

Tātaki  
Auckland  
Unlimited



# Tāmaki Makaurau Auckland Destination Overview

March 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 - May 2023

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# Key Visitor Data



  
**451.6<sup>k</sup>**

**Domestic Guest Nights**  
March 2023 (Month)  
+141.1% (to March 2022)



  
**184.7<sup>k</sup>**

**International Visitors**  
March 2023 (Month)  
+676.9% (to March 2022)



  
**684.3<sup>k</sup>**

**Total Guest Nights**  
March 2023 (Month)  
+232.8% (to March 2022)



  
**\$209<sup>m</sup>**

**Domestic Tourism Transactions**  
March 2023 (Month)  
+34.0% (to March 2022)



  
**\$125<sup>m</sup>**

**International Tourism Transactions**  
March 2023 (Month)  
+425.7% (to March 2022)



  
**+24**

**Tourism Sentiment Score**  
March 2023 (Month)  
+4pts (to March 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.
- There were **451.6k domestic guest nights in commercial accommodation** for the month of **March, up 141.1%**.
- Domestic tourism transactions** for the year to March 2023 were **\$2.44b, up 35.3%** on last year and **\$208.5m for the month (up 34.0%** compared to March 2022).
- Tourism spend was up across all domestic markets.**
- Waikato-based visitors spent \$46.8m** in Auckland in March 2023, **up 20.7%** on the previous year.
- Spend from the Bay of Plenty (\$16.7m, up 55.6%), Wellington (\$17.5m, up 80.2%), Canterbury (\$18.0m, up 86.7%) and Northland (\$18.8m, up 24.1%) was up** in the month of March 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 (184.7k)** were **up 676.9%** on the previous March but numbers were down 31.6% compared to March 2019 pre-Covid (270.1k).
- The year to March 2023** saw **1.47m international visitor arrivals, an increase of 813.2%** on 2022. However, international visitation was down 46.4% compared to pre-Covid levels (2.74m in YE March 2019).
- There was strong growth for the **Australian market in March 2023**, with **59.4k visitors, an increase of 305.4%** compared to last year. **The year to March 2023** saw **624.1k Australian visitors, up 439.2%**.
- VFR visitors** contributed the most to annual visitor numbers (**638.3k**) and **increased 525.0%** on the year to March 2022. **Monthly VFR numbers (66.0k)** were **also up 268.0%** compared with March 2022.
- Holiday visitors (483.3k)** were **up 3484.3%** for the year, with **monthly numbers (69.9k)** **also up 9047.9%**.
- 232.7k international guest nights in commercial accommodation** for March, **up 1171.6%** on last year.
- International tourism transactions** were **\$0.97b** for the year, **up 252.2%** and **\$124.7m for the month, up 425.7%**.
- Monthly spend from Australia (\$21.0m)** was **up 291.9%**.

## OVERALL

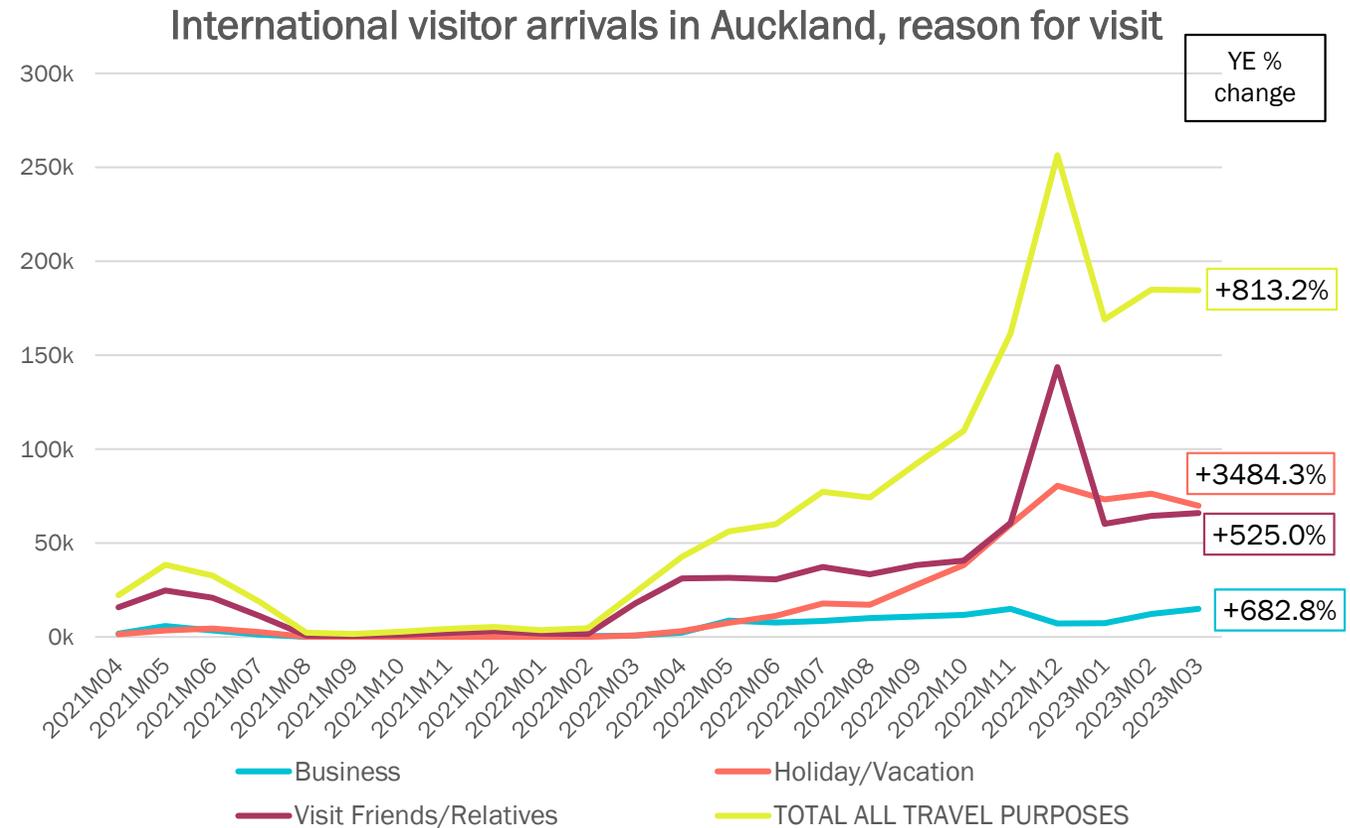
- For the month of March 2023, there were **684.3k total guest nights in commercial accommodation** in Auckland, **up 232.8%** on last year.
- Looking forward, overall occupancy on the books is higher this year** compared to the same period last year (i.e., from May 2023 to August 2023).
- Auckland occupancy peaked at 59% on the 9<sup>th</sup> May 2023.
- The **Tourism Sentiment Score** for Auckland for March 2022 was **24** (down 2 points from NZ), **up 4 points to March 2022**.
- The category with the highest sentiment was Relaxation and Wellness (38) followed by Food and Culinary (33) and Amenities and Entertainment (32), while Safety (-13), and Access and Transportation (11) had the lowest sentiment.



# Auckland Tourism – Visitor Arrivals Data

# 1.47m International visitor arrivals in the year to March 2023, up 813.2%

- The month of March saw **185.0k international visitors, up 676.9%** on the previous March but down 31.6% compared to pre-Covid numbers (270.1k in March 2019).
- The year to March 2023 saw **1.47m international visitor arrivals, an increase of 813.2%** on the previous year. However, international visitation was down 46.4% compared to pre-Covid levels (2.74m in YE March 2019).
- **VFR visitors** contributed the most to annual visitor numbers (638.3k) and **increased 525.0%** on the year to March 2022. Monthly VFR numbers (66.0k) were **also up 268.0%** compared with the month of March 2022.
- **Holiday visitors (483.3k)** were up **3484.3%** for the year, with monthly numbers (69.9k) also up **9047.9%**.
- There were **117.1k business visitors (up 682.8%)** in the year to March 2023, and **15.1k for the month (up 1974.9%)**.

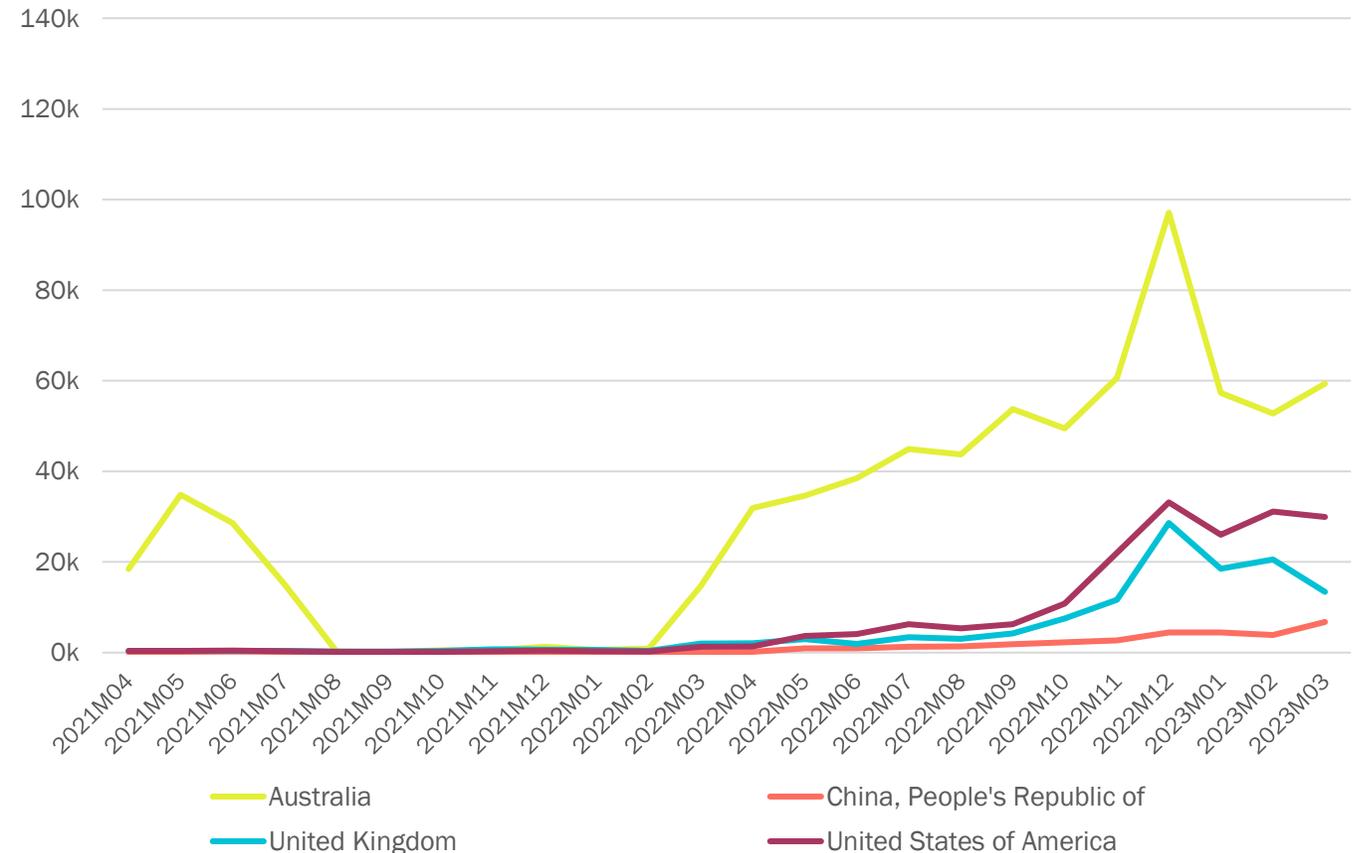


	Visitor arrivals	vs. previous year / YE	vs. pre-Covid / 2019
March 2023	184,654	676.9%	-31.6%
YE March 2023	1,469,590	813.2%	-46.4%

# 624.1k Australian visitor arrivals in YE March 2023, up 439.2%

- There was strong growth for **Australian visitors** in the month of March 2023, with **59.4k visitors**, an increase of **305.4%** compared to last March. The year to March 2023 saw **624.1k Australian visitor arrivals**, up **439.2%**.
- The year to March 2023 saw **180.1k visitors from the US** (up **3779.9%**), with **29.9k visitors for the month** (up **2271.3%**).
- For year to March 2023, there were **117.8k visitor arrivals from the UK** (up **1655.2%**) and **13.4k visitors for the month** (up **573.7%**).
- Visitors from **China (30.9k)** were also up for the year (2022.9%), and up (5040.5%) for the month of March (6.7k).

