

Tātaki
Auckland
Unlimited



Tāmaki Makaurau Auckland Destination Overview

February 2023

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

Prepared April 2023

By Jaimee Raymond, Research & Insights

aucklandunlimited.com

Contents

KEY FINDINGS	3 – 4
<hr/>	
VISITOR ARRIVALS DATA	
INTERNATIONAL VISITORS	
REASON FOR VISIT MARKET	6 – 11
AUCKLAND VS. OTHER PORTS SEASON	12 – 13
DOMESTIC VISITORS	14
ACCOMMODATION DATA	
COMMERCIAL GUEST NIGHTS TYPE	16 – 17
ADR, HOTEL OCCUPANCY AND REVPAR	18
FORWARD BOOKING DATA	19
AVERAGE LENGTH OF STAY – INTERNATIONAL	20
<hr/>	
SPEND DATA	
DOMESTIC INTERNATIONAL	
YEAR-END & MONTH	22 – 23
DOMESTIC INTERNATIONAL - MARKET	24 – 26
PRODUCT CATEGORY	27 – 28
<hr/>	
MAJOR & BUSINESS EVENTS DATA	
MAJOR EVENTS INSIGHTS	30
BUSINESS EVENTS INSIGHTS	31
<hr/>	
TOURISM SENTIMENT INDEX	
TSI KPIS, CATEGORIES AND TRENDS	33 – 36
<hr/>	
AUCKLAND VISITOR SURVEY	
VISITOR EXPERIENCE & NET PROMOTER SCORE	38 – 39
<hr/>	
FIVE YEAR TRENDS IN KEY MARKETS	
REASON FOR VISIT BY MARKET	41 – 45



Key Visitor Data



398.1^k

Domestic Guest Nights
February 2023 (Month)
+136.0% (to February 2022)



185.0^k

International Visitors
February 2023 (Month)
+3837.6% (to February 2022)



630.1^k

Total Guest Nights
February 2023 (Month)
+246.4% (to February 2022)



\$167^m

Domestic Tourism Transactions
February 2023 (Month)
+14.6% (to February 2022)



\$116^m

International Tourism Transactions
February 2023 (Month)
+547.9% (to February 2022)



+14

Tourism Sentiment Score
February 2023 (Month)
-8pts (to February 2022)



Key Visitor Data



DOMESTIC

- At present, current domestic visitor numbers cannot be displayed as the MBIE Monthly Unique Regional Population Estimates are undergoing a revision. Once the revision is complete, domestic visitation reporting will commence.
- Cyclone Gabrielle (a category 3 tropical cyclone – with an average wind speed of between 119-157kph) hit New Zealand on 12-16 February 2023. A national state of emergency was declared on 14 February 2023.**
- There were **398.1k domestic guest nights in commercial accommodation** for the month of February, up **136.0%**.
- Domestic tourism transactions** for the year to February 2023 were **\$2.38b, up 31.6%** on last year and **\$167.2m for the month (up 14.6%** compared to February 2022).
- Waikato-based visitors spent \$38.9m** in Auckland in February 2023, up **9.6%** on the previous year.
- Spend from the Bay of Plenty (\$13.8m, up 34.0%), Wellington (\$13.3m, up 35.0%) and Canterbury (\$14.1m, up 49.1%) was up** in the month of February 2023 compared to last year but spend from **Northland (\$14.0m) was down (4.0%)**.
- For **domestic visitors** in YE June 2022, the **Net Promoter Score (NPS) was +1**, (down 6 points on YE June 2021).

INTERNATIONAL

- Monthly international visitors (185.0k) were up 3837.6%** on the previous February but numbers were down 28.7% compared to February 2020 pre-Covid (259.4k).
- The year to February 2023 saw 1.31m international visitor arrivals, an increase of 824.7%** on 2022. However, international visitation was down 51.5% compared to pre-Covid levels (2.70m in YE February 2020).
- There was strong growth for the **Australian market in February 2023, with 52.8k visitors, an increase of 5841.9%** compared to last year. **The year to February 2023 saw 579.4k Australian visitors, up 466.4%**.
- VFR visitors** contributed the most to annual visitor numbers (**590.2k**) and **increased 583.3%** on the year to February 2022. **Monthly VFR numbers (64.5k) were also up 3806.5%** compared with February 2022.
- Holiday visitors (414.2k) were up 3130.3% for the year, with monthly numbers (76.3k) also up 86645.5%**.
- 232.1k international guest nights in commercial accommodation** for February, up **1658.3%** on last year.
- International tourism transactions** were **\$0.87b** for the year, up **218.8%** and **\$116.1m for the month, up 547.9%**.
- Monthly spend from Australia (\$18.7m) was up 742.0%**.

OVERALL

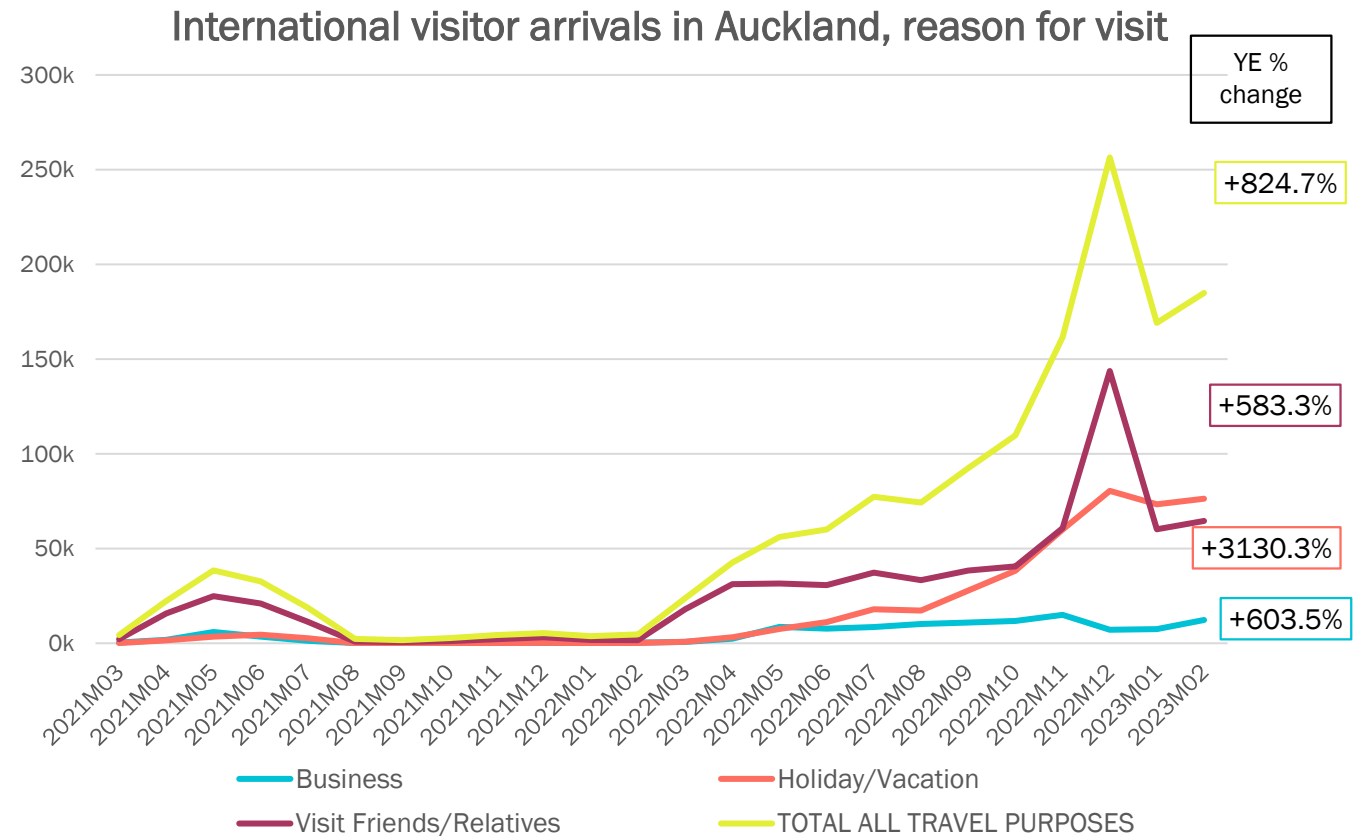
- For the month of February 2023, there were **630.1k total guest nights in commercial accommodation** in Auckland, up **246.4%** on last year.
- Looking forward, overall occupancy on the books is higher this year** compared to the same period last year (i.e., from April 2023 to July 2023).
- Auckland occupancy peaks at 70% on 18th April 2023.
- The **Tourism Sentiment Score** for Auckland for February 2022 was **14 (the same as NZ), down 8 points to February 2022**.
- The category with the highest sentiment was Amenities and Entertainment (42) followed by Destination Services (39) and Food and Culinary (32), while Safety (-12), and Access and Transportation (6) had the lowest sentiment.



Auckland Tourism – Visitor Arrivals Data

1.31m International visitor arrivals in the year to February 2023, up 824.7%

- The month of February saw 185.0k international visitors, up 3837.6% on the previous February but down 28.7% compared to pre-Covid numbers (259.4k in February 2020).
- The year to February 2023 saw 1.31m international visitor arrivals, an increase of 824.7% on the previous year. However, international visitation was down 51.5% compared to pre-Covid levels (2.70m in YE February 2020).
- VFR visitors contributed the most to annual visitor numbers (590.2) and increased 583.3% on the year to February 2022. Monthly VFR numbers (64.5k) were also up 3806.5% compared with the month of February 2022.
- Holiday visitors (414.2k) were up 3130.3% for the year, with monthly numbers (76.3k) also up 86645.5%.
- There were 102.7k business visitors (up 603.5%) in the year to February 2023, and 12.3k for the month (up 3037.9%).

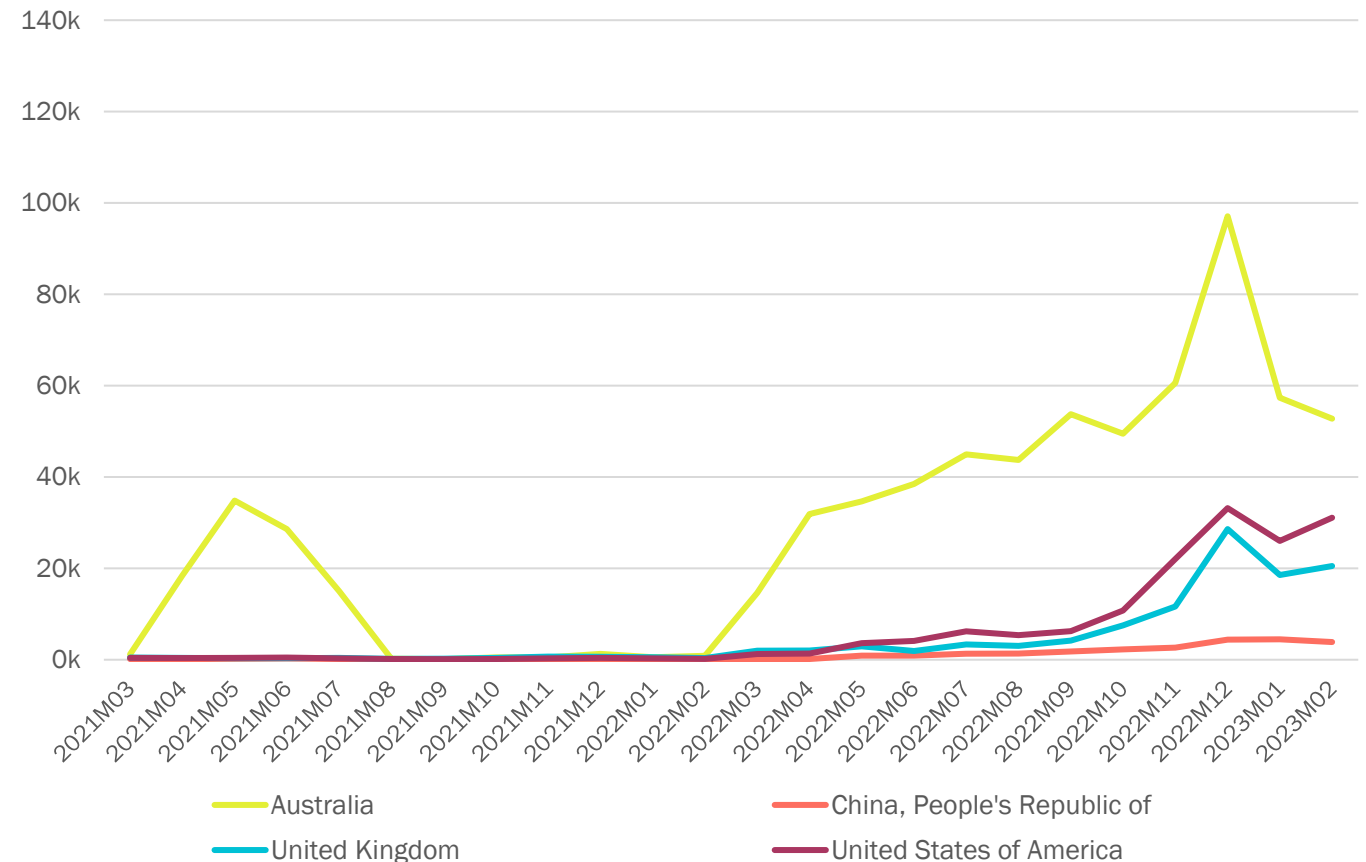


	Visitor arrivals	vs. previous year / YE	vs. pre-Covid / 2019
February 2023	184,950	3837.6%	-28.7%
YE February 2023	1,308,703	824.7%	-51.5%

579.4k Australian visitor arrivals in YE February 2023, up 466.4%

- There was strong growth for **Australian visitors** in the month of February 2023, with **52.8k visitors**, an increase of **5841.9%** compared to last February. The year to February 2023 saw **579.4k** Australian visitor arrivals, up **466.4%**.
- The year to February 2023 saw **151.4k** visitors from the US (up **3904.3%**), with **31.1k** visitors for the month (up **14367.4%**).
- For year to February 2023, there were **106.4k** visitor arrivals from the UK (up **1939.3%**) and **20.5k** visitors for the month (up **5043.1%**).
- Visitors from China (**24.3k**) were also up for the year (**1534.9%**), and up (**7966.7%**) for the month of February (**3.9k**).

