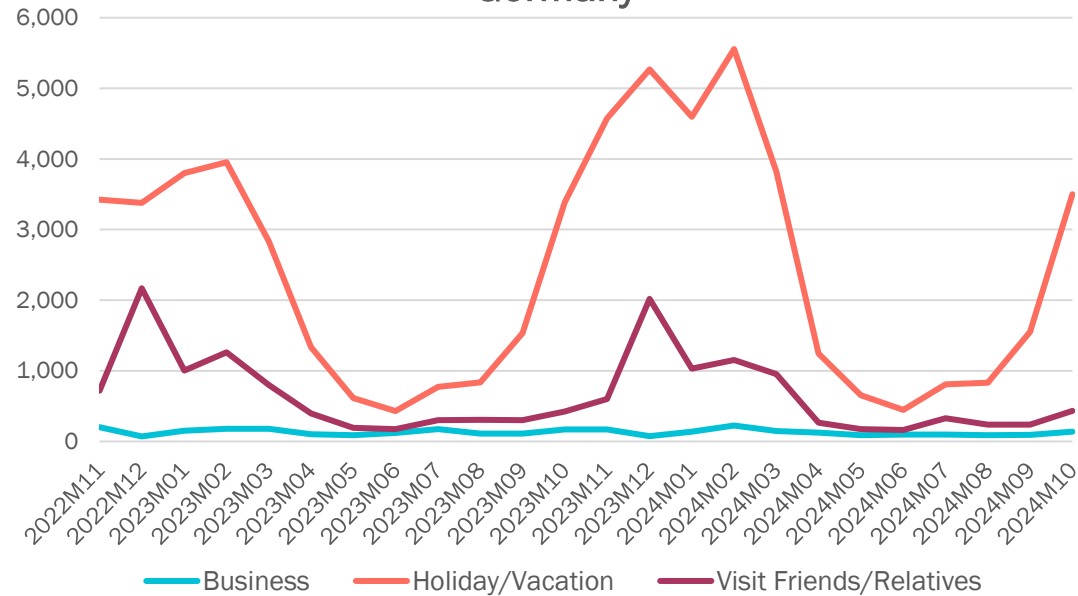


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2024	254	-10.9%	1,547	19.5%	443	26.9%	2,755	4.3%
YE October 2024	3,381	5.7%	31,300	62.3%	8,040	22.8%	56,359	36.4%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2024	117	-4.1%	2,065	-19.0%	374	-27.1%	2,947	-21.2%
YE October 2024	1,366	-11.3%	35,743	49.5%	7,846	-1.0%	50,896	29.4%

24-month visitor arrivals from individual markets

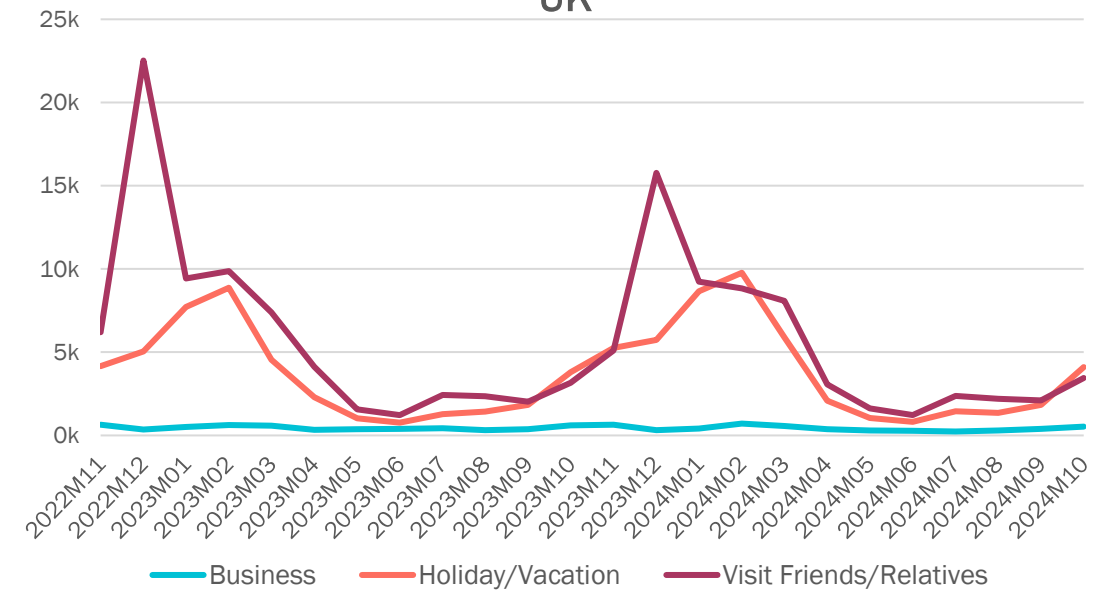
Germany



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2024	136	-19.0%	3,501	3.4%	432	2.4%	4,570	1.6%
YE October 2024	1,479	-10.5%	32,860	24.9%	7,591	-5.6%	47,067	16.0%

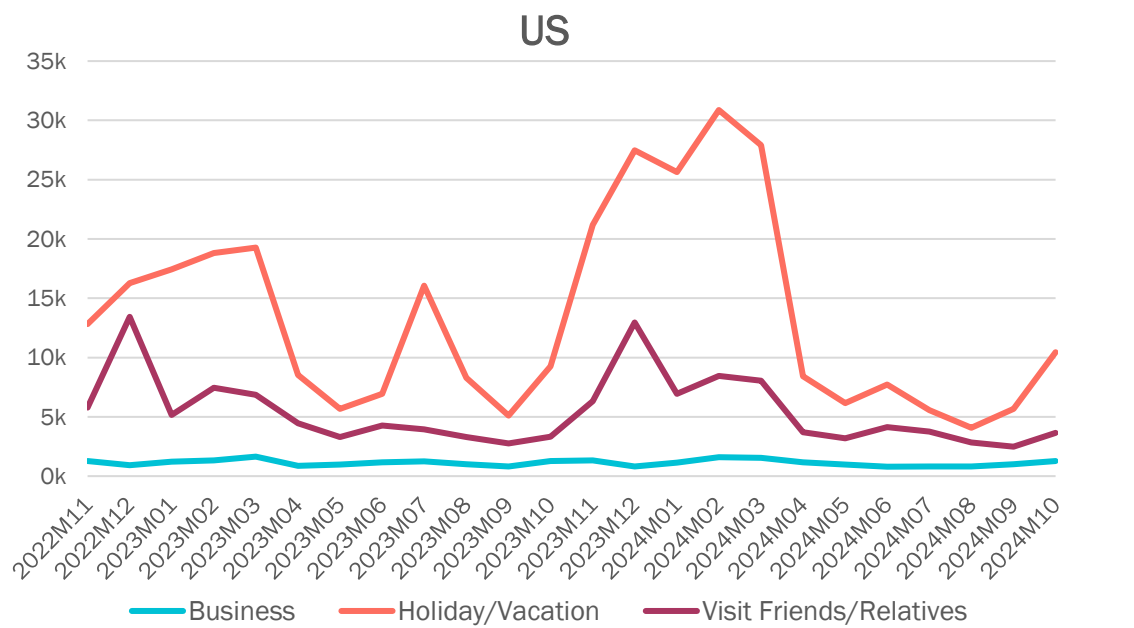
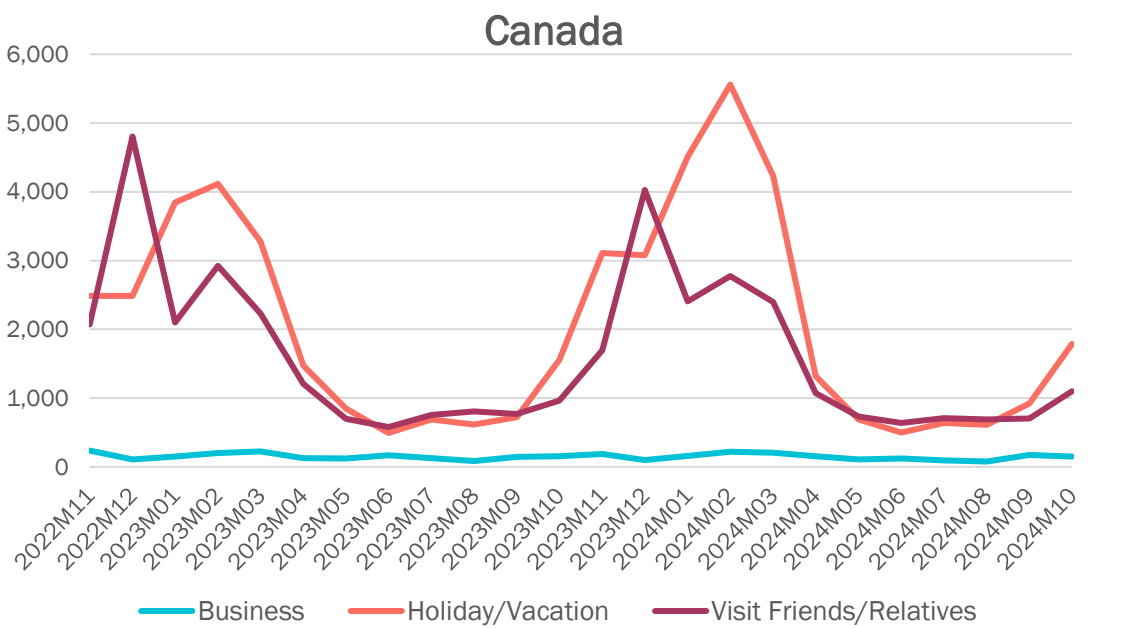
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UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2024	529	-13.6%	4,101	8.2%	3,458	9.1%	8,869	7.6%
YE October 2024	5,086	-7.5%	47,995	12.2%	63,058	-12.8%	124,859	-3.0%

24-month visitor arrivals from individual markets



		vs. Business previous year	Holiday vs. previous year	VFR	vs. previous year	Total	vs. previous year	
October 2024	151	-3.2%	1,789	15.0%	1,101	14.3%	3,423	13.6%
YE October 2024	1,759	-4.8%	26,956	19.2%	18,946	-4.8%	52,707	6.4%

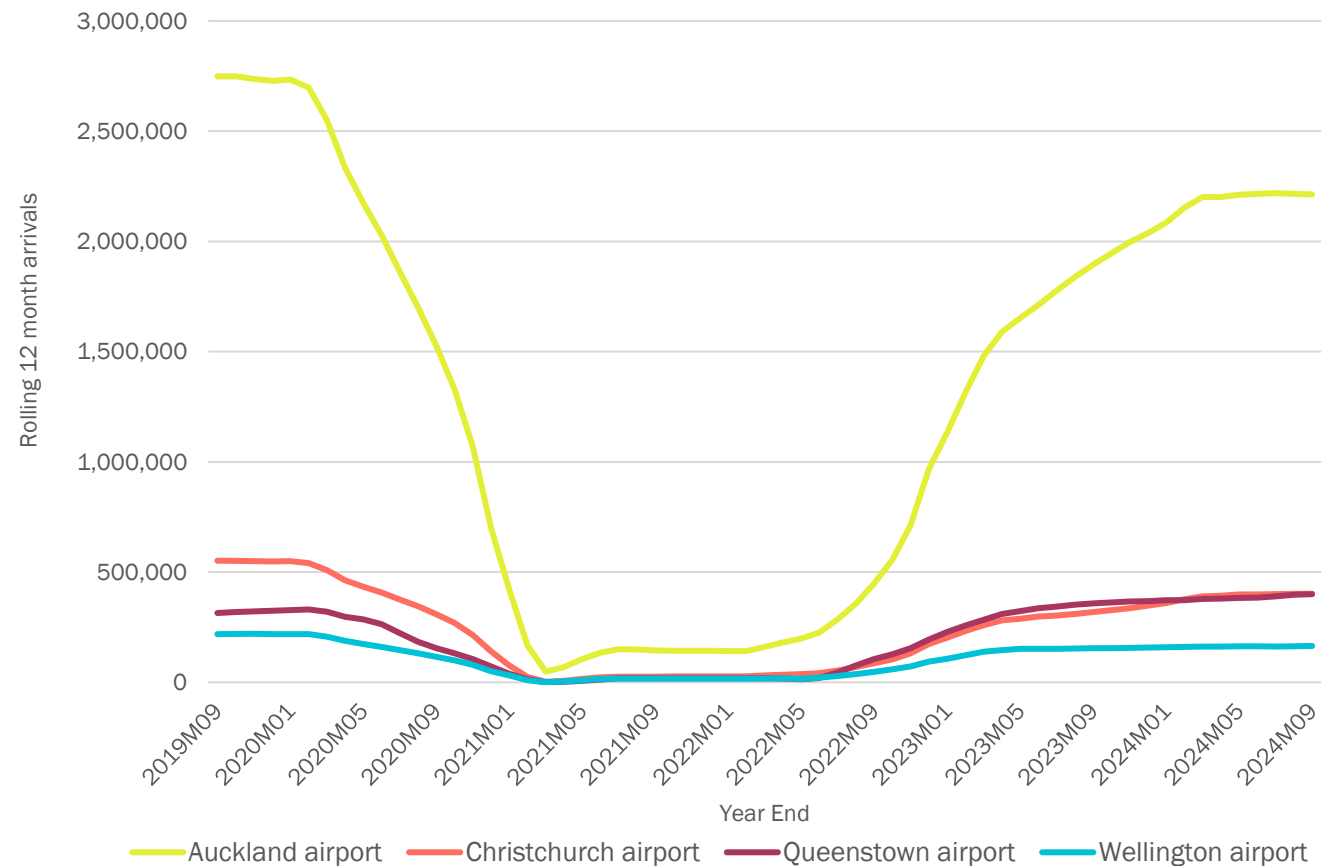
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2024	1,273	-0.9%	10,449	12.9%	3,643	9.4%	17,380	8.3%
YE October 2024	13,236	-3.7%	181,173	25.4%	66,456	3.8%	294,527	16.9%

Auckland has seen a 13.9% increase in international visitor arrivals over the last year

- In the five years preceding the arrival of Covid in 2020, all major airports had seen steady increases in international visitor arrivals.
- The Covid-related travel bans had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- Auckland has again seen increasing arrivals since the borders fully opened in July 2022 and a 13.9% increase in international visitor arrivals over the last year.
- For the year ending October 2024, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 12.0%, Christchurch was up 23.9% and Wellington was up 8.2% compared to last year.