Visitor arrivals in Auckland by key international markets



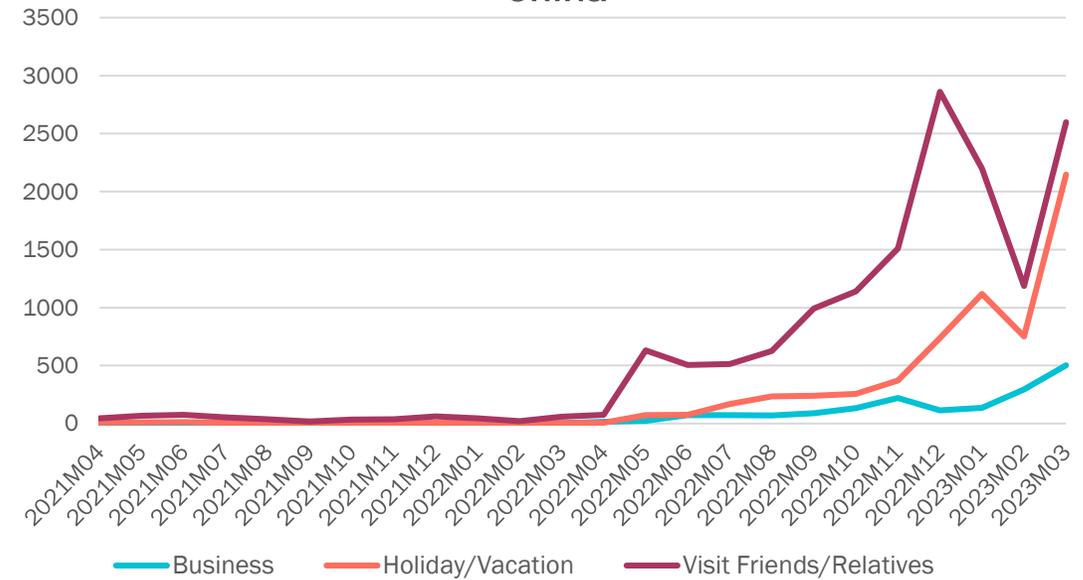
# 24 month visitor arrivals from individual markets

## Australia



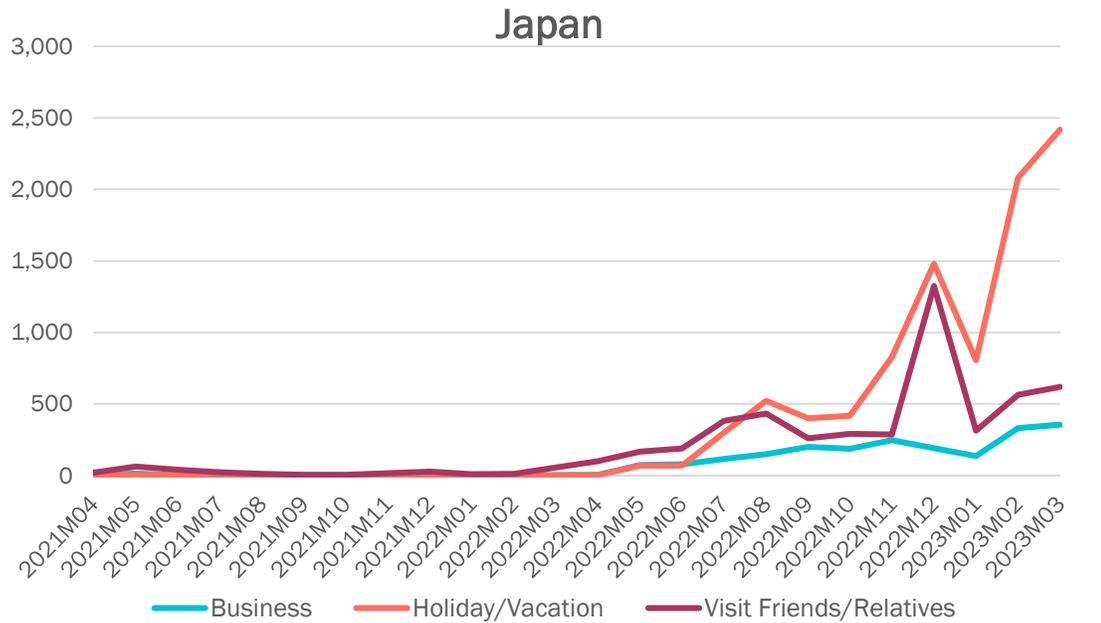
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
March 2023	8,509	1975.4%	15,672	3040.7%	26,890	115.7%	59,356	305.4%
YE March 2023	75,256	532.0%	153,109	1186.6%	325,044	298.2%	624,121	439.2%

## China

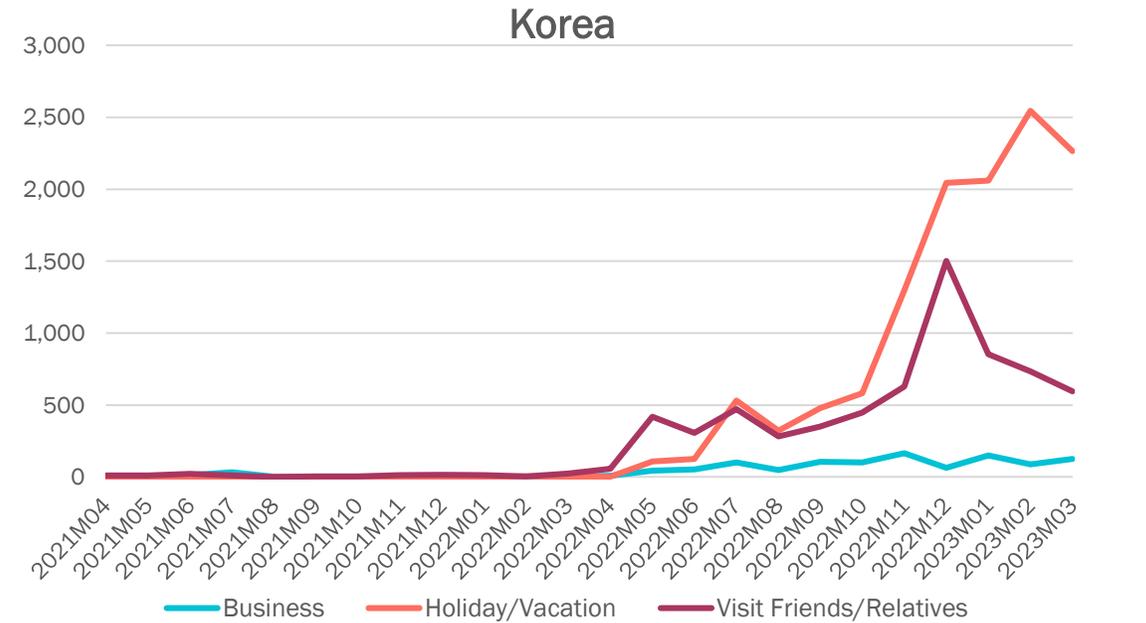


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
March 2023	502	12450%	2,147	71466.7%	2,597	4377.6%	6,734	5040.5%
YE March 2023	1,733	2837.3%	6,173	9253.0%	14,831	2621.3%	30,931	2022.9%

# 24 month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
March 2023	355	8775.0%	2,418	241700.0%	619	1005.4%	5,157	7062.5%
YE March 2023	2,072	4404.3%	9,400	40769.6%	4,933	1618.8%	24,174	4686.9%



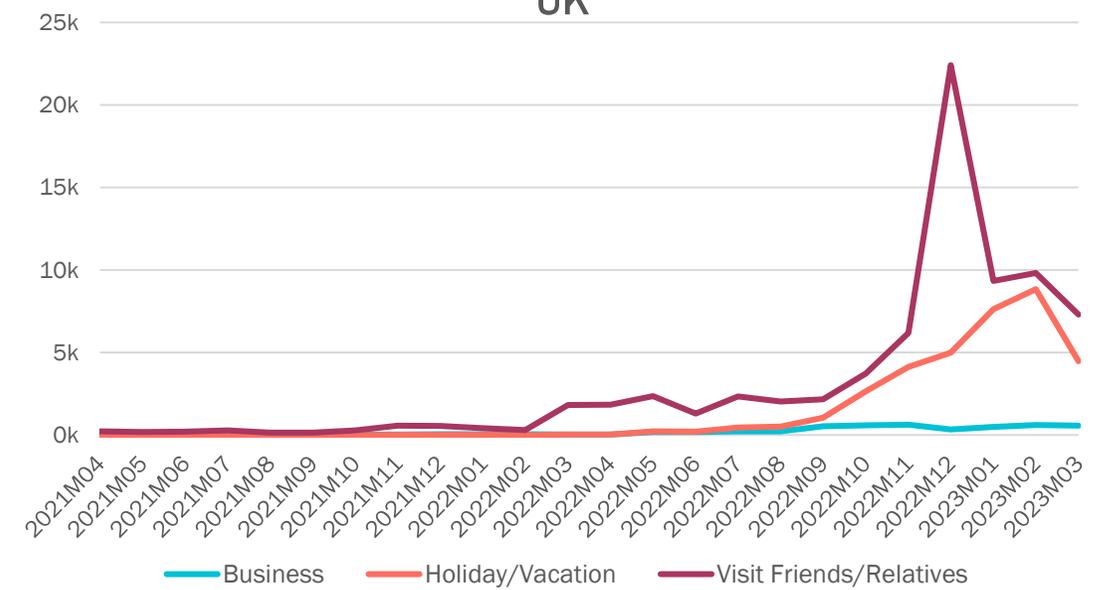
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
March 2023	126	4100.0%	2,265	75400.0%	595	2280.0%	3,524	8495.1%
YE March 2023	1,058	1553.1%	12,364	112300.0%	6,646	4823.0%	23,610	7666.4%

