

Tātaki
Auckland
Unlimited



Tāmaki Makaurau Auckland Destination Overview

December 2024

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

Prepared February 2025

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Contents

KEY FINDINGS	3 – 4
<hr/>	
VISITOR ARRIVALS DATA	
INTERNATIONAL VISITORS	
REASON FOR VISIT MARKET	6 – 11
AUCKLAND VS. OTHER PORTS	12
<hr/>	
ACCOMMODATION DATA	
COMMERCIAL GUEST NIGHTS TYPE	14 – 15
HOTEL OCCUPANCY, ADR AND REVPAR	16 – 17
AVERAGE LENGTH OF STAY	18
FORWARD BOOKING DATA	19
FORECAST ACCOMMODATION DATA	20 – 22
<hr/>	
SPEND DATA	
INTERNATIONAL & DOMESTIC TOURISM SPEND DATA	24 – 30
<hr/>	
MAJOR & BUSINESS EVENTS DATA	
MAJOR EVENTS INSIGHTS	32
BUSINESS EVENTS INSIGHTS	34 – 38
<hr/>	
FIVE YEAR TRENDS IN KEY MARKETS	
REASON FOR VISIT BY MARKET	40 – 44



Key Visitor Data


2.94^m

International Guest Nights
YE December 2024
+9.9% (to YE Dec 2023)




4.42^m

Domestic Guest Nights
YE December 2024
-5.4% (to YE Dec 2023)




7.36^m

Total Guest Nights
YE December 2024
+0.1% (to YE Dec 2023)




\$1.18^b

International Tourism Spend
YE December 2024
+13.1% (to YE Dec 2023)




\$2.39^b

Domestic Tourism Spend
YE December 2024
-2.8% (to YE Dec 2023)




63.9%

Hotel Occupancy Rate
YE December 2024
+0.5% (to YE Dec 2023)



Key Visitor Data



INTERNATIONAL

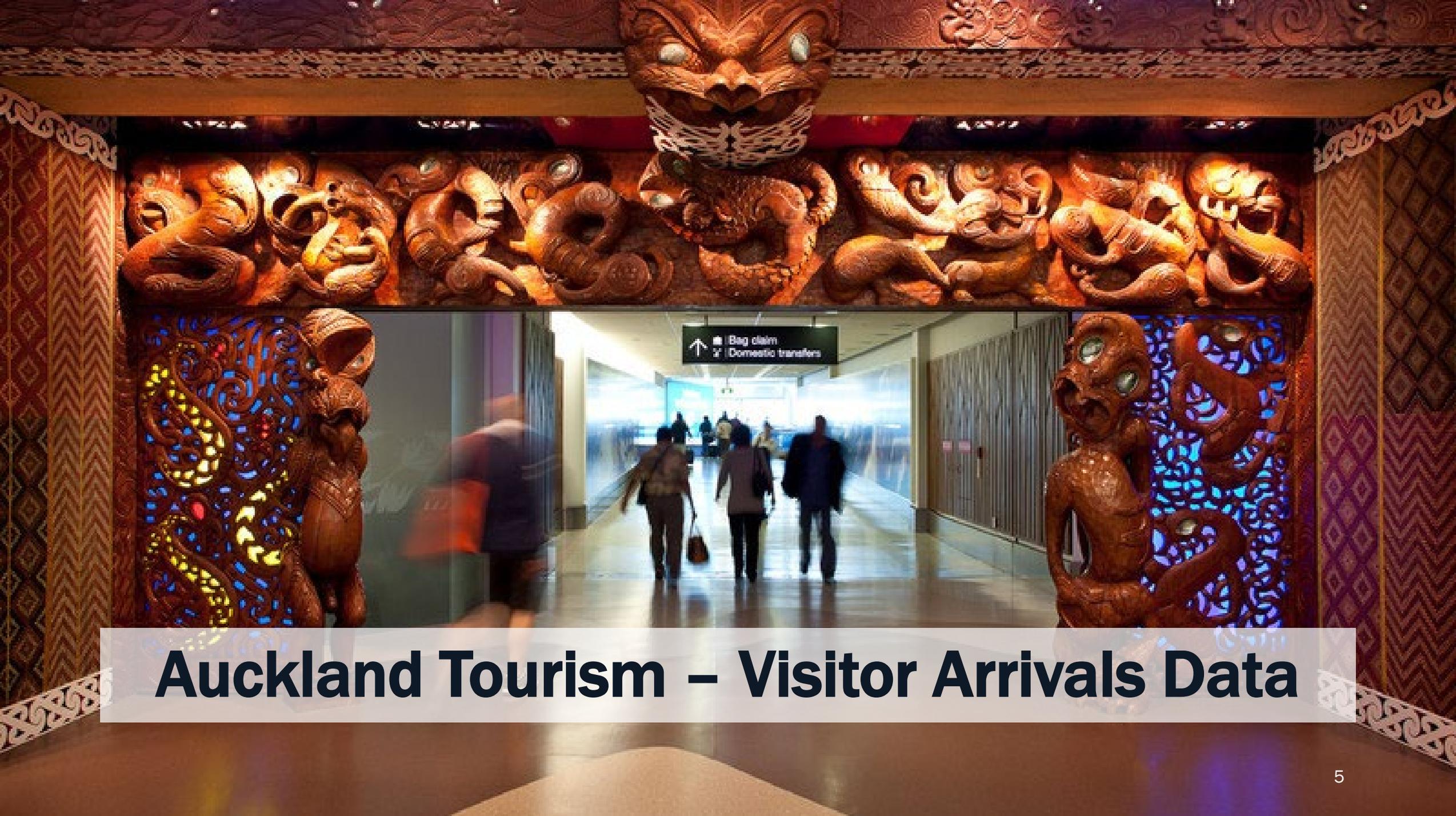
- **Monthly international visitors (327.2k)** were up **9.6%** on December 2023.
- **The year to December 2024** saw **2.26m international visitor arrivals**, an increase of **10.7%** on the previous year.
- There was an increase in **Australian visitors** in the month of December 2024, with **107.2k visitors**, up **13.6%** compared to last December. **The year to December 2024** saw **745.9k** Australian visitor arrivals, up **9.0%**.
- **Holiday visitors (972.0k)** contributed the most to annual visitor numbers and **increased 21.6%** on the year. **Monthly holiday numbers (138.9k)** were up **16.9%** compared with the month of December 2023.
- **VFR visitors (773.7k)** were up **4.6%** for the year, with **monthly numbers (148.1k)** up **9.1%**.
- **296.9k international guest nights in commercial accommodation** for December (**down 0.8%**) and **2.94m guest nights for the year (up 9.9%)**.
- **International spend** was **\$1.18b** for the year, up **13.1%** on last year and **\$142.1m** for the month (up **13.4%**).

DOMESTIC

- The domestic visitor numbers are no longer available as the Ministry of Business, Innovation, and Employment (MBIE) has cancelled the Monthly Unique Regional Population Estimates (MURPEs) data until further notice.
- There were **394.0k domestic guest nights in commercial accommodation** for the month of **December (up 4.2%)** and **4.42m for the year (down 5.4%)**.
- Tourism Electronic Card Transactions (TECTs) has now restarted as an interim replacement to the Monthly Regional tourism Estimates (MRTEs). However, due to a different methodology, the TECT figures are substantially smaller than those of the previous MRTEs, so the two series should not be compared.
- **Domestic spend for the year** was **\$2.39b**, down **2.8%** on last year and **\$235.2m** for the month of December (**down 1.0%** compared to December 2023).
- Northland visitors spent \$24.1m in December 2024, up **2.0%** on the previous year.

OVERALL

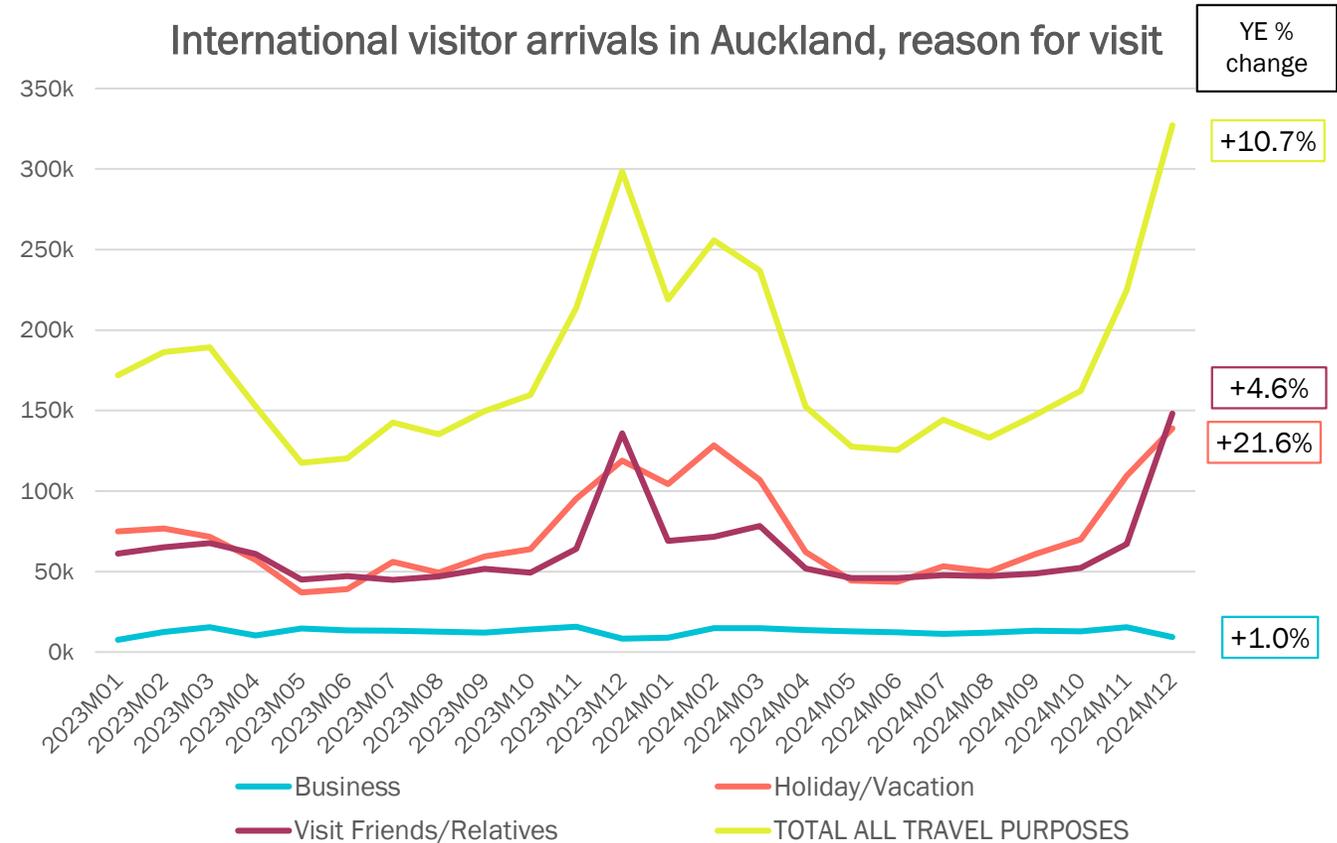
- There were **690.9k total guest nights in commercial accommodation in December (up 2.0%)** and **7.36m for the year (up 0.1%)**.
- **On average, visitors stayed in Auckland for 1.7 nights** in December 2024 (down **15.0%** to 2023).
- **Average hotel Occupancy for the month** was **63.9%**, up **0.5%**. The **monthly Average Daily Rate** was **\$213** (down **3.8%**) and **RevPAR** was **\$140** (down **3.6%**).
- **Average Occupancy for the year** was **64.8%** (down **6.9%** compared to 2023), while **ADR** was **\$215** (down **8.5%**) and **RevPAR** was **\$143** (down **13.1%**).
- **Occupancy, ADR and RevPAR all peaked on New Years Eve**.
- **ADR** was the highest for the month on **Tuesday 31st December 2024** at **\$348** (up **0.4%**).
- **Looking forward, Occupancy is set to hit 60% on 29th March 2025**, when **Synthony** is on at the **Auckland Domain**.
- **Occupancy is building in early April** when **Dua Lipa** will perform at **Spark Arena**, with **15.4k** forecast to attend.



Auckland Tourism – Visitor Arrivals Data

2.26m International visitor arrivals in the year to December 2024, up 10.7%

- The month of December saw 327.2k international visitors, up 9.6% on December 2023.
- The year to December 2024 saw 2.26m international visitor arrivals, an increase of 10.7% on the previous year. International visitation was up 222.1% compared to 2020 levels (700.2k in YE December 2020).
- Holiday visitors (972.0k) contributed the most to annual visitor numbers and increased 21.6% on the year to December 2023. Monthly holiday numbers (138.9k) were up 16.9% compared with the month of December 2023.
- VFR visitors (773.7k) were up 4.6% for the year, with monthly numbers (148.1k) up 9.1%.
- There were 151.5k business visitors (up 1.0%) in the year to December 2024, and 9.3k for the month (up 12.3%).

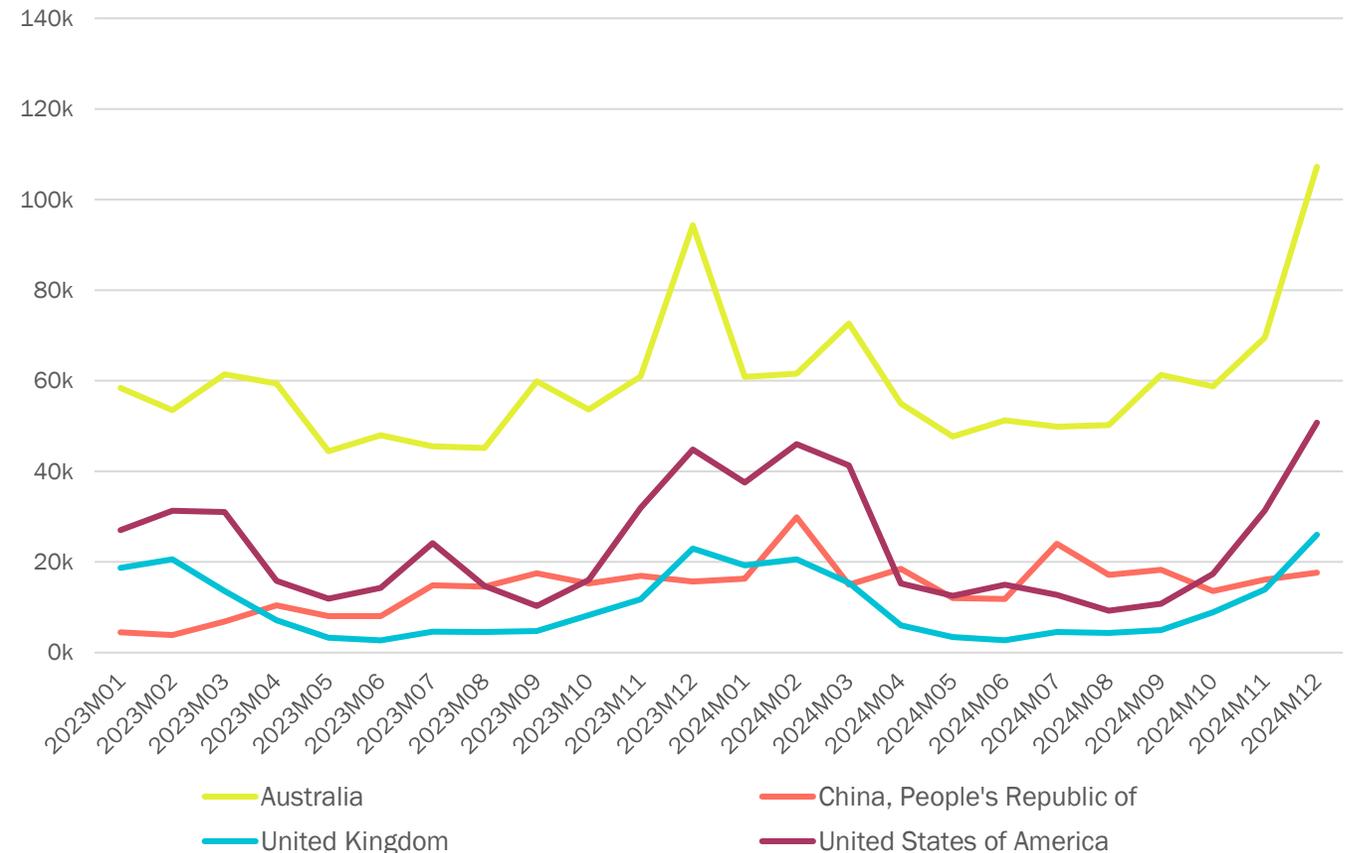


	Visitor arrivals	vs. previous year / YE	vs. Covid / 2020
December 2024	327,200	9.6%	5842.6%
YE December 2024	2,255,588	10.7%	222.1%

745.9k visitors from Australia for YE December 2024, up 9.0%

- There was an increase in **Australian visitors** in the month of December 2024, with **107.2k visitors, up 13.6%** compared to last December. **The year to December 2024 saw 745.9k Australian visitor arrivals, up 9.0%** on last year.
- **The year to December 2024 saw 299.8k visitors from the US (up 9.7%), with 50.8k visitors for the month (down 13.2%).**
- **Visitors from China (210.2k) were also up for the year (53.9%), and up (12.2%) for the month of December (17.6k).**
- For the year to December 2024, there were **130.1k visitor arrivals from the UK (up 5.9%) and 26.0k visitors for the month (up 13.3%).**

