

# Tātaki Makaurau Auckland Destination Overview

January 2025

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

Prepared March 2025

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# Contents

KEY FINDINGS	3 – 4
VISITOR ARRIVALS DATA	
INTERNATIONAL VISITORS	
REASON FOR VISIT   MARKET	6 – 11
AUCKLAND VS. OTHER PORTS	12
ACCOMMODATION DATA	
COMMERCIAL GUEST NIGHTS   TYPE	14 – 15
HOTEL OCCUPANCY, ADR AND REVPAR	16 – 17
AVERAGE LENGTH OF STAY	18
FORWARD BOOKING DATA	19
FORECAST ACCOMMODATION DATA	20 – 22
SPEND DATA	
INTERNATIONAL & DOMESTIC TOURISM SPEND DATA	24 – 30
MAJOR & BUSINESS EVENTS DATA	
MAJOR EVENTS INSIGHTS	32 – 33
BUSINESS EVENTS INSIGHTS	35 – 39
FIVE YEAR TRENDS IN KEY MARKETS	
REASON FOR VISIT BY MARKET	41 – 45



## Key Visitor Data



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

International Guest Nights  
YE January 2025  
+7.1% (to YE Jan 2024)



**4.46<sup>m</sup>**

Domestic Guest Nights  
YE January 2025  
-3.7% (to YE Jan 2024)




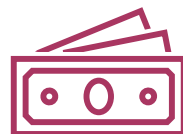
**7.40<sup>m</sup>**

Total Guest Nights  
YE January 2025  
+0.3% (to YE Jan 2024)



**\$1.19<sup>b</sup>**

International Tourism Spend  
YE January 2025  
+13.2% (to YE Jan 2024)



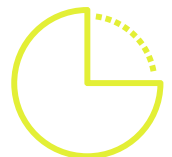
**\$2.38<sup>b</sup>**

Domestic Tourism Spend  
YE January 2025  
-2.7% (to YE Jan 2024)



**64.8%**

Hotel Occupancy Rate  
YE January 2025  
-7.3% (to YE Jan 2024)



# Key Visitor Data



## INTERNATIONAL

- **Monthly international visitors (244.0k)** were up **11.4%** on January 2024.
- **The year to January 2025** saw **2.28m international visitor arrivals**, an increase of **9.4%** on the previous year.
- There was an increase in **Australian visitors** in the month of January 2025, with **74.8k visitors**, up **23.0%** compared to last January. **The year to January 2025** saw **759.9k Australian visitor arrivals**, up **10.6%**.
- **Holiday visitors (995.4k)** contributed the most to annual visitor numbers and **increased 20.1%** on the year. **Monthly holiday numbers (127.6k)** were up **22.5%** compared with the month of January 2024.
- **VFR visitors (782.6k)** were up **4.7%** for the year, with **monthly numbers (78.0k)** up **13.0%**.
- **323.7k international guest nights in commercial accommodation** for January (down **0.4%**) and **2.94m international guest nights for the year** (up **7.1%**).
- **International spend** was **\$1.19b** for the year, up **13.2%** on last year and **\$140.4m** for the month (up **15.2%**).

## DOMESTIC

- The domestic visitor numbers are no longer available as the Ministry of Business, Innovation, and Employment (MBIE) has cancelled the Monthly Unique Regional Population Estimates (MURPEs) data until further notice.
- There were **444.0k domestic guest nights in commercial accommodation** for the month of January (up **12.3%**) and **4.46m domestic guest nights for the year** (down **3.7%**).
- Tourism Electronic Card Transactions (TECTs) has now restarted as an interim replacement to the Monthly Regional tourism Estimates (MRTEs). However, due to a different methodology, the TECT figures are substantially smaller than those of the previous MRTEs, so the two series should not be compared.
- **Domestic spend for the year** was **\$2.38b**, down **2.7%** on last year and **\$209.2m** for the month of January (up **3.6%** compared to January 2024).
- Wellington visitors spent \$18.6m in January 2025, up 5.5% on the previous year.

## OVERALL

- There were **767.7k total guest nights in commercial accommodation** in January (up **6.5%**) and **7.40m total guest nights for the year** (up **0.3%**).
- On average, visitors stayed in Auckland for **1.8 nights** in January 2025 (down **14.3%** to 2024).
- **Average hotel Occupancy** for the month was **66.8%**, up **2.4%**. The **monthly Average Daily Rate** was **\$227** (up **2.7%**) and **RevPAR** was **\$158** (up **5.8%**).
- **Average Occupancy for the year** was **64.8%** (down **7.3%** compared to 2024), while **ADR** was **\$214** (down **8.0%**) and **RevPAR** was **\$143** (down **12.8%**).
- **Occupancy (90.1%, up 41.6%), Average Daily Rate (\$330, up 51.1%) and RevPAR (\$298, up 114%)** all peaked on **Saturday 18<sup>th</sup> January 2025**. The **Luke Combs concert** at Eden Park and the **NZ Sail Grand Prix** event in the Waitematā Harbour were on in Auckland during this time.
- Looking forward, **Occupancy is set to hit 66% on 29<sup>th</sup> March 2025**, when **Synphony** is on at the **Auckland Domain**.
- **Occupancy is building in early April** when **Dua Lipa** will perform at **Spark Arena**, with **15.4k** forecast to attend.

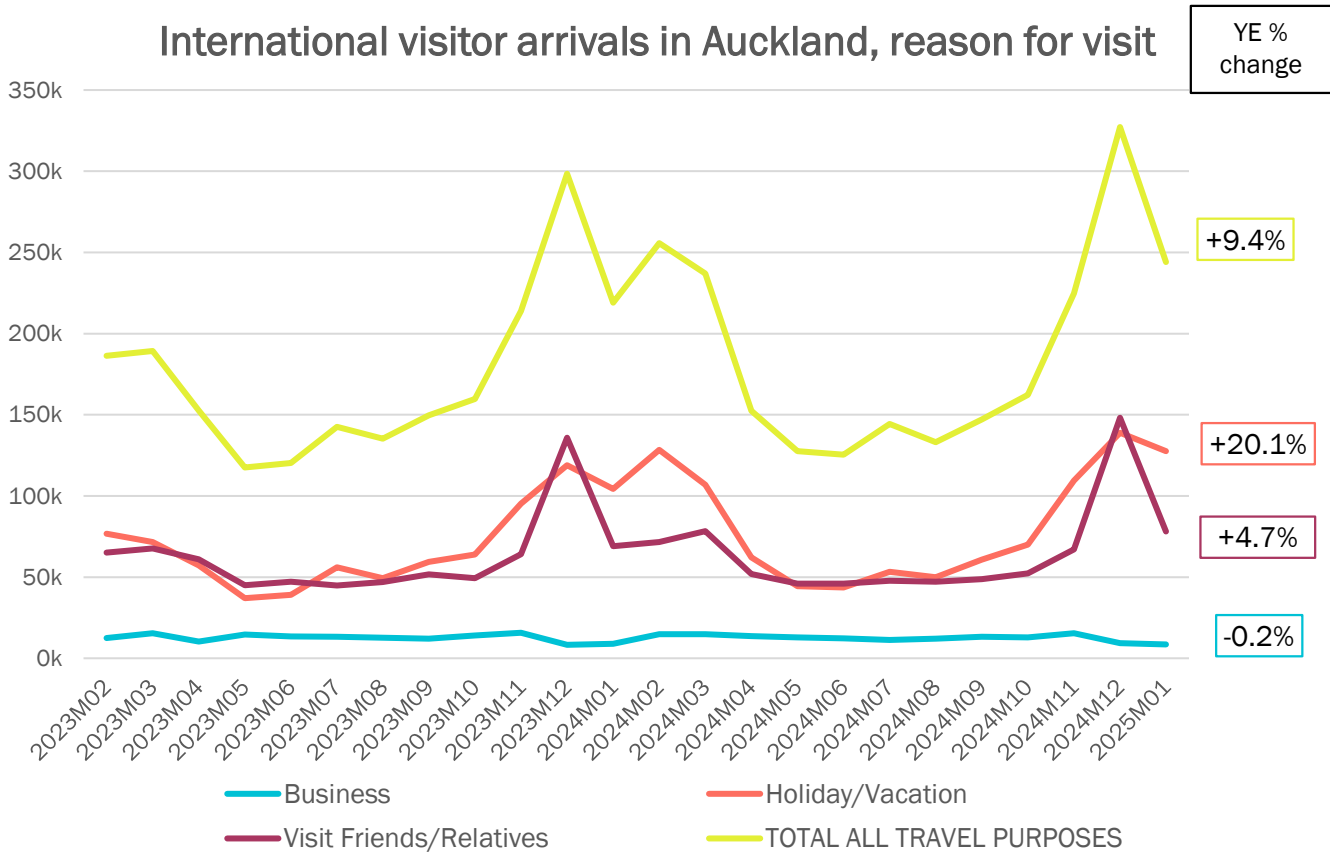




# Auckland Tourism – Visitor Arrivals Data

# 244.0k International visitor arrivals in January 2025, up 11.4%

- The month of January saw 244.0k international visitors, up 11.4% on January 2024.
- The year to January 2025 saw 2.28m international visitor arrivals, an increase of 9.4% on the previous year.
- Holiday visitors (995.4k) contributed the most to annual visitor numbers and increased 20.1% on the year to January 2024. Monthly holiday numbers (127.6k) were up 22.5% compared with the month of January 2024.
- VFR visitors (782.6k) were up 4.7% for the year, with monthly numbers (78.0k) up 13.0%.
- There were 151.2k business visitors (down 0.2%) in the year to January 2025, and 8.6k for the month (down 4.2%).

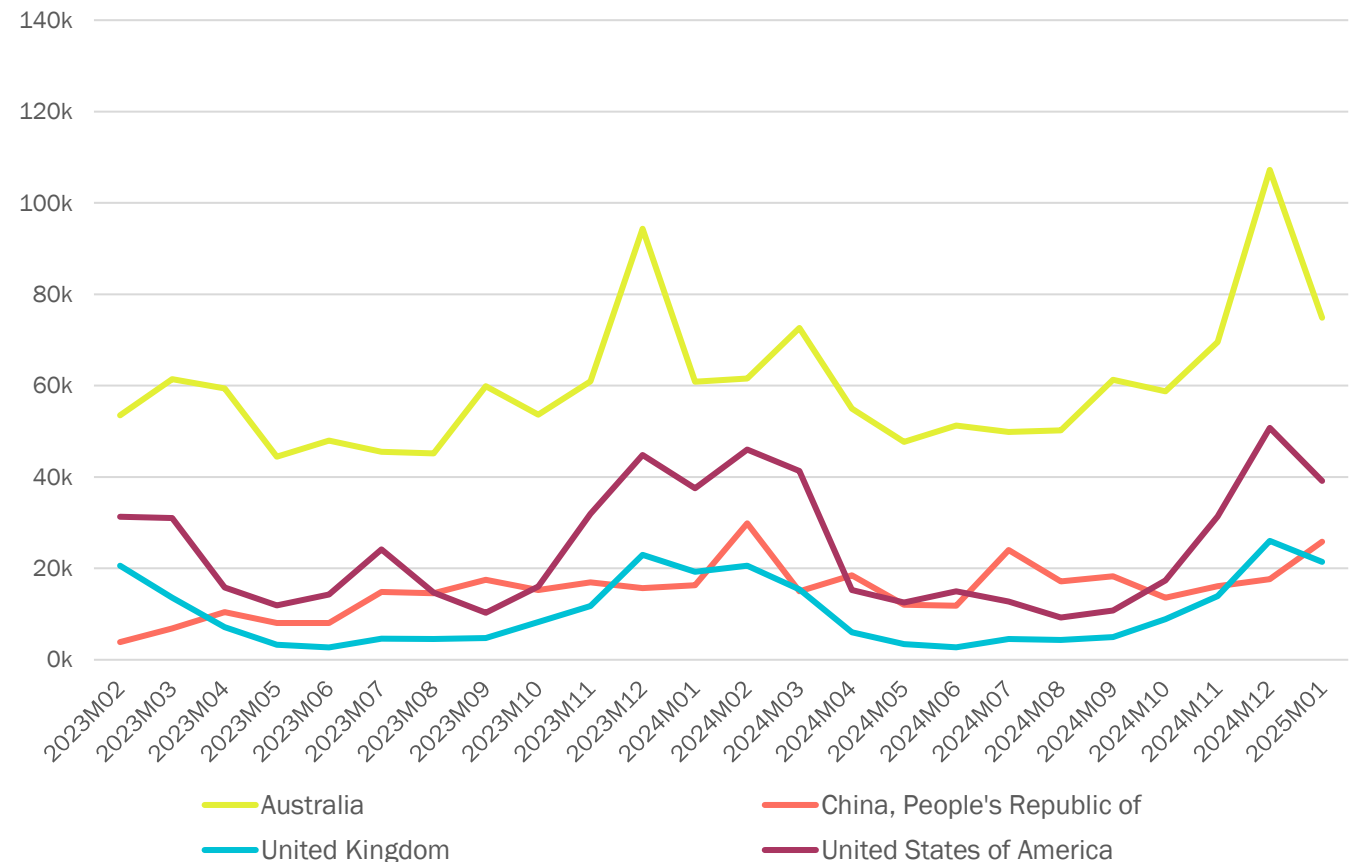


	Visitor arrivals	vs. previous year / YE
January 2025	244,001	11.4%
YE January 2025	2,280,584	9.4%

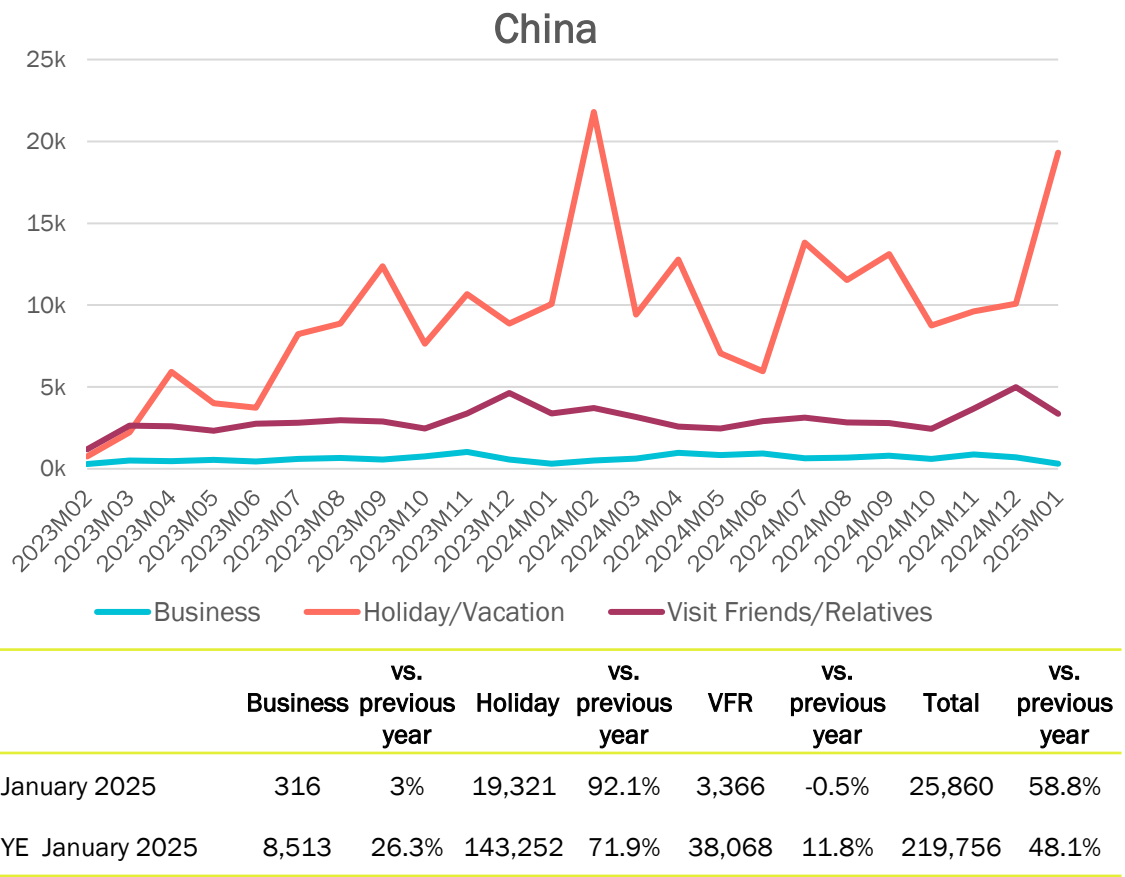
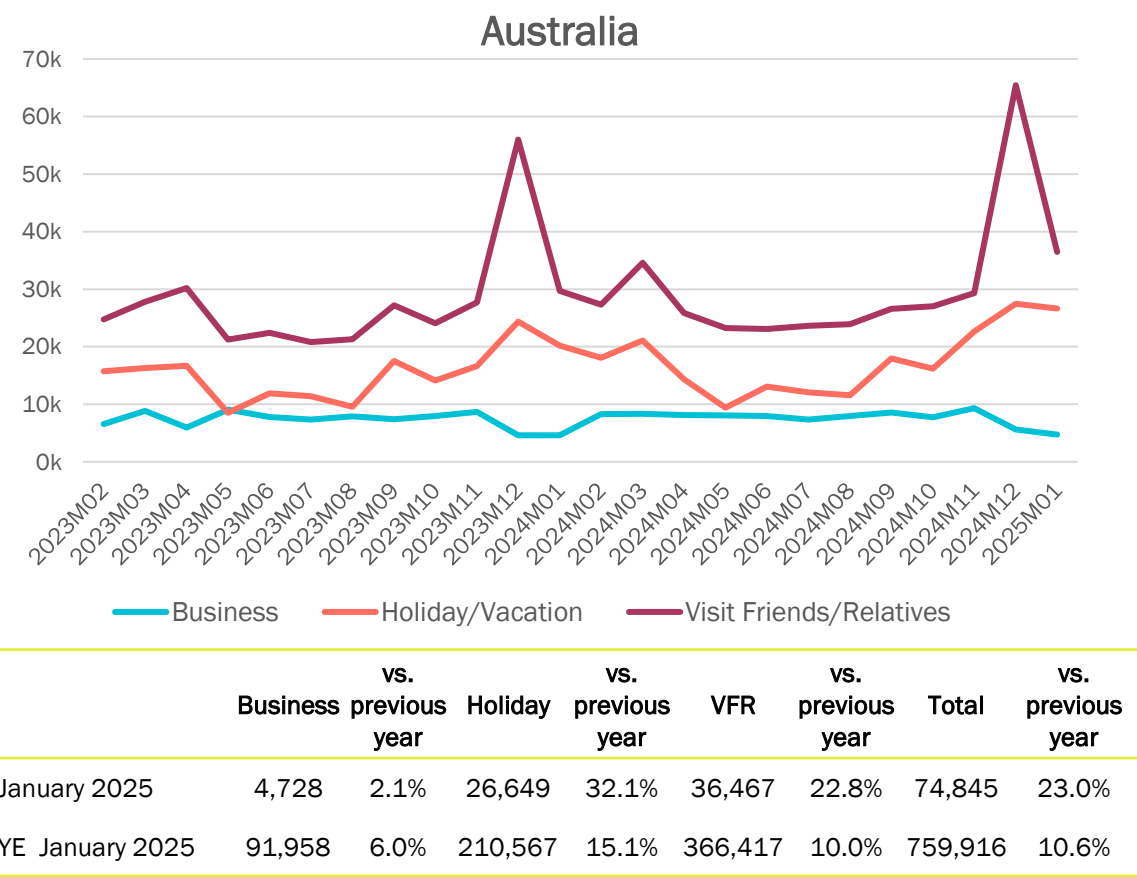
## 759.9k visitors from Australia for YE January 2025, up 10.6%

