



Auckland Visitor Survey (AVS) Insights Report

YE June 2021

Insight into visitors' characteristics, behaviour, experience and perceptions of the Auckland region

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By Jaimee Raymond, Research & Insights

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Introduction

To support Destination AKL 2025, and with an increased emphasis on destination management, the Auckland Visitor Survey (AVS) was created to guide decision making, as well as to track visitor behaviour, experience and perceptions of the region.

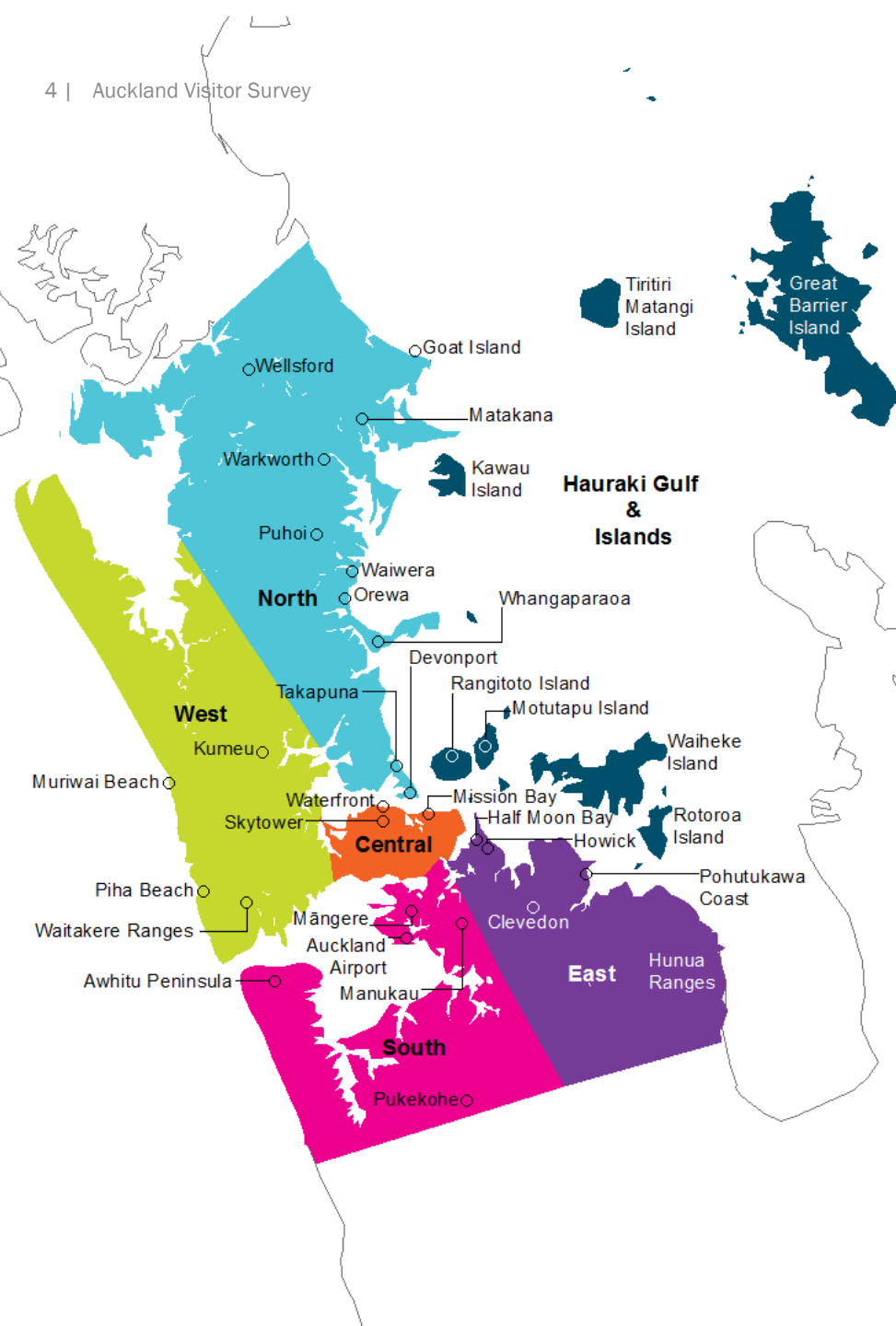
We use a variety of tourism datasets to monitor Auckland's performance. The AVS supplements these high-level statistics with more specific regional data and information. The key features of the AVS are that it provides more detailed sub-regional information instead of just an overall Auckland view and that the survey includes both international and domestic visitors. The AVS complements rather than duplicates existing visitor datasets and includes all common visitor categories.

The vision for the AVS is to become a valuable tool for both the public and private sector to gain more insights for destination planning and development.

Due to border closures and while the international component of the AVS is paused, only domestic visitor data will be captured until further notice. Presented here is a high level summary report of year-end June 2021 findings. More detailed information is available by request.



Methodology



The Auckland Visitor Survey includes domestic and international visitors to the Auckland region. It covers visitors to all six sub-regions (Central, North, South, East, West, and Hauraki Gulf and Islands). N=800 interviews are completed in each year of the year, aggregating to a total of n=3,200 interviews per annum. The sample is split 50% domestic and 50% international.

Note: Due to international travel restrictions and lockdowns, no data collection occurred in quarter 2, 2020. From quarter 3 2020 onwards, data is for domestic visitors only. In this report, year-end June 2021 results are compared to year-end March 2020 domestic visitor results.

Domestic respondents are sourced from a consumer panel. They need to live outside Auckland and have visited Auckland overnight in the past three months, as well as be 18+ in order to qualify. Qualifying panelists complete the same survey as international visitors, but as an online mobile-optimised survey.

International respondents are recruited at visitor sites around the Auckland region, on randomly selected days each year. A combination of sites are used to ensure a good cross-section of visitors is included. To qualify, respondents must be 19+, usually live outside New Zealand, and have stayed at least one night in the region at the time of participating in the survey. International respondents participate by completing a questionnaire on an iPad or online survey.

The current report looks at one year's sample, so some results will be indicative only due to small sample sizes. For the year to June 2021, the total sample size was n=1,707 with only domestic visitors and no international visitors.

The previous reports including international visitors can be found [here](#).

Key Findings

- This summary compares Auckland Visitor Survey insights from the year ending June 2021 with the pre-COVID nine months ending March 2020.
- For the year ending June 2021, key metrics for domestic visitors continue to show improvement.
- **Overall satisfaction** sits at **7.4** (out of 10) and **Net Promoter Score (NPS)** at **+7** (up +6 on last year). Amongst those whose main reason to visit was to see family and friends, the NPS was +6. This increased to +20 for those visiting Auckland for a holiday, vacation or short break.
- **Visitor groups most likely to recommend Auckland** as a visitor destination include females, visitors aged 30-44 years, residents from Canterbury, Bay of Plenty and Otago, and those who included Northland or Hamilton/Waikato in their trip. Those who stayed at least one night in the Hauraki Gulf & Islands or West Auckland also had a higher NPS – of +26 and +18, respectively.

Some key differences include:

- There was a higher proportion of domestic visitors travelling to Auckland to visit family and friends (48% compared with 42%).

- More than half of domestic visitors travelled with their partner, husband or wife (53%, up from 45%), and a quarter travelled alone (27%, down from 31%), or with their child or children (24%, up from 20%).
- Those that travelled to Auckland to visit friends and family were more likely to be 60+ years, have visited Auckland many times and were using a private vehicle to get around.
- South Island residents had a higher NPS (+12) than North Island residents (+4). In contrast to North Islanders, residents from the South Island were more likely to be travelling to Auckland for a holiday or short break, travelling alone, and staying at least one night in Central Auckland and/or the Hauraki Gulf and Islands. South Island residents also had a higher level of satisfaction with the ease of experiencing Māori culture in the region, availability of Wi-Fi in public areas and the availability of information during their visit about what to see and do.
- Domestic visitors travelling to Auckland for the first time were more satisfied with their overall experience in Auckland (7.9 out of 10) and had a higher NPS (+25), compared to domestic visitors who had visited Auckland before (7.3 out of 10 and +5 NPS). This

group also had a higher level of satisfaction with the ease of driving around and parking – two key pressure points that are identified in the overall transport satisfaction metrics. First time visitors were also more likely to include Northland or Hamilton/Waikato in their trip, use a rented vehicle (including campervan/motorhome) and/or a public bus or train to get around, and stay at least one night in South Auckland, East Auckland and/or the Hauraki Gulf and Islands.