Visitor arrivals in Auckland by key international markets

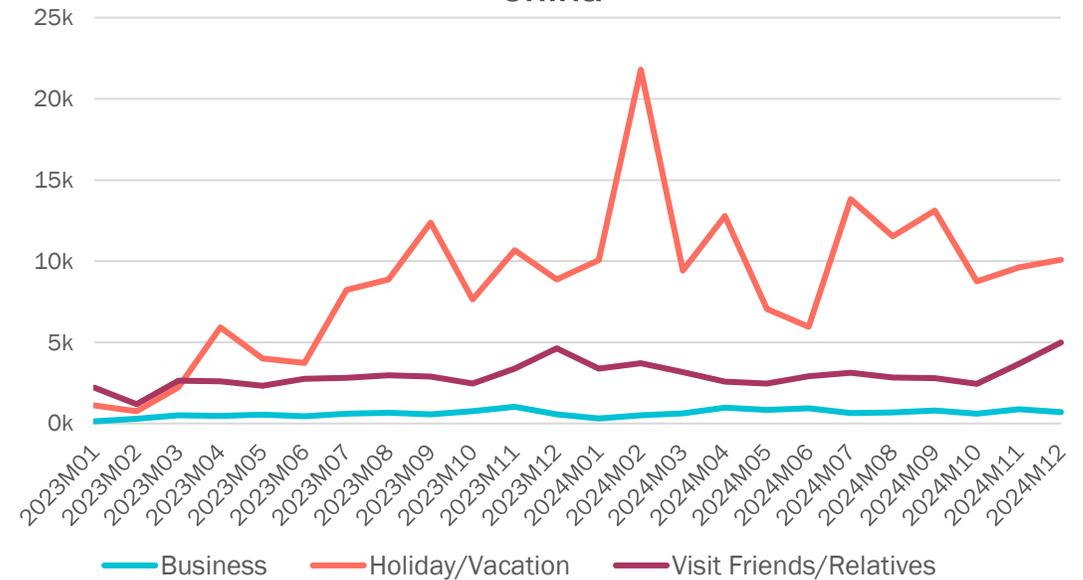


24-month visitor arrivals from individual markets

Australia



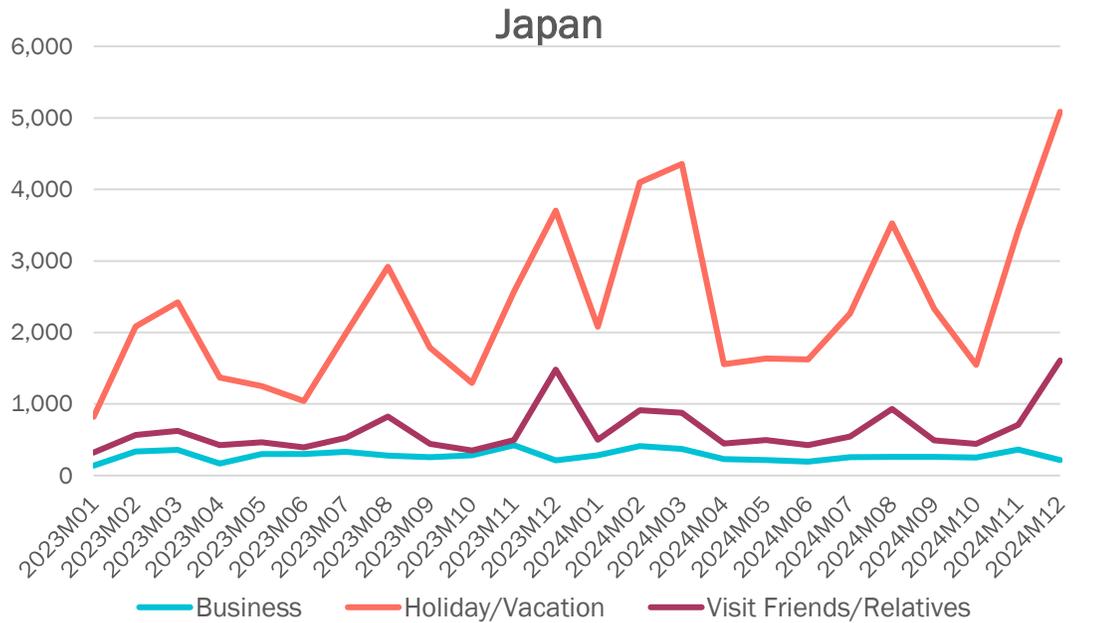
China



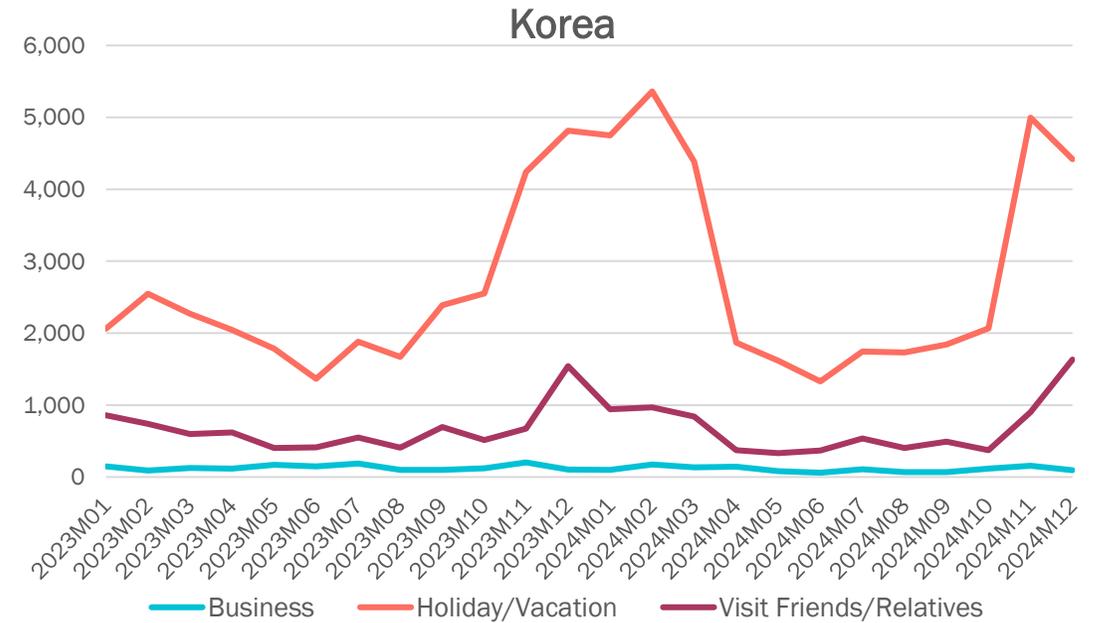
	Business	vs. Business previous year	Holiday	vs. Holiday previous year	VFR	vs. VFR previous year	Total	vs. Total previous year
December 2024	5,596	21.4%	27,460	12.8%	65,435	16.8%	107,225	13.6%
YE December 2024	91,861	7.0%	204,087	11.5%	359,650	8.8%	745,945	9.0%

	Business	vs. Business previous year	Holiday	vs. Holiday previous year	VFR	vs. VFR previous year	Total	vs. Total previous year
December 2024	706	27%	10,080	13.7%	4,988	7.8%	17,617	12.2%
YE December 2024	8,504	29.5%	133,987	80.1%	38,084	15.9%	210,182	53.9%

24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2024	217	1.9%	5,085	37.4%	1,609	8.6%	7,563	25.5%
YE December 2024	3,322	-2.2%	33,538	44.3%	8,382	21.3%	58,967	26.3%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2024	95	-9.5%	4,416	-8.2%	1,633	5.8%	6,547	-6.7%
YE December 2024	1,310	-19.0%	36,101	21.9%	8,162	1.9%	51,343	12.3%

24-month visitor arrivals from individual markets

Germany



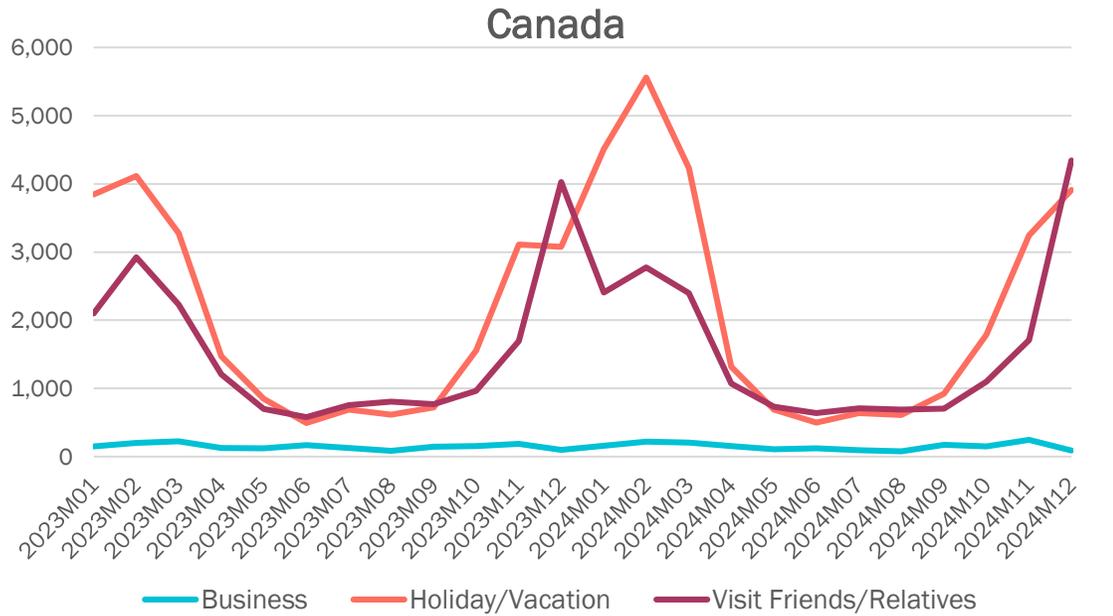
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2024	115	57.5%	6,948	31.9%	2,021	0.1%	9,486	20.8%
YE December 2024	1,540	-5.2%	35,219	20.0%	7,626	-1.9%	49,438	13.4%

UK

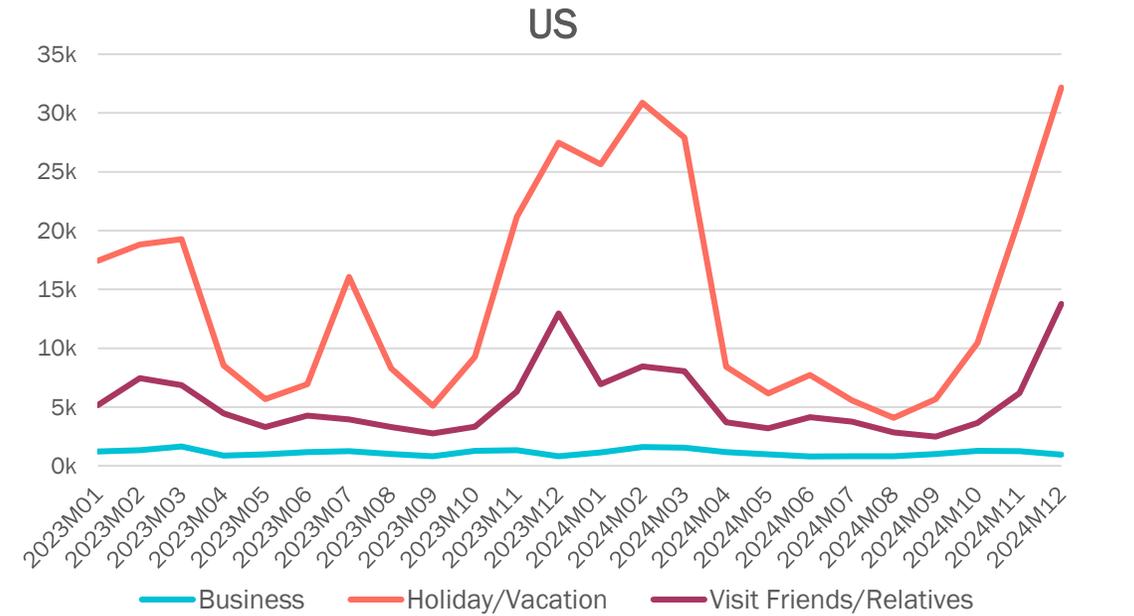


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2024	323	-0.3%	7,135	24.5%	17,439	10.6%	26,025	13.3%
YE December 2024	4,930	-10.1%	51,048	14.5%	65,011	0.9%	130,122	5.9%

24-month visitor arrivals from individual markets



	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2024	89	-9.2%	3,911	27.0%	4,343	7.9%	8,862	15.5%
YE December 2024	1,808	1.0%	27,923	17.2%	19,277	2.8%	54,241	9.6%



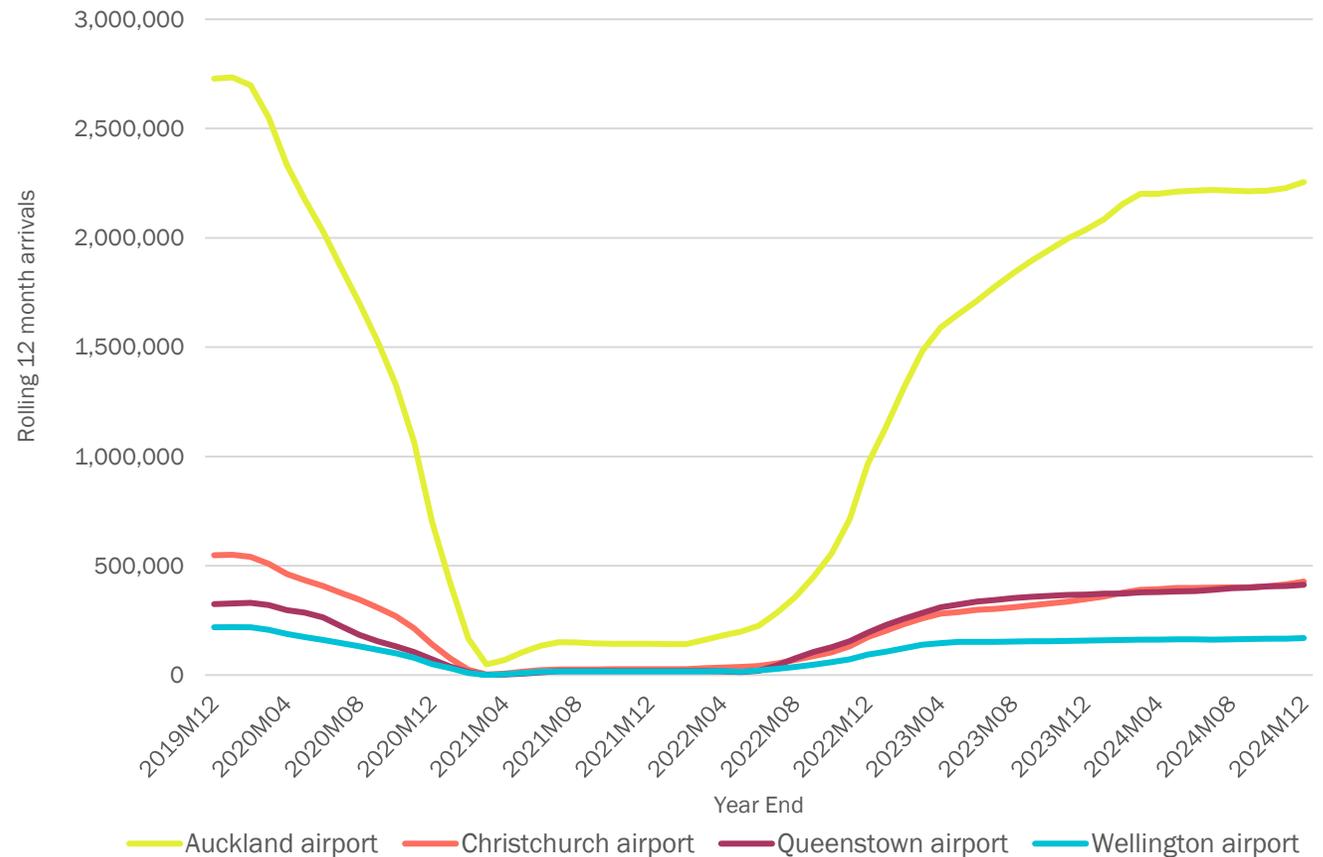
	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2024	955	16.9%	32,169	17.1%	13,768	6.3%	50,761	13.2%
YE December 2024	13,303	-3.0%	185,747	13.2%	67,136	4.7%	299,836	9.7%

Auckland has seen a 10.7% increase in international visitor arrivals over the last year

- In the five years preceding the arrival of Covid in 2020, all major airports had seen steady increases in international visitor arrivals.
- The Covid-related travel bans had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- Auckland has seen an 10.7% increase in international visitor arrivals over the last year.
- For the year ending December 2024, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 12.2%, Christchurch was up 22.6% and Wellington was up 7.6% compared to last year.