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12 month rolling visitor arrivals



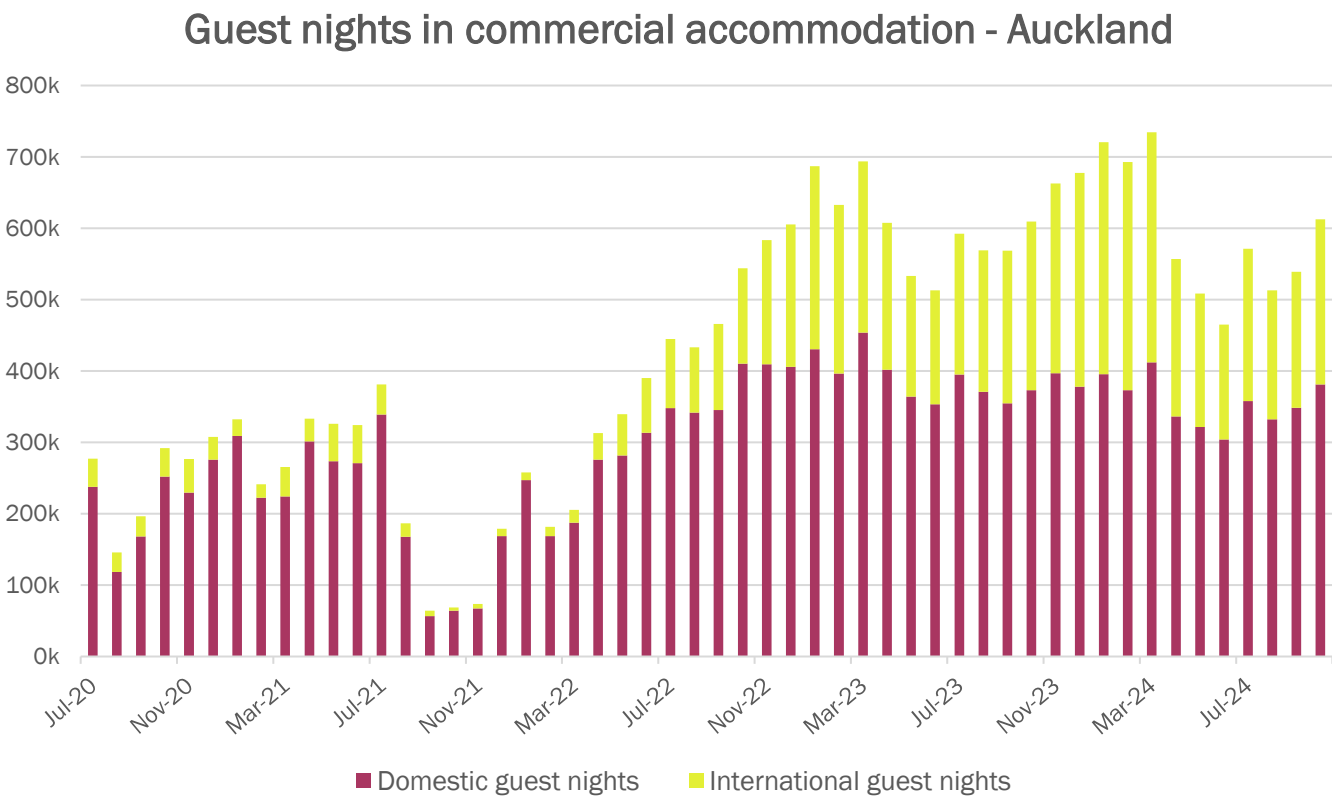


Auckland Tourism - Accommodation Data

381.1k domestic guest nights in commercial accommodation in October 2024, up 2.1%

- For the month of October 2024, there were **612.6k total guest nights** in commercial accommodation in Auckland, up **0.5%** on the same month last year.
- There were **381.1k domestic guest nights** in commercial accommodation (up **2.1%**), and **231.5k international guest nights** (down **2.0%**) in commercial accommodation in October 2024.
- The year to October 2024 saw **7.26m total guest nights** in Auckland (up **0.8%**) with **4.34m domestic guest nights** (down **7.9%**) and **2.92m international guest nights** (up **17.4%**).
- For New Zealand overall, there were **3.08m guest nights** in commercial accommodation in October 2024, up **1.7%** compared to October 2023.

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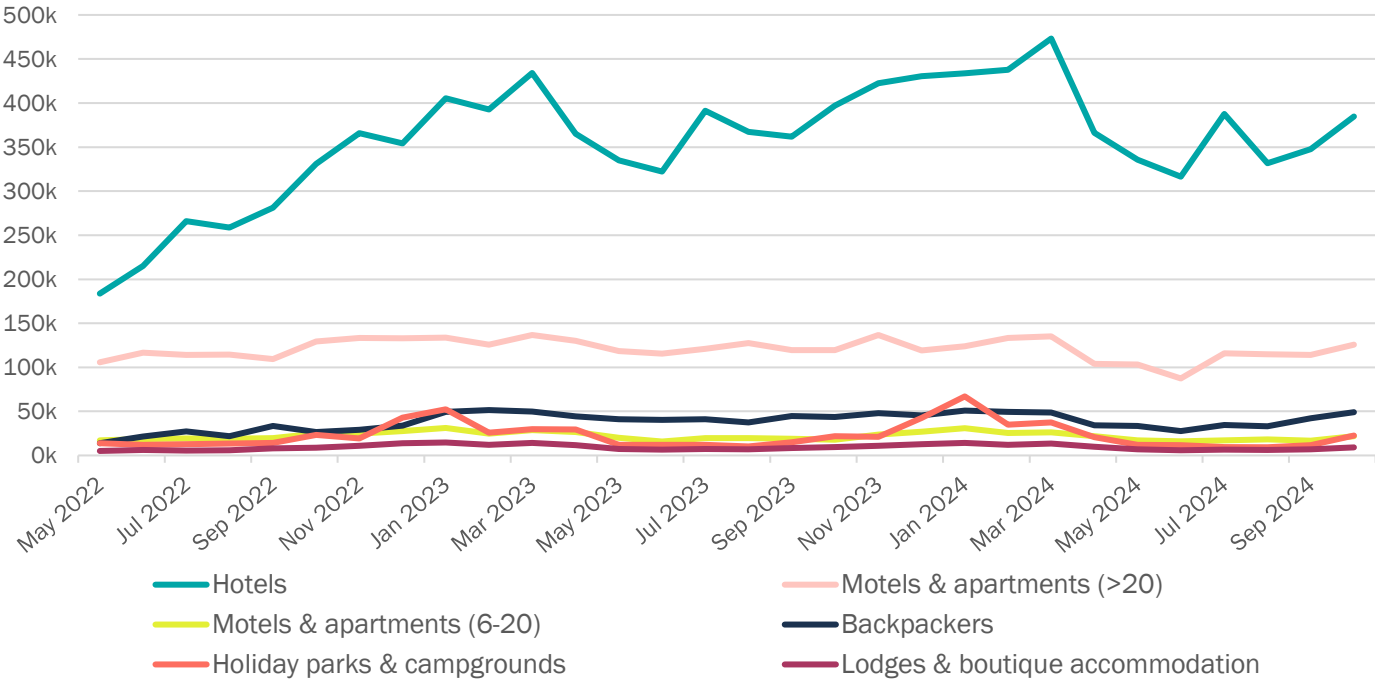
October 2024	Auckland	% change	New Zealand	% change
Total guest nights	612,600	0.5%	3,079,400	1.7%
Domestic guest nights	381,100	2.1%	2,107,600	2.5%
International guest nights	231,500	-2.0%	971,700	0.0%

Guest nights by accommodation type (monthly)

384.6k guest nights in hotels in October 2024

- For the month of October 2024, there were **384.6k guest nights in hotels** in Auckland, **down 3.1%** compared to October last year.
- There were **125.6k guest nights in motels and apartments (>20)**, **up 5.2%** on the previous year.
- Guest nights in motels and apartments (6-20) (21.7k)** were also up (21.2%).
- Guest nights in backpacker accommodation increased (up 11.9% to 49.0k)** in October 2024.
- Guest nights in holiday parks and campgrounds (22.7k)** were up (4.6%) for the month of October.
- Guest nights in lodges and boutique accommodation were down (5.2% to 9.1k)** for the month.

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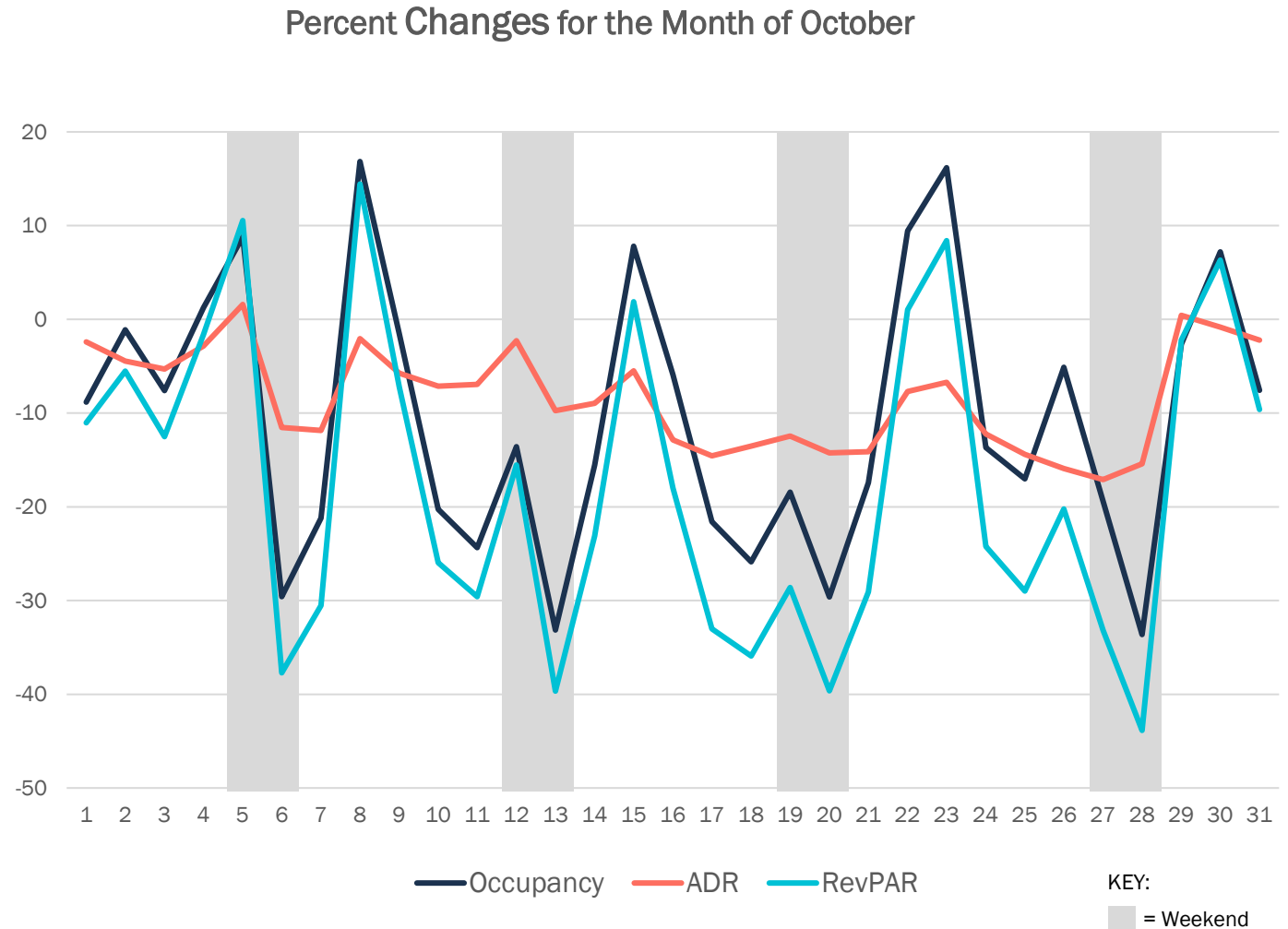
Jun-24	Auckland	% change
Hotels	384,600	-3.1%
Motels & apartments (>20)	125,600	5.2%
Motels & apartments (6-20)	21,700	21.2%
Backpackers	49,000	11.9%
Holiday parks & campgrounds	22,700	4.6%
Lodges & boutique accommodation	9,100	-5.2%

Source: Accommodation Data Programme (ADP). Fresh Info. MBIE. *Nb. ADP data is current at time of publication but is subject to change based on regular revisions and late submissions to the programme..

Average Occupancy for October 2024 was 59.7%, down 11.6%

- For the month of October 2024, the **average Occupancy** was **59.7%**, **11.6% lower** compared to October 2023.
- The **Average Daily Rate (ADR)** for the month was **\$198**, down **8.8%** on last year.
- Monthly Revenue per available room (RevPAR)** for October was **\$122**, **19.6% lower** compared to last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in October 2024.
- Percentage changes for Occupancy and RevPAR both peaked on **Tuesday 8th October** and ADR peaked on **Saturday 5th October 2024**.
- Average Occupancy for the year to October 2024** was **64.8%** (down **5.1%** compared to 2023), while ADR was **\$215** (down **9.1%**) and RevPAR was **\$143** (down **12.4%**).

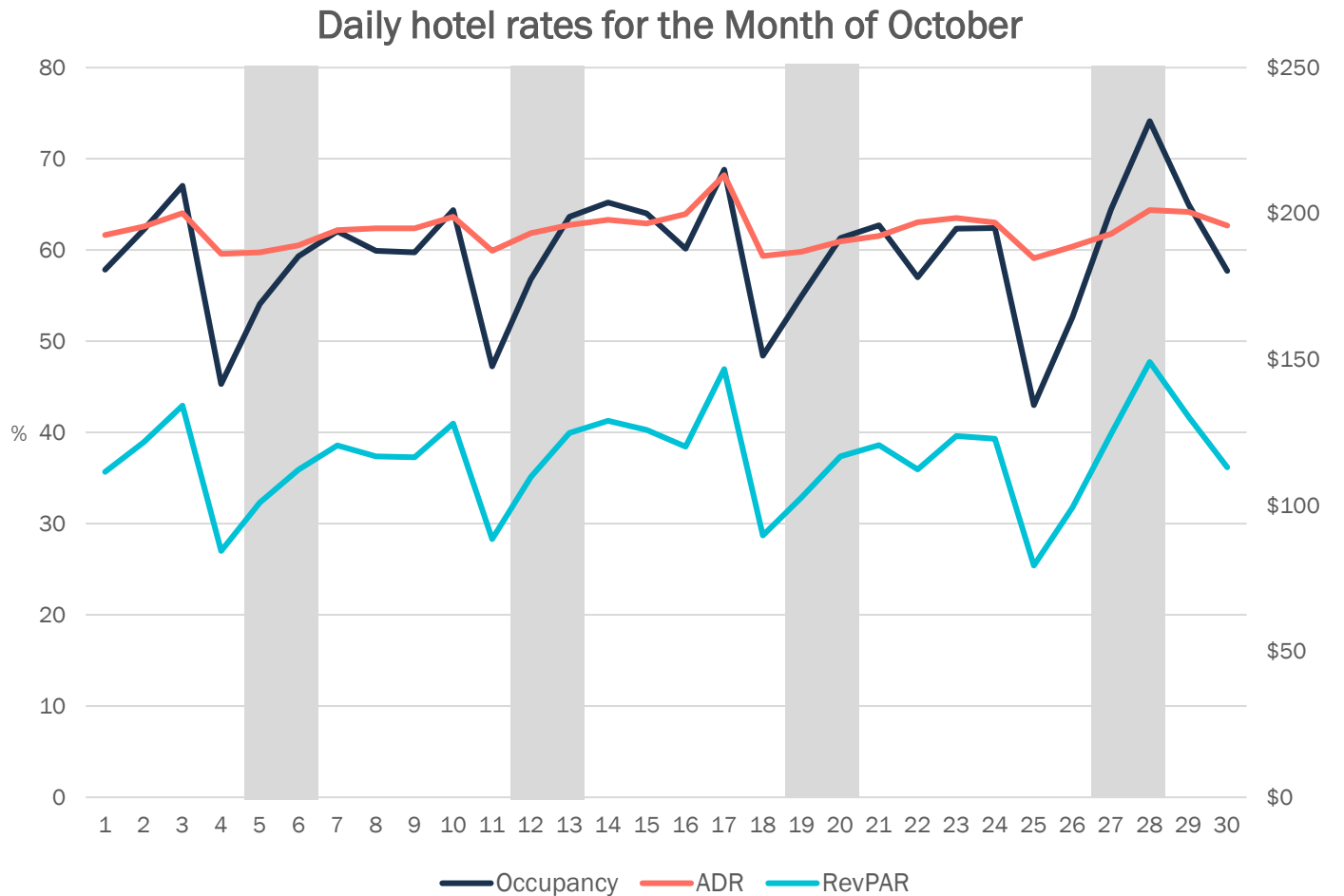
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Average daily rate peaked at \$210 on 13th October 2024, down 6.5%

