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Auckland Destination Overview

August 2022

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

Prepared September-October 2022

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Key Visitor Data




521.1^k

Domestic Visitors
August 2022 (Month)
+22.3% (to August 2021)




74.3^k

International Visitors
August 2022 (Month)
+3074.9% (to August 2021)




52.8%


Hotel Occupancy Rate
August 2022 (Month)
+19.8pts (to August 2021)




\$187^m


Domestic Tourism Transactions
August 2022 (Month)
+64.0% (to August 2021)




\$55^m

International Tourism Transactions
August 2022 (Month)
+149.0% (to August 2021)




+22

Tourism Sentiment Score
August 2022 (Month)
+4pts (to August 2021)



Key Visitor Data



INTERNATIONAL

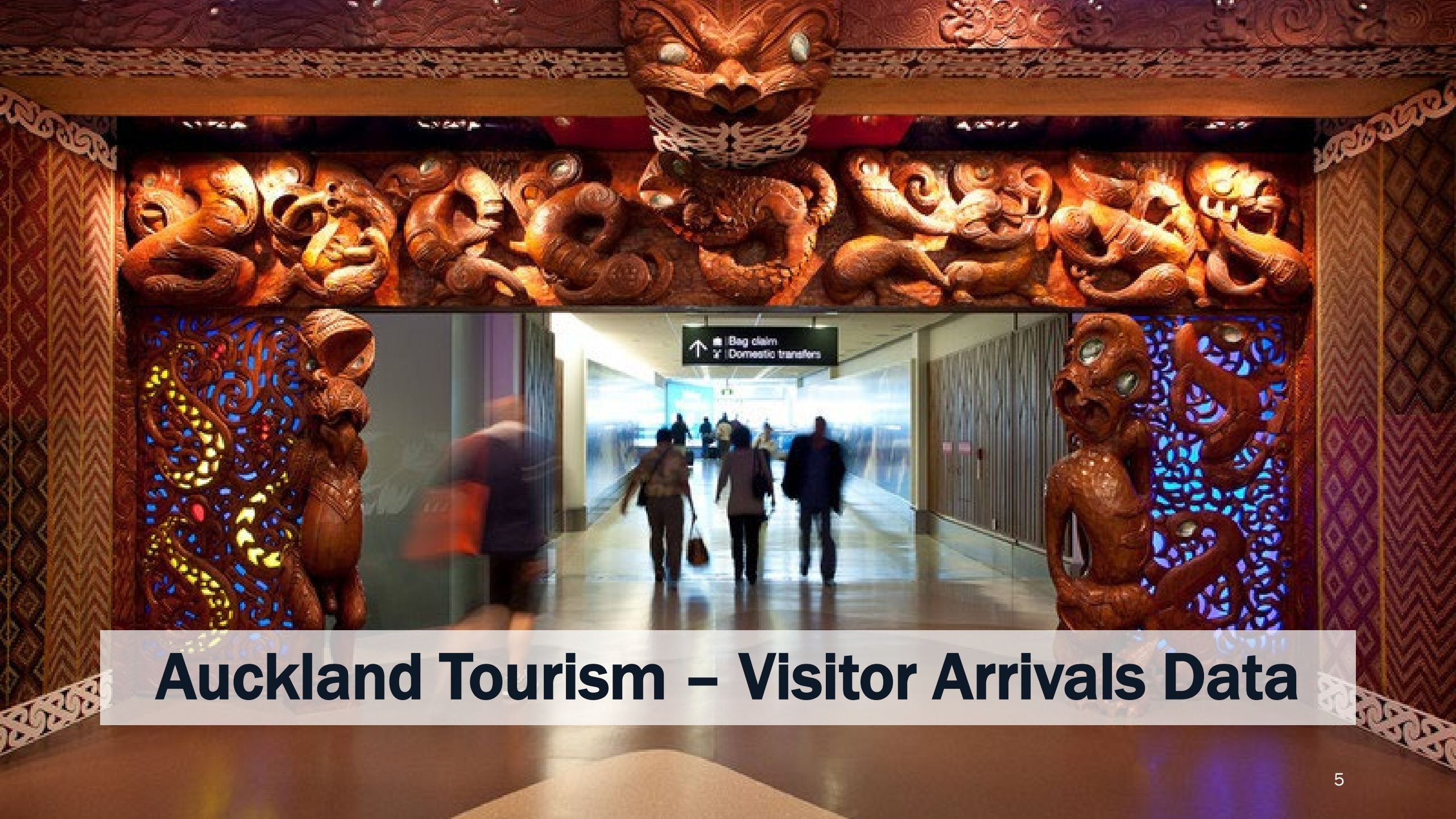
- The year to August 2022 saw **356.9k international visitor arrivals, an increase of 140.7%** on the previous year.
- **Monthly international visitors (74.3k) were up 3074.9%.**
- There was strong growth for the **Australian market** in the month of **August 2022**, with **43.7k visitors, an increase of 17968.6%** compared to last August. **The year to August 2022 saw 212.3k Australian visitor arrivals, also up 100.1%.**
- **VFR visitors** contributed the most to annual visitor numbers (**192.5k**) and **increased 115.3%** on the year to August 2021. **Monthly VFR numbers (33.3k) were also up 3807.4%** compared with the month of August 2021.
- **Holiday visitors (58.4k) were up 347.6%** in YE August 2022, with **monthly numbers (17.3k) also up 24571.4%.**
- **92.6k international guest nights in commercial accommodation** for August, **up 392.6%** on last year.
- **International tourism transactions** was **\$0.43b** for the year, **up 16.8%** and **\$55m for the month (up 149.0%).**

DOMESTIC

- There was a sharp drop in domestic visitors from August to December 2021 as Auckland moved to Alert Levels 4 and 3. Domestic visitation rebounded in December 2021, when all of NZ shifted to the COVID-19 Protection Framework (also known as the traffic lights).
- The year to August 2022 saw **5.45m domestic visitors** to Auckland, **down 16.2%** on last year.
- There were **521.1k domestic visitors** in the month of August 2022, **an increase of 22.3%** on the previous August.
- There were **344.9k domestic guest nights in commercial accommodation** for the month of **August, up 105.3%.**
- **Domestic tourism transactions** for the year to August 2022 was **\$1.84b, down 14.3%** on last year and **\$187m for the month (up 64.0%)** compared to August 2021).
- For **domestic visitors** in **YE June 2022**, the **Net Promoter Score (NPS)** was **+1**, (down 6 points on YE June 2021).

OVERALL

- **August Occupancy was 52.8%, up 19.8 percentage points** on August 2021. The **ADR was \$198 (up 9.4%)** and the **RevPAR was \$104 (up 74.9%).**
- For the month of August 2022, there were **437.5k total guest nights in commercial accommodation** in Auckland, **up 134.1%** on last year.
- **Looking forward, overall occupancy on the books is higher this year** compared to the same period last year (i.e., from October 2022 to January 2023).
- The **Tourism Sentiment Score** for Auckland for August 2022 was **+22** (+1pt to NZ), up 4 points to August 2021.
- The category with the highest sentiment was Food and Culinary (28), followed by Amenities and Entertainment (27), and Relaxation and Wellness (26), and Destination Services (26), while Safety (4), and Access and Transportation (8) had the lowest sentiment.

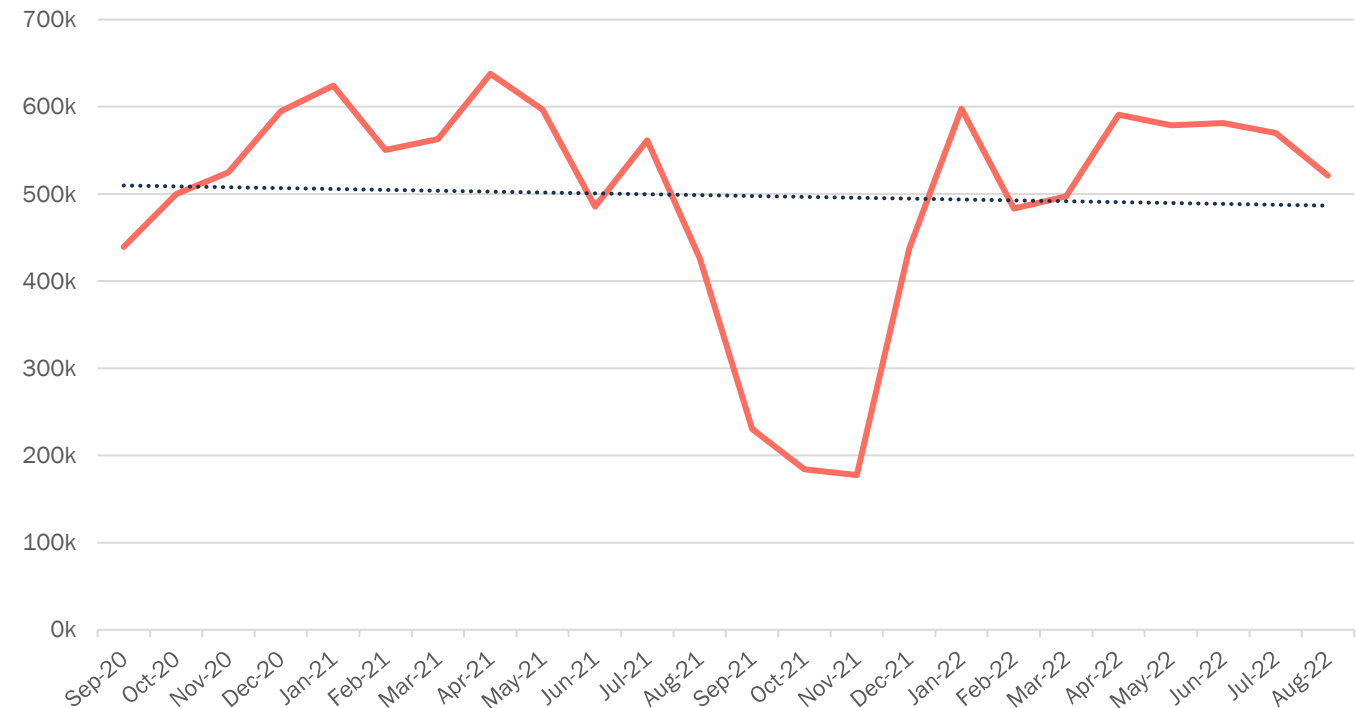


Auckland Tourism – Visitor Arrivals Data

521.1k Domestic visitors in August 2022, up 22.3%

- The Monthly Unique Regional Population Estimates (MURPEs) programme (by MBIE and Data Ventures) uses anonymised data from telecommunications data providers that contain information about mobile phone locations. A weighting process is applied to account for people without a phone or multiple phones. The estimates have some limitations and are best used to monitor trends rather than exact figures. More information can be found [here](#).
- There was a sharp drop in domestic visitors from August to December 2021 as Auckland moved to Alert Levels 4 and 3. Domestic visitation rebounded in December 2021, when all of NZ shifted to the COVID-19 Protection Framework (also known as the traffic lights).
- The year to August 2022 saw **5.45m** domestic visitors to Auckland, down 16.2% on last year.
- There were **521.1k** domestic visitors in the month of August 2022, an increase of 22.3% on the previous August.

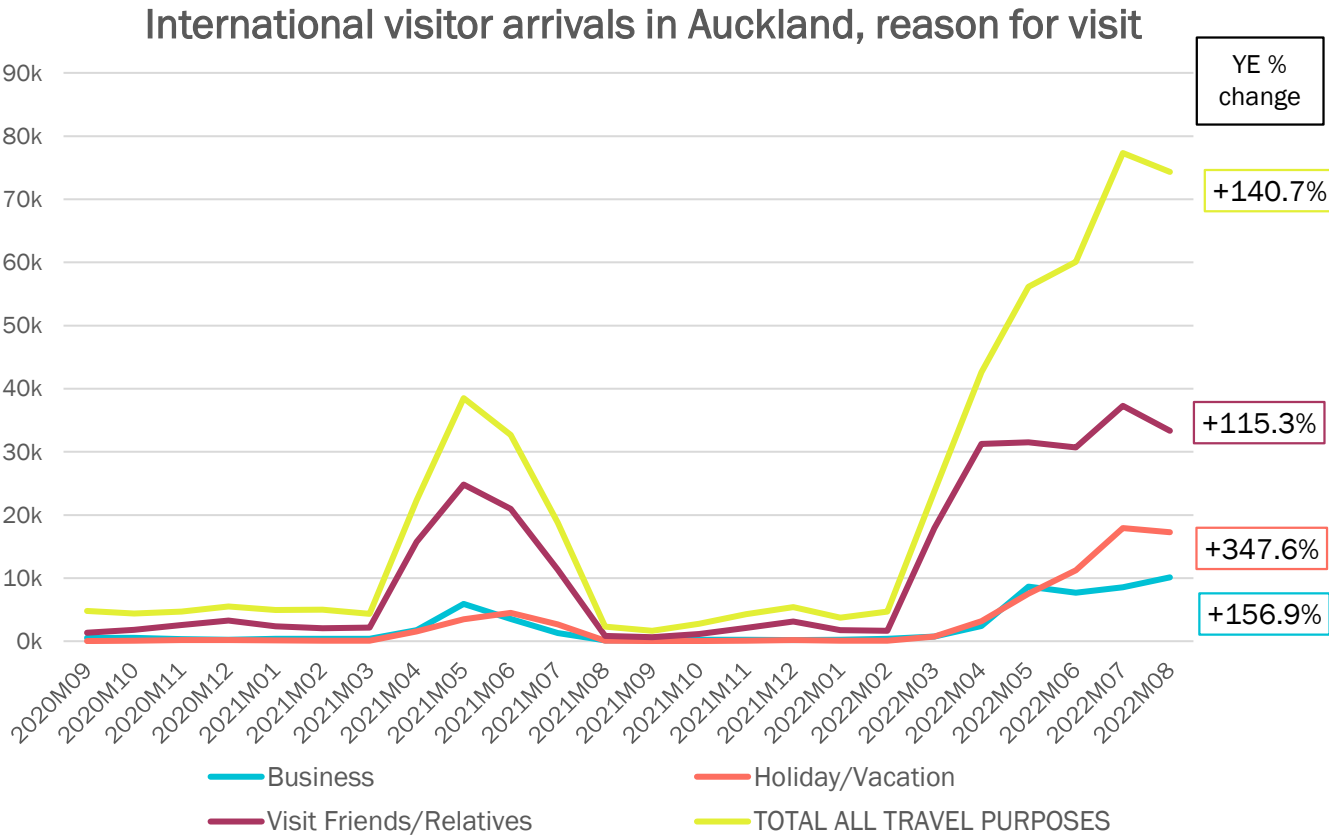
Domestic Visitors to Auckland



	Total Domestic Visitors	vs. previous year / YE
August 2022	521,139	22.3%
YE August 2022	5,448,375	-16.2%

International visitor arrivals were up 3074.9% in August 2022

- The year to August 2022 saw 356.9k international visitor arrivals, an increase of 140.7% on the previous year.
- The month of August saw 74.3k international visitors, up 3074.9% on the previous August.
- VFR visitors contributed the most to annual visitor numbers (192.5k) and increased 115.3% on the year to August 2021. Monthly VFR numbers (33.3k) were also up 3807.4% compared with the month of August 2021.
- For YE August 2022, holiday visitors (58.4k) were up 347.6%, with monthly numbers (17.3k) also up 24571.4%.
- There were 39.7k business visitors (up 156.9%) in the year to August 2022, and 10.1k for the month (up 6526.8%).



