

Tātaki  
Auckland  
Unlimited



# Tātaki Makaurau Auckland Destination Overview

December 2024

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

Prepared February 2025

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# Key Visitor Data



**2.94<sup>m</sup>**

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



**4.42<sup>m</sup>**

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




**7.36<sup>m</sup>**

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



**\$1.18<sup>b</sup>**

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



**\$2.39<sup>b</sup>**

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



**63.9%**

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



# Key Visitor Data



## INTERNATIONAL

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

## DOMESTIC

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

## OVERALL

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

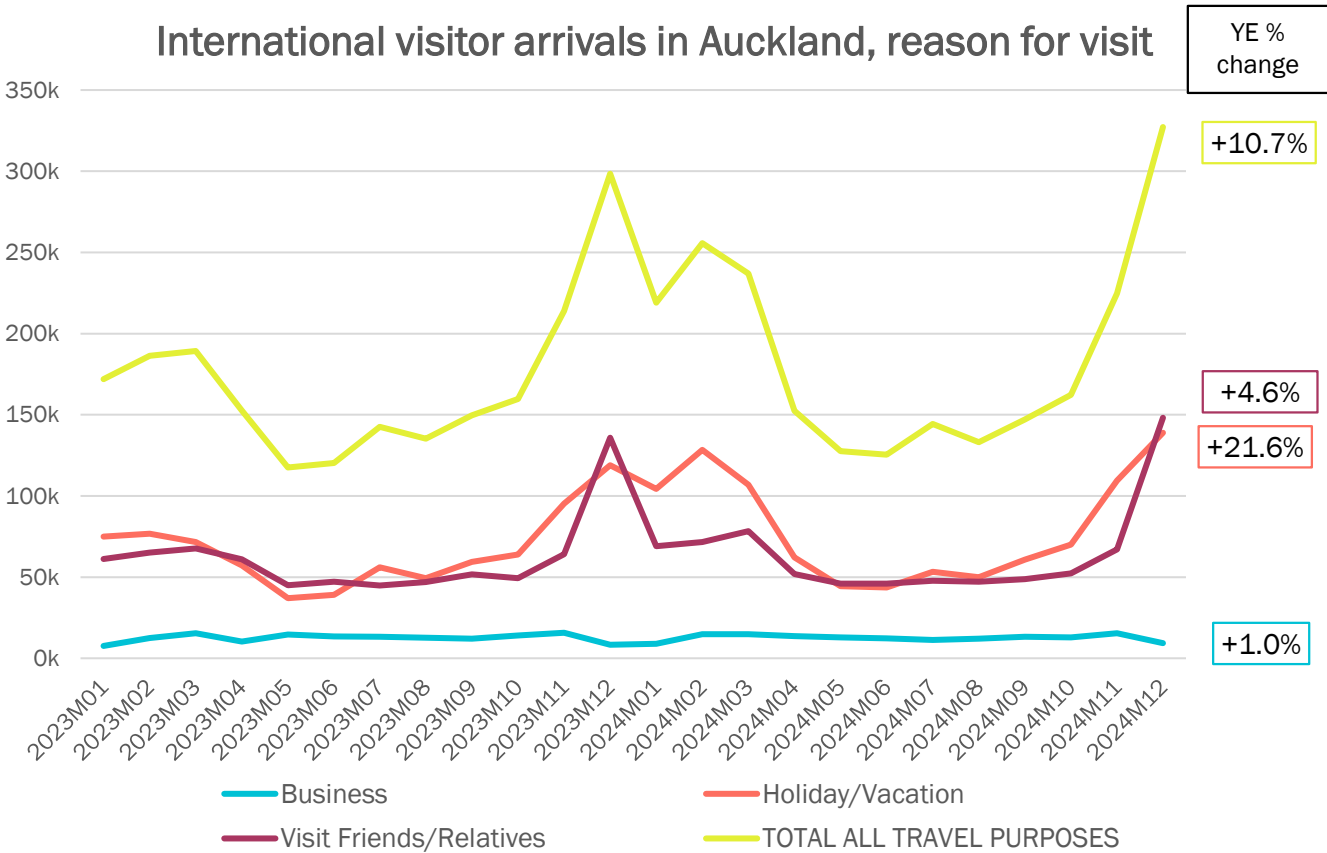




# Auckland Tourism – Visitor Arrivals Data

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

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

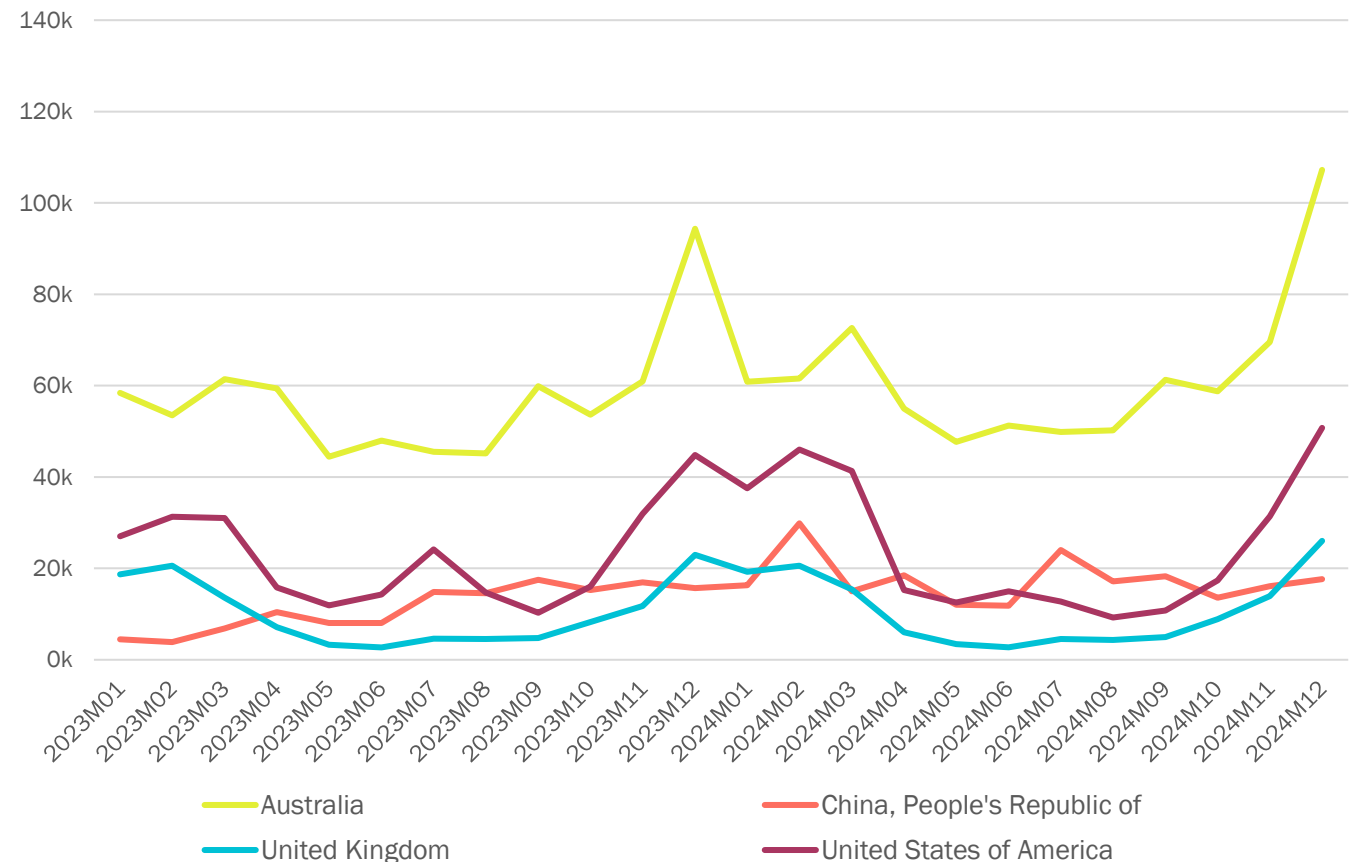


|                  | Visitor arrivals | vs. previous year / YE | vs. Covid / 2020 |
|------------------|------------------|------------------------|------------------|
| December 2024    | 327,200          | 9.6%                   | 5842.6%          |
| YE December 2024 | 2,255,588        | 10.7%   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

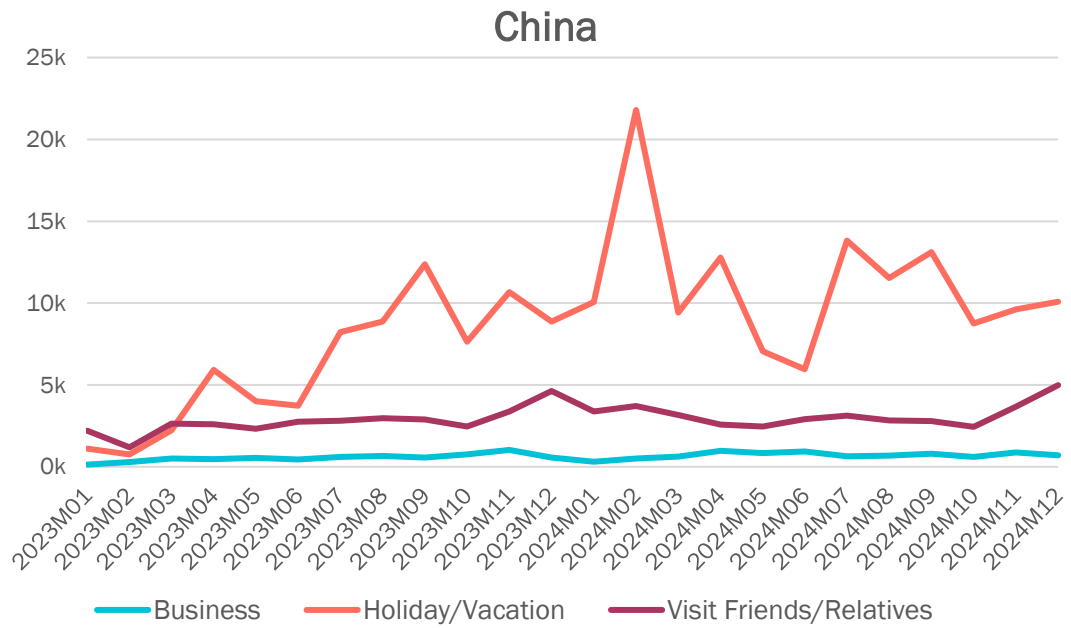
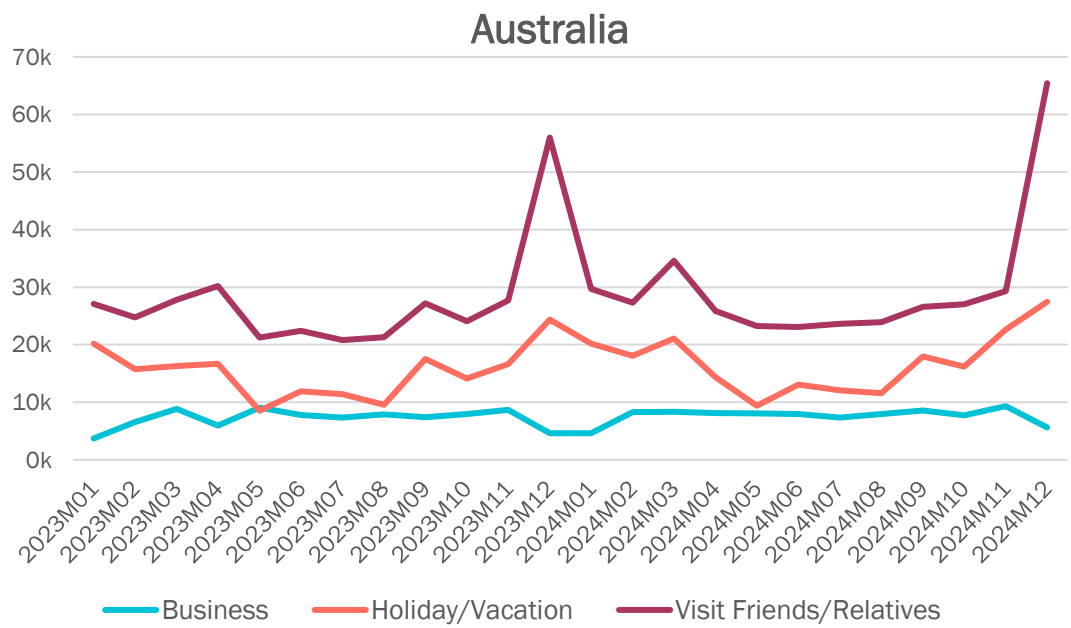
## 745.9k visitors from Australia for YE December 2024, up 9.0%

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

Visitor arrivals in Auckland by key international markets



# 24-month visitor arrivals from individual markets

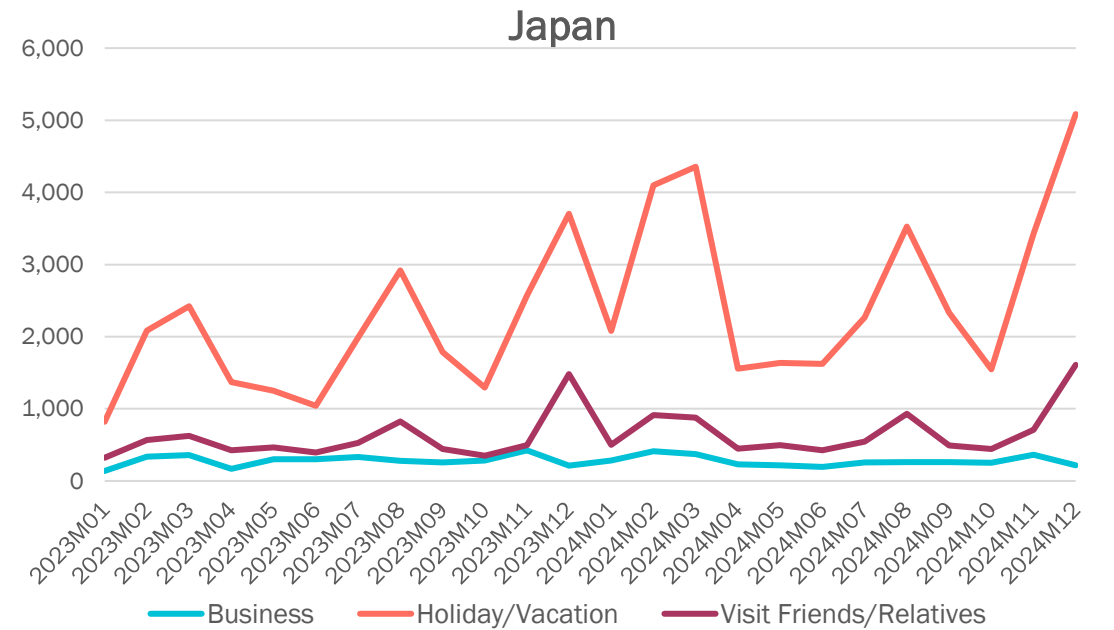


|                  |        | vs.<br>Business<br>previous<br>year | Holiday<br>previous<br>year | vs.<br>previous<br>year | VFR     | vs.<br>previous<br>year | Total   | vs.<br>previous<br>year |
|------------------|--------|-------------------------------------|-----------------------------|-------------------------|---------|-------------------------|---------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

