



# Auckland Destination Overview

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October 2021

An in-depth overview of Auckland's visitor economy – from the latest arrival, accommodation and spend data through to past five-year commentary.

Prepared December 2021

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# Contents

<b>KEY FINDINGS</b>	<b>3 – 4</b>
<b>VISITOR ARRIVALS DATA</b>	
INTERNATIONAL VISITORS	
REASON FOR VISIT   MARKET	6 – 11
AUCKLAND VS. OTHER PORTS	12
DOMESTIC VISITOR DATA UPDATE	13
<b>ACCOMMODATION DATA</b>	
COMMERCIAL GUEST NIGHTS	15
ADR, HOTEL OCCUPANCY AND REVPAR	16 – 17
FORWARD BOOKING DATA	18
SHORT-TERM RENTAL LISTINGS (E.G. AIRBNB)	19– 21
INTERNATIONAL   DOMESTIC	
AVERAGE LENGTH OF STAY UPDATE	22
<b>SPEND DATA</b>	
DOMESTIC   OTHER	
YEAR-END	24
MONTHLY	25
PRODUCT   CATEGORY	26– 27
<b>FIVE YEAR TRENDS IN KEY MARKETS</b>	
REASON FOR VISIT BY MARKET	29 – 33
<b>MAJOR &amp; BUSINESS EVENTS DATA</b>	
BUSINESS EVENTS INSIGHTS	35
<b>TOURISM SENTIMENT INDEX</b>	
TSI KPIS, CATEGORIES AND TRENDS	37 – 40
<b>AUCKLAND VISITOR SURVEY</b>	
VISITOR EXPERIENCE & NET PROMOTER SCORE	42 – 43



## Key Visitor Data



**149.5<sup>k</sup>**

Domestic Guest Nights  
October 2021  
-57.4%



**143.5<sup>k</sup>**

International Visitors  
YE October 2021  
-89.2%



**35.9%**

Hotel Occupancy Rate  
October 2021  
-40.5%




**\$1.90<sup>b</sup>**

Domestic Tourism Transactions  
YE October 2021  
+10.9%



**\$0.34<sup>b</sup>**

Other Tourism Transactions  
YE October 2021  
-50.7%



**+21**

Tourism Sentiment Score  
October 2021  
-4pts



# Key Visitor Data



## DOMESTIC

- Due to Covid-19, New Zealand went into a nationwide Level 4 Lockdown on 17<sup>th</sup> August 2021. Auckland then moved to Alert Level 3 on 21<sup>st</sup> September. For the month of October, Auckland remained in Alert Level 3 however some restrictions eased on 7<sup>th</sup> October.
- At present, current domestic visitor numbers (overnight visit and average length of stay data) are unavailable as the AA Traveller Monitor survey programme has been discontinued. We will commence reporting on domestic visitation once an alternative dataset becomes available.
- There were **149.5k domestic guest nights in commercial accommodation** for the month of **October, down 57.4%** on October last year.
- Domestic tourism transactions** for the year to October 2021 was **\$1.90b, up 10.9%** on last year and **\$72m for the month (down 59.6%** compared to October 2020). \*\*

\*\* *The Tourism Electronic Card Transactions (TECTs) are an interim replacement to Monthly Regional Tourism Estimates (MRTEs) that provide insights into monthly tourism spend and were introduced in November 2020. TECTs include only tourism-related electronic card transactions (ECT) paid through EFTPOS machines. More information can be found [here](#).*

## INTERNATIONAL

- The impact of the Covid-19 related travel bans is evident with a sharp drop in international arrivals starting in February 2020 and 'flatlining' since April 2020.
- The **year-end** figures were affected, with **143.5k international visitor arrivals - a decrease of 89.2%** on the previous year to October.
- Monthly international visitor arrivals (2,753) were also down 37.2%** on the previous October.
- There was a sharp increase in Australian visitor arrivals in April 2021, when the trans-Tasman travel bubble between Australia and NZ opened (on 19th April). However, the Level 4 Lockdown and Alert Level 3 travel restrictions has since put a halt to Australian visitation. **Australian visitor arrivals (104.1k) were down 73.8%** for the year to October compared to last year.
- VFR visitors** contributed the most to annual visitor numbers (**88.0k**) but **fell 79.5%** on the year to October 2020. **Monthly VFR numbers** were also **down 37.3%** compared with the month of October 2020.
- 14.1k international guest nights in commercial accommodation** for October, **down 73.9%** on last year.
- Other tourism transactions** was **\$0.34b** for the year, **down 50.7%** on last year and \$16m for the month of October (down 43.6% on last October).

## OVERALL

- For the **month of October**, the ADR was **\$207 (up 15.9%** on the previous October) and the **RevPAR was \$74 (down 31.1%)**. **Occupancy was 35.9%** and was also **down 40.5%**.
- When **excluding MIQ hotels**, the **monthly Occupancy** rate for October was **17.0%**, ADR was **\$171**, and **RevPAR was \$29**.
- For the month of October 2021, there were **163.6k total guest nights in commercial accommodation** in Auckland (**down 59.6%** on last year).
- 52.5k room nights** were **booked in entire place short-term rental listings** in the year to October 2021, down 34.2%.
- The **Tourism Sentiment Score for Auckland** for the month of October 2021 was **+21** (the same as NZ), down 4 points on October last year. Categories with the highest sentiment for Auckland were Destination Services (37), Outdoor Activities (25), and Food and Culinary (22), while Access and Transportation (7) and Safety (12) had the lowest sentiment.
- For domestic visitors in **YE September 2021**, the **Net Promoter Score (NPS) was +5**, down 2 points on YE June 2021.



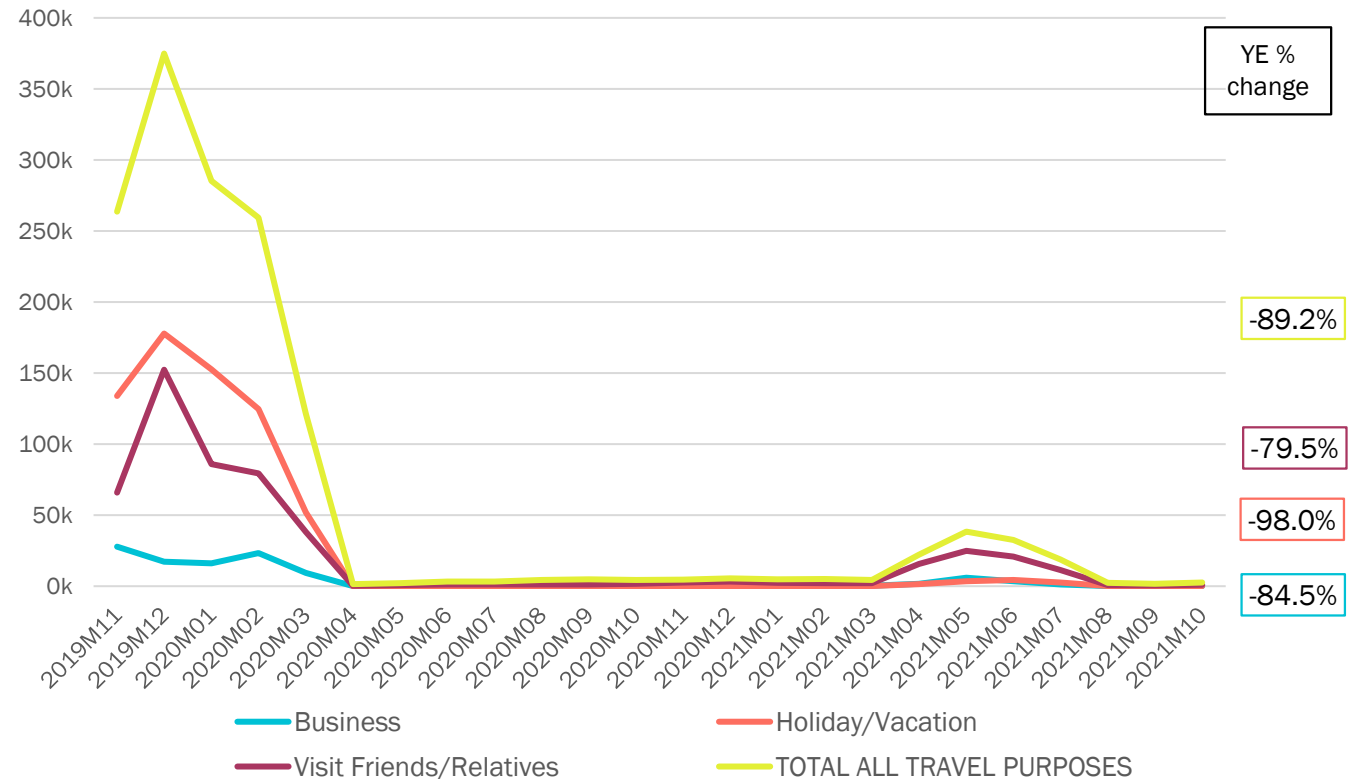
# Auckland Tourism – Visitor Arrivals Data

# International visitor arrivals were down in October 2021

- The impact of the Covid-19 related travel bans can be clearly seen with strong declines starting in February 2020 and ‘flatlining’ since April 2020.
- New Zealand went into a nationwide Level 4 Lockdown on 17<sup>th</sup> August 2021. Auckland then moved to Alert Level 3 on 21<sup>st</sup> September. For the month of October, Auckland remained in Alert Level 3 however, some restrictions eased on 7<sup>th</sup> October.
- The year to October 2021 saw 143.5k international visitor arrivals, a decrease of 89.2% on the previous year.
- The month of October saw 2,753 international visitors, down 37.2% on the previous October.
- VFR visitors contributed the most to annual visitor numbers (88.0k) but fell 79.5% on the year to October 2020. Monthly VFR numbers (1,144) were also down 37.3% compared with the month of October 2020.

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International visitor arrivals in Auckland, reason for visit



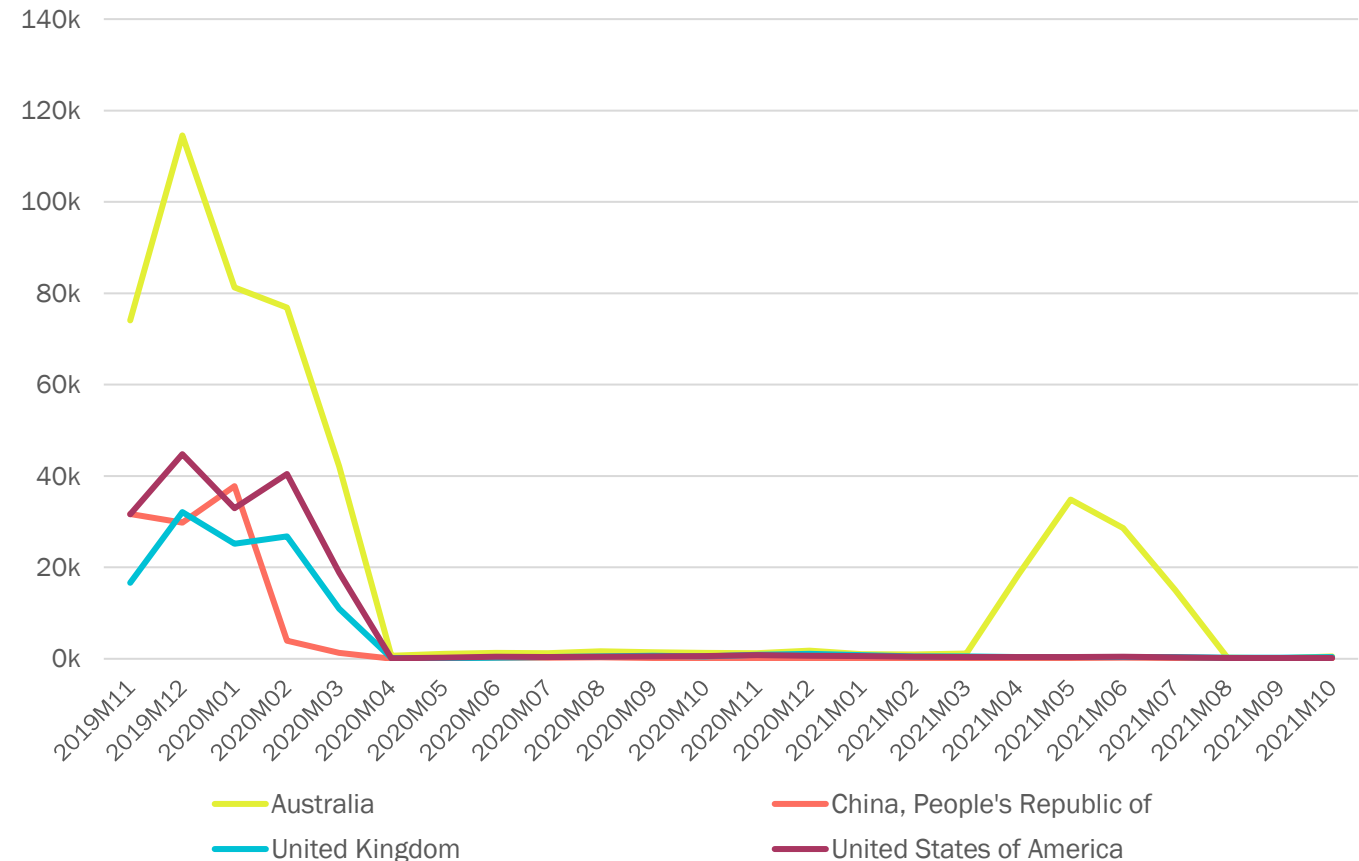
	Visitor arrivals	vs. previous year / YE
October 2021	2,753	-37.2%
YE October 2021	143,545	-89.2%

## Monthly international visitor arrivals were down in all markets

- China was the first country for which a visitor ban was implemented as early as February 2020 and a corresponding downward arrival trend can be observed. The other key markets came to a halt with the full travel ban in April 2020.
- There was a sharp increase in Australian visitor arrivals in April 2021, when the trans-Tasman travel bubble between Australia and NZ opened (on 19<sup>th</sup> April). However, the Level 4 Lockdown and Alert Level 3 travel restrictions has since put a halt to Australian visitation.
- For the year to October 2021, Australian visitor arrivals (104.1k) fell 73.8% compared to last October, with monthly arrivals (534) also down (57.7%).
- YE October 2021 visitors from China were down (98.3%), and down (48.7%) for the month of October.
- Both the US and the UK showed similar levels of decline.

