

AUCKLAND DOMESTIC VISITOR INSIGHTS

2020

Insight into domestic visitors to
the Auckland region.

Prepared May 2020, by the Research & Insights
Unit

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CONTENTS

KEY FINDINGS	3
DOMESTIC VISITOR ARRIVALS DATA	
REASON FOR VISIT ORIGIN OF VISITORS	5 - 6
ACCOMMODATION DATA	
GUEST NIGHTS	8
AVERAGE LENGTH OF STAY	9 - 10
ACCOMMODATION TYPE & SATISFACTION	11
SPEND DATA	
DOMESTIC & INTERNATIONAL TOURISM SPEND	13 - 14
DOMESTIC SPEND BY PRODUCT	15
TOURIST BEHAVIOUR DATA	
DOMESTIC VISITORS	17
TRANSPORT DATA	
DOMESTIC VISITORS	19
ATTRACTIONS & ACTIVITIES	
TOP 10 ATTRACTIONS & ACTIVITIES	
CENTRAL AUCKLAND	21 - 22
NORTH AUCKLAND	23 - 24
EAST AUCKLAND	25 - 26
SOUTH AUCKLAND	27 - 28
WEST AUCKLAND	29 - 30
HAURAKI GULF & ISLANDS	31 - 32
VISITOR EXPERIENCE	
AGREEMENT SCALES	34
SATISFACTION IMPROVEMENT	35
NET PROMOTER SCORE	36



KEY FINDINGS

DOMESTIC VISITATION & SPEND

- There were **5.61m** overnight visits by **domestic visitors** in Auckland in the year to January 2020, up 0.3% on the previous year.
- Visiting friends and relatives (VFR) was the main reason for domestic visitation to Auckland, with 2.90m overnight visits recorded for the year to January 2020 (up 2.1% on the last 12 months).
- Overnight visits for domestic visitors visiting Auckland for holiday purposes were also high (1.14m overnight visits) but were down 0.4% on the previous year.
- The highest visitation of all regions was from Waikato visitors with 945.5k overnight visits (up 0.8% on last year). Visits from Wellington (+7.7%) and Canterbury (+9.2%) were up for the year to January 2020 compared to last year.
- For the year ending January 2020, **domestic spend** was **\$4.05b** and had increased by 2.0% for the year.
- Domestic spend was \$325m for the month, down 0.1% on January 2019.

DOMESTIC VISITOR BEHAVIOUR

- Of the domestic visitors to Auckland visiting friends and relatives for year end December 2019, the majority (71%) visited Auckland only on their trip.
- For the year ending December 2019, three quarters of domestic visitors to Auckland (75%) used a private or rented vehicle to get around, while 18% used public transport such as the bus or train.
- The ease of parking (5.3) and ease of driving around (6.8) in Auckland were rated the lowest by domestic visitors, who predominantly drive around the Auckland region (75%).
- The majority of domestic visitors (78%) visited Central Auckland and rated the attractions and activities 8.2 out of 10. In comparison to the international market, domestic visitors visited the Auckland Zoo, Sky City Casino, Kelly Tarlton's and K' Road in Central Auckland.
- For year end December 2019, domestic visitors rated their overall experience in Auckland 7.2 out of 10 and recorded a Net Promoter Score (NPS) of +1.

ACCOMMODATION

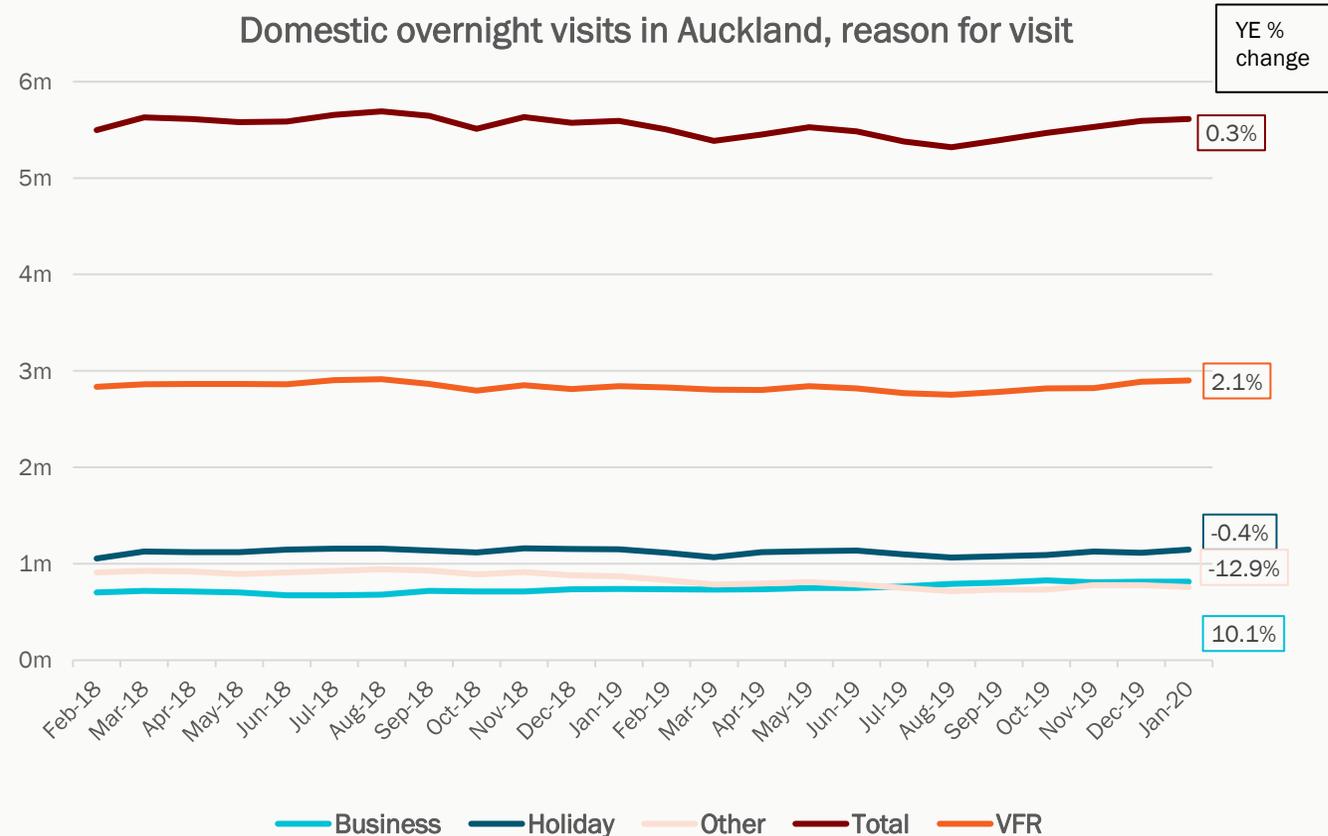
- For the year ending September 2019, domestic guest nights in commercial accommodation were up 4.9% (4.03m).
- On average, domestic visitors stayed in Auckland for 1.97 nights for the year ending January 2020 (up 0.6% on the previous year).
- For year end December 2019, the region with the highest average length of stay was Central Auckland, with an average of 2.1 nights.
- Other types of accommodation such as private homes and Airbnb, etc. are very popular amongst domestic visitors to Auckland, particularly those staying in North, East, South and West Auckland.
- Overall, domestic visitors were most satisfied with the quality of their accommodation rating it 7.8 out of 10. Followed by the value of their accommodation and level of customer service (7.7/10). These ratings are similar to international visitor ratings.