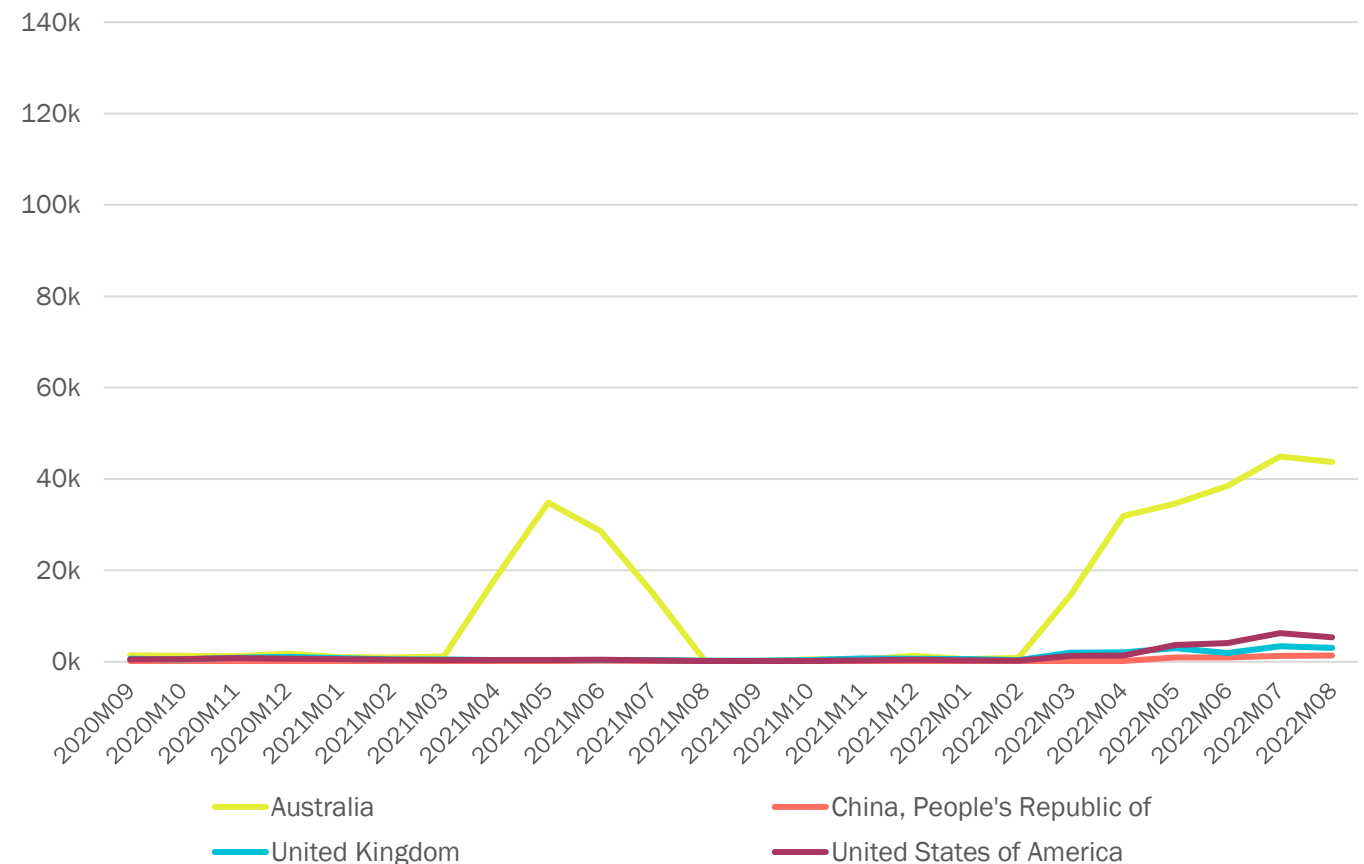
	Visitor arrivals	vs. previous year / YE
August 2022	74,325	3074.9%
YE August 2022	356,869	140.7%

212.3k Australian visitor arrivals in YE August 2022, up 100.1%

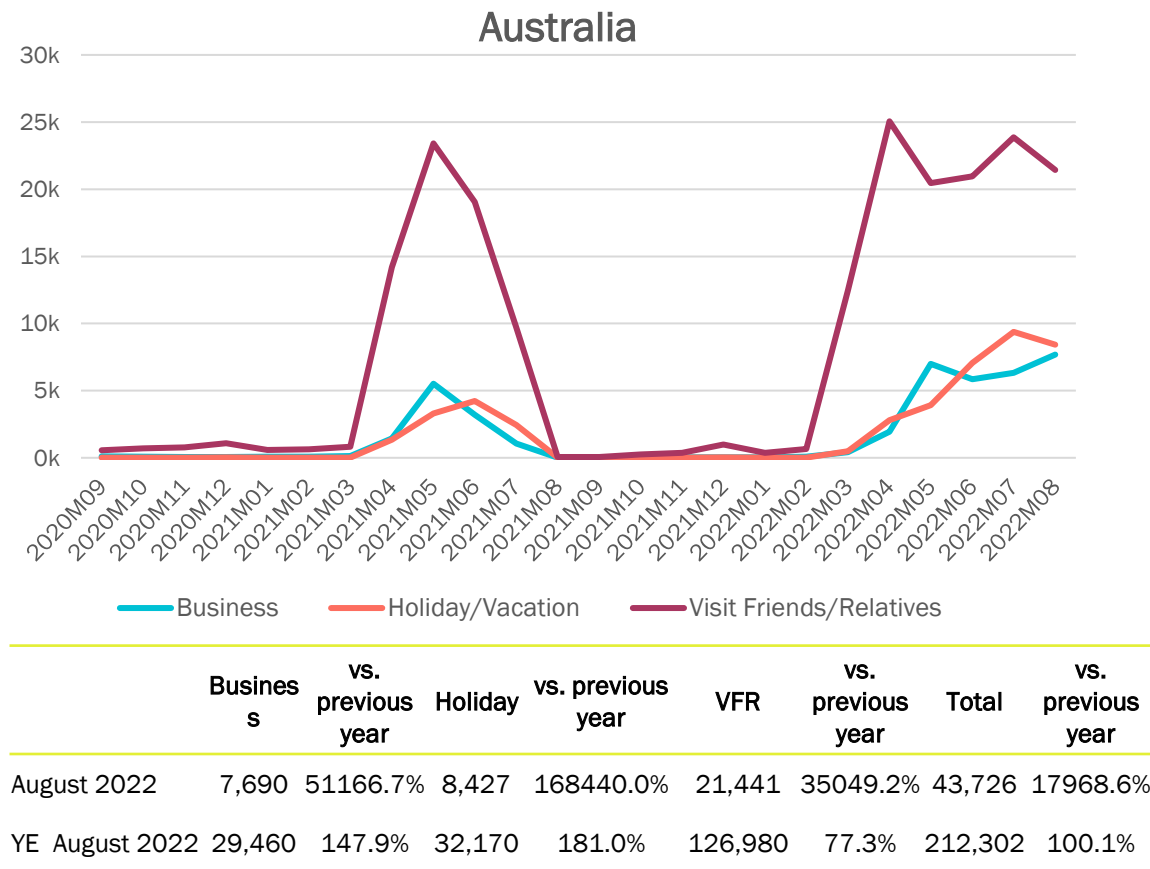
- There was a sharp increase in Australian visitor arrivals in April 2021, when the trans-Tasman travel bubble opened. However, the preceding Lockdowns and travel restrictions put a halt to Australian visitation.
- Visitation from the **Australian market** kickstarted again in March 2022 when the NZ border reopened to vaccinated Kiwis and other eligible travellers from Australia.
- There was strong growth for Australian visitors in the month of August 2022, with **43.7k visitors, an increase of 17968.6%** compared to last August. **The year to August 2022 saw 212.3k Australian visitor arrivals, up 100.1%.**
- For YE August 2022, there were 18.3k visitor arrivals from the UK (up 175.6%) and 23.6k visitors from the US (up 307.0%).
- Visitors from China (5.3k) were also up for the year (164.4%), and up (1040.8%) for the month of August (1,369).

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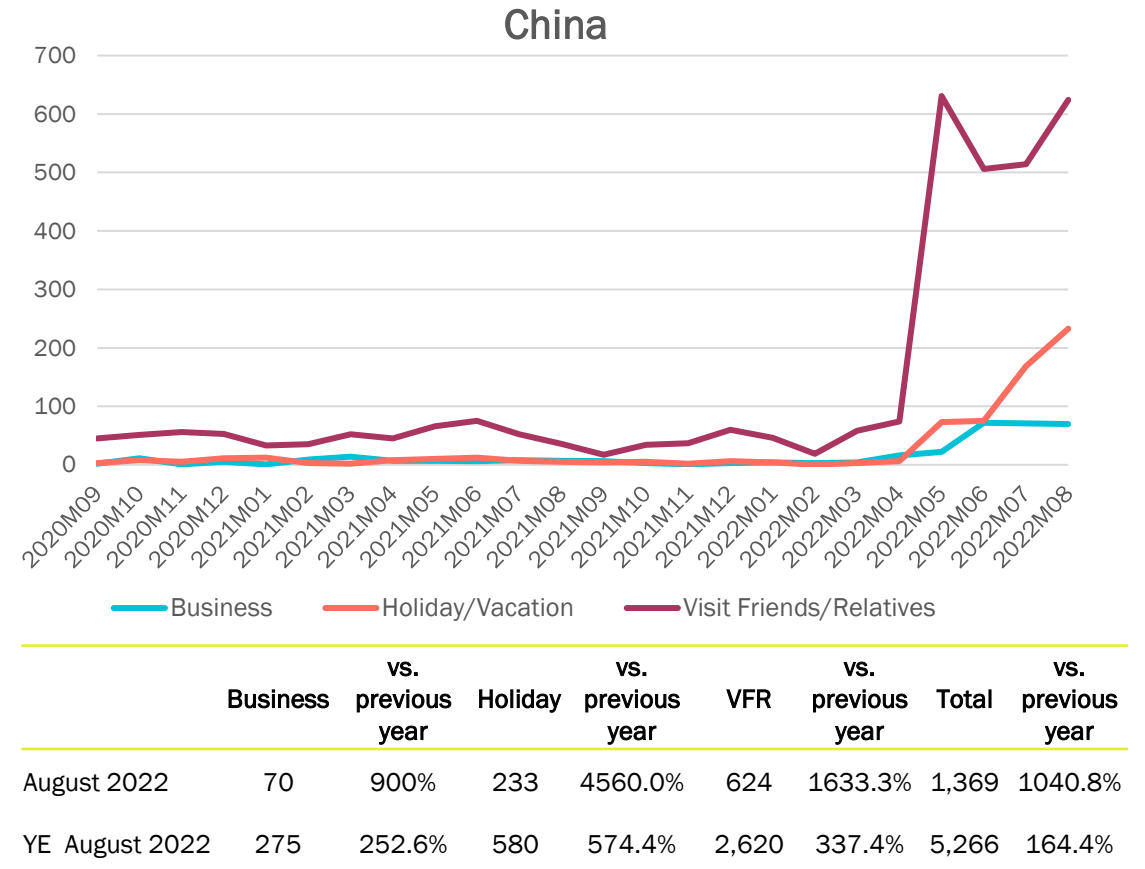
Visitor arrivals in Auckland by key international markets



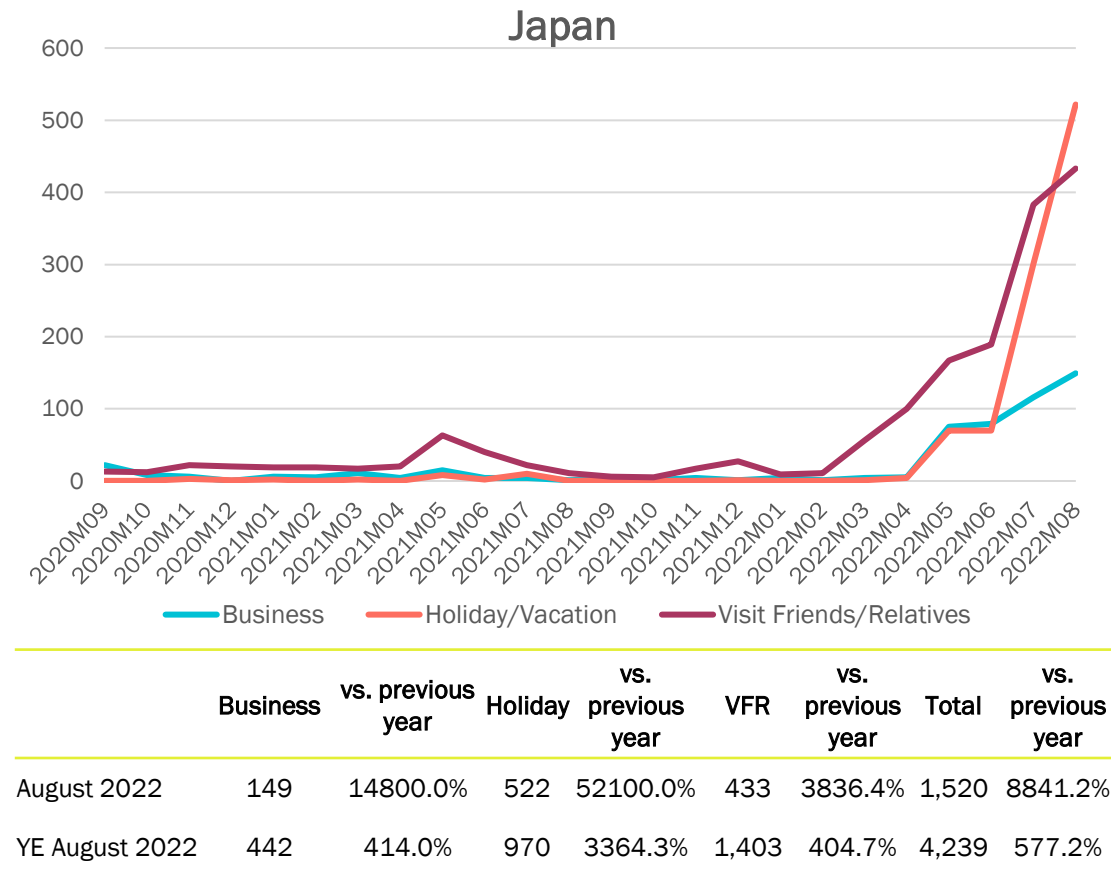
24 month visitor arrivals from individual markets



