

Tātaki
Auckland
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Tāmaki Makaurau Auckland Destination Overview

September 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 October 2023

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Key Visitor Data


354.7^k

Domestic Guest Nights
September 2023 (Month)
+2.8% (to September 2022)




149.6^k

International Visitors
September 2023 (Month)
+61.8% (to September 2022)




564.4^k


Total Guest Nights
September 2023 (Month)
+21.2% (to September 2022)




\$358^m

Domestic Tourism Spend
September 2023 (Month)
-13.3% (to September 2022)




\$240^m

International Tourism Spend
September 2023 (Month)
+41.6% (to September 2022)




\$598^m

Total Tourism Spend
September 2023 (Month)
+2.6% (to September 2022)



Key Visitor Data



DOMESTIC

- The domestic visitor numbers are no longer available as MBIE has cancelled the Monthly Unique Regional Population Estimates (MURPEs) data until further notice.
- There were **354.7k domestic guest nights in commercial accommodation** for the month of **September, up 2.8%**.
- The Monthly Regional Tourism Estimates (MRTEs) spend data has now restarted after a comprehensive revision. This has replaced the Tourism Electronic Card Transactions (TECTs). Revised MRTE data can be found [here](#).
- **Domestic tourism spend** for the year to September 2023 was **\$4.90b, up 21.0%** on last year and **\$358.4m for the month (down 13.3%** compared to September 2022).
- For the month of September 2023, tourism spend was down across all domestic markets.
- Spend from **Waikato-based visitors \$79.3m** was **down 6.0%** compared to the previous year. Spend from **Northland (\$44.6m, down 6.9%)**, the **Bay of Plenty (\$39.6m, down 14.5%)**, **Wellington (\$42.1m, down 18.1%)** and **Canterbury (\$30.4m, down 25.9%)** was also **down** in July 2023 compared to September 2022.

INTERNATIONAL

- **Monthly international visitors (149.6k)** were **up 61.8%** on September 2022 (92.4k) but numbers were down 15.9% compared to September 2019 pre-Covid (177.9k).
- **The year to September 2023** saw **1.90m international visitor arrivals, an increase of 323.5%** on 2022. However, international visitation was down 31.0% compared to pre-Covid levels (2.75m in YE September 2019).
- There was an increase in visitors from the **Australian market** in **September 2023**, with **59.9k visitors, up 11.4%** compared to last year. **The year to September 2023** saw **684.1k Australian visitors, up 157.3%**.
- **VFR visitors** contributed the most to annual visitor numbers (**736.6k**) and **increased 220.0%** on the year to September 2022. **Monthly VFR numbers (51.7k)** were **also up 34.6%** compared with September 2022.
- **Holiday visitors (700.9k)** were **up 712.8%** for the year, with **monthly numbers (59.3k) also up 113.3%**.
- **209.8k international guest nights in commercial accommodation** for September, **up 73.8%** on last year.
- **International tourism spend** was **\$3.19b** for the year, **up 182.1%** and **\$239.7m** for the month, **up 41.6%**.
- **Monthly spend from the US (\$66.3m)** was **up 159.1%**.

OVERALL

- For the month of September 2023, there were **564.6k total guest nights in commercial accommodation** in Auckland, **up 21.2%** on last year.
- **On average, visitors stayed in Auckland for 2.1 nights** for the month of September 2023 (up 10.5% on the previous year).
- **Looking forward, overall occupancy on the books is higher this year** compared to the same period last year (i.e., from November 2023 to February 2024).
- Auckland occupancy peaked at 100% on Tuesday 21st November 2023. Post Malone performed at Western Springs on this date.
- Occupancy is currently booked at 71% on New Year's Eve and is expected to increase.
- In 2023 Q2 supply expanded 2.9%. Demand expanded 33.6%, resulting in an occupancy gain of 29.9%. Occupancy is expected to grow by 36.6% in 2023 Q3, with supply expanding 2.6% and demand expanding 40.3%.
- **Total tourism spend** was **\$8.09b** for the year, **up 56.2%** and **\$598.1m** for the month, **up 2.6%**.

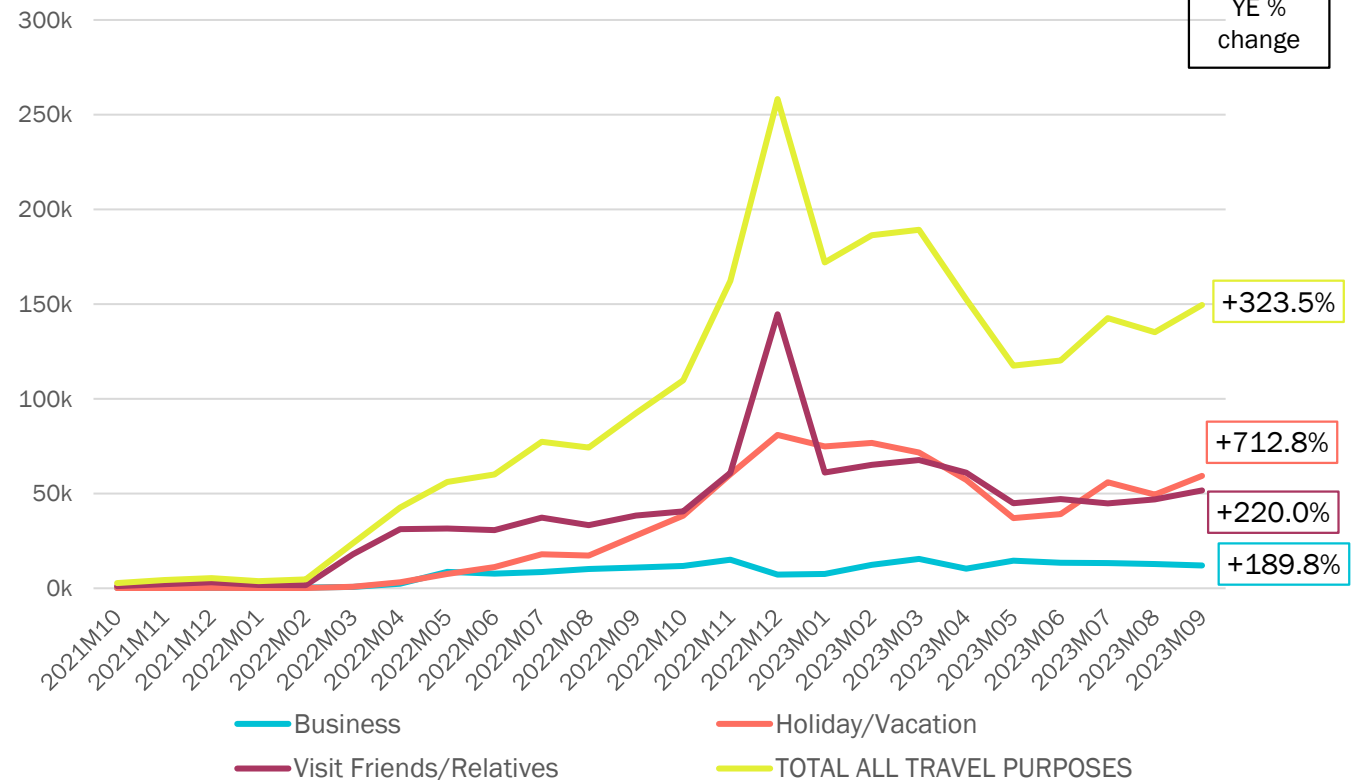


Auckland Tourism – Visitor Arrivals Data

1.90m International visitor arrivals in the year to September 2023, up 323.5%

- The month of **September** saw **149.6k international visitors**, up **61.8%** on September 2022 (92.4k) but down 15.9% compared to pre-Covid numbers (177.9k in September 2019).
- The year to **September 2023** saw **1.90m international visitor arrivals**, an increase of **323.5%** on the previous year. However, international visitation was down 31.0% compared to pre-Covid levels (2.75m in YE September 2019).
- **VFR visitors** contributed the most to annual visitor numbers (**736.6k**) and **increased 220.0%** on the year to September 2022. **Monthly VFR numbers (51.7k)** were **also up 34.6%** compared with the month of September 2022.
- **Holiday visitors (700.9k)** were **up 712.8%** for the year, with **monthly numbers (59.3k)** also up **113.3%**.
- There were **146.1k business visitors (up 189.8%)** in the year to September 2023, and **12.0k for the month (up 10.2%)**.

International visitor arrivals in Auckland, reason for visit

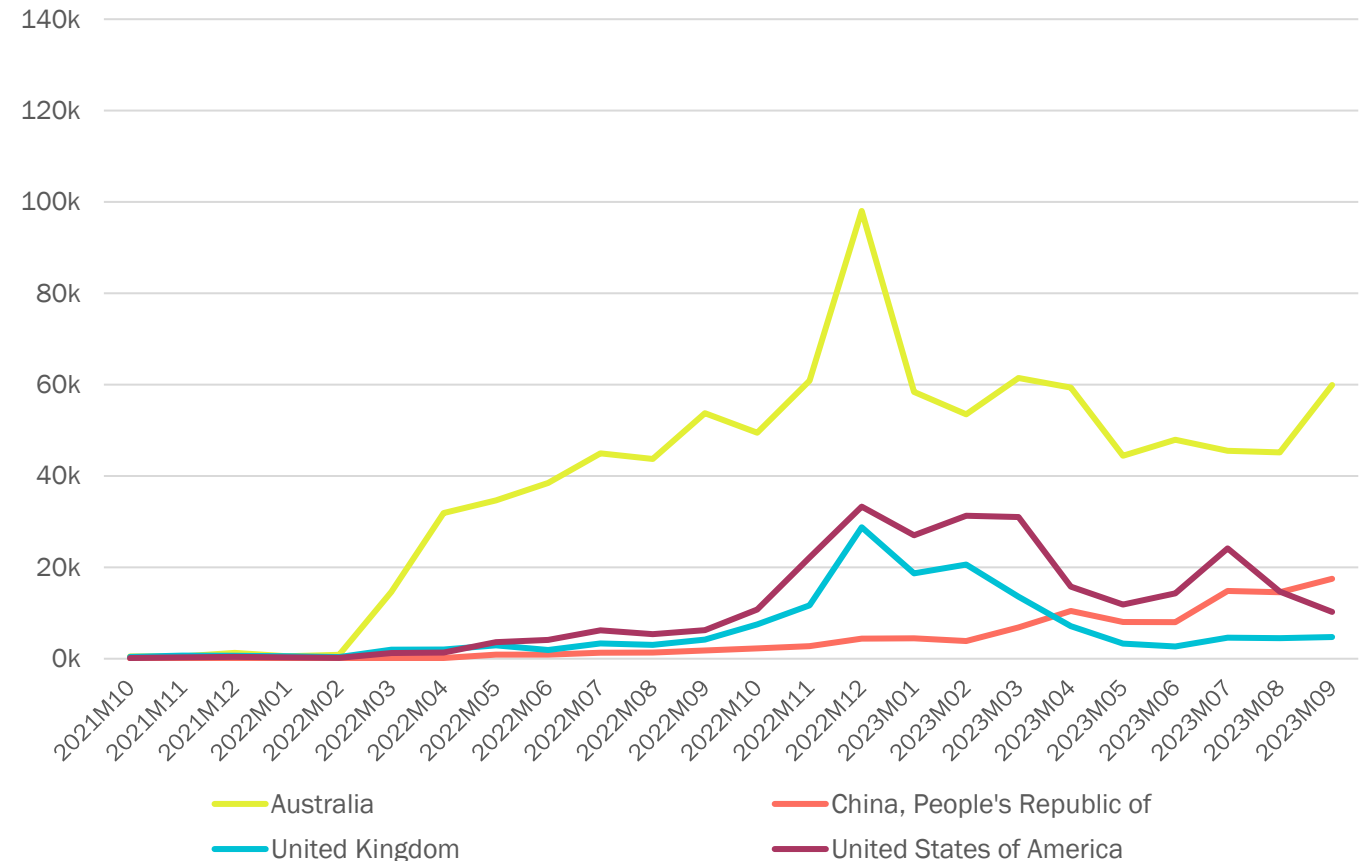


	Visitor arrivals	vs. previous year / YE	vs. pre-Covid / 2019
September 2023	149,576	61.8%	-15.9%
YE September 2023	1,895,761	323.5%	-31.0%

17.5k visitors from China in September 2023, up 855.8%

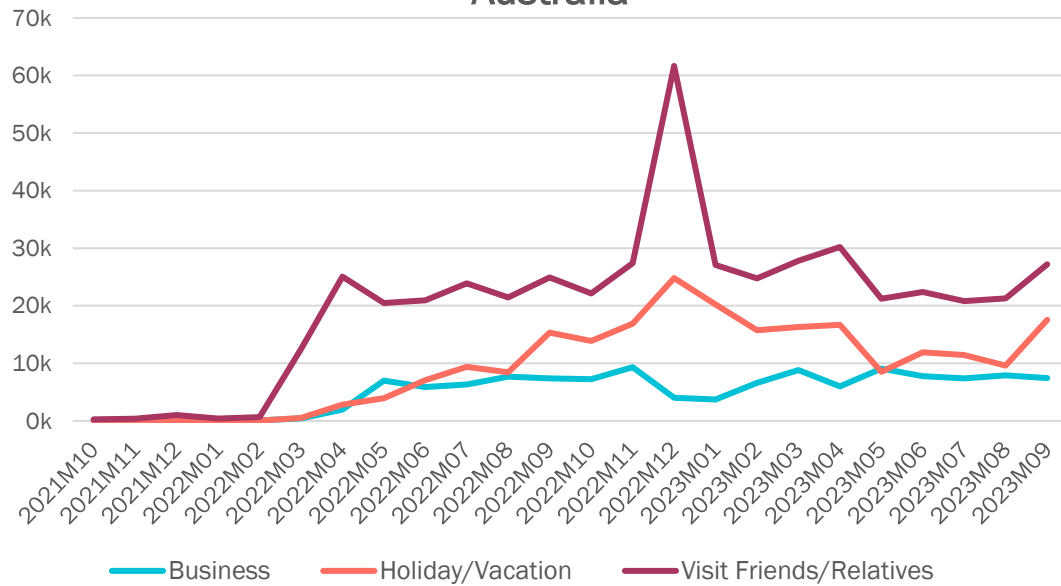
- There was an increase in **Australian visitors** in the month of September 2023, with **59.9k visitors**, an increase of **11.4%** compared to last September. **The year to September 2023 saw 684.1k Australian visitor arrivals, up 157.3%.**
- **Visitors from China (98.0k)** were also up for the year (**1295.1%**), and up (**855.8%**) for the month of September (**17.5k**).
- **The year to September 2023 saw 246.7k visitors from the US (up 729.8%), with 10.3k visitors for the month (up 63.4%).**
- For year to September 2023, there were **128.0k visitor arrivals from the UK (up 474.9%)** and **4.8k visitors for the month (up 12.8%).**

Visitor arrivals in Auckland by key international markets



24-month visitor arrivals from individual markets

Australia



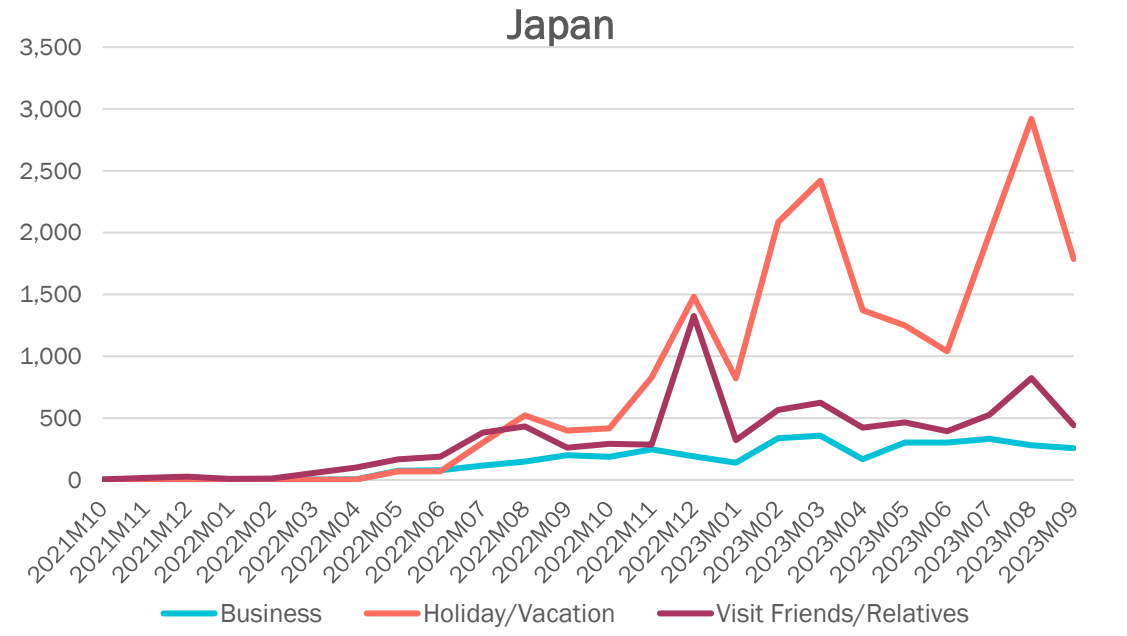
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2023	7,419	0.7%	17,539	14.5%	27,187	9.1%	59,905	11.4%
YE September 2023	85,149	131.3%	183,443	286.3%	333,897	119.9%	684,098	157.3%