Auckland Tourism – Domestic Visitor Arrivals Data

5.61m overnight visits from domestic visitors in the year to January 2020, up 0.3%

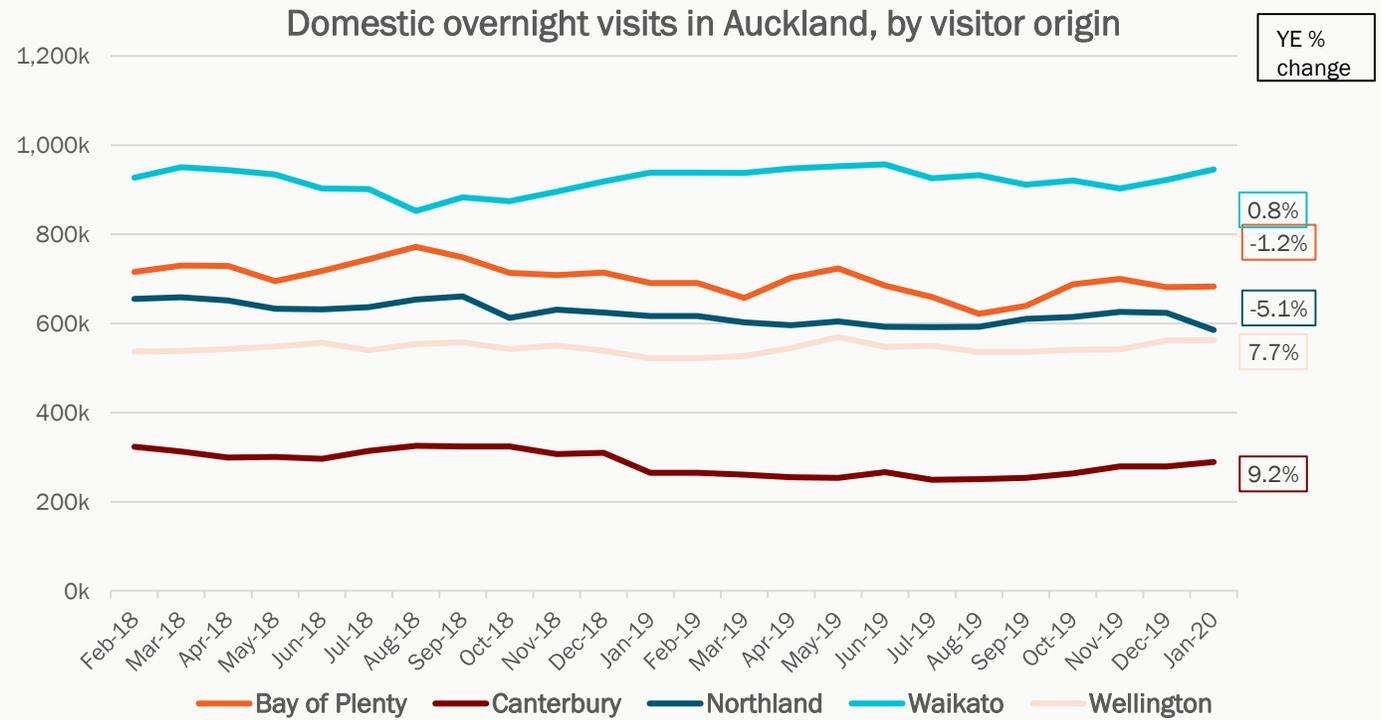
- The year to January 2020 saw a substantial **5.61m** overnight visits from domestic visitors, an increase of 0.3% on the previous year.
- Visiting friends and relatives (VFR) was the main reason for domestic visitation to Auckland, with 2.90m overnight visits recorded for the year to January 2020 (up 2.1% on the previous 12 months).
- Overnight visits for domestic visitors visiting Auckland for holiday purposes were also high (1.14m overnight visits) but were down 0.4% on the previous January.



	Visitor arrivals	vs. previous year / YE
YE January 2020	5,611,470	0.3%

Canterbury visitors to Auckland were up 9.2% in the year to January 2020

- For the year ending January 2020, the highest visitation of all regions to Auckland was from Waikato-based visitors with 945.5k overnight visits (up 0.8% on the previous year).
- Visits from Wellington (562.3k visits up 7.7%) and Canterbury (288.9k visits up 9.2%) were up for the year to January 2020 compared to last year.
- Overnight visits from Bay of Plenty (682.6k down 1.2%), and Northland (585.1k down 5.1%) were down in the year to January 2020.



	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
YE January 2020	945,488	0.8%	585,051	-5.1%	682,568	-1.2%	562,317	7.7%	288,945	9.2%



Auckland Visitor Survey – Accommodation Data

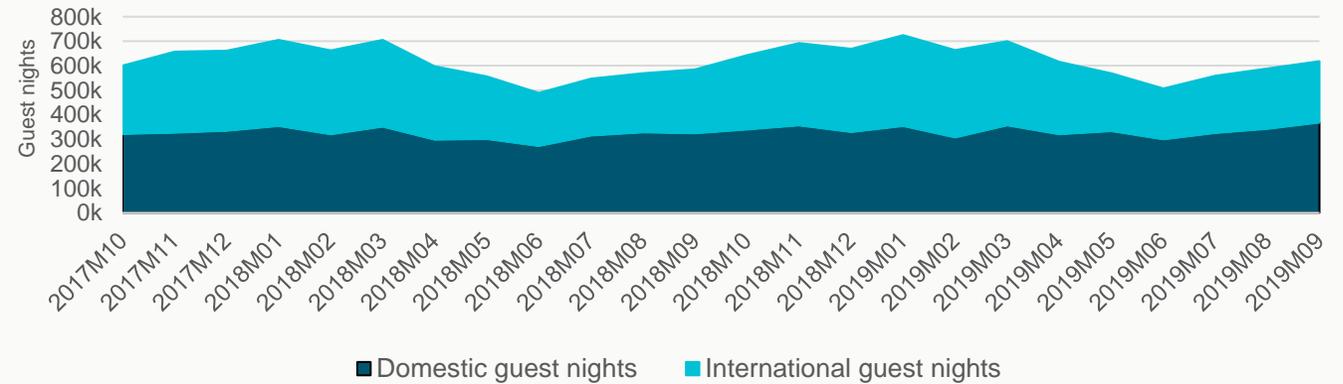
7.56m commercial guest nights in Auckland for YE September 2019

- There were **7.56m guest nights** in commercial accommodation in Auckland in the year to September 2018, up 2.9% on the previous year.
- For the year ending September 2019, domestic guest nights were up 4.9% (4.03m). For the month of September, domestic guest nights (367k) were up 13.6% compared to the previous year.
- In the year to September 2019, international guest nights (3.53m) were up 0.8% on the previous year and down 3.8% (252k) on the previous September.
- For NZ overall, domestic guest nights were up (4.0%) while international guest nights were down (2.4%) on 2018.
- *Please note: This is the latest available guest night data until the new CAM will be available.*

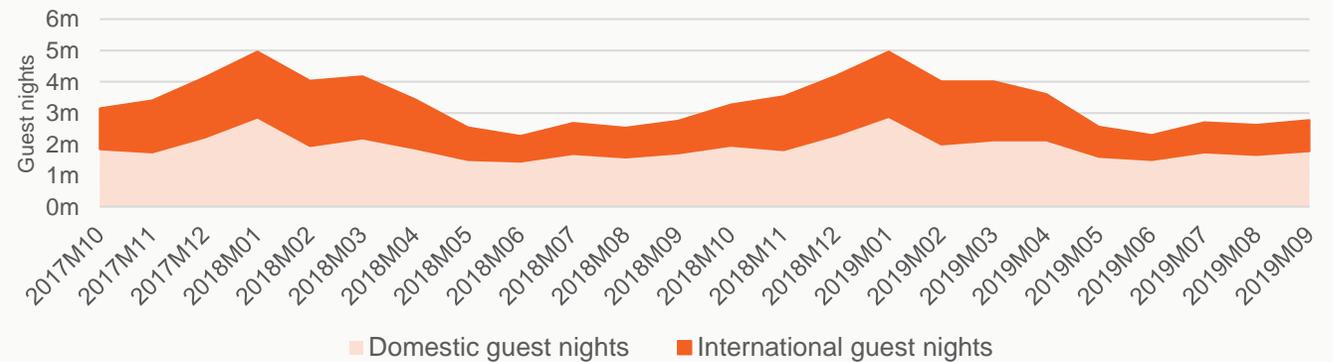
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Domestic vs. International guest nights