# 24 month visitor arrivals from individual markets

## Germany



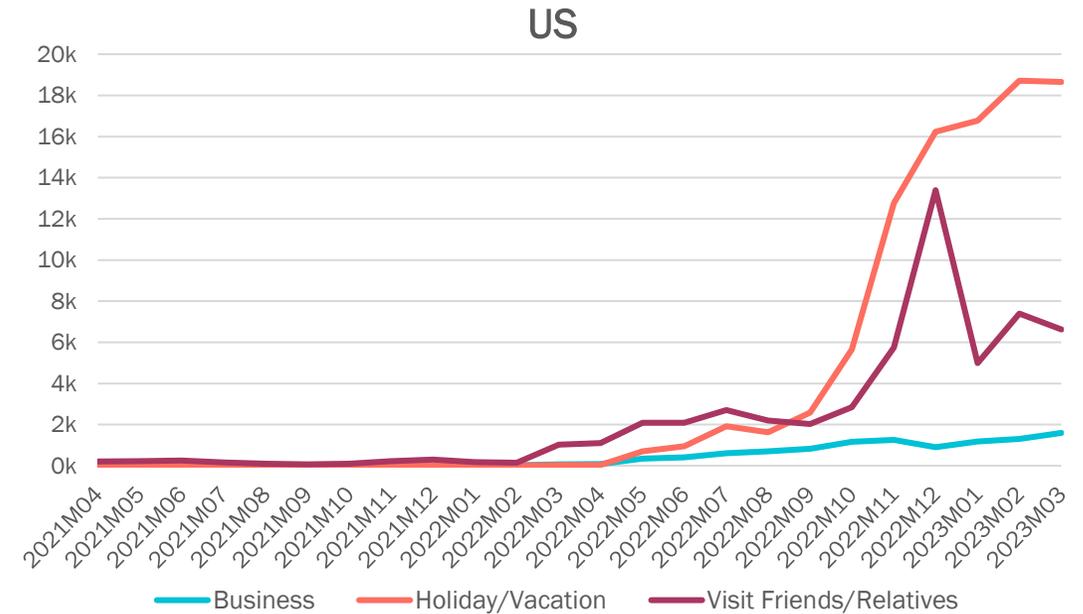
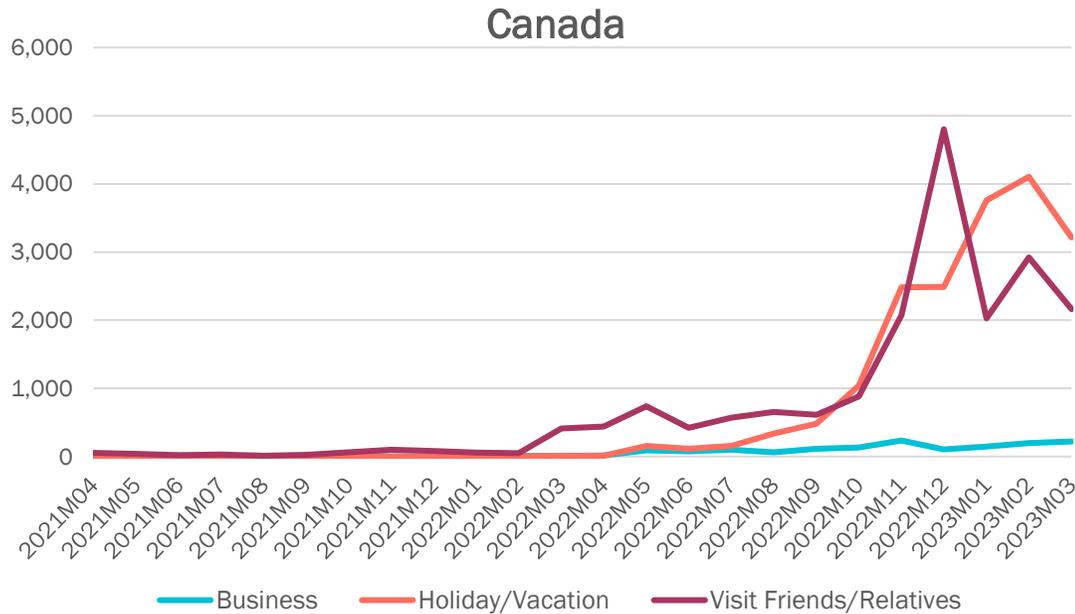
## UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
March 2023	173	1630.0%	2,786	25227.3%	793	411.6%	4,142	2126.9%
YE March 2023	1,366	1252.5%	21,484	89416.7%	7,562	1238.4%	33,732	4143.0%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
March 2023	573	1585.3%	4,481	11102.5%	7,299	297.8%	13,406	573.7%
YE March 2023	4,667	799.2%	35,282	20654.1%	70,872	1260.6%	117,806	1655.2%

# 24 month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
March 2023	220	3566.7%	3,212	22842.9%	2,162	422.2%	6,206	1276.1%
YE March 2023	1,503	1030.1%	18,347	39784.8%	18,306	1795.0%	42,243	3057.2%

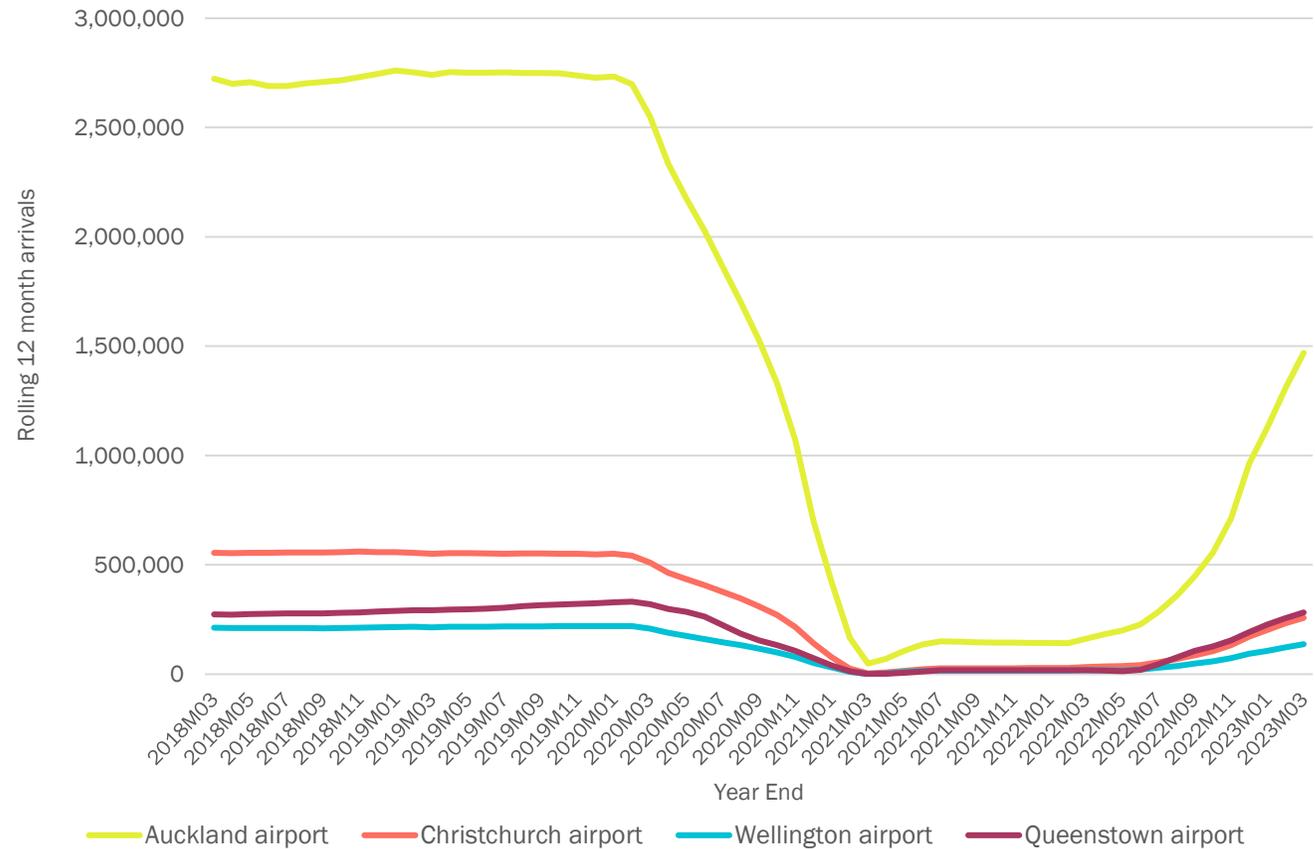
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
March 2023	1,594	2025.3%	18,655	53200.0%	6,621	542.2%	29,926	2271.3%
YE March 2023	10,430	1831.5%	96,634	58823.2%	53,221	1672.3%	180,107	3779.9%

# Auckland has seen a 813.2% 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 813.2% increase in international visitor arrivals over the last year.
- For the year ending March 2023, all other ports saw growth in international visitor arrivals in comparison to last year. Christchurch saw an increase of 715.2%, Queenstown was up 1462.0% and Wellington was up 712.5% 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.





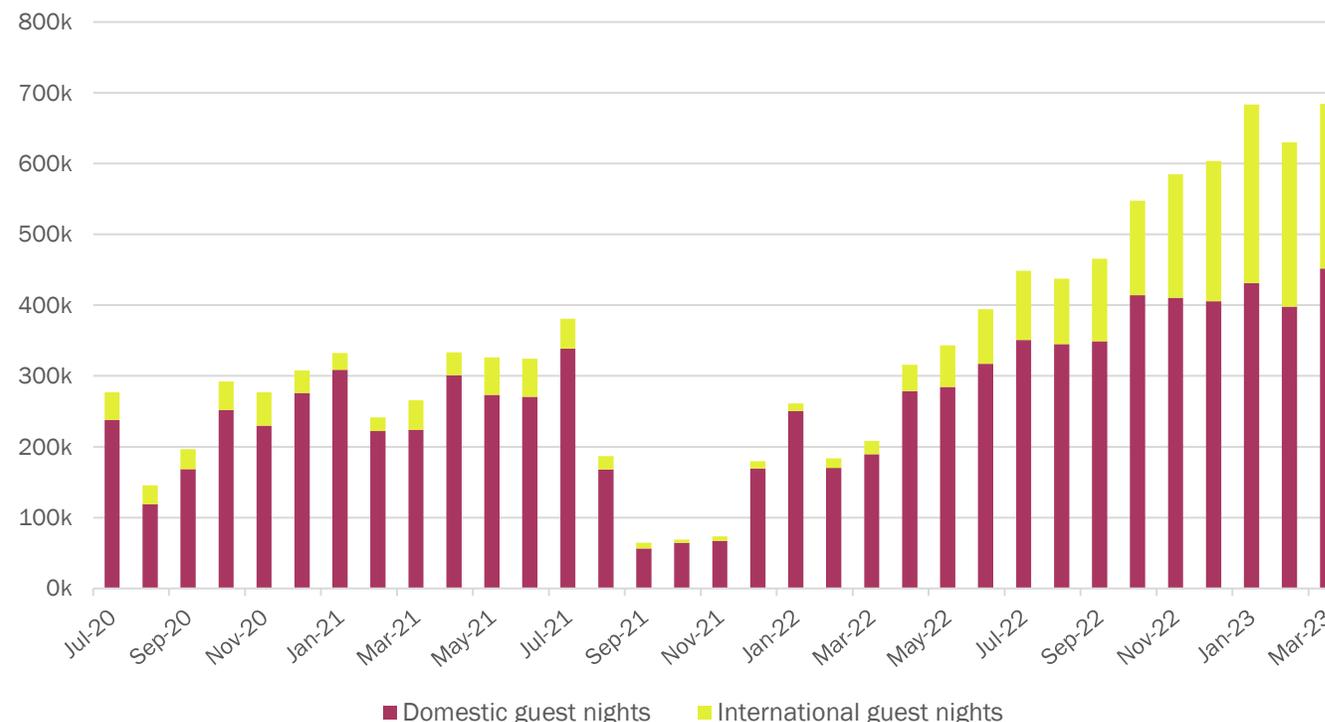
# Auckland Tourism – Accommodation Data

# 232.7k international guest nights in commercial accommodation in March 2023, up 1171.6%

- For the month of March 2023, there were **684.3k total guest nights** in commercial accommodation in Auckland, up **232.8%** on the same month last year.
- There were **451.6k domestic guest nights** in commercial accommodation (up **141.1%**), and **232.7k international guest nights (up 1171.6%)** in commercial accommodation in March 2023.
- For New Zealand overall, there were 3.77m guest nights in commercial accommodation, up 125.9% compared to March 2022.