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Visitor arrivals in Auckland by key international markets



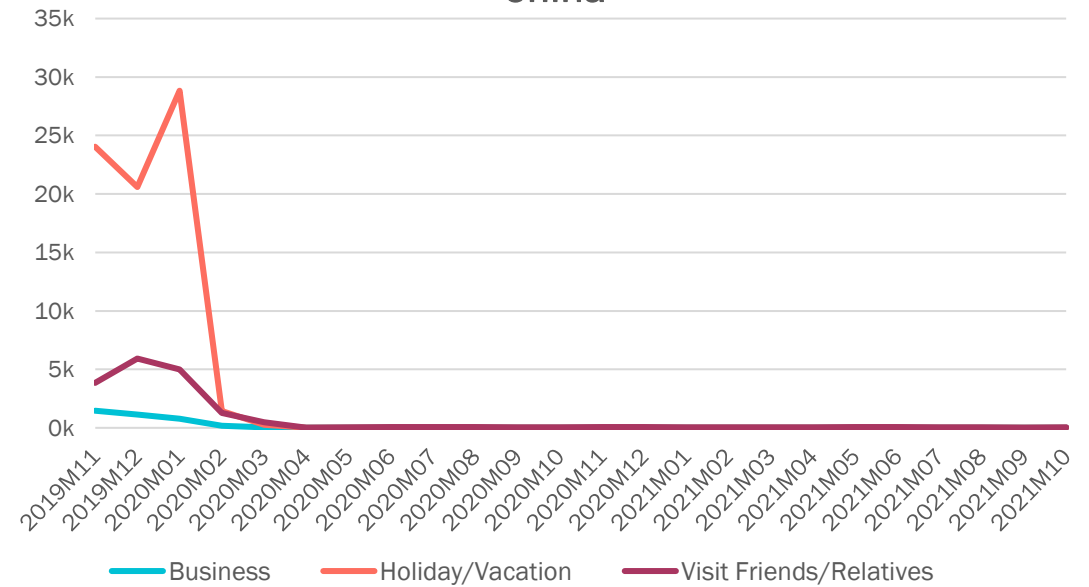
# 24 month visitor arrivals from individual markets

### Australia



		vs.		vs.		vs.		vs.
	Business	Business previous year	Holiday	previous year	VFR	previous year	Total	previous year
October 2021	50	-44.4%	5	-79.2%	263	-63.3%	534	-57.7%
YE October 2021	11,738	-77.4%	11,427	-90.6%	70,658	-61.8%	104,052	-73.8%

### China

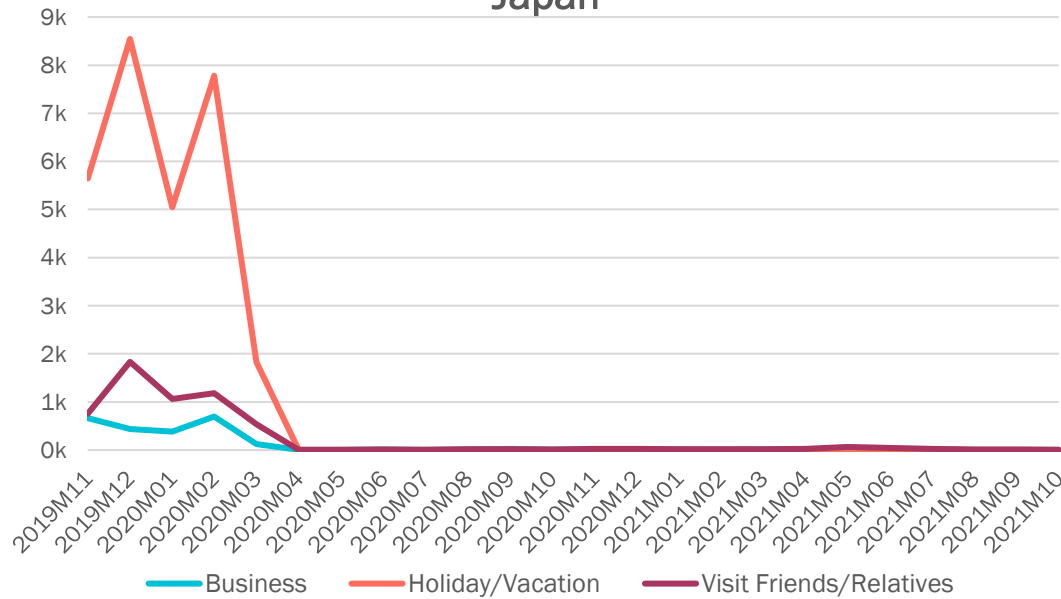


		vs.		vs.		vs.		vs.
	Business	Business previous year	Holiday	previous year	VFR	previous year	Total	previous year
October 2021	3	-73%	5	-37.5%	34	-33.3%	80	-48.7%
YE October 2021	74	-98.0%	84	-99.9%	554	-96.7%	1,799	-98.3%



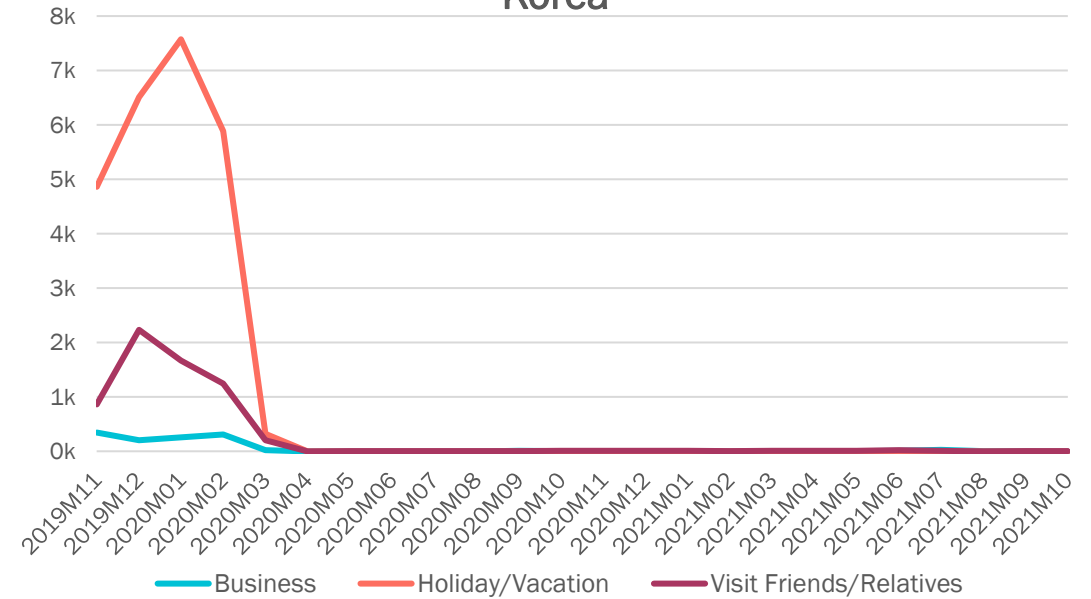
# 24 month visitor arrivals from individual markets

Japan



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2021	1	-87.5%	0	#DIV/0!	5	-58.3%	11	-70.3%
YE October 2021	60	-97.4%	29	-99.9%	264	-95.1%	548	-98.7%

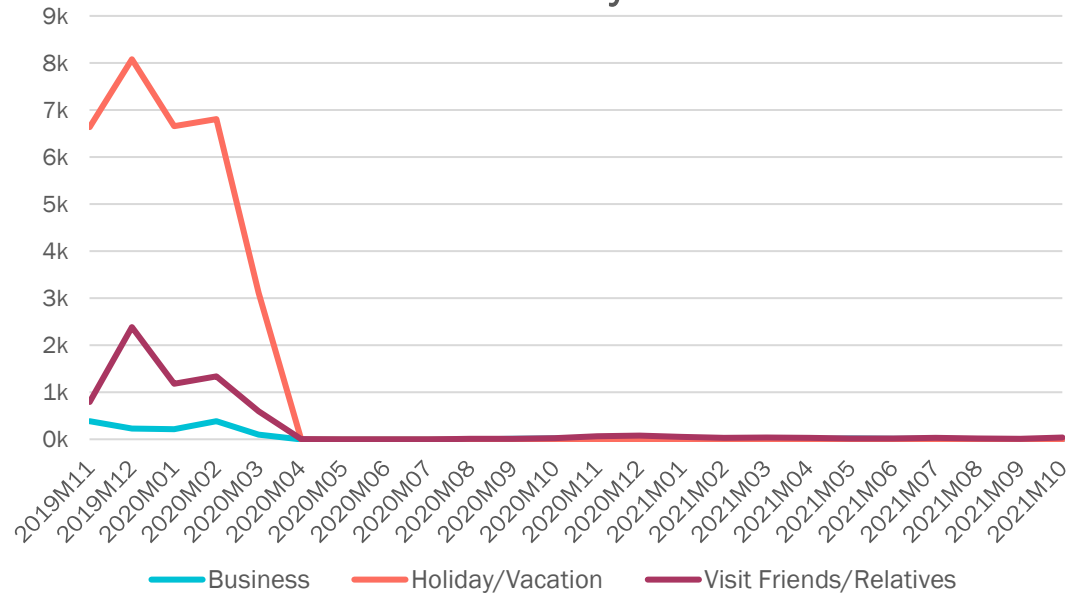
Korea



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2021	0	-100.0%	0	-100.0%	5	-50.0%	6	-82.4%
YE October 2021	70	-94.0%	7	-100.0%	114	-98.2%	320	-99.1%

# 24 month visitor arrivals from individual markets

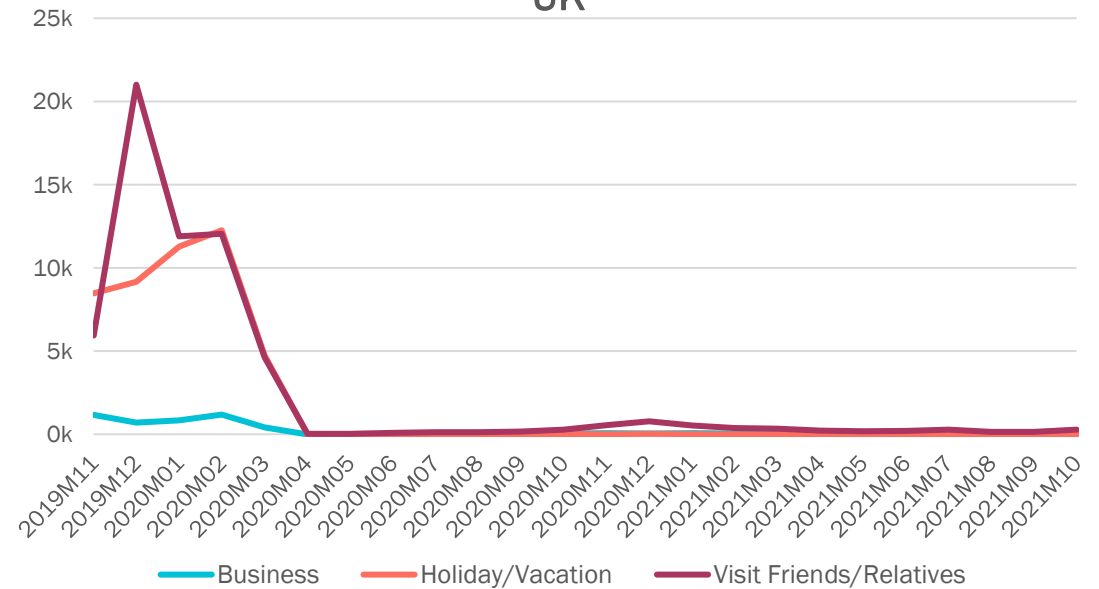
## Germany



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2021	3	-83.3%	3	#DIV/0!	38	26.7%	53	-23.2%
YE October 2021	115	-91.6%	19	-99.9%	460	-92.8%	739	-98.2%

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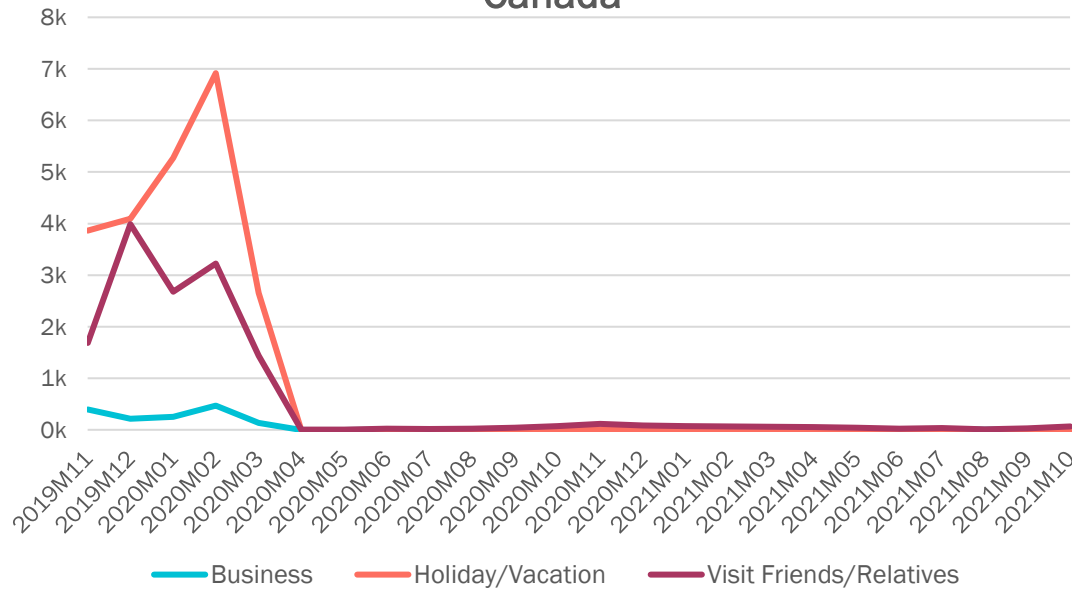
## UK