Visitor arrivals in Auckland by key international markets



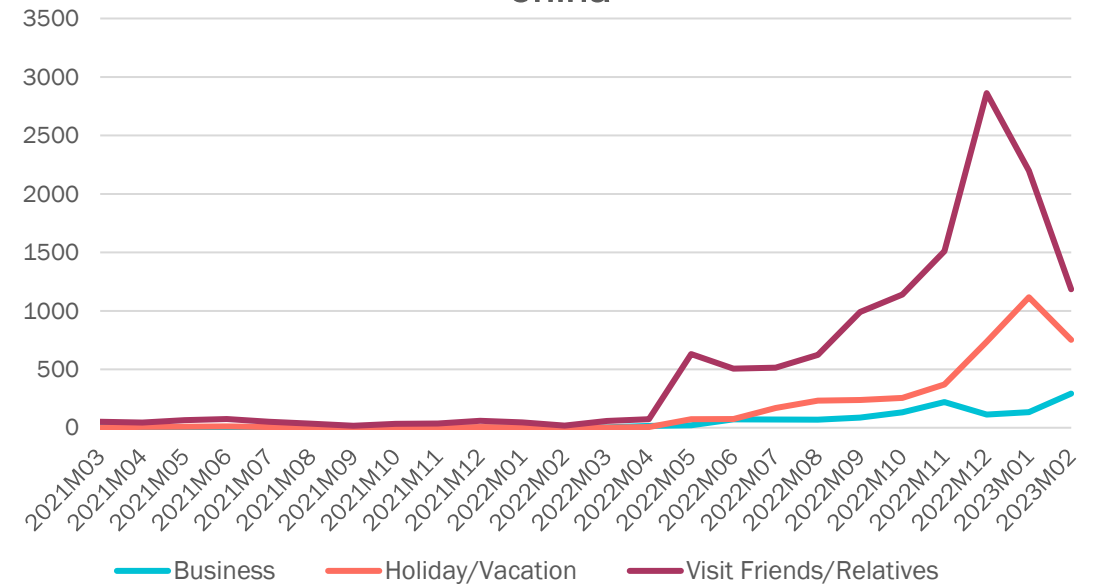
24 month visitor arrivals from individual markets

Australia



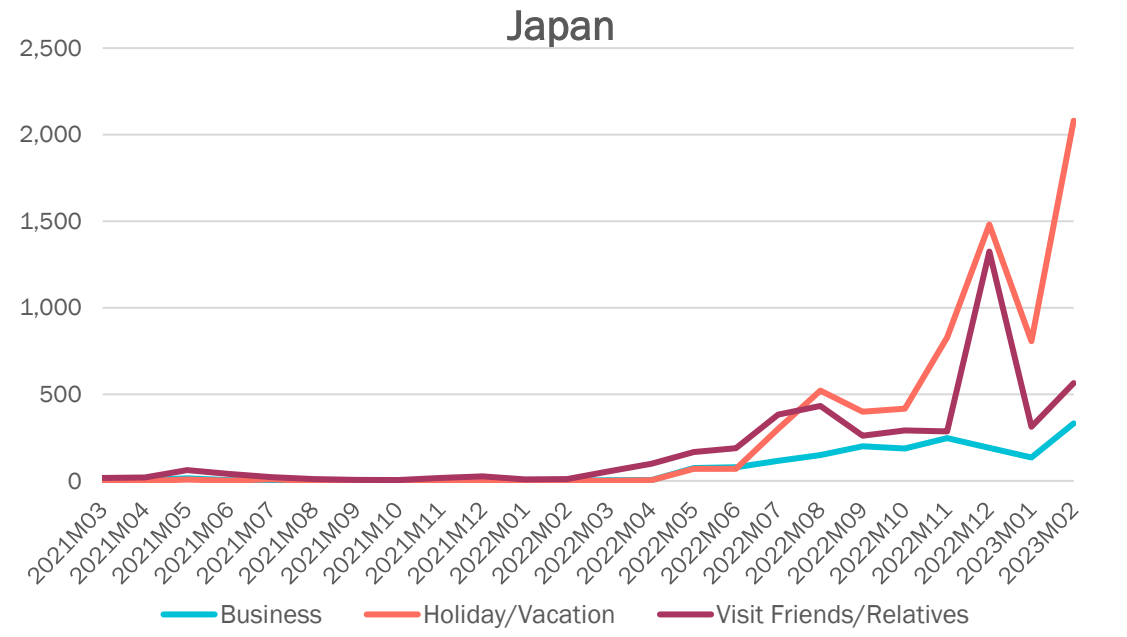
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2023	6,505	7930.9%	15,563	74009.5%	24,348	3640.1%	52,764	5841.9%
YE February 2023	67,157	477.9%	137,936	1108.5%	310,618	343.8%	579,405	466.4%

China



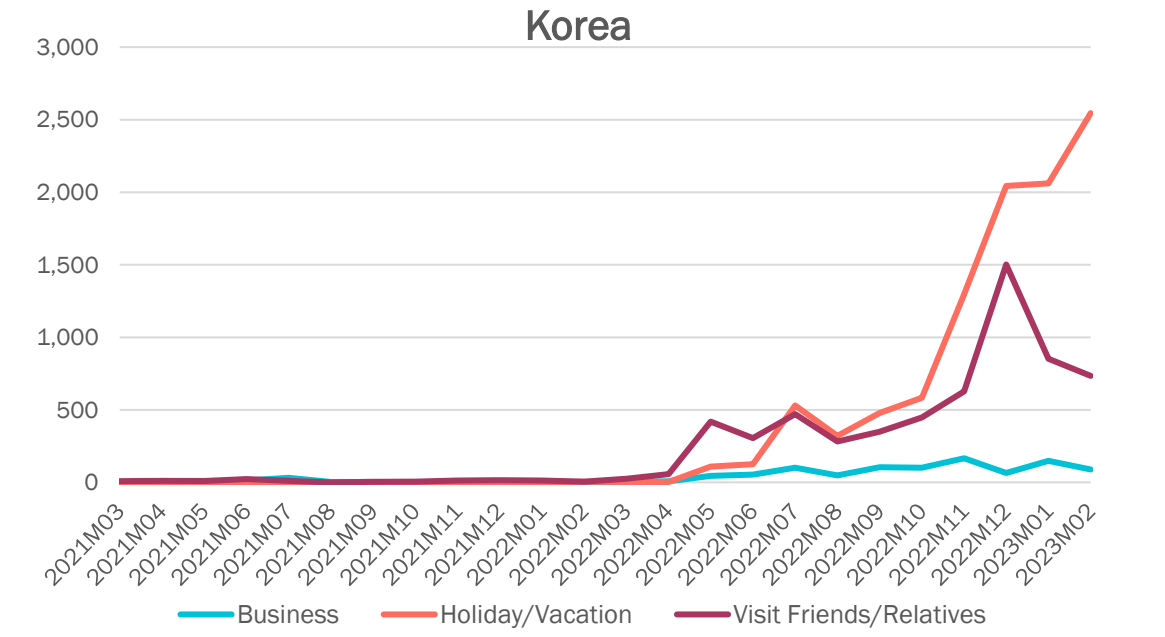
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2023	293	9667%	752	#DIV/0!	1,185	6136.8%	3,872	7966.7%
YE February 2023	1,235	1689.9%	4,029	6098.5%	12,292	2180.5%	24,328	1534.9%

24 month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2023	332	33100.0%	2,081	208100.0%	565	5036.4%	4,817	22838.1%
YE February 2023	1,721	3147.2%	6,983	28995.8%	4,370	1662.1%	19,089	3987.6%

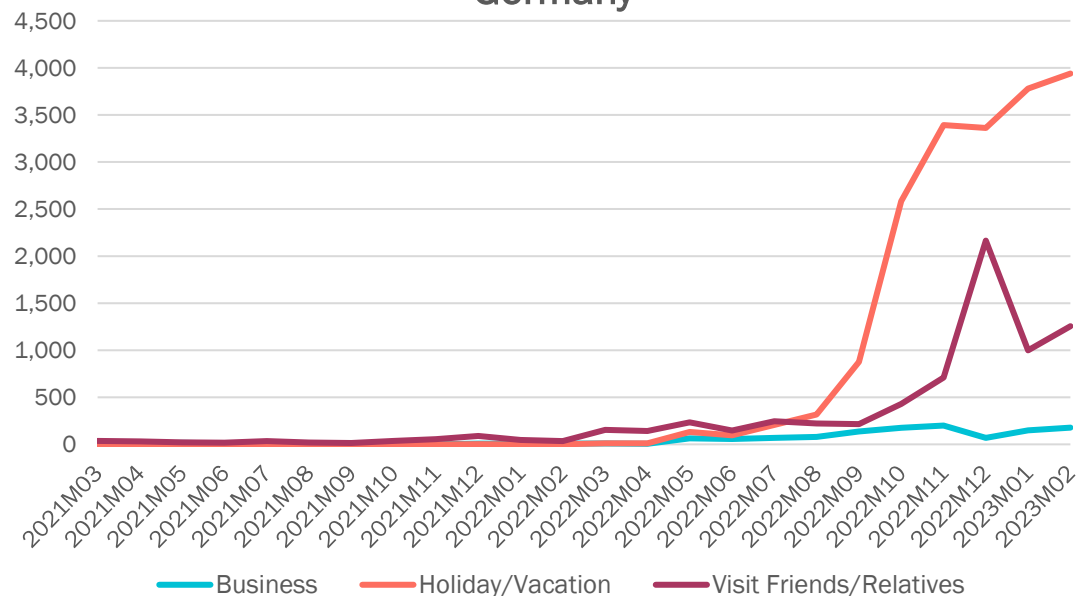
aucklandunlimited.com



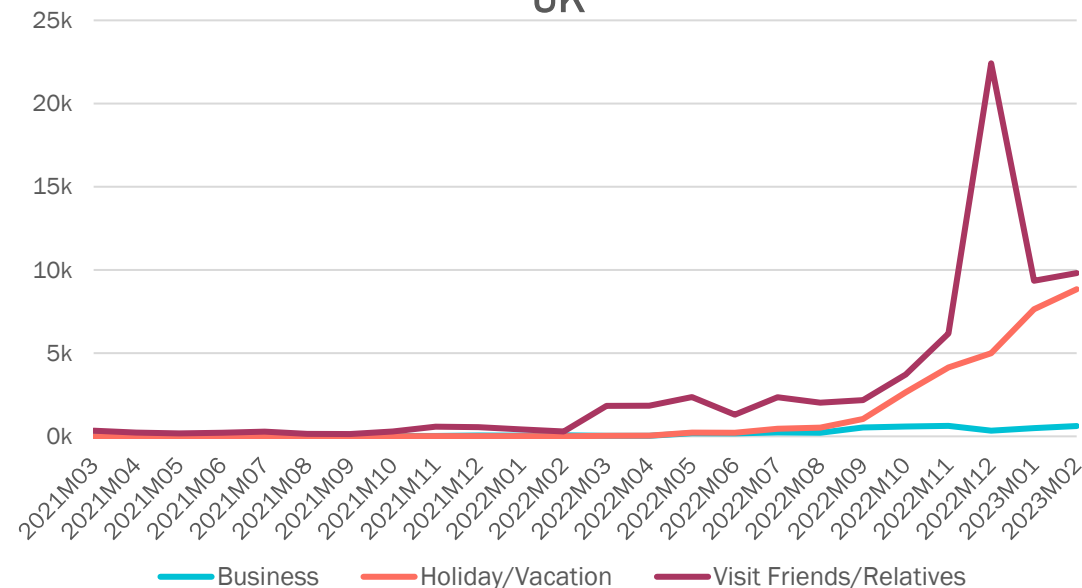
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2023	89	4350.0%	2,545	63525.0%	735	14600.0%	3,957	26280.0%
YE February 2023	935	1408.1%	10,102	112144.4%	6,076	5005.9%	20,127	6864.4%

24 month visitor arrivals from individual markets

Germany



UK

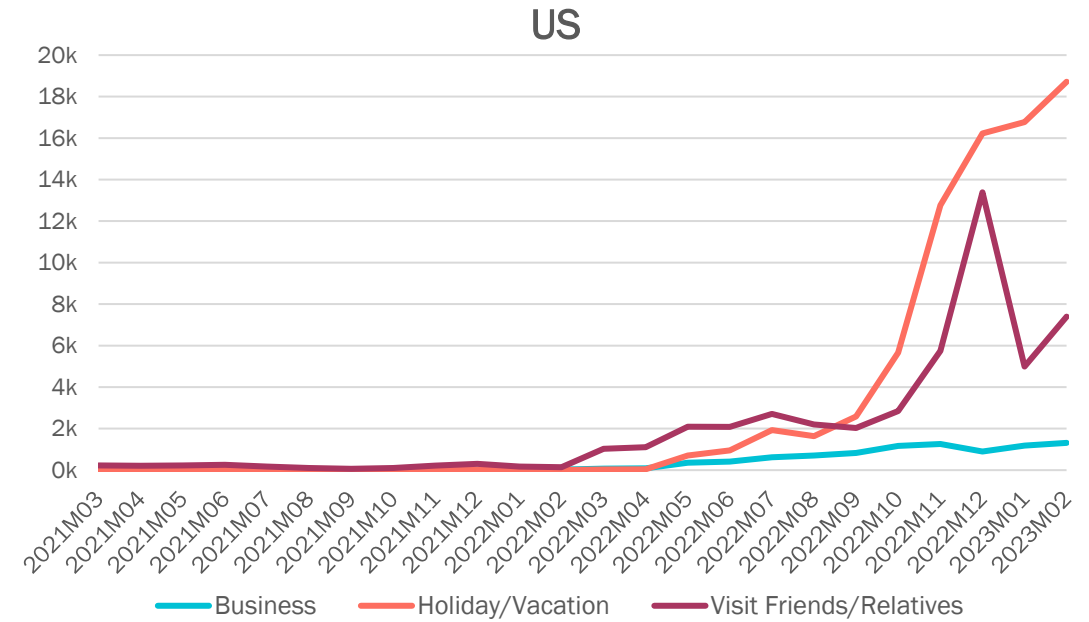
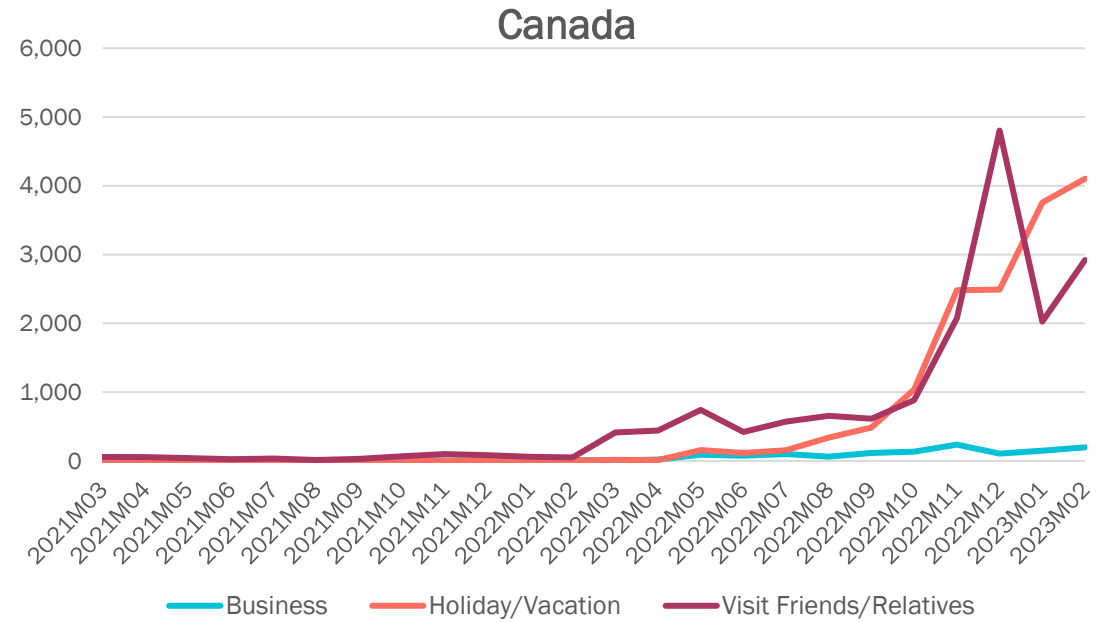