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12 month rolling visitor arrivals



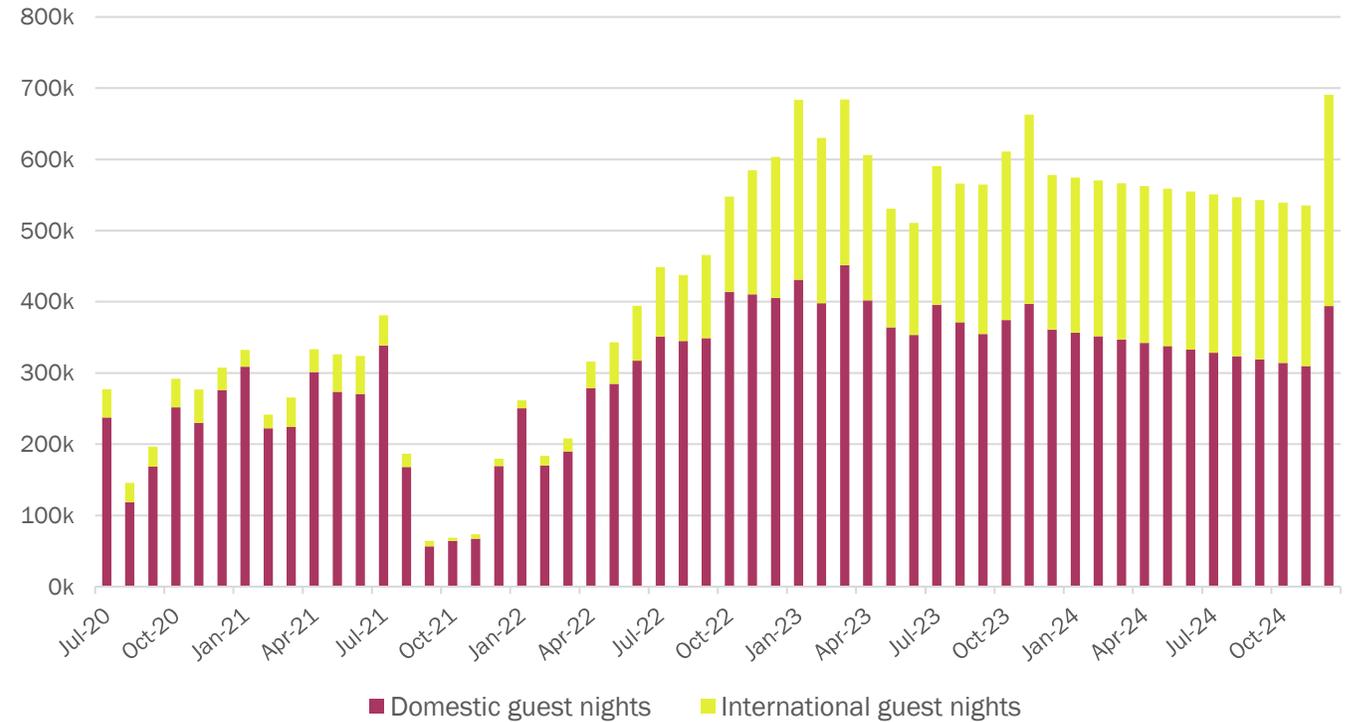


Auckland Tourism – Accommodation Data

394.0k domestic guest nights in commercial accommodation in December 2024, up 4.2%

- For the month of December 2024, there were **690.9k total guest nights** in commercial accommodation in Auckland, up **2.0%** on the same month last year.
- There were **394.0k domestic guest nights** in commercial accommodation (up **4.2%**), and **296.9k international guest nights** (down **0.8%**) in commercial accommodation in December 2024.
- The year to December 2024 saw **7.36m total guest nights** in Auckland (up **0.1%**) with **4.42m domestic guest nights** (down **5.4%**) and **2.94m international guest nights** (up **9.9%**).
- For New Zealand overall, there were 4.13m guest nights in commercial accommodation in December 2024, up 1.7% compared to December 2023.

Guest nights in commercial accommodation - Auckland



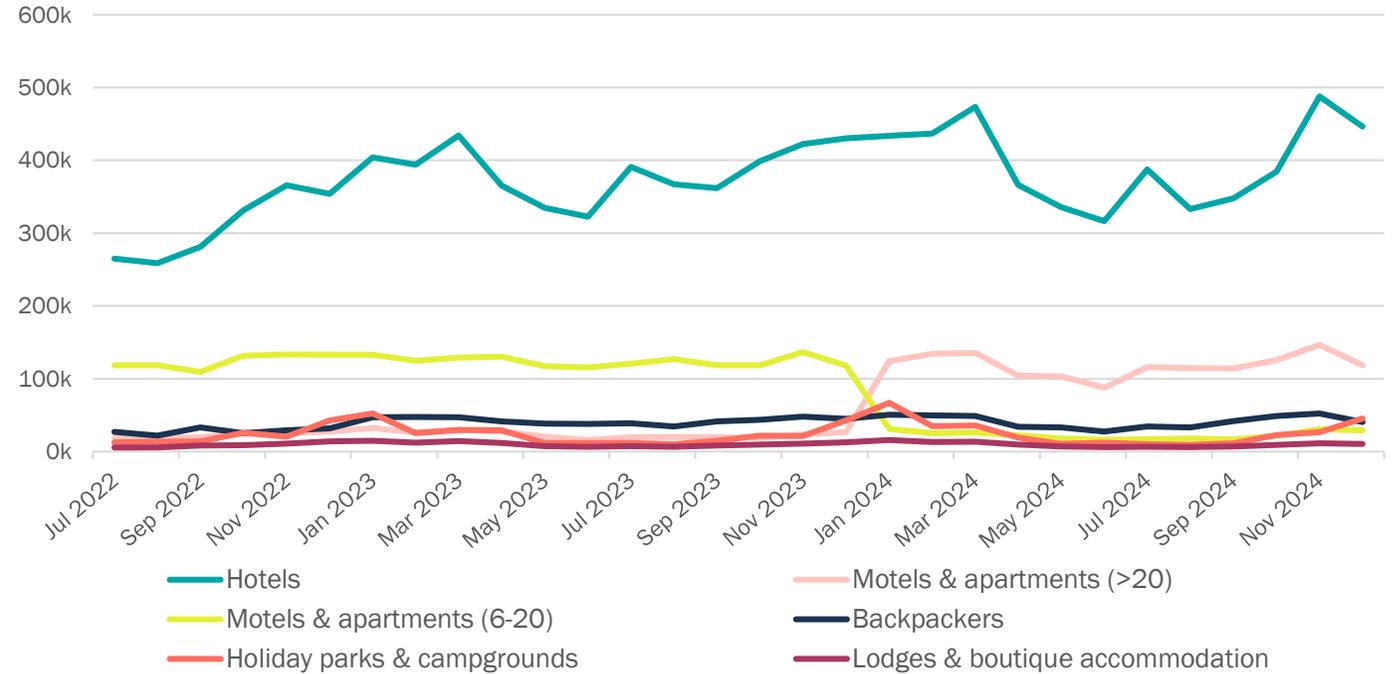
December 2024	Auckland	% change	New Zealand	% change
Total guest nights	690,900	2.0%	4,127,100	1.7%
Domestic guest nights	394,000	4.2%	2,555,100	-1.5%
International guest nights	296,900	-0.8%	1,572,100	7.4%

446.4k guest nights in hotels in December 2024, up 3.7%

- For the month of December 2024, there were **446.4k guest nights in hotels** in Auckland, **up 3.7%** compared to December last year.
- There were **118.6k guest nights in motels and apartments (>20)**, **down 0.5%** on the previous year.
- However, **guest nights in motels and apartments (6-20) (29.4k)** were **up (9.7%)**.
- Guest nights in holiday parks and campgrounds (45.2k)** were **up (5.9%)** for the month of December.
- Guest nights in backpacker accommodation decreased (down 10.5% to 40.8k)** in December 2024.
- Guest nights in lodges and boutique accommodation were also down (18.0% to 10.5k)** for the month.

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Guest nights by accommodation type (monthly)



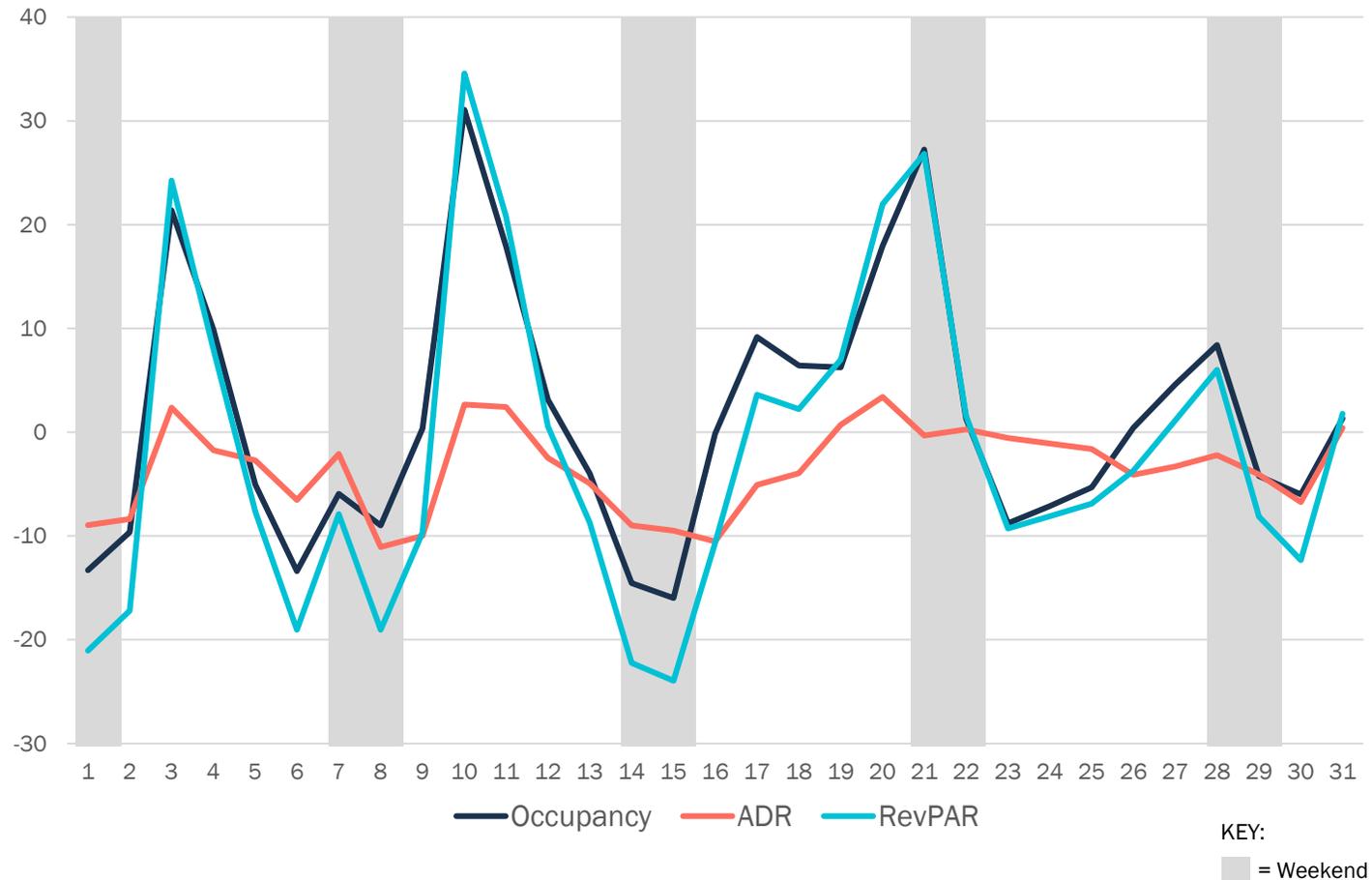
Jun-24	Auckland	% change
Hotels	446,400	3.7%
Motels & apartments (>20)	118,600	-0.5%
Motels & apartments (6-20)	29,400	9.7%
Backpackers	40,800	-10.5%
Holiday parks & campgrounds	45,200	5.9%
Lodges & boutique accommodation	10,500	-18.0%

Source: Accommodation Data Programme (ADP). Fresh Info. MBIE. *Nb. ADP data is current at time of publication but is subject to change based on regular revisions and late submissions to the programme..

Average Occupancy for December 2024 was 63.9%

- For the month of December 2024, the **average Occupancy was 63.9%, 0.5% higher** compared to December 2023.
- The **Average Daily Rate (ADR) for the month was \$213, down 3.8%** on last year.
- **Monthly Revenue per available room (RevPAR) for December was \$140, 3.6% lower** compared to last year.
- Percentage changes for **Occupancy and RevPAR peaked on Tuesday 10th December**, while **ADR peaked on Friday 20th December 2024**.
- **Average Occupancy for the year to December 2024 was 64.8% (down 6.9% compared to 2023)**, while **ADR was \$215 (down 8.5%)** and **RevPAR was \$143 (down 13.1%)**.

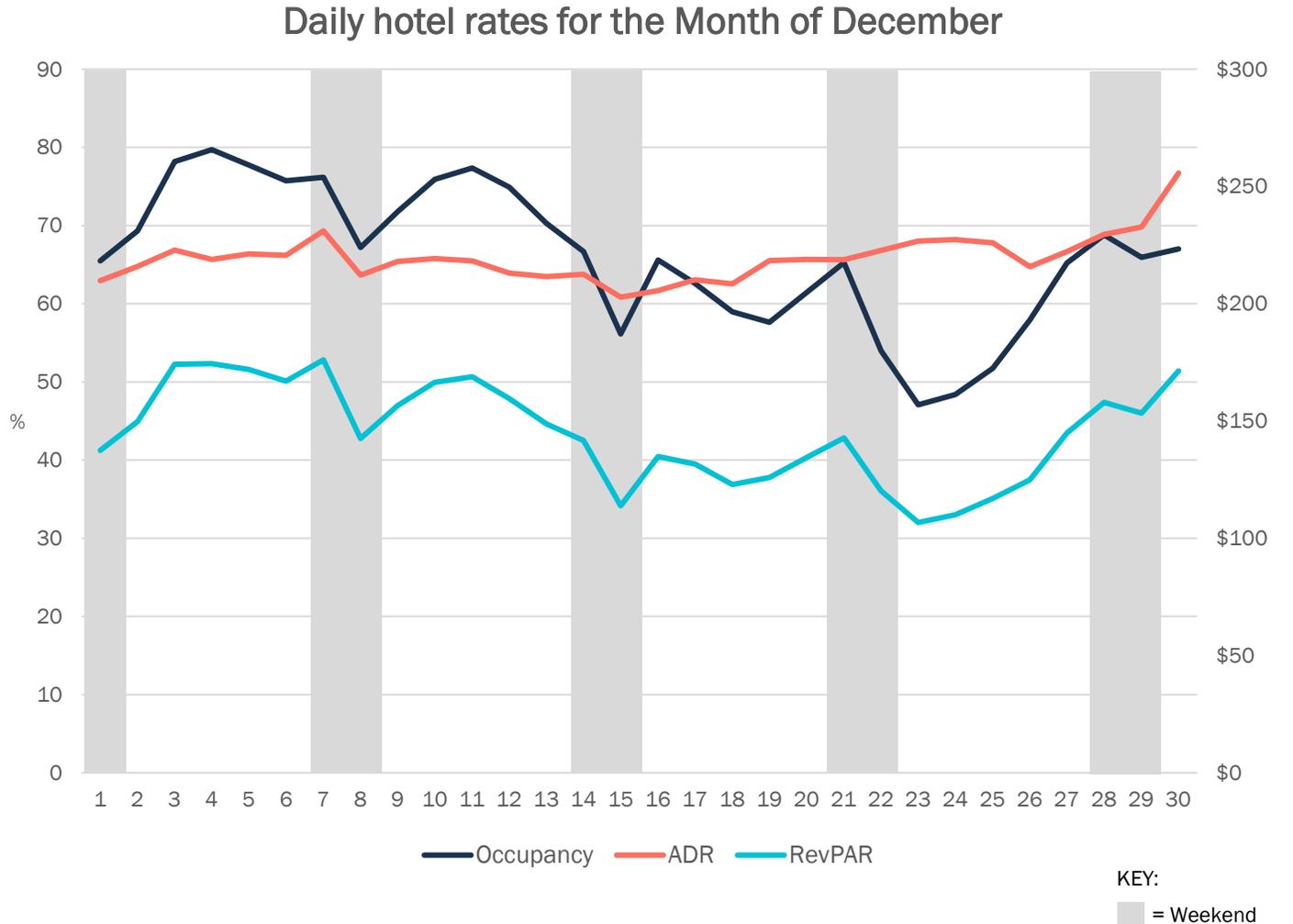
Percent Changes for the Month of December



Average daily rate peaked at \$348 on New Years Eve, up 0.4%

- Occupancy, average daily rate (ADR) and RevPAR all peaked on New Years Eve.
- The average daily rate (ADR) for hotels in Auckland was the highest for the month on Tuesday 31st December 2024 at \$348 (up 0.4% on the previous year).
- Hotel occupancy reached 83.5% on Tuesday 31st December 2024 (up 1.3% on the previous year).
- Revenue per available room (RevPAR) peaked to \$291 also on Tuesday 31st December 2024. This was up 1.8% in comparison to last year.