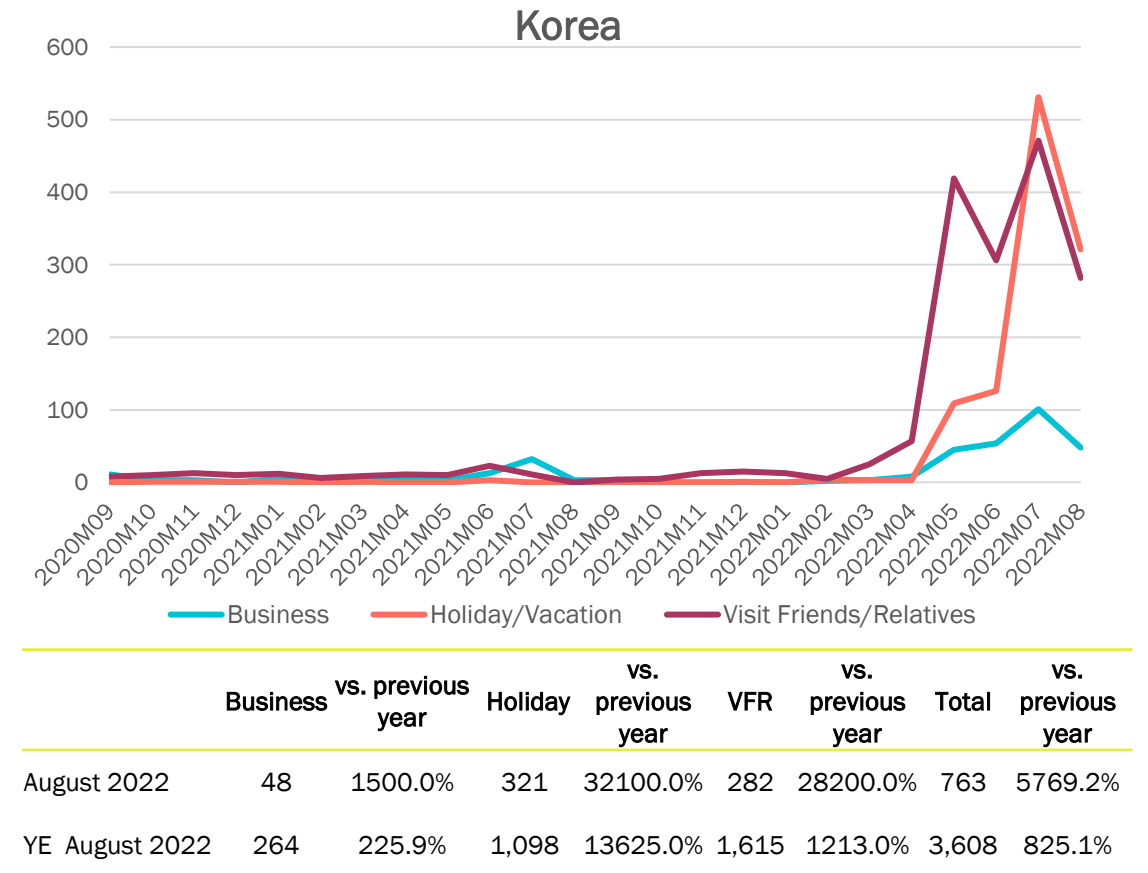
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24 month visitor arrivals from individual markets



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24 month visitor arrivals from individual markets

Germany



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2022	80	1042.9%	318	#DIV/0!	222	1010.0%	705	1914.3%
YE August 2022	324	133.1%	784	4800.0%	1,431	220.9%	2,920	269.2%

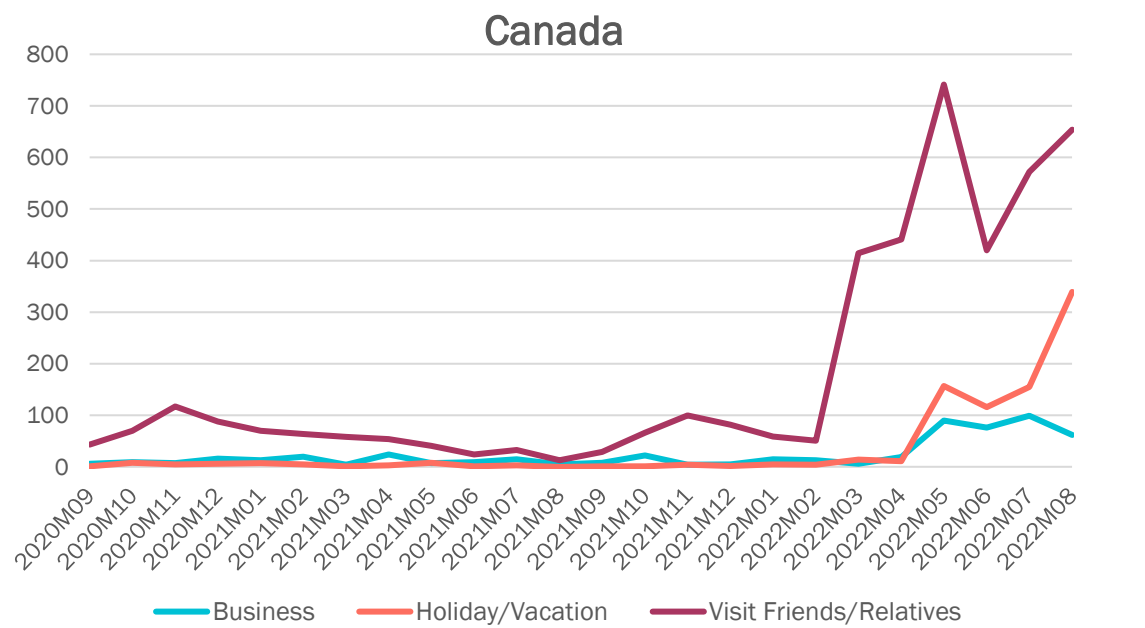
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UK



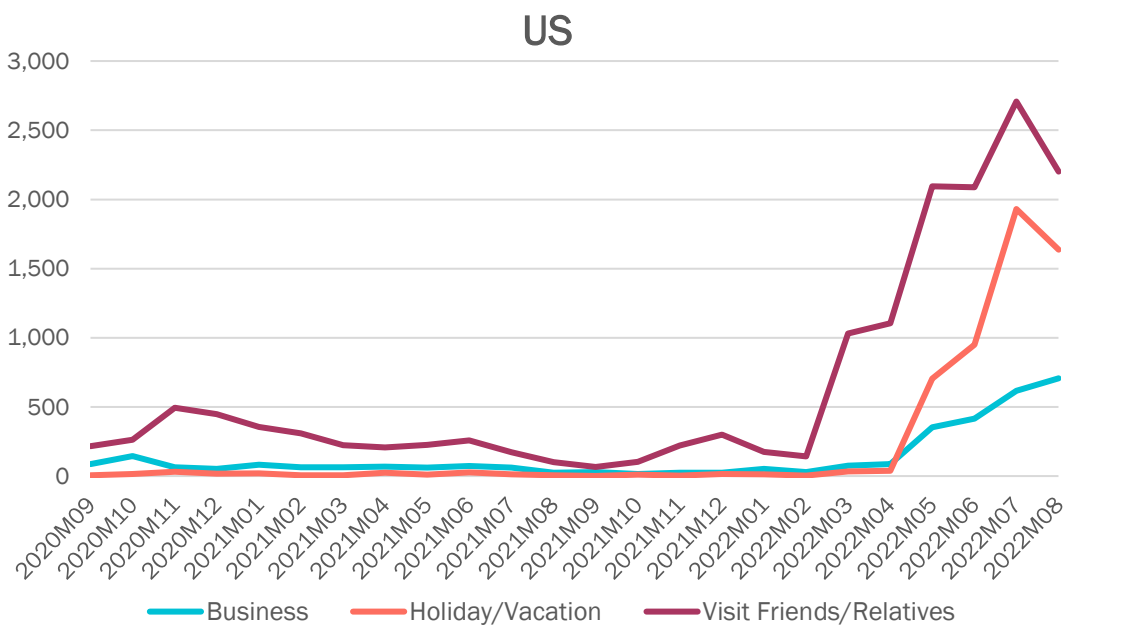
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2022	223	1211.8%	524	26100.0%	2,032	1254.7%	3,042	1276.5%
YE August 2022	1,176	79.5%	1,588	856.6%	14,042	238.4%	18,294	175.6%

24 month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2022	62	1140.0%	339	#DIV/0!	654	4930.8%	1,167	2892.3%
YE August 2022	419	210.4%	809	1585.4%	3,629	437.6%	5,410	353.5%

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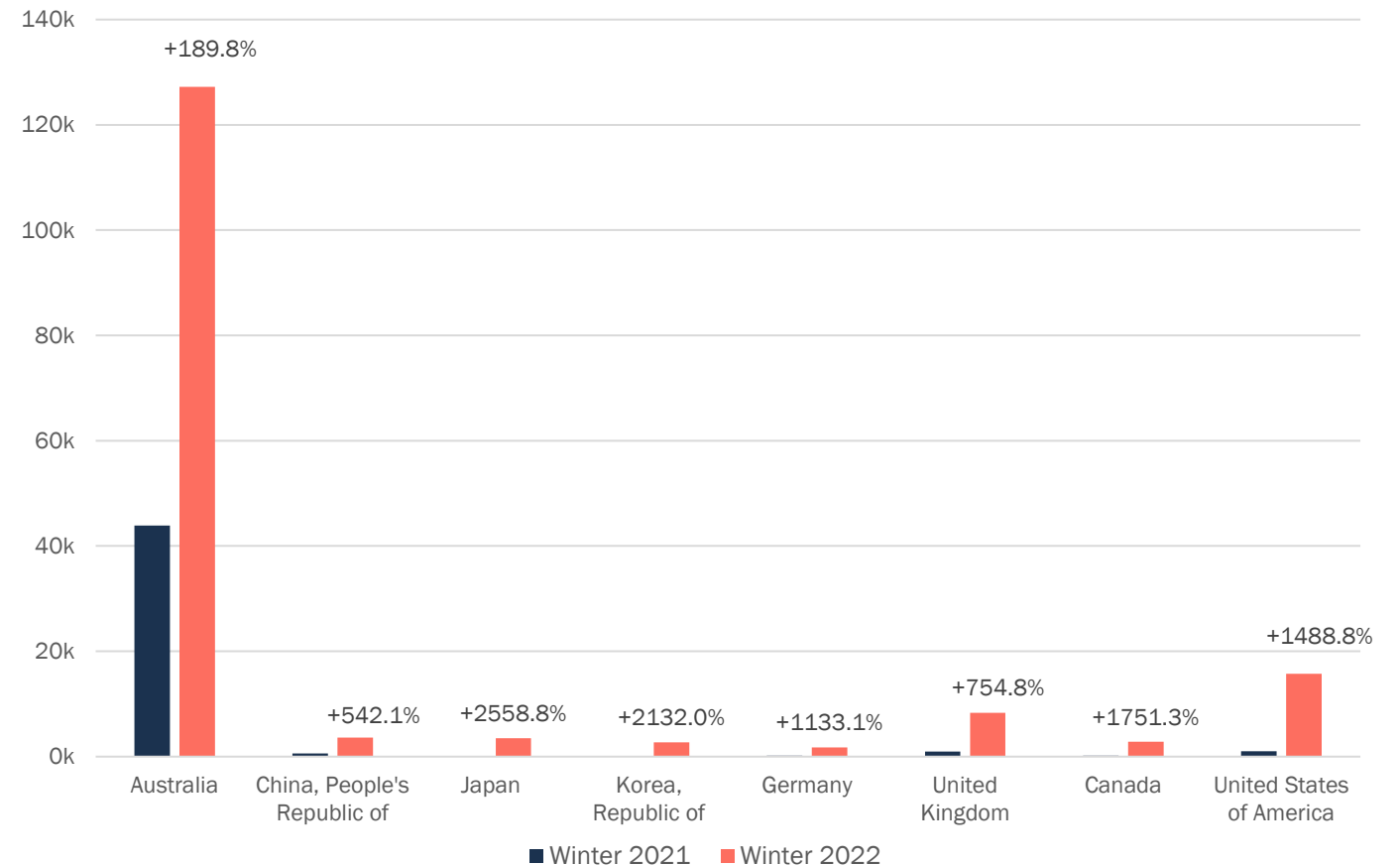


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2022	708	2732.0%	1,637	27183.3%	2,201	2101.0%	5,381	2777.5%
YE August 2022	2,431	187.0%	5,340	2710.5%	12,231	273.1%	23,588	307.0%

211.8k international visitor arrivals in winter 2022, up 293.6% on last winter

- There were 211.8k international visitor arrivals in winter 2022, up 293.6% on the previous winter.
- VFR (101.3k, up 205.6%), holiday (46.4k, up 545.1%) and business (26.4k, up 427.5%) arrivals were up compared to winter 2021.
- Visitation from Australia (127.2k, up 189.8%) increased in comparison to the previous winter. VFR (66.3k) from Australia was also up 130.0%.
- US visitors (15.7k) were up (1488.8%) for winter 2022, compared to last winter.
- This winter, visitation from all other markets was up compared to winter 2021.