- There was an increase in **Australian visitors** in the month of January 2025, with **74.8k visitors**, up **23.0%** compared to last January. **The year to January 2025 saw 759.9k Australian visitor arrivals**, up **10.6%** on last year.
- The year to January 2025 saw 301.5k visitors from the US** (up 6.2%), with **39.2k visitors for the month** (up 4.3%).
- Visitors from China (219.8k) were also up for the year** (48.1%), and up (58.8%) for the month of January (25.9k).
- For the year to January 2025, there were **132.3k visitor arrivals from the UK** (up 7.1%) and **21.5k visitors for the month** (up 11.3%).

Visitor arrivals in Auckland by key international markets

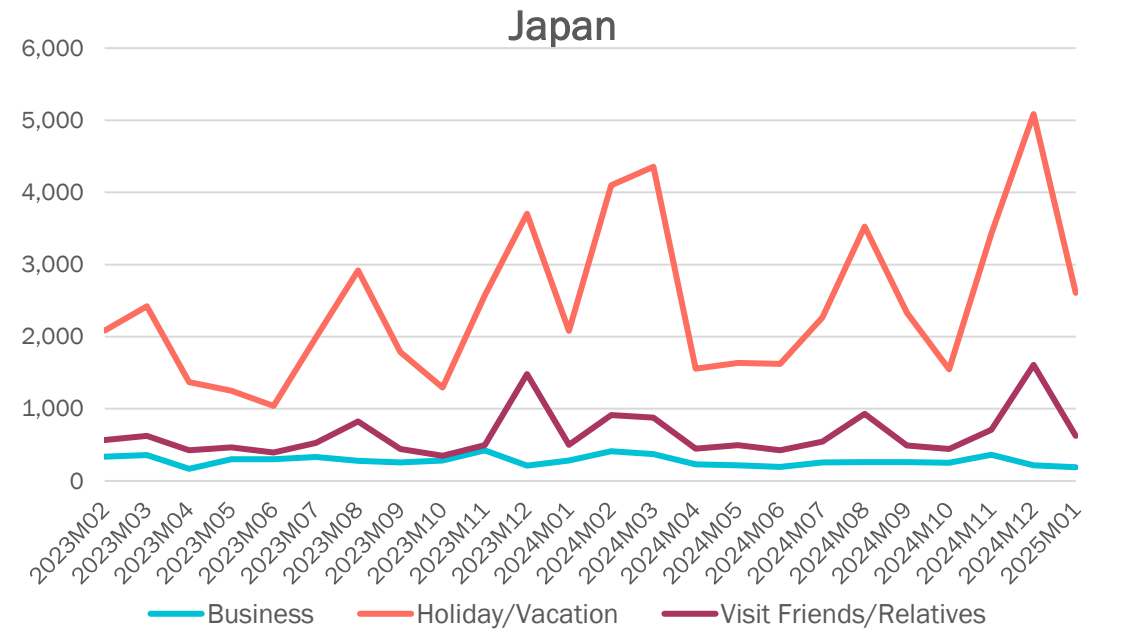


# 24-month visitor arrivals from individual markets



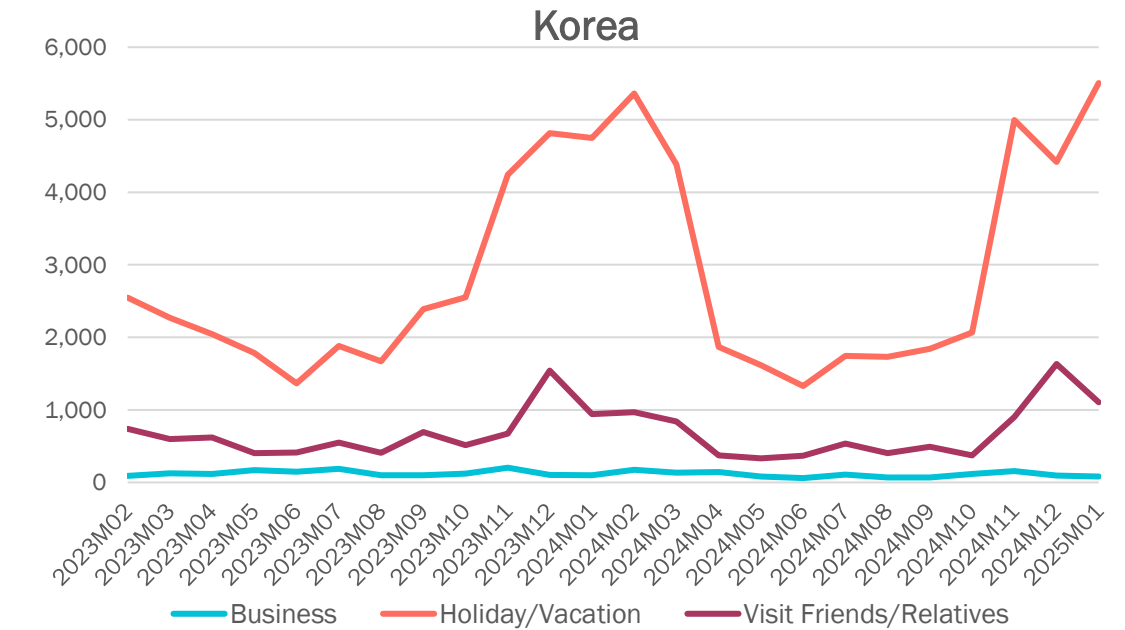


## 24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2025	188	-34.0%	2,606	25.4%	624	24.8%	5,320	12.7%
YE January 2025	3,225	-9.0%	34,066	39.0%	8,506	20.0%	59,568	22.3%

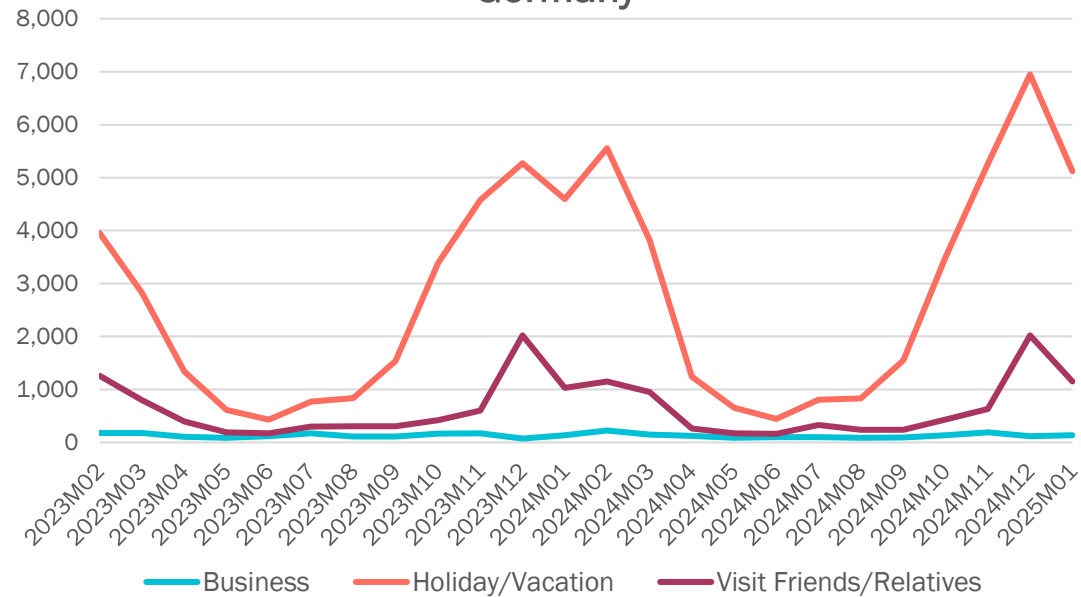
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	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2025	81	-19.0%	5,506	16.0%	1,105	17.1%	7,632	14.4%
YE January 2025	1,291	-17.7%	36,860	14.1%	8,323	2.8%	52,302	7.7%

## 24-month visitor arrivals from individual markets

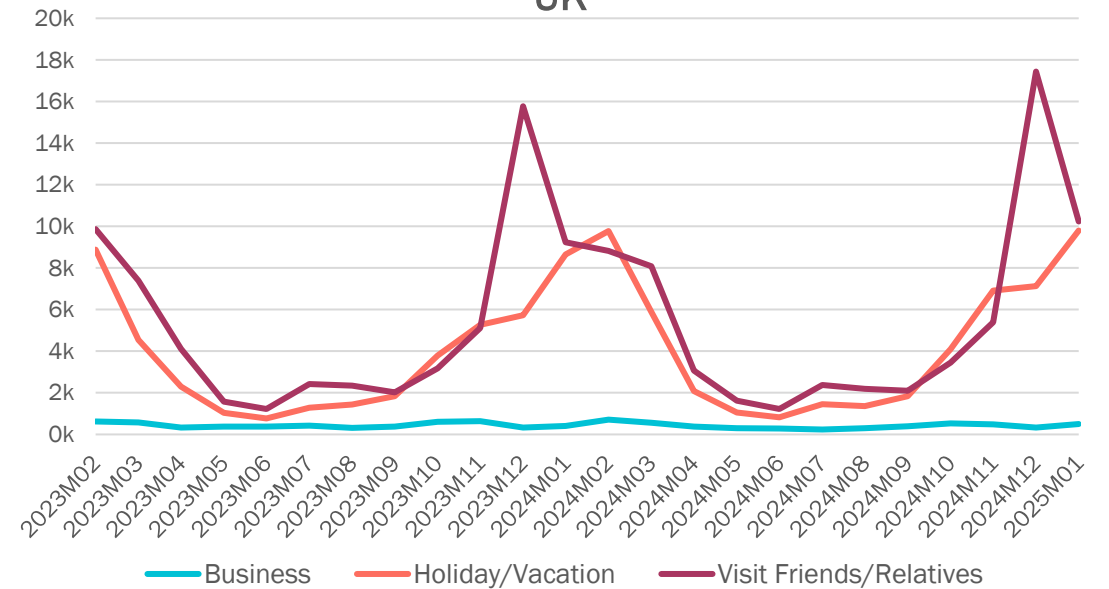
### Germany



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2025	136	-1.4%	5,119	11.3%	1,149	11.6%	7,401	12.3%
YE January 2025	1,538	-4.6%	35,740	18.6%	7,745	-0.8%	50,249	13.1%

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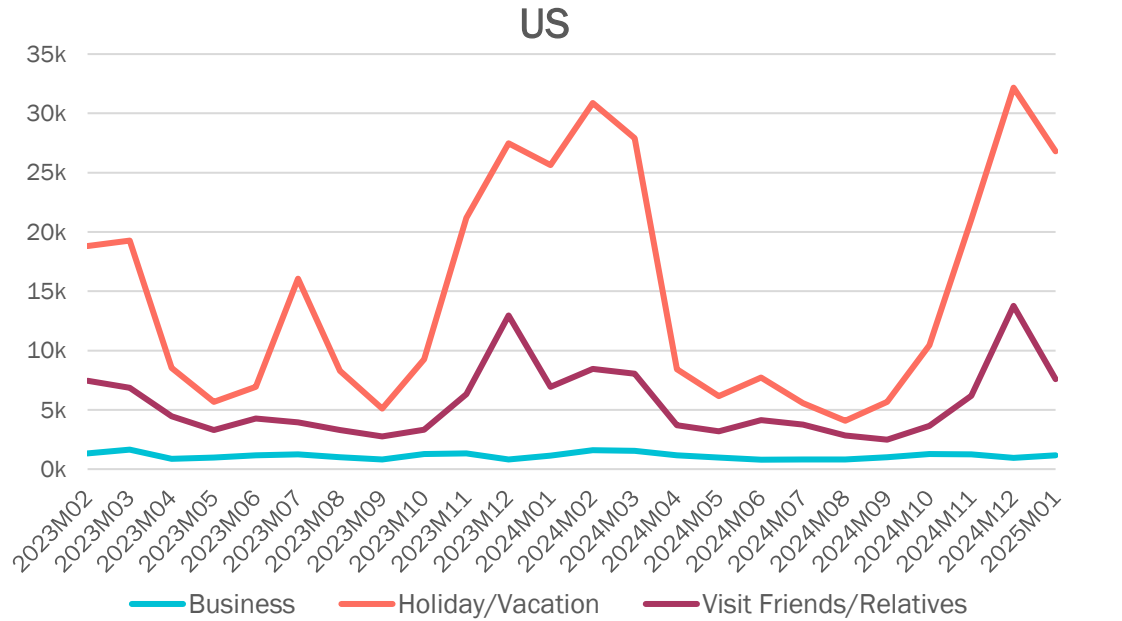
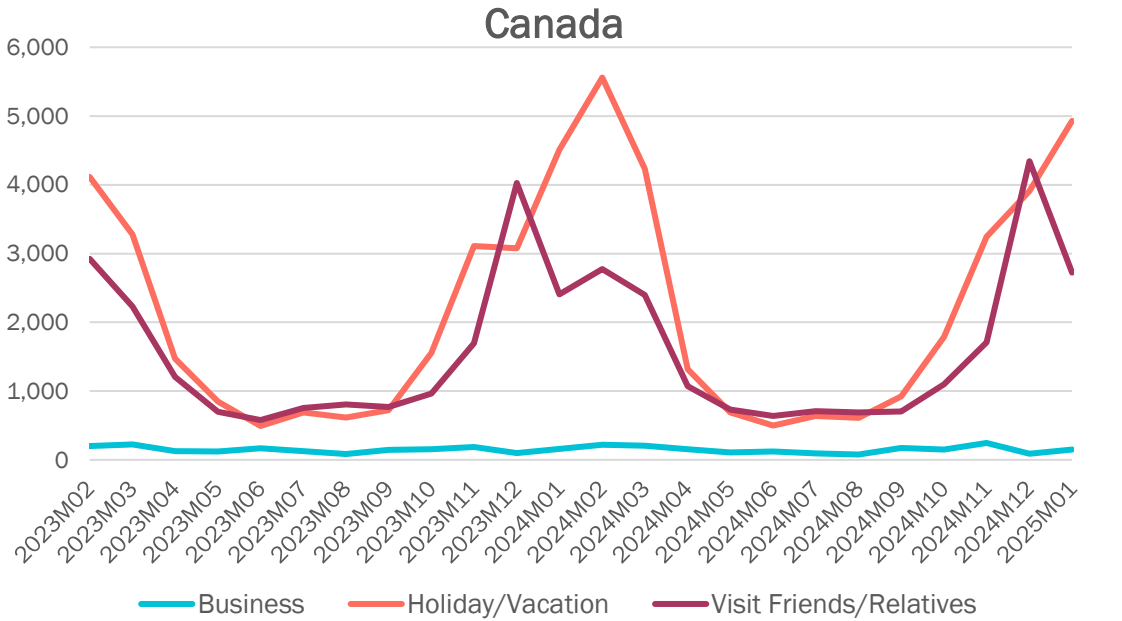
### UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2025	494	19.3%	9,798	13.2%	10,236	10.9%	21,462	11.3%
YE January 2025	5,010	-7.1%	52,191	14.7%	66,018	2.8%	132,299	7.1%