- Auckland Zoo received 23% of domestic visitors in the sample for Central Auckland, followed by the Auckland Museum (18%), Auckland Art Gallery (11%), NZ Maritime Museum (9%), MOTAT (8%) and Torpedo Bay Navy Museum (6%) in North Auckland.
- **Satisfaction** with the activities and attractions in each region was high across the board, with all sub-regions **scoring 8 or above** on a 10-point scale.
- However, domestic visitors frequently mentioned the **need to improve the traffic, parking, roads, public transport, and cost** in all regions.

Visitor Experience



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33%

Promoters
Net Promoter Score
YE June 2021
+5




26%

Detractors
Net Promoter Score
YE June 2021
-1




7 NPS

Total
Net Promoter Score
YE June 2021
+6




7.4 / 10

Total Satisfaction
Overall experience in
Auckland
YE June 2021
+0.1



A photograph of four people (three women and one man) sitting around a white outdoor table under a large white umbrella. They are smiling and talking, holding drinks. The background is a lush green landscape with trees and a clear sky. The scene is bright and sunny.

Auckland Visitor Survey – Travel Behaviour Data

Domestic visitor travel behaviour

- In the year to June 2021, a higher proportion of domestic visitors travelled to Auckland to visit family and friends (48% compared with 42% in YE March 2020).
- 17% combined their visit with Northland (up from 14%), or Waikato/Hamilton (up from 15%), while 66% visited just Auckland (down from 71%).
- A larger proportion of visitors travelled with their partner/spouse (53%, up from 45%). A quarter travelled alone (27%, down from 31%) or with children (24%, up from 20%).
- 47% stayed in Auckland only on their trip, while 53% stayed two (31%) or more (22%) times during the same trip.
- 50% had visited Auckland many times prior to this trip, 23% visited 1-3 times before, 21% used to live in Auckland and 6% visited for the first time.

Travel Party

53% 

Travelled with partner/spouse

27% 

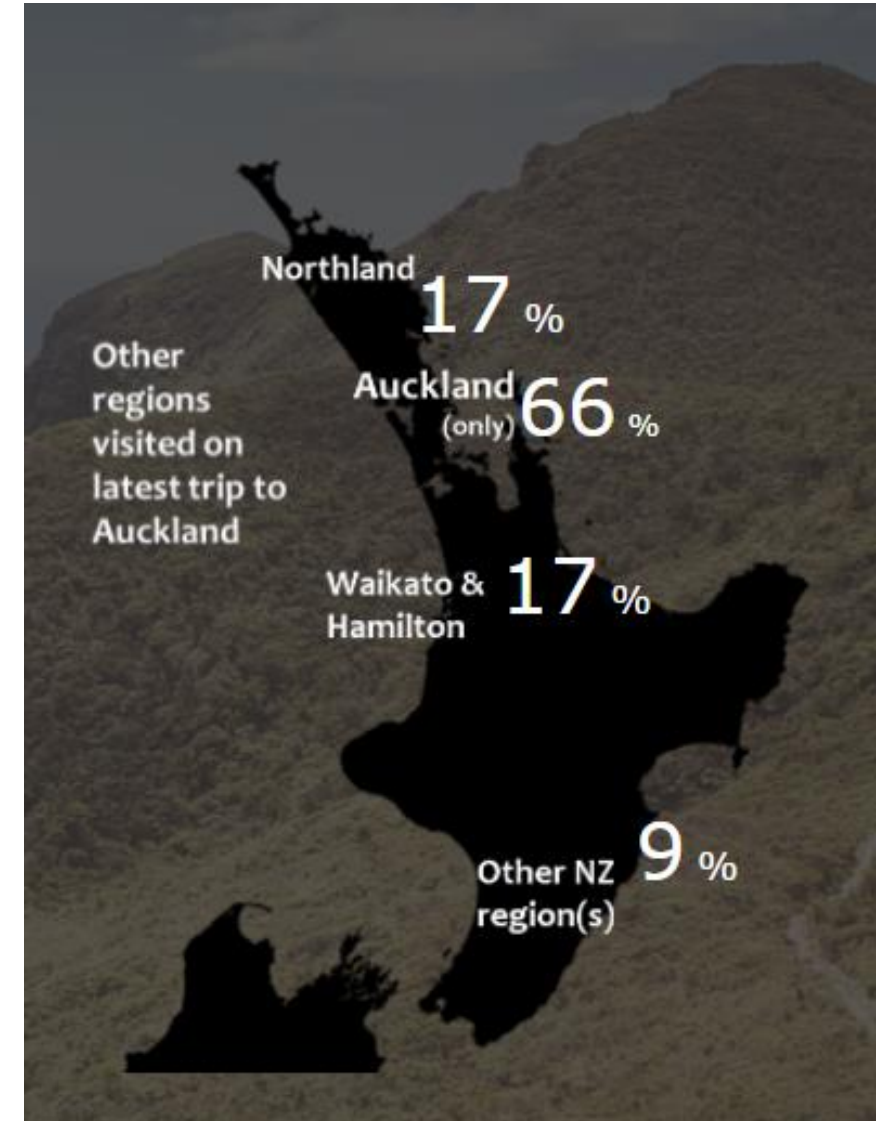
Travelled alone

24% 

Travelled with children

No. of stays in Auckland on trip	%
0 (Day trip)	0%
1	47%
2	31%
3+	22%

n= 1,707





Auckland Visitor Survey – Accommodation Data

Domestic visitors stayed an average of 3.5 nights in Auckland

- For the year to June 2021, domestic visitors stayed an average of 3.5 nights in Auckland.
- The region with the highest average length of stay was Central Auckland, with an average stay of 1.4 nights.
- Domestic visitors stayed an average of 0.7 nights in North Auckland, 0.6 nights in South Auckland, 0.4 nights in West Auckland, 0.3 nights in East Auckland and 0.2 nights in the Hauraki Gulf and Islands.
- In the year to March 2020, domestic visitors stayed slightly longer in all regions with 4.0 nights being the overall average stay length.

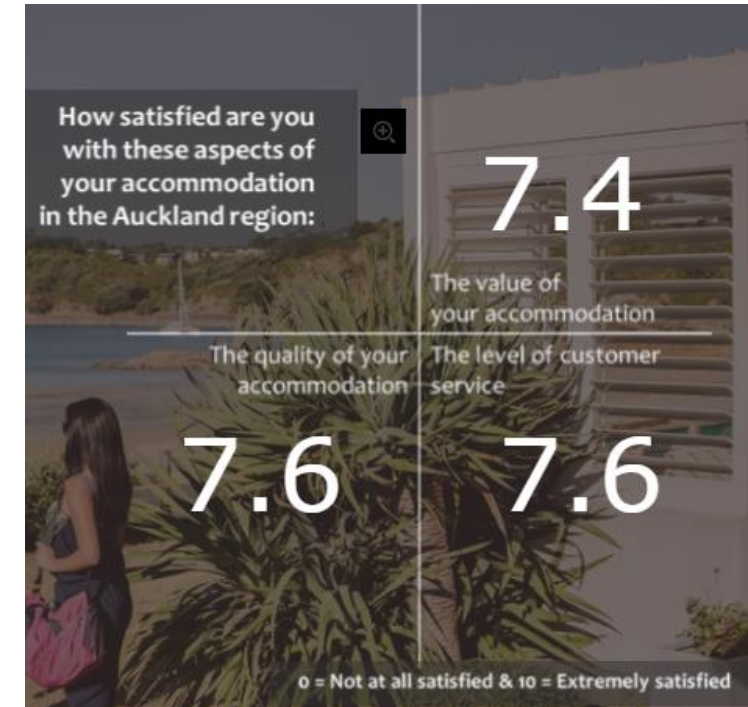
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Accommodation Type & Satisfaction

- In YE June 2021, 42% of domestic visitors to Auckland stayed in commercial accommodation overall, while 58% stayed in other types of accommodation (e.g., private homes and Airbnb, etc. *)
- More visitors stayed in other types of accommodation in West (71%), South (68%), North (66%), and East (61%) Auckland compared to commercial accommodation, while slightly more visitors stayed in commercial accommodation in Central Auckland (54%) compared to other accommodation.
- Overall, domestic visitors were most satisfied with the quality of their accommodation rating it 7.6 out of 10. The level of customer service (7.6) and value (7.4) of accommodation was also well rated. Ratings were similar to YE March 2020.