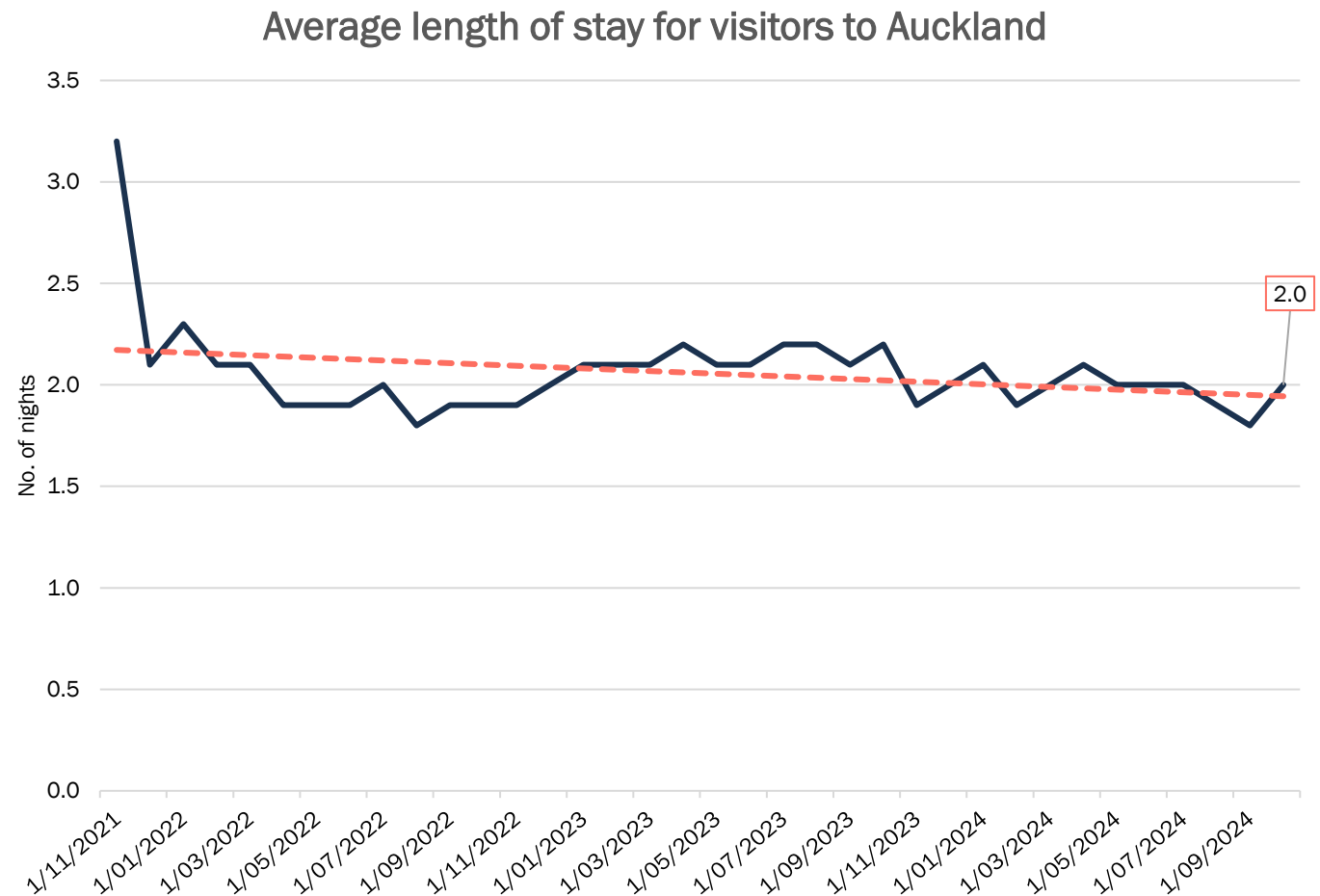
- The **average daily rate (ADR)** for hotels in Auckland was the highest for the month on **Thursday 31st October 2024** at **\$223** (down 2.2% on the previous year).
- **Hotel occupancy** reached **78.2%** on **Wednesday 30th October 2024** (up 7.2% on the previous year).
- **Revenue per available room (RevPAR)** peaked to **\$170** also on **Wednesday 30th October 2024**. This was up 6.3% in comparison to last year.

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

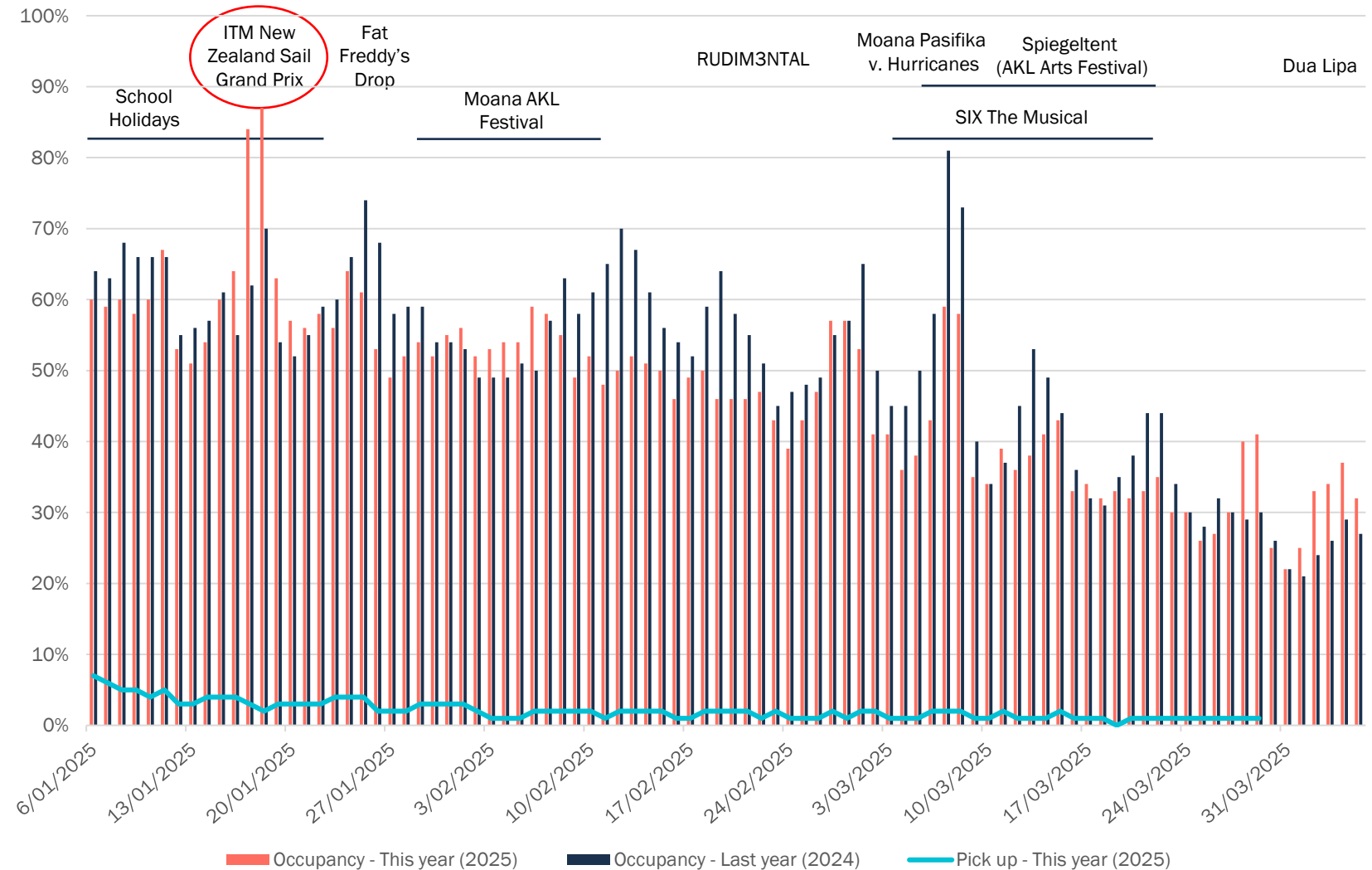
- On average, visitors stayed in Auckland for 2.0 nights for the month of October 2024 (down 9.1% on the previous year).
- There has been a slight downward trend in average length of stay for visitors to Auckland over the last three years.



90-Day Forward Booking Occupancy Data

- Looking forward over the next twelve months, overall Occupancy-on-the-books in Auckland is lower compared to last year with the exception of November 2025 which is currently the same as last year (19%).
- Over the next 90 days, Occupancy fluctuates and is similar to the same period last year with higher levels in mid-January, early February and April this year (compared to last year).
- Occupancy is set to peak at 87% on Saturday 18th January 2025, during the time of the ITM New Zealand Sail Grand Prix.
- 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.

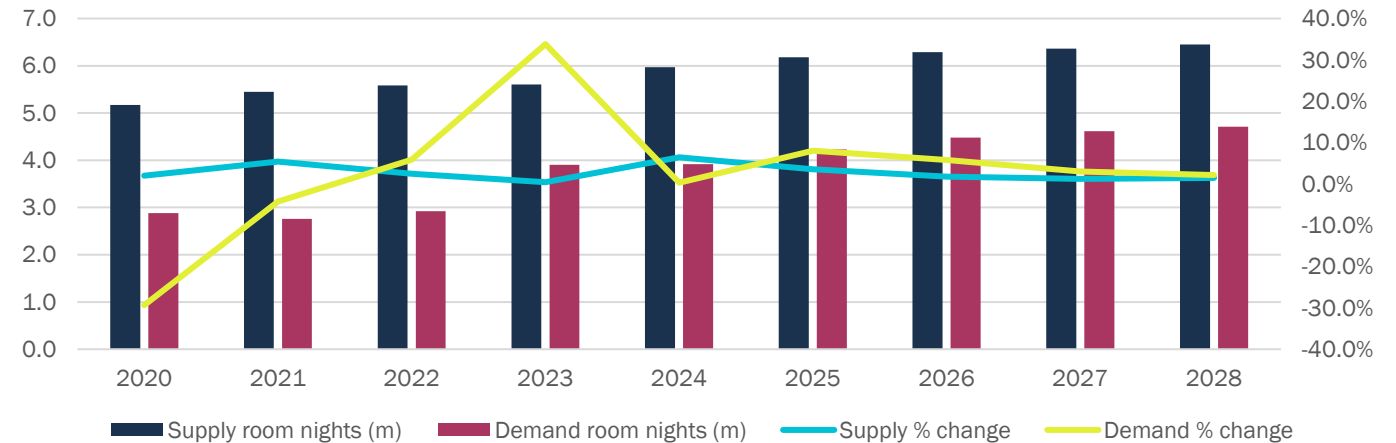
Occupancy - 90 Day Forward Outlook



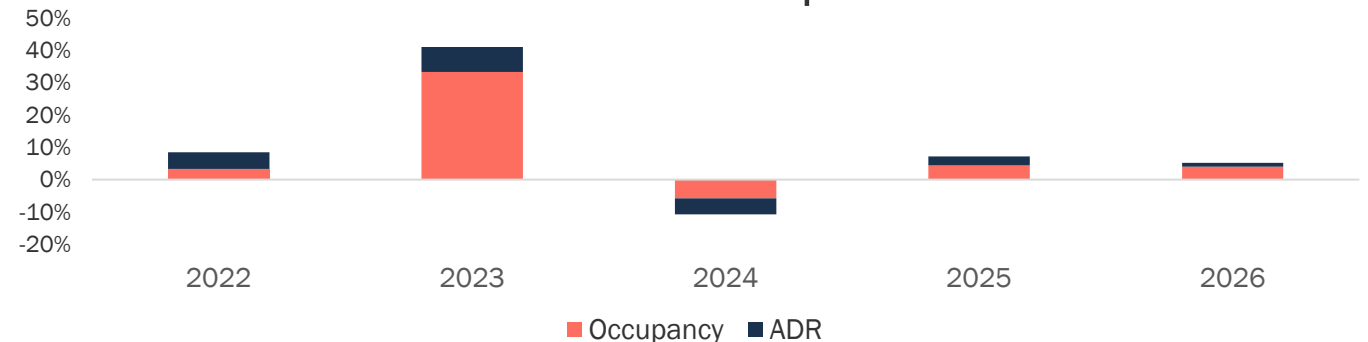
Longer term projections

- 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 Q3 supply expanded 7.7%. Demand declined -5.2%, resulting in an occupancy decline of -12.0%. Occupancy is expected to decline by -3.8% in 2024 Q4, with supply expanding 8.4% and demand expanding 4.3%.
- After expanding 33.3% in 2023, occupancy is expected to decline -5.8% in 2024. ADR is expected to decrease -5.0%, resulting in RevPAR decline of -10.5% in 2024. RevPAR is expected to grow by 7.3% in 2025.
- Over the next three years, occupancy is expected to expand at an average annual rate of 0.7%, while ADR is expected to decline at an average annual rate of -0.4%.