Auckland

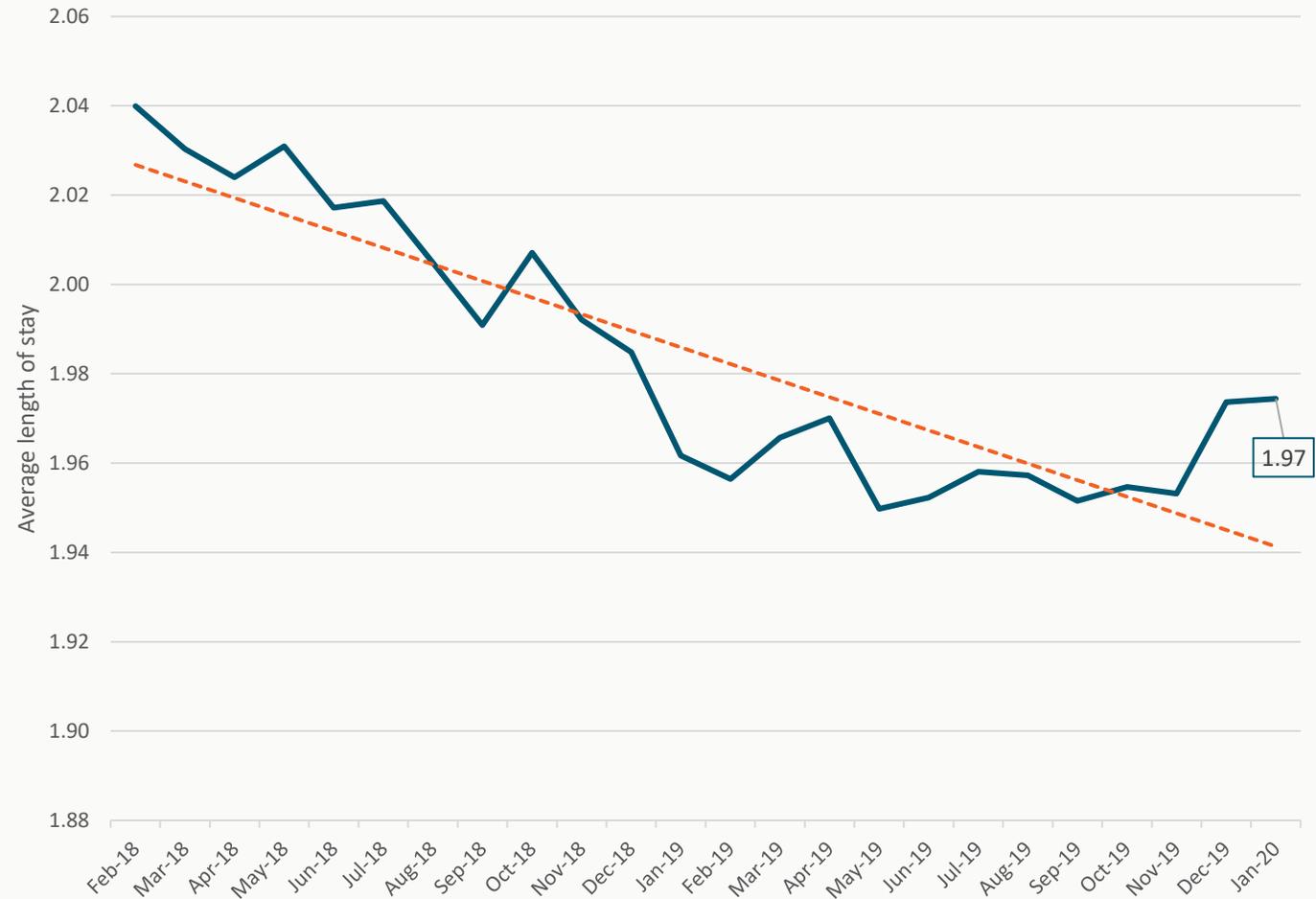


New Zealand



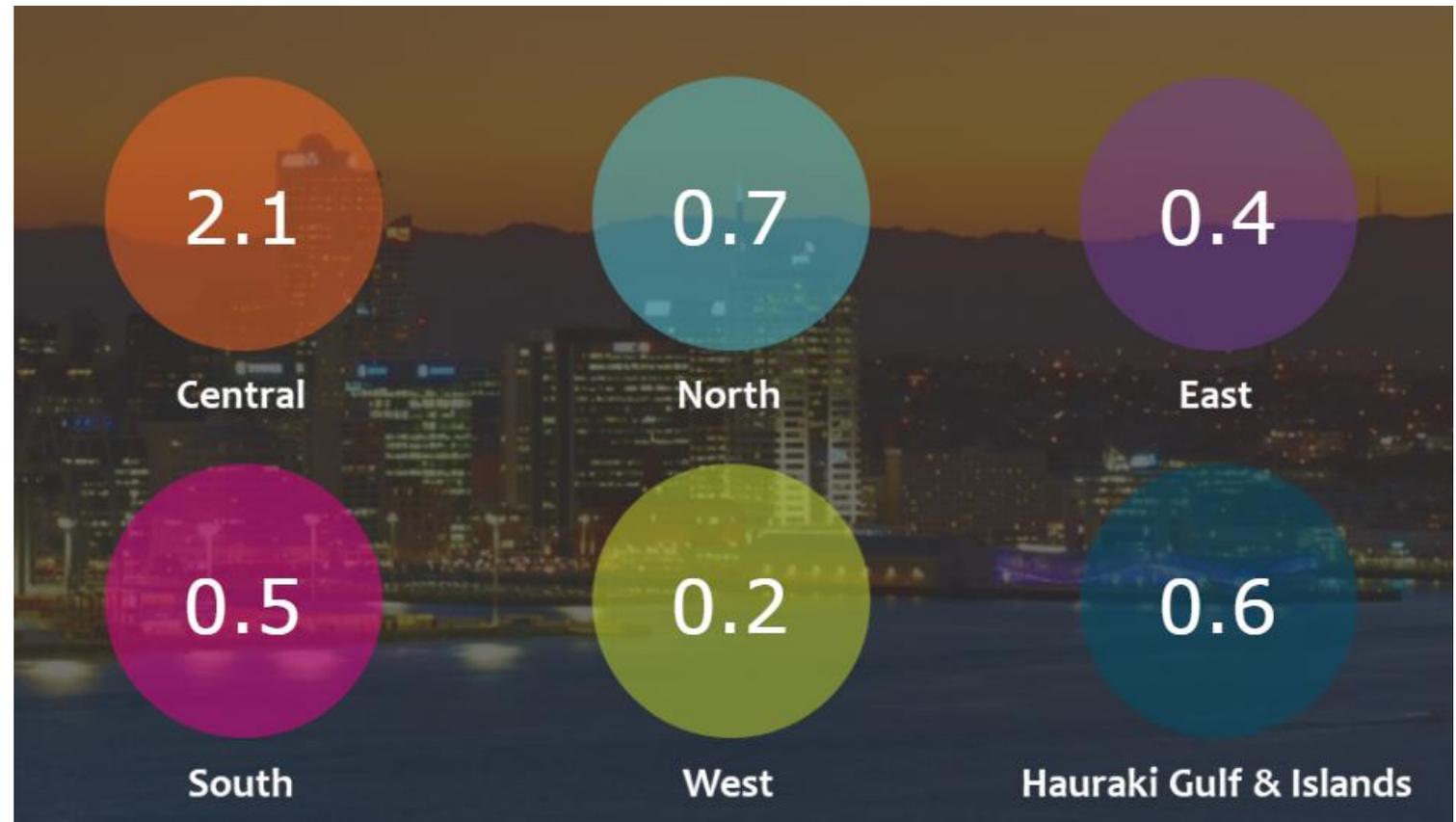
On average, domestic visitors stayed **1.97** nights in Auckland for the year ending January 2020

- On average, domestic visitors stayed in Auckland for **1.97 nights** for the year ending January 2020 (up 0.6% on the previous year).
- There has been a slight downward trend in the average length of stay for domestic visitors to Auckland over the last 24 months.