# 24-month visitor arrivals from individual markets



		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2025	151	-6.2%	4,929	9.2%	2,722	13.2%	8,364	8.7%
YE January 2025	1,798	-0.2%	28,340	15.7%	19,594	2.8%	54,907	8.7%

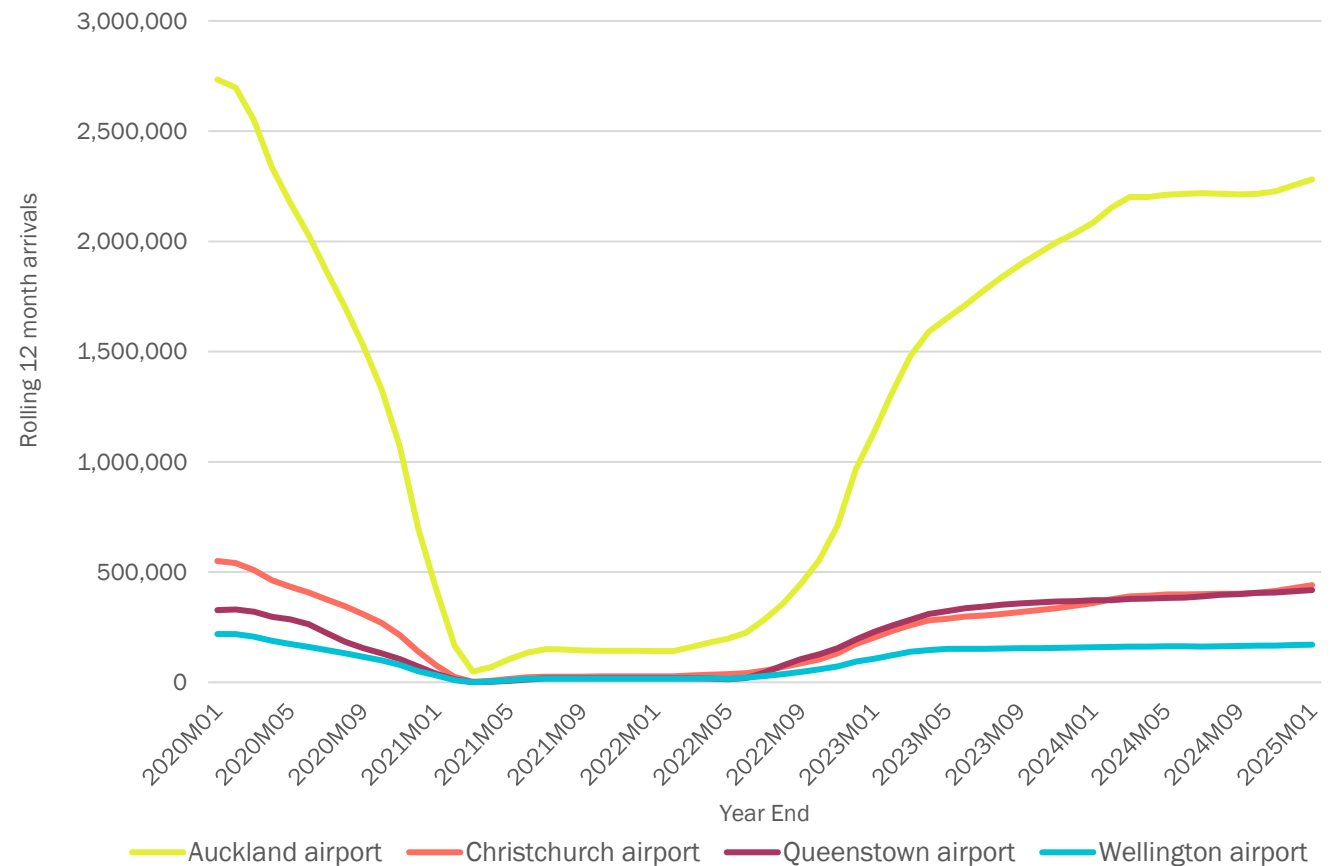
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2025	1,169	3.7%	26,789	4.5%	7,585	9.3%	39,152	4.3%
YE January 2025	13,345	-2.1%	186,889	8.5%	67,783	2.9%	301,453	6.2%

## Auckland has seen a 9.4% increase in international visitor arrivals over the last year

- In the five years preceding the arrival of Covid in 2020, all major airports had seen steady increases in international visitor arrivals.
- The Covid-related travel bans had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- Auckland has seen an 9.4% increase in international visitor arrivals over the last year.
- For the year ending January 2025, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 12.5%, Christchurch was up 22.5% and Wellington was up 7.4% compared to last year.

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12 month rolling visitor arrivals







# Auckland Tourism – Accommodation Data

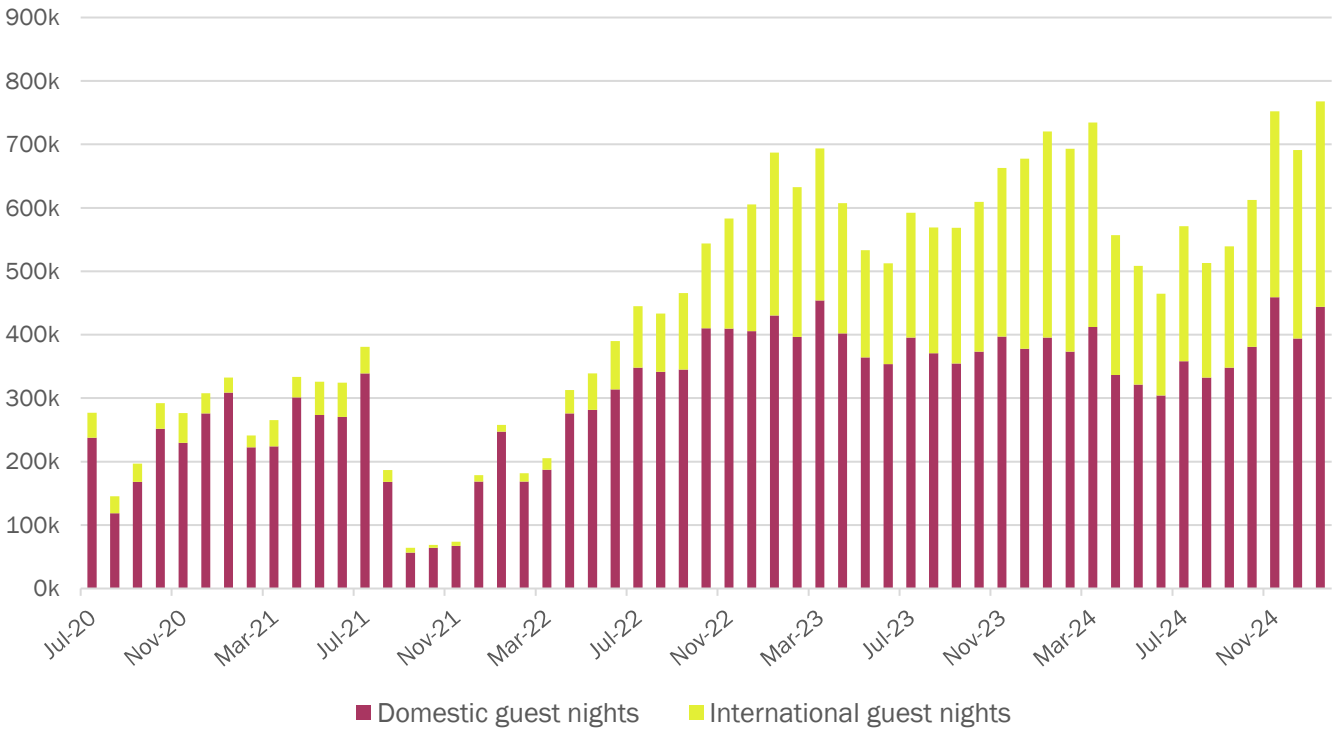


# 444.0k domestic guest nights in commercial accommodation in January 2025, up 12.3%

- For the month of January 2025, there were **767.7k total guest nights** in commercial accommodation in Auckland, up **6.5%** on the same month last year.
- There were **444.0k domestic guest nights** in commercial accommodation (**up 12.3%**), and **323.7k international guest nights (down 0.4%)** in commercial accommodation in January 2025.
- The year to January 2025 saw **7.40m total guest nights** in Auckland (**up 0.3%**) with **4.46m domestic guest nights (down 3.7%)** and **2.94m international guest nights (up 7.1%)**.
- For New Zealand overall, there were 5.09m guest nights in commercial accommodation in January 2025, up 1.8% compared to January 2024.

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Guest nights in commercial accommodation - Auckland



January 2025	Auckland	% change	New Zealand	% change
Total guest nights	767,700	6.5%	5,094,800	1.8%
Domestic guest nights	444,000	12.3%	3,331,100	-1.4%
International guest nights	323,700	-0.4%	1,763,800	8.3%

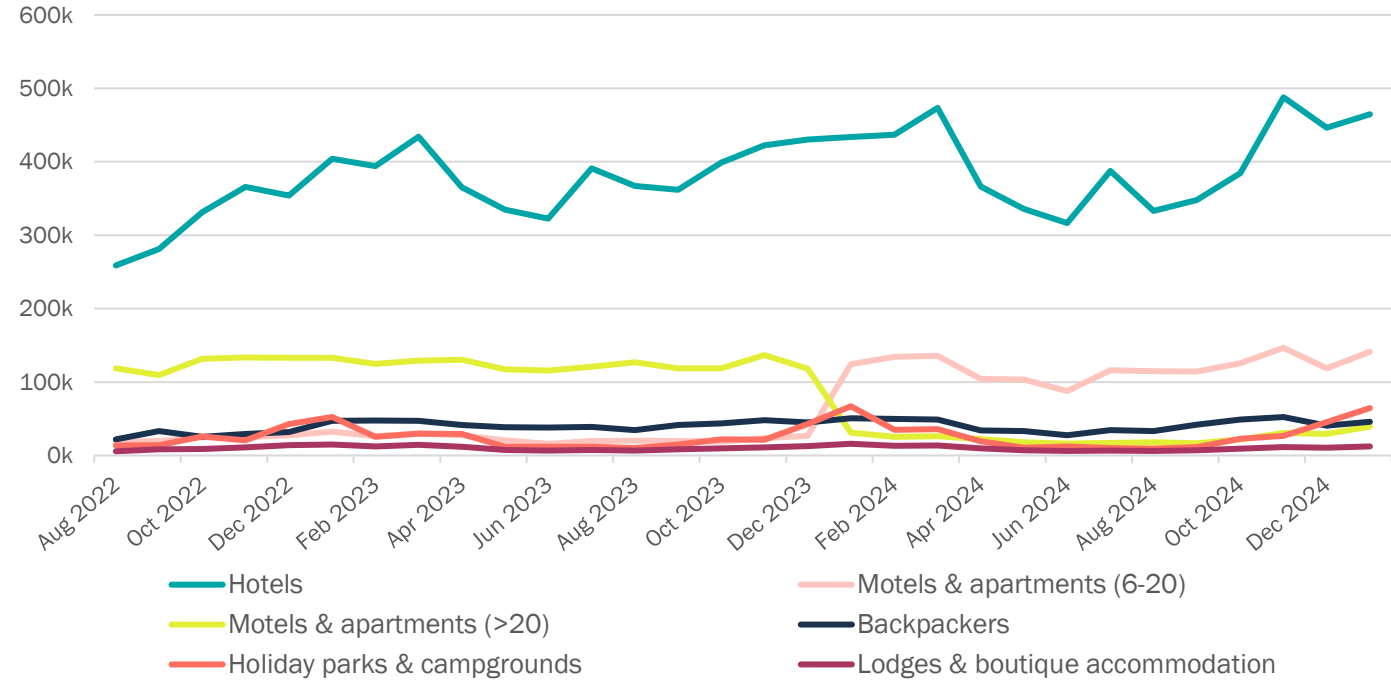


# 464.6k guest nights in hotels in January 2025, up 7.1%

- For the month of January 2025, there were **464.6k guest nights in hotels** in Auckland, **up 7.1%** compared to January last year.
- There were **141.1k guest nights in motels and apartments (>20)**, **up 13.4%** on the previous year.
- Guest nights in motels and apartments (6-20) (39.3k)** were also up (26.0%).
- Guest nights in holiday parks and campgrounds (64.7k)** were down (3.4%) for the month of January.
- Guest nights in backpacker accommodation decreased (down 9.6% to 45.9k)** in January 2025.
- Guest nights in lodges and boutique accommodation were also down (23.9% to 12.1k)** for the month.

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Guest nights by accommodation type (monthly)

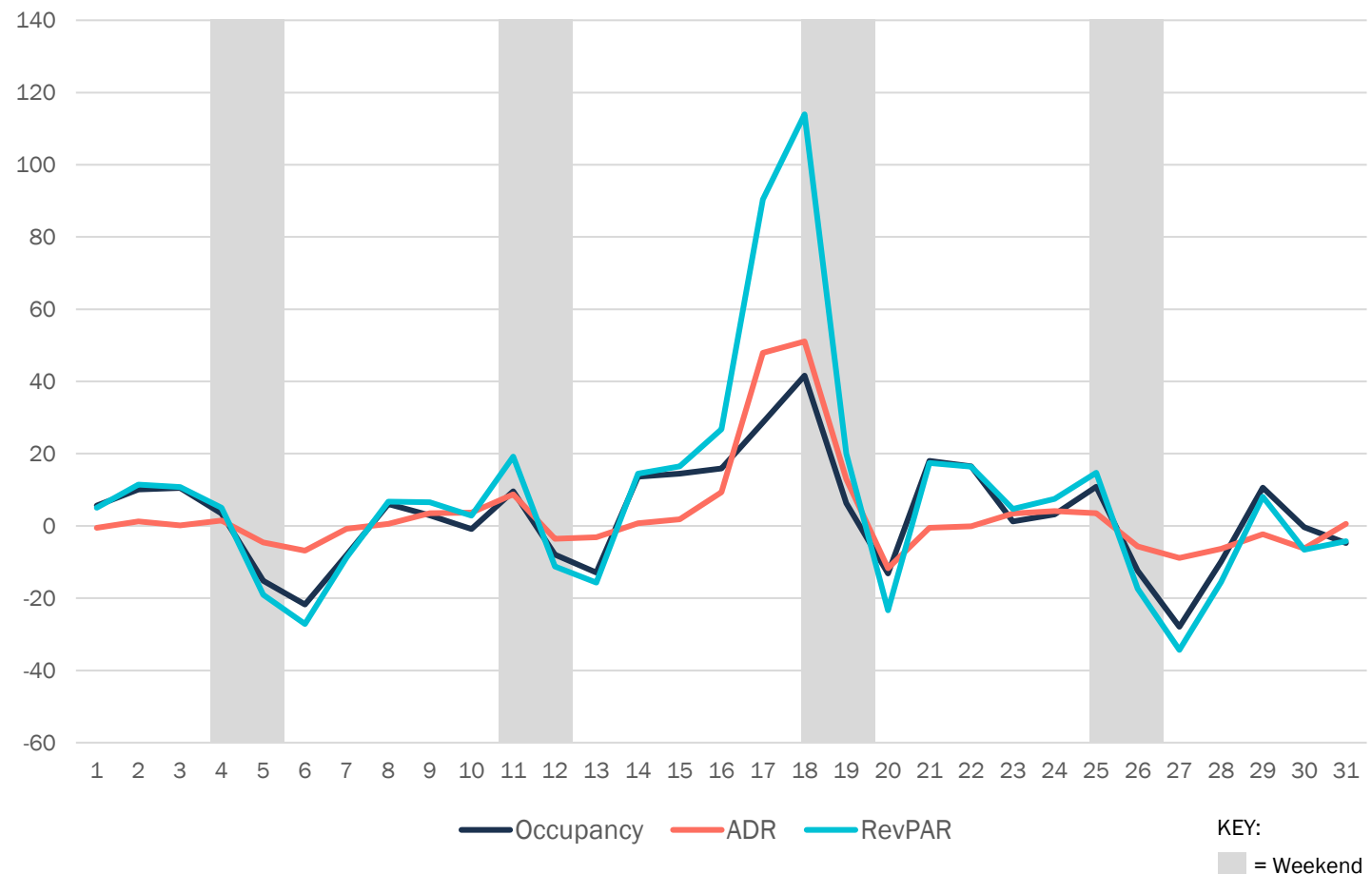


Jun-24	Auckland	% change
Hotels	464,600	7.1%
Motels & apartments (>20)	141,100	13.4%
Motels & apartments (6-20)	39,300	26.0%
Backpackers	45,900	-9.6%
Holiday parks & campgrounds	64,700	-3.4%
Lodges & boutique accommodation	12,100	-23.9%

## Average Occupancy for January 2025 was 66.8%, up 2.4%

- For the month of January 2025, the **average Occupancy was 66.8%, 2.4% higher** compared to January 2024.
- The **Average Daily Rate (ADR) for the month was \$227, up 2.7%** on last year.
- Monthly Revenue per available room (RevPAR) for January was \$158, 5.8% higher** compared to last year.
- Percentage changes for **Occupancy, ADR and RevPAR peaked on Saturday 18<sup>th</sup> January 2025**. The **Luke Combs concert at Eden Park** and the **NZ Sail Grand Prix event in the Waitematā Harbour** were on in Auckland during this time.
- Average Occupancy for the year to January 2025 was 64.8%** (down 7.3% compared to 2024), while **ADR was \$214** (down 8.0%) and **RevPAR was \$143** (down 12.8%).