China



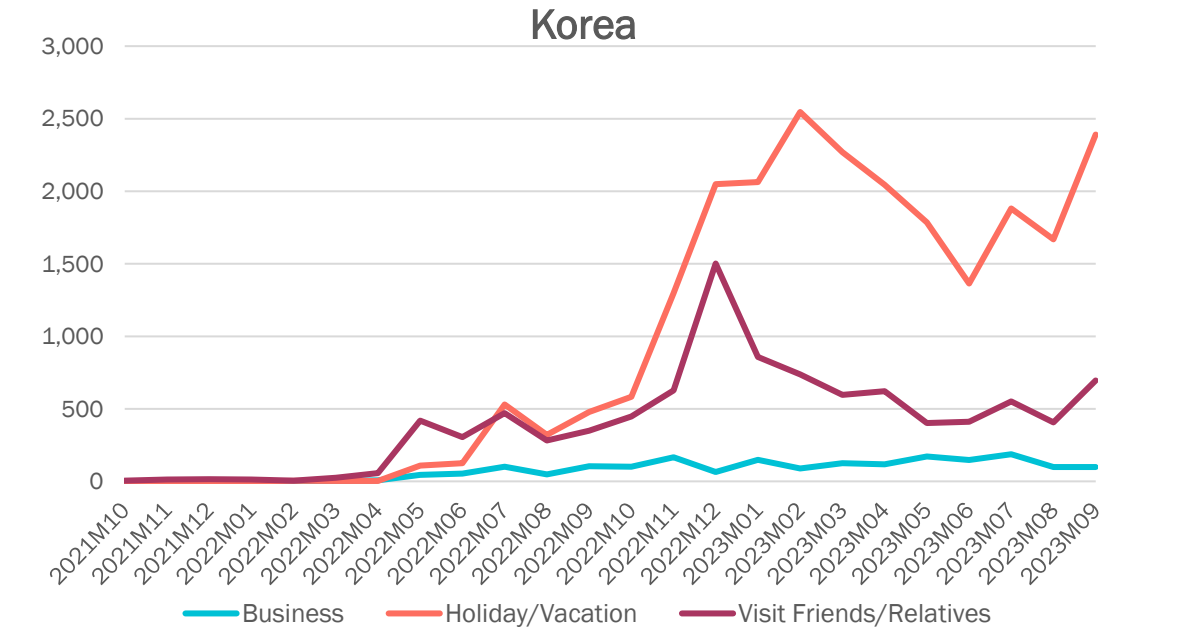
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2023	558	534%	12,375	5099.6%	2,887	191.3%	17,491	855.8%
YE September 2023	4,690	1213.7%	48,592	5869.5%	27,964	678.1%	98,048	1295.1%

24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2023	257	28.5%	1,786	346.5%	442	69.3%	3,256	166.0%
YE September 2023	3,100	385.1%	18,405	1244.4%	6,490	291.4%	39,868	632.1%

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	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2023	99	-5.7%	2,391	399.2%	696	98.9%	3,586	234.2%
YE September 2023	1,520	315.3%	21,947	1291.7%	7,860	300.8%	36,968	691.1%

24-month visitor arrivals from individual markets

Germany



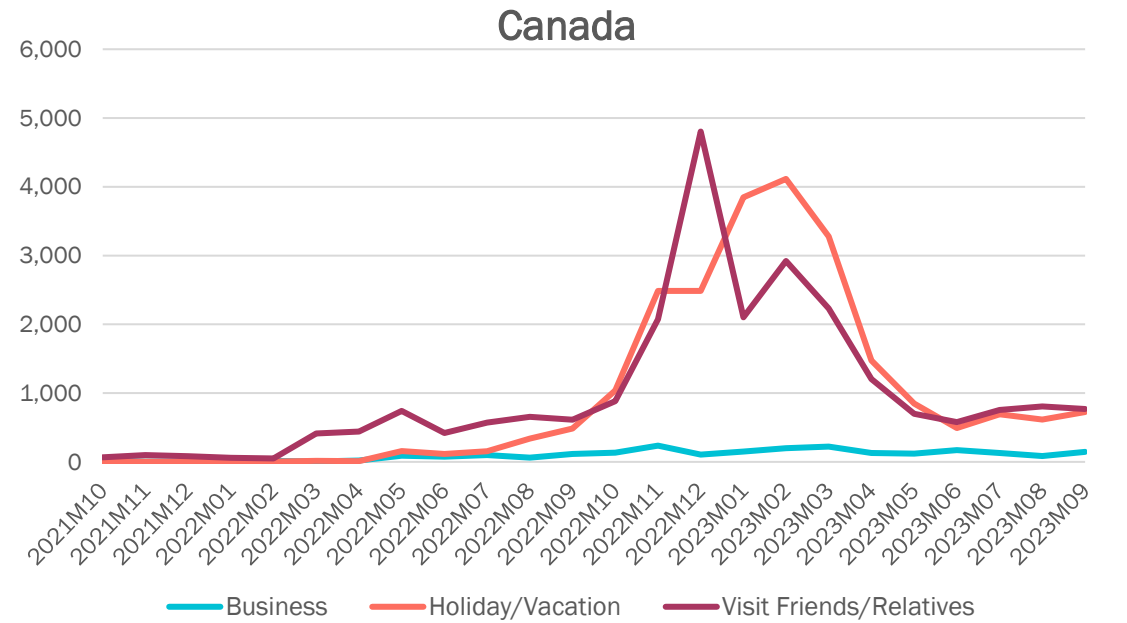
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2023	110	-20.3%	1,536	75.1%	302	40.5%	2,309	62.7%
YE September 2023	1,661	264.3%	25,496	1435.0%	8,050	393.9%	39,577	817.6%

UK

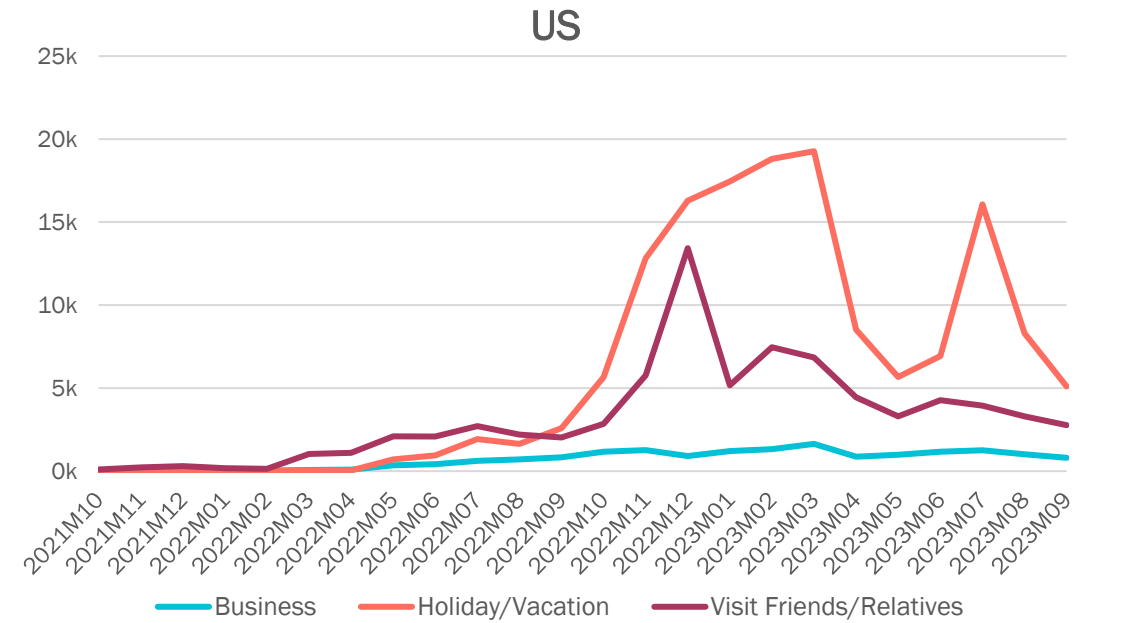


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2023	371	-30.5%	1,836	74.7%	2,019	-7.4%	4,752	12.8%
YE September 2023	5,481	227.0%	41,630	1482.3%	72,838	353.1%	127,973	474.9%

24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2023	145	26.1%	724	49.3%	768	25.3%	1,926	38.9%
YE September 2023	1,825	247.0%	22,098	1609.0%	19,823	370.5%	48,782	622.8%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2023	806	-2.9%	5,106	97.4%	2,769	36.4%	10,266	63.4%
YE September 2023	13,631	321.8%	140,884	1677.5%	63,566	347.8%	246,731	729.8%

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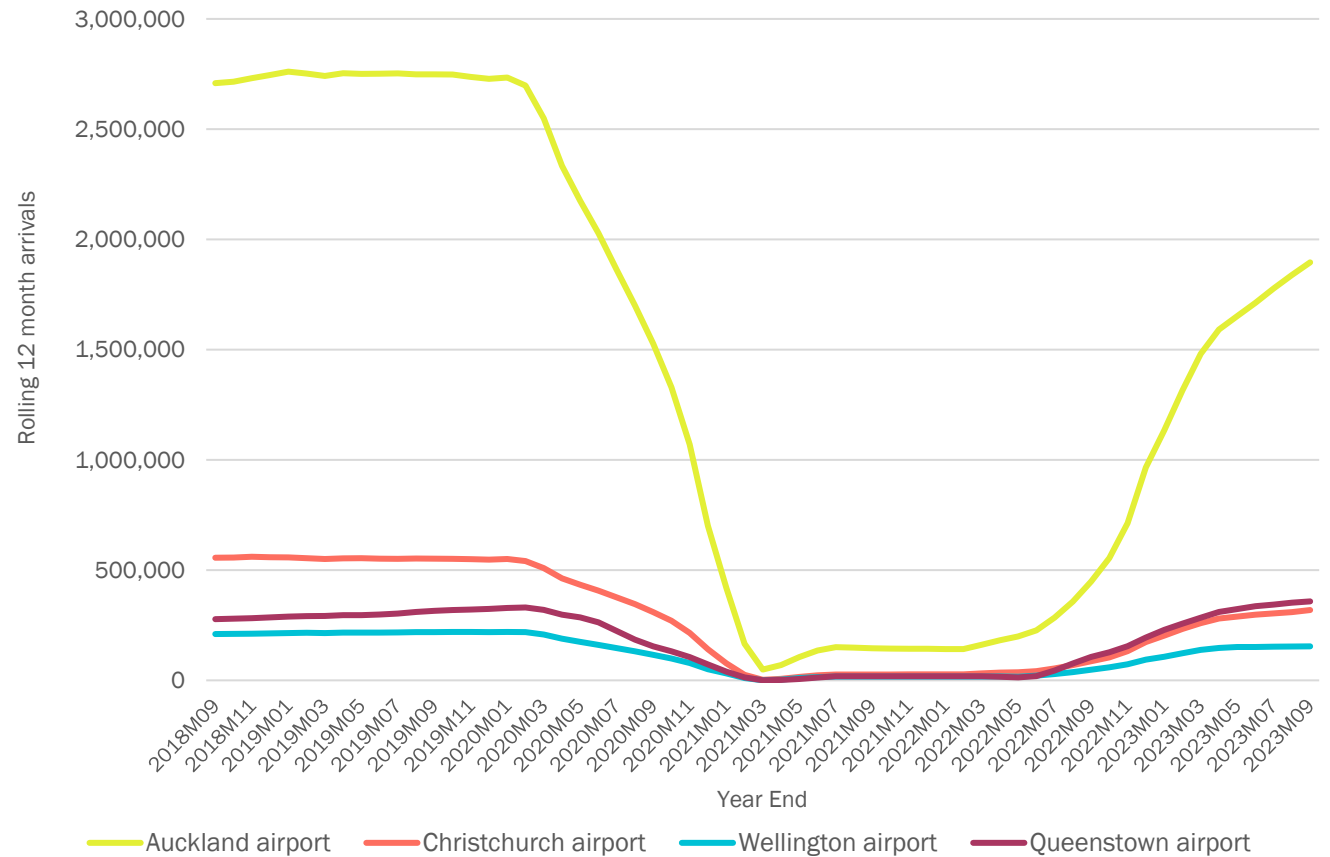
Source: ITM data, Statistics NZ

Auckland has seen a 323.5% 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 323.5% increase in international visitor arrivals over the last year.
- For the year ending September 2023, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 237.9%, Christchurch was up 268.8% and Wellington was up 223.4% compared to last year.

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12 month rolling visitor arrivals



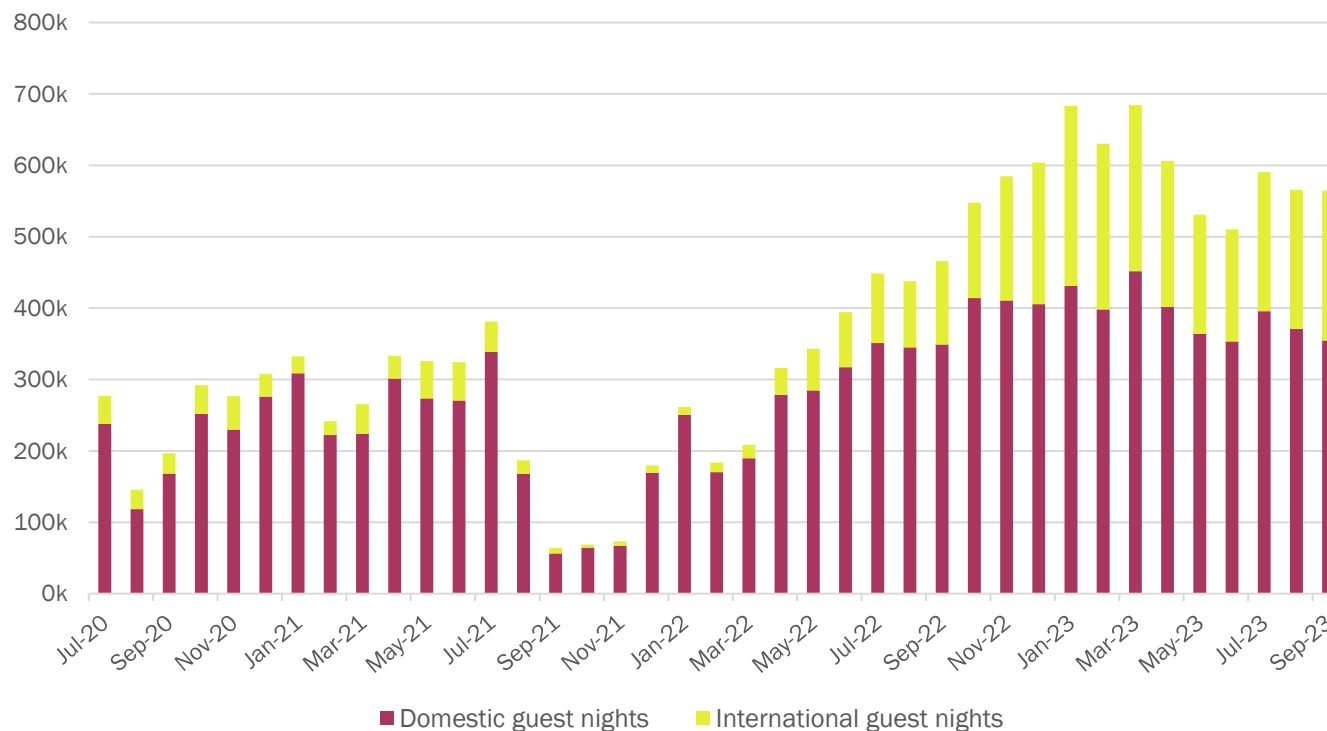


Auckland Tourism – Accommodation Data

564.6k total guest nights in commercial accommodation in September 2023, up 21.2%

- For the month of September 2023, there were **564.6k total guest nights** in commercial accommodation in Auckland, up **21.2%** on the same month last year.
- There were **354.7k domestic guest nights** in commercial accommodation (up **2.8%**), and **209.8k international guest nights** (up **73.8%**) in commercial accommodation in September 2023.
- For New Zealand overall, there were 2.72m guest nights in commercial accommodation in September 2023, up 10.1% compared to September 2022.