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

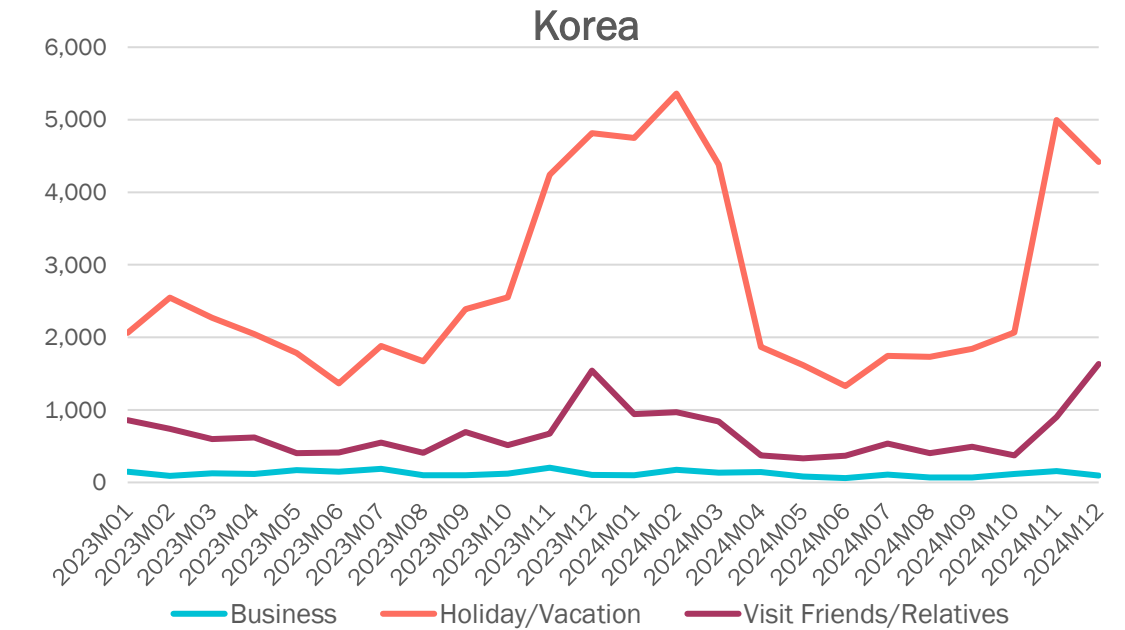


## 24-month visitor arrivals from individual markets



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

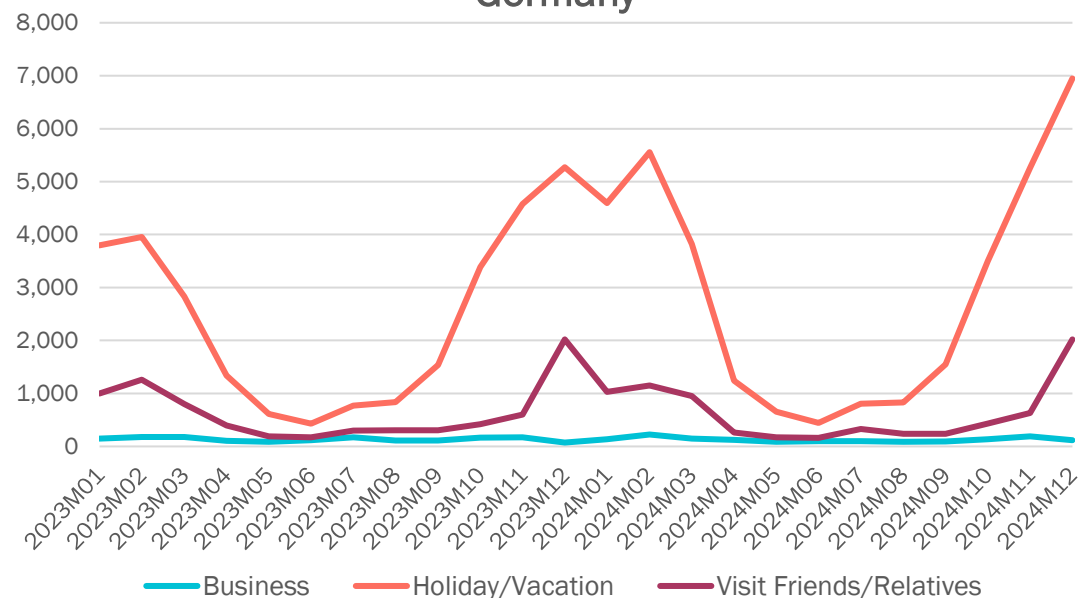
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|                  | Business | vs.<br>previous<br>year | Holiday | vs. previous<br>year | VFR   | vs.<br>previous<br>year | Total  | vs.<br>previous<br>year |
|------------------|----------|-------------------------|---------|----------------------|-------|-------------------------|--------|------------------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

## 24-month visitor arrivals from individual markets

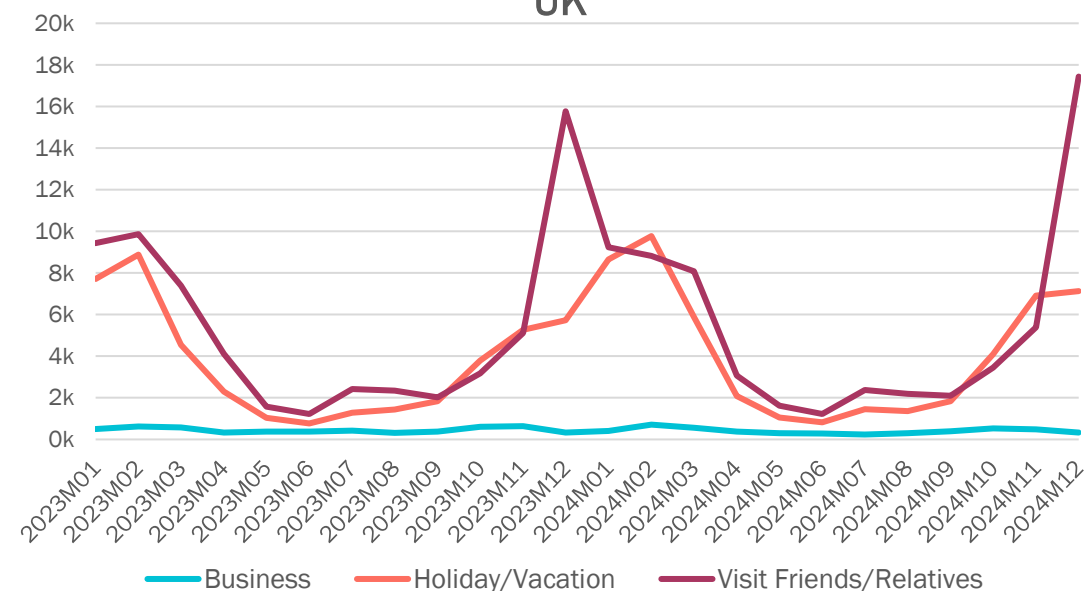
### Germany



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

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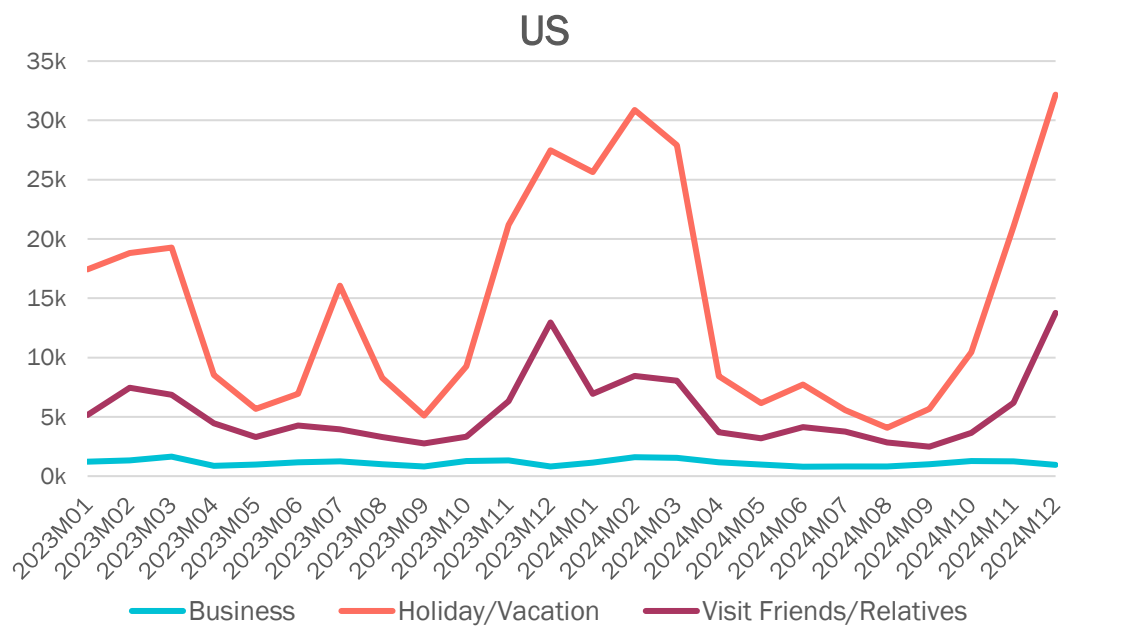
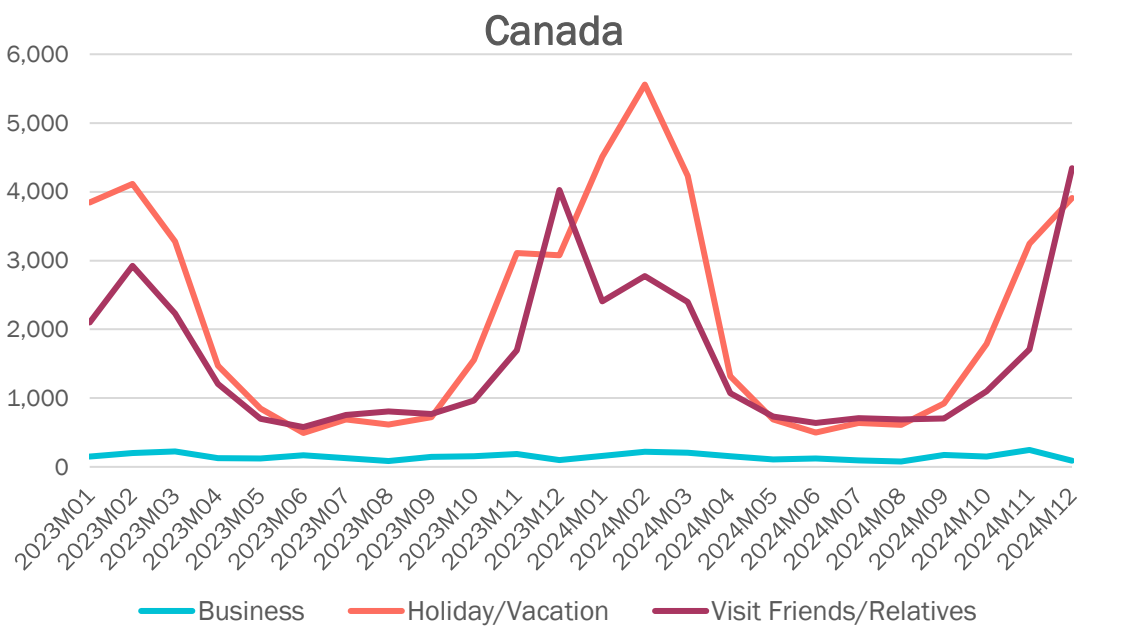
### UK



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



# 24-month visitor arrivals from individual markets



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

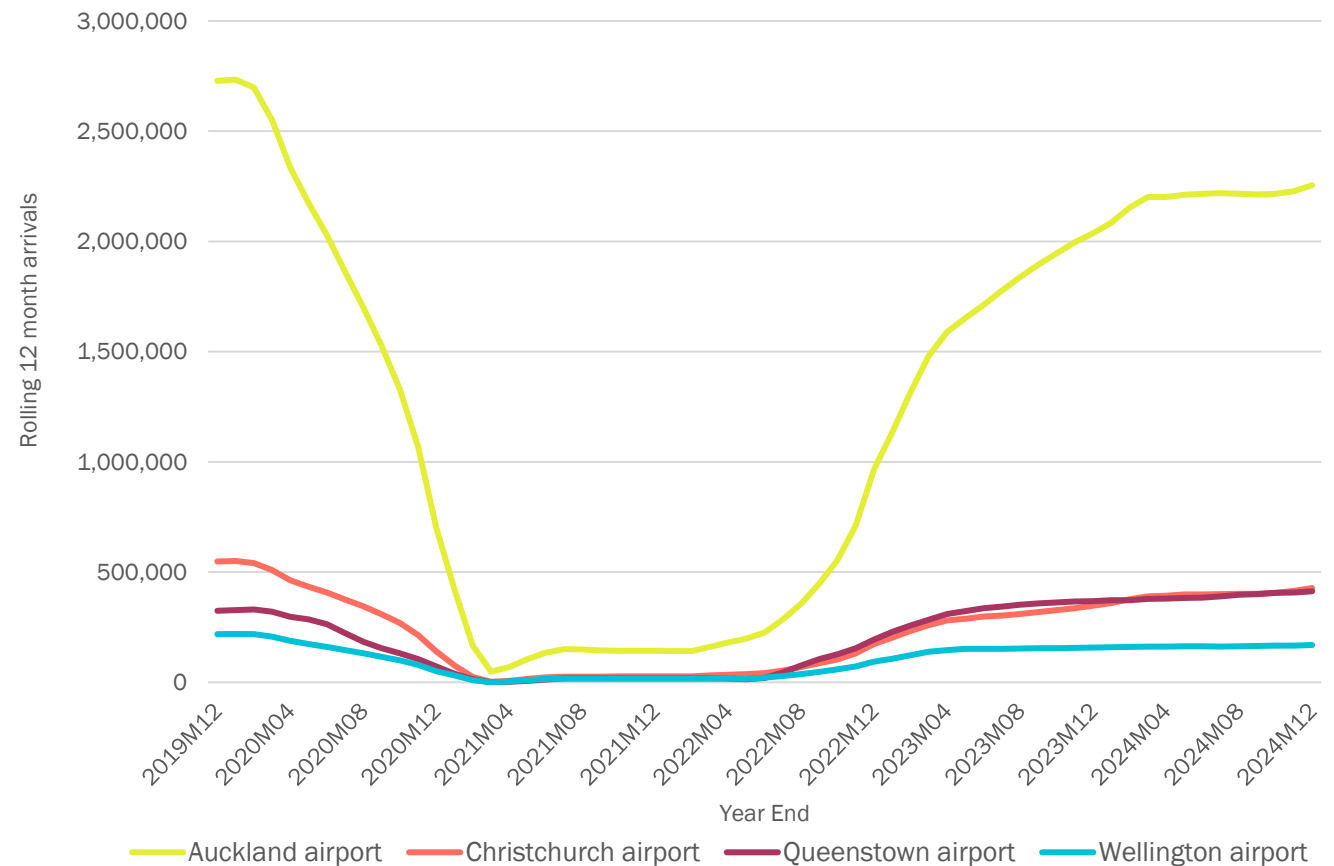
|                  | Business | vs.<br>previous<br>year | Holiday | vs.<br>previous<br>year | VFR    | vs.<br>previous<br>year | Total   | vs.<br>previous<br>year |
|------------------|----------|-------------------------|---------|-------------------------|--------|-------------------------|---------|-------------------------|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

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

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

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12 month rolling visitor arrivals







