

Tātaki
Auckland
Unlimited



Tāmaki Makaurau Auckland Destination Overview

January 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 March 2023

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Key Visitor Data


431.1^k

Domestic Guest Nights
January 2023 (Month)
+74.5% (to January 2022)




169.1^k

International Visitors
January 2023 (Month)
+4440.4% (to January 2022)




683.5^k

Total Guest Nights
January 2023 (Month)
+164.9% (to January 2022)




\$200^m


Domestic Tourism Transactions
January 2023 (Month)
+12.1% (to January 2022)




\$129^m

International Tourism Transactions
January 2023 (Month)
+531.1% (to January 2022)




+14

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



Key Visitor Data



DOMESTIC

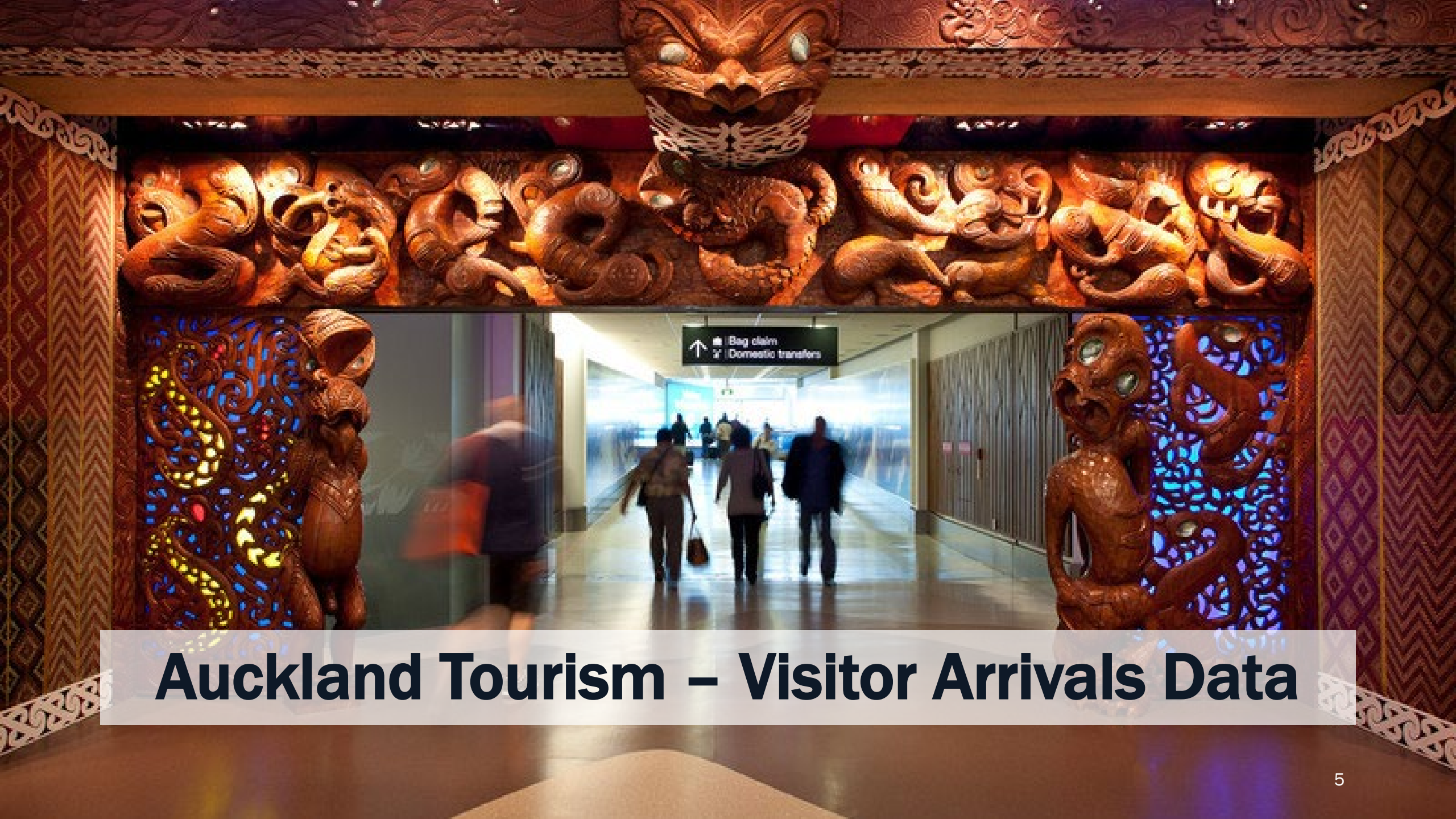
- At present, current domestic visitor numbers cannot be displayed as the MBIE Monthly Unique Regional Population Estimates are undergoing a revision. Once the revision is complete, we will commence reporting on domestic visitation.
- The wettest day on record for Auckland occurred on Friday 27th January 2023 with extreme rainfall causing severe flooding across the Auckland region.
- There were **431.1k domestic guest nights in commercial accommodation** for the month of January, up **74.5%**.
- Domestic tourism transactions** for the year to January 2023 was **\$2.36b**, up **30.4%** on last year and **\$200.1m for the month** (up **12.1%** compared to January 2022).
- Waikato-based visitors spent \$42.8m** in Auckland in January 2023, up **0.4%** on the previous year.
- Spend from Northland (\$17.3m, up 3.5%), the Bay of Plenty (\$16.6m, up 26.5%), Wellington (\$21.5m, up 44.4%) and Canterbury (\$16.9m, up 42.9%) was up** in the month of January 2023 compared to last year.
- 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 (169.1k)** were up **4440.4%** on the previous January but numbers were down 40.7% compared to January 2020 pre-Covid (285.3k).
- The year to January 2023 saw **1.13m international visitor arrivals, an increase of 695.6%** on 2022. However, international visitation was down 58.7% compared to pre-Covid levels (2.73m in YE January 2020).
- There was strong growth for the **Australian market in January 2023**, with **57.3k visitors, an increase of 10122.3%** compared to last year. The year to January 2023 saw **527.5k Australian visitors, up 415.3%**.
- VFR visitors** contributed the most to annual visitor numbers (**527.4k**) and **increased 507.5%** on the year to January 2022. **Monthly VFR numbers (60.2k)** were also up **3325.4%** compared with January 2022.
- Holiday visitors (338.0k)** were up **2531.7%** for the year, with monthly numbers (**73.4k**) also up **69100.0%**.
- 252.4k international guest nights in commercial accommodation** for January, up **2237.0%** on last year.
- International tourism transactions** was **\$0.77b** for the year, up **179.4%** and **\$128.5m for the month**, up **531.1%**.
- Monthly spend from Australia (\$24.4m)** was up **879.2%**.

OVERALL

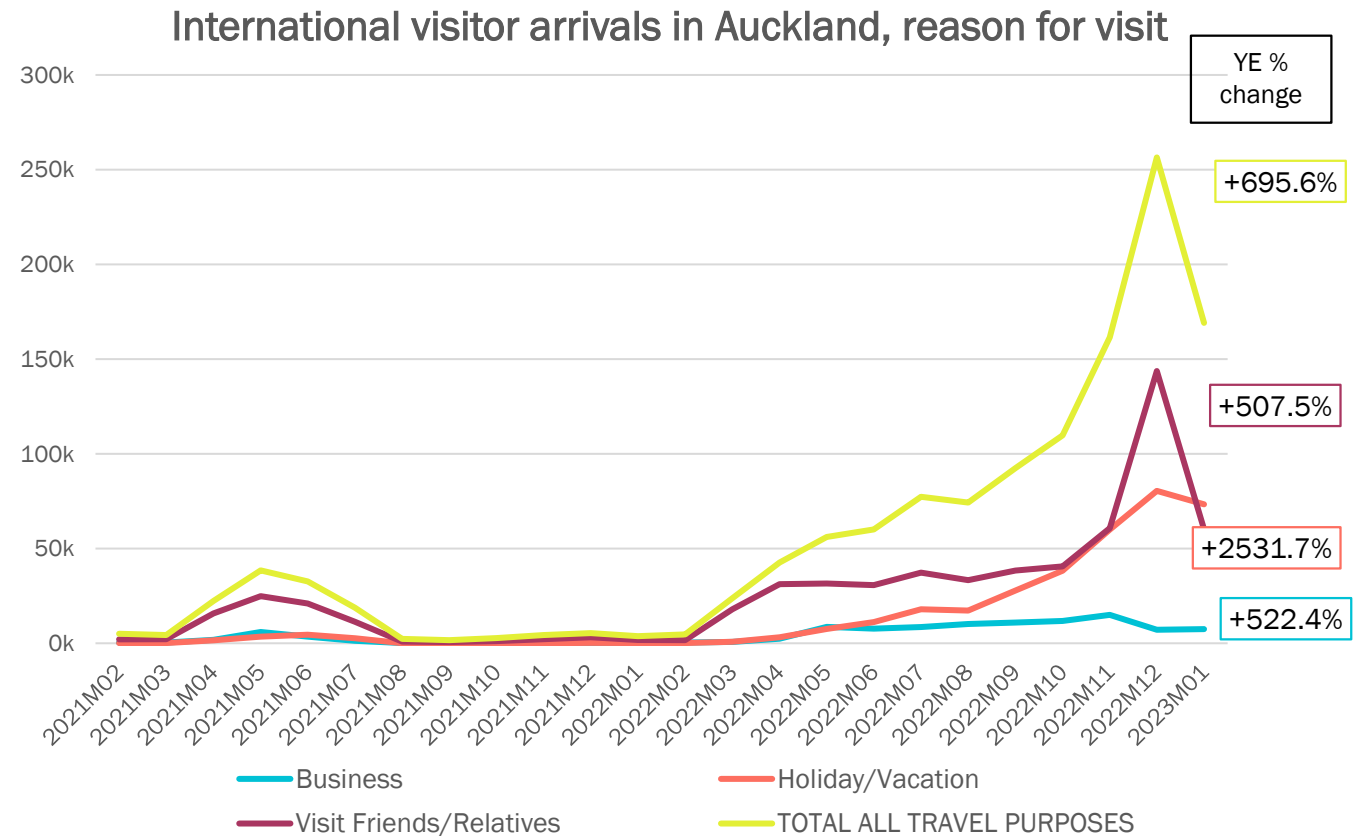
- For the month of January 2023, there were **683.5k total guest nights in commercial accommodation** in Auckland, up **164.9%** on last year.
- Looking forward, overall occupancy on the books is higher this year** compared to the same period last year (i.e., from March 2023 to June 2023).
- Auckland occupancy peaked at 98% on the 7th March 2023 and 94% which is when Harry Styles performed at Mt Smart Stadium.
- Occupancy also reached 92% on the 15th March 2023, the night of the Morgan Wallen concert at Spark Arena.
- The **Tourism Sentiment Score** for Auckland for January 2022 was **+14 (down 3 points to NZ)**, down 8 points to January 2022.
- The category with the highest sentiment was Food and Culinary (35), followed by Outdoor Activities (31), and Relaxation and Wellness (28), while Safety (-21), and Access and Transportation (2) had the lowest sentiment.



Auckland Tourism – Visitor Arrivals Data

1.13m International visitor arrivals in the year to January 2023, up 695.6%

- The month of January saw 169.1k international visitors, up 4440.4% on the previous January but down 40.7% compared to pre-Covid numbers (285.3k in January 2020).
- The year to January 2023 saw 1.13m international visitor arrivals, an increase of 695.6% on the previous year. However, international visitation was down 58.7% compared to pre-Covid levels (2.73m in YE January 2020).
- VFR visitors contributed the most to annual visitor numbers (527.4) and increased 507.5% on the year to January 2022. Monthly VFR numbers (60.2k) were also up 3325.4% compared with the month of January 2022.
- Holiday visitors (338.0k) were up 2531.7% for the year, with monthly numbers (73.4k) also up 69100.0%.
- There were 90.8k business visitors (up 522.4%) in the year to January 2023, and 7.5k for the month (up 2794.6%).