Guest nights in commercial accommodation - Auckland



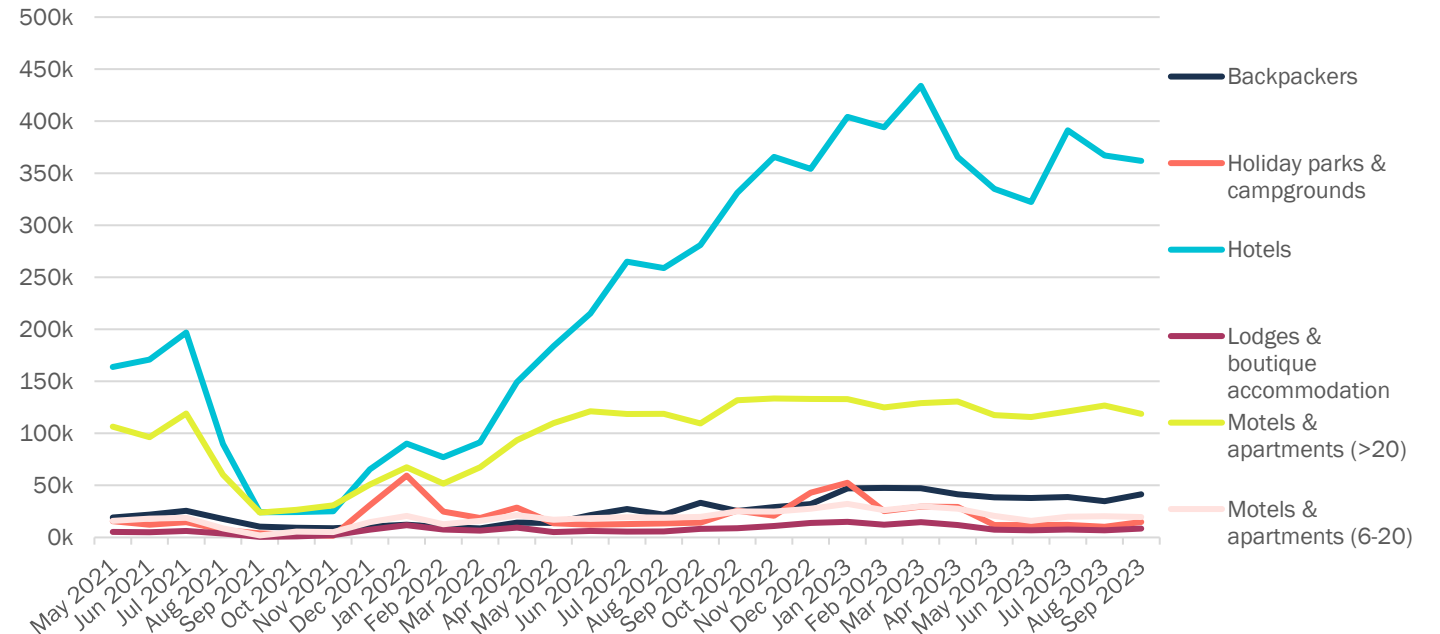
September 2023	Auckland	% change	New Zealand	% change
Total guest nights	564,600	21.2%	2,721,900	10.1%
Domestic guest nights	354,700	2.8%	1,912,000	-1.4%
International guest nights	209,800	73.8%	809,900	52.3%

361.8k guest nights in hotels in September 2023, up 28.8%

- For the month of September 2023, there were 361.8k guest nights in hotels in Auckland, up 28.8% compared to September last year.
- Guest nights in backpacker accommodation (up 24.3% to 41.4k) and lodges and boutique accommodation (up 2.4% to 8.4k) also increased.
- There were 118.7k guest nights in motels and apartments (>20) (up 8.4%), and 19.5k guest nights in motels and apartments (6-20) (down 1.0%) in September 2023.
- Guest nights in holiday parks and campgrounds (14.8k) were up (5.0%) for the month of September.

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Guest nights by accommodation type (monthly)

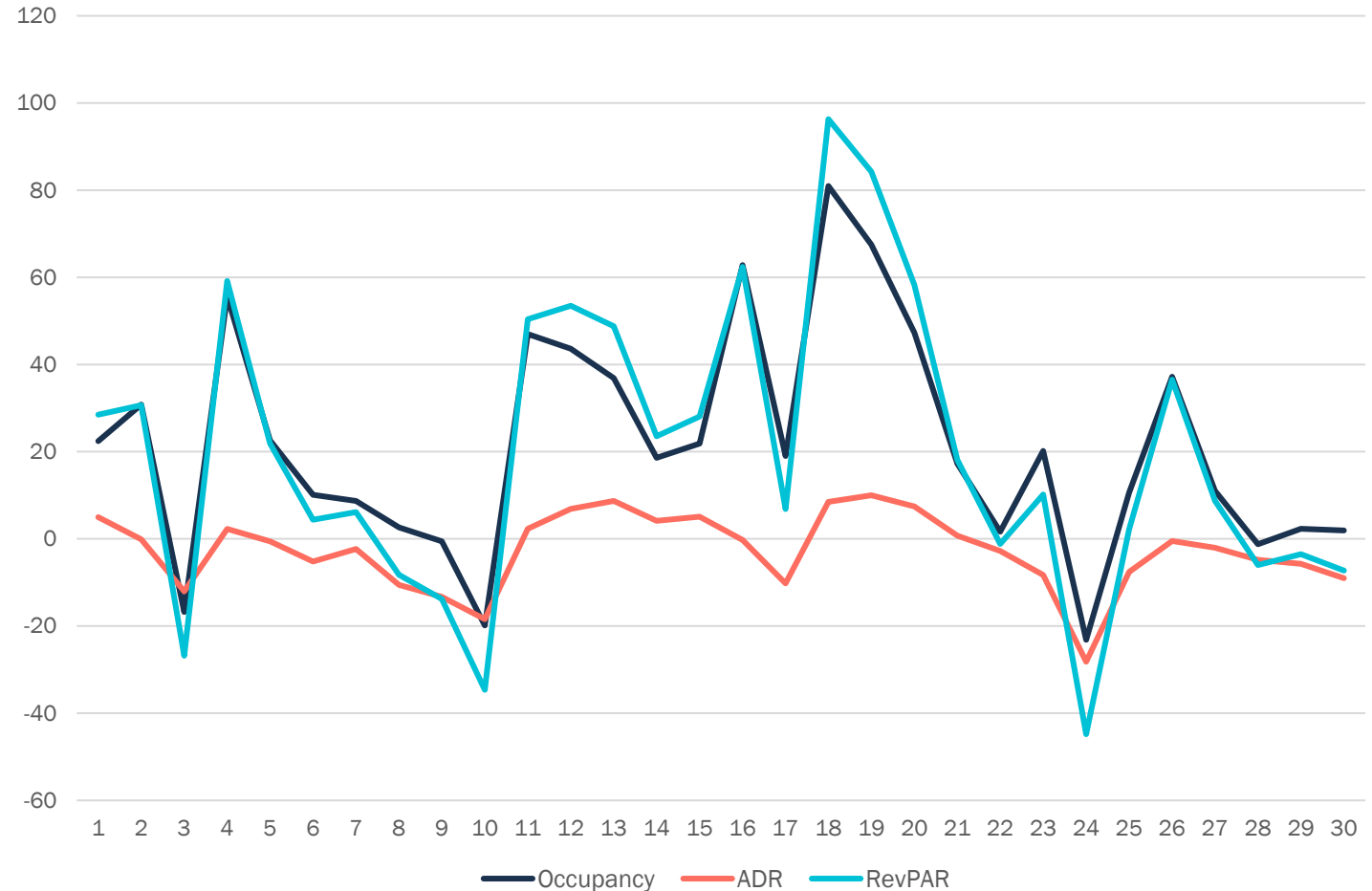


September 2023	Guest nights	% change
Hotels	361,800	28.8%
Motels & apartments (>20)	118,700	8.4%
Motels & apartments (6-20)	19,500	-1.0%
Backpackers	41,400	24.3%
Holiday parks & campgrounds	14,800	5.0%
Lodges & boutique accommodation	8,400	2.4%

Occupancy was 18.1% higher in September 2023, compared to 2022

- **Occupancy was 18.1% higher** during the month of September 2023, compared to September 2022.
- **Revenue per available room (RevPAR) was 13.3% higher** in September 2023 compared to last year.
- **Average Daily Rate (ADR) was down (3.4%)** on last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in September 2023. Occupancy and RevPAR peaked on Monday 18th September while ADR peaked on Tuesday 19th September 2023.

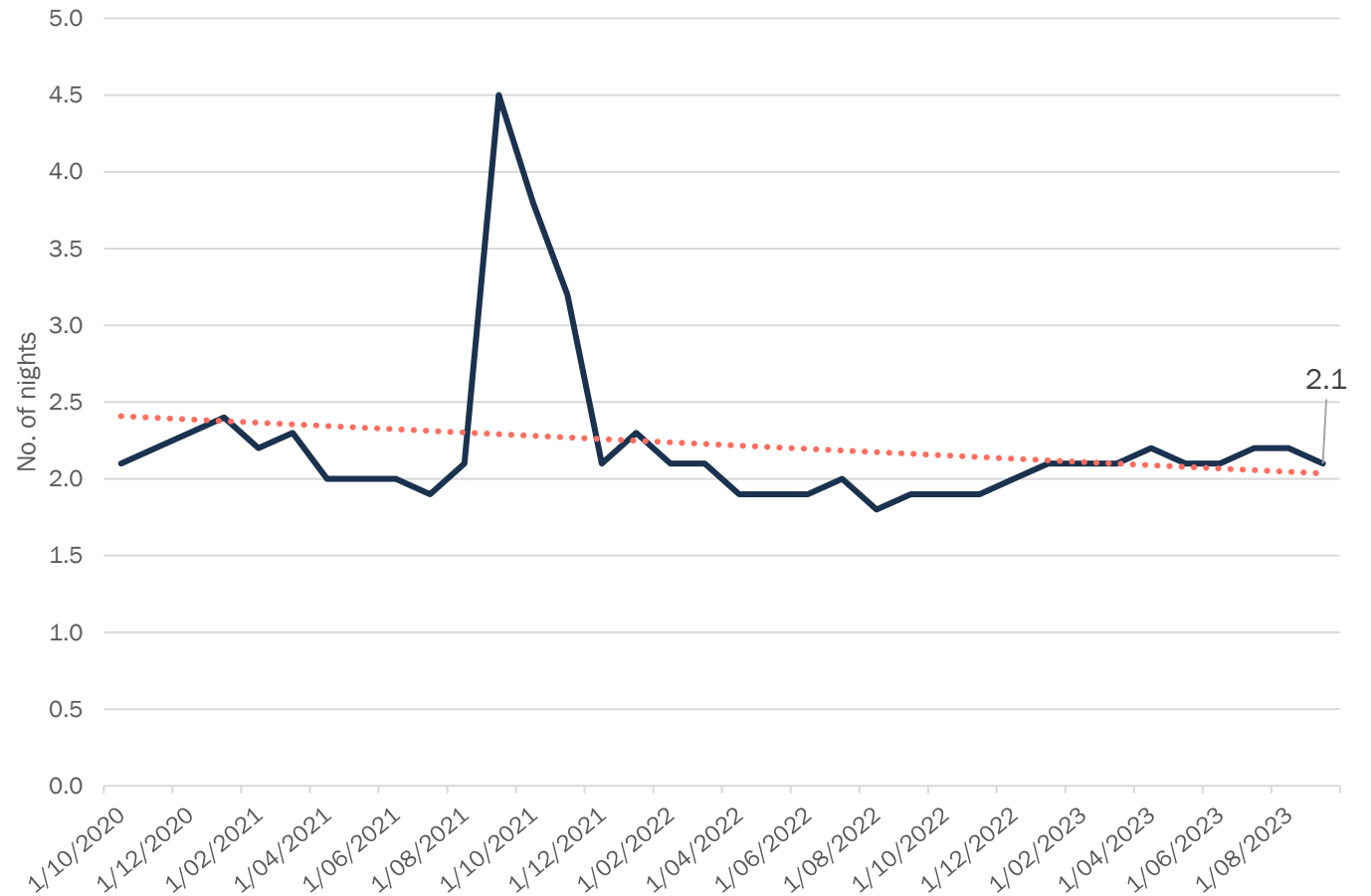
Percent Changes for the Month of September



On average, visitors stayed 2.1 nights in Auckland for the month of September 2023

- On average, visitors stayed in Auckland for 2.1 nights for the month of September 2023 (up 10.5% on the previous year).
- There has been a very slight downward trend in the average length of stay for visitors to Auckland over the last three years.

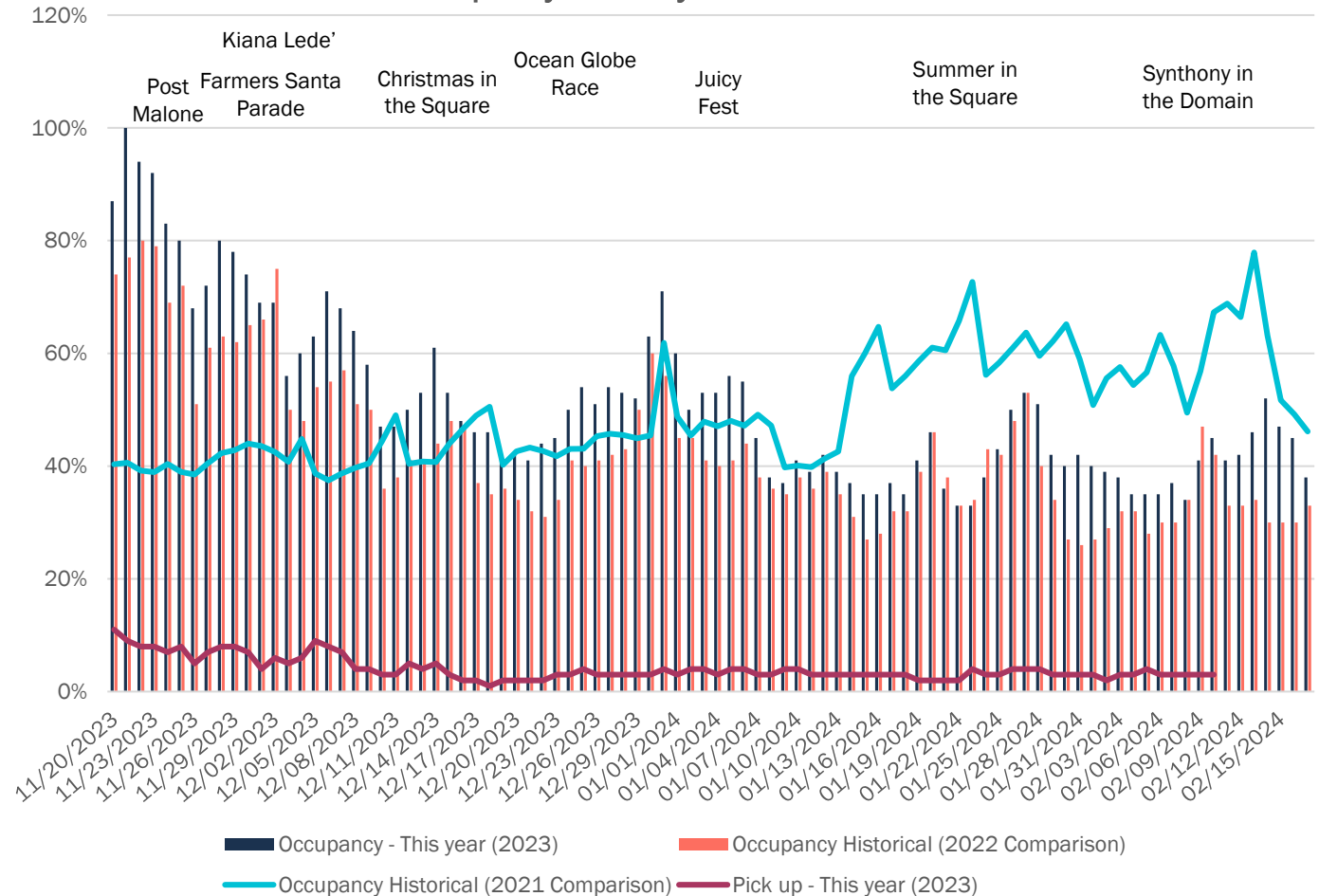
Average length of stay for visitors to Auckland



90 Day Forward Booking Occupancy Data

- Looking forward, overall occupancy on the books is generally higher for the period from November 2023 to February 2024 (compared to the same period the previous year).
- Auckland occupancy peaked at 100% on Tuesday 21st November 2023. Post Malone performed at Western Springs on this date.
- Occupancy reached 94% on Wednesday 22nd November.
- Occupancy is currently booked at 71% on New Year's Eve and is expected to increase.

