

Tātaki
Auckland
Unlimited



Tāmaki Makaurau Auckland Destination Overview

August 2024

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

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Key Visitor Data



333.1^k

Domestic Guest Nights
August 2024 (Month)
-10.2% (to August 2023)



181.3^k

International Guest Nights
August 2024 (Month)
-8.4% (to August 2023)



514.4^k

Total Guest Nights
August 2024 (Month)
-9.6% (to August 2023)



\$181^m

Domestic Tourism Transactions
August 2024 (Month)
-5.9% (to August 2023)



\$81^m

Other Tourism Transactions
August 2024 (Month)
+3.3% (to August 2023)



57.5%

Hotel Occupancy Rate
August 2024 (Month)
-13.6% (to August 2023)



Key Visitor Data



INTERNATIONAL

- **Monthly international visitors (133.2k)** were down **1.5%** on August 2023.
- **The year to August 2024** saw **2.22m international visitor arrivals, an increase of 20.5%** on the previous year. International visitation was also up 30.4% compared to 2020 levels (1.70m in YE August 2020).
- There was an increase in **Australian visitors** in the month of August 2024, with **50.2k visitors, up 11.2%** compared to last August. **The year to August 2024 saw 717.9k Australian visitor arrivals, up 5.9%**.
- **Holiday visitors (930.1k)** contributed the most to annual visitor numbers and **increased 39.0%** on the year to August 2023. **Monthly holiday numbers (50.0k)** were **up 1.1%** compared with the month of August 2023.
- **VFR visitors (758.4k)** were **up 4.8%** for the year, with **monthly numbers (47.2k) up 0.6%**.
- **181.3k international guest nights in commercial accommodation** for August, **down 8.4%** on last year.
- **International spend** was **\$1.15b** for the year, **up 9.7%** on last year and **\$81.2m** for the month of August (**up 3.3%** on last August).

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 **333.1k domestic guest nights in commercial accommodation** for the month of August, **down 10.2%**.
- 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 **\$2.38b, down 6.6%** on last year and **\$180.9m** for the month of August (**down 5.9%** compared to August 2023).

OVERALL

- There were **514.4k total guest nights in commercial accommodation in August, down 9.6%** on last year.
- **On average, visitors stayed in Auckland for 1.9 nights** for the month of August 2024 (**down 13.6%**).
- **Average hotel Occupancy** for the month was **57.5%, 13.6% lower** compared to August 2023.
- The monthly **Average Daily Rate** was **\$188 (down 13.9%)** and **RevPAR was \$112 (down 25.8%)**.
- The **average daily rate (ADR)** for hotels in Auckland was the highest for the month on **Saturday 17th August at \$213** (**down 1.1%** on the previous year).
- Looking forward over the next three months, occupancy-on-the-books in Auckland is generally lower compared to last year but we are continuing to see consistent YoY uplift for the period from 31st October – 17th November 2024 coming down the pipeline.
- **Occupancy will peak at 84% 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 75% on the 8th November, when Pearl Jam performs at the Go Media Stadium.**

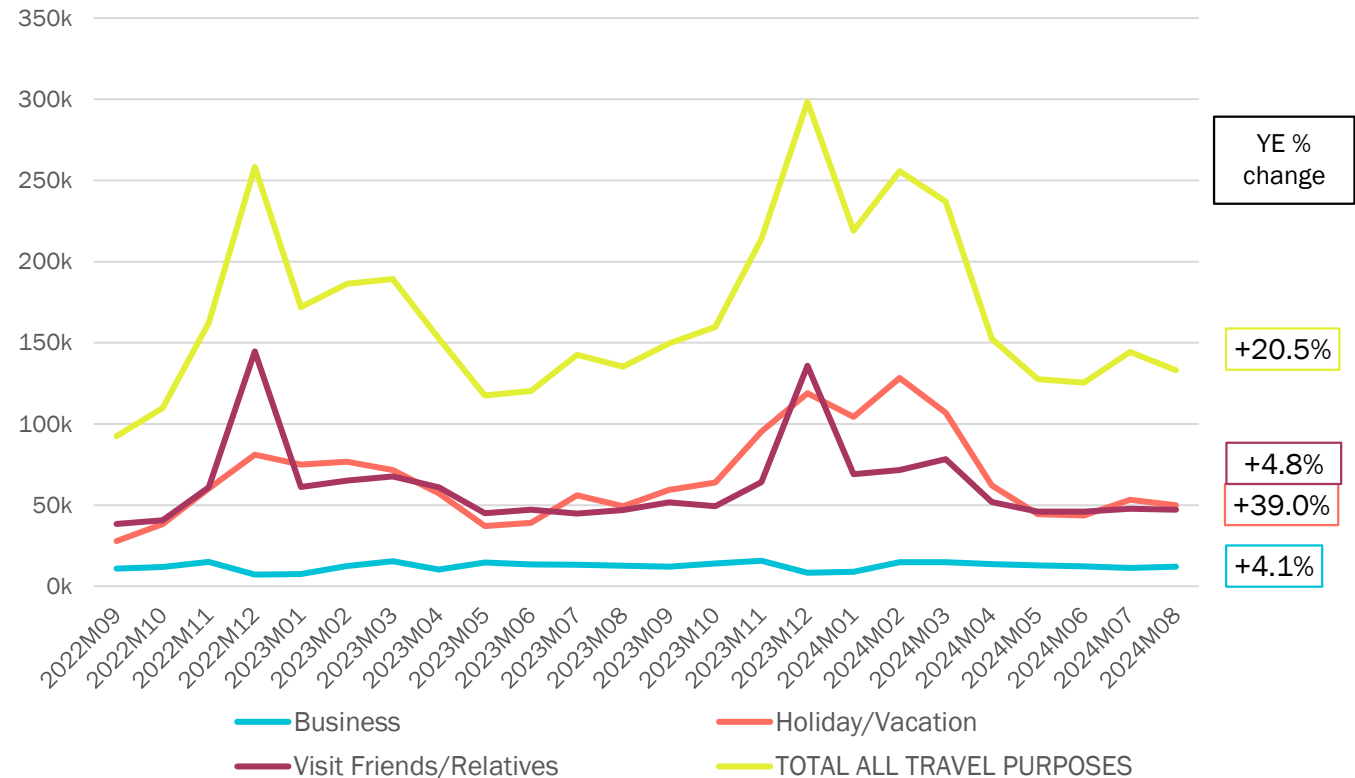


Auckland Tourism – Visitor Arrivals Data

2.22m International visitor arrivals in the year to August 2024, up 20.5%

- The month of August saw 133.2k international visitors, down 1.5 on August 2023.
- The year to August 2024 saw 2.22m international visitor arrivals, an increase of 20.5% on the previous year. International visitation was up 30.4% compared to 2020 levels (1.70m in YE August 2020).
- Holiday visitors (930.1k) contributed the most to annual visitor numbers and increased 39.0% on the year to August 2023. Monthly holiday numbers (50.0k) were up 1.1% compared with the month of August 2023.
- VFR visitors (758.4k) were up 4.8% for the year, with monthly numbers (47.2k) up 0.6%.
- There were 150.8k business visitors (up 4.1%) in the year to August 2024, and 12.1k for the month (down 5.4%).

International visitor arrivals in Auckland, reason for visit

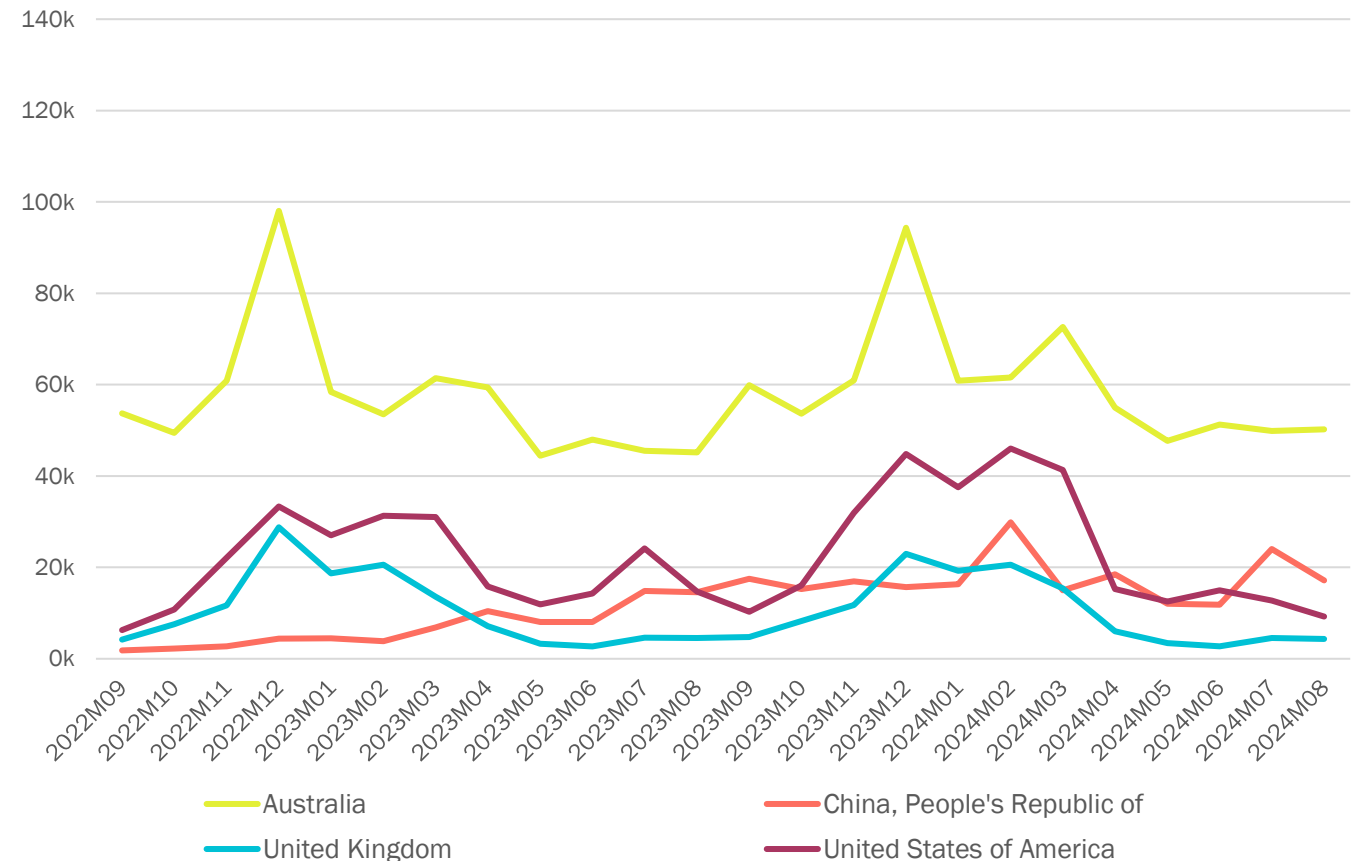


	Visitor arrivals	vs. previous year / YE	vs. Covid / 2020
August 2024	133,155	-1.5%	2933.8%
YE August 2024	2,216,252	20.5%	30.4%

717.9k visitors from Australia for YE August 2024, up 5.9%

- There was an increase in **Australian visitors** in the month of August 2024, with **50.2k visitors**, up **11.2%** compared to last August. **The year to August 2024 saw 717.9k Australian visitor arrivals, up 5.9%.**
- **The year to August 2024 saw 292.7k visitors from the US (up 20.6%), with 9.2k visitors for the month (down 37.1%).**
- **Visitors from China (210.1k) were also up for the year (155.0%), and up (17.9%) for the month of August (to 17.2k).**
- **For the year to August 2024, there were 124.0k visitor arrivals from the UK (down 2.7%) and 4.3k visitors for the month (down 4.4%).**