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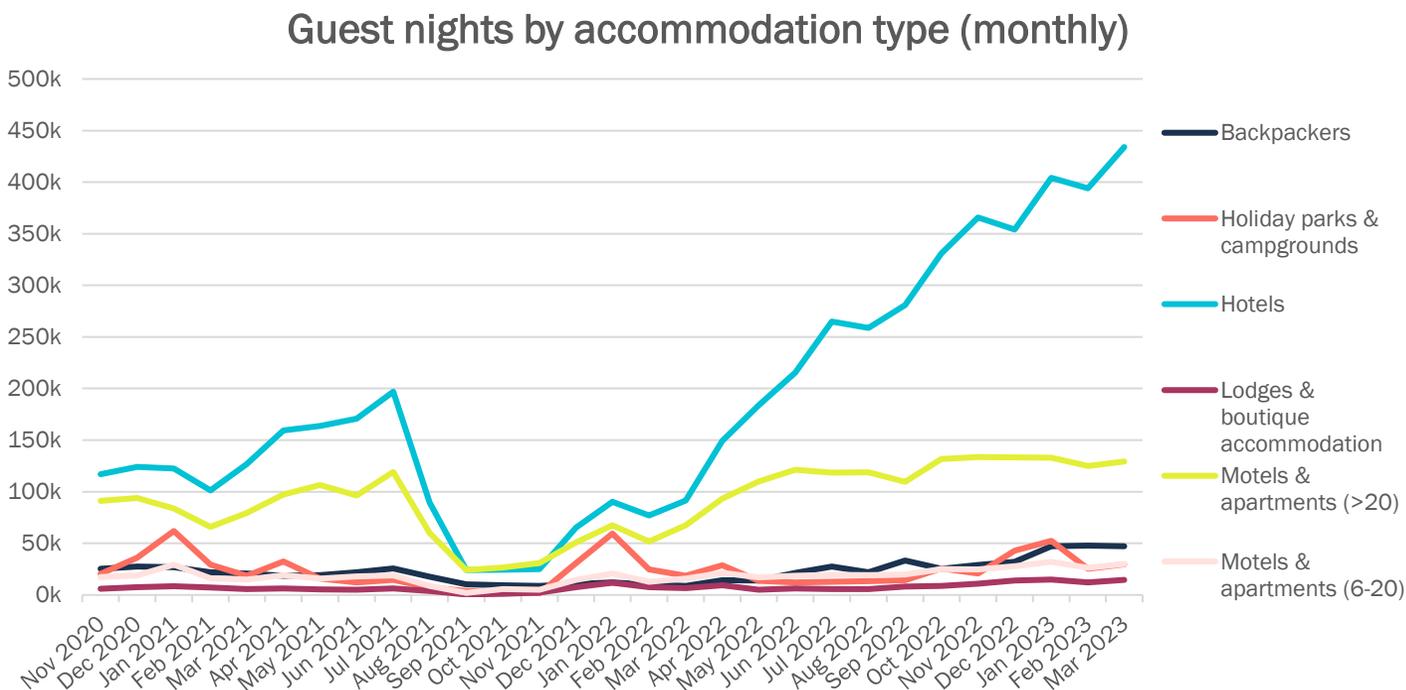
Guest nights in commercial accommodation - Auckland



March 2023	Auckland	% change	New Zealand	% change
Total guest nights	684,300	232.8%	3,771,800	125.9%
Domestic guest nights	451,600	141.1%	2,470,500	54.9%
International guest nights	232,700	1171.6%	1,301,300	1656.1%

# 434.0k guest nights in hotels in March 2023, up 448.8%

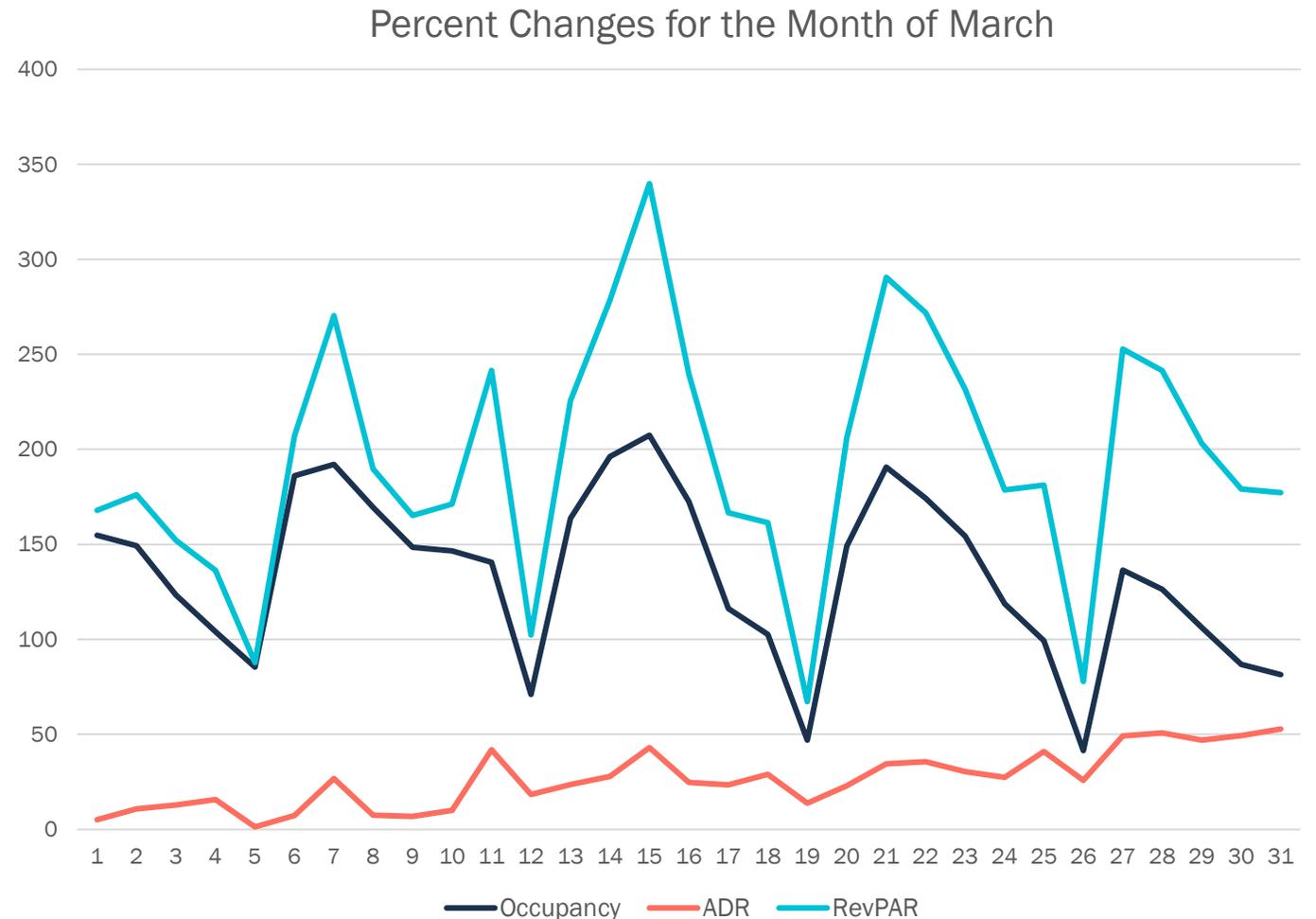
- For the month of March 2023, there were 434.0k guest nights in hotels in Auckland, up 448.8% compared to March last year.
- There were 129.1k guest nights in motels and apartments (>20) (up 91.8%), and 29.8k guest nights in motels and apartments (6-20) (up 88.6%) in March 2023.
- Guest nights in backpacker accommodation were up (448.8%) to 47.2k.
- Guest nights in holiday parks and campgrounds (up 58.6% to 29.5k) and lodges and boutique accommodation (up 124.6% to 14.6k) also increased.



March 2023	Guest nights	% change
Hotels	434,000	448.8%
Motels & apartments (>20)	129,100	91.8%
Motels & apartments (6-20)	29,800	88.6%
Backpackers	47,200	448.8%
Holiday parks & campgrounds	29,500	58.6%
Lodges & boutique accommodation	14,600	124.6%

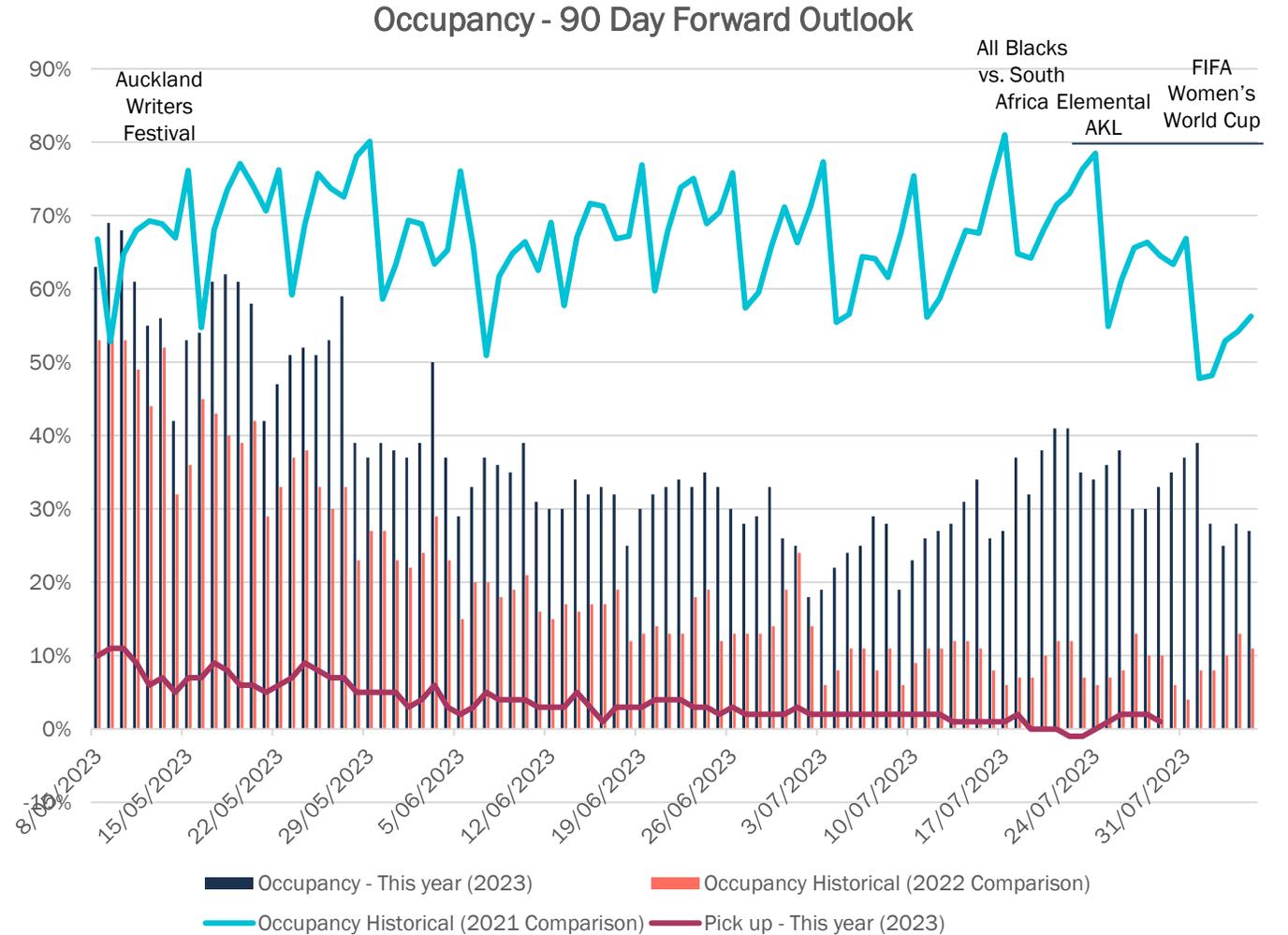
## Occupancy was **128.2%** higher in March 2023, compared to 2022

- **Occupancy was 128.2% higher** during the month of March 2023, compared to March 2022.
- **Revenue per available room (RevPAR) was 186.4% higher** in March 2023 compared to last year.
- **Average Daily Rate (ADR) was also up (24.6%)** on last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in March 2023. Occupancy and RevPAR peaked on Thursday 16<sup>th</sup> March, while ADR peaked on Friday 31<sup>st</sup> March 2023.
- A quarter (26%) of the hotels covered here were isolation hotels this time last year.