Supply and Demand Growth



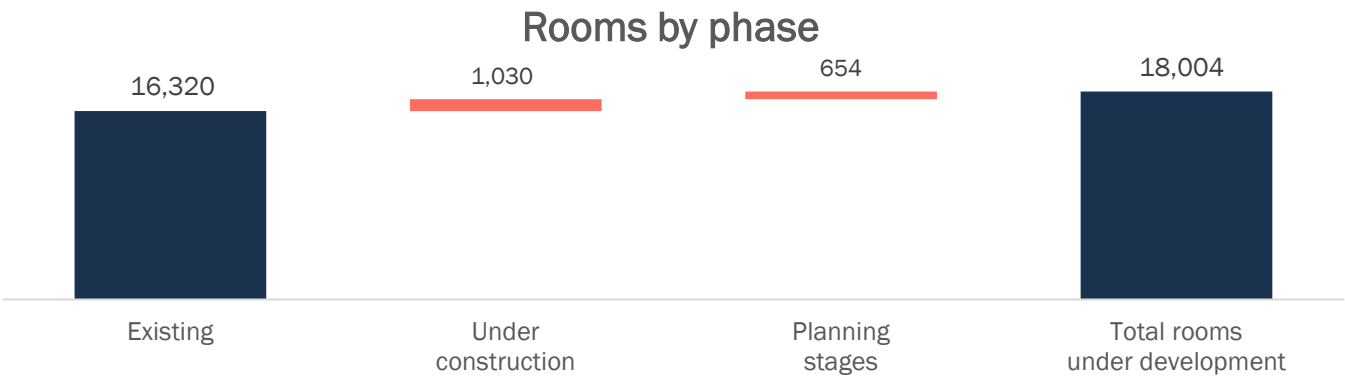
RevPAR Growth Composition



16.3k average daily rooms available in 2024, with 16.9k rooms forecast for 2025

- In 2024, on average there were 16.3k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 6.4%, which will supply an additional 987 rooms (compared to 2023) .
- Looking to 2025, average room supply is expected to expand 3.5%, supplying 579 new rooms and bringing the total number of rooms to 16.9k.
- Observing rooms by phase data, there was a total of 18.0k rooms (from 222 properties) in the pipeline.
- This comprised of 16.3k existing rooms (from 212 properties, 1.0k rooms under construction (from 6 properties), and 654 rooms in the planning stages (from 4 properties).

Average Supply				
(Avg. daily rooms during year)				
	Year	Rooms	% Chg.	Chg.
Actual	2020	14,173	2.0%	278
	2021	14,932	5.4%	759
	2022	15,298	2.4%	366
	2023	15,360	0.4%	62
Forecast	2024	16,346	6.4%	987
	2025	16,925	3.5%	579
	2026	17,220	1.7%	295
	2027	17,431	1.2%	211
	2028	17,681	1.4%	250



In total, 3.61m visitors are projected to visit New Zealand in YE October 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 13.5% from 2023 to 2028 (for Q3 2024), resulting in a possible 3.61m international visitors by YE October 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 2.6%. 1.49m Australian visitors are expected to visit New Zealand in the year to October 2028.





Auckland Tourism– Spend Data

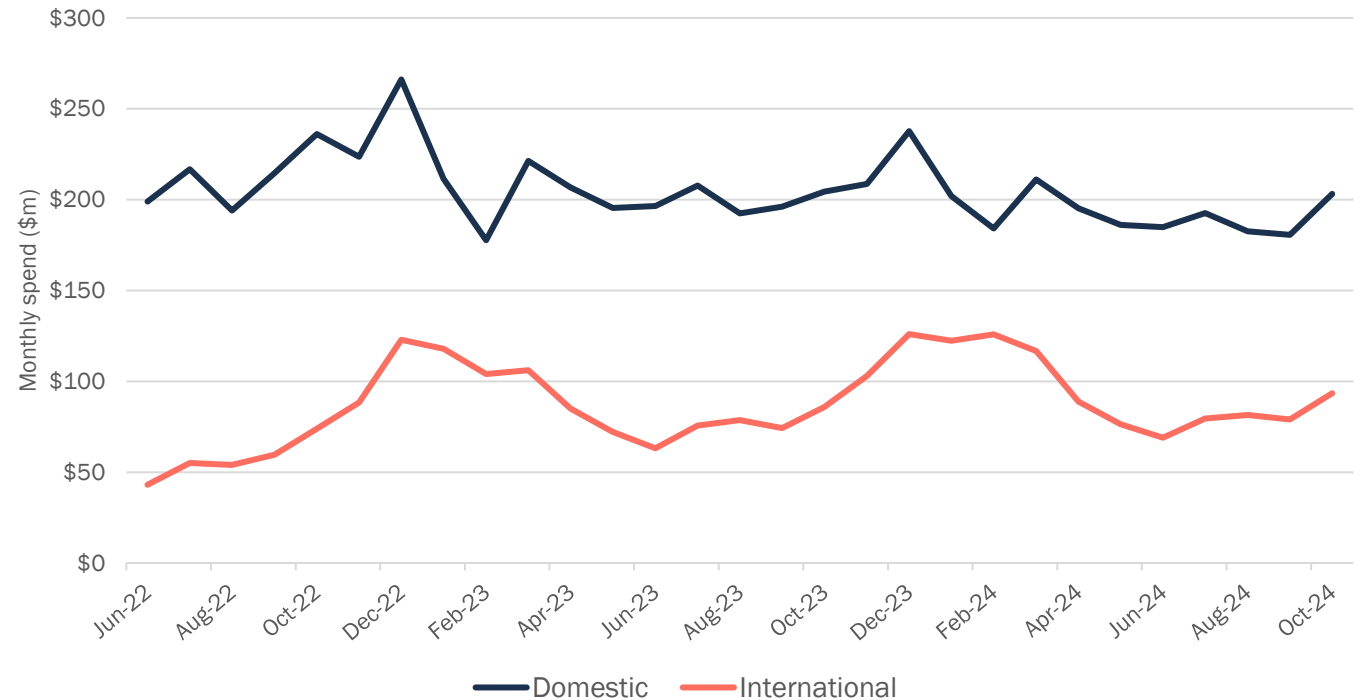
\$1.16b in International tourism spend for year-end October 2024, up 8.1%

- 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 January 2022 has been used for this purpose.
- In the year to October 2024, domestic tourism spend in Auckland was \$2.37b, down 5.2% on last year.
- International spend was \$1.16b, up 8.1% for the year.

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Source: MBIE TECTs.

Year-end tourism transactions in Auckland

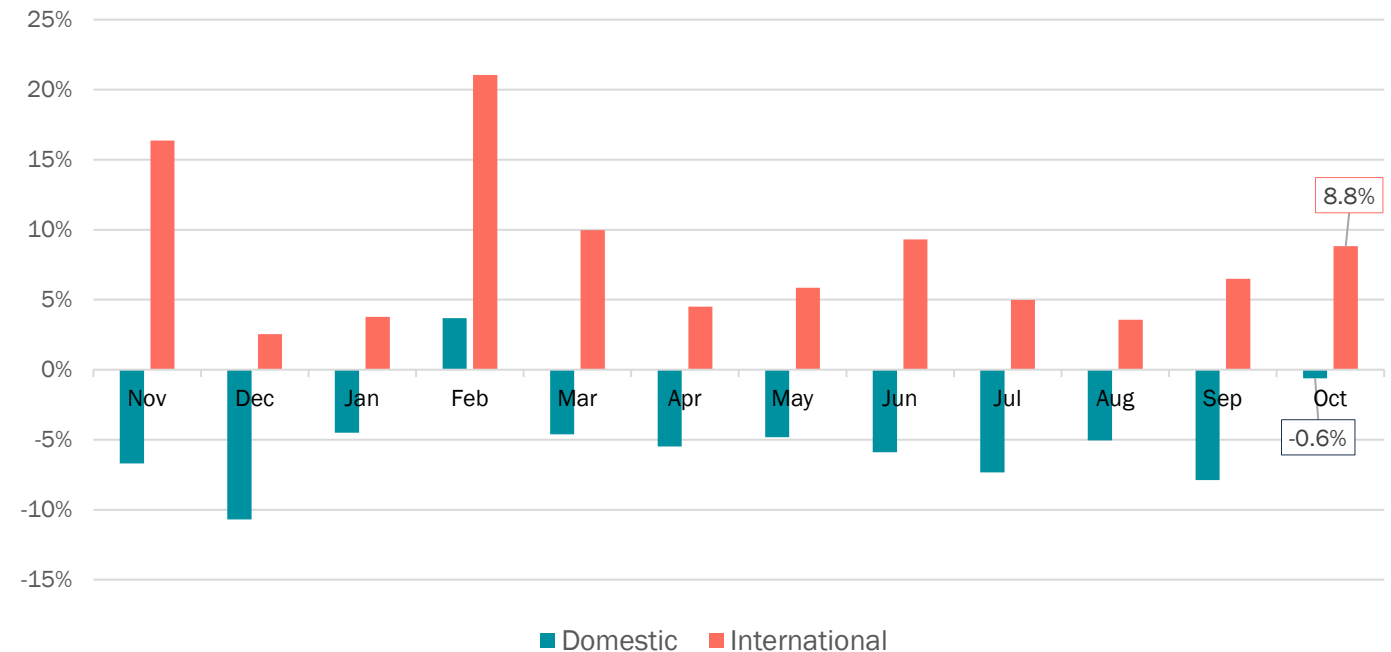


Tourism Transactions	YE October 2024 (\$b)	YE % change
Domestic	2.369	-5.2%
International	1.161	8.1%

International tourism spend was \$93.5m for October 2024, up 8.8%

- For the month of October 2024, domestic tourism spend (TECTs) was \$203.1m (down 0.6%) compared to the same month in 2023.
- International tourism spend in October 2024 was \$93.5m (up 8.8%) compared to October 2023.

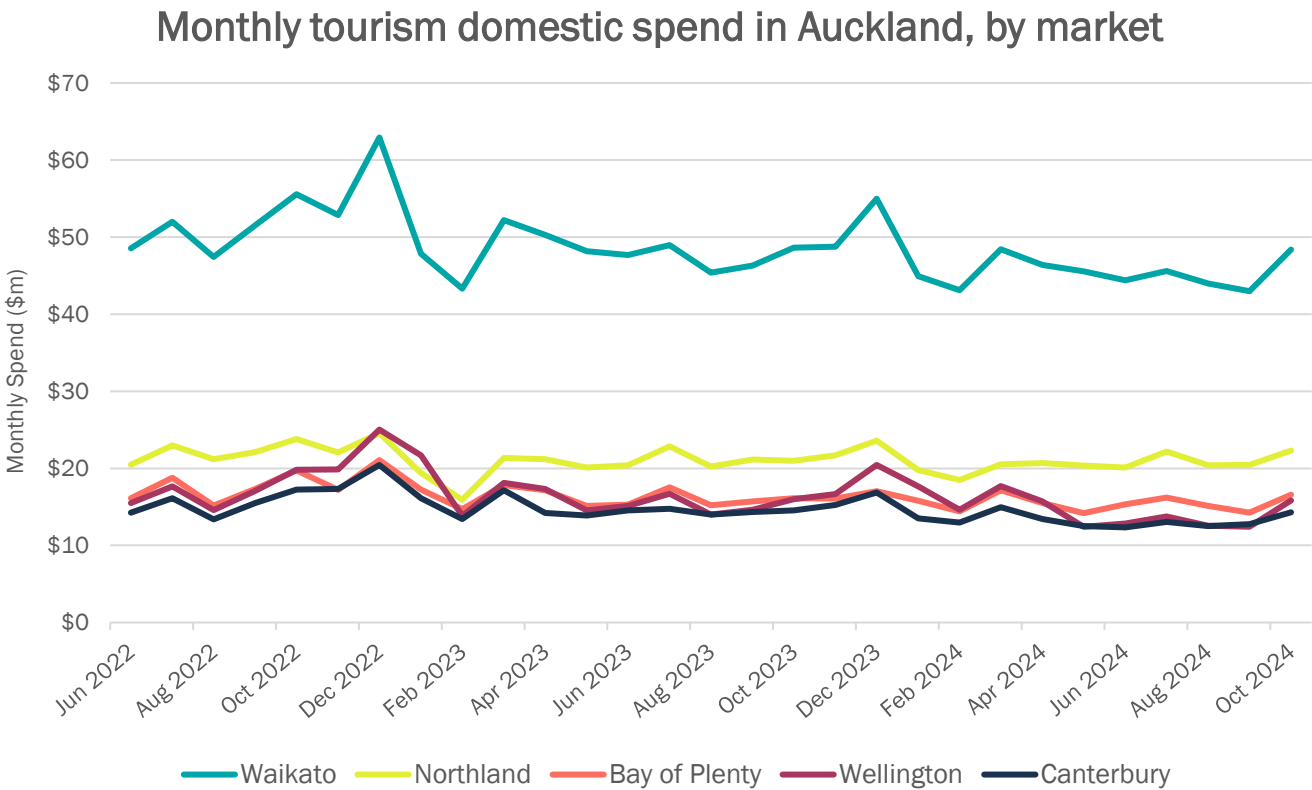
Monthly % change in tourism transactions in Auckland



Tourism Transactions	October 2024 (\$m)	% change
Domestic	203.1	-0.6%
International	93.5	8.8%

Northland visitors spent \$22.3m in October 2024, up 6.2% on the previous year

- For the month of October 2024, tourism spend from **Waikato-based visitors \$48.4m** was **down 0.5%** compared to the previous year.
- Northland visitors spent \$22.3m** in October 2024, **up 6.2%** on the previous year.
- Spend from the **Bay of Plenty (\$16.6m, up 2.9%)** was also up.
- Spend from **Wellington (\$15.8m, down 1.2%)** and **Canterbury (\$14.3m, down 1.7%)** visitors was down in October 2024, compared to last year.



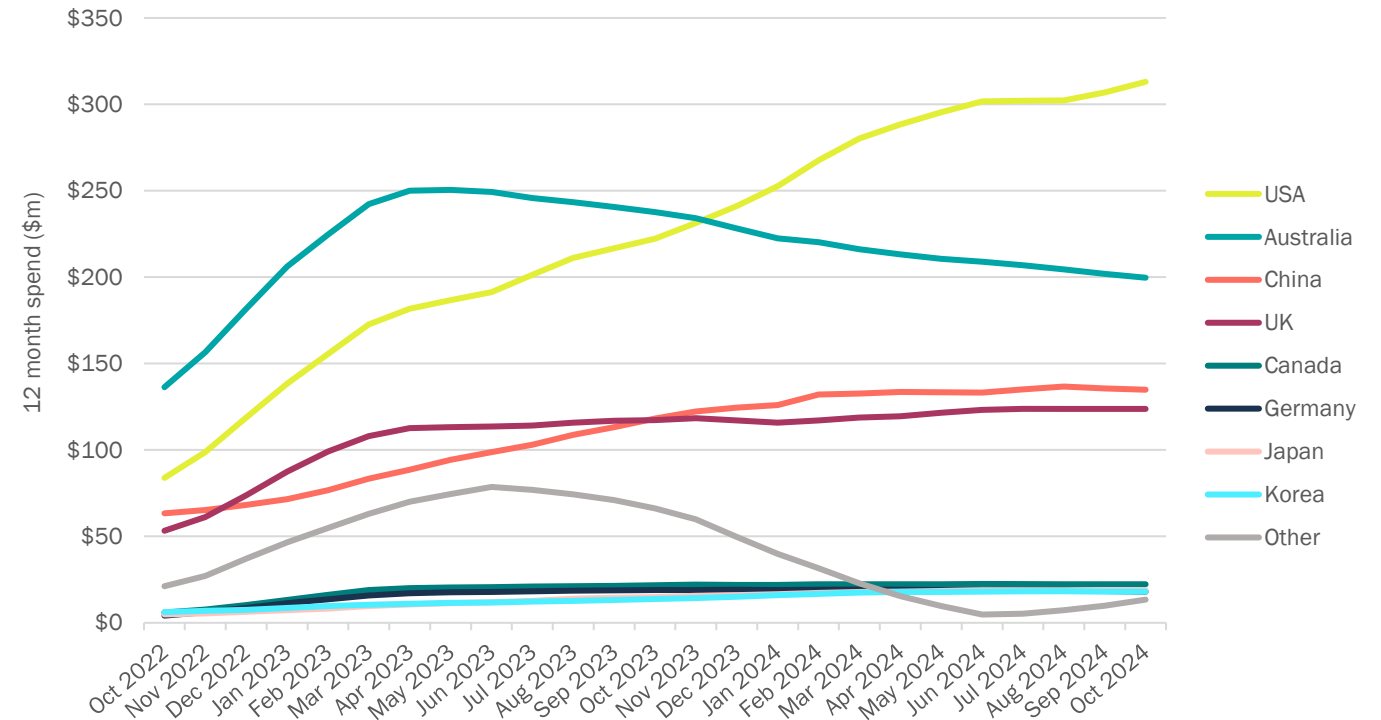
	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
October 2024	48.4	-0.5%	22.3	6.2%	16.6	2.9%	15.8	-1.2%	14.3	-1.7%

Visitors from the US spent \$313m in the year to October 2024, up 40.8% on the previous year

- In the year to October 2024, tourism spend from the US was \$313m, up 40.8% on the previous year.
- Chinese visitors spent \$135m in the year to October 2024, up 14.1% on the previous year.
- Spend from the UK was \$124m, also up 5.5% for the year to October 2024.
- Australian tourism spend (\$200m) was down 15.9%.
- Spend from Japan (up 25.6% to \$18.8m), Korea (up 30.4% to \$18.0m), and Canada (up 2.7% to \$22.3m) was up on the previous year.
- Spend from German visitors (\$18.0m) was down (4.6%).

