

Tātaki  
Auckland  
Unlimited



# Tāmaki Makaurau Auckland Destination Overview

September 2024

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

Prepared October-November 2024  
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## Key Visitor Data

  
**348.3<sup>k</sup>**

Domestic Guest Nights  
September 2024 (Month)  
-1.8% (to September 2023)



  
**190.9<sup>k</sup>**

International Guest Nights  
September 2024 (Month)  
-10.7% (to September 2023)



  
**539.2<sup>k</sup>**

Total Guest Nights  
September 2024 (Month)  
-5.1% (to September 2023)



  
**\$180<sup>m</sup>**

Domestic Tourism Transactions  
September 2024 (Month)  
-8.1% (to September 2023)



  
**\$79<sup>m</sup>**

Other Tourism Transactions  
September 2024 (Month)  
+6.2% (to September 2023)



  
**59.6%**

Hotel Occupancy Rate  
September 2024 (Month)  
-12.0% (to September 2023)



# Key Visitor Data



## INTERNATIONAL

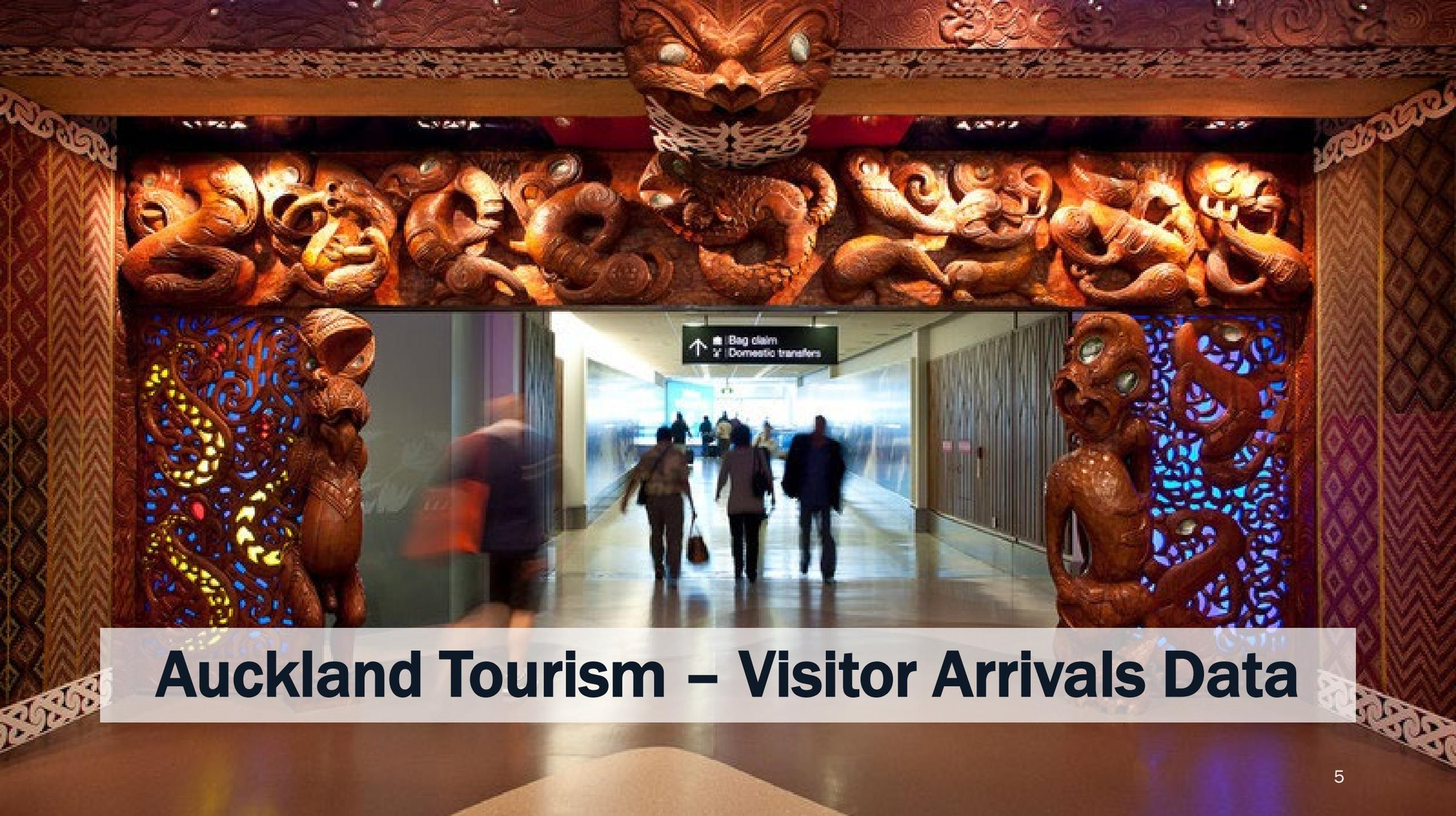
- **Monthly international visitors (147.1k)** were down **1.7%** on September 2023.
- **The year to September 2024** saw **2.21m international visitor arrivals**, an increase of **16.8%** on the previous year.
- There was an increase in **Australian visitors** in the month of September 2024, with **61.3k visitors**, up **2.3%** compared to last September. **The year to September 2024** saw **719.3k** Australian visitor arrivals, up **5.1%**.
- **Holiday visitors (931.5k)** contributed the most to annual visitor numbers and **increased 32.9%** on the year. **Monthly holiday numbers (60.7k)** were up **2.4%** compared with the month of September 2023.
- **VFR visitors (755.4k)** were up **2.6%** for the year, with **monthly numbers (48.7k)** down **5.7%**.
- **190.9k international guest nights in commercial accommodation** for September, was down **10.7%**.
- **International spend** was **\$1.15b** for the year, up **8.6%** on last year and **\$78.8m** for the month of September (up **6.2%** on last September).

## 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 **348.3k domestic guest nights in commercial accommodation** for the month of **September**, down **1.8%**.
- 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 **\$2.36b**, down **6.5%** on last year and **\$179.7m** for the month of September (down **8.1%** compared to September 2023).

## OVERALL

- There were **539.2k total guest nights in commercial accommodation in September**, down **5.1%** on last year.
- **On average, visitors stayed in Auckland for 1.8 nights** for the month of September 2024 (down **14.3%**).
- **Average hotel Occupancy** for the month was **59.6%**, **12.0% lower** compared to September 2023.
- The monthly **Average Daily Rate** was **\$194** (down **7.0%**) and **RevPAR** was **\$116** (down **18.3%**).
- Percentage changes for Occupancy and RevPAR peaked on Tuesday 3<sup>rd</sup> September 2024. The School Sports Winter Tournament Week was held (at various venues) from 2-6 September 2024 and the Philharmonia Orchestra - Big Play In was also on 3 September 2024 at the Auckland Town Hall.
- Looking ahead from November 2024 through to February next year, overall Occupancy-on-the-books appears to be lower in comparison to last year. However, there are some higher levels of Occupancy in January (e.g. New Years Eve) and February next year compared to 2024.
- Occupancy in Auckland on New Year's Eve is currently **71%** (up from **56%** last year).

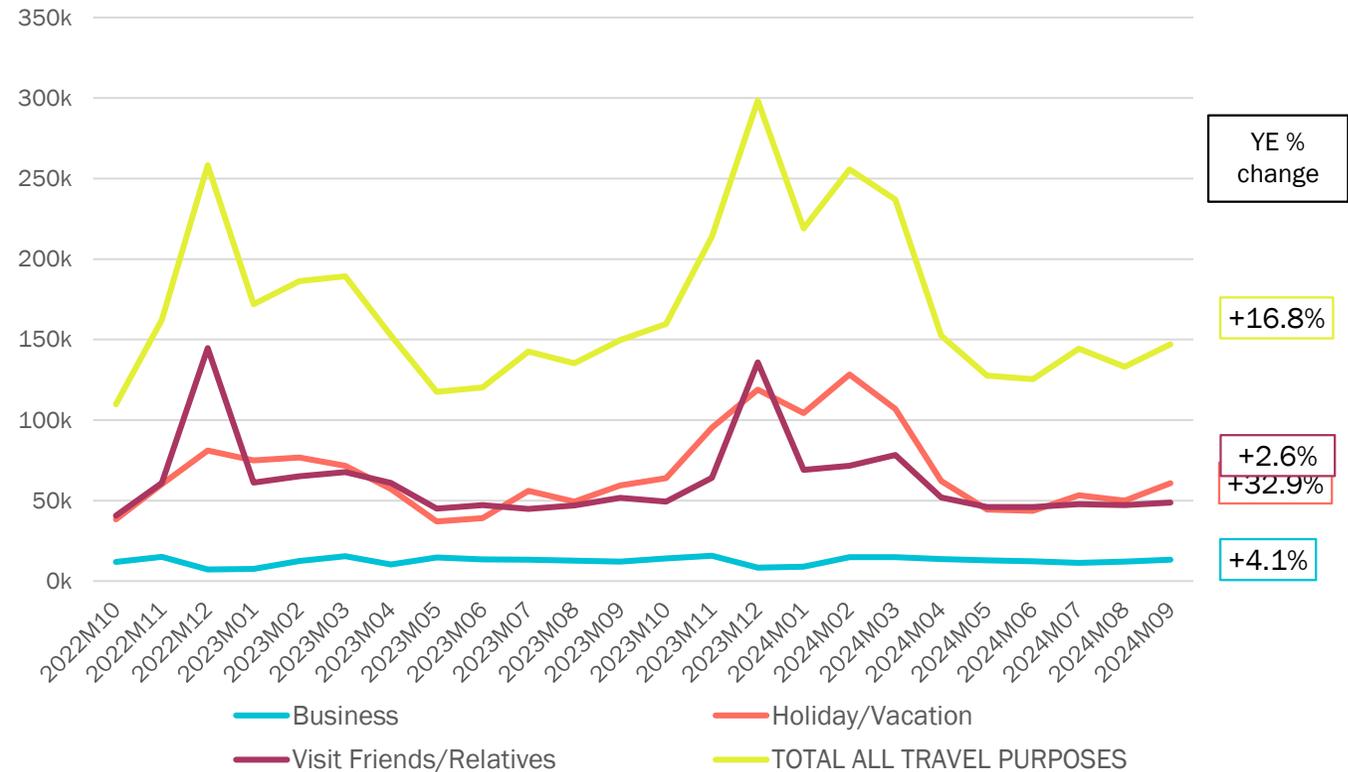


# Auckland Tourism – Visitor Arrivals Data

# 2.21m International visitor arrivals in the year to September 2024, up 16.8%

- The month of September saw 147.1k international visitors, down 1.7 on September 2023.
- The year to September 2024 saw 2.21m international visitor arrivals, an increase of 16.8% on the previous year. International visitation was up 45.0% compared to 2020 levels (1.53m in YE September 2020).
- Holiday visitors (931.5k) contributed the most to annual visitor numbers and increased 32.9% on the year to September 2023. Monthly holiday numbers (60.7k) were up 2.4% compared with the month of September 2023.
- VFR visitors (755.4k) were up 2.6% for the year, with monthly numbers (48.7k) down 5.7%.
- There were 152.0k business visitors (up 4.1%) in the year to September 2024, and 13.2k for the month (up 9.9%).

International visitor arrivals in Auckland, reason for visit

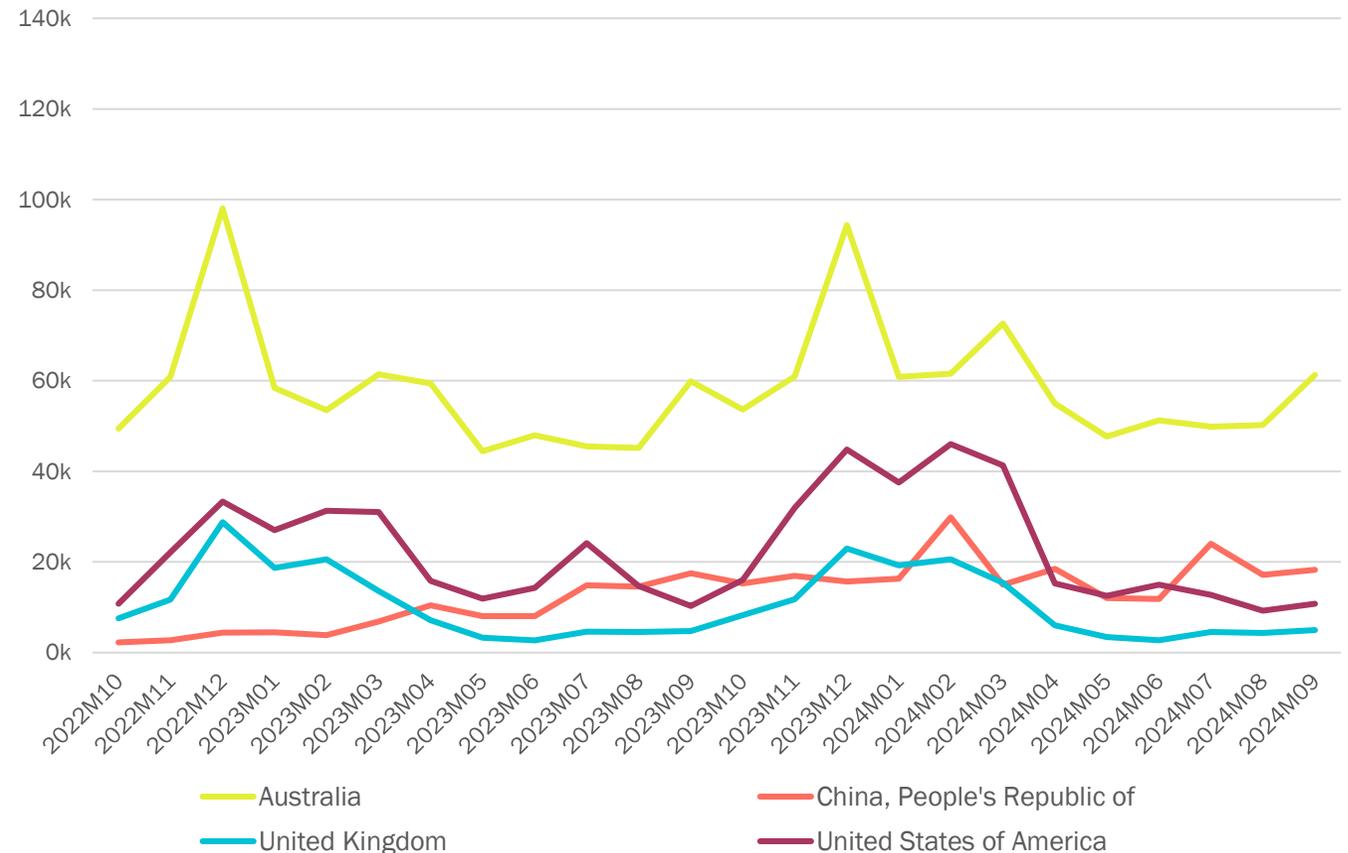


	Visitor arrivals	vs. previous year / YE	vs. Covid / 2020
September 2024	147,061	-1.7%	2968.2%
YE September 2024	2,213,737	16.8%	45.0%

# 719.3k visitors from Australia for YE September 2024, up 5.1%

- There was an increase in **Australian visitors** in the month of September 2024, with **61.2k visitors**, up **2.3%** compared to last September. **The year to September 2024 saw 719.3k Australian visitor arrivals, up 5.1%.**
- **The year to September 2024 saw 293.2k visitors from the US (up 18.8%), with 10.8k visitors for the month (up 4.7%).**
- **Visitors from China (210.9k) were also up for the year (115.1%), and up (4.3%) for the month of September (to 18.2k).**
- **For the year to September 2024, there were 124.2k visitor arrivals from the UK (down 2.9%) and 5.0k visitors for the month (down 4.8%).**

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
September 2024	8,545	15.2%	17,986	2.5%	26,596	-2.2%	61,273	2.3%
YE September 2024	90,442	6.2%	192,907	5.2%	345,642	3.5%	719,291	5.1%