Visitor arrivals in Auckland by key international markets

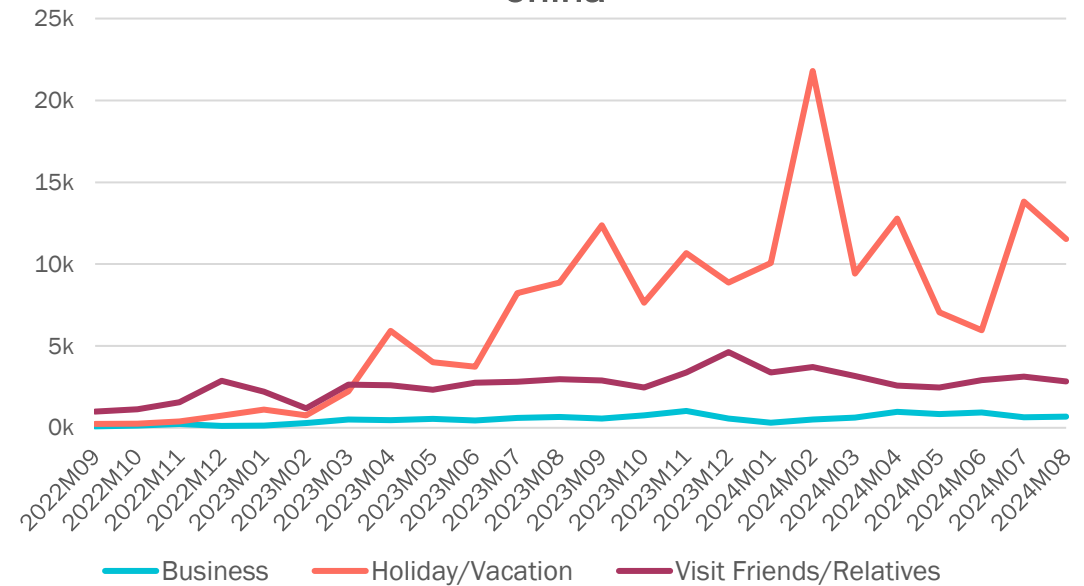


24-month visitor arrivals from individual markets

Australia



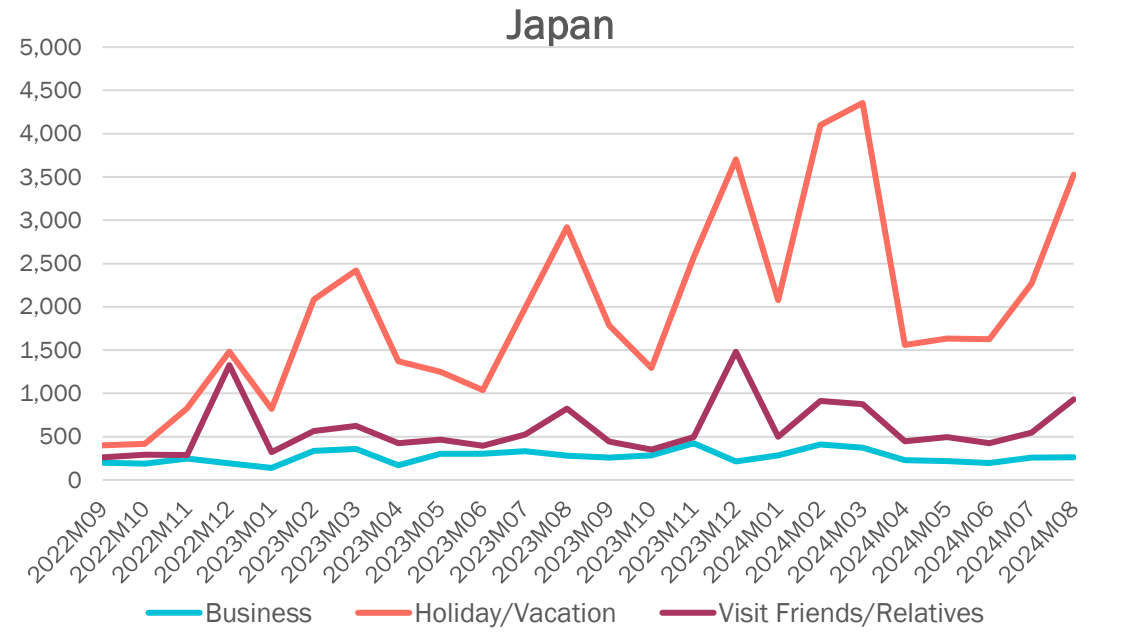
China



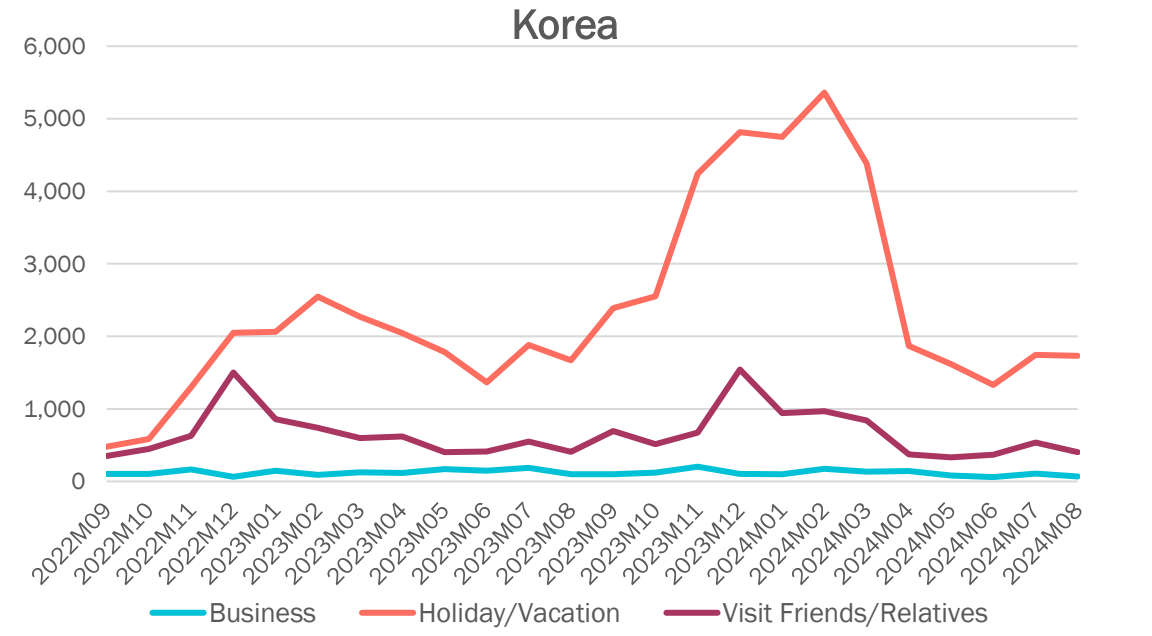
	Business	vs. Business previous year	Holiday	vs. Holiday previous year	VFR	vs. VFR previous year	Total	vs. Total previous year
August 2024	7,948	0.7%	11,581	20.7%	23,932	12.5%	50,224	11.2%
YE August 2024	89,316	5.0%	192,460	6.2%	346,233	4.4%	717,923	5.9%

	Business	vs. Business previous year	Holiday	vs. Holiday previous year	VFR	vs. VFR previous year	Total	vs. Total previous year
August 2024	678	3%	11,534	30.1%	2,831	-4.7%	17,159	17.9%
YE August 2024	8,406	99.2%	131,992	262.1%	37,527	44.0%	210,106	155.0%

24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2024	262	-6.4%	3,527	20.8%	931	13.0%	6,622	10.1%
YE August 2024	3,408	12.0%	30,501	79.2%	7,898	25.2%	55,623	47.0%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2024	70	-29.3%	1,732	3.8%	405	-0.5%	2,564	0.4%
YE August 2024	1,400	-8.3%	36,776	83.6%	8,191	9.0%	52,624	52.7%

24-month visitor arrivals from individual markets

Germany



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2024	87	-22.3%	830	-0.8%	238	-22.5%	1,409	-7.7%
YE August 2024	1,527	-9.6%	32,730	31.8%	7,646	-4.0%	47,014	21.5%

UK



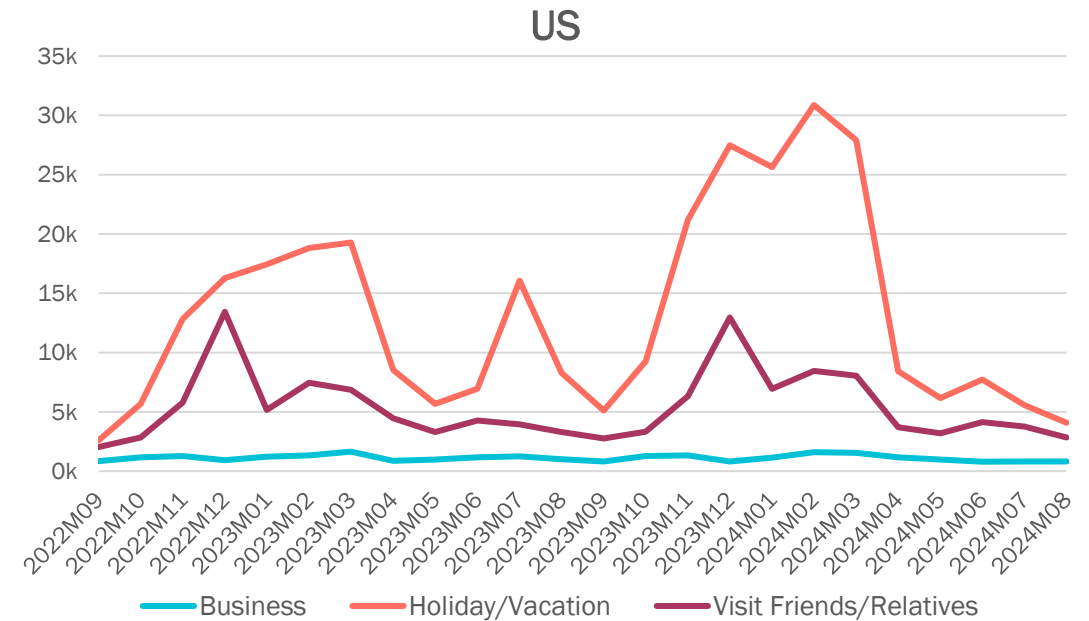
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2024	304	-1.3%	1,357	-5.6%	2,193	-6.7%	4,324	-4.4%
YE August 2024	5,152	-8.7%	47,684	16.7%	62,689	-14.1%	124,005	-2.7%

24-month visitor arrivals from individual markets



	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2024	78	-8.2%	612	-0.6%	691	-14.3%	1,644	-8.1%
YE August 2024	1,735	-3.3%	26,526	21.4%	18,872	-4.0%	52,111	8.0%

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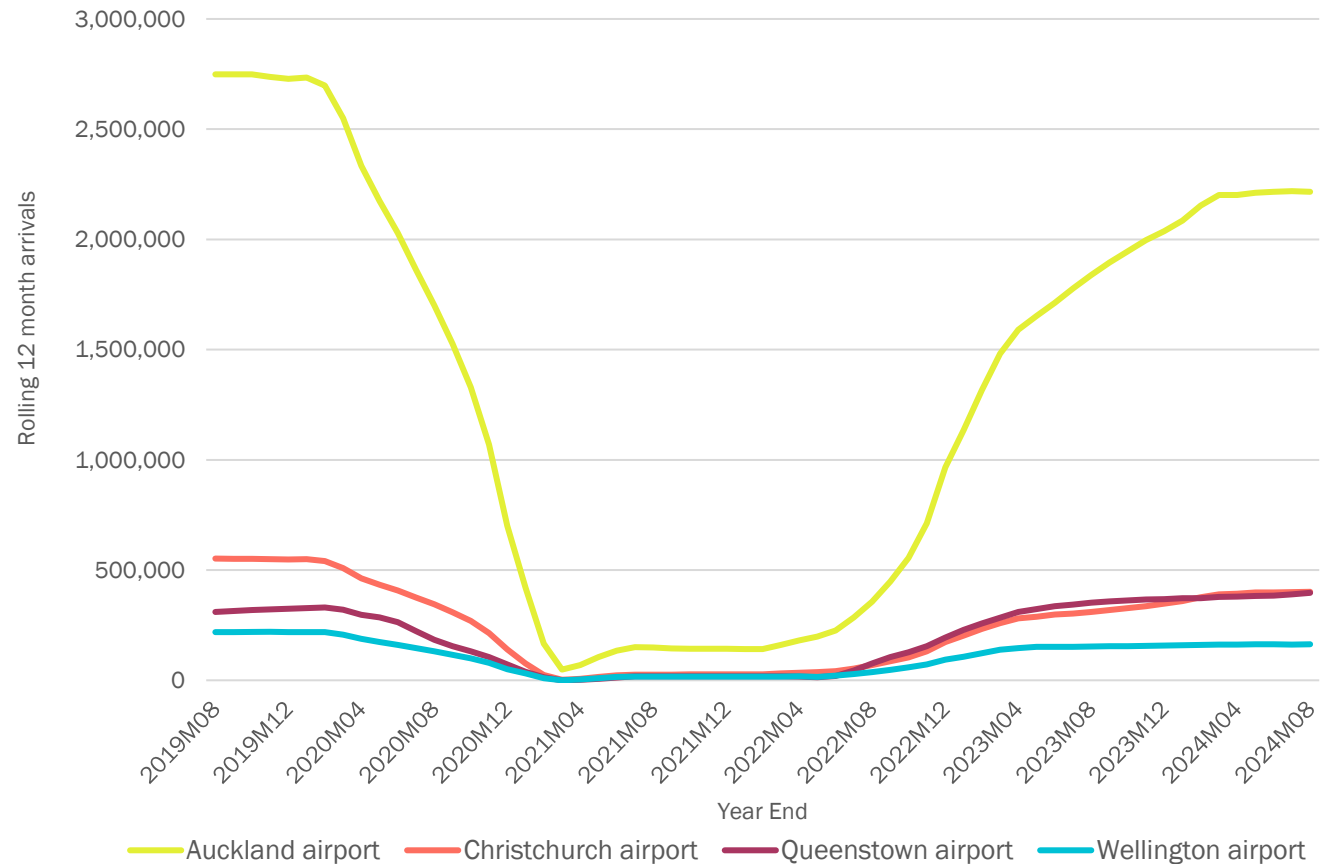
	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2024	816	-19.4%	4,079	-50.9%	2,846	-13.7%	9,246	-37.1%
YE August 2024	13,062	-4.3%	179,419	29.7%	66,427	5.7%	292,709	20.6%

Auckland has seen a 20.5% increase in international visitor arrivals over the last year

- In the five years preceding the arrival of Covid in 2020, all major airports had seen steady increases in international visitor arrivals.
- The Covid-related travel bans had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- Auckland has again seen increasing arrivals since the borders fully opened in July 2022 and a 20.5% increase in international visitor arrivals over the last year.
- For the year ending August 2024, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 12.7%, Christchurch was up 29.8% and Wellington was up 6.4% compared to last year.

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12 month rolling visitor arrivals



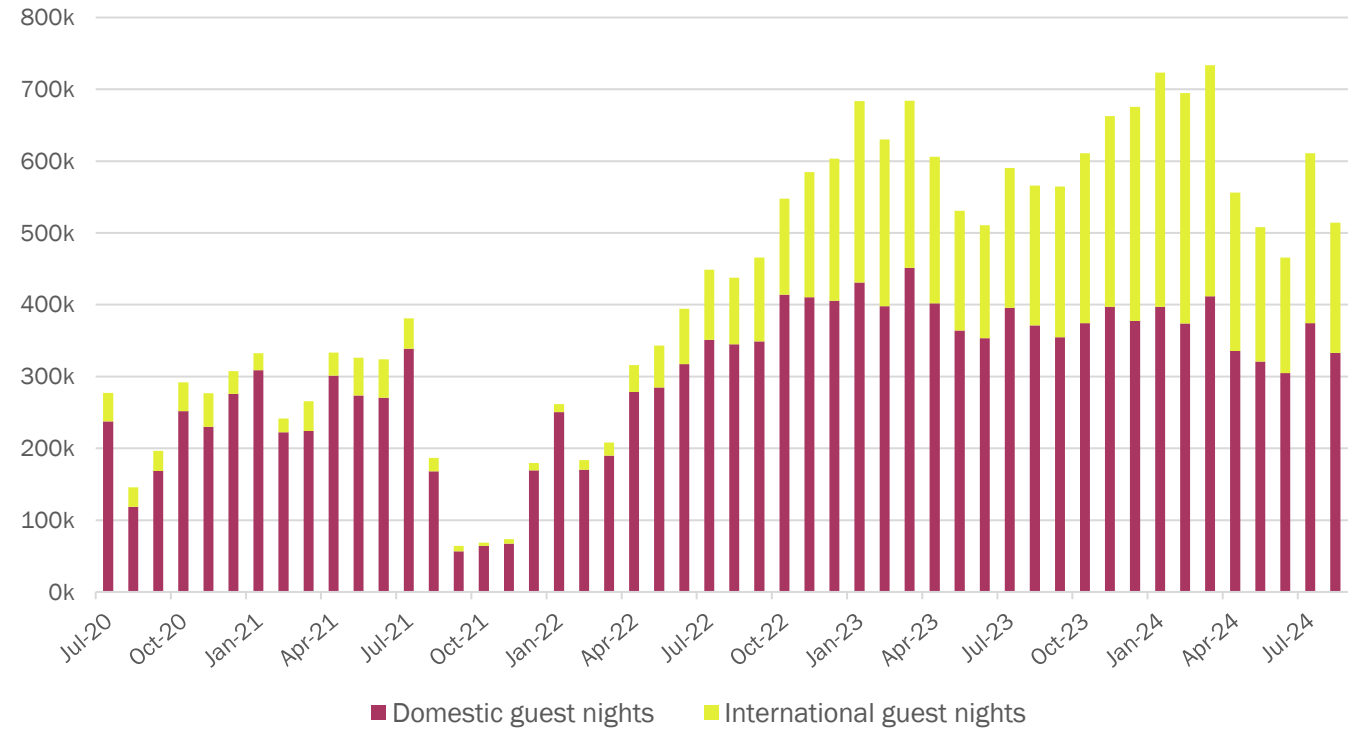


Auckland Tourism – Accommodation Data

514.4k total guest nights in commercial accommodation in August 2024, down 9.6%

- For the month of August 2024, there were **514.4k total guest nights in commercial accommodation in Auckland, down 9.6%** on the same month last year.
- There were **333.1k domestic guest nights** in commercial accommodation (down 10.2%), and **181.3k international guest nights (down 8.4%)** in commercial accommodation in August 2024.
- For New Zealand overall, there were 2.38m guest nights in commercial accommodation in August 2024, down 7.9% compared to August 2023.