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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 October 2024	200	-15.9%	135	14.1%	124	5.5%	313	40.8%	18	-4.6%

Visitors from the US spent \$25.1m in October 2024, up 32.9% on the previous year

- For the month of October 2024, tourism spend from the US (\$25.1m) was up 32.9% compared to last October.
- Visitors from Australia spent \$15.3m in October, down 12.1% on the previous year.
- Visitors from China spent \$12.0m in October, down 6.1% compared to last year.
- There was a slight increase in tourism spend from UK visitors (up 0.2% to \$9.0m) but spend from German visitors (\$1.2m) was down (22.6%) for the month of October 2024.



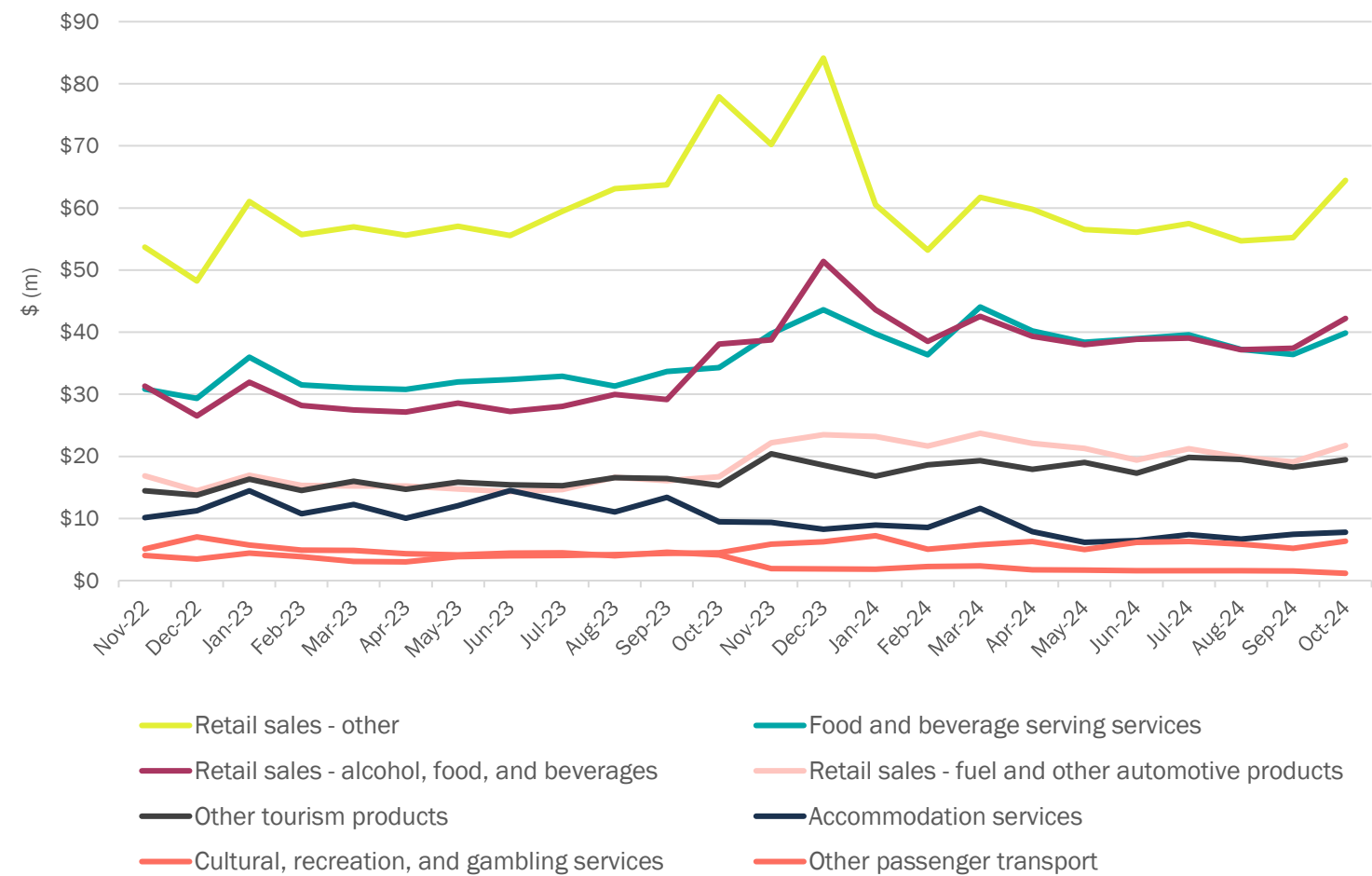
	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
October 2024	15.3	-12.1%	12.0	-6.1%	9.0	0.2%	25.1	32.9%	1.2	-22.6%

\$39.9m spent in food and beverage serving services by domestic visitors in October 2024, up 16.3%

	Spend (\$m)	% change
Accommodation services	7.8	-17.9%
Cultural, recreation, and gambling services	6.3	42.4%
Food and beverage serving services	39.9	16.3%
Other passenger transport	1.2	-71.8%
Other tourism products	19.5	26.9%
Retail sales - alcohol, food, and beverages	42.2	10.9%
Retail sales - fuel and other automotive products	21.8	30.3%
Retail sales - other	64.5	-17.3%
Grand Total	203.1	-0.6%

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Domestic monthly tourism transactions in Auckland, by product



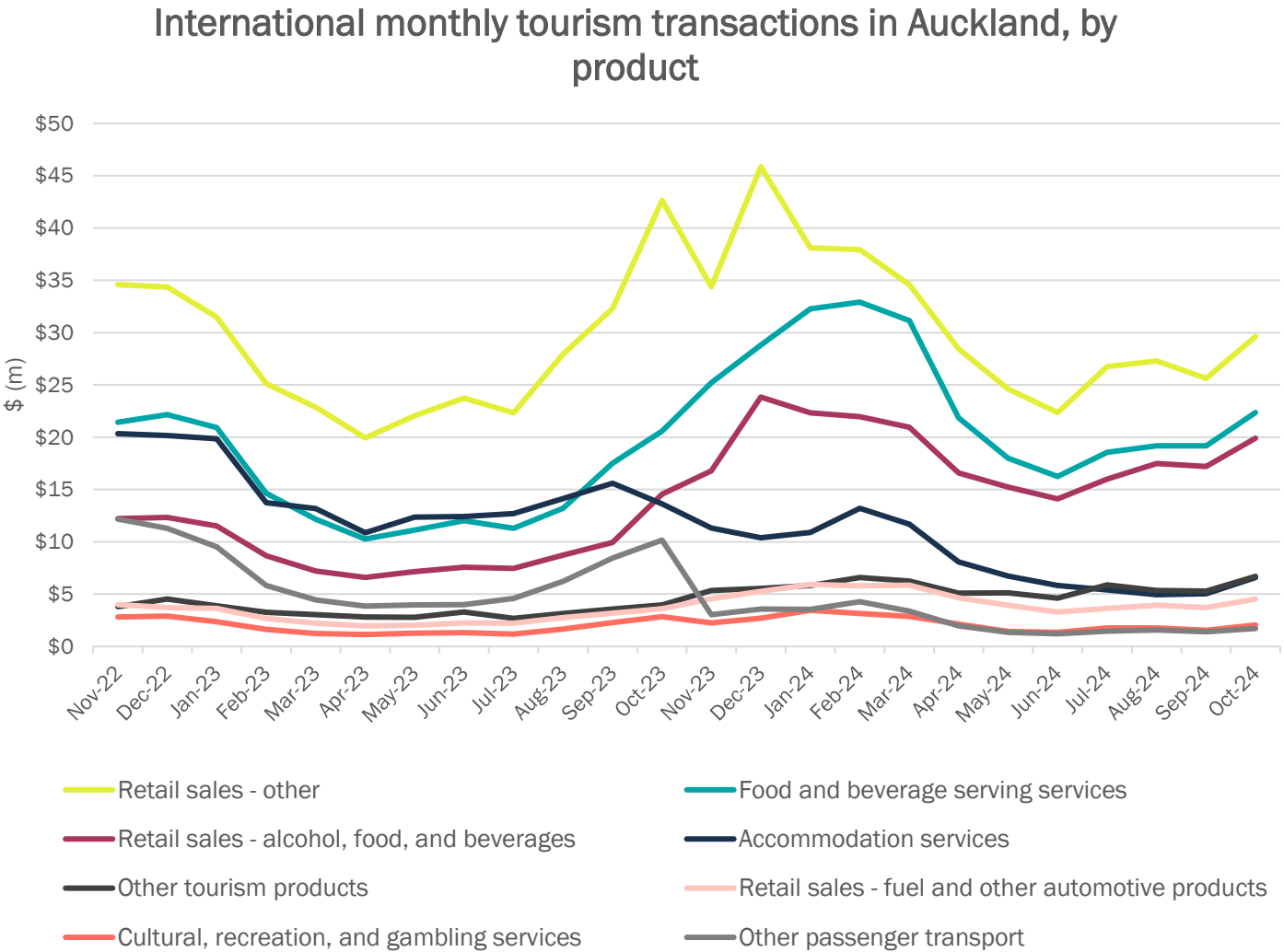
Source: MBIE TECTs.

\$29.6m spent in Retail sales (other) by International visitors in October 2024

	Spend (\$m)	% change
Accommodation services	6.6	-51.8%
Cultural, recreation, and gambling services	2.1	-27.5%
Food and beverage serving services	22.4	8.6%
Other passenger transport	1.7	-83.2%
Other tourism products	6.7	68.5%
Retail sales - alcohol, food, and beverages	19.9	36.7%
Retail sales - fuel and other automotive products	4.5	26.1%
Retail sales - other	29.6	-30.5%
Grand Total	93.5	-16.6%

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Source: MBIE TECTs.





Auckland – Major Events Data

Major Events Insights – October 2024



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Event	Date(s)	Venue	Interesting Findings
Crouching Tiger, Hidden Dragon Live In Concert	3 October 2024	Aotea Centre	
An Evening with Andy Summers	3 October 2024	Auckland Town Hall	▪ The month of October saw 162.2k international visitors, up 1.5% on October 2023.
NE-YO - Champagne & Roses Tour	5 October 2024	Spark Arena	▪ A total of approximately 60,264 people visited the 2024 Auckland Diwali Festival (down 2% on 2023 but up 28% on 2022), with a total of 127,292 gate movements.
Matilda The Musical	24 September – 13 October 2024	Bruce Mason Centre	
The Dire Straits Experience	17 October 2024	Aotea Centre	▪ Attendees spent a total of \$1.96m at the Auckland Diwali Festival (up 0.5% on 2023 and up 28.3% on 2022). The average spend per person overall was \$34.41.
A-League: Auckland v Brisbane Roar	19 October 2024	Mount Smart Stadium	
Auckland Diwali Festival	19-20 October 2024	Aotea Square	
Travis Scott - Circus Maximus Tour	31 October 2024	Eden Park	

Auckland Diwali Festival

Date(s): 19-20 October 2024
Venue: Aotea Square



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60.3^k

Attendance



\$362^k

Change in regional GDP



95%

Of respondents are likely to attend the event in future



93%

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



\$1.7^m

Total event expenditure



90%

Of respondents were satisfied with their event experience



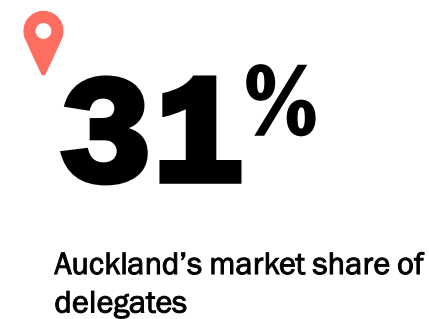
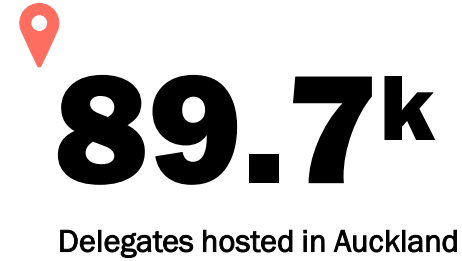
A photograph of a rooftop terrace in Auckland, New Zealand. The terrace is paved with light-colored tiles and has a dark metal railing. In the foreground, a man in a blue shirt and a woman in a white top are seated at a small round table, engaged in conversation. To their right, another man in a red 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