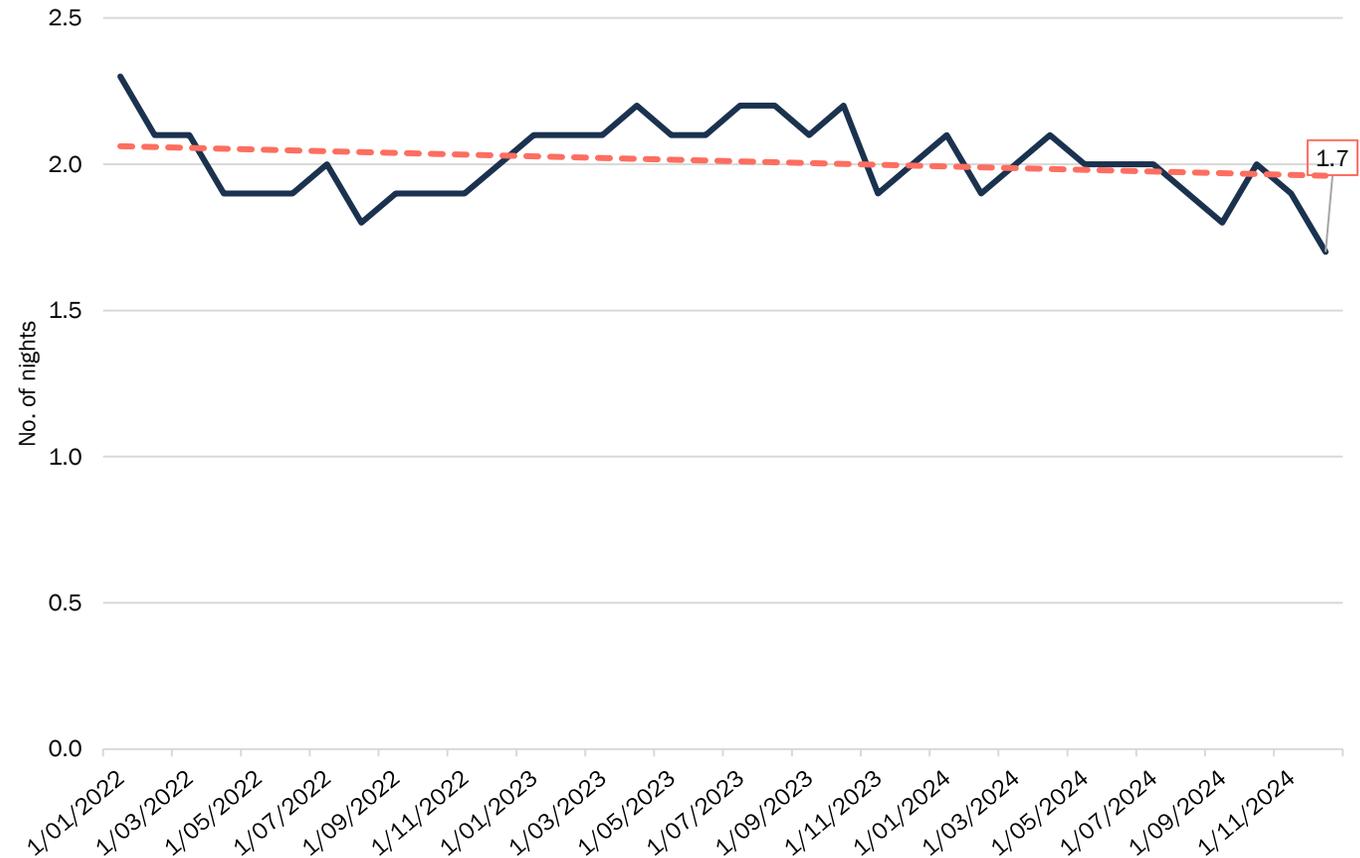
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On average, visitors stayed 1.7 nights in Auckland for the month of December 2024

- On average, visitors stayed in Auckland for 1.7 nights for the month of December 2024 (down 15.0% on the previous year).
- There has been a slight downward trend in average length of stay for visitors to Auckland over the last three years.

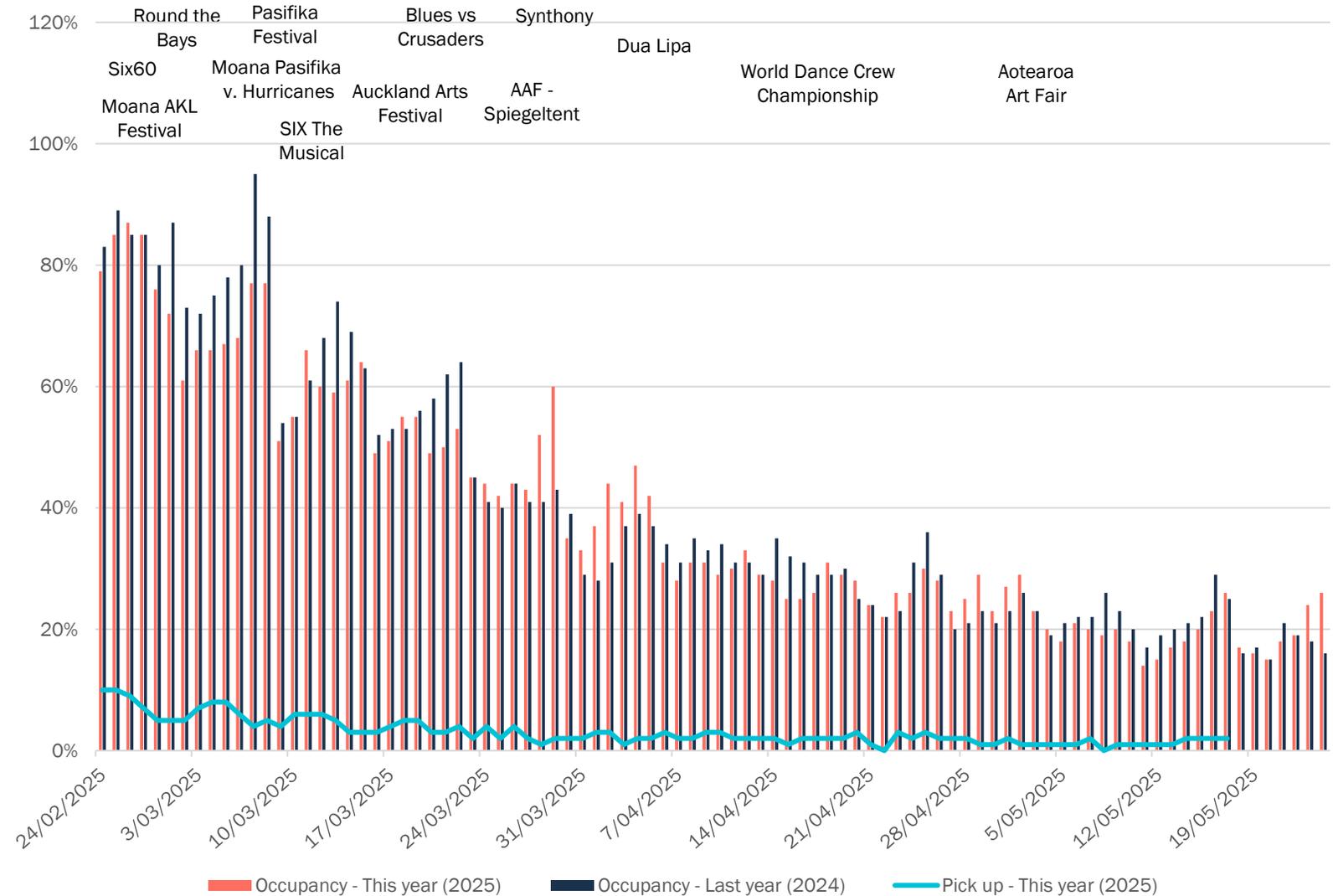
Average length of stay for visitors to Auckland



90-Day Forward Booking Occupancy Data

- Over the next 90 days, overall Occupancy is varied in comparison to the same period last year.
- Occupancy peaked at 87% on Wednesday 26th February 2025.
- Looking forward, Occupancy is set to hit 60% on 29th March 2025 which is when Synthony is on at the Auckland Domain.
- Occupancy is building in early April when Dua Lipa will perform at Spark Arena, with 15.4k forecast to attend.
- Pick-up refers to the number of reservations made in a recent period for future guest stays. In this context Pick-up reflects the % change in occupancy from the last reported period. For the next 90 days that is the previous Monday. For the 365-day view, from the first Monday of the prior month.

Occupancy - 90 Day Forward Outlook



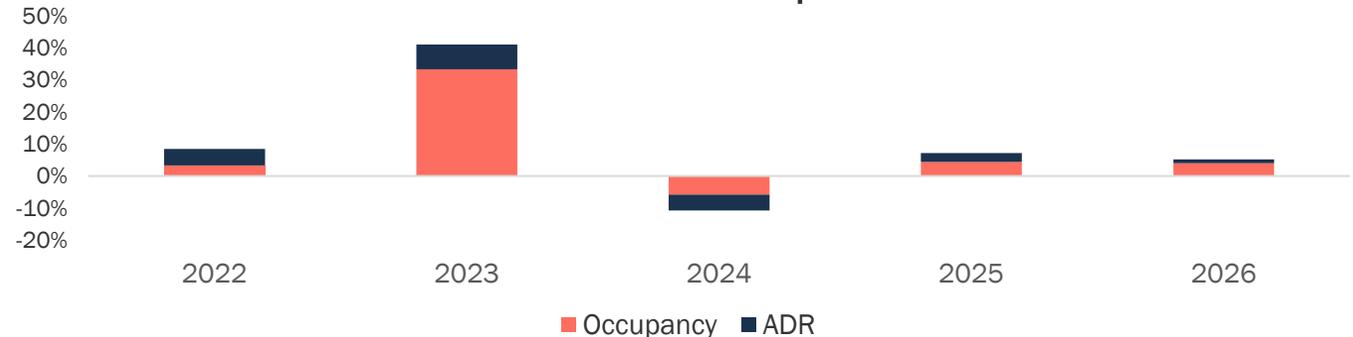
Longer term projections

- In addition to the STR Global 90 Day Forward Booking data we receive, we also 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.
- In 2024 Q3 supply expanded 7.7%. Demand declined -5.2%, resulting in an occupancy decline of -12.0%. Occupancy is expected to decline by -3.8% in 2024 Q4, with supply expanding 8.4% and demand expanding 4.3%.
- After expanding 33.3% in 2023, occupancy is expected to decline -5.8% in 2024. ADR is expected to decrease -5.0%, resulting in RevPAR decline of -10.5% in 2024. RevPAR is expected to grow by 7.3% in 2025.
- Over the next three years, occupancy is expected to expand at an average annual rate of 0.7%, while ADR is expected to decline at an average annual rate of -0.4%.

Supply and Demand Growth



RevPAR Growth Composition



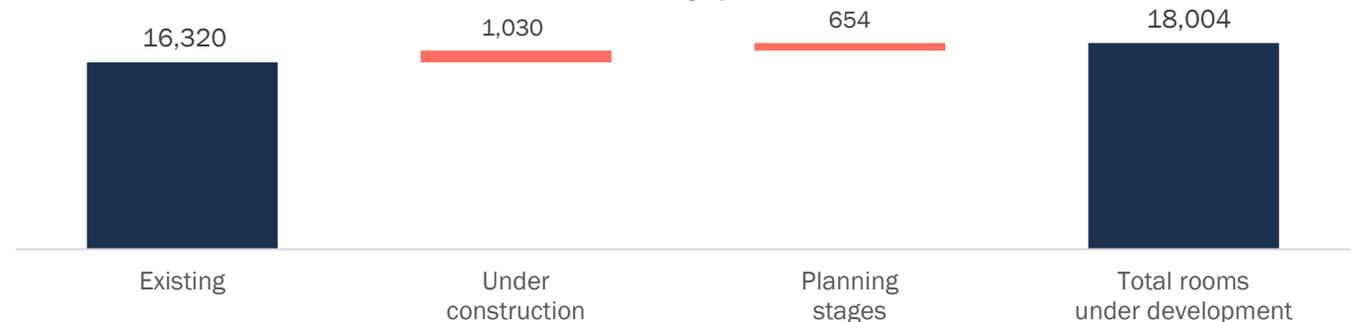
16.3k average daily rooms available in 2024, with 16.9k rooms forecast for 2025

- In 2024, on average there were 16.3k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 6.4%, which will supply an additional 987 rooms (compared to 2023) .
- Looking to 2025, average room supply is expected to expand 3.5%, supplying 579 new rooms and bringing the total number of rooms to 16.9k.
- Observing rooms by phase data, there was a total of 18.0k rooms (from 222 properties) in the pipeline.
- This comprised of 16.3k existing rooms (from 212 properties, 1.0k rooms under construction (from 6 properties), and 654 rooms in the planning stages (from 4 properties).

Average Supply
(Avg. daily rooms during year)

	Year	Rooms	% Chg.	Chg.
Actual	2020	14,173	2.0%	278
	2021	14,932	5.4%	759
	2022	15,298	2.4%	366
	2023	15,360	0.4%	62
Forecast	2024	16,346	6.4%	987
	2025	16,925	3.5%	579
	2026	17,220	1.7%	295
	2027	17,431	1.2%	211
	2028	17,681	1.4%	250

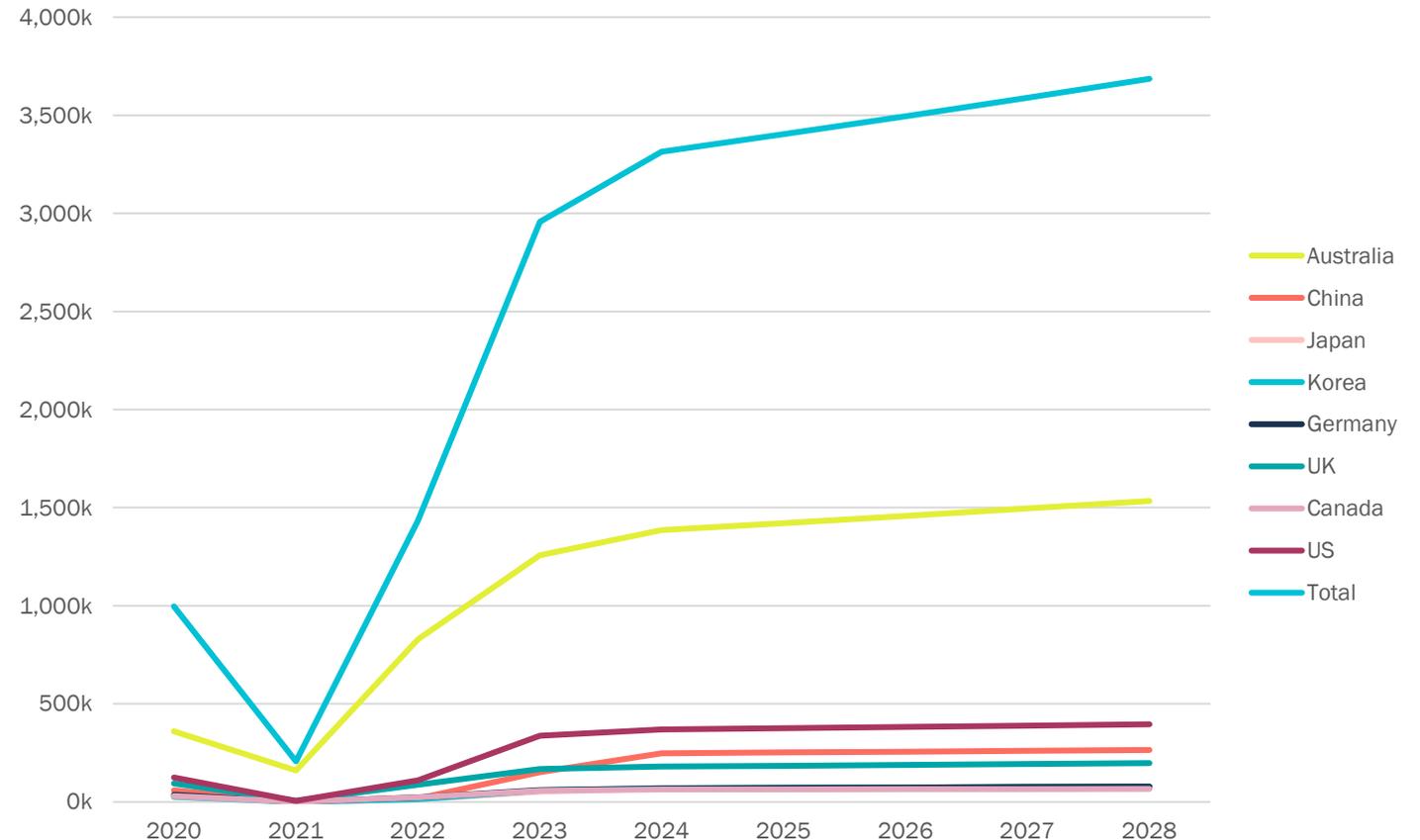
Rooms by phase



In total, 3.69m visitors are projected to visit New Zealand in YE December 2028

- International overnight visitor arrival projections until 2028 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 13.5% from 2023 to 2028 (for Q3 2024), resulting in a possible 3.69m international visitors by YE December 2028.
- 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 2.6%. 1.53m Australian visitors are expected to visit New Zealand in the year to December 2028.

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.