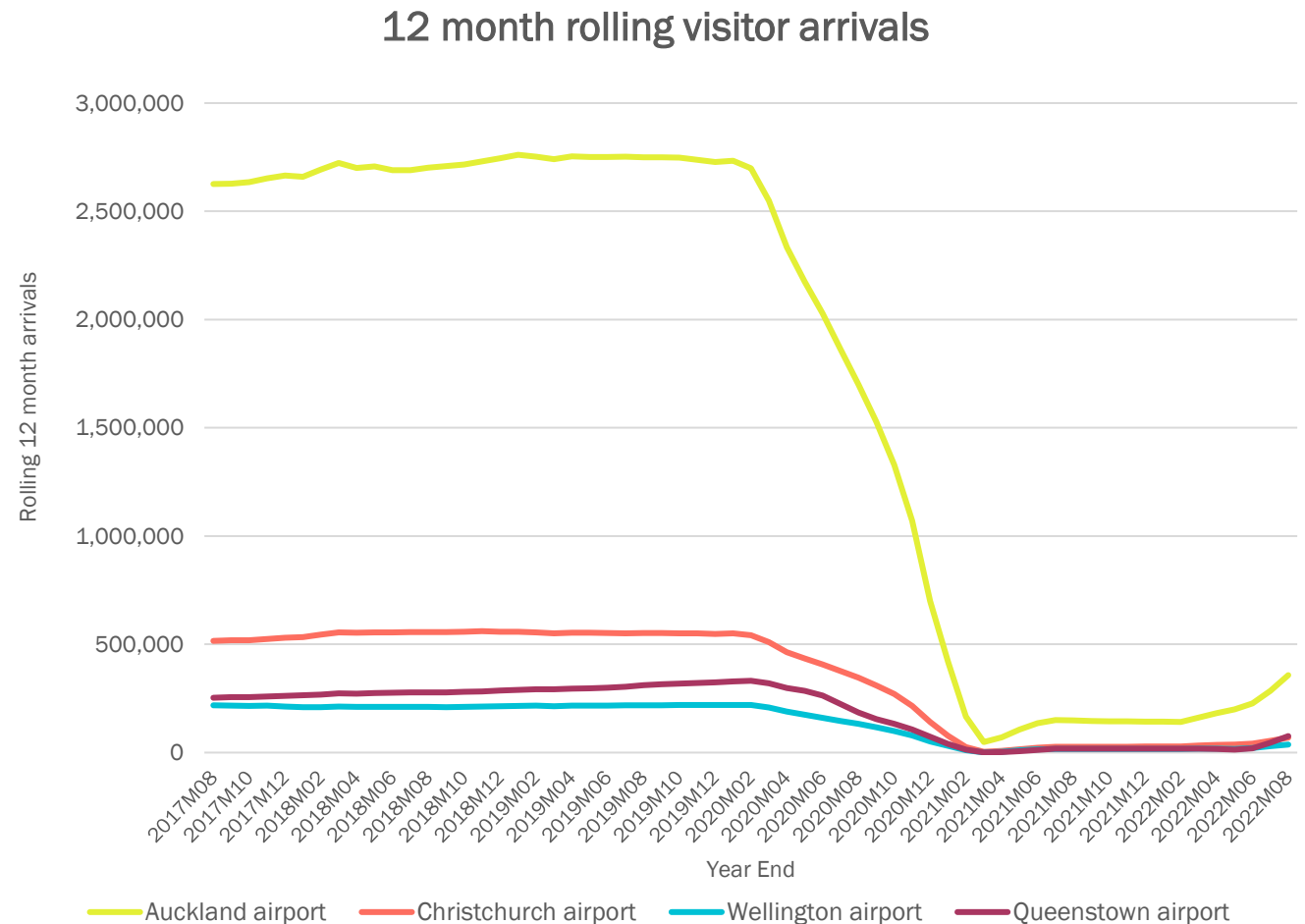
Seasonal international arrivals in Auckland by key markets



Auckland has seen an 140.7% increase in international visitor arrivals over the last year

- In the five years proceeding the arrival of Covid in 2020, all major airports had seen steady increases in international visitor arrivals.
- The Covid-related travel bans have had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- However, with NZ borders starting to reopen, Auckland has seen an 140.7% increase in international visitor arrivals over the last year.
- For the year ending August 2022, all other ports saw growth in international visitor arrivals in comparison to last year. Christchurch saw an increase of 165.2%, Queenstown was up 322.8% and Wellington up 121.1% compared to last year.

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A photograph taken from inside a large, brown canvas glamping tent. The tent has a high, peaked roof with wooden support beams. In the foreground, there are two beds with grey bedding and pillows. In the middle ground, a man and a woman are sitting at a small wooden table, looking out towards a lush green landscape. The woman is on the left, and the man is on the right. They are both wearing casual clothing. On the table, there is a small vase with pink flowers and some other items. Outside the tent, there is a wooden deck, a large yellow umbrella, and a wooden structure. The background is filled with dense green trees and foliage. The overall atmosphere is peaceful and scenic.

Auckland Tourism – Accommodation Data

92.6k international guest nights in commercial accommodation in August 2022, up 392.6%

- For the month of August 2022, there were **437.5k total guest nights** in commercial accommodation in Auckland, up **134.1%** on the same month last year.
- There were **344.9k domestic guest nights** in commercial accommodation (up 105.3%), and **92.6k international guest nights (up 392.6%)** in commercial accommodation in August 2022.
- For New Zealand overall, there were 2.31m guest nights in commercial accommodation, up 86.6% compared to August 2021.

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Guest nights in commercial accommodation - Auckland

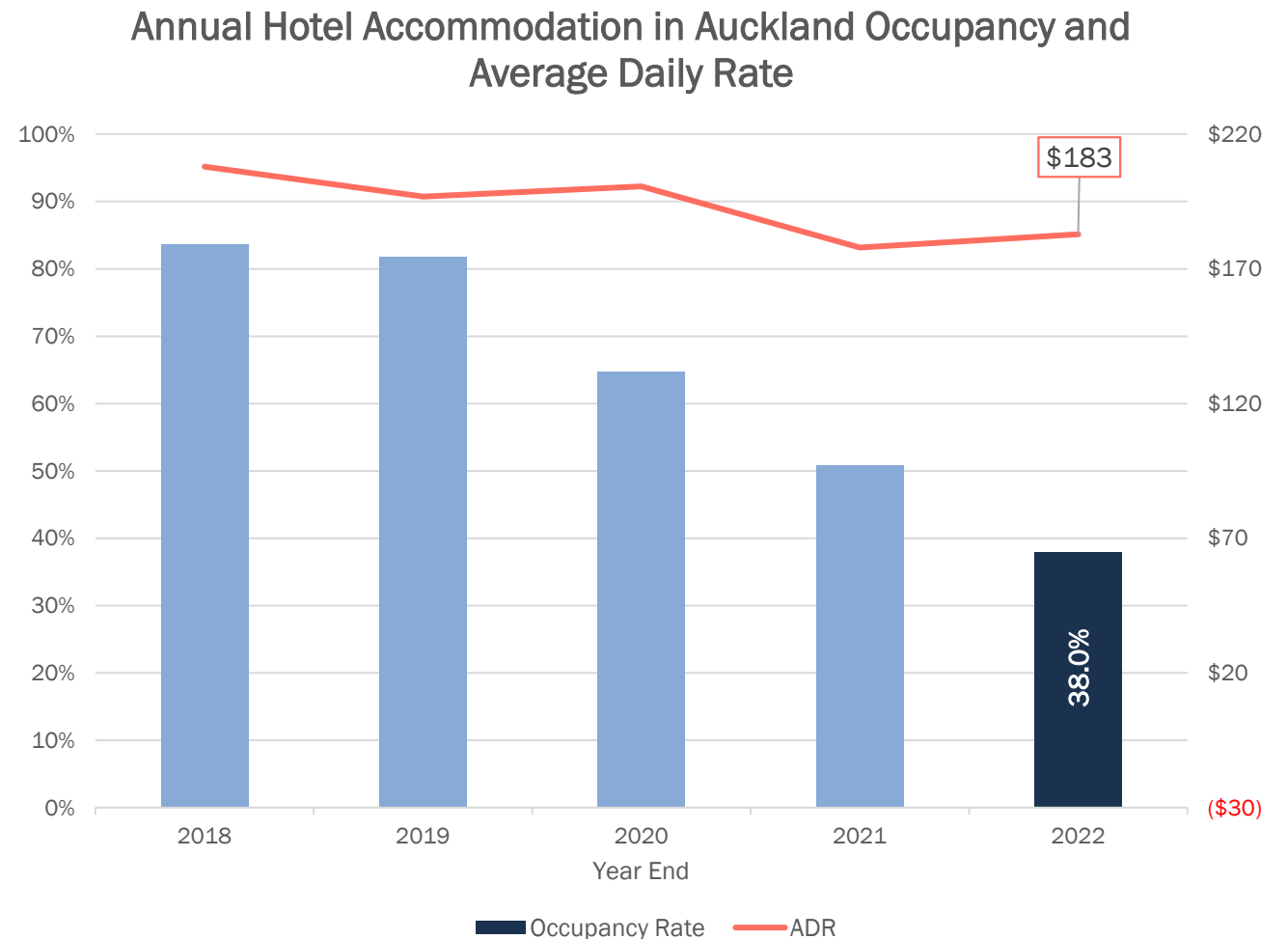


August 2022	Auckland	% change	New Zealand	% change
Total guest nights	437,500	134.1%	2,314,500	86.6%
Domestic guest nights	344,900	105.3%	1,874,100	62.6%
International guest nights	92,600	392.6%	440,400	401.0%

August 2022 Average daily rate (ADR) was \$198, up 9.4%

- **August Occupancy** was **52.8%**, **up 19.8pts** to August 2021. The ADR was **\$198** (up 9.4%) and the RevPAR was **\$104** (up 74.9%).
- Covid affected the year-end average hotel occupancy rate, which was **38.0%** for the **year to August 2022**, with a **decrease of 12.8pts** compared to the previous year-end.
- The average daily rate (ADR) for hotels in the year to August 2022 was **\$183** up 2.8% on the previous year.
- The **RevPAR** for the year ending August 2022 was **\$69** down 23.2% on the previous year.

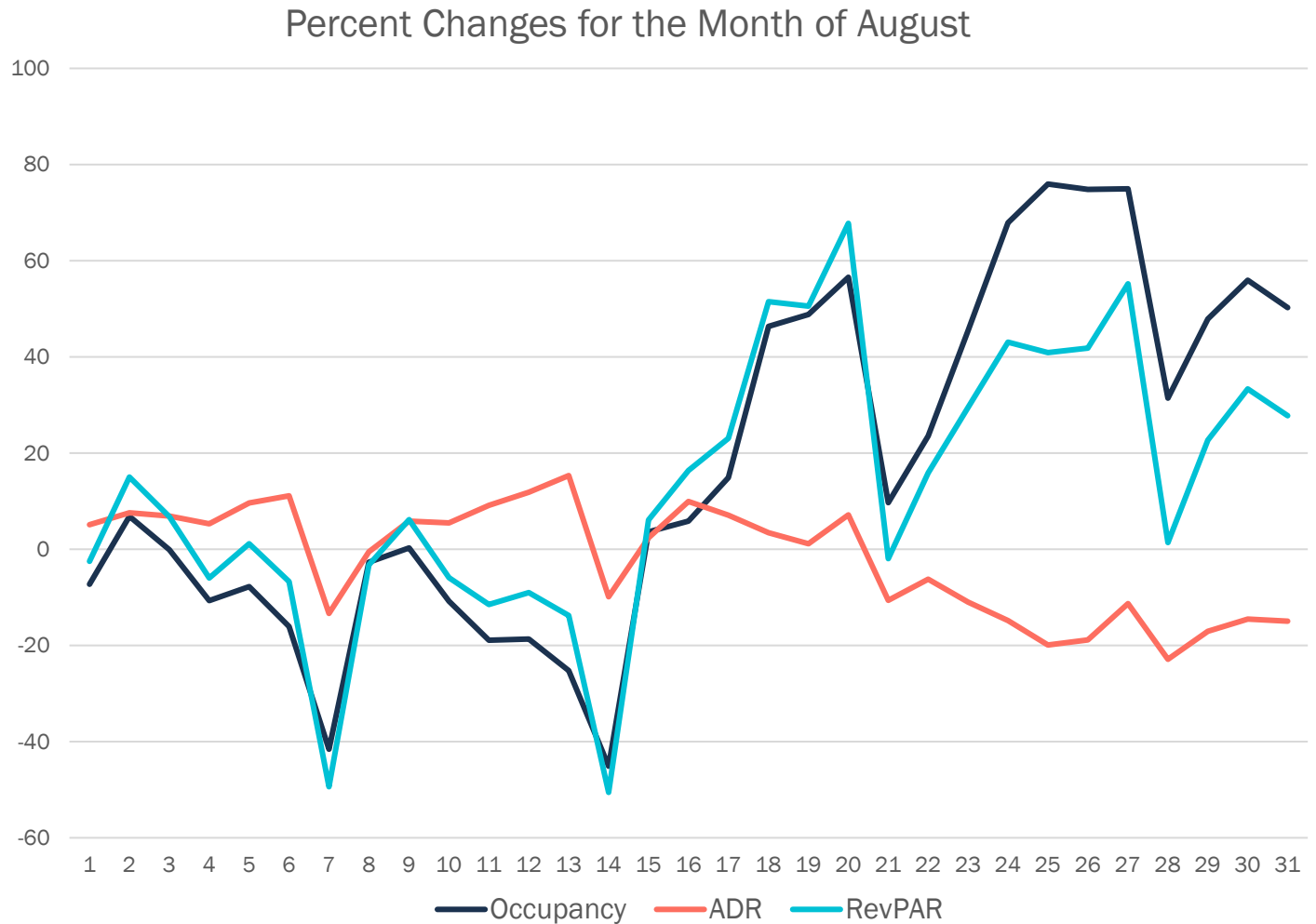
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Occupancy was 8.1% higher in August 2022, compared to 2021