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* Please note: A detailed breakdown of the included accommodation categories is available.



Auckland Visitor Survey – Transport Data

Transport

Domestic visitors

- In the year to June 2021, the main mode of transport for domestic visitors visiting Auckland was a private or rented vehicle (79%), followed by public bus or train (15%).
- Domestic visitors were most satisfied with the Auckland Airport passenger terminal (7.2 out of 10) and ease of walking around (7.2) in Auckland.
- Ease of parking (5.4) and ease of driving around (5.7) were the lowest rated transport aspects.
- YE June 2021 results are similar to YE March 2020.



n= 1,707



Auckland Visitor Survey – Attractions & Activities Data

Satisfaction with Activities and Attractions



CENTRAL AUCKLAND
YE June 2021
No change



NORTH AUCKLAND
YE June 2021
+0.2



EAST AUCKLAND
YE June 2021
-0.1



SOUTH AUCKLAND
YE June 2021
+0.2



WEST AUCKLAND
YE June 2021
No change



HAURAKI GULF & ISLANDS
YE June 2021
-0.2



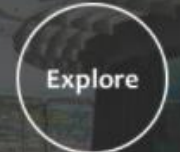
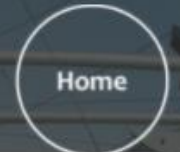
Attractions & Activities Central Auckland



77%
of visitors to the Auckland region visited or thought they visited Central Auckland

8.3
Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited
Activities Done
Break down of Māori Cultural Activity or Experiences done



Filter results by:

YE SEP 19 Q3 2020
YE DEC 19 Q4 2020
YE MAR 20 Q1 2021
YE JUN 21 Q2 2021

REASON FOR VISIT

Visitors on holiday
Visit friends & family

ORIGIN

Domestic Visitors
International Visitors

What, if anything, could have improved your experience of Central Auckland?
(Comments from Q3 2021 respondents – DOMESTIC only)

REDUCE TRAFFIC
LESS HOMELESS PEOPLE WAYFINDING

CLEANER & MORE VIBRANT AREAS
IMPROVE SERVICE LEVELS ROADING & GENERAL INFRASTRUCTURE

PARKING
TOO MANY PEOPLE LESS CONSTRUCTION SITES & ROAD WORKS PUBLIC TRANSPORT VALUE FOR MONEY

"Auckland isn't very accessible especially with all the works going on around the viaduct and the roading systems, the bus systems are so horrible and old"

"There were so many people on the streets asking for money. Whether this was homeless people, buskers or charities, I just found that very overwhelming and very sad."

"Queen St needs urgent completion of upgrade. Public transport good but no central hub with buses leaving from different locations"

"I thought that the price of parking in central Auckland was exceptionally high, so maybe visitors could be issued with some sort of discount to encourage them to visit this area"

"Orange cones and road works. We wanted to visit several locations in Auckland but the road works were so bad we turned around and went and spent our time and money on the North Shore instead. We didn't cross the harbour bridge again."

"Plant more trees everywhere"



Note: When applying date filters please be aware that data from international visitors is available until Q1 2020 only. No data collection occurred in Q2 2020. From Q3 2020 onwards data is from domestic visitors only.

Top 10 Attractions - YE June 2021

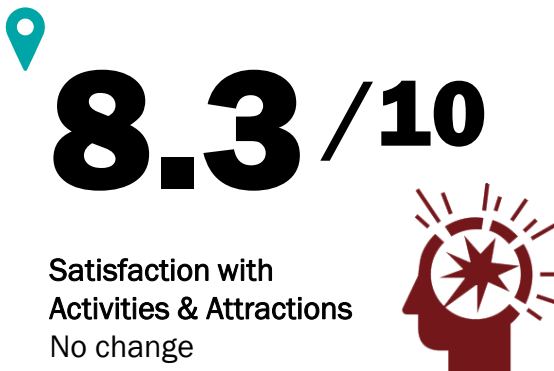
Central Auckland



- The majority of domestic visitors to Auckland (77%) visited Central Auckland in the year to June 2021. The average satisfaction with Central Auckland’s activities and attractions was 8.3 out of 10. These results are similar to the year to March 2020.
- 37% of visitors went to Queen Street, 36% visited the Sky Tower and 28% visited the downtown waterfront and viaduct. In comparison to year-end March 2020, this year Ponsonby (18%) featured in domestic visitors top ten attractions in Central Auckland, while last year K’Road (17%) was among the most popular attractions.



Share of domestic visitors in Auckland
-1%



Satisfaction with Activities & Attractions
No change

Rank	Attraction	%
1	Queen Street	37%
2	Sky Tower	36%
3	Downtown Waterfront/ Viaduct	28%
4	Newmarket	25%
5	Sky City Casino	23%
6	Auckland Zoo	23%
7	Britomart	21%
8	Auckland Museum	18%
9	Ponsonby	18%
10	Mission Bay	17%

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n = 1,317

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

Top 10 Activities Central Auckland

- Of the domestic visitors that visited Central Auckland in the year to June 2021, the most popular activities were visiting a restaurant or café (55%) followed by shopping (51%), going to a bar, pub or nightclub (30%), general exploration (30%), visiting a market (25%) and going to the beach (25%).
- In comparison to last year, walking, hiking, climbing, trekking or tramping (16%) was among the top ten activities for domestic visitors, while last year domestic visitors went to an event, concert or festival (17%).

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n = 1,317

DOMESTIC

#	Activity	%
	1 Restaurant or café	55%
	2 Shopping	51%
	3 Bar, pub or nightclub	30%
	4 General exploration	30%
	5 Visited a market	25%
	6 Went to the beach	25%
	7 Sightseeing	23%
	8 Visited art galleries, museums, historic sites	20%
	9 Casino or gambling	18%
	10 Walking, hiking, climbing, trekking, tramping	16%

Māori Cultural Attractions Central Auckland

- Of the survey respondents who partook in Māori cultural activities or experiences in Central Auckland for the year to June 2021, the majority experienced artefacts, art or crafts (65%, up from 38% last year) and visited a marae (60%, up from 50% last year).
- Under half of these visitors ate traditional Māori food (46%, down from 48%), 38% saw a live performance or another Māori cultural activity (down from 52%), a third experienced a guided tour (33%, up from 17%), and 8% observed another Māori cultural activity (down from 21%).
- Nb. Current sample sizes are relatively small for these categories.*

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Rank	Activity	YE 2020	YE 2021
1	Experienced artefacts, art or crafts	38%	65%
2	Visited a marae	50%	60%
3	Ate traditional food	48%	46%
4	Saw a live performance	52%	38%
5	Experienced a guided tour	17%	33%
6	Another Māori cultural activity	21%	8%
n=		52	48



Improvement in Central Auckland

- The majority of survey respondents were positive about their experience in Central Auckland stating that “Nothing” would have improved their visit.
- However, the top themes to improve the visitor experience in Central Auckland were:
 - Reduce traffic.
 - More and cheaper parking.
 - Reduce roadworks and complete infrastructure e.g., city rail link.
 - Better wayfinding/road signage.
 - Reduce costs.
 - Solution for homeless people.
 - Better public transport (quicker access to all regions).
 - Clean up rubbish. More trees.



Key Attractions Auckland

- In the year to June 2021, Auckland Zoo received 23% of domestic visitors in the sample for Central Auckland, followed by the Auckland Museum (18%), Auckland Art Gallery (11%), NZ Maritime Museum (9%), MOTAT (8%) and Torpedo Bay Navy Museum (6%) in North Auckland.
- YE June 2021 domestic visitor representation in the sample was slightly lower than year-end March 2020, but higher for Torpedo Bay Navy Museum (+6%) in North Auckland.