Nights in region – Domestic visitors on holiday

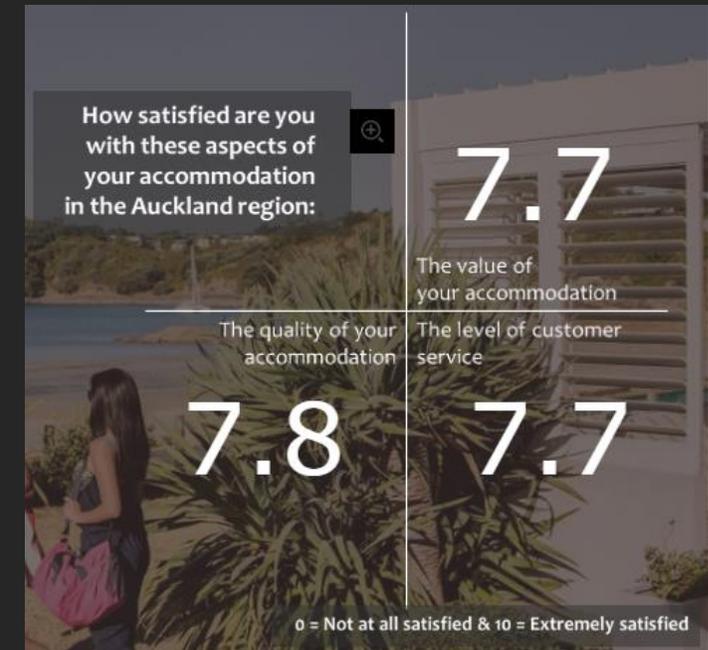
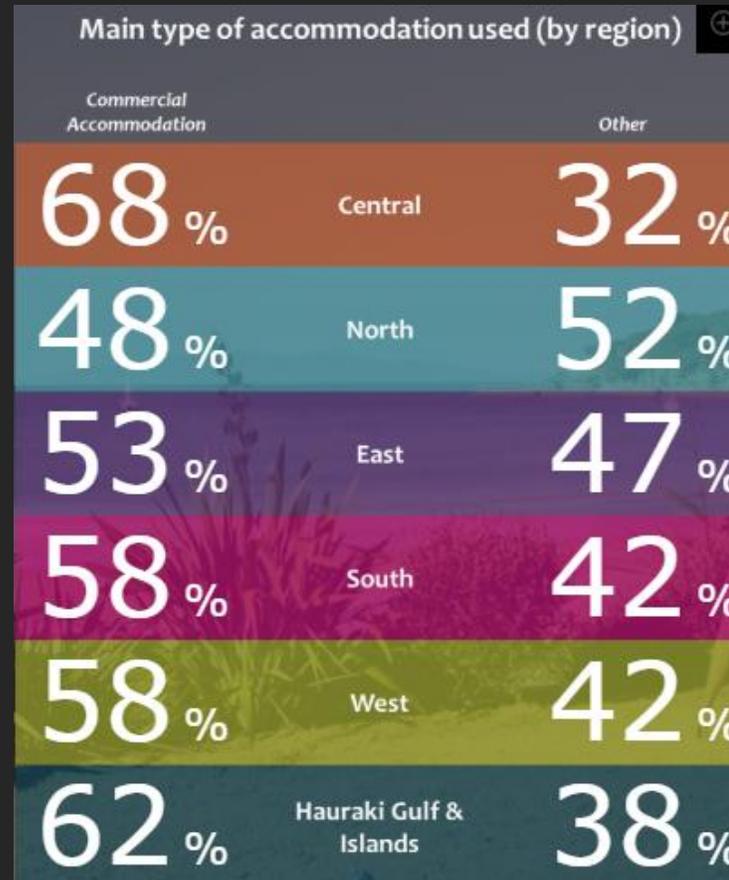
- For year end December 2019, the region with the highest average length of stay of domestic visitors was Central Auckland, with an average of 2.1 nights.
- Sequentially, domestic visitors stayed 0.7 nights in North Auckland, followed by 0.6 nights in Hauraki Gulf and Islands, 0.5 nights in South Auckland, 0.4 nights in East Auckland and 0.2 nights in West Auckland.
- Please note, this contrasts to other datasets due to differing methodologies.



Accommodation Type & Satisfaction

Domestic holiday visitors

- In the year to December 2019, over two thirds (68%) of domestic visitors on holiday in Auckland stayed in commercial accommodation in Central Auckland, while a third (32%) stayed in other types of accommodation such as private homes and Airbnb, etc.*
- Similarly, of the domestic holiday visitors that visited the Hauraki Gulf and Islands, the majority (62%) stayed in commercial accommodation in comparison to other accommodation (38%).
- Over half of domestic visitors on holiday stayed in commercial accommodation in Central (68%), Hauraki Gulf & Islands (62%), South (58%), West (58%) and East (53%) Auckland.
- Other types of accommodation were popular for domestic visitors in North (52%), East (47%), West (42%) and South (42%) Auckland.
- Overall, domestic visitors were most satisfied with the quality of their accommodation rating it 7.8 out of 10. Domestic visitors rated the value of their accommodation and level of customer service 7.7 out of 10. These ratings are similar to international visitor ratings.





Auckland Tourism – Spend Data

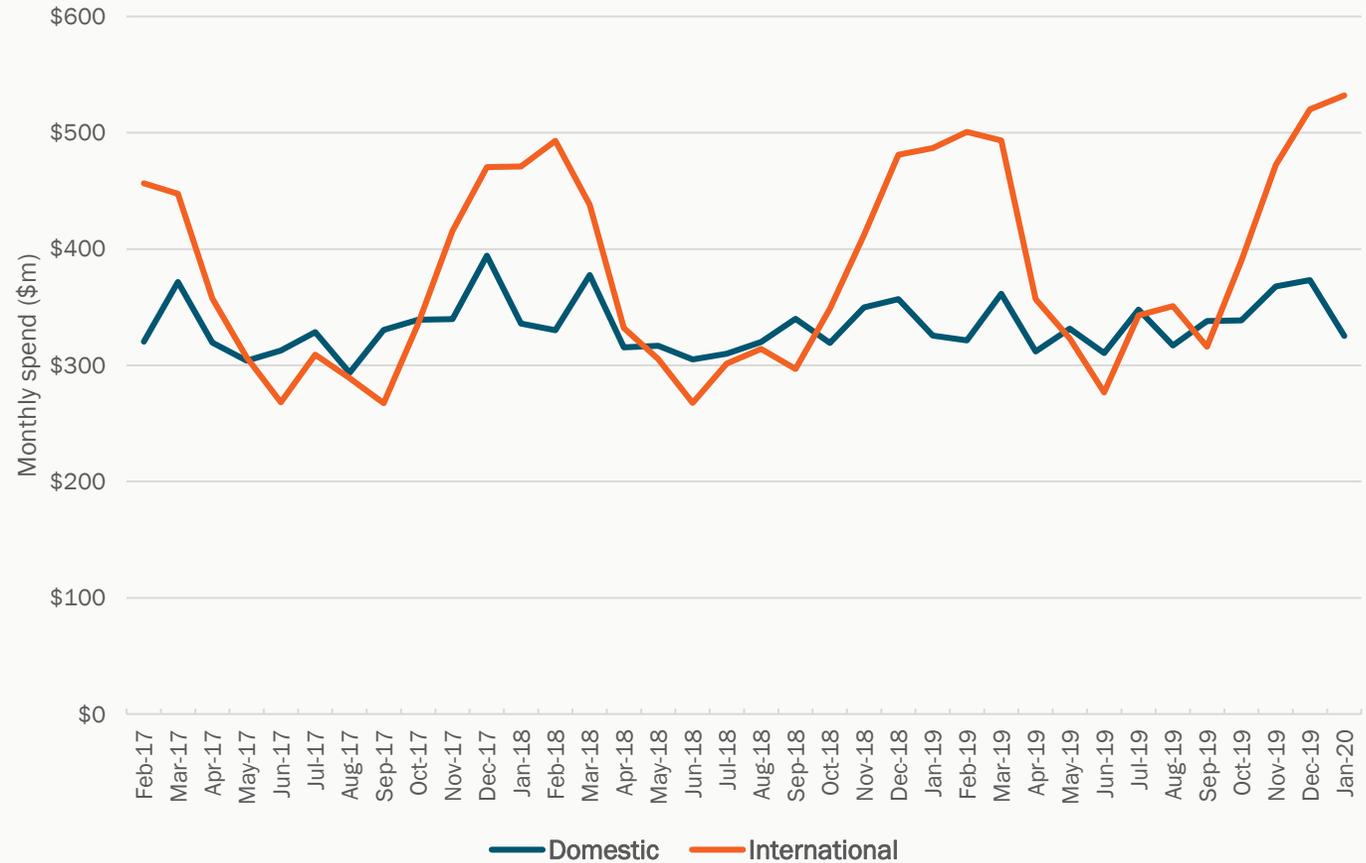


Tourism spend in the year to January 2020 was \$8.92b, up 5.6%

- In the year to January 2020, total tourism spend in Auckland was \$8.92b, up 5.6% on January 2019.
- International spend was \$4.88b, up 8.9% for the year.
- Domestic spend was \$4.05b and had increased by 2.0%.
- The month of January saw increase in international spend (up 9.3%) while domestic spend (down 0.1%) decreased.