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2023	179	1888.9%	3,939	393800.0%	1,256	3488.6%	5,951	10526.8%
YE February 2023	1,203	1127.6%	18,709	133535.7%	6,924	1445.5%	29,776	4397.9%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2023	623	888.9%	8,845	147316.7%	9,816	3194.0%	20,521	5043.1%
YE February 2023	4,128	693.8%	30,841	22577.2%	65,408	1658.8%	106,390	1939.3%

aucklandunlimited.com

24 month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2023	197	1415.4%	4,104	102500.0%	2,920	5625.5%	8,333	10448.1%
YE February 2023	1,289	884.0%	15,149	45806.1%	16,558	2614.4%	36,488	3677.2%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2023	1,312	4424.1%	18,715	467775.0%	7,399	5110.6%	31,105	14367.4%
YE February 2023	8,911	1587.7%	78,014	57263.2%	47,631	2069.0%	151,443	3904.3%

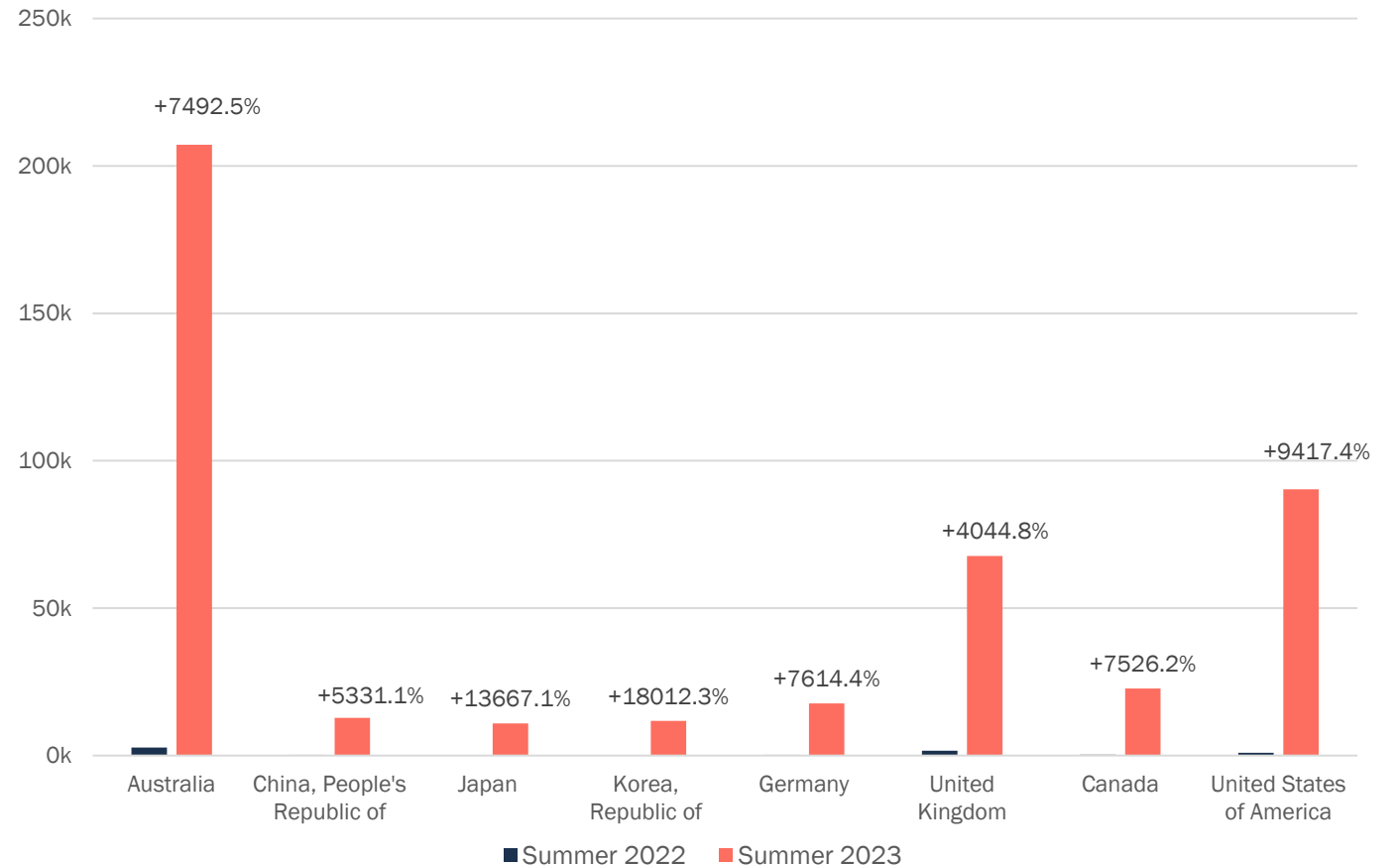
aucklandunlimited.com

610.6k international visitor arrivals in summer 2022-23, up 4319.4% on last summer

- There were 610.6k international visitor arrivals in summer 2022-23, up 4319.4% on the previous summer.
- VFR (268.5k, up 4007.9%), holiday (230.2k, up 63654.3%) and business (26.9k, up 3025.2%) arrivals were up compared to summer 2021-22.
- Visitation from Australia (207.2k, up 7492.5%) increased in comparison to the previous summer. VFR (112.0k) from Australia was also up 5421.5%.
- US visitors (90.3k) were up (9417.4%) for summer 2022-23, compared to last summer.
- Visitors from the UK (67.7k) were also up (4044.8%) compared to last year.
- This summer, visitation from all markets was up compared to the previous summer.

aucklandunlimited.com

Seasonal international arrivals in Auckland by key markets

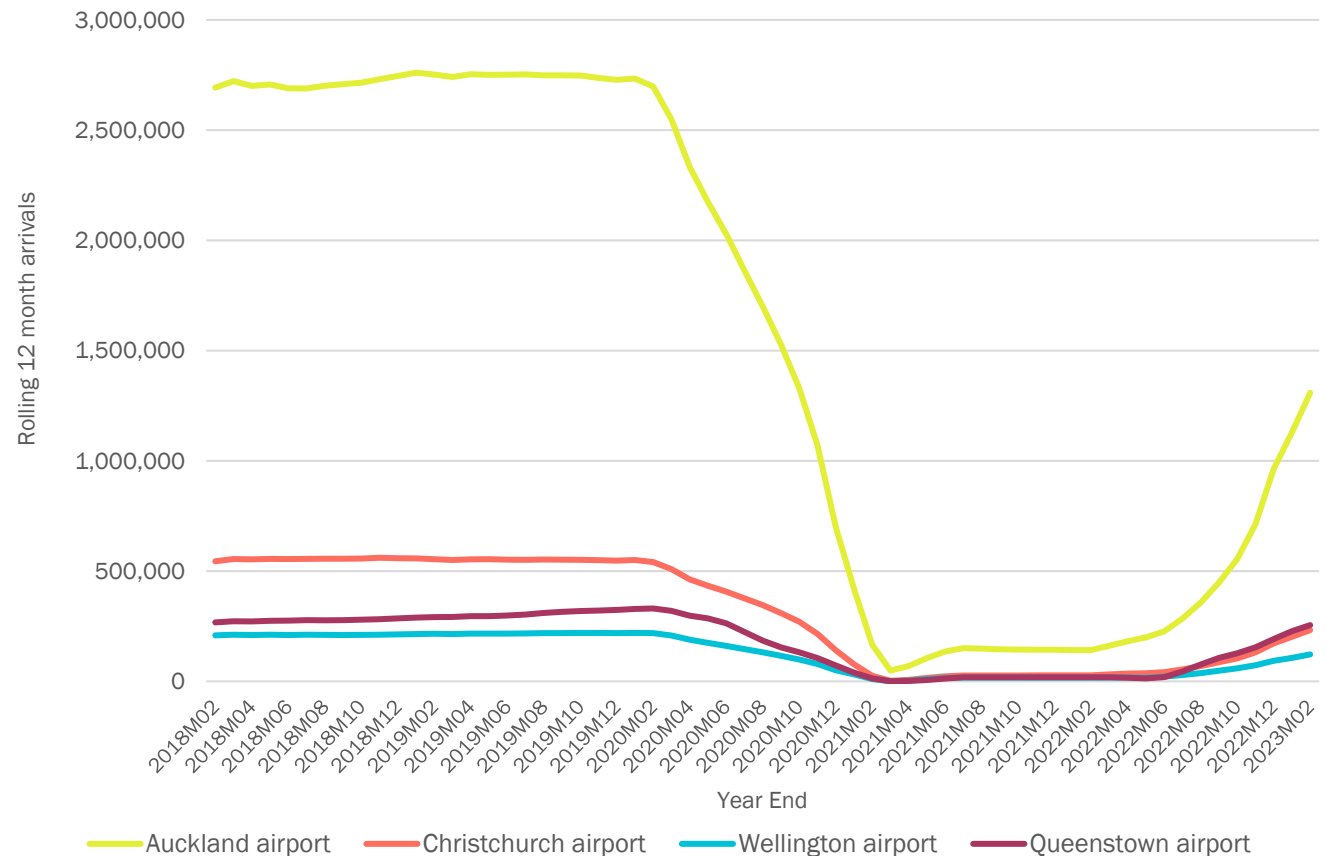


Auckland has seen a 824.7% increase in international visitor arrivals over the last year

- 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.
- However, with NZ borders fully open (since July 2022), Auckland has seen a 824.7% increase in international visitor arrivals over the last year.
- For the year ending February 2023, all other ports saw growth in international visitor arrivals in comparison to last year. Christchurch saw an increase of 753.1%, Queenstown was up 1318.4% and Wellington was up 629.1% compared to last year.

aucklandunlimited.com

12 month rolling visitor arrivals



Domestic Visitor Data Update

- At present, current domestic visitor numbers cannot be displayed as the MBIE Monthly Unique Regional Population Estimates are undergoing a revision.
- Once the revision is complete, we will commence reporting on domestic visitation.





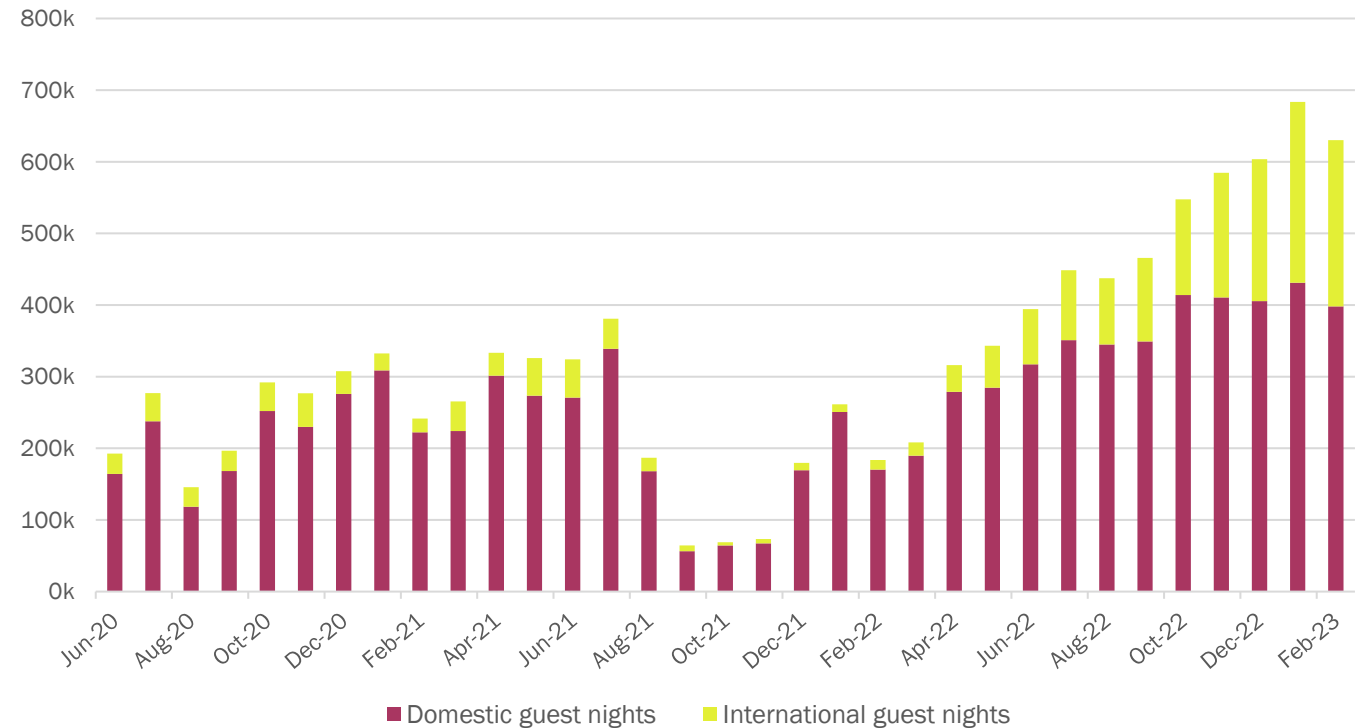
Auckland Tourism – Accommodation Data

232.1k international guest nights in commercial accommodation in February 2023, up 1658.3%

- For the month of February 2023, there were **630.1k total guest nights** in commercial accommodation in Auckland, up **246.4%** on the same month last year.
- There were **398.1k domestic guest nights** in commercial accommodation (up **136.0%**), and **232.1k international guest nights** (up **1658.3%**) in commercial accommodation in February 2023.
- For New Zealand overall, there were 3.53m guest nights in commercial accommodation, up 96.7% compared to February 2022.