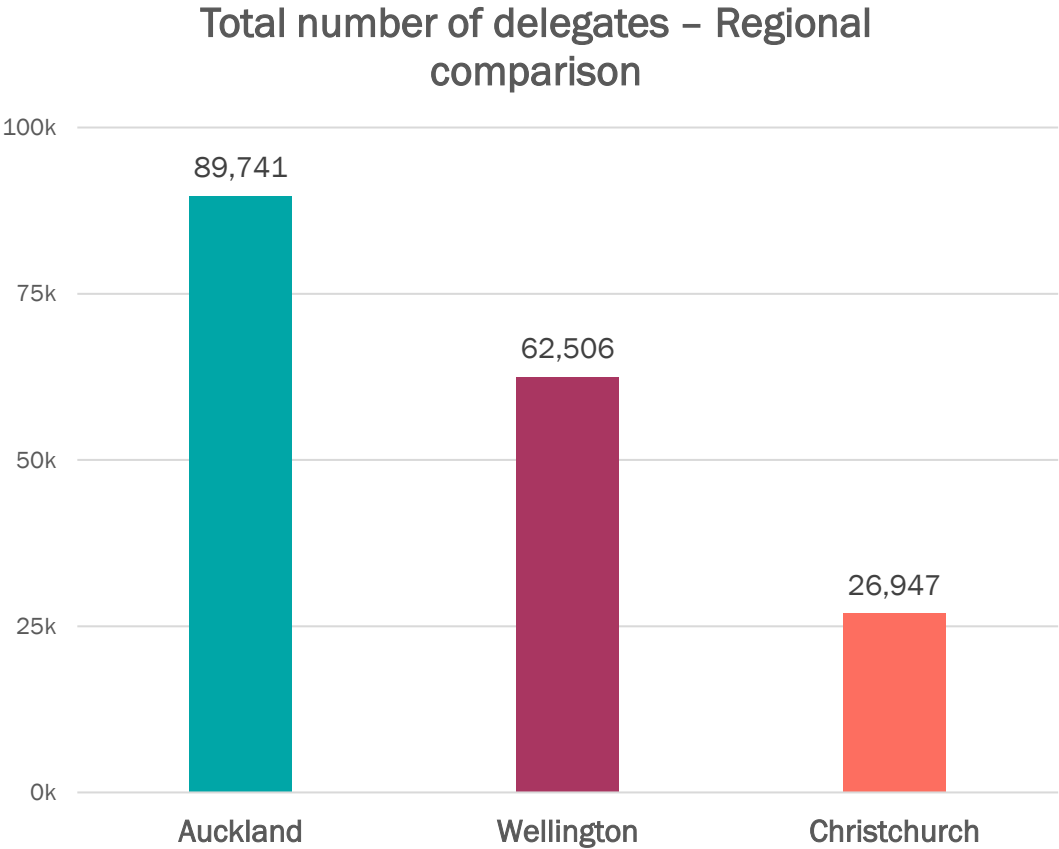
Business Events Insights Q3 2024



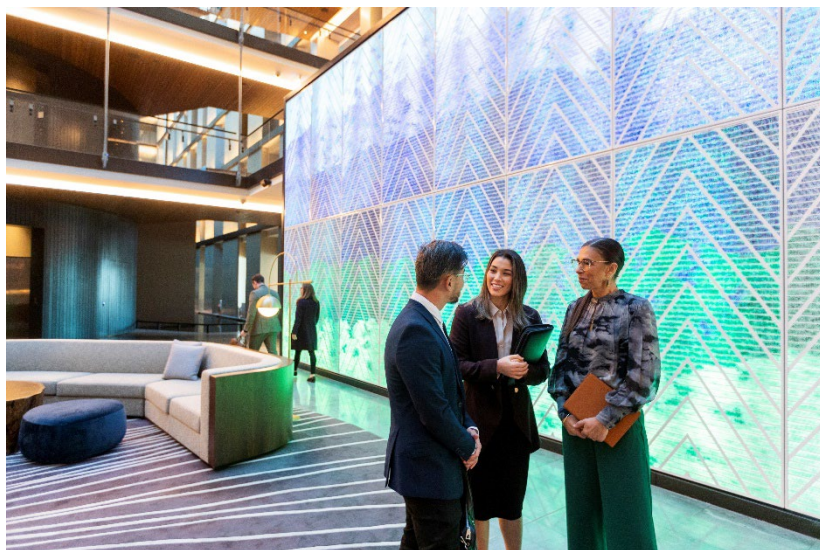
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Auckland attracted the highest number of business delegates (89.7k) in New Zealand in Q3 2024

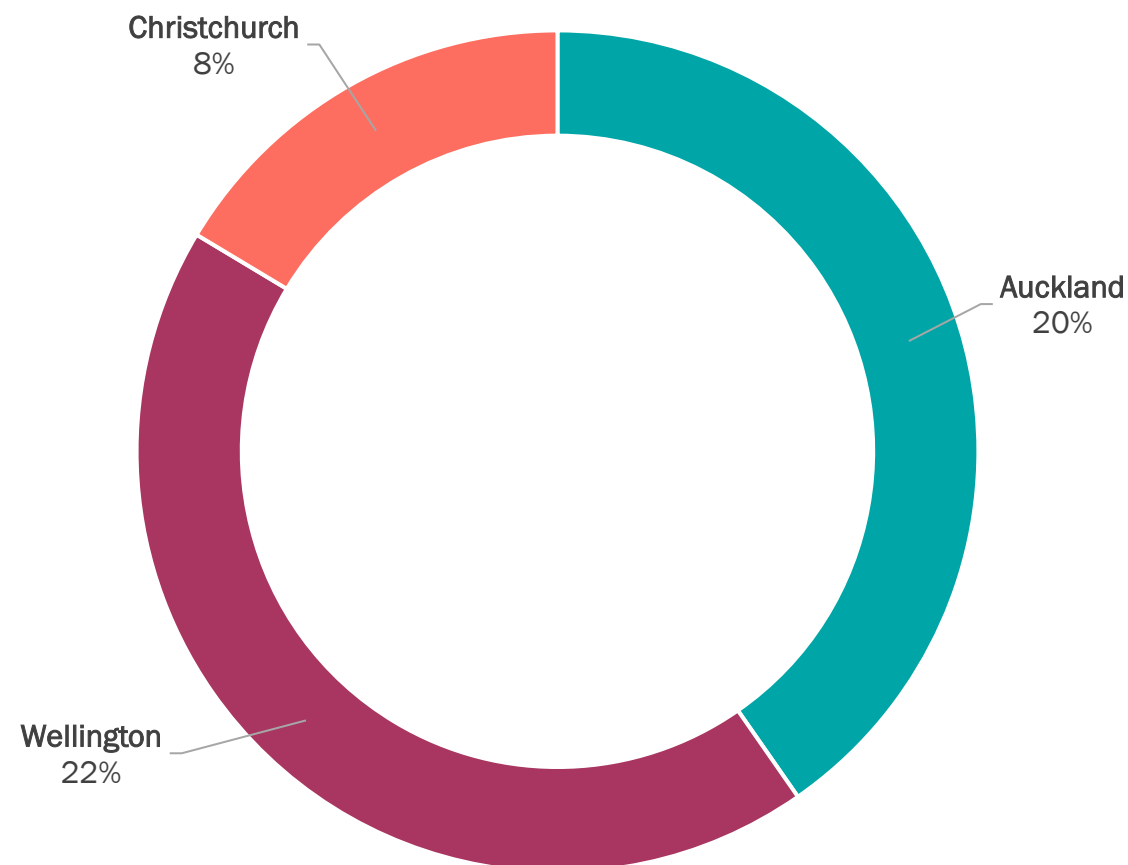


Auckland had 20% of business events in New Zealand in Q3 2024



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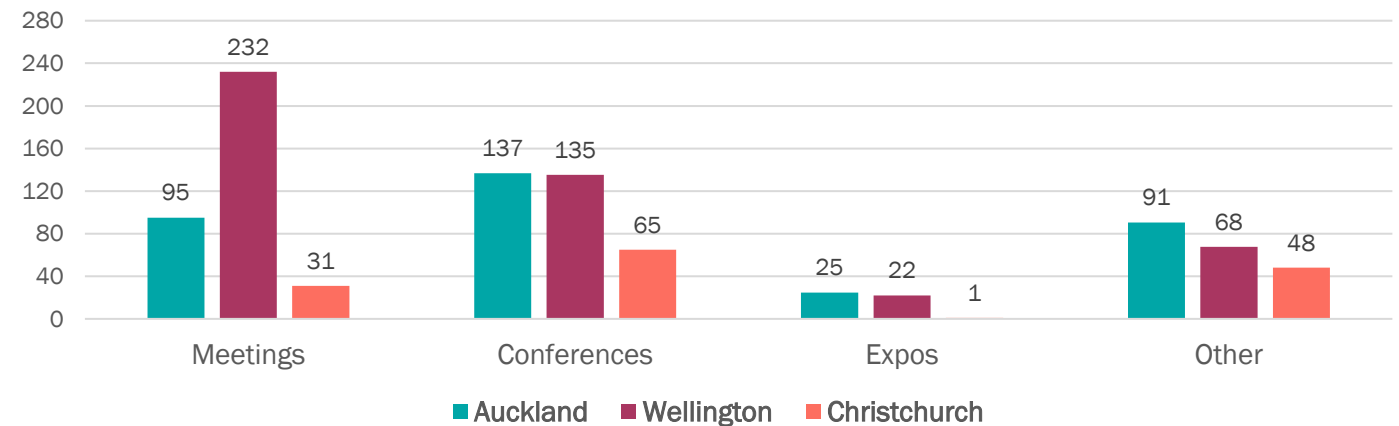
Business Event Market Share - Regional Comparison



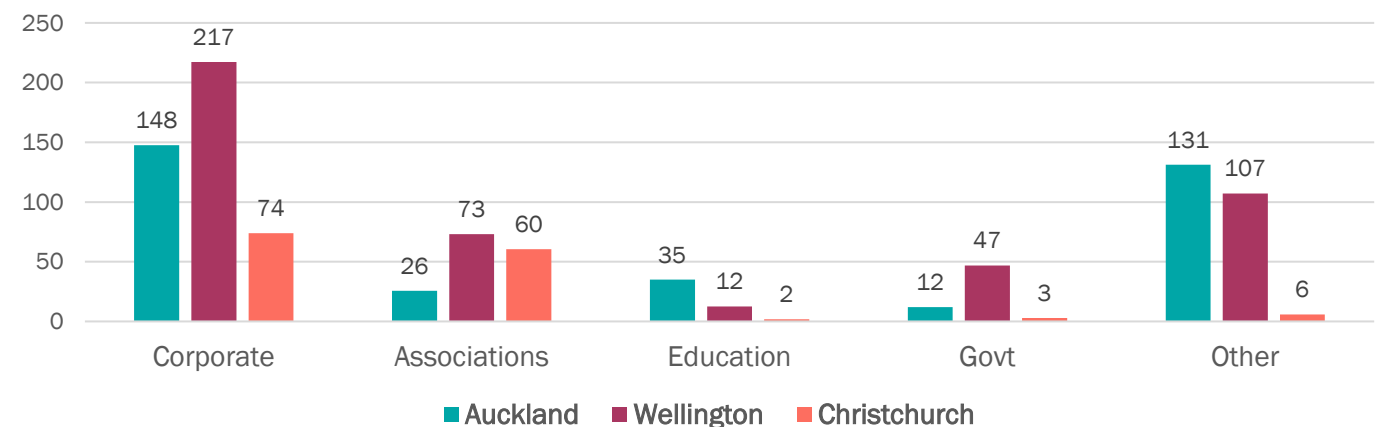
Auckland hosted the most conferences, other business events and expos in NZ Q3 2024

- Looking at business event type, **Auckland hosted the most conferences (137), other business events** like social functions and Gala dinners (91) **and expos (25)** out of the three featured regions in Q3 2024.
- However, Wellington held the highest number of meetings (232), followed by Auckland (95) and then Christchurch (31).
- The majority of business events in Auckland were for **Corporate customers (148), Other customers (131), Education customers (35)** and **Associations (26)**.
- Among the three regions, Wellington recorded the most Government-related business events (47). 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

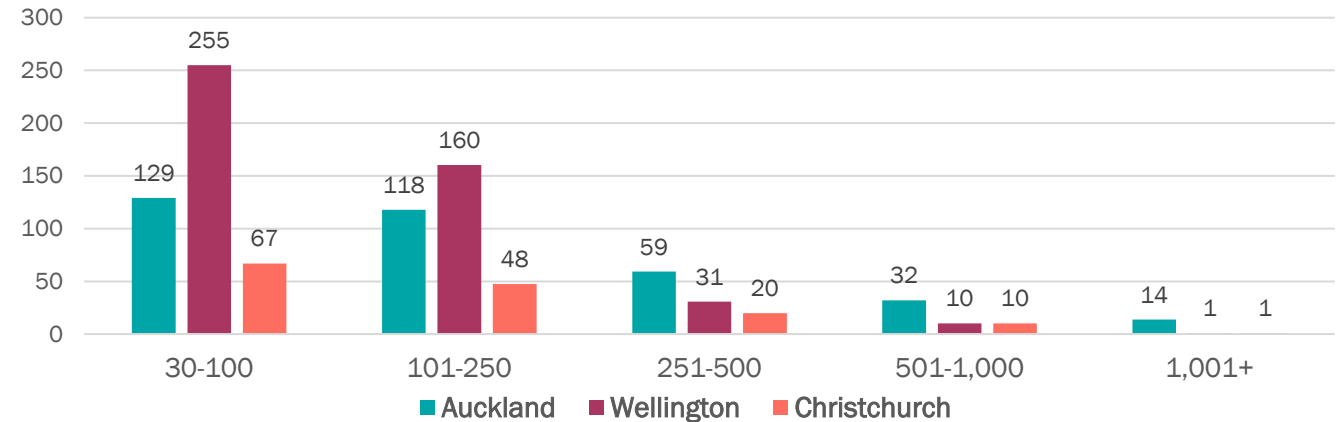


37% of all business events in Auckland were multi-day events in Q3 2024

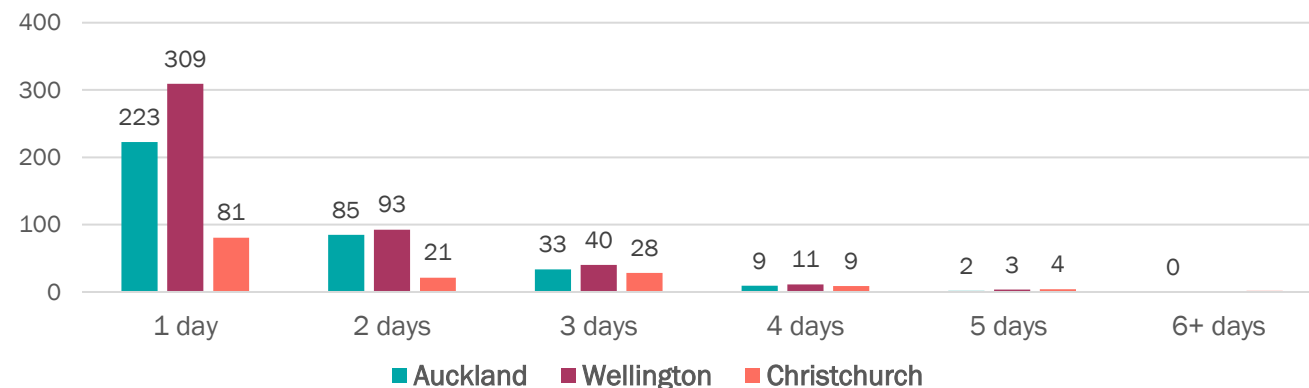
- In Q3 2024, 37% of all business events held in Auckland were small to medium-size events hosting between 30-100 delegates (129 events). In comparison to other regions, Wellington hosted most small business events (255 events).
- 34% of business events in Auckland were medium-sized events with 118 events that hosted between 101-250 delegates.
- 17% of business events (59) in Auckland hosted between 251-500 delegates.
- Auckland had 14 large-scale events that hosted over 1,000 delegates in Q3 2024.
- In Q3 2024, 63% of all business events in Auckland were one day events (223), while 37% were multi-day events. 24% were held for a duration of two days (85), and 9% ran over the course of three days (33).