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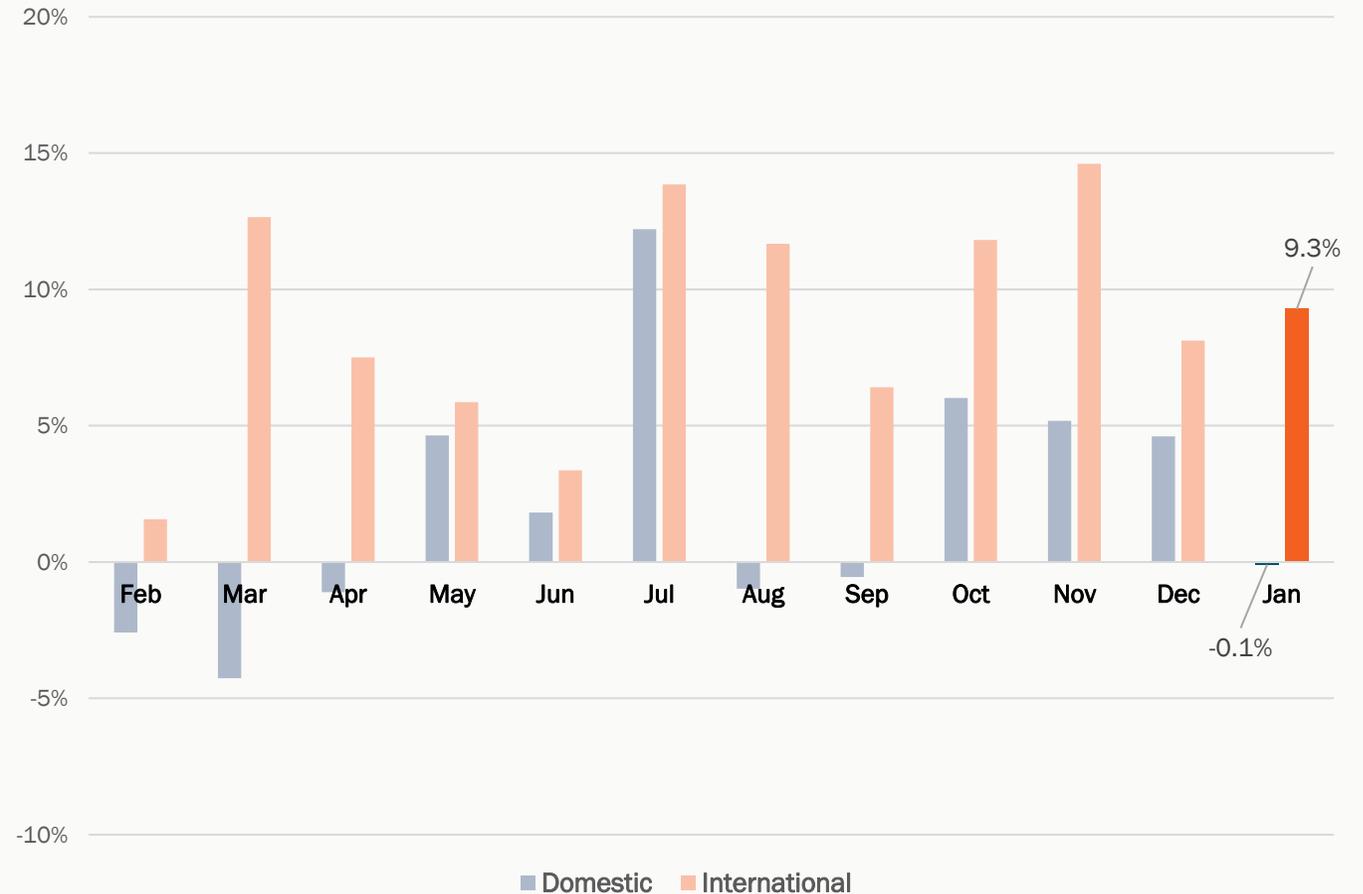
Year end tourism expenditure in Auckland



The month of January 2020 saw \$532m international tourism spend, up 9.3%

- International spend in January 2020 increased by 9.3% (to \$532m) compared with the same month in 2019.
- Domestic spend was \$325m for the month, down 0.1% on January 2019.
- Overall, this resulted in a 5.5% increase in total tourism spend (\$857m) in Auckland for January 2020 compared with the previous year.

Monthly % Change in tourism expenditure in Auckland

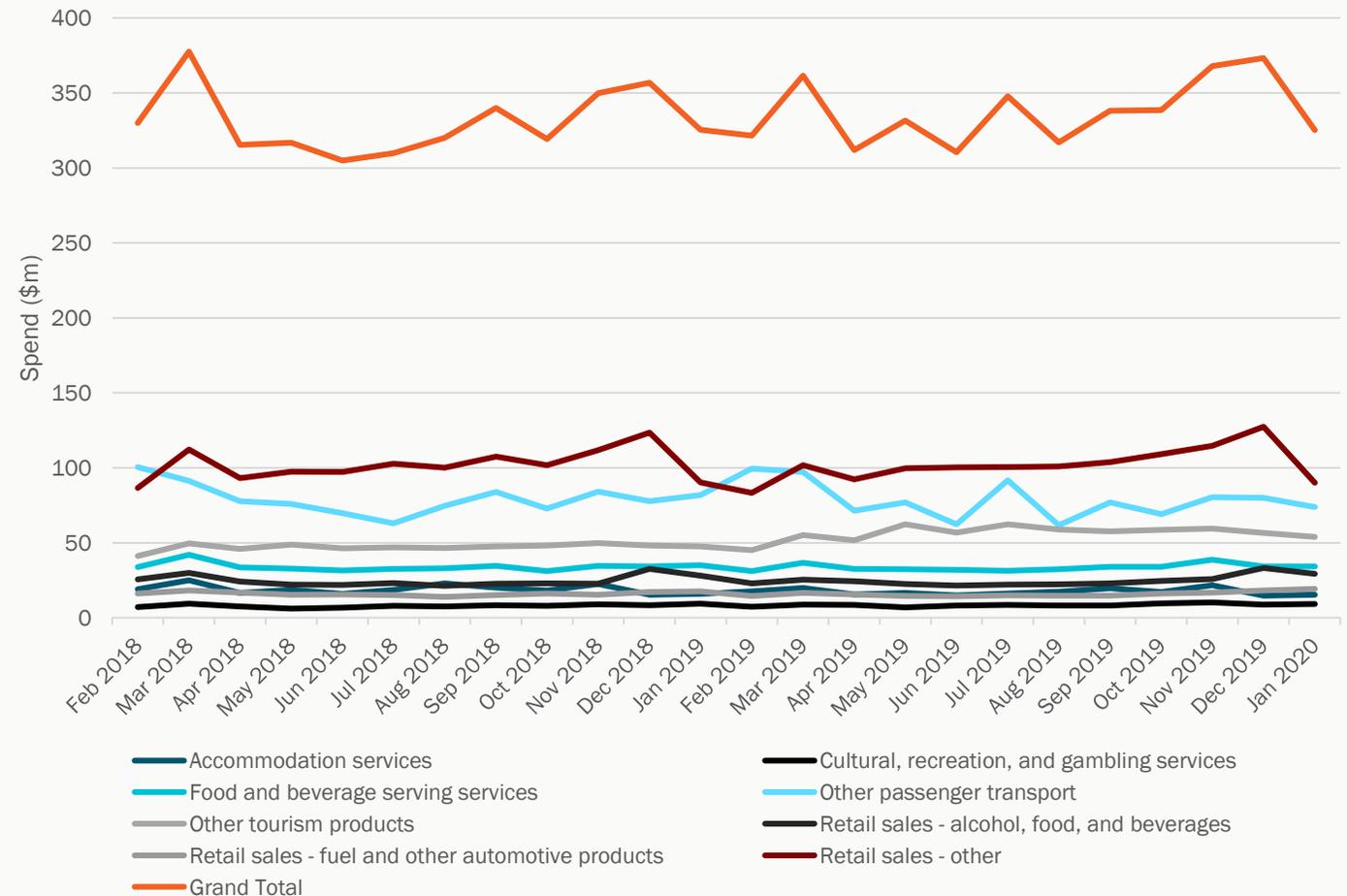


Domestic tourism spend by product for January 2020

	Spend (\$m)	% change
Accommodation services	15.4	-4.1%
Cultural, recreation, and gambling services	9.2	-1.7%
Food and beverage serving services	34.2	-2.3%
Other passenger transport	73.9	-9.7%
Other tourism products	53.9	13.5%
Retail sales - alcohol, food, and beverages	29.3	4.9%
Retail sales - fuel and other automotive products	19.2	9.4%
Retail sales - other	127.5	-0.2%
Total	325.2	-0.1%

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Domestic monthly tourism expenditure in Auckland, by product



Source: MBIE MRTes. Please note MRTes are provisional until the TSA for the March year are published and are frequently revised – always use the most recent data available.



Auckland Visitor Survey – Travel Behaviour Data

Travel behaviour

Domestic visitors

VFR

- The majority of domestic visitors to Auckland visit friends and relatives (VFR).
- Of the domestic visitors to Auckland visiting friends and relatives for year end December 2019, the majority (71%) visited Auckland only on their trip.
- A small number of domestic visitors on holiday (12%) visited Northland, while 16% visited Waikato/Hamilton during the same trip. Only 8% of domestic visitors went to other New Zealand regions.
- Forty percent of domestic visitors visiting friends and relatives stayed in Auckland only on their trip, while sixty percent of domestic visitors visited Auckland two or more times on their trip.

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No. of stays in Auckland on trip	%
0 (Day trip)	0%
1	40%
2	30%
3+	30%

n= 722





Auckland Visitor Survey – Transport Data

Transport – Domestic visitors

- For the year ending December 2019, three quarters of domestic visitors to Auckland (75%) used a private or rented vehicle to get around, while 18% used public transport such as the bus or train.
- Domestic visitors were most satisfied with the ease of walking around Auckland rating it 7.2 out of 10, followed by the Auckland Airport passenger terminal (7.1) and ease of cycling around (7.0).
- The ease of parking (5.3) and ease of driving around (6.8) in Auckland were rated the lowest by domestic visitors, who predominantly drive around the Auckland region (75%).