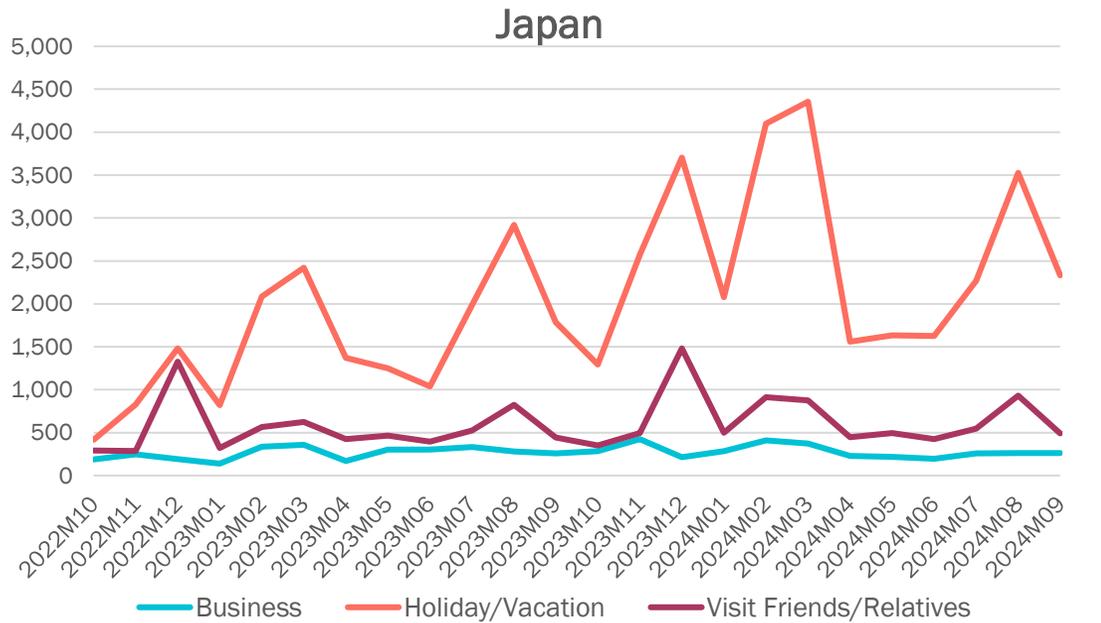
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### China

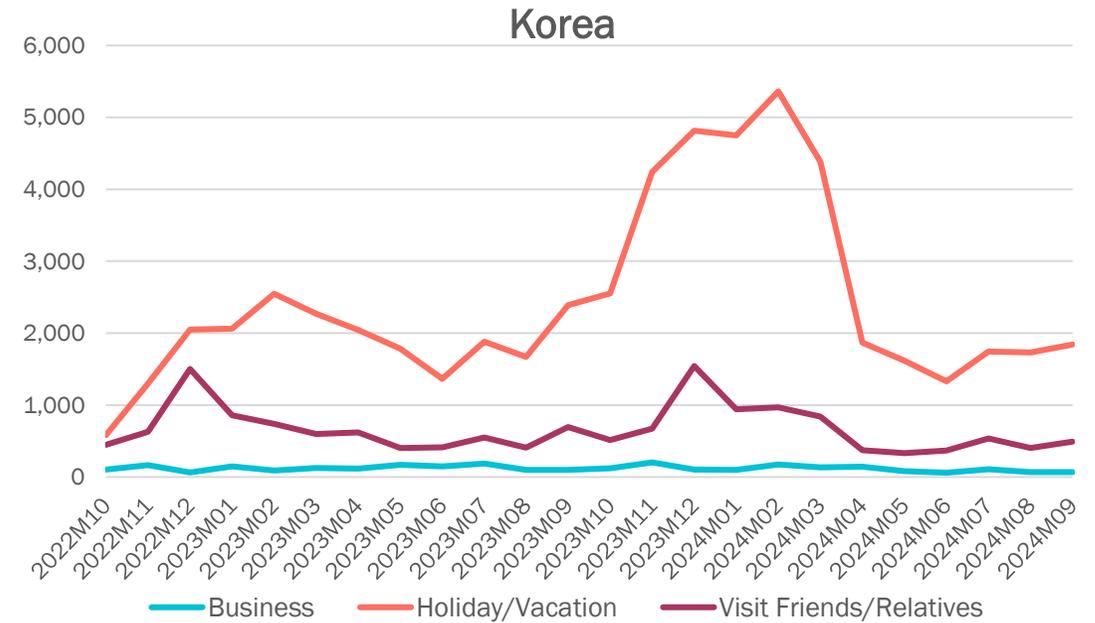


	Business	vs. Business previous year	Holiday	vs. Holiday previous year	VFR	vs. VFR previous year	Total	vs. Total previous year
September 2024	808	45%	13,109	5.9%	2,802	-2.9%	18,246	4.3%
YE September 2024	8,656	84.6%	132,726	173.1%	37,442	33.9%	210,861	115.1%

# 24-month visitor arrivals from individual markets



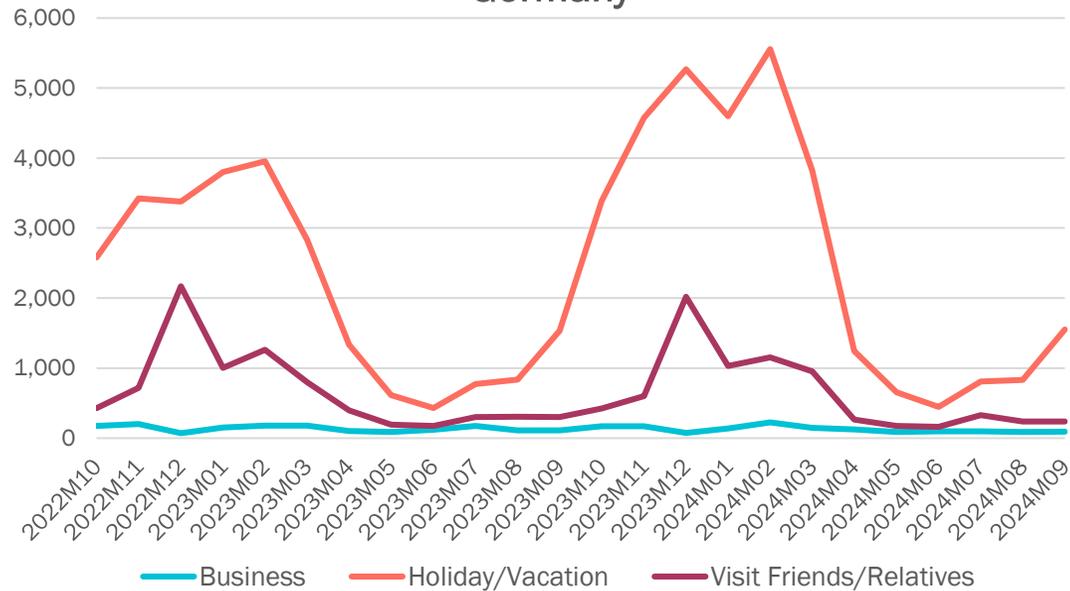
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2024	261	1.6%	2,333	30.6%	490	10.9%	3,879	19.1%
YE September 2024	3,412	10.1%	31,048	68.7%	7,946	22.4%	56,246	41.1%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2024	70	-29.3%	1,843	-22.9%	490	-29.6%	2,649	-26.1%
YE September 2024	1,371	-9.8%	36,228	65.1%	7,985	1.6%	51,687	39.8%

# 24-month visitor arrivals from individual markets

Germany



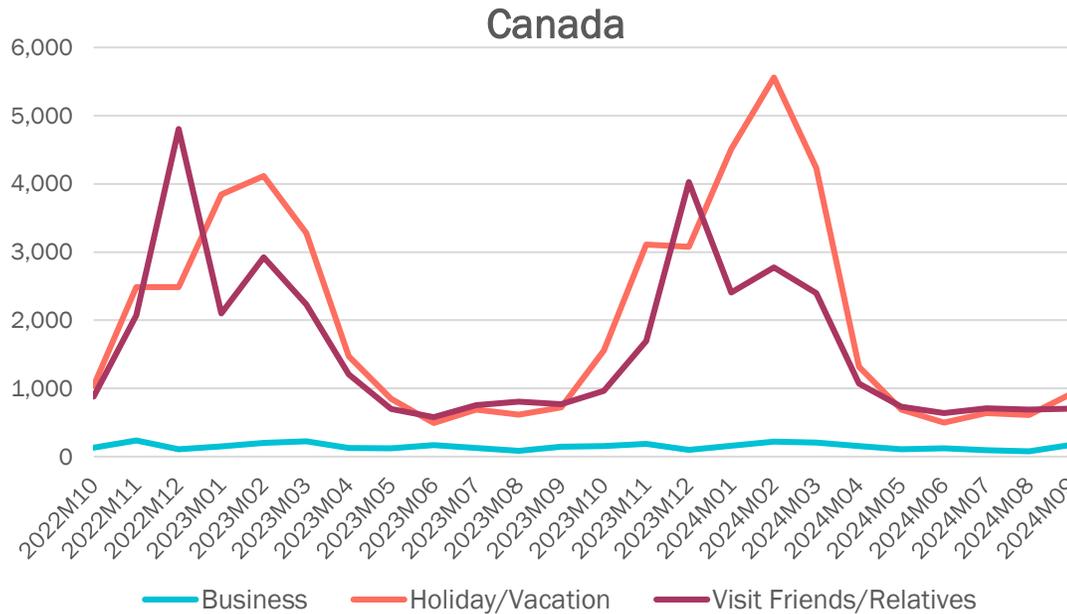
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2024	94	-14.5%	1,551	1.0%	237	-21.5%	2,288	-0.9%
YE September 2024	1,511	-9.0%	32,745	28.4%	7,581	-5.8%	46,993	18.7%

UK



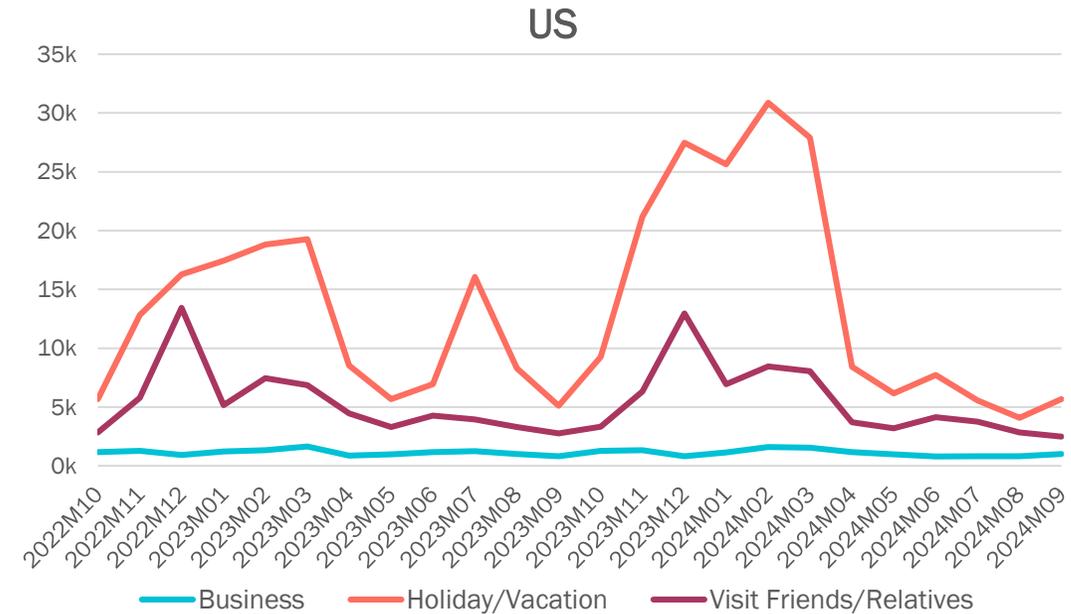
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2024	388	4.6%	1,837	0.1%	2,101	4.1%	4,980	4.8%
YE September 2024	5,169	-5.7%	47,685	14.5%	62,771	-13.8%	124,233	-2.9%

# 24-month visitor arrivals from individual markets



	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2024	174	20.0%	921	27.2%	704	-8.3%	2,113	9.7%
YE September 2024	1,764	-3.3%	26,723	20.9%	18,808	-5.1%	52,298	7.2%

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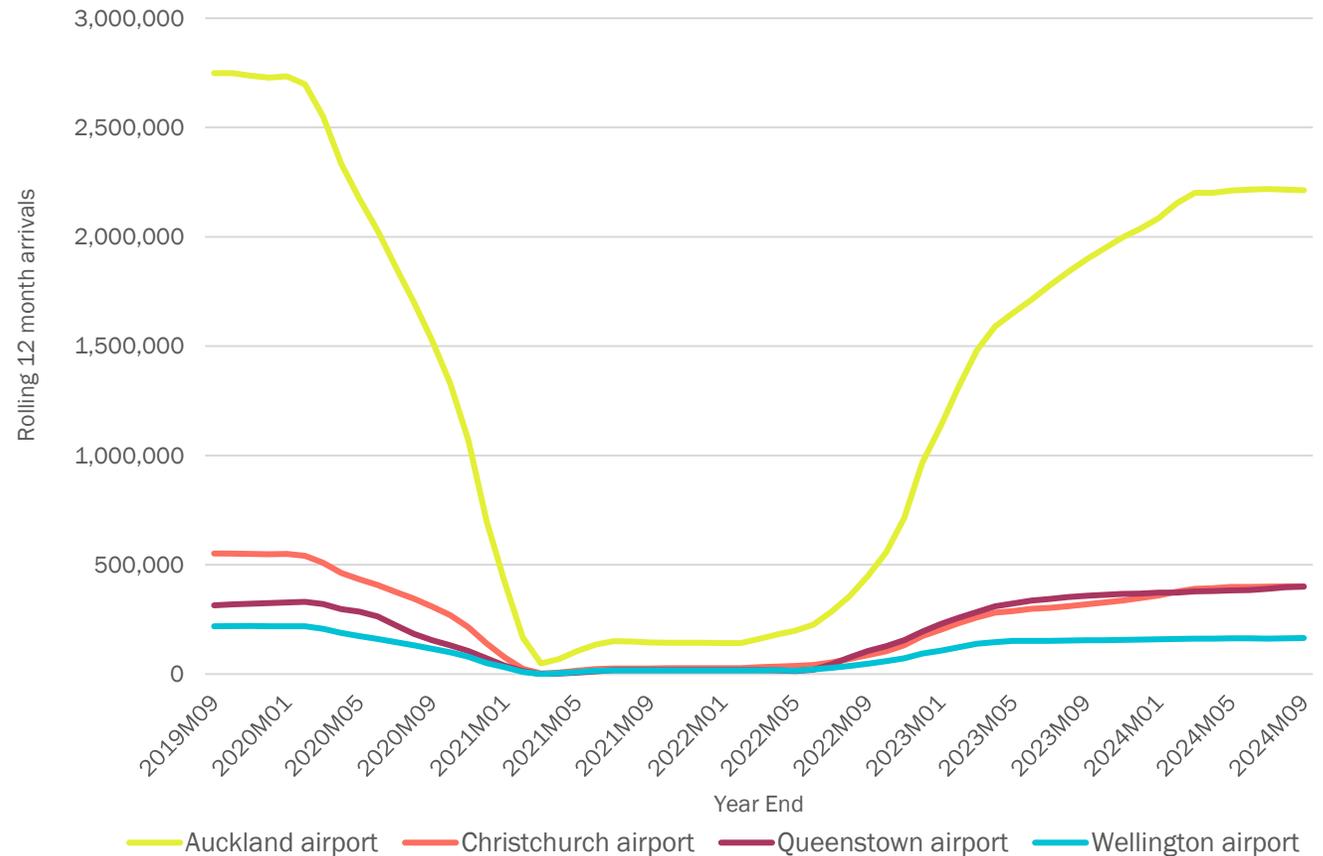
	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2024	992	23.1%	5,665	10.9%	2,484	-10.3%	10,752	4.7%
YE September 2024	13,248	-2.8%	179,978	27.7%	66,142	4.1%	293,195	18.8%

# Auckland has seen a 16.8% 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 16.8% increase in international visitor arrivals over the last year.
- For the year ending September 2024, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 11.7%, Christchurch was up 26.0% and Wellington was up 6.9% compared to last year.

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12 month rolling visitor arrivals





# Auckland Tourism – Accommodation Data

# 539.2k total guest nights in commercial accommodation in September 2024, down 5.1%

- For the month of September 2024, there were **539.2k total guest nights** in commercial accommodation in Auckland, down **5.1%** on the same month last year.
- There were **348.3k domestic guest nights** in commercial accommodation (down **1.8%**), and **190.9k international guest nights** (down **10.7%**) in commercial accommodation in September 2024.
- For New Zealand overall, there were 2.58m guest nights in commercial accommodation in September 2024, down 5.0% compared to September 2023.