# Auckland Tourism - Accommodation Data

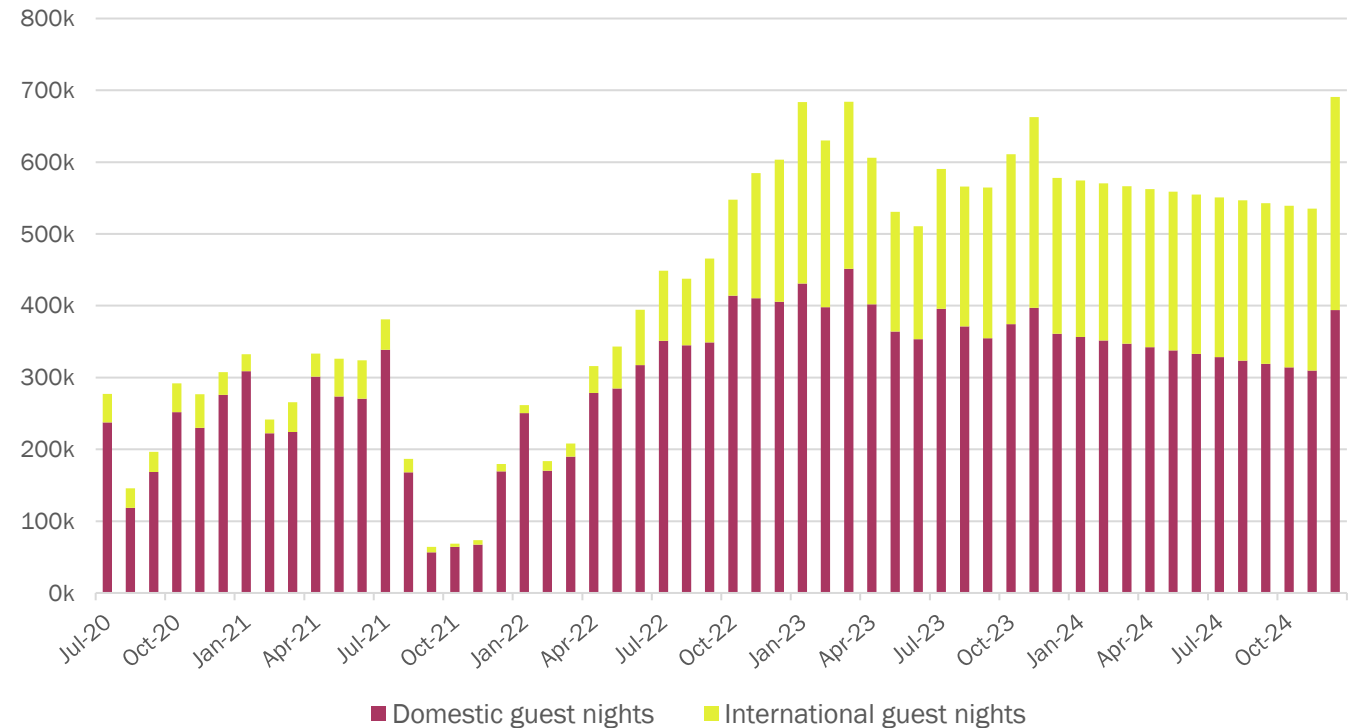


## 394.0k domestic guest nights in commercial accommodation in December 2024, up 4.2%

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

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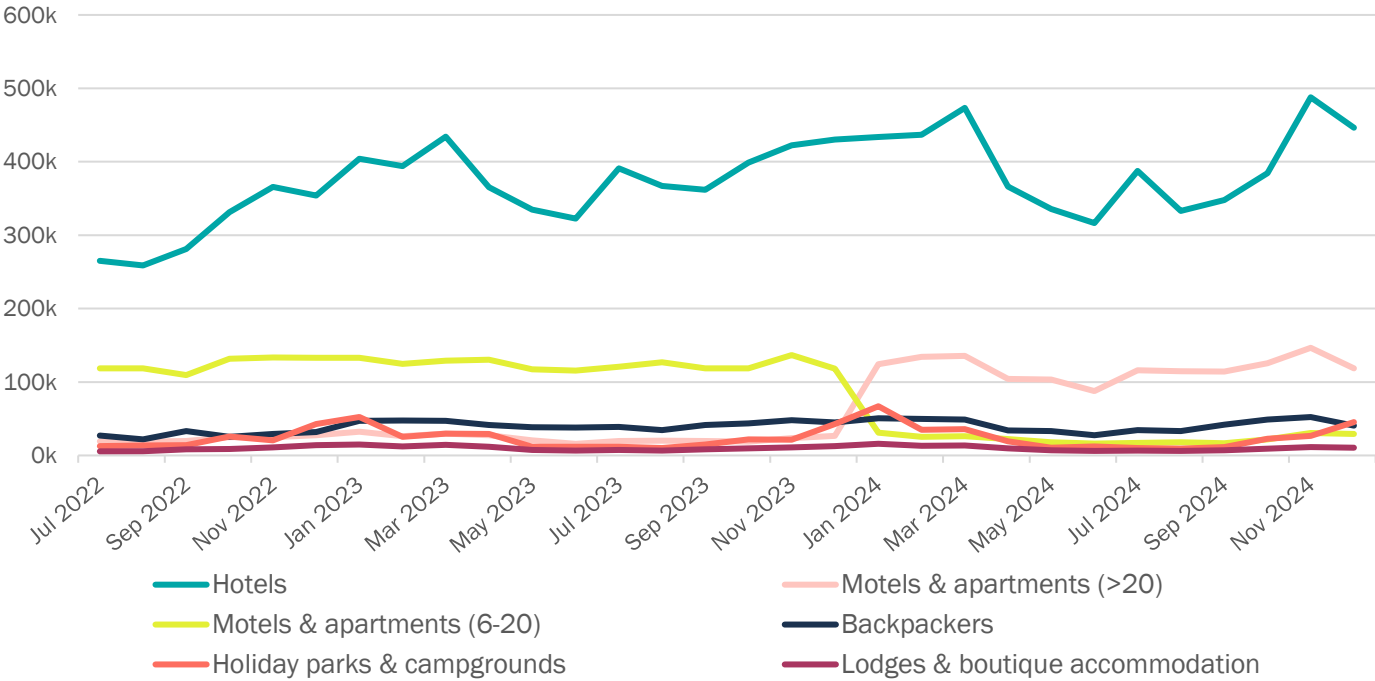
Guest nights in commercial accommodation - Auckland



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



Guest nights by accommodation type (monthly)



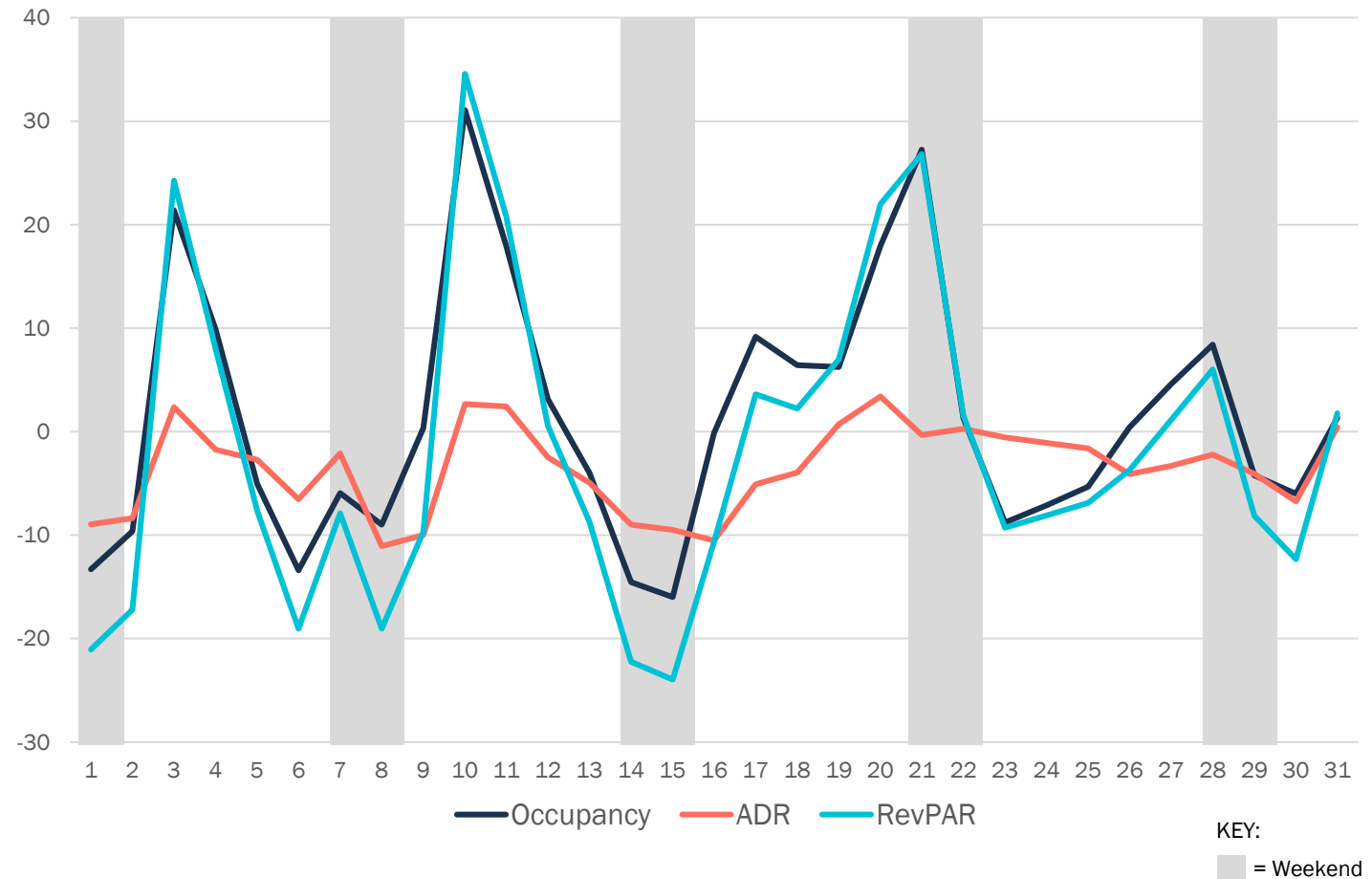
| Jun-24                          | Auckland | % change |
|---------------------------------|----------|----------|
| Hotels                          | 446,400  | 3.7%     |
| Motels & apartments (>20)       | 118,600  | -0.5%    |
| Motels & apartments (6-20)      | 29,400   | 9.7%     |
| Backpackers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