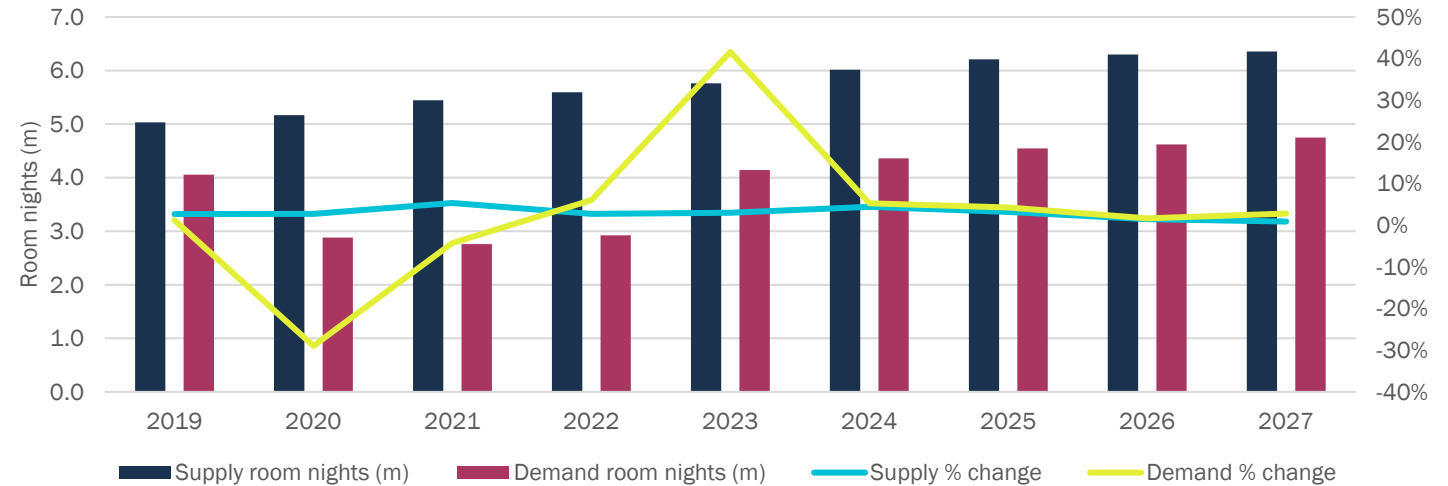
Occupancy - 90 Day Forward Outlook



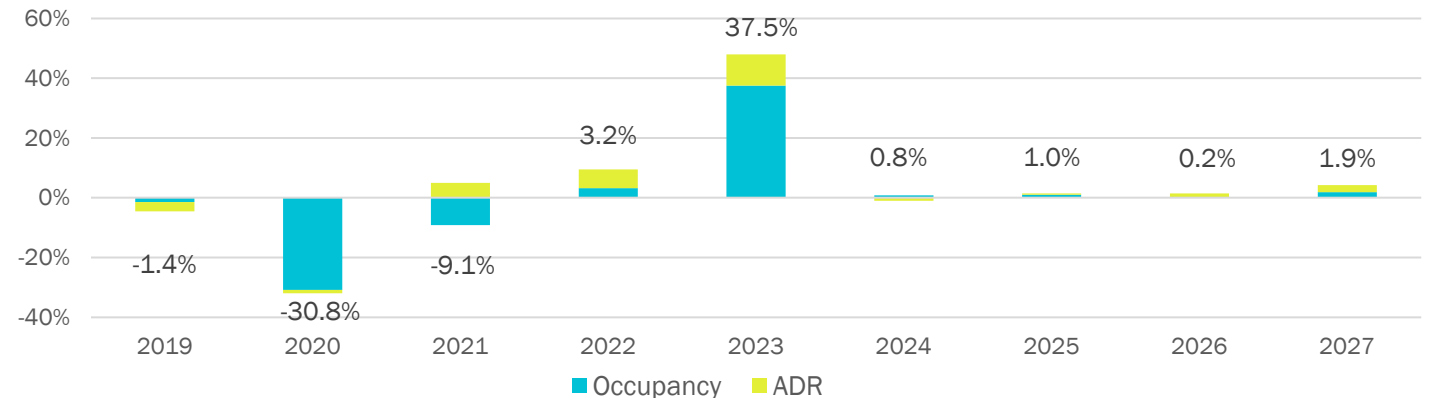
Longer term projections

- In addition to the STR Global 90 Day Forward Booking data we receive, we also now receive a longer-term outlook, with forecast data for the next four years until 2027. This data is provided by STR Global in collaboration with Oxford Tourism Economics.
- The post-covid recovery is set to gain traction with strong growth in demand in 2023 which will then normalise in the following years with continued growth until 2027.
- In 2023 Q2 supply expanded 2.9%. Demand expanded 33.6%, resulting in an occupancy gain of 29.9%. Occupancy is expected to grow by 36.6% in 2023 Q3, with supply expanding 2.6% and demand expanding 40.3%.
- After expanding 3.2% in 2022, occupancy is expected to expand 37.5% in 2023. ADR is expected to increase 10.4%, resulting in RevPAR growth of 51.9% in 2023. RevPAR is expected to decline by -0.2% in 2024.
- Over the next three years, occupancy is expected to expand at an average annual rate of 11.9%, while ADR is expected to expand at an average annual rate of 3.2%.

Supply and Demand Growth



Occupancy Growth Composition

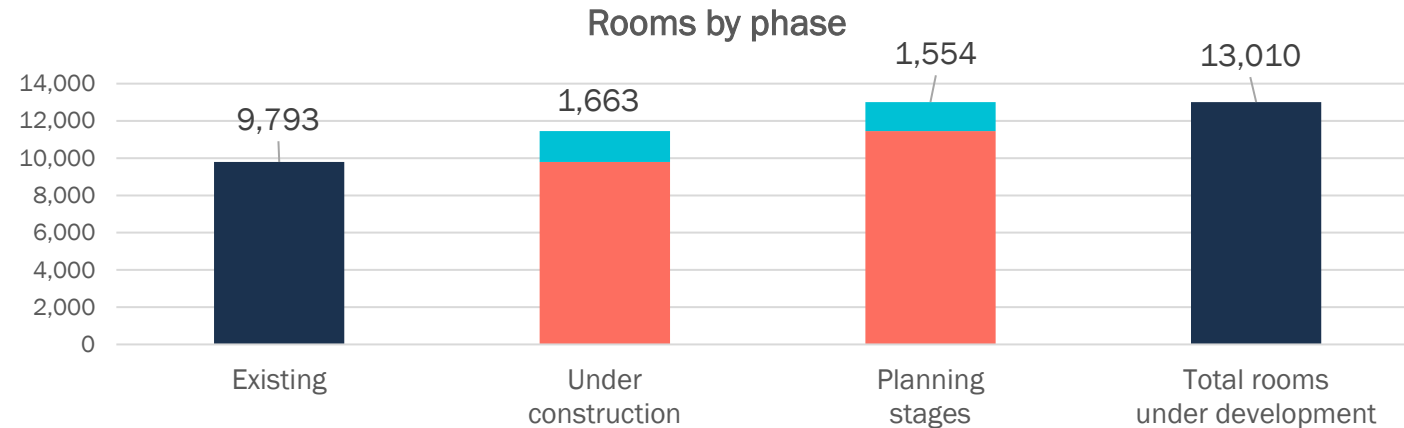


15.8k rooms available in 2023 and 13.0k rooms under development

- In 2023, on average there are 15.8k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 3.0%, supplying an additional 458 rooms (compared to 2022).
- Looking to 2024, average room supply is expected to expand 4.4%, supplying 697 new rooms and bringing the total number of rooms to 16.5k.
- Observing rooms by phase data, there are 172 properties in the pipeline with a total of 13,010 rooms under development.
- 154 properties (with a total of 9,793 rooms) are under existing development. Ten properties (with 1,663 rooms) are currently under construction, and eight properties (with 1,554 rooms) are in the planning stages.

Average Supply
(Avg. daily rooms during year)

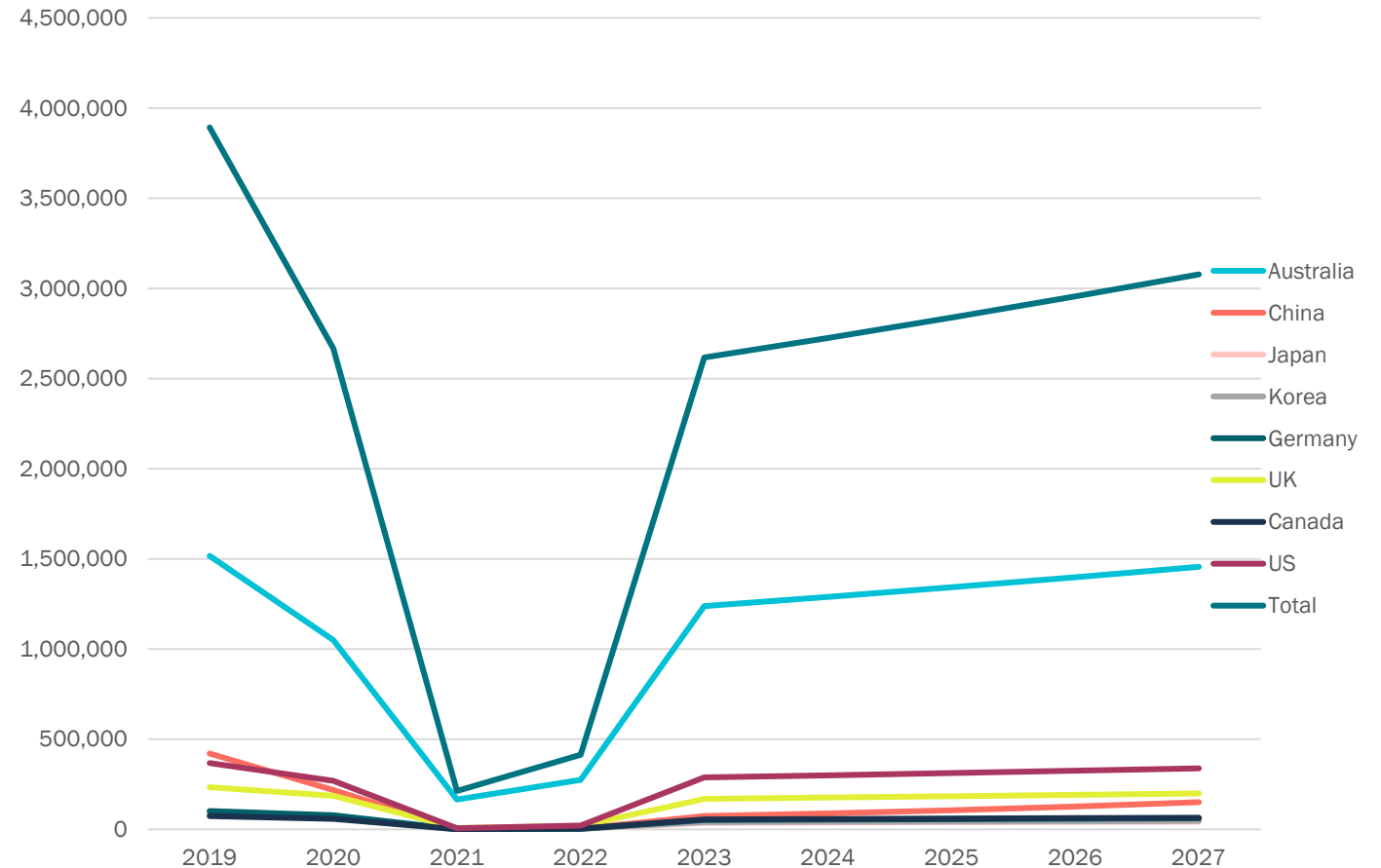
	Year	Rooms	% Chg.	Chg.
Actual	2019	13,785	2.7%	359
	2020	14,161	2.7%	376
	2021	14,920	5.4%	759
	2022	15,327	2.7%	407
Forecast	2023	15,785	3.0%	458
	2024	16,481	4.4%	697
	2025	17,011	3.2%	530
	2026	17,262	1.5%	251
	2027	17,419	0.9%	157



In total, 3.08m visitors are projected to visit New Zealand in YE July 2027

- International overnight visitor arrival projections until 2027 are available for New Zealand overall – of which Auckland receives the largest share.
- International visitor growth to New Zealand is forecast with a Compound Annual Growth Rate (CAGR) of 28.7% from 2022 to 2027, resulting in a possible 3.08m international visitors by YE July 2027.
- When calculated against the 2022 baseline a clear recovery trend in visitor arrivals is visible overall – as well as for our key markets.
- Visitor arrivals from Australia are expected to grow at an average annual rate of 4.1%. 1.29m Australian visitors are expected to visit New Zealand in the year to July 2024 (bringing visitation close to pre-Covid levels of 1.52m in 2019).

International visitor growth - New Zealand



* International visitation by city is based on the Global City Travel (GCT) database maintained by Tourism Economics. GCT tracks overnight visits by international visitors to 300 global cities. The data is tracked by country of origin on an annual basis, including historical and forecast years. The data shown here for the country is taken from the Global Travel Service (GTS) database, also maintained by Tourism Economics. This reflects international visitation by origin market, including historical and forecast years.



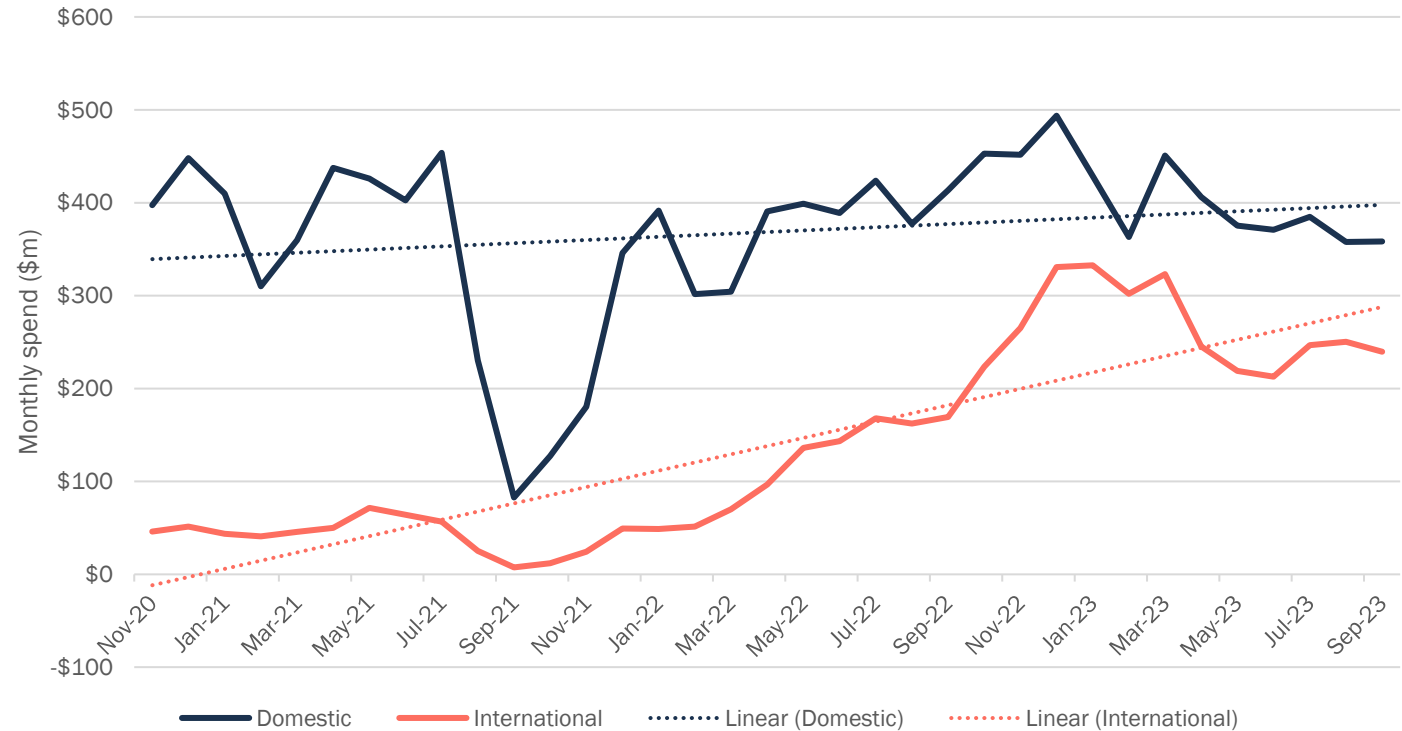
MADE OF AUCKLAND
All the profits from our sustainably produced coffee go towards mentoring Pasifika youth in Auckland - we're creating our community's next young leaders.

Auckland Tourism - Spend Data

\$8.09b in Total tourism spend for year-end September 2023, up 56.2%

- The Monthly Regional Tourism Estimates (MRTEs) spend data has now restarted after a comprehensive revision. This has replaced the Tourism Electronic Card Transactions (TECTs). Revised MRTE data can be found [here](#).
- In the year to September 2023, total tourism spend in Auckland was **\$8.09b**, up **56.2%** on last year.
- Domestic spend was **\$4.90b** and had increased by **21.0%**.
- International spend was **\$3.19b**, up **182.1%** for the year.