Guest nights in commercial accommodation - Auckland



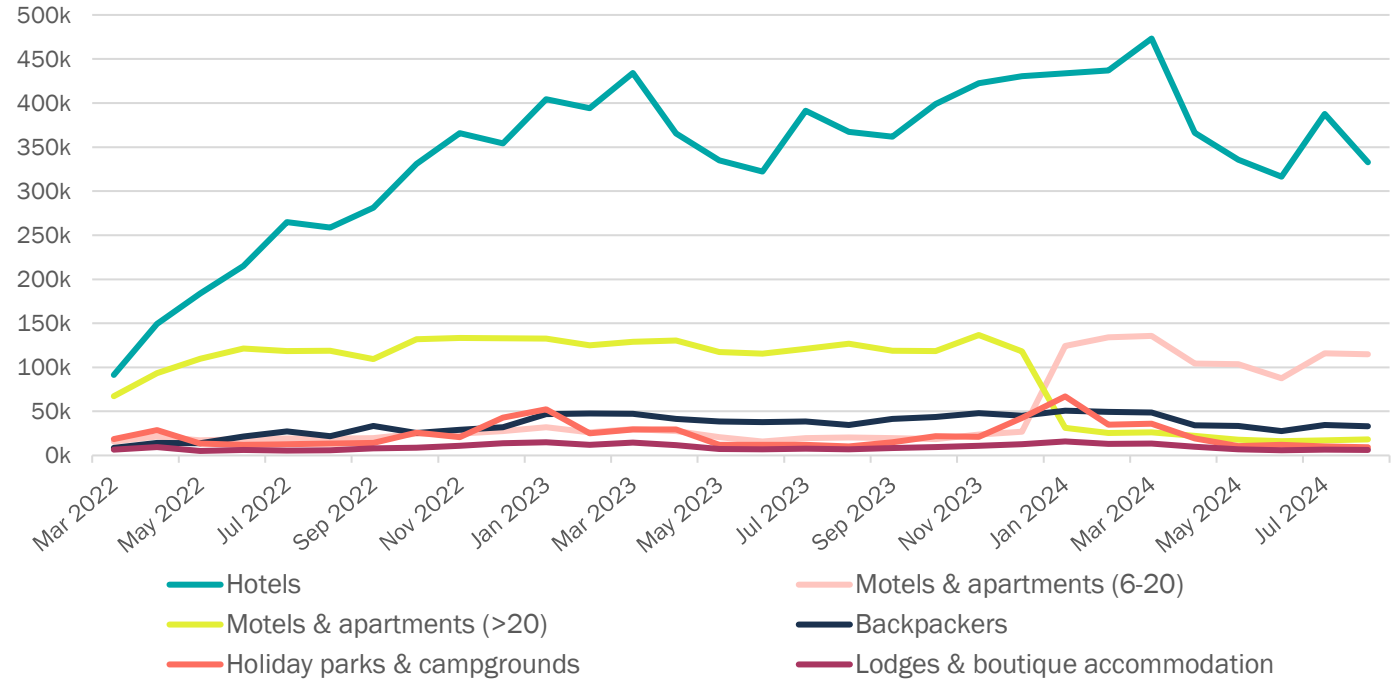
August 2024	Auckland	% change	New Zealand	% change
Total guest nights	514,400	-9.6%	2,375,000	-7.9%
Domestic guest nights	333,100	-10.2%	1,663,900	-8.2%
International guest nights	181,300	-8.4%	711,100	-7.2%

332.9k guest nights in hotels in August 2024, down 9.3%

- For the month of August 2024, there were **332.9k guest nights in hotels** in Auckland, **down 9.3%** compared to August last year.
- There were **114.7k guest nights in motels and apartments (6-20)**, **up 465.0%** on the previous year.
- However, **guest nights in motels and apartments (>20) (18.1k)** were **down (85.7%)**.
- **Guest nights in holiday parks and campgrounds (9.3k)** were **down (8.8%)** for the month of August.
- **Guest nights in backpacker accommodation decreased (down 4.3% to 33.2k)** in August 2024.
- **Guest nights in lodges and boutique accommodation were also down (8.8% to 6.2k)** for the month.

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Guest nights by accommodation type (monthly)

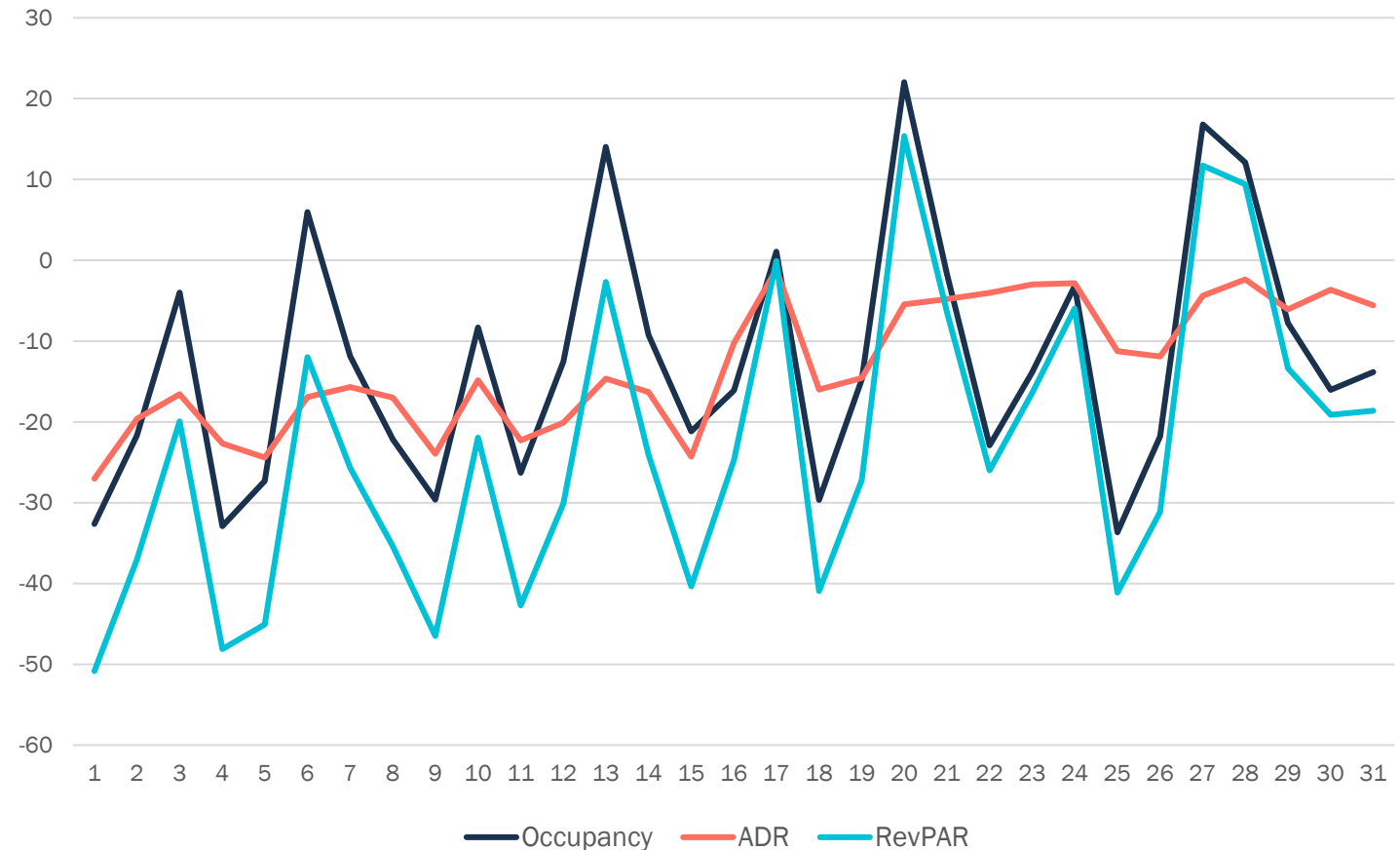


Jun-24	Auckland	% change
Hotels	332,900	-9.3%
Motels & apartments (6-20)	114,700	465.0%
Motels & apartments (>20)	18,100	-85.7%
Backpackers	33,200	-4.3%
Holiday parks & campgrounds	9,300	-8.8%
Lodges & boutique accommodation	6,200	-8.8%

Average Occupancy for August 2024 was 57.5%, down 13.6% on 2023

- For the month of August 2024, the **average Occupancy was 57.5%, 13.6% lower** compared to August 2023.
- The **Average Daily Rate (ADR) for the month was \$188, down 13.9%** on last year.
- **Monthly Revenue per available room (RevPAR) for August was \$112, 25.8% lower** compared to last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in August 2024.
- Percentage changes for Occupancy and RevPAR both peaked on **Tuesday 20th August 2024**.

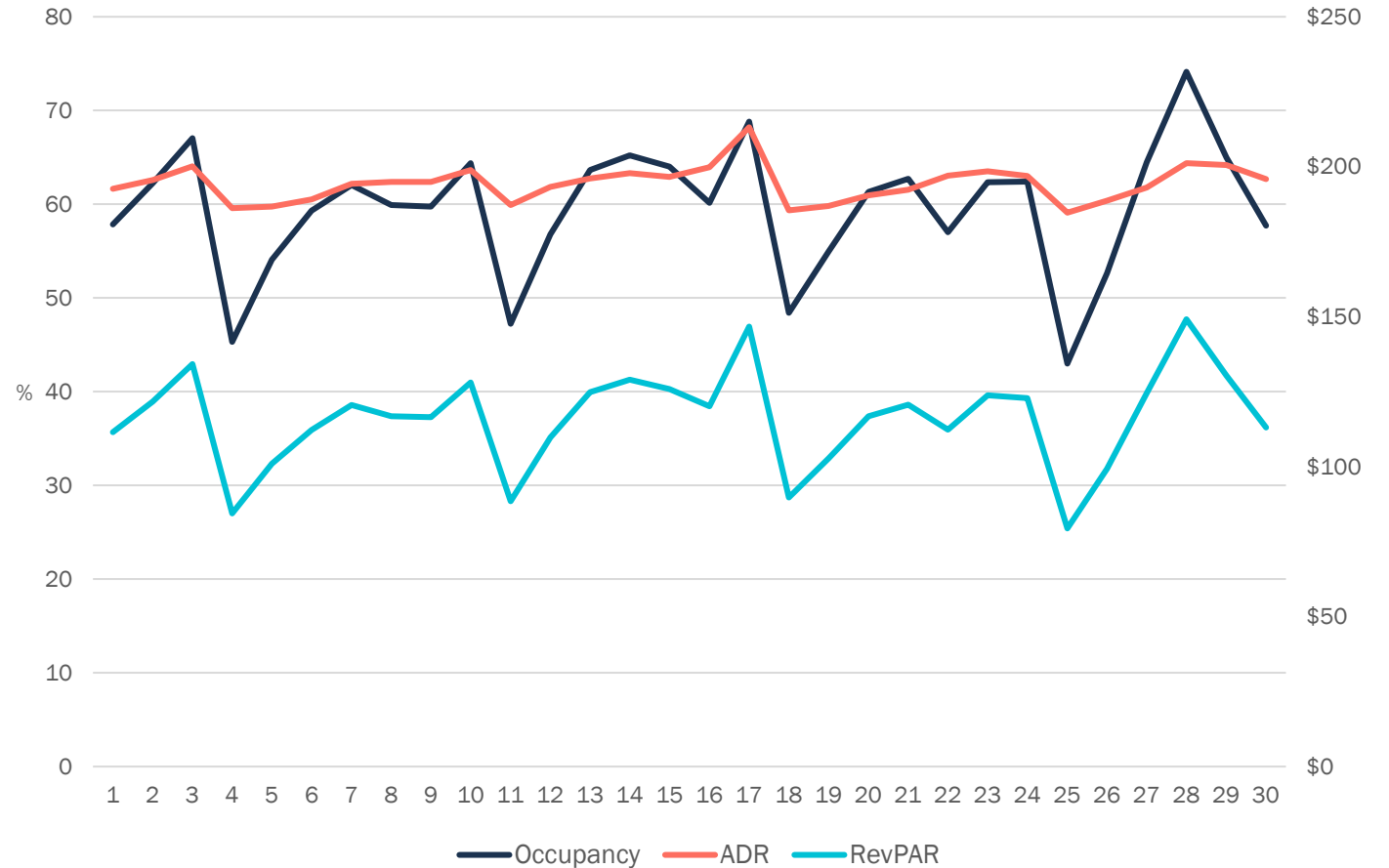
Percent Changes for the Month of August



Average daily rate peaked at \$213 on 13th August 2024, down 1.1%

- The **average daily rate (ADR)** for hotels in Auckland was the highest for the month on **Saturday 17th August 2024 at \$213** (down 1.1% on the previous year).
- **Hotel occupancy** reached **74.1%** on **Wednesday 28th August 2024** (up 12.1% on the previous year).
- **Revenue per available room (RevPAR)** peaked to **\$149** also on **Wednesday 28th August 2024**. This was up 9.4% in comparison to last year.

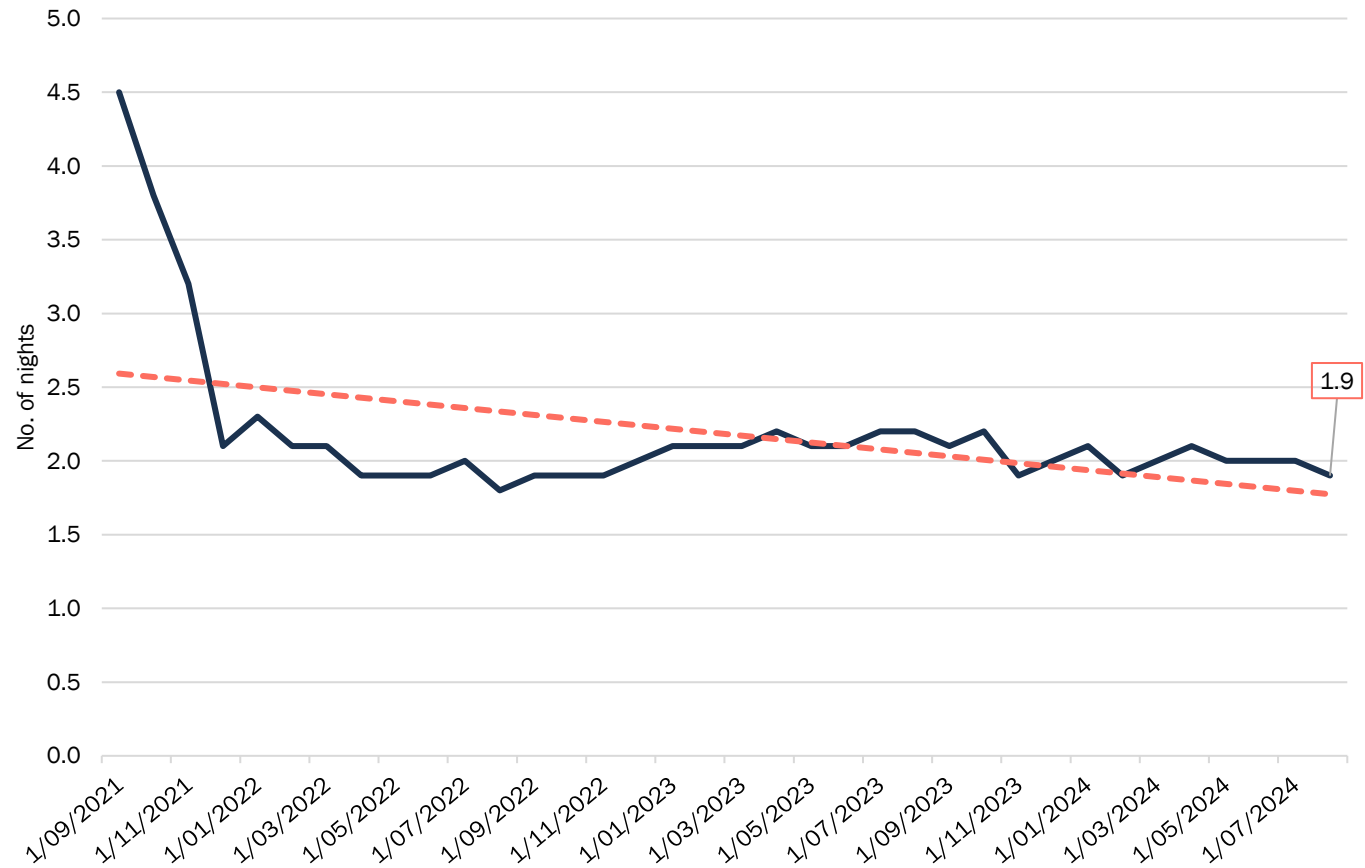
Daily hotel rates for the Month of August



On average, visitors stayed 1.9 nights in Auckland for the month of August 2024

- On average, visitors stayed in Auckland for 1.9 nights for the month of August 2024 (down 13.6% 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.

