

Tātaki
Auckland
Unlimited



Tāmaki Makaurau Auckland Destination Overview

July 2024

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

Prepared September 2024
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Contents

KEY FINDINGS	2 – 3
<hr/>	
VISITOR ARRIVALS DATA	
INTERNATIONAL VISITORS	6
REASON FOR VISIT MARKET	7 – 11
AUCKLAND VS. OTHER PORTS	12
<hr/>	
ACCOMMODATION DATA	
COMMERCIAL GUEST NIGHTS TYPE	14 – 15
ADR, HOTEL OCCUPANCY 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 – 35
BUSINESS EVENTS INSIGHTS	37 – 41
<hr/>	
AUCKLAND VISITOR SURVEY	
VISITOR EXPERIENCE & NET PROMOTER SCORE	43 – 44
<hr/>	
FIVE YEAR TRENDS IN KEY MARKETS	
REASON FOR VISIT BY MARKET	46 – 50



Key Visitor Data



358.6^k

Domestic Guest Nights
July 2024 (Month)
-9.3% (to July 2023)



213.3^k

International Guest Nights
July 2024 (Month)
+8.2% (to July 2023)



571.8^k

Total Guest Nights
July 2024 (Month)
-3.5% (to July 2023)



\$191^m

Domestic Tourism Transactions
July 2024 (Month)
-7.8% (to July 2023)



\$79^m

Other Tourism Transactions
July 2024 (Month)
+4.2% (to July 2023)



61.1%

Hotel Occupancy Rate
July 2024 (Month)
-9.4% (to July 2023)



Key Visitor Data



INTERNATIONAL

- **Monthly international visitors (144.3k)** were up **1.2%** on July 2023 (142.6k).
- **The year to July 2024** saw **2.22m international visitor arrivals, an increase of 24.8%** on the previous year. International visitation was also up 19.1% compared to 2020 levels (1.86m in YE July 2020).
- There was an increase in **Australian visitors** in the month of July 2024, with **49.8k visitors, up 9.5%** compared to last July. **The year to July 2024 saw 712.9k Australian visitor arrivals, up 5.4%**.
- **Holiday visitors (929.6k)** contributed the most to annual visitor numbers and **increased 45.9%** on the year to July 2023. **Monthly holiday numbers (53.3k)** were **down 4.8%** compared with the month of July 2023.
- **VFR visitors (758.1k)** were up **6.8%** for the year, with **monthly numbers (47.7k) up 6.5%**.
- **213.3k international guest nights in commercial accommodation** for July, up **8.2%** on last year.
- **International spend** was **\$1.15b** for the year, up **12.1%** on last year and \$78.9m for the month of July (up 4.2% on last July).

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 **358.6k domestic guest nights in commercial accommodation** for the month of July, **down 9.3%**.
- 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 tourism spend in July 2024 was \$191.4m** (down 7.8% compared to July 2023).
- **Domestic spend** for the year was **\$2.39b, down 6.2%** on last year and \$191.4m for the month of July (down 7.8% compared to July 2023).

OVERALL

- There were **571.8k total guest nights in commercial accommodation in July, down 3.5%** on last year.
- **On average, visitors stayed in Auckland for 2.0 nights** for the month of July 2024 (down 9.1%).
- **Average hotel Occupancy** for the month was **61.1%, 9.4% lower** compared to July 2023.
- The monthly **Average Daily Rate** was **\$192 (down 14.1%)** and **RevPAR was \$122 (down 22.3%)**.
- The **average daily rate (ADR)** for hotels in Auckland was the highest for the month on **Saturday 13th July 2024 at \$247** (up 14.0% on the previous year).
- Looking forward, overall occupancy-on-the-books is lower for the end of September and October 2024 compared to last year. However, occupancy is higher from early to mid-November 2024.
- **Occupancy will peak at 82% on Friday 15th and hit 78% on Saturday 16th November.** These dates coincide with Coldplay set to perform at Eden Park.
- **Occupancy is also set to reach 78% on the 8th November, when Pearl Jam performs** at the Go Media Stadium.

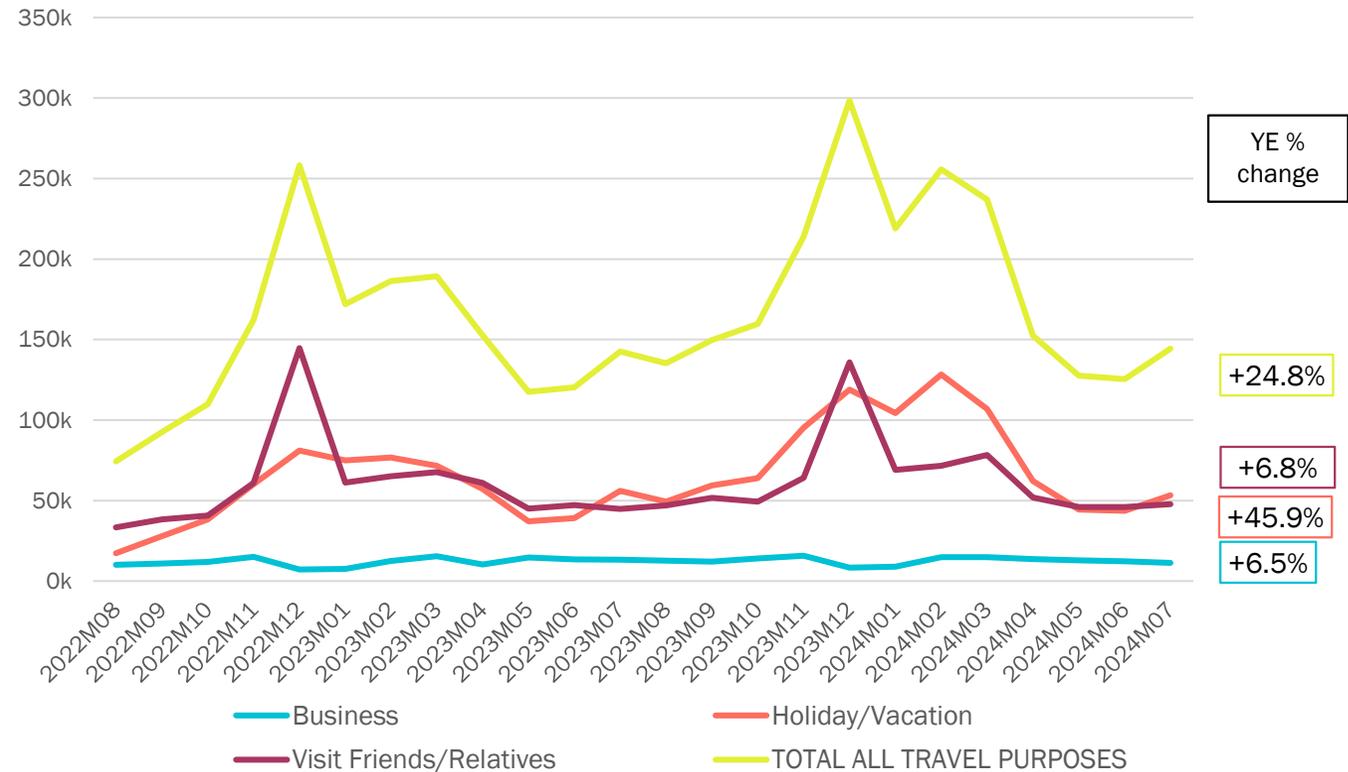


Auckland Tourism – Visitor Arrivals Data

2.22m International visitor arrivals in the year to July 2024, up 24.8%

- The month of July saw **144.3k** international visitors, up **1.2%** on July 2023 (142.6k).
- The year to July 2024 saw **2.22m** international visitor arrivals, an increase of **24.8%** on the previous year. International visitation was up 19.1% compared to 2020 levels (1.86m in YE July 2020).
- **Holiday visitors (929.6k)** contributed the most to annual visitor numbers and **increased 45.9%** on the year to July 2023. **Monthly holiday numbers (53.3k)** were **down 4.8%** compared with the month of July 2023.
- **VFR visitors (758.1k)** were up **6.8%** for the year, with monthly numbers (47.7k) up **6.5%**.
- There were **151.5k** business visitors (up **6.5%**) in the year to July 2024, and **11.3k** for the month (down **15.2%**).

International visitor arrivals in Auckland, reason for visit

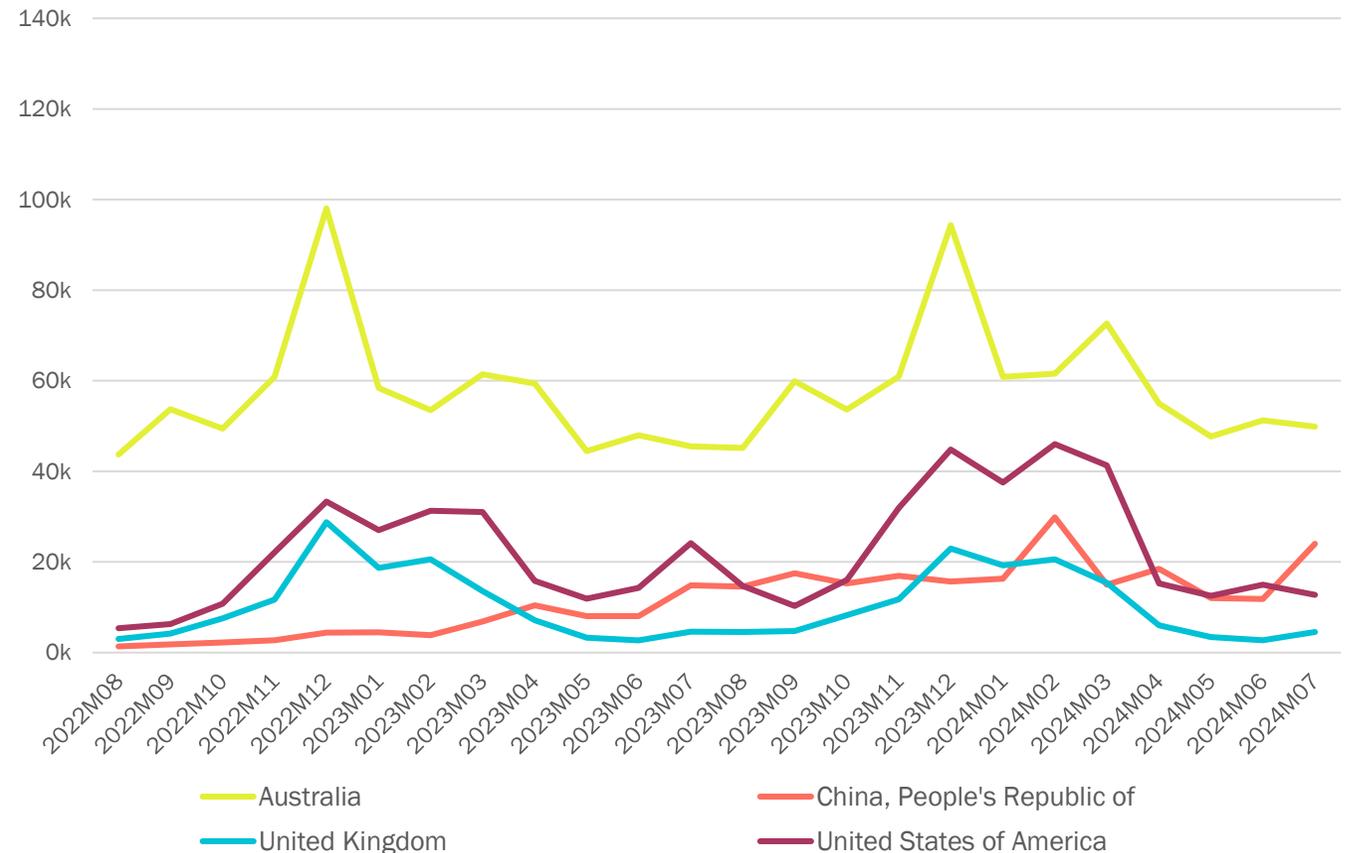


	Visitor arrivals	vs. previous year / YE	vs. Covid / 2020
July 2024	144,296	1.2%	4154.0%
YE July 2024	2,218,328	24.8%	19.1%

712.9k visitors from Australia for YE July 2024, up 5.4%

- There was an increase in **Australian visitors** in the month of July 2024, with **49.8k visitors, up 9.5%** compared to last July. **The year to July 2024 saw 712.9k Australian visitor arrivals, up 5.4%.**
- **The year to July 2024 saw 298.2k visitors from the US (up 27.7%), with 12.7k visitors for the month (down 47.4%).**
- **Visitors from China (207.5k) were also up for the year (199.9%), and up (61.7%) for the month of July (to 24.0k).**
- **For the year to July 2024, there were 124.2k visitor arrivals from the UK (down 1.4%) and 4.5k visitors for the month (down 1.8%).**

Visitor arrivals in Auckland by key international markets



24-month visitor arrivals from individual markets

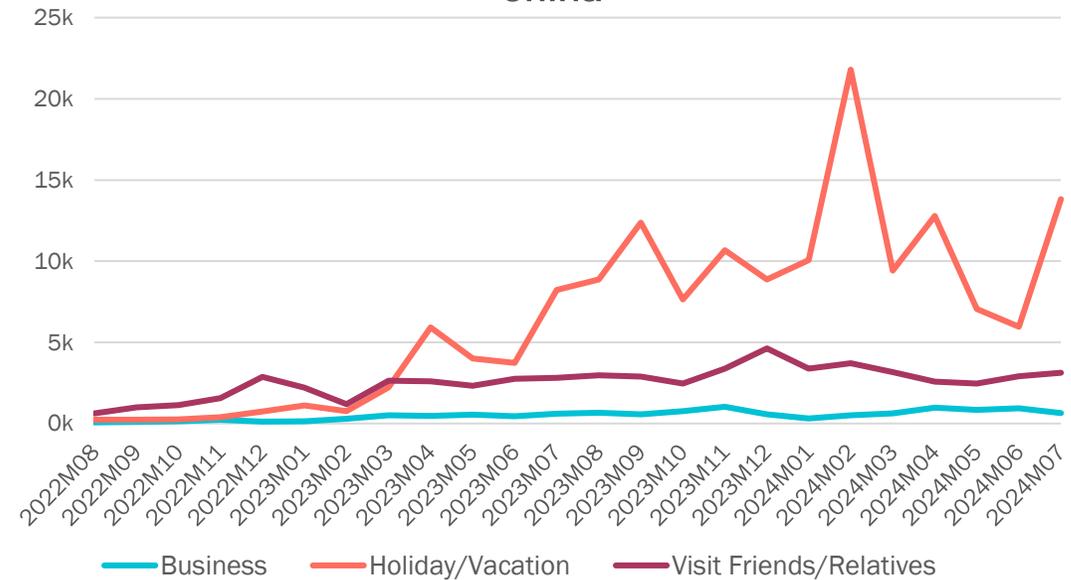
Australia



	Business	vs. Business previous year	Holiday	vs. Holiday previous year	VFR	vs. VFR previous year	Total	vs. Total previous year
July 2024	7,326	-0.6%	12,084	5.8%	23,622	13.5%	49,844	9.5%
YE July 2024	89,261	5.1%	190,470	5.8%	343,581	3.6%	712,882	5.4%

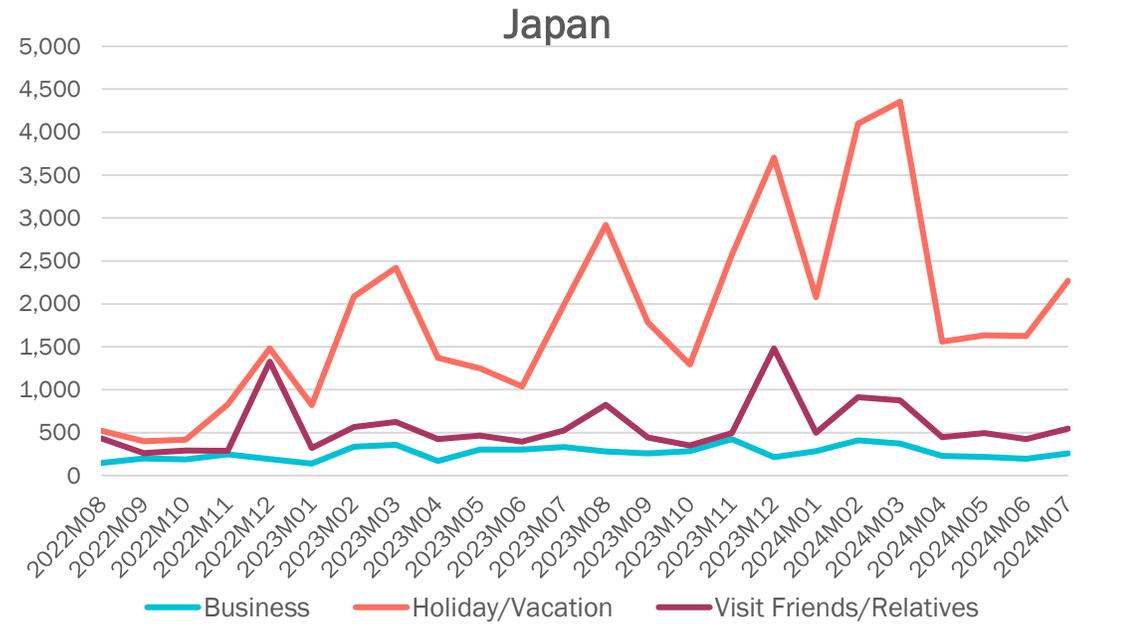
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China