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#	Attraction	YE Mar 2020	YE Jun 2021	% change
1	Auckland Zoo	25%	23%	-2%
2	Auckland Museum	19%	18%	-1%
3	Auckland Art Gallery	11%	11%	—
4	NZ Maritime Museum	9%	9%	—
5	MOTAT	9%	8%	-1%
6	Torpedo Bay Navy Museum	0%	6%	+6%

Central Auckland YE Mar 2020 n = 1,301
 Central Auckland YE Jun 2021 n = 1,317
 North Auckland YE Mar 2020 n = 711
 North Auckland YE Jun 2021 n = 813

Attractions & Activities North Auckland



Attractions & Activities



North

48%

of visitors to the Auckland region visited or thought they visited North Auckland

8.4

Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited

Activities Done

Break down of Māori Cultural Activity or Experiences done

Home

Explore

Visitor Experience

Filter results by:

YE SEP 19

Q3 2020

YE DEC 19

Q4 2020

YE MAR 20

Q1 2021

YE JUN 21

Q2 2021

REASON FOR VISIT

Visitors on holiday

Visit friends & family

 ORIGIN

Domestic Visitors 

International Visitors 

What, if anything, could have improved your experience of North Auckland?
(Comments from Q3 2021 respondents – DOMESTIC only)

VALUE FOR MONEY

REDUCE TRAFFIC

PARKING

BETTER PUBLIC TRANSPORT

CLEANER & MORE VISANT SPACES

BETTER MAINTAINING

"The experience was great, but public toilets could have been cleaner"

"Better transport links across to the North Shore"

"The public transport is bad because it has suffered from chronic lack of attention and lack of funding"

"Lower costs. Better parking, especially if you're paying \$100+ per night for accommodation, it seems unreasonable to have to pay a further \$30+ for parking."

"Improve/build to motorway to Wellsford or beyond going north and get a second harbour crossing built to cut down travel times."

Note: When applying date filters please be aware that data from international visitors is available until Q1 2020 only. No data collection occurred in Q2 2020. From Q3 2020 onwards data is from domestic visitors only.



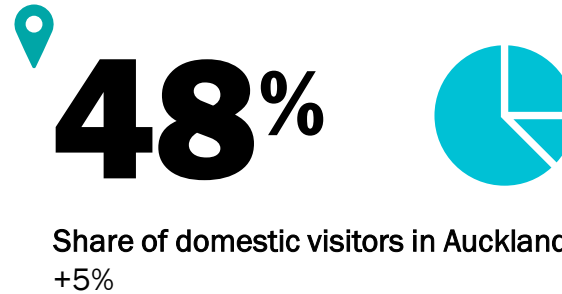
Top 10 Attractions – YE June 2021

North Auckland



n = 813

- In the year ending June 2021, almost half of the domestic visitors to Auckland (48%) visited the northern region (up from 43% last year). The average satisfaction with the activities and attractions in North Auckland was 8.4 out of 10 (up from 8.2 last year).
- The top attractions for domestic visitors who visited North Auckland were Takapuna (22%), Devonport (21%) and Albany (21%). In comparison to YE March 2020, last year Whangaparaoa Peninsula (11%) was in the top ten attractions for domestic visitors to North Auckland, while this year Matakana Village Farmers Market (9%) was included in the top ten attractions.



Rank	Attraction	%
1	Takapuna	22%
2	Devonport	21%
3	Albany	21%
4	Orewa	14%
5	Warkworth	14%
6	Silverdale	13%
7	Wellsford	11%
8	Matakana	11%
9	Matakana Village Farmers Market	9%
10	Mt Victoria	9%

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

Top 10 Activities North Auckland

- Of the domestic visitors that visited North Auckland in the year to June 2021, the most popular activities were visiting a restaurant or café (39%) followed by shopping (31%), going to the beach (29%), general exploration (21%) and visiting a market (20%).
- In comparison to the year to March 2020, this year visiting wineries or breweries (8%) was in the top ten activities for domestic visitors while last year going to an event, concert or festival (7%) made the top ten activities.

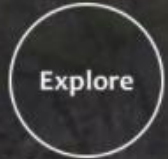
DOMESTIC

#	Activity	%
	1 Restaurant or café	39%
	2 Shopping	31%
	3 Went to the beach	29%
	4 General exploration	21%
	5 Visited a market	20%
	6 Bar, pub or nightclub	17%
	7 Sightseeing	17%
	8 Walking, hiking, climbing, trekking, tramping	17%
	9 Visited art galleries, museums and historic sites	9%
	10 Wineries or breweries	8%

Attractions & Activities East Auckland



<p>35%</p> <p>of visitors to the Auckland region visited or thought they visited East Auckland</p>	<p>8.2</p> <p>Average Satisfaction with Attractions and Activities (out of 10)</p>	<p>Areas & Attractions Visited</p> <hr/> <p>Activities Done</p> <p>Break down of Māori Cultural Activity or Experiences done</p>
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Filter results by:

YE SEP 19 Q3 2020
YE DEC 19 Q4 2020
YE MAR 20 Q1 2021
YE JUN 21 Q2 2021

REASON FOR VISIT

Visitors on holiday
Visit friends & family

ORIGIN

Domestic Visitors
International Visitors

What, if anything, could have improved your experience of East Auckland?
(Comments from Q2 2021 respondents - DOMESTIC only)

PARKING TRAFFIC

TOO MANY PEOPLE PUBLIC TRANSPORT

IMPROVE SAFETY IMPROVE FACILITIES, CLEANER AREAS

ROADING

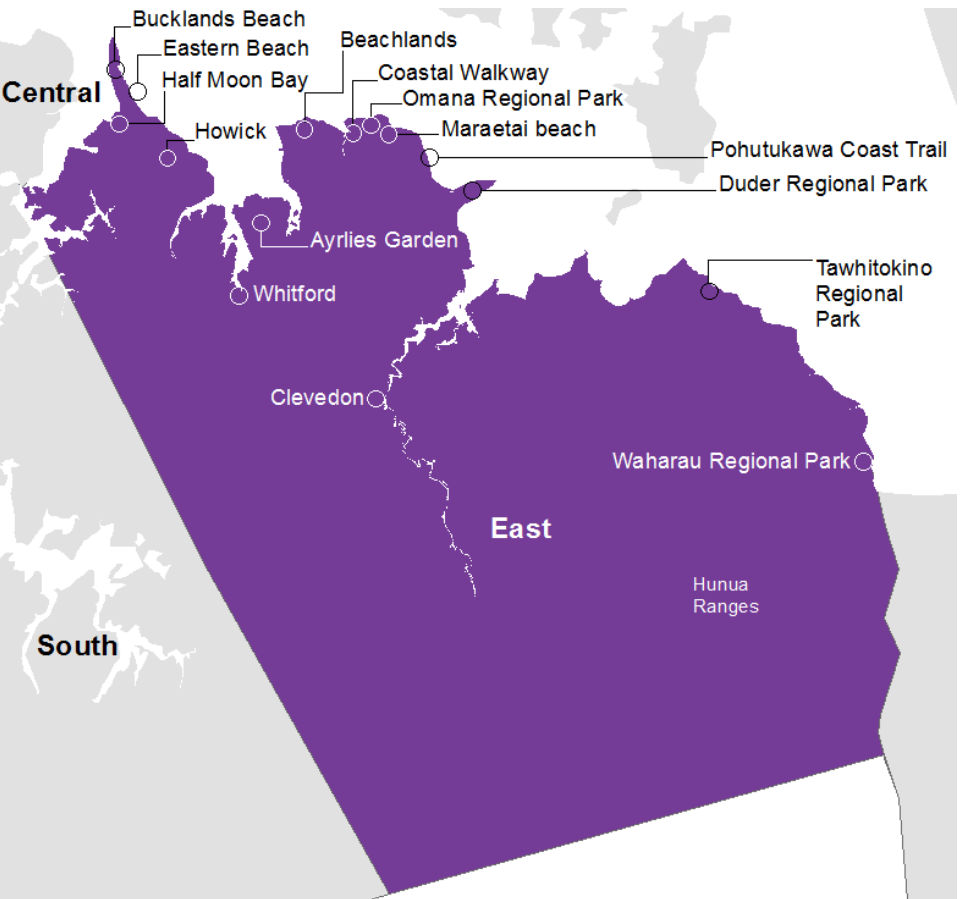
“Parking for a motorhome”
“Gap between rich and poor very evident here”
“Better road signage”
“Improved roading between Botany and Beachlands”
“There weren't many nature walks to go on”
“That they keep up the good work and get more funding for the arts and community things”



Note: When applying date filters please be aware that data from international visitors is available until Q1 2020 only. No data collection occurred in Q2 2020. From Q3 2020 onwards data is from domestic visitors only.