Guest nights in commercial accommodation - Auckland



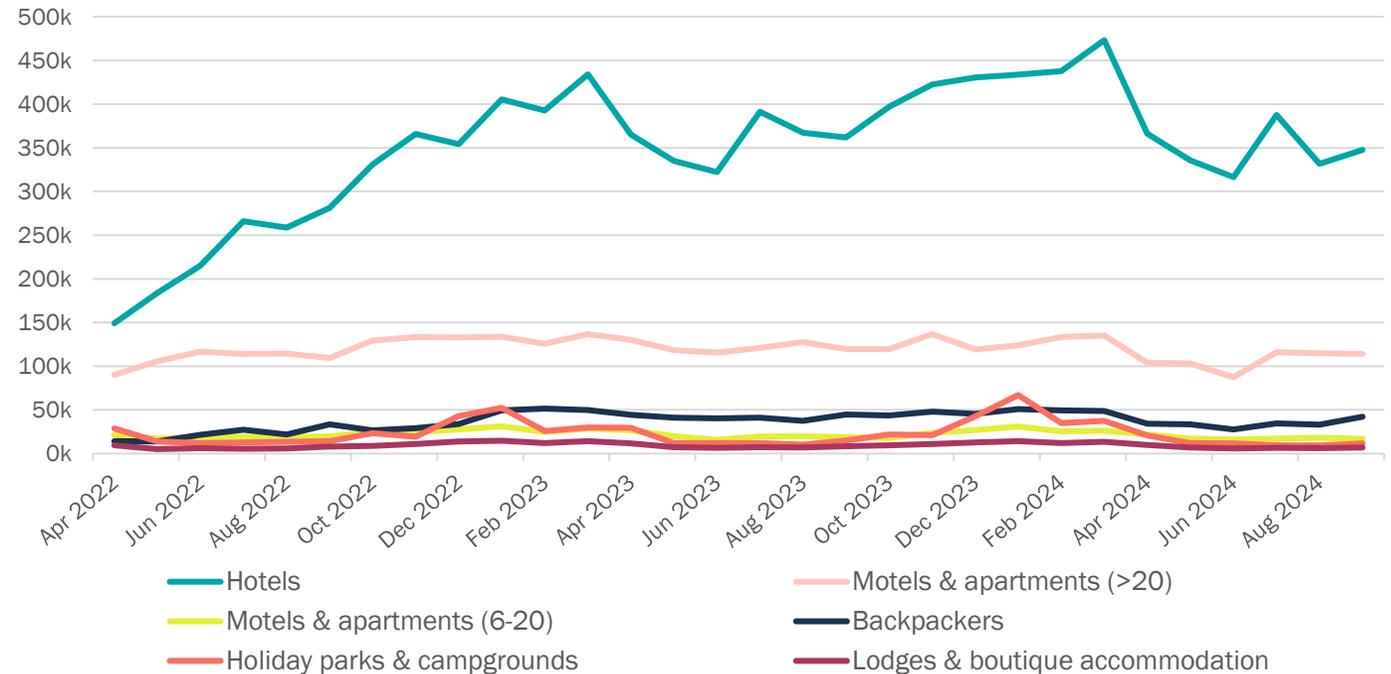
September 2024	Auckland	% change	New Zealand	% change
Total guest nights	539,200	-5.1%	2,579,700	-5.2%
Domestic guest nights	348,300	-1.8%	1,807,300	-5.0%
International guest nights	190,900	-10.7%	772,400	-5.5%

# 347.8k guest nights in hotels in September 2024, down 3.9%

- For the month of September 2024, there were **347.8k guest nights in hotels** in Auckland, **down 3.9%** compared to September last year.
- There were **114.1k guest nights in motels and apartments (>20)**, **down 4.5%** on the previous year.
- **Guest nights in motels and apartments (6-20) (16.8k) were also down (10.6%).**
- **Guest nights in backpacker accommodation decreased (down 6.2% to 42.1k) in September 2024.**
- **Guest nights in holiday parks and campgrounds (11.5k) were down (22.3%) for the month of September.**
- **Guest nights in lodges and boutique accommodation were also down (16.7% to 7.0k) for the month.**

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Guest nights by accommodation type (monthly)



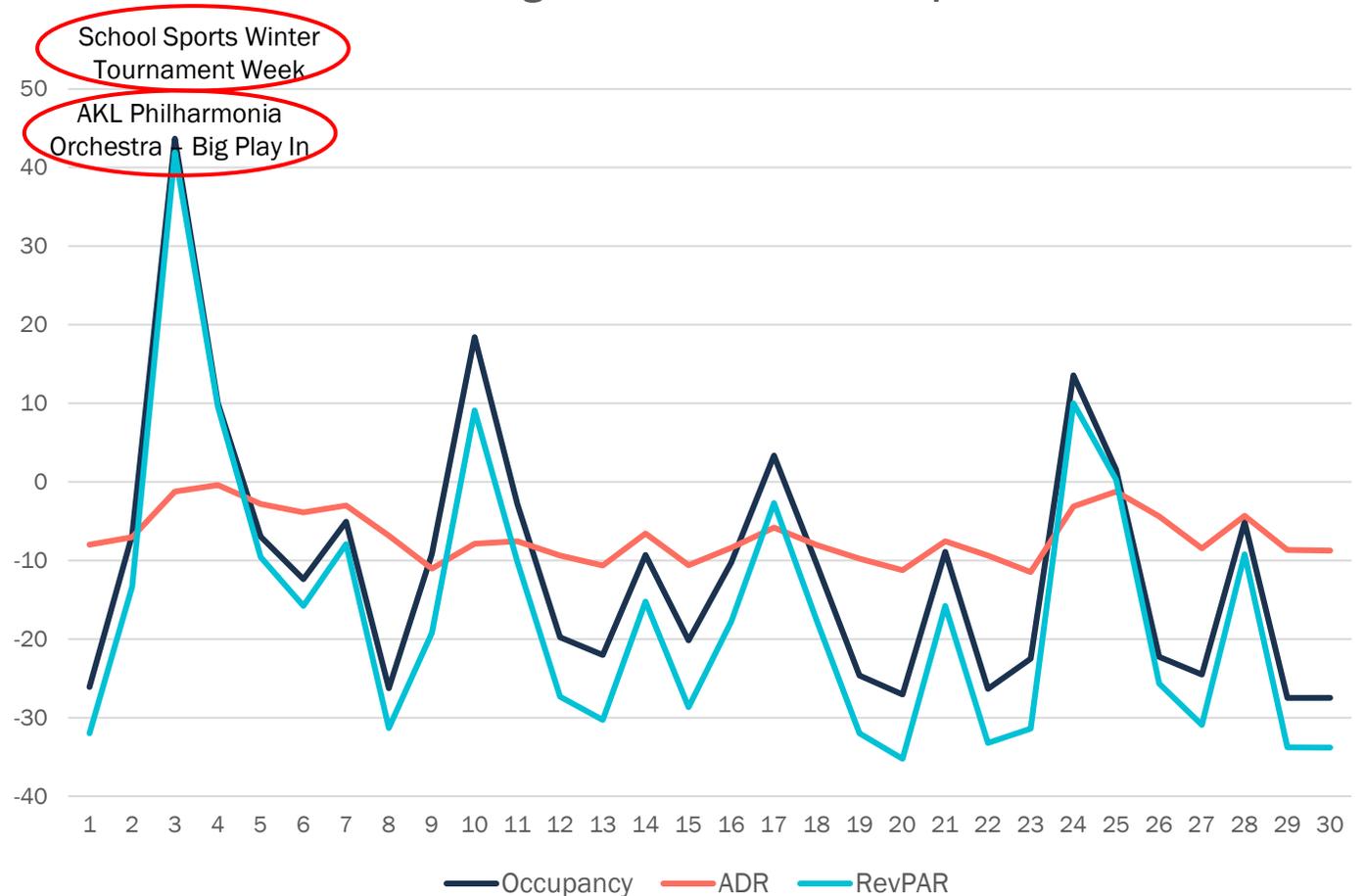
Jun-24	Auckland	% change
Hotels	347,800	-3.9%
Motels & apartments (>20)	114,100	-4.5%
Motels & apartments (6-20)	16,800	-10.6%
Backpackers	42,100	-6.2%
Holiday parks & campgrounds	11,500	-22.3%
Lodges & boutique accommodation	7,000	-16.7%

# Average Occupancy for September 2024 was 59.6%, down 12.0%

- For the month of September 2024, the **average Occupancy** was **59.6%**, **12.0%** lower compared to September 2023.
- The **Average Daily Rate (ADR)** for the month was **\$194**, down **7.0%** on last year.
- **Monthly Revenue per available room (RevPAR)** for September was **\$116**, **18.3%** lower compared to last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in September 2024.
- Percentage changes for Occupancy and RevPAR both peaked on **Tuesday 3<sup>rd</sup> September** and **ADR peaked on Wednesday 4<sup>th</sup> September 2024**. The School Sports Winter Tournament Week was held (at various venues across Auckland) from 2-6 September 2024 and the Auckland Philharmonia Orchestra - Big Play In was also on 3 September 2024 at the Auckland Town Hall.

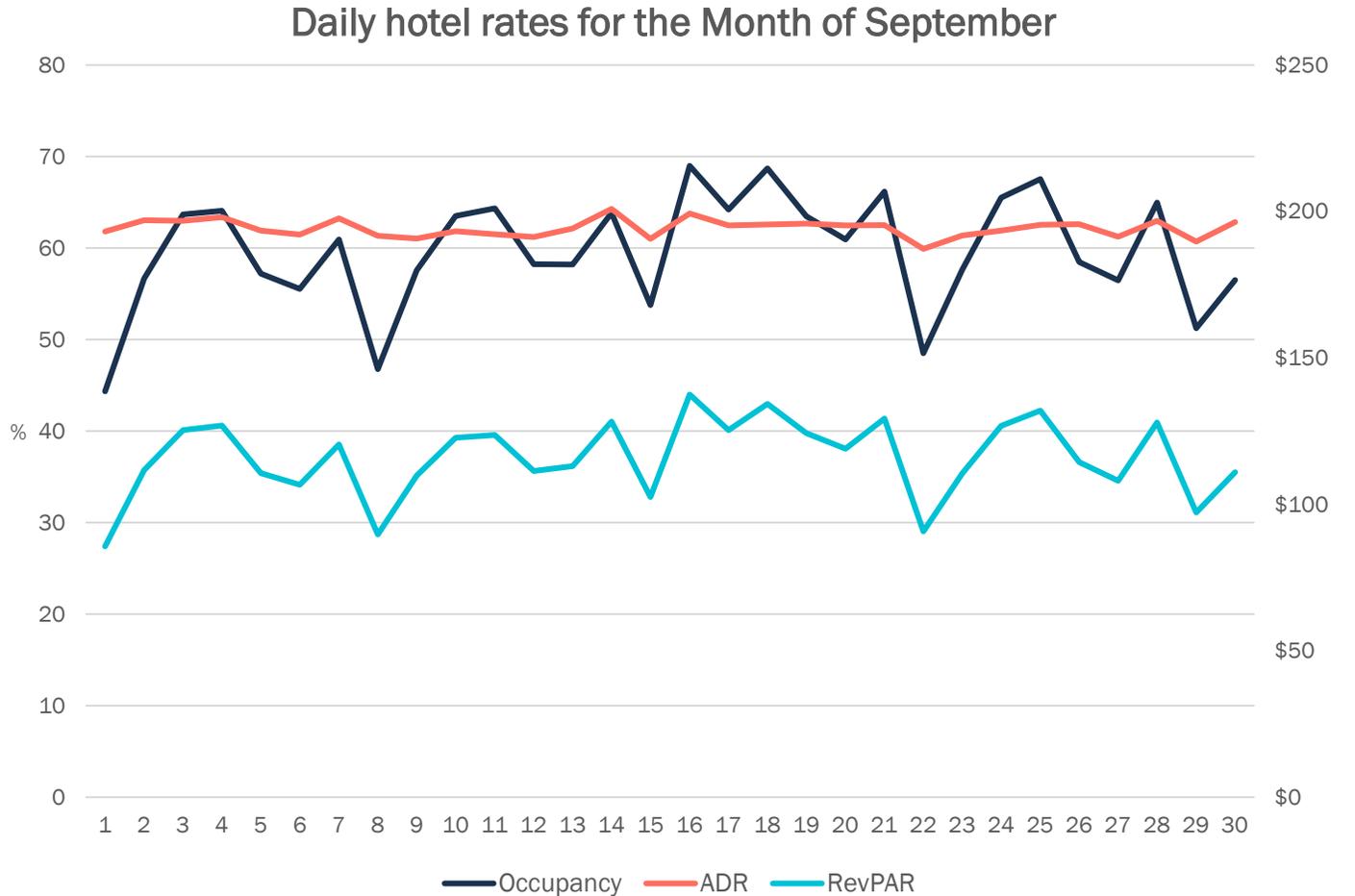
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Percent Changes for the Month of September



# Average daily rate peaked at \$210 on 13<sup>th</sup> September 2024, down 6.5%

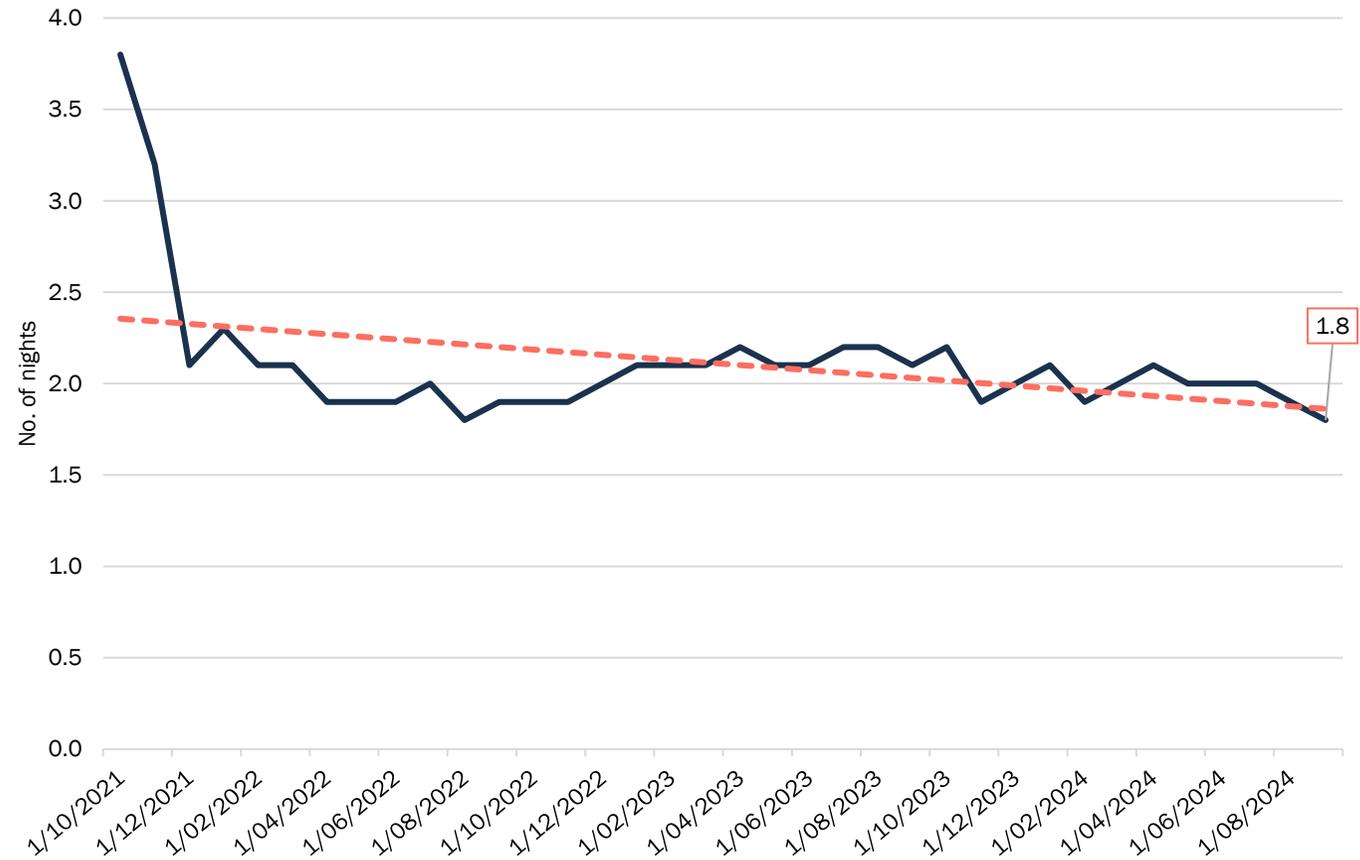
- The **average daily rate (ADR)** for hotels in Auckland was the highest for the month on **Saturday 14<sup>th</sup> September 2024** at **\$201** (down 6.5% on the previous year).
- **Hotel occupancy** reached **69.0%** on **Monday 16<sup>th</sup> September 2024** (down 10.2% on the previous year).
- **Revenue per available room (RevPAR)** peaked to **\$138** also on **Monday 16<sup>th</sup> September 2024**. This was down 17.8% in comparison to last year.



