

Tātaki  
Auckland  
Unlimited



# Auckland Destination Overview

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May 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 June – July 2022

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## Key Visitor Data



**284.7<sup>k</sup>**

Domestic Guest nights  
May 2022 (Month)  
+4.1% (to May 2021)



**56.1<sup>k</sup>**

International Visitors  
May 2022 (Month)  
+45.9% (to May 2021)




**57.0%**

Hotel Occupancy Rate  
May 2022 (Month)  
-9.7pts (to May 2021)




**\$187<sup>m</sup>**

Domestic Tourism Transactions  
May 2022 (Month)  
-2.3% (to May 2021)



**\$45<sup>m</sup>**

Other Tourism Transactions  
May 2022 (Month)  
+3.3% (to May 2021)



**+21**

Tourism Sentiment Score  
May 2022 (Month)  
+3pts (to May 2021)



# Key Visitor Data



## DOMESTIC

- On 24 May 2022, the NZ Government announced that all of NZ will remain in the Orange COVID-19 traffic light setting. Vaccine passes were removed on 4 April. Capacity limits, scanning requirements and outdoor face mask restrictions were removed in March.
- At present, we cannot display some domestic visitor data as the data is currently under revision. Domestic visitation and average length of stay results will be reported again once the data has been revised.
- There were **284.7k domestic guest nights in commercial accommodation** for the month of **May**, up **4.1%**.
- Domestic tourism transactions** for the year to May 2022 was **\$1.78b**, down **13.4%** on last year and **\$187m for the month** (down **2.3%** compared to May 2021).

## INTERNATIONAL

- On 11 May 2022, the NZ Government announced a new faster timeline for reopening the border and reconnecting New Zealand with the world. New Zealand's border will now be fully reopened by the end of July – three months earlier than originally planned.
- The year to May 2022** saw **198.9k international visitor arrivals**, an increase of **88.3%** on the previous year.
- Monthly international visitors (56.1k)** were up **45.9%**.
- There was strong growth for the **Australian market** in the month of **May 2022**, with **34.7k visitors**, a decrease of **0.5%** compared to last May. **The year to May 2022** saw **129.0k Australian visitor arrivals**, also up **94.3%**.
- VFR visitors** contributed the most to annual visitor numbers (**124.3k**) and increased **106.6%** on the year to May 2021. **Monthly VFR numbers (31.5k)** were also up **26.9%** compared with the month of May 2021.
- For **YE May 2022**, holiday visitors (**19.2k**) were up **220.7%**, with monthly numbers (**7.6k**) also up **117.8%**.
- 58.4k international guest nights in commercial accommodation** for May, up **11.2%** on last year.
- Other tourism transactions** was **\$0.37b** for the year, up **8.3%** and **\$45m** for the month of May (up **3.3%**).

## OVERALL

- May Occupancy was 57.0%**, down **9.7 percentage points** on May 2021. The **ADR was \$181** (up **0.1%**) and the **RevPAR was \$103** (down **14.4%**).
- For the month of May 2022, there were **343.1k total guest nights in commercial accommodation** in Auckland (up **5.2%** on last year).
- Looking forward, overall occupancy on the books is higher this year** compared to the same period last year (i.e., from end of July to early October).
- The **Tourism Sentiment Score** for Auckland for May 2022 was **+21** (+1pt higher than NZ), up 3 points to May 2021.
- The category with the highest sentiment was Relaxation and Wellness (36), followed by Food and Culinary (28), and Amenities and Entertainment (27), while Access and Transportation (9) and Safety (18) had the lowest sentiment.
- For domestic visitors in **YE March 2022**, the **Net Promoter Score (NPS)** was **+1**, (down 1 point on YE December 2021).





# Auckland Tourism – Visitor Arrivals Data



# Domestic Visitor Data May 2022

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- At present, we cannot display some domestic visitor data as the data is currently under revision.
- Domestic visitation results will be reported again once the data has been revised.
- This data has been paused in the interim.