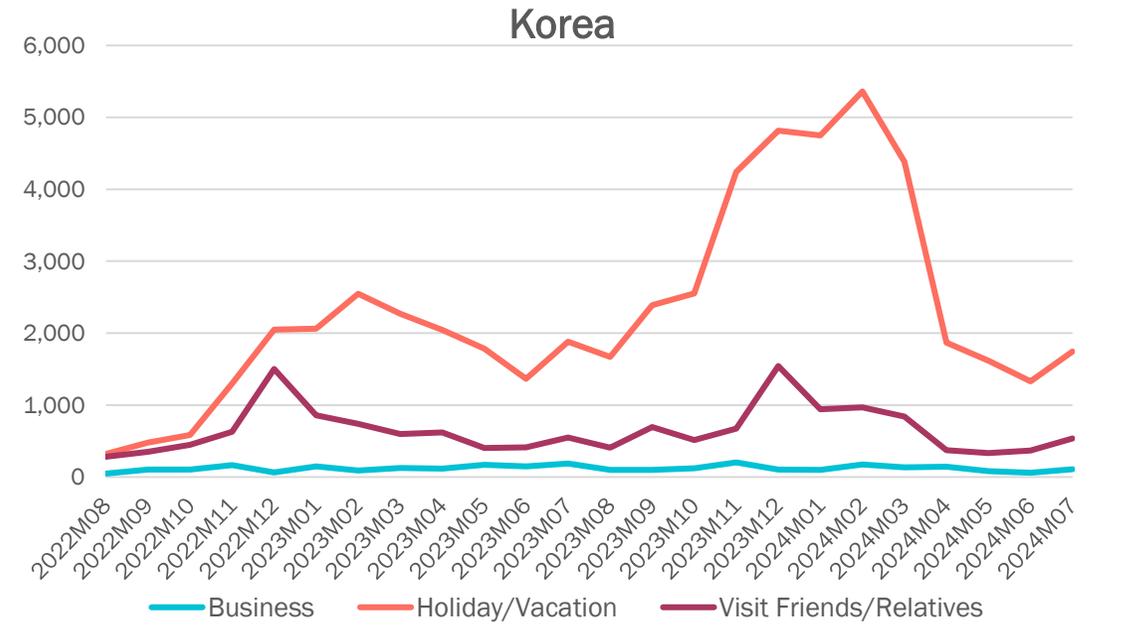


	Business	vs. Business previous year	Holiday	vs. Holiday previous year	VFR	vs. VFR previous year	Total	vs. Total previous year
July 2024	638	4%	13,813	68.0%	3,130	11.1%	23,997	61.7%
YE July 2024	8,385	130.8%	129,322	364.8%	37,668	58.8%	207,503	199.9%

24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
July 2024	258	-22.3%	2,268	14.2%	547	4.0%	4,698	4.0%
YE July 2024	3,426	17.7%	29,894	104.5%	7,791	31.6%	55,017	65.0%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
July 2024	108	-42.2%	1,743	-7.4%	534	-3.1%	3,024	-7.6%
YE July 2024	1,429	-3.1%	36,713	96.5%	8,193	10.9%	52,615	61.1%

24-month visitor arrivals from individual markets

Germany



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
July 2024	98	-43.4%	809	4.9%	329	9.3%	1,904	10.8%
YE July 2024	1,552	-6.3%	32,737	34.6%	7,715	-2.1%	47,131	24.5%

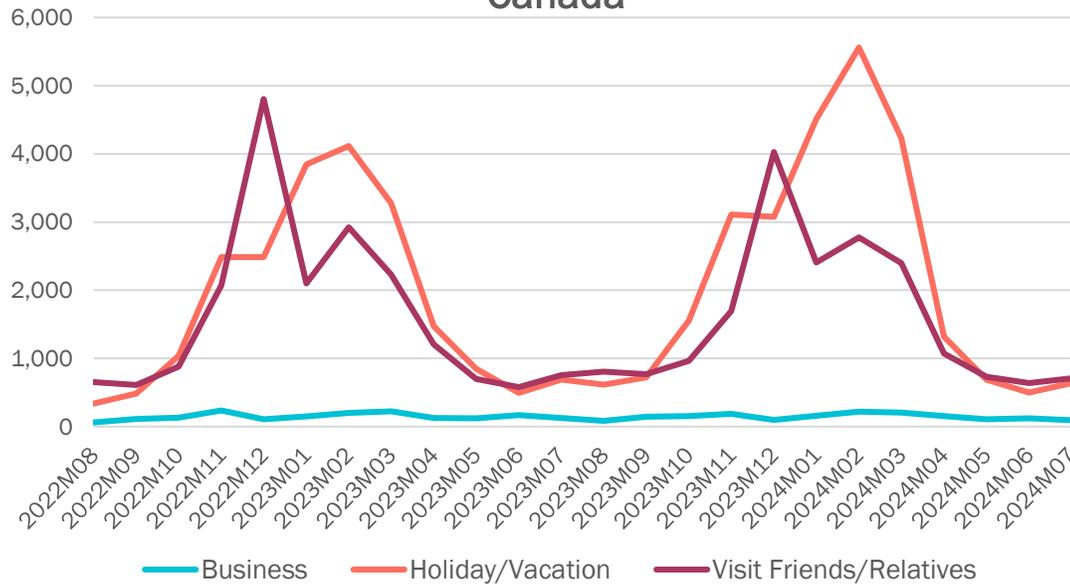
UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
July 2024	236	-44.5%	1,446	12.4%	2,373	-2.1%	4,525	-1.8%
YE July 2024	5,156	-7.2%	47,765	19.6%	62,846	-13.5%	124,206	-1.4%

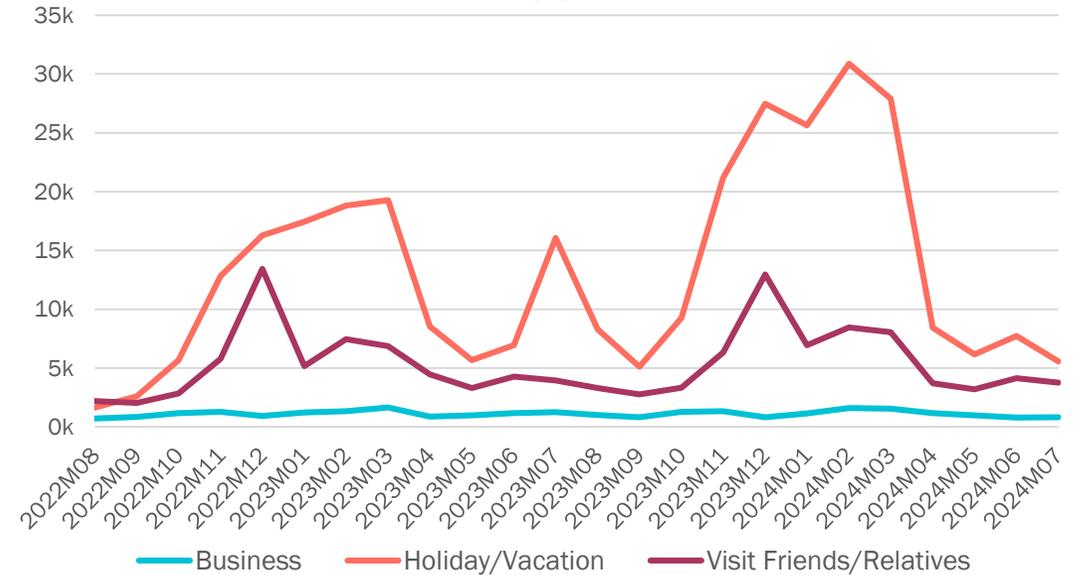
24-month visitor arrivals from individual markets

Canada



	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
July 2024	96	-25.0%	639	-7.5%	707	-6.4%	1,829	-0.3%
YE July 2024	1,742	-1.7%	26,530	22.9%	18,987	-2.7%	52,255	9.7%

US



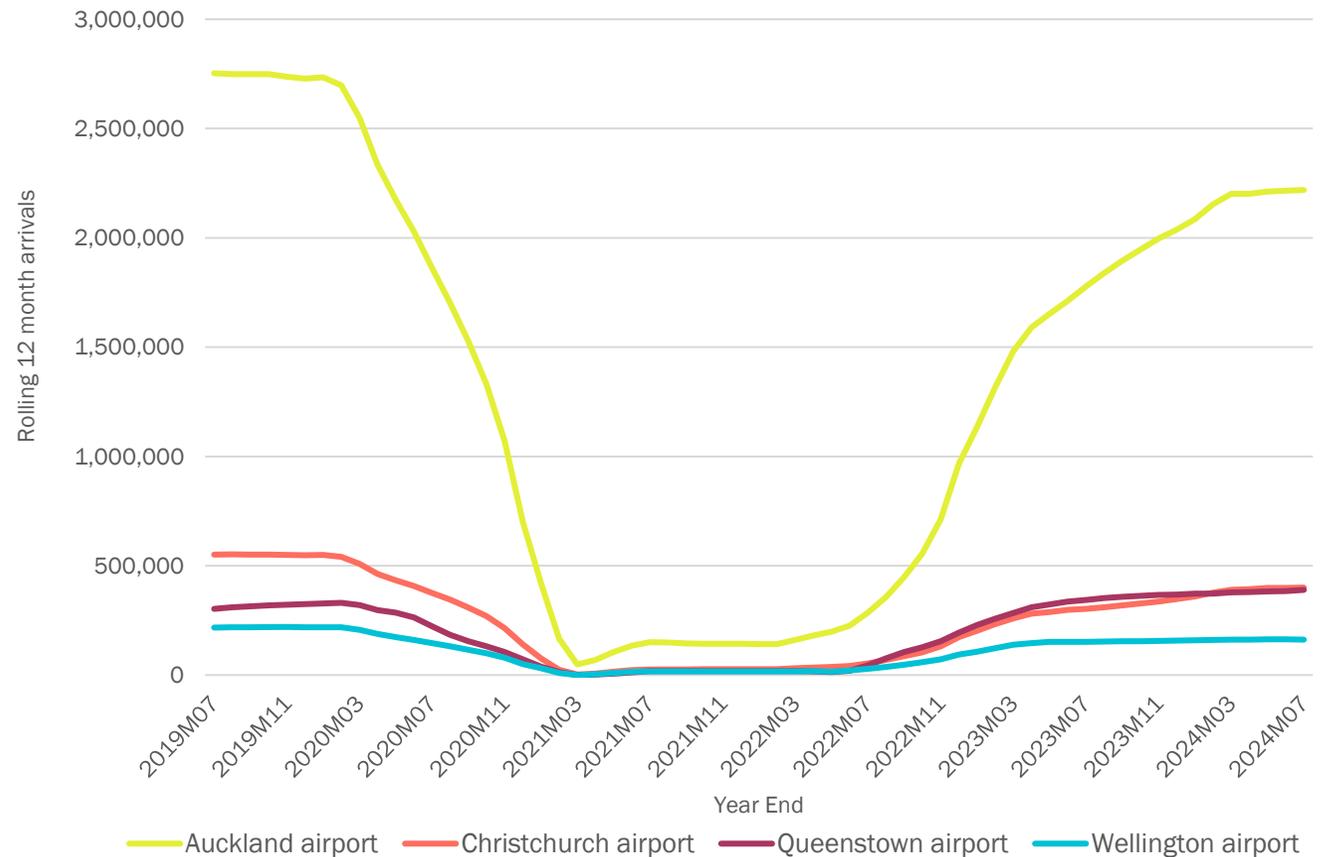
	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
July 2024	801	-36.1%	5,573	-65.3%	3,752	-4.9%	12,720	-47.4%
YE July 2024	13,258	-0.7%	183,640	39.4%	66,880	8.3%	298,158	27.7%

Auckland has seen a 24.8% 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 again seen increasing arrivals since the borders fully opened in July 2022 and a 24.8% increase in international visitor arrivals over the last year.
- For the year ending July 2024, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 13.3%, Christchurch was up 32.0% and Wellington was up 6.8% compared to last year.

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12 month rolling visitor arrivals



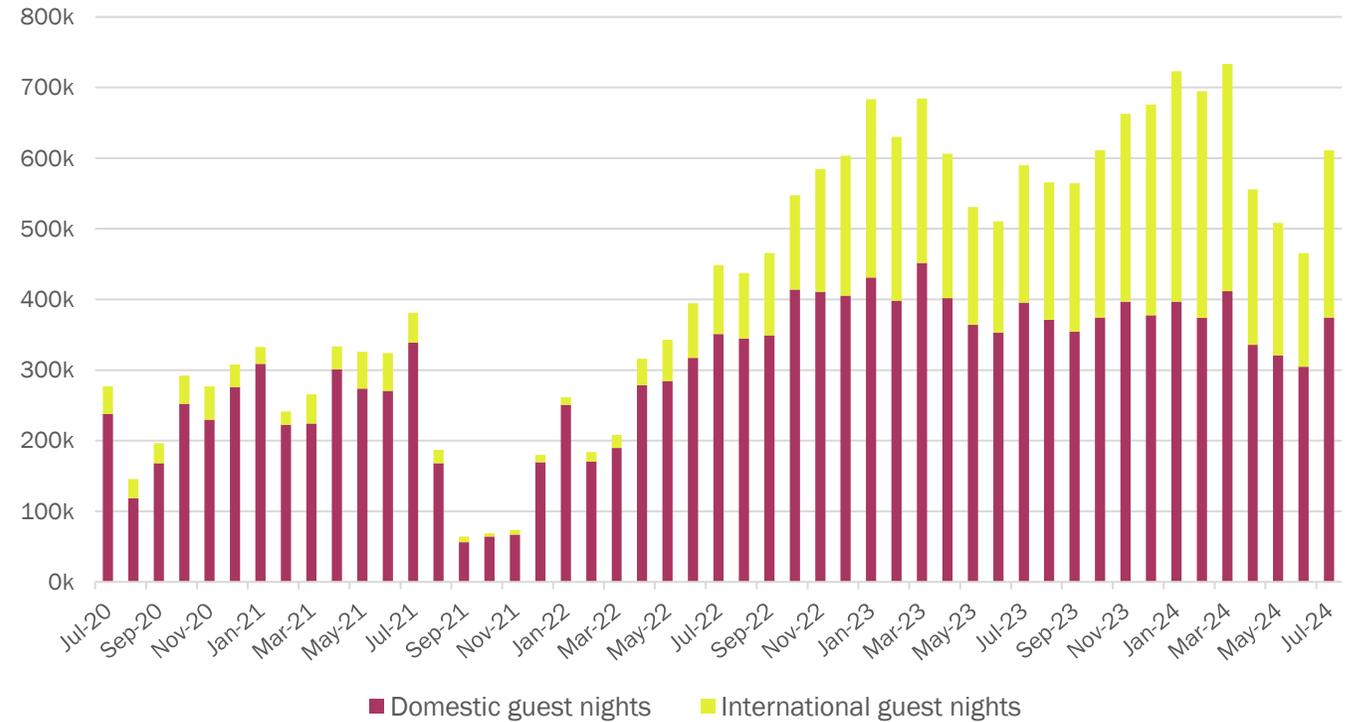


Auckland Tourism – Accommodation Data

571.8k total guest nights in commercial accommodation in July 2024, down 3.5%

- For the month of July 2024, there were **571.8k total guest nights in commercial accommodation in Auckland, down 3.5%** on the same month last year.
- There were **358.6k domestic guest nights** in commercial accommodation (**down 9.3%**), and **213.3k international guest nights (up 8.2%)** in commercial accommodation in July 2024.
- For New Zealand overall, there were 2.55m guest nights in commercial accommodation in July 2024, down 8.6% compared to July 2023.