Top 10 Attractions - YE June 2021

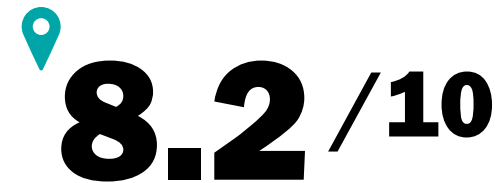
East Auckland



- In year three of 2020, 35% of domestic visitors to Auckland visited East Auckland (up from 33% last year). The average satisfaction with East Auckland’s activities and attractions was 8.2 out of 10 (down from 8.3 out of 10 on last year).
- The top three attractions in East Auckland were Sylvia Park (27%), Bucklands Beach (16%) and Howick (15%). In comparison to the year-ending March 2020, this year Coastal Walkway (9%) and Clevedon Village Farmers Market (9%) were among the top 10 attractions for domestic visitors who visited East Auckland, while last year visitors visited Maraetai Beach (9%), and Whitford (9%).



Share of domestic visitors in Auckland
+2%



Satisfaction with Activities & Attractions
-0.1

Rank	Attraction	%
1	Sylvia Park	27%
2	Bucklands Beach	16%
3	Howick	15%
4	Half Moon Bay	14%
5	Clevedon	11%
6	Eastern Beach	11%
7	Beachlands	9%
8	Coastal Walkway	9%
9	Howick Historical Village	9%
10	Clevedon Village Farmers Market	9%

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n = 603

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

Top 10 Activities East Auckland

- Of the domestic visitors that visited East Auckland in the year to June 2021, the most popular activities were shopping (28%) followed by visiting a restaurant or café (26%), the beach (19%), a market (16%) and general exploration (15%).
- In comparison to the year ending March 2020, last year other water activities (6%) featured in the top ten activities for domestic visitors to East Auckland, while this year visiting a casino or gambling (6%) was ranked in the top ten activities.

DOMESTIC

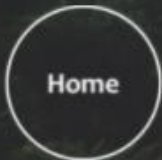
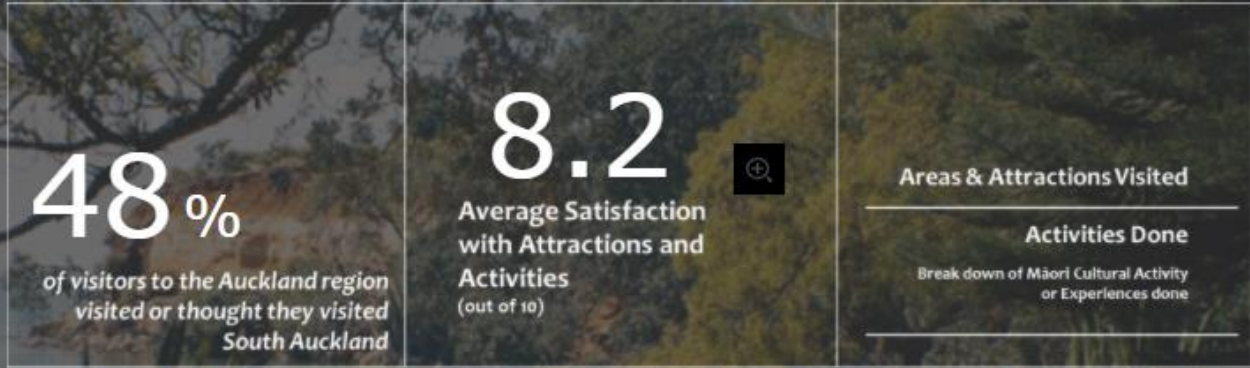
#	Activity	%
	1 Shopping	28%
	2 Restaurant or café	26%
	3 Went to the beach	19%
	4 Visited a market	16%
	5 General exploration	15%
	6 Sightseeing	12%
	7 Walking, hiking, climbing, trekking, tramping	12%
	8 Bar, pub or nightclub	12%
	9 Visited art galleries, museums and historic sites	7%
	10 Casino or gambling	6%

Improvement East Auckland

- The majority of survey respondents were positive about their experience in East Auckland stating that “Nothing” would have improved their visit.
- However, the top themes to improve the visitor experience in East Auckland were:
 - Reduce traffic.
 - More and cheaper parking.
 - Better roads (e.g., between Botany and Beachlands).
 - Better public transport.
 - Better wayfinding/ road signage.
 - Reduce costs.
 - Clean up area.
 - More nature walks.



Attractions & Activities South Auckland



Filter results by:

YE SEP 19 Q3 2020
 YE DEC 19 Q4 2020
 YE MAR 20 Q1 2021
 YE JUN 21 Q2 2021

REASON FOR VISIT

Visitors on holiday
 Visit friends & family

ORIGIN

Domestic Visitors

International Visitors

What, if anything, could have improved your experience of South Auckland?
(Comments from Q2 2021 respondents – DOMESTIC only)

TRAFFIC

PARKING WAYFINDING

PUBLIC TRANSPORT MORE ATTRACTIONS & STORES

TOO MANY PEOPLE VALUE FOR MONEY

IMPROVE SAFETY ROADING & GENERAL INFRASTRUCTURE

CLEANER & MORE VIBRANT AREAS

"There was a lot of 'tagging' vandalism around, but apart from that it was great"

"Limited time for a park for a motorhome & too hard to find another when you want more time to wander and look"

"Direct access from the Motorway, one needs either a good map or a Sat-nav"

"A train system to the airport"

"Didn't feel safe walking around, more police presence"

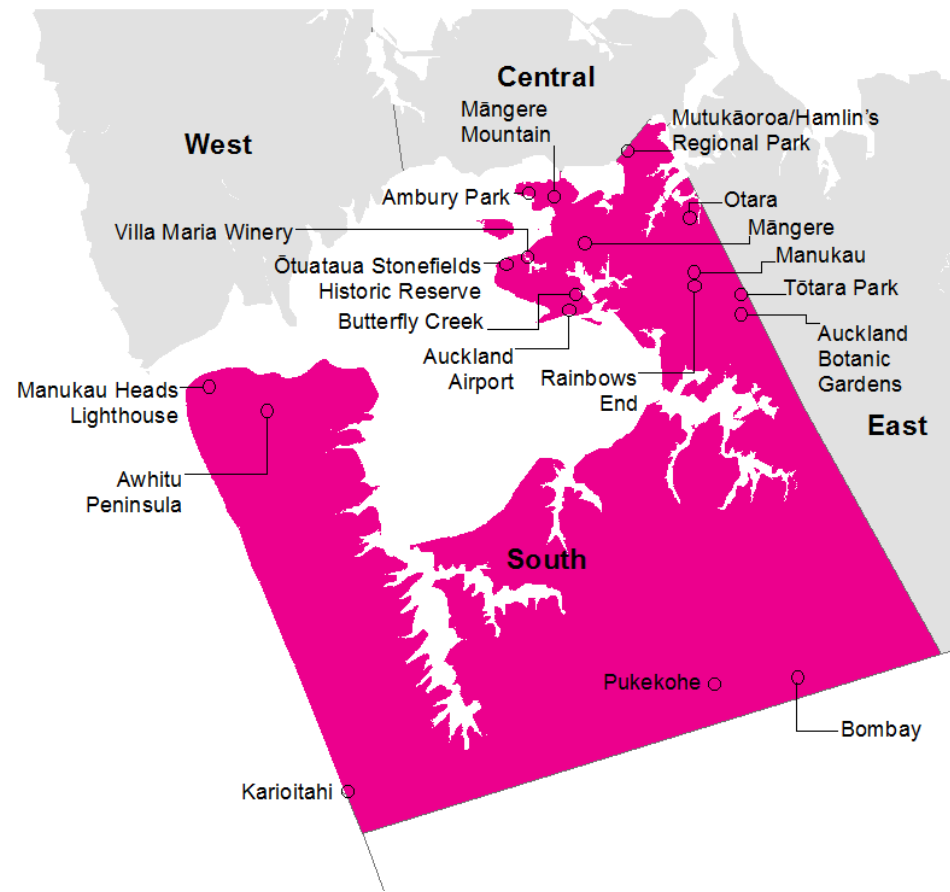
"Keep building and keep free things going funded things like parks, swimming pools indoor things"