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No. of business events - Regional comparison



Duration of event - Regional comparison



A wide-angle photograph of a coastal landscape. In the foreground, two people are standing on a grassy cliff, looking out at 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

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

Visitor Experience



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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



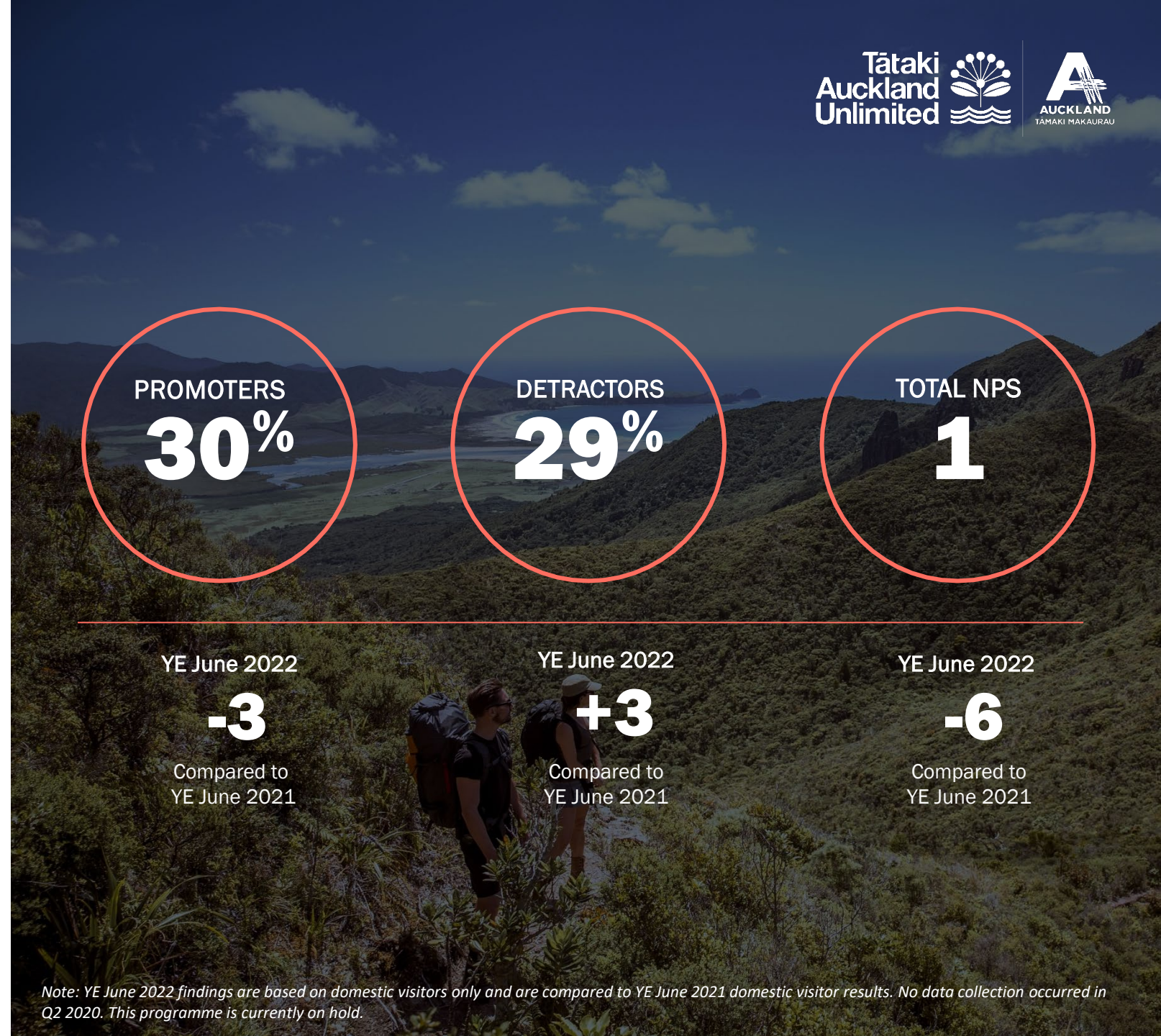

7.3 / 10

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).

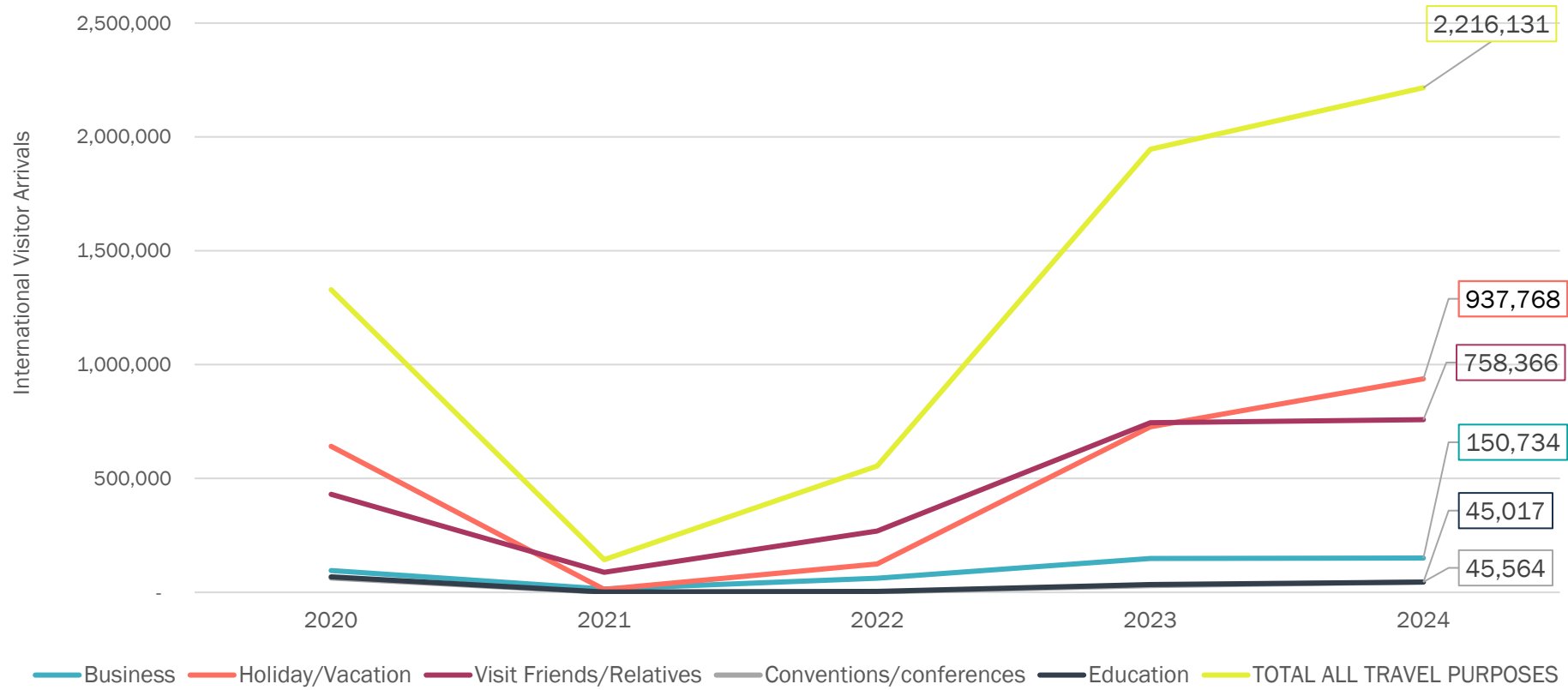


Note: YE June 2022 findings are based on domestic visitors only and are compared to YE June 2021 domestic visitor results. No data collection occurred in Q2 2020. This programme is currently on hold.



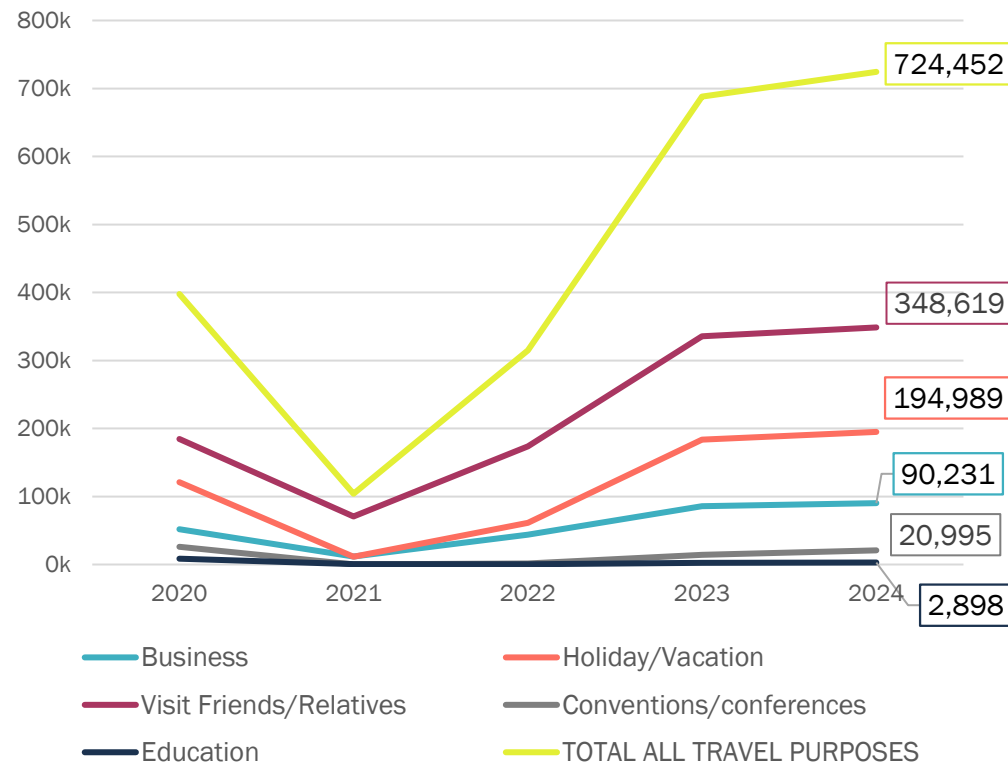
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE October