# On average, visitors stayed 1.8 nights in Auckland for the month of September 2024

- On average, visitors stayed in Auckland for 1.8 nights for the month of September 2024 (down 14.3% 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.

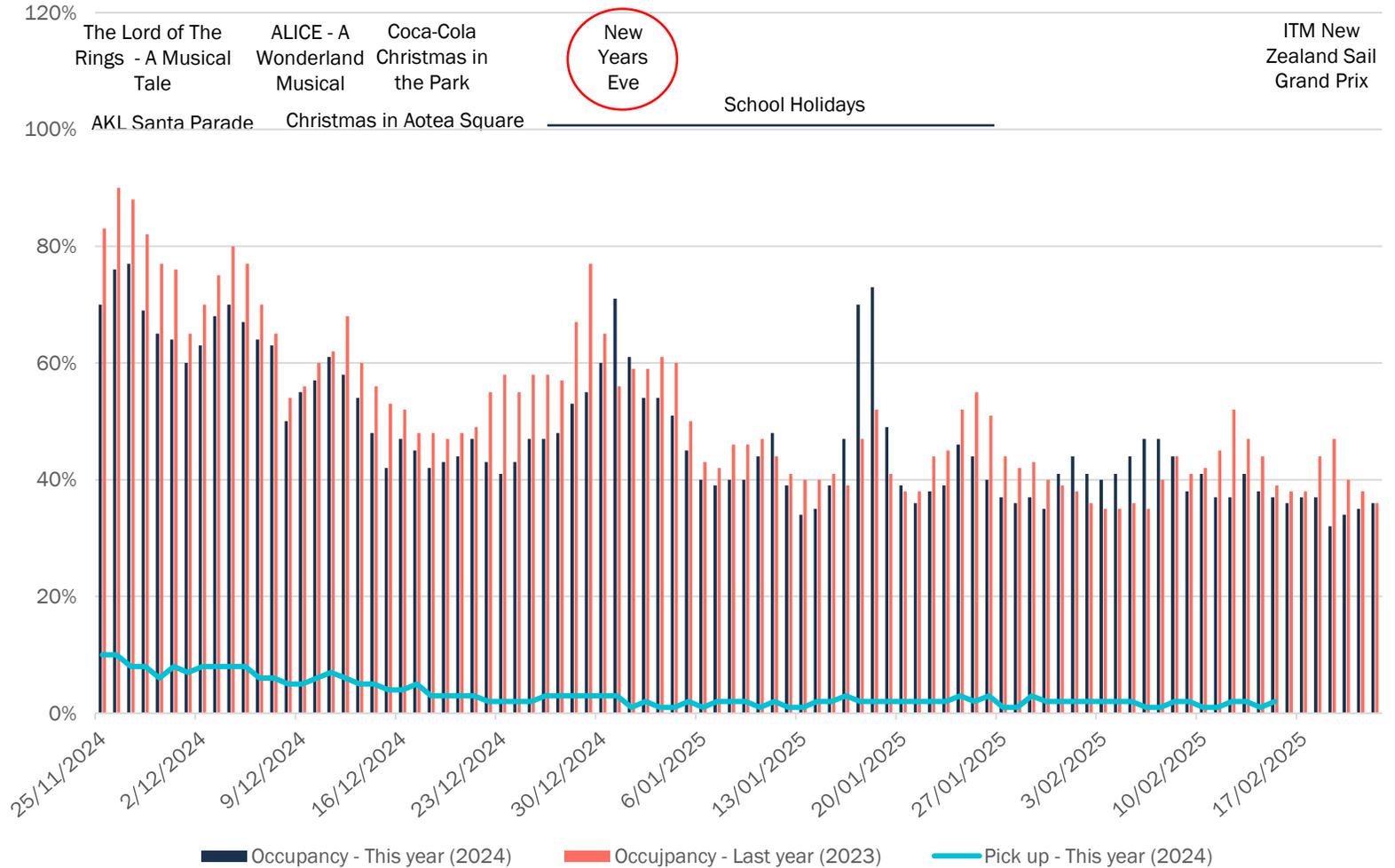
Average length of stay for visitors to Auckland



# 90-Day Forward Booking Occupancy Data

- Looking ahead from November 2024 through to February next year, overall Occupancy-on-the-books appears to be lower in comparison to last year. However, there are some higher levels of Occupancy in January (e.g. New Years Eve) and February next year compared to 2024.
- Occupancy in Auckland on New Year's Eve is currently 71% (up from 56% last year).**
- 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



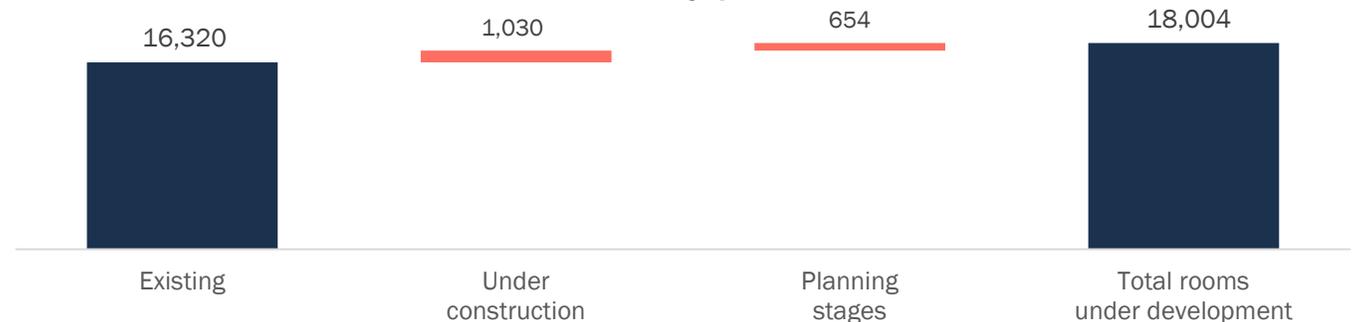
# 16.3k average daily rooms available in 2024, with 16.9k rooms forecast for 2025

- 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.
<b>Actual</b>	2020	14,173	2.0%	278
	2021	14,932	5.4%	759
	2022	15,298	2.4%	366
	2023	15,360	0.4%	62
<b>Forecast</b>	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

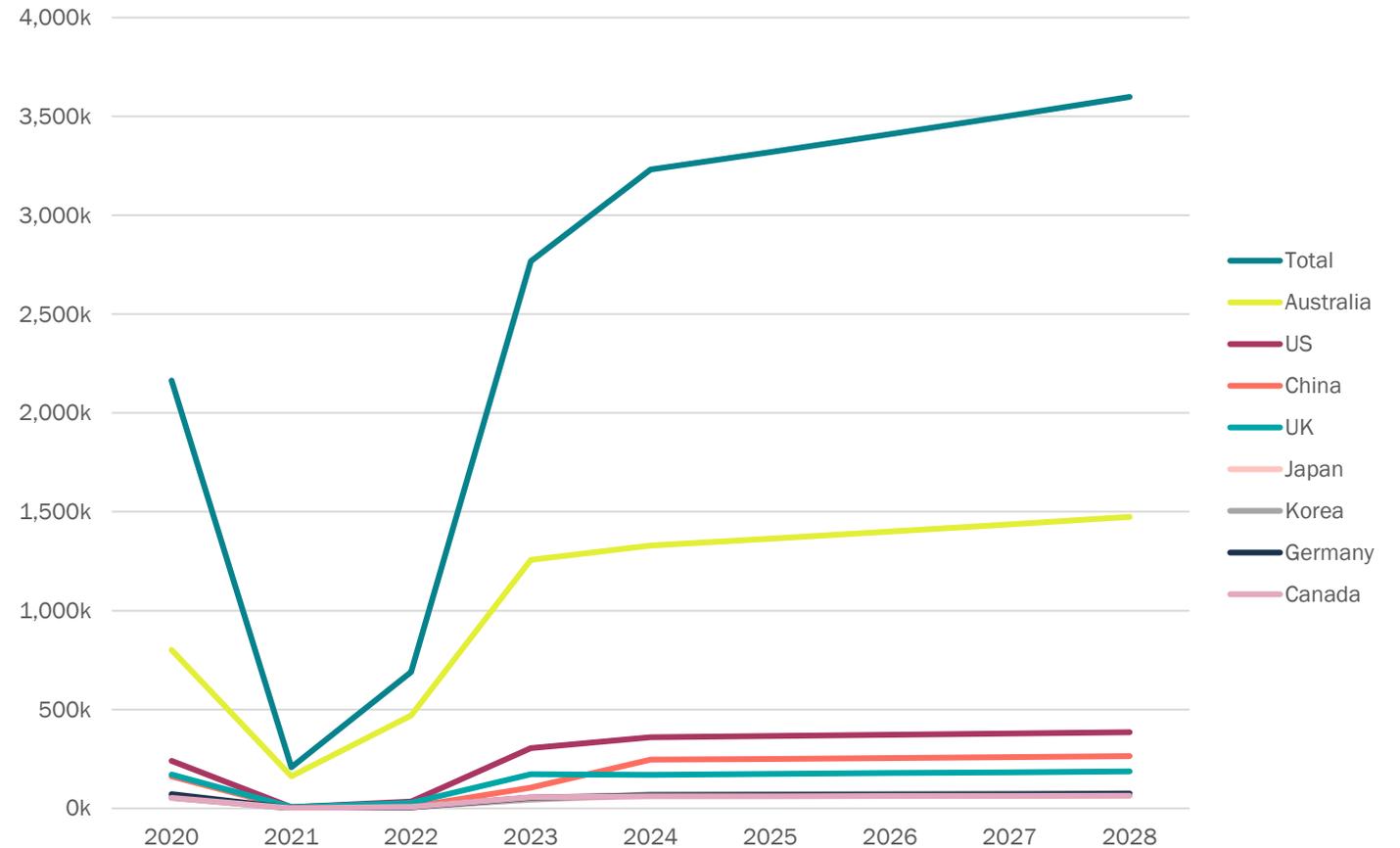
**Rooms by phase**



# In total, 3.60m visitors are projected to visit New Zealand in YE September 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 3.60m international visitors by YE September 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%. 1.47m Australian visitors are expected to visit New Zealand in the year to September 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

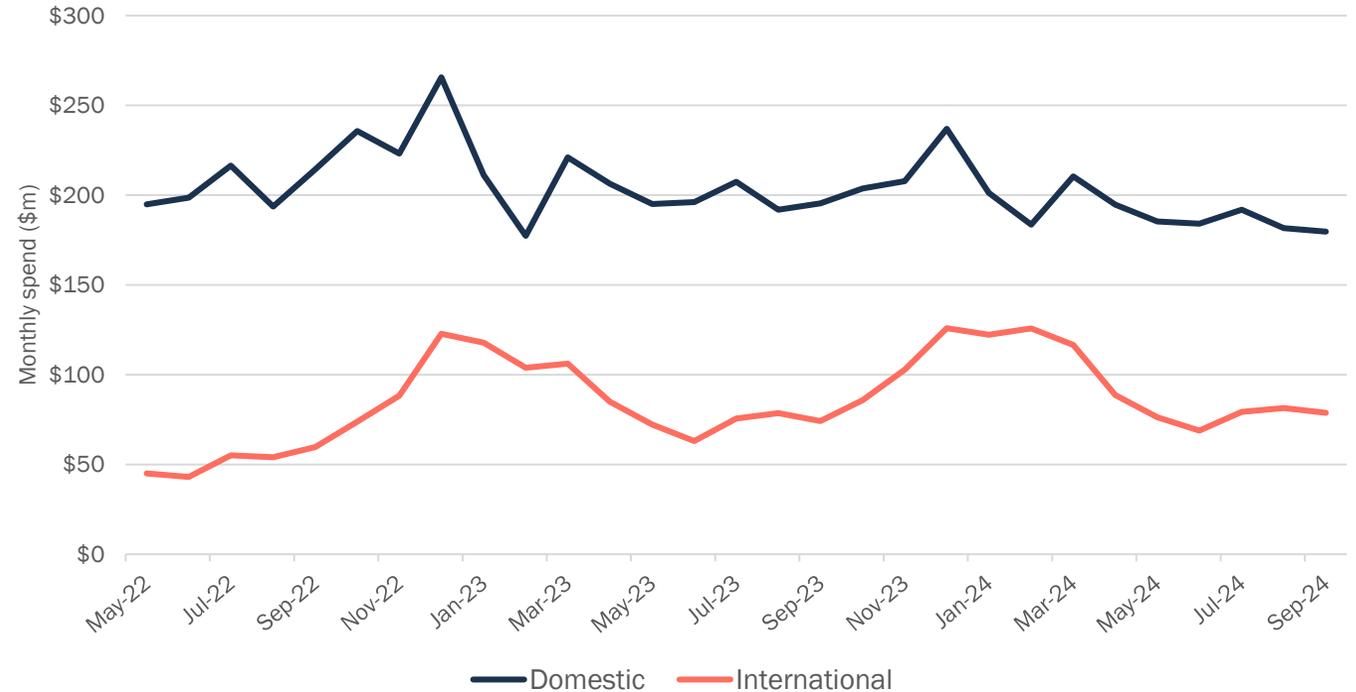
# \$2.36b in Domestic tourism spend for year-end September 2024, down 6.5%

- 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 September 2024, domestic tourism spend in Auckland was \$2.36b, down 6.5% on last year.
- International spend was \$1.15b, up 8.6% for the year.

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Source: MBIE TECTs.

Year-end tourism transactions in Auckland

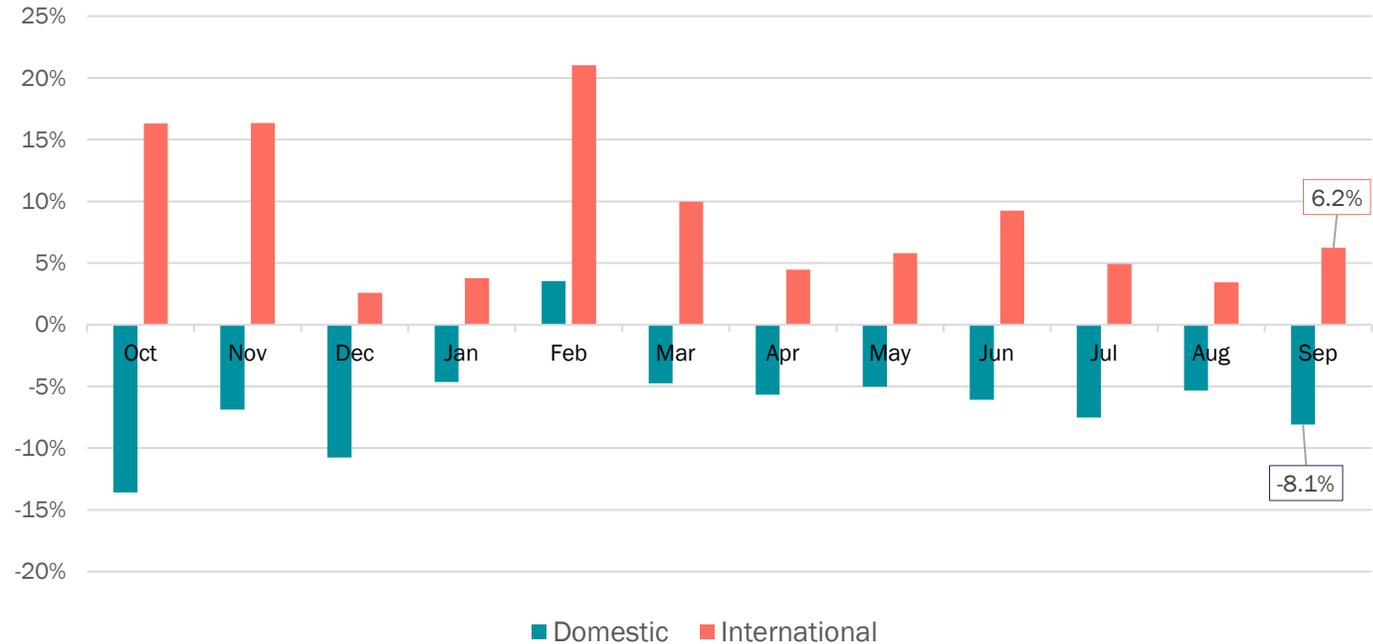


Tourism Transactions	YE September 2024 (\$b)	YE % change
Domestic	2.361	-6.5%
International	1.153	8.6%

# Total Domestic tourism spend was \$179.7m for September 2024, down 8.1%

- For the month of September 2024, domestic tourism spend (TECTs) was \$179.7m (down 8.1%) compared to the same month in 2023.
- International tourism spend in September 2024 was \$78.8m (up 6.2%) compared to September 2023.