Auckland Tourism – Spend Data

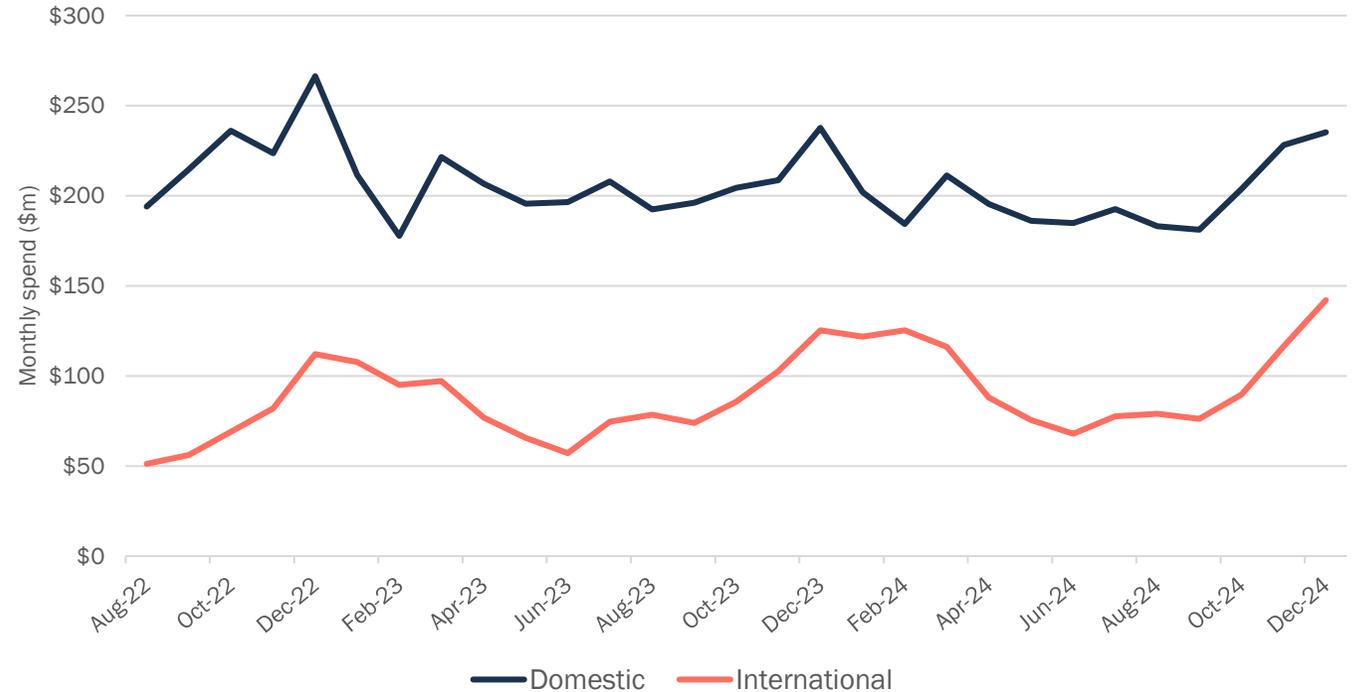
\$1.18b in International tourism spend for year-end December 2024, up 13.1%

- Tourism Electronic Card Transactions (TECTs) restarted as an interim replacement to the Monthly Regional Tourism Estimates (MRTes) in April 2024.
- As a result of a different methodology, the TECT figures are substantially smaller than those of the previous MRTes, so the two series should not be compared. More information on (TECTs) can be found [here](#).
- Due to limitations of the new data collection method, domestic and international market totals should not be added together and should be used separately. Additionally, only data dating back to January 2022 has been used for this purpose.
- In the year to December 2024, domestic tourism spend in Auckland was \$2.39b, down 2.8% on last year.
- International tourism spend was \$1.18b, up 13.1% for the year.

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Source: MBIE TECTs.

Year-end tourism transactions in Auckland

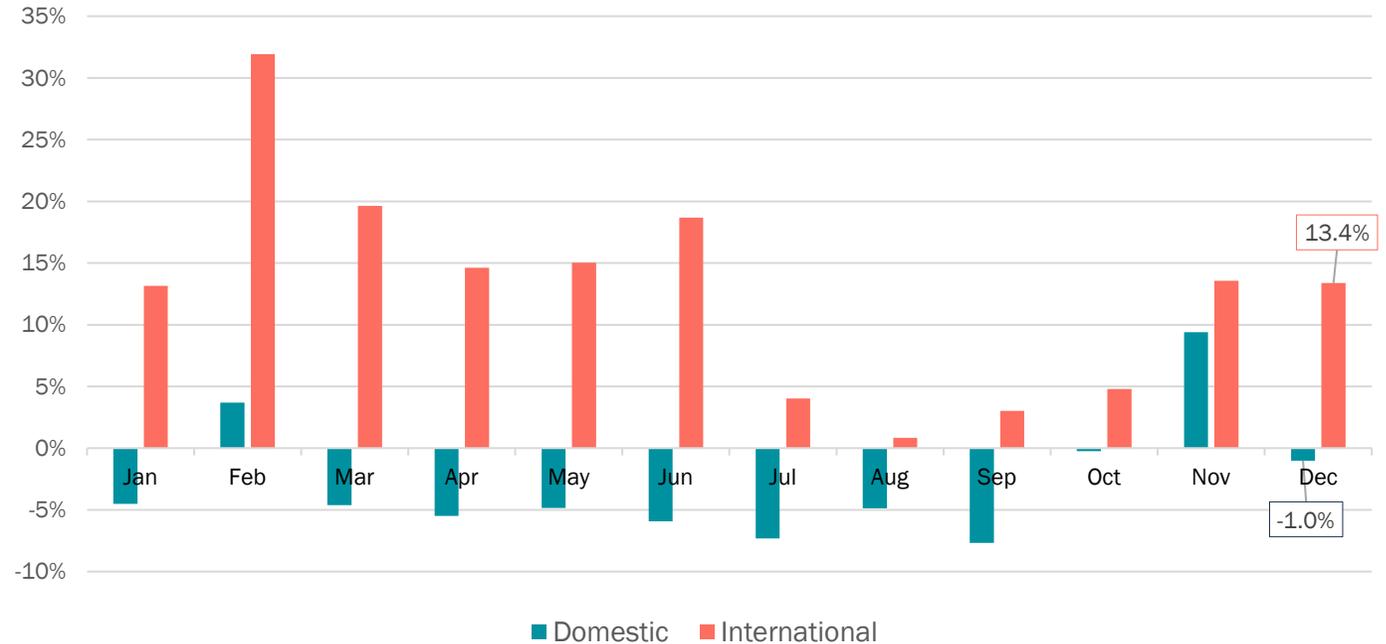


Tourism Transactions	YE December 2024 (\$b)	YE % change
Domestic	2.388	-2.8%
International	1.176	13.1%

International tourism spend was \$142.1m for December 2024, up 13.4%

- For the month of December 2024, domestic tourism spend (TECTs) was \$235.2m, down 1.0% compared to the same month in 2023.
- International tourism spend in December 2024 was \$142.1m, up 13.4% compared to December 2023.

Monthly % change in tourism transactions in Auckland

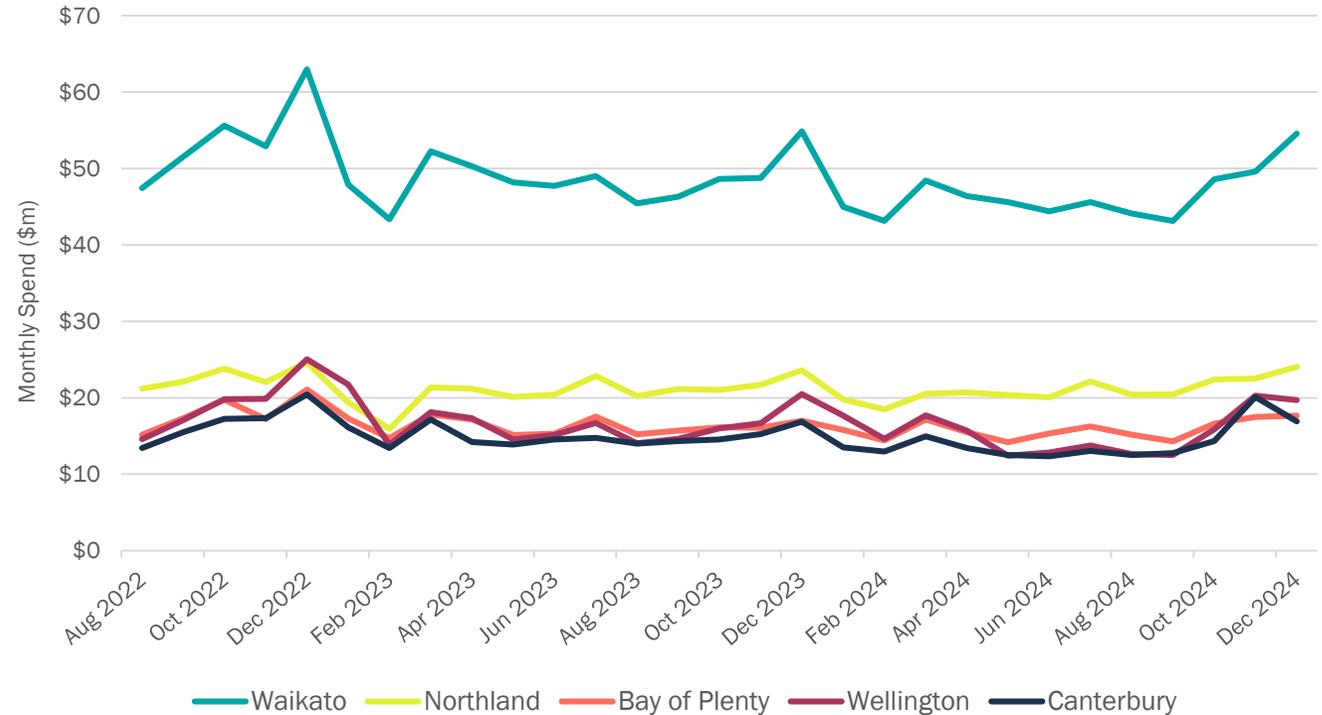


Tourism Transactions	December 2024 (\$m)	% change
Domestic	235.2	-1.0%
International	142.1	13.4%

Northland visitors spent \$24.1m in December 2024, up 2.0% on the previous year

- Tourism spend from **Waikato-based visitors \$54.6m** was down slightly **0.5%** compared to the previous year.
- **Northland visitors spent \$24.1m** in December 2024, up **2.0%** on the previous year.
- Spend from the **Bay of Plenty (\$17.7m)** was also up (**3.8%**).
- Spend from **Wellington (\$19.7m)** was down (**3.7%**) while **Canterbury visitor spend (\$16.9m)** was up (**0.3%**) in December 2024, compared to last year.

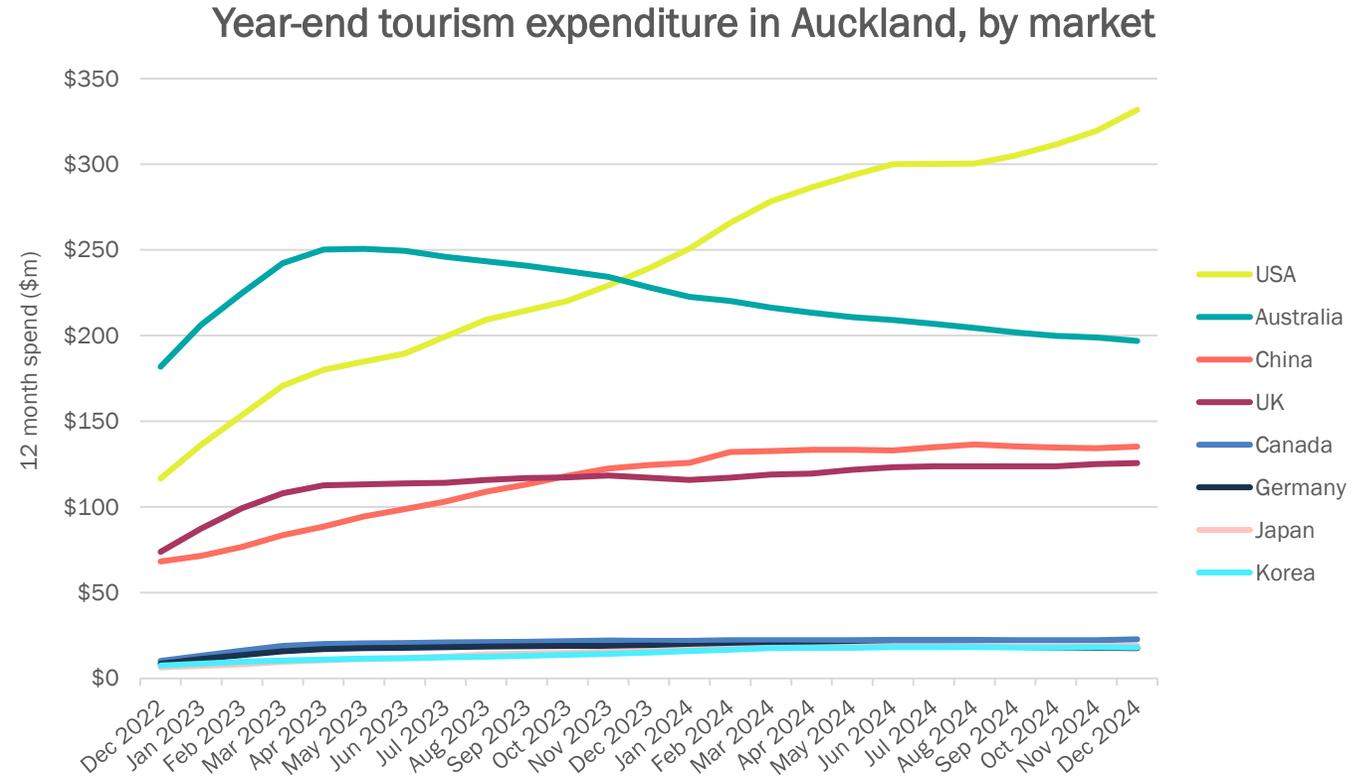
Monthly tourism domestic spend in Auckland, by market



	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
December 2024	54.6	-0.5%	24.1	2.0%	17.7	3.8%	19.7	-3.7%	16.9	0.3%

Visitors from the US spent \$332m in the year to December 2024, up 38.7% on the previous year

- In the year to December 2024, tourism spend from the US was \$332m, up 38.7% on the previous year.
- Chinese visitors spent \$135m in the year to December 2024, up 8.7% on the previous year.
- Spend from the UK was \$126m, also up 7.3% for the year to December 2024.
- Australian tourism spend (\$197m) was down 13.8%.
- Spend from Japan (up 18.3% to \$19.0m), Korea (up 18.9% to \$18.0m), and Canada (up 3.9% to \$22.8m) was up on the previous year.
- Spend from German visitors (\$18.0m) was down (6.9%).

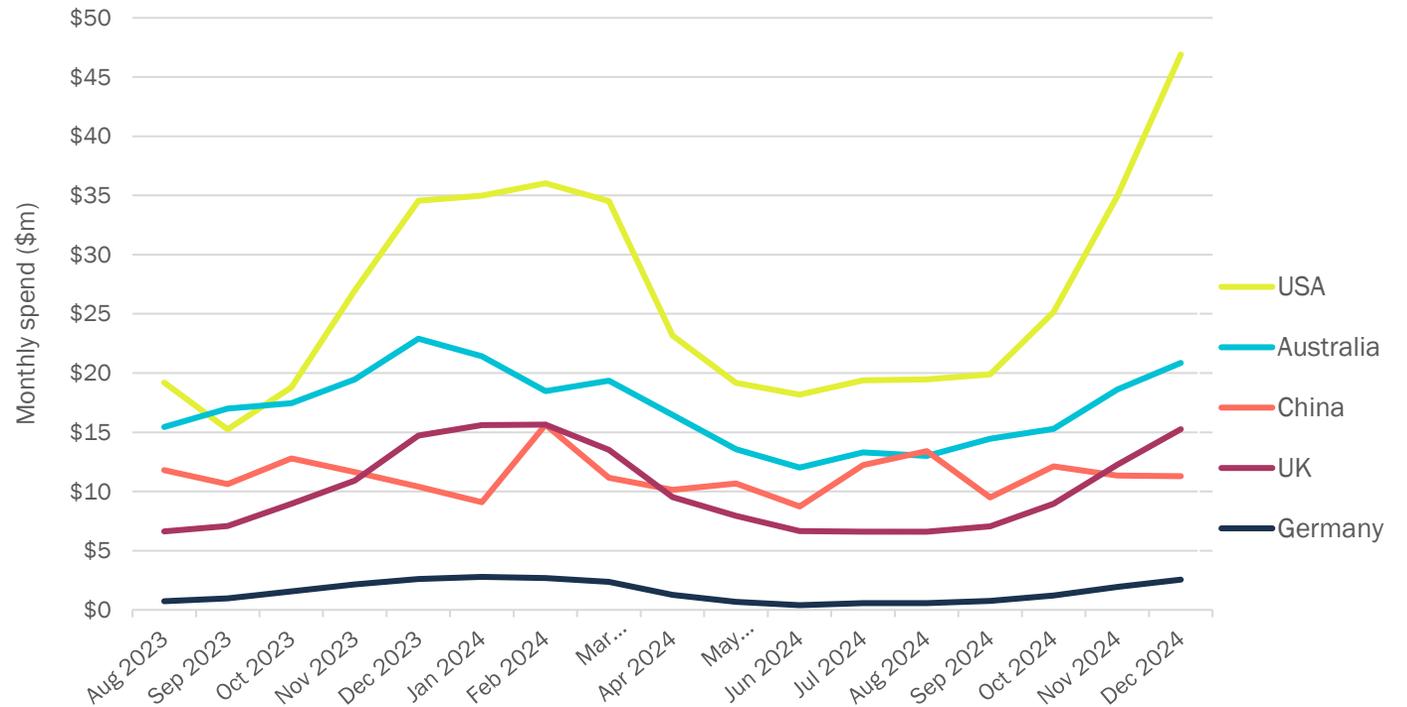


	Australia (\$m)	vs. previous year / YE	China (\$m)	vs. previous year / YE	UK (\$m)	vs. previous year / YE	US (\$m)	vs. previous year / YE	Germany (\$m)	vs. previous year / YE
YE December 2024	197	-13.8%	135	8.7%	126	7.3%	332	38.7%	18	-6.9%

Visitors from the US spent \$46.9m in December 2024, up 35.7% on the previous year

- For the month of December 2024, tourism spend from the US (\$46.9m) was up 35.7% compared to last December.
- Visitors from Australia spent \$20.9m in December, down 8.9% on the previous year.
- Visitors from China spent \$11.3m in December, up 8.4% compared to last year.
- There was an increase in tourism spend from UK visitors (up 3.7% to \$15.3m) but spend from German visitors (\$2.6m) was down (1.6%) for the month of December 2024.