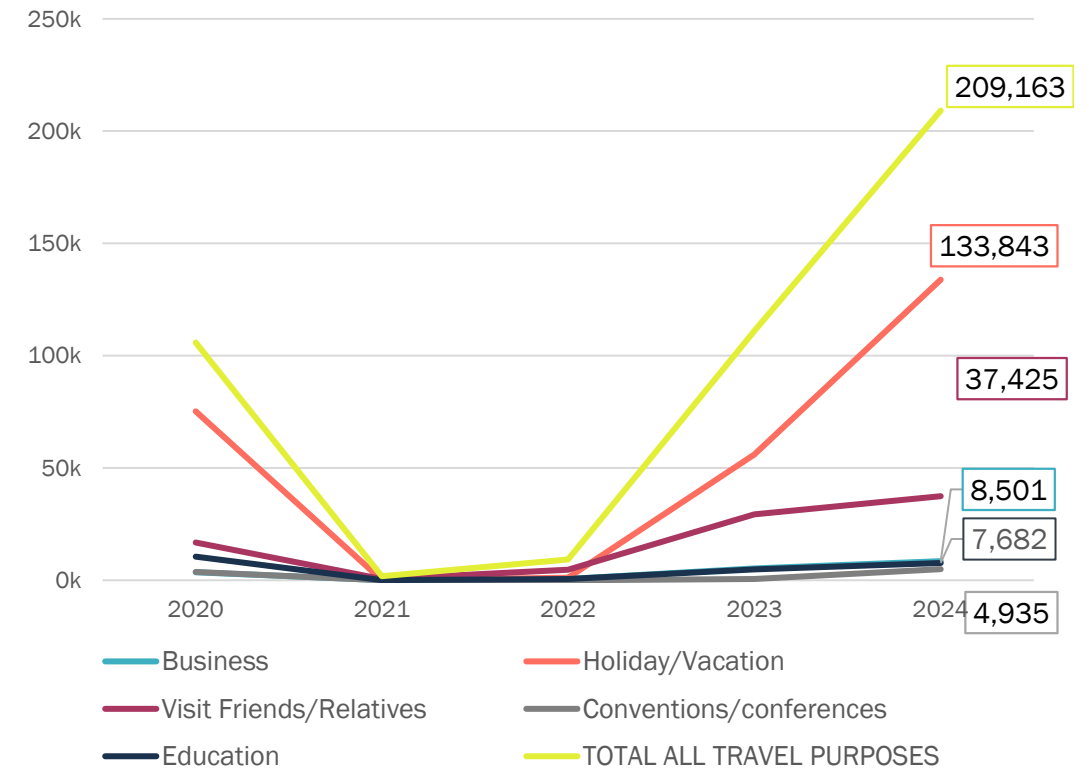


Five-year visitor arrivals to Auckland, YE October

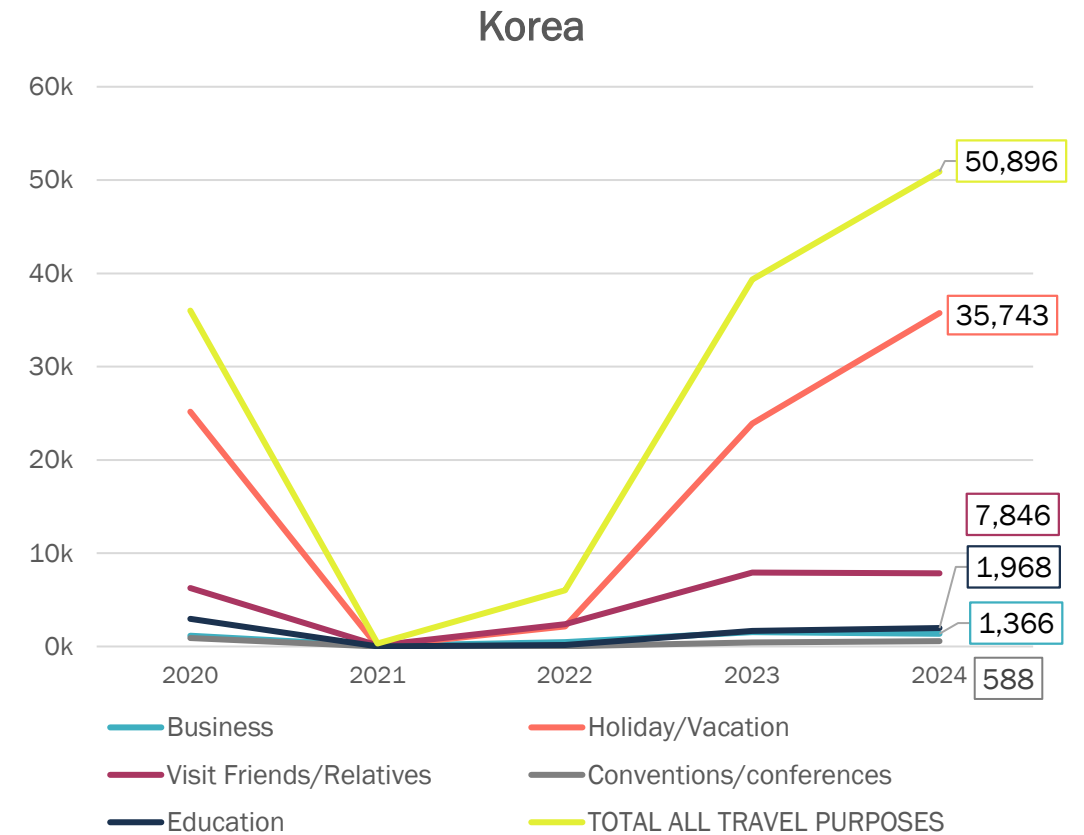
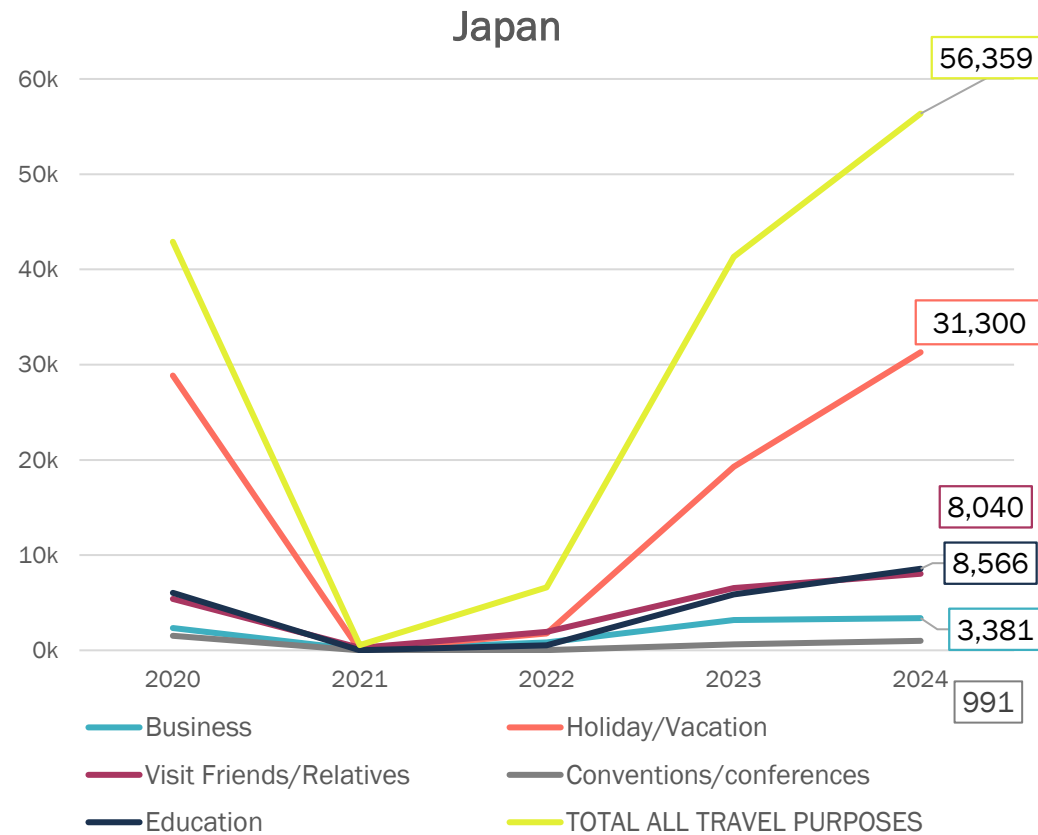
Australia



China

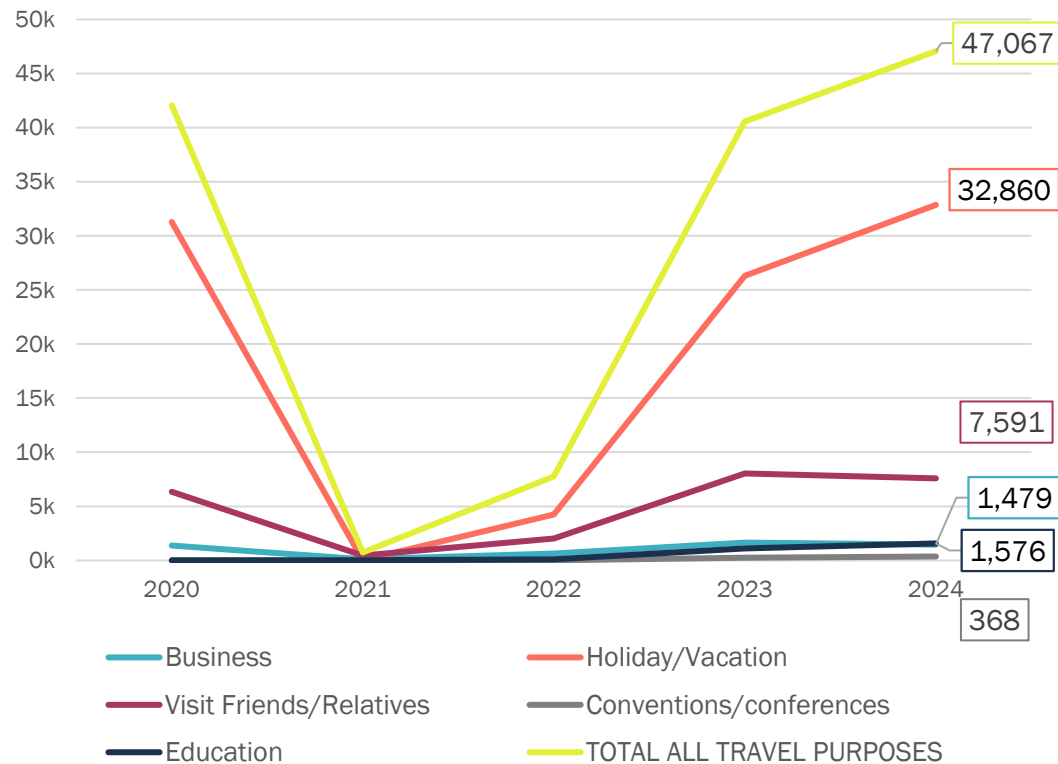


Five-year visitor arrivals to Auckland, YE October

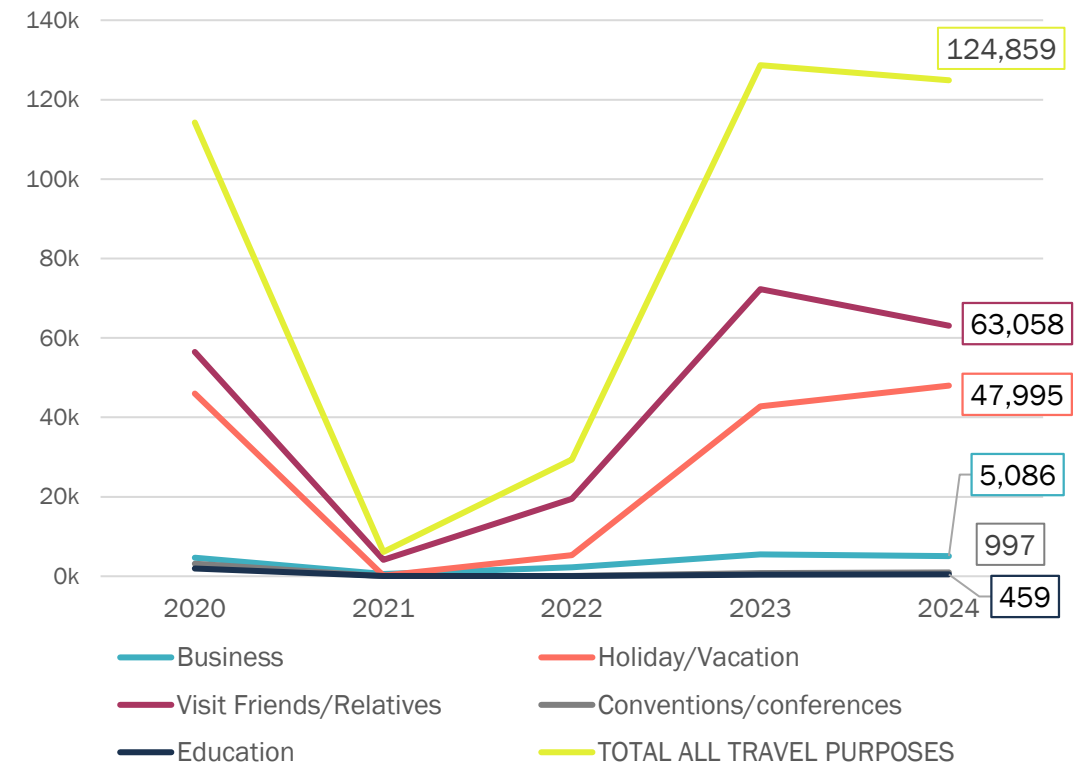


Five-year visitor arrivals to Auckland, YE October

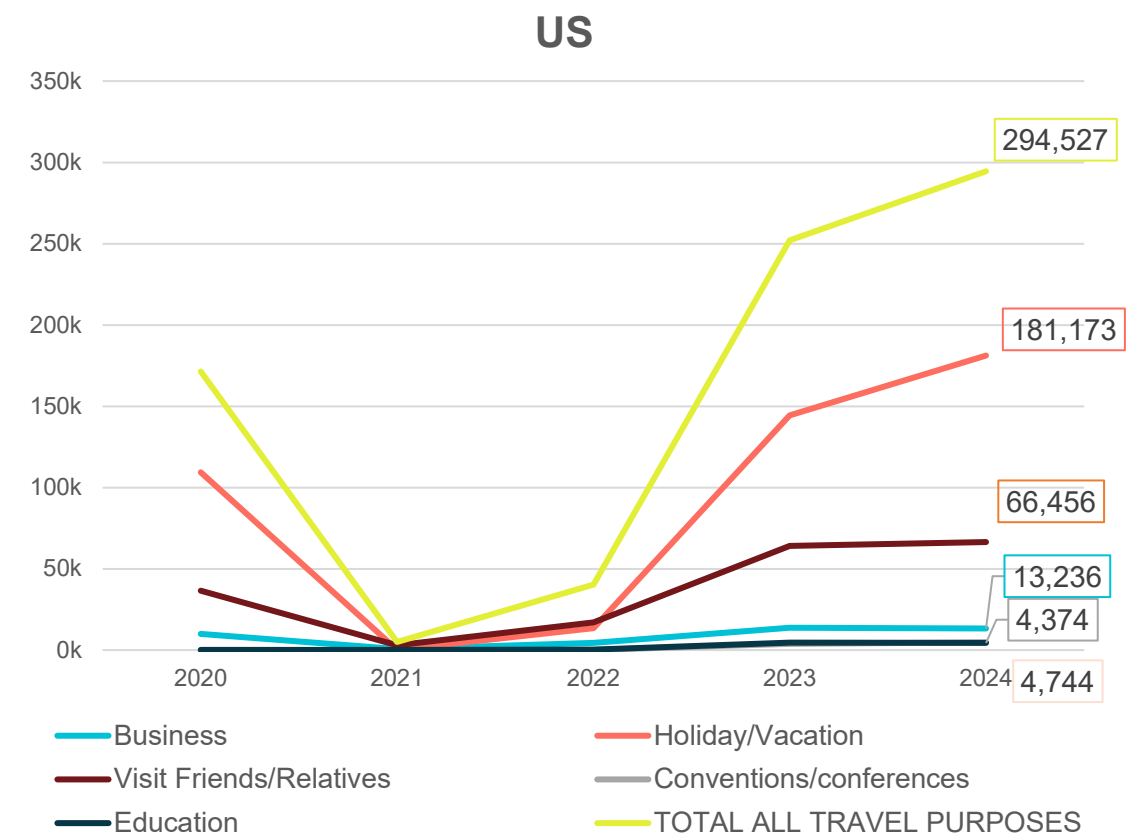
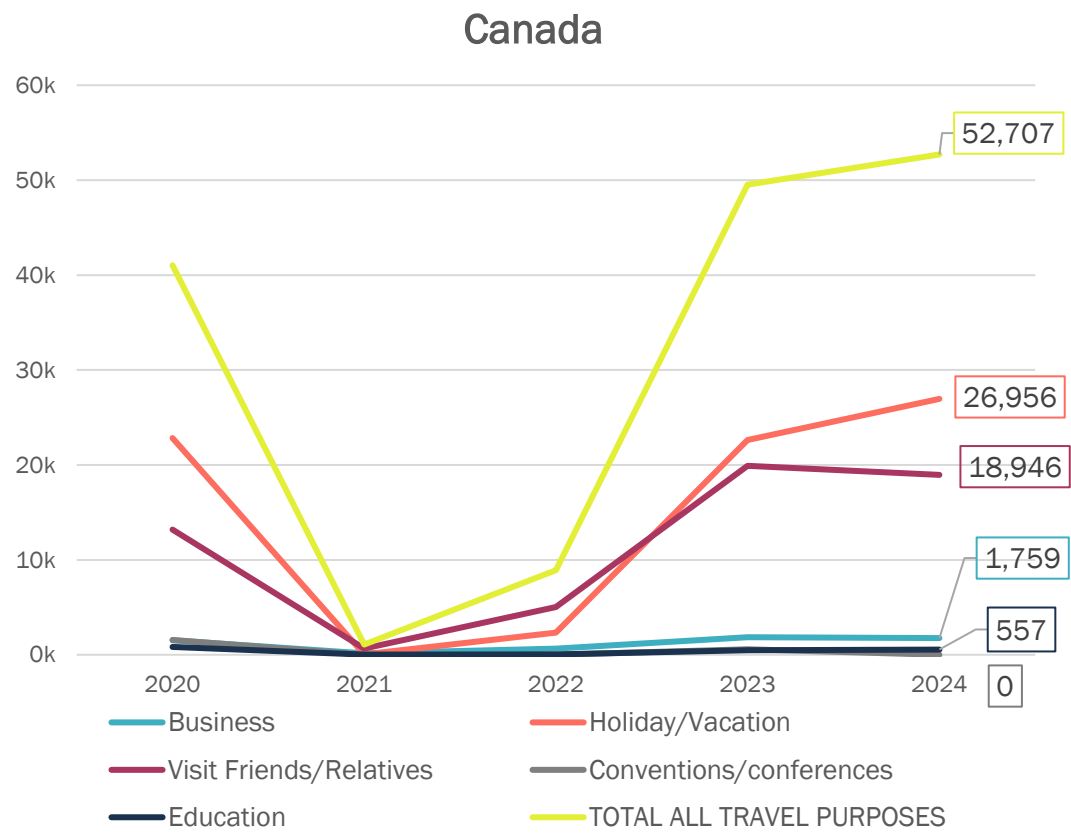
Germany



UK



Five-year visitor arrivals to Auckland, YE October



Ngā mihi Thank you

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