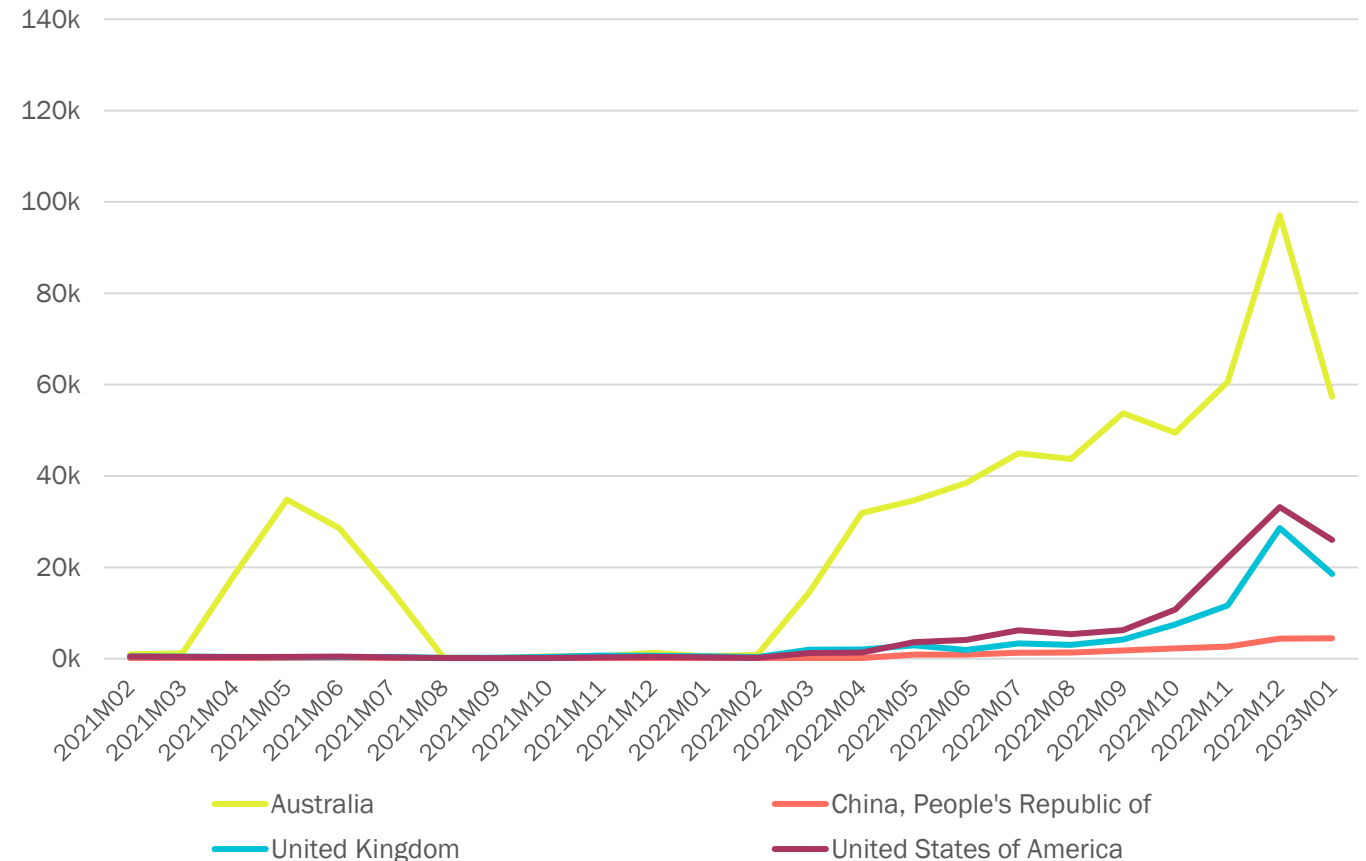


	Visitor arrivals	vs. previous year / YE	vs. pre-Covid / 2019
January 2023	169,130	4440.4%	-40.7%
YE January 2023	1,128,450	695.6%	-58.7%

527.5k Australian visitor arrivals in YE January 2023, up 415.3%

- There was strong growth for **Australian visitors** in the month of January 2023, with **57.3k visitors**, an increase of **10122.3%** compared to last January. **The year to January 2023 saw 527.5k Australian visitor arrivals, up 415.3%.**
- **The year to January 2023 saw 120.6k visitors from the US (up 2882.5%), with 26.0k visitors for the month (up 8159.7%).**
- For year to January 2023, there were **86.3k visitor arrivals from the UK (up 1511.6%)** and **18.5k visitors for the month (up 3210.9%).**
- **Visitors from China (20.5k) were also up for the year (1201.8%), and up (5781.6%) for the month of January (4.5k).**

Visitor arrivals in Auckland by key international markets



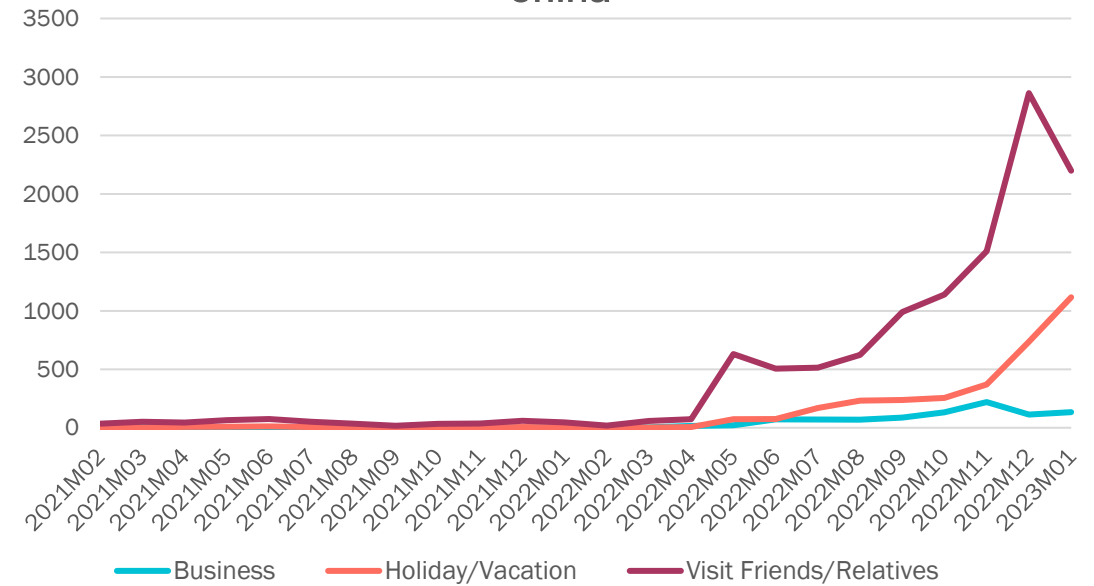
24 month visitor arrivals from individual markets

Australia



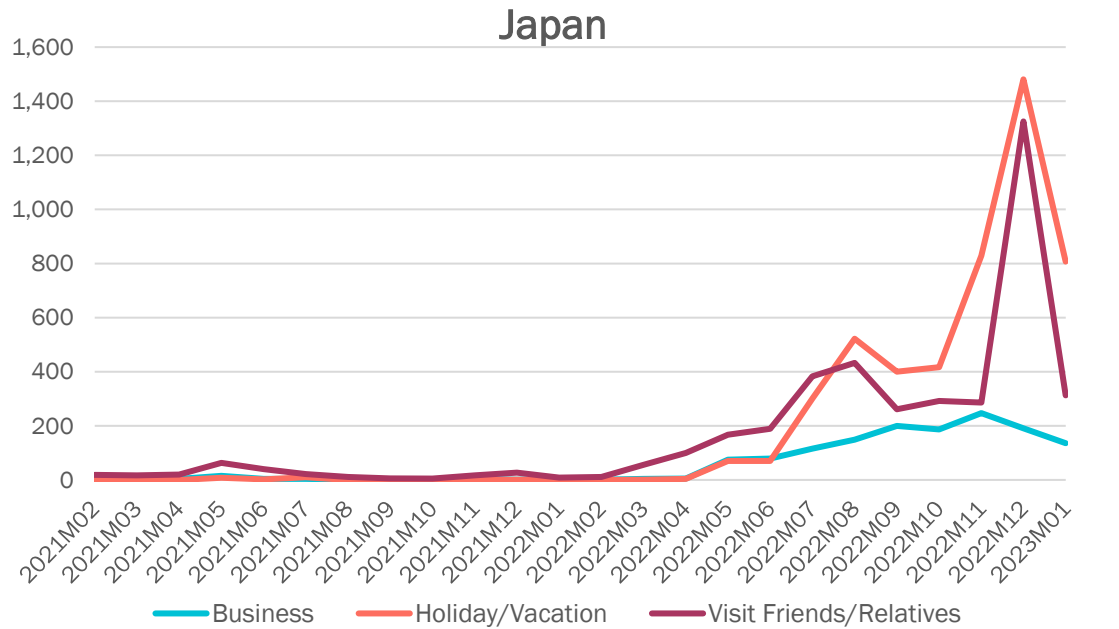
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2023	3,630	9207.7%	19,753	282085.7%	26,631	6835.2%	57,347	10122.3%
YE January 2023	60,733	422.7%	122,394	973.3%	286,921	310.1%	527,529	415.3%

China



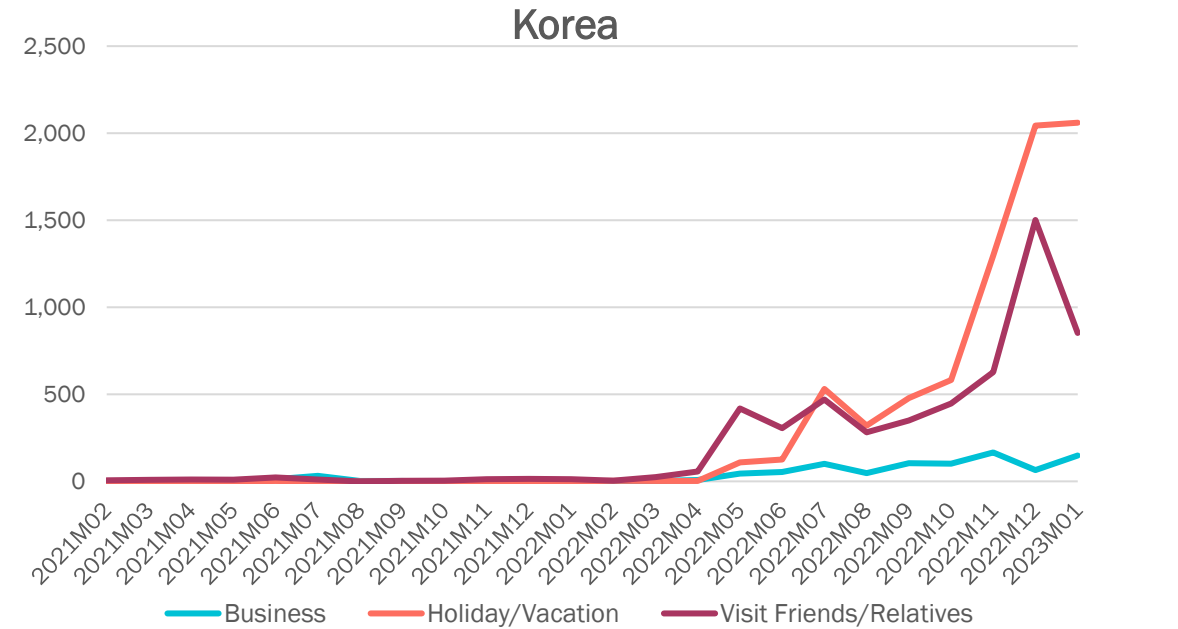
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2023	134	3250%	1,117	27825.0%	2,198	4678.3%	4,470	5781.6%
YE January 2023	945	1160.0%	3,277	4719.1%	11,126	1904.7%	20,504	1201.8%

24 month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2023	136	3300.0%	807	80700.0%	313	3377.8%	2,657	16506.3%
YE January 2023	1,390	2338.6%	4,902	20325.0%	3,816	1390.6%	14,293	2883.9%

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	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2023	149	14900.0%	2,061	206100.0%	853	6461.5%	3,845	20136.8%
YE January 2023	848	1267.7%	7,561	151120.0%	5,346	4355.0%	16,185	5295.0%