aucklandunlimited.com

Guest nights in commercial accommodation - Auckland



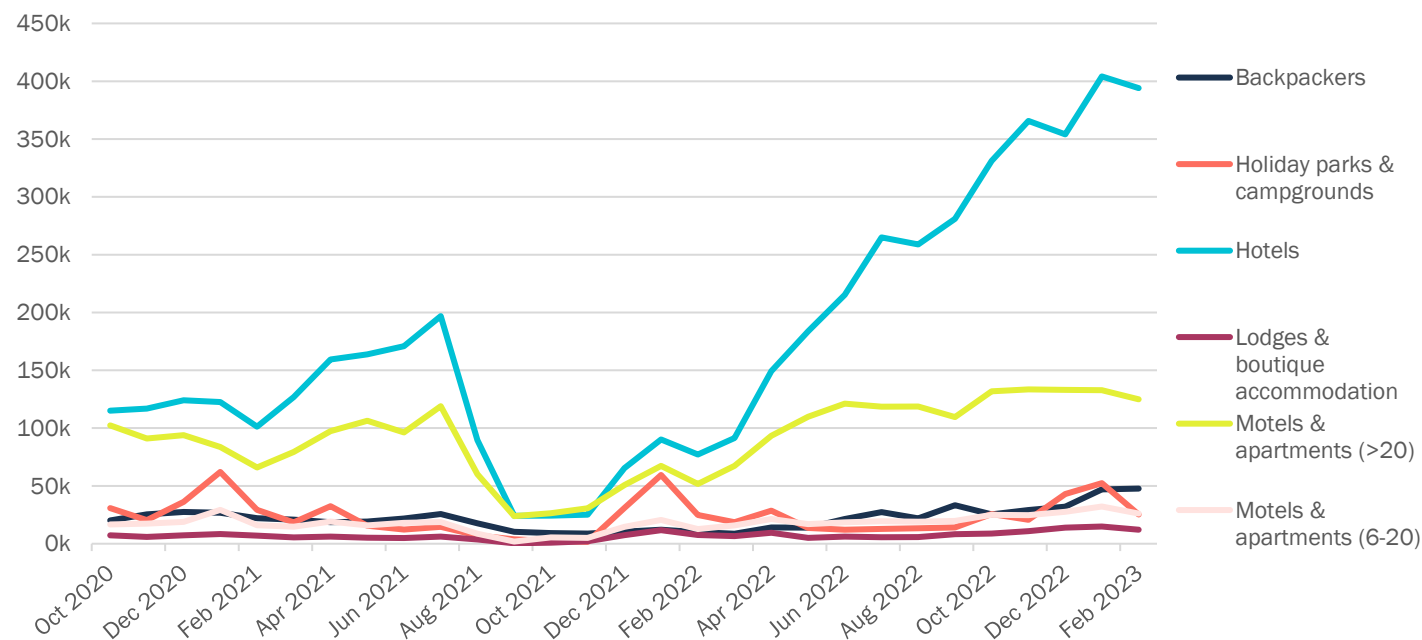
February 2023	Auckland	% change	New Zealand	% change
Total guest nights	630,100	246.4%	3,534,900	96.7%
Domestic guest nights	398,100	136.0%	2,257,900	29.9%
International guest nights	232,100	1658.3%	1,277,100	2057.3%

394.1k guest nights in hotels in February 2023, up 411.2%

- For the month of February 2023, there were 394.1k guest nights in hotels in Auckland, up 411.2% compared to February last year.
- There were 124.9k guest nights in motels and apartments (>20) (up 141.6%), and 26.1k guest nights in motels and apartments (6-20) (up 107.1%) in February 2023.
- Guest nights in backpacker accommodation were up (376.0%) to 47.6k.
- Guest nights in holiday parks and campgrounds (up 2.0% to 25.3k) and lodges and boutique accommodation (up 61.3% to 12.1k) also increased.

aucklandunlimited.com

Guest nights by accommodation type (monthly)



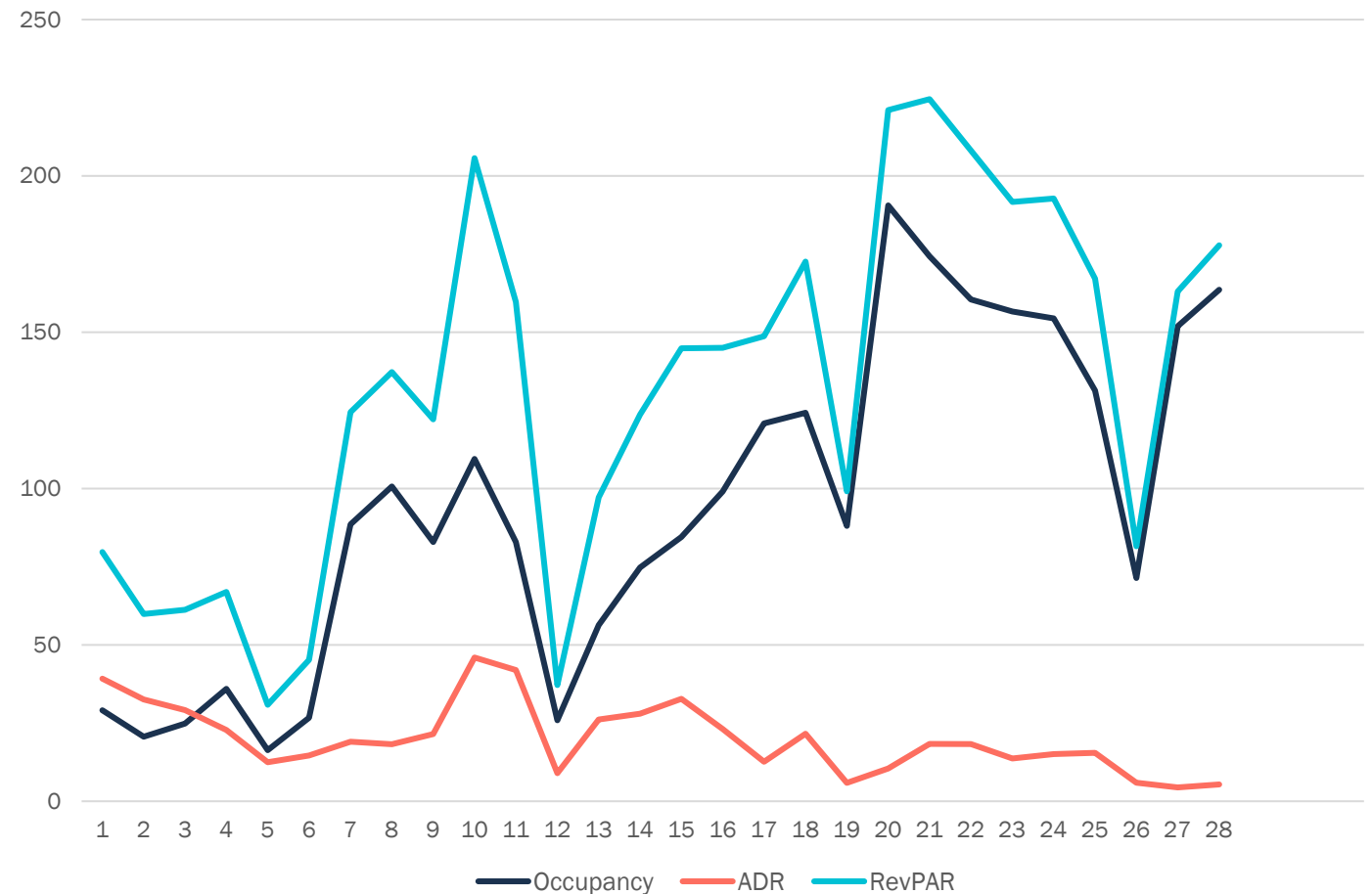
February 2023	Guest nights	% change
Hotels	394,100	411.2%
Motels & apartments (>20)	124,900	141.6%
Motels & apartments (6-20)	26,100	107.1%
Backpackers	47,600	376.0%
Holiday parks & campgrounds	25,300	2.0%
Lodges & boutique accommodation	12,100	61.3%

Occupancy was 86.5% higher in February 2023, compared to 2022

- **Occupancy was 86.5% higher** during the month of February 2023, compared to February 2022.
- **Revenue per available room (RevPAR) was 126.2% higher** in February 2023 compared to last year.
- **Average Daily Rate (ADR) was also up (19.5%)** on last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in February 2023. Occupancy and RevPAR peaked on Monday 20th February, while ADR peaked on Friday 10th February 2023.
- A quarter (26%) of the hotels covered here are in fact, isolation hotels.

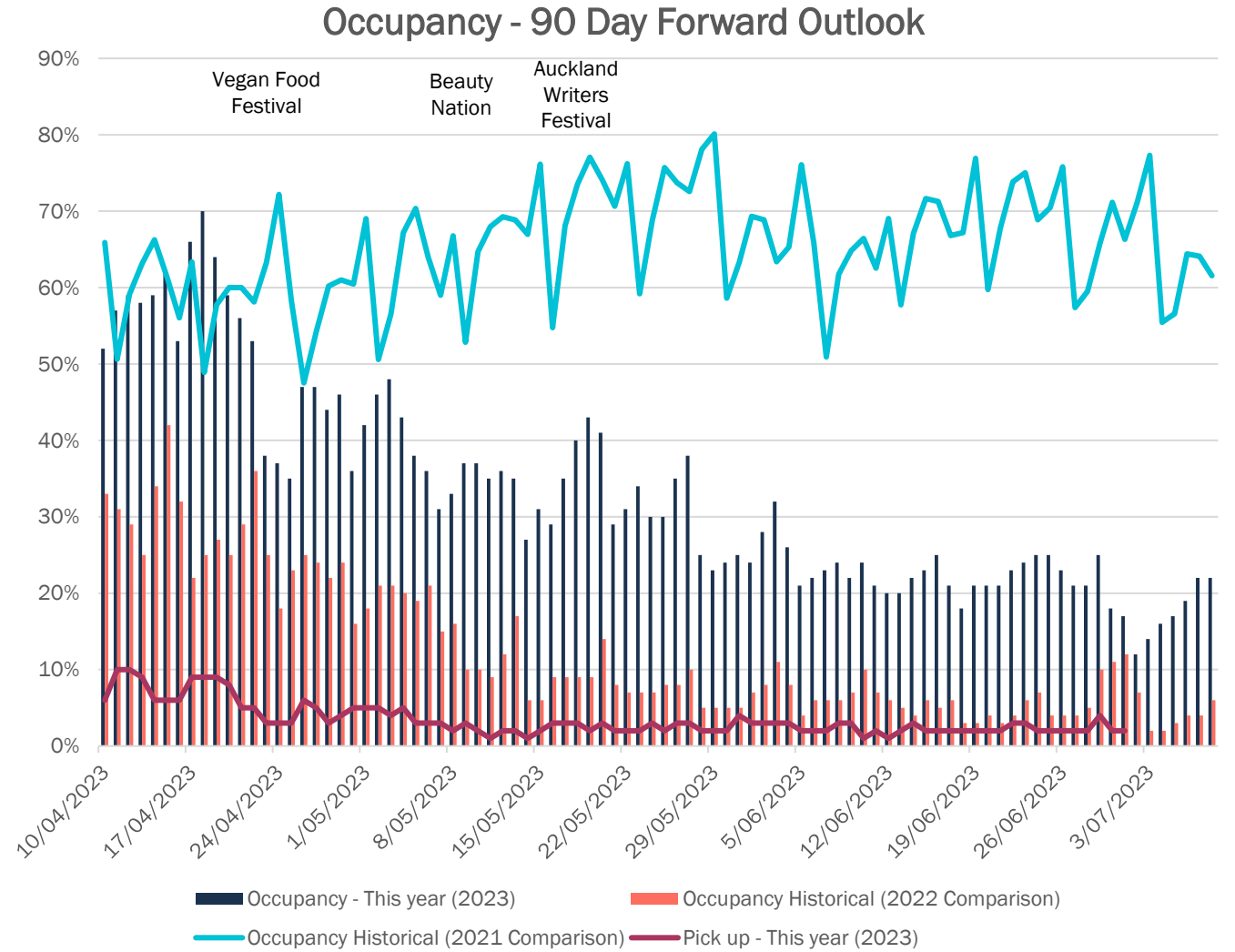
aucklandunlimited.com

Percent Changes for the Month of February



90 Day Forward Booking Occupancy Data

- Looking forward (over the next three months), overall occupancy on the books is higher for the period from April to July 2023 compared to the same period last year.
- Auckland occupancy peaks at 70% on 18th April 2023.



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.

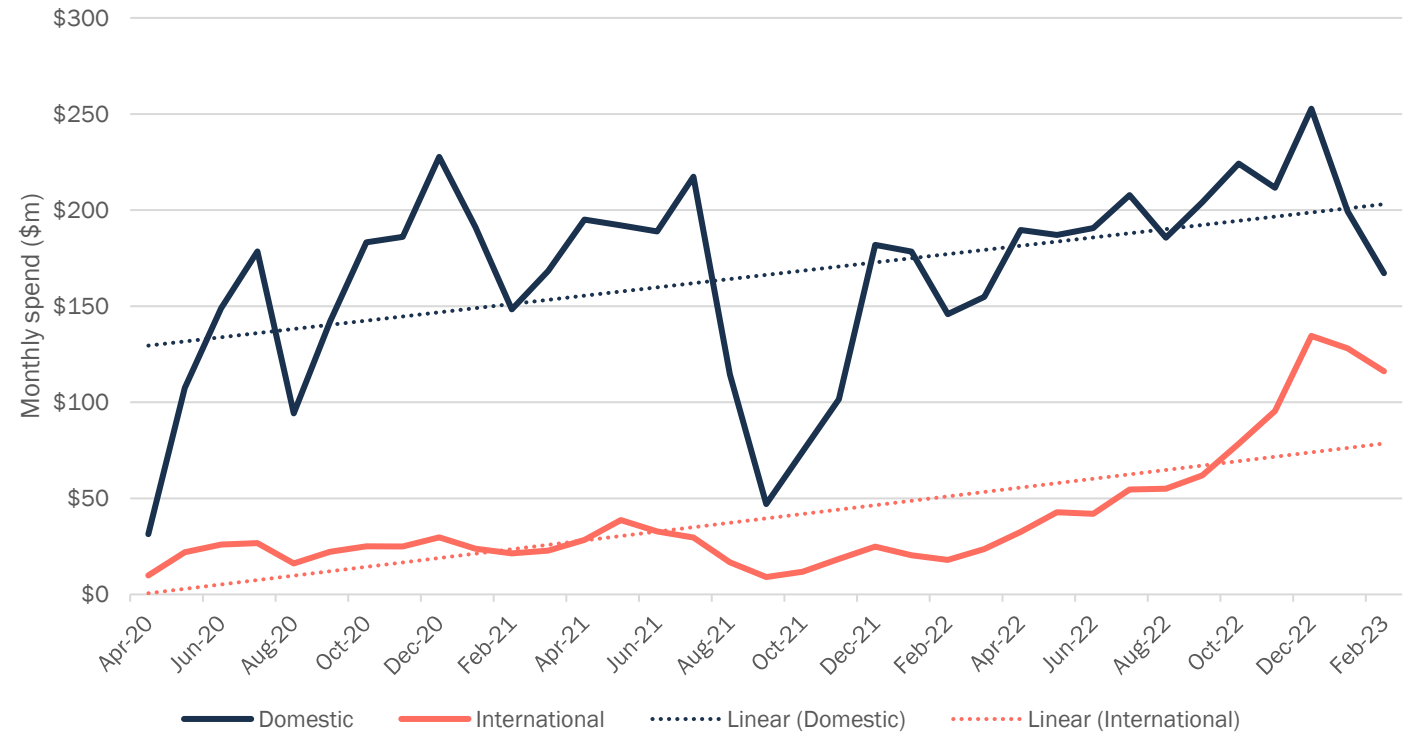


Auckland Tourism – Spend Data

\$2.38b in Domestic tourism transactions for YE February 2023, up 31.6%

- In the year to February 2023, Domestic tourism transactions were **\$2.38b (up 31.6%)**, while International tourism transactions were **\$0.87b, up 218.8%** for the year.
- 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 October in 2021.
- 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