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

## Average Occupancy for December 2024 was 63.9%

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

Percent Changes for the Month of December

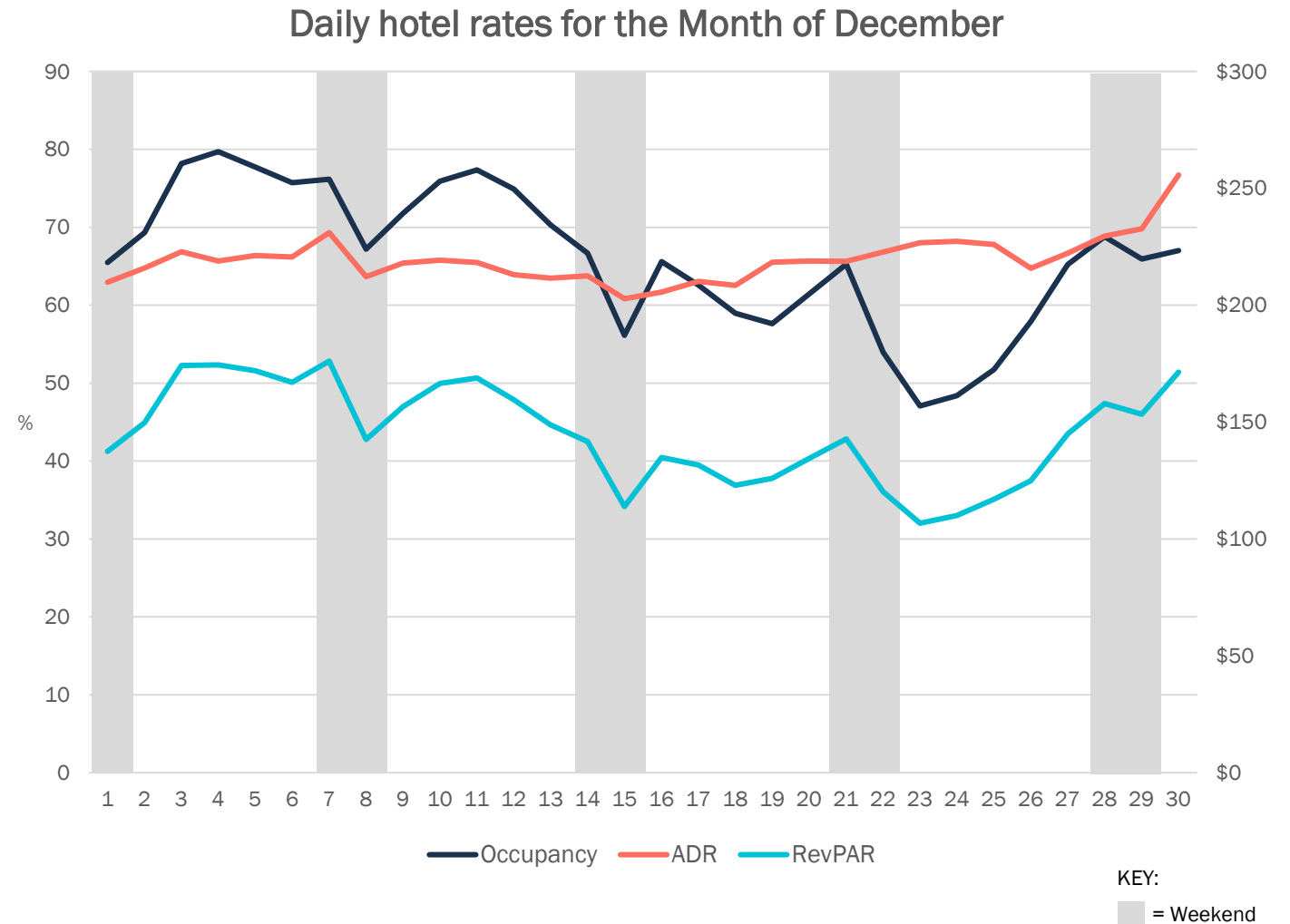


## Average daily rate peaked at \$348 on New Years Eve, up 0.4%

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

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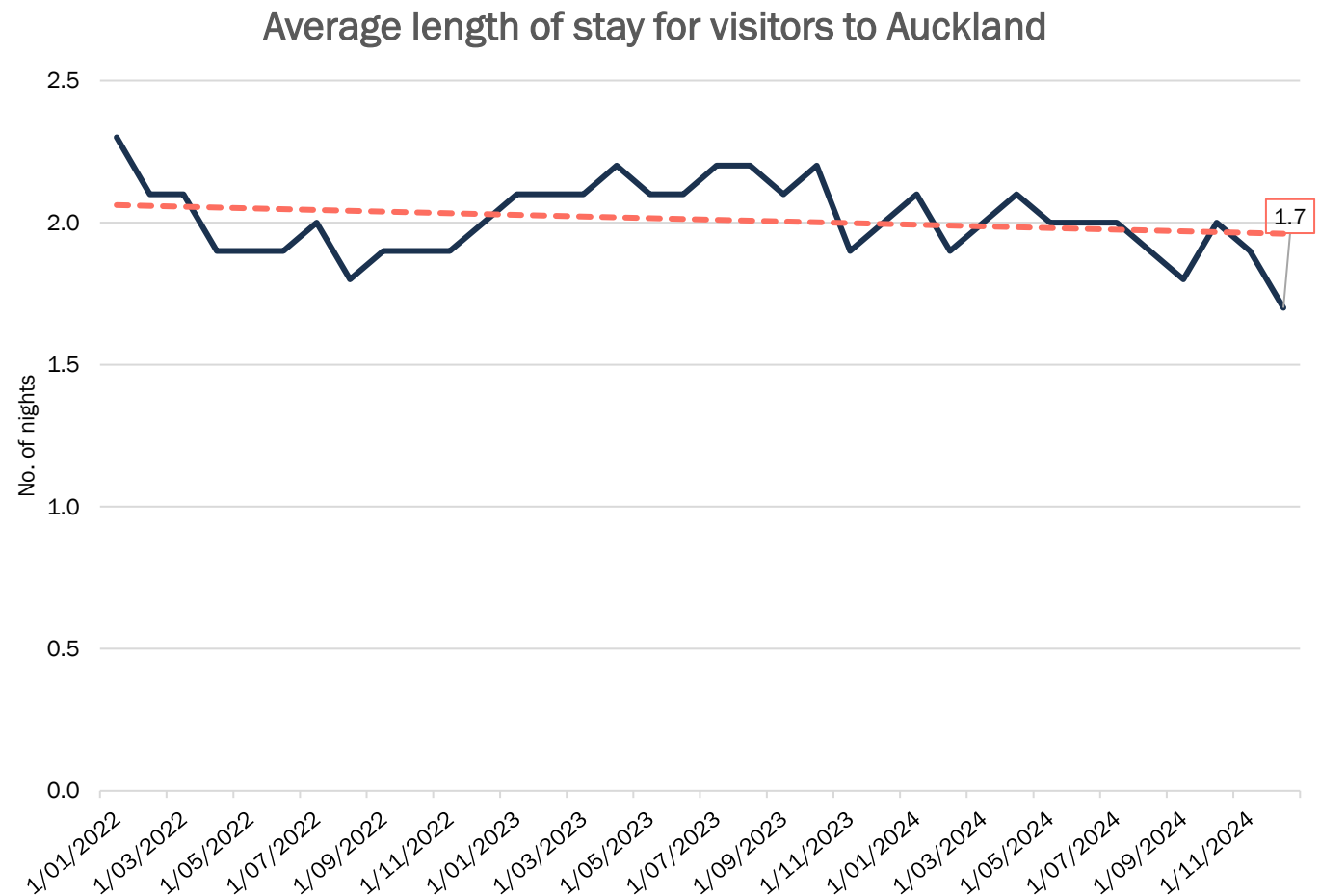
Source: STR Global





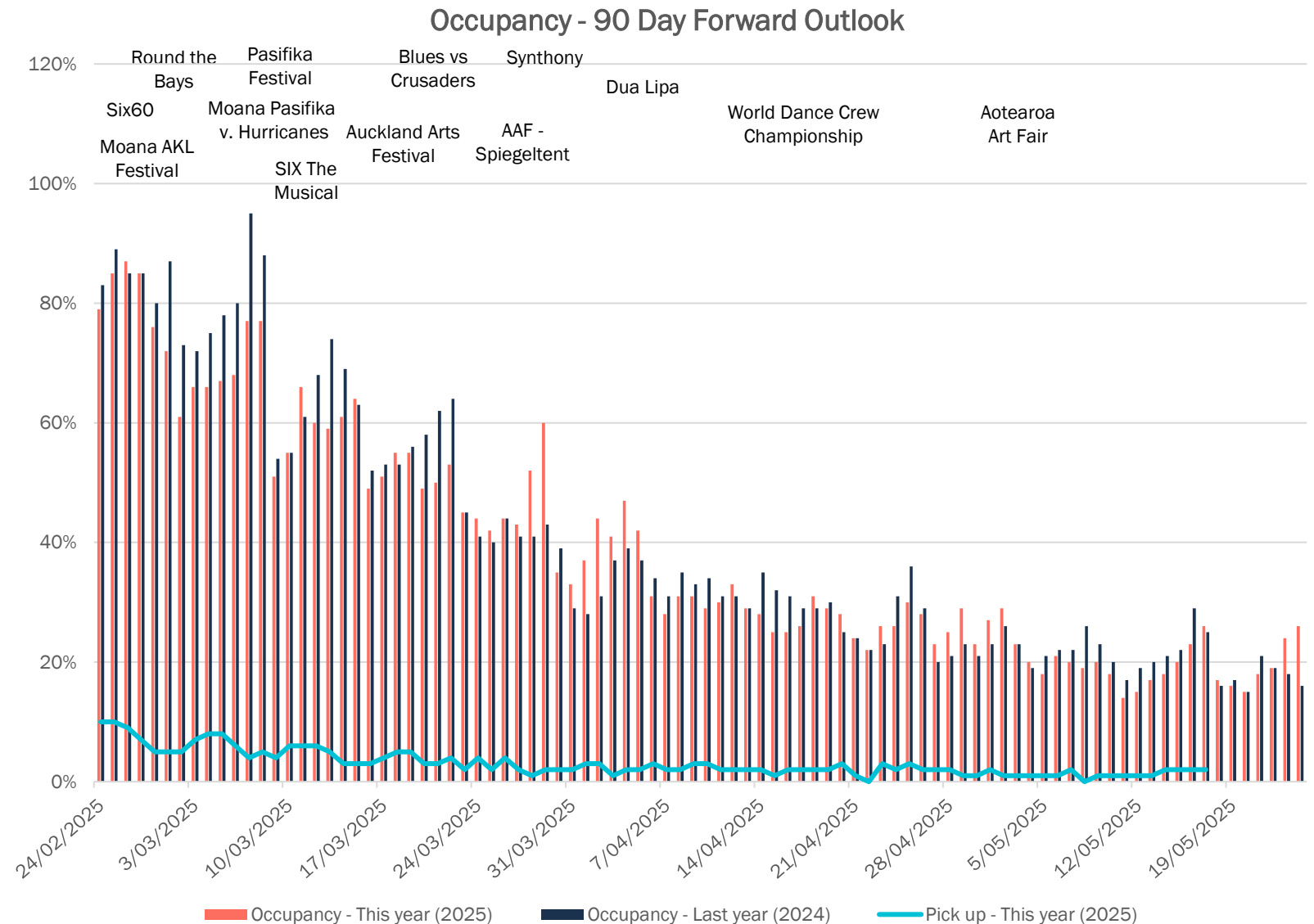
## On average, visitors stayed 1.7 nights in Auckland for the month of December 2024

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



## 90-Day Forward Booking Occupancy Data

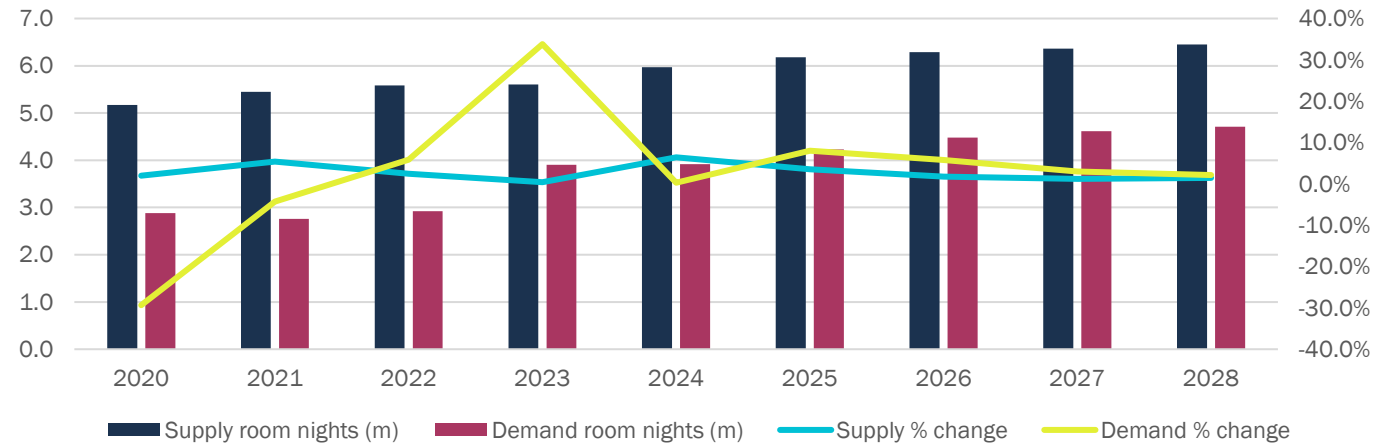
- Over the next 90 days, overall Occupancy is varied in comparison to the same period last year.
- Occupancy peaked at 87% on Wednesday 26<sup>th</sup> February 2025.
- Looking forward, Occupancy is set to hit 60% on 29<sup>th</sup> March 2025 which is when Synthony is on at the Auckland Domain.
- Occupancy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



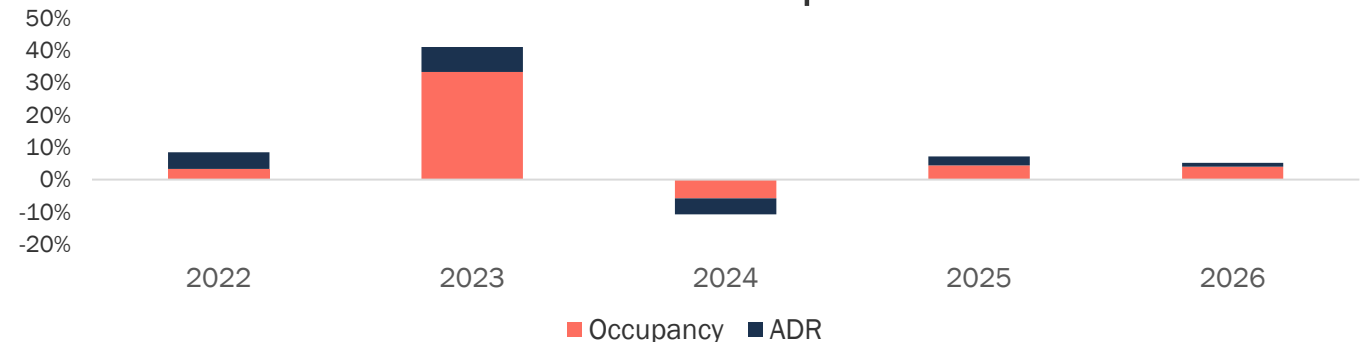
## Longer term projections

- In addition to the STR Global 90 Day Forward Booking data we receive, we also receive a longer-term outlook, with forecast data for the next four years until 2027. This data is provided by STR Global in collaboration with Oxford Tourism Economics.
- In 2024 Q3 supply expanded 7.7%. Demand declined -5.2%, resulting in an occupancy decline of -12.0%. Occupancy is expected to decline by -3.8% in 2024 Q4, with supply expanding 8.4% and demand expanding 4.3%.
- After expanding 33.3% in 2023, occupancy is expected to decline -5.8% in 2024. ADR is expected to decrease -5.0%, resulting in RevPAR decline of -10.5% in 2024. RevPAR is expected to grow by 7.3% in 2025.
- Over the next three years, occupancy is expected to expand at an average annual rate of 0.7%, while ADR is expected to decline at an average annual rate of -0.4%.

### Supply and Demand Growth



### RevPAR Growth Composition

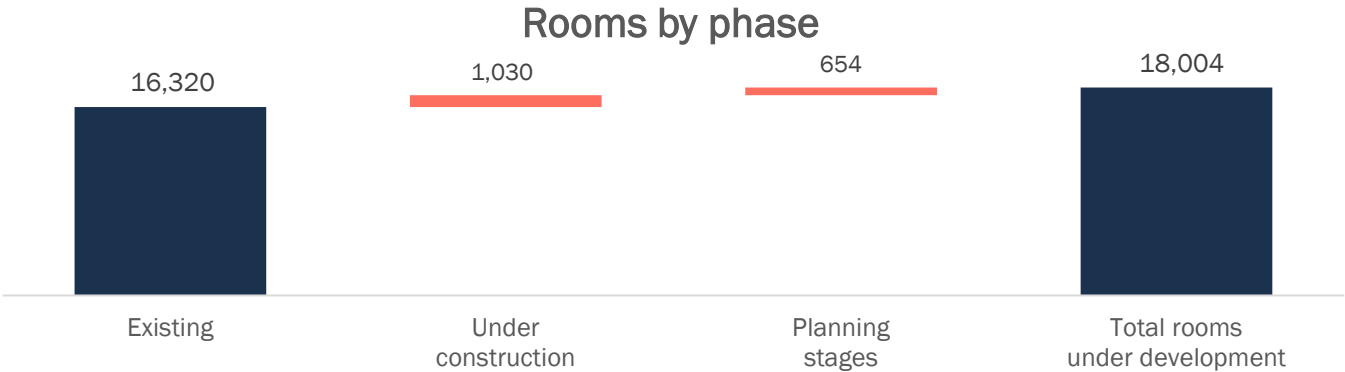




# 16.3k average daily rooms available in 2024, with 16.9k rooms forecast for 2025

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

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



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

- International overnight visitor arrival projections until 2028 are available for New Zealand overall – of which Auckland receives the largest share.
- International visitor growth to New Zealand is forecast with a Compound Annual Growth Rate (CAGR) of 13.5% from 2023 to 2028 (for Q3 2024), resulting in a possible 3.69m international visitors by YE December 2028.
- When calculated against the 2022 baseline a clear recovery trend in visitor arrivals is visible overall – as well as for our key markets.
- Visitor arrivals from Australia are expected to grow at an average annual rate of 2.6%. 1.53m Australian visitors are expected to visit New Zealand in the year to December 2028.





A photograph of a modern urban courtyard. A large, dark metal frame with glass panels forms a canopy over the area. The frame is supported by several brick pillars. To the right, there is a storefront for 'BOBBI BROWN' with large glass windows displaying colorful, abstract art. In the background, a tall white building with many windows is visible. Several people are walking through the courtyard, their figures slightly blurred, suggesting movement. The ground is paved with reddish-brown bricks. A semi-transparent white banner is overlaid at the bottom of the image, containing the text 'Auckland Tourism- Spend Data'.