24 month visitor arrivals from individual markets

Germany



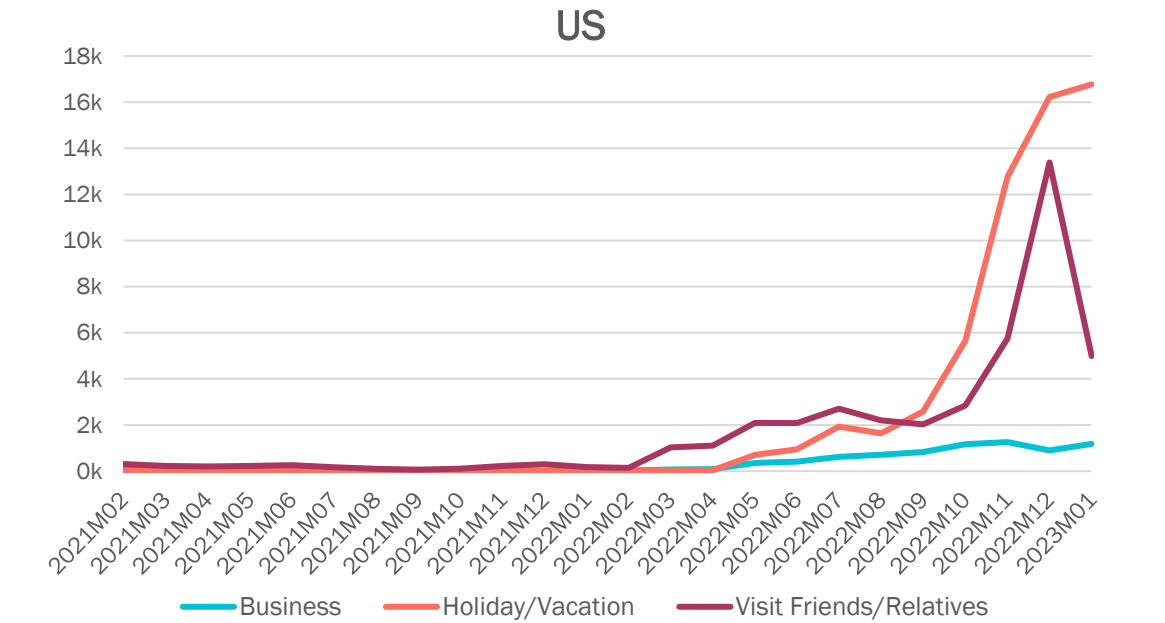
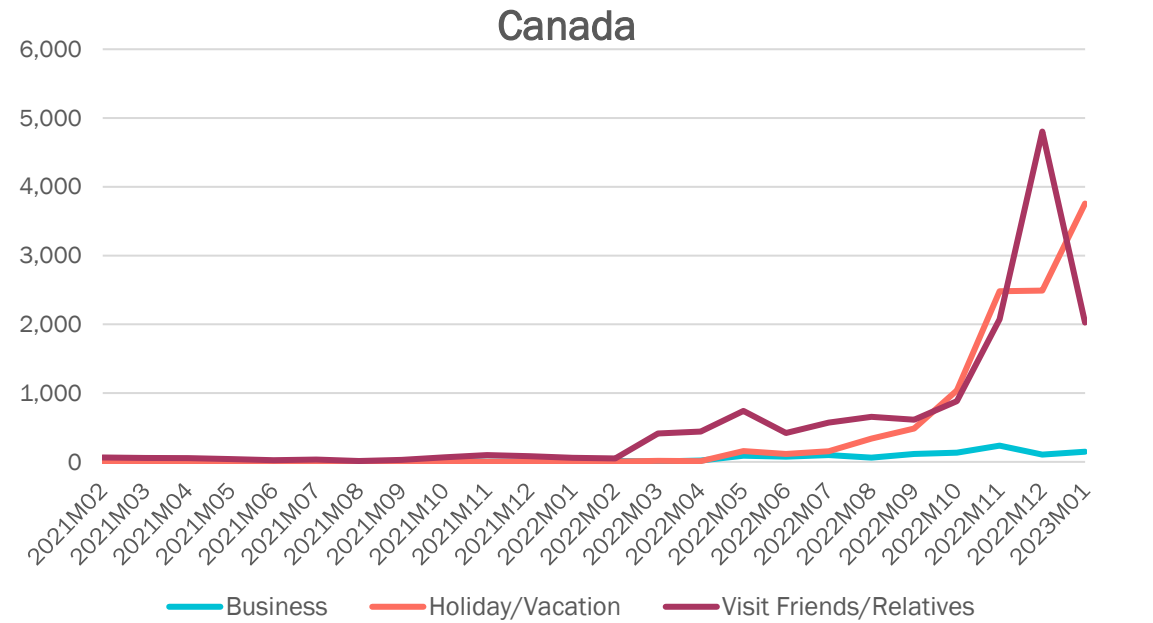
UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2023	150	2400.0%	3,779	377900.0%	1,000	1983.3%	5,726	9772.4%
YE January 2023	1,033	954.1%	14,771	105407.1%	5,703	1173.0%	23,881	3523.8%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2023	496	892.0%	7,638	44829.4%	9,350	2105.2%	18,541	3210.9%
YE January 2023	3,568	592.8%	22,002	16319.4%	55,890	1370.8%	86,268	1511.6%

24 month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2023	148	886.7%	3,757	75040.0%	2,026	3333.9%	6,489	5908.3%
YE January 2023	1,105	700.7%	11,049	32397.1%	13,689	2097.3%	28,234	2734.7%

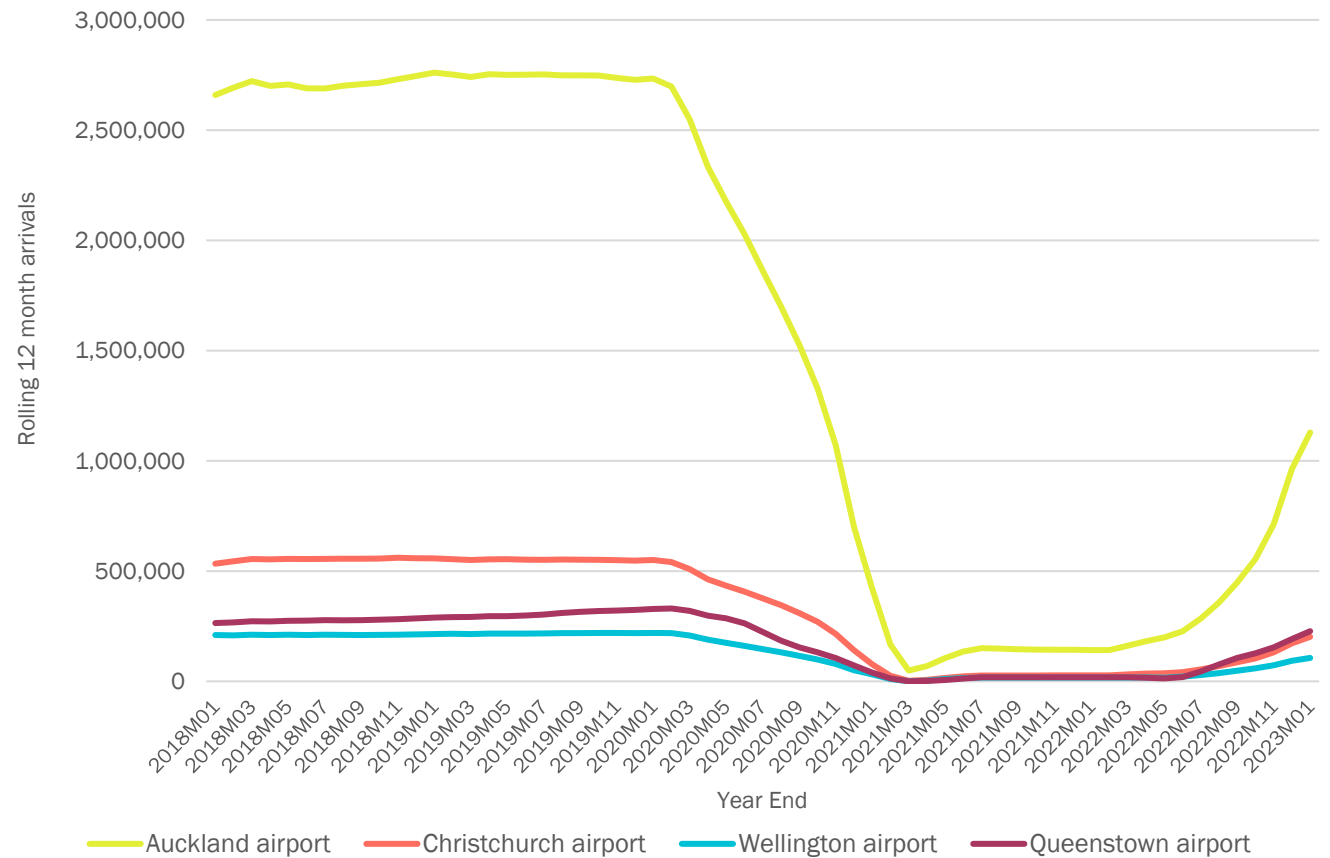
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2023	1,184	2134.0%	16,774	139683.3%	4,992	2769.0%	26,018	8159.7%
YE January 2023	7,628	1254.9%	59,303	42564.0%	40,374	1607.9%	120,553	2882.5%

Auckland has seen a 695.6% 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 have had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- However, with NZ borders now fully open (since July 2022), Auckland has seen a 695.6% increase in international visitor arrivals over the last year.
- For the year ending January 2023, all other ports saw growth in international visitor arrivals in comparison to last year. Christchurch saw an increase of 647.2%, Queenstown was up 1162.8% and Wellington was up 533.1% compared to last year.

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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

252.4k international guest nights in commercial accommodation in January 2023, up 2237.0%

- For the month of January 2023, there were **683.5k total guest nights** in commercial accommodation in Auckland, up **164.9%** on the same month last year.
- There were **431.1k domestic guest nights** in commercial accommodation (up **74.5%**), and **252.4k international guest nights** (up **2237.0%**) in commercial accommodation in January 2023.
- For New Zealand overall, there were 4.81m guest nights in commercial accommodation, up 37.9% compared to January 2022.

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Guest nights in commercial accommodation - Auckland

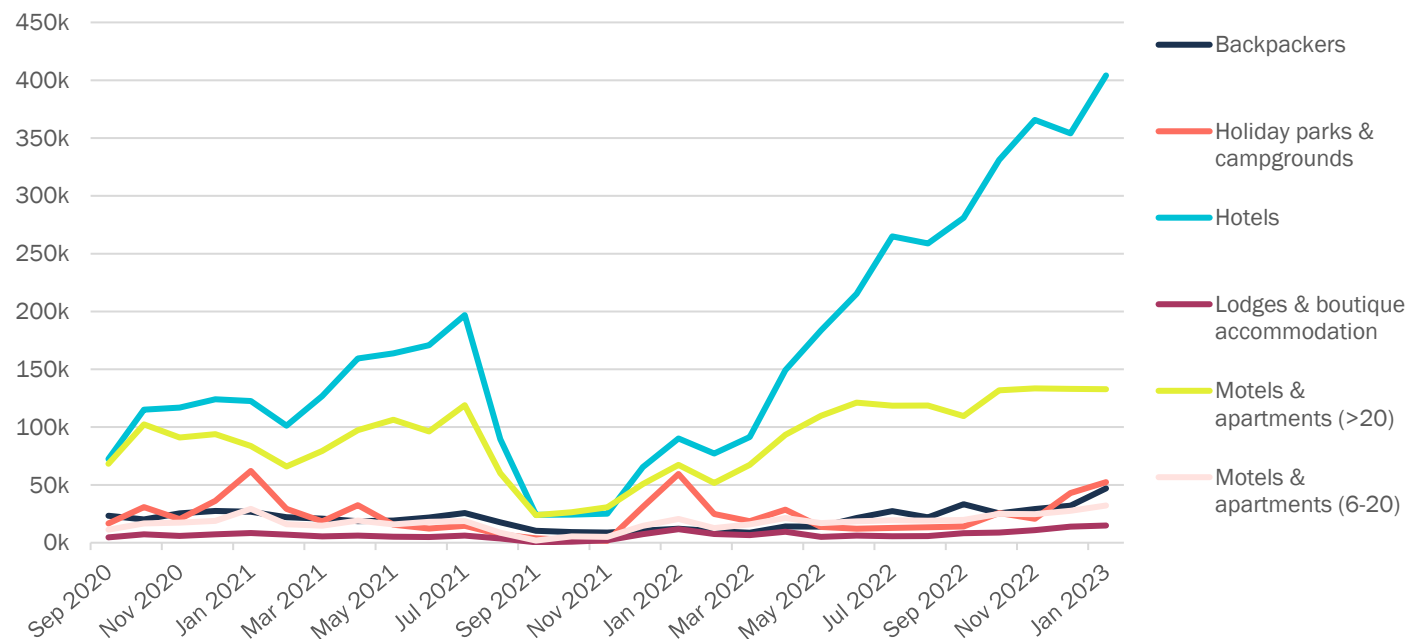


January 2023	Auckland	% change	New Zealand	% change
Total guest nights	683,500	164.9%	4,811,700	37.9%
Domestic guest nights	431,100	74.5%	3,453,200	0.8%
International guest nights	252,400	2237.0%	1,358,500	1949.0%

404.2k guest nights in hotels in January 2023, up 348.1%

- For the month of January 2023, there were 404.2k guest nights in hotels in Auckland, up 348.1% compared to the same month last year.
- There were 132.8k guest nights in motels and apartments (>20) (up 97.3%), and 32.2k guest nights in motels and apartments (6-20) (up 56.3%) in January 2023.
- In January 2023, guest nights in holiday parks and campgrounds (down 11.8% to 52.4k) and lodges and boutique accommodation (up 27.4% to 14.9k) increased.
- Guest nights in backpacker accommodation was up (288.4%) to 47.0k.