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
December 2024	20.9	-8.9%	11.3	8.4%	15.3	3.7%	46.9	35.7%	2.6	-1.6%

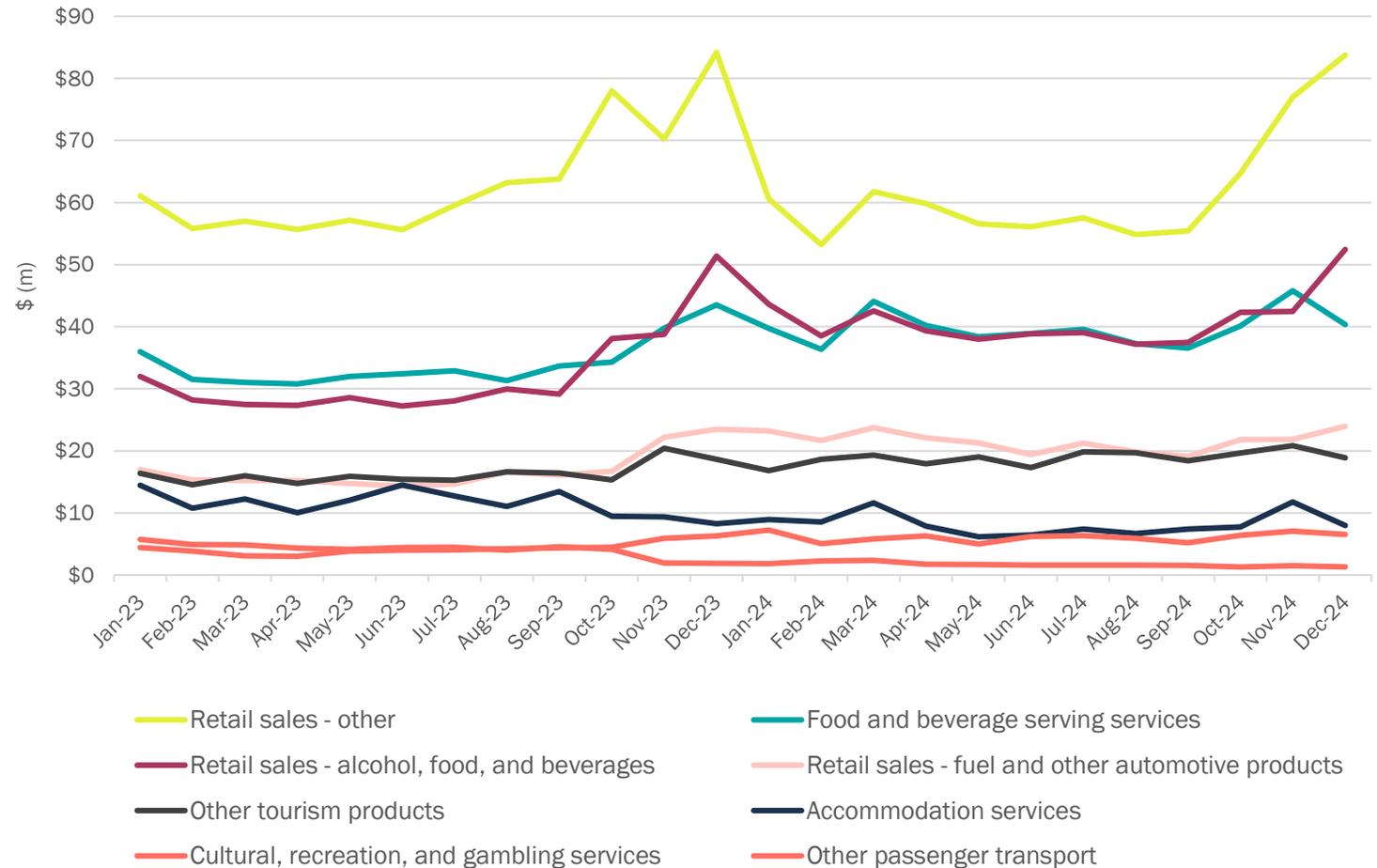
\$52.4m spent in retail sales – alcohol, food and beverages by domestic visitors in Dec 2024, up 2.0%

	Spend (\$m)	% change
Accommodation services	8.0	-3.3%
Cultural, recreation, and gambling services	6.5	3.9%
Food and beverage serving services	40.4	-7.3%
Other passenger transport	1.3	-30.5%
Other tourism products	18.9	1.4%
Retail sales - alcohol, food, and beverages	52.4	2.0%
Retail sales - fuel and other automotive products	24.0	1.9%
Retail sales - other	83.8	-0.5%
Grand Total	235.2	-1.0%

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



- Retail sales - other
- Food and beverage serving services
- Retail sales - alcohol, food, and beverages
- Retail sales - fuel and other automotive products
- Other tourism products
- Accommodation services
- Cultural, recreation, and gambling services
- Other passenger transport

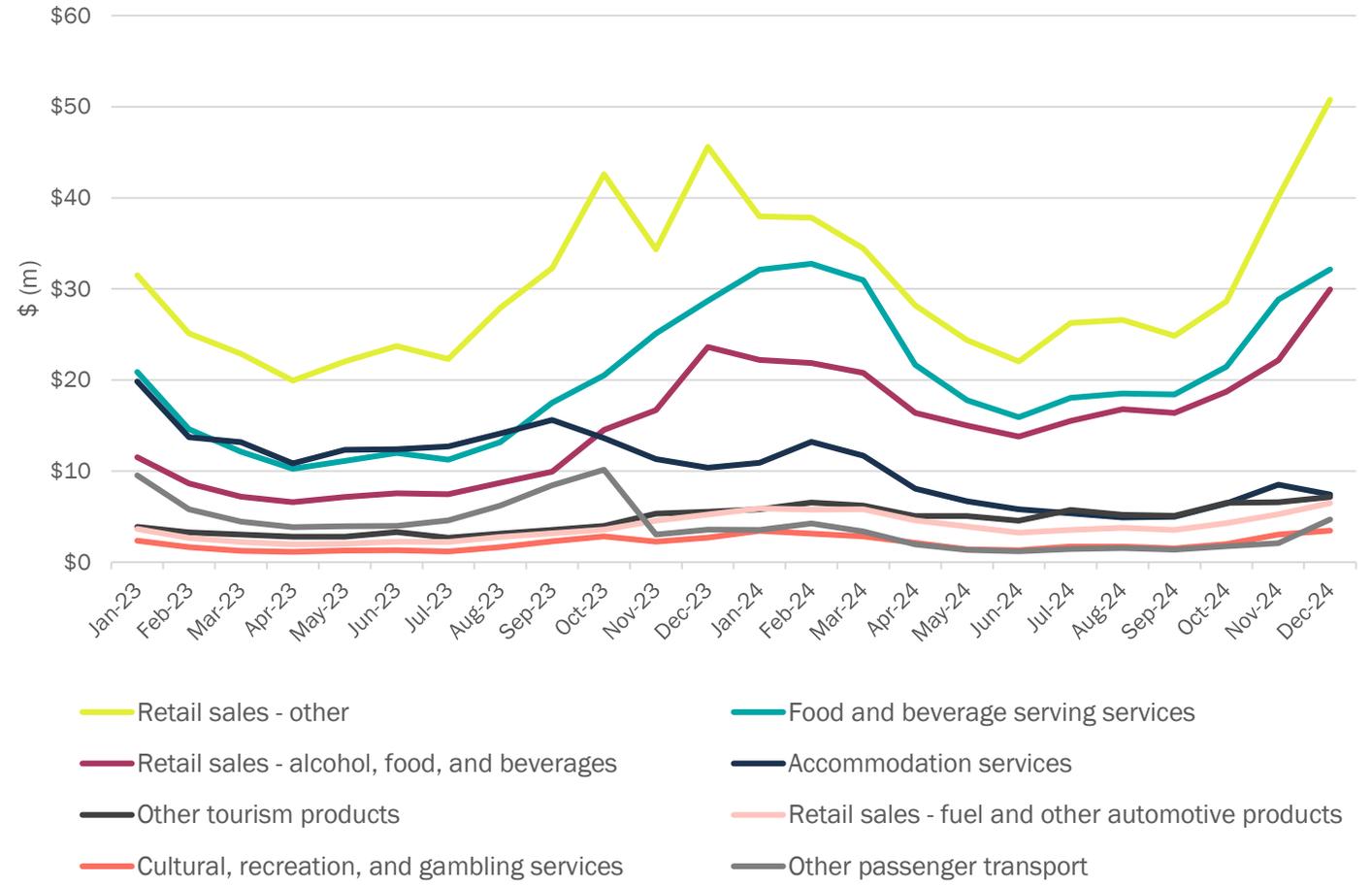
\$50.8m spent in Retail sales (other) by International visitors in December 2024, up 11.3%

	Spend (\$m)	% change
Accommodation services	7.4	-28.5%
Cultural, recreation, and gambling services	3.5	28.0%
Food and beverage serving services	32.1	12.0%
Other passenger transport	4.7	31.6%
Other tourism products	7.2	29.6%
Retail sales - alcohol, food, and beverages	29.9	26.8%
Retail sales - fuel and other automotive products	6.5	24.2%
Retail sales - other	50.8	11.3%
Grand Total	142.1	13.4%

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Source: MBIE TECTS.

International monthly tourism transactions in Auckland, by product





Auckland – Major Events Data

Major Events Insights – December 2024



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Event	Date(s)	Venue	Interesting Findings
A Very Tasty Christmas Market	1-2 December 2024	Aotea Centre	
The Lord of The Rings - A Musical Tale	1-2 December 2024	The Civic	<ul style="list-style-type: none"> For the month of December 2024, there were 690.9k total guest nights in commercial accommodation in Auckland, up 2.0% on the same month last year.
ALICE - A Wonderland Musical	30 November – 1 December 2024	Aotea Centre	
Consentino	6-8 December 2024	Bruce Mason Centre	<ul style="list-style-type: none"> International tourism spend in December 2024 was \$142.1m, also up 13.4% compared to December 2023.
Speedway: BT Race 4 Mates & BT30	14 December 2024	Western Springs Stadium and Park	
Jack White	17 December 2024	Auckland Town Hall	
2025 ASB Classic	30 December 2024 – 11 January 2025	ASB Tennis Arena	



Auckland – Business Events Data

Business Events Insights Q4 2024

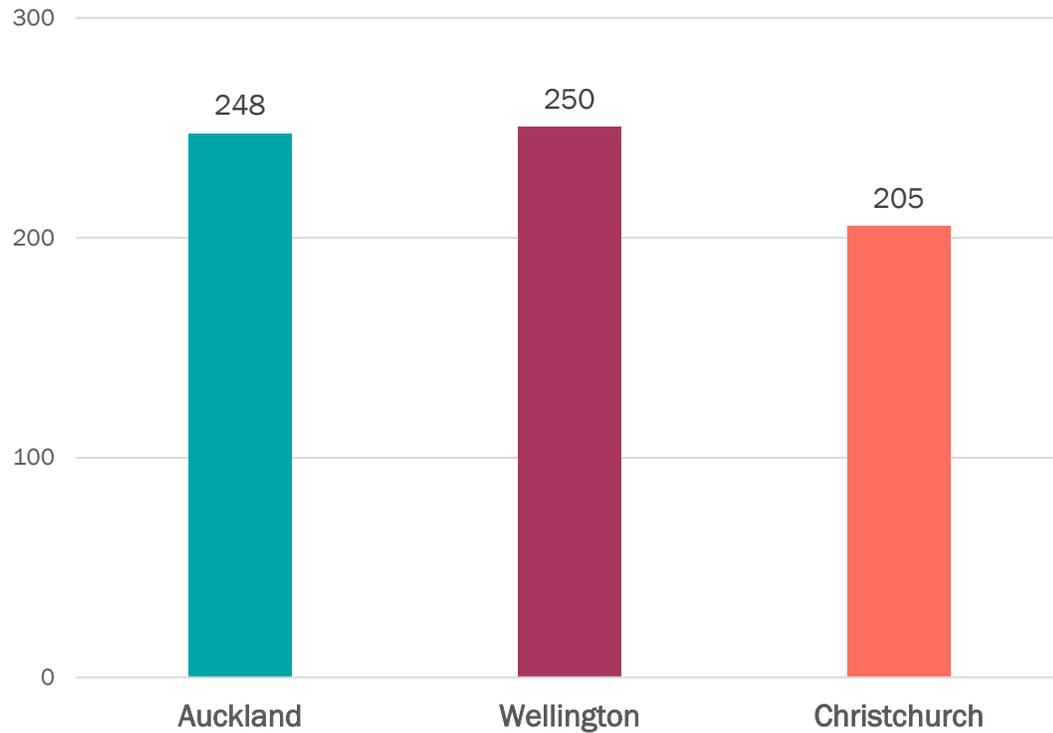


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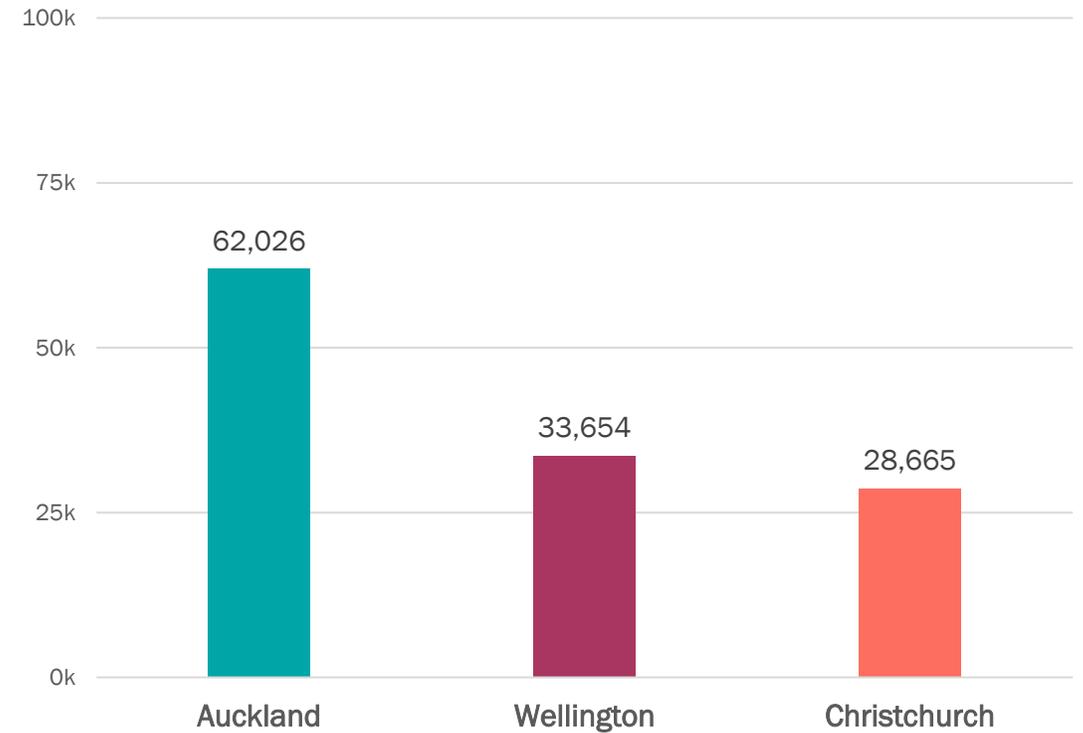


Auckland attracted the highest number of business delegates (62.0k) in New Zealand in Q4 2024