Monthly % change in tourism transactions in Auckland

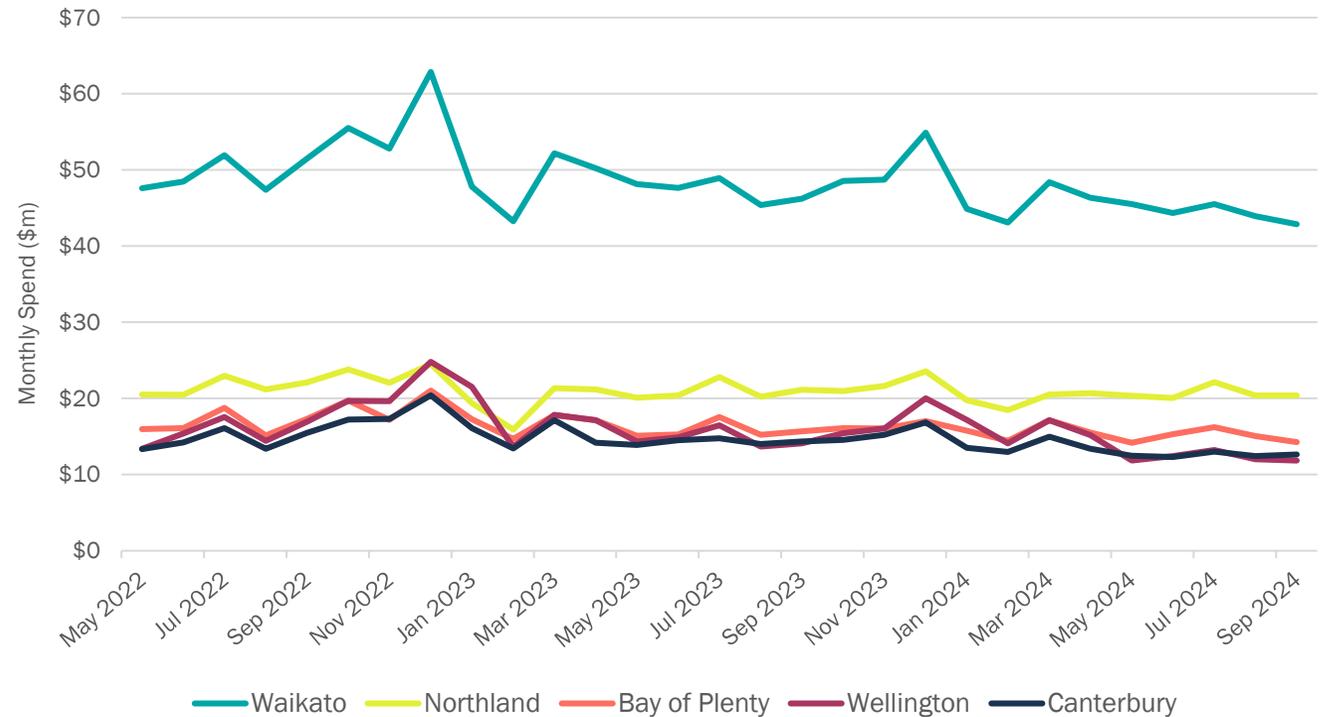


Tourism Transactions	September 2024 (\$m)	% change
Domestic	179.7	-8.1%
International	78.8	6.2

# Waikato visitors spent \$42.9m in September 2024, down 7.3% on the previous year

- For the month of September 2024, tourism spend from **Waikato-based visitors \$42.9m** was **down 7.3%** compared to the previous year.
- Spend from **Northland (\$20.4m)** was also down (3.5%).
- Spend from the **Bay of Plenty (\$14.3m, down 9.1%), Wellington (\$11.8m, down 16.1%)** and **Canterbury (\$12.7m, down 11.7%)** was down in September 2024, compared to last year.

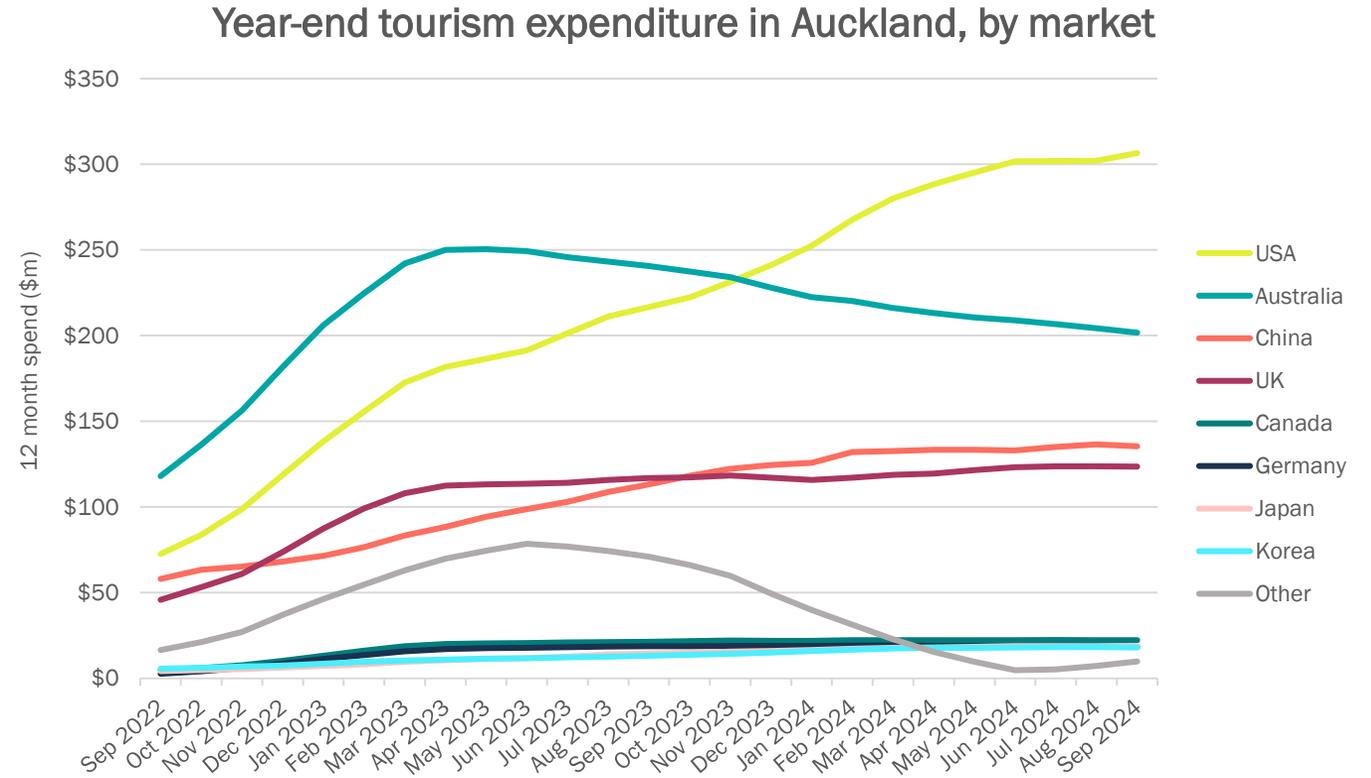
Monthly tourism domestic spend in Auckland, by market



	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
September 2024	42.9	-7.3%	20.4	-3.5%	14.3	-9.1%	11.8	-16.1%	12.7	-11.7%

# Visitors from the US spent \$307m in the year to September 2024, up 41.5% on the previous year

- In the year to September 2024, Australian tourism spend was \$202m, down 16.2% on the previous year.
- Tourism spend from the US was \$307m, up 41.5%.
- Spend from the UK was \$124m, also up 5.8% for the year to September 2024.
- Chinese visitors spent \$135m in the year to September 2024, up 19.7% on the previous year.
- Spend from Japan (up 29.2% to \$18.8m), Korea (up 36.0% to \$18.0m), and Canada (up 4.2% to \$22.3m) was also up on the previous year.
- Spend from German visitors (\$18.0m) was down (2.3%).

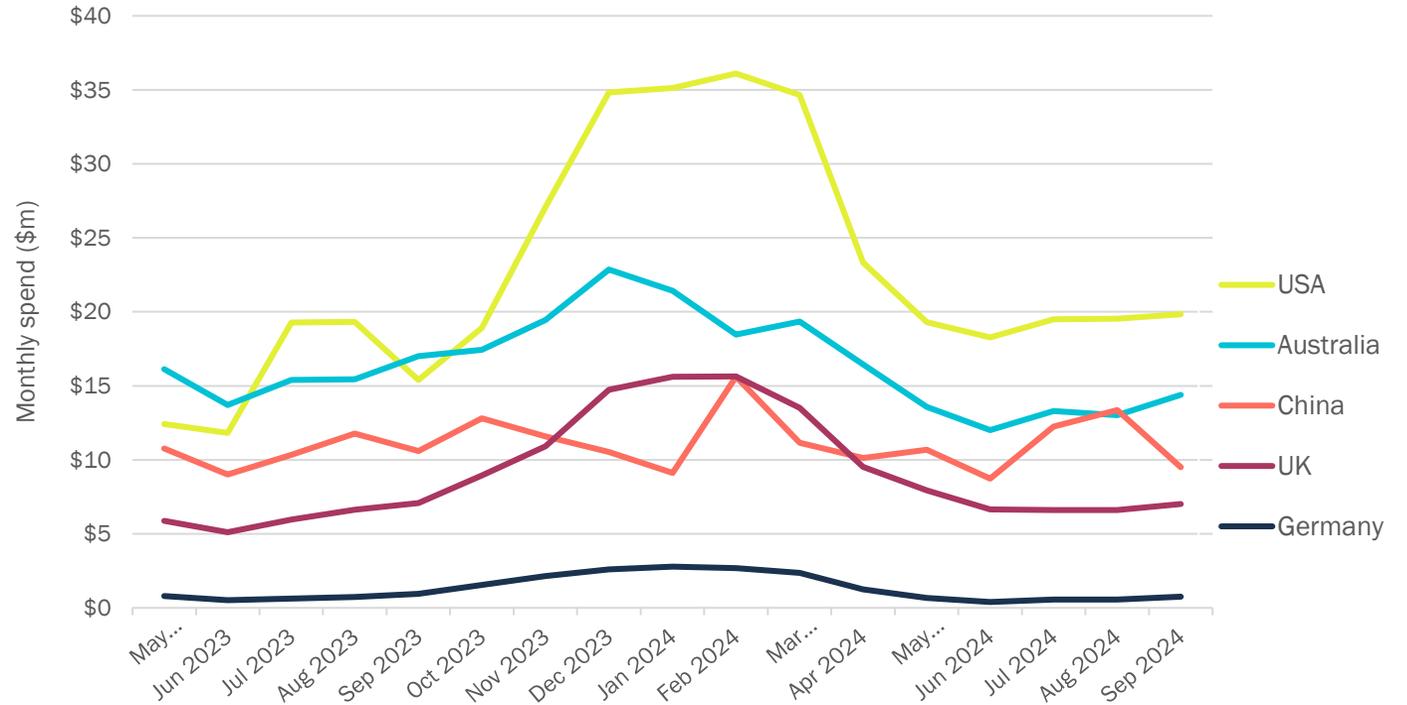


	Australia (\$m)	vs. previous year / YE	China (\$m)	vs. previous year / YE	UK (\$m)	vs. previous year / YE	US (\$m)	vs. previous year / YE	Germany (\$m)	vs. previous year / YE
YE September 2024	202	-16.2%	135	19.7%	124	5.8%	307	41.5%	18	-2.3%

# Visitors from the US spent \$19.8m in September 2024, up 28.9% on the previous year

- For the month of September 2024, tourism spend from the US (\$19.8m) was up 28.9% compared to last September.
- Visitors from Australia spent \$14.4m in September, down 15.3% on the previous year.
- Visitors from China spent \$9.5m in September, down 10.3% compared to last year.
- There were decreases in tourism spend from the UK (down 0.8% to \$7.0m) and German markets (down 21.7% to \$0.8m) for the month of September 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
September 2024	14.4	-15.3%	9.5	-10.3%	7.0	-0.8%	19.8	28.9%	0.8	-21.7%

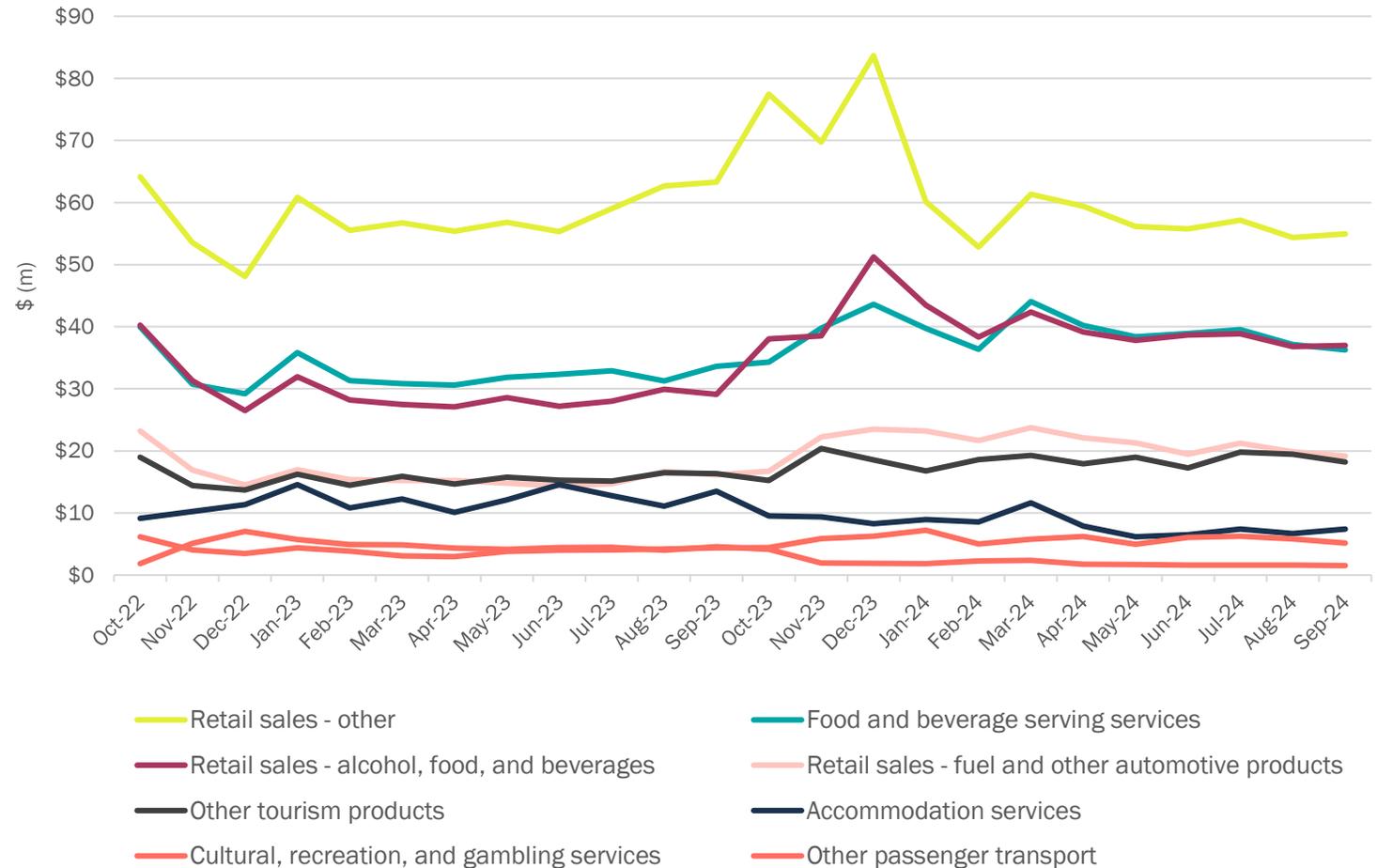
# \$54.9m spent in Retail sales (other) by domestic visitors in September 2024

	Spend (\$m)	% change
Accommodation services	7.4	-44.9%
Cultural, recreation, and gambling services	5.2	17.4%
Food and beverage serving services	36.3	7.8%
Other passenger transport	1.5	-66.7%
Other tourism products	18.2	11.8%
Retail sales - alcohol, food, and beverages	37.0	27.1%
Retail sales - fuel and other automotive products	19.2	18.8%
Retail sales - other	54.9	-13.2%
<b>Grand Total</b>	<b>179.7</b>	<b>-8.1%</b>