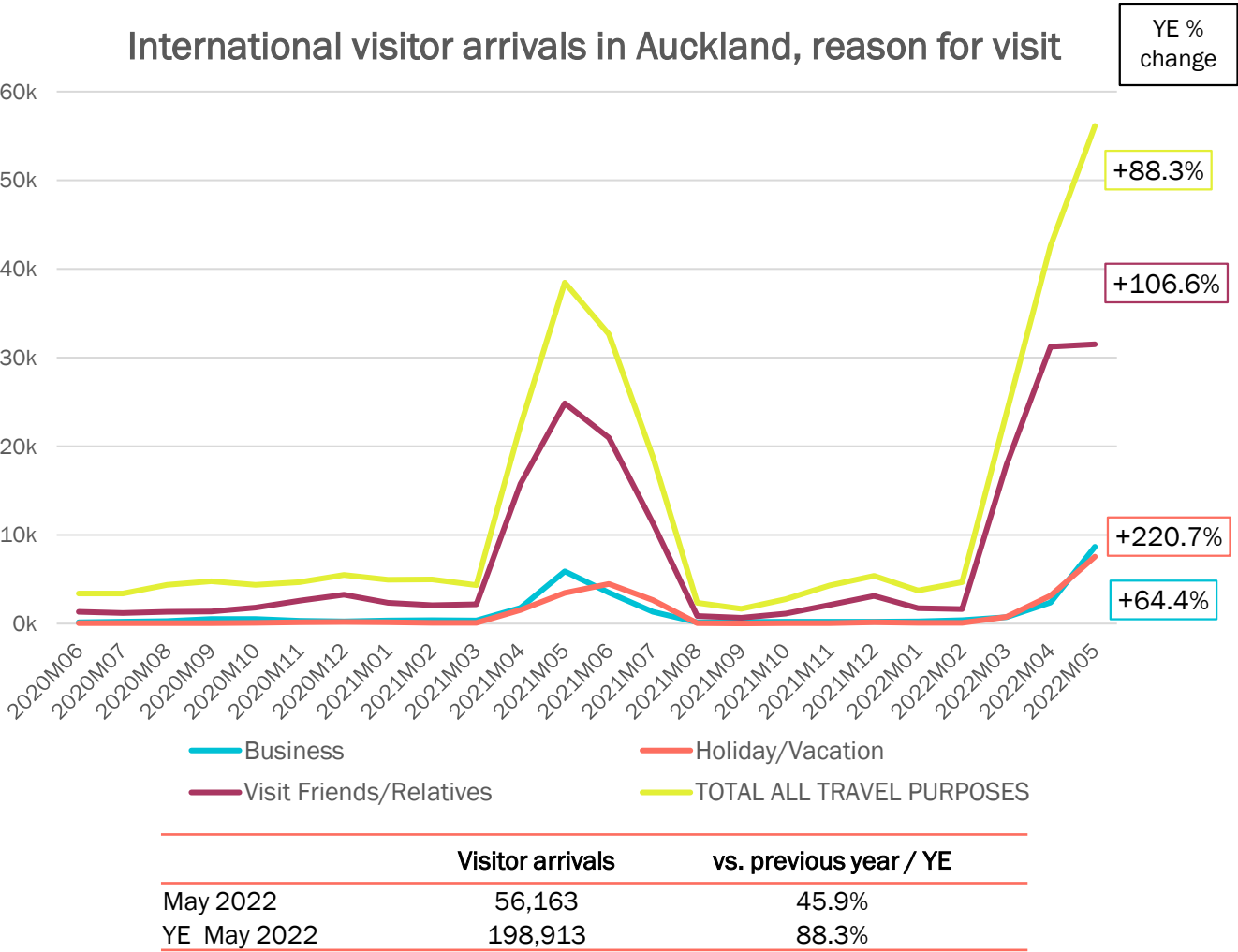


# International visitor arrivals were up 88.3% in YE May 2022

- On 11 May 2022, the NZ Government announced a new faster timeline for reopening the border and reconnecting New Zealand with the world. New Zealand’s border will now be fully reopened by the end of July – three months earlier than originally planned.
- The year to May 2022 saw 198.9k international visitor arrivals, an increase of 88.3% on the previous year.
- The month of May saw 56,163 international visitors, up 45.9% on the previous May.
- VFR visitors contributed the most to annual visitor numbers (124.3k) and increased 106.6% on the year to May 2021. Monthly VFR numbers (31.5k) were also up 26.9% compared with the month of May 2021.
- For YE May 2022, holiday visitors (19.2k) were up 220.7%, with monthly numbers (7.6k) also up 117.8%.