Guest nights in commercial accommodation - Auckland



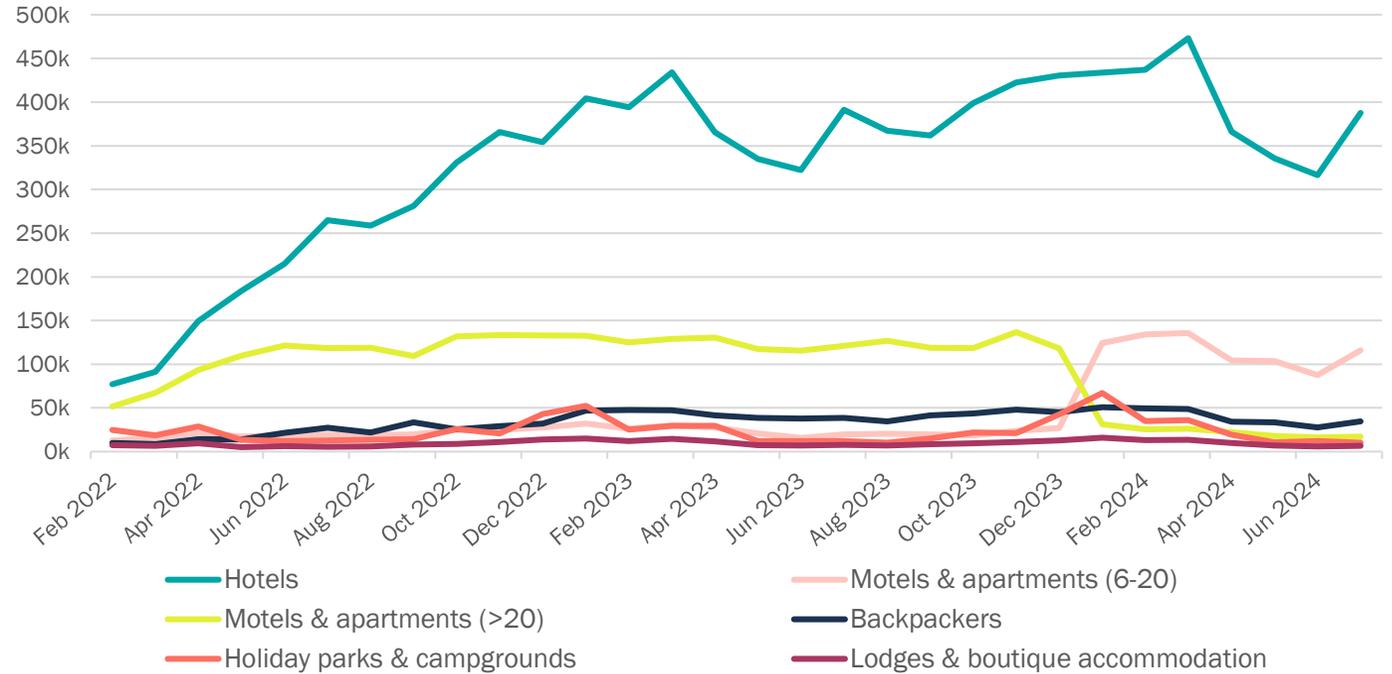
July 2024	Auckland	% change	New Zealand	% change
Total guest nights	571,800	-3.5%	2,547,300	-8.6%
Domestic guest nights	358,600	-9.3%	1,785,500	-10.3%
International guest nights	213,300	8.2%	761,800	-4.4%

387.7k guest nights in hotels in July 2024, down 0.9%

- For the month of July 2024, there were **387.7k guest nights in hotels** in Auckland, **down 1.9%** compared to July last year.
- There were **115.8k guest nights in motels and apartments (6-20)**, **up 484.8%** on the previous year.
- However, **guest nights in motels and apartments (>20) (17.0k)** were **down (86.0%)**.
- Guest nights in holiday parks and campgrounds (10.2k)** were **down (15.0%)** for the month of July.
- Guest nights in backpacker accommodation decreased (down 10.3% to 34.7k)** in July 2024.
- Guest nights in lodges and boutique accommodation were down (14.5% to 6.5k)** for the month.

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Guest nights by accommodation type (monthly)



Jun-24	Auckland	% change
Hotels	387,700	-0.9%
Motels & apartments (6-20)	115,800	484.8%
Motels & apartments (>20)	17,000	-86.0%
Backpackers	34,700	-10.3%
Holiday parks & campgrounds	10,200	-15.0%
Lodges & boutique accommodation	6,500	-14.5%

Average Occupancy for July 2024 was 61.1%, down 9.4% on 2023

- For the month of July 2024, the **average Occupancy was 61.1%, 9.4% lower** compared to July 2023.
- The **Average Daily Rate (ADR) for the month was \$192, down 14.1%** on last year.
- **Monthly Revenue per available room (RevPAR) for July was \$122, 22.3% lower** compared to last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in July 2024.
- Percentage changes for Occupancy, ADR and RevPAR both peaked on **Saturday 13th July 2024**.

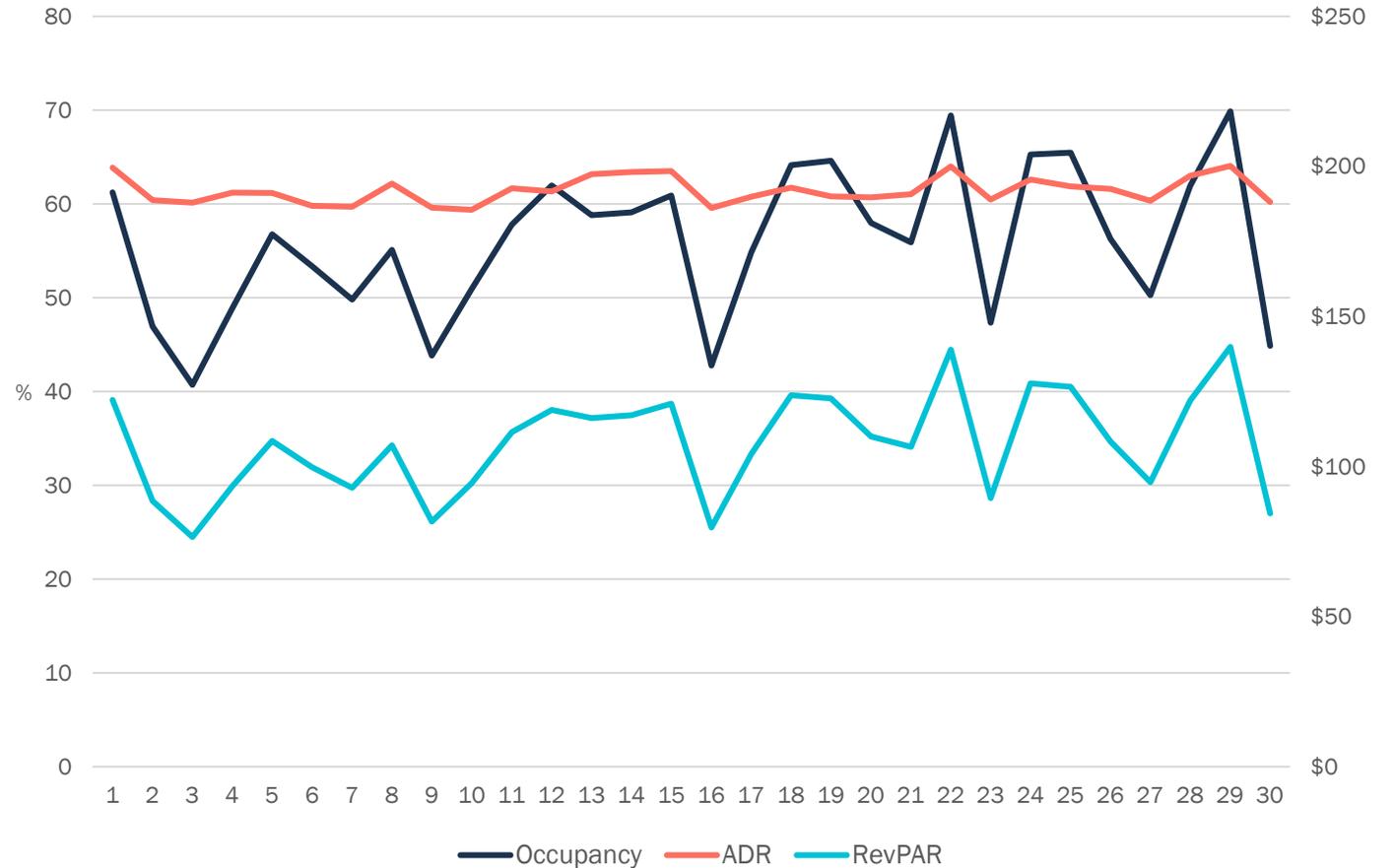
Percent Changes for the Month of July



Average daily rate peaked at \$247 on 13th July 2024, up 14.0%

- The **average daily rate (ADR)** for hotels in Auckland was the highest for the month on **Saturday 13th July 2024 at \$247** (up 14.0% on the previous year).
- **Hotel occupancy reached 85.8%** on **Saturday 13th July 2024** (up 40.9% on the previous year).
- **Revenue per available room (RevPAR) peaked to \$212** also on **Saturday 13th July 2024**. This was up 60.7% in comparison to last year.

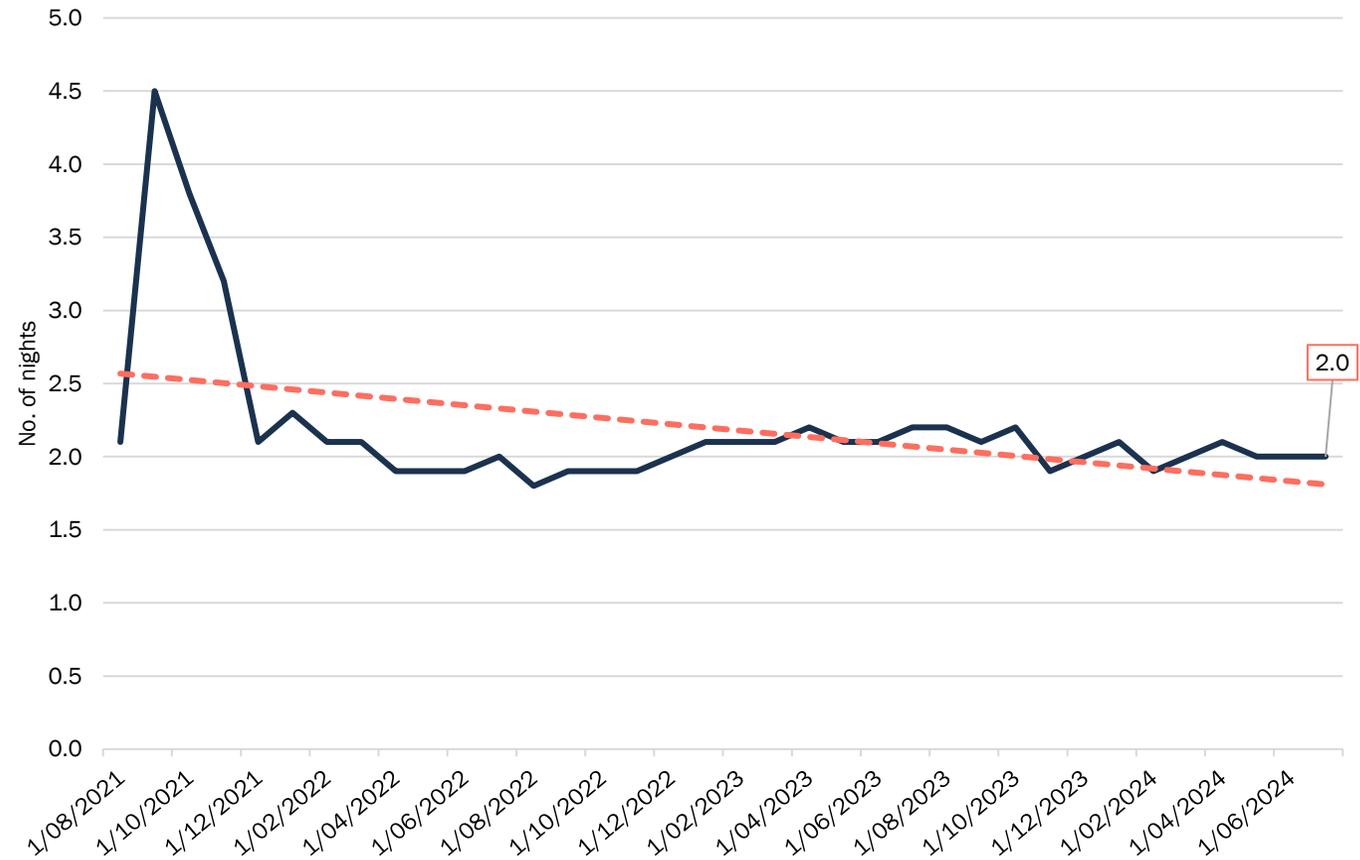
Daily hotel rates for the Month of July



On average, visitors stayed 2.0 nights in Auckland for the month of July 2024

- On average, visitors stayed in Auckland for 2.0 nights for the month of July 2024 (down 9.1% 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.

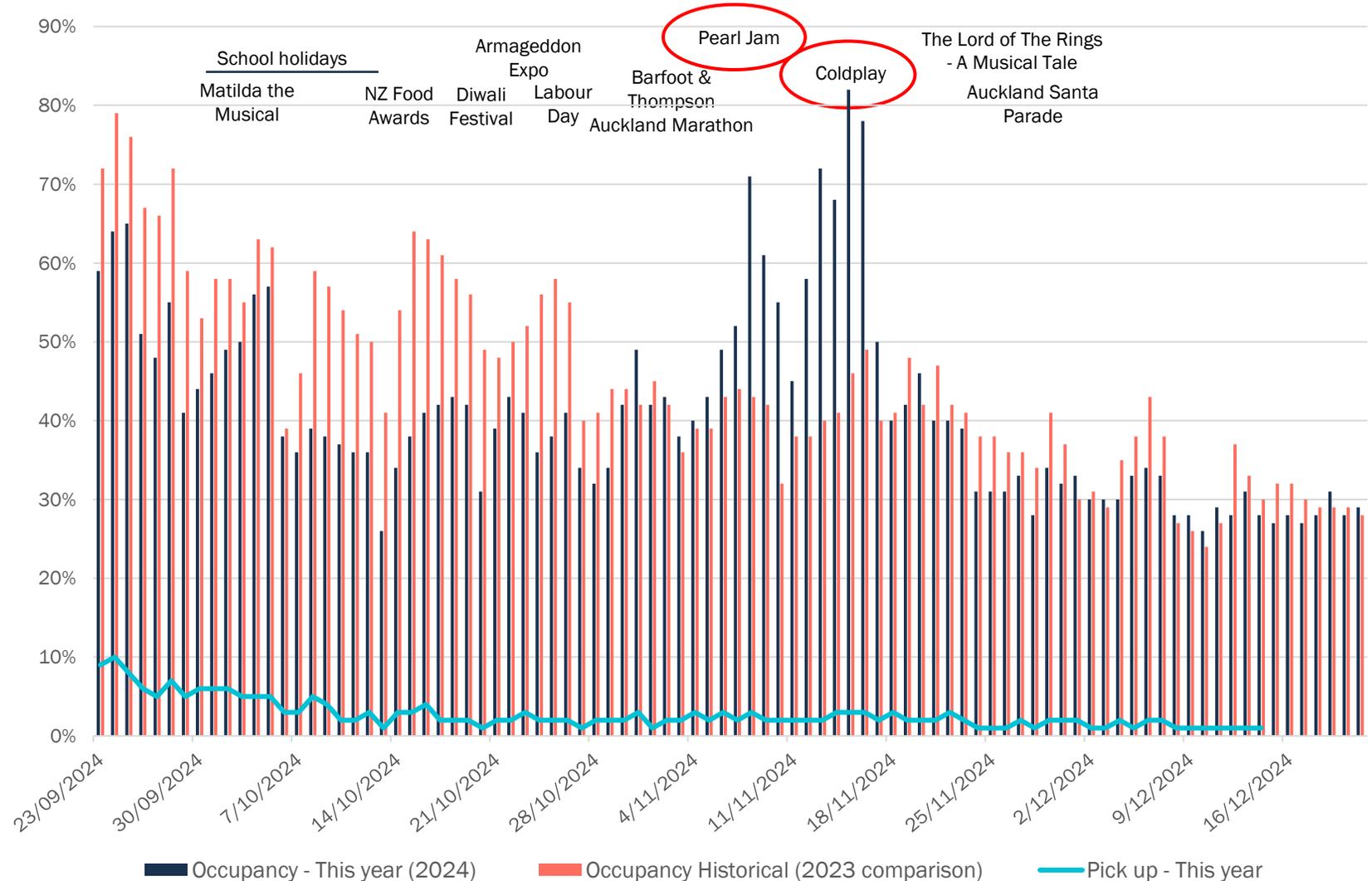
Average length of stay for visitors to Auckland



90-Day Forward Booking Occupancy Data

- Looking forward, overall occupancy-on-the-books in Auckland is lower for the end of September and the month of October 2024 in comparison to last year. However, occupancy is higher from early to mid-November 2024 (compared to 2023).
- Occupancy will peak at 82% on Friday 15th and hit 78% on Saturday 16th November. These dates coincide with Coldplay set to perform at Eden Park on the 13th and 15th - 16th November.
- Occupancy is also set to reach 78% on the 8th November, which is when Pearl Jam will perform at the Go Media Stadium.
- 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.