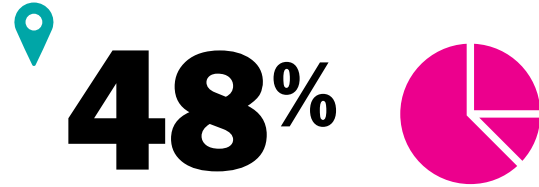

Note: When applying date filters please be aware that data from international visitors is available until Q1 2020 only. No data collection occurred in Q2 2020. From Q3 2020 onwards data is from domestic visitors only.

Top 10 Attractions – YE June 2021

South Auckland



- In the year to June 2021, almost half of all domestic visitors (48%) to Auckland visited South Auckland (down from 53% last year). The average satisfaction with South Auckland’s activities and attractions was 8.2 out of 10 (up from 8.0 last year).
- The top three attractions in South Auckland were the Auckland Airport (34%, down from 40%), Manukau (24%) and Rainbows End (19%). Last year iSite at Auckland Airport (8%) featured in the top ten attractions in South Auckland, while this year Tōtara Park (8%) was ranked the tenth most popular activity.



Share of domestic visitors in Auckland
-5%



Satisfaction with Activities & Attractions
+0.2

Rank	Attraction	%
1	Auckland Airport	34%
2	Manukau	24%
3	Rainbows End	19%
4	Pukekohe/Bombay	15%
5	Botanic Gardens	12%
6	Māngere	11%
7	Otara Market	10%
8	Butterfly Creek	11%
9	Otara	11%
10	Tōtara Park	8%

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n =813

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

Top 10 Activities South Auckland

- Of the domestic visitors that visited South Auckland in the year to June 2021, the most popular activity was to visit a restaurant or café (29%), followed by shopping (27%), general exploration (17%), visiting a market (14%) and sightseeing (13%).
- Results this year were similar to the year ending March 2020.

DOMESTIC

#	Activity	%
	1 Restaurant or café	29%
	2 Shopping	27%
	3 General exploration	17%
	4 Visited a market	14%
	5 Sightseeing	13%
	6 Went to the beach	12%
	7 Bar, pub or nightclub	11%
	8 Walking, hiking, climbing, trekking, tramping	10%
	9 Art galleries, museums and historic sites	7%
	10 Event, concert or festival	7%

Improvement South Auckland

- Many of the survey respondents were positive about their experience in South Auckland stating that “Nothing” would have improved their visit to the region.
- However, the top themes to improve the visitor experience in South Auckland were:
 - Reduce traffic.
 - More parking (e.g. Mangere Bridge shops).
 - Better public transport (to the city).
 - Complete roads and general Infrastructure.
 - Clean up area.
 - Better wayfinding/ road signage.
 - Reduce costs.
 - Better quality markets.



Attractions & Activities West Auckland



Attractions & Activities

West

38%

of visitors to the Auckland region visited or thought they visited West Auckland

8.3

Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited

Activities Done

Break down of Māori Cultural Activity or Experiences done

Home

Explore

Visitor Experience

Filter results by:

YE SEP 19

Q3 2020

YE DEC 19

Q4 2020

YE MAR 20

Q1 2021

YE JUN 21

Q2 2021

REASON FOR VISIT

Visitors on holiday

Visit friends & family

ORIGIN

Domestic Visitors 

International Visitors 

What, if anything, could have improved your experience of West Auckland?
(Comments from Q3 2021 respondents – DOMESTIC only)

PUBLIC TRANSPORT

TRAFFIC

ROADING IMPROVE SAFETY PARKING

"More encapsulating activities"

"More community Police in certain areas"

"More signal for phone"

"Better public transport links with the Waitakere ranges"

"The lack of parking near the beach"

"Didn't realise you could still buy a rail ticket. Next time we come to Auckland we will stay in NZMCA park & buy a rail ticket to Britomart so we can buy our Gold travel pass now that we can't use a gold card. You make it so hard to get around in Auckland."

Note: When applying date filters please be aware that data from international visitors is available until Q1 2020 only. No data collection occurred in Q2 2020. From Q3 2020 onwards data is from domestic visitors only.



Top 10 Attractions – YE June 2021

West Auckland

- In the year to June 2021, 38% of domestic visitors to Auckland visited West Auckland (up from 37% last year). The average satisfaction with West Auckland’s activities and attractions was 8.3 out of 10 (no change on year-end March 2020).
- The most popular attraction in West Auckland for domestic visitors was Piha Beach (19%), followed by the Hobsonville (13%) and Titirangi (13%). In comparison to last year, this year Hobsonville Point Farmer’s Market (9%) was included in the top ten attractions for domestic visitors to West Auckland, while last year Parakai Hot pools (9%) featured in the top ten attractions.



n = 655



Share of domestic visitors in Auckland
+1%



Satisfaction with Activities & Attractions
No change



Rank	Attraction	%
1	Piha Beach	19%
2	Hobsonville	14%
3	Titirangi	13%
4	Kumeu	13%
5	Waitākere Ranges	12%
6	Bethells beach	12%
7	Kumeu Farmer’s Market	12%
8	Avondale Sunday Markets	11%
9	Muriwai Beach (Gannet Colony)	10%
10	Hobsonville Point Farmer’s Market	9%