# Auckland Tourism- Spend Data



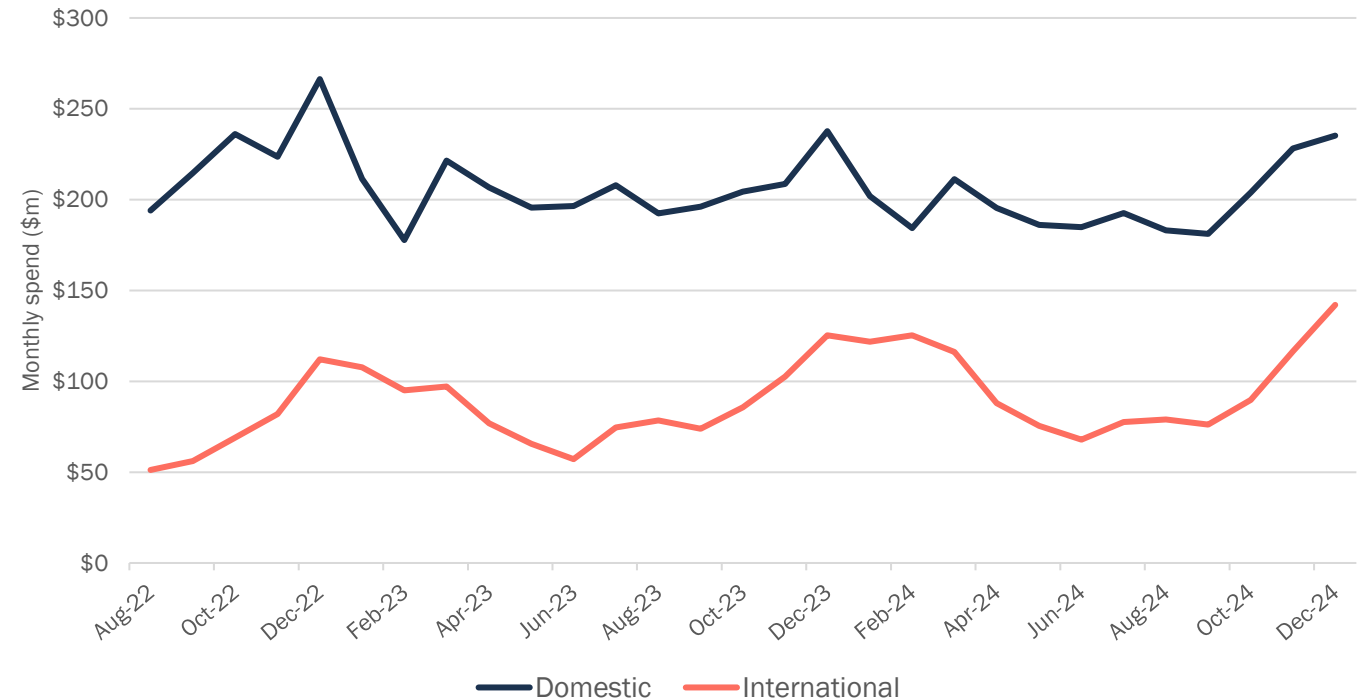
## \$1.18b in International tourism spend for year-end December 2024, up 13.1%

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

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Source: MBIE TECTs.

Year-end tourism transactions in Auckland

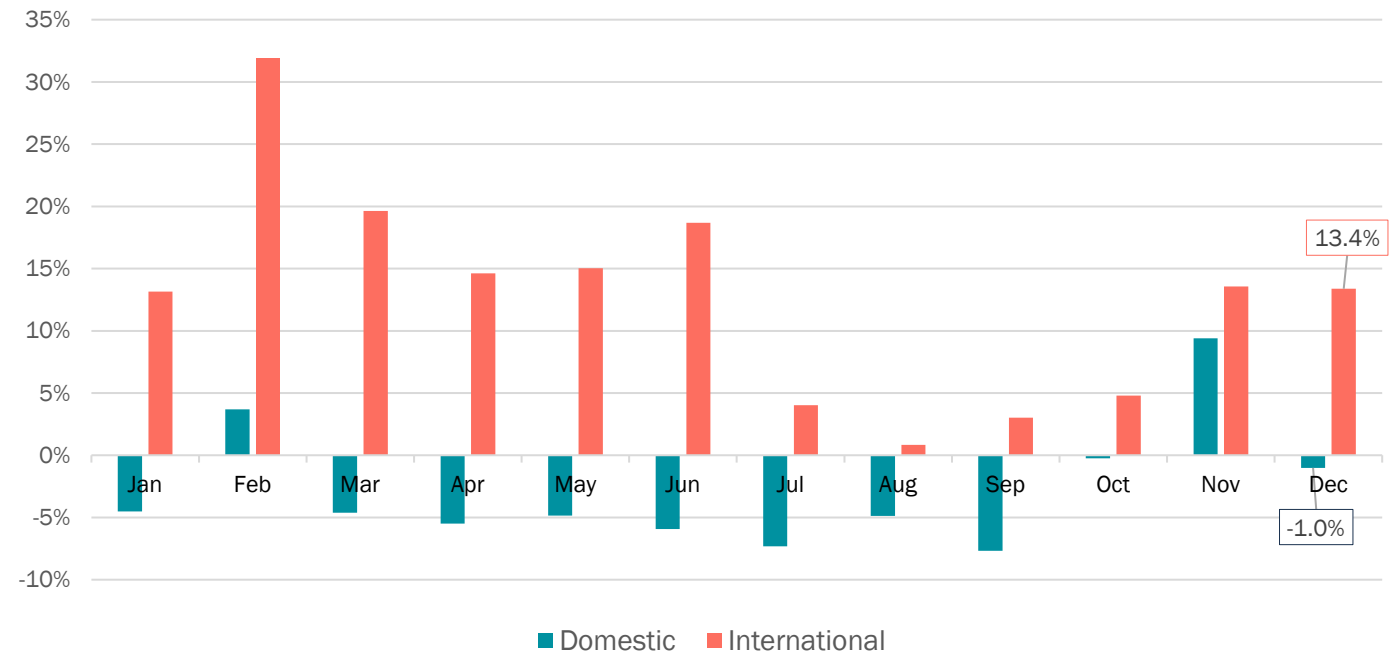


| Tourism Transactions | YE December 2024 (\$b) | YE % change |
|----------------------|------------------------|-------------|
| Domestic             | 2.388                  | -2.8%       |
| International        | 1.176                  | 13.1%       |

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

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

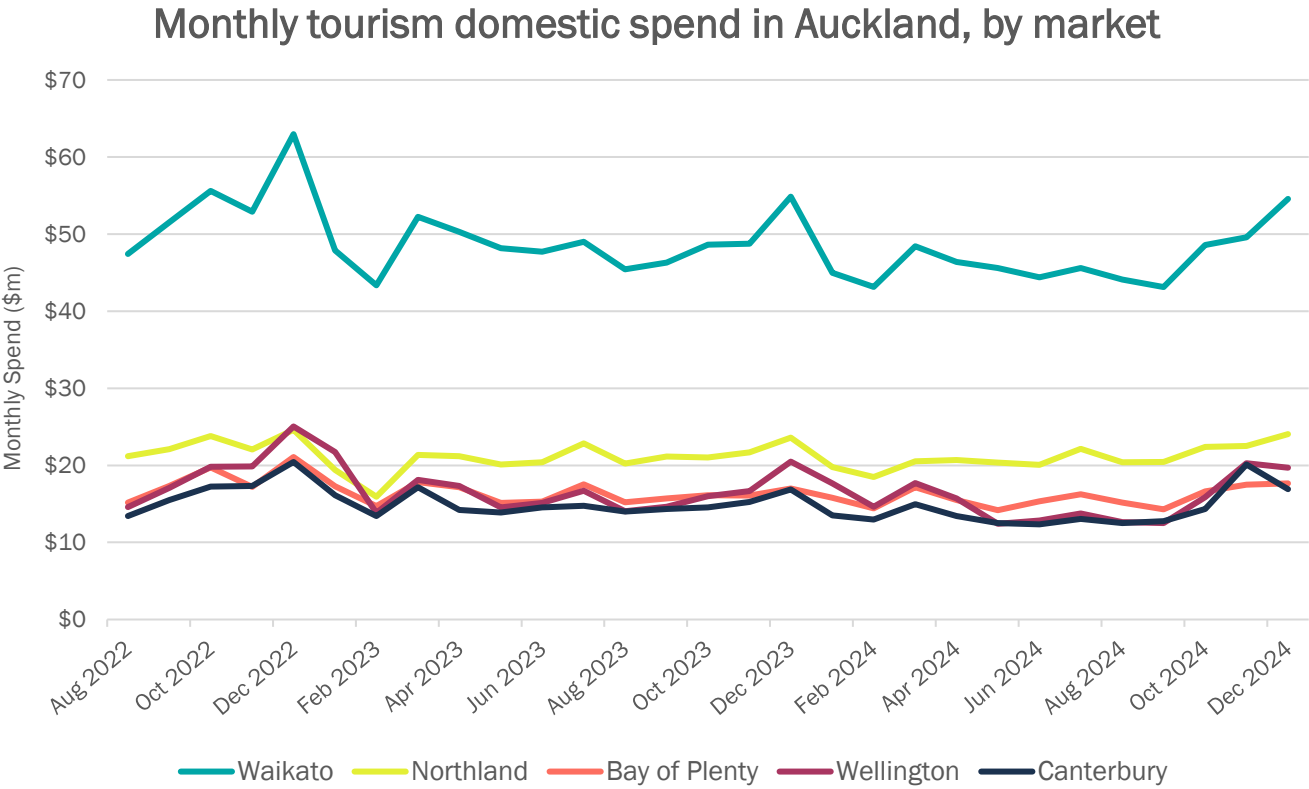
Monthly % change in tourism transactions in Auckland



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

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

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



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



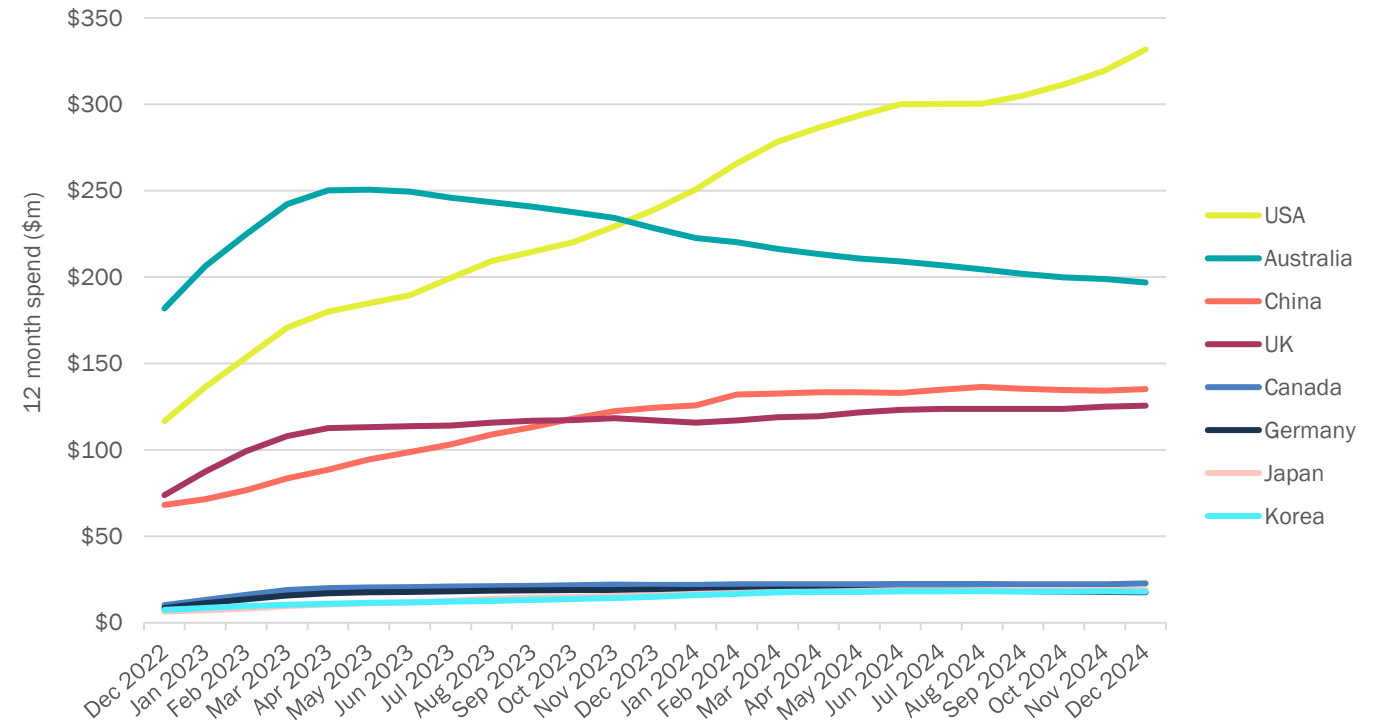
## Visitors from the US spent \$332m in the year to December 2024, up 38.7% on the previous year

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

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Source: MBIE TECTs.

Year-end tourism expenditure in Auckland, by market



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

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

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

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Source: MBIE TECTs.



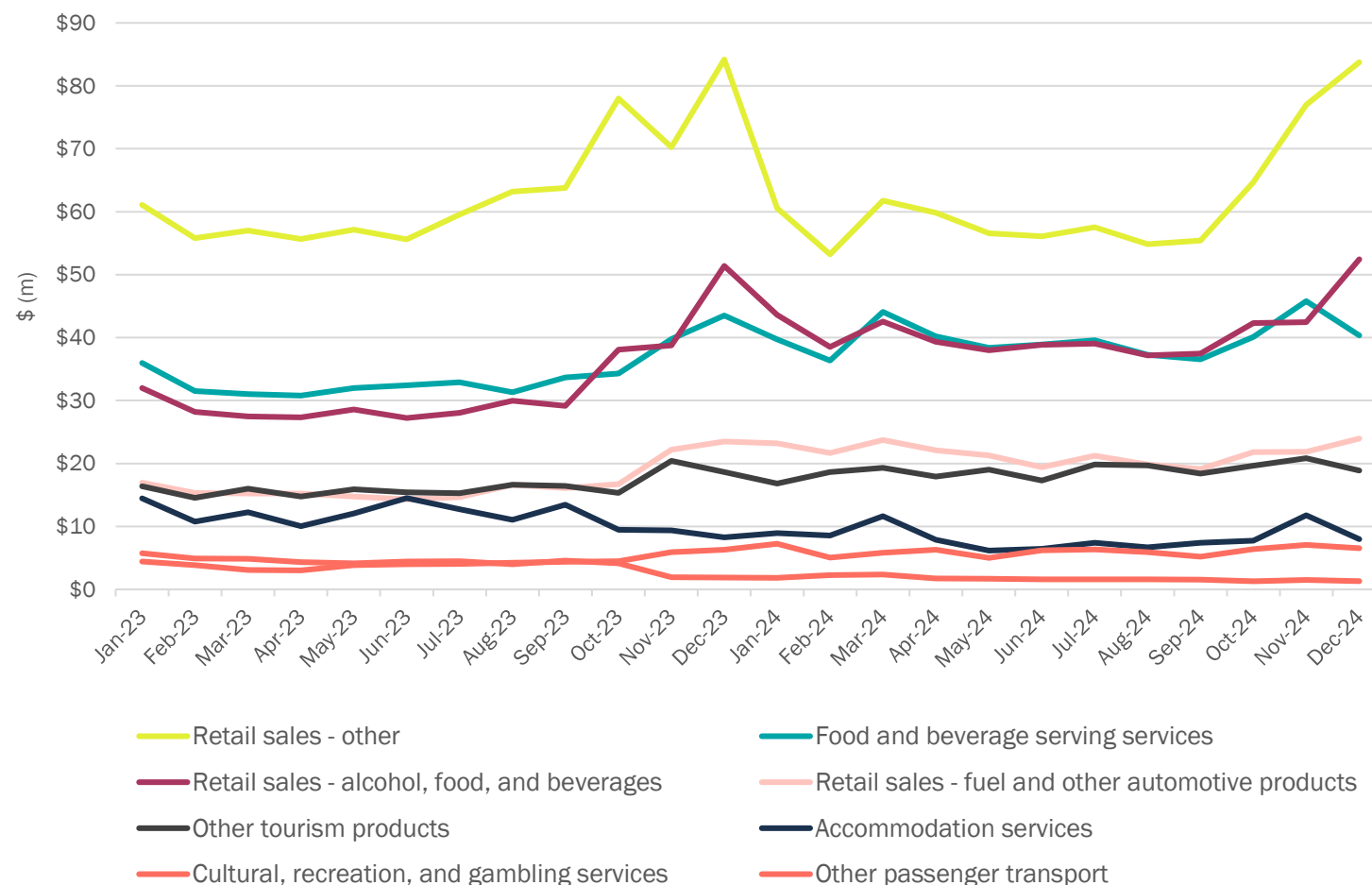
|               | Australia (\$m) | vs. previous year | China (\$m) | vs. previous year | UK (\$m) | vs. previous year | US (\$m) | vs. previous year | Germany (\$m) | vs. previous year |
|---------------|-----------------|-------------------|-------------|-------------------|----------|-------------------|----------|-------------------|---------------|-------------------|
| December 2024 | 20.9            | -8.9%             | 11.3        | 8.4%              | 15.3     | 3.7%              | 46.9     | 35.7%             | 2.6           | -1.6%             |

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

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

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## Domestic monthly tourism transactions in Auckland, by product



Source: MBIE TECTs.