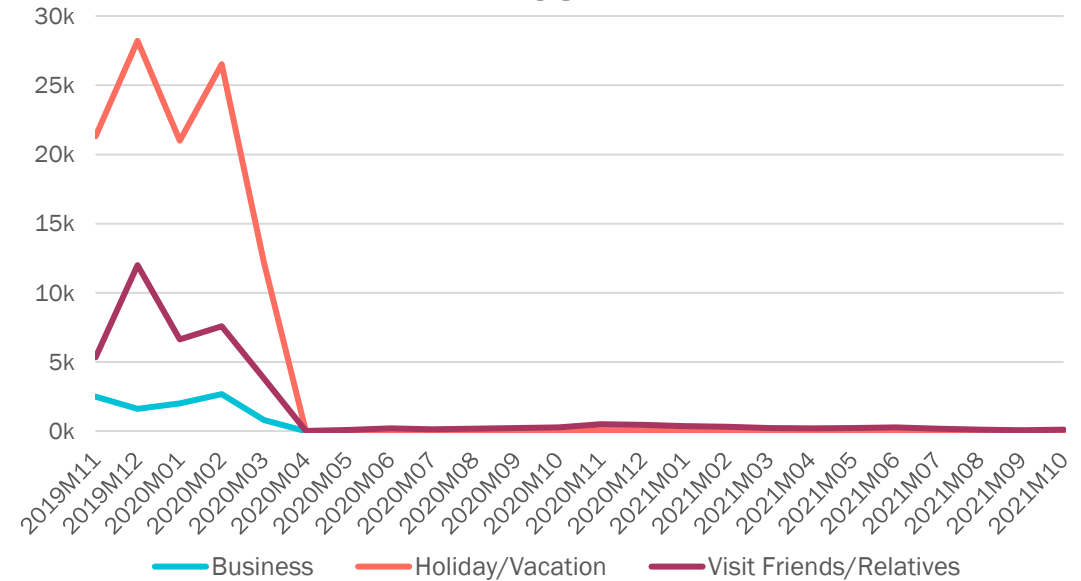
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2021	31	-41.5%	5	-50.0%	296	3.5%	406	-19.1%
YE October 2021	568	-87.7%	158	-99.7%	4,128	-92.7%	6,118	-94.6%

# 24 month visitor arrivals from individual markets

Canada



US

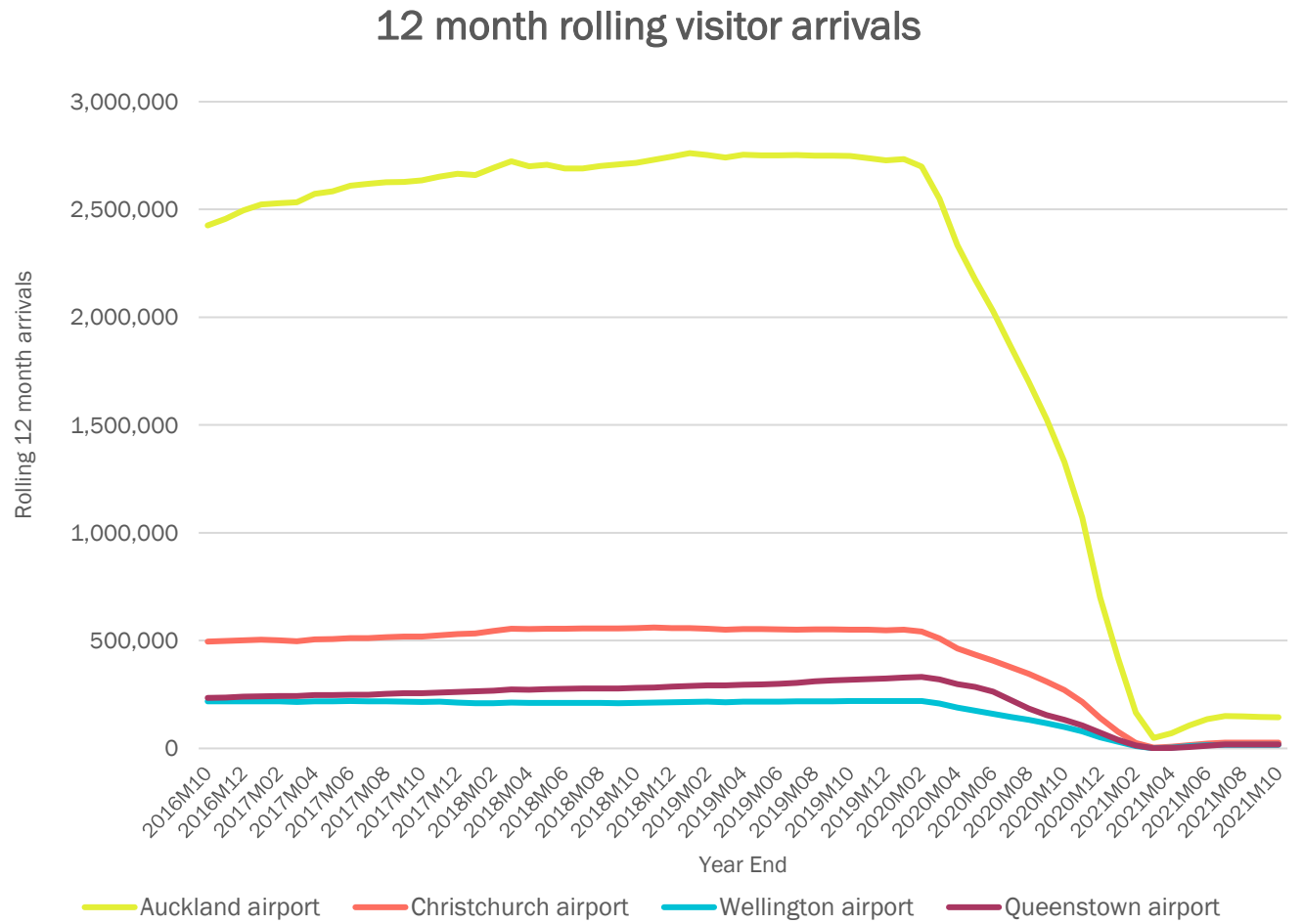


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2021	22	144.4%	1	-87.5%	66	-5.7%	97	-20.5%
YE October 2021	150	-90.1%	41	-99.8%	657	-95.0%	1,080	-97.4%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2021	15	-89.7%	10	-37.5%	103	-61.0%	185	-67.5%
YE October 2021	658	-93.4%	178	-99.8%	2,968	-91.9%	5,011	-97.1%

# Auckland has seen a 89.2% drop 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 travel bans have had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- Auckland has seen a 89.2% drop in international visitor arrivals over the last year.



# Domestic Visitor Data Update

- At present, we cannot display current domestic visitor numbers (overnight visit data) as the AA Traveller Monitor survey programme has been discontinued.
- Once an alternative dataset becomes available, we will commence reporting on domestic visitation.



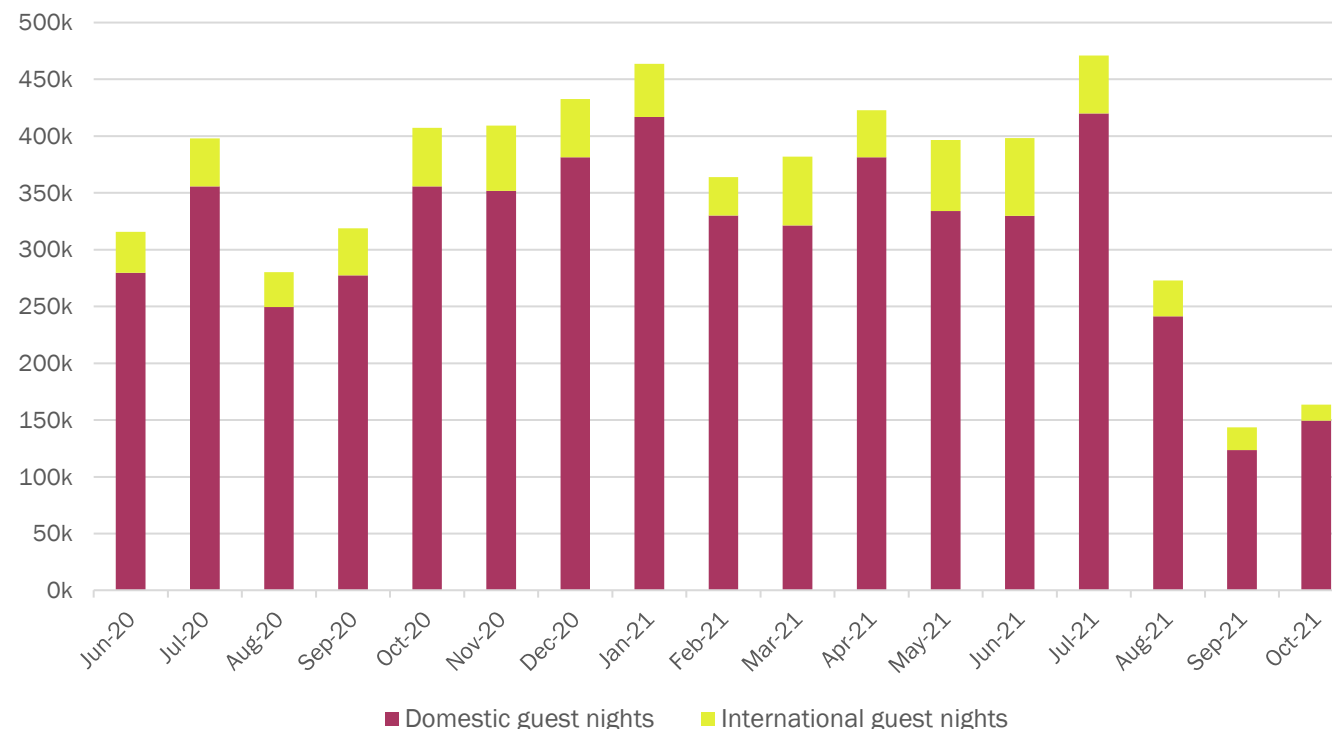


# Auckland Tourism – Accommodation Data

# 149.5k domestic guest nights in commercial accommodation in October 2021, down 57.4%

- For the month of October 2021, there were **163.6k total guest nights** in commercial accommodation in Auckland, down **59.6%** on the same month last year.
- There were **149.5k domestic guest nights** in commercial accommodation (down 57.4%), and **14.1k international guest nights (down 73.9%)** in commercial accommodation in October 2021.
- For New Zealand overall, there were 1.73m guest nights in commercial accommodation, down 36.5% compared to October 2020.

Guest nights in commercial accommodation - Auckland

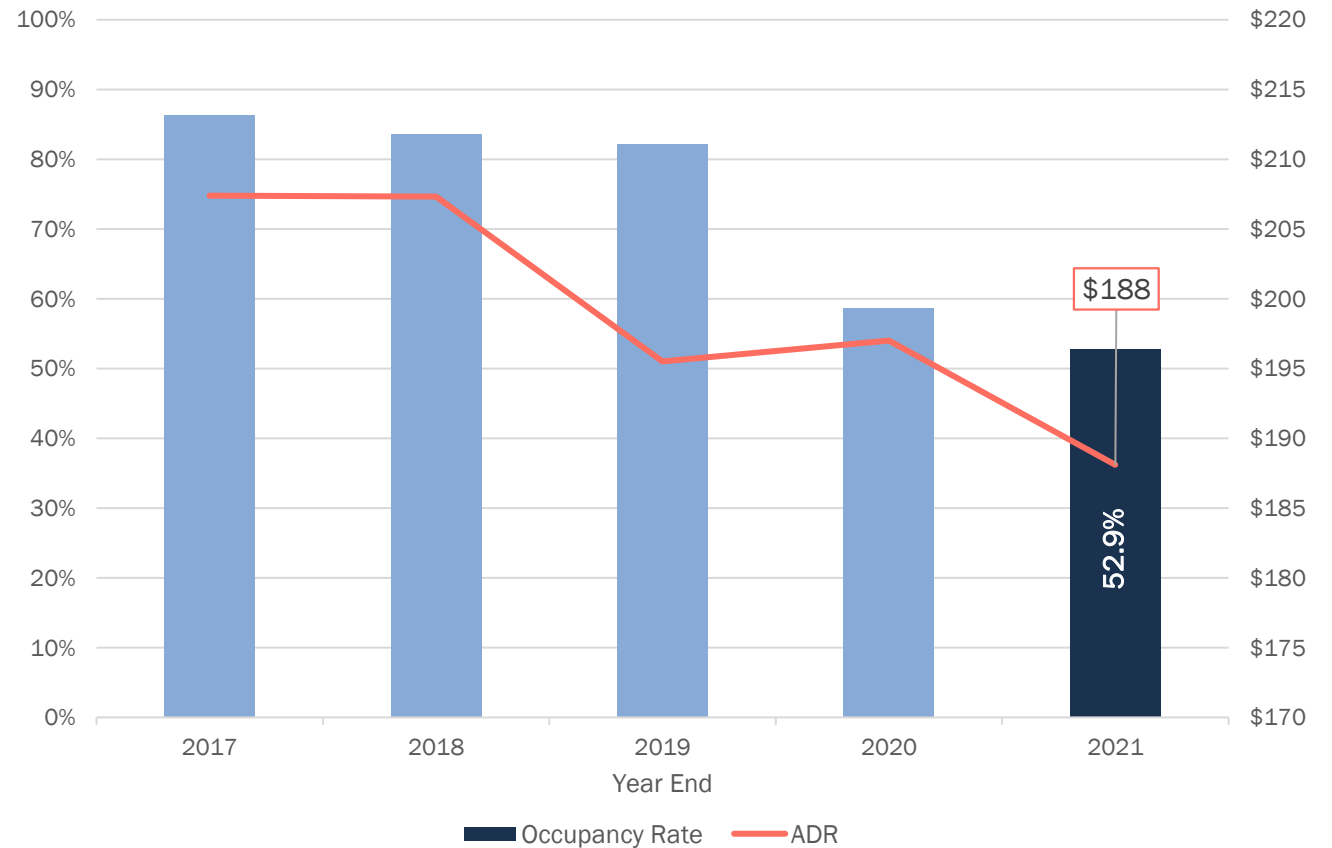


October 2021	Auckland	% change	New Zealand	% change
Total guest nights	163,600	-59.6%	1,725,000	-36.5%
Domestic guest nights	149,500	-57.4%	1,646,600	-35.2%
International guest nights	14,100	-73.9%	78,400	-55.6%

# October 2021 Occupancy was down 40.4% on October 2020

- Covid also affected the year-end average hotel occupancy rate, which was **52.9%** for the **year to October 2021**, with a **decrease of 9.9%** compared to the previous year end.
- The average daily rate (ADR) for hotels in the year to October 2021 was **\$188** down **4.5%** on the previous year.
- The **RevPAR** for the year ending October 2021 was **\$99** down **13.9%** on the previous year.
- **October Occupancy** was **35.9%**, down **40.5%** on October 2020. The **ADR** was **\$207** (up **15.9%**) and the **RevPAR** was **\$74** (down **31.1%**).
- When **excluding MIQ hotels**, the monthly **Occupancy** rate for October was **17.0%**, **ADR** was **\$171**, and **RevPAR** was **\$29**.