Guest nights by accommodation type (monthly)

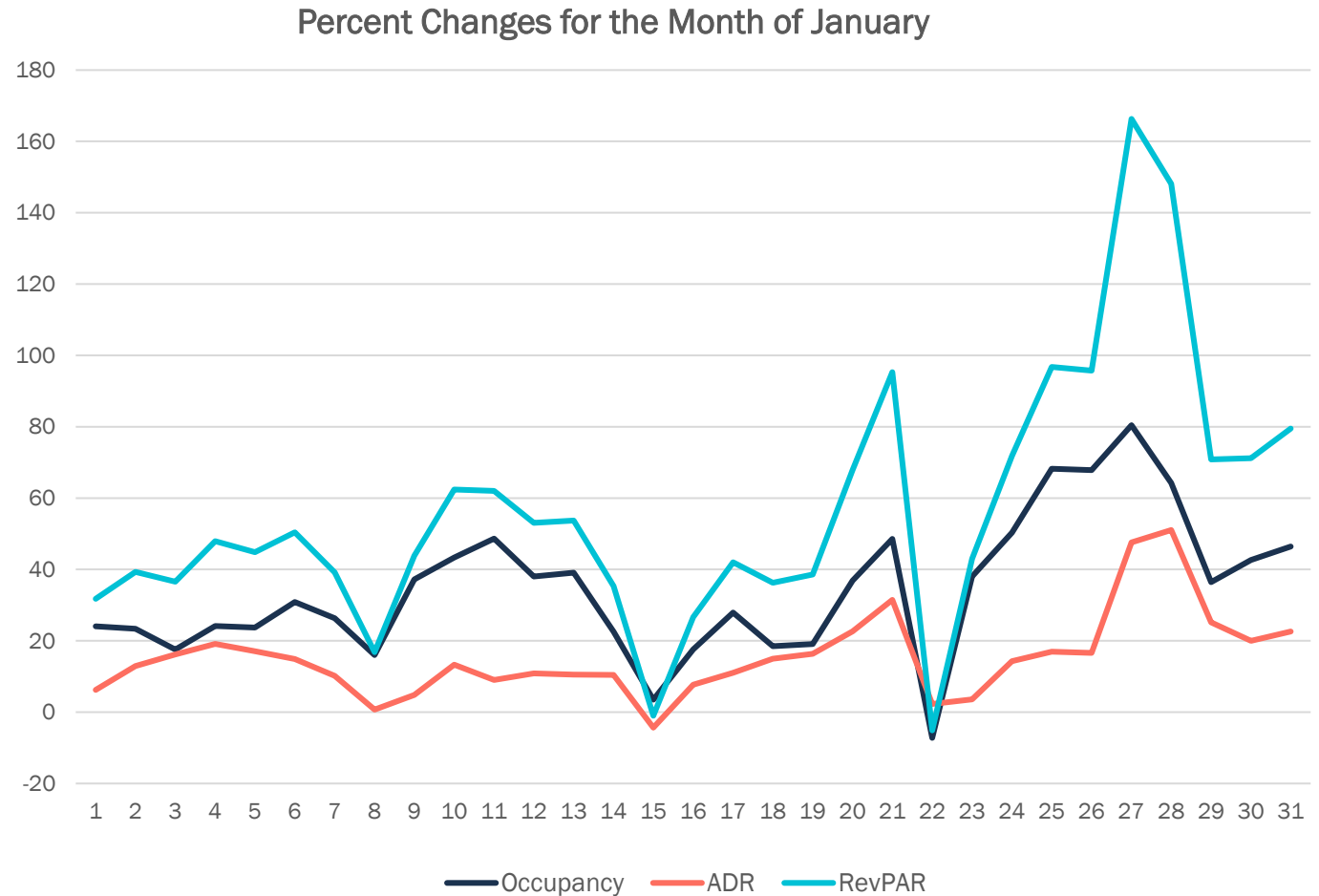


January 2023	Guest nights	% change
Hotels	404,200	348.1%
Motels & apartments (>20)	132,800	97.3%
Motels & apartments (6-20)	32,200	56.3%
Backpackers	47,000	288.4%
Holiday parks & campgrounds	52,400	-11.8%
Lodges & boutique accommodation	14,900	27.4%

Occupancy was 33.6% higher in January 2023, compared to 2021

- **Occupancy was 33.6% higher** during the month of January 2023, compared to January 2022.
- **Revenue per available room (RevPAR) was 55.1% higher** in January 2023 compared to last year.
- **Average Daily Rate (ADR) was also up (15.2%)** on last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in January 2023. Occupancy and RevPAR peaked on Friday 27th January, while ADR peaked on Saturday 28th January 2023.
- A quarter (26%) of the hotels covered here are in fact, isolation hotels.

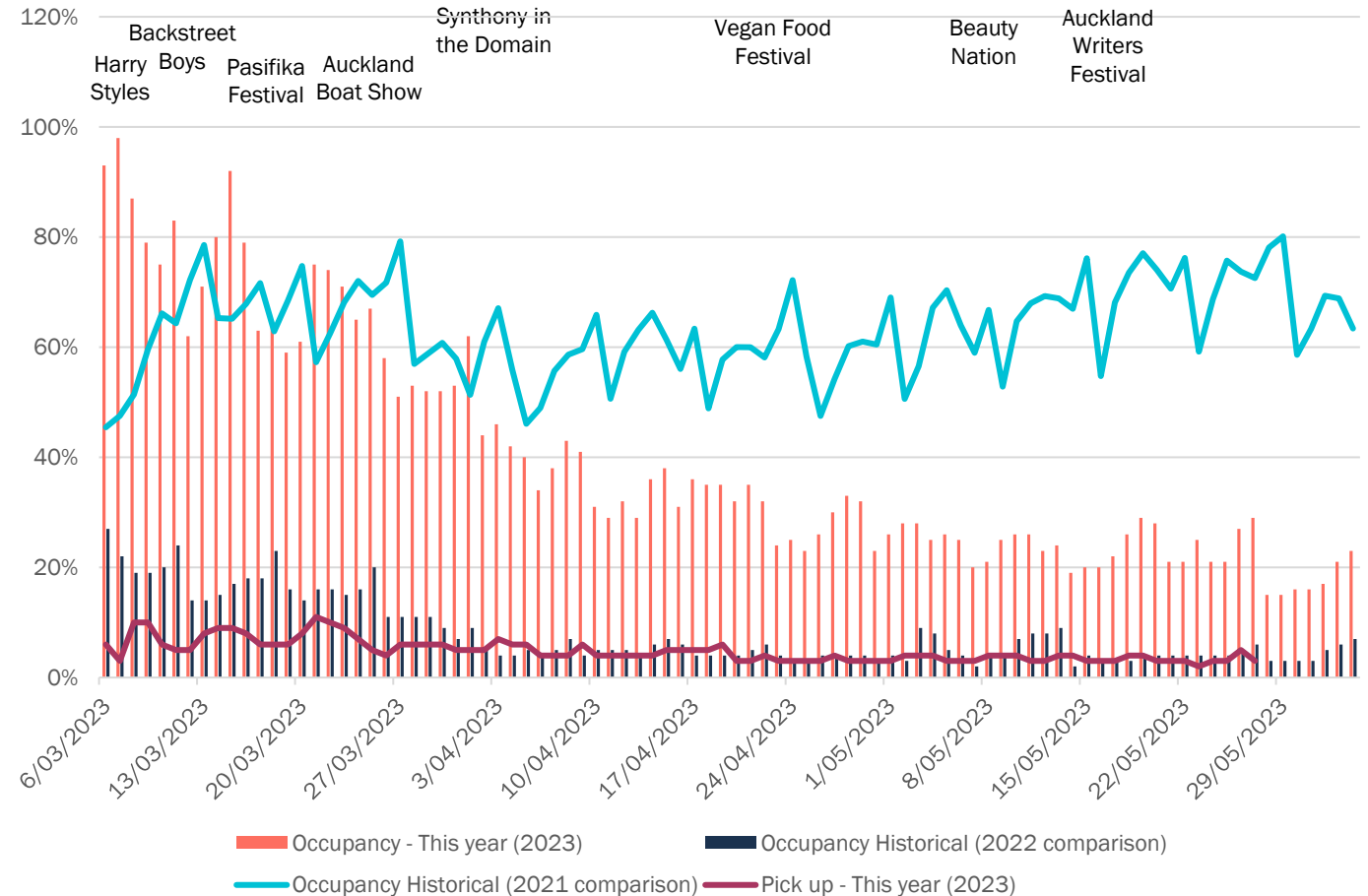
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90 Day Forward Booking Occupancy Data

- Looking forward (over the next three months), overall occupancy on the books is higher for the period from March to June 2023 compared to the same period last year.
- Auckland occupancy peaked at 98% on the 7th March 2023 and 94% which is when Harry Styles performed at Mt Smart Stadium.
- Occupancy also reached 92% on the 15th March 2023, the night of the Morgan Wallen concert at Spark Arena.

Occupancy - 90 Day Forward Outlook



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.

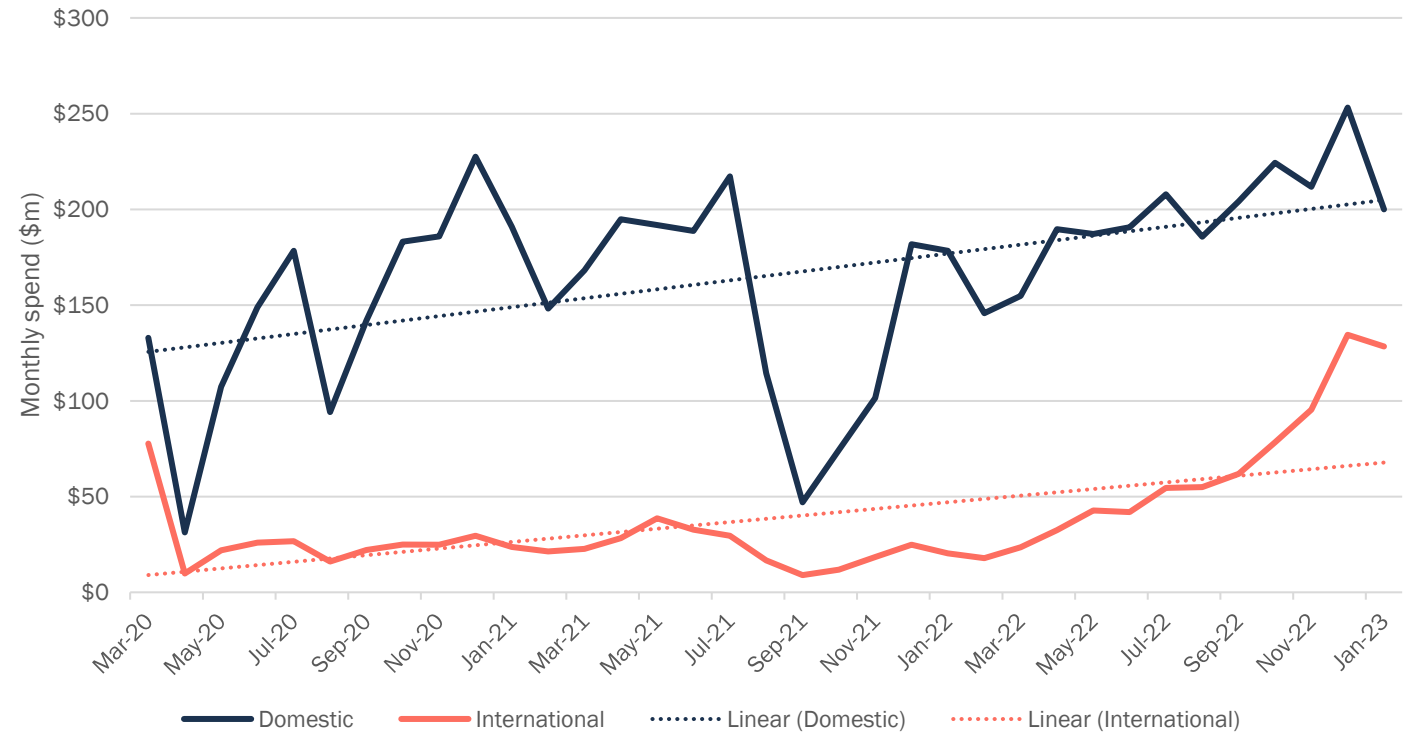


Auckland Tourism – Spend Data

\$2.36b in Domestic tourism transactions for YE January 2023, up 30.4%

- In the year to January 2023, Domestic tourism transactions was **\$2.36b (up 30.4%)**, while International tourism transactions was **\$0.77b, up 179.4%** 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

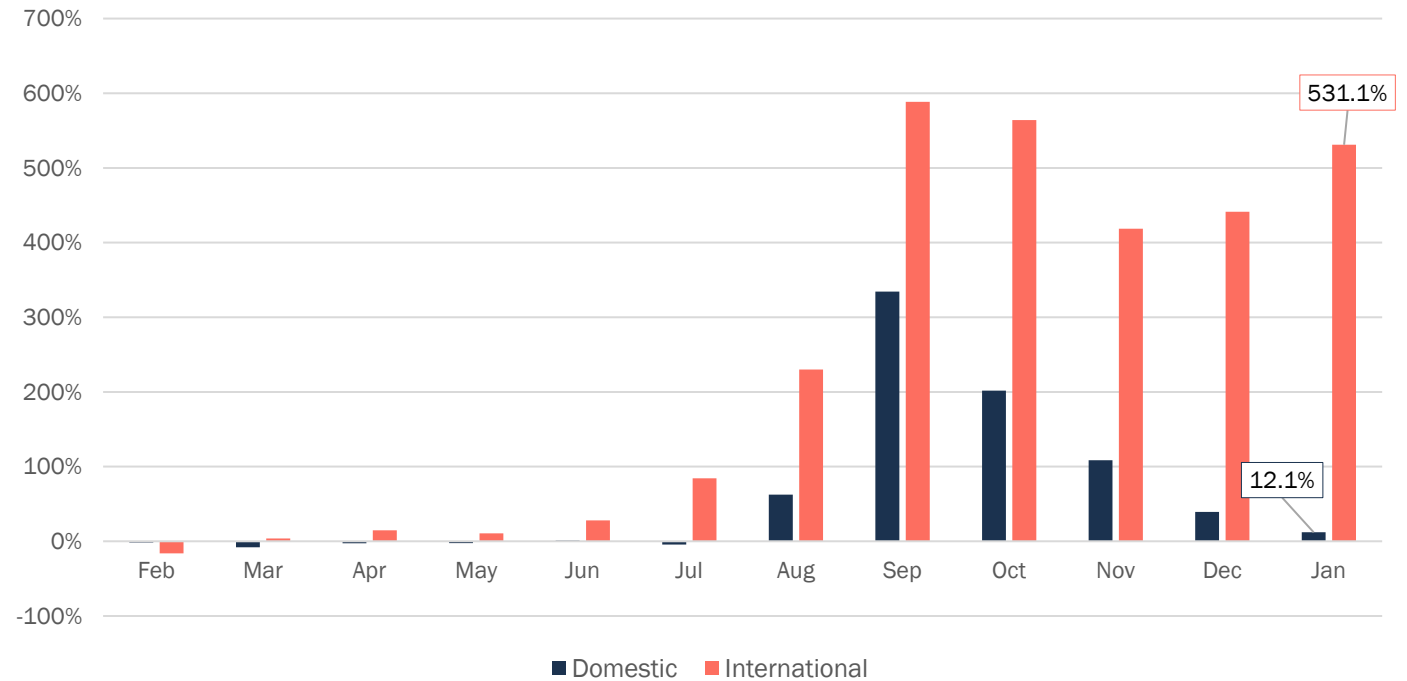


Tourism Transactions	YE January 2023 (\$b)	% change
Domestic	2.355	30.4%
International	.767	179.4%

International tourism transactions were \$128.5m for January 2023, up 531.1%

- For the month of January 2023, domestic tourism transactions (TECTs) was \$200.1m, up 12.1% compared with the same month in 2022.
- International tourism transactions in January 2023 was \$128.5m (up 531.1%) compared to January 2022.