# 90 Day Forward Booking Occupancy Data

- Looking forward (over the next three months), overall occupancy on the books is higher for the period from May to August 2023 compared to the same period last year.
- Auckland occupancy peaked at 69% on the 9<sup>th</sup> May 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

# \$2.44b in Domestic tourism transactions for YE March 2023, up 35.3%

- In the year to March 2023, Domestic tourism transactions were **\$2.44b** (up 35.3%), while International tourism transactions were **\$0.97b**, up 252.2% 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

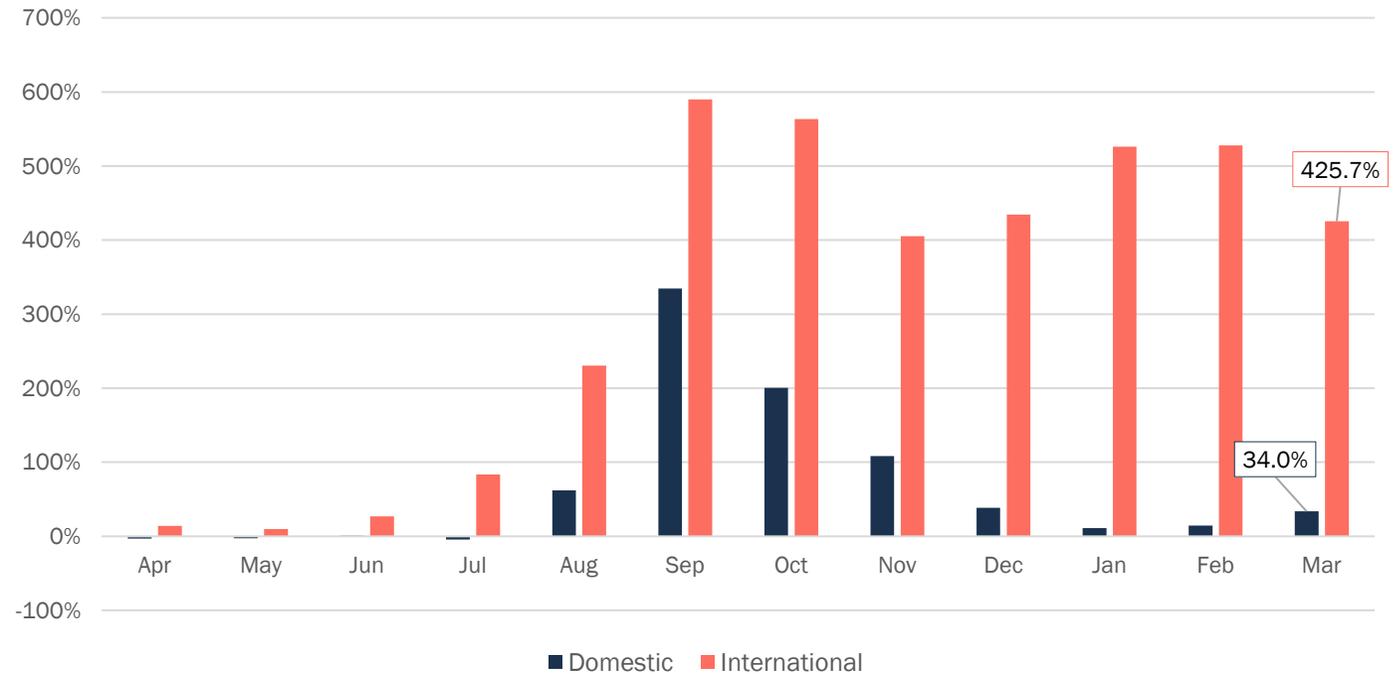


Tourism Transactions	YE March 2023 (\$b)	% change
Domestic	2.441	35.3%
International	.970	252.2%

# International tourism transactions were \$124.7m for March 2023, up 425.7%

- For the month of March 2023, domestic tourism transactions (TECTs) were \$208.5m, up 34.0% compared with the same month in 2022.
- International tourism transactions in March 2023 were \$124.7m (up 425.7%) compared to March 2022.

Monthly % Change in tourism transactions in Auckland

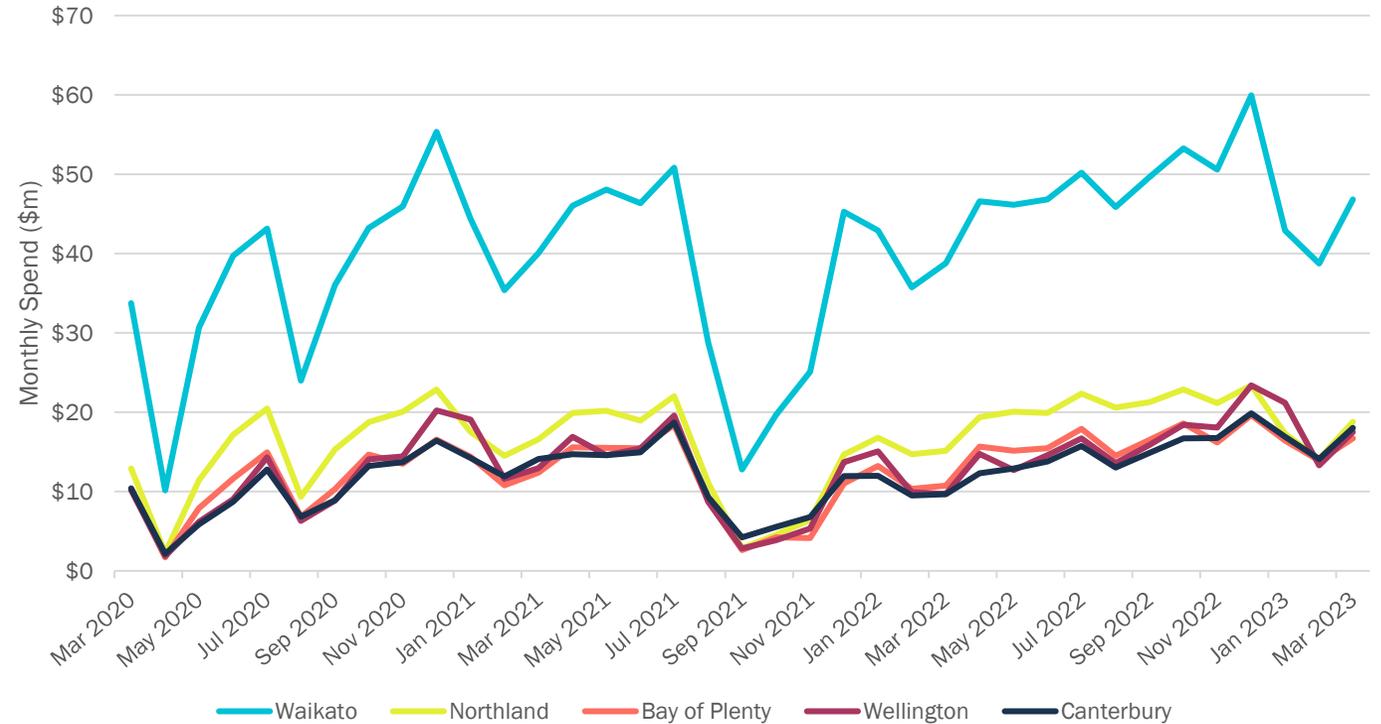


Tourism Transactions	March 2023 (\$m)	% change
Domestic	208.5	34.0%
International	124.7	425.7%

## Waikato visitors spent \$46.8m in March 2023, up 20.7% on the previous year

- Tourism spend was up across all domestic markets.
- **Waikato-based visitors spent \$46.8m** in tourism transactions in Auckland in March 2023, up 20.7% on the previous year.
- Spend from the **Bay of Plenty (\$16.7m, up 55.6%), Wellington (\$17.5m, up 80.2%), Canterbury (\$18.0m, up 86.7%) and Northland (\$18.8m, up 24.1%)** was up in the month of March 2023 compared to last year.

Monthly tourism domestic spend in Auckland, by market

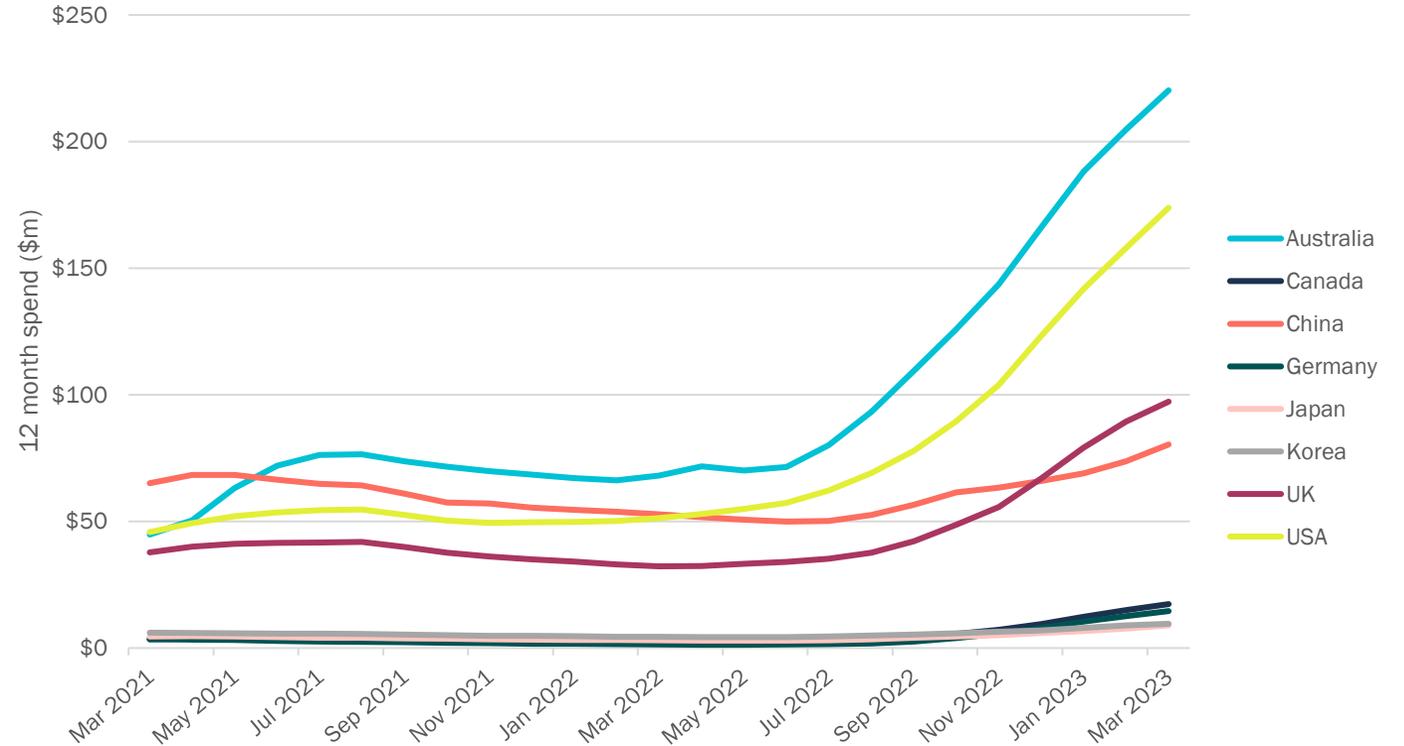


	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
March 2023	46.8	20.7%	18.8	24.1%	16.7	55.6%	17.5	80.2%	18.0	86.7%

## Australian visitors spent \$220m in the year to March 2023, up 223.7% on the previous year

- In the year to March 2023, Australian tourism spend was up 223.7% on the previous year to \$220m.
- Tourism spend from the US (up 238.6% to \$174m) and the UK (up 201.6% to \$97m) was up for the year to March 2023.
- Chinese visitors spent \$80m in the year to March 2023, up 52.2% on the previous year.
- Spend from Germany (up 949.3% to \$15m), Canada (up 421.2% to \$17.4m), Japan (up 196.1% to \$9.0m) and Korea was also up (113.9% to \$9.5m) on the previous year.