Annual Hotel Accommodation in Auckland Occupancy and Average Daily Rate

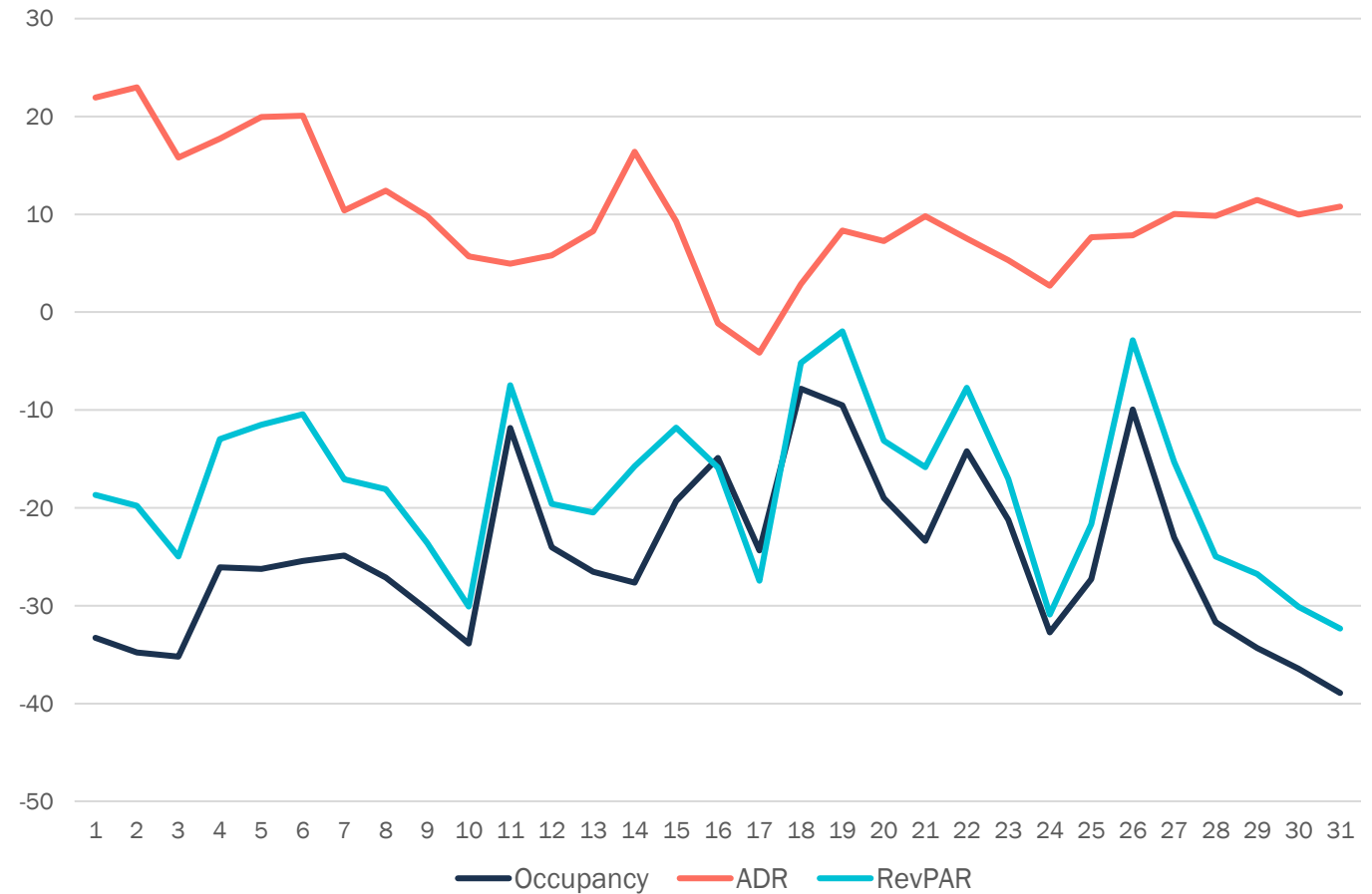




## Occupancy peaked on the 18<sup>th</sup> October 2021

- A quarter (26%) of the hotels covered here are in fact, isolation hotels.
- Revenue per available room (RevPAR) was on average 18.5% lower compared with October last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in October 2021. ADR peaked on Saturday 2<sup>nd</sup> October while Occupancy and RevPAR peaked on Monday 18<sup>th</sup> October 2021.

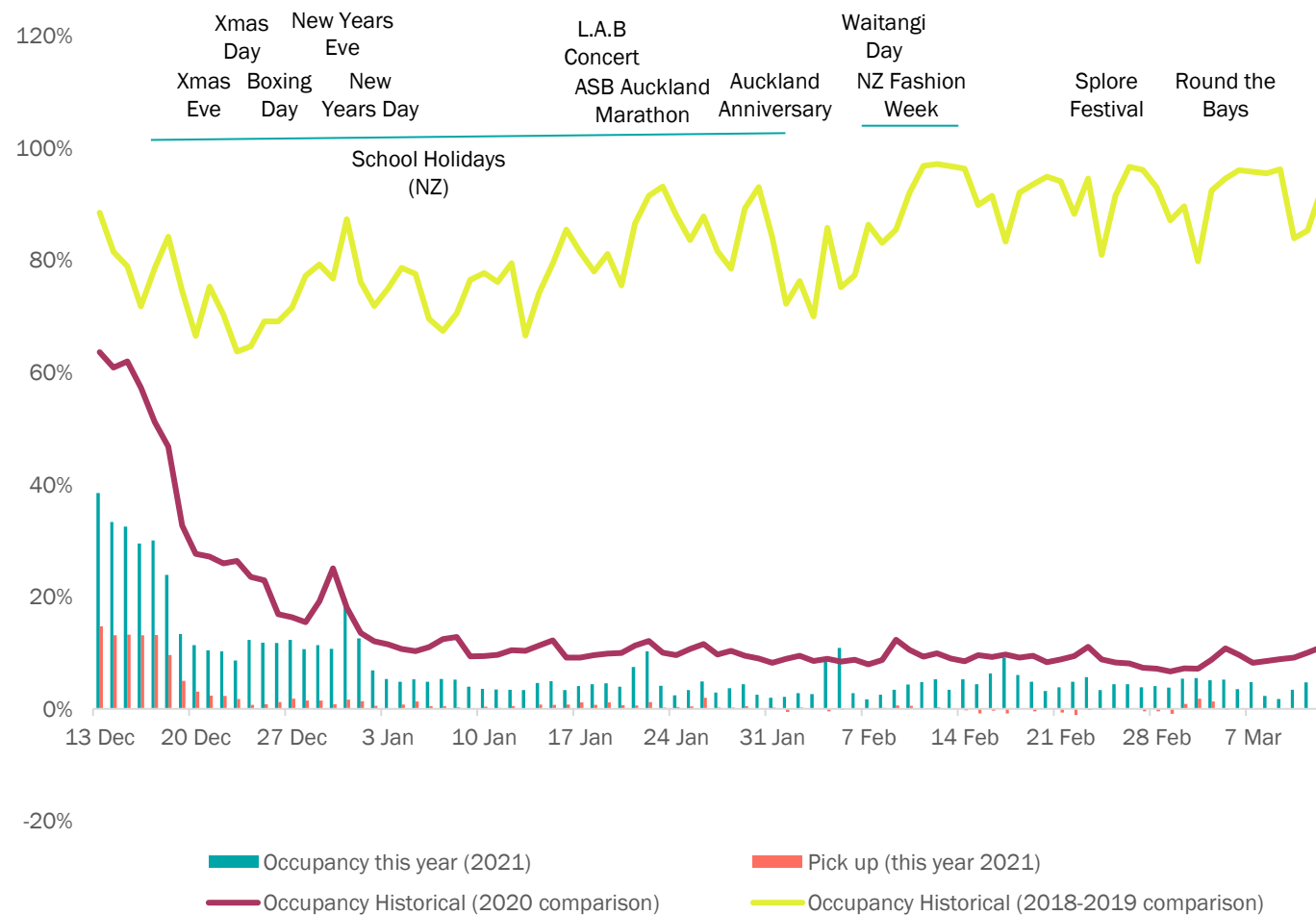
Percent Changes for the Month of October



# 90 Day Forward Booking Occupancy Data

- Heading into the Christmas holiday period, accommodation Occupancy on the books is significantly lower this year compared to the same period in 2020.
- Up to the 25<sup>th</sup> of December 2021, Occupancy on the books is on average 20% lower compared to last year, peaking at -29% before the Auckland border reopening.
- This is in spite of a similar pattern of falling Occupancy levels in the week leading up to Christmas from pre-Christmas peaks.
- The outlook improves for New Year’s Eve with similar levels to 2020.
- However at this stage, the longer term outlook remains at lower levels throughout January compared to 2020 with the exception of key public holiday weekends such as Auckland Anniversary and Waitangi Day, as well as the days surrounding the ASB Auckland Marathon and L.A.B concert in January.
- With Auckland Unlimited’s voucher campaign launching, we should see pick-up and Occupancy changes come through, as well as further easing of restrictions for Auckland.

## Occupancy - 90 Day Forward Outlook



# 50.7k entire place short-term rental listings available for YE October 2021

- AirDNA collects active short-term vacation rental data from hundreds of sources (e.g. Airbnb) to build a comprehensive view of the short-term rental market. For Auckland, this is dominated by **Airbnb** related data.
- Auckland short-term rental listings grew strongly in 2016 and then plateaued (on average) from 2017 onwards.
- The number of available listings has dropped since February 2020, most likely in response to the travel bans and lockdowns.
- Entire place available listings for the year (50.70k, down 20.6%) and month (3,691, down 15.6%) were down on the previous October.
- Private room available listings for the year (23.4k, down 26.5%) and month (1,606 down 26.5%) were also down.

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Monthly short-term rental Available Listings in Auckland



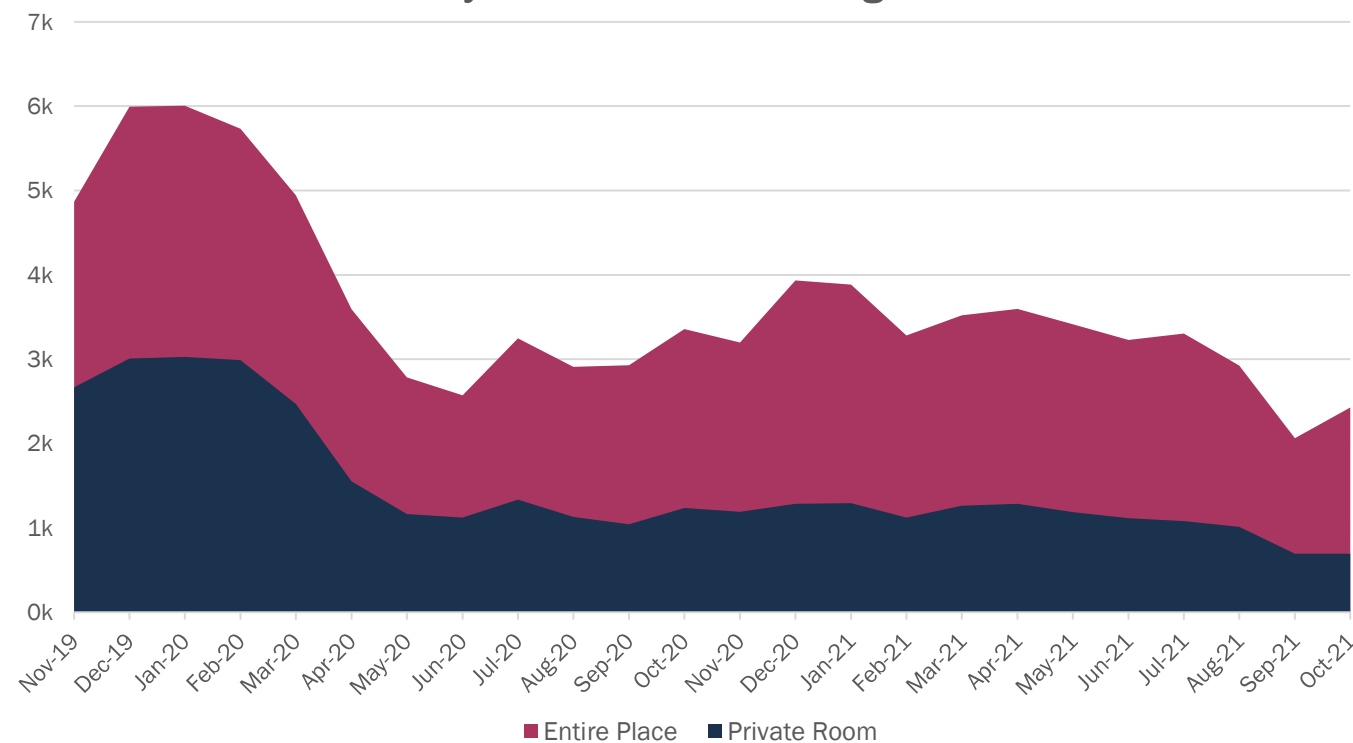
	Entire Place	vs. previous year/ YE	Private Room	vs. previous year/ YE
October-20	3,691	-15.6%	1,606	-26.5%
YE October 2021	50,740	-20.6%	23,355	-26.5%

## 38.8k entire place booked listings on the short-term rental market for YE October 2021

- There were 38.8k entire place booked listings on the short-term rental market in Auckland in the year to October 2021, down 20.7% on the previous year.
- For the month of October, entire place booked listings (2,428) were down 27.7% on October 2020.
- For the year ending October 2021, private room booked listings (13.2k) were down 41.9%.
- For the month of October, private room booked listings (693) were down 44.1% compared to the previous year.