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

Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



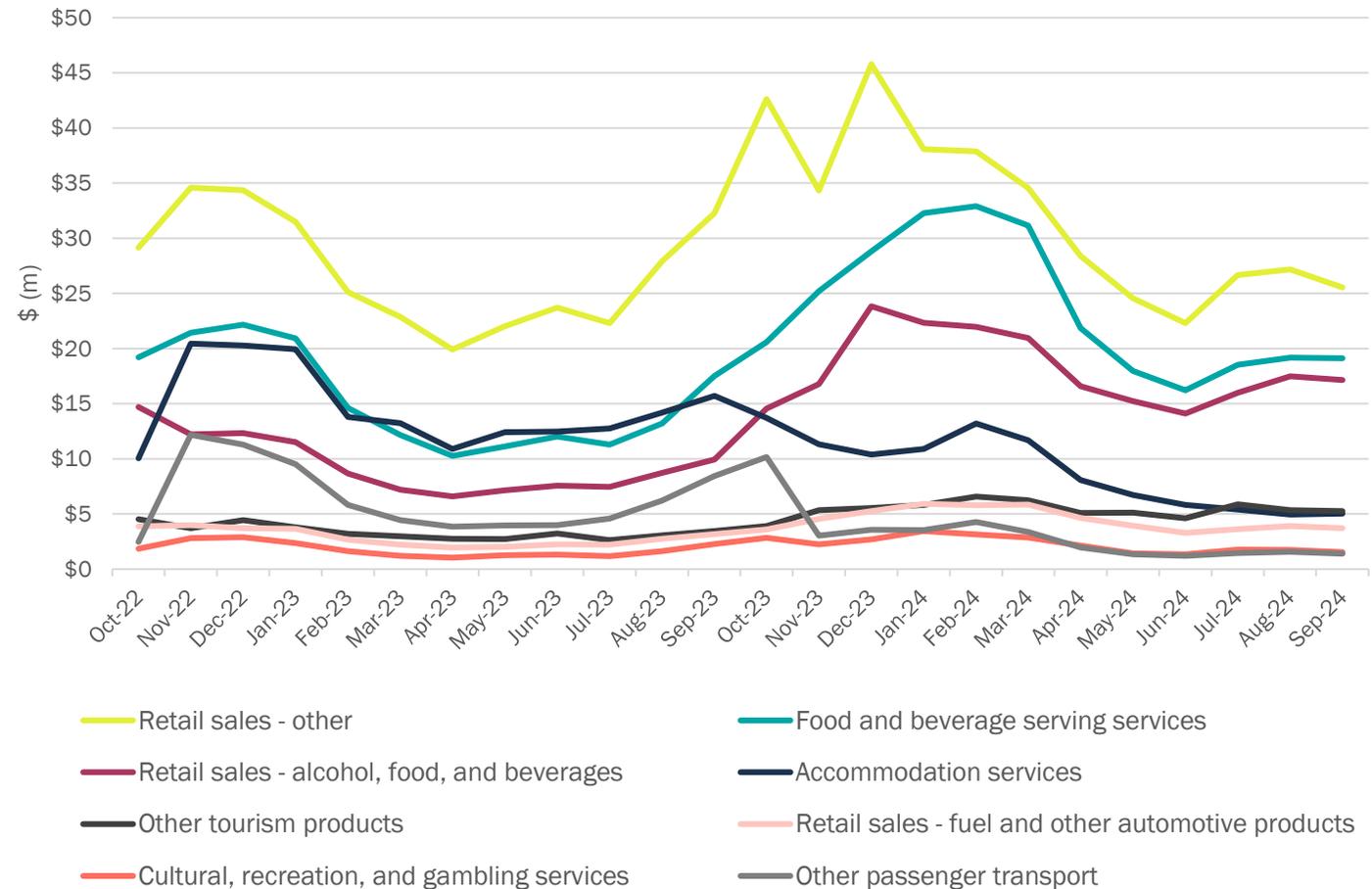
# \$25.6m spent in Retail sales (other) by International visitors in September 2024

	Spend (\$m)	% change
Accommodation services	5.0	-67.9%
Cultural, recreation, and gambling services	1.5	-32.4%
Food and beverage serving services	19.1	9.1%
Other passenger transport	1.4	-83.5%
Other tourism products	5.3	51.8%
Retail sales - alcohol, food, and beverages	17.1	72.6%
Retail sales - fuel and other automotive products	3.7	16.8%
Retail sales - other	25.6	-20.9%
<b>Grand Total</b>	<b>78.8</b>	<b>-15.1%</b>

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

Source: MBIE TECTs.

International monthly tourism transactions in Auckland, by product





# Auckland – Major Events Data

# Major Events Insights – September 2024



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

Event	Date(s)	Venue	Interesting Findings
Auckland Philharmonia Orchestra - Big Play In	22 September 2022 – 3 September 2024	Auckland Town Hall	<ul style="list-style-type: none"> <li>Occupancy and RevPAR peaked on Tuesday 3<sup>rd</sup> September 2024.</li> <li>Monthly holiday numbers (60.7k) were up 2.4% compared with the month of September 2023.</li> </ul>
School Sports Winter Tournament Week (*TAU invested event)	2-6 September 2024	Various	
Encanto Reo Māori	10 September 2024	The Civic	
NZSO - Jupiter Mozart & Copland	21 September 2024	Auckland Town Hall	<ul style="list-style-type: none"> <li>For the month of September 2024, there were 539.2k total guest nights in commercial accommodation in Auckland.</li> </ul>
Te Wiki o te reo Māori 2024	16-22 September 2024	Aotea Square	
Girls rugby festival tournament	26-28 September 2024	Western Springs Stadium and Park	<ul style="list-style-type: none"> <li>International tourism spend in September 2024 was \$78.8m (up 6.2%) compared to September 2023.</li> </ul>
An Audience with David Walliams	27-28 September 2024	Aotea Centre	
NZ Chocolate and Coffee Festival 2024	28-29 September 2024	Viaduct Events Centre	
Matilda The Musical	24 September – 13 October 2024	Bruce Mason Centre	

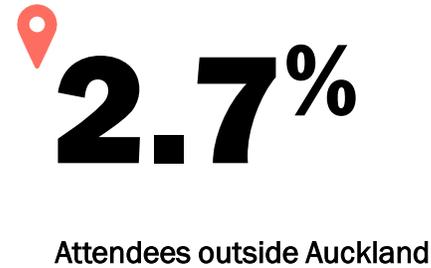
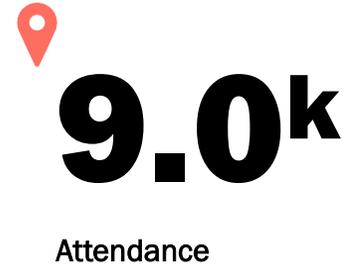
# School Sports Winter Tournament Week

Date(s): 2-6 September 2024

Venue: Various



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





# Auckland – Business Events Data

# Business Events Insights Q2 2024

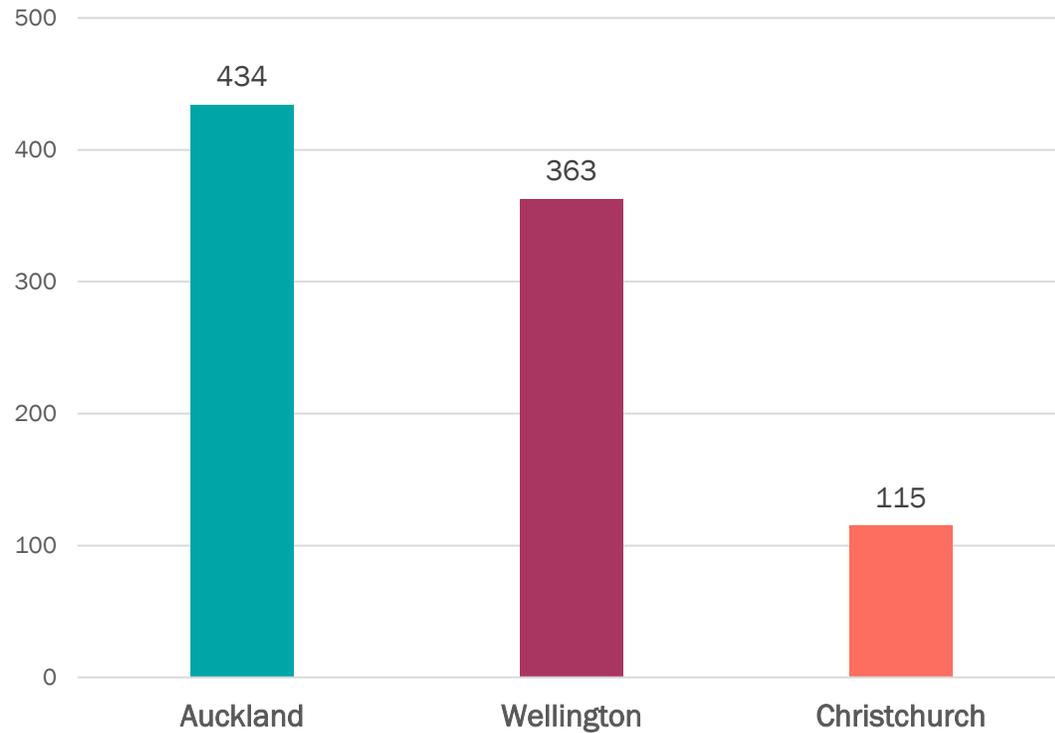


[aucklandunlimited.com](http://aucklandunlimited.com)

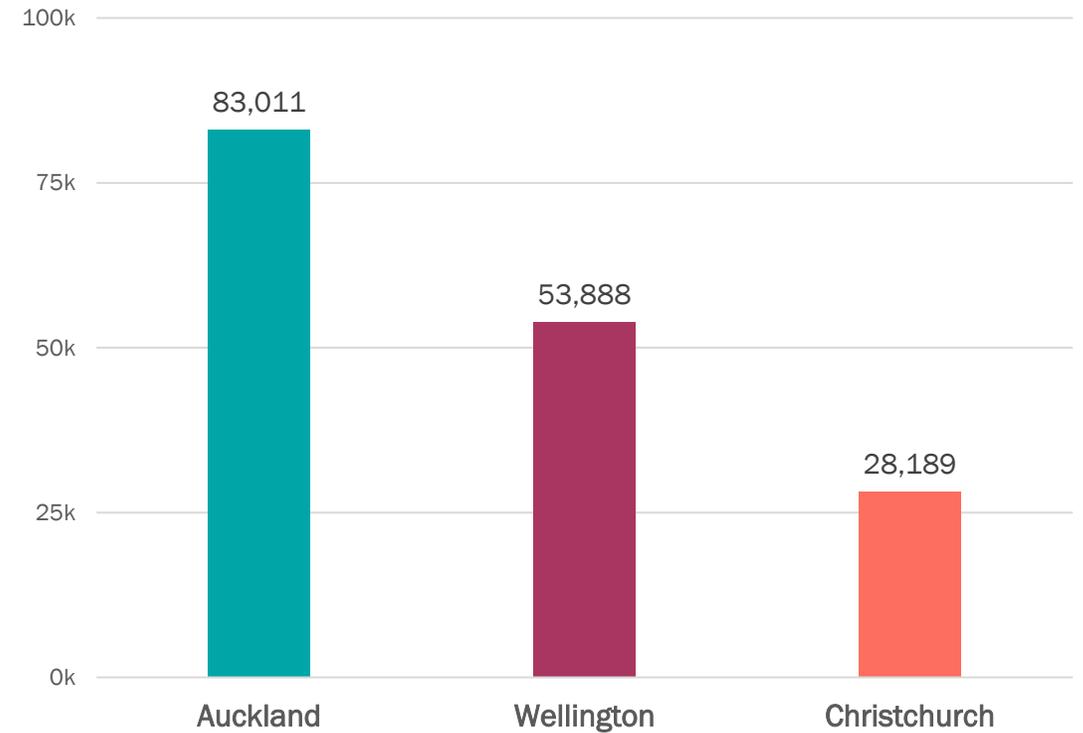


# Auckland attracted the highest number of business delegates (83.0k) in New Zealand in Q2 2024

Total number of business events – Regional comparison



Total number of delegates – Regional comparison

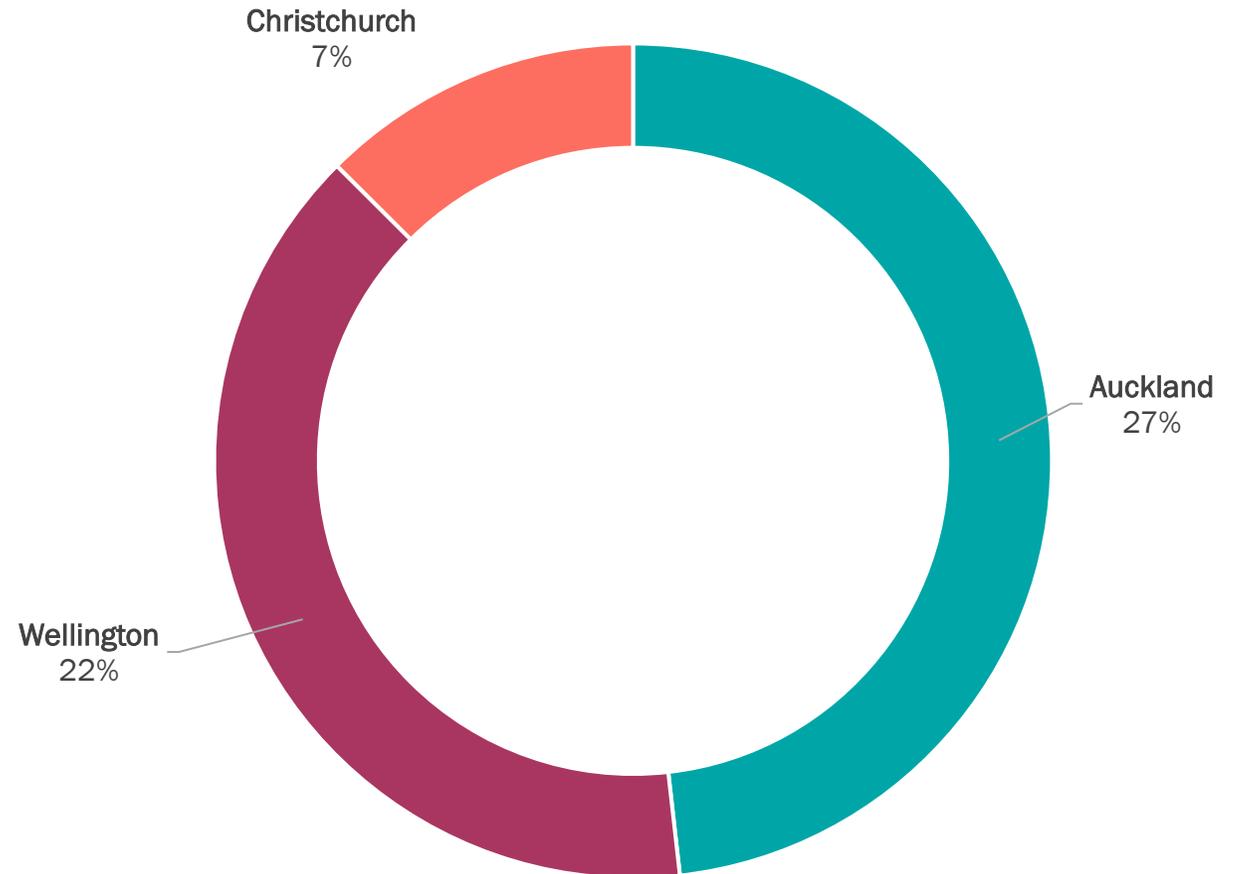


# Auckland had the largest market share of business events in NZ in Q2 2024



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

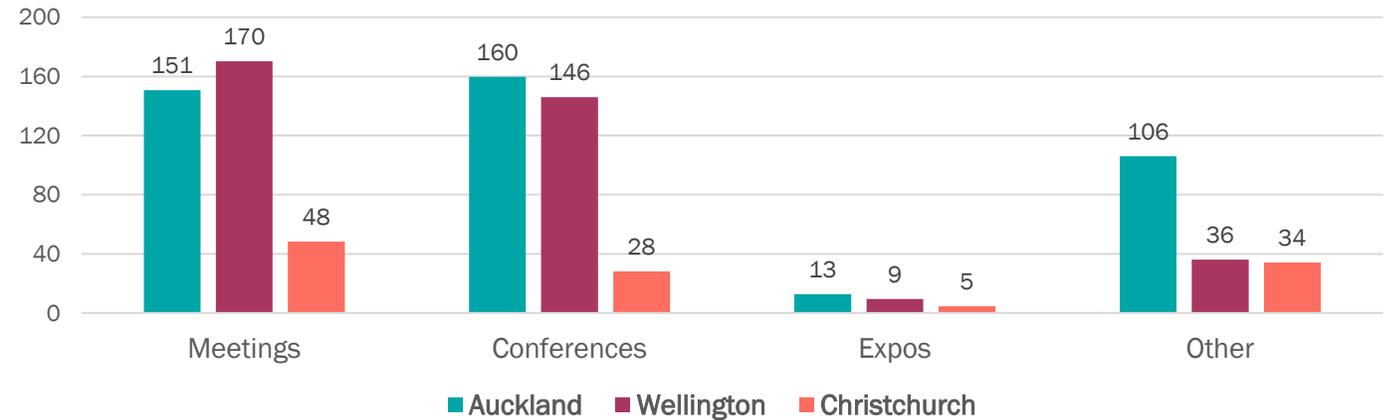
### Business Event Market Share - Regional Comparison