Monthly % Change in tourism transactions in Auckland

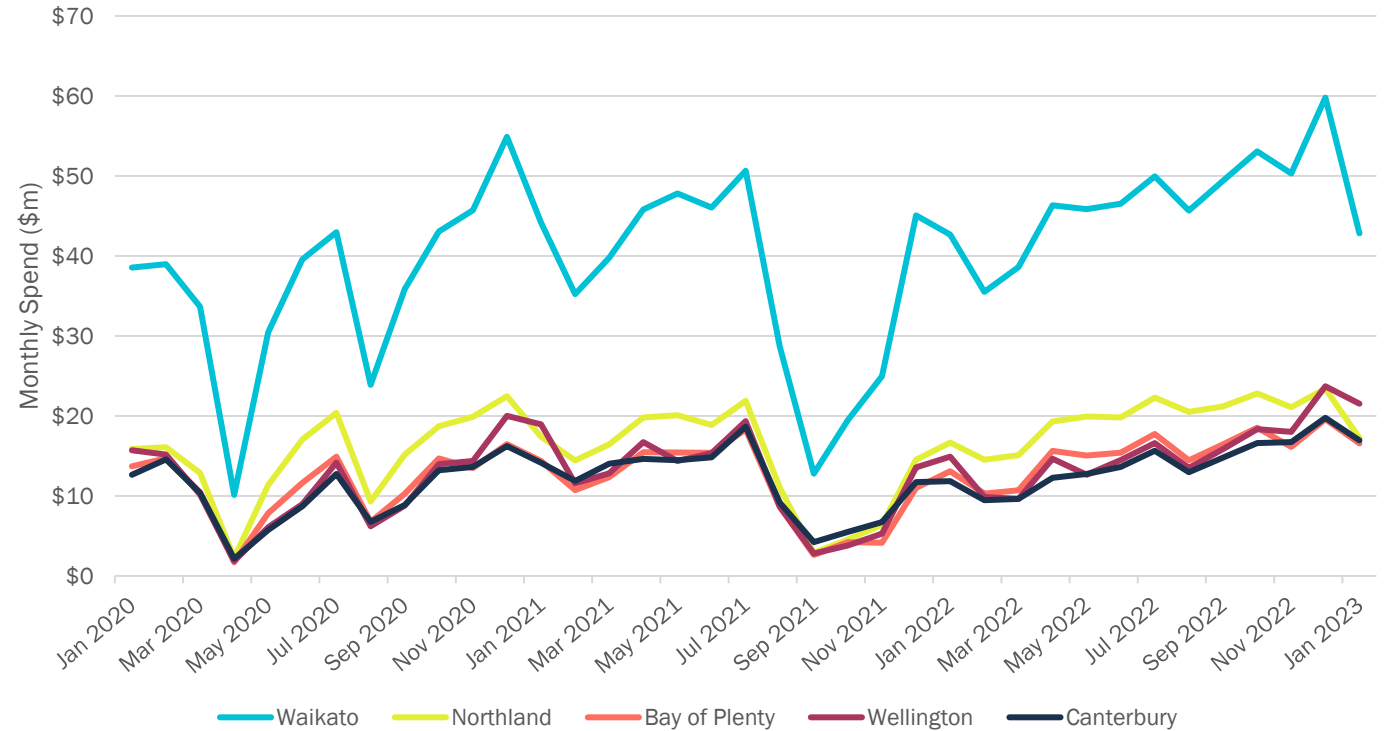


Tourism Transactions	January 2023 (\$m)	% change
Domestic	200.1	12.1%
International	128.5	531.1%

Waikato visitors spent \$42.8m in January 2023, up 0.4% on the previous year

- Domestic tourism transactions in Auckland were up across all domestic markets for the month of January 2023.
- Waikato-based visitors spent \$42.8m** in tourism transactions in Auckland in January 2023, up **0.4%** on the previous year.
- Spend from Northland (\$17.3m, up 3.5%), the Bay of Plenty (\$16.6m, up 26.5%), Wellington (\$21.5m, up 44.4%) and Canterbury (\$16.9m, up 42.9%) was also up in the month of January 2023 compared to last year.

Monthly tourism domestic spend in Auckland, by market

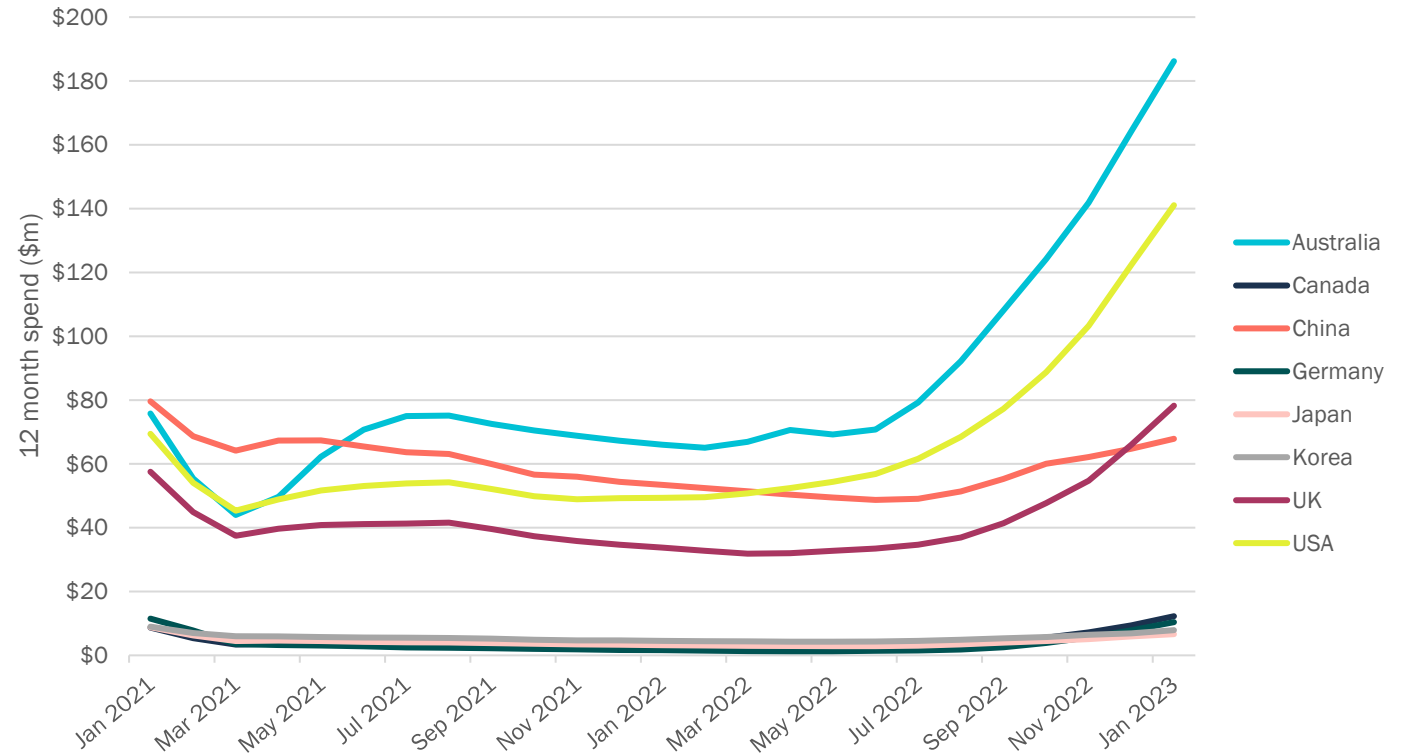


	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
January 2023	42.8	0.4%	17.3	3.5%	16.6	26.5%	21.5	44.4%	16.9	42.9%

Australian visitors spent \$186m in the year to January 2023, up 182.1% on the previous year

- In the year to January 2023, Australian tourism spend was up 182.1% on the previous year to \$186m.
- Tourism spend from the US (up 185.8% to \$141m) and the UK (up 131.6% to \$78m) was up for the year to January 2023.
- Chinese visitors spent \$68m in the year to January 2023, up 27.1% on the previous year.
- Spend from Germany (up 538.4% to \$10m), Canada (up 258.4% to \$12.3m), Japan (up 109.0% to \$6.7m) and Korea was also up (73.3% to \$7.9m) on the previous year.

Year-end tourism international spend in Auckland, by market

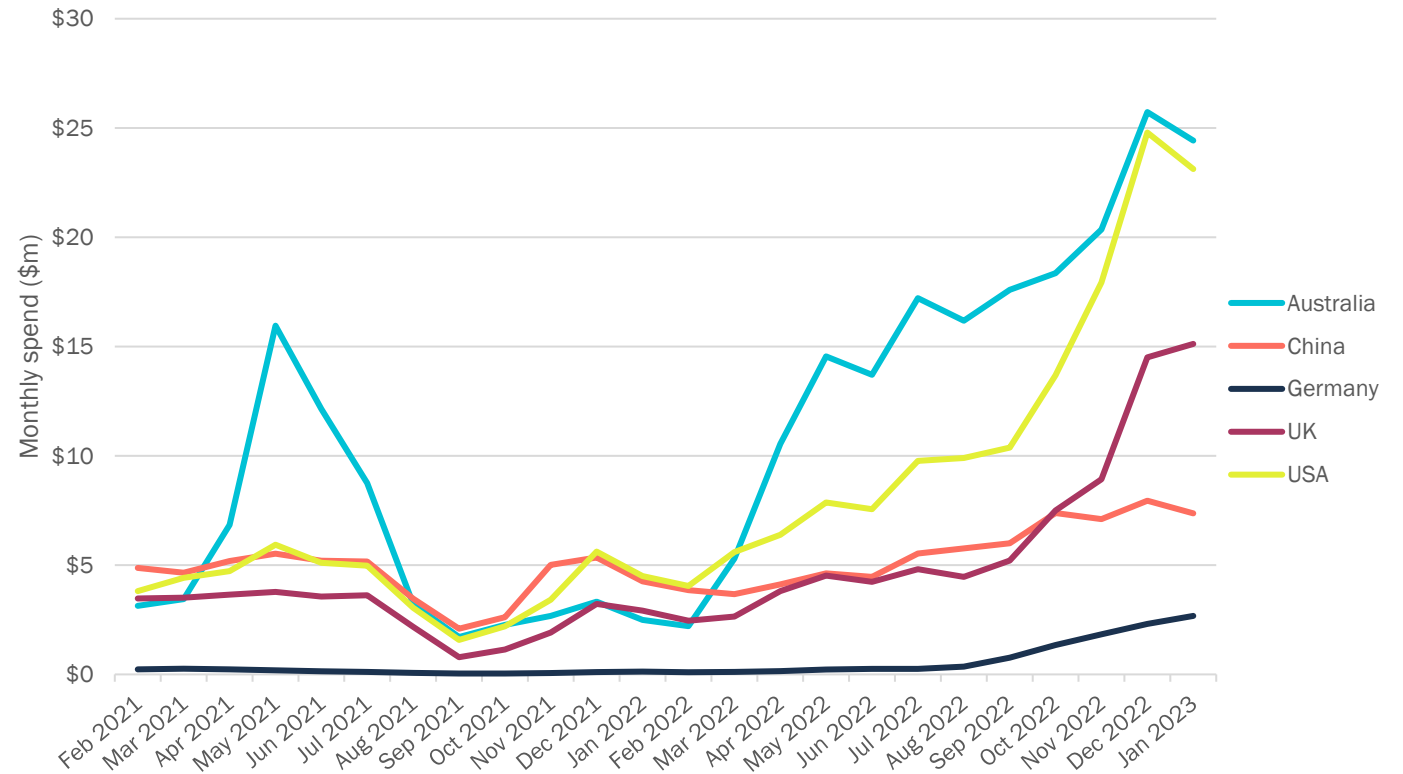


	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
YE January 2023	186	182.1%	68	27.1%	78	131.6%	141	185.8%	10	538.4%