Year-end tourism spend in Auckland

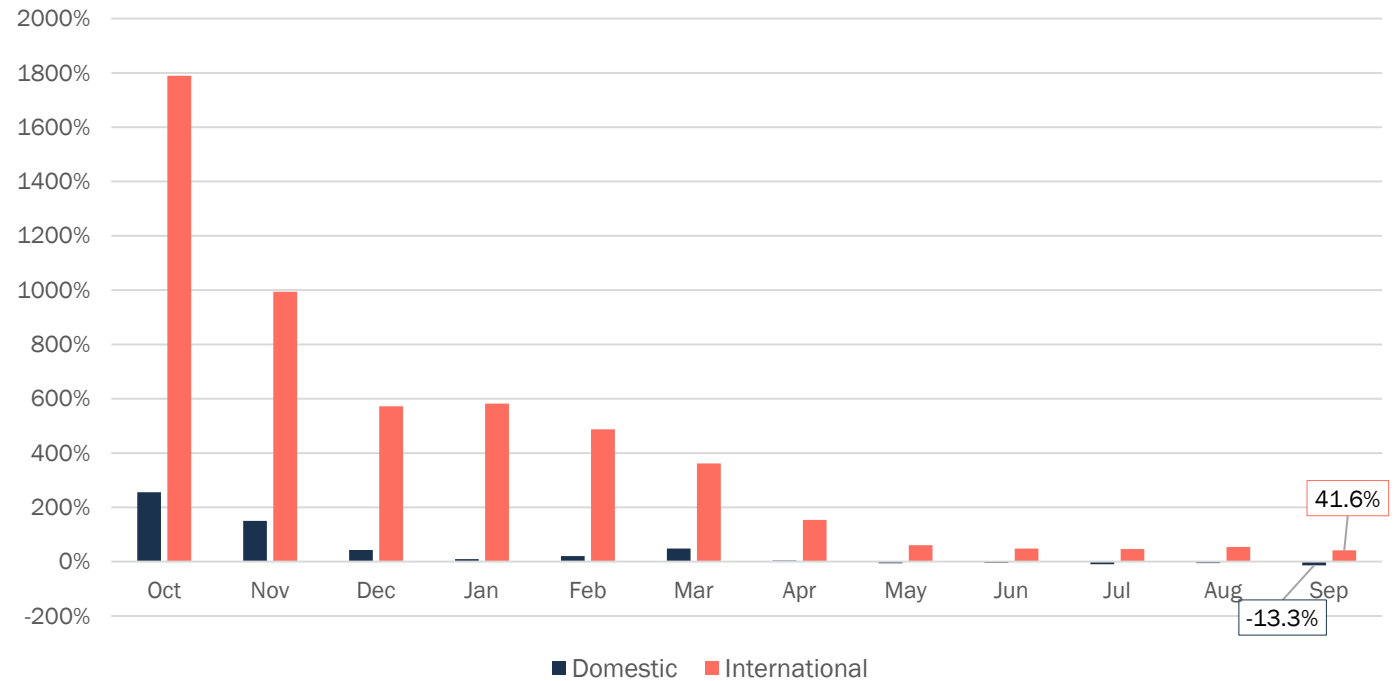


Tourism Transactions	YE September 2023 (\$b)	% change
Total	8.085	56.2%
Domestic	4.895	21.0%
International	3.190	182.1%

International tourism spend was \$239.7m for September 2023, up 41.6%

- For the month of September 2023, domestic tourism spend (MRTEs) was \$358.4m (down 13.3%) compared to the same month in 2022.
- International tourism spend in September 2023 was \$239.7m (up 41.6%) compared to September 2022.
- Overall, this resulted in a 2.6% increase in total tourism spend (\$598.1m) in Auckland for September 2023 compared with the previous year.

Monthly % change in tourism spend in Auckland

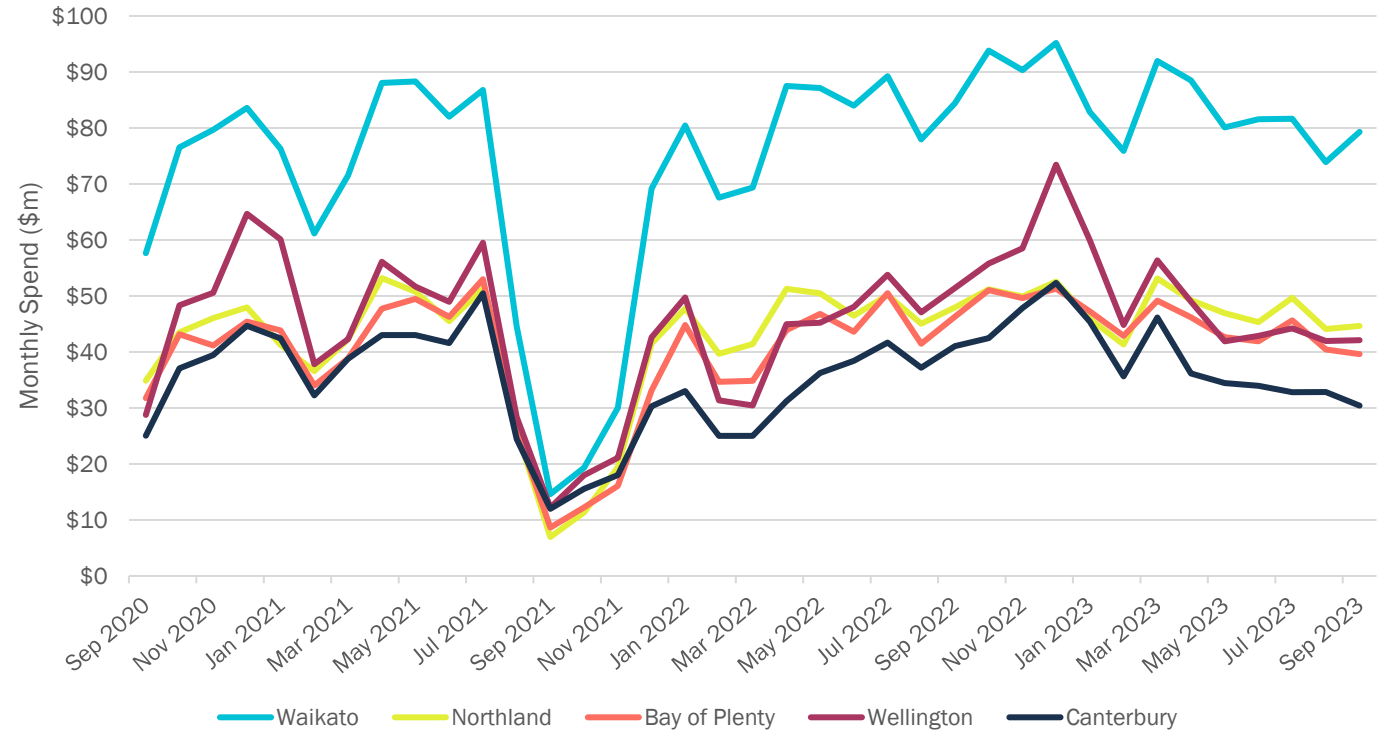


Tourism Transactions	September 2023 (\$m)	% change
Total	598.1	2.6%
Domestic	358.4	-13.3%
International	239.7	41.6%

Waikato visitors spent \$79.3m in September 2023, down 6.0% on the previous year

- For the month of September 2023, tourism spend was down across all domestic markets.
- Spend from **Waikato-based visitors \$79.3m** was down **6.0%** compared to the previous year.
- Spend from **Northland (\$44.6m, down 6.9%)**, the **Bay of Plenty (\$39.6m, down 14.5%)**, **Wellington (\$42.1m, down 18.1%)** and **Canterbury (\$30.4m, down 25.9%)** was also down in September 2023, compared to September 2022.

Monthly tourism domestic spend in Auckland, by market

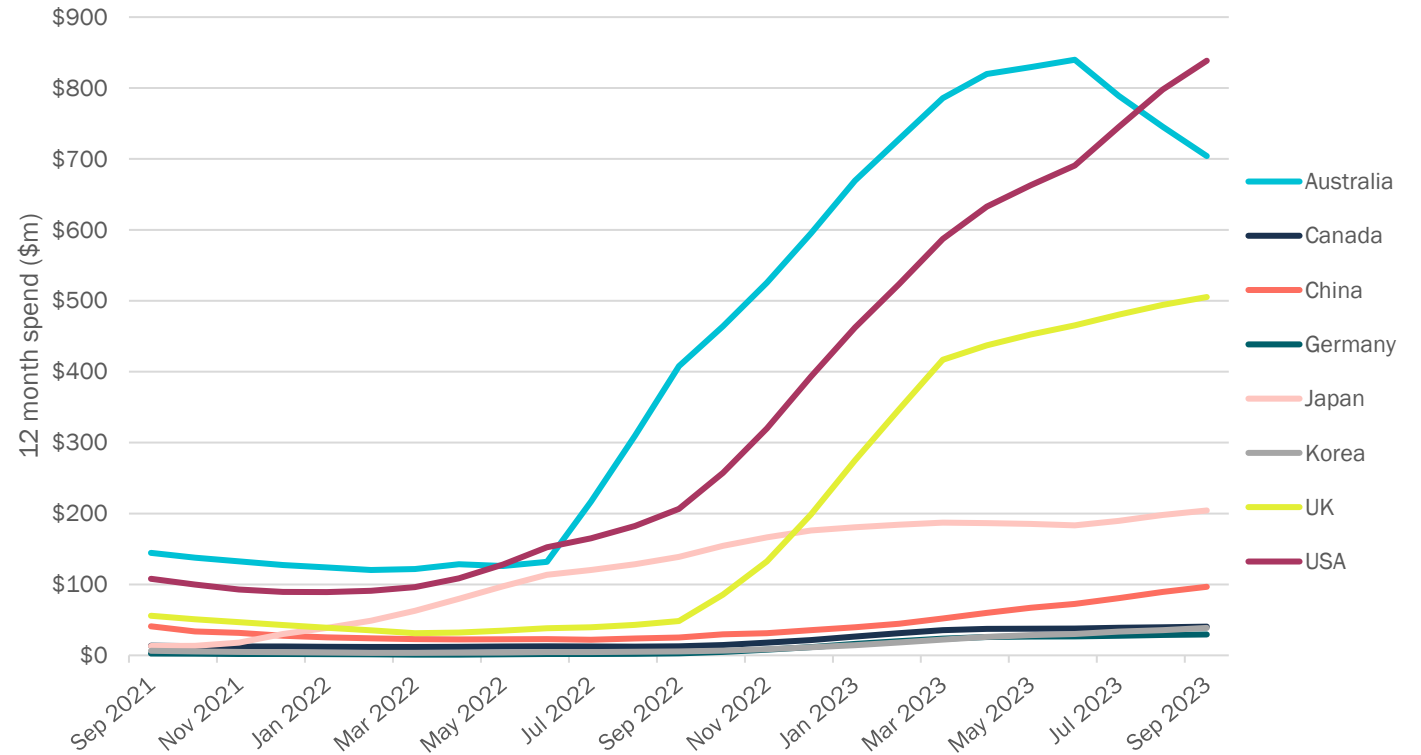


	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
September 2023	79.3	-6.0%	44.6	-6.9%	39.6	-14.5%	42.1	-18.1%	30.4	-25.9%

USA visitors spent \$839m in the year to September 2023, up 305.7% on the previous year

- In the year to September 2023, Australian tourism spend was \$704m, up 72.6% on the previous year.
- Tourism spend from the US was \$839m, up 305.7%.
- Spend from the UK was \$505m, also up 942.7% for the year to September 2023.
- Chinese visitors spent \$97m in the year to September 2023, up 282.2% on the previous year.
- Spend from Japan (up 47.0% to \$204.3m), Canada (up 214.3% to \$40.5m), Germany (up 914.8% to \$29.6m), and Korea was also up (603.1% to \$38.9m) on the previous year.

Year-end tourism international spend in Auckland, by market

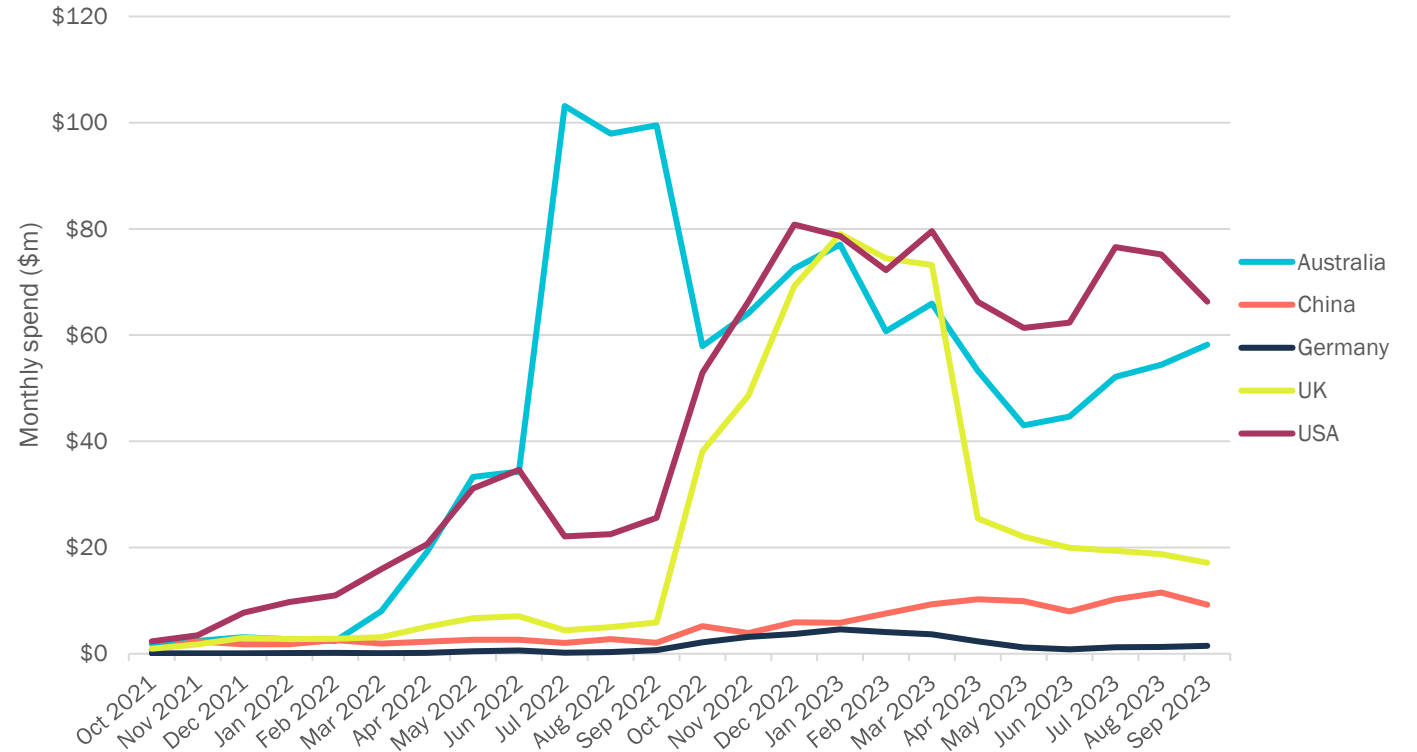


	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
YE September 2023	704	72.6%	97	282.2%	505	942.7%	839	305.7%	30	914.8%

Visitors from the US spent \$66.3m in September 2023, up 159.1% on the previous year

- For the month of September 2023, tourism spend from Australia (\$58.2m) was down 41.5% compared to last September.
- Visitors from the US spent \$66.3m in September, up 159.1% on the previous year.
- Visitors from China spent \$9.2m in September, up 350.0% compared to last year.
- There were also increases in tourism spend from the UK (up 191.1% to \$17.1m) and German (up 124.5% to \$1.5m) markets for the month of September 2023.