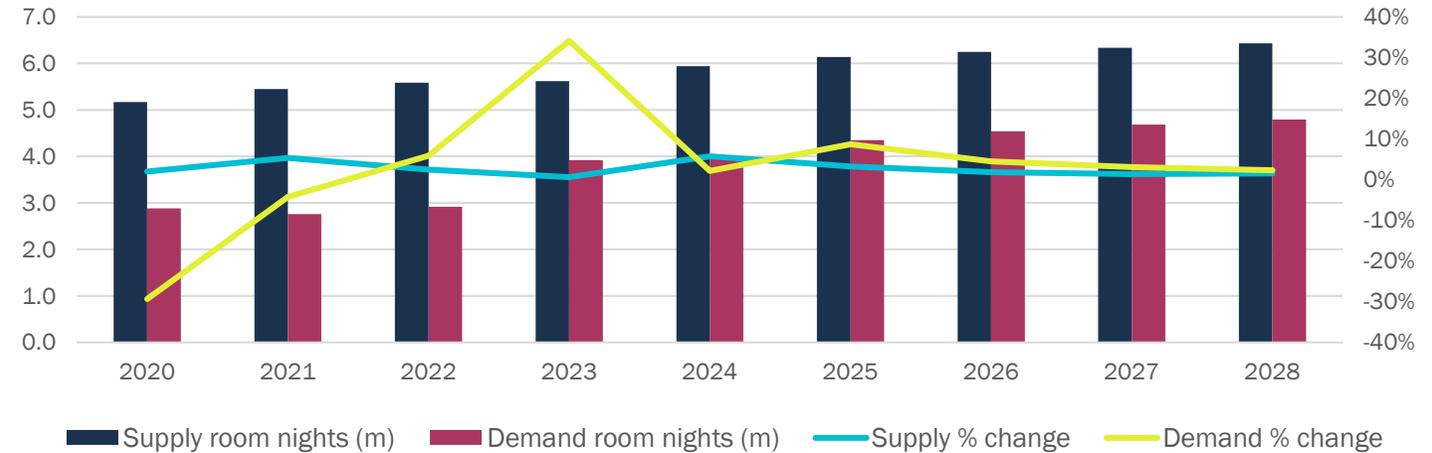
Occupancy - 90 Day Forward Outlook



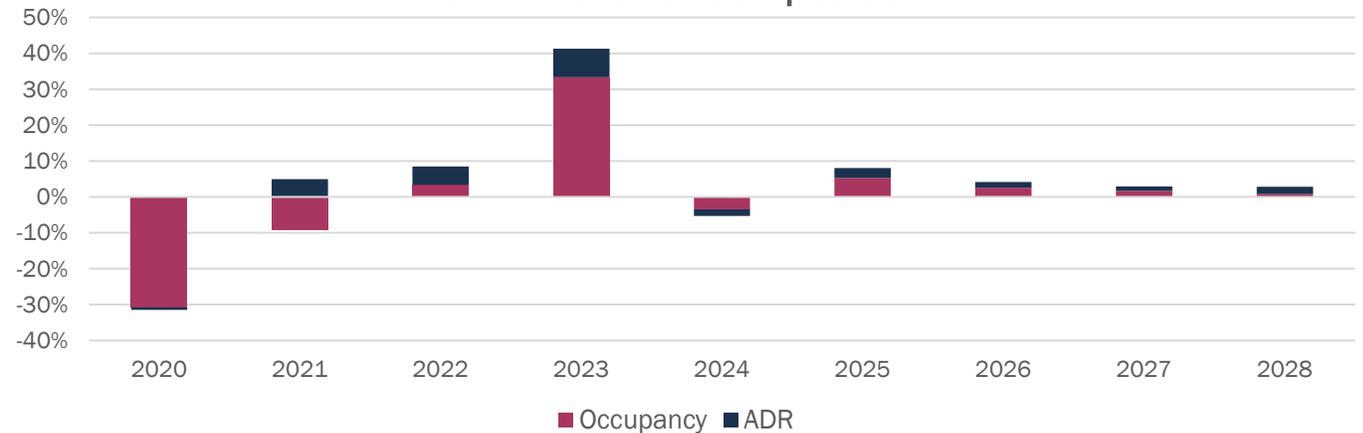
Longer term projections

- 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 Q2 supply expanded 5.5%. Demand declined -3.6%, resulting in an occupancy decline of -8.5%. Occupancy is expected to decline by -9.1% in 2024 Q3, with supply expanding 6.3% and demand declining -3.4%.
- After expanding 33.3% in 2023, occupancy is expected to decline -3.4% in 2024. ADR is expected to decrease -1.9%, resulting in RevPAR decline of -5.2% in 2024. RevPAR is expected to grow by 8.2% in 2025.
- Over the next three years, occupancy is expected to expand at an average annual rate of 1.4%, while ADR is expected to expand at an average annual rate of 0.8%.

Supply and Demand Growth



RevPAR Growth Composition



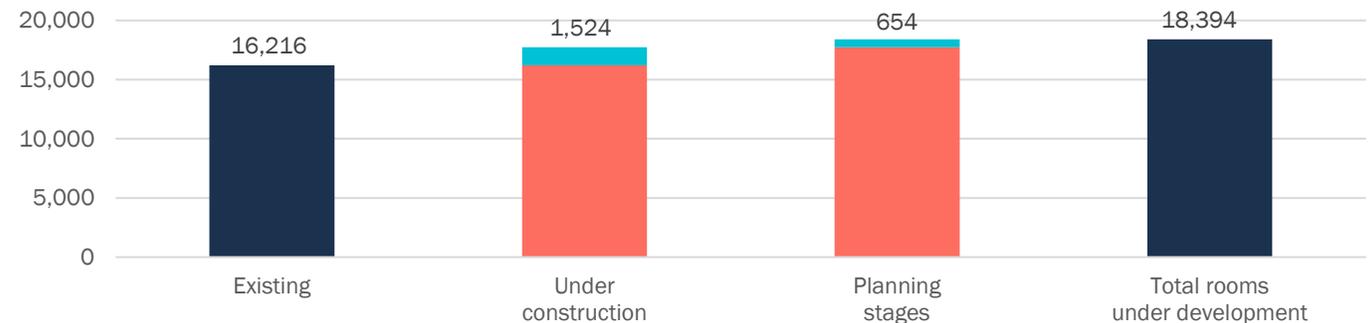
16.3k average daily rooms available in 2024, with 16.8k rooms forecast for 2025

- 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 5.7%, which will supply an additional 885 rooms (compared to 2023) .
- Looking to 2025, average room supply is expected to expand 3.3%, supplying 533 new rooms and bringing the total number of rooms to 16.8k.
- Observing rooms by phase data, there was a total of 18.4k rooms (from 225 properties) in the pipeline.
- This comprised of 16.2k existing rooms (from 213 properties), 1.5k rooms under construction (from 8 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%	281
	2021	14,932	5.4%	759
	2022	15,302	2.5%	370
	2023	15,397	0.6%	95
Forecast	2024	16,282	5.7%	885
	2025	16,815	3.3%	533
	2026	17,127	1.9%	313
	2027	17,360	1.4%	233
	2028	17,619	1.5%	260

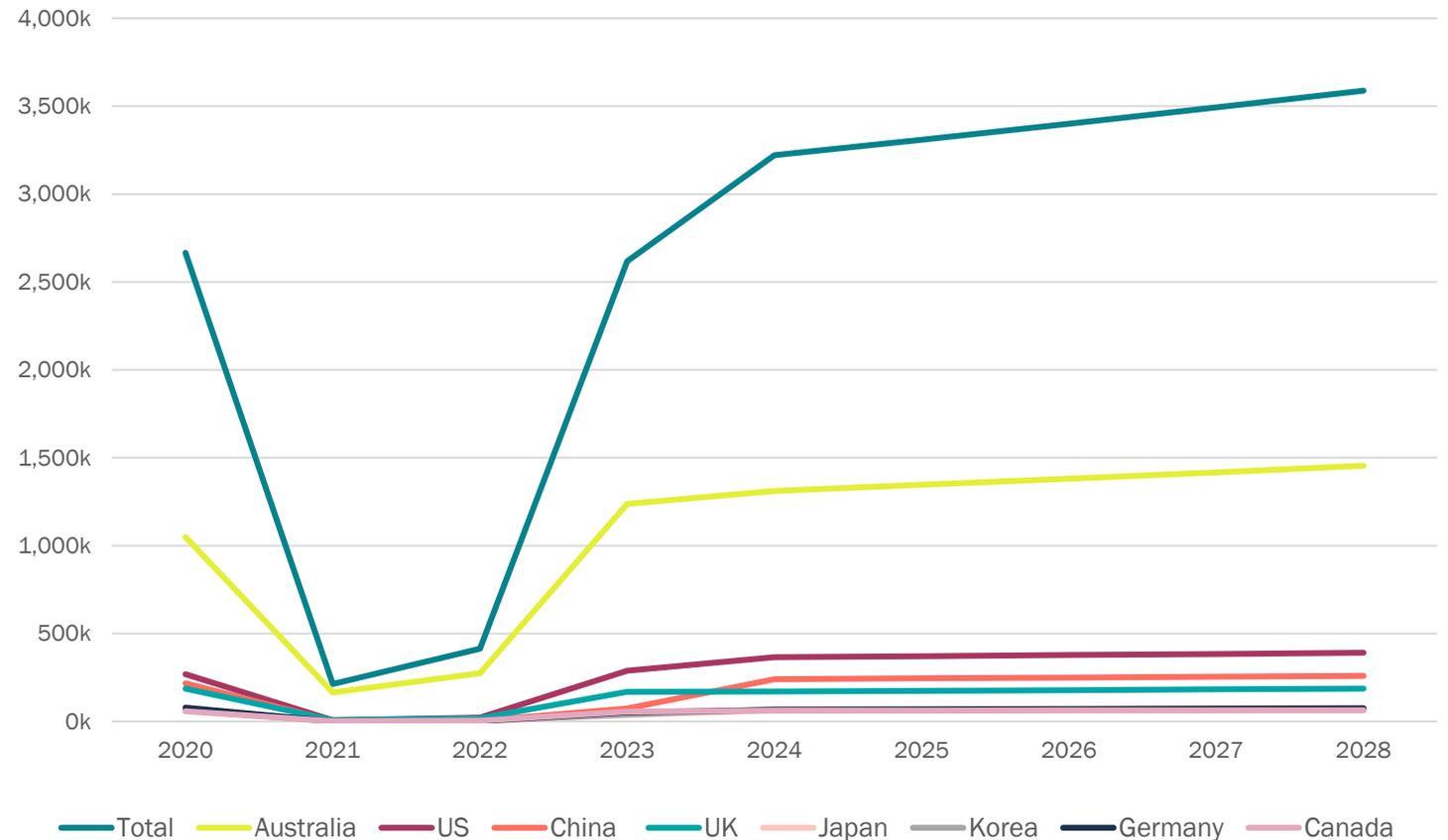
Rooms by Phase



In total, 3.59m visitors are projected to visit New Zealand in YE July 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 13.7% from 2025 to 2028 (for Q2 2024), resulting in a possible 3.59m international visitors by YE July 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%. 1.45m Australian visitors are expected to visit New Zealand in the year to July 2028 (exceeding 2020 visitation levels of 1.05m).

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

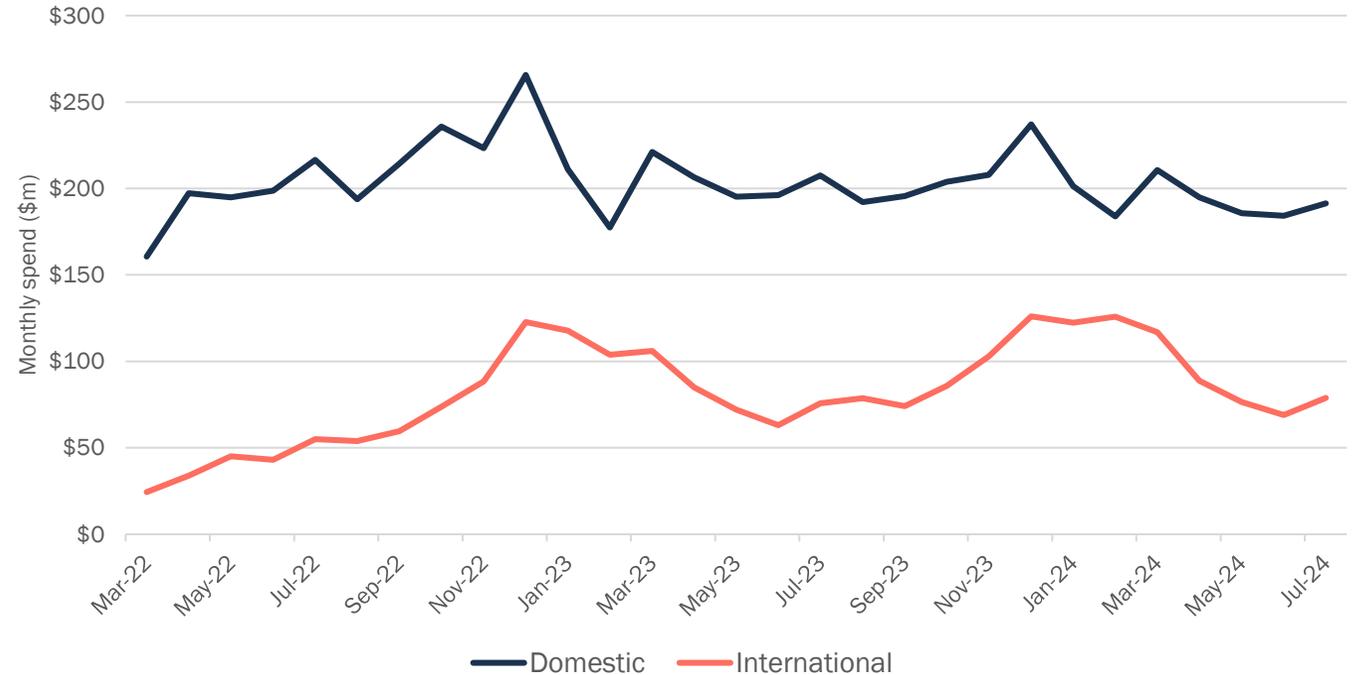
\$2.39b in Domestic tourism spend for year-end July 2024, down 6.2%

- Tourism Electronic Card Transactions (TECTs) restarted as an interim replacement to the Monthly Regional Tourism Estimates (MRTEs) in April 2024.
- 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. 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 July 2024, domestic tourism spend in Auckland was \$2.39b, down 6.2% on last year.**
- **International spend was \$1.15b, up 12.1% for the year.**

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Source: MBIE TECTs.

Year-end tourism transactions in Auckland

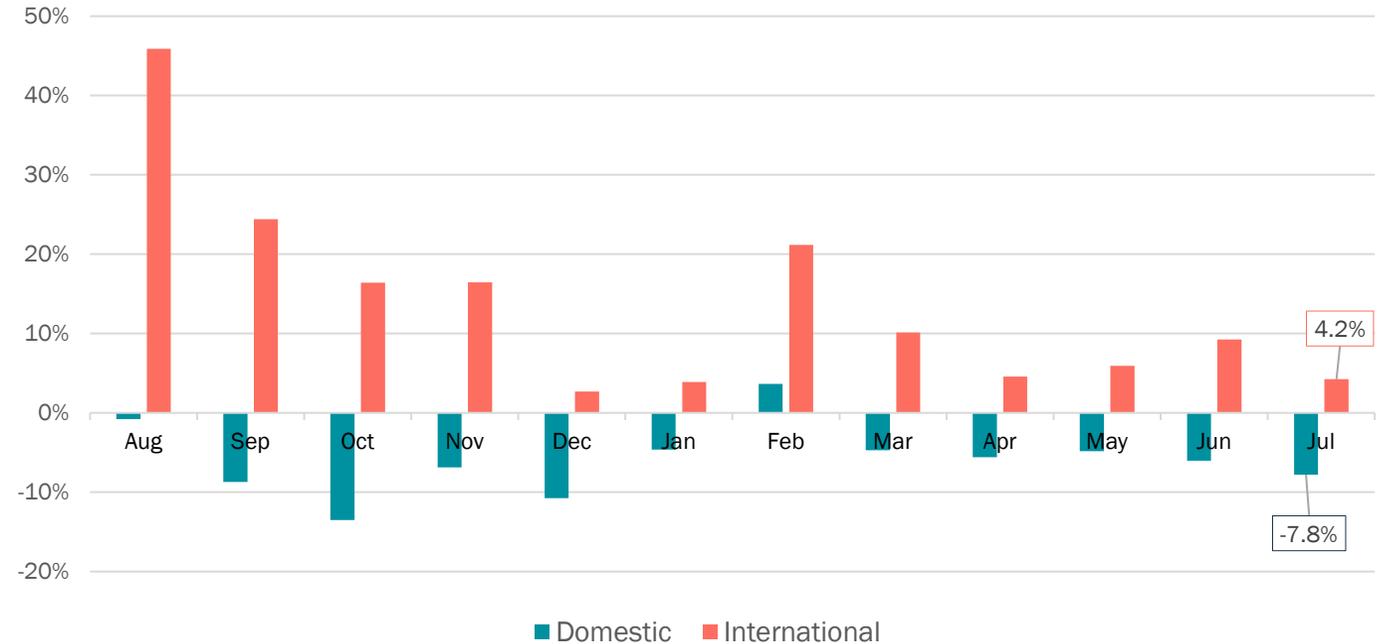


Tourism Transactions	YE July 2024 (\$b)	YE % change
Domestic	2.389	-6.2%
International	1.146	12.1%

Total Domestic tourism spend was \$191.4m for July 2024, down 7.8%

- For the month of July 2024, domestic tourism spend (TECTs) was \$191.4m (down 7.8%) compared to the same month in 2023.
- International tourism spend in July 2024 was \$78.9m (up 4.2%) compared to July 2023.