Year-end tourism international spend in Auckland, by market

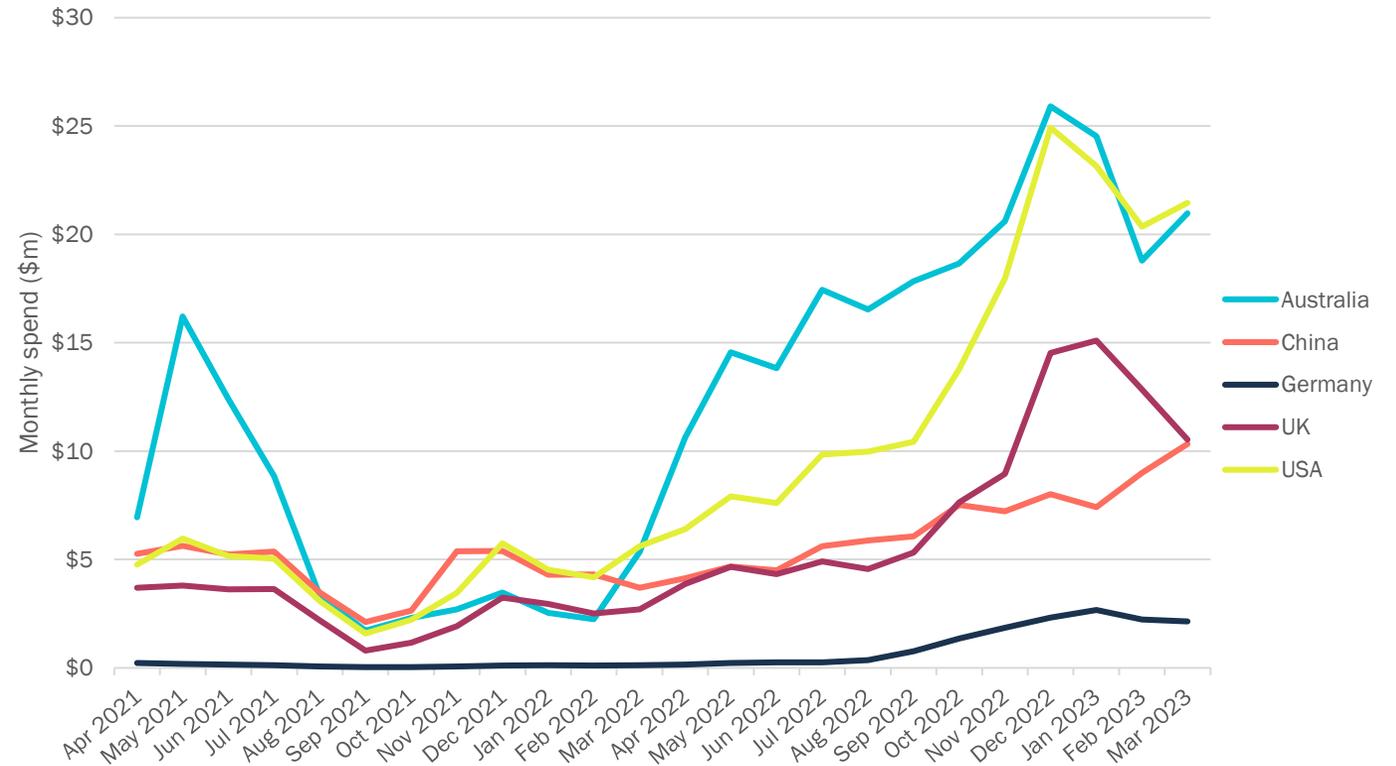


	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
YE March 2023	220	223.7%	80	52.2%	97	201.6%	174	238.6%	15	949.3%

# Australian visitors spent \$21.0m in March 2023, up 291.9% 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 March 2023, spend from Australia (\$21.0m) was up 291.9% compared to last March.
- Spend from the US (\$21.5m) was up 281.7% this March.
- Spend from the UK (\$10.5m) was also up (290.5%) for the month of March.
- There were increases in tourism spend from the Chinese (up 179.4% to \$10.3m), and German (up 1677.9% to \$2.1m) markets for the month of March 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
March 2023	21.0	291.9%	10.3	179.4%	10.5	290.5%	21.5	281.7%	2.1	1677.9%

# \$66.0m spent in Retail sales (other) by domestic visitors in March 2023, up 22.1%

	Spend (\$m)	% change
Accommodation services	11.2	142.6%
Cultural, recreation, and gambling services	5.6	95.9%
Food and beverage serving services	39.6	68.4%
Other passenger transport	3.8	132.0%
Other tourism products	20.3	28.3%
Retail sales - alcohol, food, and beverages	38.9	15.7%
Retail sales - fuel and other automotive products	23.1	18.6%
Retail sales - other	66.0	22.1%
<b>Grand Total</b>	<b>208.5</b>	<b>34.0%</b>

[aucklandunlimited.com](http://aucklandunlimited.com)

Source: MBIE TECTs.

## Domestic monthly tourism transactions in Auckland, by product







# Auckland Tourism – Major and Business Events Data

# Major Events Insights



[aucklandunlimited.com](http://aucklandunlimited.com)

Event	Date	Venue	Interesting Findings
Indulge Auckland	2-5 March 2023	Silo Park	<ul style="list-style-type: none"> <li>The month of March saw 185.0k international visitors, up 676.9% on the previous March but down 31.6% compared to pre-Covid numbers (270.1k in March 2019).</li> <li>There were 451.6k domestic guest nights in commercial accommodation (up 141.1%), and 232.7k international guest nights (up 1171.6%) in commercial accommodation in March 2023.</li> <li>For the month of March 2023, domestic tourism transactions (TECTs) were \$208.5m, up 34.0% compared with the same month in 2022.</li> <li>International tourism transactions in March 2023 were \$124.7m (up 425.7%) compared to March 2022.</li> </ul>
Harry Styles	7 March 2023	Mt Smart Stadium	
2023 Weightlifting World Masters Cup	3-12 March 2023	Grand Millenium Hotel	
NZ PGA Championships	9-12 March		
Beacon Festival	18 March 2023	Queen's Wharf	
Auckland Craft Beer & Food Festival	18 March 2023	Spark Arena	
Pasifika Festival	18-19 March 2023	Western Springs	
Auckland Boat Show	23-26 March 2023	Viaduct	
		Harbour, Eastern Viaduct, Te Wero Island	

# Business Events Insights Q1 Mar 2023



[aucklandunlimited.com](http://aucklandunlimited.com)





# 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 March 2023 was +24 (+2 points above NZ), up 4 points to March 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 2,918 online conversations about Auckland, while 27,225 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 ‘Air Travel’ and ‘Restaurant, Dining, and Takeaway’, while negative sentiment was driven by ‘Natural Disaster’ and also ‘Air Travel’.

KEY PERFORMANCE INDICATORS	AUCKLAND	NEW ZEALAND
Tourism Sentiment Score® <span>?</span>	 <p>24</p> <p>▼ -63%</p> <p>2918 Conversations Analyzed</p>	 <p>22</p> <p>▼ -51%</p> <p>27225 Conversations Analyzed</p>
Global Tourism Sentiment Comparison <span>?</span>	AVERAGE	AVERAGE
Emotional Tone of Conversation <span>?</span>	Joy	Joy
Topics Driving Positive Sentiment <span>?</span>	Air Travel Restaurant & Dining & Takeaway	Restaurant & Dining & Takeaway Festival & Events & Concerts
Topics Driving Negative Sentiment <span>?</span>	Natural Disaster Air Travel	Natural Disaster Air Travel

## TSI Categories



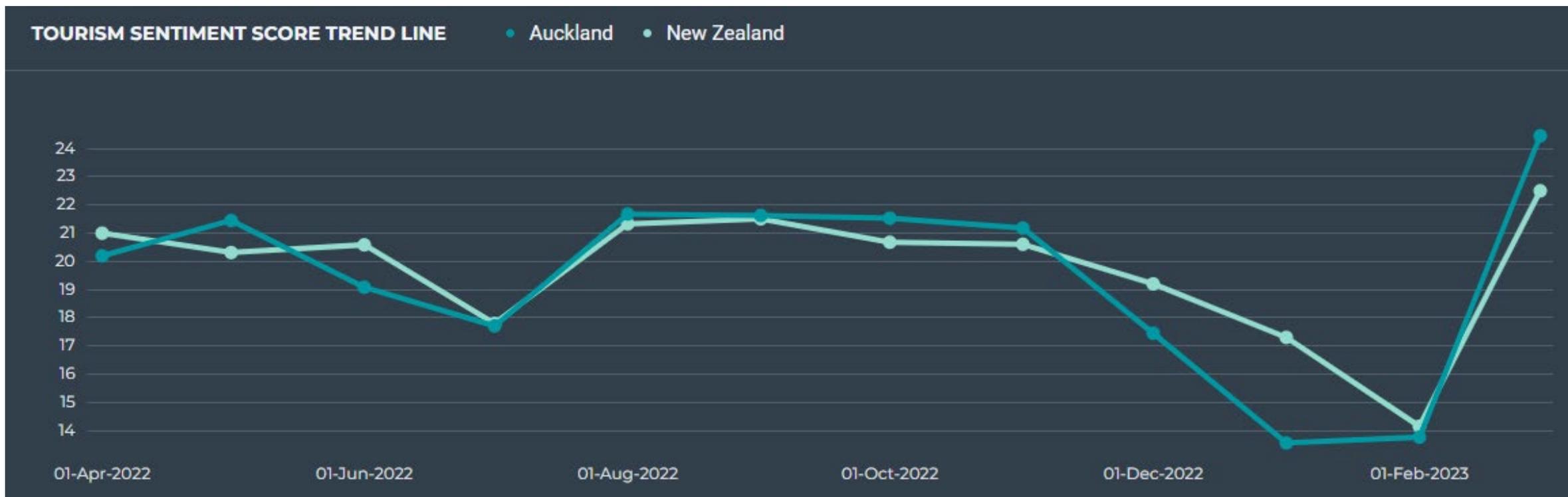
- Volume is a good indicator of overall awareness. The more people are talking about a specific experience, the more awareness it drives. The top drivers for conversation about Auckland for March 2023 were Access and Transportation (33%) and Food and Culinary (15%) and Amenities and Entertainment (14%).
- The category with the highest sentiment was Relaxation and Wellness (38) followed by Food and Culinary (33) and Amenities and Entertainment (32), while Safety (-13), and Access and Transportation (11) had the lowest sentiment.
- Sub-categories that drove positive sentiment were Weddings (61), Nightlife (52), Attractions (49), and Beaches (45).
- The lowest sentiment was recorded in Natural Disaster (-13), Health (-7), Conference and Conventions (-3), Camping (1), and Fishing (1).
- Joy was the general emotional tone for most categories for the month of March 2023, with Anger linked to Safety.

CATEGORIES	AUCKLAND			NEW ZEALAND		
	Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
▲ Access + Transportation	33% ▲ 3%	Joy	11 Average	18% ▲ 1%	Joy	9 Average
▲ Food + Culinary	15% ▲ 7%	Joy	33 Average	15% ▲ 6%	Joy	32 Average
▲ Amenities + Entertainment	14% ▲ 8%	Joy	32 Average	13% ▲ 4%	Joy	29 Average
▲ Safety	13% ▼ 31%	Anger	-13 Average	16% ▼ 26%	Fear	-10 Average
▲ Outdoor Activities	8% ▲ 4%	Joy	20 Average	20% ▲ 7%	Joy	22 Average
▲ Destination Services	7% ▲ 5%	Joy	21 Average	7% ▲ 4%	Joy	22 Average
▲ Relaxation + Wellness	6% ▲ 3%	Joy	38 High	7% ▲ 2%	Joy	34 High
▲ Culture + History	4% ▲ 2%	Joy	19 Average	4% ▲ 1%	Joy	17 Average

# Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated from 1<sup>st</sup> April 2022 to 31<sup>st</sup> March 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 and shot up in March 2023.