Total number of business events – Regional comparison



Total number of delegates – Regional comparison

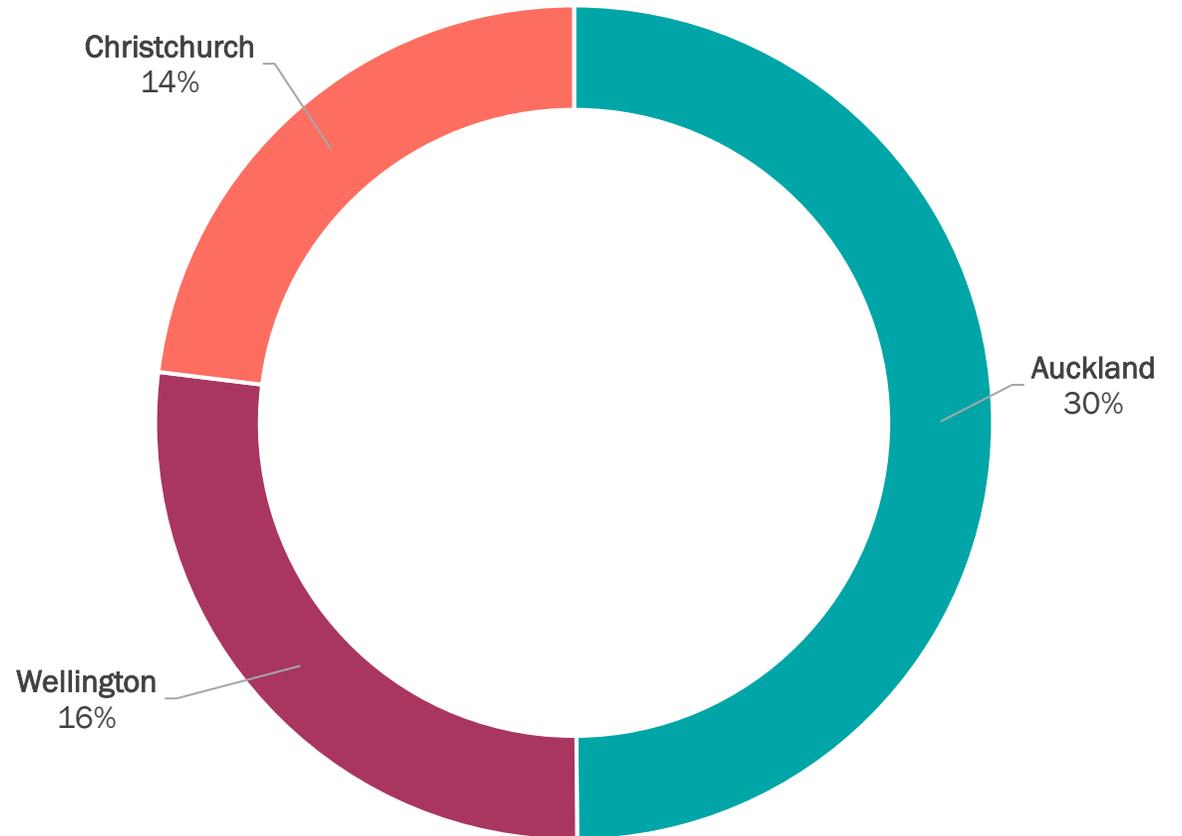


Auckland had 30% of all business events in New Zealand in Q4 2024



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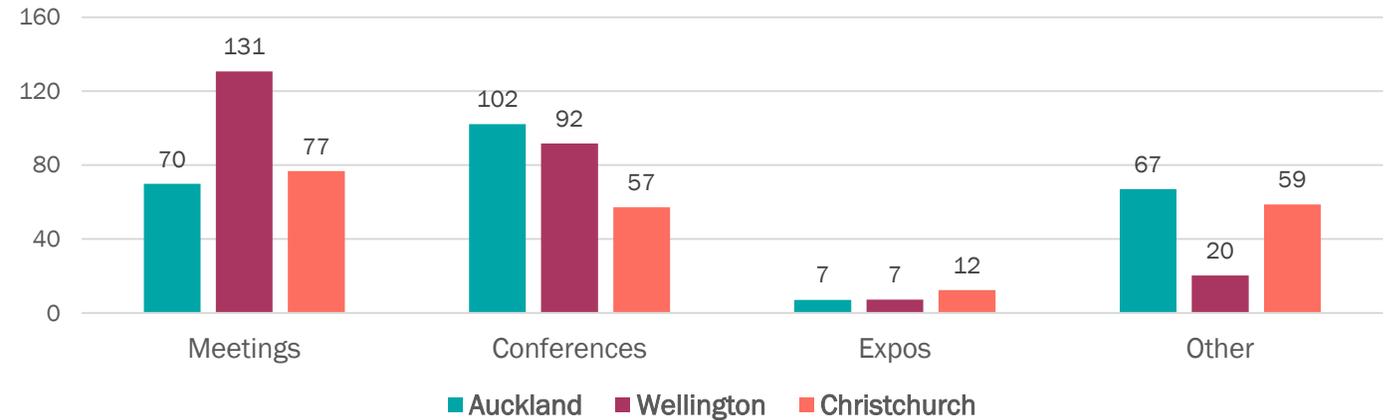
Business Event Market Share - Regional Comparison



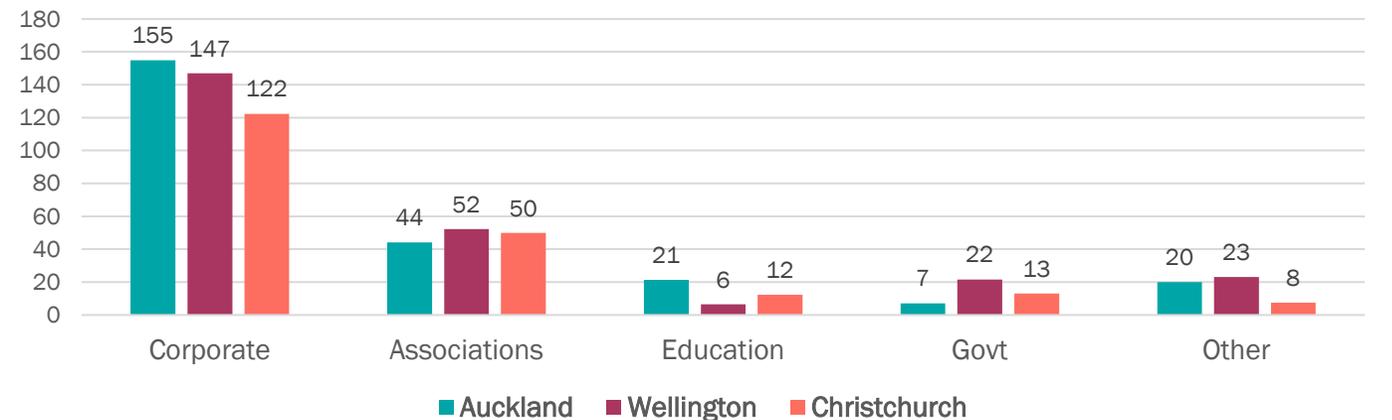
Auckland hosted the most conferences and other business events in NZ Q4 2024

- Looking at business event type, **Auckland hosted the most conferences** (102), and **other business events** like social functions and Gala dinners (67) out of the three featured regions in **Q4 2024**.
- However, Wellington held the highest number of meetings (131), followed by Christchurch (77) and then Auckland (70).
- The majority of business events in Auckland were for **Corporate customers** (155), followed by **Associations** (44), **Education customers** (21) and **Other customers** (20).
- Among the three regions, Wellington recorded the most Government-related business events (22). 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

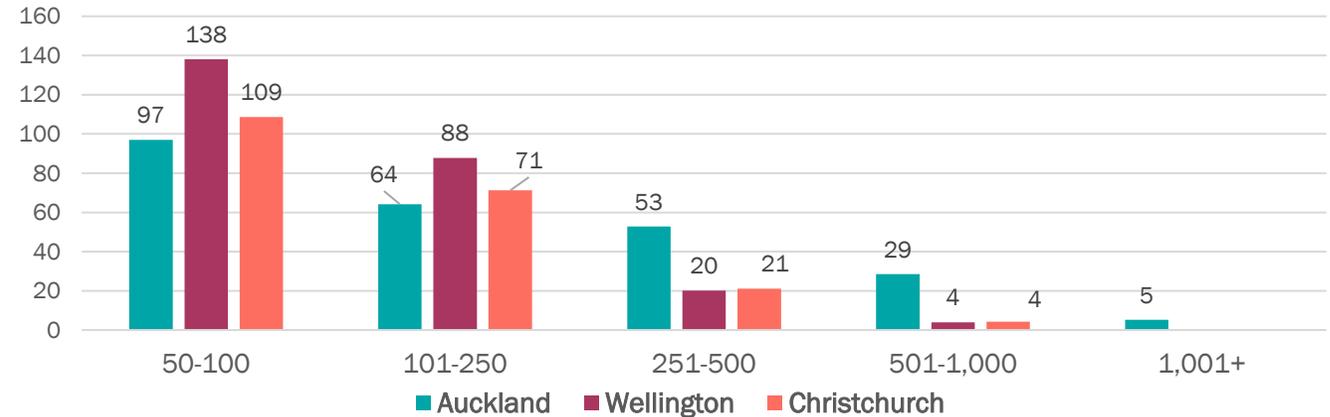


30% of all business events in Auckland were multi-day events in Q4 2024

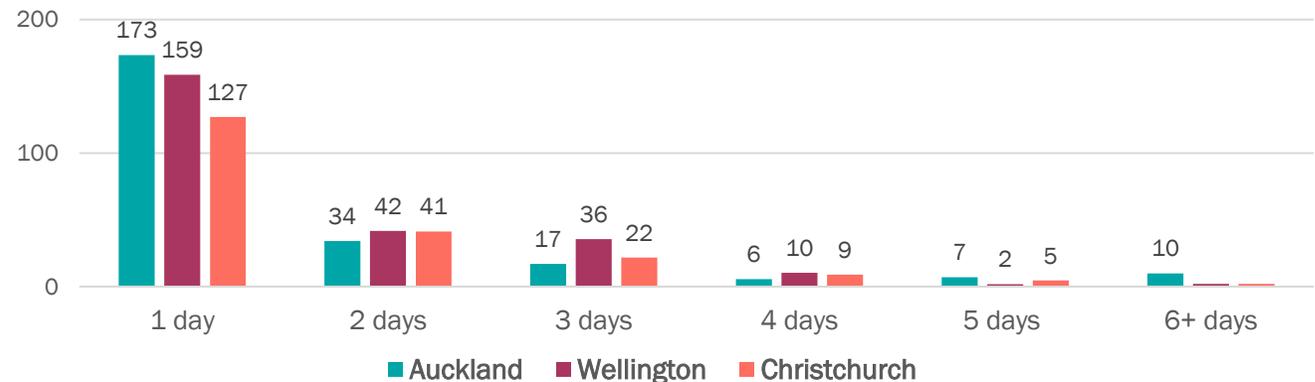
- In Q4 2024, 39% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (97 events). In comparison to other regions, Wellington hosted most small business events (138 events).
- 26% of business events in Auckland were medium-sized events with 64 events that hosted between 101-250 delegates.
- 21% of business events (53) in Auckland hosted between 251-500 delegates.
- Auckland had 34 large-scale events that hosted 500+ delegates in Q4 2024.
- In Q4 2024, 70% of all business events in Auckland were one day events (173), while 30% were multi-day events. 14% were held for a duration of two days (34), and 7% ran over the course of three days (17).

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No. of business events - Regional comparison



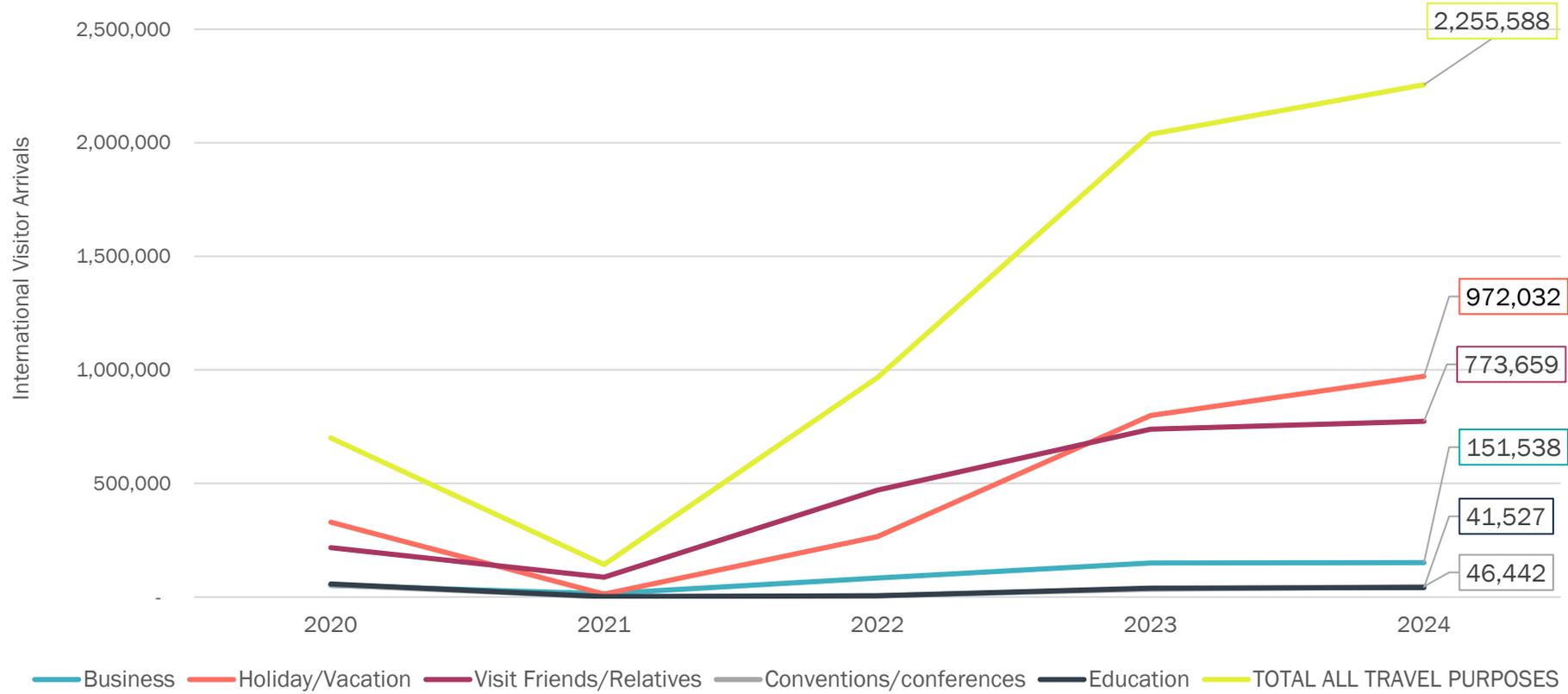
Duration of event - Regional comparison





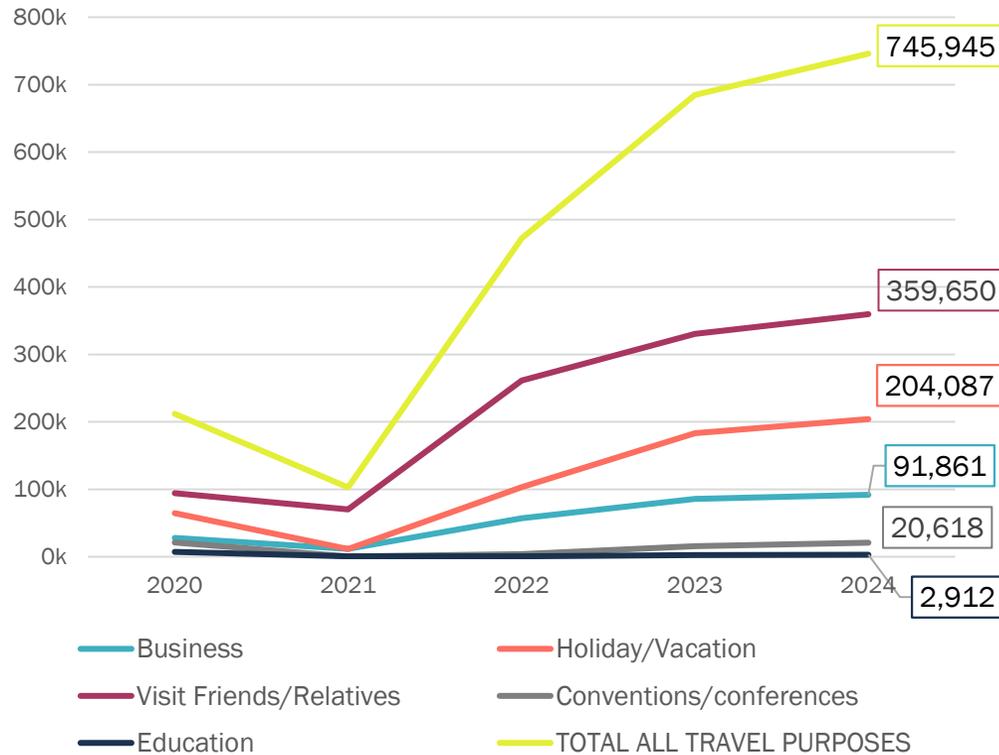
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE December