Monthly tourism expenditure in Auckland, by market

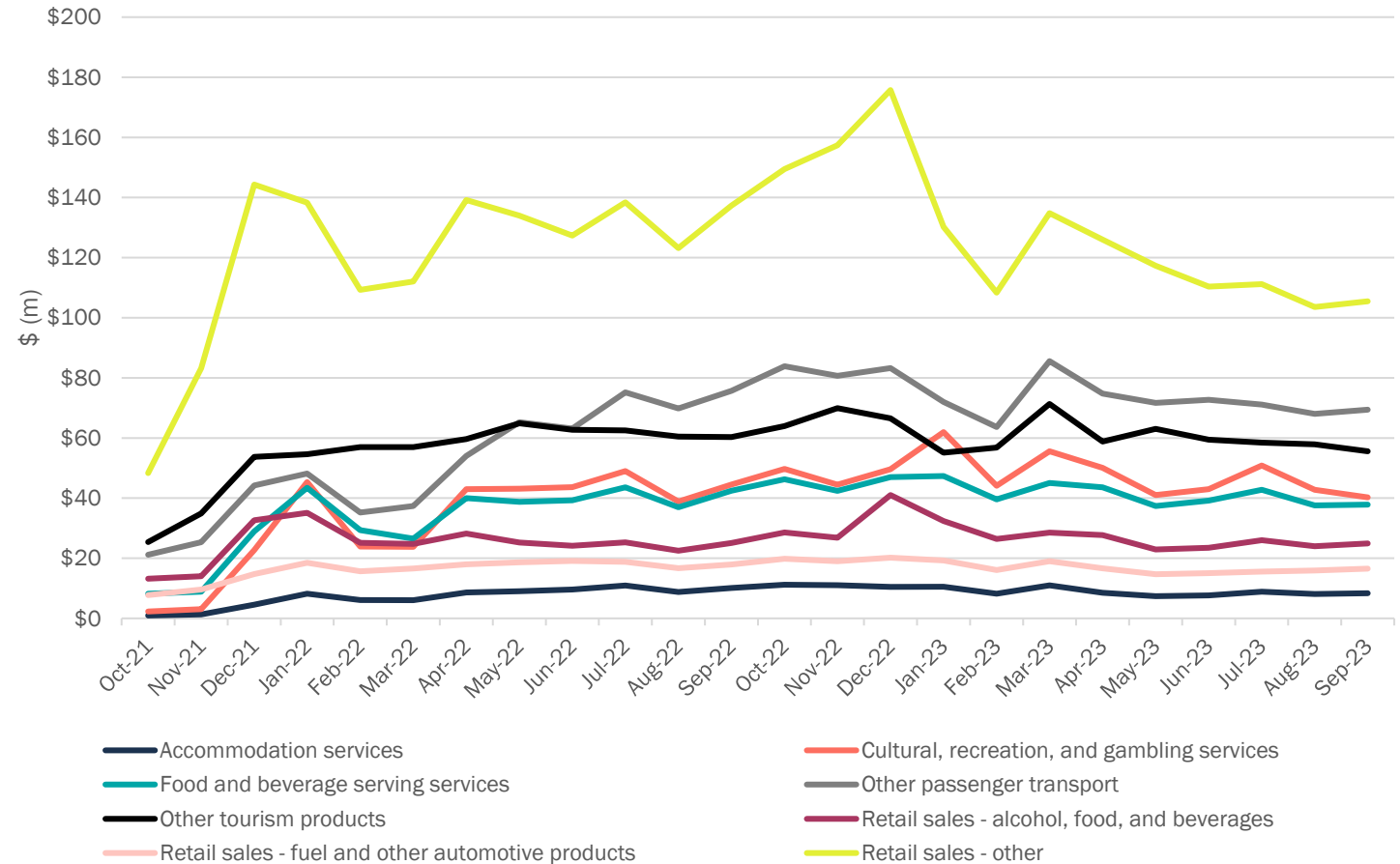


	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
September 2023	58.2	-41.5%	9.2	350.0%	17.1	191.1%	66.3	159.1%	1.5	124.5%

\$105.5m spent in Retail sales (other) by domestic visitors in September 2023

Domestic monthly tourism spend in Auckland, by product

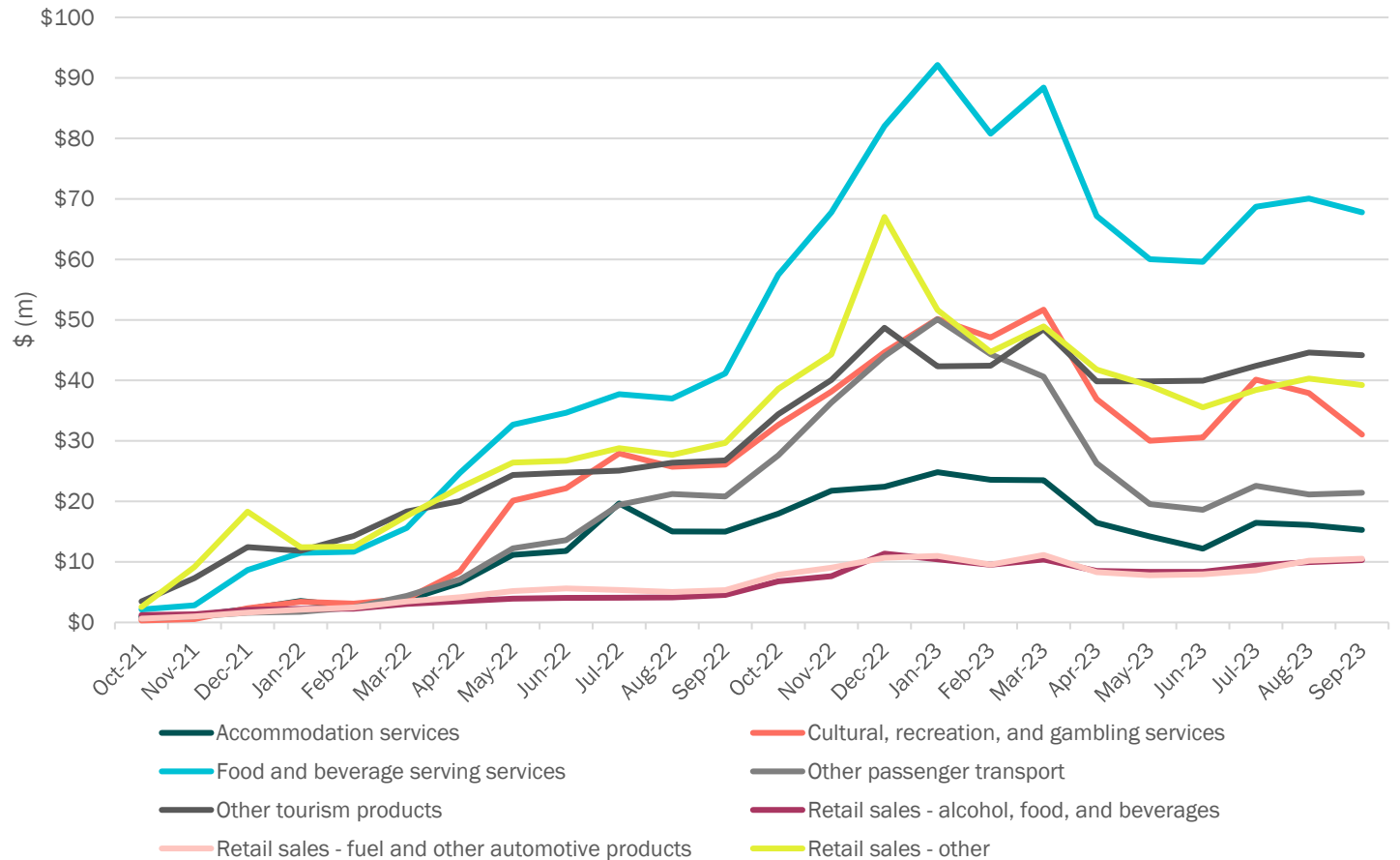
	Spend (\$m)	% change
Accommodation services	8.3	-17.6%
Cultural, recreation, and gambling services	40.2	-9.6%
Food and beverage serving services	37.8	-10.9%
Other passenger transport	69.4	-8.3%
Other tourism products	55.6	-7.9%
Retail sales - alcohol, food, and beverages	24.9	-0.6%
Retail sales - fuel and other automotive products	16.6	-7.6%
Retail sales - other	105.5	-23.2%
Grand Total	358.4	-13.3%



\$67.8m spent in Food and beverage serving services by International visitors in September 2023, up 64.7%

International monthly tourism spend in Auckland, by product

	Spend (\$m)	% change
Accommodation services	15.3	1.9%
Cultural, recreation, and gambling services	31.0	19.0%
Food and beverage serving services	67.8	64.7%
Other passenger transport	21.4	3.0%
Other tourism products	44.2	65.0%
Retail sales - alcohol, food, and beverages	10.3	126.6%
Retail sales - fuel and other automotive products	10.5	97.8%
Retail sales - other	39.2	32.3%
Grand Total	239.7	41.6%





Auckland – Major Events Data

Major Events Insights



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Source: Major Events, Tātaki Auckland Unlimited.

Event	Date	Venue	Interesting Findings
Royal New Zealand Ballet - Lightscapes	10 August - 12 September 2023	Aotea Centre	
Come From Away	16 August - 10 September 2023	The Civic	
NZ Fashion Week 2023	29 August - 2 September 2023	Viaduct Events Centre	
NPB - North Harbour vs. Waikato	2 September 2023	North Harbour Stadium	<ul style="list-style-type: none"> The month of September saw 149.6k international visitors, up 61.8% on September 2022.
Smoke & Spice Festival	2 - 3 September 2023	Queens Wharf	
Organ & Violin Concert (Kemp English & Yuka)	3 September 2023	Auckland Town Hall	<ul style="list-style-type: none"> There were 564.6k total guest nights in commercial accommodation in Auckland, up 21.2% on the same month last year.
River of Freedom	5 September 2023	The Civic	
NPC - North Harbour vs. Otago	6 September 2023	North Harbour Stadium	
NZ Chocolate and Coffee Festival 2023	9 - 10 September 2023	Queens Wharf	<ul style="list-style-type: none"> For the month of September 2023, domestic tourism spend (MRTes) was \$358.4m (down 13.3%) compared to the same month in 2022.
Synphony	15 - 16 September 2023	Auckland Town Hall	
NRL Semi-Finals: Warriors v Knights	16 September 2023	Mount Smart Stadium	
NPC - North Harbour vs. Northland	16 September 2023	North Harbour Stadium	<ul style="list-style-type: none"> International tourism spend in September 2023 was \$239.7m (up 41.6%) compared to September 2022.
The Cat in the Hat	17 September 2023	Bruce Mason Centre	
Tim Finn	23 September 2023	The Civic	
Disney Princesses	26 September 2023	Aotea Centre	

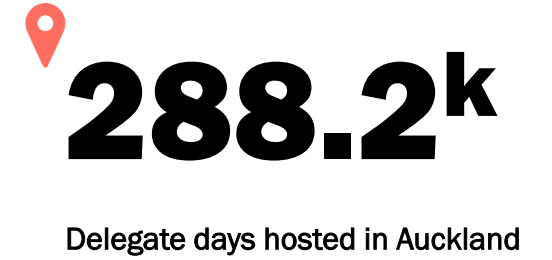
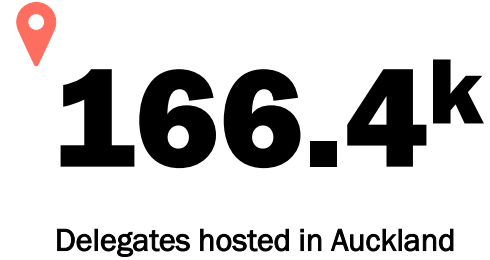


Auckland – Business Events Data

Business Events Insights Q3 Sep 2023



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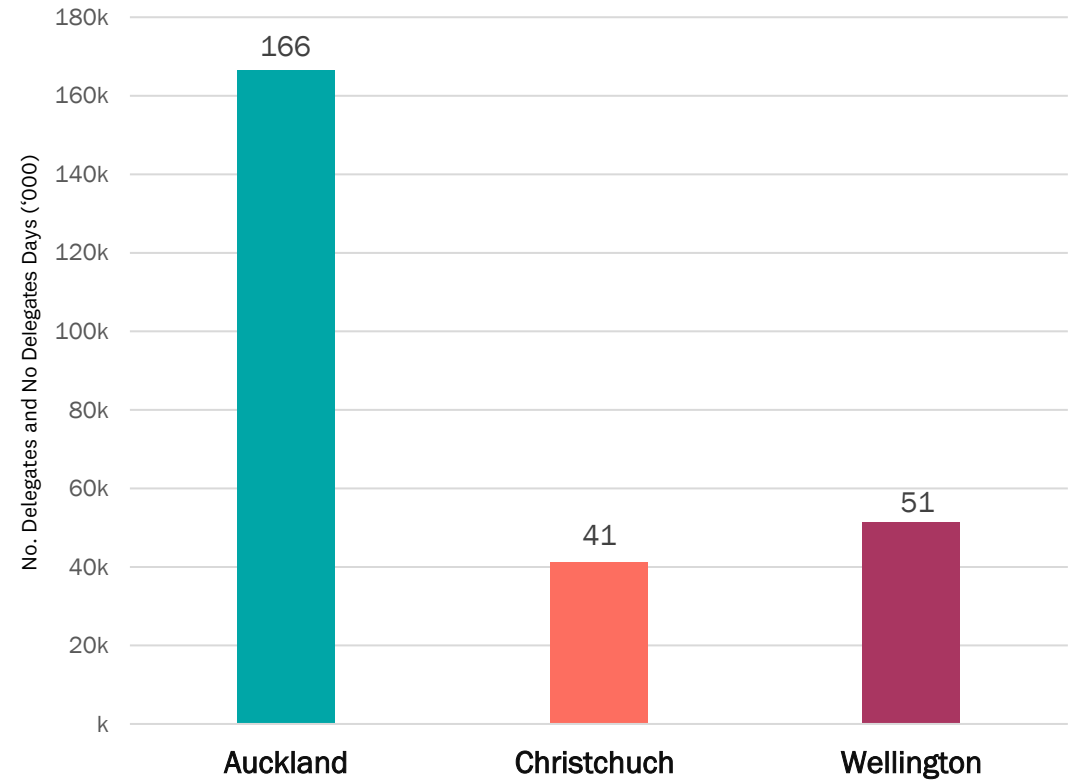


Auckland attracted the highest number of business events and delegates in New Zealand in Q3 2023

Total number of business events – Regional comparison



Total number of delegates – Regional comparison

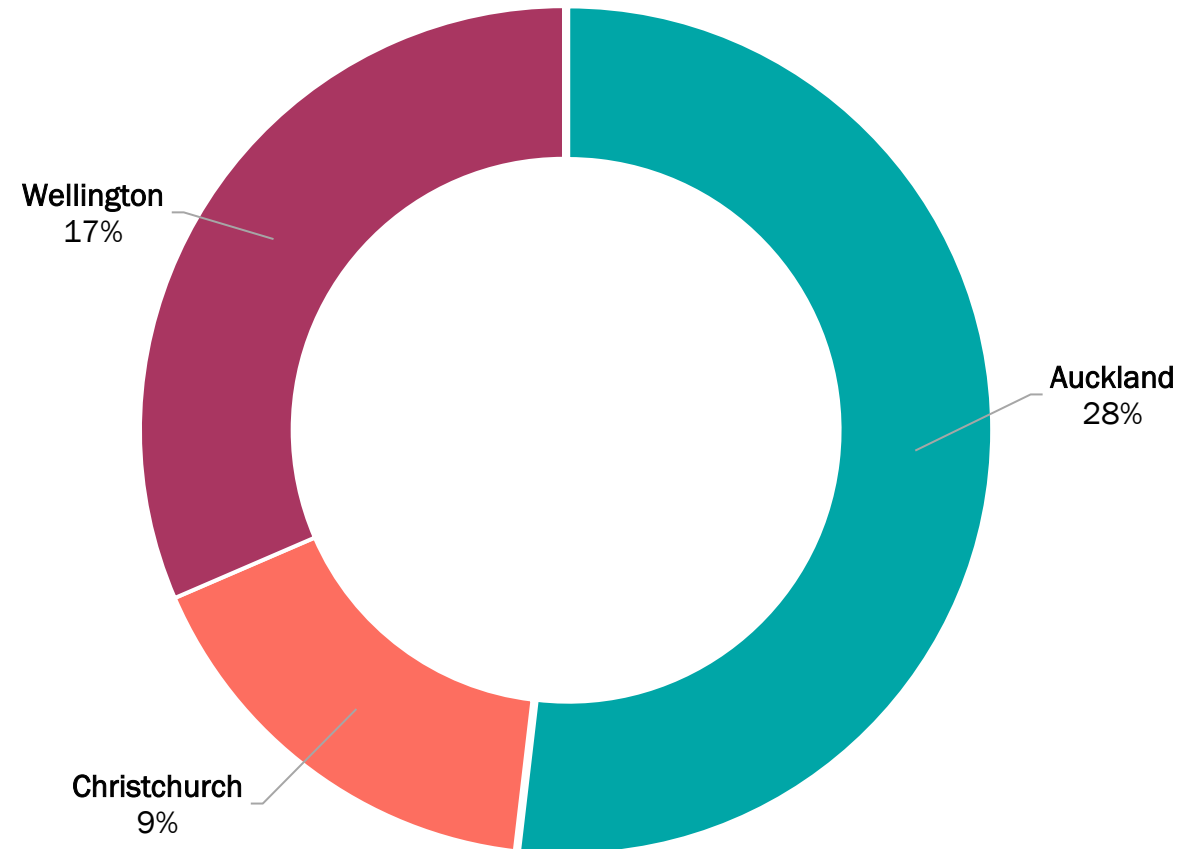


Auckland has the largest market share of business events in NZ (28%) - Q3 2023



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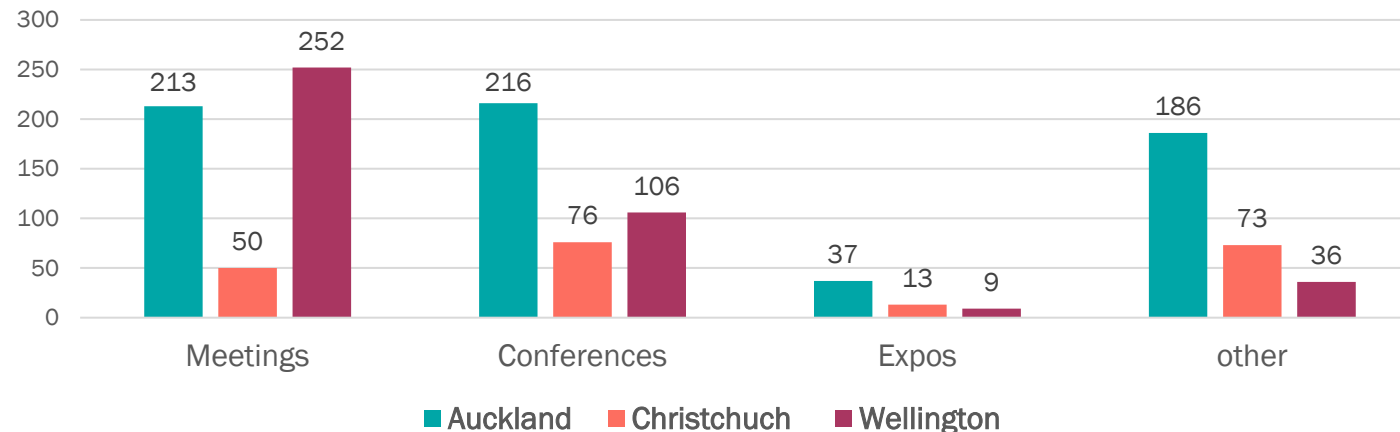
Business Event Market Share - Regional Comparison