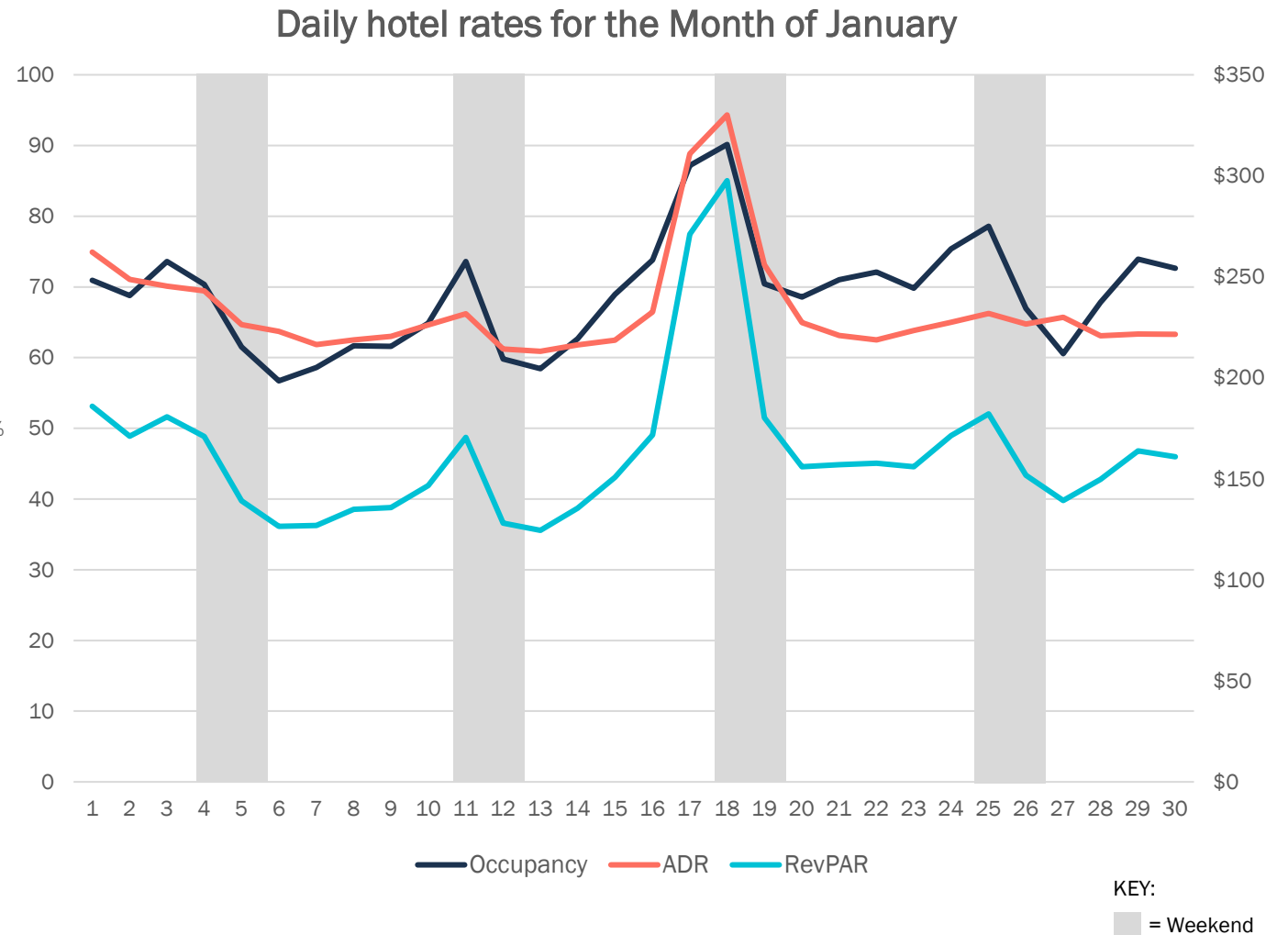
Percent Changes for the Month of January



## Occupancy, ADR and RevPAR peaked on Saturday 18<sup>th</sup> January 2025, during Luke Combs & Sail Grand Prix

- Occupancy, average daily rate (ADR) and RevPAR all peaked on Saturday 18<sup>th</sup> January 2025. The Luke Combs concert at Eden Park and the NZ Sail Grand Prix event in the Waitematā Harbour were on in Auckland during this time.
- The **average daily rate (ADR)** for hotels in Auckland was the highest for the month on **Saturday 18<sup>th</sup> January 2025** at **\$330** (up 51.1% on the previous year).
- Hotel occupancy reached 90.1% on **Saturday 18<sup>th</sup> January 2025** (up 41.6% on the previous year).
- Revenue per available room (RevPAR) peaked to **\$298** also on **Saturday 18<sup>th</sup> January 2025**. This was up 114.0% in comparison to last year.

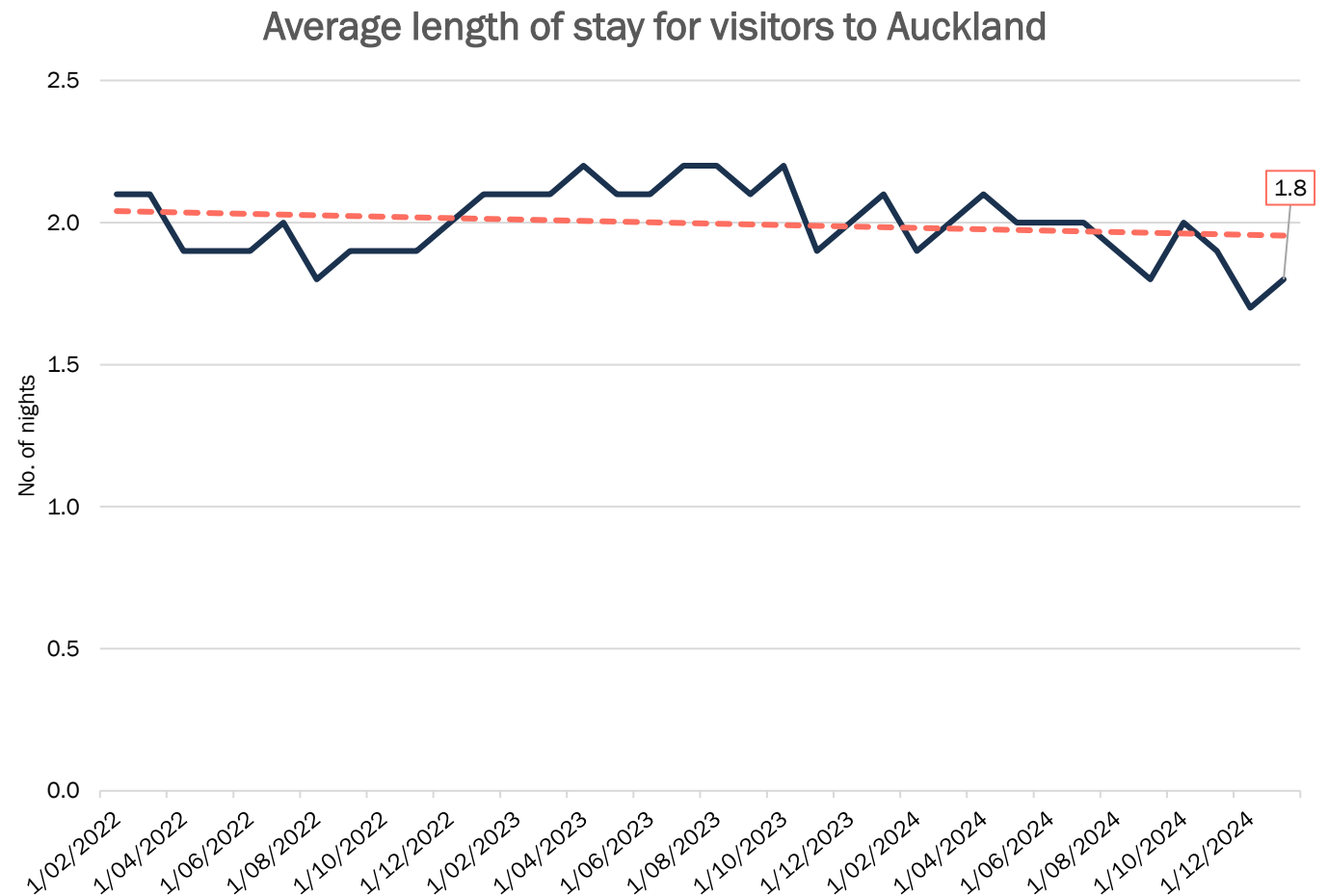
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## On average, visitors stayed 1.8 nights in Auckland for the month of January 2025

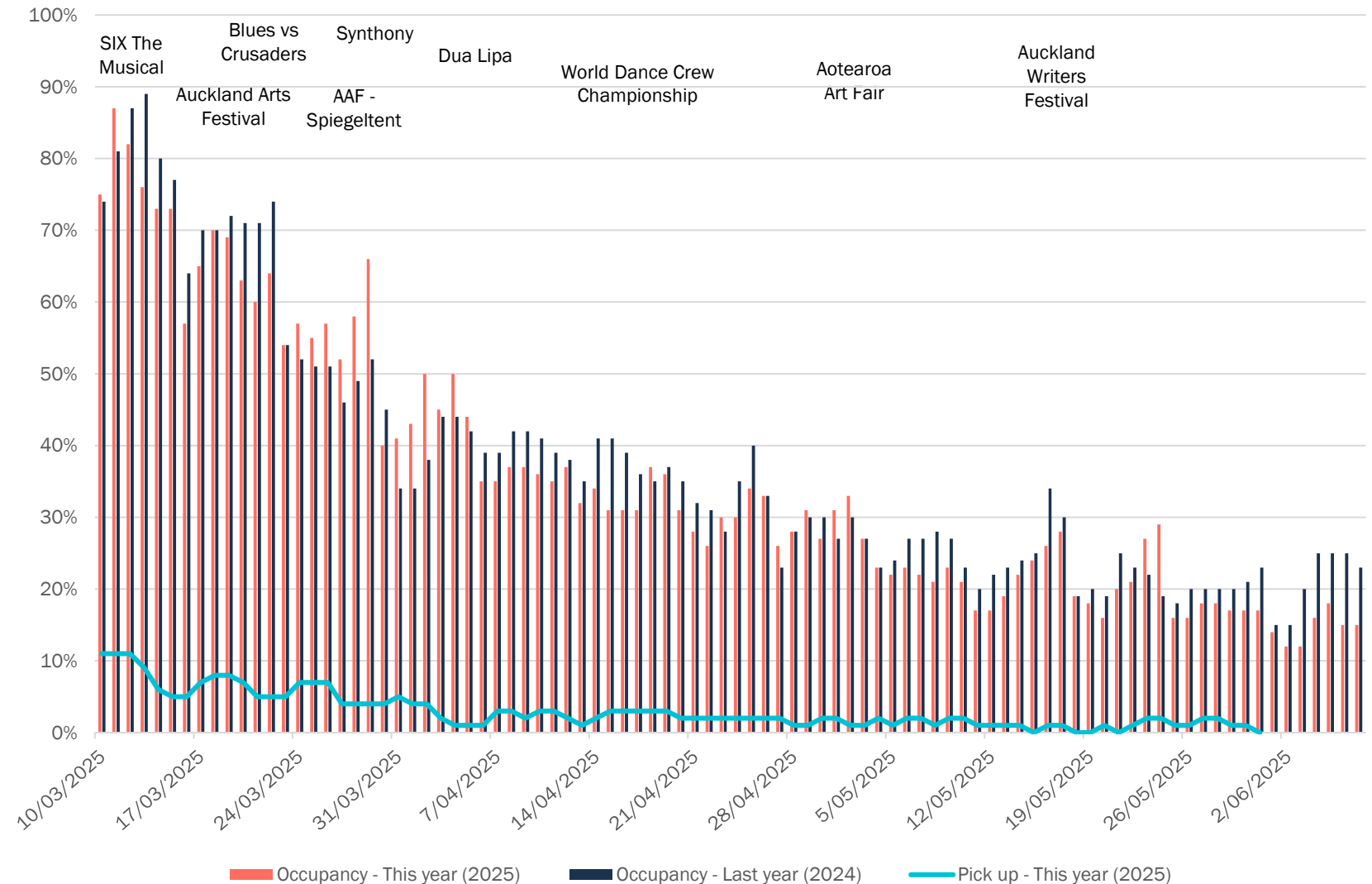
- On average, visitors stayed in Auckland for 1.8 nights for the month of January 2025 (down 14.3% on the previous year).
- There has been a slight downward trend in average length of stay for visitors to Auckland over the last three years.



## 90-Day Forward Booking Occupancy Data

- Over the next 90 days, overall Occupancy rates fluctuate and show similar levels to last year. There is some pick up in March 2025.
- Occupancy peaked at 87% on Tuesday 11<sup>th</sup> March 2025. Slipknot played at Spark Arena on this date.
- Looking forward, Occupancy is set to hit 66% on Saturday 29<sup>th</sup> March, which is when Synthony is on at the Auckland Domain.
- Occupancy is building in early April when Dua Lipa will perform at Spark Arena, with 15.4k forecast to attend.
- Pick-up refers to the number of reservations made in a recent period for future guest stays. In this context Pick-up reflects the % change in occupancy from the last reported period. For the next 90 days that is the previous Monday. For the 365-day view, from the first Monday of the prior month.

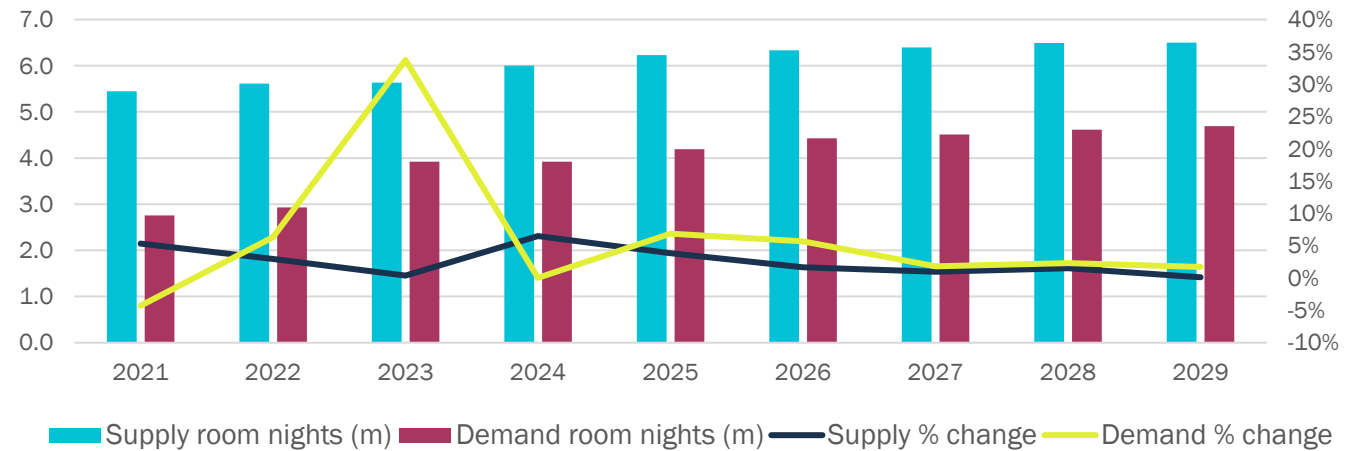
Occupancy - 90 Day Forward Outlook



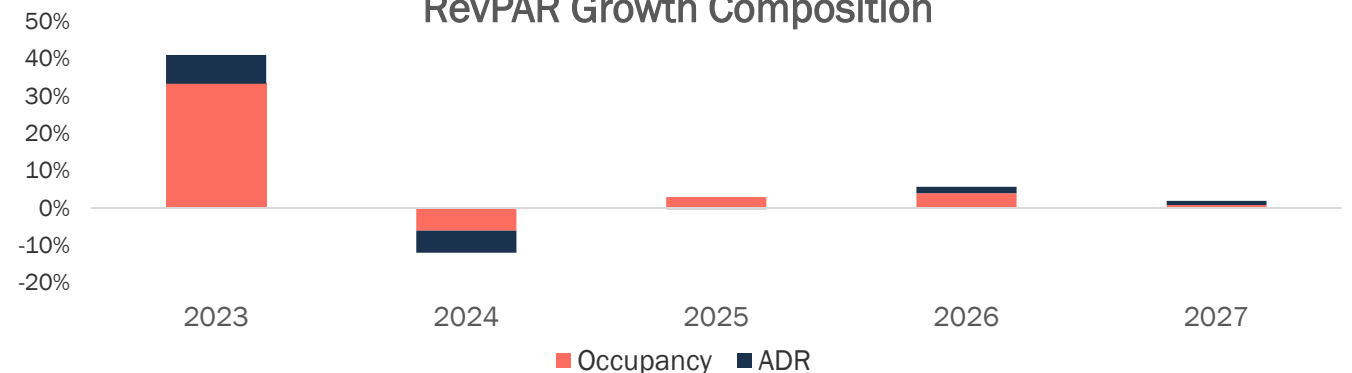
## Longer term projections

- In addition to the STR Global 90 Day Forward Booking data we receive, we also receive a longer-term outlook, with forecast data for the next four years until 2027. This data is provided by STR Global in collaboration with Oxford Tourism Economics.
- In 2024 Q4 supply expanded 8.6%. Demand expanded 4.4%, resulting in an occupancy decline of -3.9%. Occupancy is expected to grow by 1.5% in 2025 Q1, with supply expanding 6.4% and demand expanding 8.1%.
- After declining -6.1% in 2024, occupancy is expected to expand 2.9% in 2025. ADR is expected to decrease -0.3%, resulting in RevPAR growth of 2.6% in 2025. RevPAR is expected to grow by 5.7% in 2026.
- Over the next three years, occupancy is expected to expand at an average annual rate of 2.5%, while ADR is expected to expand at an average annual rate of 0.8%.