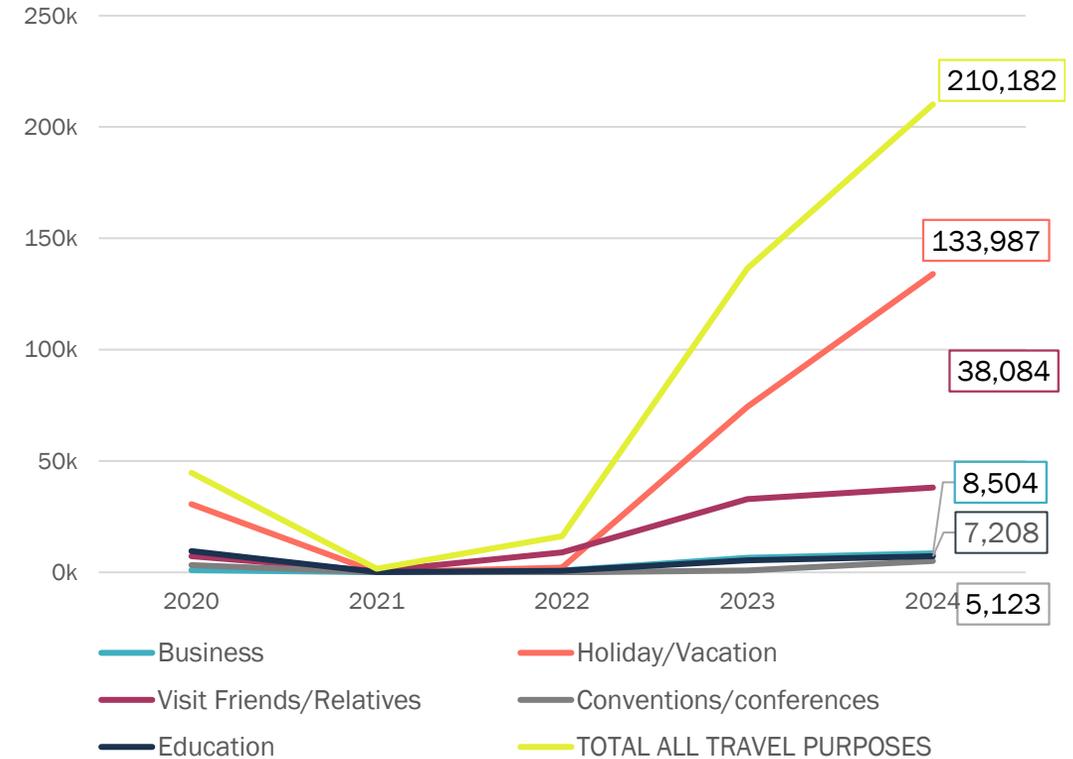


Five-year visitor arrivals to Auckland, YE December

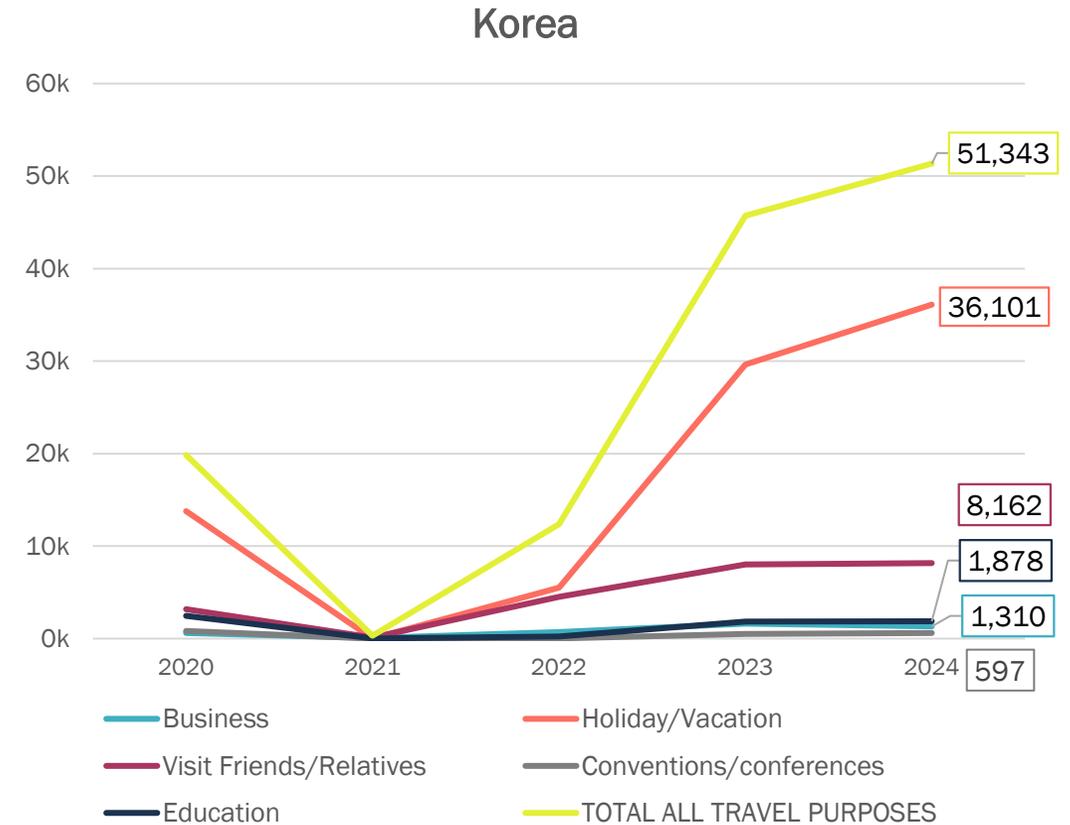
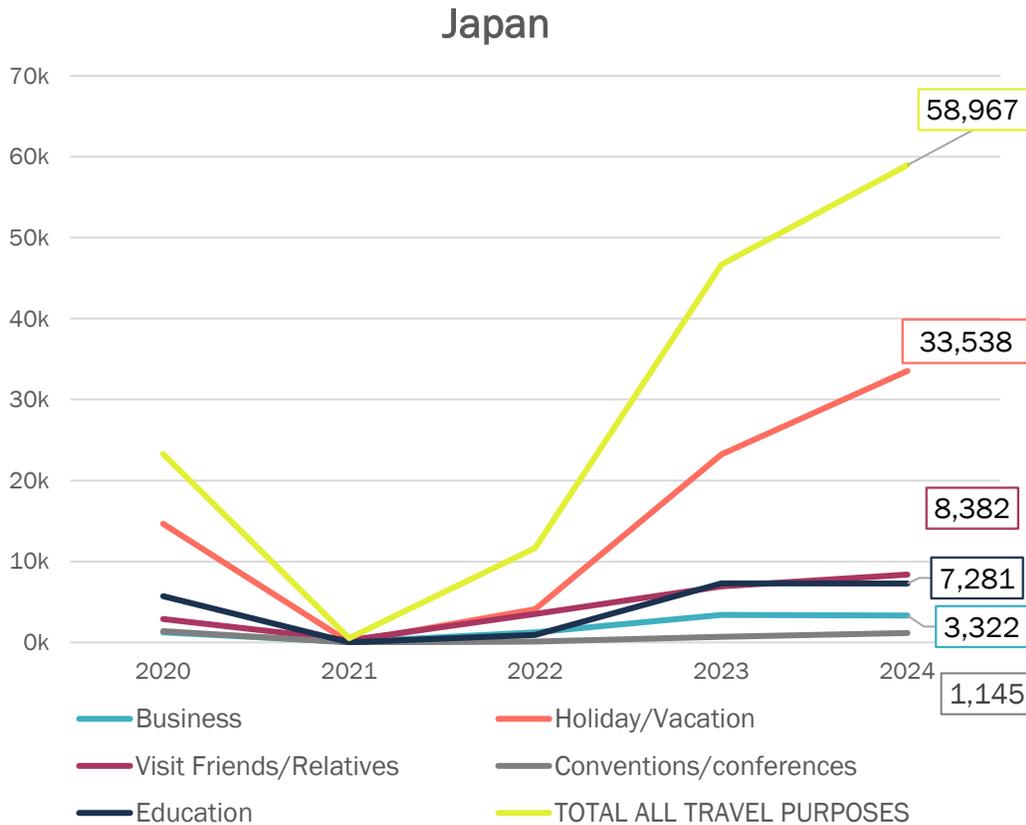
Australia



China

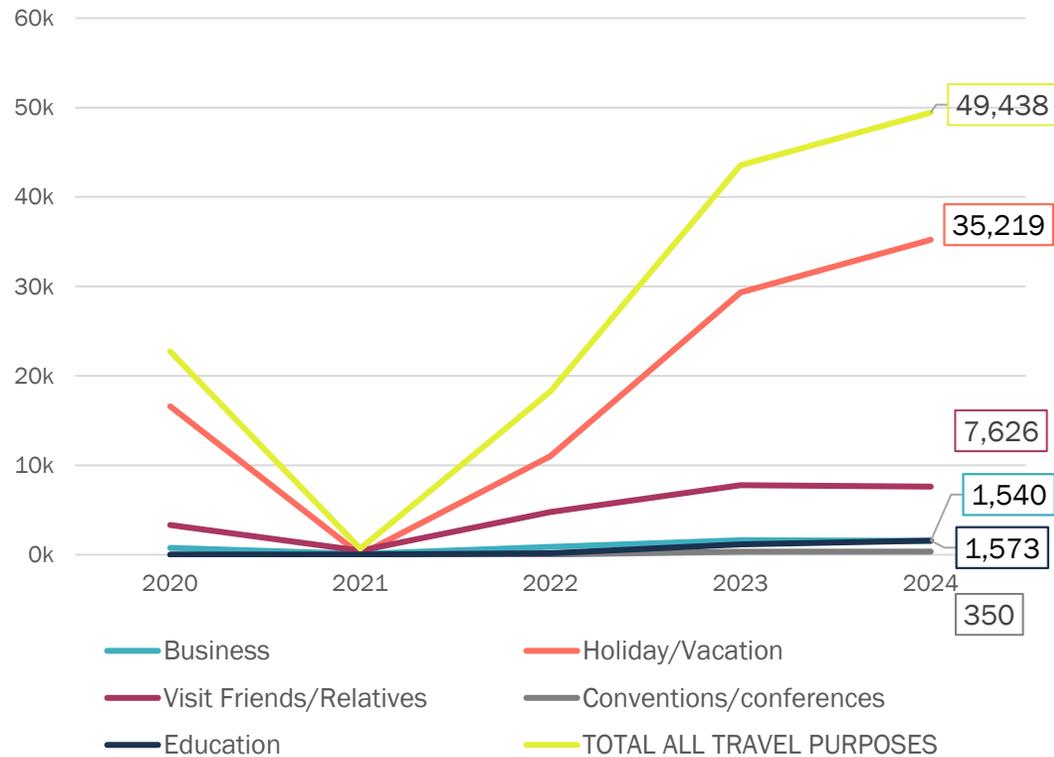


Five-year visitor arrivals to Auckland, YE December

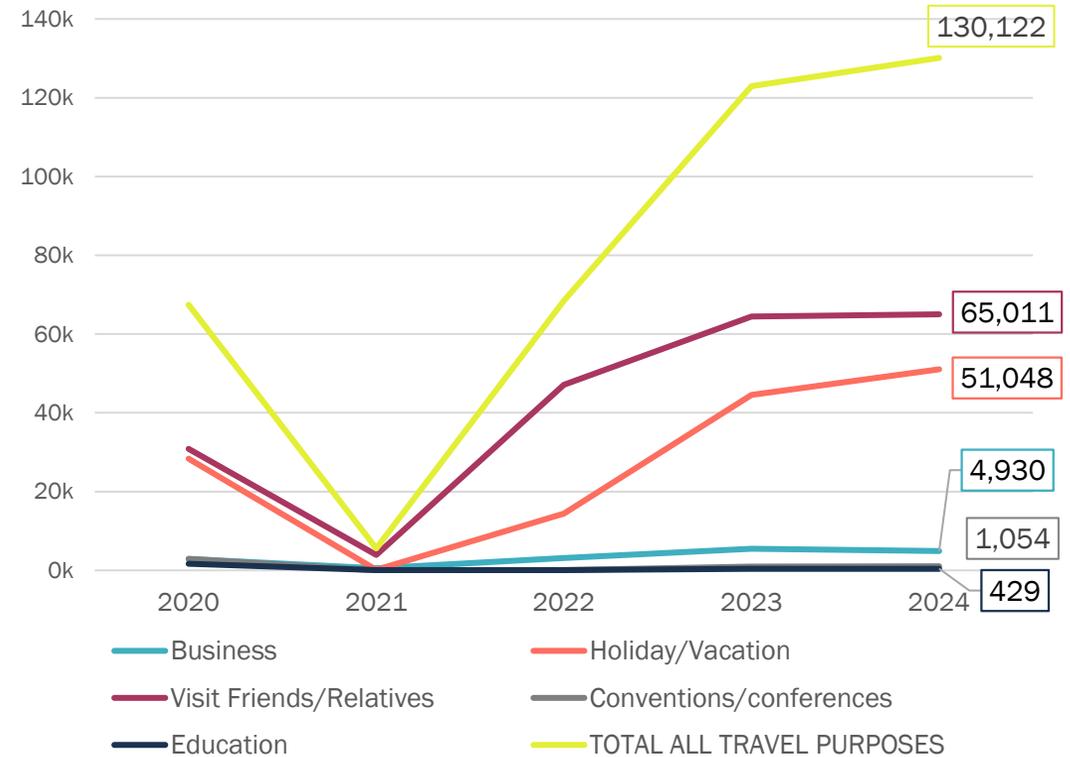


Five-year visitor arrivals to Auckland, YE December

Germany

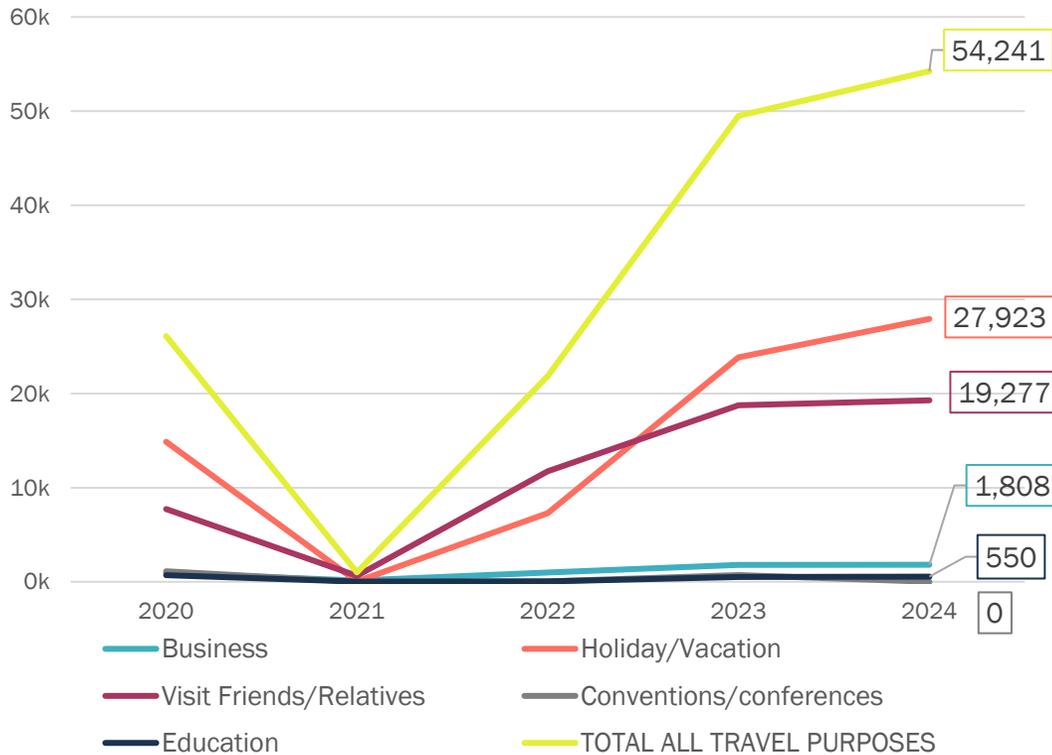


UK

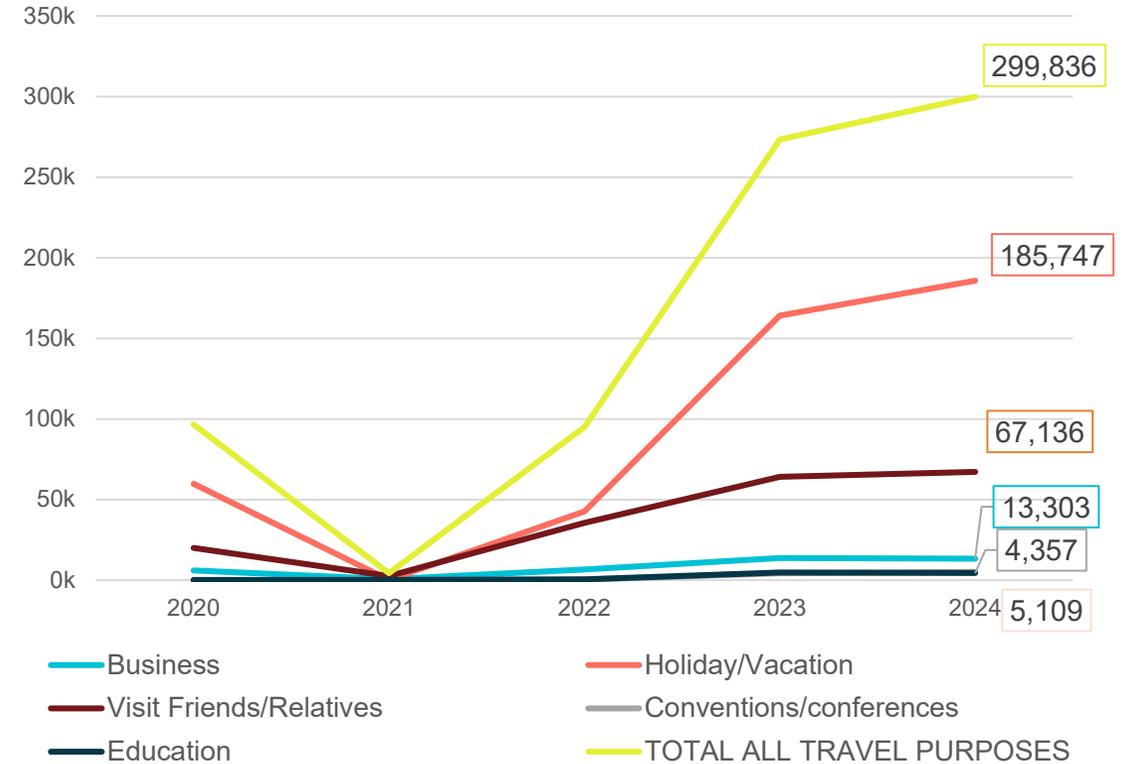


Five-year visitor arrivals to Auckland, YE December

Canada



US



Ngā mihi Thank you

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