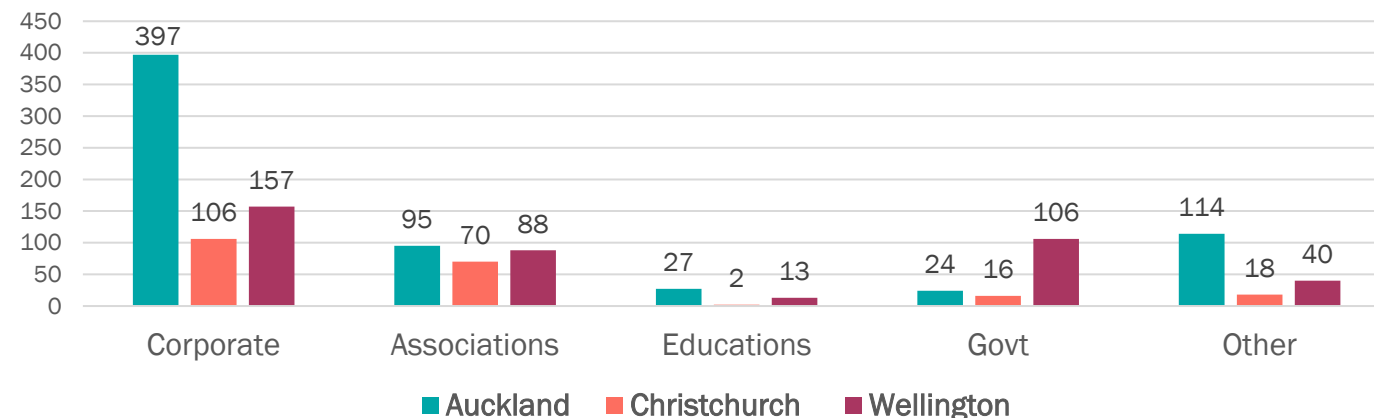
Auckland hosted the most conferences, other business events and expos in NZ – Q3 2023

- Of the three featured regions, **Auckland hosted the most conferences (216), other business events like social functions and Gala dinners (186) and expos (37) in New Zealand in Q3 2023.**
- However, Wellington held the highest number of meetings (252), followed closely by Auckland (213) and then Christchurch (50).
- The majority of business events in Auckland were for **Corporate customers (397), Other customers (114) and Associations (95).**
- Between the three regions, Wellington recorded the most Government-related business events (106). This can be attributed to the fact that Wellington is home to New Zealand’s Parliament.

Business Events By Event Type



Business Events By Customer Type

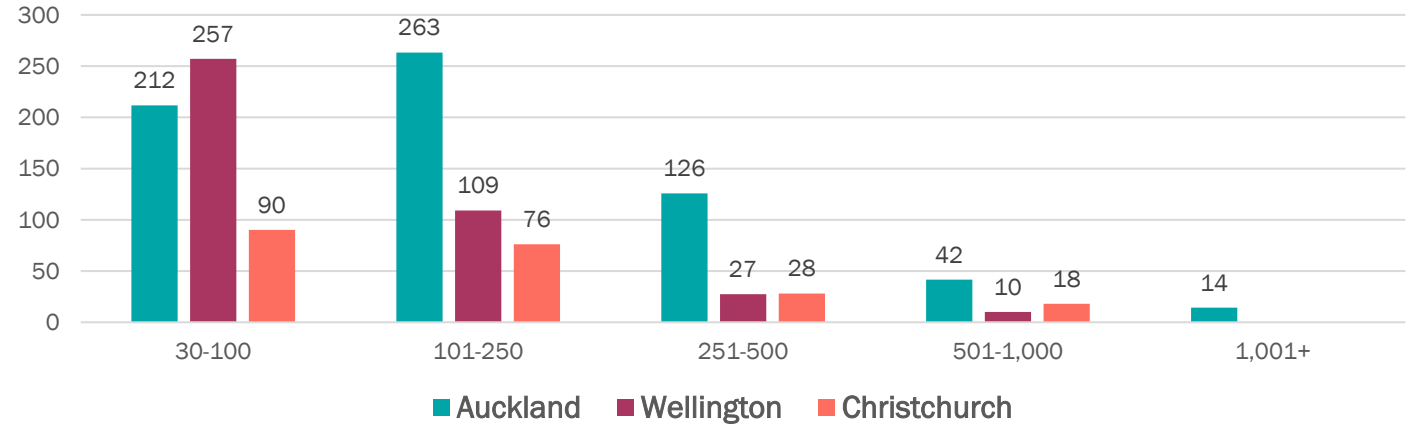


25% of all business events in Auckland were multi-day events

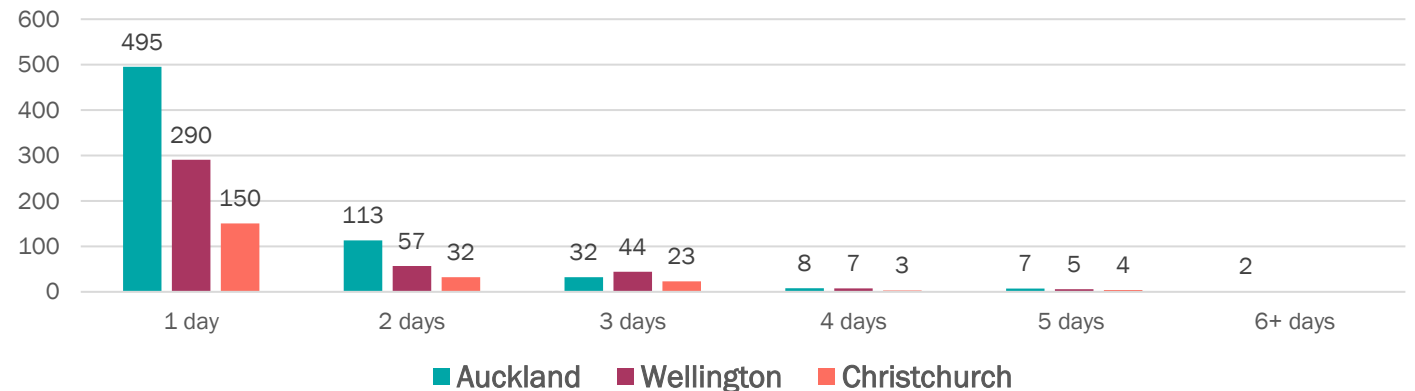
- In Q3 2023, a third of all business events held in Auckland were smaller events hosting between 30-100 delegates (212 events). In comparison to other regions, Wellington hosts most small business events (257 events).
- 40% of business events in Auckland were medium-sized events with 263 events hosting between 101-250 delegates.
- 19% of business events (126) in Auckland hosted between 251-500 delegates.
- Of all three regions, Auckland was the only region that hosted over 1,000 delegates in Q3 2023 (14 events).
- In Q3 2023, three quarters of all business events (75%) in Auckland were one day events (495), while 25% were multi-day events. 17% were held for a duration of two days (113), and 5% ran over the course of three days (32).

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No. of delegates - Regional comparison



Duration of event - Regional comparison





Auckland Visitor Survey

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

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

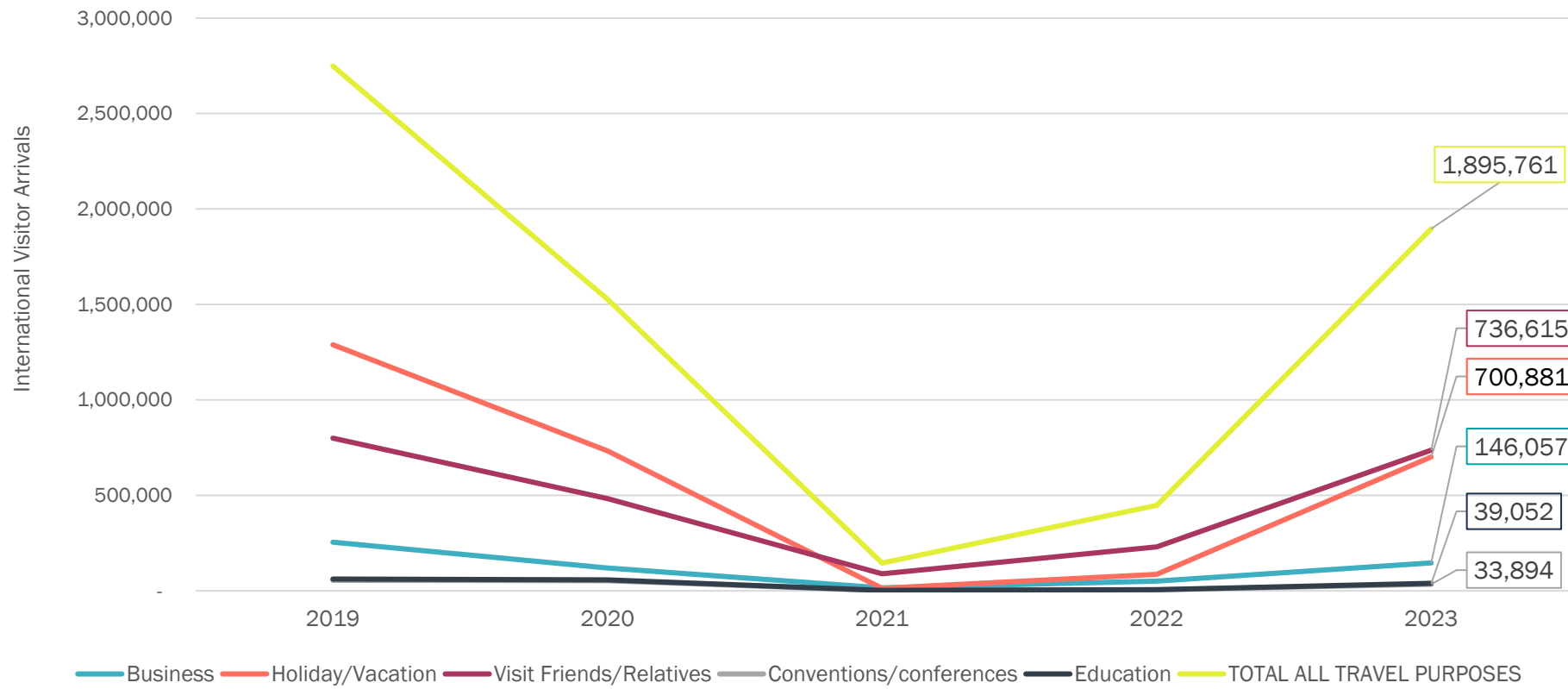
Compared to
YE June 2021

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.



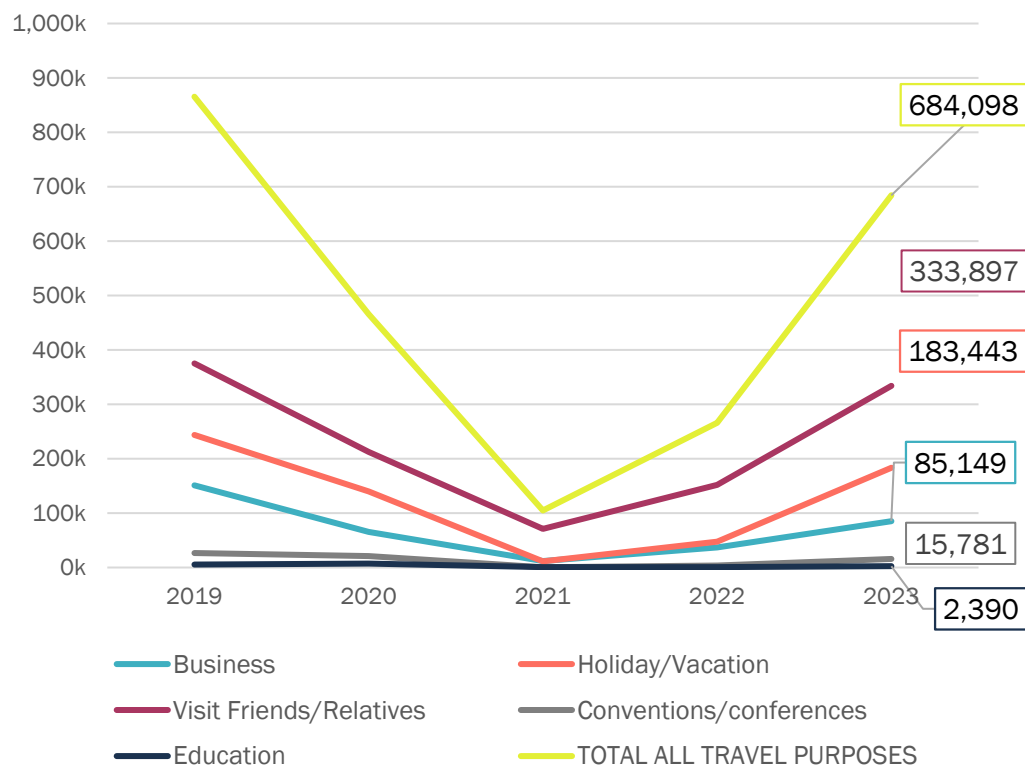
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE September