Australian visitors spent \$24.4m in January 2023, up 879.2% on the previous month

- Tourism spend from Australia increased in May 2021. This increase can be attributed to the trans-Tasman travel bubble between Australia and NZ, that opened on 19th April 2021 but then closed shortly after.
- For the month of January 2023, spend from Australia (\$24.4m) was up 879.2% compared to last January.
- Spend from the US (\$23.1m) was up 413.6% this January.
- Spend from the UK (\$15.1m) was also up (417.5%) for the month of January.
- There were increases in tourism spend from the Chinese (up 73.1% to \$7.4m), and German (up 1976.7% to \$2.7m) markets for the month of January 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
January 2023	24.4	879.2%	7.4	73.1%	15.1	417.5%	23.1	413.6%	2.7	1976.7%

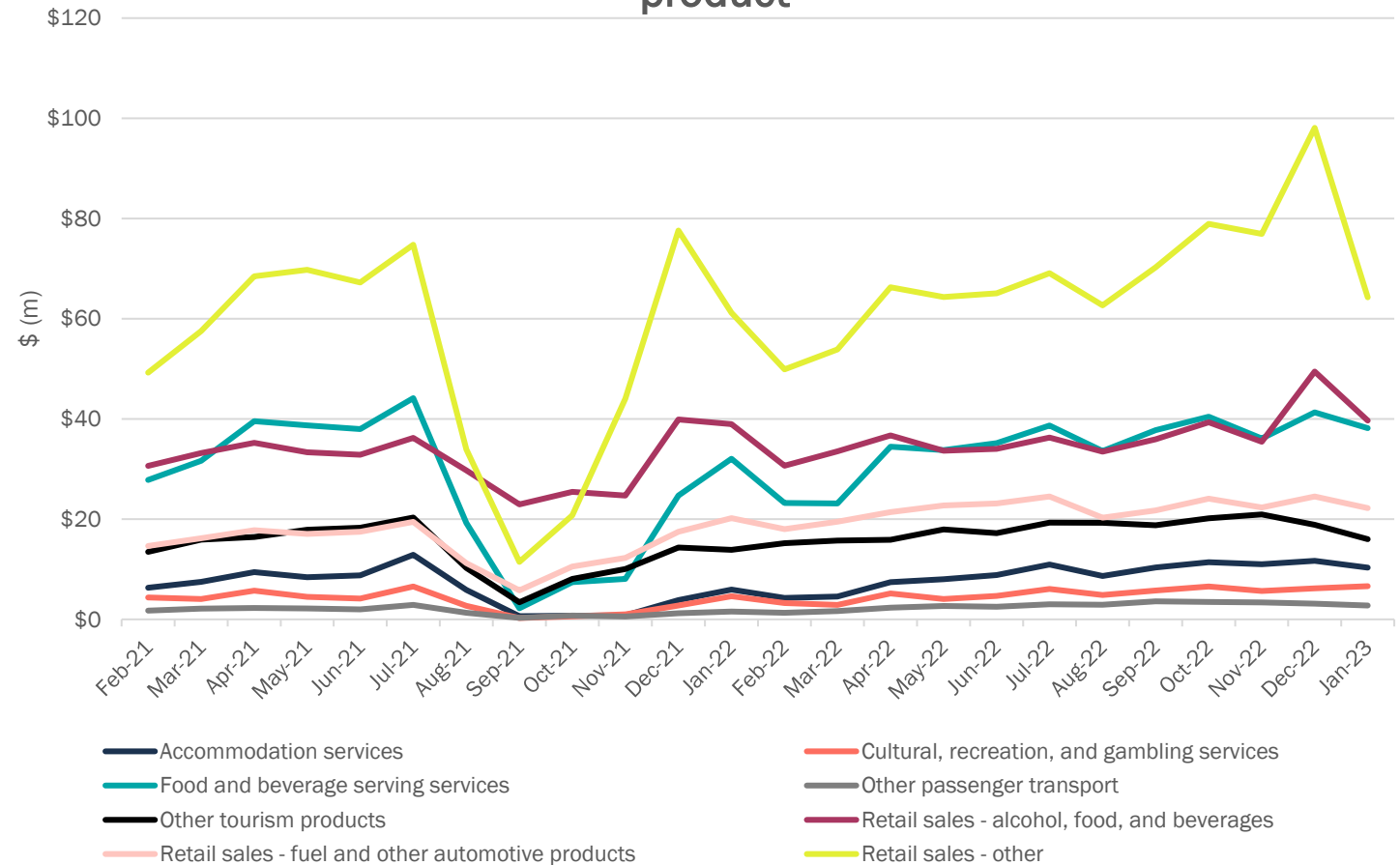
\$64.3m spent in Retail sales (other) by domestic visitors in January 2023, up 5.0%

	Spend (\$m)	% change
Accommodation services	10.3	73.7%
Cultural, recreation, and gambling services	6.6	43.6%
Food and beverage serving services	38.2	19.1%
Other passenger transport	2.8	77.4%
Other tourism products	16.0	15.5%
Retail sales - alcohol, food, and beverages	39.7	1.8%
Retail sales - fuel and other automotive products	22.2	9.9%
Retail sales - other	64.3	5.0%
Grand Total	200.1	12.1%

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



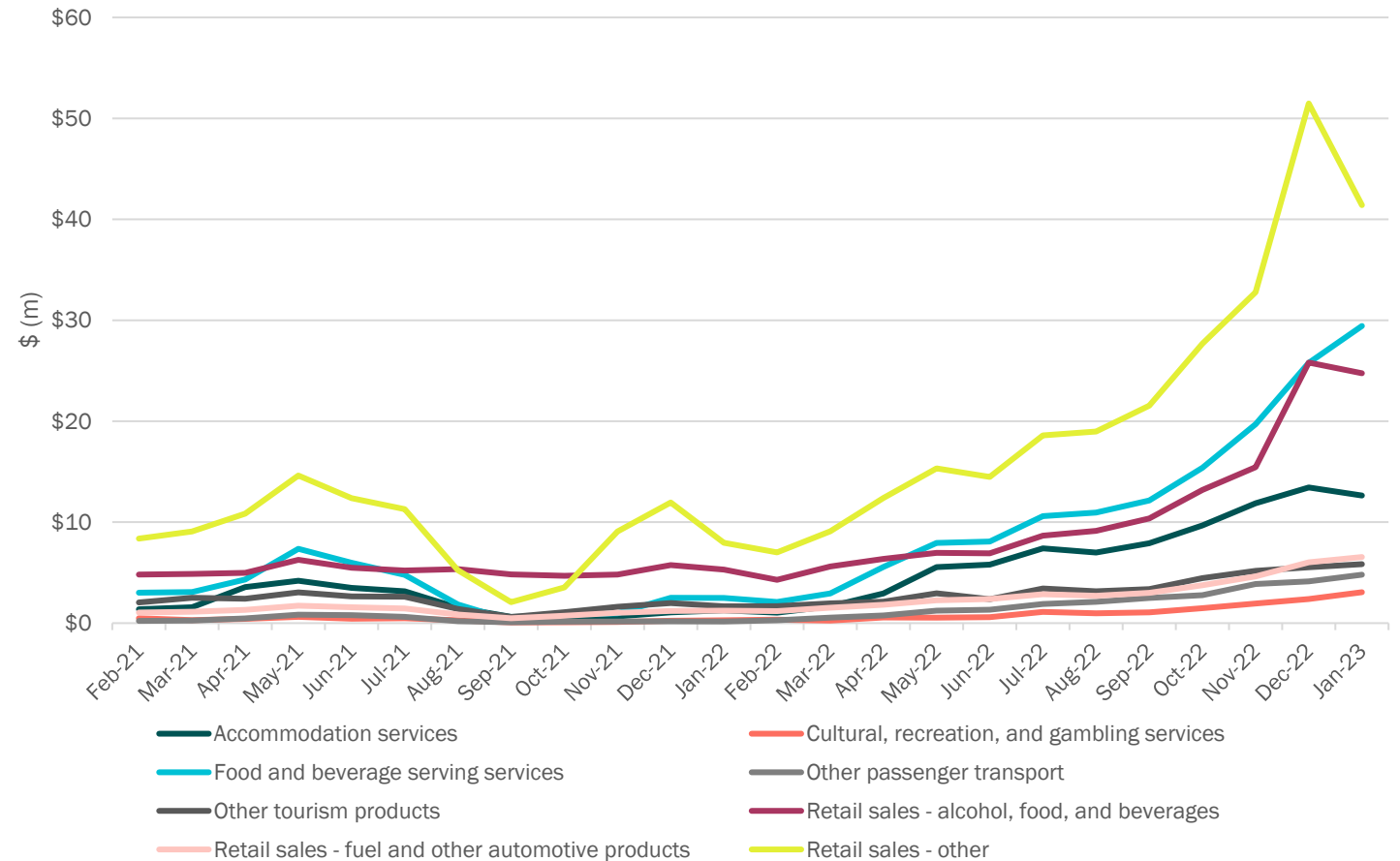
\$41.4m spent in Retail sales (other) by International visitors in January 2023 up 420.1%

	Spend (\$m)	% change
Accommodation services	12.6	904.4%
Cultural, recreation, and gambling services	3.1	984.2%
Food and beverage serving services	29.4	1079.2%
Other passenger transport	4.8	2950.2%
Other tourism products	5.8	250.7%
Retail sales - alcohol, food, and beverages	24.7	366.5%
Retail sales - fuel and other automotive products	6.5	431.6%
Retail sales - other	41.4	420.1%
Grand Total	128.5	531.1%

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Source: MBIE TECTs.

International monthly tourism transactions in Auckland, by product





**Auckland Tourism – Major and Business
Events Data**

Major Events Insights



Event	Date	Venue	Interesting Findings
ASB Classic	2 January 2023	ASB Tennis Arena	<ul style="list-style-type: none"> ▪ The month of January 2023 saw 169.1k international visitors, up 4440.4%
Red Hot Chilli Peppers & Post Malone	21 January 2023	Mt Smart Stadium	<ul style="list-style-type: none"> ▪ There were 431.1k domestic guest nights in commercial accommodation (up 74.5%), and 252.4k international guest nights (up 2237.0%) in commercial accommodation in January 2023.
JazzAuckland At Aotea Square	31 January 2023	Aotea Square	<ul style="list-style-type: none"> ▪ For the month of January 2023, domestic tourism transactions (TECTs) was \$200.1m, up 12.1% compared with the same month in 2021. ▪ International tourism transactions in January 2023 was \$128.5m (up 531.1%) compared to January 2022.

Business Events Insights



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512

Business events in Auckland
Q4 Dec 2022




107.6^k

Delegates hosted in Auckland
Q4 Dec 2022




154.5^k

Delegate days hosted in Auckland
Q4 Dec 2022




19%

Auckland's market share of
business events
Q4 Dec 2022




28%

Auckland's market share of
delegates
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 January 2023 was +14 (-3pts to NZ), down 8 points to January 2022.
- Of all conversations online being driven by Auckland’s tourism experience or products, 21% of those conversations were identified as destination promoters.
- This includes 5,778 online conversations about Auckland (up 97%), while 42,099 online conversations were included for NZ (up 63%).
- 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 also driven by ‘Natural Disaster’ and ‘Air Travel’.

KEY PERFORMANCE INDICATORS	AUCKLAND	NEW ZEALAND
Tourism Sentiment Score® ?	 <p>▲ 97%</p> <p>14</p> <p>5778 Conversations Analyzed</p>	 <p>▲ 63%</p> <p>17</p> <p>42099 Conversations Analyzed</p>
Global Tourism Sentiment Comparison ?	AVERAGE	AVERAGE
Emotional Tone of Conversation ?	Joy	Joy
Topics Driving Positive Sentiment ?	Restaurant & Dining & Takeaway Air Travel	Restaurant & Dining & Takeaway Air Travel
Topics Driving Negative Sentiment ?	Natural Disaster Air Travel	Natural Disaster 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 January 2023 were Access and Transportation (36%), followed by Safety (31%), and Food and Culinary (9%).
- The category with the highest sentiment was Food and Culinary (35), followed by Outdoor Activities (31), and Relaxation and Wellness (28), while Safety (-21), and Access and Transportation (2) had the lowest sentiment.
- Sub-categories that drove positive sentiment were Weddings (52), Nature Photography (45), Hiking and rock climbing (44), and Skiing and snowboarding (42).
- The lowest sentiment was recorded in Natural Disaster (-21), Indigenous cultural attractions (-9), Fishing (-4), and Ground transportation (-1).
- Across the board, Auckland scored higher in Outdoor Activities (+8), and Food and Culinary (+2) in comparison to NZ.
- Joy was the general emotional tone for almost all categories for the month of January 2023, with Anger being linked to Access and Transportation and Fear to Safety.