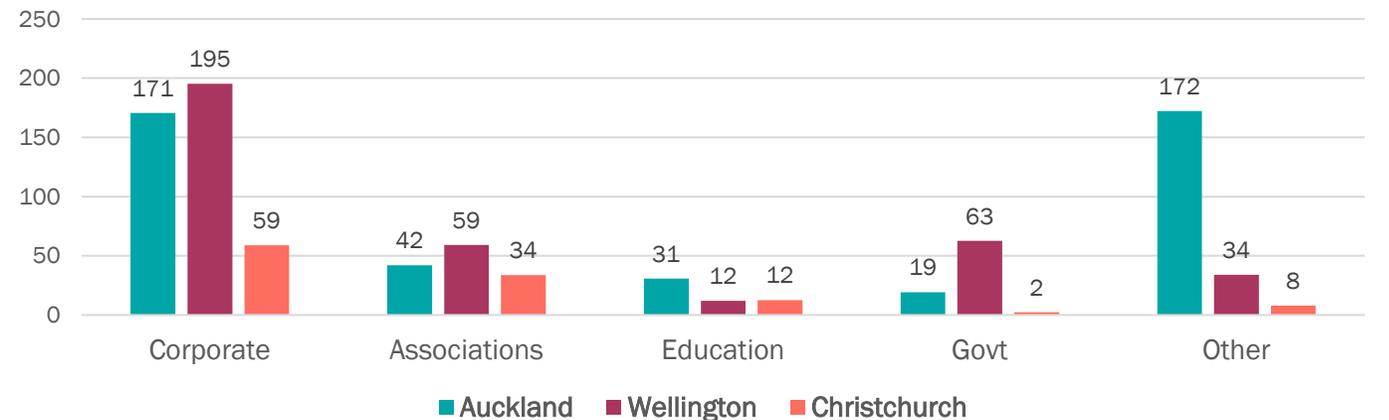
# Auckland hosted the most conferences, other business events and expos in NZ Q2 2024

- 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

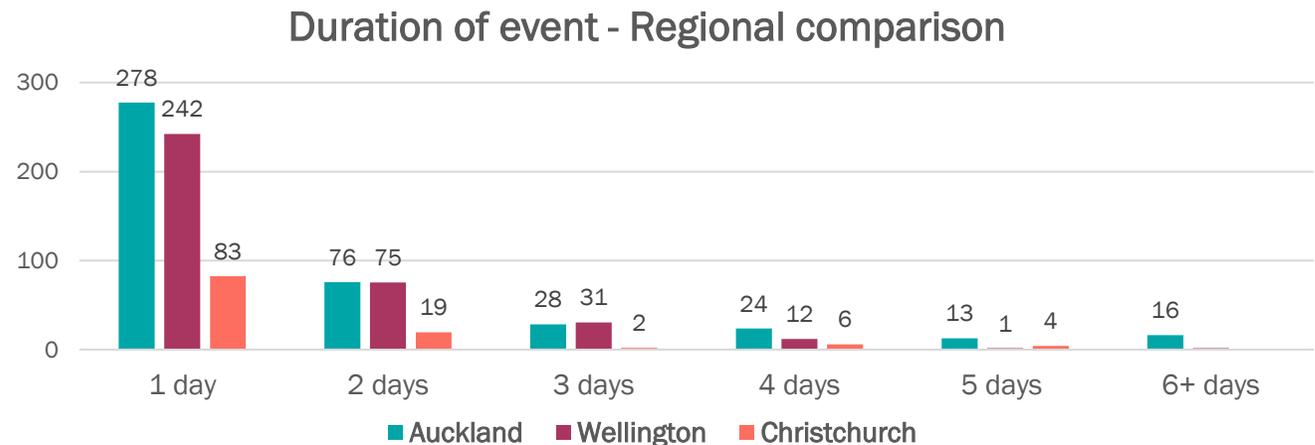
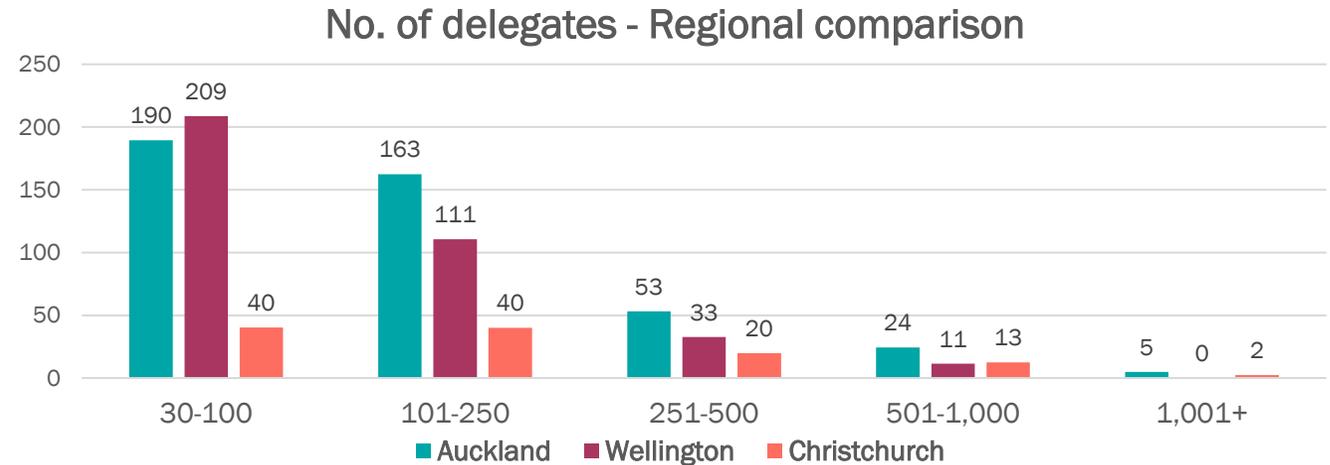


Business Events By Customer Type



# 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).





# Auckland Visitor Survey

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

# Visitor Experience



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

  
**30%**

Promoters  
Net Promoter Score  
YE June 2022  
-3



  
**29%**

Detractors  
Net Promoter Score  
YE June 2022  
-3



  
**1 NPS**

Total  
Net Promoter Score  
YE June 2022  
-6



  
**7.3 / 10**

Total Satisfaction  
Overall experience in  
Auckland  
YE June 2022  
-0.1



## Net Promoter Score

- The Net Promoter Score (NPS) is an index ranging from -100 to +100 that measures customer engagement and loyalty, based on the likelihood of customers to recommend a product or service.
- For domestic visitors in YE Jun 2022, NPS was **+1**, (down 6 points from YE June 2021).
- Domestic visitors most likely to recommend Auckland as a visitor destination include those aged 30-44 (NPS +6), Otago residents (NPS +16), those whose main reason to visit is a conference, convention or other business event (NPS +23), those travelling with a friend/s (NPS +6) and those who also include Northland in their itinerary (NPS +13).
- Inversely, those least likely to recommend Auckland as a visitor destination are those aged 18-29 years (NPS -8), those who used to live in the Auckland region (NPS -4), and those travelling with children (NPS -3) or with other members of their family (NPS -12).