# Auckland Visitor Survey

# Visitor Experience



[aucklandnz.com](http://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**

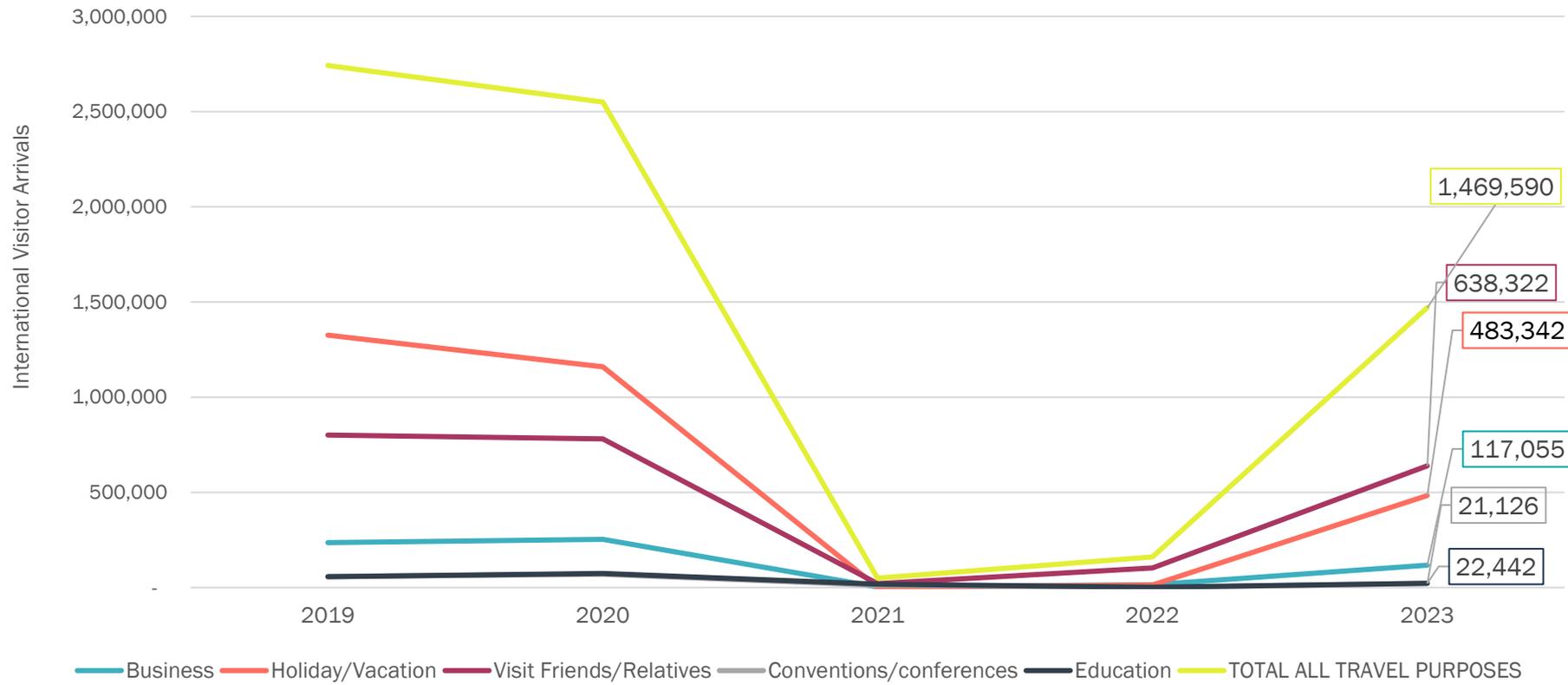
Compared to  
YE June 2021

*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.*



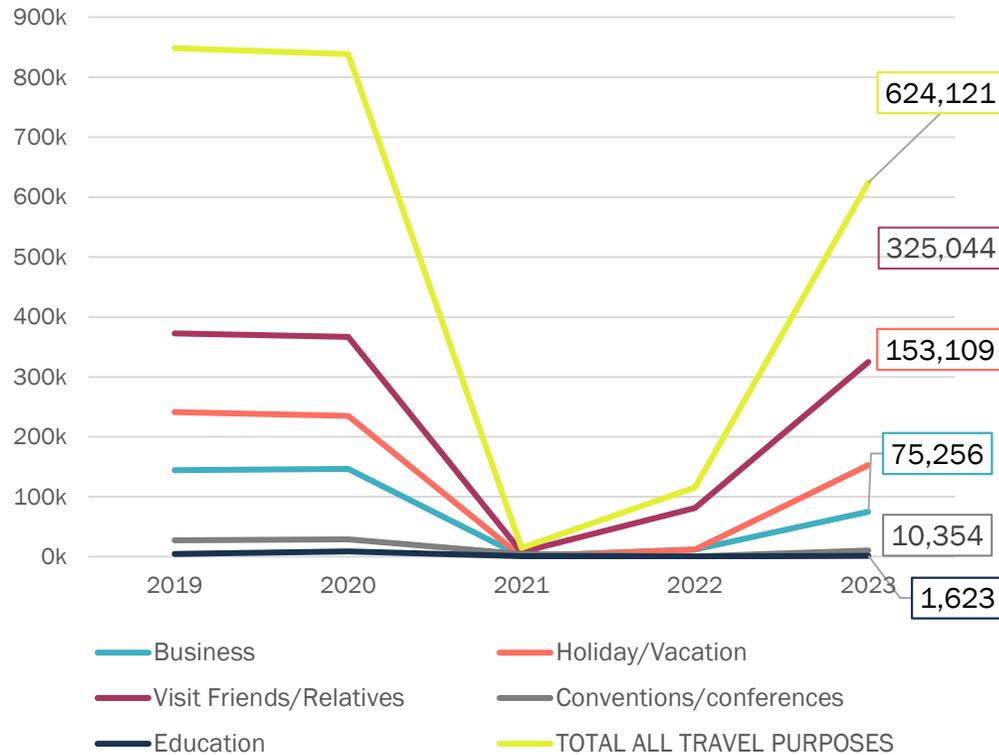
# Five-year trends in key markets

# Five-year visitor arrivals to Auckland, YE March

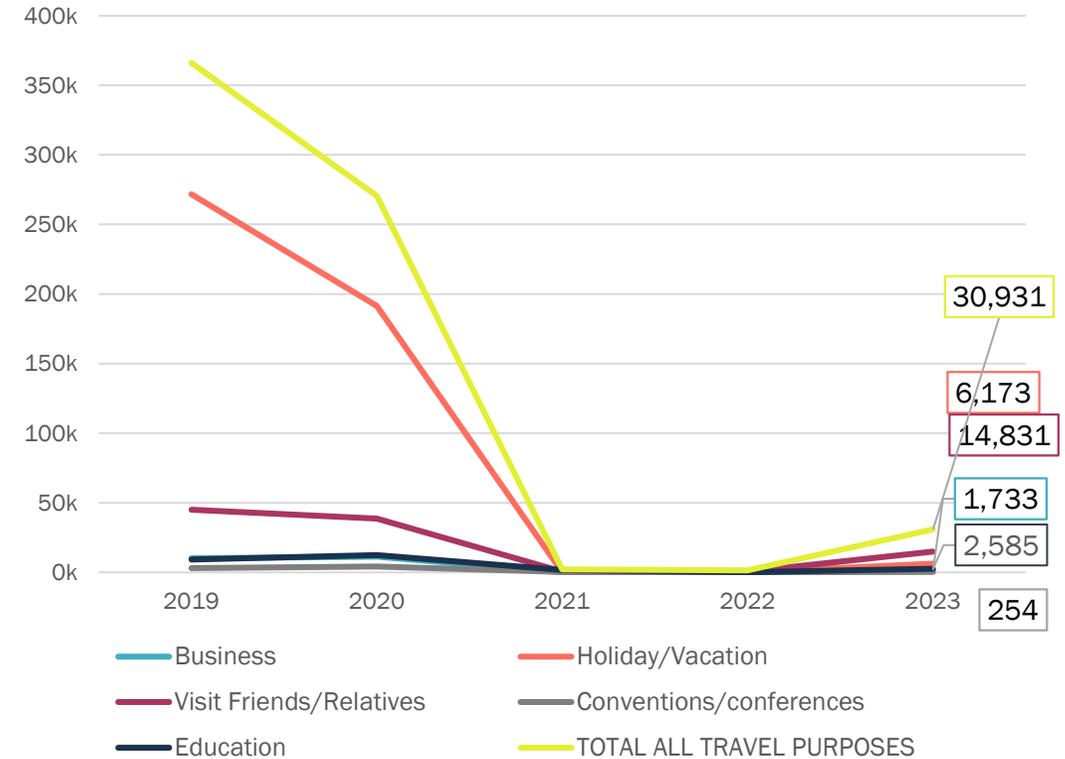


# Five-year visitor arrivals to Auckland, YE March

## Australia

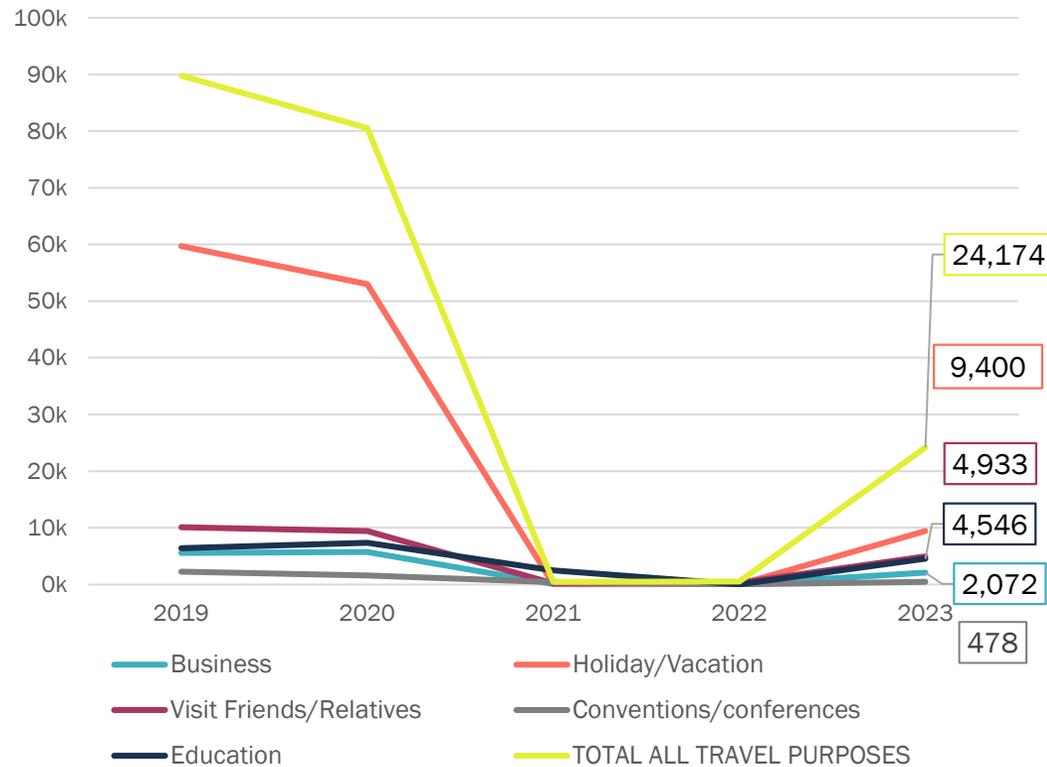