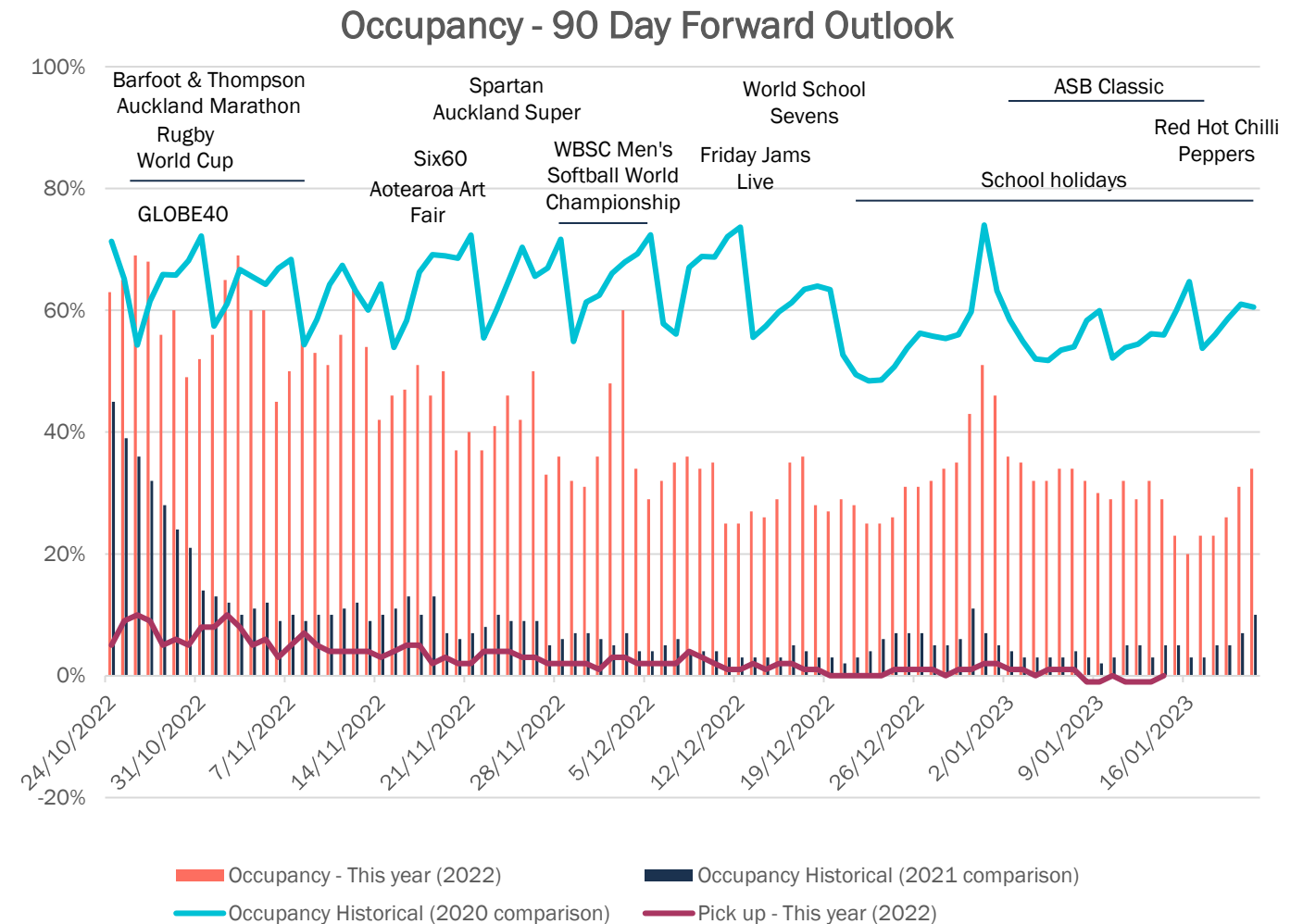
- A quarter (26%) of the hotels covered here are in fact, isolation hotels.
- Occupancy was 8.1% higher during the month of August this year, compared to August last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in August 2022. Occupancy, peaked on Saturday 13th August, while ADR peaked on Thursday 25th August, and RevPAR peaked on Saturday 27th 2022

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90 Day Forward Booking Occupancy Data

- Looking forward, overall occupancy on the books is higher this year compared to the same period last year (i.e. from October 2022 to January 2023).
- Occupancy peaked at 69% on the 26th October and 3rd November (the night of the Dua Lipa concert at Spark Arena) this year.
- There is a spike in occupancy (60%) on 3rd December 2022. Billy Joel and Big Thief play in Auckland on this date.
- Auckland occupancy is currently at 51% on New Years Eve (31st December 2022).





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.
- Once an alternative dataset becomes available, we will commence reporting on this.

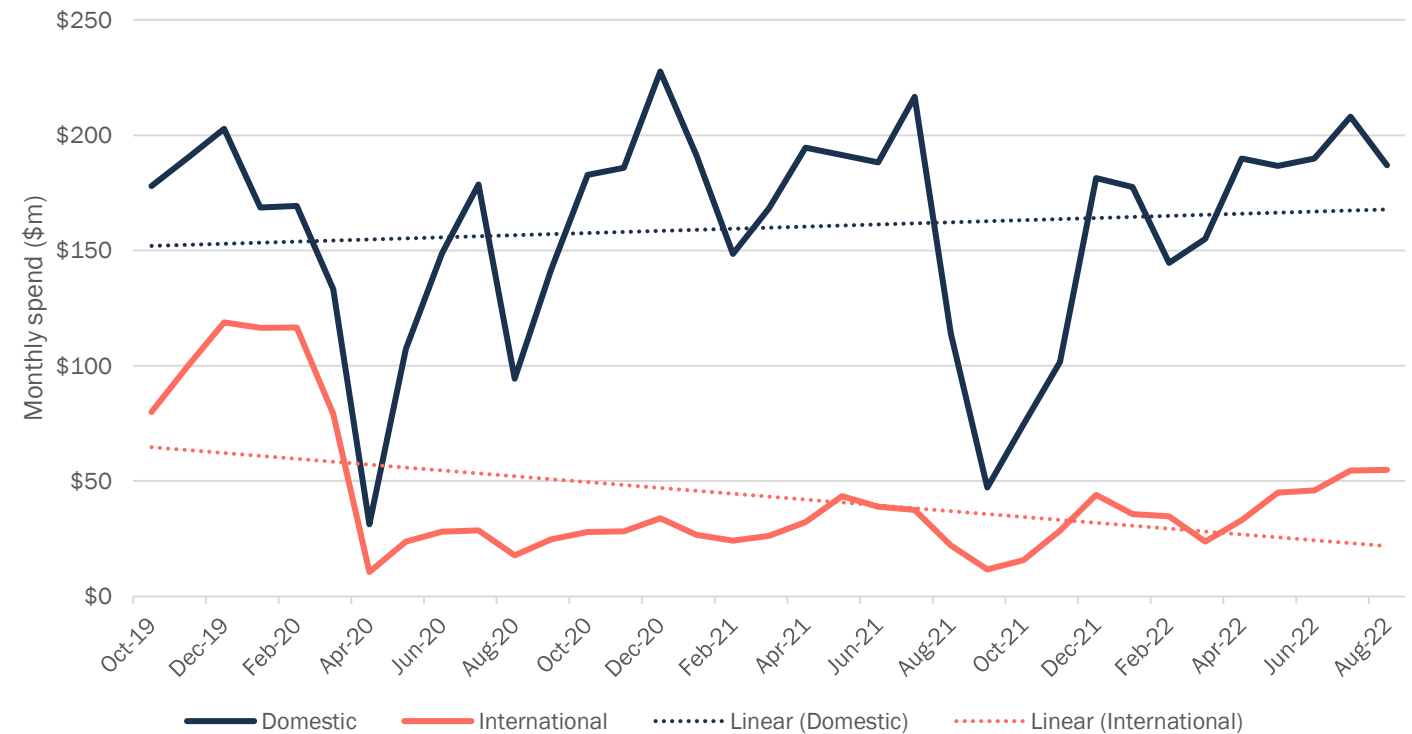
A photograph of two young women walking through a modern shopping mall. The woman on the left is wearing a bright purple long-sleeved shirt, blue jeans, and white sneakers, carrying a brown crossbody bag and a patterned shopping bag. The woman on the right is wearing a white short-sleeved dress and black sandals, carrying a black crossbody bag and a light blue shopping bag. In the background, there are glass-fronted shops, including one with a 'DIOR' sign, and other shoppers. The floor is made of large, light-colored tiles.

Auckland Tourism – Spend Data

\$1.84b in Domestic tourism transactions for YE August 2022

- Looking at the last 24 months, domestic tourism transactions fell in correlation with each of Auckland's regional lockdowns i.e., in April and August 2020, and again in February 2021 and August through to September in 2021.
- In the year to August 2022, Domestic tourism transactions was **\$1.84b** (down 14.3%), while International tourism transactions was **\$0.43b**, up 16.8% for the year.
- 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](#).

Year-end tourism transactions in Auckland

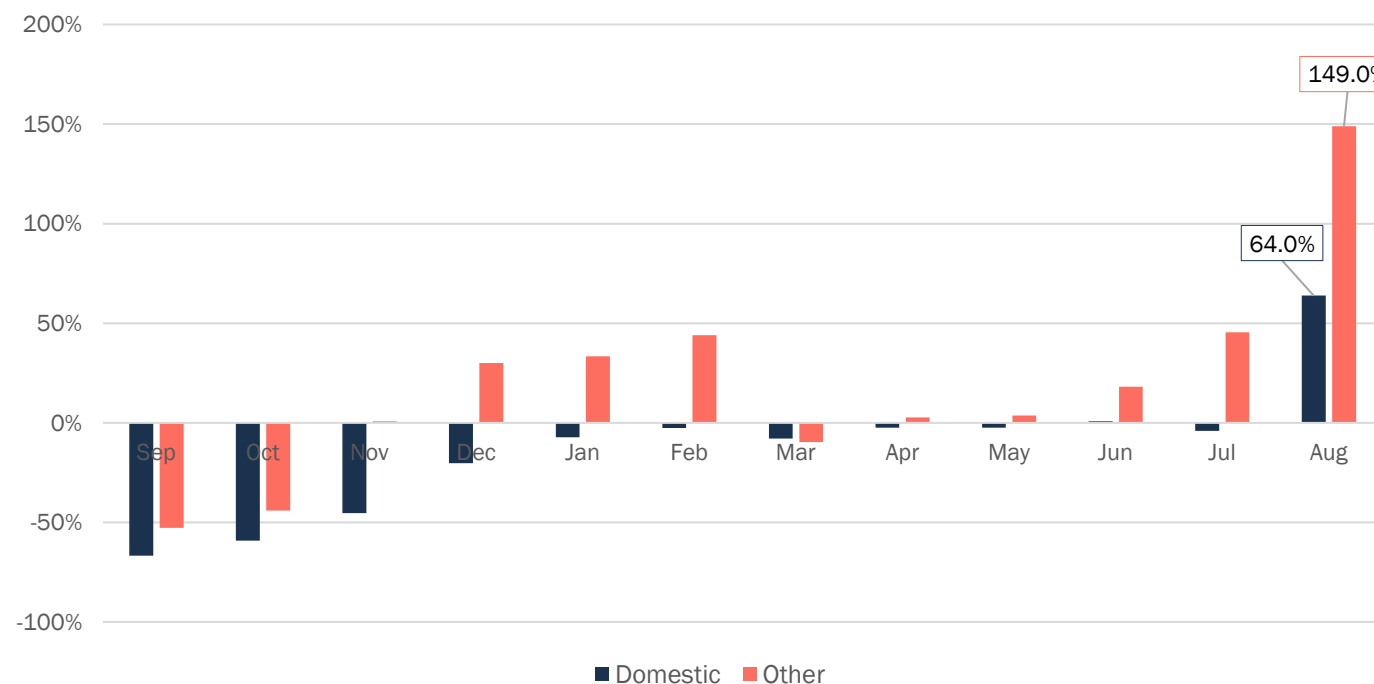


Tourism Transactions	YE August 2022 (\$b)	% change
Domestic	1.844	-14.3%
International	.428	16.8%

Domestic tourism transactions were \$187.0m for August 2022, up 64.0%

- For the month of August 2022, domestic tourism transactions (TECTs) was \$187.0m, up 64.0% compared with the same month in 2021.
- International tourism transactions in August 2022 was \$54.9m (up 149.0%) compared to August 2021.

Monthly % Change in tourism transactions in Auckland



Tourism Transactions	August 2022 (\$m)	% change
Domestic	187.0	64.0%
International	54.9	149.0%

\$63.7m spent in Retail sales (other) by domestic visitors in August 2022, up 88.6%

	Spend (\$m)	% change
Accommodation services	8.7	47.8%
Cultural, recreation, and gambling services	4.9	80.6%
Food and beverage serving services	34.0	76.7%
Other passenger transport	3.0	124.0%
Other tourism products	18.9	88.9%
Retail sales - alcohol, food, and beverages	33.4	12.5%
Retail sales - fuel and other automotive products	20.3	79.6%
Retail sales - other	63.7	88.6%
Grand Total	187.0	64.0%

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Domestic monthly tourism transactions in Auckland, by product

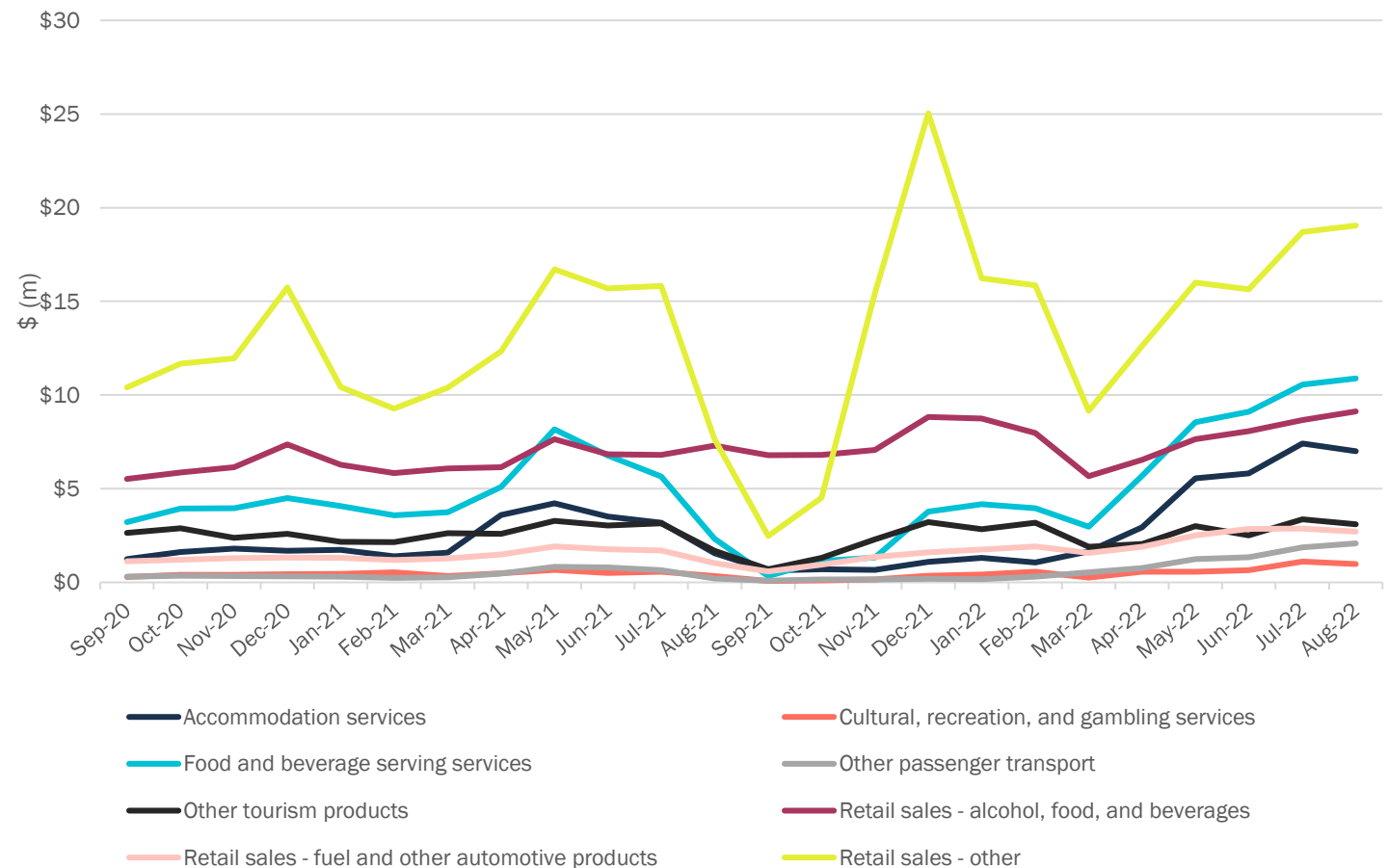


\$19.1m spent in Retail sales (other) by International visitors in August 2022 up 149.5%

	Spend (\$m)	% change
Accommodation services	7.0	352.1%
Cultural, recreation, and gambling services	1.0	184.2%
Food and beverage serving services	10.9	369.4%
Other passenger transport	2.1	943.9%
Other tourism products	3.1	83.1%
Retail sales - alcohol, food, and beverages	9.1	24.8%
Retail sales - fuel and other automotive products	2.7	164.3%
Retail sales - other	19.1	149.5%
Grand Total	54.9	148.9%

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International monthly tourism transactions in Auckland, by product



A scenic view of a helicopter on a grassy field near a beach and the ocean. In the foreground, people are sitting at a table, enjoying the view. The helicopter is parked on a green lawn, and two people are standing near it. The background shows a sandy beach, the ocean, and distant hills under a clear sky.