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n= 1,669



Auckland Visitor Survey – Attractions & Activities

Top 10 Attractions for Domestic visitors Central Auckland



- The majority of domestic visitors (78%) visited Central Auckland. The average satisfaction with Central Auckland’s activities and attractions for the domestic market was 8.2 out of 10.
- The top three attractions were the same for domestic visitors as international visitors with almost half visiting Queen Street (43%), 42% the Sky Tower and 30% the waterfront/viaduct area. In comparison to the international market, domestic visitors visited the Auckland Zoo (28%), Sky City Casino (26%), Kelly Tarlton’s (20%) and K’ Road (18%) in Central Auckland.



Market share of domestic visitors in Auckland
YE December 2019



Satisfaction with Activities & Attractions
YE December 2019

Rank	Attraction	%
1	Queen Street	43%
2	Sky Tower	42%
3	Downtown Waterfront/ Viaduct	30%
4	Auckland Zoo	28%
5	Sky City Casino	26%
6	Britomart	23%
7	Newmarket	23%
8	Auckland Museum	23%
9	Kelly Tarlton’s	20%
10	K’ Road	18%

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n = 1,189

Source: Auckland Visitor Survey (AVS)

Top 10 Activities Central Auckland

- Of the visitors that visited Central Auckland in the year to December 2019, the most popular activities for international and domestic visitors was visiting a restaurant or café (54% and 59% respectively) followed by shopping (44% and 55%).
- The third ranked activity for international visitors in Central Auckland was sightseeing (40%) while domestic visitors enjoyed going to a bar, pub or nightclub (36%).
- In comparison to international visitors, domestic visitors went to the casino or gambling (21%) which is a unique activity to Central Auckland. They also attended an event, concert or festival (20%).
- In contrast, international visitors went walking, hiking, climbing, trekking or climbing (28%) and cruising, boating or sailing (15%) in Central Auckland.

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INTERNATIONAL			DOMESTIC		
#	Activity	%	#	Activity	%
	1 Restaurant or café	54%		1 Restaurant or café	59%
	2 Shopping	44%		2 Shopping	55%
	3 Sightseeing	40%		3 Bar, pub or nightclub	36%
	4 General exploration	36%		4 General exploration	31%
	5 Walking, hiking, climbing, trekking, tramping	28%		5 Sightseeing	29%
	6 Bar, pub or nightclub	26%		6 Visited a market	26%
	7 Visited art galleries, museums, historic sites	25%		7 Visited art galleries, museums, historic sites	22%
	8 Visited a market	21%		8 Casino or gambling	21%
	9 Went to the beach	16%		9 Event, concert or festival	20%
	10 Cruising, boating or sailing	15%		10 Went to the beach	18%

Top 10 Attractions for Domestic visitors

North Auckland



n = 567

- For the year to December 2019, just under half of domestic visitors (43%) visited North Auckland. Their average satisfaction with the activities and attractions in this region was 8.2 out of 10.
- Of the domestic visitors who visited North Auckland, the top attraction was Albany (30%), followed by Devonport (27%) and Takapuna (27%). In comparison to the international market, domestic visitors visited Wellsford (17%) and Whangaparaoa Peninsula (13%).



43%



Market share of domestic visitors in Auckland
YE December 2019



8.2 / 10

Satisfaction with Activities & Attractions
YE December 2019



Rank	Attraction	%
1	Albany	30%
2	Devonport	27%
3	Takapuna	27%
4	Warkworth	19%
5	Orewa	19%
6	Wellsford	17%
7	Silverdale	17%
8	Matakana	14%
9	Whangaparaoa Peninsula	13%
10	Mount Victoria	12%

Top 10 Activities North Auckland

- Of the visitors that visited North Auckland, the most common activity undertaken by both international (39%) and domestic (50%) visitors was visiting a restaurant or café.
- The second most popular activity for international visitors to North Auckland was general exploration (31%) while domestic visitors participated in shopping (42%).
- There were no differences in activity between international and domestic visitors to North Auckland.

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INTERNATIONAL

#	Activity	%
 1	Restaurant or café	39%
 2	General exploration	31%
 3	Walking, hiking, climbing, trekking, tramping	30%
 4	Went to the beach	28%
 5	Shopping	26%
 6	Sightseeing	25%
 7	Visited a market	13%
 8	Bar, pub or nightclub	12%
 9	Visited art galleries, museums, historic sites	12%
 10	Other water activities	10%

n = 454

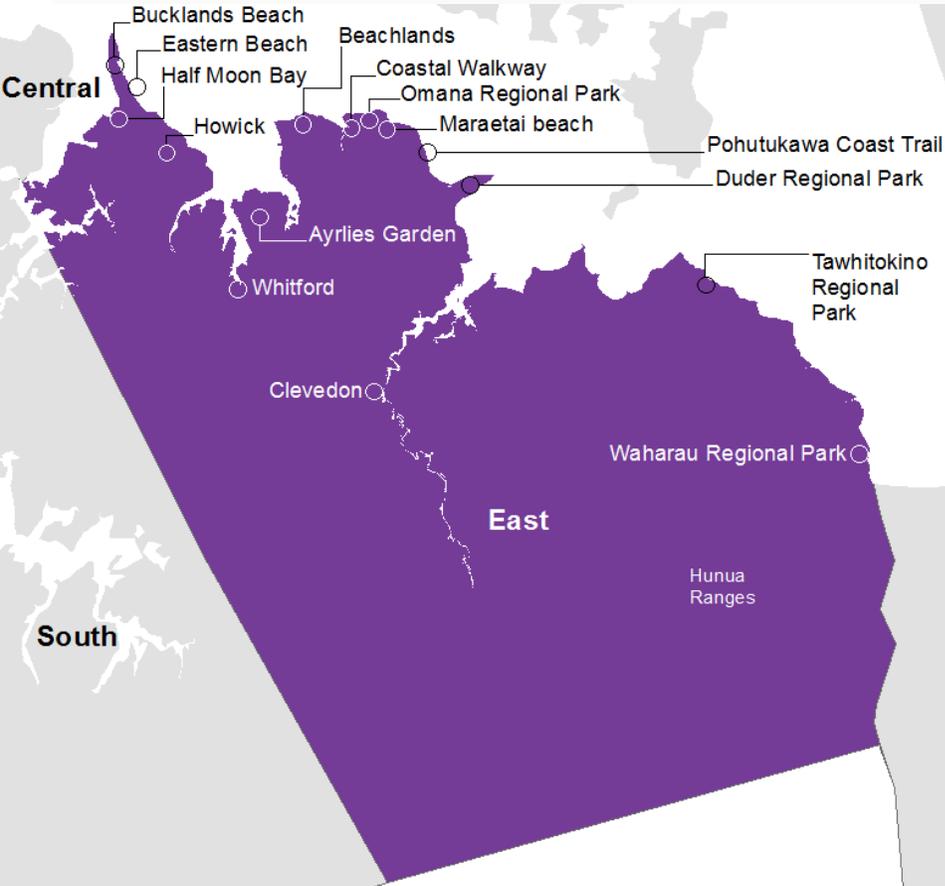
DOMESTIC

#	Activity	%
 1	Restaurant or café	50%
 2	Shopping	42%
 3	General exploration	30%
 4	Went to the beach	27%
 5	Sightseeing	24%
 6	Visited a market	24%
 7	Walking, hiking, climbing, trekking, tramping	21%
 8	Bar, pub or nightclub	20%
 9	Visited art galleries, museums, historic sites	13%
 10	Other water activities	11%

n = 599

Top 10 Attractions for Domestic visitors

East Auckland



- A third of the domestic visitors (32%) to Auckland visited East Auckland in the year to December 2019. For the domestic market, the average satisfaction with East Auckland’s activities and attractions was 8.2 out of 10.
- Almost half (46%) of domestic visitors that visited East Auckland went to Sylvia Park, a quarter (24%) visited Howick and 18% visited Half Moon Bay. In comparison to the international market, domestic visitors visit the Howick Historical Village (13%) and the Pakuranga Nights Markets (11%).