## China

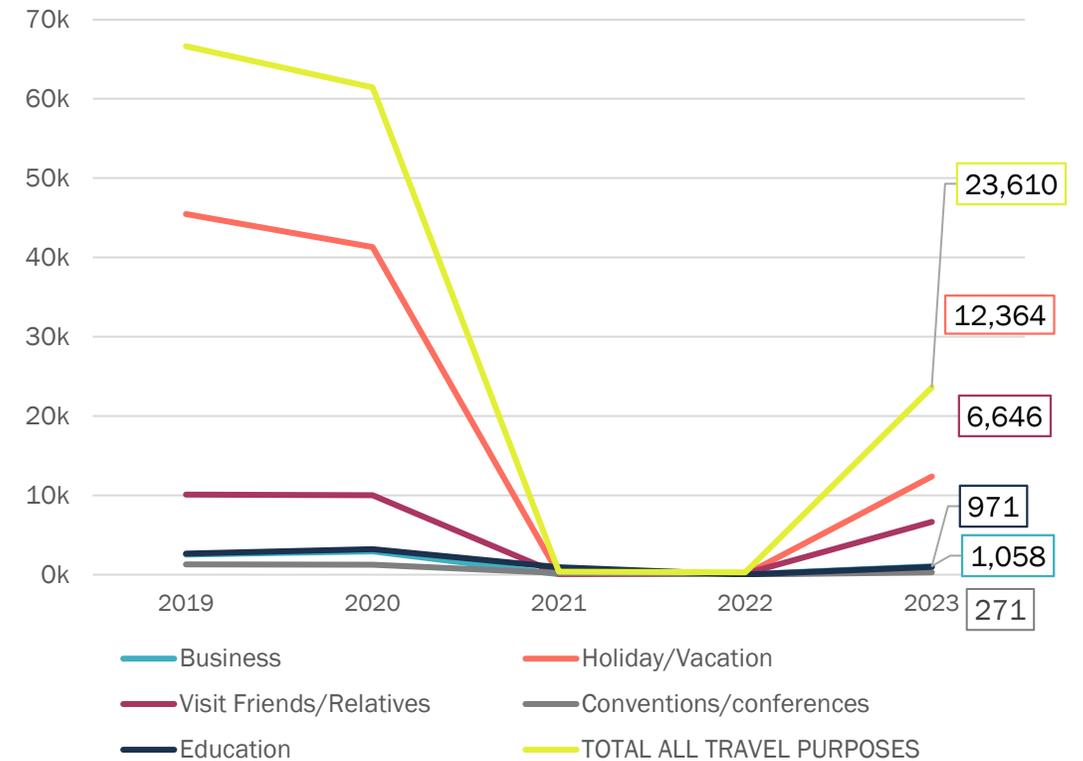


# Five-year visitor arrivals to Auckland, YE March

## Japan

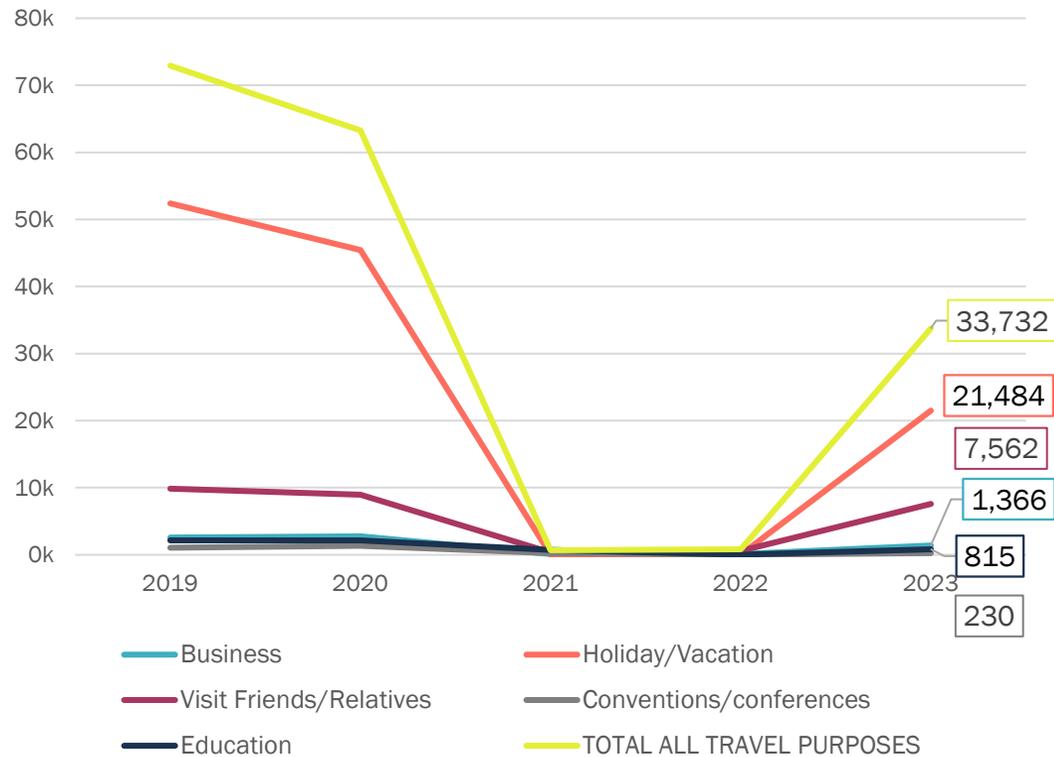


## Korea

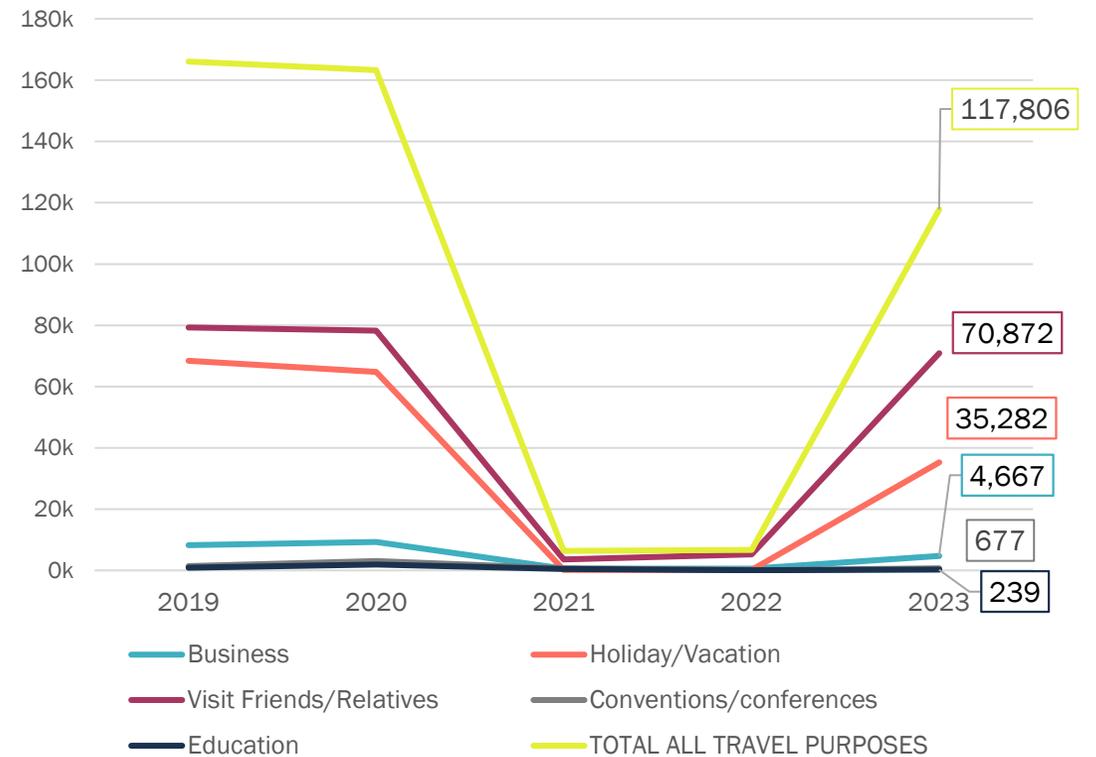


# Five-year visitor arrivals to Auckland, YE March

## Germany

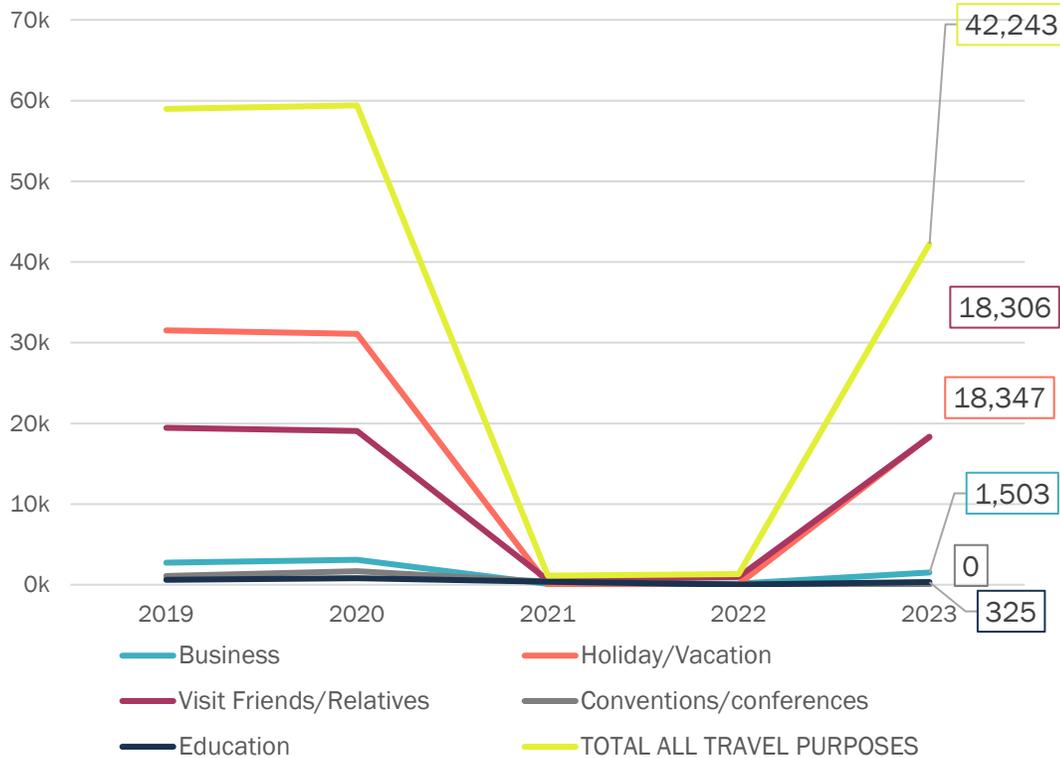


## UK

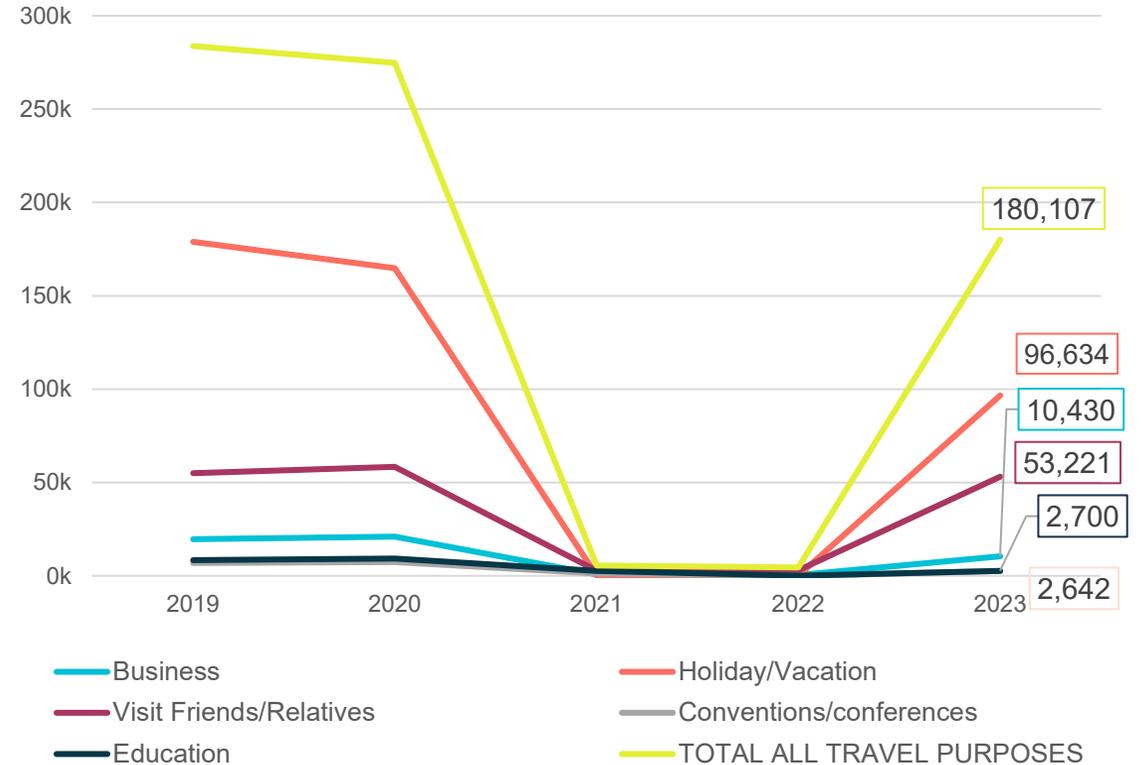


# Five-year visitor arrivals to Auckland, YE March

## Canada



## US



# Ngā mihi Thank you

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