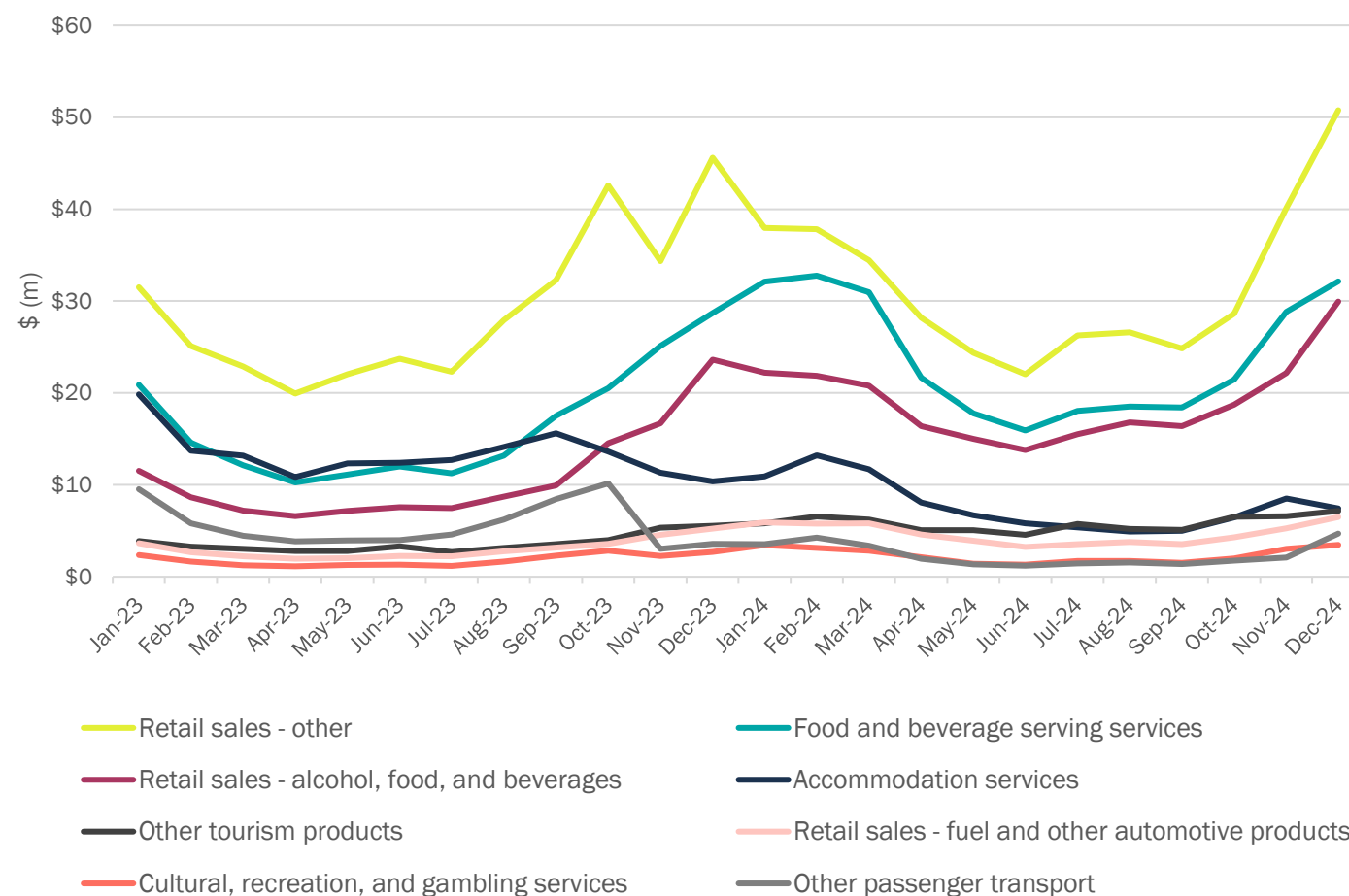
## \$50.8m spent in Retail sales (other) by International visitors in December 2024, up 11.3%

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

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Source: MBIE TECTs.

International monthly tourism transactions in Auckland, by product





# Auckland – Major Events Data

# Major Events Insights – December 2024



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





# Auckland – Business Events Data



## Business Events Insights Q4 2024



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# 248

Business events in Auckland



# 19%

Auckland's market share of  
business events



# 62.0<sup>k</sup>

Delegates hosted in Auckland



# 30%

Auckland's market share of  
delegates



# 115.9<sup>k</sup>

Delegate days hosted in Auckland

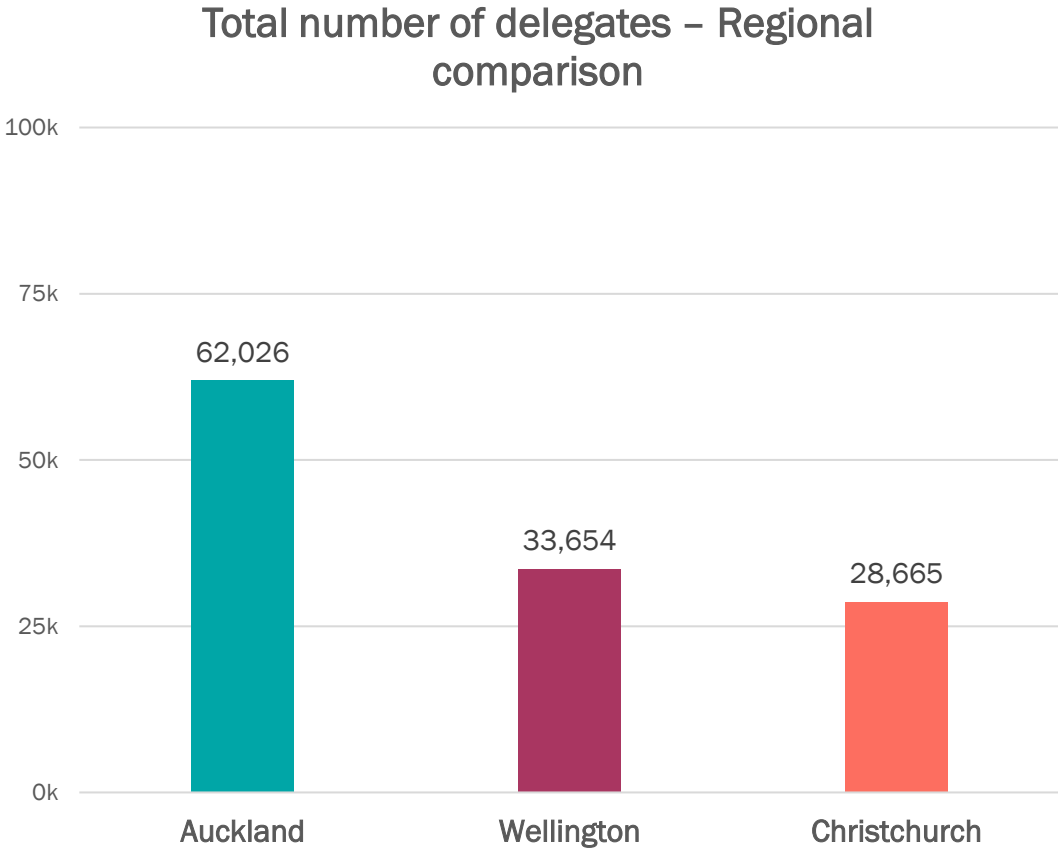


# 32%

Auckland's market share of  
delegate days

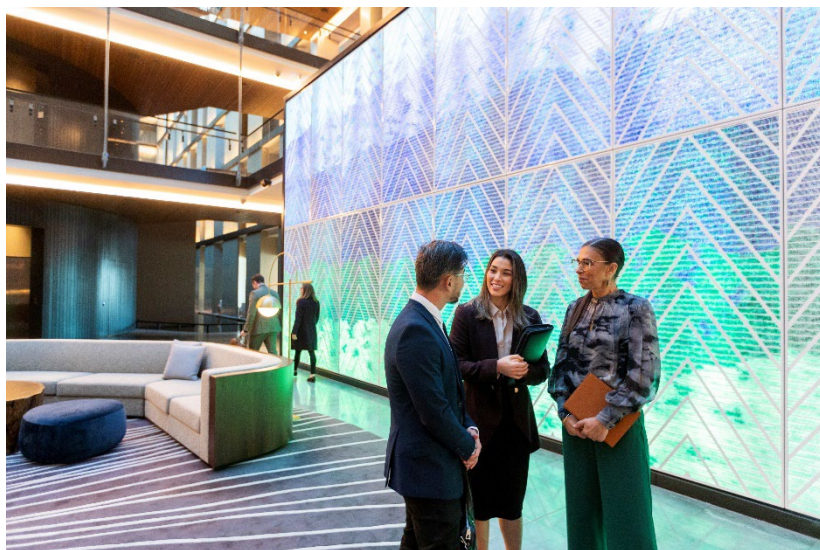


# Auckland attracted the highest number of business delegates (62.0k) in New Zealand in Q4 2024



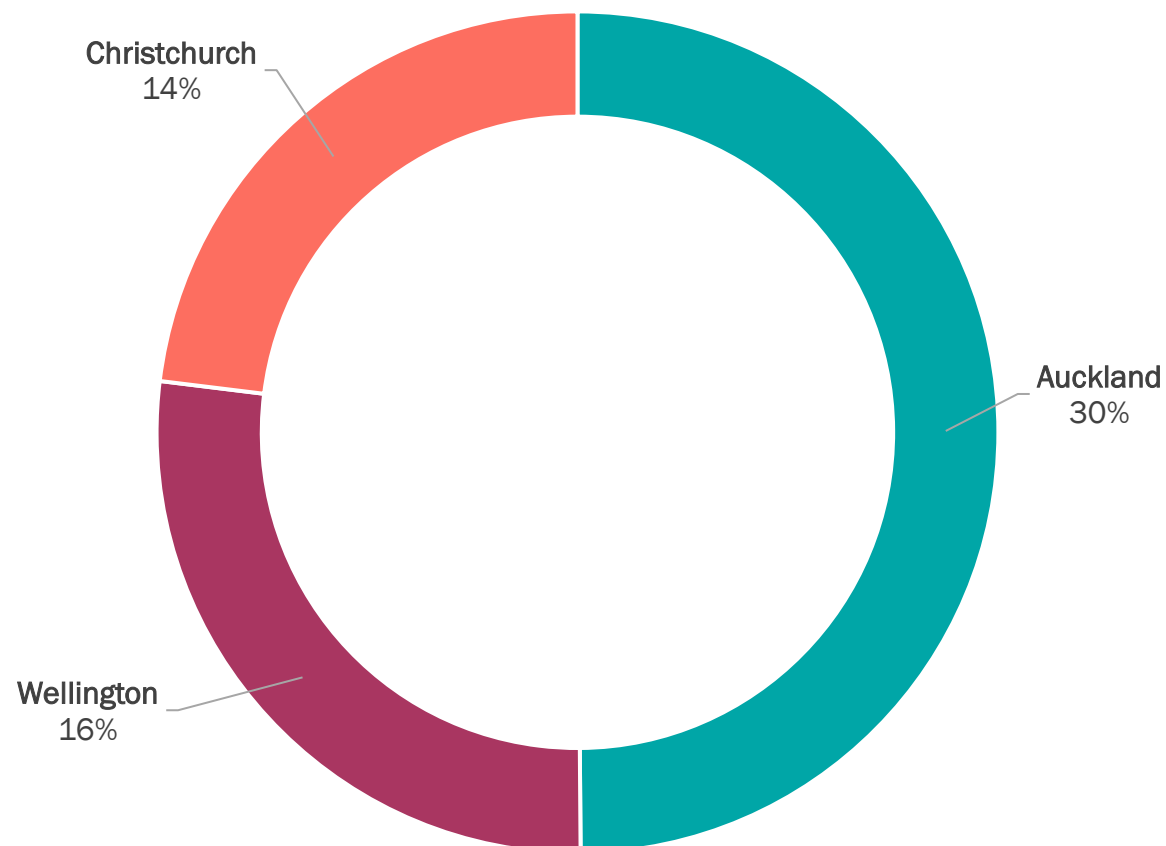
Source: Business Events Data Programme. Fresh Info. \*Quarterly data.

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



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Business Event Market Share - Regional Comparison

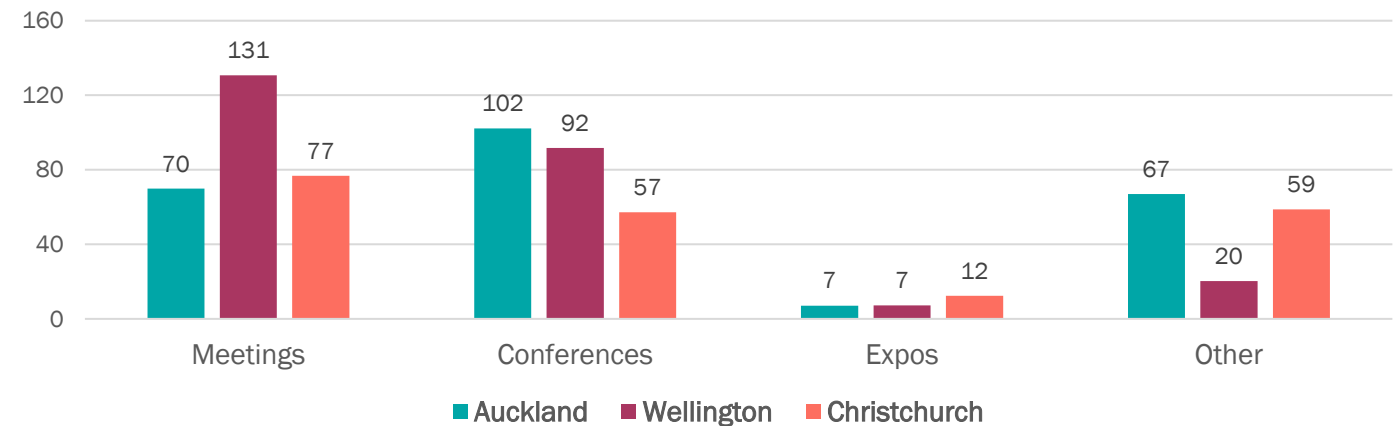




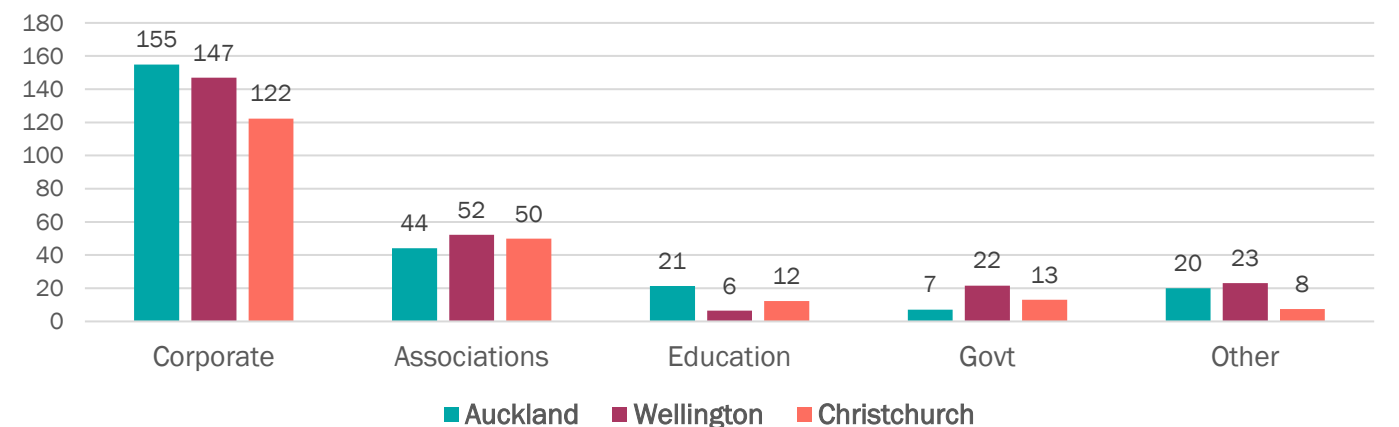
## Auckland hosted the most conferences and other business events in NZ Q4 2024