Monthly % change in tourism transactions in Auckland

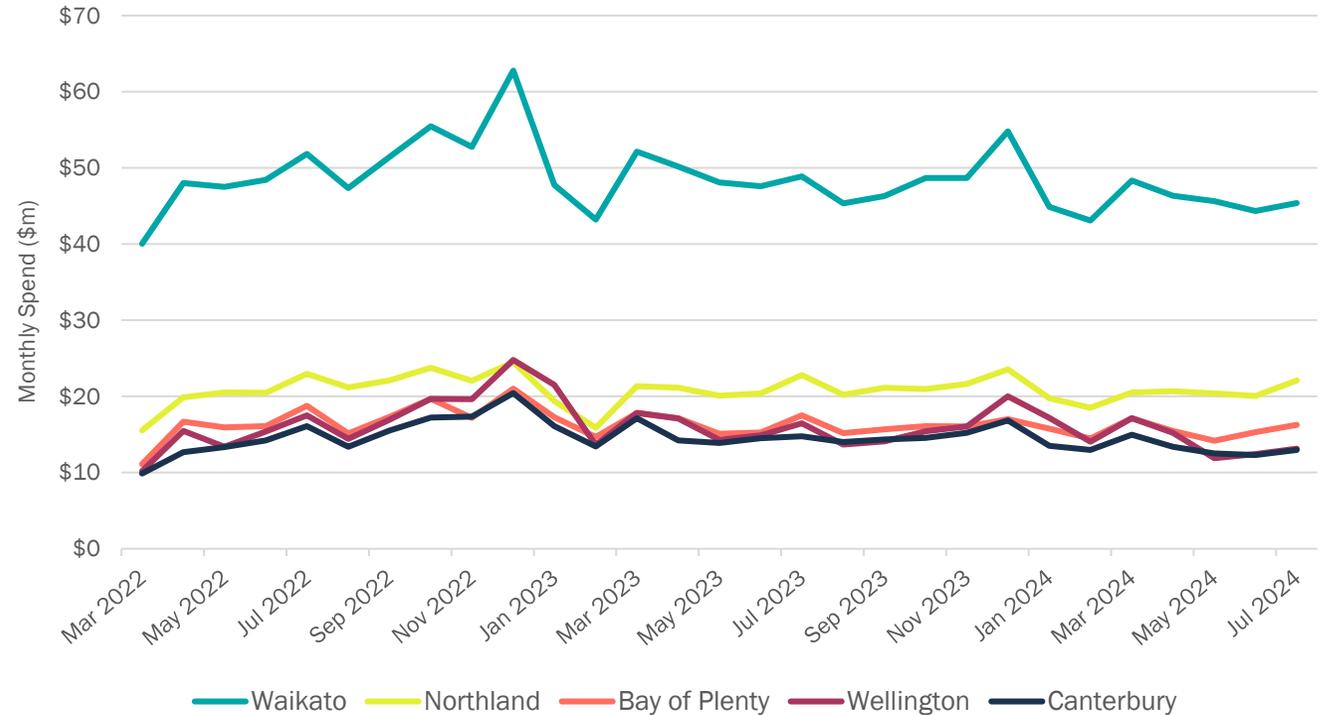


Tourism Transactions	July 2024 (\$m)	% change
Domestic	191.4	-7.8%
International	78.9	4.2%

Waikato visitors spent \$45.4m in July 2024, down 7.2% on the previous year

- For the month of July 2024, tourism spend was down across all domestic markets compared to the same month last year.
- Spend from **Waikato-based visitors \$45.4m** was down 7.2% compared to the previous year.
- Spend from **Northland (\$22.1m, down 3.2%)**, the **Bay of Plenty (\$16.3m, down 7.2%)**, **Wellington (\$13.2m, down 20.2%)** and **Canterbury (\$13.0m, down 12.3%)** was down in July 2024, compared to July 2023.

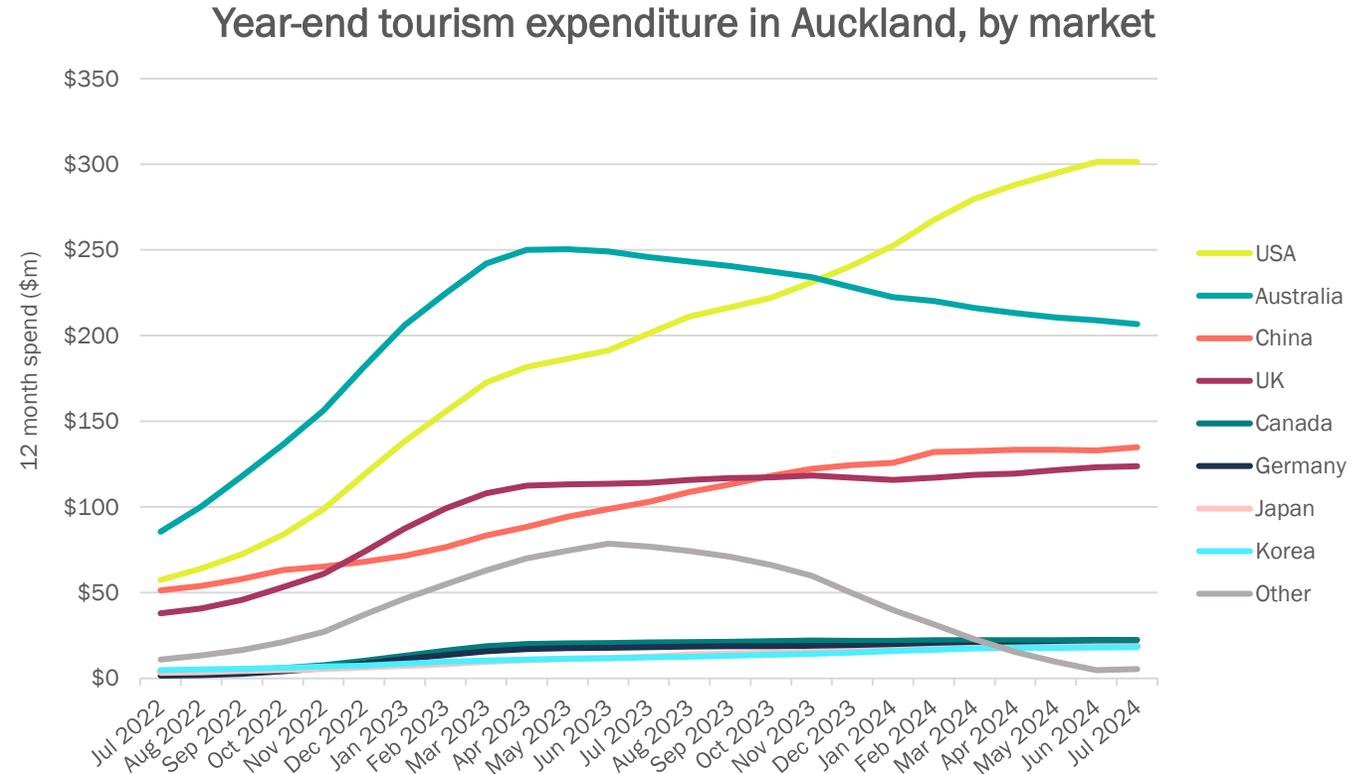
Monthly tourism domestic spend in Auckland, by market



	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
July 2024	45.4	-7.2%	22.1	-3.2%	16.3	-7.2%	13.2	-20.2%	13.0	-12.3%

Visitors from the US spent \$301m in the year to July 2024, up 49.7% on the previous year

- In the year to July 2024, Australian tourism spend was \$207m, down 15.9% on the previous year.
- Tourism spend from the US was \$301m, up 49.7%.
- Spend from the UK was \$124m, also up 8.5% for the year to July 2024.
- Chinese visitors spent \$135m in the year to July 2024, up 30.9% on the previous year.
- Spend from Japan (up 47.8% to \$18.7m), Korea (up 45.7% to \$18.2m), Canada (up 6.8% to \$22.4m), and Germany (up 2.7% to \$19.0m) was also up on the previous year.

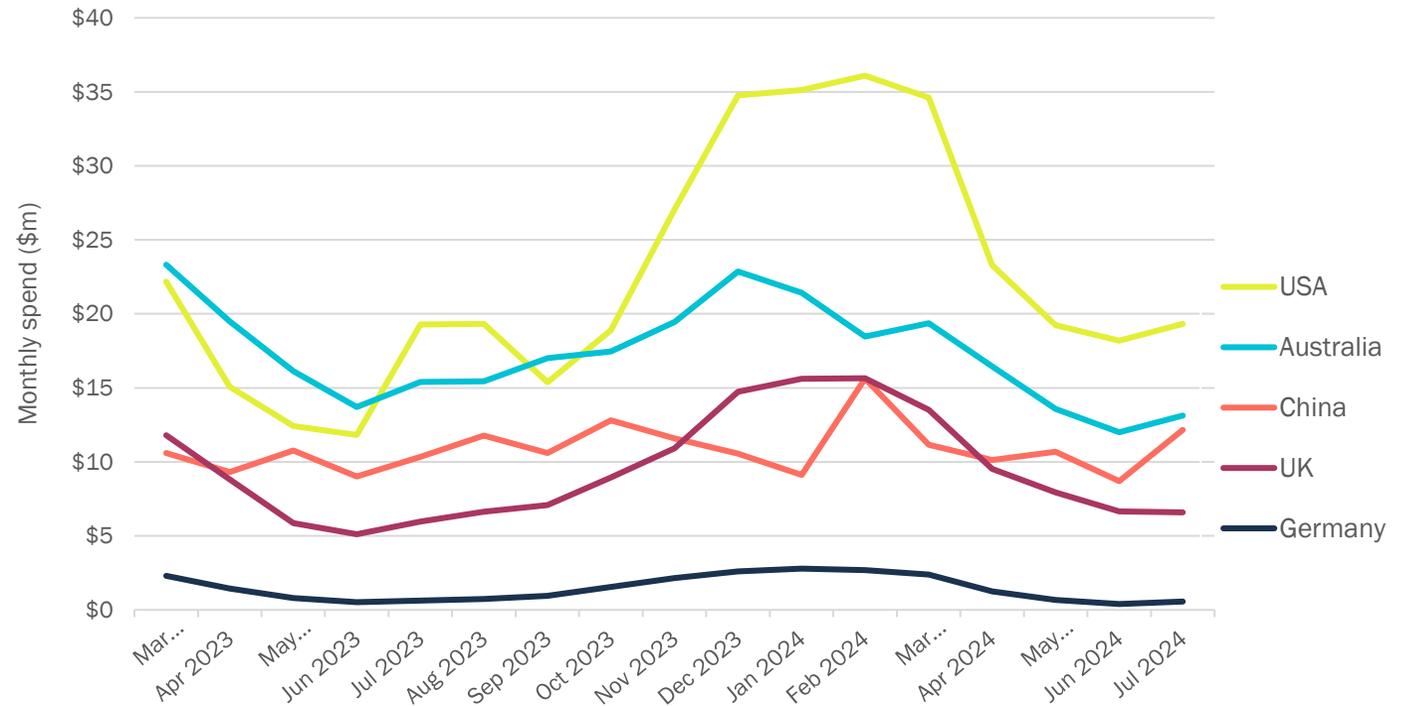


	Australia (\$m)	vs. previous year / YE	China (\$m)	vs. previous year / YE	UK (\$m)	vs. previous year / YE	US (\$m)	vs. previous year / YE	Germany (\$m)	vs. previous year / YE
YE July 2024	207	-15.9%	135	30.9%	124	8.5%	301	49.7%	19	2.7%

Visitors from China spent \$12.2m in July 2024, up 17.6% on the previous year

- For the month of July 2024, tourism spend from the US (\$19.3m) was up 0.2% compared to last July.
- Visitors from Australia spent \$13.1m in July, down 14.8% on the previous year.
- Visitors from China spent \$12.2m in July, up 17.6% compared to last year.
- There was an increase in tourism spend from the UK (up 10.5% to \$6.6m) while German tourism spend decreased (down 9.6% to \$0.6m) for the month of July 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
July 2024	13.1	-14.8%	12.2	17.6%	6.6	10.5%	19.3	0.2%	0.6	-9.6%

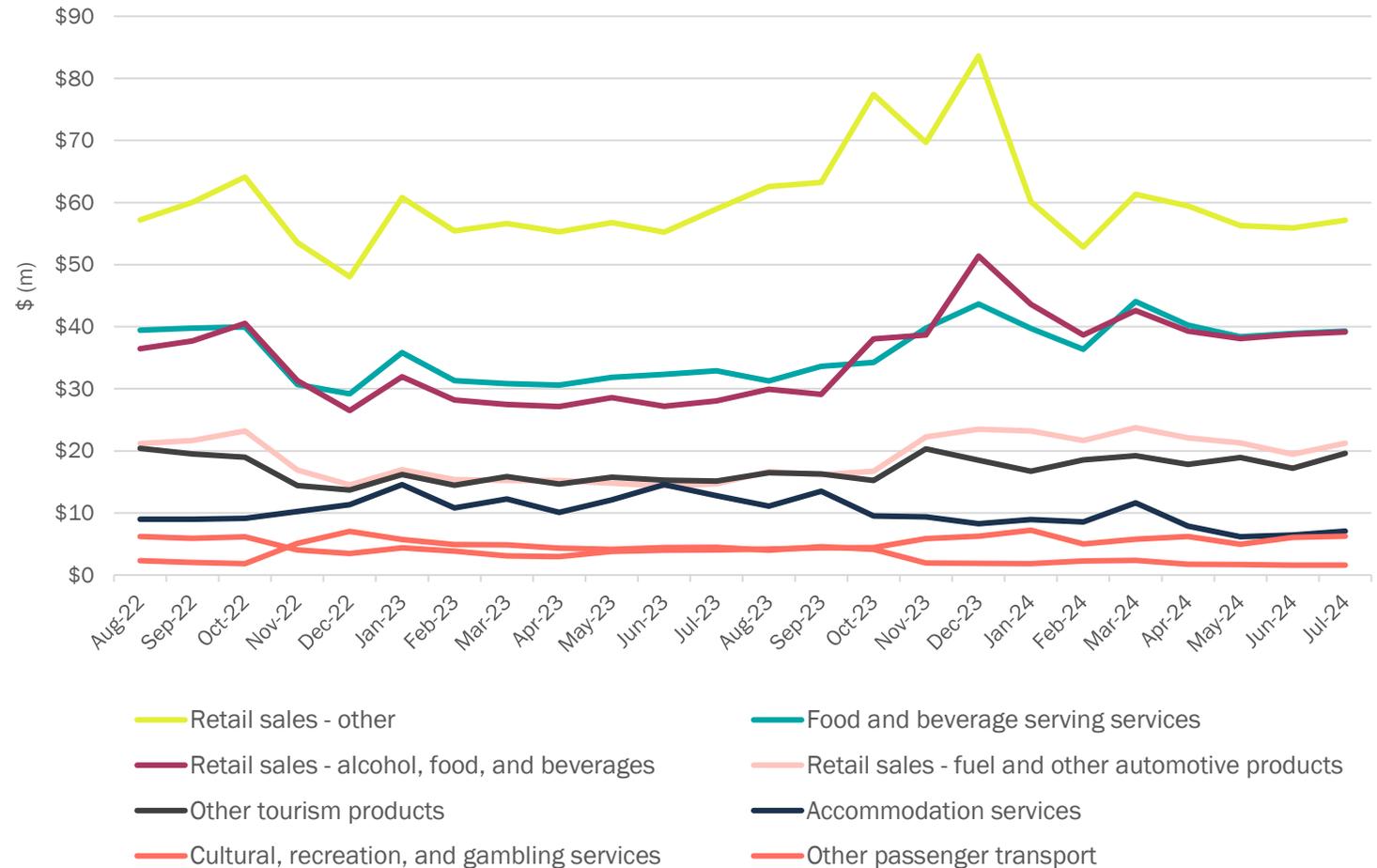
\$57.1m spent in Retail sales (other) by domestic visitors in July 2024

	Spend (\$m)	% change
Accommodation services	7.1	-44.8%
Cultural, recreation, and gambling services	6.2	54.1%
Food and beverage serving services	39.3	19.5%
Other passenger transport	1.6	-64.0%
Other tourism products	19.6	29.7%
Retail sales - alcohol, food, and beverages	39.1	39.6%
Retail sales - fuel and other automotive products	21.2	44.6%
Retail sales - other	57.1	-3.1%
Grand Total	191.4	-7.8%