### Supply and Demand Growth



### RevPAR Growth Composition

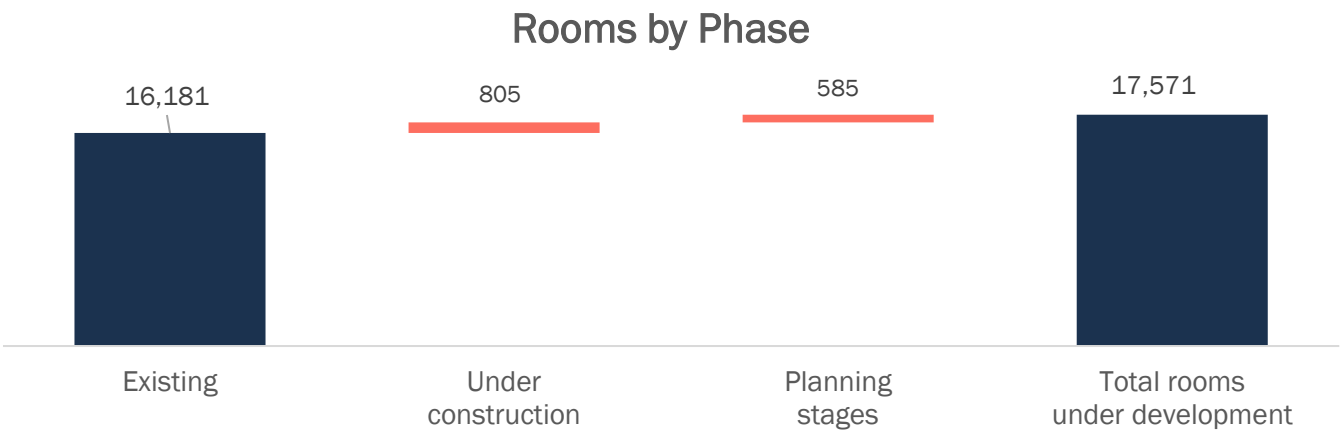




# 17.1k average daily rooms available in 2025, with 17.4k rooms forecast for 2026

- In 2025, on average there were 17.1k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 3.8%, which will supply an additional 632 rooms (compared to 2024) .
- Looking to 2026, average room supply is expected to expand 1.7%, supplying 286 new rooms and bringing the total number of rooms to 17.4k.
- Observing rooms by phase data, there was a total of 17.6k rooms (from 222 properties) in the pipeline.
- This comprised of 16.2k existing rooms (from 214 properties, 805 rooms under construction (from 5 properties), and 585 rooms in the planning stages (from 3 properties).

Average Supply				
(Avg. daily rooms during year)				
	Year	Rooms	% Chg.	Chg.
Actual	2021	14,932	5.4%	759
	2022	15,371	2.9%	439
	2023	15,433	0.4%	62
	2024	16,436	6.5%	1,003
Forecast	2025	17,068	3.8%	632
	2026	17,354	1.7%	286
	2027	17,524	1.0%	170
	2028	17,793	1.5%	269
	2029	17,816	0.1%	23



## In total, 3.73m visitors are projected to visit New Zealand in YE January 2028

- International overnight visitor arrival projections until 2028 are available for New Zealand overall – of which Auckland receives the largest share.
- International visitor growth to New Zealand is forecast with a Compound Annual Growth Rate (CAGR) of 13.5% from 2024 to 2029 (for Q4 2025), resulting in a possible 3.73m international visitors by YE January 2029.
- When calculated against the 2022 baseline a clear recovery trend in visitor arrivals is visible overall – as well as for our key markets.
- Visitor arrivals from Australia are expected to grow at an average annual rate of 2.6%. 1.56m Australian visitors are expected to visit New Zealand in the year to January 2029.





A photograph of a modern urban courtyard. A large, dark metal frame with glass panels forms a canopy over the area. The frame is supported by brick pillars. To the right, a store with a large glass window is visible; the window has a yellow floral pattern and a blue and green abstract design. The store's name, "BOBBI BROWN", is visible above the entrance. In the background, a tall white building with many windows is visible. Several people are walking through the courtyard. The ground is paved with red bricks. A semi-transparent white banner is at the bottom of the image, containing the text "Auckland Tourism– Spend Data".

# Auckland Tourism– Spend Data



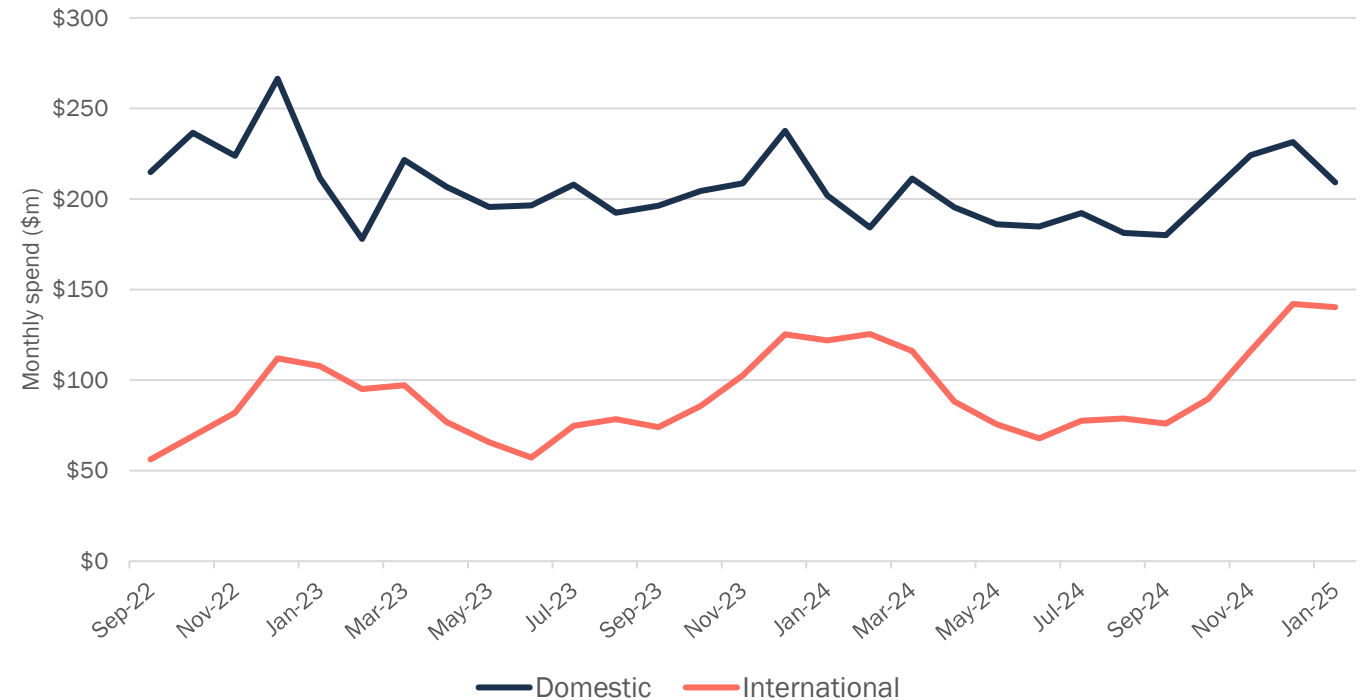
## \$1.19b in International tourism spend for year-end January 2025, up 13.2%

- Tourism Electronic Card Transactions (TECTs) restarted as an interim replacement to the Monthly Regional Tourism Estimates (MRTes) in April 2025.
- As a result of a different methodology, the TECT figures are substantially smaller than those of the previous MRTes, so the two series should not be compared. More information on (TECTs) can be found [here](#).
- Due to limitations of the new data collection method, domestic and international market totals should not be added together and should be used separately. Additionally, only data dating back to January 2022 has been used for this purpose.
- In the year to January 2025, domestic tourism spend in Auckland was \$2.38b, down 2.7% on last year.
- International tourism spend was \$1.19b, up 13.2% for the year.

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Source: MBIE TECTs.

Year-end tourism transactions in Auckland

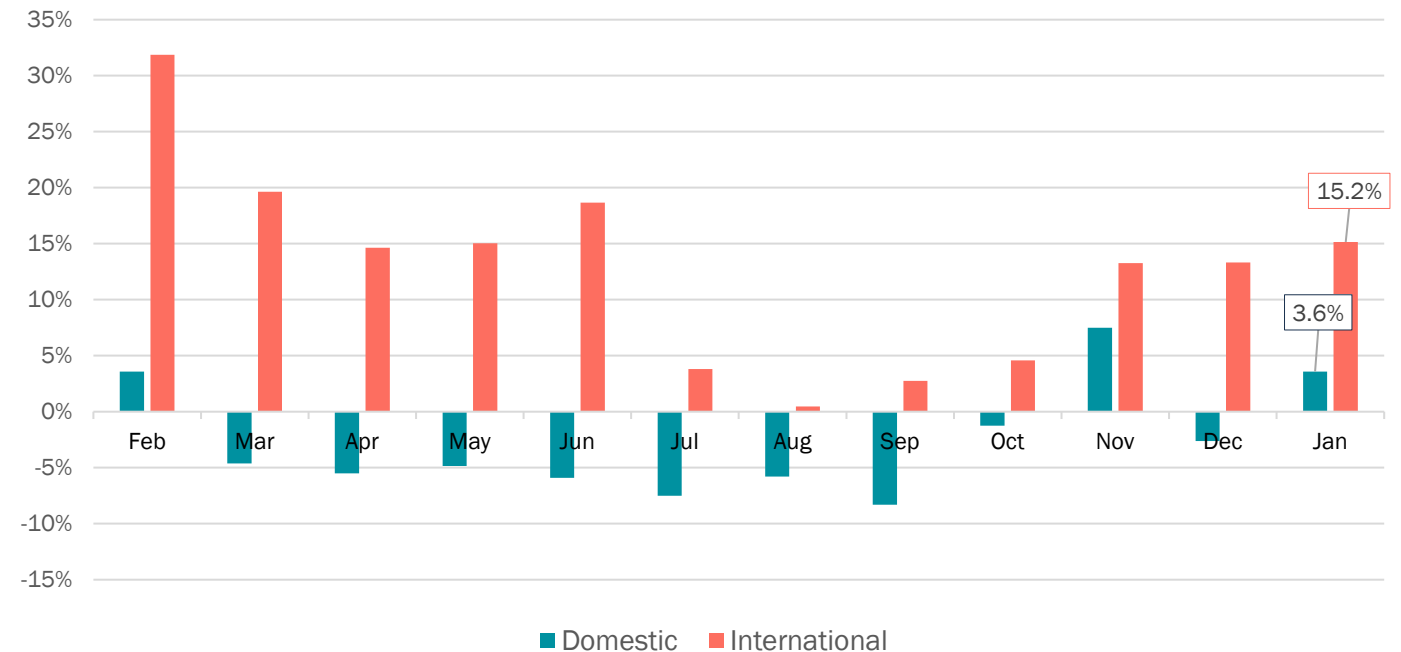


Tourism Transactions	YE January 2025 (\$b)	YE % change
Domestic	2.382	-2.7%
International	1.194	13.2%

## International tourism spend was \$140.4m for January 2025, up 15.2%

- For the month of January 2025, domestic tourism spend (TECTs) was \$209.2m, up 3.6% compared to the same month in 2024.
- International tourism spend in January 2025 was \$140.4m, up 15.2% compared to January 2024.

Monthly % change in tourism transactions in Auckland



Tourism Transactions	January 2025 (\$m)	% change
Domestic	209.2	3.6%
International	140.4	15.2%



## Wellington visitors spent \$18.6m in January 2025, up 5.5% on the previous year

- Tourism spend from **Waikato-based visitors \$44.8m** was **down slightly 0.4%** compared to the previous year.
- Wellington visitors spent \$18.6m** in January 2025, **up 5.5%** on the previous year.
- Spend from the **Bay of Plenty (\$16.4m)** was also up (3.8%).
- Spend from **Northland (\$19.6m)** was down (0.8%) while **Canterbury visitor spend (\$17.2m)** was up (27.2%) in January 2025, compared to last year.



	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
January 2025	44.8	-0.4%	19.6	-0.8%	16.4	3.8%	18.6	5.5%	17.2	27.2%

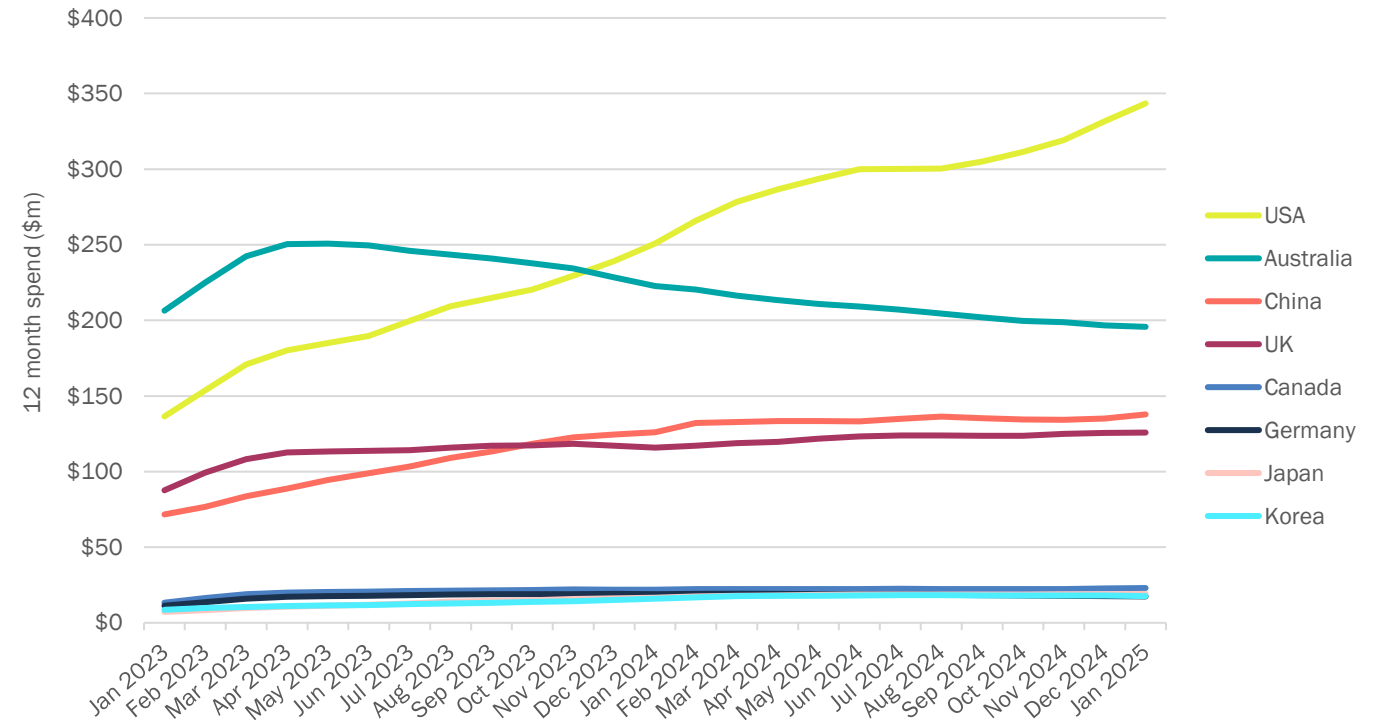
## Visitors from the US spent \$343m in the year to January 2025, up 37.0% on the previous year

- In the year to January 2025, tourism spend from the US was \$343m, up 37.0% on the previous year.
- Chinese visitors spent \$138m in the year to January 2025, up 9.4% on the previous year.
- Spend from the UK was \$126m, also up 8.6% for the year to January 2025.
- Australian tourism spend (\$196m) was down 12.1%.
- Spend from Japan (up 14.9% to \$19.1m), Korea (up 10.6% to \$17.7m), and Canada (up 4.9% to \$23.0m) was up on the previous year.
- Spend from German visitors (\$17.0m) was down (8.1%).

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Source: MBIE TECTs.

Year-end tourism expenditure in Auckland, by market



	Australia (\$m)	vs. previous year / YE	China (\$m)	vs. previous year / YE	UK (\$m)	vs. previous year / YE	US (\$m)	vs. previous year / YE	Germany (\$m)	vs. previous year / YE
YE January 2025	196	-12.1%	138	9.4%	126	8.6%	343	37.0%	17	-8.1%

# Visitors from the US spent \$46.9m in January 2025, up 34.0% on the previous year

- For the month of January 2025, tourism spend from the US (\$46.9m) was up 34.0% compared to last January.
- Visitors from Australia spent \$20.4m in January, down 4.7% on the previous year.
- Visitors from China spent \$11.7m in January, up 28.7% compared to last year.
- There was an increase in tourism spend from UK visitors (up 2.0% to \$15.9m) but spend from German visitors (\$2.5m) was down (11.7%) for the month of January 2025.

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Source: MBIE TECTs.