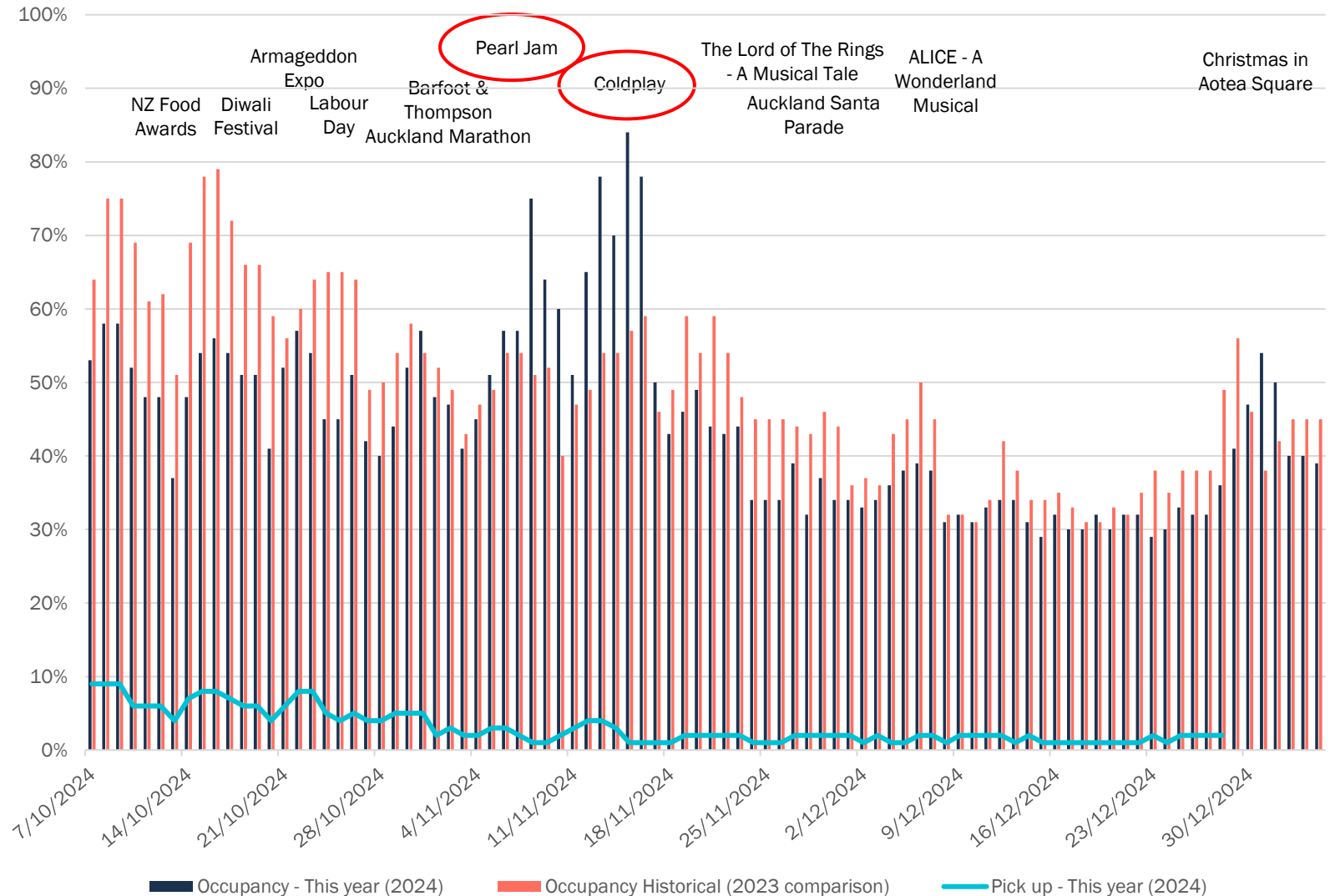
Average length of stay for visitors to Auckland



90-Day Forward Booking Occupancy Data

- Looking forward over the next three months, occupancy-on-the-books is generally lower compared to last year, but there is consistent YoY uplift for the period from 31st October – 17th November 2024 coming down the pipeline.
- Occupancy will peak at 84% 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 75% 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.

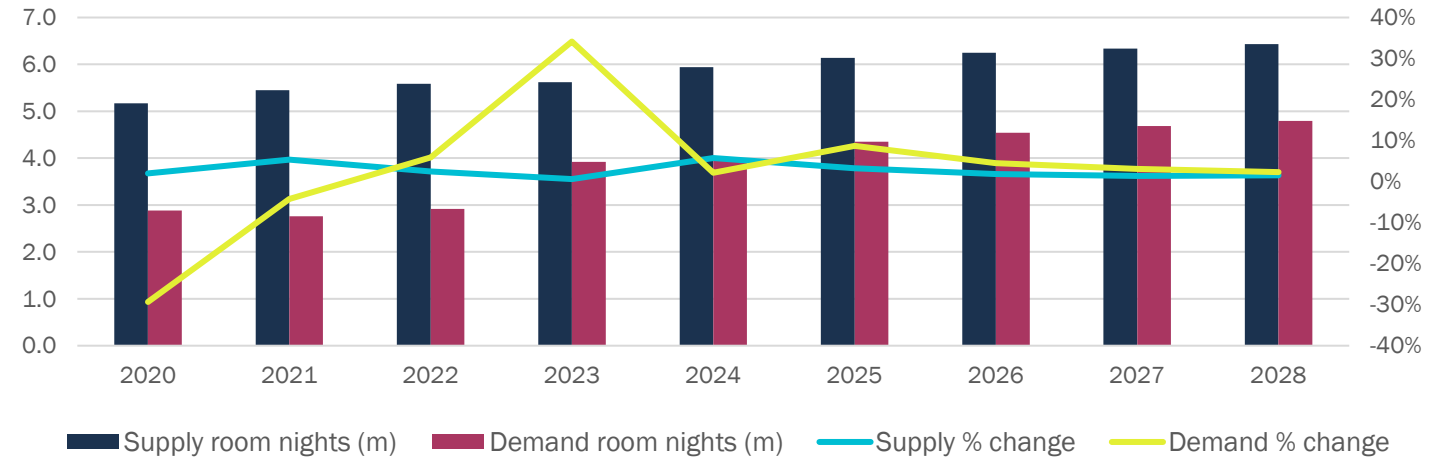
Occupancy - 90 Day Forward Outlook



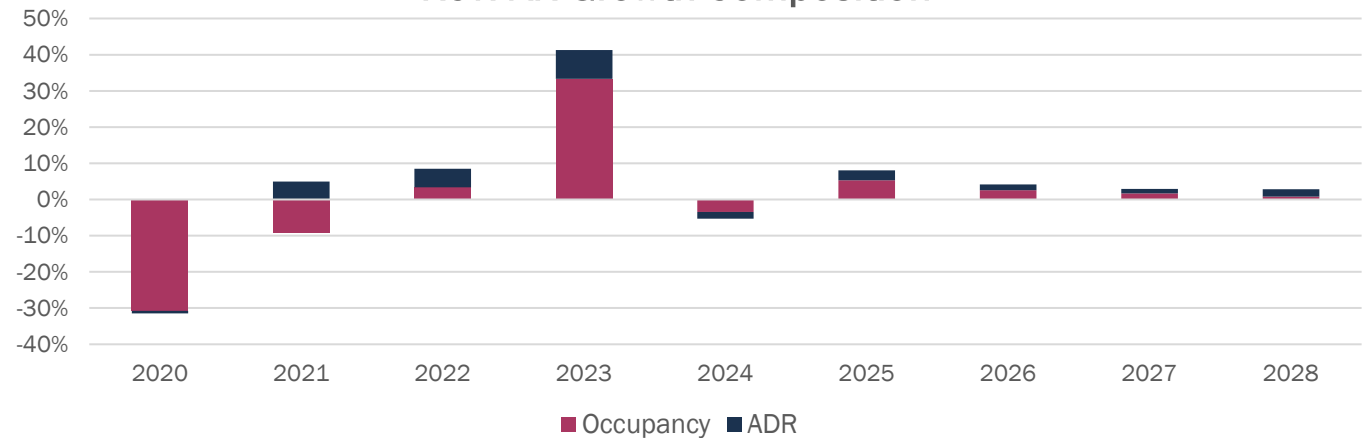
Longer term projections

- 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



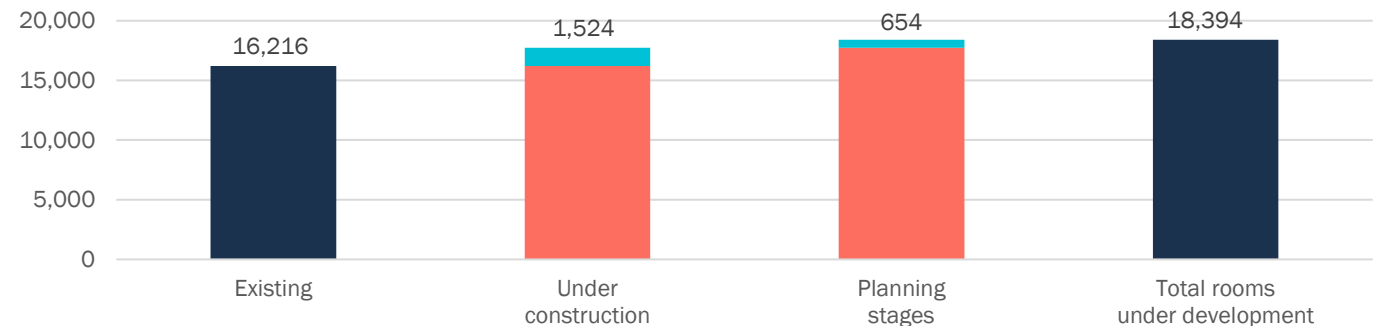
16.3k average daily rooms available in 2024, with 16.8k rooms forecast for 2025

- 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

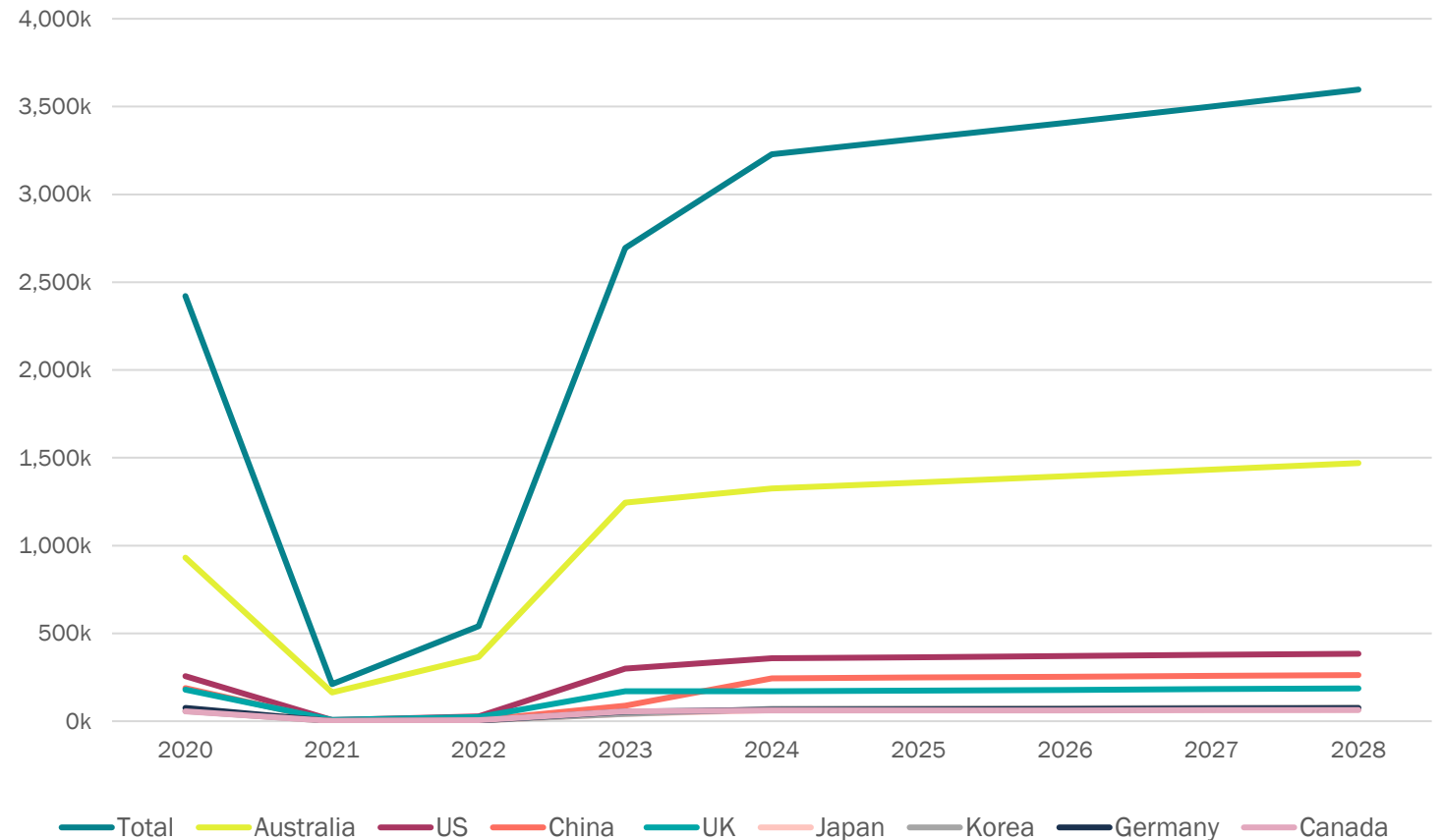
Rooms by Phase



In total, 3.60m visitors are projected to visit New Zealand in YE August 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 3.60m international visitors by YE August 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 August 2028 (exceeding 2020 visitation levels of 930.8k).

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

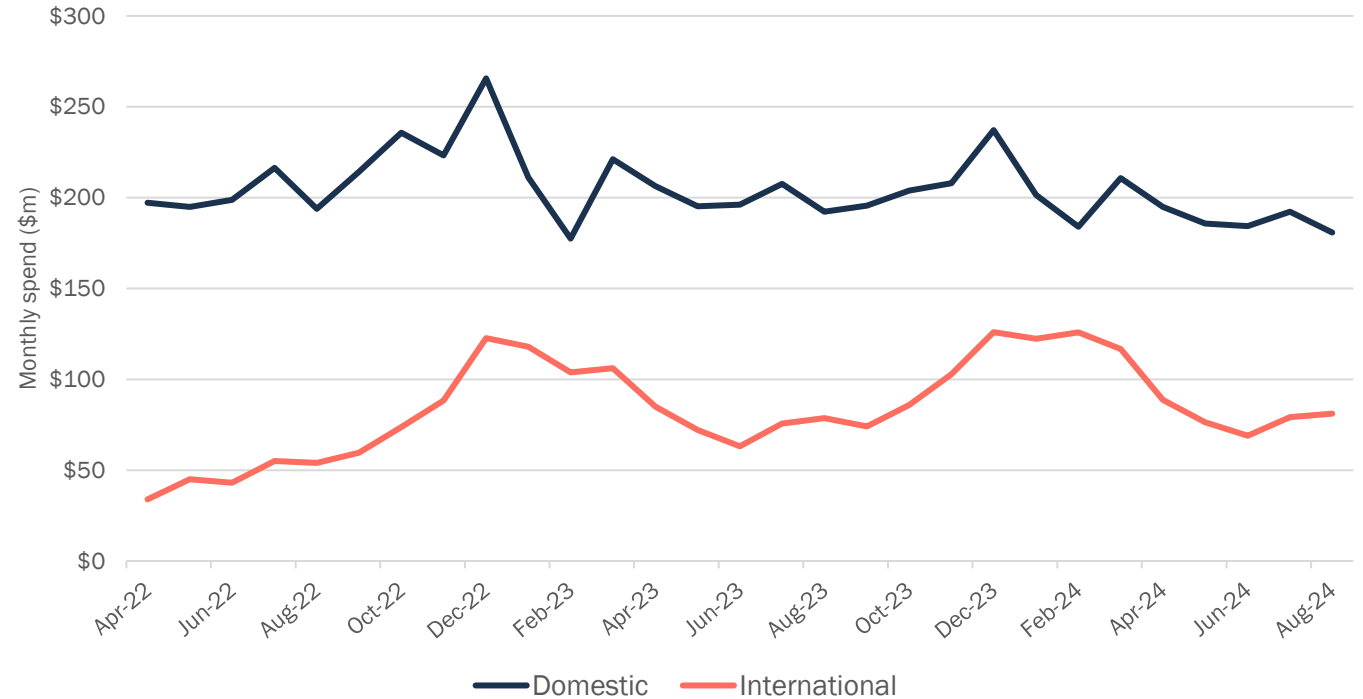
\$2.38b in Domestic tourism spend for year-end August 2024, down 6.6%

- 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 August 2024, domestic tourism spend in Auckland was \$2.38b, down 6.6% on last year.**
- **International spend was \$1.15b, up 9.7% for the year.**

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Source: MBIE TECTs.

Year-end tourism transactions in Auckland



Tourism Transactions	YE August 2024 (\$b)	YE % change
Domestic	2.379	-6.6%
International	1.148	9.7%

Total Domestic tourism spend was \$180.9m for August 2024, down 5.9%

- For the month of August 2024, domestic tourism spend (TECTs) was \$180.9m (down 5.9%) compared to the same month in 2023.
- International tourism spend in August 2024 was \$81.2m (up 3.3%) compared to August 2023.