Auckland Tourism – Major and Business Events Data

Major Events Insights

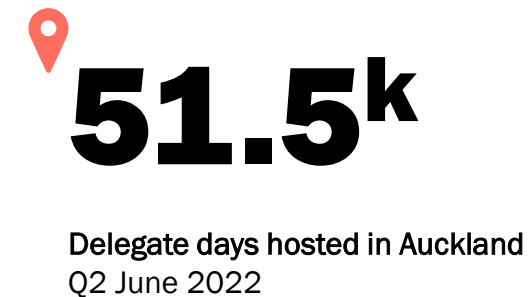
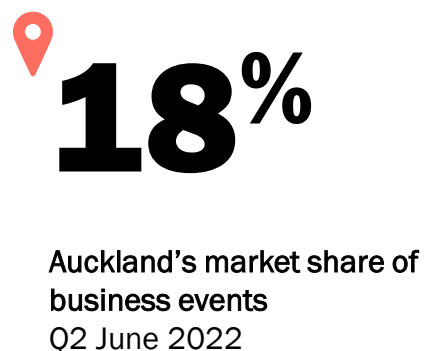


Event	Date	Venue	Interesting Findings
Comedy Trust Auckland Showcase	6 August 2022	Various	<ul style="list-style-type: none"> For the month of August 2022, there were 437.5k total guest nights in commercial accommodation in Auckland, up 134.1% on the same month last year.
NBL Final 6 Week	10 – 13 August 2022	Eventfinda Stadium	<ul style="list-style-type: none"> There were 344.9k domestic guest nights in commercial accommodation (up 105.3%), and 92.6k international guest nights (up 392.6%) in commercial accommodation in August 2022.
Auckland Writers Festival	23 – 28 August 2022	Various	<ul style="list-style-type: none"> For the month of August 2022, domestic tourism transactions (TECTs) was \$187.0m, up 64.0% compared with the same month in 2021.
Tall Blacks vs Jordan	22 – 30 August 2022	Eventfinda Stadium	<ul style="list-style-type: none"> International tourism transactions in August 2022 was \$54.9m (up 149.0%) compared to August 2021.

Business Events Insights



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A group of four people, two men and two women, are walking along a dirt path in a vineyard. The man on the far left is wearing a light blue button-down shirt and light-colored trousers, holding a glass of red wine. The man next to him is wearing a black t-shirt with a graphic that says 'BALANCE youthful and healthy interesting' and black cargo pants, holding a glass of red wine and a bottle of wine. The woman next to him is wearing a green dress and sunglasses, holding a glass of red wine. The woman on the far right is wearing a white dress and holding a glass of red wine. They are all smiling and appear to be enjoying their time. The background shows rolling hills and a clear sky.

Auckland Tourism – Tourism Sentiment Index

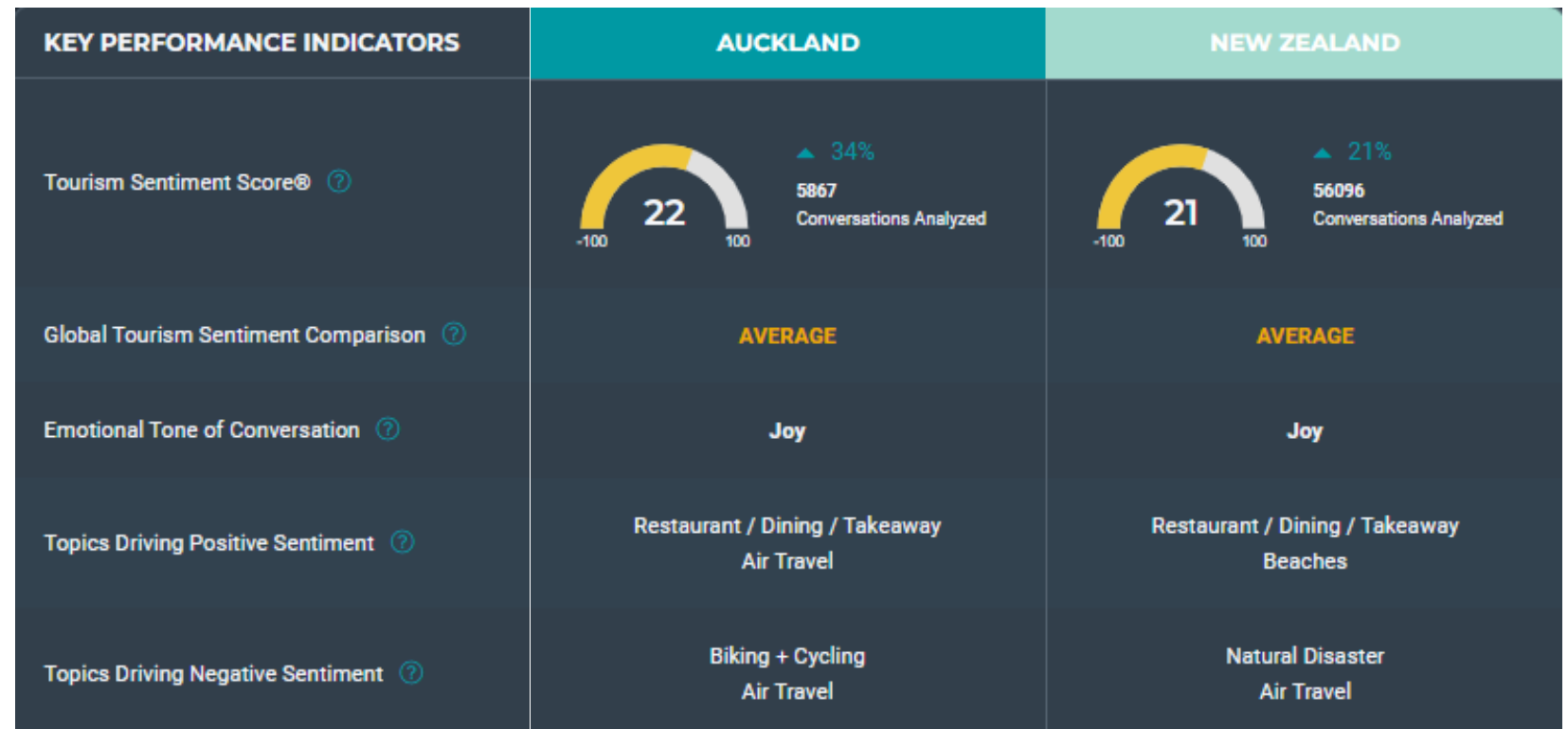
Tourism Sentiment Index (TSI)

- 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 August 2022 was +22 (+1pt to NZ), up 4 points to August 2021.
- Of all conversations online being driven by Auckland's tourism experience or products, 22% of those conversations were identified as destination promoters.
- This includes 5,867 online conversations about Auckland (up 34%), while 56,096 online conversations were included for NZ (up 21%).
- 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.
- The general emotional tone of online conversations was 'Joy' for both Auckland and NZ.
- Topics that drove positive sentiment for Auckland were 'Restaurant, Dining, and Takeaway' and 'Air Travel', while negative sentiment was also driven by 'Biking + Cycling' and 'Air Travel'.



TSI Categories



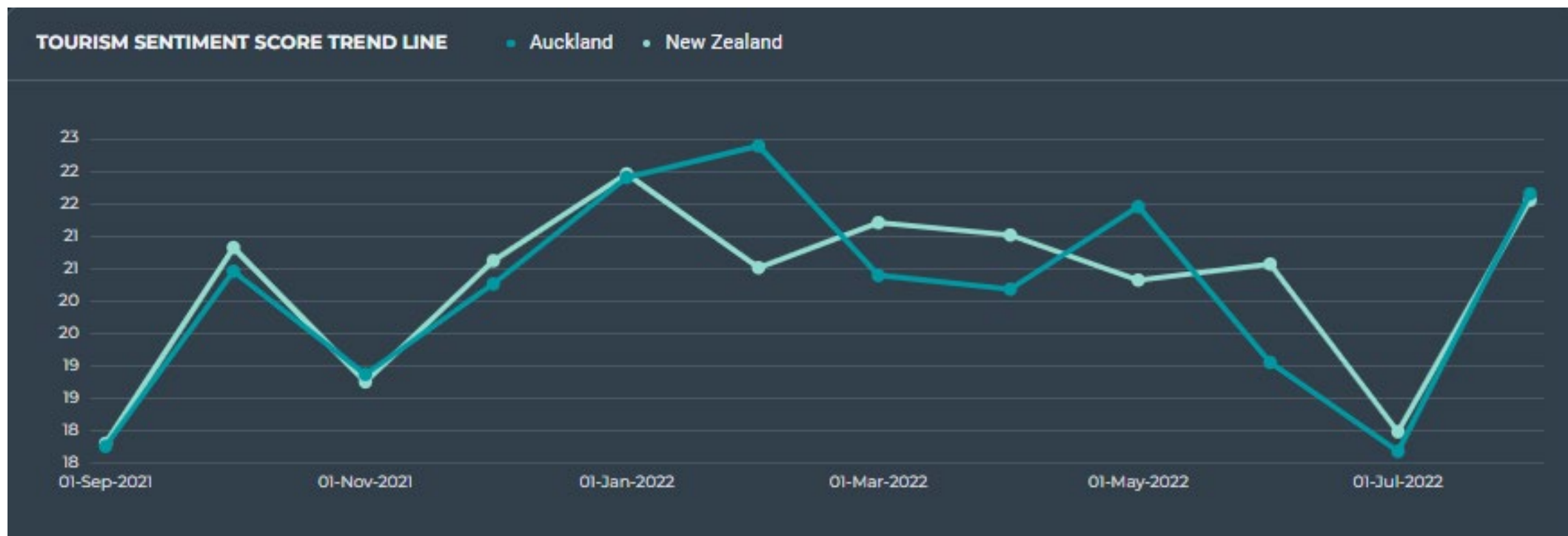
- Volume is a good indicator of overall awareness. The more people are talking about a specific experience, the more awareness it drives. The top drivers for conversation about Auckland for August 2022 were Access and Transportation (26%), followed by Food and Culinary (20%), and Outdoor Activities (18%).
- The category with the highest sentiment was Food and Culinary (28), followed by Amenities and Entertainment (27), and Relaxation and Wellness (26), and Destination Services (26), while Safety (4), and Access and Transportation (8) had the lowest sentiment.
- Sub-categories that drove positive sentiment were Distilleries and Spirits (50), Indigenous Cultural Attractions (45), Fishing (42), Spa and Wellness (40) and Sky Diving, Bungy and Ziplining (40).
- The lowest sentiment was recorded in Health (-5), Ground Transportation (2), Windsports (2), and Biking + Cycling (3).
- Auckland sentiment was higher in Safety (+9), Destination Services (+2), Relaxation and Wellness (+2), Amenities and Entertainment (+2) and Food and Culinary (+1) in comparison to NZ.
- Joy was the general emotional tone for almost all categories for the month of August 2022, with anger being linked to Access and Transportation.

CATEGORIES	AUCKLAND			NEW ZEALAND		
	Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
▲ Access + Transportation	26% ▼ 1%	Anger	8 Average	16% ▼ 1%	Anger	10 Average
▲ Food + Culinary	20% ▲ 7%	Joy	28 Average	15% ▲ 3%	Joy	27 Average
▲ Outdoor Activities	18% ▼ 3%	Joy	24 Average	25% ▼ 1%	Joy	24 Average
▲ Amenities + Entertainment	12% ▼ 1%	Joy	27 Average	12% ▲ 0%	Joy	25 Average
▲ Relaxation + Wellness	9% ▲ 0%	Joy	26 Average	9% ▲ 2%	Joy	24 Average
▲ Destination Services	7% ▲ 0%	Joy	26 Average	8% ▼ 1%	Joy	24 Average
▲ Culture + History	5% ▼ 1%	Joy	9 Average	6% ▲ 1%	Joy	16 Average
▲ Safety	3% ▲ 0%	Joy	4 Average	9% ▼ 3%	Anger	-5 Average

Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated from 1st September 2021 to 31st August 2022.
- Auckland's TSI dropped in September 2021 after another lockdown in August 2021. TSI then increased in October but fell in November 2021.
- Auckland's TSI grew from December 2021 onwards - peaking in February 2022 but dropped in March-April 2022.
- TSI rebounded in May but declined in June-July 2022. Tourism Sentiment (for both Auckland and NZ) lifted for the month of August 2022.



A wide-angle photograph of a coastal landscape. In the foreground, two people are standing on a grassy cliff, looking out over the ocean. The person on the left is wearing a red jacket, and the person on the right is wearing a grey jacket. The ocean is a deep blue with white waves crashing against the shore. In the background, there are rolling hills and a large, rocky headland. A rainbow is visible in the sky above the headland. The overall scene is a beautiful, scenic view of a coastal area.