	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
January 2025	20.4	-4.7%	11.7	28.7%	15.9	2.0%	46.9	34.0%	2.5	-11.7%

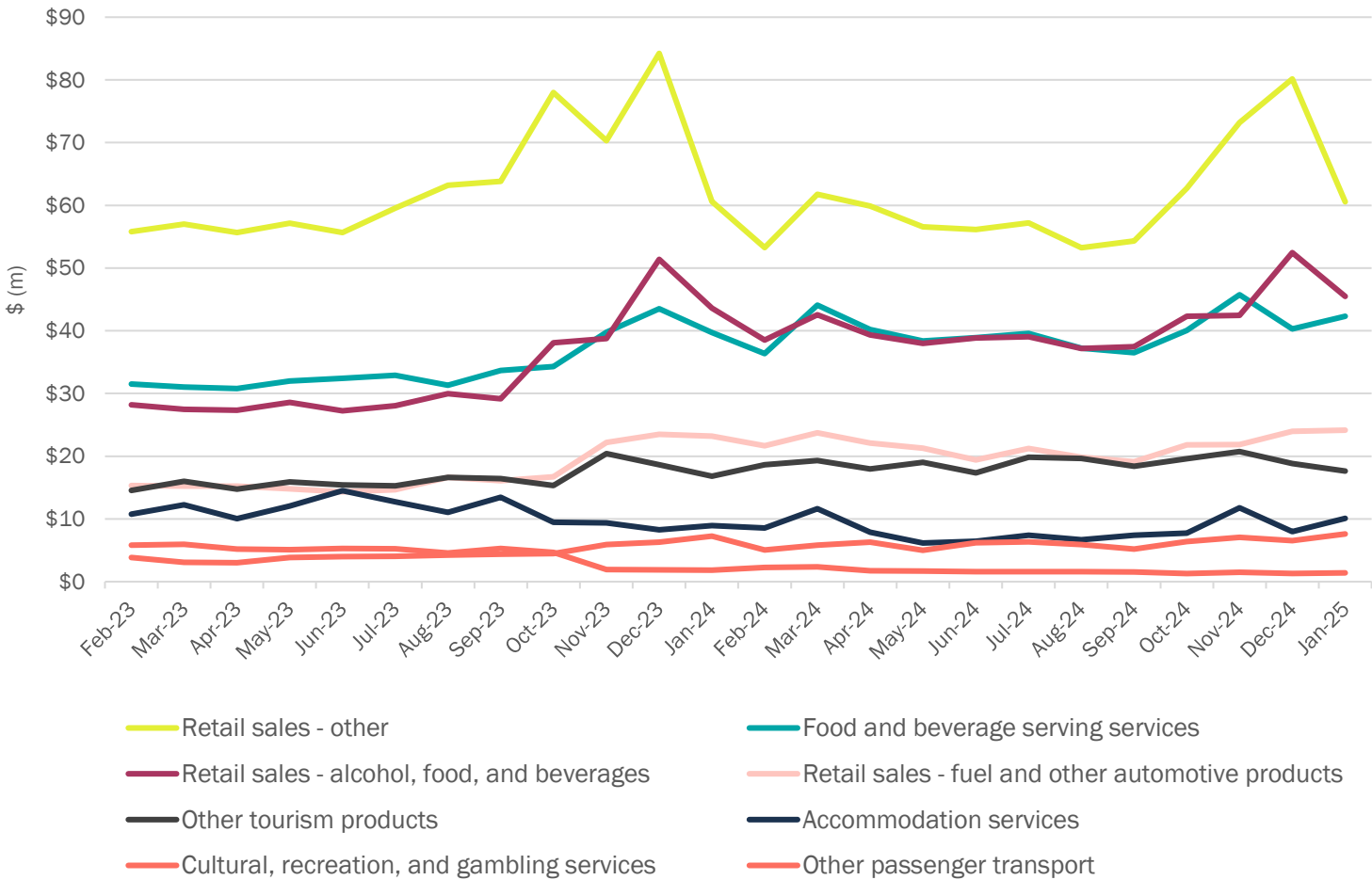


# \$60.6m spent in retail sales (other) by Domestic visitors in January 2025

	Spend (\$m)	% change
Accommodation services	10.1	12.6%
Cultural, recreation, and gambling services	7.6	4.9%
Food and beverage serving services	42.3	6.5%
Other passenger transport	1.4	-22.1%
Other tourism products	17.6	4.7%
Retail sales - alcohol, food, and beverages	45.5	4.2%
Retail sales - fuel and other automotive products	24.2	4.2%
Retail sales - other	60.6	-0.1%
Grand Total	209.2	3.6%

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Domestic monthly tourism transactions in Auckland, by product

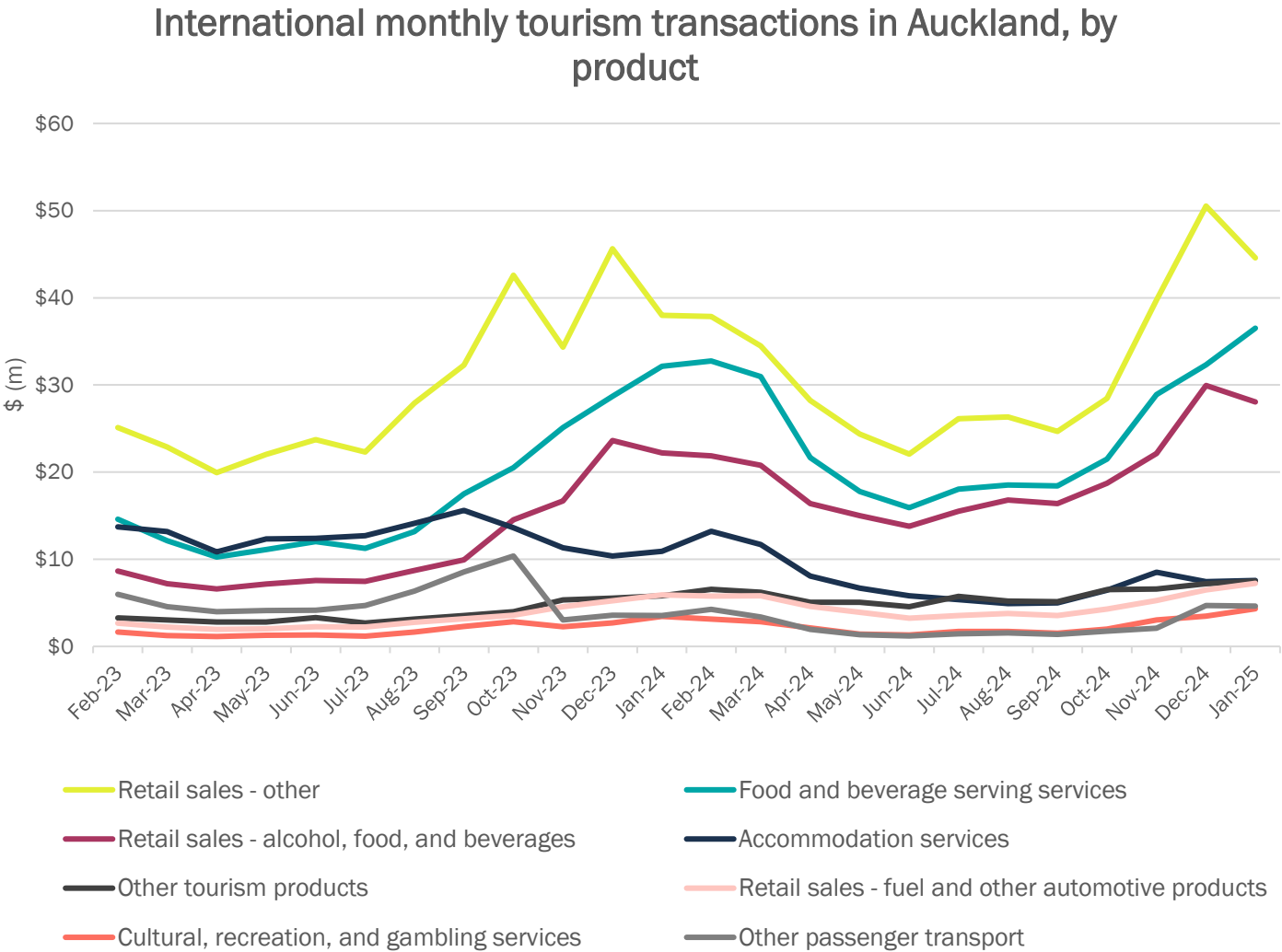


# International visitors spent \$44.6m in Retail sales (other) in January 2025, up 15.2%

	Spend (\$m)	% change
Accommodation services	7.6	-30.6%
Cultural, recreation, and gambling services	4.3	25.4%
Food and beverage serving services	36.5	13.7%
Other passenger transport	4.6	30.6%
Other tourism products	7.5	28.7%
Retail sales - alcohol, food, and beverages	28.1	26.4%
Retail sales - fuel and other automotive products	7.2	22.7%
Retail sales - other	44.6	17.3%
Grand Total	140.4	15.2%

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Source: MBIE TECTs.







# Auckland – Major Events Data



# Major Events Insights – January 2025



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Event	Date(s)	Venue	Interesting Findings
Luke Combs	17-18 January 2025	Eden Park	<ul style="list-style-type: none"><li>▪ The month of January saw <b>244.0k</b> international visitors, up <b>11.4%</b> on January 2024.</li><li>▪ There were <b>444.0k</b> domestic guest nights in commercial accommodation (up <b>12.3%</b>).</li><li>▪ Occupancy (90.1%, up <b>41.6%</b>), Average Daily Rate (\$330, up <b>51.1%</b>) and RevPAR (\$298, up <b>114%</b>) all peaked on Saturday 18<sup>th</sup> January 2025. The Luke Combs concert at Eden Park and the NZ Sail Grand Prix event in the Waitematā Harbour were on in Auckland during this time.</li><li>▪ For the month of January 2025, domestic tourism spend (TECTs) was <b>\$209.2m</b>, up <b>3.6%</b> compared to the same month in 2024.</li><li>▪ International tourism spend in January 2025 was <b>\$140.4m</b>, up <b>15.2%</b> compared to January 2024</li></ul>
NZ Sail Grand Prix	18-19 January 2025	Waitematā Harbour	
Dionne Warwick	21 January 2025	Aotea Centre	
The Cat in the Hat	23 January 2025	Aotea Centre	
Fat Freddy's Drop	26 January 2025	Go Media Mount Smart Stadium	
Vengaboys	29 January 2025	Auckland Town Hall	
Summer in Aotea Square	31 January – 1 March 2025	Aotea Square	
2025 ASB Classic	30 December 2024 – 11 January 2025	ASB Tennis Arena	

# Luke Combs

Date(s): 8-9<sup>th</sup> March 2025  
Venue: Eden Park




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**45%**  
Of attendees outside of AKL



  
**\$8.19<sup>m</sup>**  
Tourism spend



  
**\$250**  
Spend per visitor per night (higher than any other concert)



  
**\$5.38<sup>m</sup>**  
GDP



  
**39.6<sup>m</sup>**  
Visitor nights







# Auckland – Business Events Data



## Business Events Insights Q4 2024



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# 248

Business events in Auckland



# 19%

Auckland's market share of  
business events



# 62.0<sup>k</sup>

Delegates hosted in Auckland



# 30%

Auckland's market share of  
delegates



# 115.9<sup>k</sup>

Delegate days hosted in Auckland

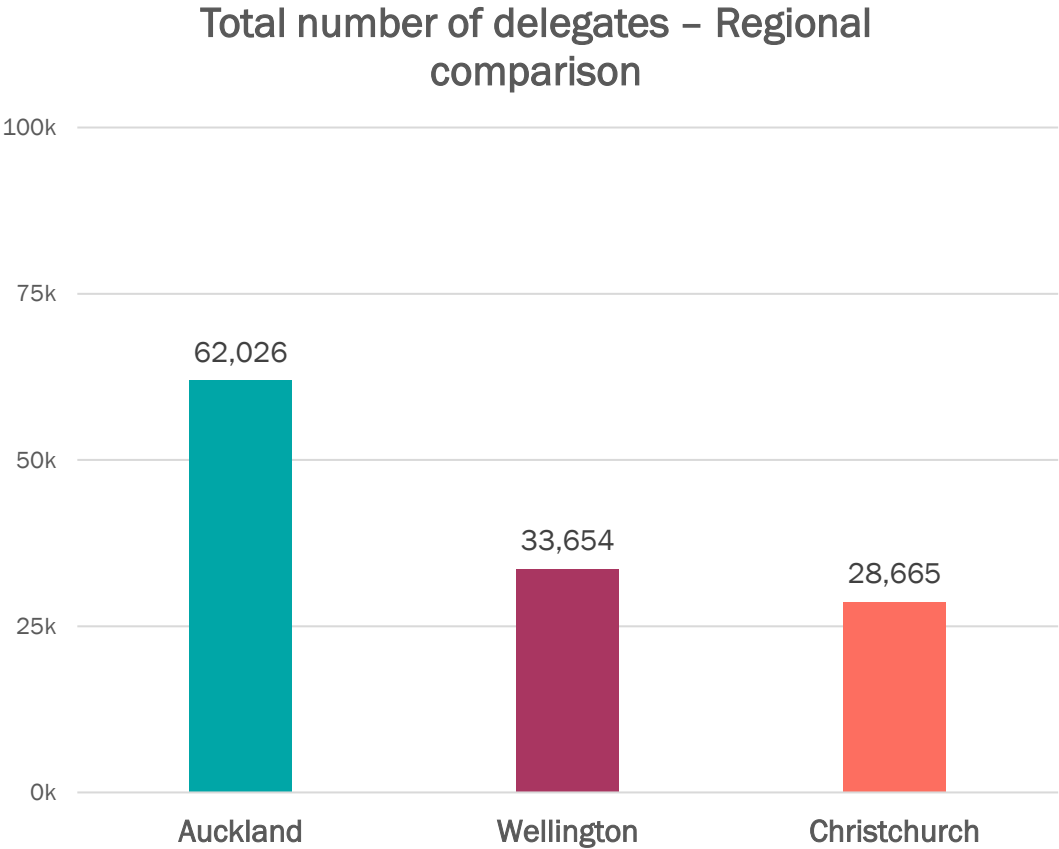


# 32%

Auckland's market share of  
delegate days

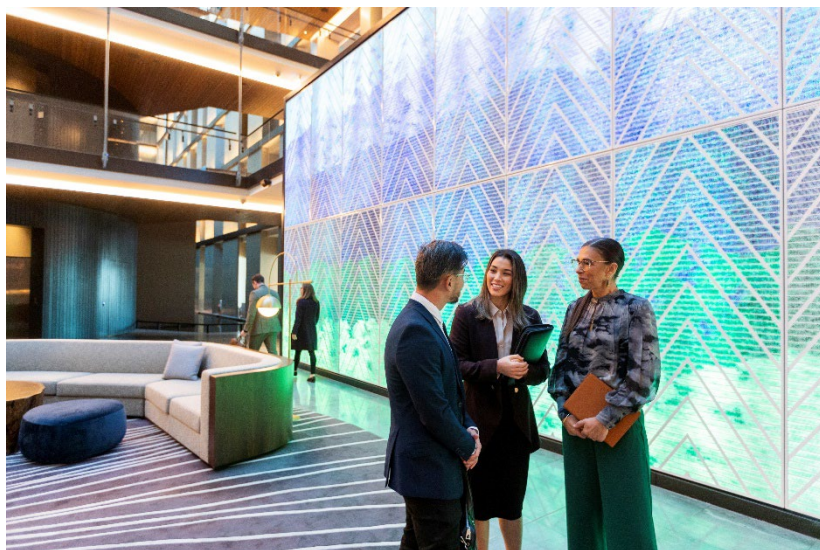


# Auckland attracted the highest number of business delegates (62.0k) in New Zealand in Q4 2024



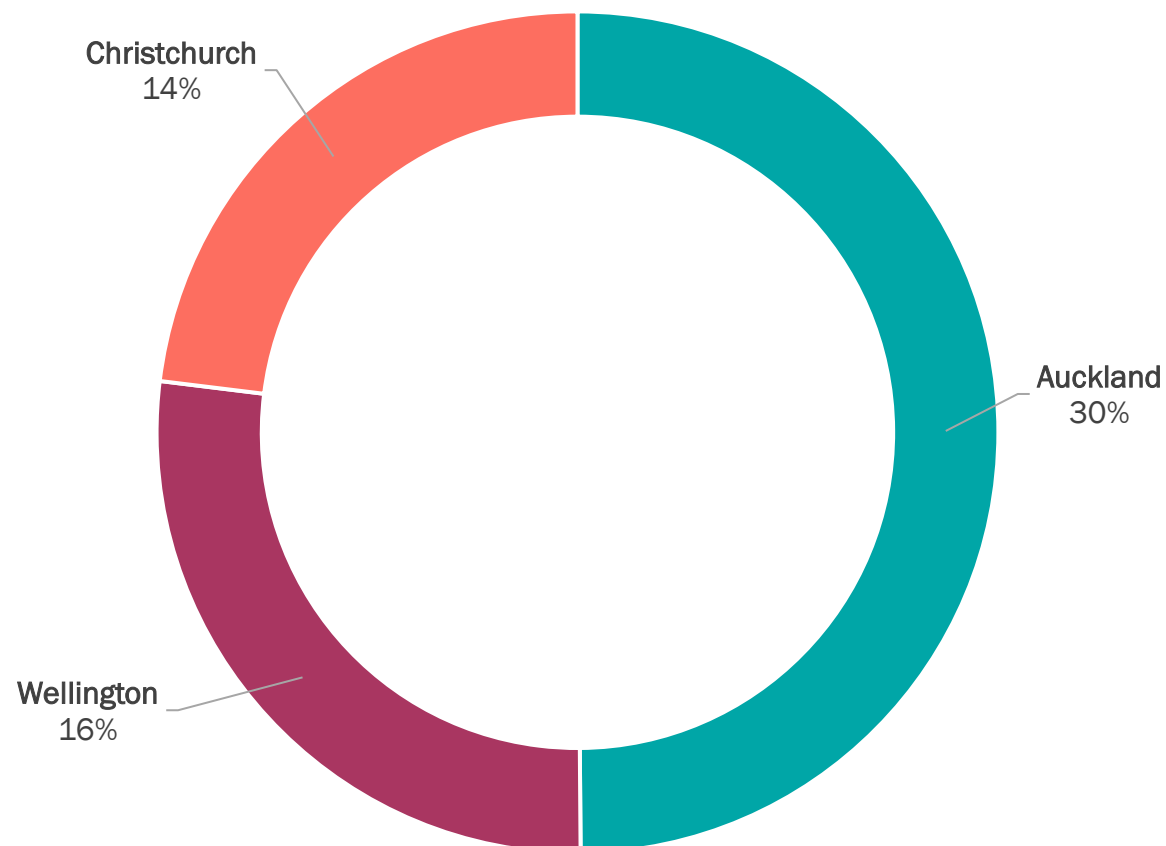
Source: Business Events Data Programme. Fresh Info. \*Quarterly data.