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

Top 10 Activities West Auckland

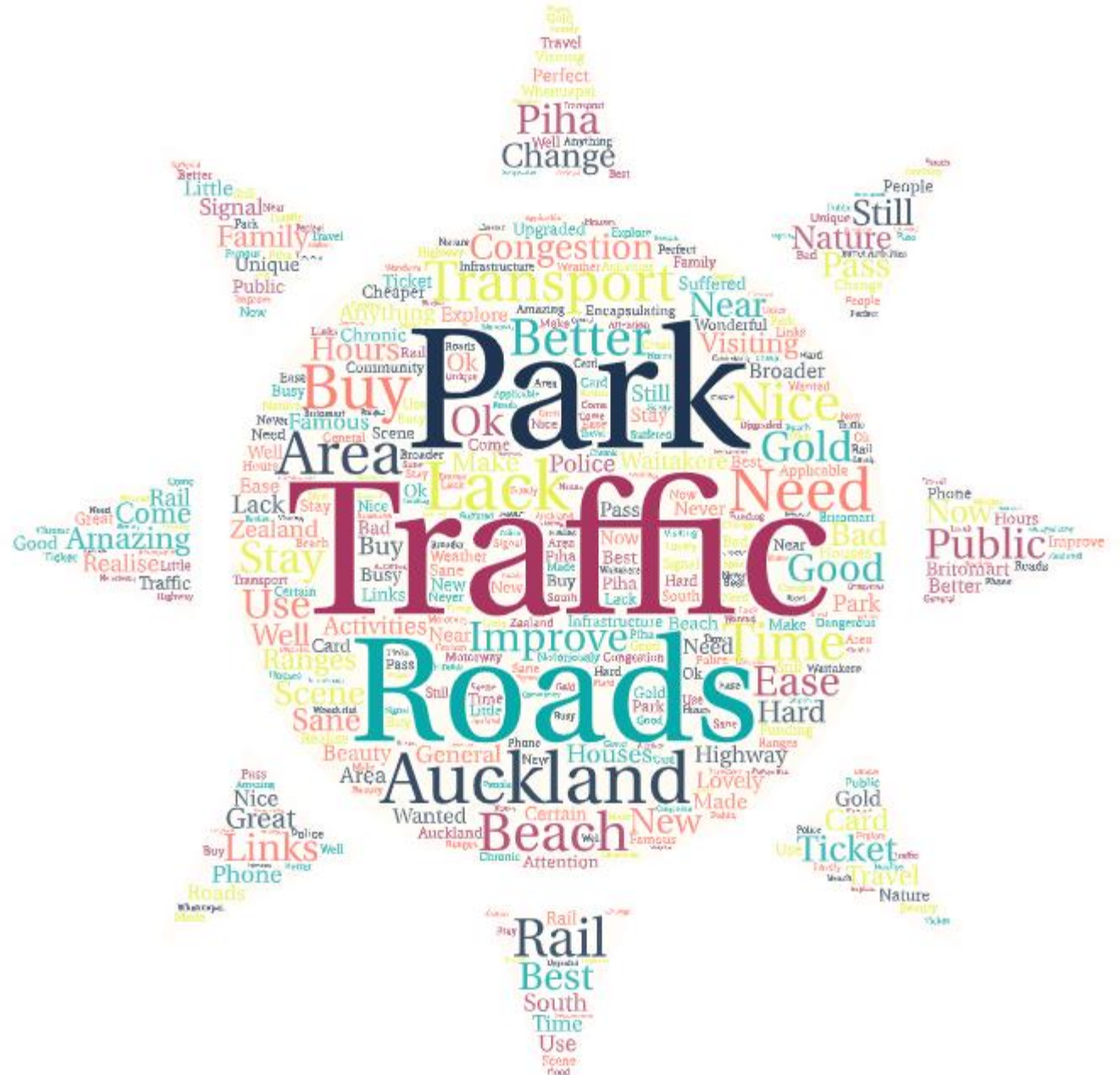
- Of the domestic visitors that visited West Auckland in the year to June 2021, the most popular activities were visiting a restaurant or café (27%), followed by going to the beach (25%), shopping (20%), general exploration (16%) and visiting a market (16%).
- In comparison to the year ending March 2020, other water activities (8%) featured in the top ten activities for domestic visitors visiting West Auckland, while this year domestic visitors visited wineries or breweries (8%).

DOMESTIC

#	Activity	%
	1 Restaurant or café	27%
	2 Went to the beach	25%
	3 Shopping	20%
	4 General exploration	16%
	5 Visited a market	16%
	6 Sightseeing	14%
	7 Walking, hiking, climbing, trekking, tramping	11%
	8 Bar, pub or nightclub	11%
	9 Wineries or breweries	8%
	10 Art galleries, museums, historic sites	8%

Improvement West Auckland

- The majority of survey respondents were positive about their experience in West Auckland stating that “Nothing” would have improved their visit.
- However, the top themes to improve the visitor experience in West Auckland were:
 - Reduce traffic congestion.
 - Upgrade roads and infrastructure (e.g., Highway 16).
 - More parking around beaches.
 - Better public transport (to Waitakere ranges).
 - Reduce costs.
 - Better Wi-Fi.
 - More police presence as felt unsafe.



Attractions & Activities Hauraki Gulf & Islands



22%

of visitors to the Auckland region visited or thought they visited the Hauraki Gulf & Islands

8.4

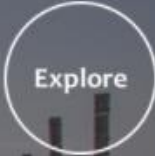
Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited

Dark Sky reason to visit: Great Barrier Island

Activities Done

Break down of Māori Cultural Activity or Experiences done



Filter results by:

YE SEP 19 Q3 2020

YE DEC 19 Q4 2020

YE MAR 20 Q1 2021

YE JUN 21 Q2 2021

REASON FOR VISIT

Visitors on holiday

Visit friends & family

ORIGIN

Domestic Visitors

International Visitors

What, if anything, could have improved your experience of the Hauraki Gulf & Islands?
(Comments from Q2 2021 respondents – DOMESTIC only)

"Maybe reduce pricing a bit"

"Very dirty a lot of rubbish in lagoons. too many people crammed in"

"The seabed is suffocating with plastic and sediment and reef-dwelling crayfish are now functionally extinct"

"Lower costs, more engaging activities"

"If there were more maritime reserves, maybe there will be more fish, they seemed to be quite scarce at the time"

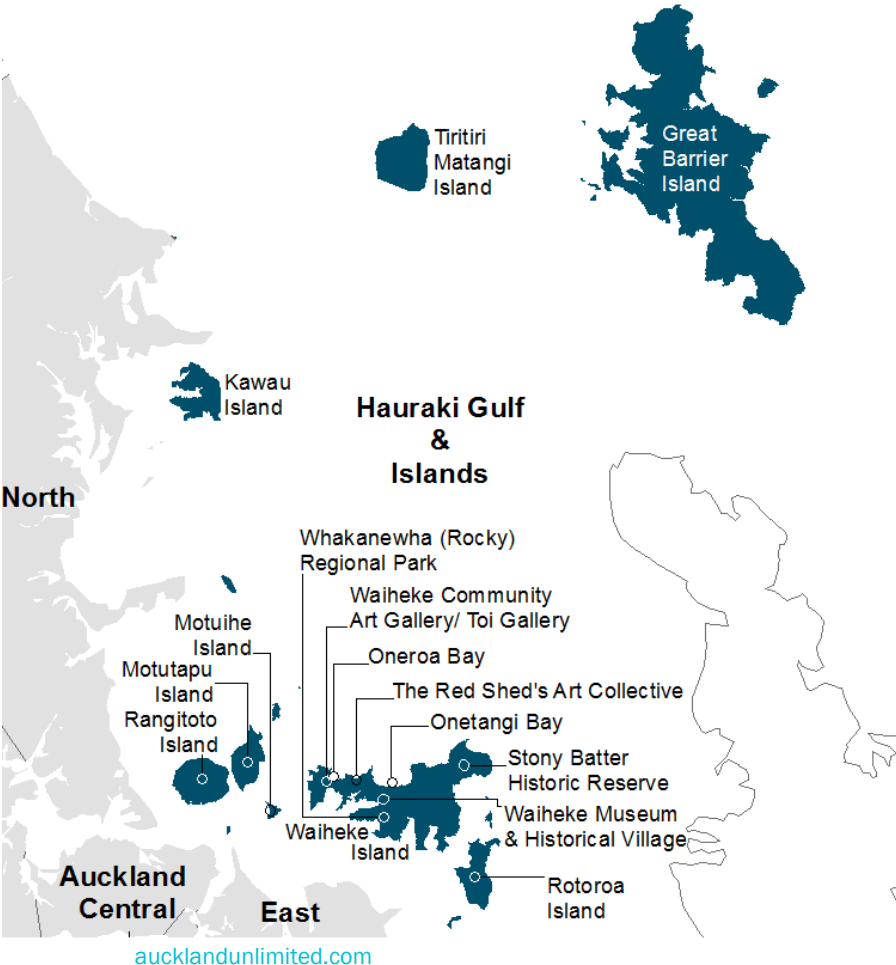
"Cheaper ferry crossings"

Note: When applying date filters please be aware that data from international visitors is available until Q1 2020 only. No data collection occurred in Q1 2020. From Q3 2020 onwards data is from domestic visitors only.



Top 10 Attractions – YE June 2021

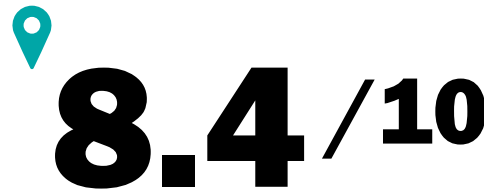
Hauraki Gulf & Islands



- In the year to June 2021, 22% of domestic visitors to Auckland visited the Hauraki Gulf and Islands (up from 20% last year). The average satisfaction with activities and attractions in this region was 8.4 out of 10 (down from 8.6 last year).
- Waiheke Island was the most visited attraction (26%), followed by Waiheke Museum and Historical Village (12%) and Great Barrier Island (12%). In the same period last year, Kaitoke Hot Springs (Great Barrier Island) (8%) featured in domestic visitors' top ten attractions of this region, while this year Toi Gallery (Waiheke Island) was among the most popular attractions to visit.