Monthly % change in tourism transactions in Auckland

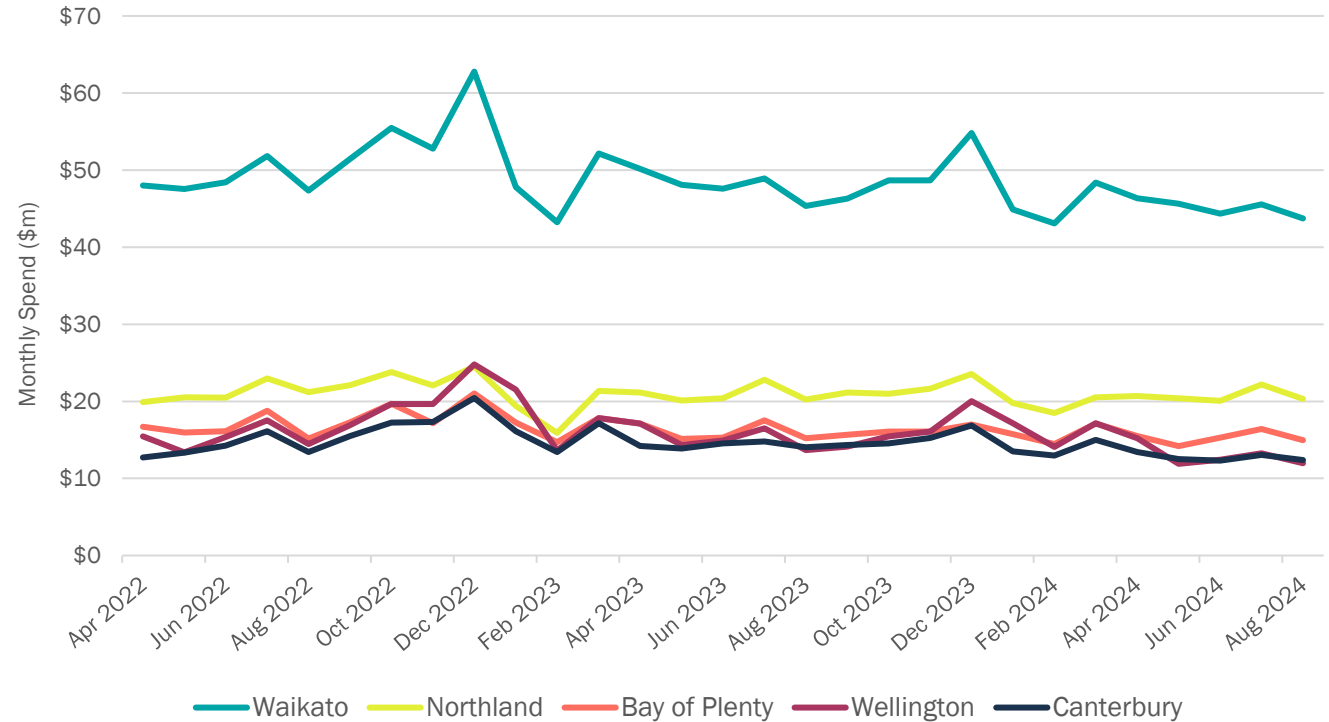


Tourism Transactions	August 2024 (\$m)	% change
Domestic	180.9	-5.9%
International	81.2	3.3%

Waikato visitors spent \$43.7m in August 2024, down 3.6% on the previous year

- For the month of August 2024, tourism spend from **Waikato-based visitors \$43.7m** was **down 3.6%** compared to the previous year.
- Spend from **Northland (\$20.3m)** was **slightly up (0.3%)**.
- However, spend from the **Bay of Plenty (\$14.9m, down 1.7%)**, **Wellington (\$12.0m, down 12.5%)** and **Canterbury (\$12.4m, down 11.9%)** was **down** in August 2024, compared to August 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
August 2024	43.7	-3.6%	20.3	0.3%	14.9	-1.7%	12.0	-12.5%	12.4	-11.9%

Visitors from the US spent \$302m in the year to August 2024, up 43.1% on the previous year

- In the year to August 2024, Australian tourism spend was \$204m, down 16.0% on the previous year.
- Tourism spend from the US was \$302m, up 43.1%.
- Spend from the UK was \$124m, also up 6.9% for the year to August 2024.
- Chinese visitors spent \$136m in the year to August 2024, up 25.4% on the previous year.
- Spend from Japan (up 33.3% to \$18.6m), Korea (up 43.2% to \$18.3m), and Canada (up 5.5% to \$22.4m) was also up on the previous year.
- Spend from German visitors (\$19.0m) was slightly down (0.4%).

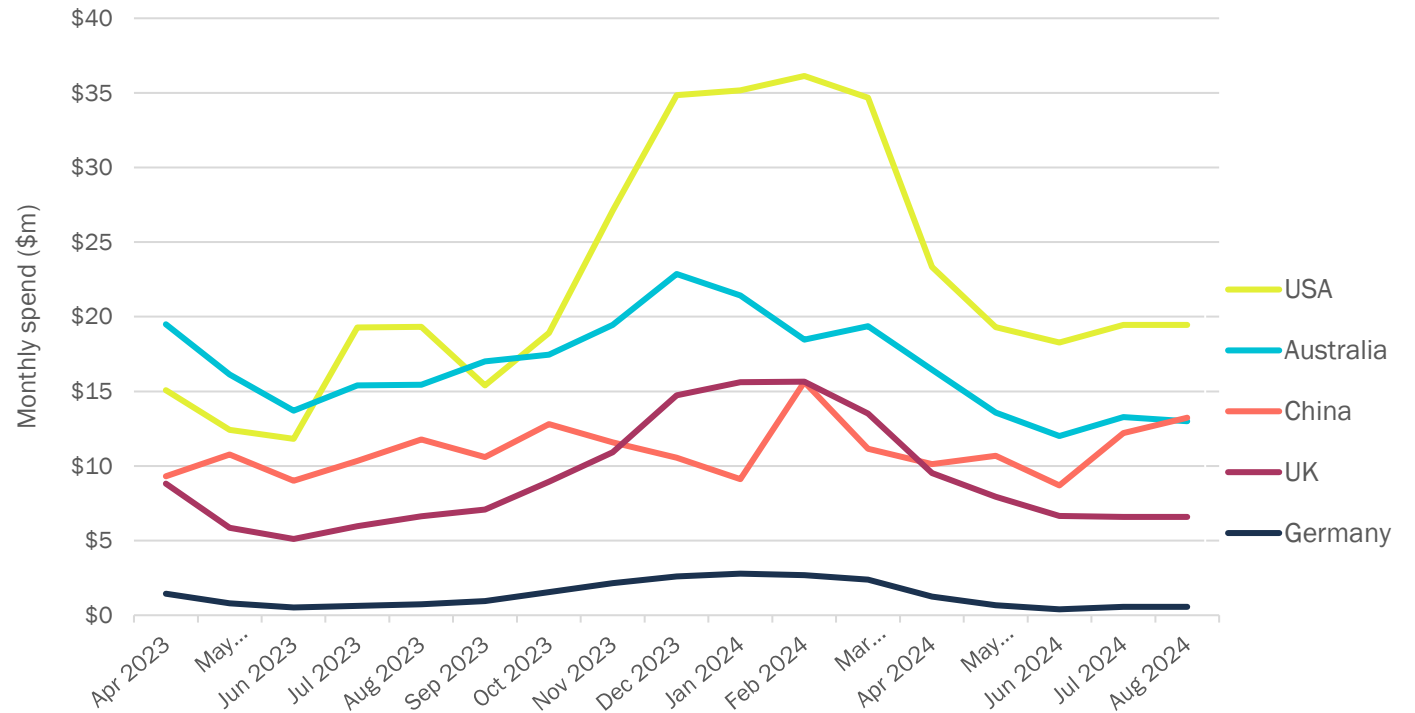


	Australia (\$m)	vs. previous year / YE	China (\$m)	vs. previous year / YE	UK (\$m)	vs. previous year / YE	US (\$m)	vs. previous year / YE	Germany (\$m)	vs. previous year / YE
YE August 2024	204	-16.0%	136	25.4%	124	6.9%	302	43.1%	19	-0.4%

Visitors from China spent \$13.2m in August 2024, up 12.3% on the previous year

- For the month of August 2024, tourism spend from the US (\$19.5m) was up 0.7% compared to last August.
- Visitors from Australia spent \$13.0m in August, down 15.9% on the previous year.
- Visitors from China spent \$13.2m in August, up 12.3% compared to last year.
- There was decreases in tourism spend from the UK (down 0.7% to \$6.6m) and German markets (down 24.9% to \$0.6m) for the month of August 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
August 2024	13.0	-15.9%	13.2	12.3%	6.6	-0.7%	19.5	0.7%	0.6	-24.9%

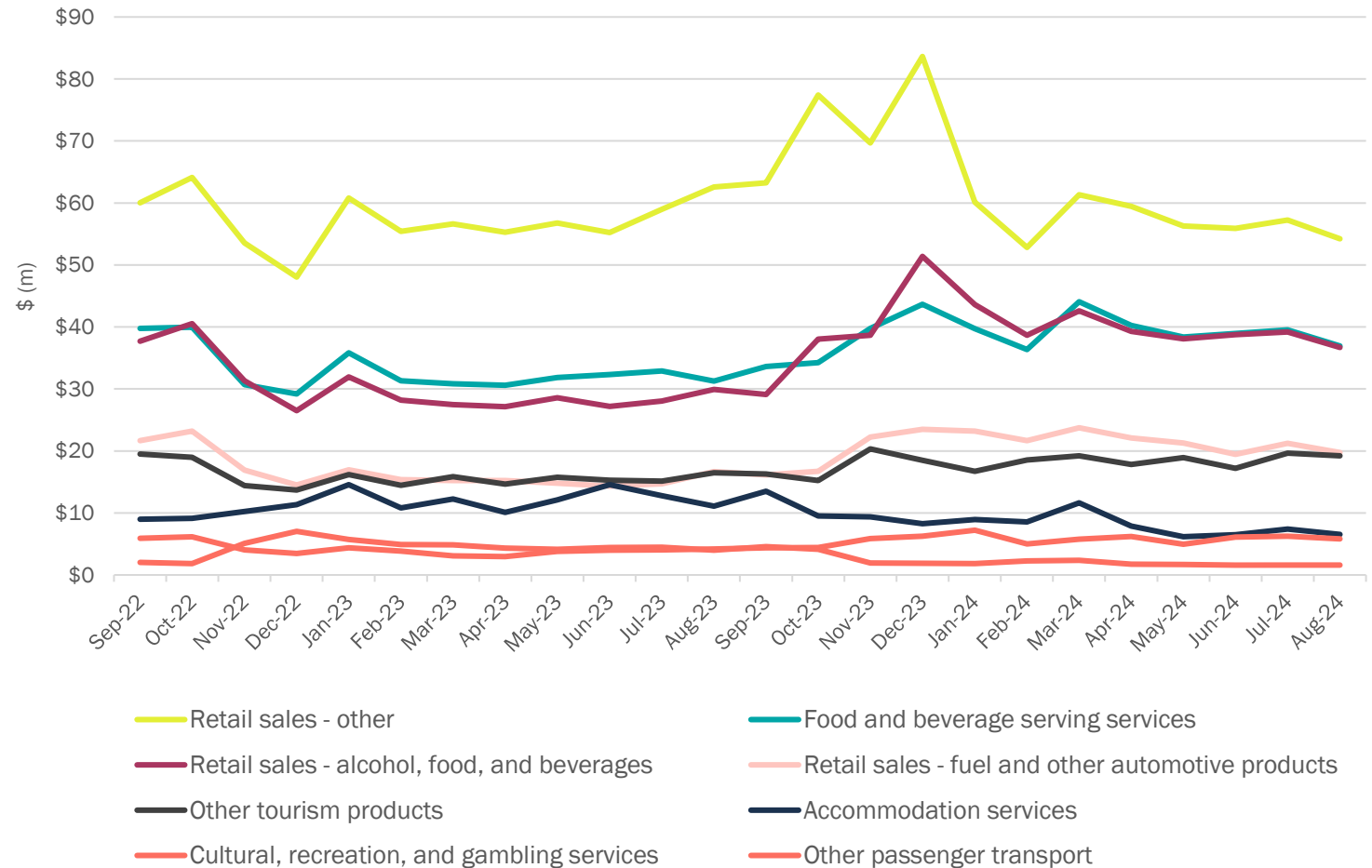
\$54.2m spent in Retail sales (other) by domestic visitors in August 2024

	Spend (\$m)	% change
Accommodation services	6.6	-40.9%
Cultural, recreation, and gambling services	5.8	38.9%
Food and beverage serving services	36.9	18.1%
Other passenger transport	1.6	-59.7%
Other tourism products	19.2	16.7%
Retail sales - alcohol, food, and beverages	36.7	22.6%
Retail sales - fuel and other automotive products	19.8	18.7%
Retail sales - other	54.2	-13.4%
Grand Total	180.9	-5.9%

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



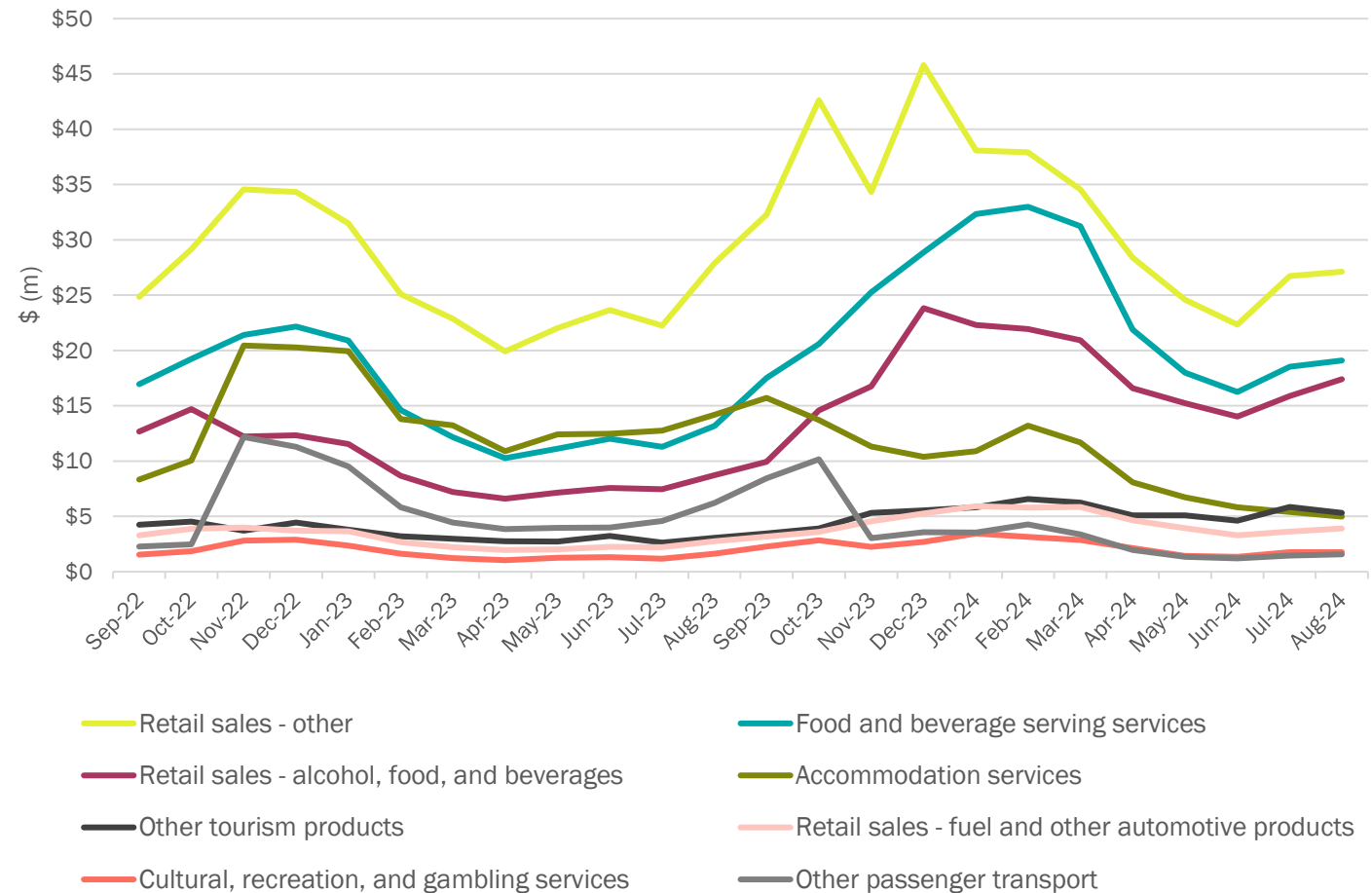
\$27.1m spent in Retail sales (other) by International visitors in August 2024

	Spend (\$m)	% change
Accommodation services	5.0	-64.9%
Cultural, recreation, and gambling services	1.8	7.5%
Food and beverage serving services	19.1	44.9%
Other passenger transport	1.6	-74.8%
Other tourism products	5.3	73.7%
Retail sales - alcohol, food, and beverages	17.4	99.0%
Retail sales - fuel and other automotive products	3.9	42.2%
Retail sales - other	27.1	-2.7%
Grand Total	81.2	4.5%

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Source: MBIE TECTs.