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



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Business Event Market Share - Regional Comparison

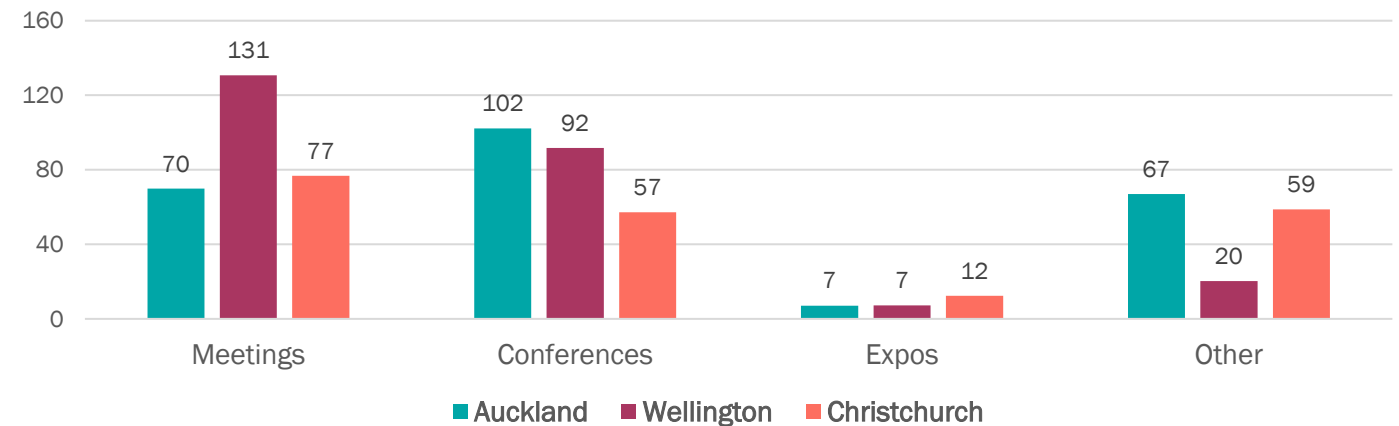




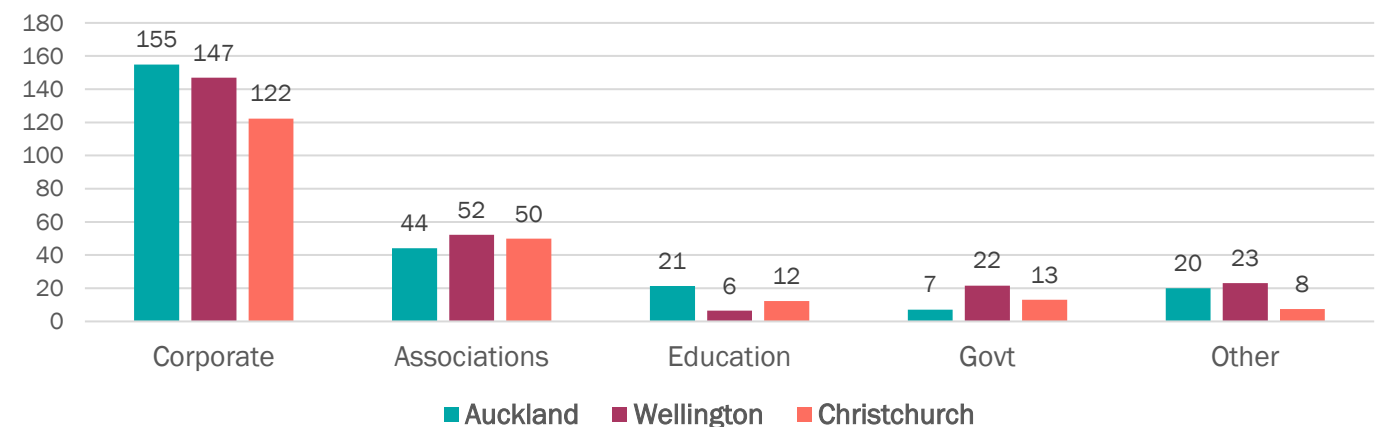
## Auckland hosted the most conferences and other business events in NZ Q4 2024

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

Business Events By Event Type



Business Events By Customer Type

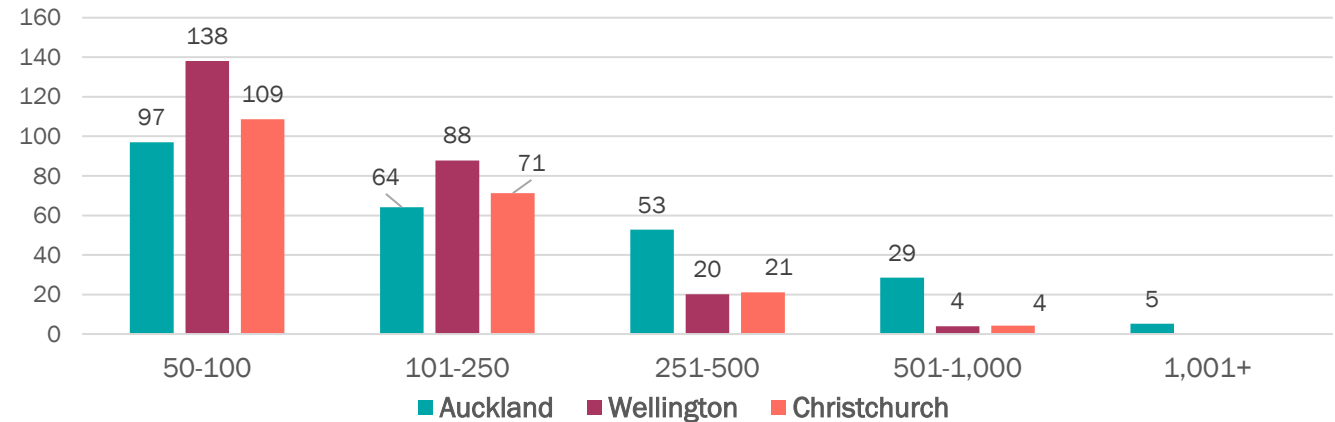


## 30% of all business events in Auckland were multi-day events in Q4 2024

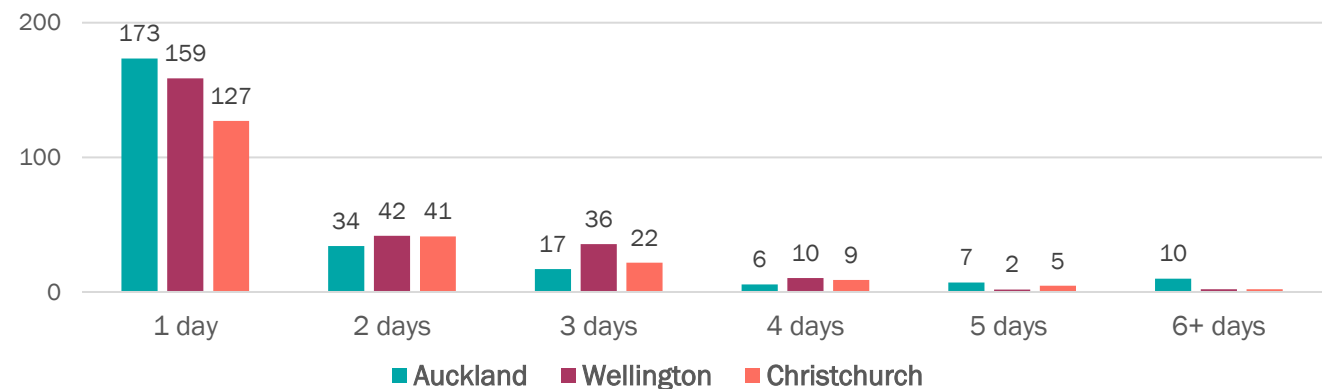
- In Q4 2024, 39% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (97 events). In comparison to other regions, Wellington hosted most small business events (138 events).
- 26% of business events in Auckland were medium-sized events with 64 events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

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No. of business events - Regional comparison



Duration of event - Regional comparison



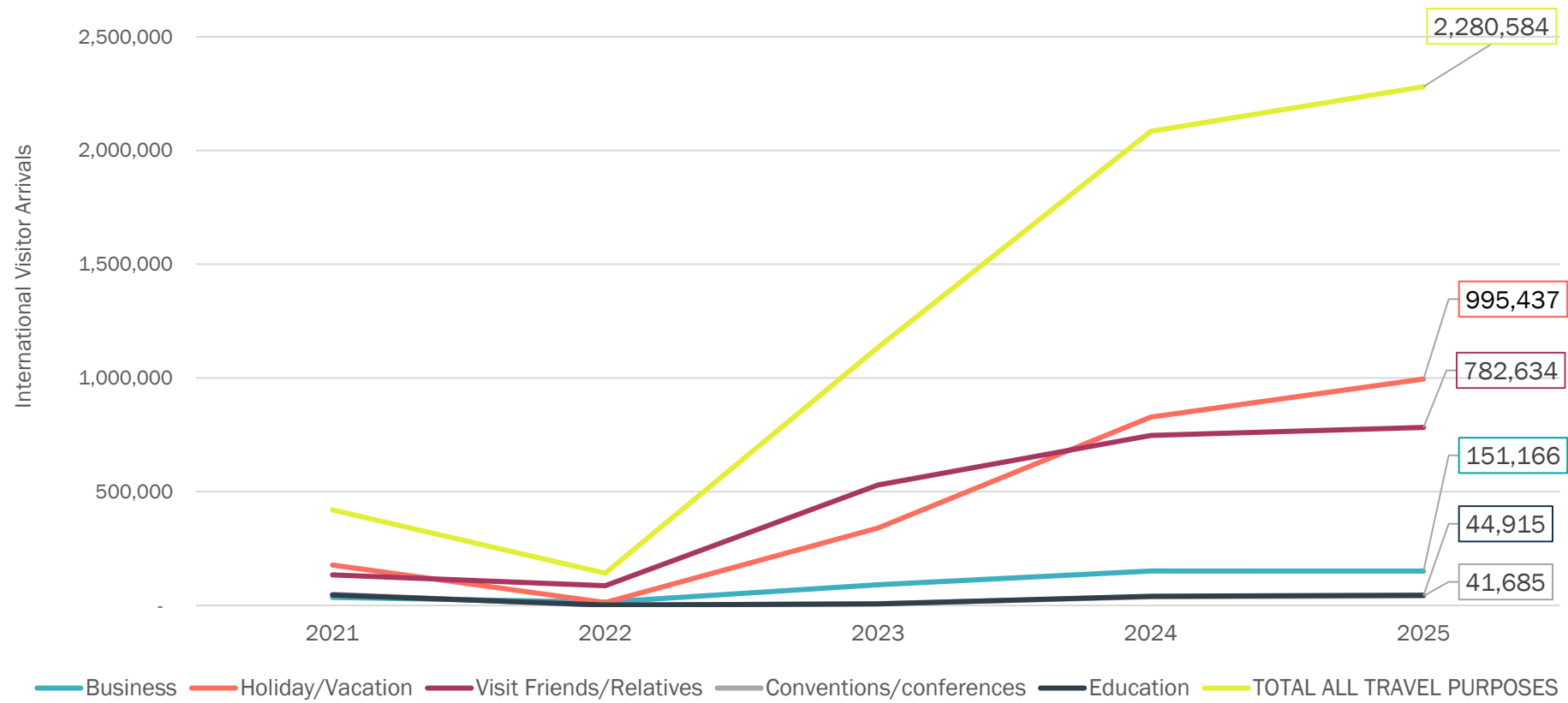




# Five-year trends in key markets



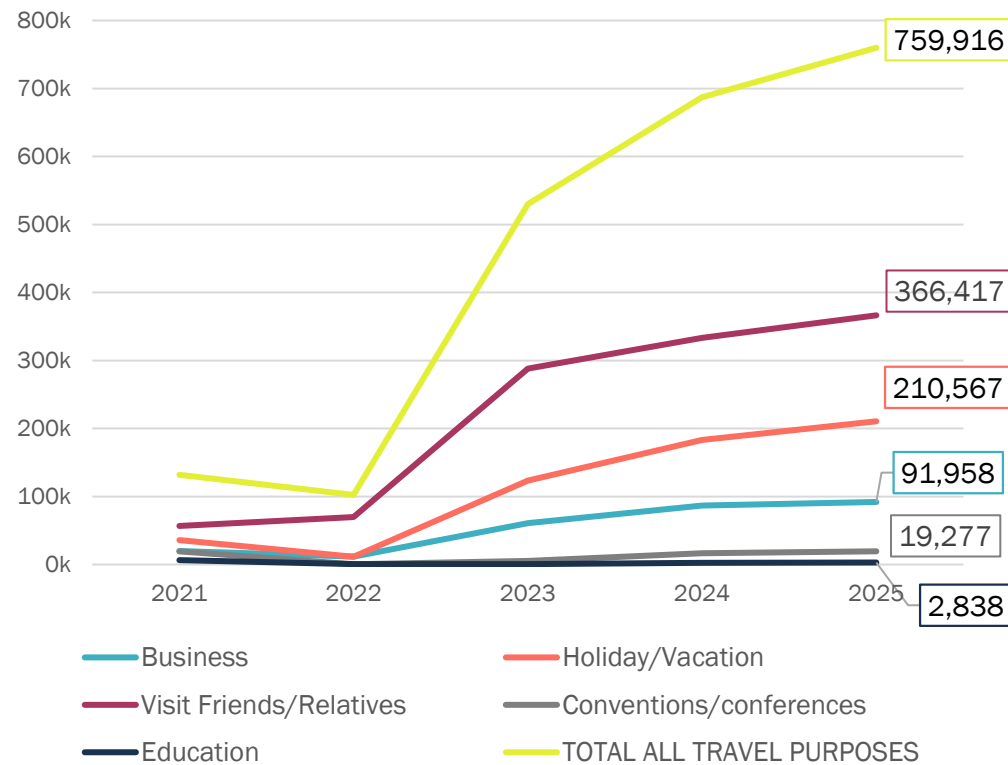
## Five-year visitor arrivals to Auckland, YE January



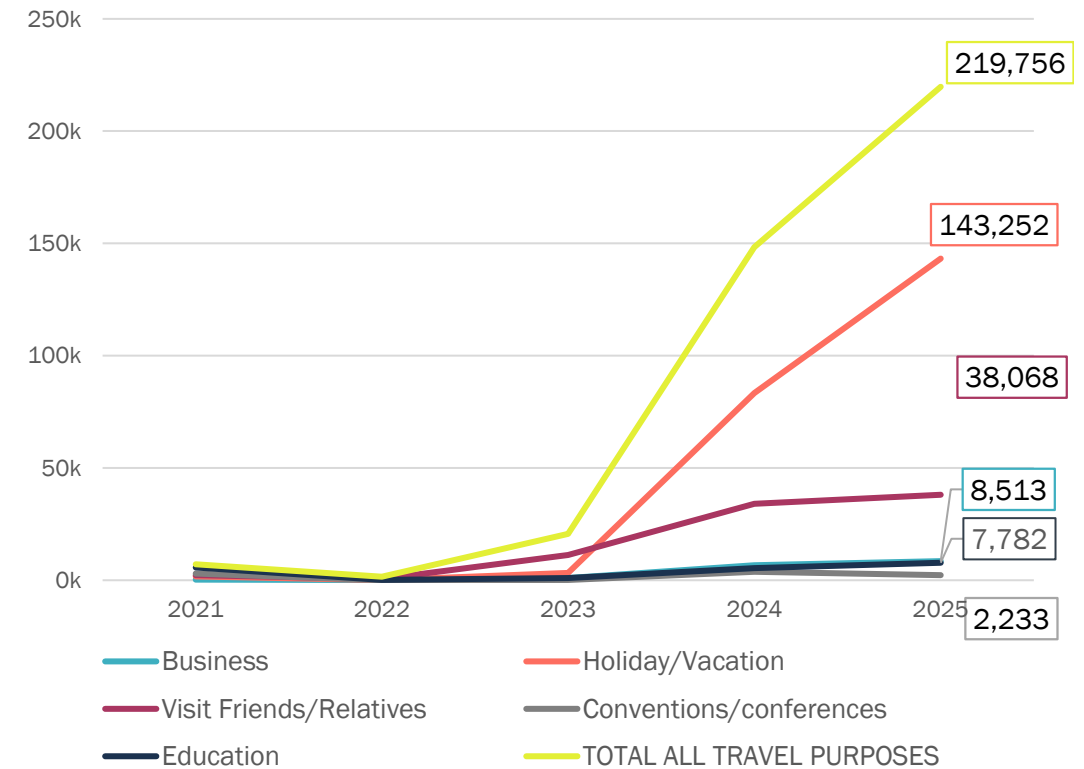
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# Five-year visitor arrivals to Auckland, YE January