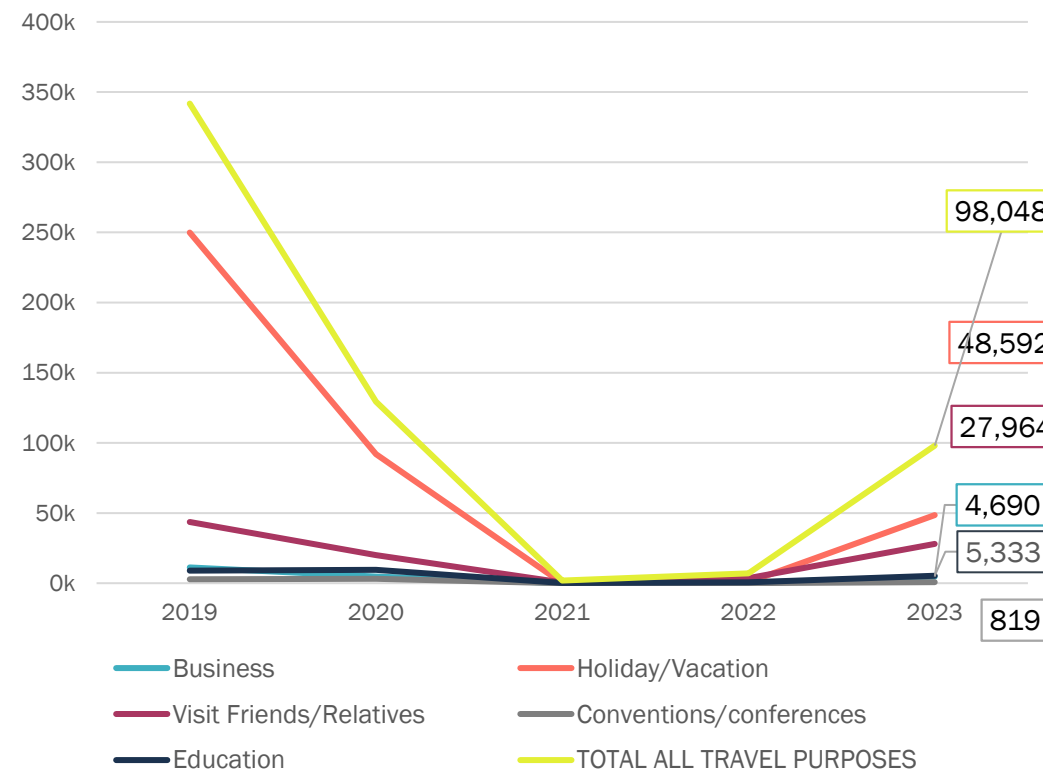


Five-year visitor arrivals to Auckland, YE September

Australia

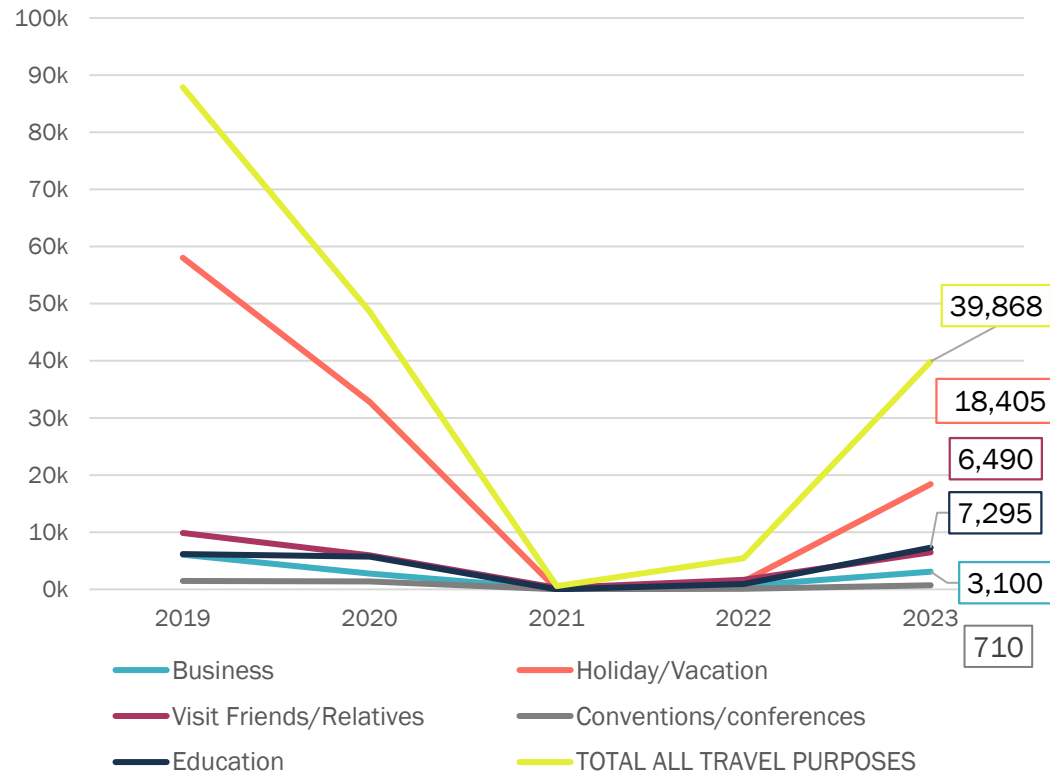


China

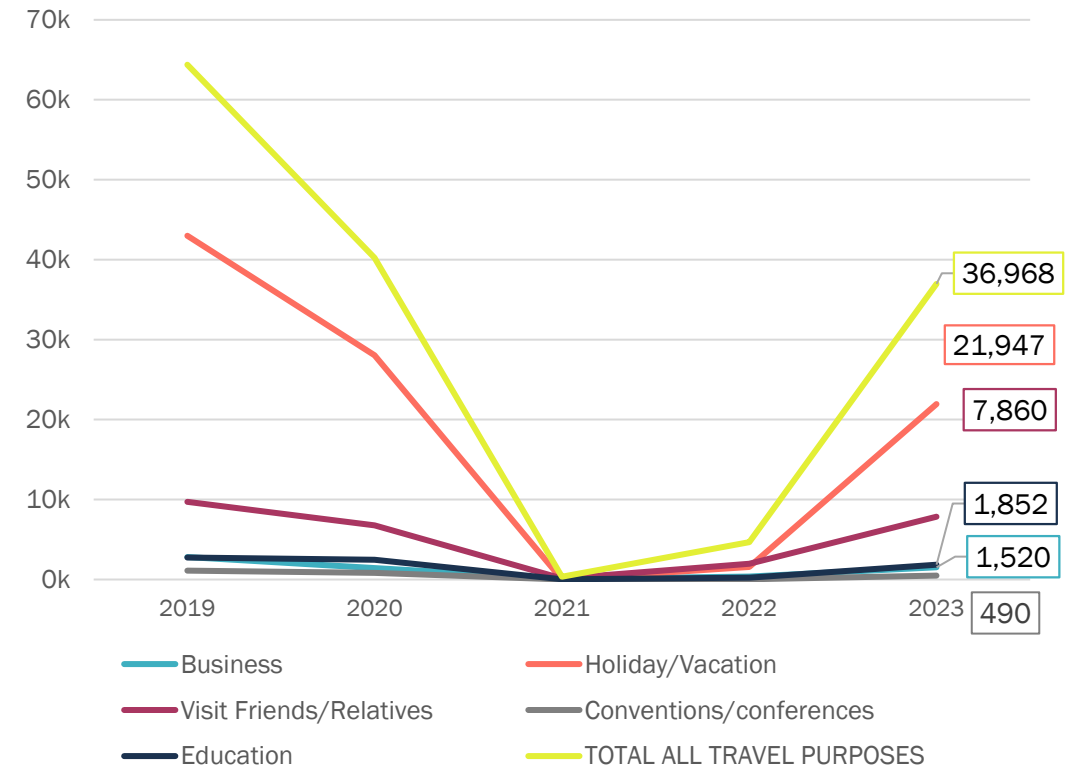


Five-year visitor arrivals to Auckland, YE September

Japan

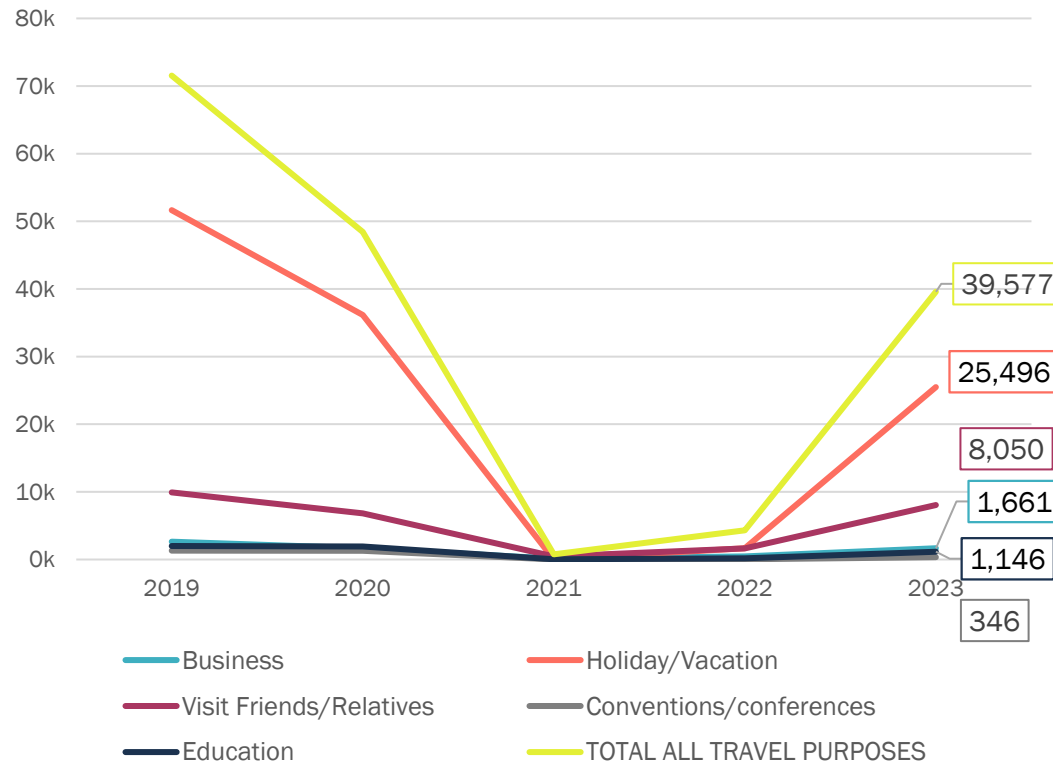


Korea

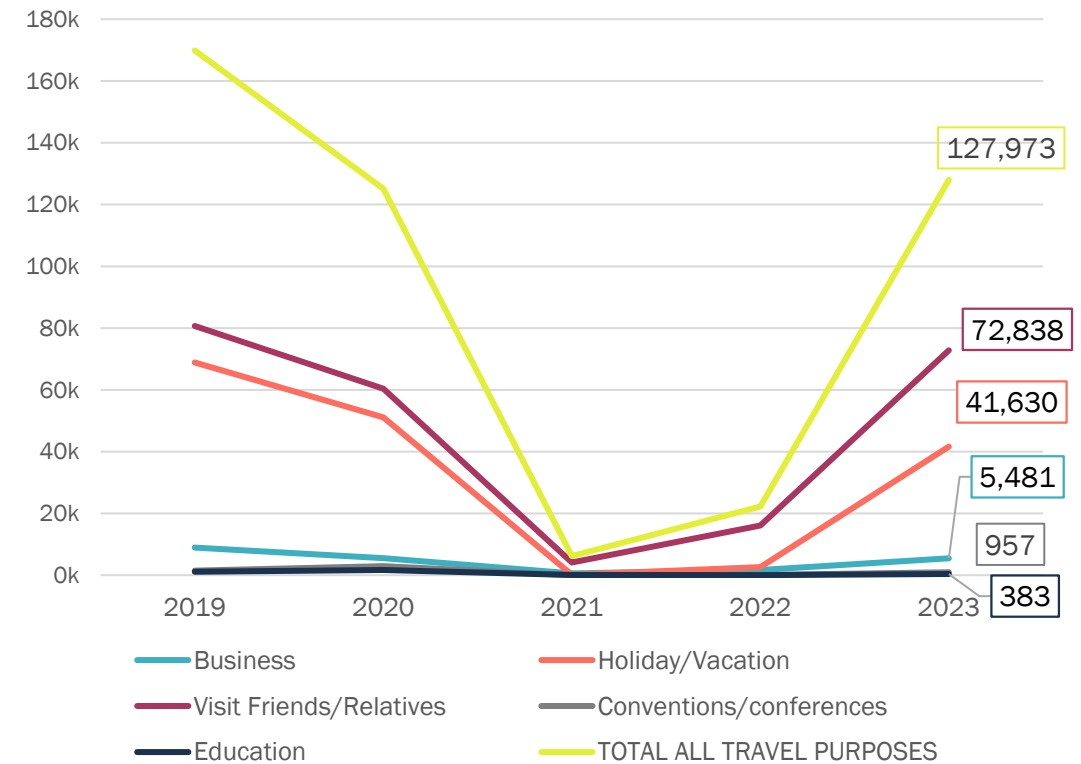


Five-year visitor arrivals to Auckland, YE September

Germany

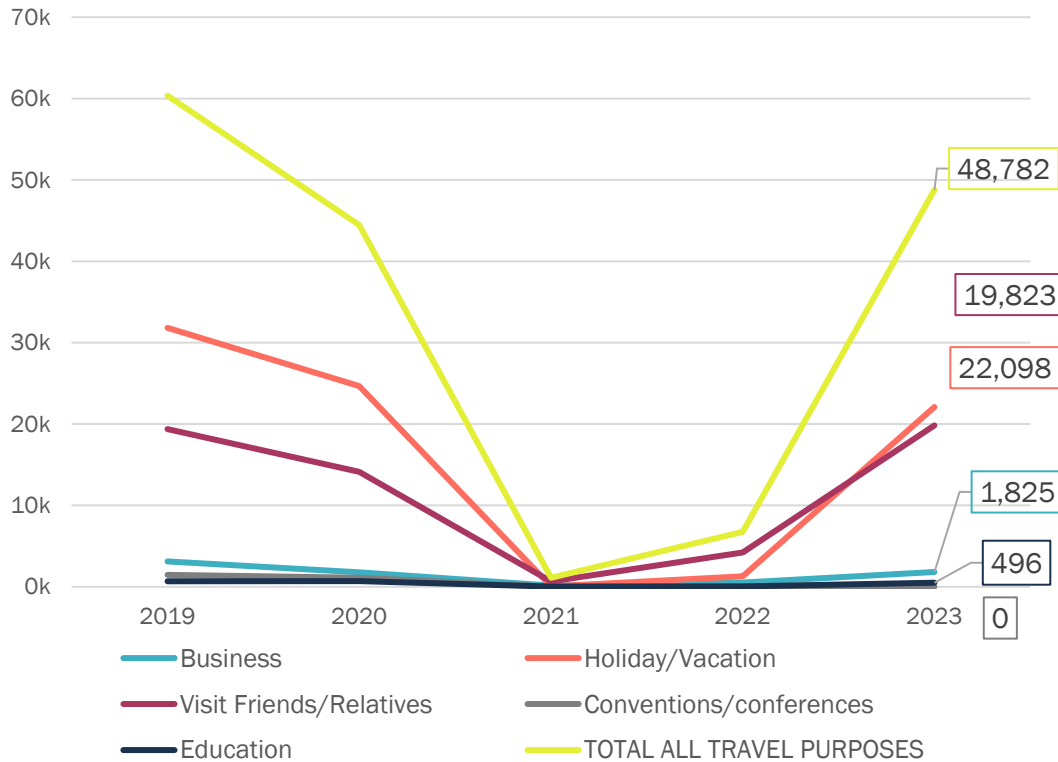


UK

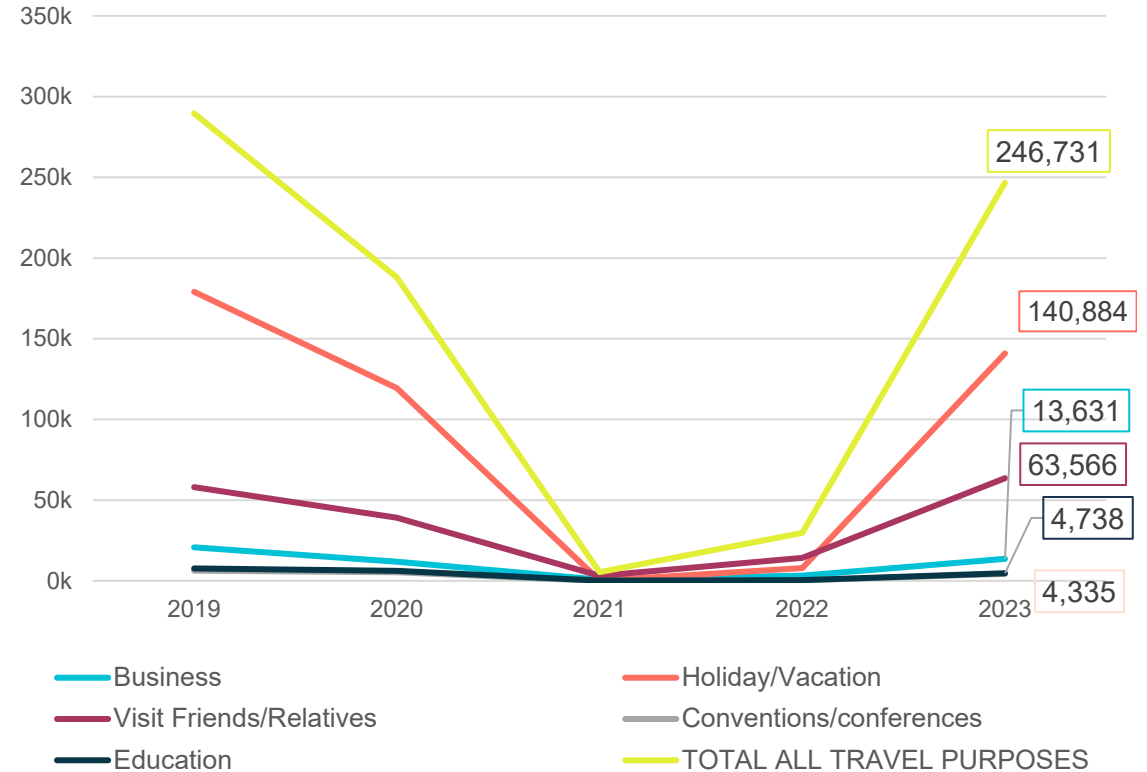


Five-year visitor arrivals to Auckland, YE September

Canada



US



Ngā mihi Thank you

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