32%



Market share of domestic visitors in Auckland
YE December 2019



8.2 / 10

Satisfaction with Activities & Attractions
YE December 2019



Rank	Attraction	%
1	Sylvia Park	46%
2	Howick	24%
3	Half Moon Bay	18%
4	Bucklands Beach	18%
5	Eastern Beach	15%
6	Maraetai Beach	14%
7	Beachlands	14%
8	Clevedon	14%
9	Howick Historical Village	13%
10	Pakuranga Night Markets	11%

Top 10 Activities East Auckland

- Of the domestic visitors that visited East Auckland in the year to December 2019, the top three activities to do was shopping (40%), visiting a restaurant or café (38%) and going to the beach (23%).
- For the international market, visiting a restaurant or café (29%), shopping (23%) and walking, hiking, climbing, trekking and tramping (21%) were the top three activities in East Auckland.
- In comparison to the international market, domestic visitors visited art galleries, museums, historic sites (10%) in East Auckland.
- In contrast to domestic visitors, international visitors partook in other water activities (8%).

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INTERNATIONAL

#	Activity	%
 1	Restaurant or café	29%
 2	Shopping	23%
 3	Walking, hiking, climbing, trekking, tramping	21%
 4	Went to the beach	21%
 5	General exploration	19%
 6	Sightseeing	18%
 7	Visited a market	13%
 8	Bar, pub or nightclub	10%
 9	Other water activities	8%
 10	Cruising, boating or sailing	8%

n = 233

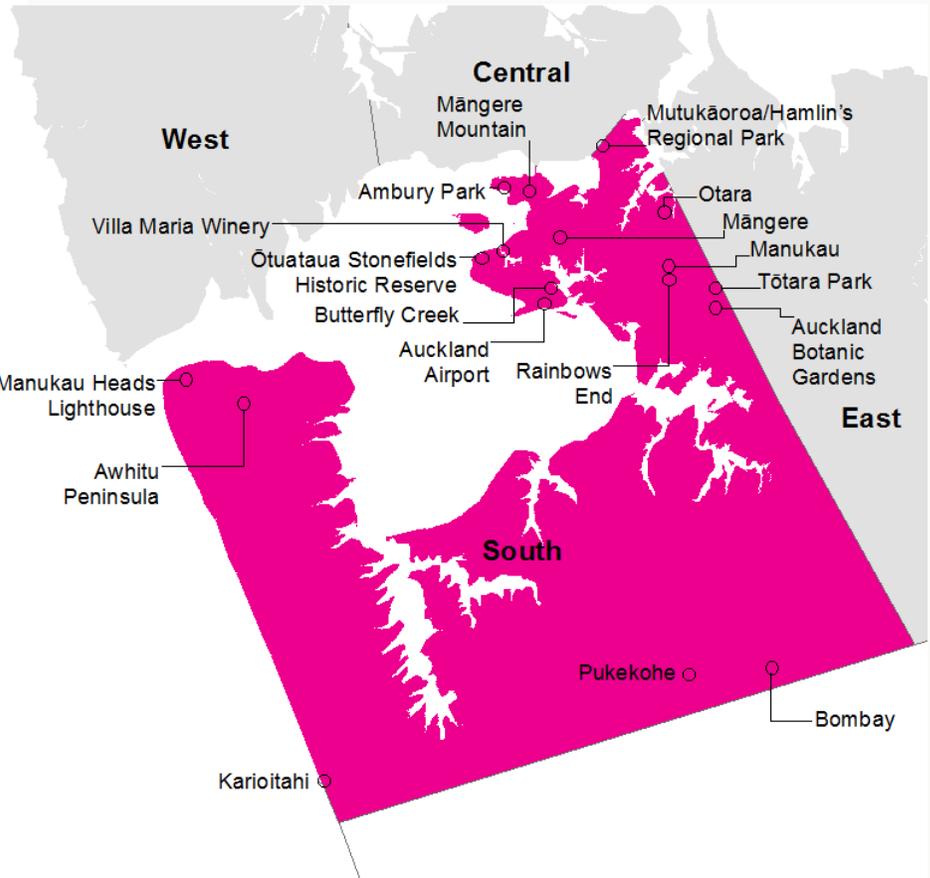
DOMESTIC

#	Activity	%
 1	Shopping	40%
 2	Restaurant or café	38%
 3	Went to the beach	23%
 4	General exploration	23%
 5	Visited a market	22%
 6	Sightseeing	19%
 7	Walking, hiking, climbing, trekking, tramping	17%
 8	Bar, pub or nightclub	17%
 9	Visited art galleries, museums, historic sites	10%
 10	Cruising, boating or sailing	9%

n = 392

Top 10 Attractions for Domestic visitors

South Auckland



- Over half of the domestic visitors (52%) to Auckland visited South Auckland in the year to December 2019. For the domestic market, the average satisfaction with South Auckland's activities and attractions was 8.0 out of 10.
- Over half of domestic visitors that visited South Auckland visited the Auckland Airport (53%), a third (33%) visited Manukau and a quarter (26%) visited Rainbows End. In comparison to the international market, domestic visitors visited the Ōtara Market (13%) and Ōtara (10%).



Market share of domestic visitors in Auckland
YE December 2019



Satisfaction with Activities & Attractions
YE December 2019

Rank	Attraction	%
1	Auckland Airport	53%
2	Manukau	33%
3	Rainbows End	26%
4	Botanic Gardens	19%
5	Pukekohe/Bombay	16%
6	Ōtara Market	13%
7	Māngere	13%
8	Butterfly Creek	13%
9	Ōtara	13%
10	iSite at Auckland Airport	10%

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n = 676

Top 10 Activities South Auckland

- Of the visitors that visited South Auckland in the year to December 2019, the top three activities for both international and domestic visitors was visiting a restaurant or café (ranked 1st and 2nd respectively), shopping (ranked 2nd and 1st) and general exploration (ranked 3rd).
- In contrast to domestic visitors, international visitors participated in other soft adventure and sports (8%) – an activity that is unique to the South.
- In comparison to the international market, domestic visitors went to an event, concert or festival (9%) in South Auckland.

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INTERNATIONAL

	#	Activity	%
	1	Restaurant or café	35%
	2	Shopping	28%
	3	General exploration	24%
	4	Walking, hiking, climbing, trekking, tramping	18%
	5	Sightseeing	16%
	6	Visited a market	14%
	7	Bar, pub or nightclub	12%
★ 	8	Other soft adventure and sports	8%
	9	Art galleries, museums and historic sites	7%
	10	Went to the beach	7%

n = 284

DOMESTIC

	#	Activity	%
	1	Shopping	43%
	2	Restaurant or café	40%
	3	General exploration	23%
	4	Visited a market	22%
	5	Bar, pub or nightclub	16%
	6	Sightseeing	16%
	7	Walking, hiking, climbing, trekking, tramping	13%
	8	Went to the beach	10%
	9	Event, concert or festival	9%
	10	Art galleries, museums and historic sites	9%

n = 622

Top 10 Attractions for Domestic visitors

West Auckland

- For the year to December 2019, over a third of domestic visitors (35%) to Auckland visited West Auckland. The average satisfaction with West Auckland’s activities and attractions for the international market was 8.2 out of 10.
- A third of the domestic visitors who visited West Auckland went to Piha Beach (34%), 20% visited Titirangi and 19% visited the Avondale Sunday Markets. In comparison to the international market, domestic visitors visited the Kumeu Farmer’s Market (14%) and Parakai Hot pools (13%) in West Auckland.



n = 354

Source: Auckland Visitor Survey (AVS)



Market share of domestic visitors in Auckland YE December 2019



Satisfaction with Activities & Attractions YE December 2019

Rank	Attraction	%
1	Piha beach	34%
2	Titirangi	20%
3	Avondale Sunday Markets	19%
4	Hobsonville	18%
5	Waitākere Ranges	18%
6	Kumeu	17%
7	Muriwai beach (Gannet Colony)	16%
8	Bethells beach	16%
9	Kumeu Farmer’s Market	14%
10	Parakai Hot pools	13%

Top 10 Activities West Auckland

- In the year to December 2019, walking, hiking, climbing and tramping was the top activity for international visitors that visited West Auckland (33%), while domestic visitors preferred visiting restaurants or cafés (37%).
- The second most popular activity for international visitors in West Auckland was general exploration (32%) followed by visiting the beach (31%). For domestic visitors, they enjoyed shopping (34%) and also, visiting the beach (26%).
- A unique activity for West Auckland undertaken by international visitors was having a bird or wildlife experience (9%) during their visit.
- In comparison to international visitors, the domestic market went cruising, sailing or boating in West Auckland (9%).