International monthly tourism transactions in Auckland, by product





Auckland – Major Events Data

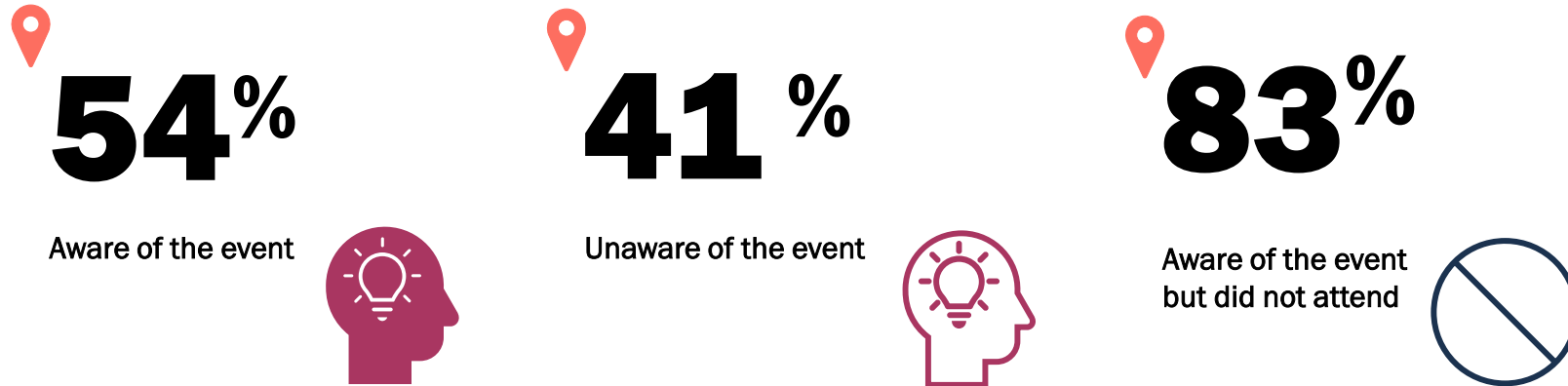
Major Events Insights – August 2024



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Event	Date(s)	Venue	Interesting Findings
One New Zealand Warriors v Parramatta Eels	2 August 2024	Go Media Stadium, Mt Smart	
Synphony Pride	3 August 2024	Spark Arena	<ul style="list-style-type: none"> Monthly international holiday visitors (50.0k) were up 1.1% compared with the month of August 2023.
Angus & Julia Stone	3 August 2024	Aotea Centre	<ul style="list-style-type: none"> For the month of August 2024, the average Occupancy was 57.5%.
NZ International Film Festival	7 – 18 August 2024	Various	
NZ v Argentina	17 August 2024	Eden Park	<ul style="list-style-type: none"> International tourism spend in August 2024 was \$81.2m (up 3.3%) compared to August 2023
Autايا	18 – 21 August 2024	Aotea Centre	
One New Zealand Warriors v Canterbury-Bankstown Bulldogs	23 August 2024	Go Media Stadium, Mt Smart	
The Lion King Live In Concert	30 – 31 August 2024	Aotea Centre	

World Choir Games additional insight



- As part of a wider music-related survey of Auckland residents through Council’s People’s Panel in August, two questions about the general public’s awareness and attendance of the World Choir Games were included.
- Only respondents who were aware of the World Choir Games taking place were asked about their attendance of the event.
- Just over half of respondents (54%) were aware the World Choir Games took place in Auckland during July this year, while 41% were not aware of this and 4% did not know.


- High awareness of this event points to a success in the promotion and communication about the World Choir Games in Auckland.
- While awareness was relatively high, The majority of respondents (83%) did not attend any performances or events that were part of the World Choir Games. This is unsurprising for a large but niche event that appeals to specific segments of the population.
- Awareness of this event was significantly higher amongst the older age-groupings particularly 70+

Winetopia Key Insight

Date(s): 26-27 July 2024
Venue: Viaduct Events Centre



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4.2^k

Attendance




\$150.3^k

GDP



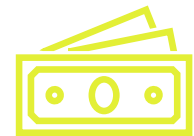

480

Visitor nights




\$466.0^k

Total event expenditure




Synphony Key Insight

Date(s): 3 August 2024
Venue: Spark Arena



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 **5.2^k**

Attendance



 **\$309.8^k**

Change in regional GDP



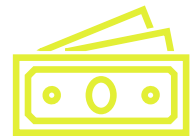
 **1.6^k**

Visitor nights



 **\$754.7^k**

Total event expenditure




All Blacks v Argentina

Key Insight

Date(s): 17 August 2024
Venue: Eden Park



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37.6^k
Attendance




\$380
Average spend
per visitor




\$1.4^m
Change in regional GDP




6.82^k
Visitor nights




\$2.4^m
Visitor expenditure in host
region caused by event




\$1.5^m
Total event expenditure



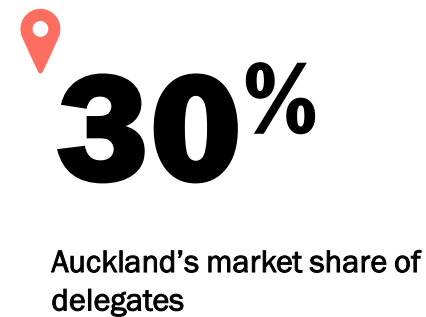


Auckland – Business Events Data

Business Events Insights Q2 2024

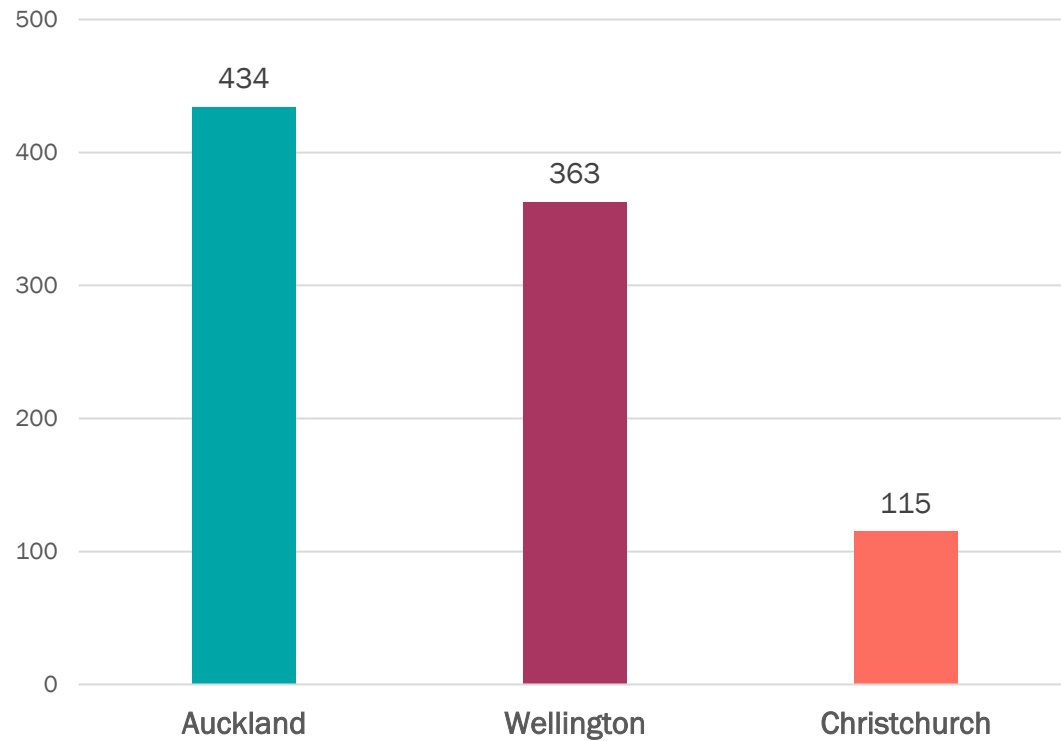


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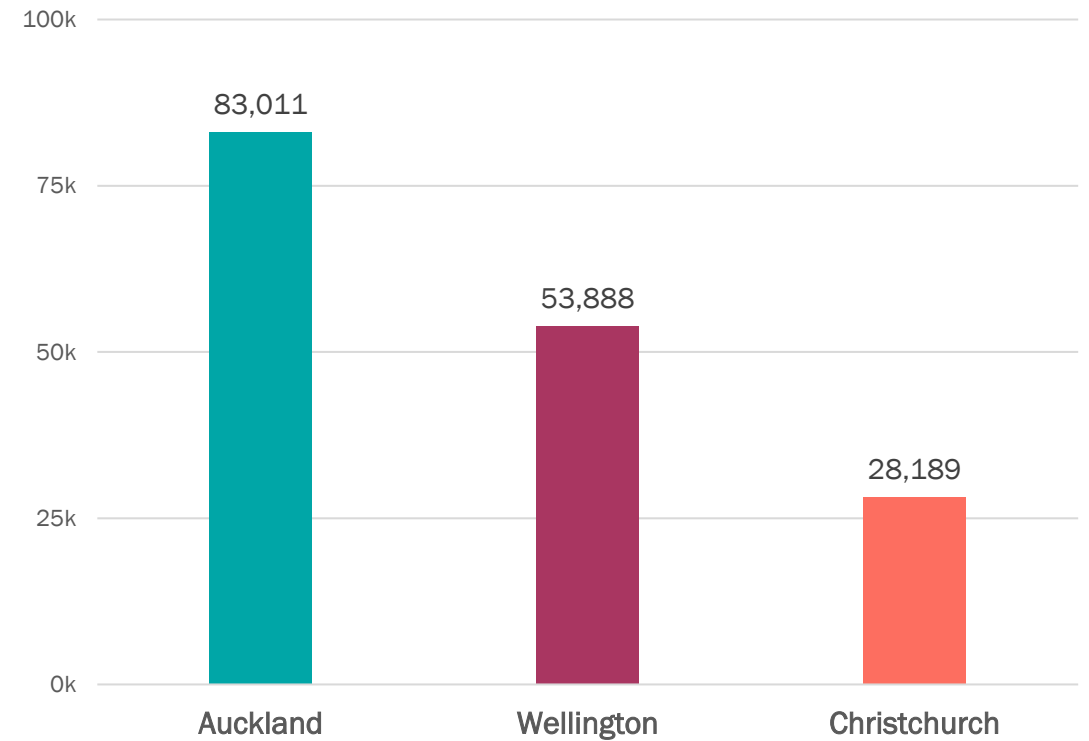


Auckland attracted the highest number of business delegates (83.0k) in New Zealand in Q2 2024

Total number of business events – Regional comparison



Total number of delegates – Regional comparison

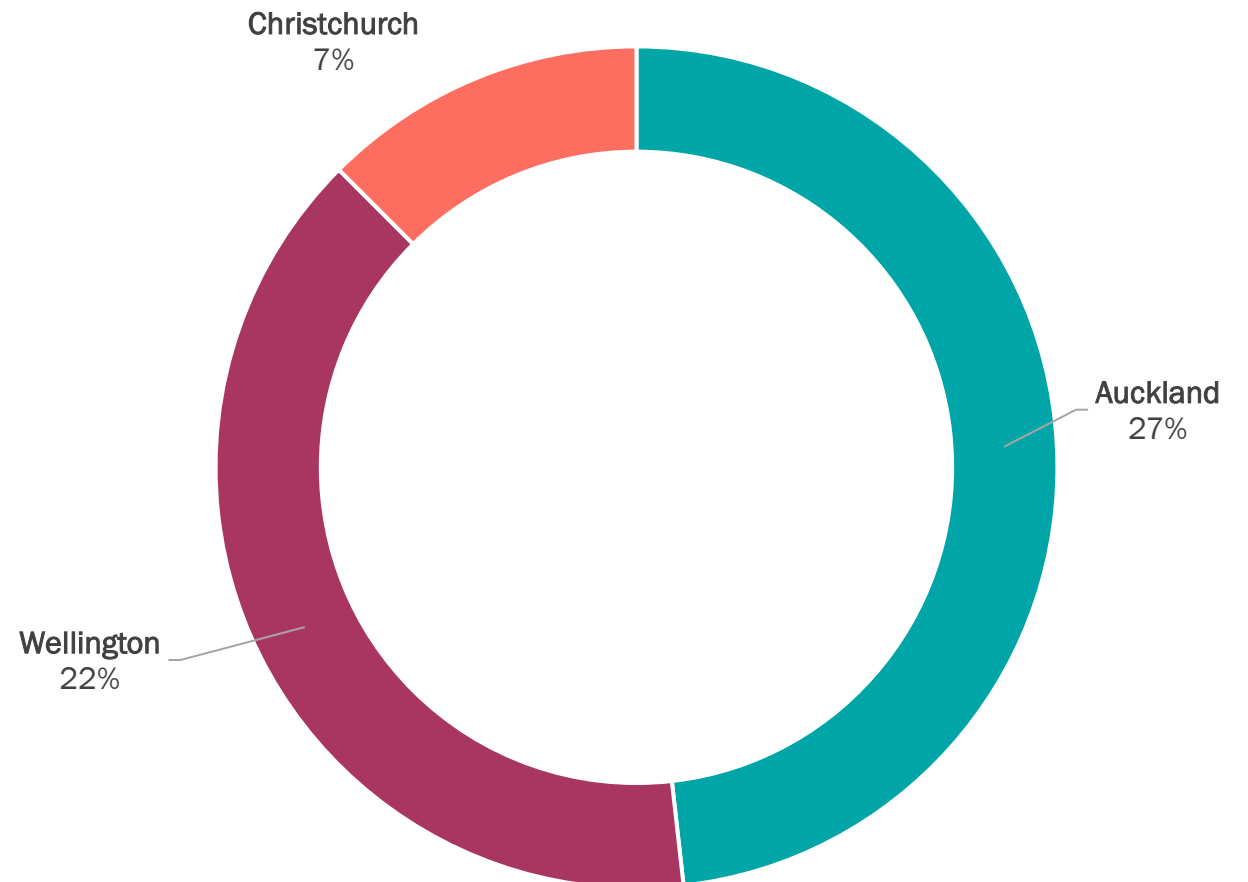


Auckland had the largest market share of business events in NZ in Q2 2024



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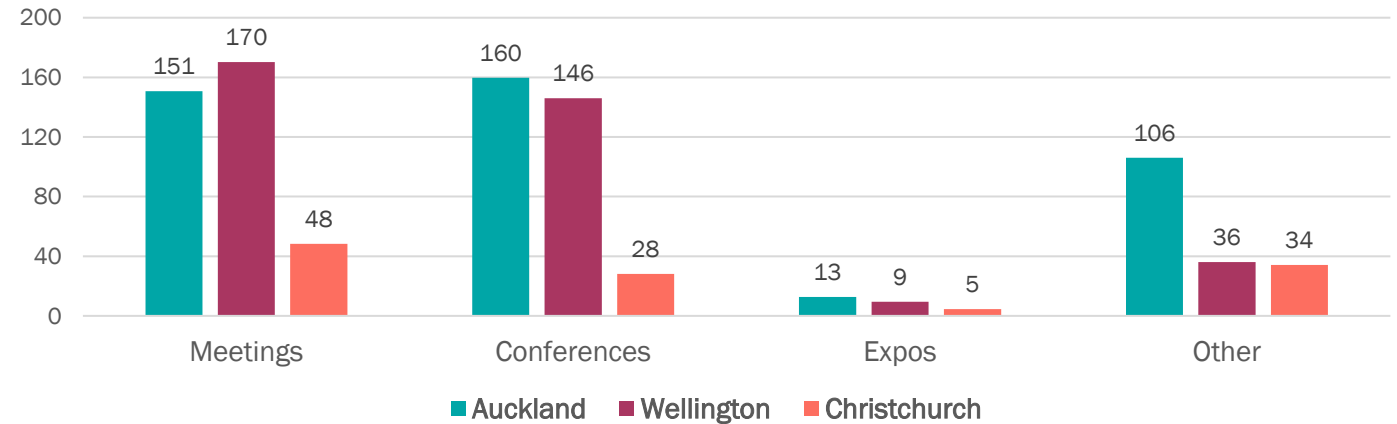
Business Event Market Share - Regional Comparison