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### Monthly Airbnb Booked Listings in Auckland



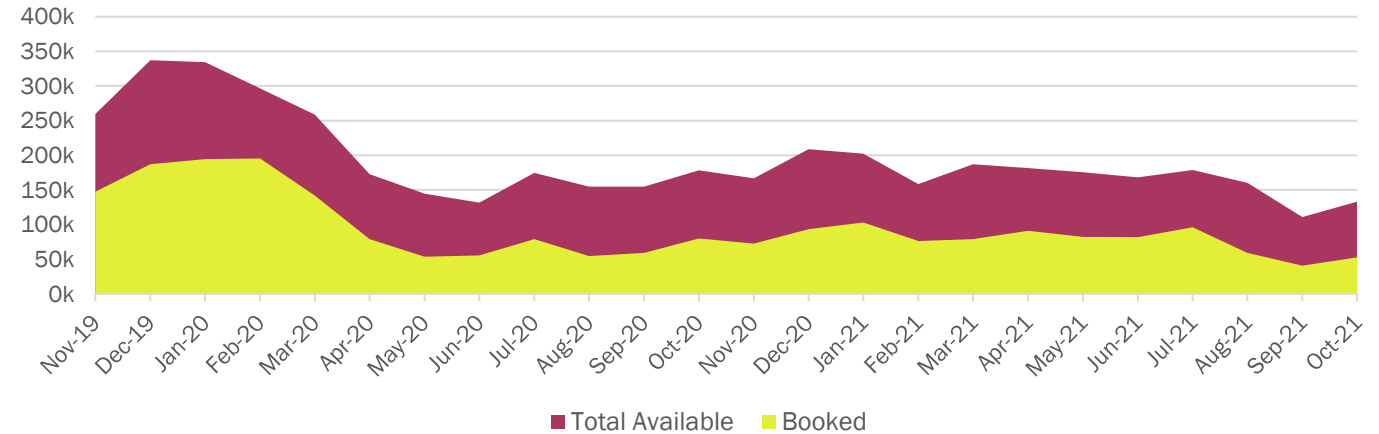
	Entire Place	vs. previous year/ YE	Private Room	vs. previous year/ YE
October-20	2,428	-27.7%	693	-44.1%
YE October 2021	38,787	-20.7%	13,233	-41.9%

# 927.4k room nights booked in entire place short-term listings in YE Oct 2021, down 30.1%

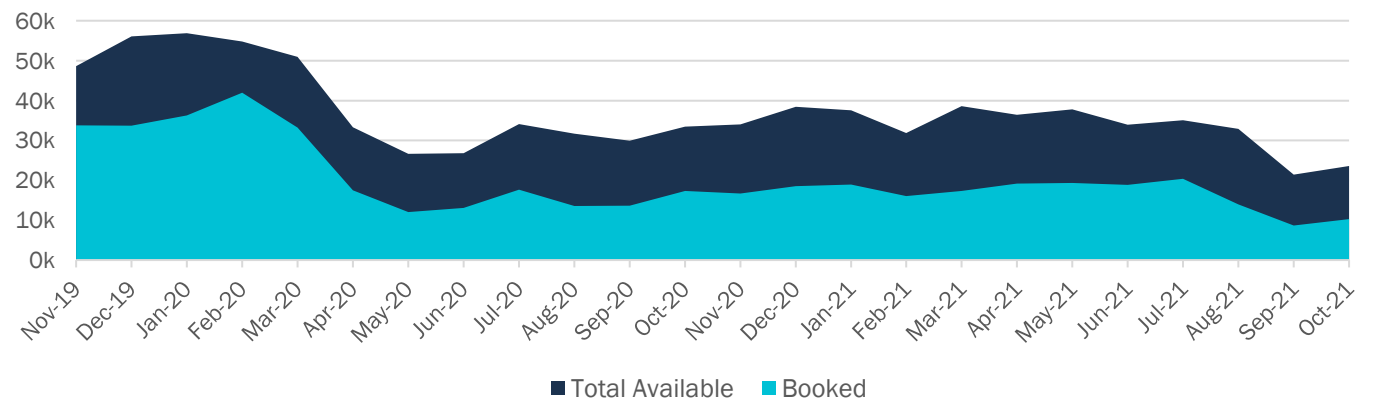
- There were 927.4k room nights booked in entire place short-term rental listings in Auckland in the year to October 2021, down 30.1% on the previous year.
- For the month of October, room nights booked in entire place listings (52.5k) were down 34.2% on October 2020.
- For the year ending October 2021, room nights booked in hotel comparable listings (198.2k) were down 30.2%.
- For the month of October, there were 10,3k room nights booked in hotel comparable listings, down 40.6% compared to the previous October.
- *Hotel Comparable Listings are Studio and one-bedroom entire place rentals that are most likely to compete directly with hotels.*

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Short-term rental Entire Place Room Nights in Auckland



Short-term rental Hotel Comparable Room Nights in Auckland



# Average Length of Stay Update

- At present, we cannot display current average length of stay data from the International Visitor Survey (IVS) as the survey has been put on hold by the New Zealand Government, due to low numbers of international visitors.
- Average length of stay results for international visitor arrivals will be reported again once the IVS has been restarted, which is expected to be once the borders reopen.
- We are unable to report average length of stay for domestic visitors as the AA Traveller Monitor survey has also recently been discontinued.
- Once an alternative dataset becomes available, we will commence reporting on this.





# Auckland Tourism – Spend Data

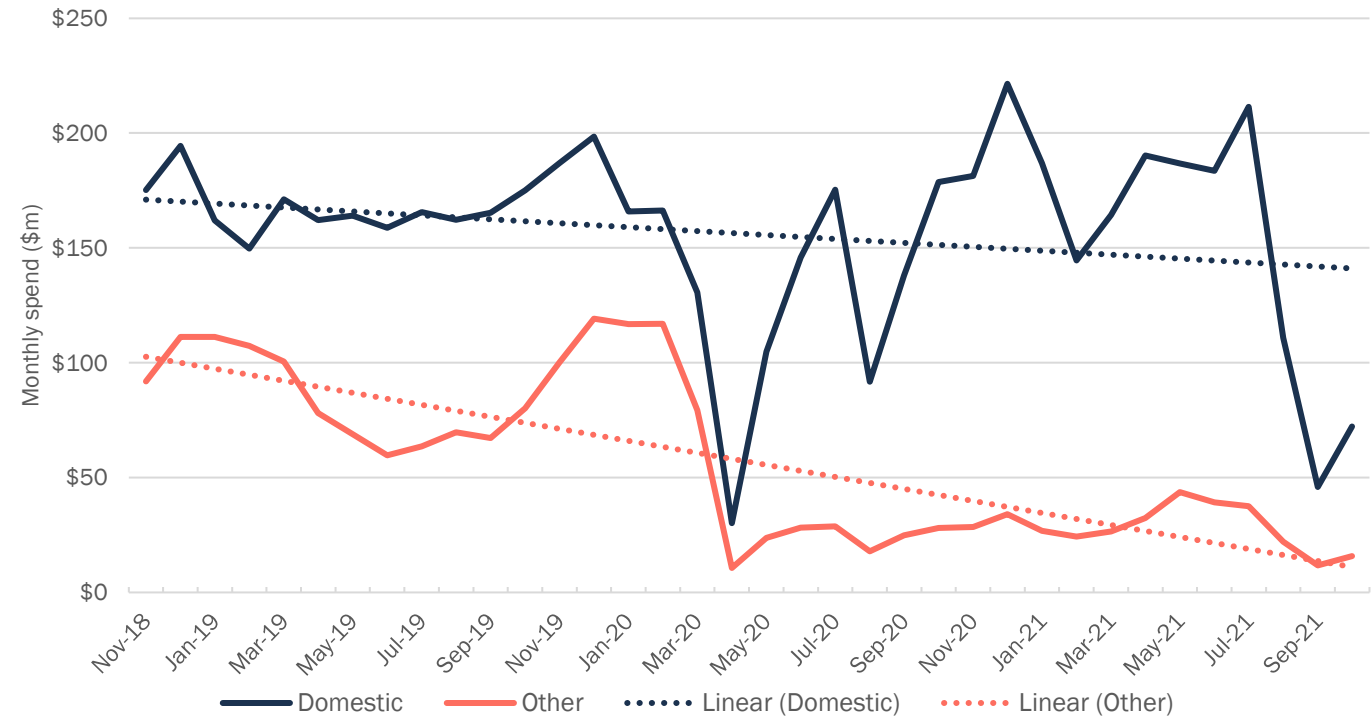
# Domestic tourism transactions were \$1.90b in YE October 2021, up 10.9%

- The Tourism Electronic Card Transactions (TECTs) are an interim replacement to Monthly Regional Tourism Estimates (MRTEs) that provide insights into monthly tourism spend and were introduced in November 2020. TECTs include only tourism-related electronic card transactions (ECT) paid through EFTPOS machines. More info can be found [here](#).
- Due to Covid-19, NZ went into a nationwide Level 4 Lockdown on 17<sup>th</sup> August 2021. Auckland then moved to Alert Level 3 on 21<sup>st</sup> September and remained in Level 3 for the month of October 2021 however, some restrictions eased on 7<sup>th</sup> October. Domestic tourism transactions have fallen in correlation with each of Auckland’s Covid-19 related lockdowns to date i.e., April and August in 2020, and February and the period from August to October in 2021.
- In the year to October 2021, Domestic tourism transactions were \$1.90b (up 10.9%) while Other tourism transactions were \$0.34b, down 50.7% for the year.

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Source: MBIE TECTs.

Year end tourism transactions in Auckland



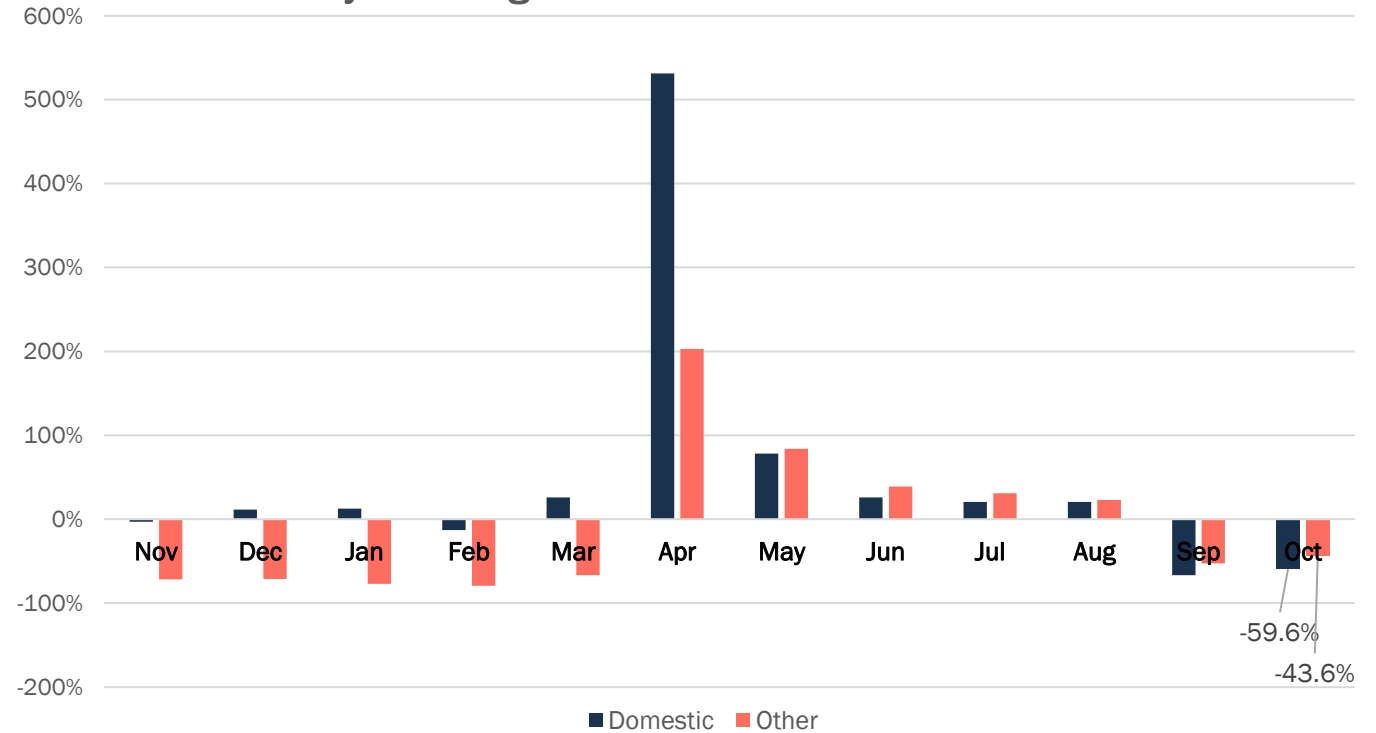
Tourism Transactions	YE October 2021 (\$b)	% change
Domestic	1,900	10.9%
Other	343	-50.7%



# Domestic tourism transactions were \$72m for October 2021, down 59.6%

- For the month of October 2021, domestic tourism transactions (TECTs) were \$72m, down 59.6% compared with the same month in 2020.
- Other tourism transactions in October 2021 were \$16m (down 43.6%) compared to October 2020.