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INTERNATIONAL

#	Activity	%
	1 Walking, hiking, climbing, trekking, tramping	33%
	2 General exploration	32%
	3 Went to the beach	31%
	4 Restaurant or café	26%
	5 Sightseeing	22%
	6 Shopping	13%
	7 Other water activities	13%
	8 Visited a market	10%
	9 Bird or wildlife experience	9%
	10 Bar, pub or nightclub	7%

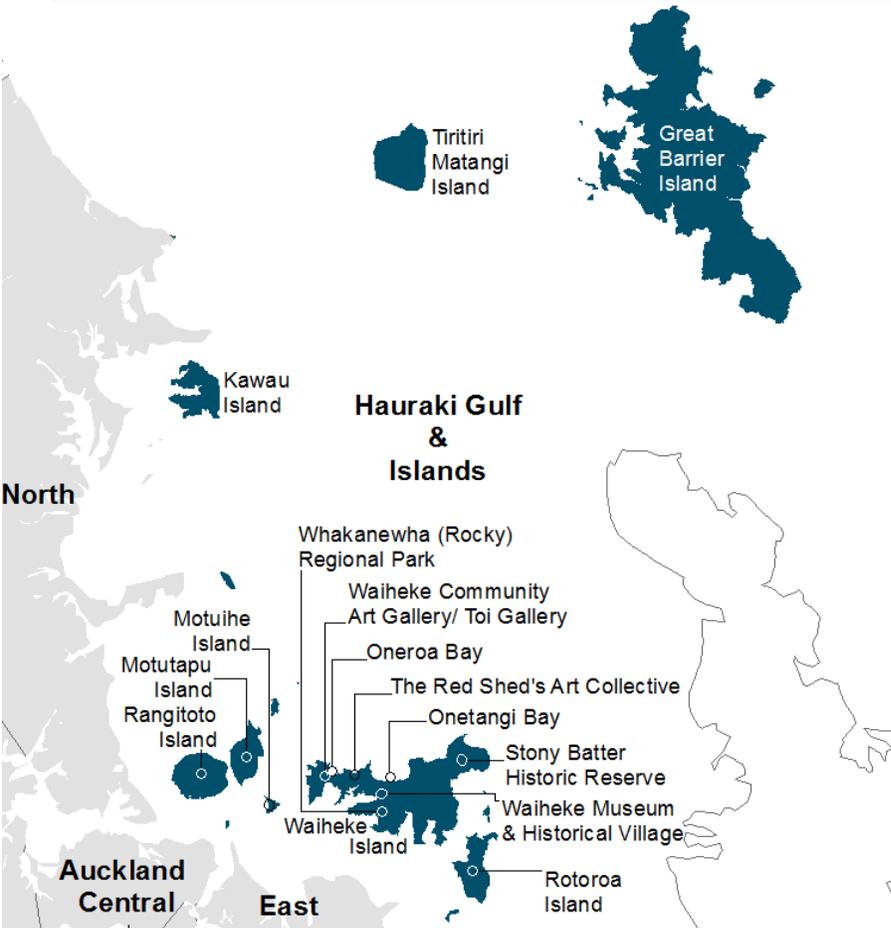
n = 249

DOMESTIC

#	Activity	%
	1 Restaurant or café	37%
	2 Shopping	34%
	3 Went to the beach	26%
	4 General exploration	25%
	5 Visited a market	20%
	6 Sightseeing	20%
	7 Bar, pub or nightclub	16%
	8 Walking, hiking, climbing, trekking, tramping	12%
	9 Other water activities	10%
	10 Cruising, sailing or boating	9%

n = 412

Top 10 Attractions for Domestic visitors Hauraki Gulf & Islands



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n = 225

- In the year to December 2019, 20% of domestic visitors to Auckland visited Hauraki Gulf & Islands. The average satisfaction with Hauraki Gulf & Islands activities and attractions for domestic visitors was 8.5 out of 10 – the highest satisfaction rating from the domestic market.
- The top visitor attraction for the domestic market was Waiheke Island (44%), followed by Rangitoto Island (18%) and Onetangi Bay on Waiheke Island (18%). In comparison to the international market, domestic visitors visited the Kaitoke Hot Springs on Great Barrier Island (12%) and Whittaker’s Musical Museum on Waiheke Island (11%).



Market share of domestic visitors in Auckland
YE December 2019



Satisfaction with Activities & Attractions
YE December 2019

Rank	Attraction	%
1	Waiheke Island	44%
2	Other Waiheke Island bays and beaches	18%
3	Rangitoto Island	18%
4	Oneroa Bay (Waiheke Island)	15%
5	Onetangi Bay (Waiheke Island)	15%
6	Waiheke Community Art Gallery	14%
7	Great Barrier Island	14%
8	Waiheke Museum & Historical Village	14%
9	Kaitoke Hot Springs (Great Barrier Island)	12%
10	Whittaker’s Musical Museum (Waiheke Island)	11%

Top 10 Activities Hauraki Gulf & Islands

- For year end December 2019, the top activity for international visitors who visited the Hauraki Gulf and Islands was walking, hiking, climbing, trekking and tramping (42%), followed by general exploration (40%) and visiting a restaurant or café (34%).
- The top three activities for domestic visitors was visiting a restaurant (33%), general exploration (24%) and sightseeing (22%).
- Visiting wineries or breweries was a common activity shared by both the international (#4) and domestic (#7) markets and is unique to the Hauraki Gulf and Islands.
- In contrast to domestic visitors, international visitors interacted with birds or animals (12%), while domestic visitors visited art galleries, museums and historic sites.

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INTERNATIONAL

#	Activity	%
	1 Walking, hiking, climbing, trekking, tramping	42%
	2 General exploration	40%
	3 Restaurant or café	34%
★ 	4 Wineries or breweries	28%
	5 Sightseeing	27%
	6 Went to the beach	18%
	7 Shopping	16%
	8 Bird or animal interactions	12%
	9 Cruising, sailing or boating	11%
	10 Bar, pub or nightclub	9%

n = 275

DOMESTIC

#	Activity	%
	1 Restaurant or café	33%
	2 General exploration	24%
	3 Sightseeing	22%
	4 Shopping	22%
	5 Walking, hiking, climbing, trekking, tramping	21%
	6 Went to the beach	21%
★ 	7 Wineries or breweries	19%
	8 Cruising, sailing or boating	17%
	9 Visited art galleries, museums, historic sites	16%
	10 Visited a market	15%

n = 242



Auckland Visitor Survey – Visitor Experience

Agreement Scales

- In general, international visitors had a more positive perception of Auckland than domestic visitors.
- For the year ending December 2019, international visitors felt more strongly than domestic visitors about the friendliness of Aucklanders (8.4 compared to 6.0), the feeling of safety in Auckland (8.3 compared to 6.1) and that Auckland cares about the environment (8.0 compared to 5.7).
- However, the ease to experience Māori culture in Auckland was not rated as highly (6.8) by international visitors but was this was still higher than domestic visitors (5.8).

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Aspect	International	Domestic	Total
 Auckland cares about the environment	8.0	5.7	6.8
 It is easy to experience Maori culture in the Auckland region	6.8	5.8	6.3
 I feel safe while in the Auckland region	8.3	6.1	7.2
 Local people in the Auckland region are friendly	8.4	6.0	7.2

International: n= 1,627
 Domestic: n= 1,669
 Total: n= 3,296

0= Strongly disagree. 10= Strongly agree.

Satisfaction

- In the year to December 2019, the total satisfaction with the overall visitor experience in Auckland was 7.8 out of 10.
- In general, international visitors were more satisfied with all aspects of their visitor experience in Auckland than domestic visitors.
- Overall, visitors were most satisfied with the availability of information about things to see and do while in Auckland (7.6) and the level of customer service experienced (7.6).
- Visitors were equally satisfied with the cleanliness and presentation of the city (7.3) and availability of rubbish bins (7.3).
- Visitors were least satisfied with the availability of recycling bins (6.8) and availability of Wi-Fi in public areas (6.9).

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Item	International	Domestic	Total
 Availability of clean toilets	7.8	6.2	7.0
 Availability of rubbish bins	7.9	6.6	7.3
 Availability of recycling bins	7.6	6.0	6.8
 Availability of Wi-Fi in public areas	7.1	6.7	6.9
 Cleanliness and presentation of city/region	8.1	6.5	7.3
 Availability of information about things to see and do while in the region	8.3	7.0	7.6
 The level of customer service experienced	8.3	7.0	7.6
 Overall experience in the Auckland region	8.3	7.2	7.8

International: n= 1,627

Domestic: n= 1,669

Total: n= 3,296

0= Not at all satisfied. 10= Extremely satisfied.

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.
- Auckland's NPS highlights a vast difference between domestic and international visitors. For year end December 2019, **International visitors** recorded an NPS of **+42**, while **domestic visitors** recorded an NPS of **+1**.
- The NPS for year end December 2019 remained steady from Year End September 2019's results.
- Positively, looking at the NPS scores of key international groups, Chinese visitors recorded a score of +49 (above the overall international visitor score), while Australians recorded a score of +42 (on par with the overall international visitor score).
- By New Zealand region of residence, South Island residents score slightly better (NPS +5) than North Island residents (NPS +1).



Ngā mihi Thank you

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