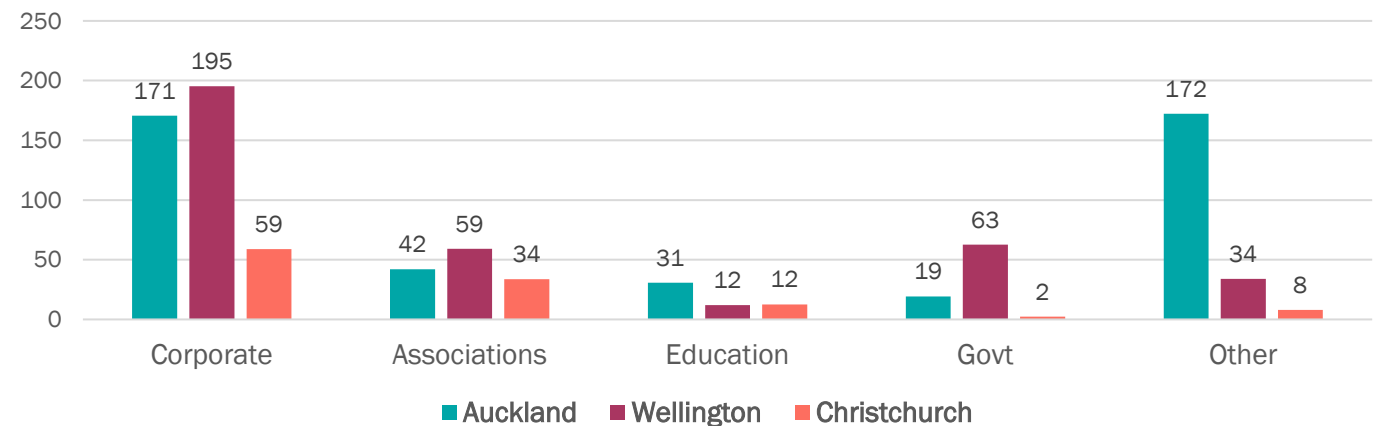
Auckland hosted the most conferences, other business events and expos in NZ Q2 2024

- 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

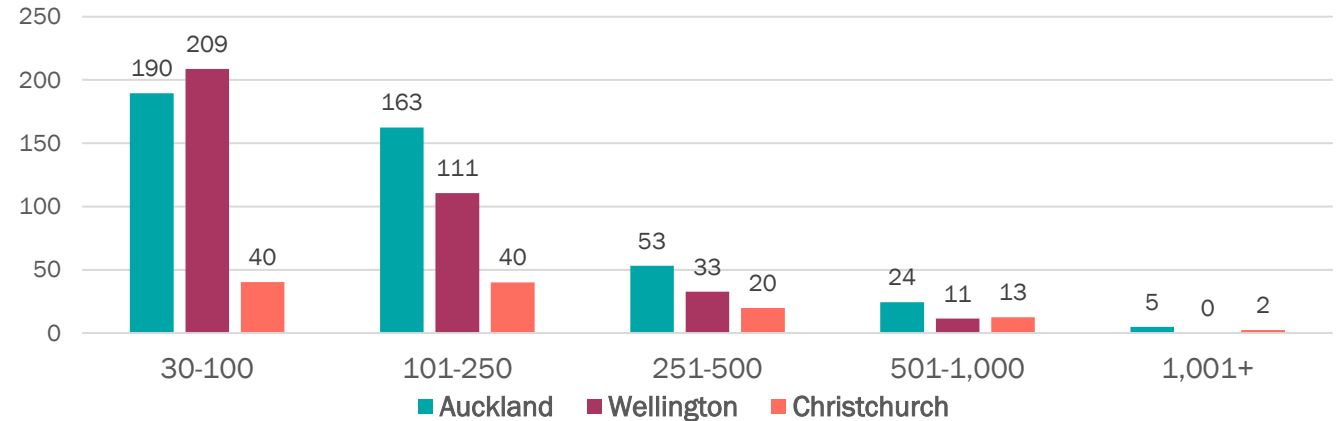


36% of all business events in Auckland were multi-day events in Q2 2024

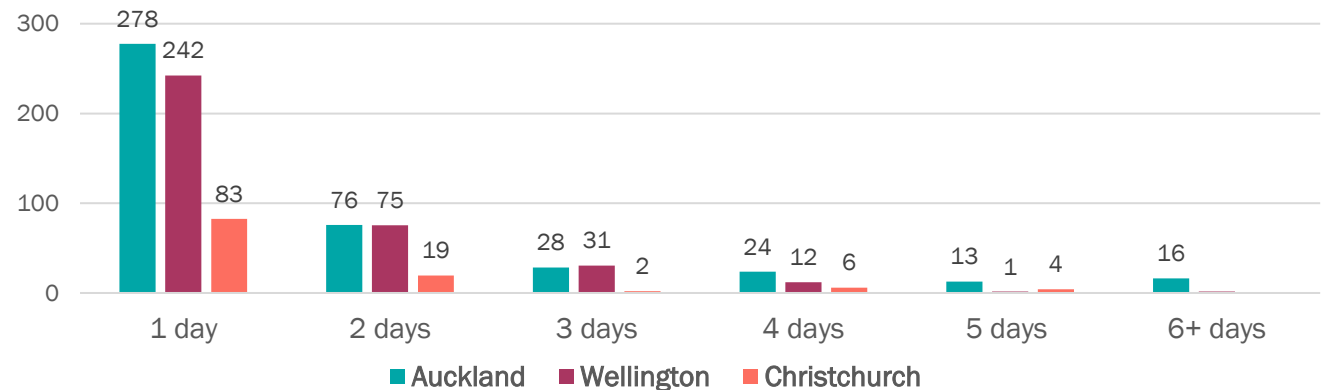
- In Q2 2024, 44% of all business events held in Auckland were smaller events hosting between 30-100 delegates (190 events). In comparison to other regions, Wellington hosted most small business events (209 events).
- 37% of business events in Auckland were medium-sized events with 163 events that hosted 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).

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No. of delegates - Regional comparison



Duration of event - Regional comparison





Auckland Visitor Survey

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

Visitor Experience



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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

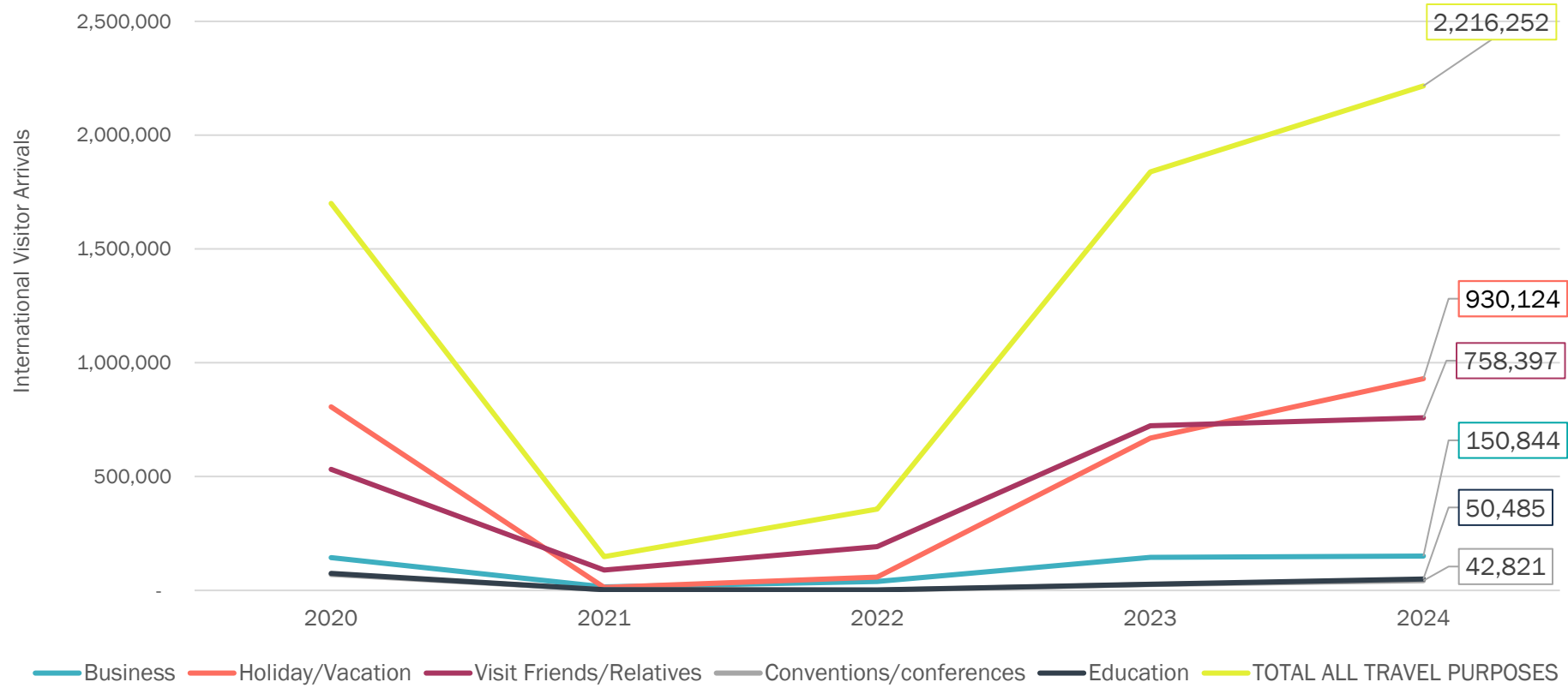
Compared to
YE June 2021

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.



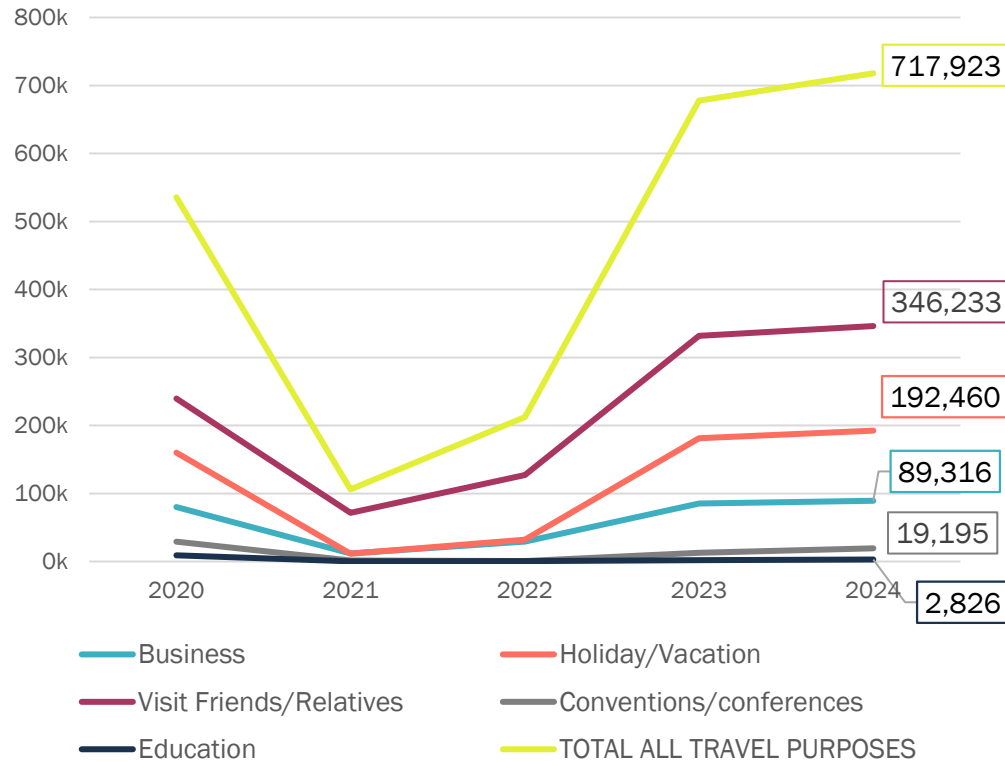
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE August