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

### Business Events By Event Type



### Business Events By Customer Type

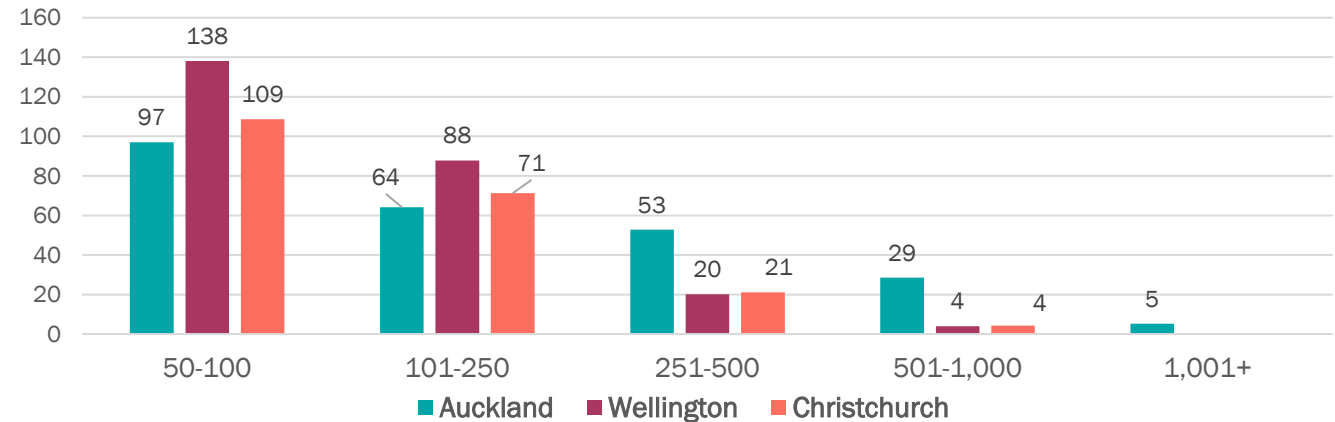


## 30% of all business events in Auckland were multi-day events in Q4 2024

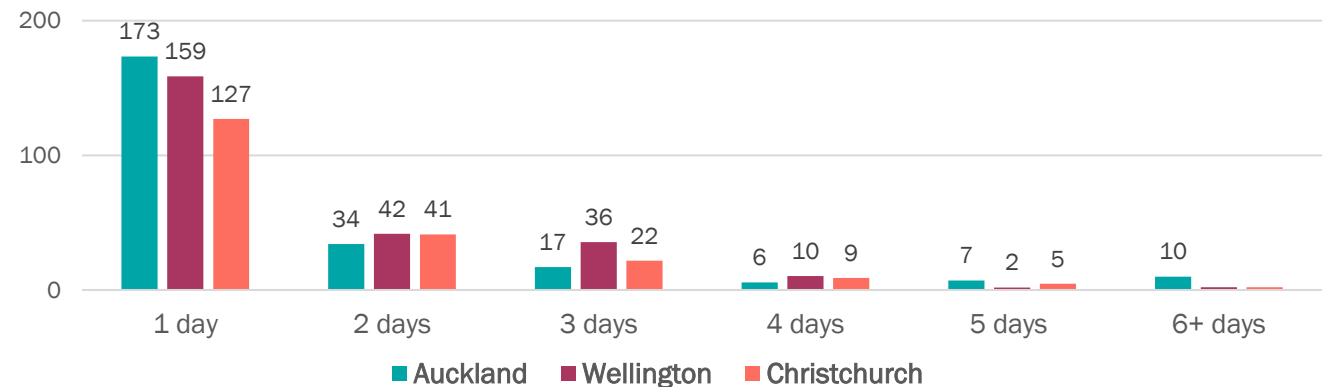
- In Q4 2024, 39% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (97 events). In comparison to other regions, Wellington hosted most small business events (138 events).
- 26% of business events in Auckland were medium-sized events with 64 events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

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No. of business events - Regional comparison



Duration of event - Regional comparison



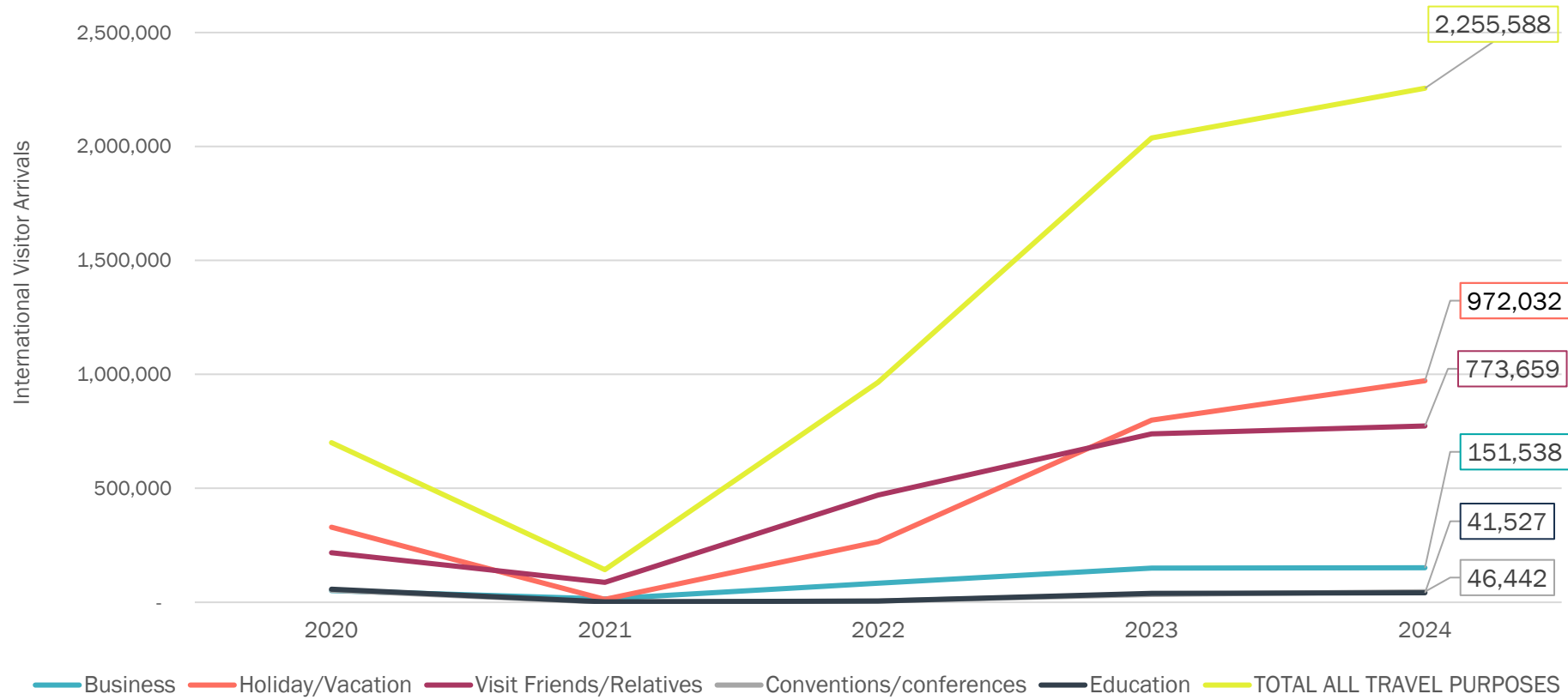




**Five-year trends in key markets**



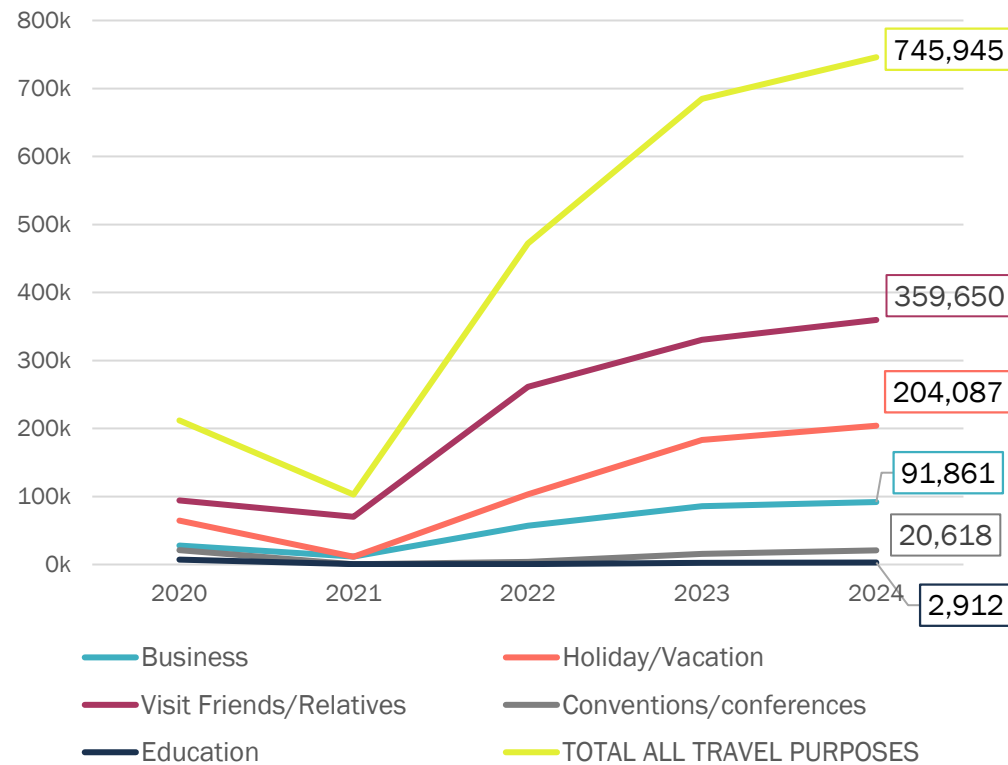
## Five-year visitor arrivals to Auckland, YE December



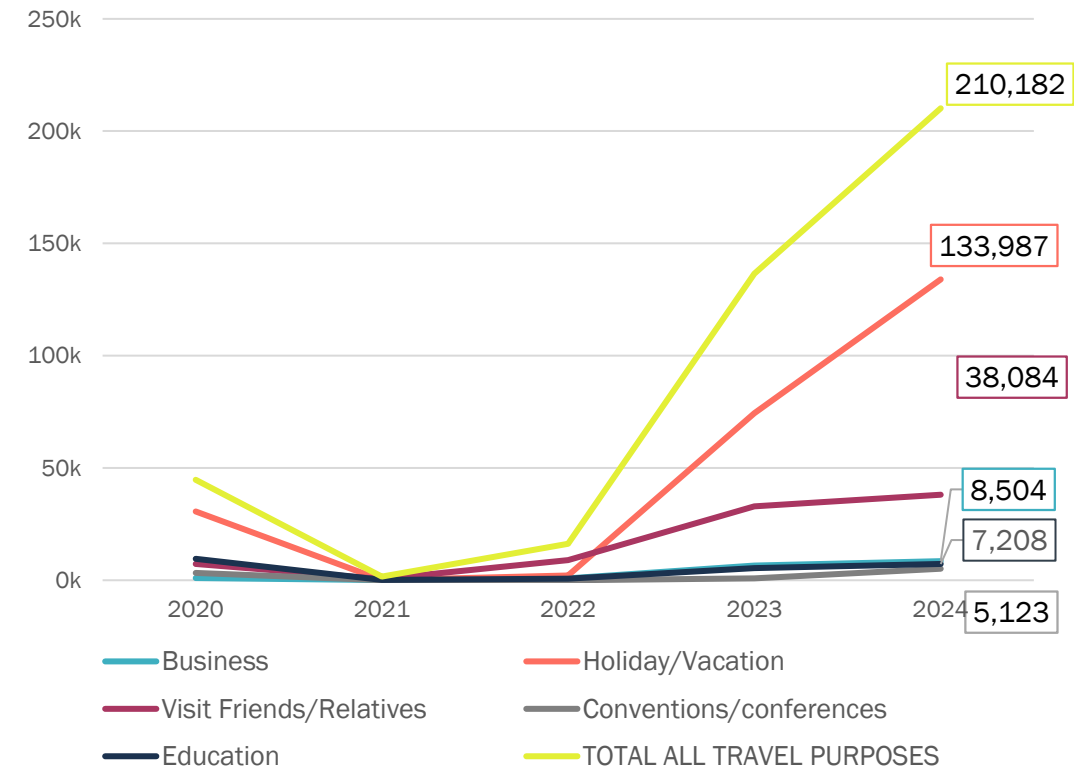
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## Five-year visitor arrivals to Auckland, YE December