Auckland Visitor Survey

Visitor Experience



aucklandnz.com


30%

Promoters
Net Promoter Score
YE June 2022
-3




29%

Detractors
Net Promoter Score
YE June 2022
-3




1 NPS

Total
Net Promoter Score
YE June 2022
-6



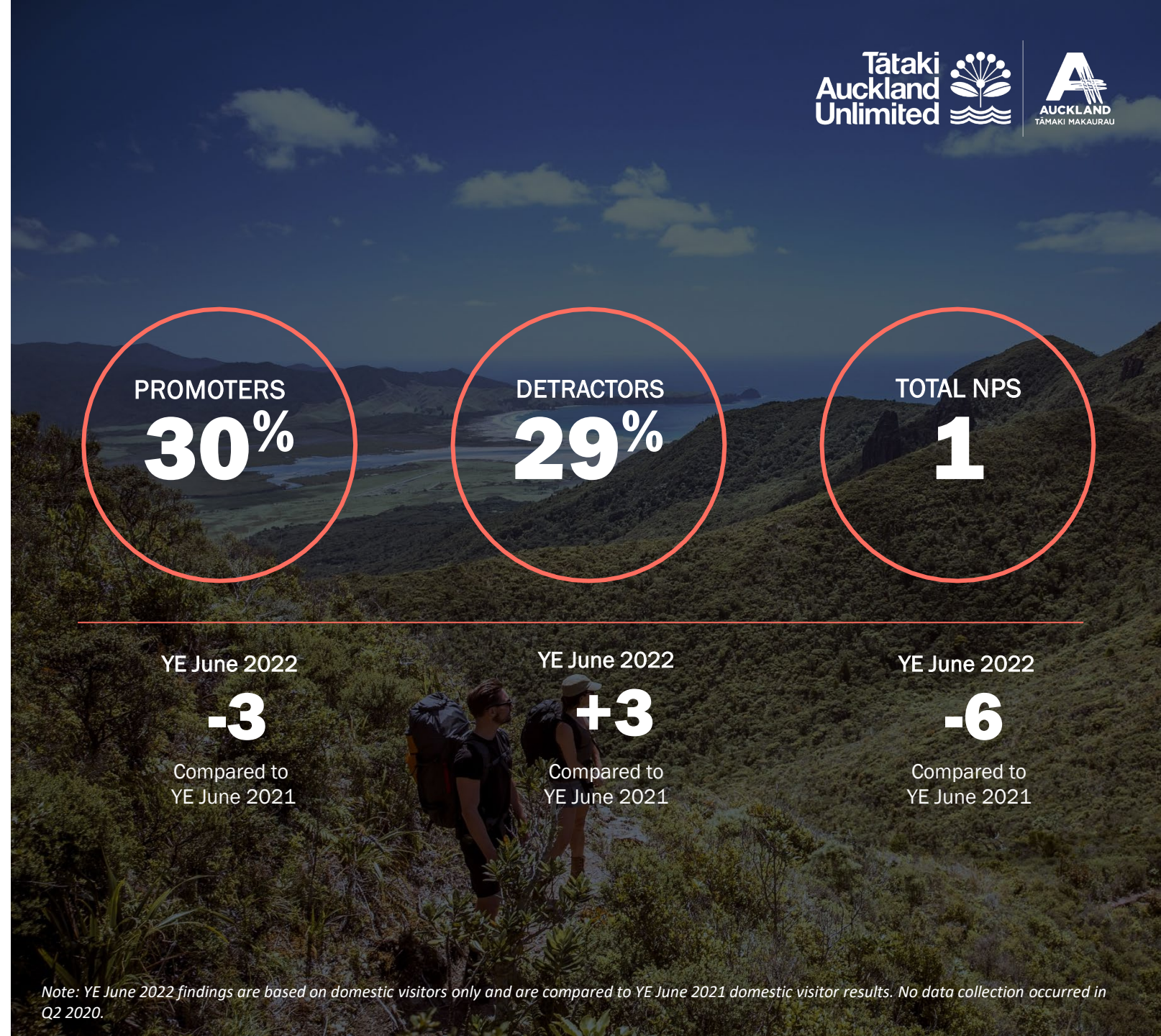

7.3 / 10

Total Satisfaction
Overall experience in
Auckland
YE June 2022
-0.1



Net Promoter Score

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

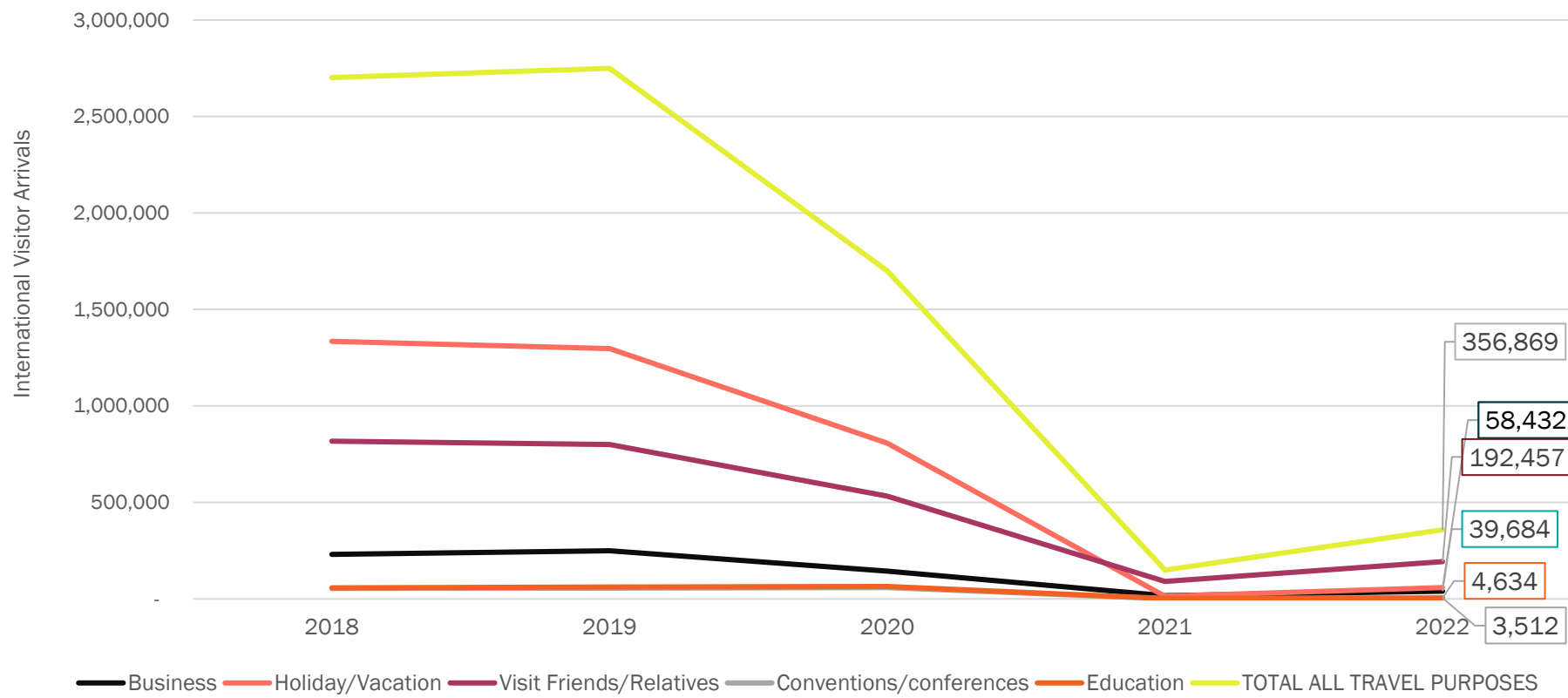


Note: YE June 2022 findings are based on domestic visitors only and are compared to YE June 2021 domestic visitor results. No data collection occurred in Q2 2020.



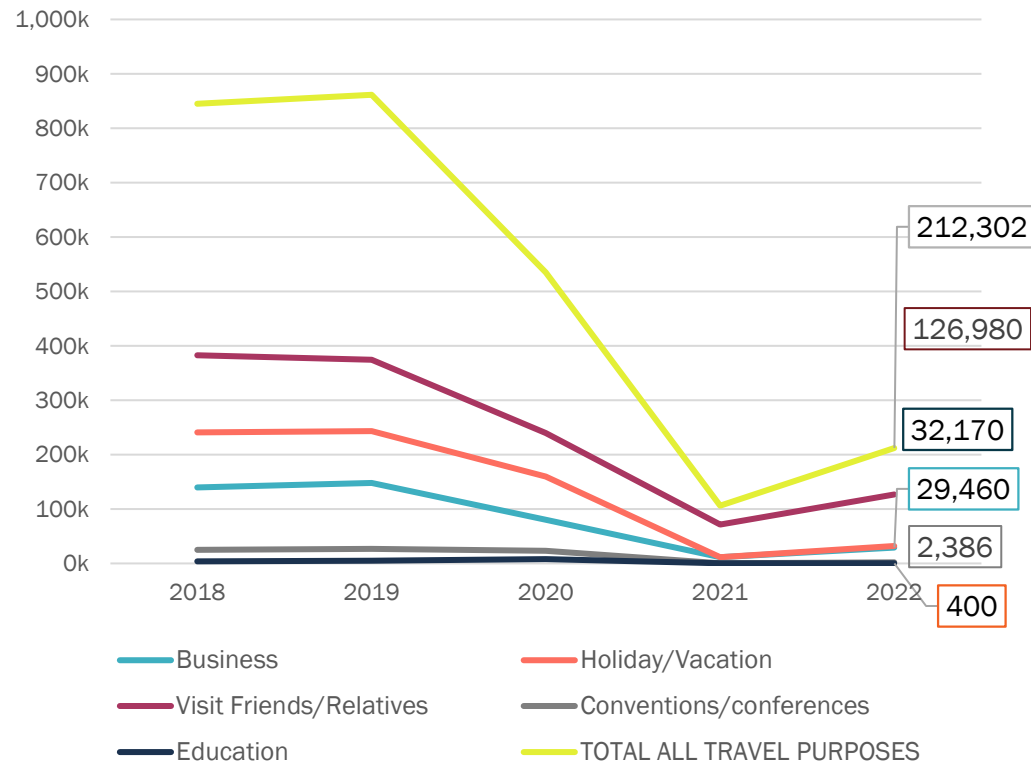
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE August