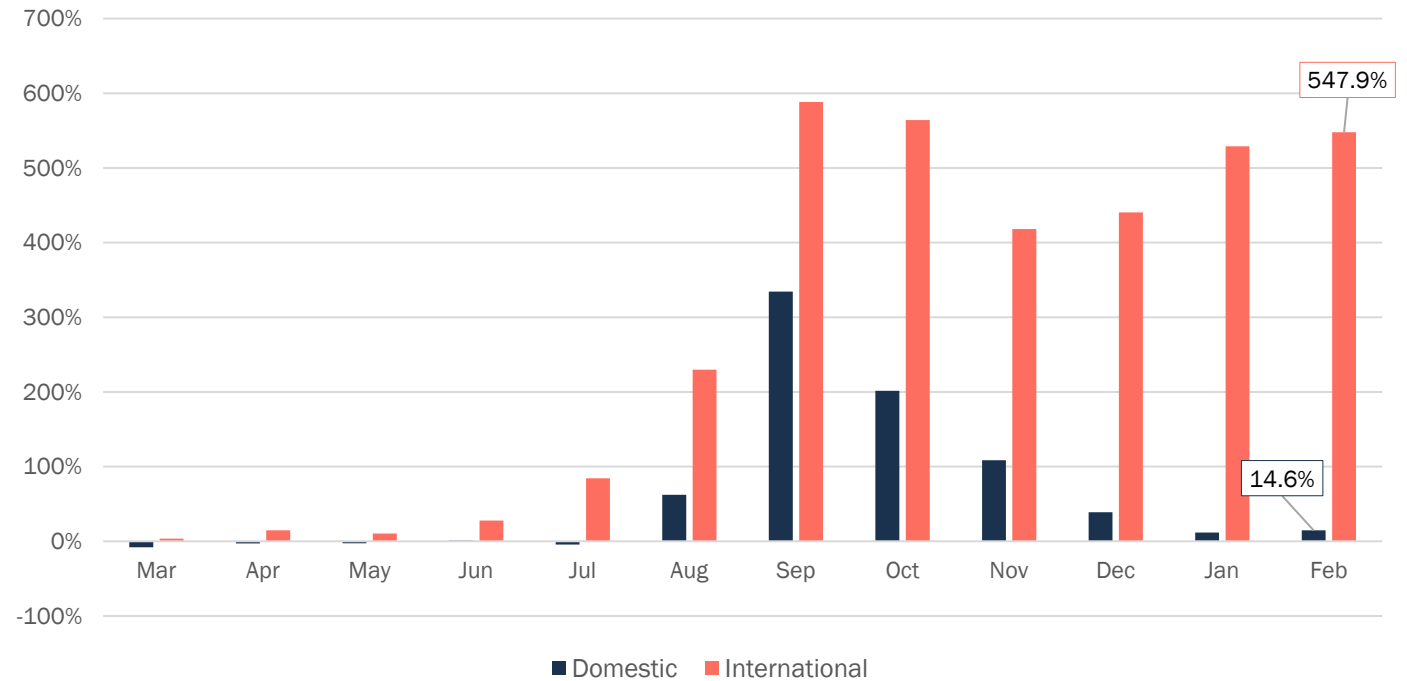


Tourism Transactions	YE February 2023 (\$b)	% change
Domestic	2.375	31.6%
International	.865	218.8%

International tourism transactions were \$116.1m for February 2023, up 547.9%

- For the month of February 2023, domestic tourism transactions (TECTs) were \$167.2m, up 14.6% compared with the same month in 2022.
- International tourism transactions in February 2023 were \$116.1m (up 547.9%) compared to February 2022.

Monthly % Change in tourism transactions in Auckland

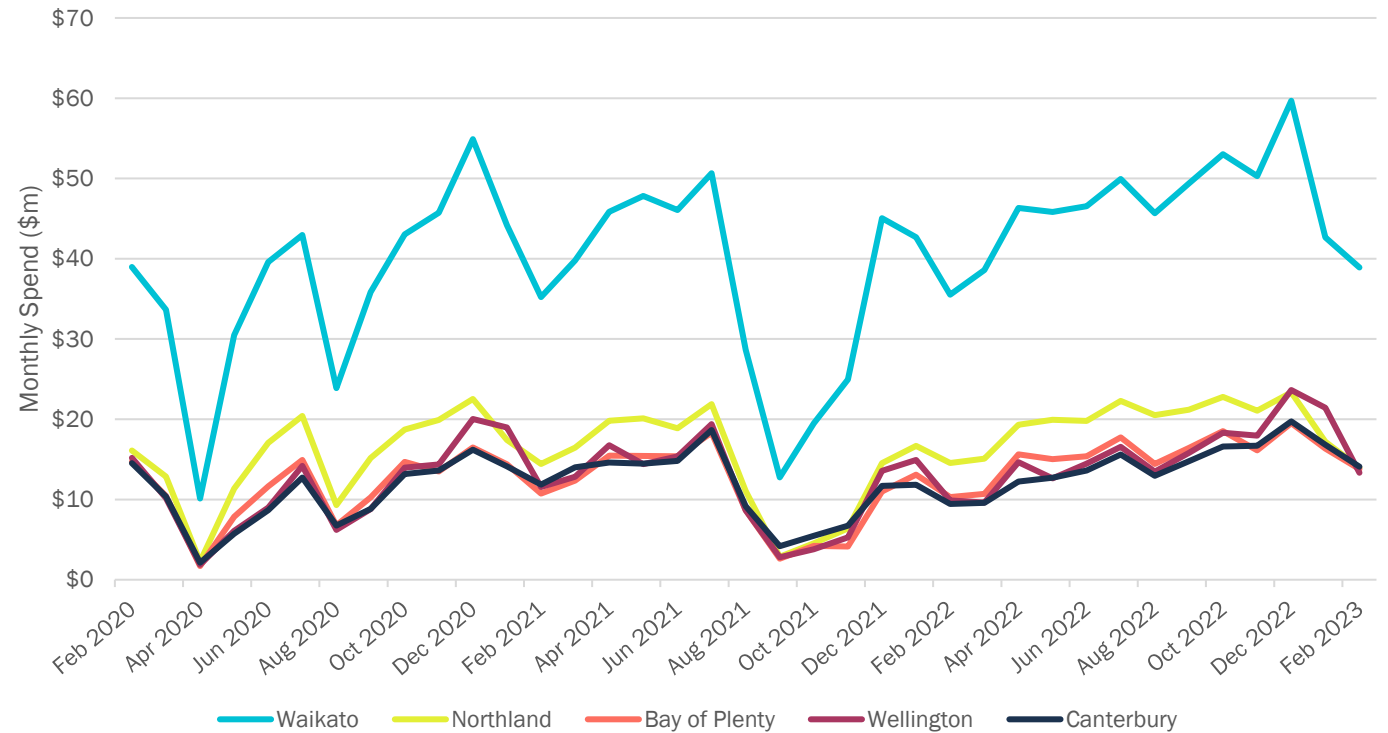


Tourism Transactions	February 2023 (\$m)	% change
Domestic	167.2	14.6%
International	116.1	547.9%

Waikato visitors spent \$38.9m in February 2023, up 9.6% on the previous year

- Waikato-based visitors spent \$38.9m in tourism transactions in Auckland in February 2023, up 9.6% on the previous year.
- Spend from the Bay of Plenty (\$13.8m, up 34.0%), Wellington (\$13.3m, up 35.0%) and Canterbury (\$14.1m, up 49.1%) was up in the month of February 2023 compared to last year but spend from Northland (\$14.0m) was down (4.0%).

Monthly tourism domestic spend in Auckland, by market

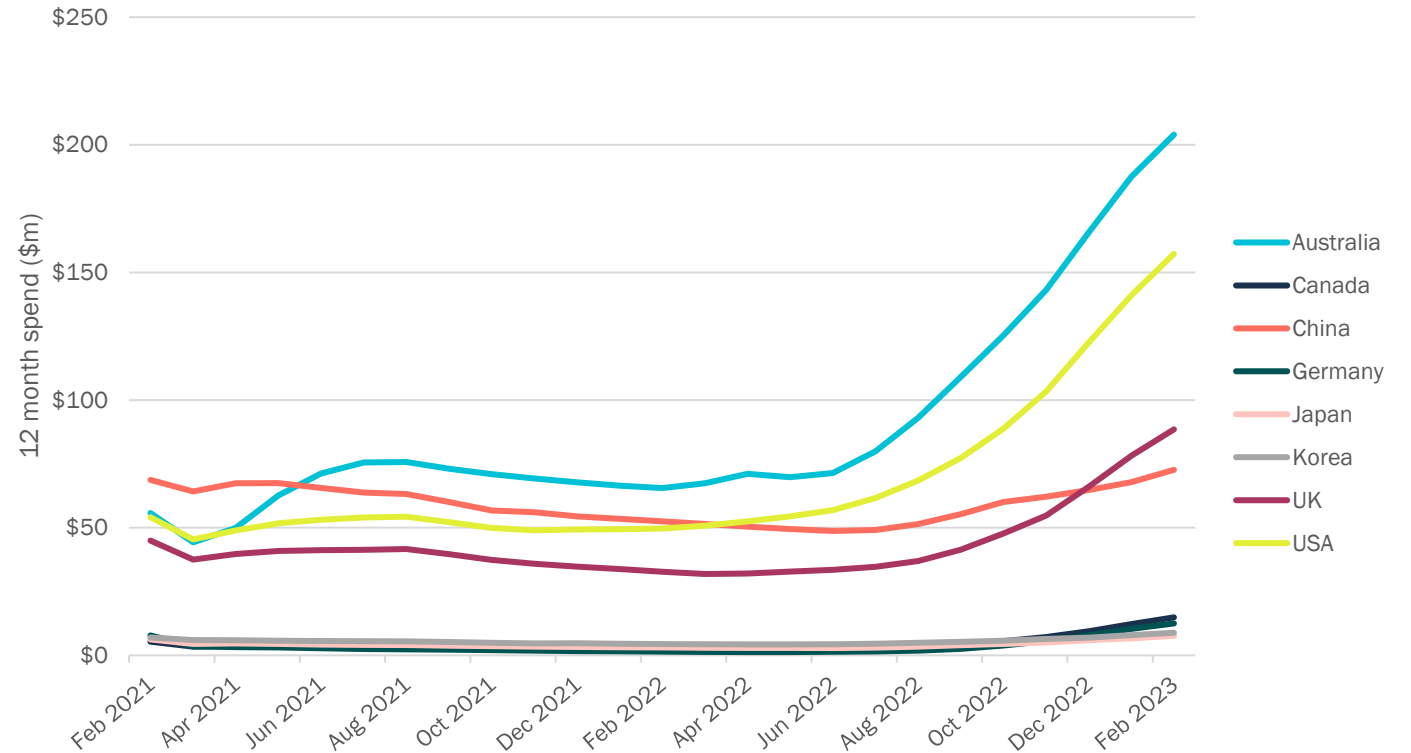


	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
February 2023	38.9	9.6%	14.0	-4.0%	13.8	34.0%	13.3	35.0%	14.1	49.1%

Australian visitors spent \$204m in the year to February 2023, up 211.1% on the previous year

- In the year to February 2023, Australian tourism spend was up 211.1% on the previous year to \$204m.
- Tourism spend from the US (up 216.8% to \$157m) and the UK (up 170.1% to \$89m) was up for the year to February 2023.
- Chinese visitors spent \$73m in the year to February 2023, up 38.4% on the previous year.
- Spend from Germany (up 733.0% to \$13m), Canada (up 350.8% to \$14.9m), Japan (up 146.5% to \$7.7m) and Korea was also up (100.6% to \$8.9m) on the previous year.

Year-end tourism international spend in Auckland, by market

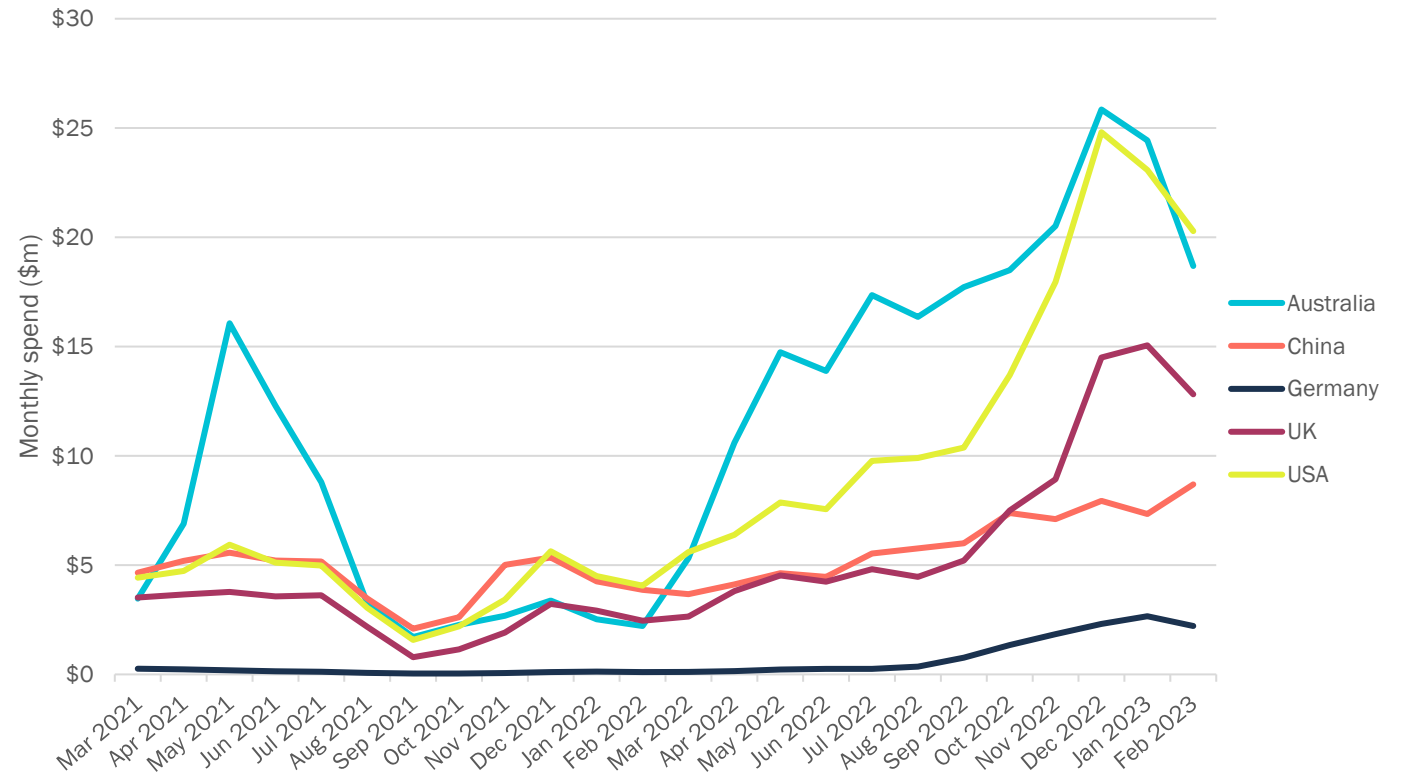


	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
YE February 2023	204	211.1%	73	38.4%	89	170.1%	157	216.8%	13	733.0%

Australian visitors spent \$18.7m in February 2023, up 742.0% on the previous month

- Tourism spend from Australia increased in May 2021. This increase can be attributed to the opening of the trans-Tasman travel bubble between Australia and NZ in April 2021, which then closed again shortly after.
- For the month of February 2023, spend from Australia (\$18.7m) was up 742.0% compared to last February.
- Spend from the US (\$20.3m) was up 399.5% this February.
- Spend from the UK (\$12.8m) was also up (421.8%) for the month of February.
- There were increases in tourism spend from the Chinese (up 124.8% to \$8.7m), and German (up 2000.1% to \$2.2m) markets for the month of February 2023.