Monthly % Change in tourism transactions in Auckland

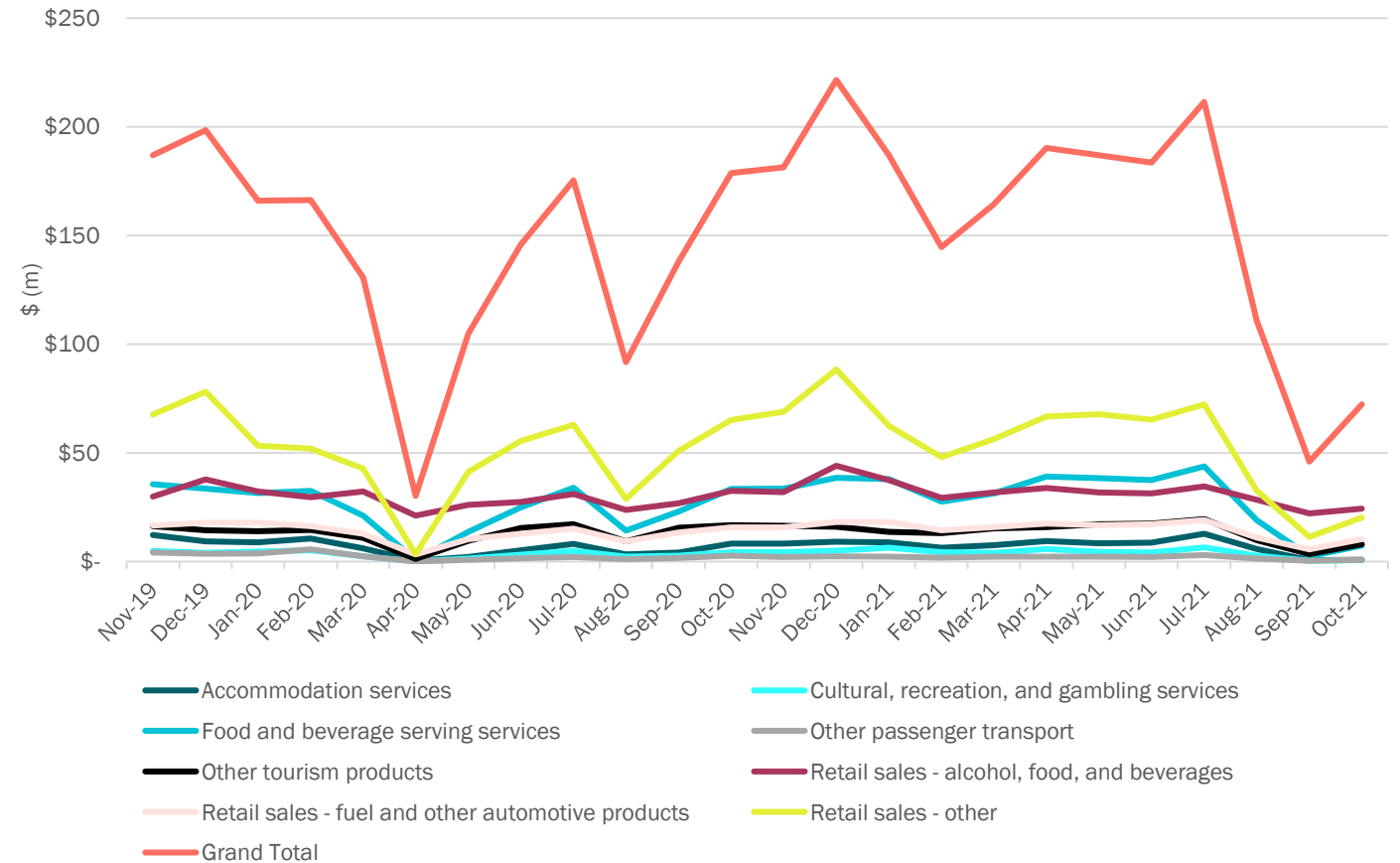


Tourism Transactions	October 2021 (\$m)	% change
Domestic	72	-59.6%
Other	16	-43.6%

# Domestic transactions in all product categories fell in October 2021

	Spend (\$m)	% change
Accommodation services	0.7	-90.8%
Cultural, recreation, and gambling services	0.6	-85.4%
Food and beverage serving services	7.4	-77.7%
Other passenger transport	0.8	-70.9%
Other tourism products	7.9	-52.8%
Retail sales - alcohol, food, and beverages	24.3	-25.2%
Retail sales - fuel and other automotive products	10.2	-35.0%
Retail sales - other	32.7	-68.9%
<b>Grand Total</b>	<b>72.2</b>	<b>-59.6%</b>

Domestic monthly tourism transactions in Auckland, by product



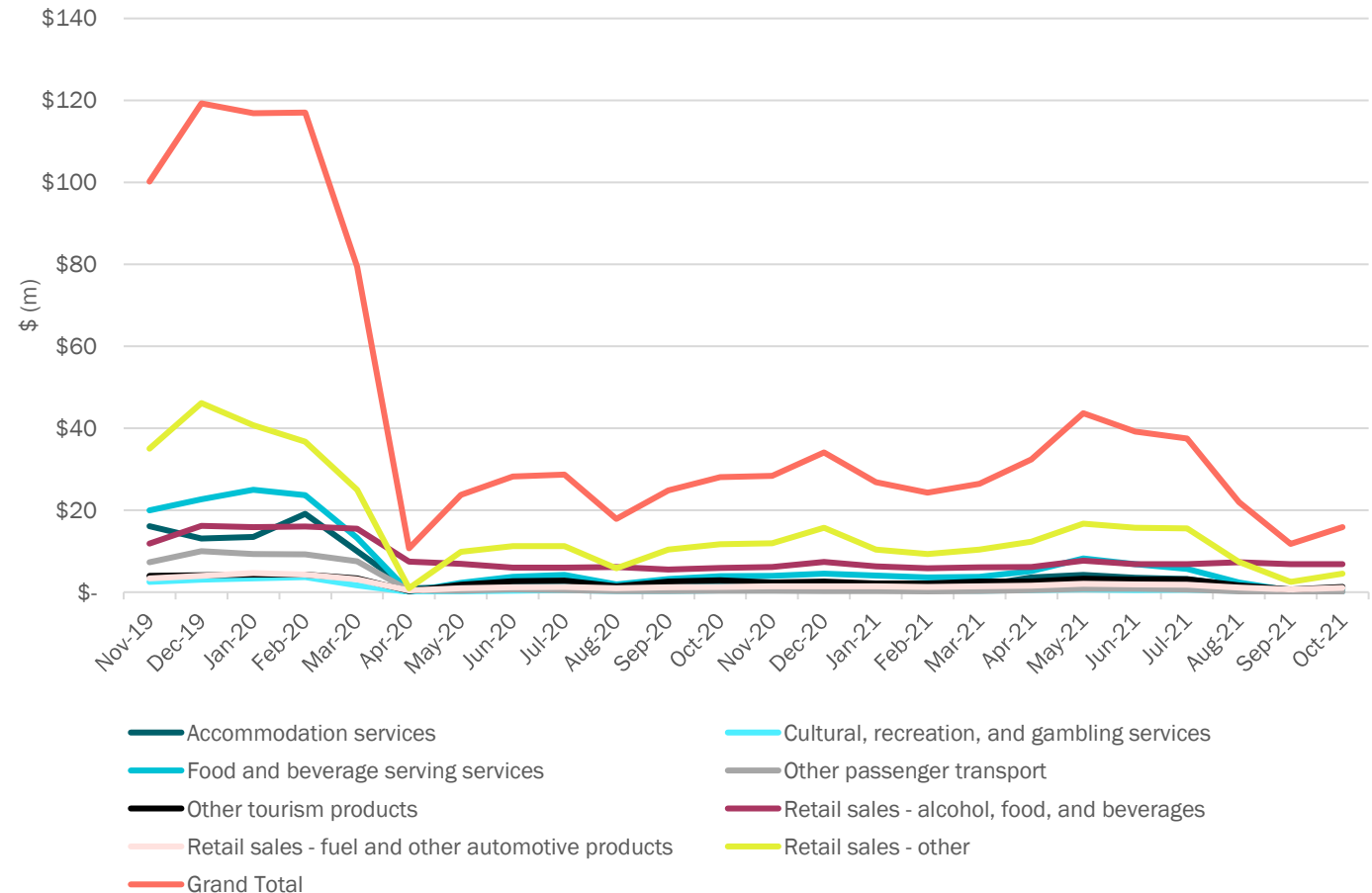
## Other transactions in retail sales (alcohol, food and beverages), up 15.8% in October

	Spend (\$m)	% change
Accommodation services	0.7	-56.2%
Cultural, recreation, and gambling services	0.1	-74.7%
Food and beverage serving services	1.1	-71.0%
Other passenger transport	0.2	-56.7%
Other tourism products	1.3	-54.7%
Retail sales - alcohol, food, and beverages	6.8	15.8%
Retail sales - fuel and other automotive products	1.1	-19.1%
Retail sales - other	4.6	-61.0%
<b>Grand Total</b>	<b>15.8</b>	<b>-43.6%</b>

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Source: MBIE TECTs.

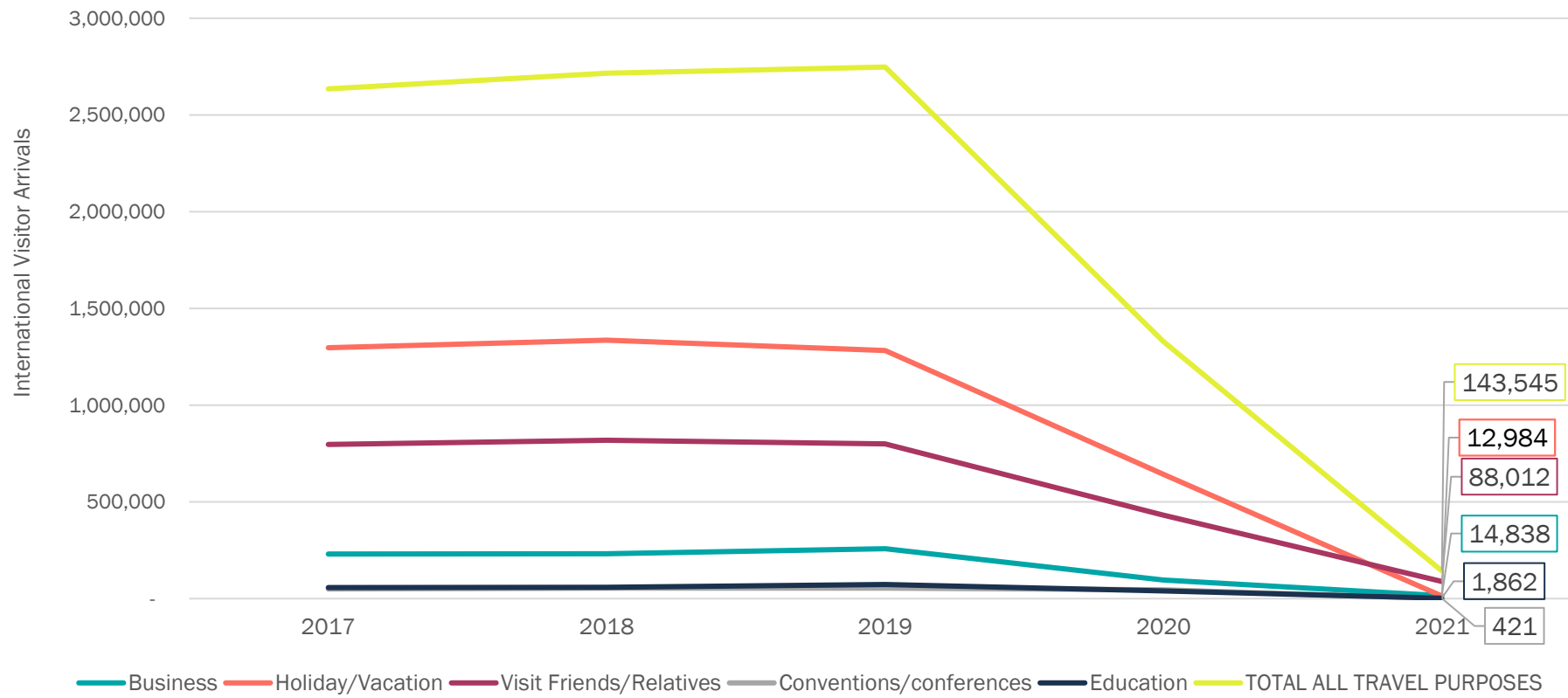
Other monthly tourism transactions in Auckland, by product





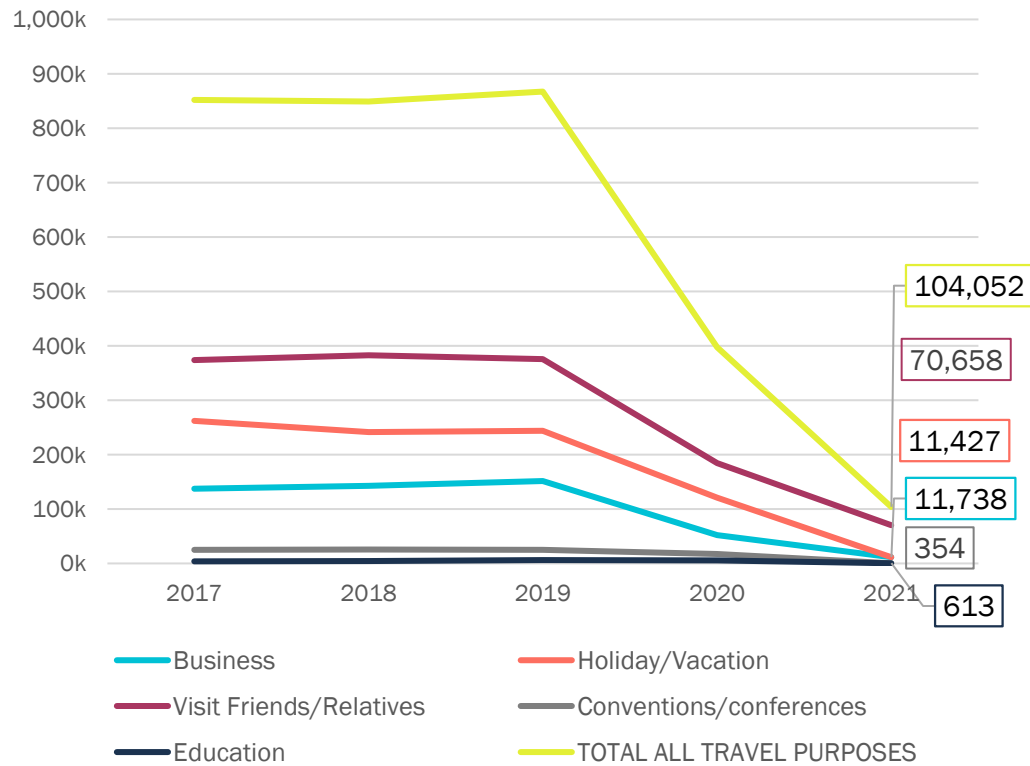
**Auckland Tourism – Five-year trends in key markets**