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



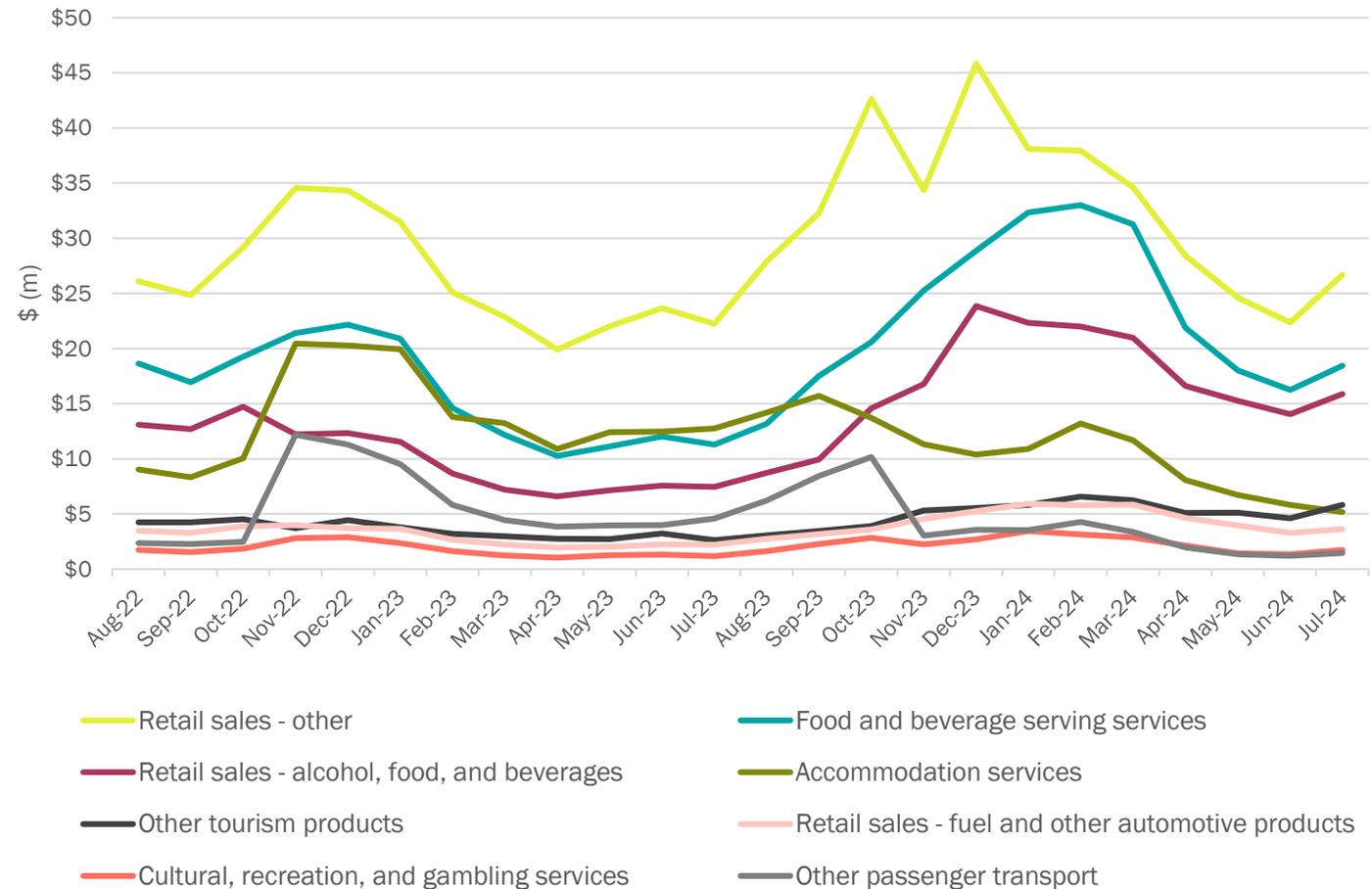
\$26.7m spent in Retail sales (other) by International visitors in July 2024, up 20.1%

	Spend (\$m)	% change
Accommodation services	5.2	-59.4%
Cultural, recreation, and gambling services	1.7	46.5%
Food and beverage serving services	18.4	63.5%
Other passenger transport	1.5	-68.0%
Other tourism products	5.8	121.7%
Retail sales - alcohol, food, and beverages	15.9	112.7%
Retail sales - fuel and other automotive products	3.6	64.3%
Retail sales - other	26.7	20.1%
Grand Total	78.9	22.6%

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Source: MBIE TECTS.

International monthly tourism transactions in Auckland, by product





Auckland – Major Events Data

Major Events Insights – July 2024



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Event	Date	Venue	Interesting Findings
World Choir Games	9 – 19 July 2024	Auckland Town Hall	
Auckland Art Show	29 June – 12 July 2024	Viaduct Events Centre	<ul style="list-style-type: none"> ▪ The month of July saw 144.3k international visitors, up 1.2% on July 2023.
Pacific Festival of Brass	10 – 13 July 2024	Due Drop Events Centre	
All Blacks v England	13 July 2024	Eden Park	<ul style="list-style-type: none"> ▪ For the month of July 2024, there were 213.3k international guest nights (up 8.2%) in commercial accommodation in July 2024
Pacific Festival of Brass	10 – 13 July 2024	Due Drop Events Centre	
Madagascar The Musical	16 – 20 July 2024	Bruce Mason Centre	<ul style="list-style-type: none"> ▪ For the month of March 2024, the average Occupancy was 75.2%, 6.3% lower compared to March 2023.
DEEP HARD N FUNKY - WINTER MUSIC FESTIVAL	20 July 2024	The Trusts Arena	
Jimmy Barnes - Hell Of A Time Tour	25 July 2024	The Civic	<ul style="list-style-type: none"> ▪ International tourism spend in July 2024 was \$78.9m (up 4.2%) compared to July 2023.
Winetopia 2024	26 – 27 July 2024	Viaduct Events Centre	
Come Together - Led Zeppelin IV	26 July 2024	Aotea Centre	
One New Zealand Warriors v West Tigers	26 July 2024	Go Media Stadium, Mt Smart	
Creedence Clearwater Collective	26 July 2024	Bruce Mason Centre	

All Blacks vs England Key Insight



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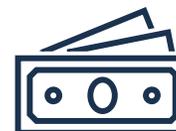


Pacific Festival of Brass Key Insight



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Source: Major Events, Tātaki Auckland Unlimited.



CBRE Report: Impact of Events on Hotel Demand

- A recent analysis by CBRE showed that citywide events are a major demand driver to the hotel industry, as well as providing wider economic and social benefits to the host city.
- The analysis showed how various types of events boosted hotel occupancy and revenue, with a focus on Auckland. The analysis included **Ed Sheeran's Auckland concerts** in 2022, the **Women's Rugby World Cup final** in November 2022, last year's **FIFA Women's World Cup**, singer **Pink's Eden Park concerts** in March 2024, and the **World Choir Games** in July.
- The **FIFA Women's World Cup** in July and August last year had the greatest overall impact because of its length and international stage, with hotel demand elevated for 33 days.
- The report concluded that 'it is critical that council and government actively maintain a regular calendar of differing events and work with the hotel industry to ensure the benefit of such events is maximised'. "Visitors also provide a vibrancy to a city with large groups of typically energised and positive people adding flair to the CBD. Having these groups of visitors in a city regularly makes for a more enjoyable place to live and work for locals, supports CBD businesses and improves the profile of a city both locally and internationally."

Event	Dates	Event days	Impact days	Average Daily Occupancy Impact	Average Daily Rate Impact	Increase in Room Nights Sold	Increase in Room Nights Sold per Impact Day	Increase in Hotel Room Revenue (\$m)	Increase in Hotel Room Revenue per Impact Day (\$m)
Ed Sheeran Concert	10–11 Feb 2022	2	2	8%	11%	1,906	953	\$1.39	\$0.70
Women's Rugby World Cup Final	12 Nov 2022	1	3	18%	4%	5,346	1,782	\$1.64	\$0.55
FIFA Women's World Cup	20 Jul – 15 Aug 2023	27	33	12%	16%	38,268	1,160	\$21.51	\$0.65
Pink Concert	8–9 Mar 2024	2	2	12%	47%	3,388	1,694	\$4.59	\$2.29
World Choir Games	10–20 Jul 2024	11	11	21%	7%	21,986	1,999	\$6.22	\$0.57



Auckland – Business Events Data

Business Events Insights Q2 2024

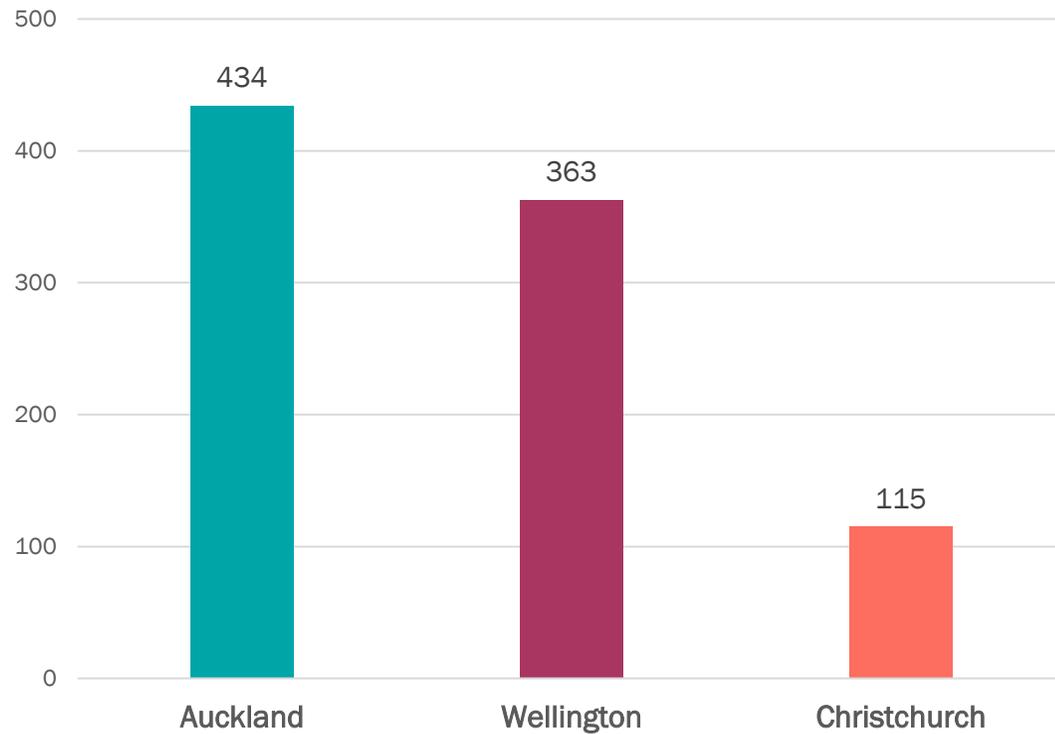


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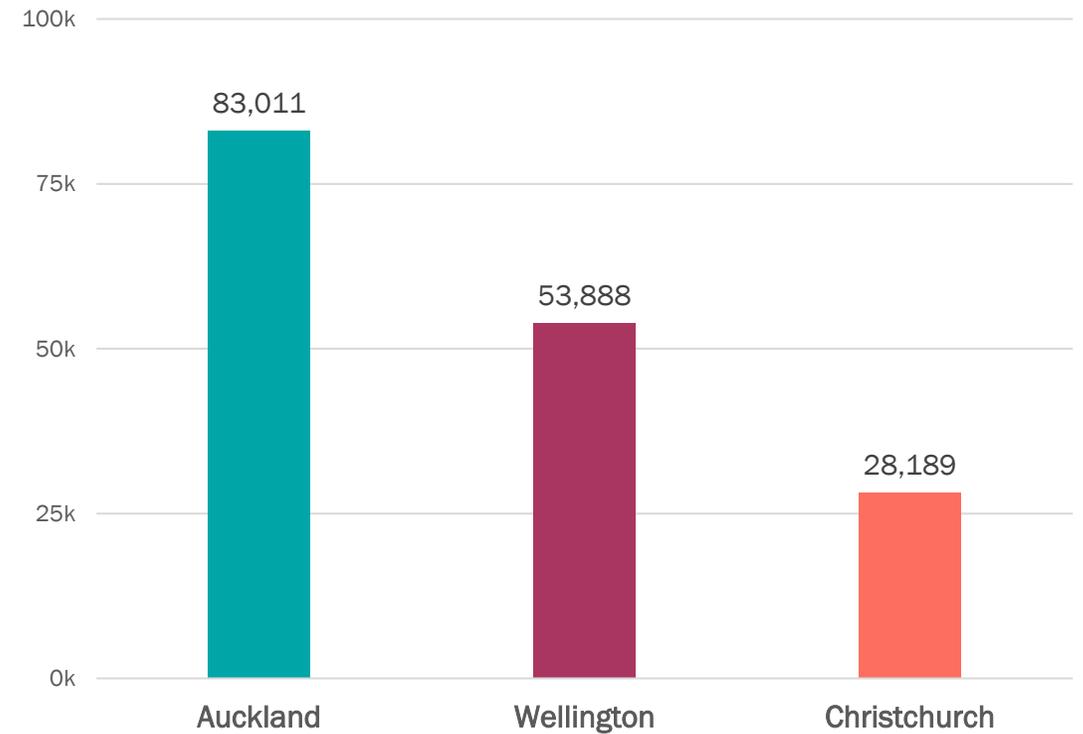


Auckland attracted the highest number of business delegates (83.0k) in New Zealand in Q2 2024

Total number of business events – Regional comparison



Total number of delegates – Regional comparison

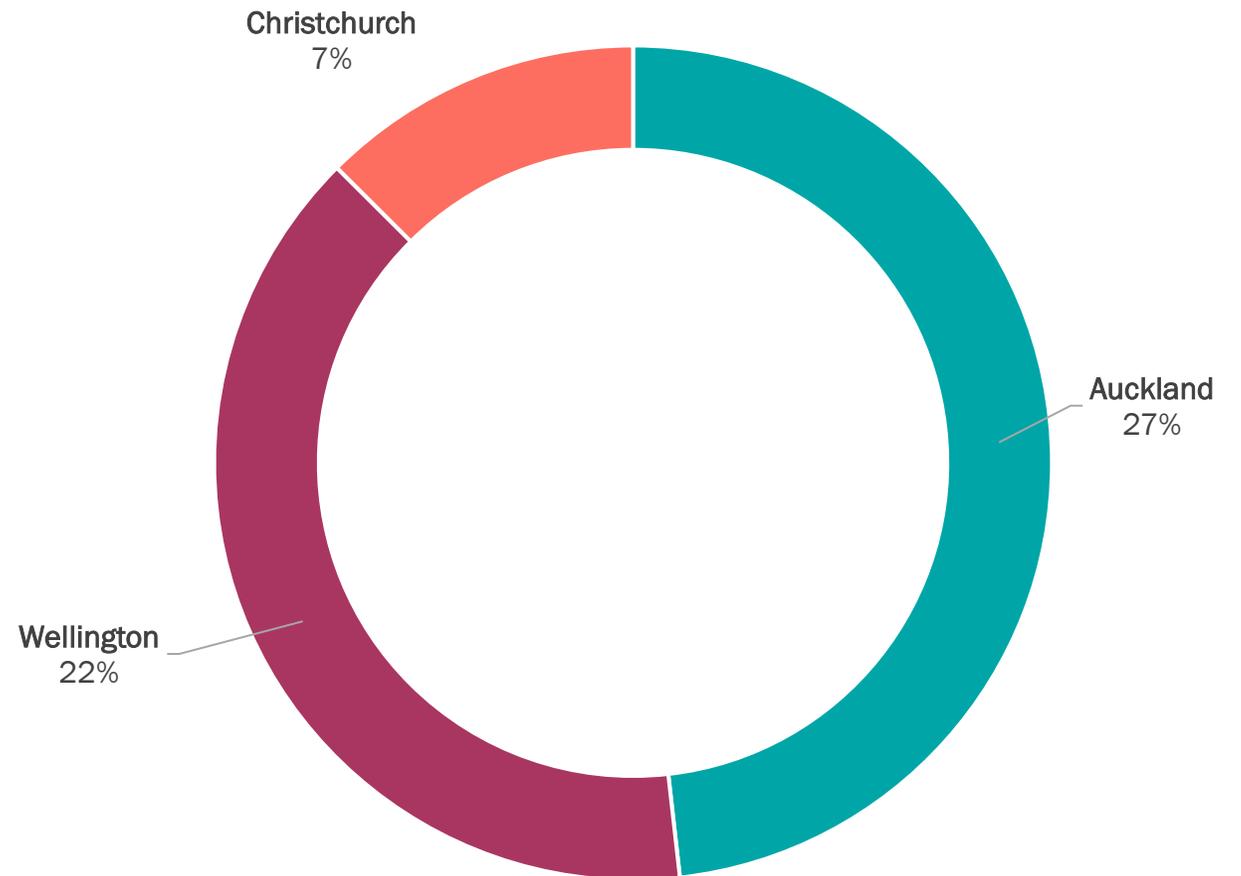


Auckland had the largest market share of business events in NZ in Q2 2024



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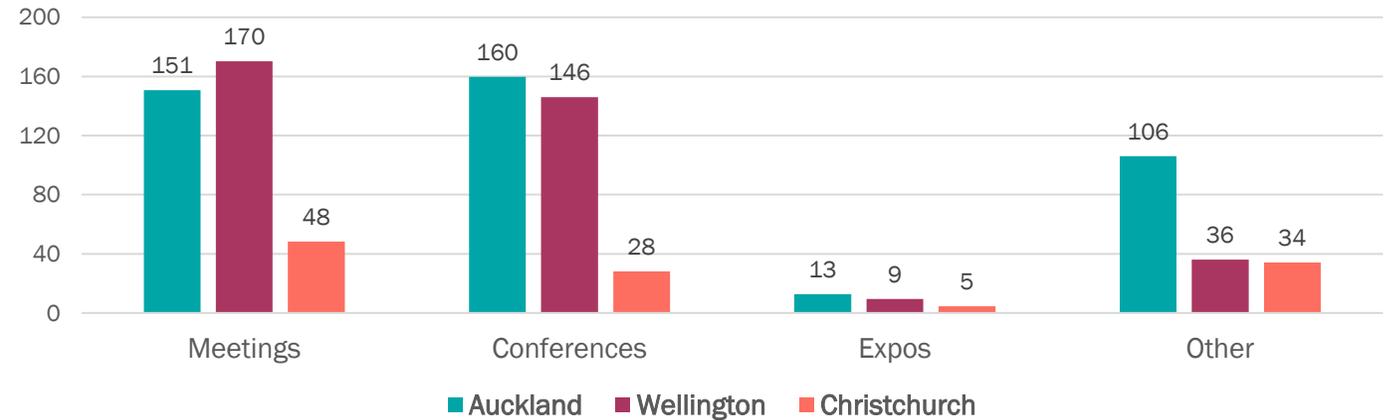
Business Event Market Share - Regional Comparison