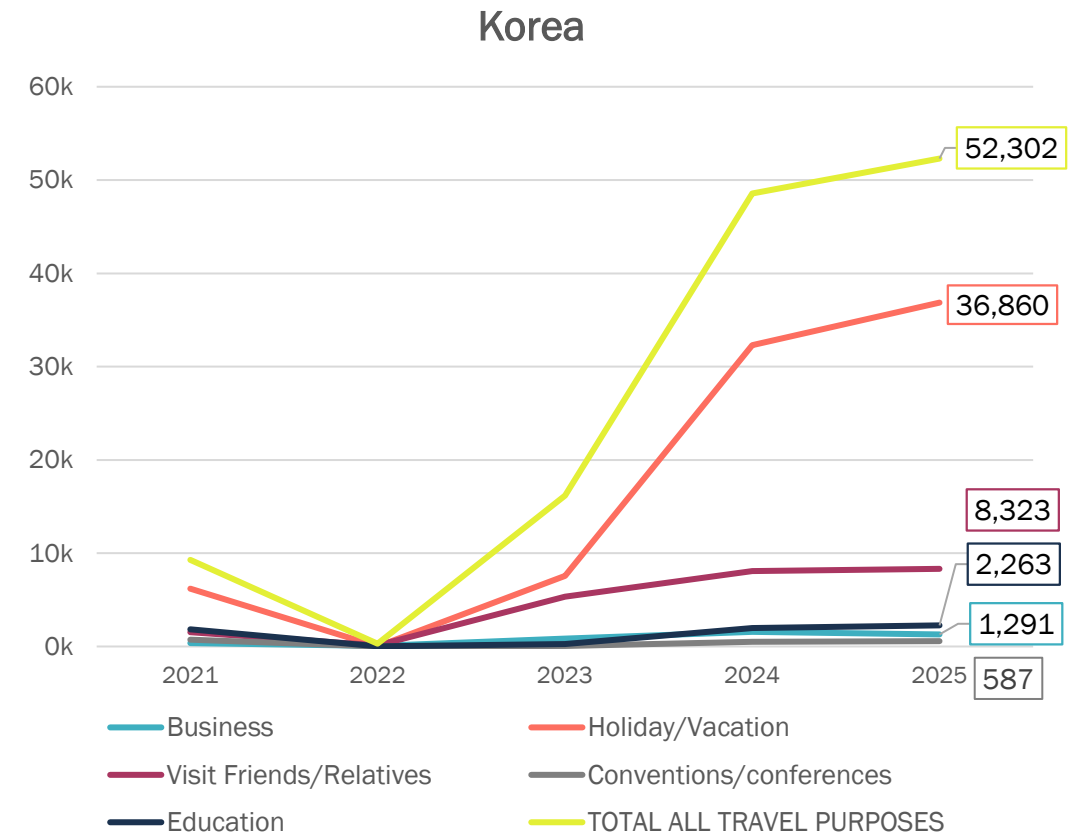
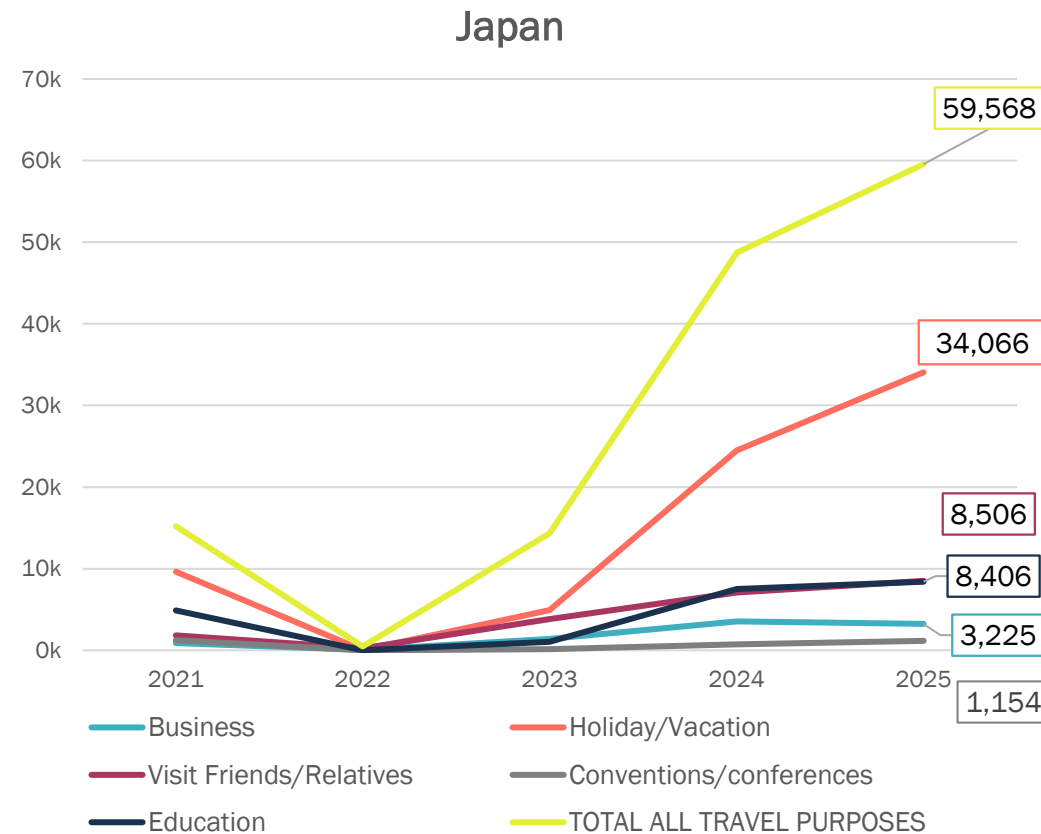
## Australia



## China



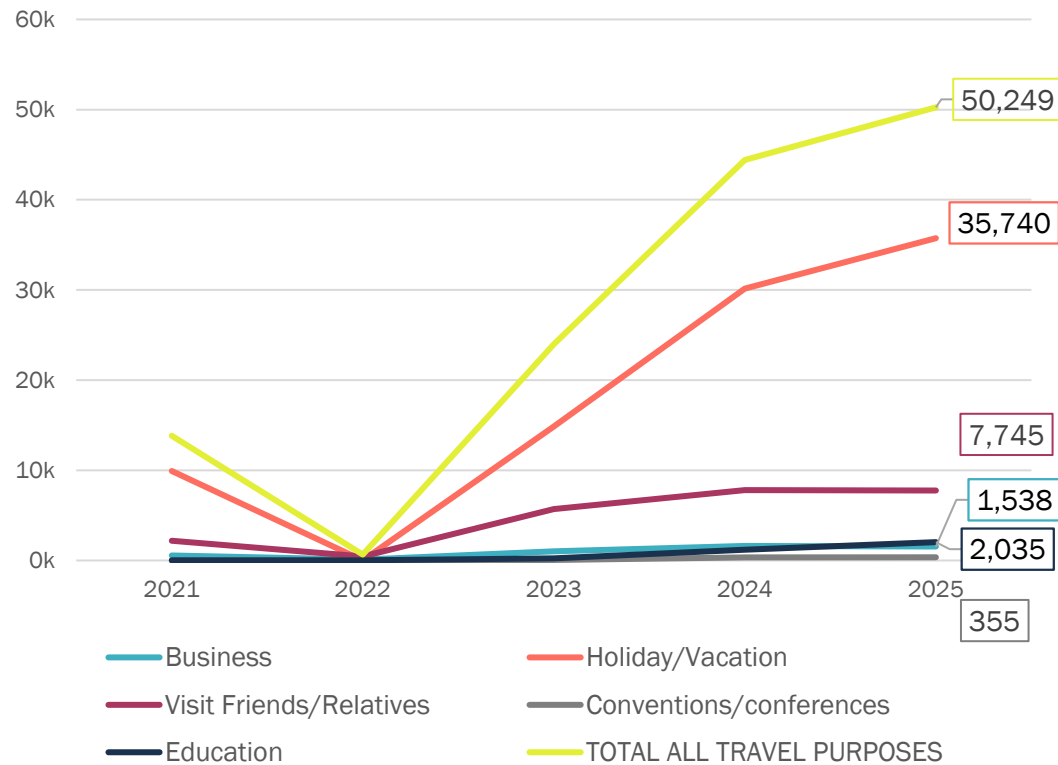
## Five-year visitor arrivals to Auckland, YE January



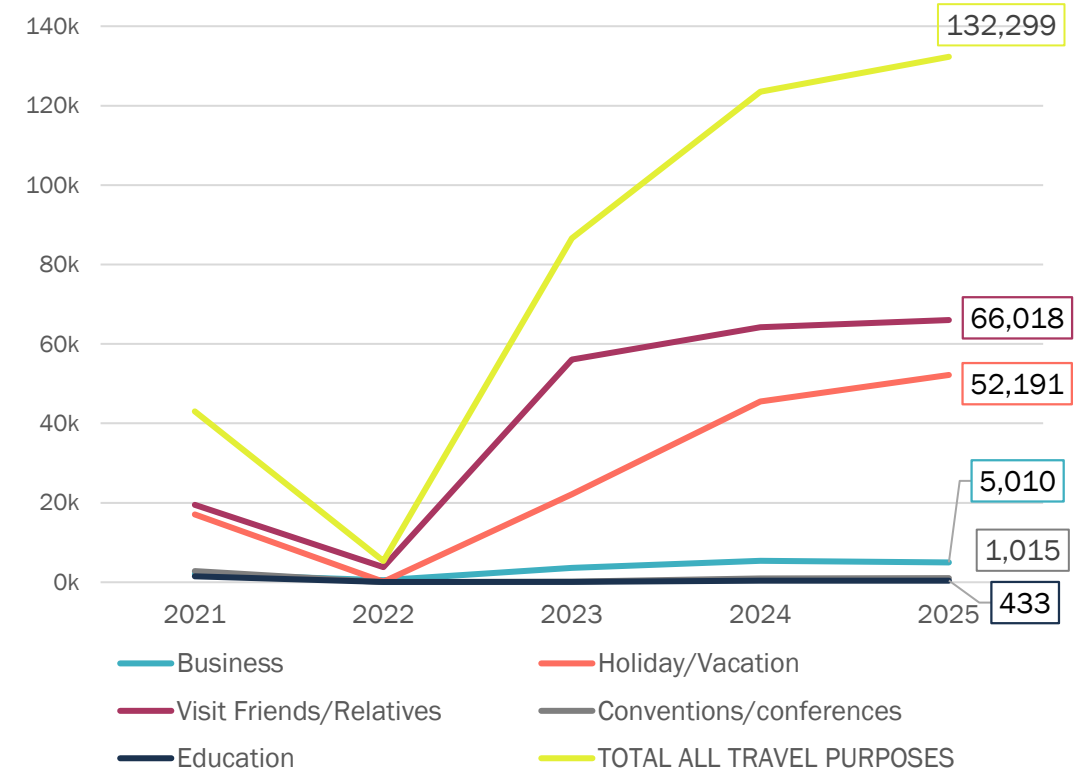


## Five-year visitor arrivals to Auckland, YE January

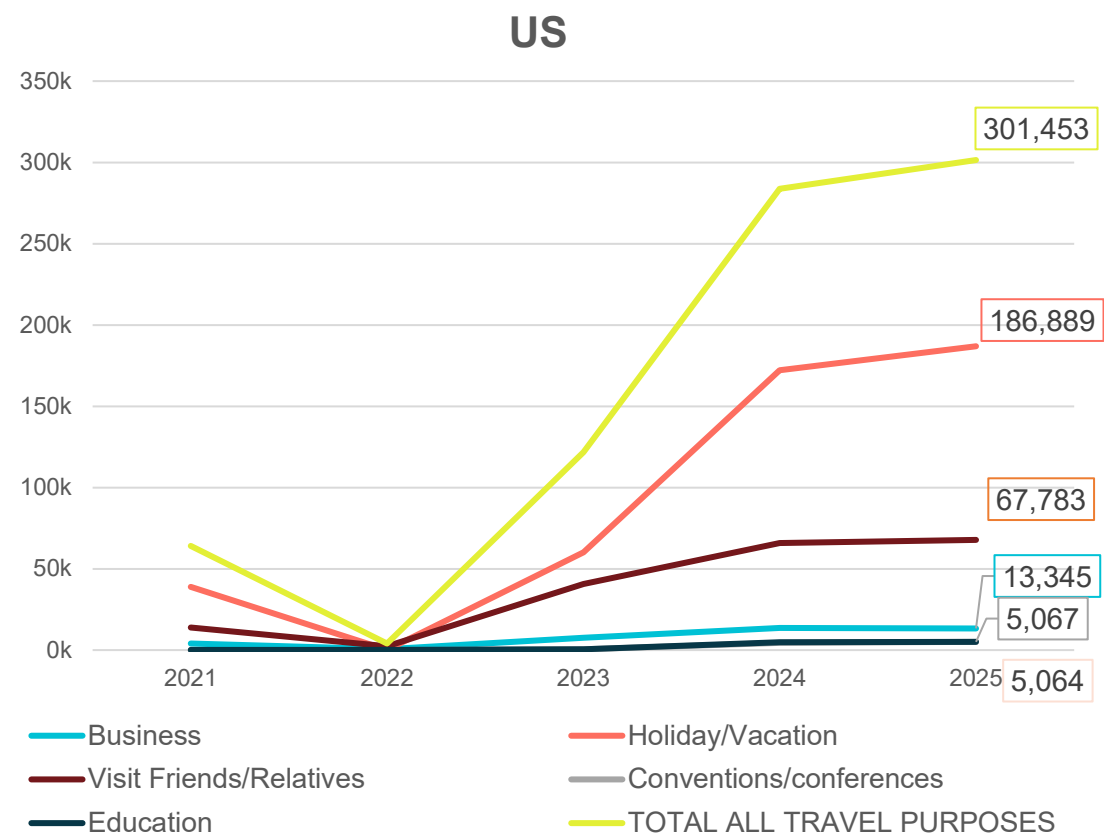
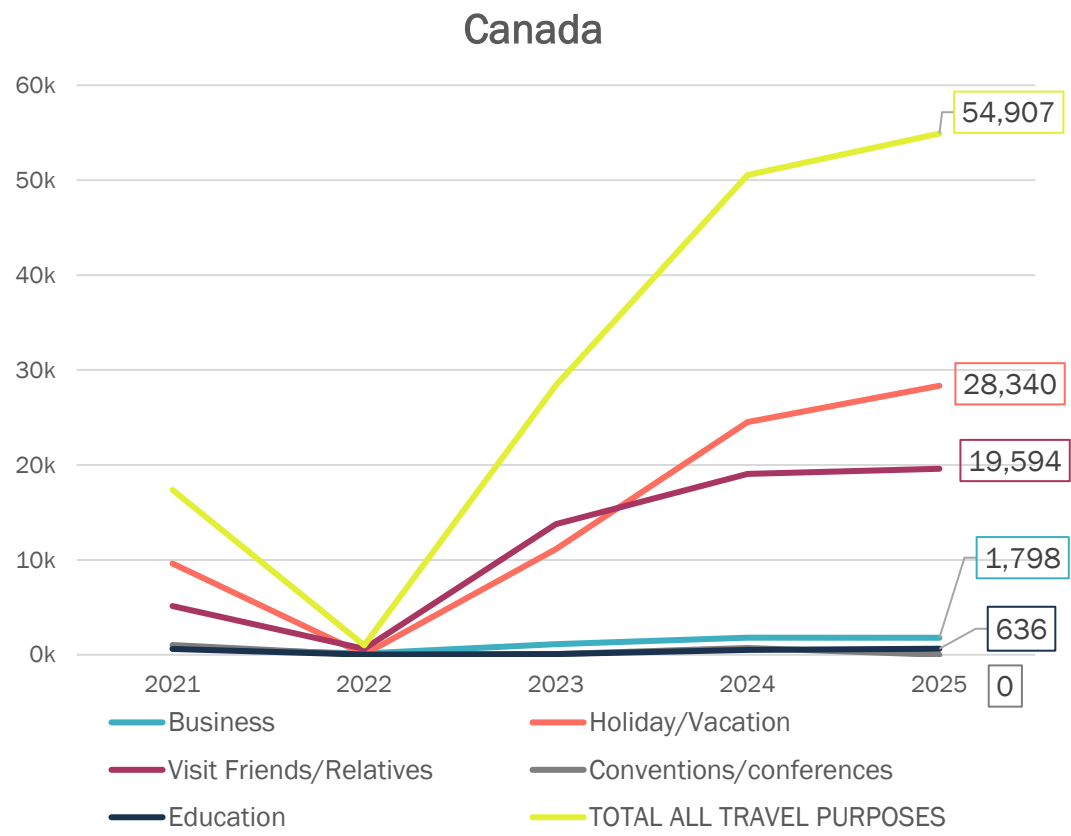
### Germany



### UK



# Five-year visitor arrivals to Auckland, YE January



# Ngā mihi Thank you

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