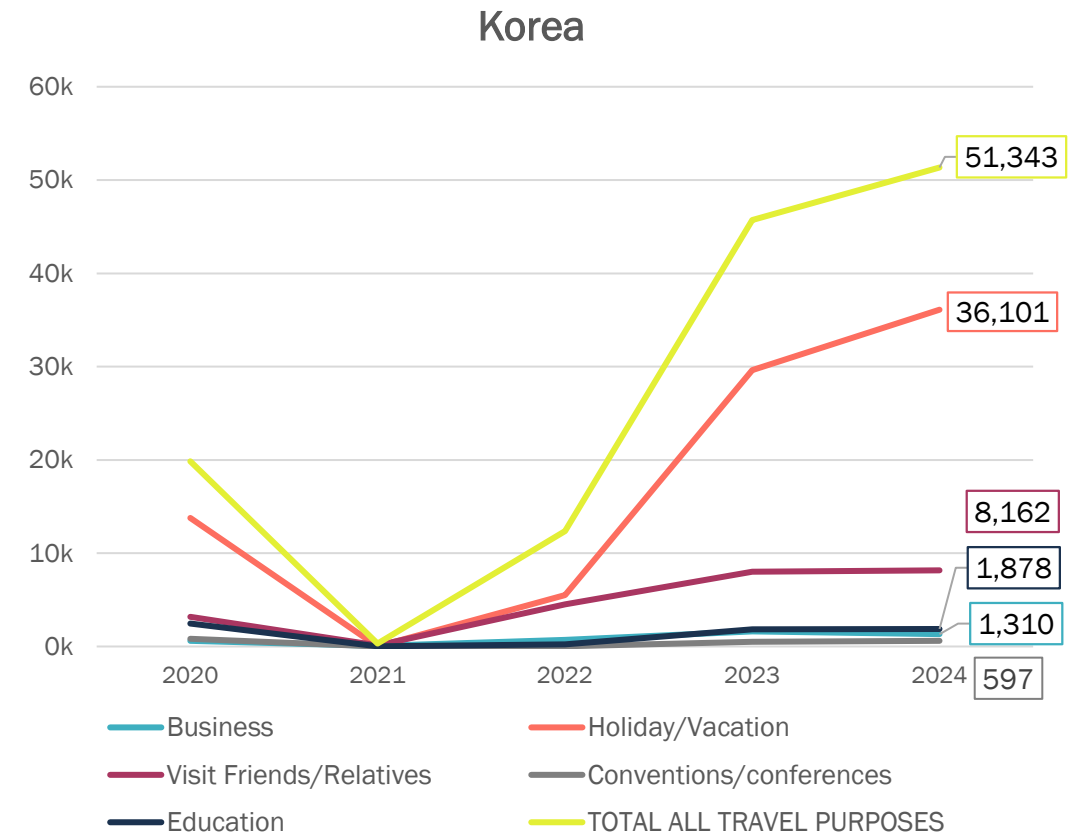
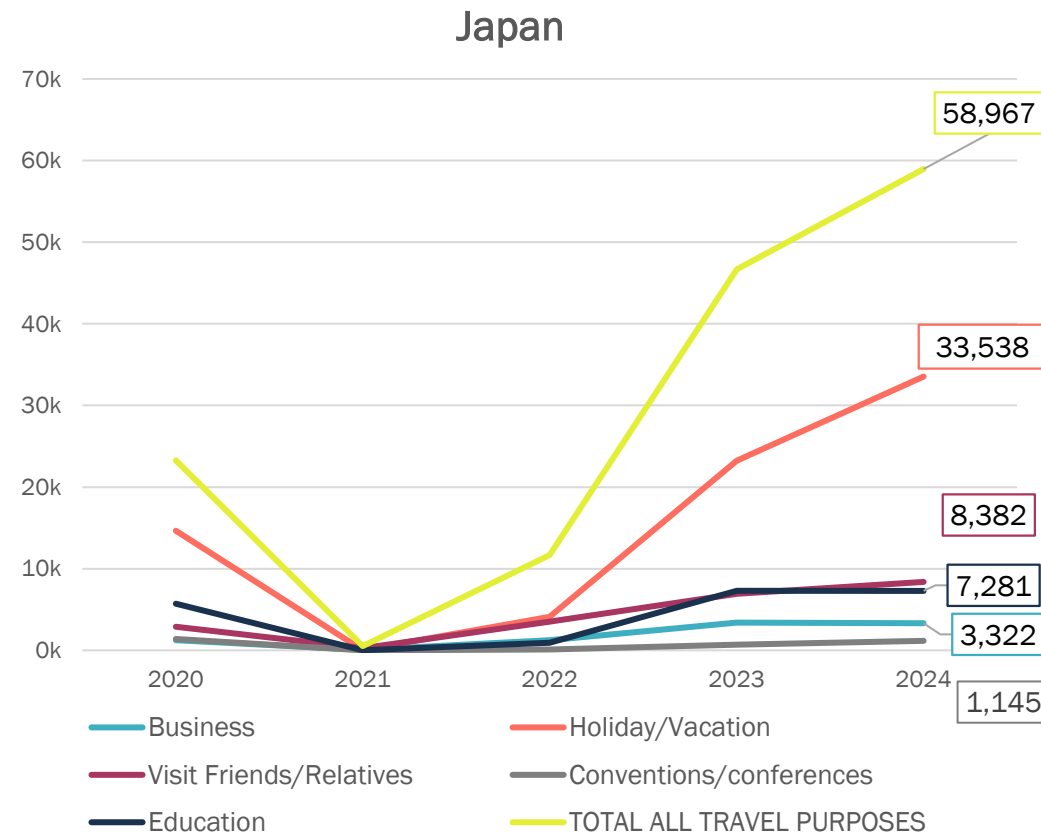
### Australia



### China



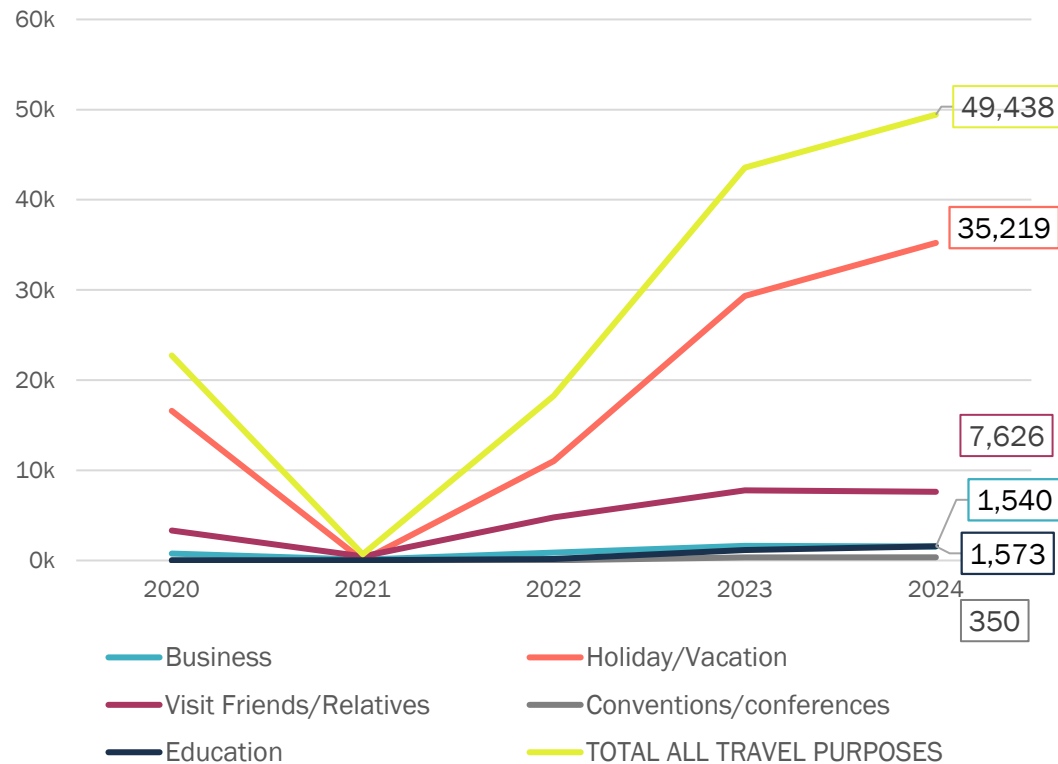
## Five-year visitor arrivals to Auckland, YE December



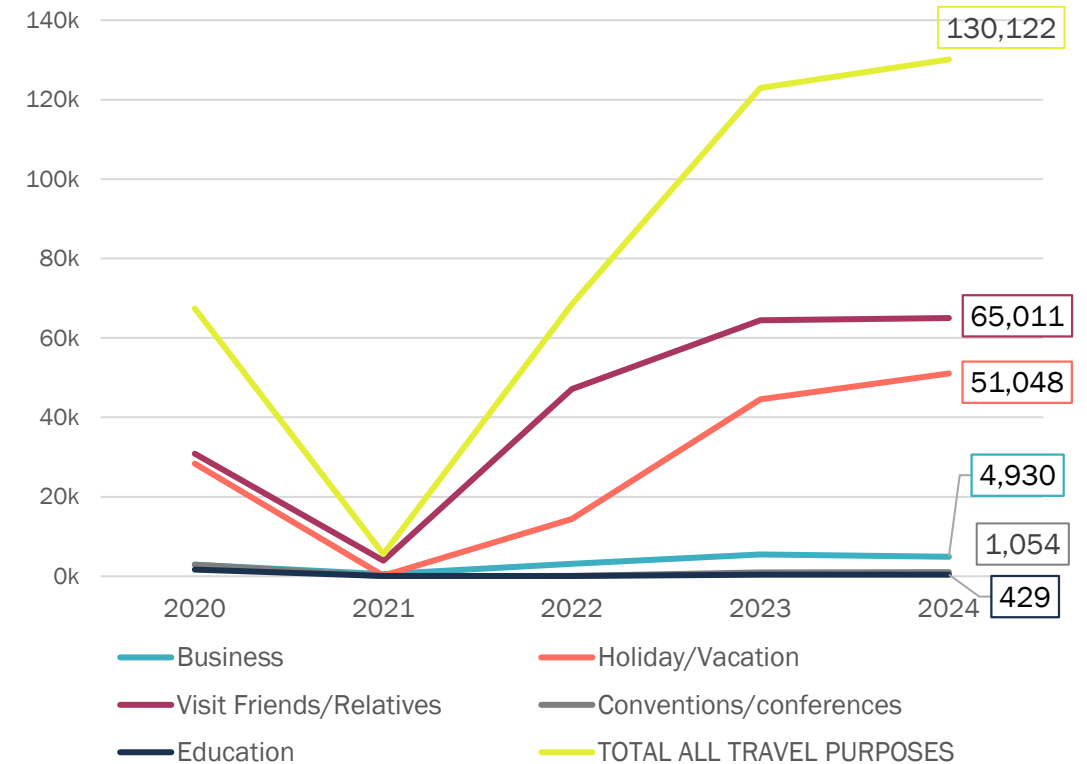


## Five-year visitor arrivals to Auckland, YE December

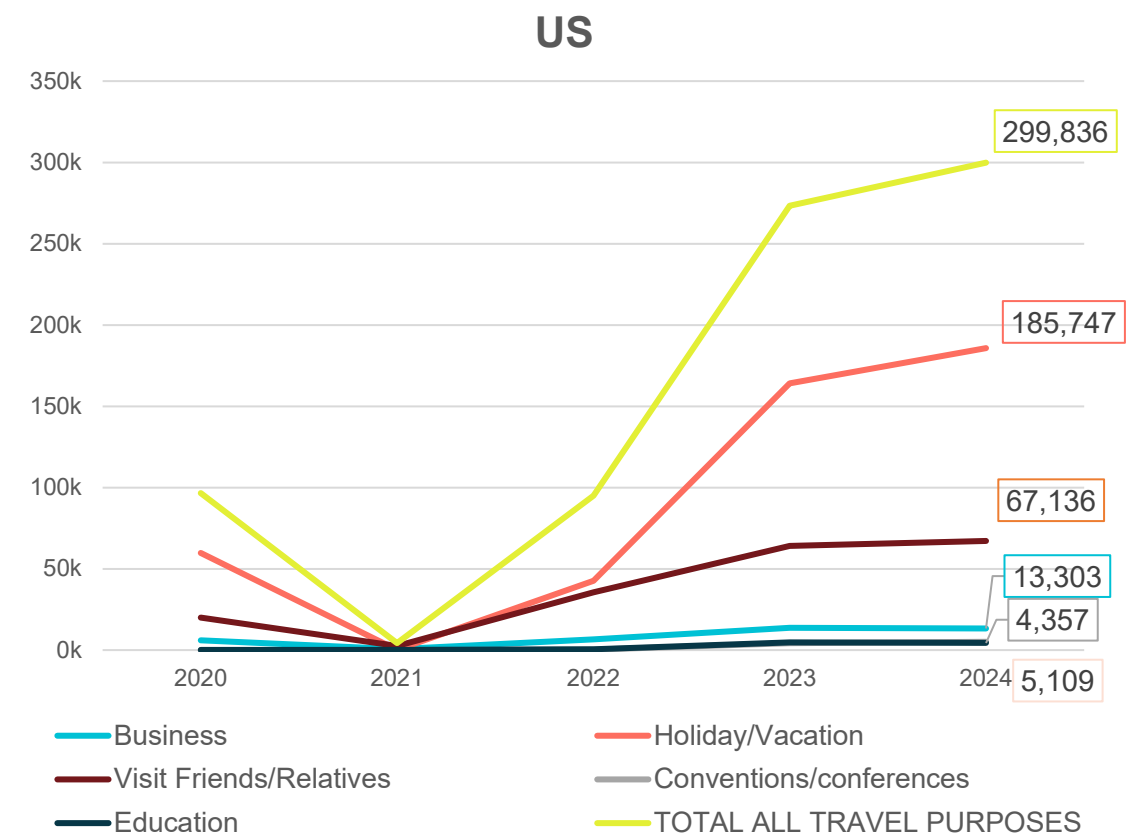
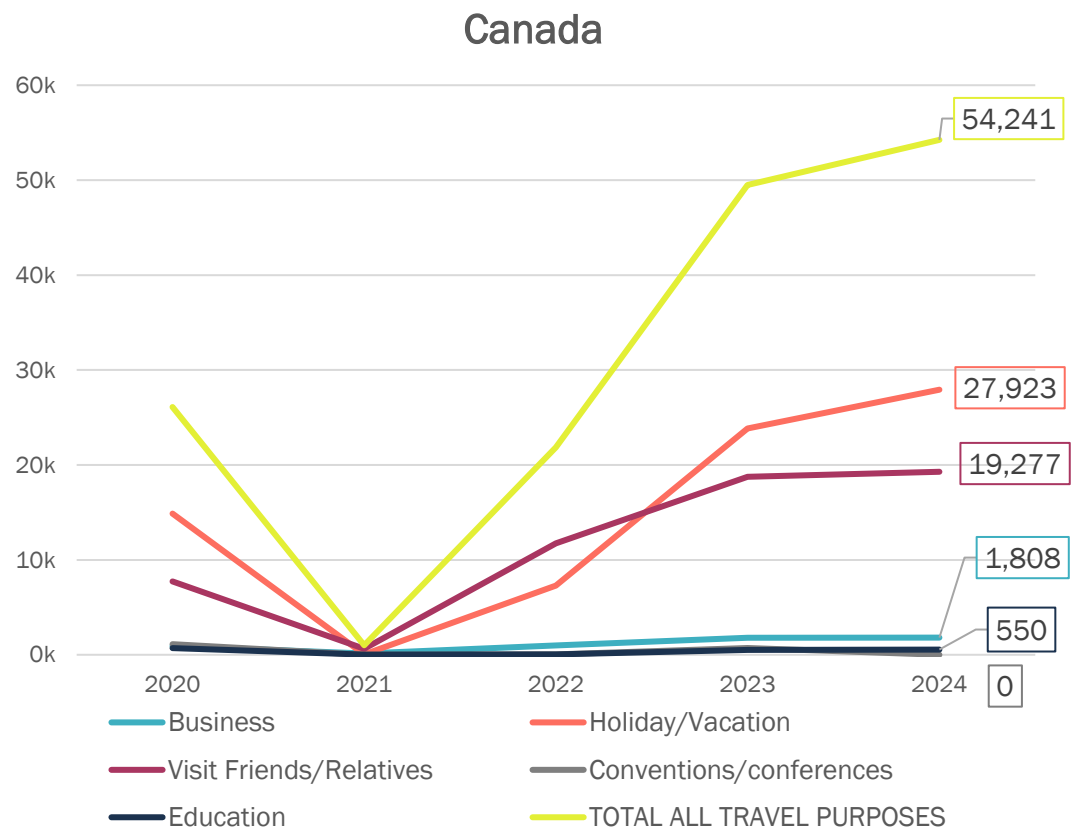
### Germany



### UK



# Five-year visitor arrivals to Auckland, YE December



# Ngā mihi Thank you

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- KEY CONTACT

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