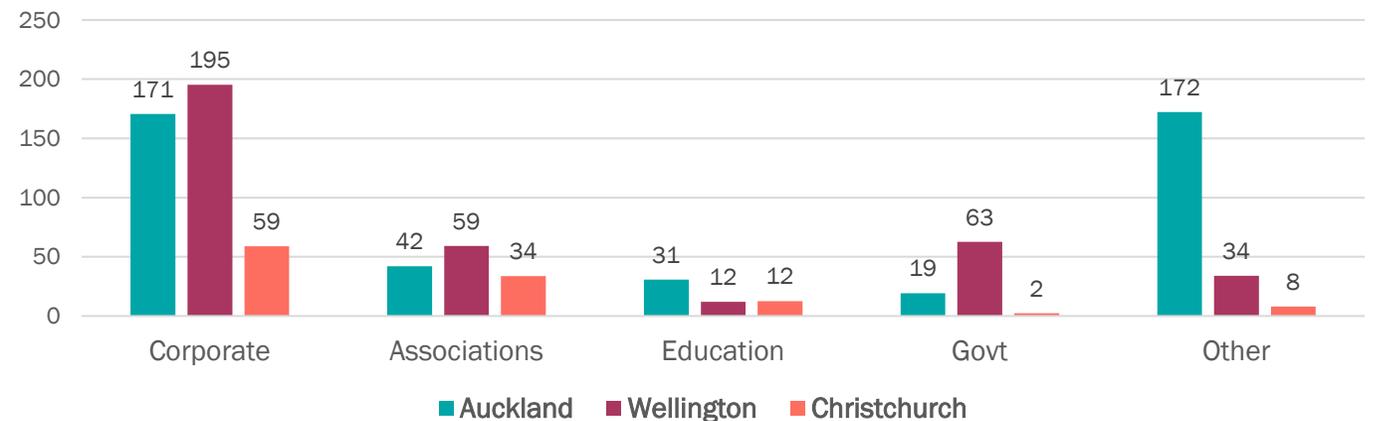
Auckland hosted the most conferences, other business events and expos in NZ Q2 2024

- Looking at business event type, **Auckland hosted the most conferences (160), other business events** like social functions and Gala dinners (106) out of the three featured regions in **Q2 2024**.
- However, Wellington held the highest number of meetings (170), followed by Auckland (151) and then Christchurch (48).
- The majority of business events in Auckland were for **Corporate customers (171), Associations (42) and Education customers (31)**.
- Among the three regions, Wellington recorded the most Government-related business events (63). This can be attributed to the fact that Wellington is home to New Zealand’s Parliament.

Business Events By Event Type

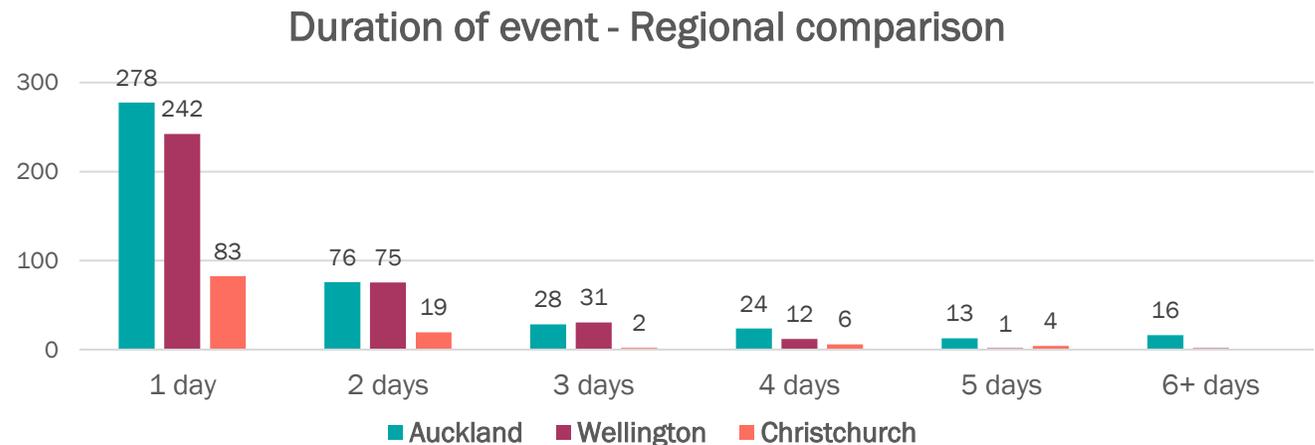
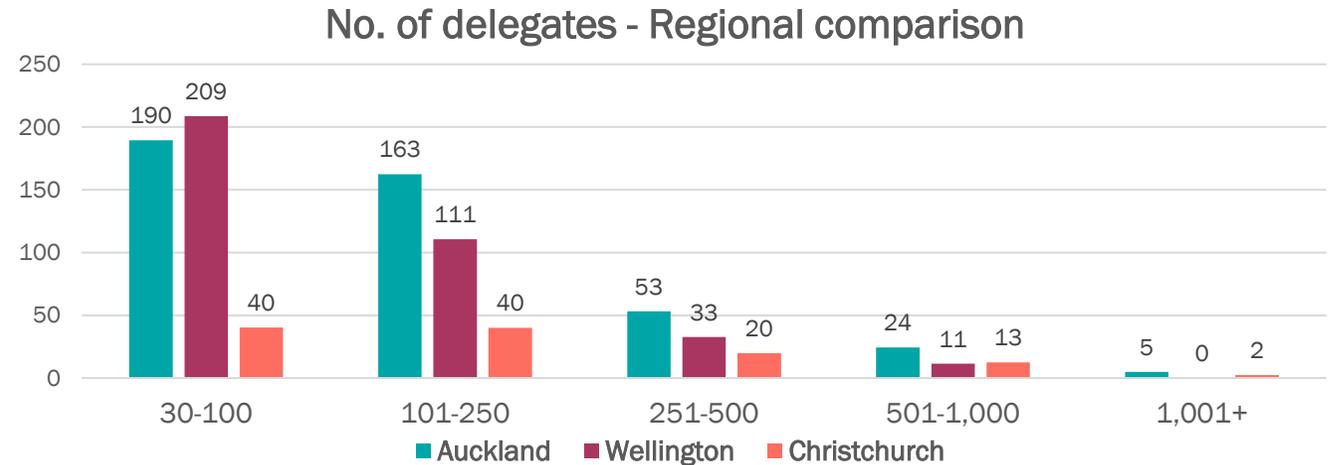


Business Events By Customer Type



36% of all business events in Auckland were multi-day events in Q2 2024

- In Q2 2024, 44% of all business events held in Auckland were smaller events hosting between 30-100 delegates (190 events). In comparison to other regions, Wellington hosted most small business events (209 events).
- 37% of business events in Auckland were medium-sized events with 163 events that hosted between 101-250 delegates.
- 12% of business events (53) in Auckland hosted between 251-500 delegates.
- Auckland had 5 large-scale events that hosted over 1,000 delegates in Q2 2024.
- In Q2 2024, nearly two-thirds of all business events (64%) in Auckland were one day events (278), while 36% were multi-day events. 17% were held for a duration of two days (76), and 7% ran over the course of three days (28).



A scenic view of a coastline with two people standing on a grassy hill overlooking the ocean. The sky is blue with a faint rainbow. The landscape features rugged cliffs, a sandy beach, and waves crashing against the shore. Two people, one in a red jacket and one in a green jacket, are standing on a grassy slope in the foreground, looking out at the sea. The ocean is a deep blue with white foam from the waves. The sky is a clear, bright blue with a faint rainbow visible in the upper left. The overall scene is a beautiful coastal landscape.

Auckland Visitor Survey

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

Visitor Experience



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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

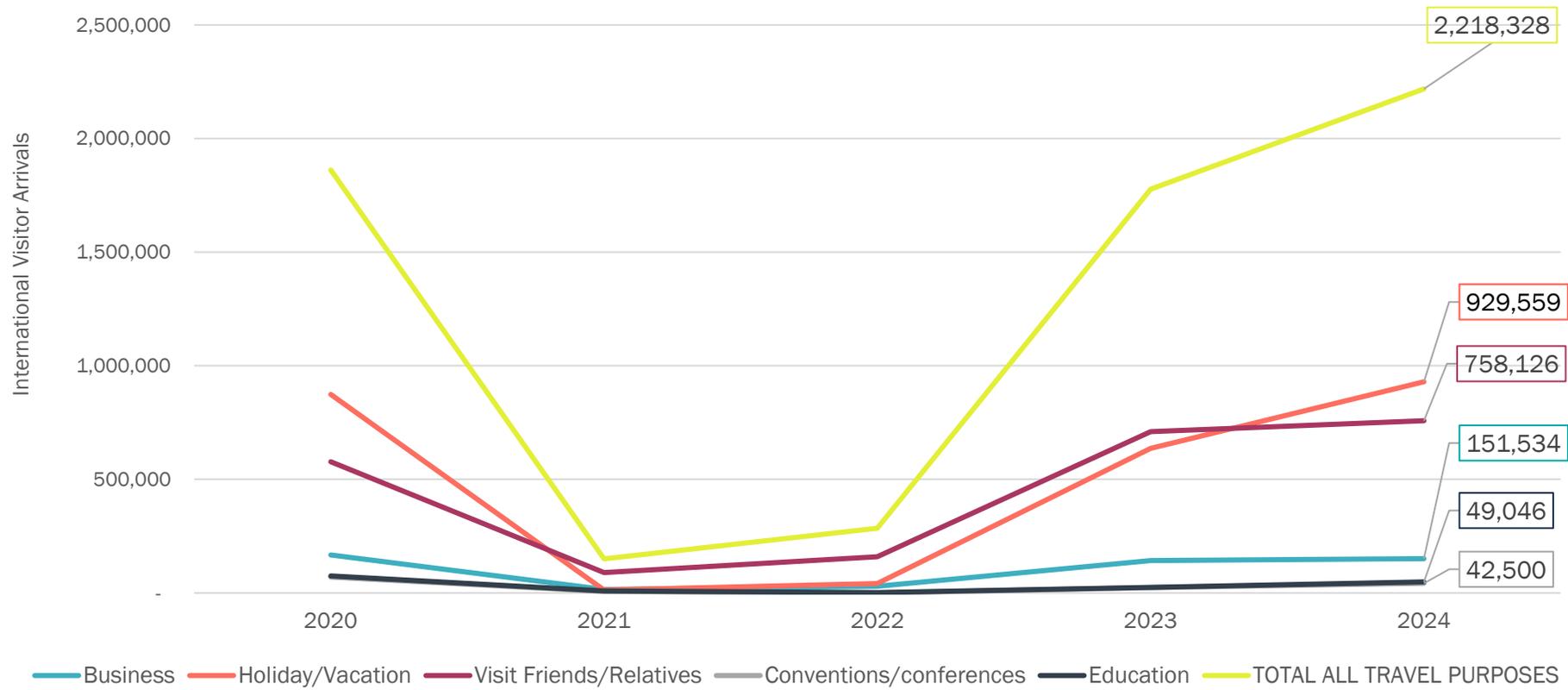
Compared to
YE June 2021

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. This programme is currently on hold.



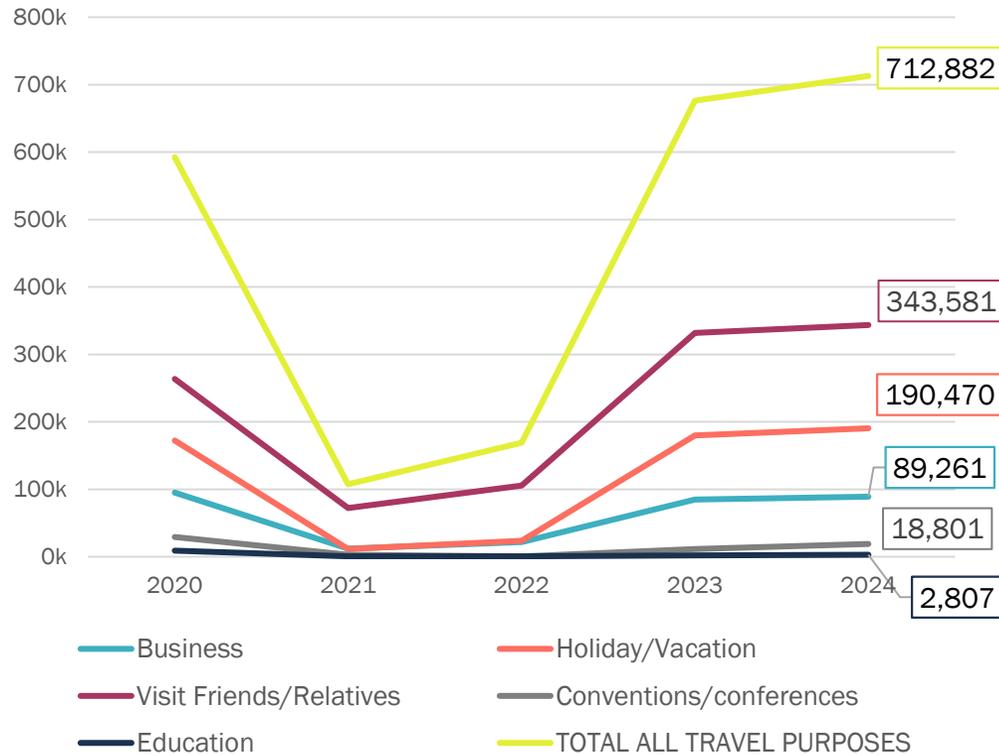
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE July