CATEGORIES	AUCKLAND			NEW ZEALAND		
	Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
▲ Access + Transportation	36% ▼ 4%	Anger	2 Average	24% ▲ 2%	Joy	6 Average
▲ Safety	31% ▲ 23%	Fear	-21 Average	25% ▲ 13%	Fear	-16 Average
▲ Food + Culinary	9% ▼ 4%	Joy	35 High	11% ▼ 4%	Joy	33 High
▲ Amenities + Entertainment	7% ▼ 3%	Joy	24 Average	12% ▲ 0%	Joy	21 Average
▲ Relaxation + Wellness	6% ▼ 3%	Joy	28 Average	7% ▼ 1%	Joy	28 Average
▲ Outdoor Activities	5% ▼ 7%	Joy	31 Average	15% ▼ 7%	Joy	23 Average
▲ Destination Services	3% ▼ 3%	Joy	22 Average	3% ▼ 3%	Joy	26 Average
▲ Culture + History	2% ▲ 0%	Joy	8 Average	3% ▼ 1%	Joy	15 Average

Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated from 1st February 2022 to 31st January 2023.
- Auckland’s TSI dropped in March-April 2022 but rebounded slightly in May 2022. It then fell in June-July 2022 and rose again in August - holding steady until November 2022.
- Auckland TSI declined in December 2022, and this has continued in January 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%

DETRACTORS

29%

TOTAL NPS

1

YE June 2022

-3

Compared to
YE June 2021

YE June 2022

+3

Compared to
YE June 2021

YE June 2022

-6

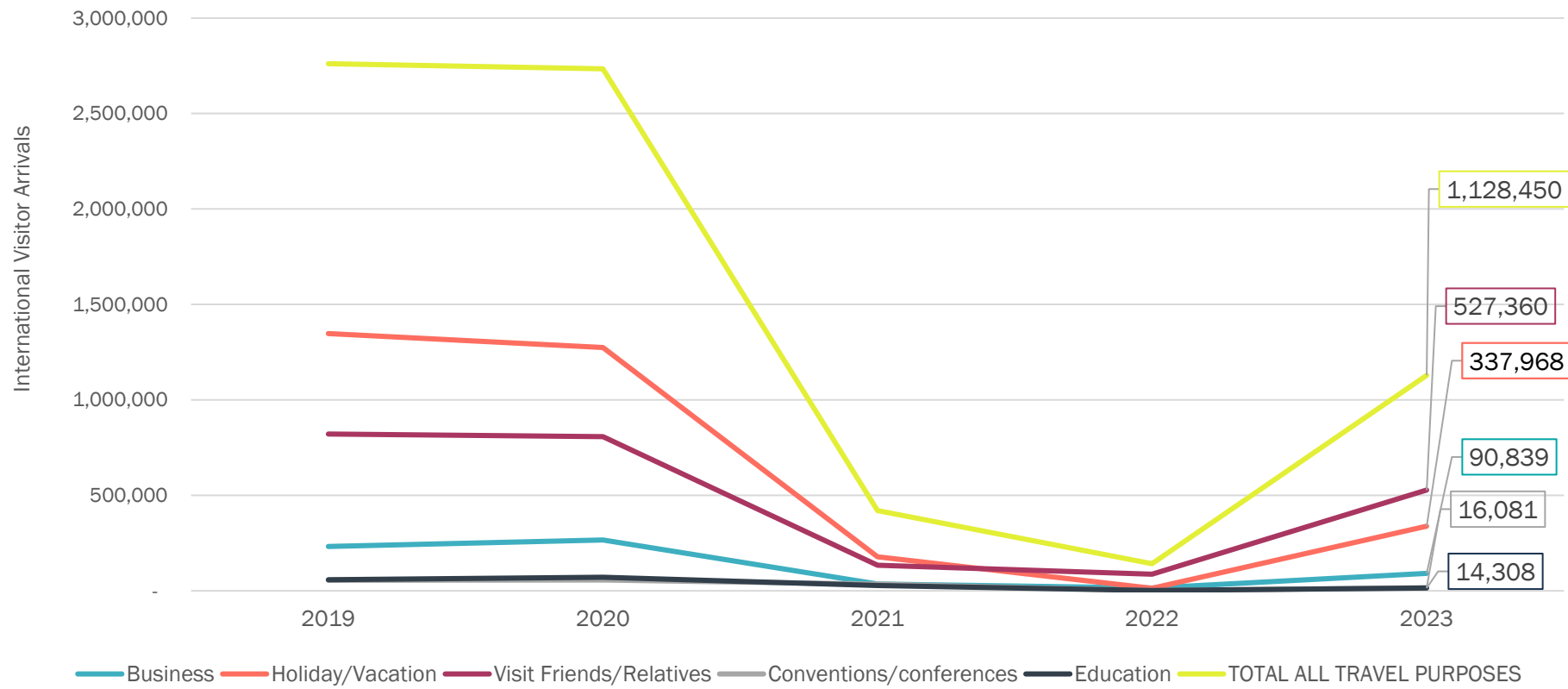
Compared to
YE June 2021

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



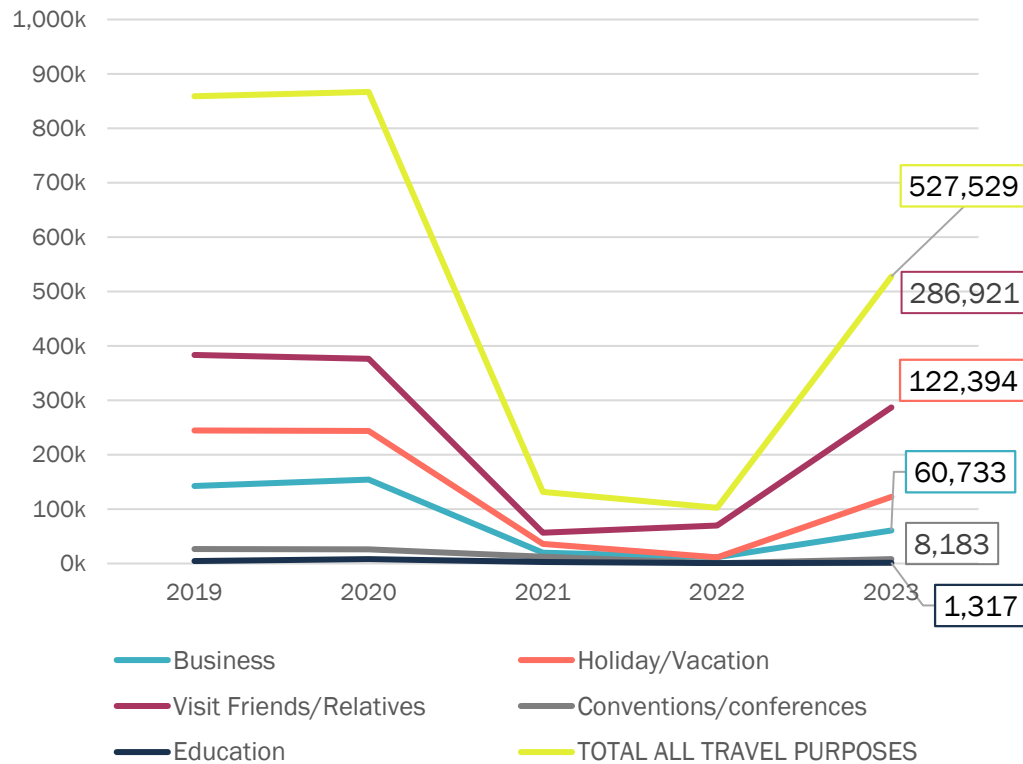
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE January