# Five-year visitor arrivals to Auckland, YE October

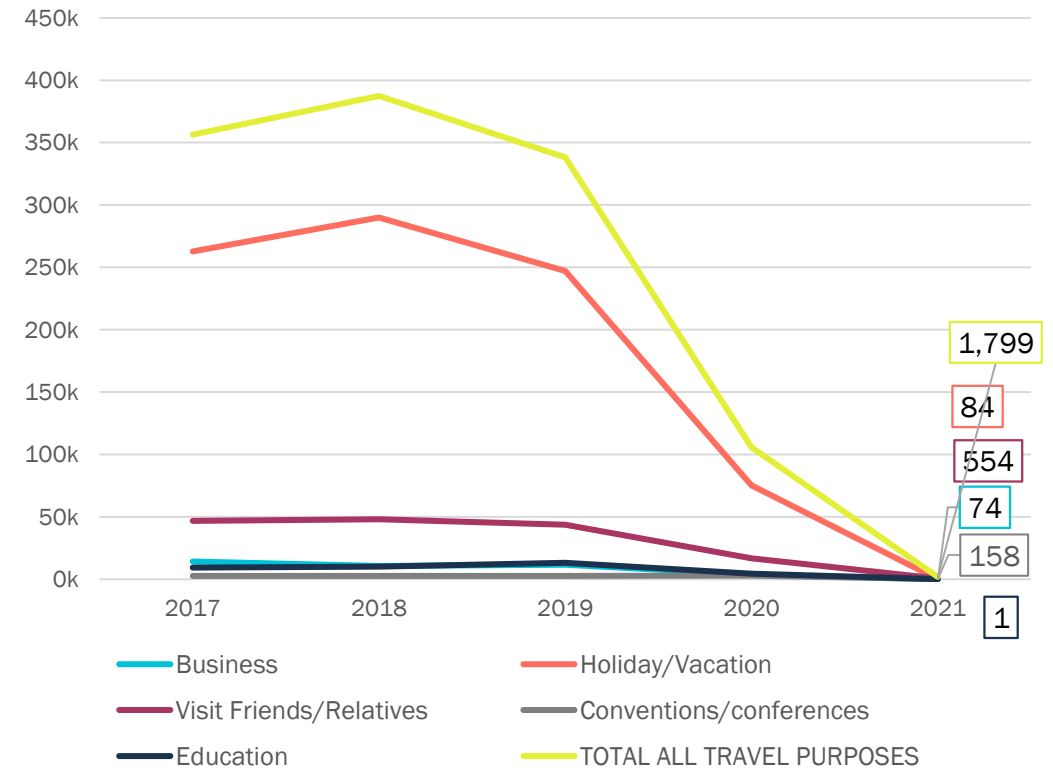


# Five-year visitor arrivals to Auckland, YE October

## Australia

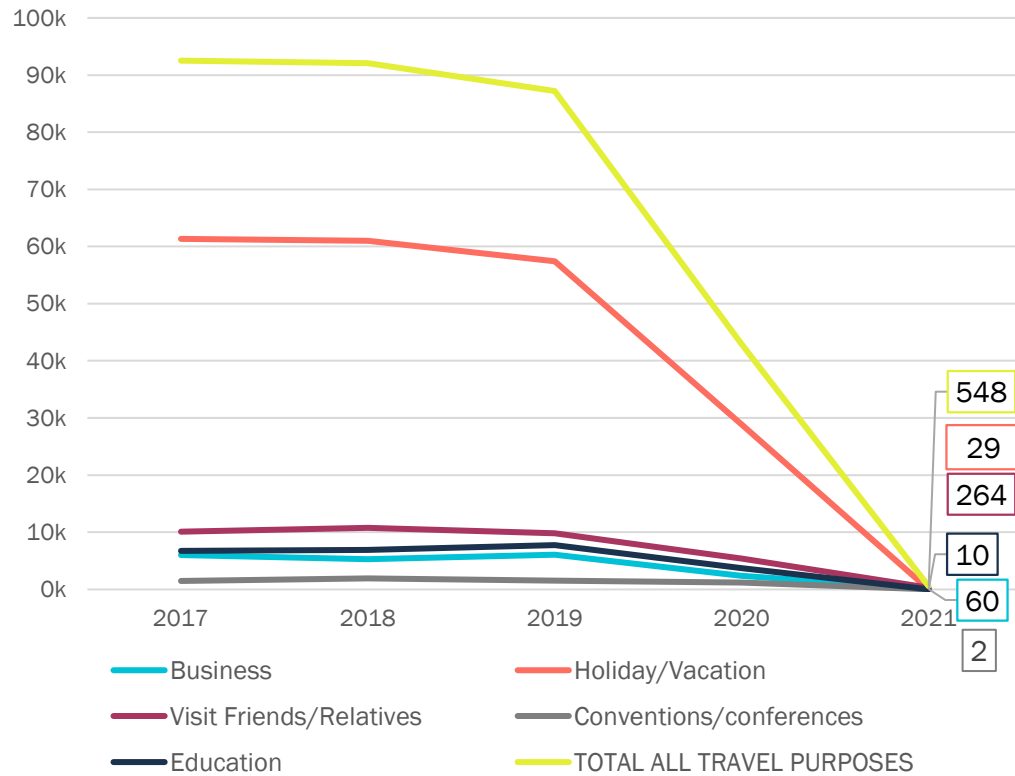


## China

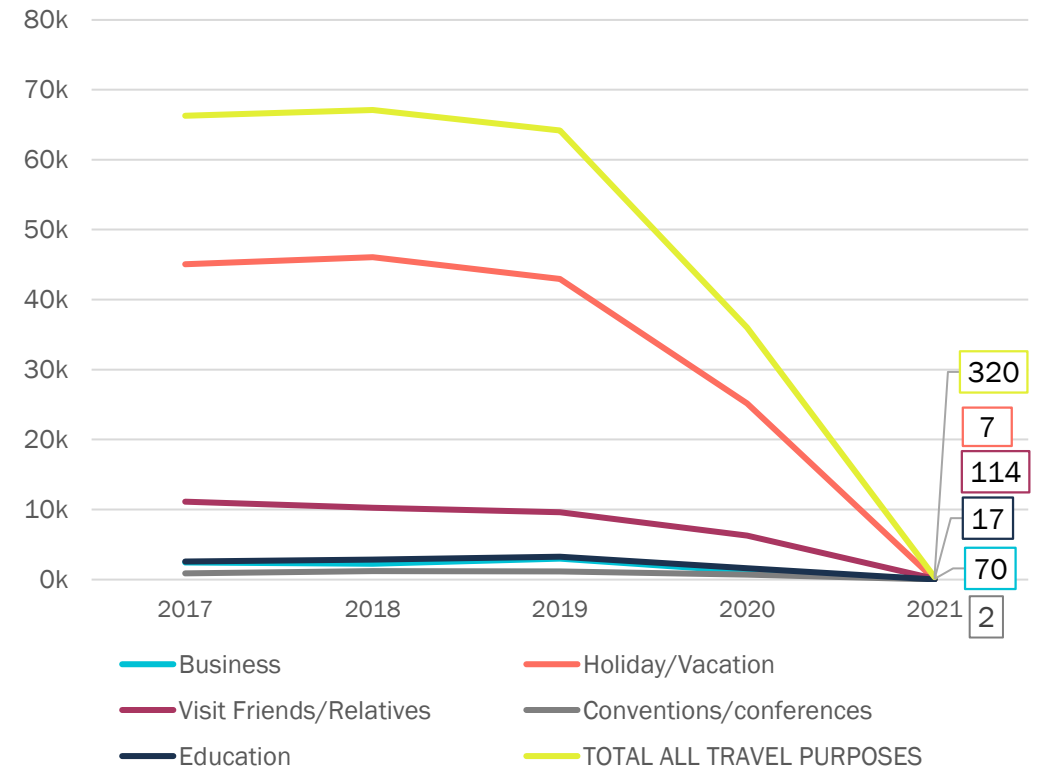


# Five-year visitor arrivals to Auckland, YE October

## Japan

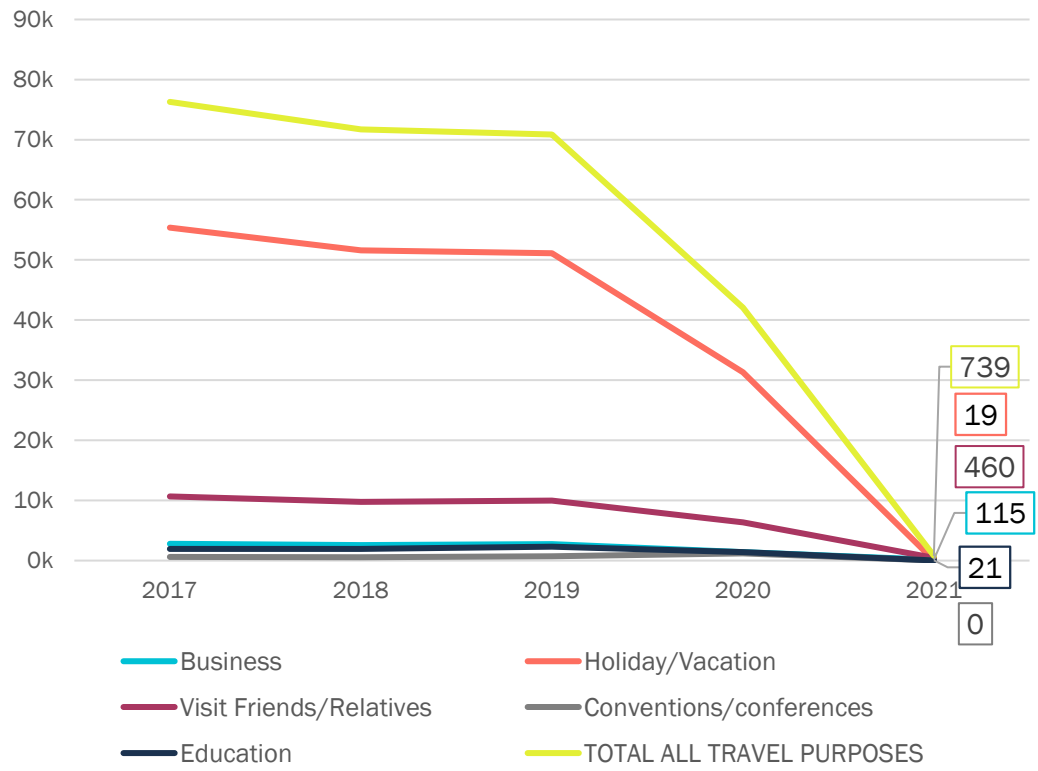


## Korea

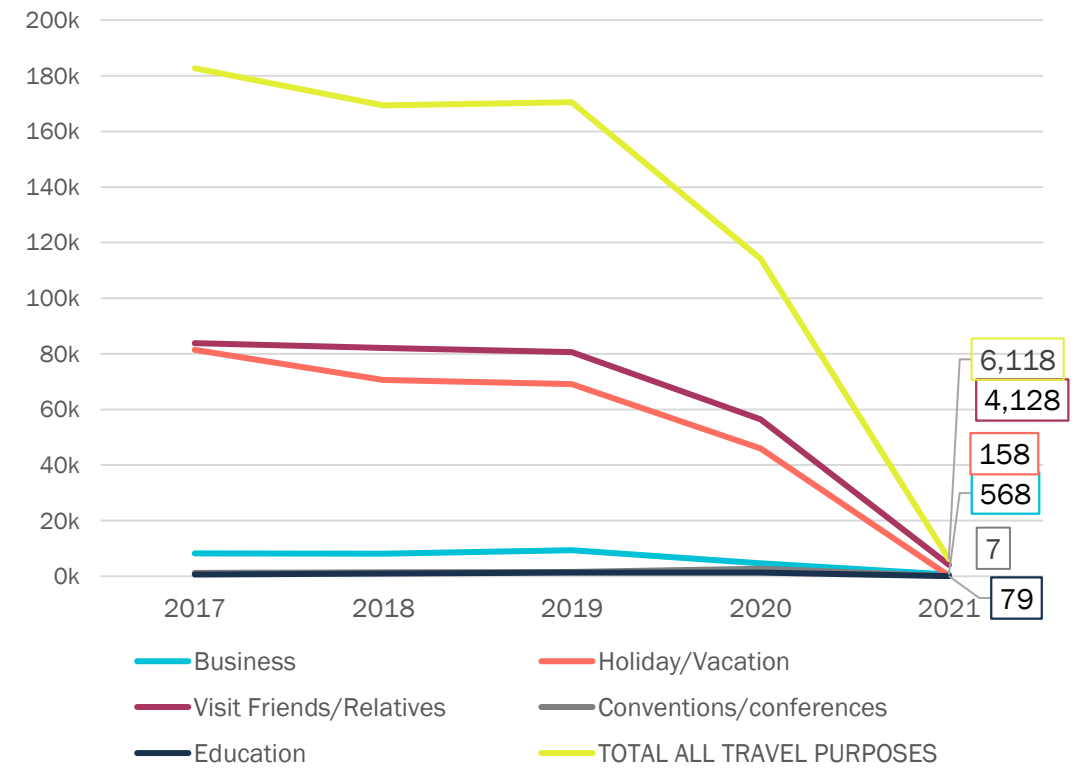


# Five-year visitor arrivals to Auckland, YE October

## Germany



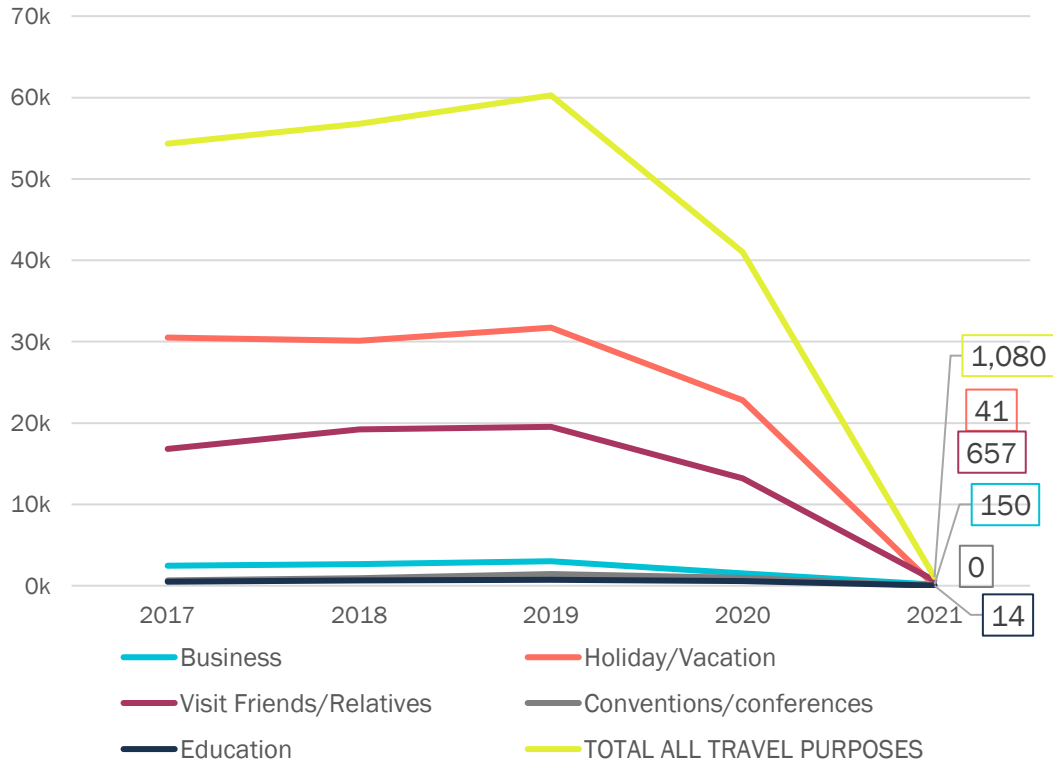
## UK



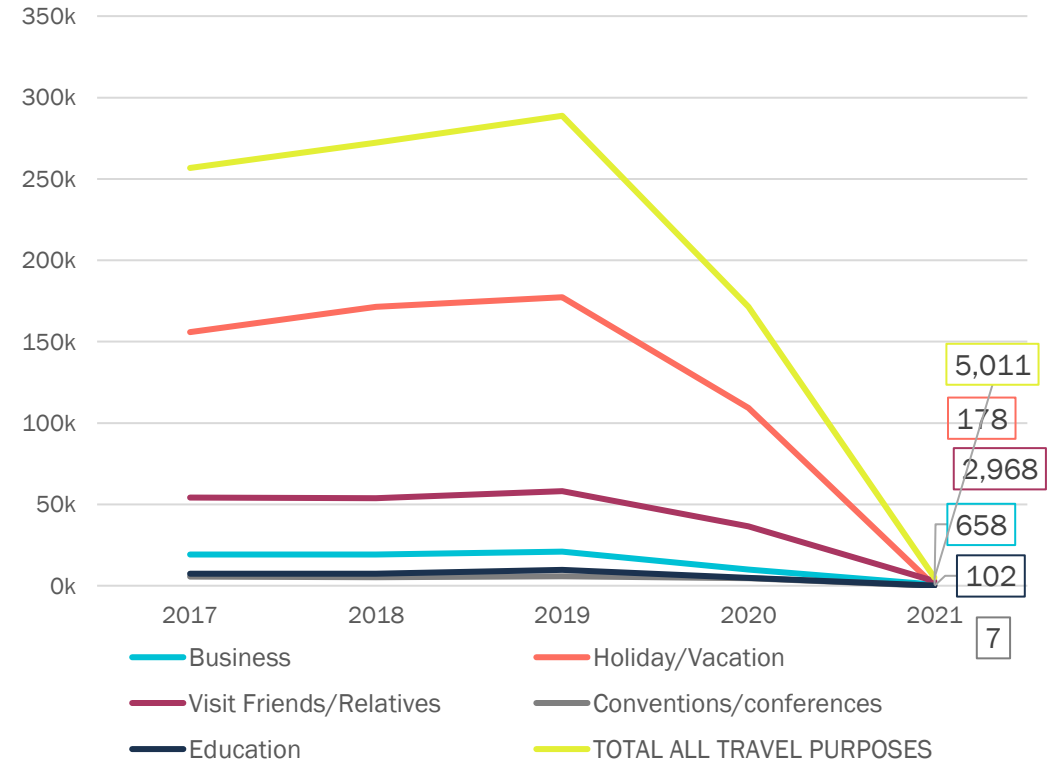


# Five-year visitor arrivals to Auckland, YE October

## Canada



## US





# **Auckland Tourism – Major and Business Events Data**

# Business Events Insights



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

  
**320**

Business events in Auckland  
Q3 September 2021



  
**2.8%**

Auckland's market share of  
business events  
Q3 September 2021



  
**46.6<sup>k</sup>**

Delegates in Auckland  
Q3 September 2021



  
**4.1%**

Auckland's market share of  
delegates  
Q3 September 2021



  
**73.0<sup>k</sup>**

Delegate days in Auckland  
Q3 September 2021



  
**4.5%**

Auckland's market share of  
delegate days  
Q3 September 2021





# Auckland Tourism – Tourism Sentiment Index

## Tourism Sentiment Index (TSI)

- The Tourism Sentiment Index (TSI) is a measure of a destination's ability to generate positive word of mouth about its tourism offering.
- It is an aggregate score (ranging from -100 to +100) that focuses on online conversations and measures attitudes and overall perceptions of Auckland's tourism offering.
- The TSI analysis applies a custom, text- and image-based algorithm focused on conversations about Auckland and its connected region.
- More than 500,000 different sources are included in the analysis including online media sites, forums, reviews, and social networks (Twitter, Facebook, Instagram, YouTube, Tumblr and TripAdvisor).
- The TSI is used as an indicator to gauge current performance and provide a benchmark over time.



# Tourism Sentiment Index KPIs - Overall

- The overall Tourism Sentiment Score for Auckland for the month of October 2021 was +21 (the same as NZ), down 4points on October last year.
- Of all conversations online being driven by Auckland’s tourism experience or products, 25% of those conversations were identified as destination promoters.
- This includes 5,867 online conversations about Auckland (down 8%), while 52,903 online conversations were included for NZ (down 6%).
- The TSI Score for Auckland was ‘Average’ in comparison to global tourism sentiments, which indicates an opportunity for improvement.
- The general emotional tone of online conversations was ‘Joy’ for both Auckland and NZ.
- Topics that drove positive sentiment for Auckland were ‘Festival, Events and Concerts’ and ‘Restaurant, Dining and Takeaway’, while negative sentiment was driven by ‘Health’ and ‘Restaurant, Dining and Takeaway’.

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



## TSI Categories



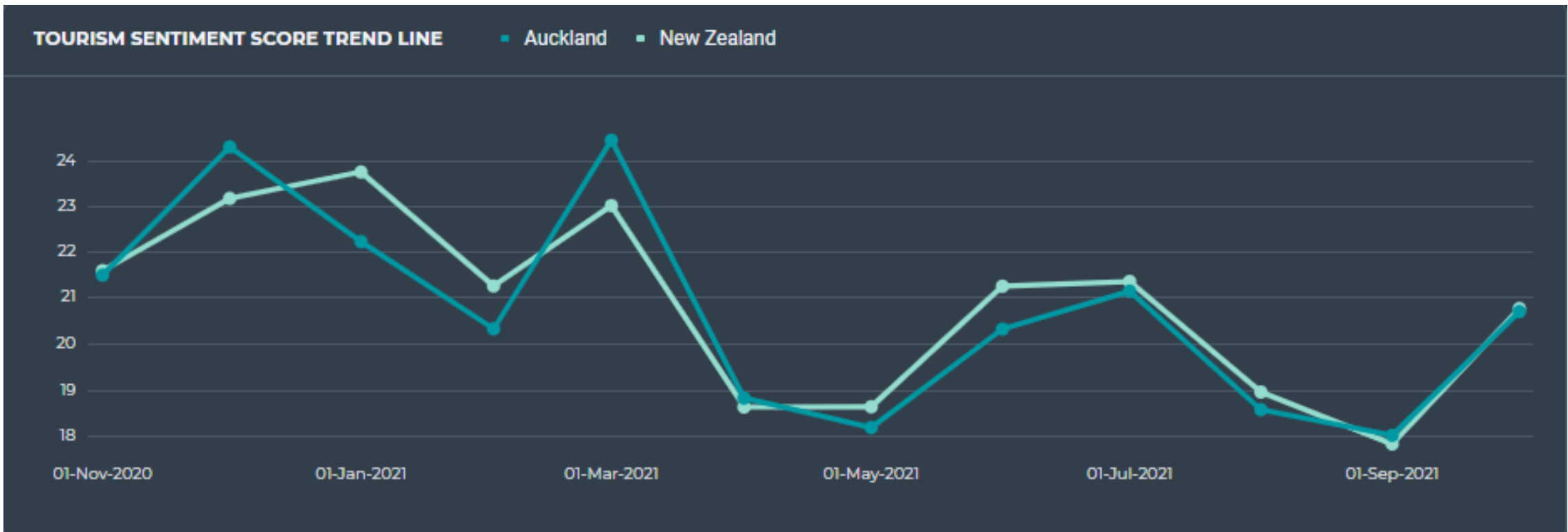
- Volume is a good indicator of overall awareness. The more people are talking about a specific experience, the more awareness it drives. The top drivers for conversation in Auckland for October 2021 were Safety (21%), followed by Outdoor Activities (16%), and Access and Transportation (15%).
- Categories with the highest sentiment for Auckland were Destination Services (37), Outdoor Activities (25), and Food and Culinary (22), while Access and Transportation (7) and Safety (12) had the lowest sentiment.