Monthly tourism expenditure in Auckland, by market



	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
February 2023	18.7	742.0%	8.7	124.8%	12.8	421.8%	20.3	399.5%	2.2	2000.1%

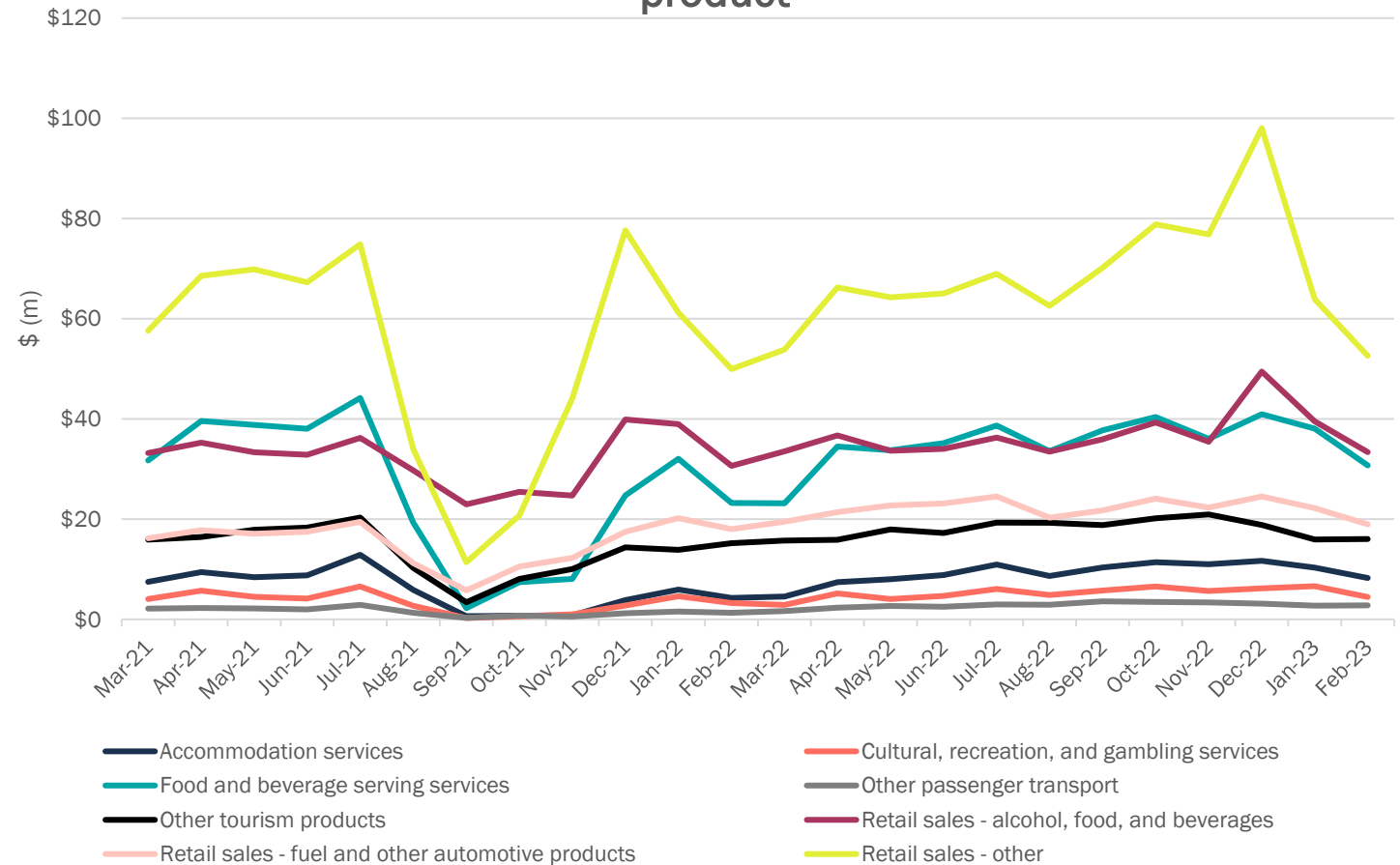
\$52.6m spent in Retail sales (other) by domestic visitors in February 2023, up 5.3%

	Spend (\$m)	% change
Accommodation services	8.3	92.5%
Cultural, recreation, and gambling services	4.5	37.3%
Food and beverage serving services	30.7	32.3%
Other passenger transport	2.8	113.8%
Other tourism products	16.0	5.6%
Retail sales - alcohol, food, and beverages	33.4	8.9%
Retail sales - fuel and other automotive products	19.0	5.2%
Retail sales - other	52.6	5.3%
Grand Total	167.2	14.6%

aucklandunlimited.com

Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



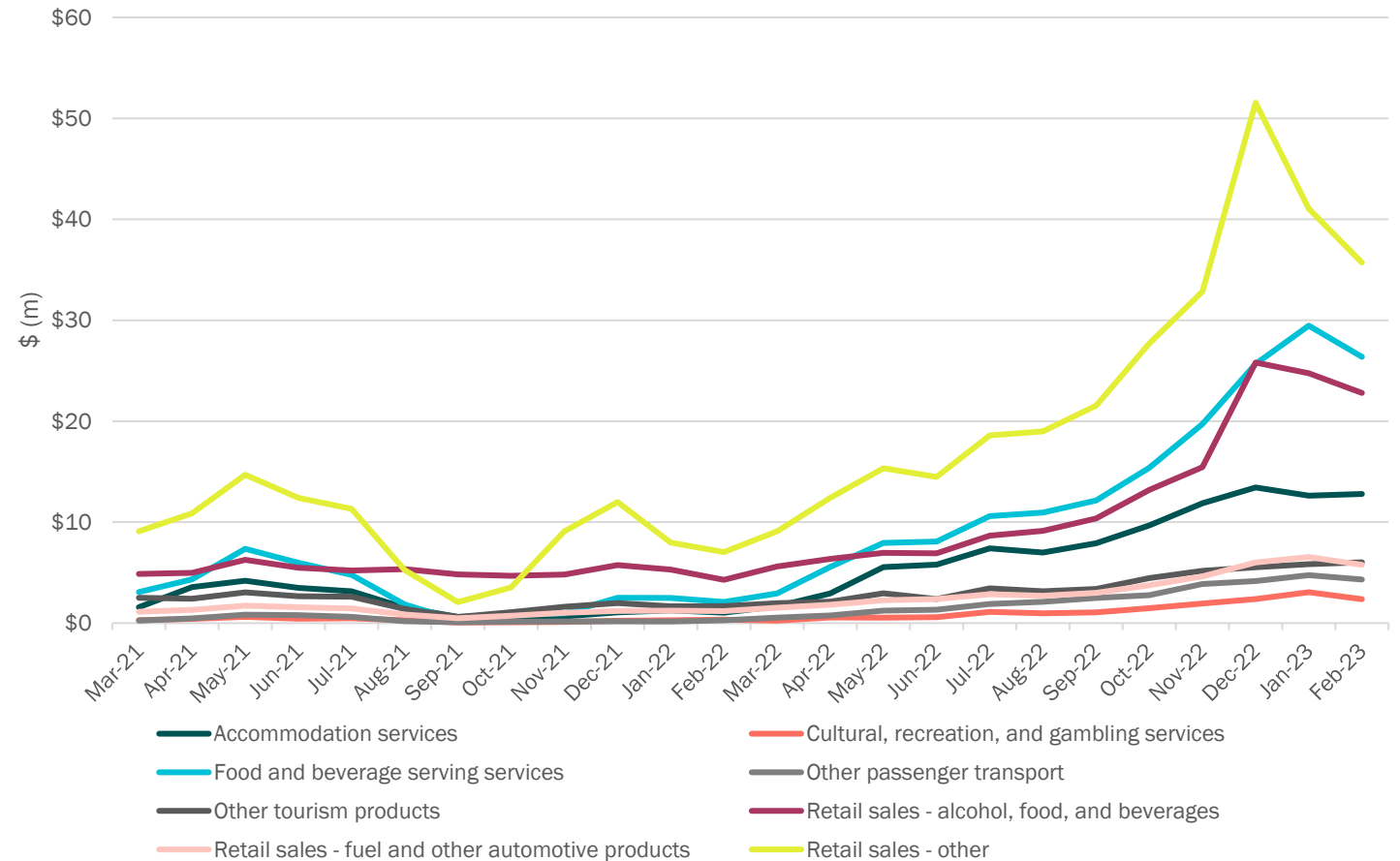
\$35.7m spent in Retail sales (other) by International visitors in February 2023 up 407.3%

	Spend (\$m)	% change
Accommodation services	12.8	1148.5%
Cultural, recreation, and gambling services	2.4	612.8%
Food and beverage serving services	26.4	1159.9%
Other passenger transport	4.3	1424.6%
Other tourism products	6.0	257.9%
Retail sales - alcohol, food, and beverages	22.8	431.1%
Retail sales - fuel and other automotive products	5.8	388.4%
Retail sales - other	35.7	407.3%
Grand Total	116.1	547.9%

aucklandunlimited.com

Source: MBIE TECTs.

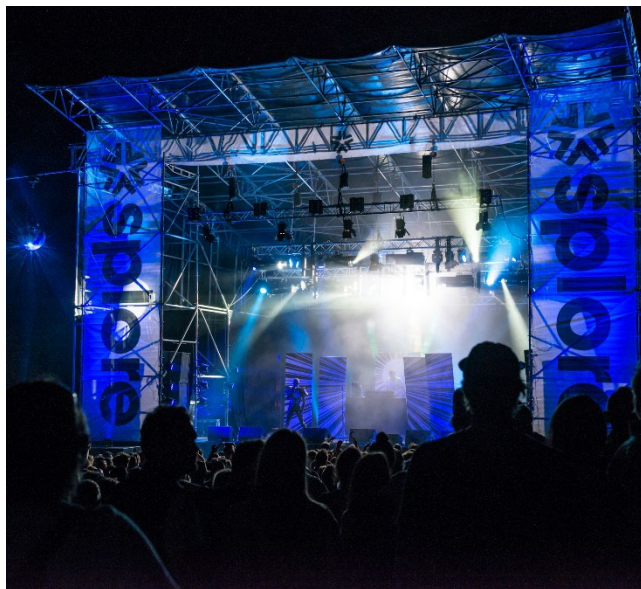
International monthly tourism transactions in Auckland, by product





Auckland Tourism – Major and Business Events Data

Major Events Insights



aucklandunlimited.com


Source: Major Events, Tātaki Auckland Unlimited.

Event	Date	Venue	Interesting Findings
Podis Boxing Classic	18 February 2023	ASB Tennis Arena	<ul style="list-style-type: none"> The month of February saw 185.0k international visitors, up 3837.6% on the previous February
VEX Robotics National Championship	18-19 February 2023	Vodafone Events Centre	<ul style="list-style-type: none"> There were 398.1k domestic guest nights in commercial accommodation (up 136.0%), and 232.1k international guest nights (up 1658.3%) in commercial accommodation in February 2023.
SPLORE Music & Arts Festival	24-26 February 2023	Tapapakanga Regional Park	<ul style="list-style-type: none"> Domestic tourism transactions (TECTs) were \$167.2m, up 14.6% compared with the same month in 2022. International tourism transactions in February 2023 were \$116.1m (up 547.9%) compared to February 2022.

Business Events Insights



aucklandunlimited.com


512

Business events in Auckland
Q4 Dec 2022




19%

Auckland's market share of
business events
Q4 Dec 2022




107.6^k

Delegates hosted in Auckland
Q4 Dec 2022




28%

Auckland's market share of
delegates
Q4 Dec 2022




154.5^k

Delegate days hosted in Auckland
Q4 Dec 2022




28%

Auckland's market share of
delegate days
Q4 Dec 2022





Auckland Tourism – Tourism Sentiment Index

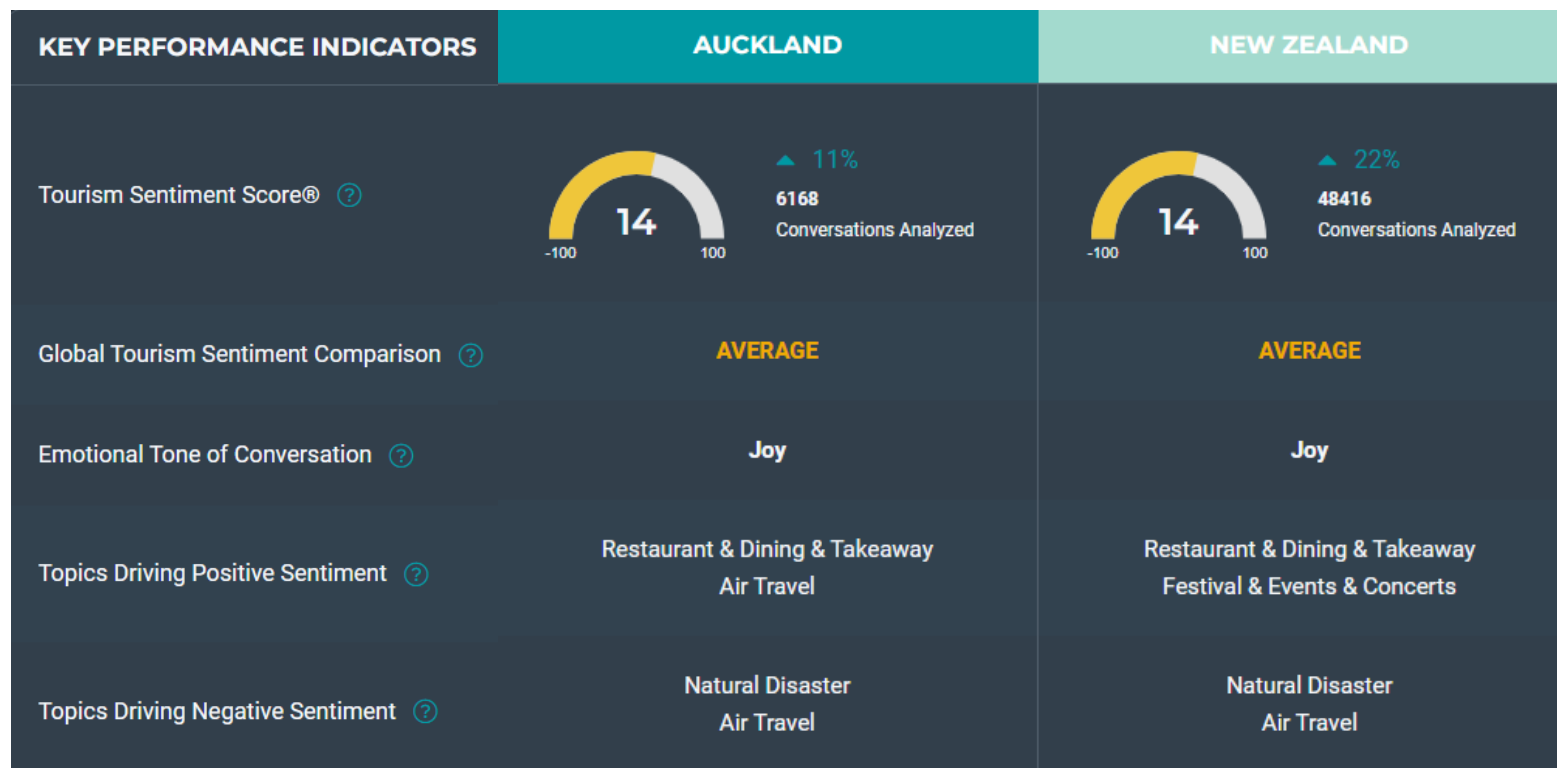
Tourism Sentiment Index (TSI)