PROMOTERS

**30%**

DETRACTORS

**29%**

TOTAL NPS

**1**

YE June 2022

**-3**

Compared to  
YE June 2021

YE June 2022

**+3**

Compared to  
YE June 2021

YE June 2022

**-6**

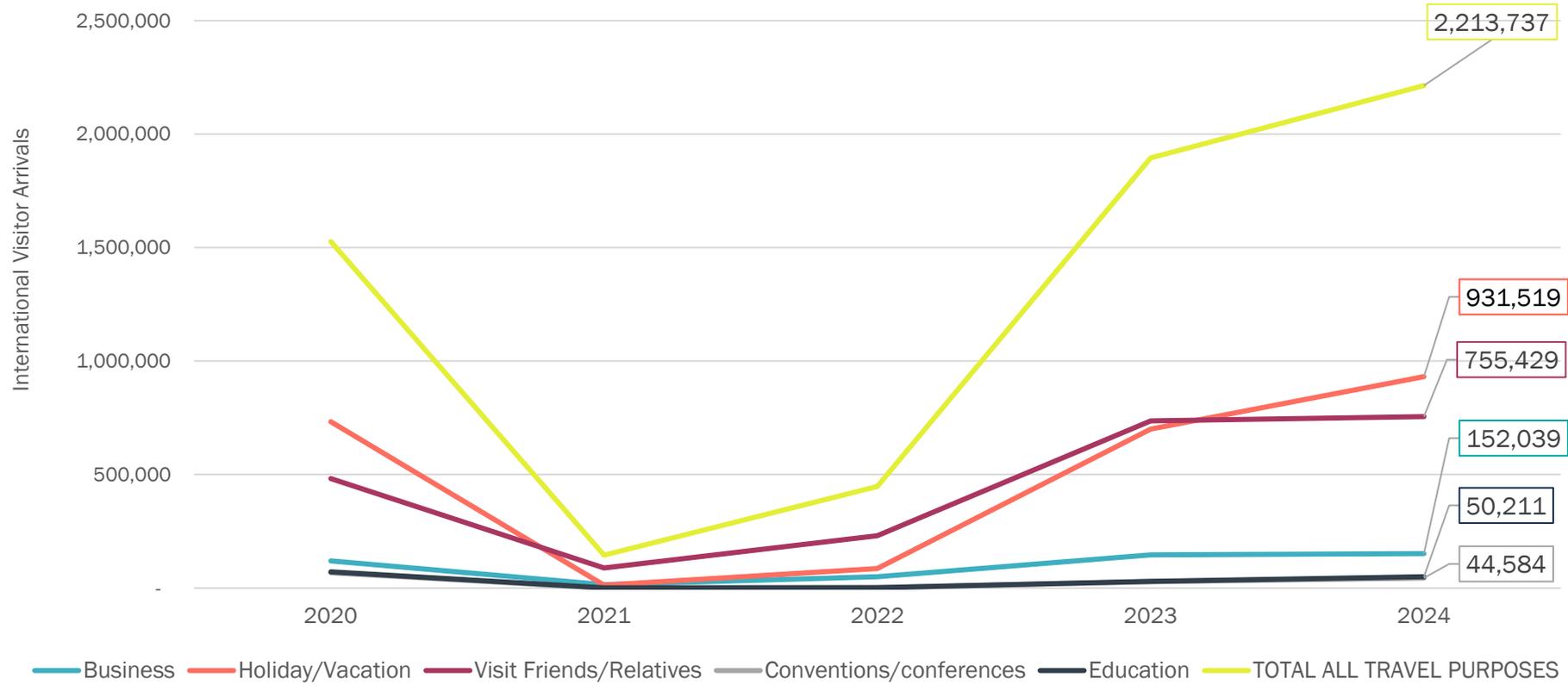
Compared to  
YE June 2021

*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.*



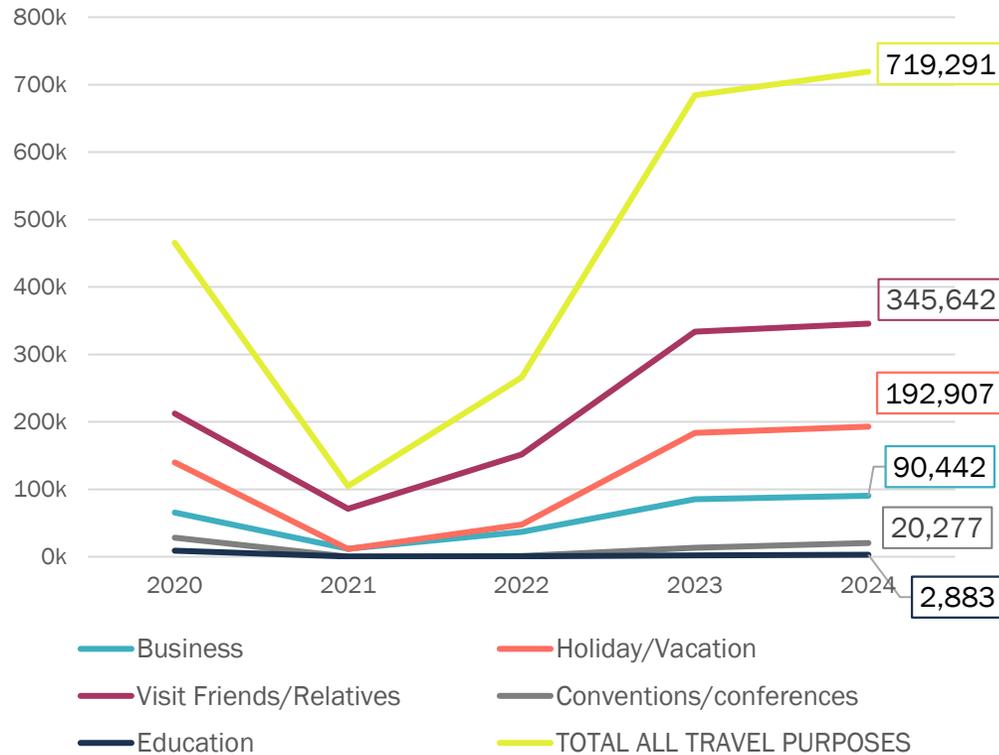
# Five-year trends in key markets

# Five-year visitor arrivals to Auckland, YE September

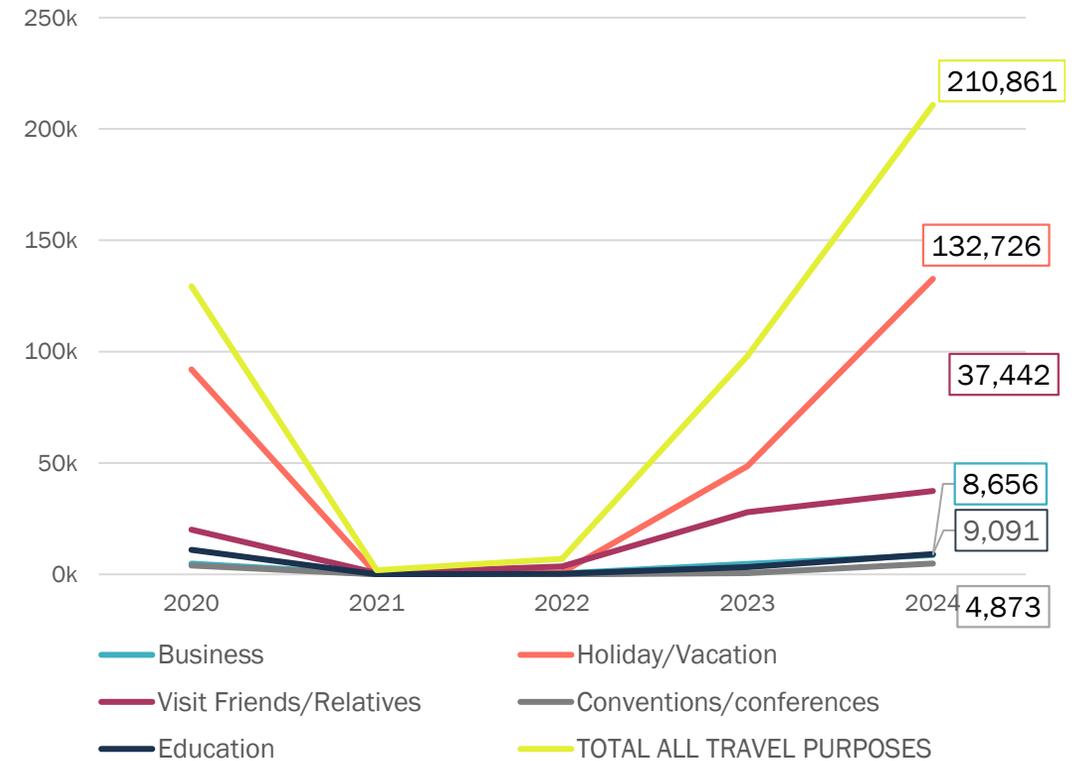


# Five-year visitor arrivals to Auckland, YE September

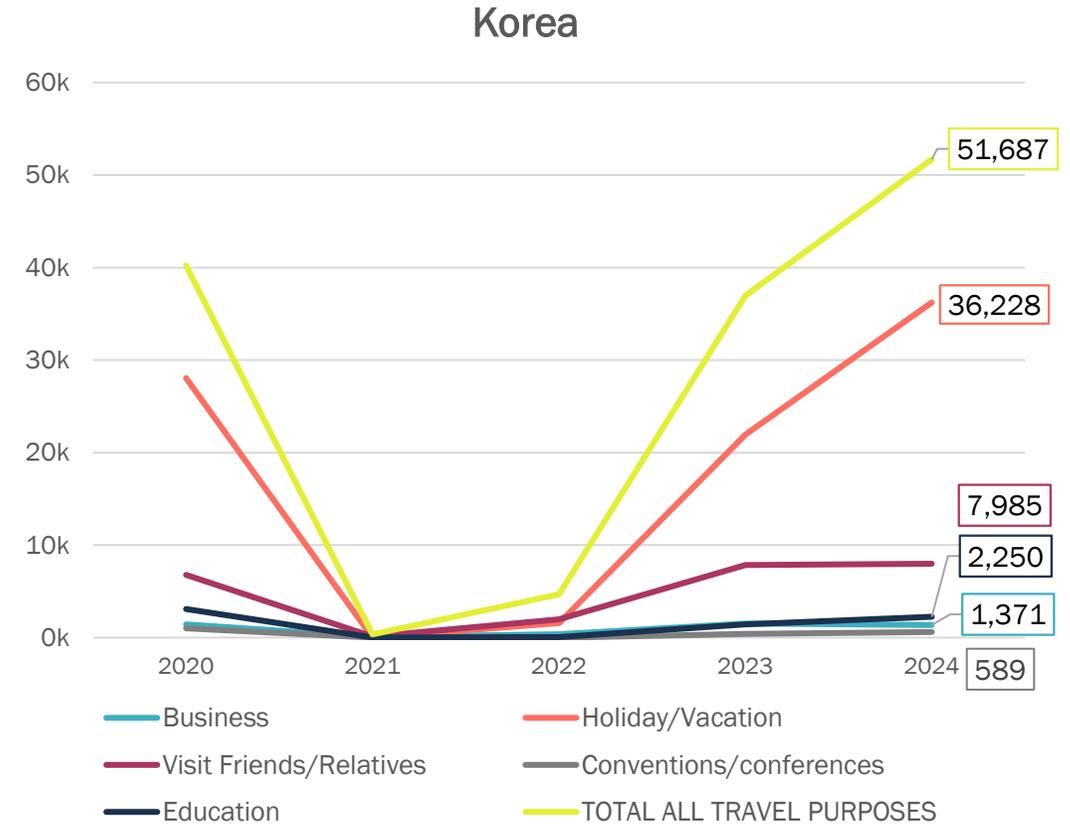
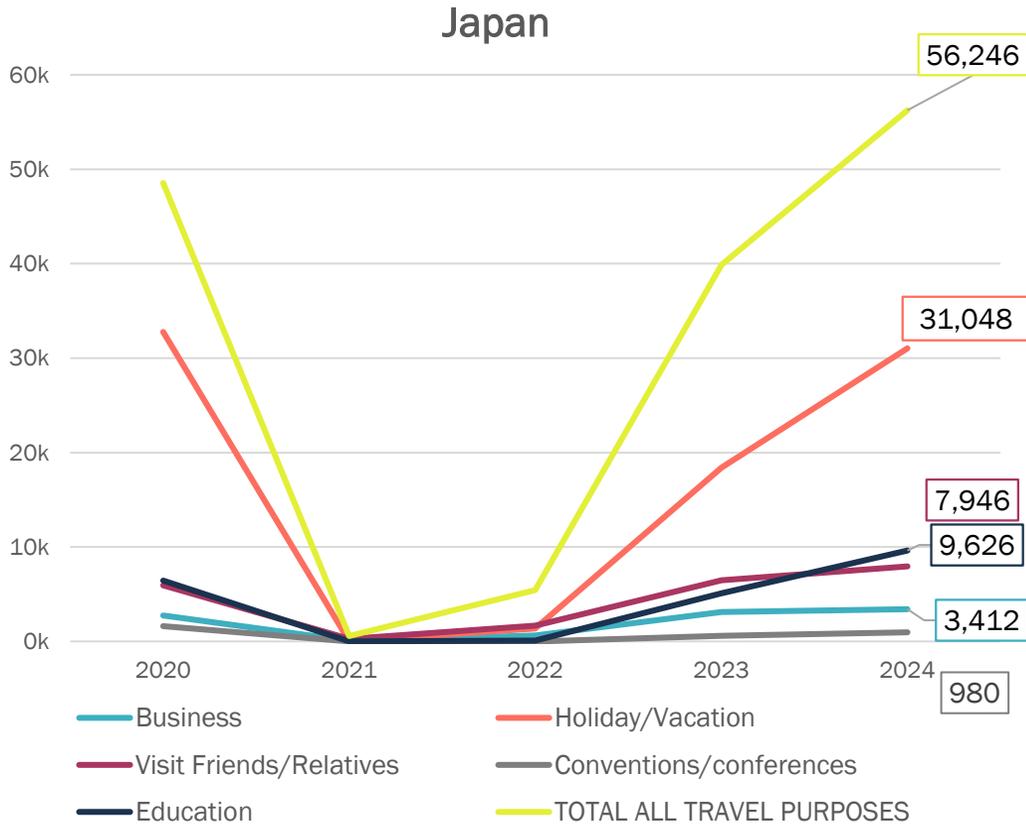
## Australia



## China

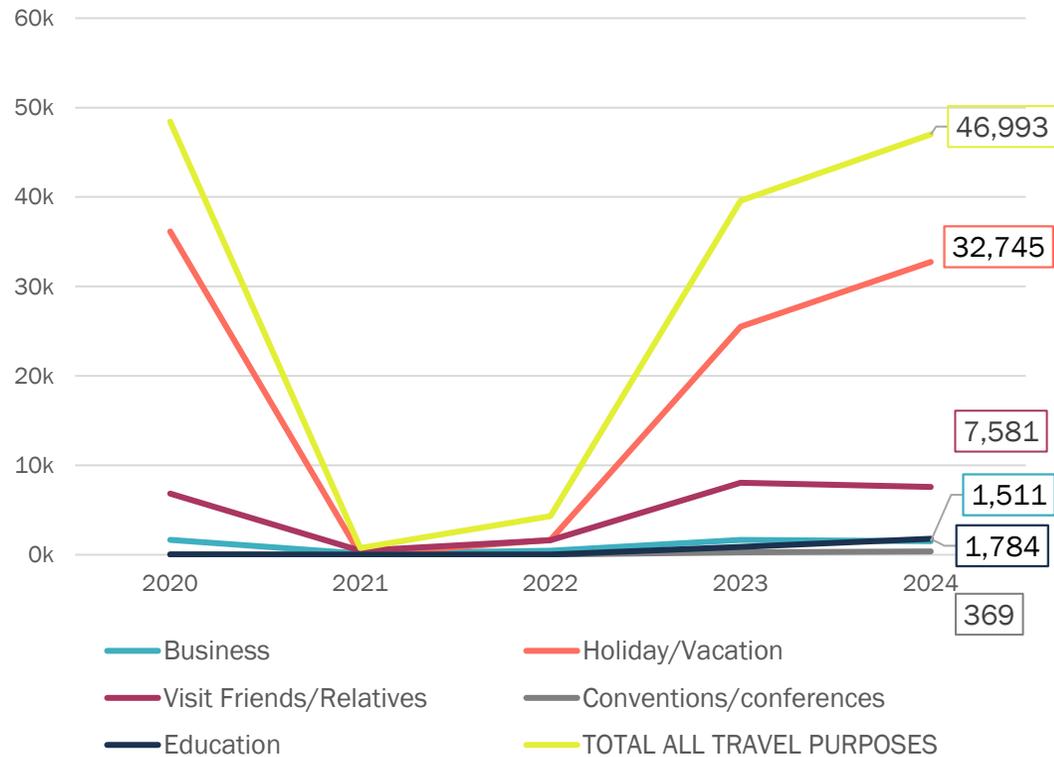


# Five-year visitor arrivals to Auckland, YE September

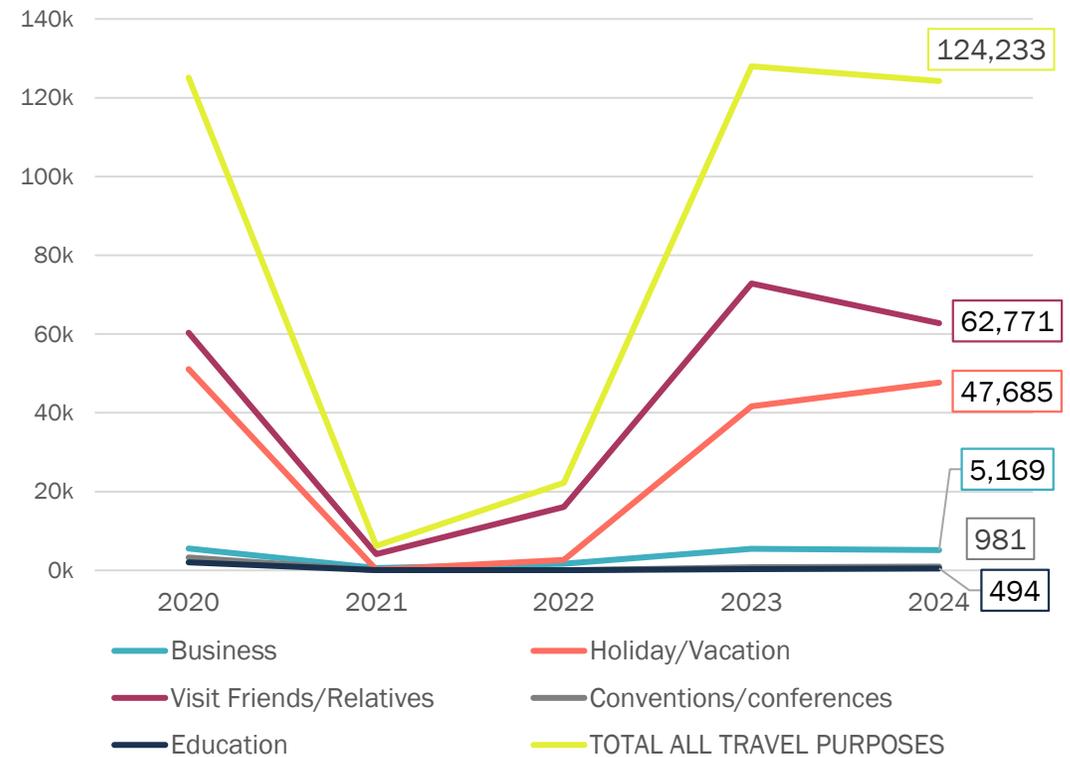


# Five-year visitor arrivals to Auckland, YE September

## Germany

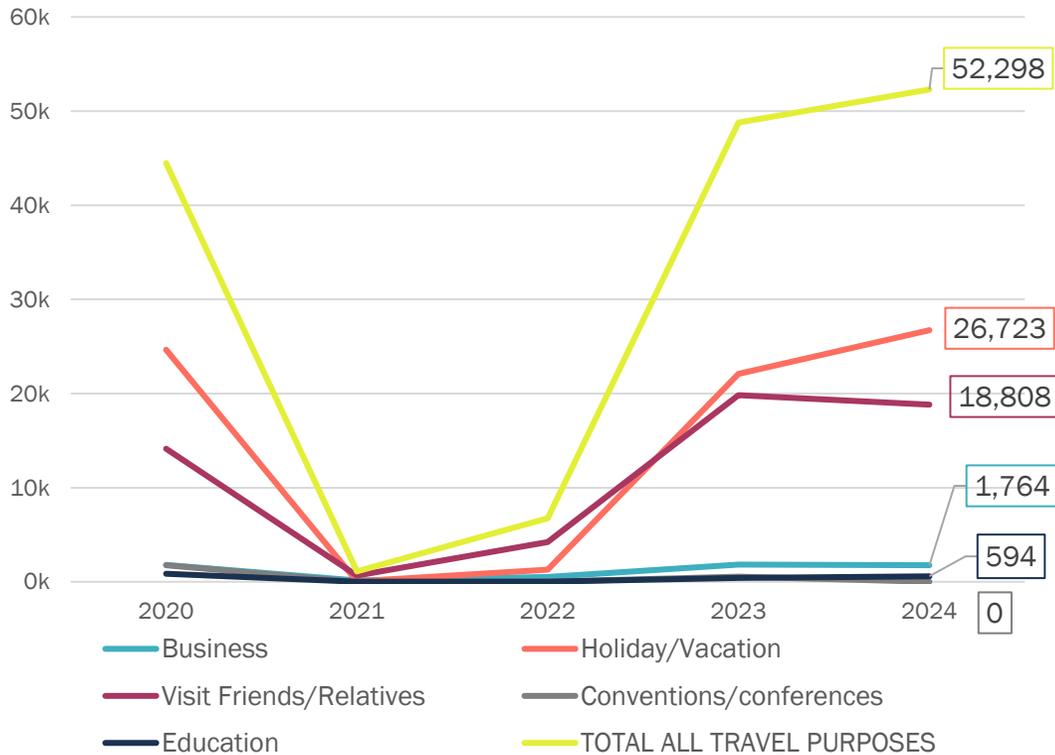


## UK

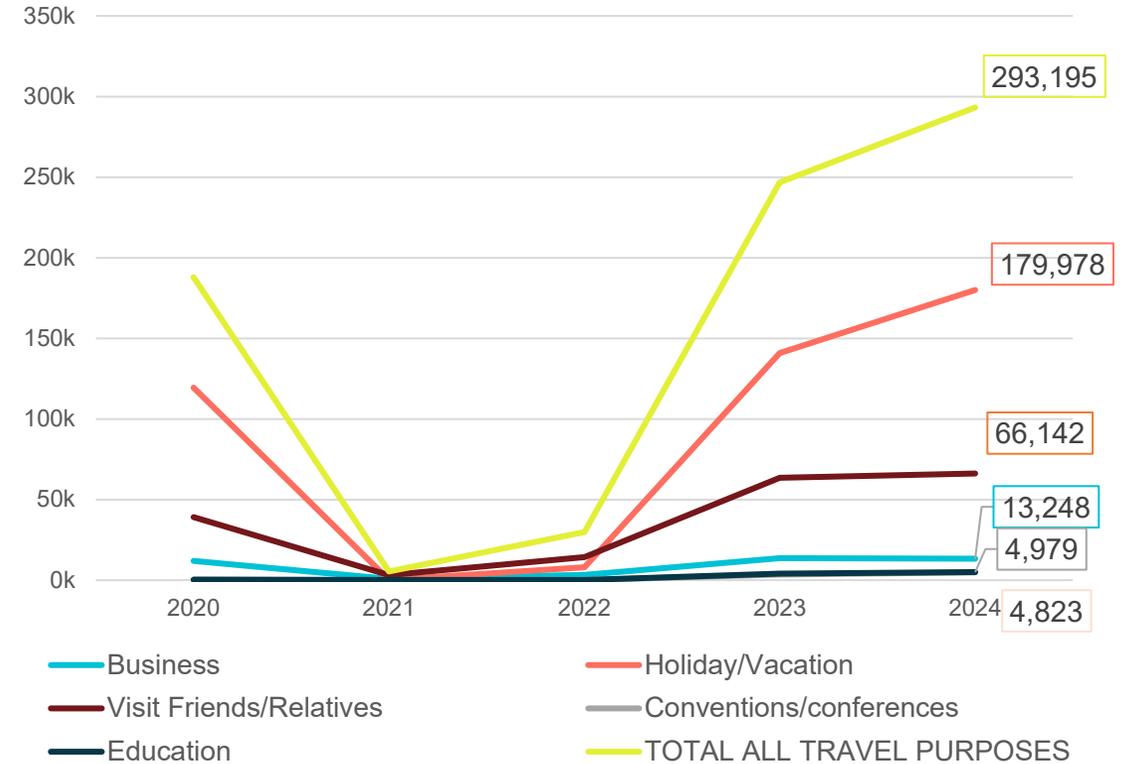


# Five-year visitor arrivals to Auckland, YE September

## Canada



## US



# Ngā mihi Thank you

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