- Sub-categories that drove positive sentiment were Weddings (47), Windsports (44), Golfing (41), Nature Photography (34) and Accommodation (33).
- The lowest sentiment was recorded in Distilleries and Spirits (-36), Sky diving, Bungee and Ziplining (-5), Museum and Galleries (3) and Air travel (6).
- Auckland sentiment was generally the same or lower across all categories in comparison to NZ, although Destination Services (+11), Safety (+2) and Outdoor Activities (+2) were higher for Auckland.
- Joy was the general emotional tone for most categories, while Anger was related to Access and Transportation.

CATEGORIES	AUCKLAND			NEW ZEALAND		
	Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
▲ Safety	21% ▲ 1%	Joy	12 Average	23% ▲ 7%	Fear	10 Average
▲ Outdoor Activities	16% ▲ 1%	Joy	25 Average	22% ▼ 1%	Joy	23 Average
▲ Access + Transportation	15% ▲ 2%	Anger	7 Average	11% ▲ 1%	Anger	6 Average
▲ Amenities + Entertainment	14% ▲ 3%	Joy	20 Average	12% ▲ 1%	Joy	24 Average
▲ Food + Culinary	12% ▼ 1%	Joy	22 Average	11% ▲ 0%	Joy	25 Average
▲ Relaxation + Wellness	11% ▼ 6%	Joy	21 Average	8% ▼ 3%	Joy	23 Average
▲ Culture + History	7% ▲ 2%	Joy	21 Average	6% ▲ 1%	Joy	20 Average
▲ Destination Services	5% ▲ 0%	Joy	37 High	7% ▼ 7%	Joy	26 Average

# Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated over the period from the 1<sup>st</sup> November 2020 to 31<sup>st</sup> October 2021.
- Auckland’s TSI score rebounded in September and October 2020 after Auckland’s second lockdown occurred in August 2020.
- Auckland underwent a third lockdown in February 2021, with TSI subsequently falling as an after effect. Sentiment (TSI) then rebounded in March 2021 but dropped again in April and May 2021. TSI rose in June and July this year but dropped again as Auckland went into another lockdown in August 2021. TSI has lifted again in October 2021.







# Auckland Visitor Survey

# Visitor Experience



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

  
**32%**

Promoters  
Net Promoter Score  
YE September 2021  
-1



  
**27%**

Detractors  
Net Promoter Score  
YE September 2021  
-1



  
**5 NPS**

Total  
Net Promoter Score  
YE September 2021  
-2



  
**7.4 / 10**

Total Satisfaction  
Overall experience in  
Auckland  
YE September 2021  
No change



## 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 Sep 2021, NPS was +5, down 2 points on YE June 2021. Promoters (32%) and detractors (27%) were both down slightly.
- Amongst VFR visitors (+3), NPS decreased 3 points, and for those visiting for a holiday, vacation or short break (+14), NPS decreased 6 points. Amongst this latter group, Q3 2021 NPS was only +2, the lowest quarterly result on record. This may be the result of COVID-19 related interruptions or restrictions to travel plans.
- **Domestic visitors most likely to recommend Auckland** as a visitor destination include those aged 30-44 years, Canterbury and Otago residents, those visiting Auckland for the first time, and those travelling with children or friends. Additionally, domestic visitors who include Northland on their itinerary are more likely to recommend Auckland to others (NPS of +12).

PROMOTERS

32%

YE September 2021

-1

Compared to  
YE June 2021

DETRACTORS

27%

YE September 2021

-1

Compared to  
YE June 2021

TOTAL NPS

5

YE September 2021

-2

Compared to  
YE June 2021

*Note: YE September 2021 findings are based on domestic visitors only and are compared to YE June 2021 domestic visitor results. No data collection occurred in Q2 2020.*



# Ngā mihi Thank you

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- KEY CONTACT

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