- 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 February 2023 was +14 (the same as NZ), down 8 points to February 2022.
- Of all conversations online being driven by Auckland’s tourism experience or products, 23% of those conversations were identified as destination promoters.
- This includes 6,168 online conversations about Auckland, while 48,416 online conversations were included for NZ.
- 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.
- 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 ‘Air Travel’, while negative sentiment was driven by ‘Natural Disaster’ and also ‘Air Travel’.



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 February 2023 were Safety (41%), Access and Transportation (31%) and Food and Culinary (9%).
- The category with the highest sentiment was Amenities and Entertainment (42) followed by Destination Services (39) and Food and Culinary (32), while Safety (-12), and Access and Transportation (6) had the lowest sentiment.
- Sub-categories that drove positive sentiment were Spa and Wellness (100), Weddings (59), Golfing (52), and Festivals and Concerts (42).
- The lowest sentiment was recorded in Natural Disaster (-12), Tours (1), Camping (2), Fishing (3) and Cruises (3).
- Joy was the general emotional tone for most categories for the month of February 2023, with Fear linked to Safety.

CATEGORIES	AUCKLAND			NEW ZEALAND		
	Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
▲ Safety	41% ▲ 9%	Fear	-12 Average	41% ▲ 16%	Fear	-15 Average
▲ Access + Transportation	31% ▼ 4%	Joy	6 Average	16% ▼ 7%	Joy	6 Average
▲ Food + Culinary	9% ▲ 0%	Joy	32 Average	9% ▼ 2%	Joy	30 Average
▲ Amenities + Entertainment	7% ▲ 0%	Joy	26 Average	9% ▼ 4%	Joy	26 Average
▲ Outdoor Activities	5% ▲ 0%	Joy	21 Average	14% ▼ 1%	Joy	21 Average
▲ Relaxation + Wellness	4% ▼ 2%	Joy	29 Average	5% ▼ 2%	Joy	27 Average
▲ Culture + History	2% ▲ 0%	Joy	11 Average	3% ▲ 0%	Joy	14 Average
▲ Destination Services	2% ▼ 1%	Joy	39 High	3% ▲ 0%	Joy	26 Average
▲ Amenities & Entertainment	1% ▲ 1%	N/A	42 High	<1% ▲ 0%	Joy	32 Average

Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated from 1st March 2022 to 28th February 2023.
- Auckland’s TSI lifted slightly in May 2022 but fell in June-July 2022. It rose again in August and held steady until November 2022.
- Auckland TSI declined in December 2022 through to January 2023. TSI stabilised in February 2023.





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).

PROMOTERS

30%

YE June 2022

-3

Compared to
YE June 2021

DETRACTORS

29%

YE June 2022

+3

Compared to
YE June 2021

TOTAL NPS

1

YE June 2022

-6

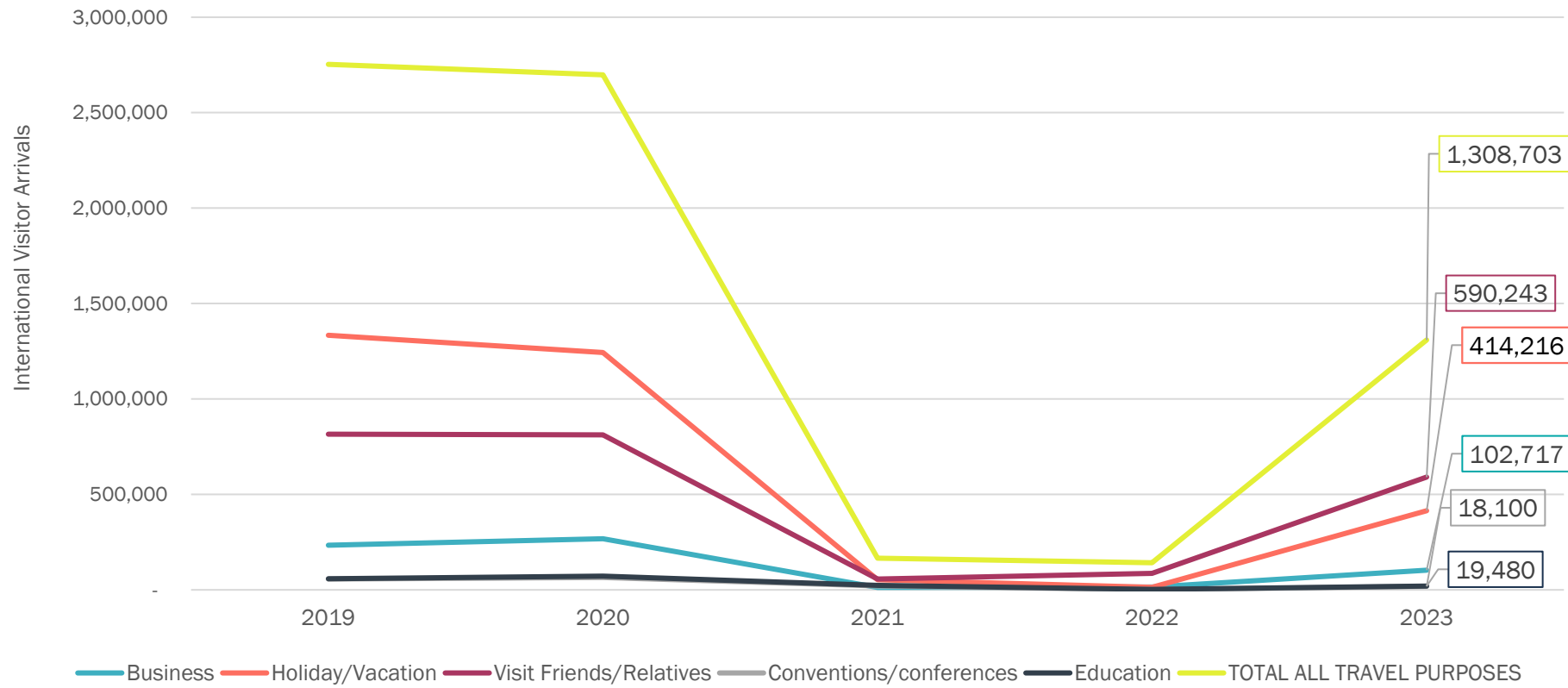
Compared to
YE June 2021

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



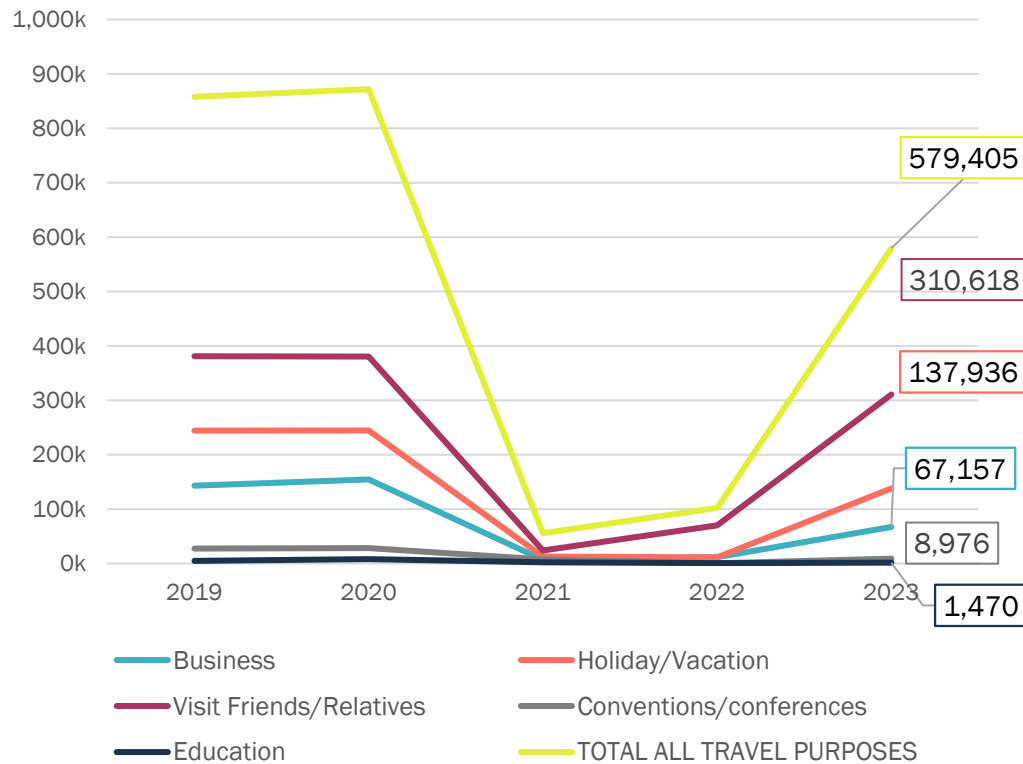
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE February