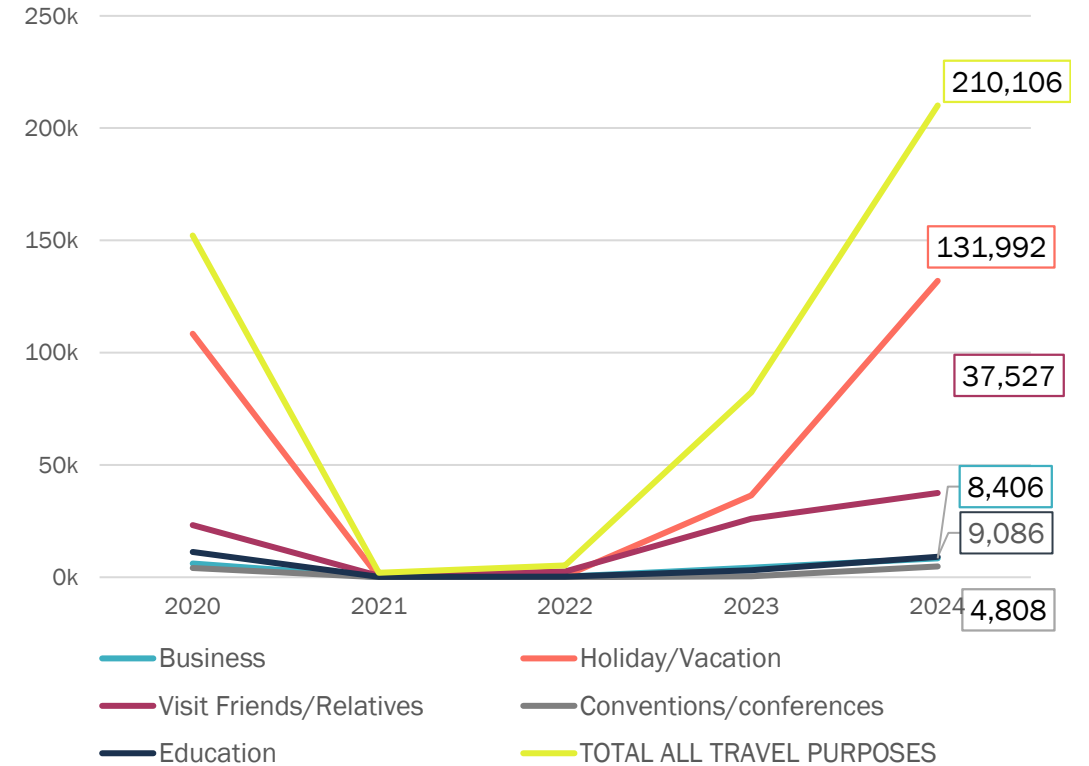


Five-year visitor arrivals to Auckland, YE August

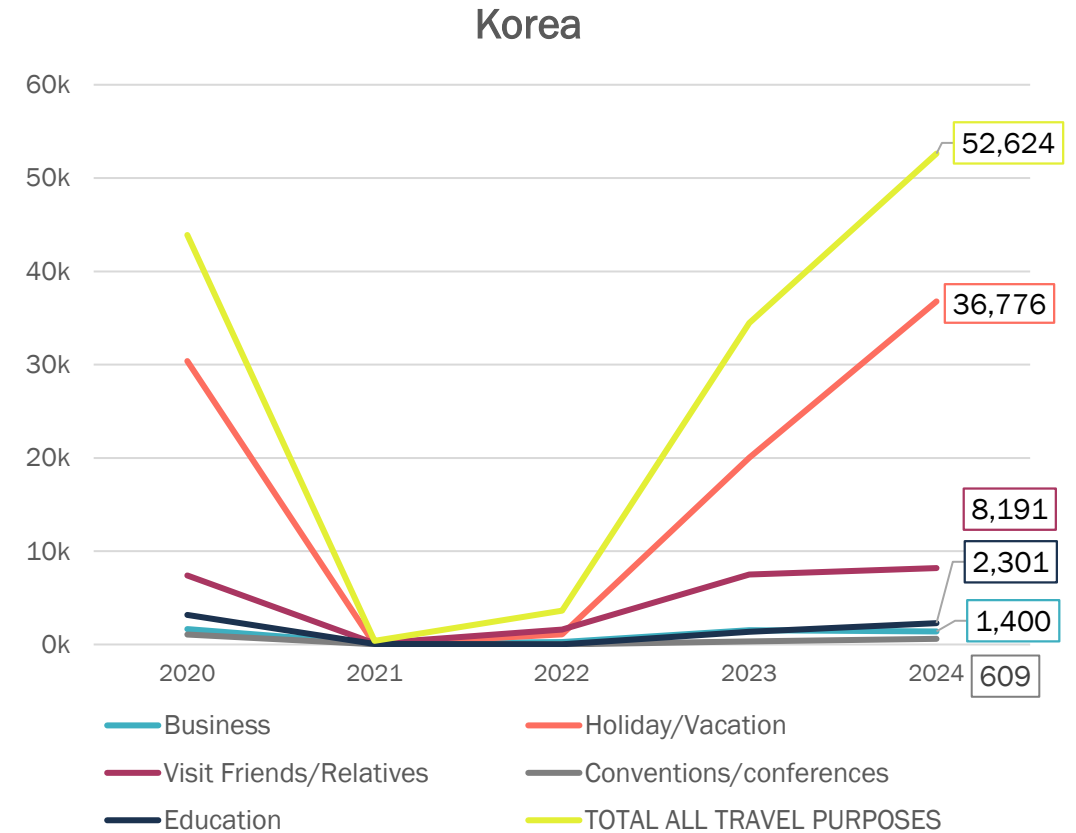
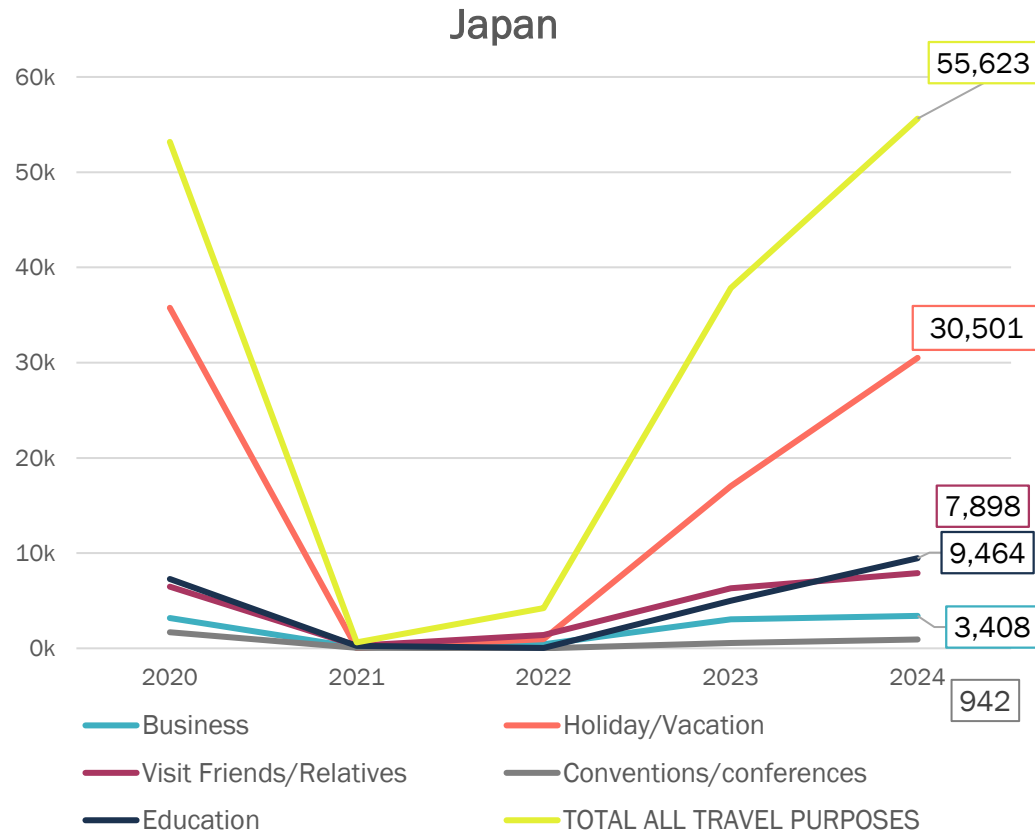
Australia



China

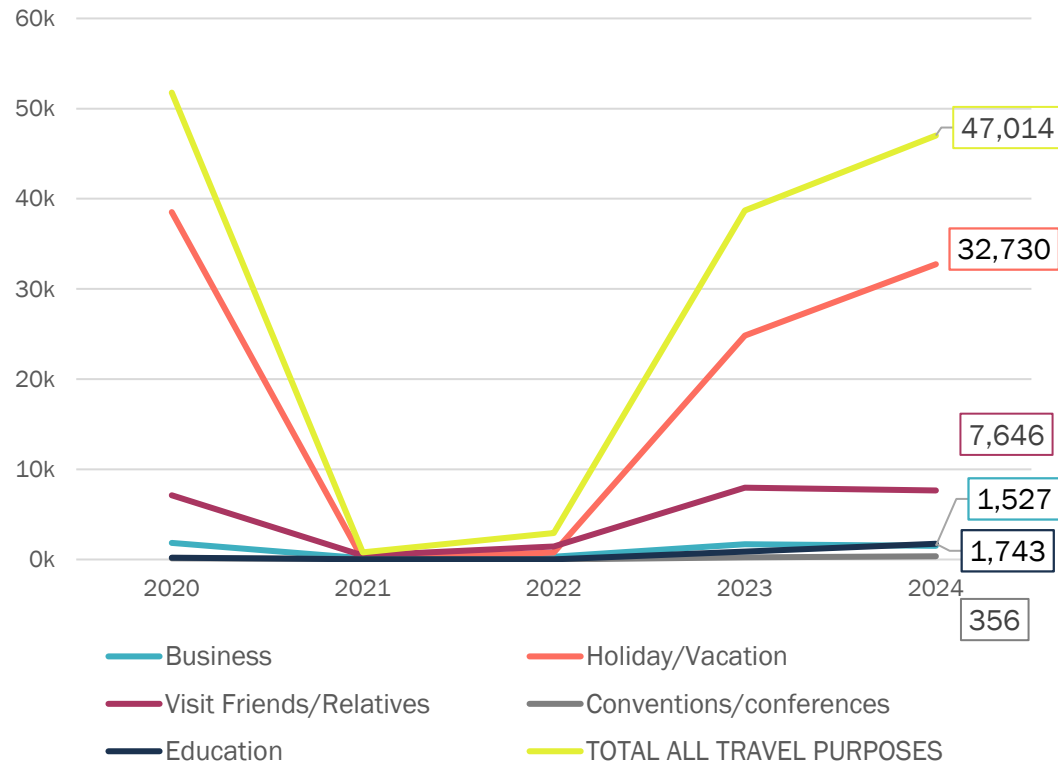


Five-year visitor arrivals to Auckland, YE August

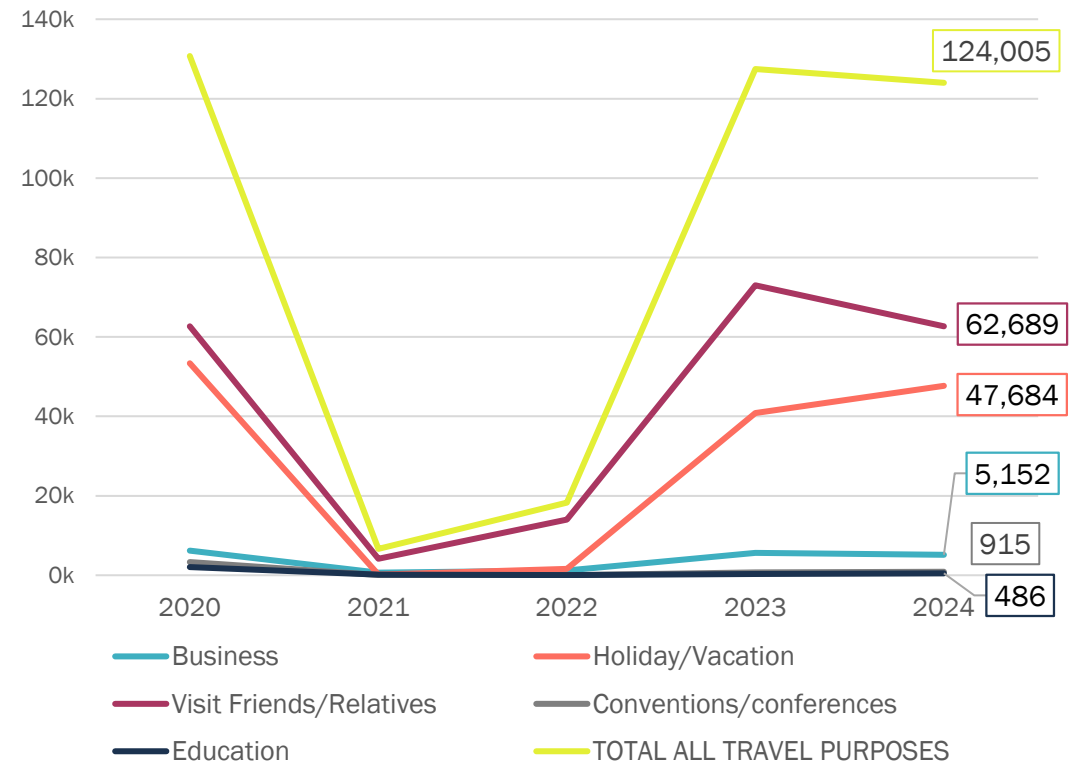


Five-year visitor arrivals to Auckland, YE August

Germany

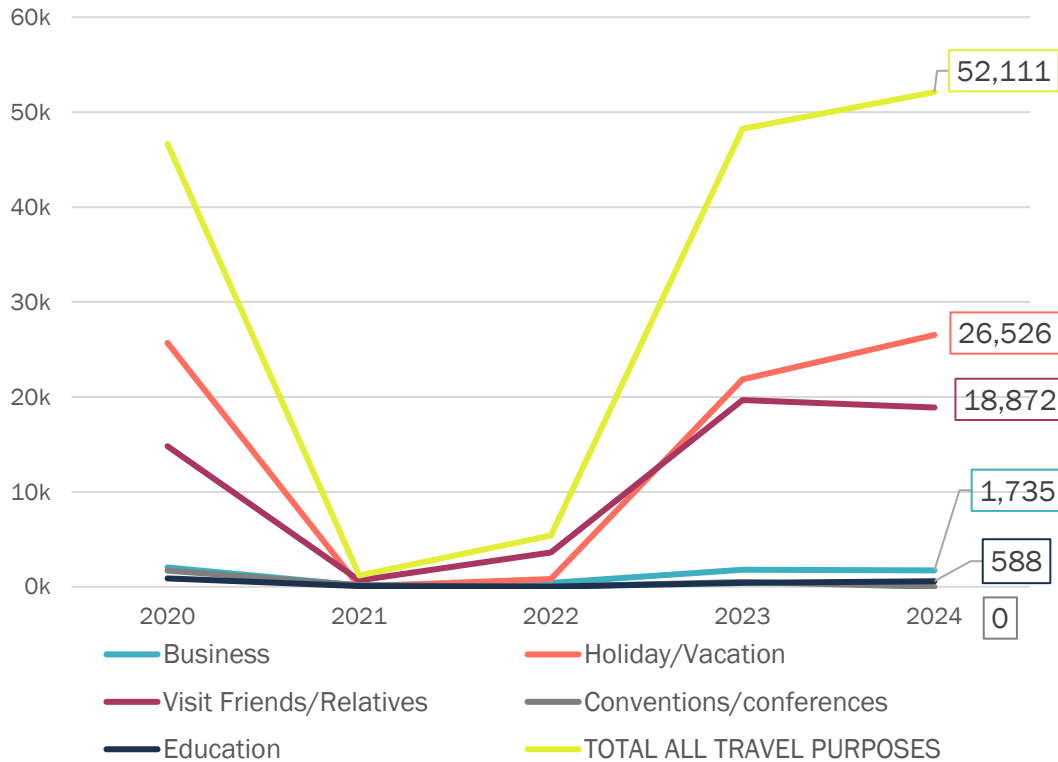


UK

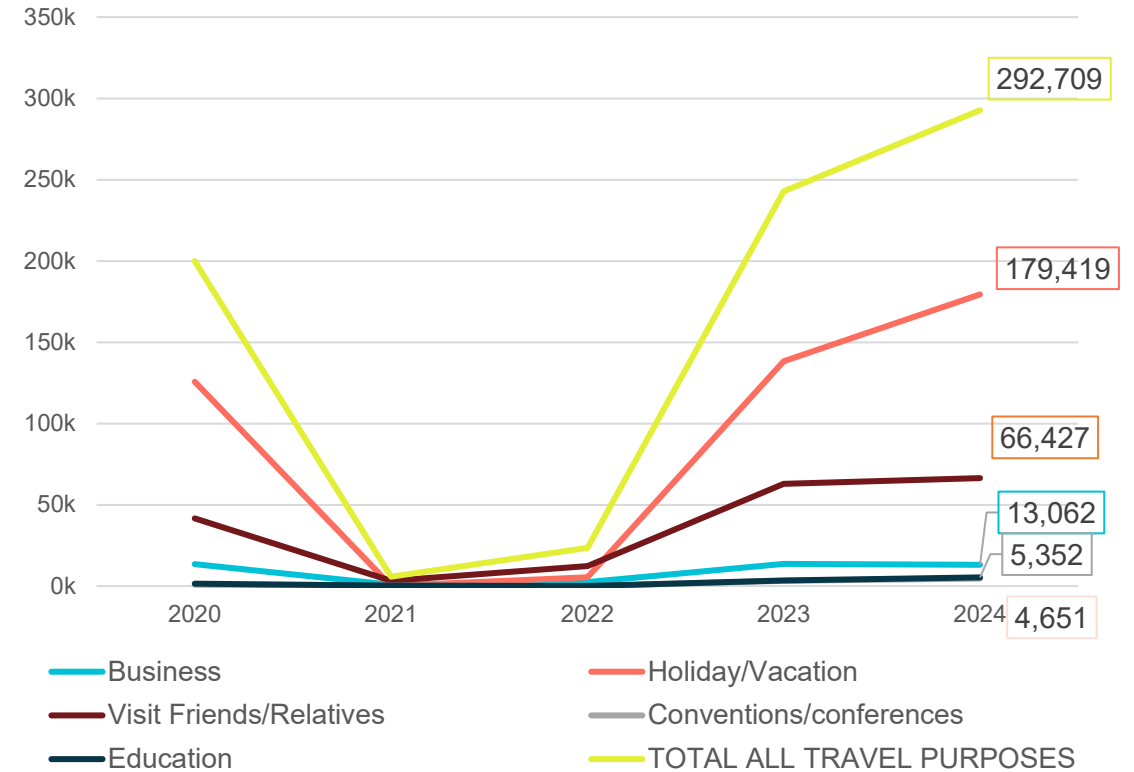


Five-year visitor arrivals to Auckland, YE August

Canada



US



Ngā mihi Thank you

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