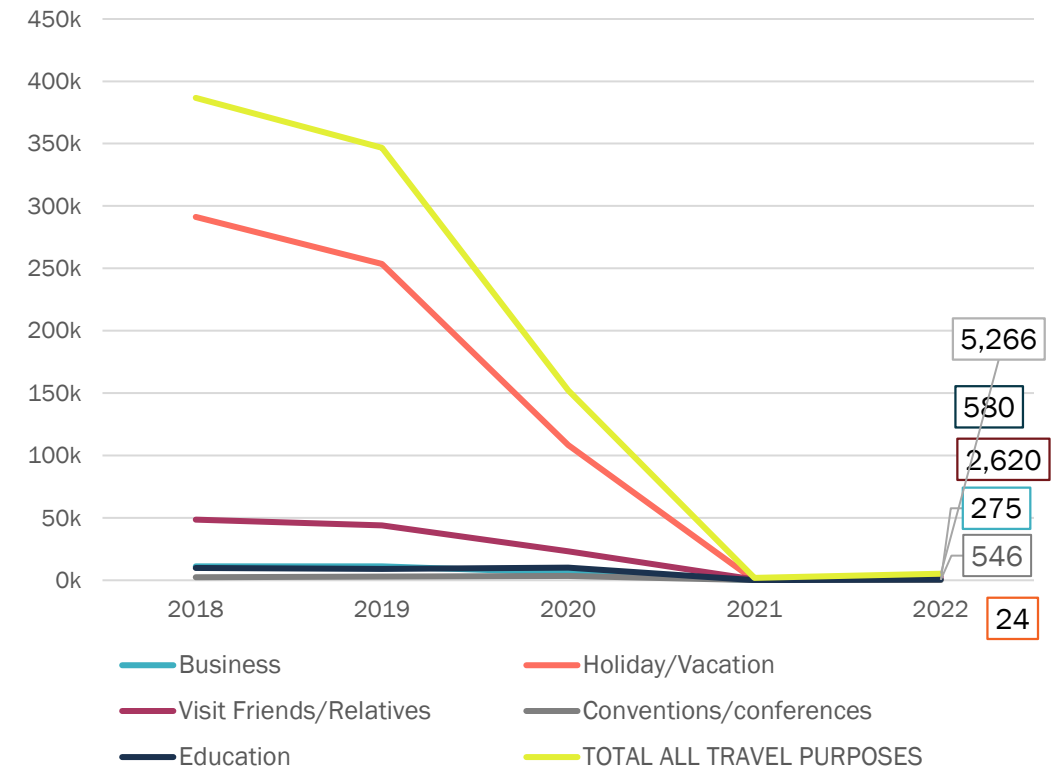


Five-year visitor arrivals to Auckland, YE August

Australia

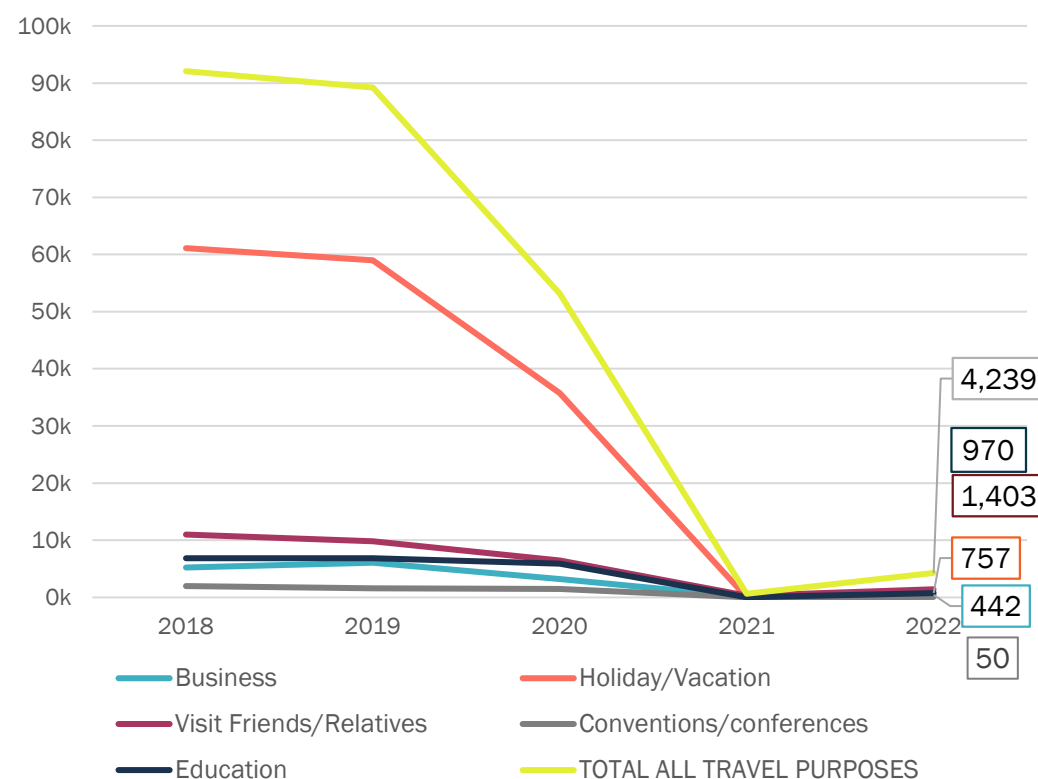


China

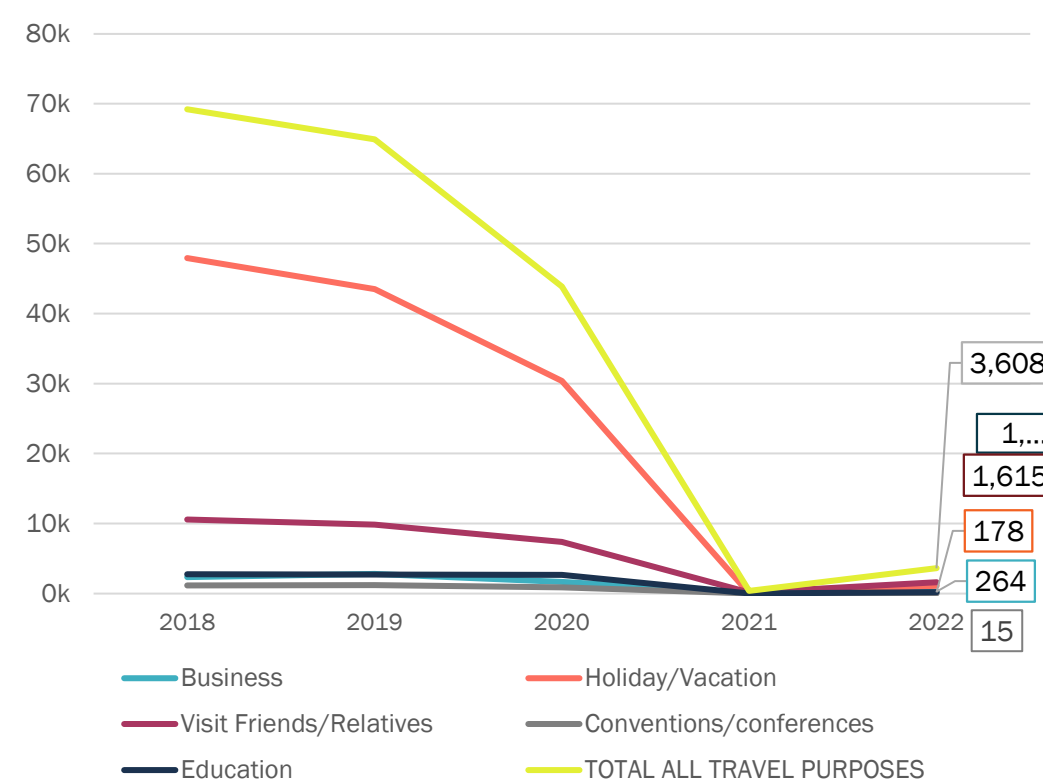


Five-year visitor arrivals to Auckland, YE August

Japan

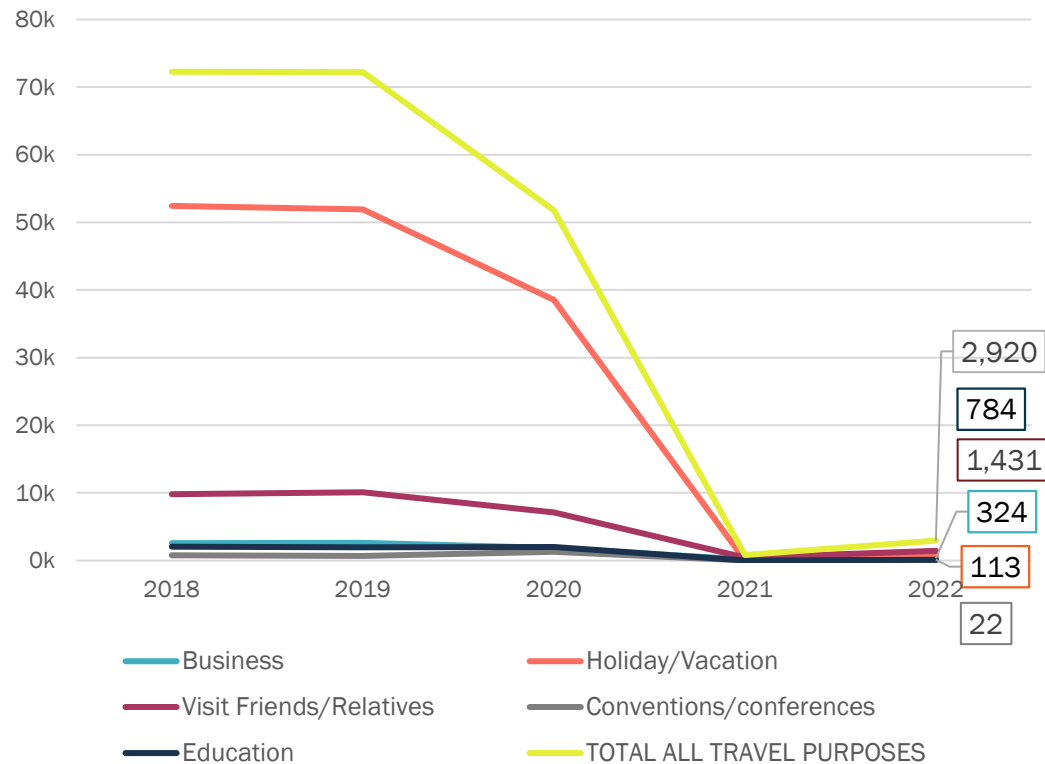


Korea

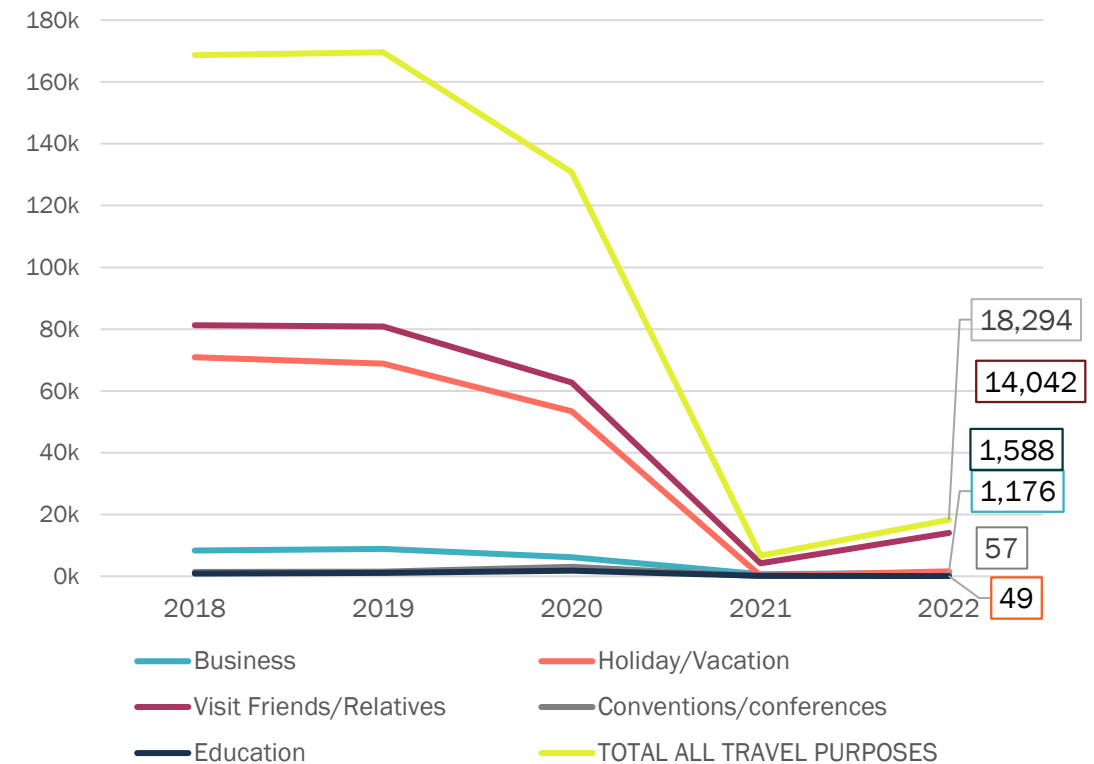


Five-year visitor arrivals to Auckland, YE August

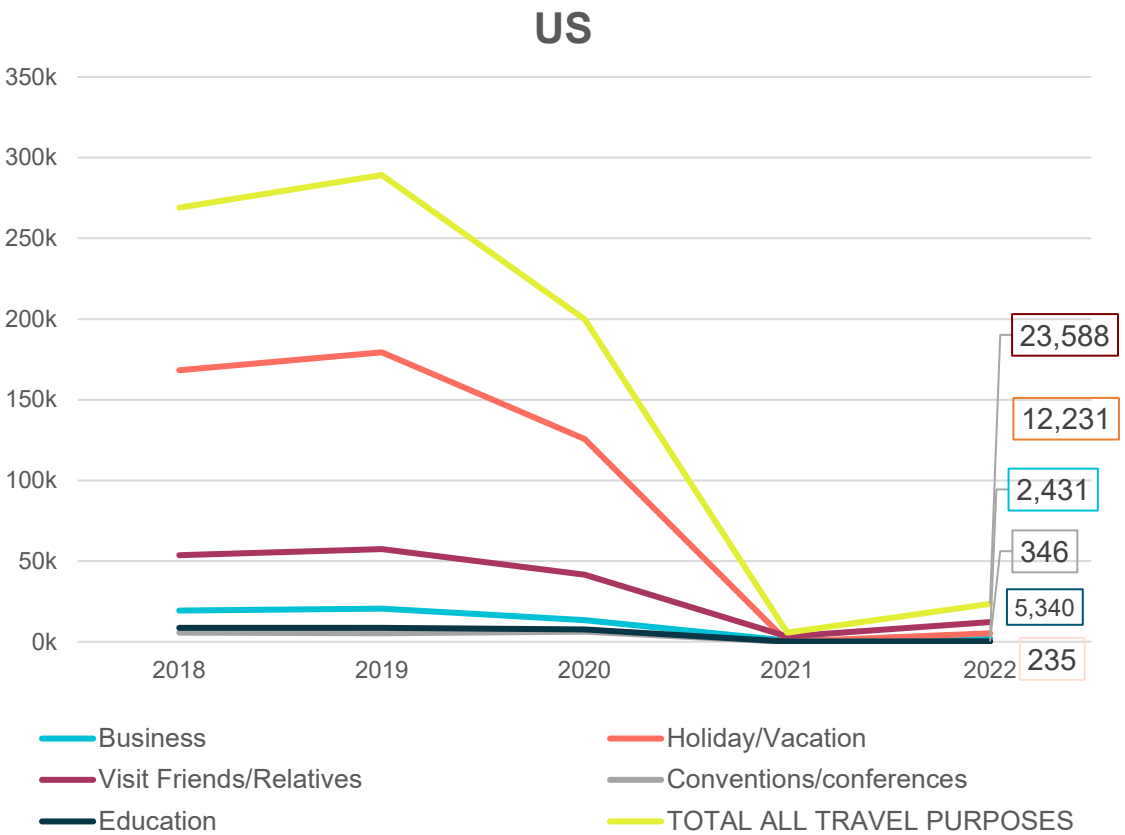
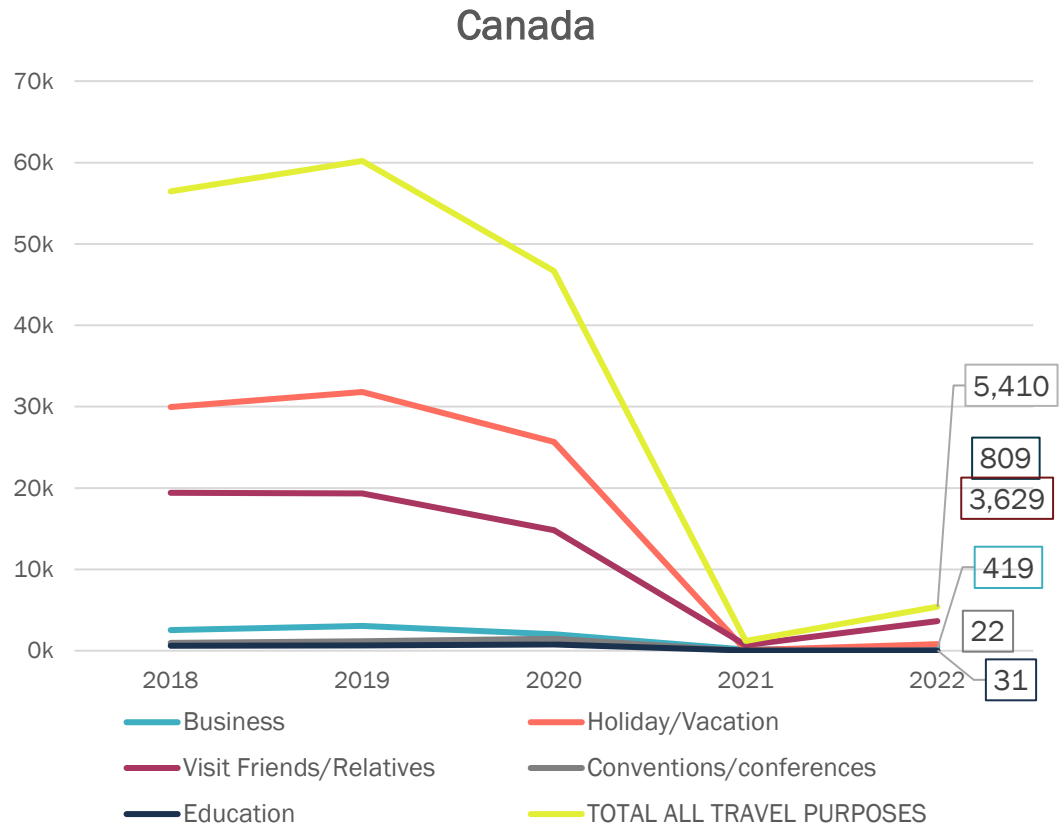
Germany



UK



Five-year visitor arrivals to Auckland, YE August



Ngā mihi Thank you

- KEY CONTACT

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