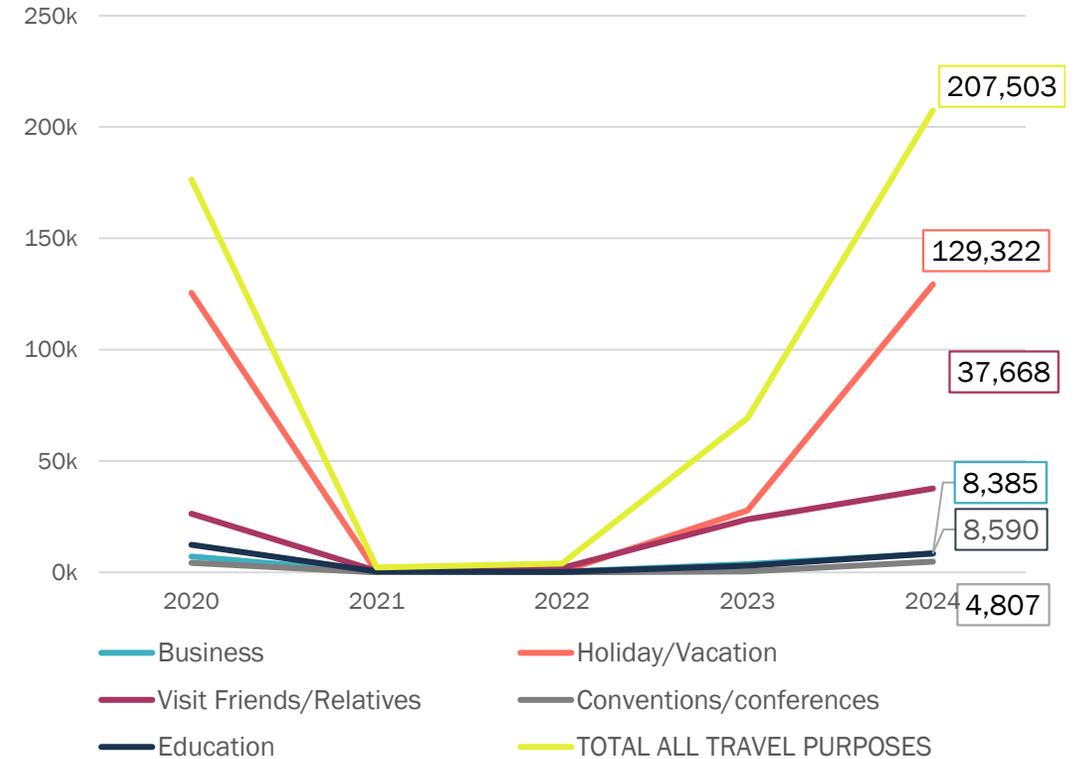


Five-year visitor arrivals to Auckland, YE July

Australia

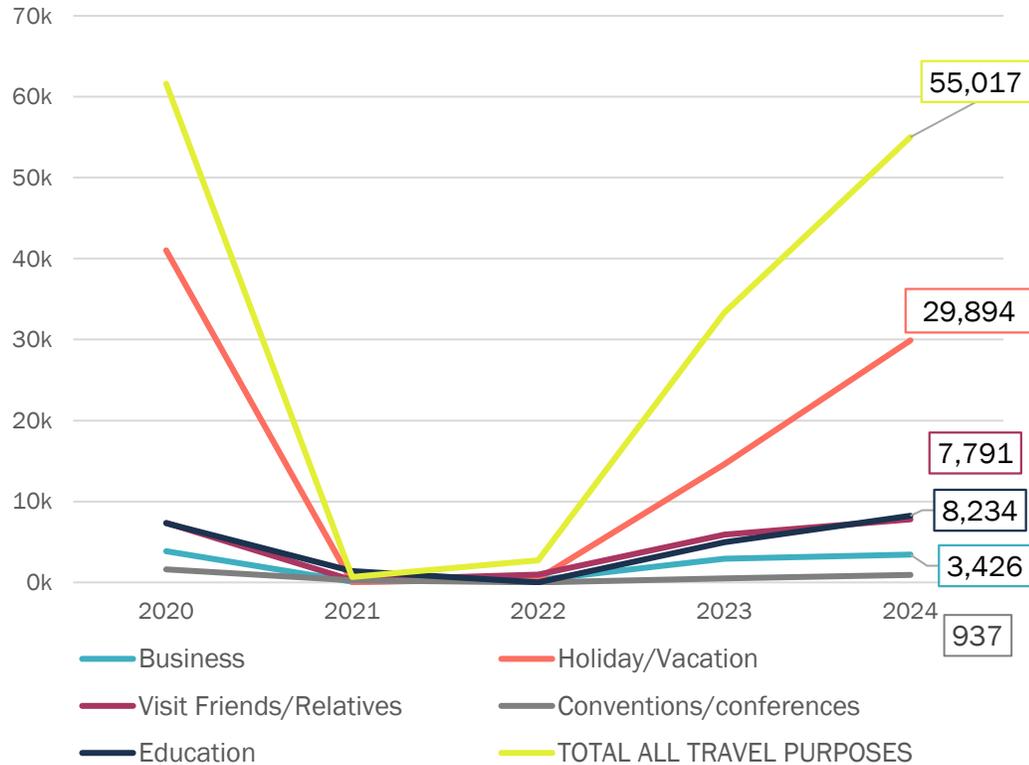


China

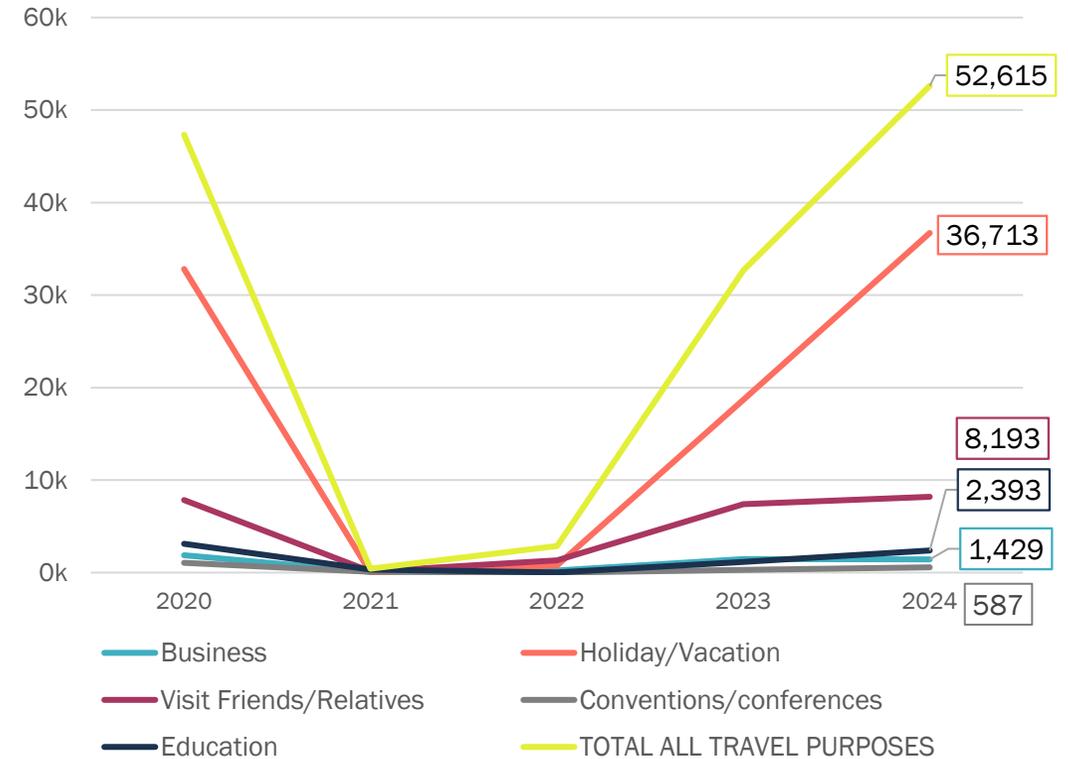


Five-year visitor arrivals to Auckland, YE July

Japan

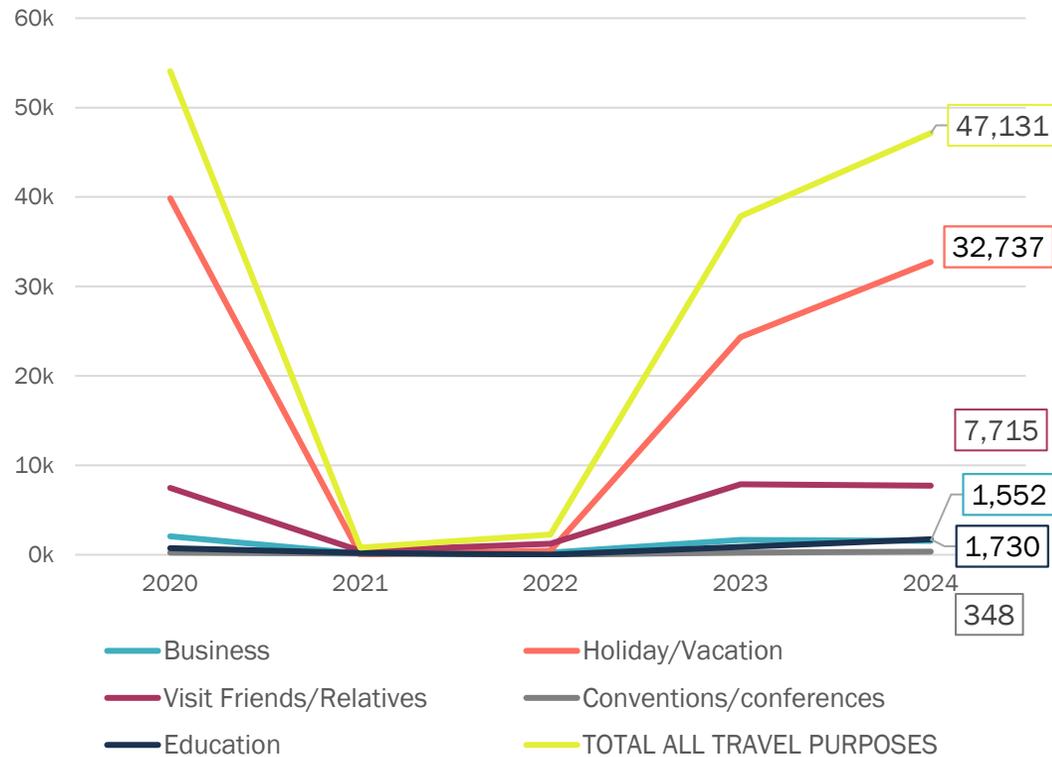


Korea

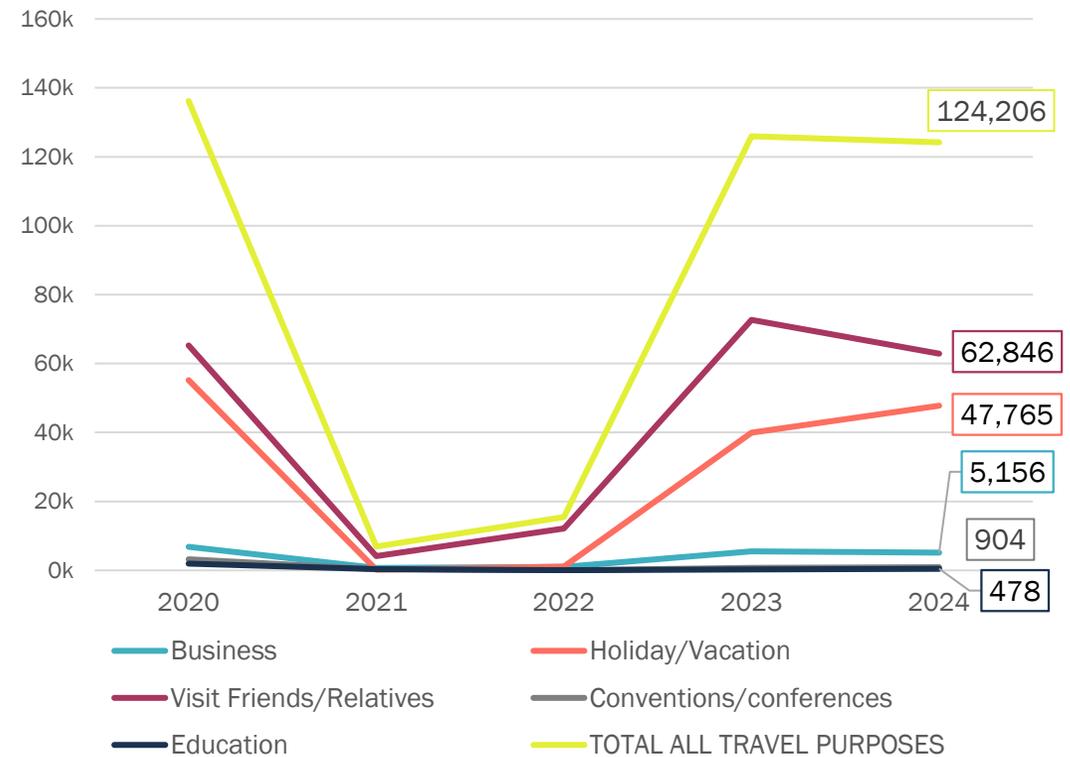


Five-year visitor arrivals to Auckland, YE July

Germany

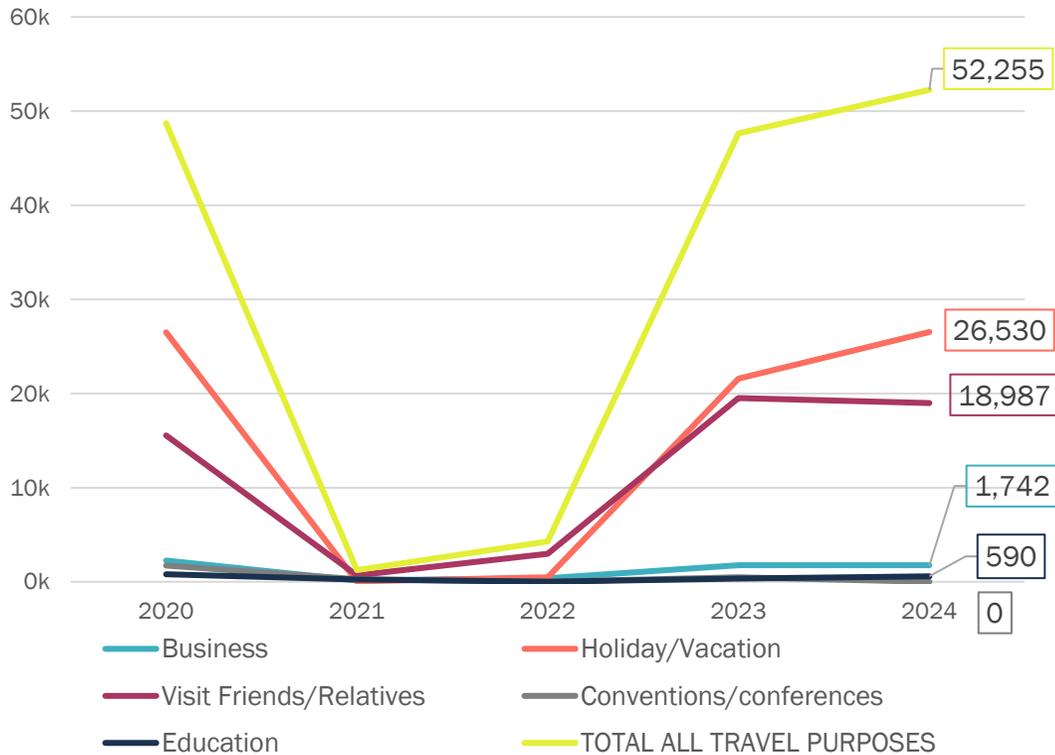


UK

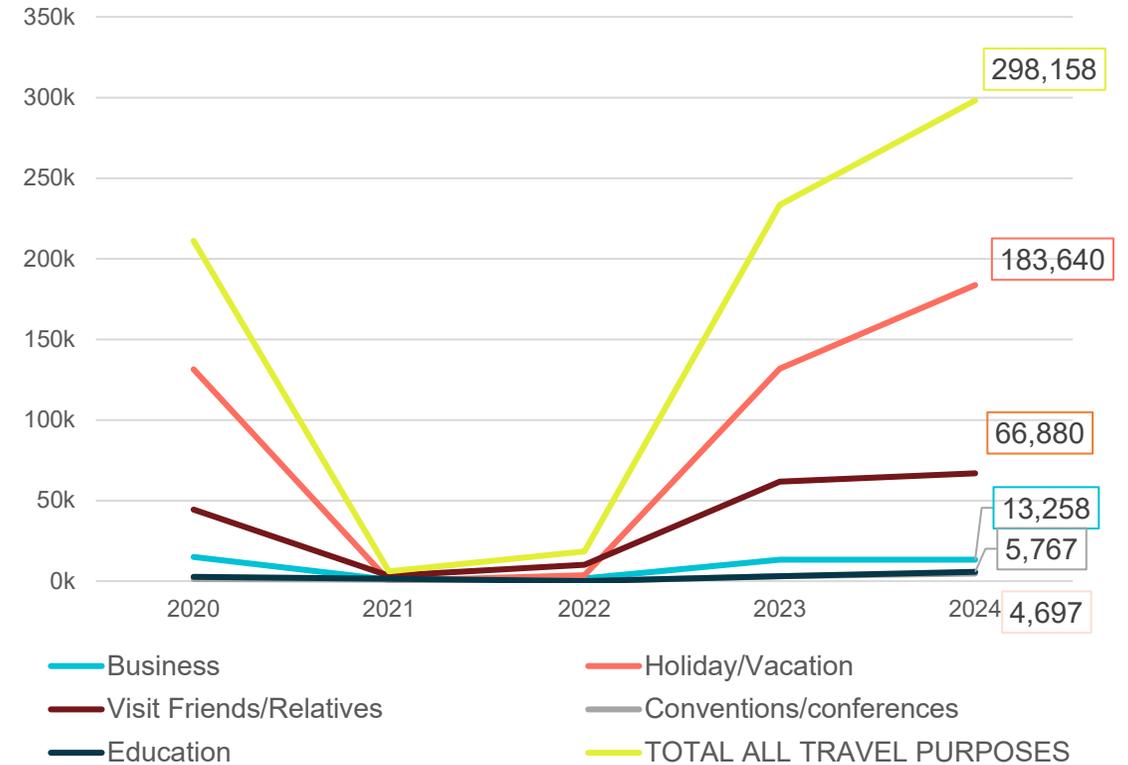


Five-year visitor arrivals to Auckland, YE July

Canada



US



Ngā mihi Thank you

- KEY CONTACT

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