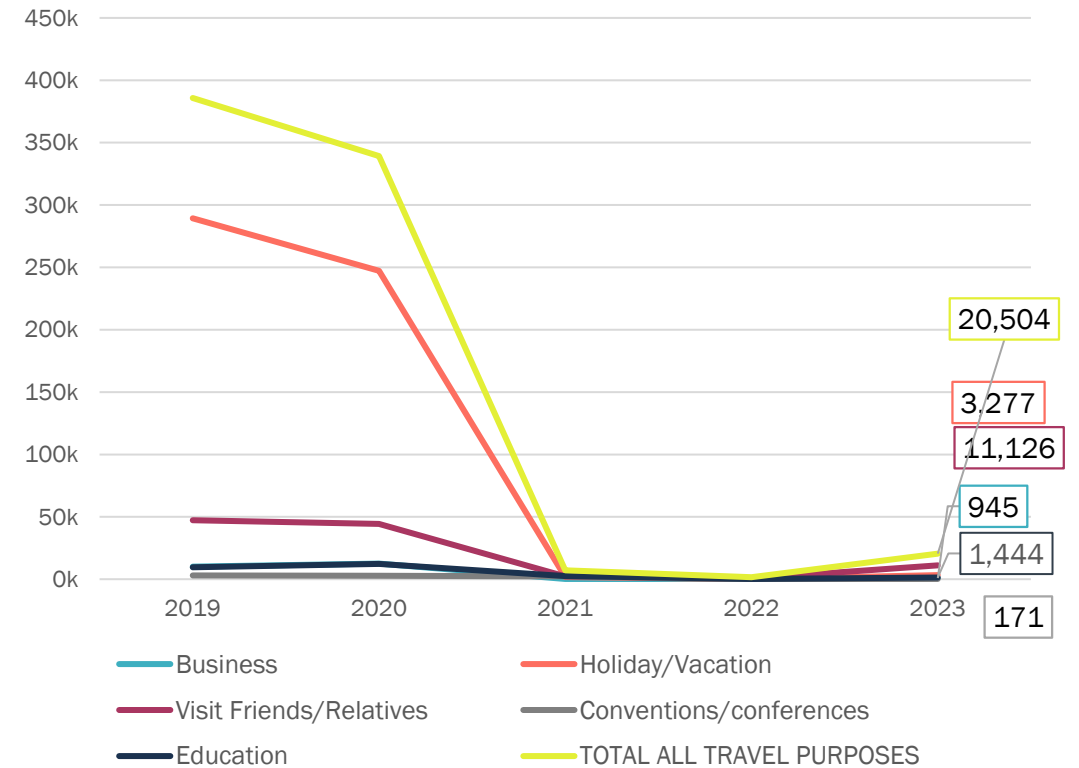


Five-year visitor arrivals to Auckland, YE January

Australia

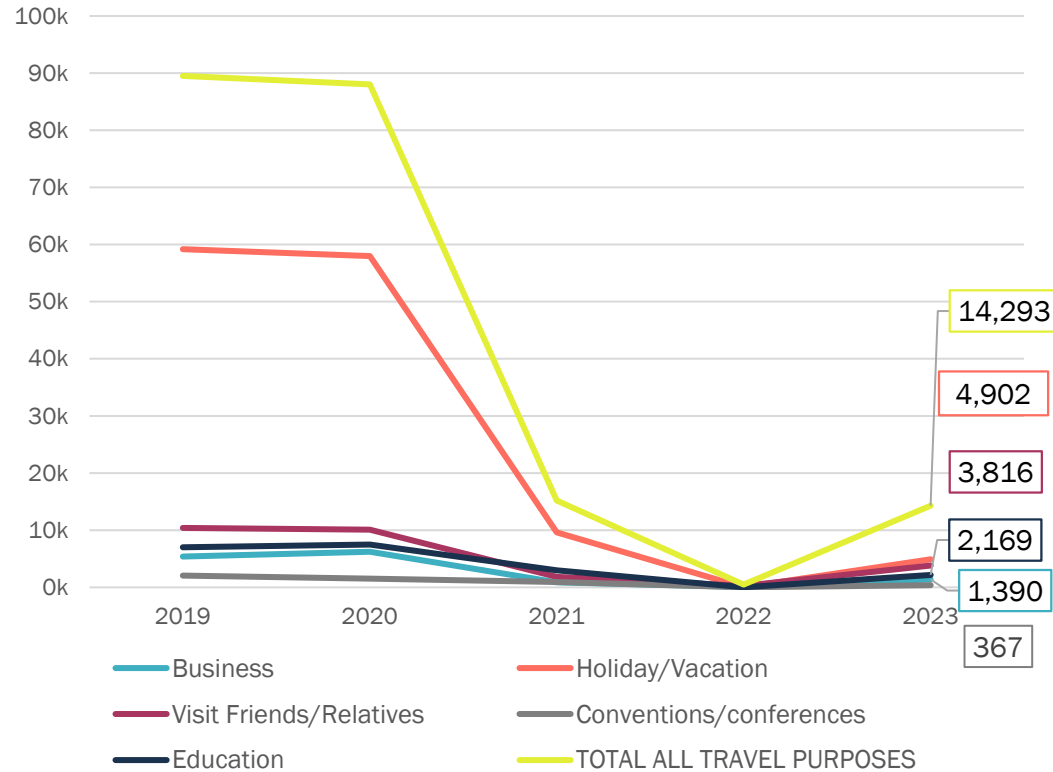


China

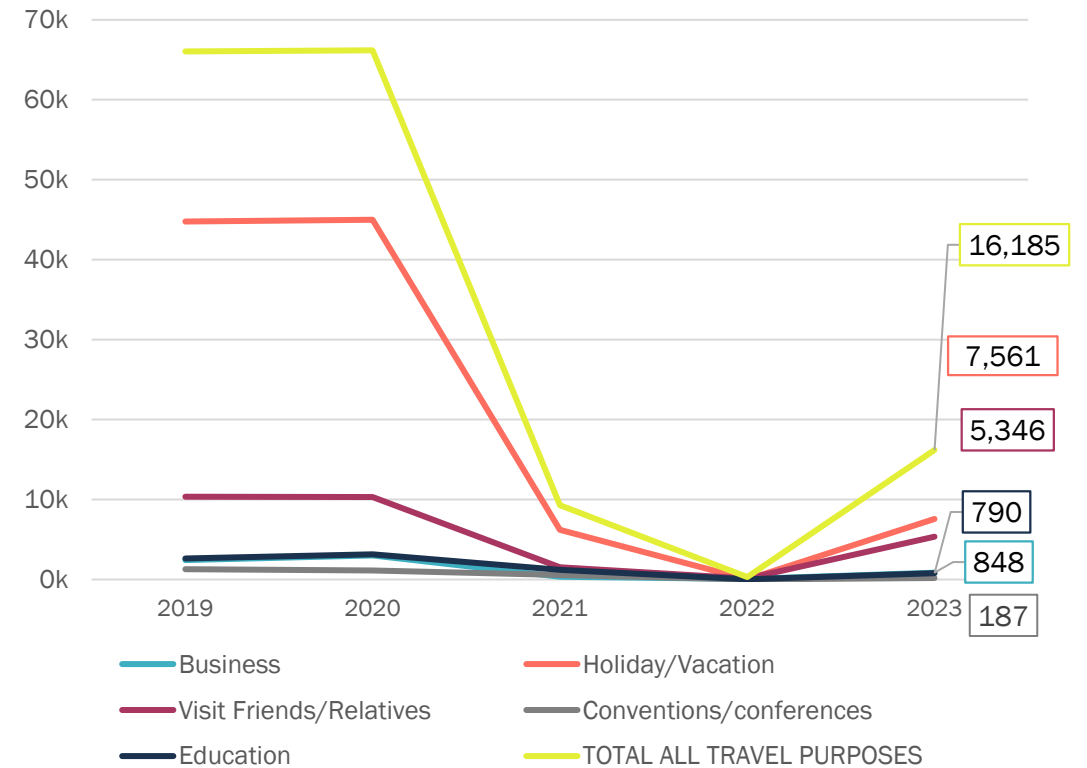


Five-year visitor arrivals to Auckland, YE January

Japan

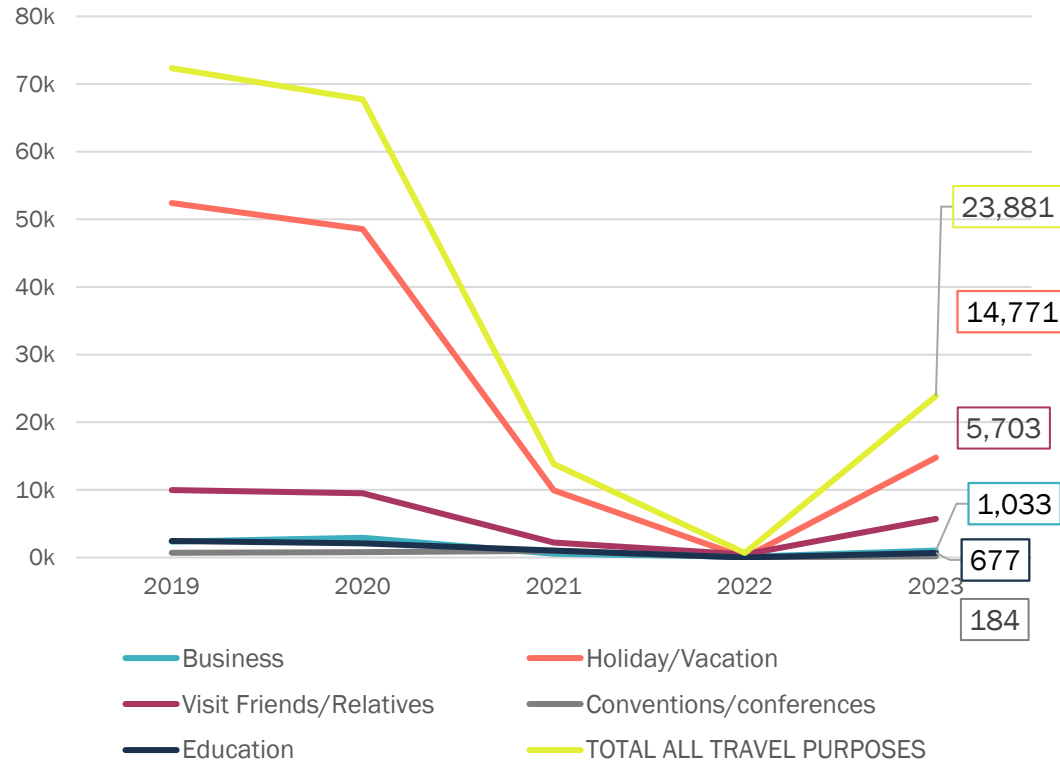


Korea

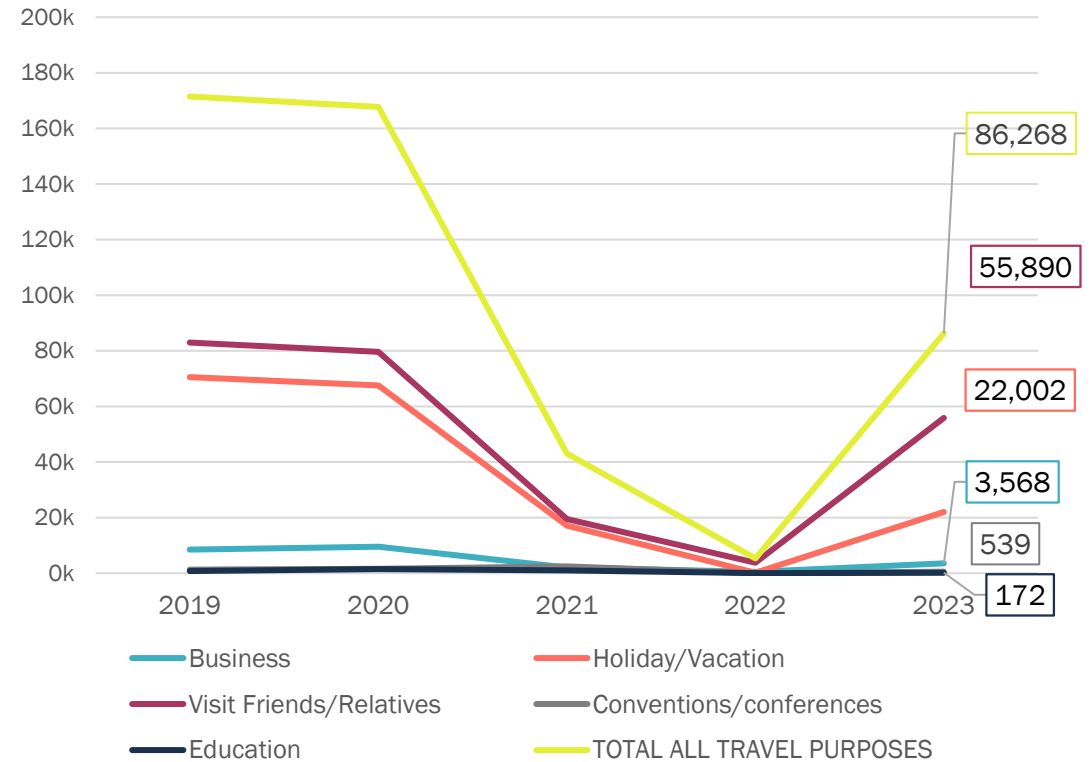


Five-year visitor arrivals to Auckland, YE January

Germany

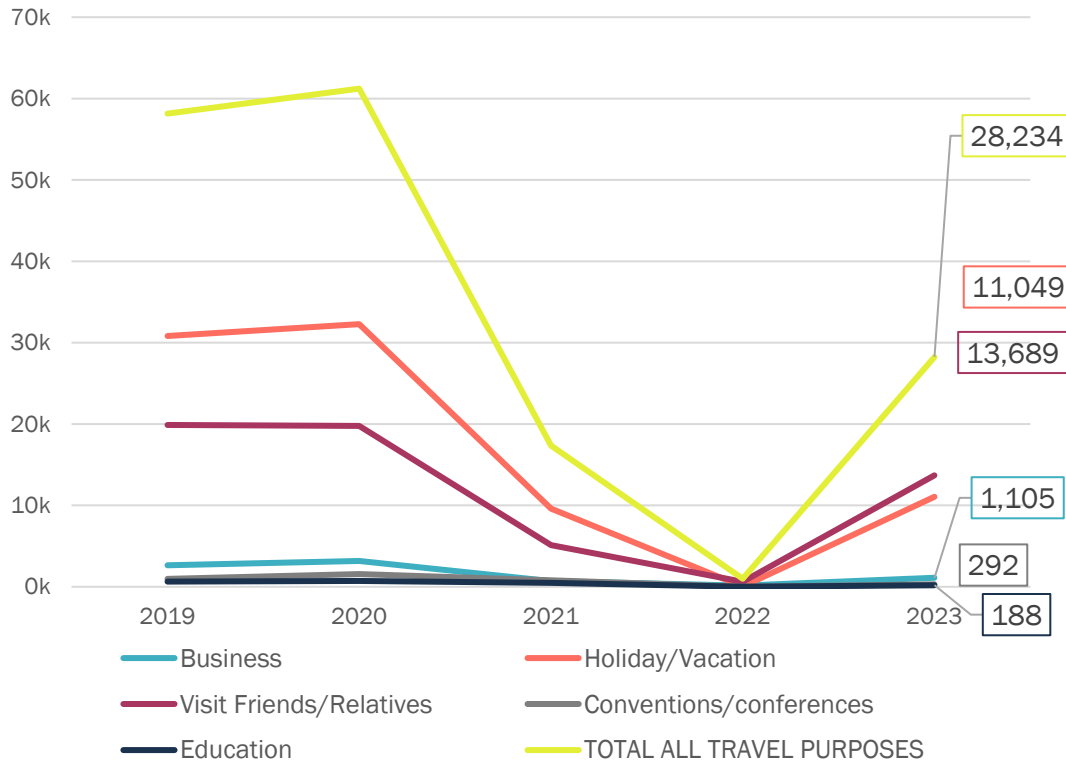


UK

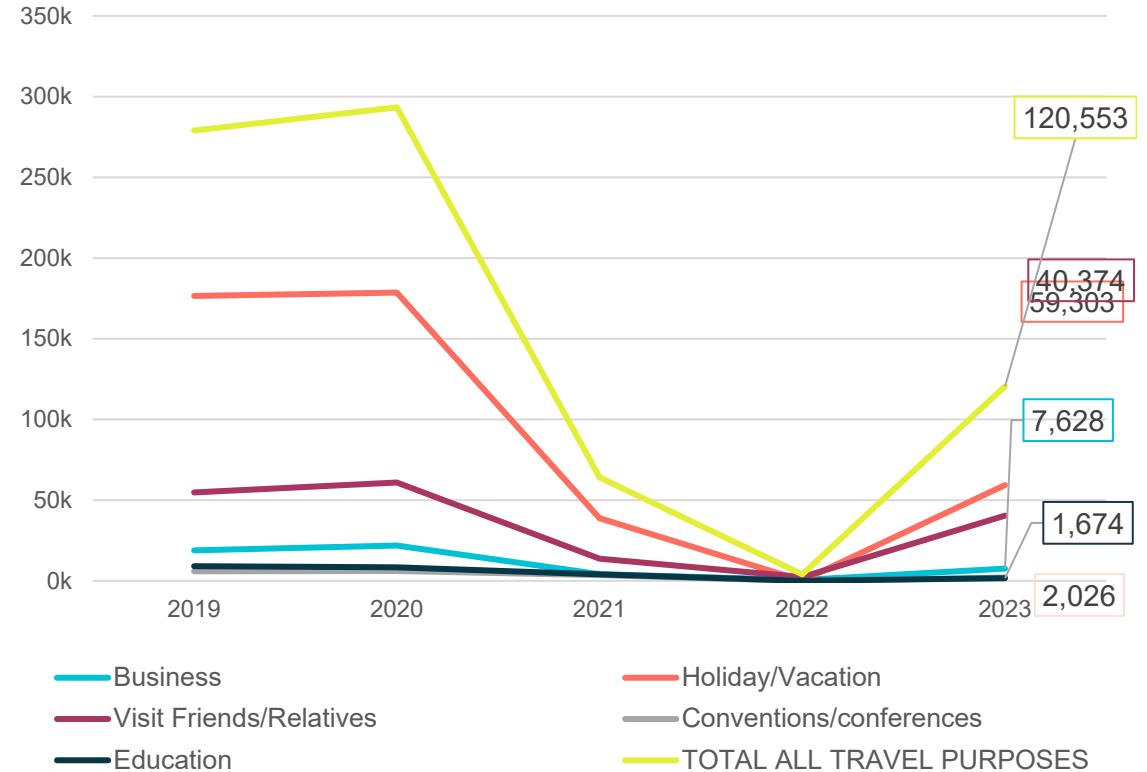


Five-year visitor arrivals to Auckland, YE January

Canada



US



Ngā mihi Thank you

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