Share of domestic visitors in Auckland +2%



Satisfaction with Activities & Attractions -0.2



Rank	Attraction	%
1	Waiheke Island	26%
2	Waiheke Museum and Historical Village	12%
3	Great Barrier Island	12%
4	Oneroa Bay (Waiheke Island)	11%
5	Other Waiheke Island bays and beaches	11%
6	Onetangi Bay (Waiheke Island)	11%
7	Waiheke (Island) Community Art Gallery	10%
8	Rangitoto Island	10%
9	Rotoroa Island	9%
10	Toi Gallery (Waiheke Island)	9%

n = 369

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











Top 10 Activities Hauraki Gulf & Islands

- Of the domestic visitors that visited the Hauraki Gul and Islands in the year to June 2021, the most popular activities were visiting the beach (28%), a restaurant or café (26%), shopping (18%), walking, hiking, climbing, trekking and tramping (18%), and sightseeing (17%).
- In comparison to the year ending March 2020, this year visiting a market (14%) featured in domestic visitors' top ten activities to do in the Hauraki Gulf and Islands, while last year cruising, boating or sailing (12%) was among the top ten activities in this area.

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n = 369

DOMESTIC

#	Activity	%
	1 Went to the beach	28%
	2 Restaurant or café	26%
	3 Shopping	18%
	4 Walking, hiking, climbing, trekking, tramping	18%
	5 Sightseeing	17%
	6 General exploration	17%
	7 Visited a market	14%
	8 Bar, pub or nightclub	14%
	9 Wineries or breweries	12%
	10 Art galleries, museums, historic sites	8%







Auckland Visitor Survey – Visitor Experience

Agreement Scales

- In the year to June 2021, domestic visitors' perceptions of Auckland were similar to domestic visitors who visited Auckland in the year ending March 2020 - pre Covid-19.
- This year domestic visitors felt strongest about their feeling of safety in Auckland (6.2) and the friendliness of the local people in Auckland (6.1), while the notion that Auckland cares about the environment and ease to experience Māori culture in Auckland received the lowest agreement (5.8, the same as last year) – although still above average.

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Aspect	YE Mar 2020	YE Jun 2021	% change
 Auckland cares about the environment	5.8	5.8	-
 It is easy to experience Maori culture in the Auckland region	5.8	5.8	-
 I feel safe while in the Auckland region	6.1	6.2	+0.1
 Local people in the Auckland region are friendly	6.0	6.1	+0.1

0= Strongly disagree. 10= Strongly agree.

YE 2020 Domestic: n= 1,666

YE 2021 Domestic: n= 1,707

Satisfaction

- In general, this year domestic visitors were slightly more satisfied with almost all aspects of their visitor experience in Auckland than those who visited in the year ending March 2020 pre Covid-19.
- In the year to June 2021, the total satisfaction with domestic visitors' overall visitor experience in Auckland was 7.4 out of 10 (up 0.1 on last year).
- Overall, domestic visitors were most satisfied with their overall experience in Auckland (7.4), followed by the level of customer service they received (7.1) and the availability of information about things to see and do while in Auckland (7.1).
- Visitors were least satisfied with the availability of recycling bins (6.2) and clean toilets (6.3) in Auckland.

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Item	YE Mar 2020	YE Jun 2021	% change
 Availability of clean toilets	6.2	6.3	+0.1
 Availability of rubbish bins	6.7	6.8	+0.1
 Availability of recycling bins	6.1	6.2	+0.1
 Availability of Wi-Fi in public areas	6.7	6.8	+0.1
 Cleanliness and presentation of city/region	6.5	6.5	-
 Availability of information about things to see and do while in the region	7.0	7.1	+0.1
 The level of customer service experienced	6.9	7.1	+0.2
 Overall experience in the Auckland region	7.3	7.4	+0.1

YE 2020 Domestic: n= 408
 YE 2021 Domestic: n= 1,707

0= Not at all satisfied. 10= Extremely satisfied.

What is the main reason you gave your overall experience this rating?

Asked if overall experience in the Auckland region was six or below

(Comments from Q2 2021 respondents – DOMESTIC only)

DIRTY SPACES & RUBBISH
TRAFFIC CONGESTION
TOO EXPENSIVE
TOO MANY PEOPLE BAD SERVICE & UNFRIENDLY
ROADING & PARKING
PEDESTRIAN ACCESS & SAFETY
POOR PUBLIC TOILET ACCESS & QUALITY
POOR PUBLIC TRANSPORT

"Auckland city is very congested and a lot of rubbish lying around. Toilets at the Manukau cemetery were disgusting"

"Lots of road works around at the moment. I would not drive around Auckland as its to busy and would be hard to find my way around."

"Travel and parking for a motorhome. We would love to stay longer and this stops us. Used to be able to pay and stay at the viaduct but found we couldn't on our last trip. This caused us to rethink the time we spent or looked around her. Probably won't consider this a holiday place for some time now"

"The parking isn't great, people aren't overly friendly and the people on the road aren't friendly either"

"I think there are many areas around Auckland in general that can be improved, such as access to clean toilets and general cleanliness of footpaths, and street lighting needs to be better. It will be great to have more free Wi-Fi areas."

"The place looks tired and a bit grubby with graffiti often in view. Compared to the fantastic customer service I received in Sydney, which is where I went to from Auckland, we have so much to learn about how to treat people."

"So frustrating to travel around Auckland takes hours to get anywhere with the traffic congestion and shops are so many people not enough room"

"Need more green areas"



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 June 2021, **NPS** was recorded at **+7**, up +6 on last year. Promoters (33%) were up (+5), and detractors (26%) were down (-1).
- Visitor groups **most likely to recommend** Auckland as a destination include females, aged 30-44 years, from Canterbury, Bay of Plenty, and Otago, who included Northland or Hamilton/Waikato in their trip. Also, those who stayed at least one night in the Hauraki Gulf & Islands (+26), or West Auckland (+18) had a higher NPS.
- Domestic visitors travelling to Auckland for the first time were more satisfied with their overall experience (7.9/10) and had a higher NPS (+25), compared to domestic visitors who had visited Auckland before (7.3/10 and +5 NPS).
- South Island residents had a slightly higher NPS (+12) than North Island residents (+4).

PROMOTERS
33%

DETRACTORS
26%

TOTAL
7

YE June 2021

+5

Compared to
YE Mar 2020

YE June 2021

-1

Compared to
YE Mar 2020

YE June 2021

+6

Compared to
YE Mar 2020

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

Sample details

- Due to the global travel restrictions and absence of international visitors, the Auckland Visitor Survey sample comprises 100% of domestic survey respondents for this year.
- The sampling aims to achieve a 50:50 gender split.
- Just under half of the sample (48%) were aged 18-39 years, with 52% aged 40+ years.
- The domestic sample was sourced representative by age and gender as per census. However, because of the qualifying criteria the resulting sample is not representative.
- Weightings were not applied to the domestic sample due to a lack of reliable reference data.

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YE Mar 2020 DOMESTIC			YE June 2021 DOMESTIC		
#	Region of Residence	%	#	Region of Residence	%
1	Wellington (& Wairarapa)	19%	1	Canterbury	19%
2	Canterbury	18%	2	Wellington (& Wairarapa)	17%
3	Waikato	15%	3	Waikato	17%
4	Bay of Plenty	12%	4	Bay of Plenty	12%
5	Manawatu/Whanganui	8%	5	Manawatu/Whanganui	8%
6	Otago	7%	6	Northland	7%
7	Northland	6%	7	Otago	5%
8	Hawke's Bay	5%	8	Hawke's Bay	4%
9	Taranaki	3%	9	Taranaki	3%
10	Nelson	2%	10	Nelson	2%

n = 1,666

n = 1,707



Ngā mihi Thank you

- KEY CONTACT

Jaimee Raymond

Research & Insights Specialist

jaimee.raymond@aucklandunlimited.com