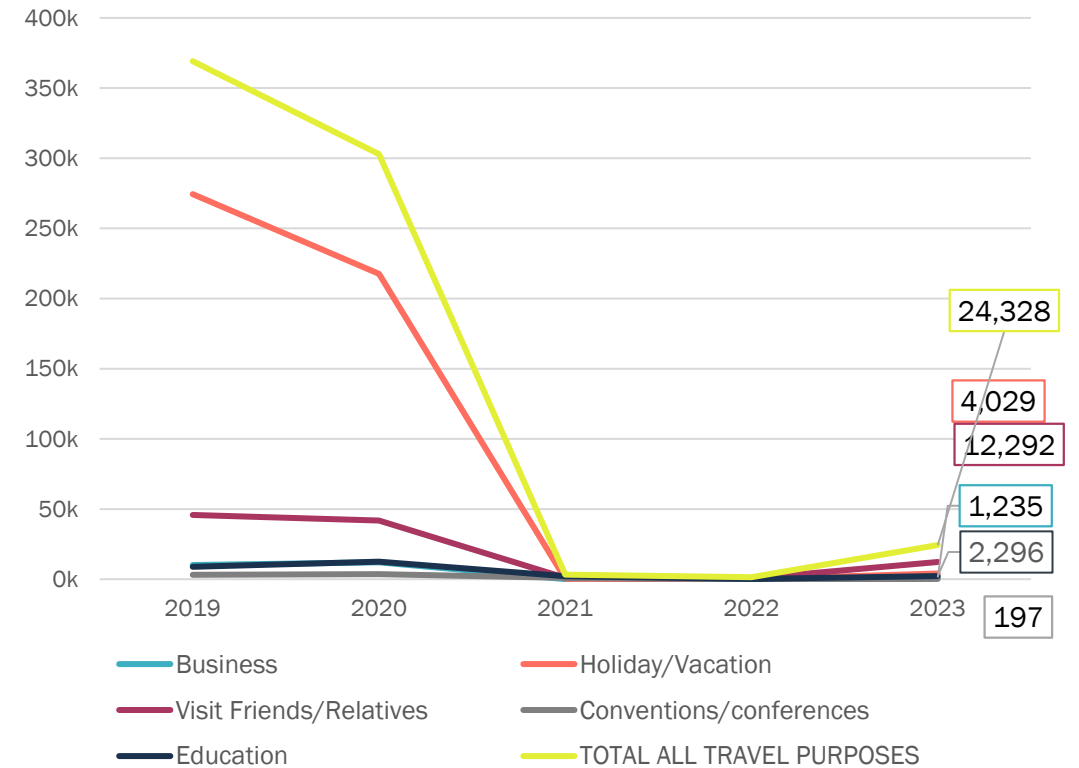


Five-year visitor arrivals to Auckland, YE February

Australia

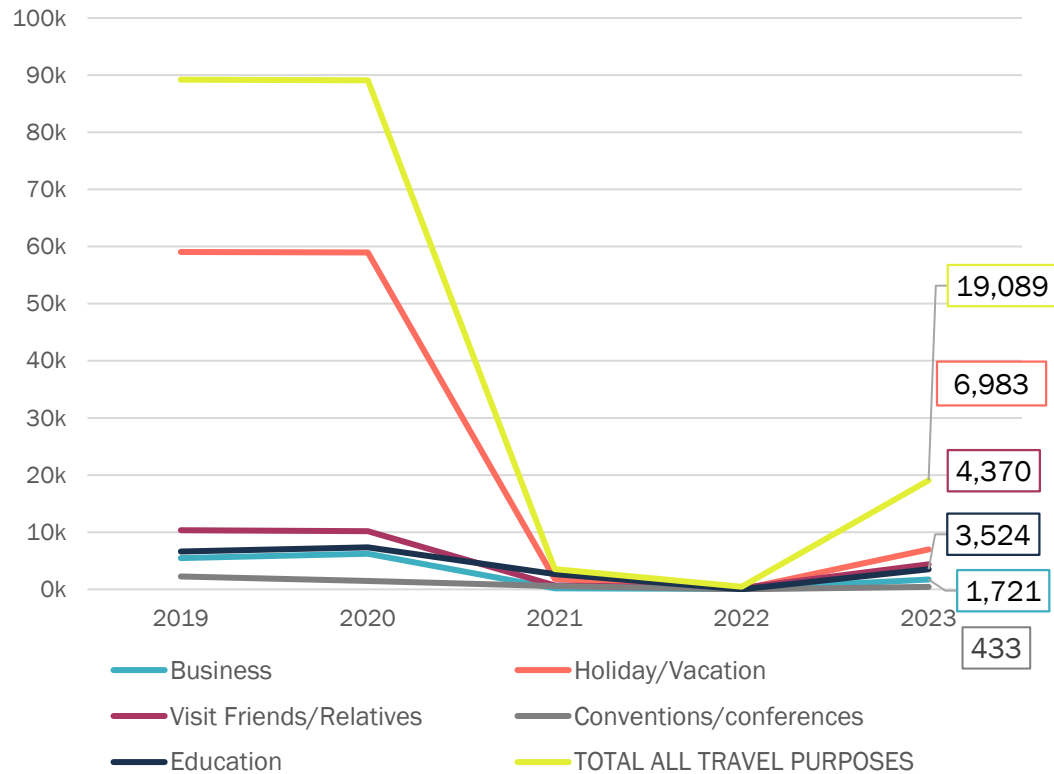


China

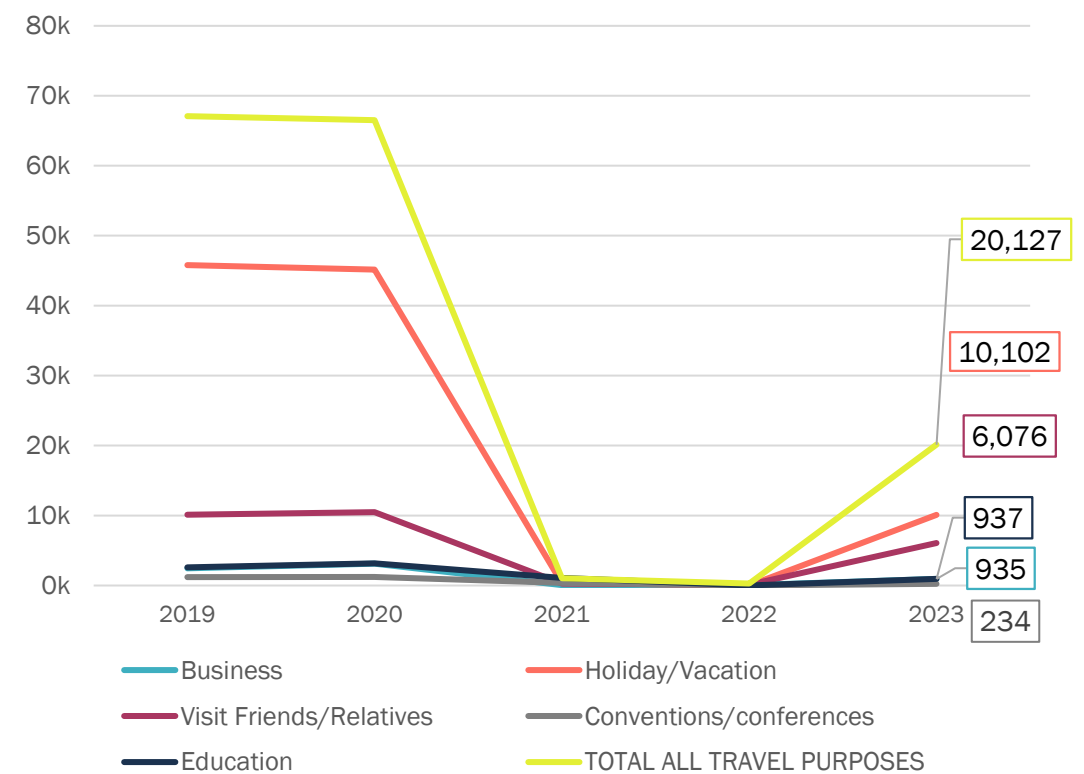


Five-year visitor arrivals to Auckland, YE February

Japan

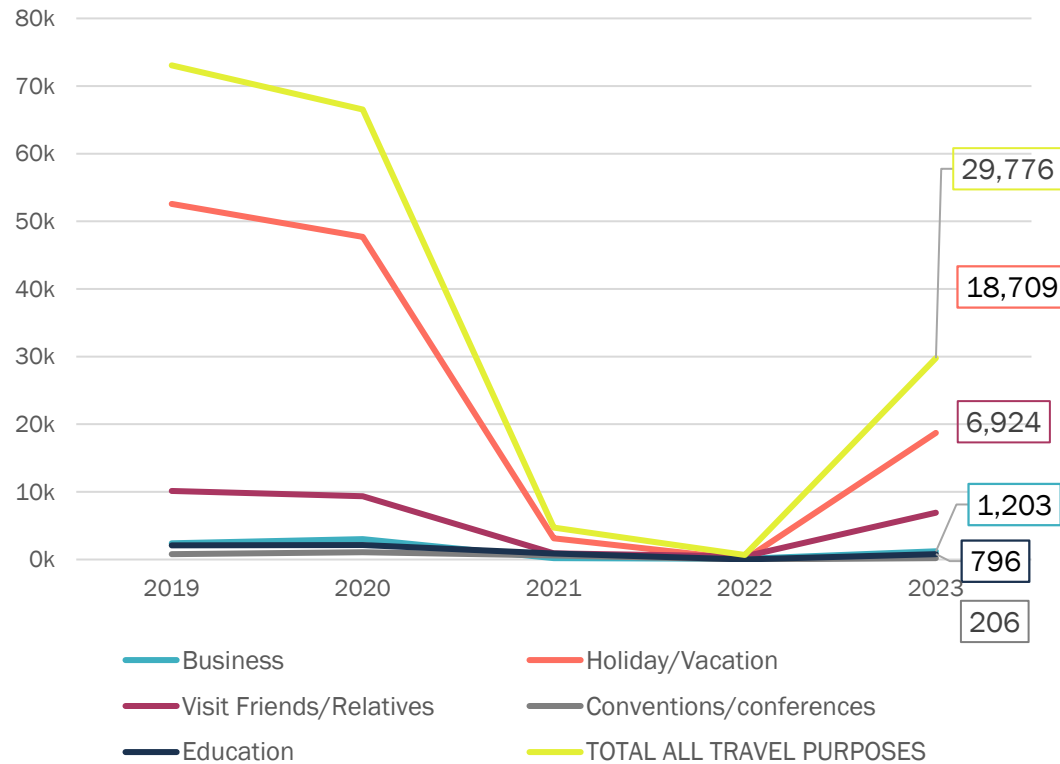


Korea

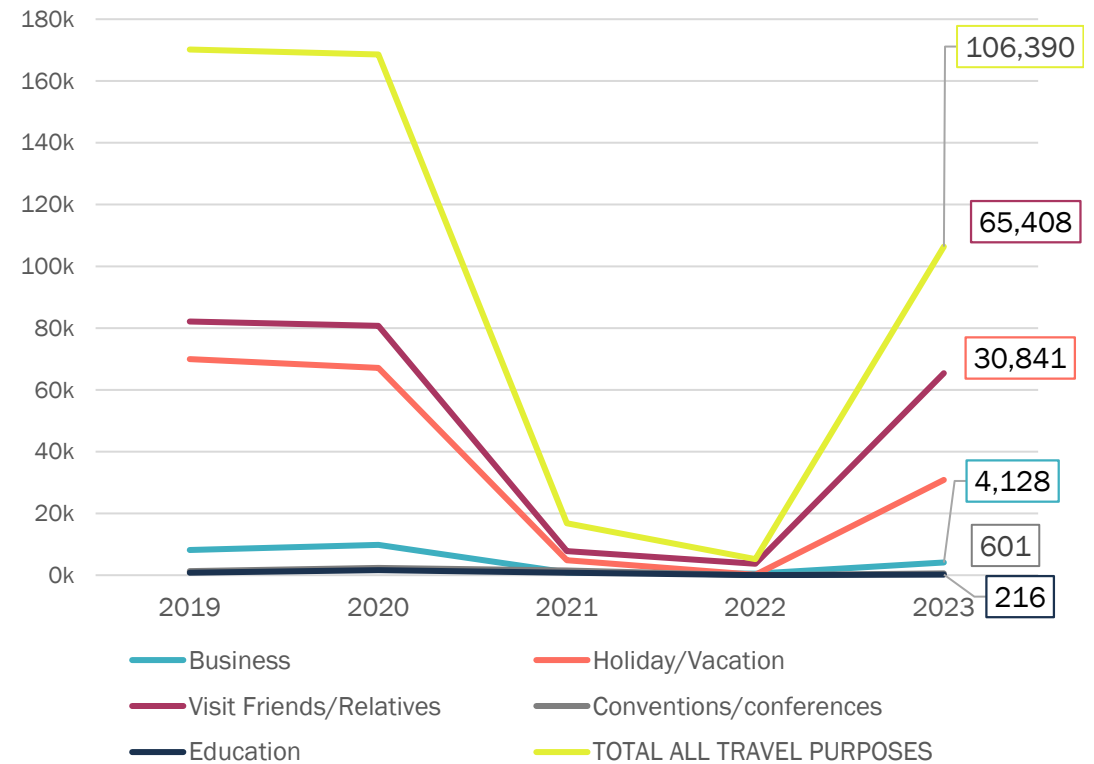


Five-year visitor arrivals to Auckland, YE February

Germany

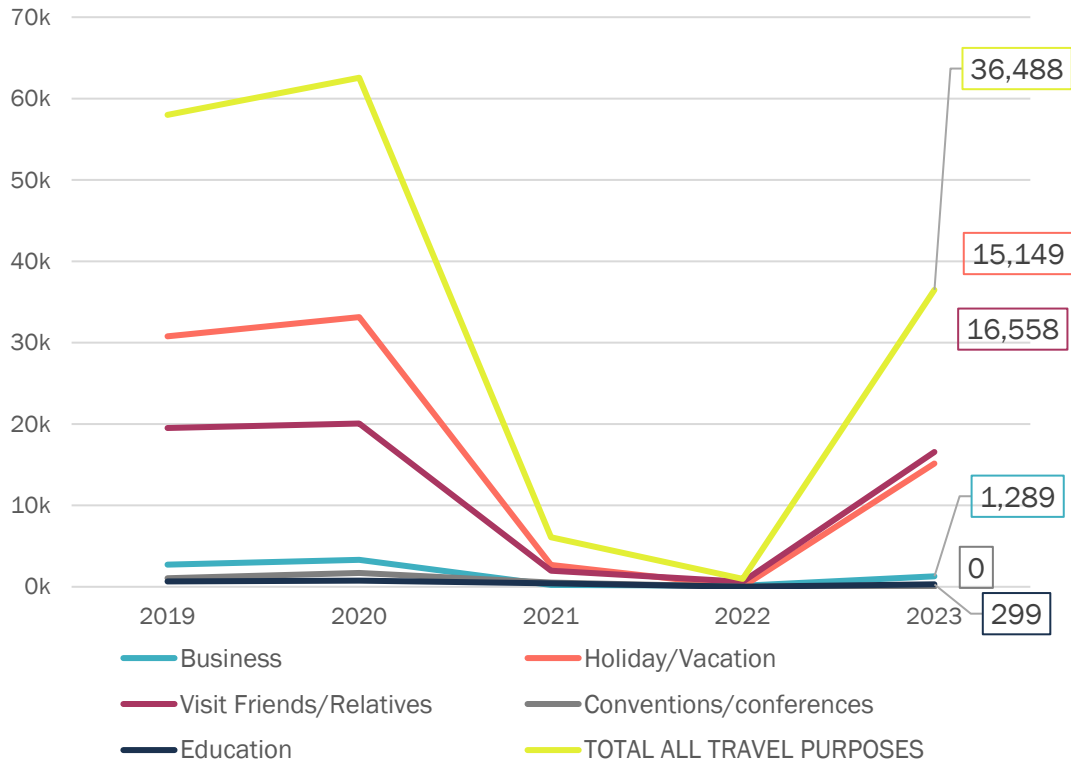


UK

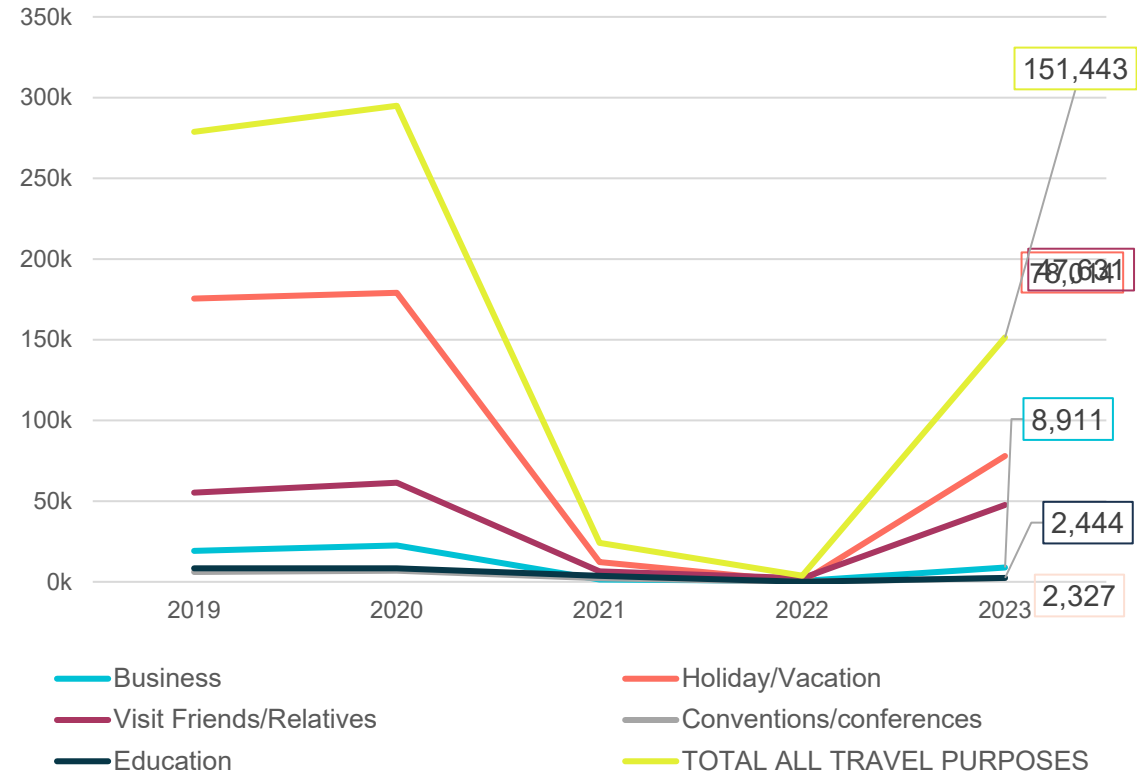


Five-year visitor arrivals to Auckland, YE February

Canada



US



Ngā mihi Thank you

- KEY CONTACT

Jaimee Raymond

Research & Insights Specialist

jaimee.raymond@aucklandnz.com