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Source: ITM data, Statistics NZ

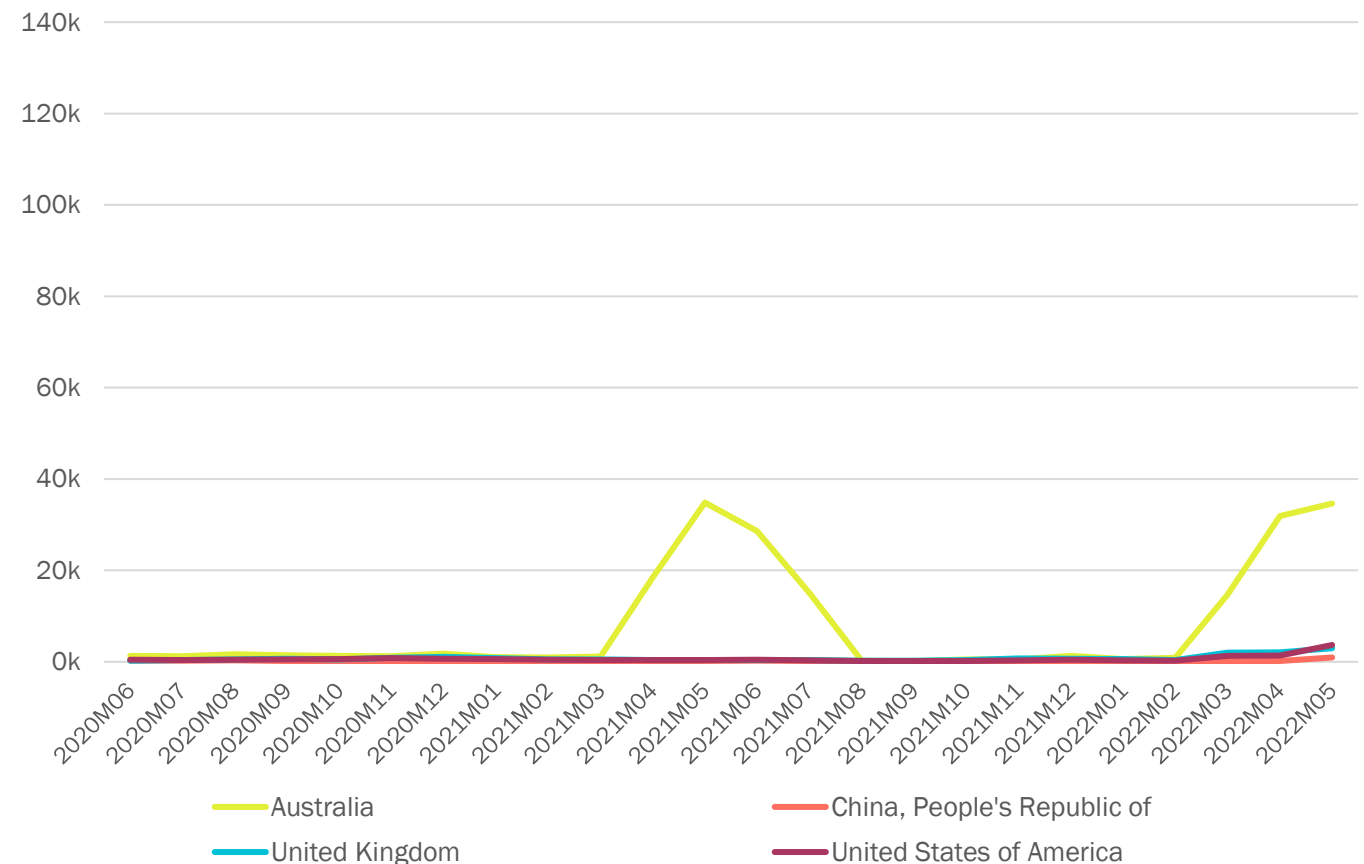




## 129.0k Australian visitor arrivals in May 2022, up 94.3%

- 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.
- There was strong growth for the **Australian market** in the month of May 2022, with **34.7k visitors**, a **slight decrease of 0.5%** compared to last May. **The year to May 2022 saw 129.0k** Australian visitor arrivals, **up 94.3%**.
- For YE May 2022, there were 10.9k visitor arrivals from the UK (up 61.4%) and 8.8k visitors from the US (up 41.5%).
- May 2022 visitors from China (2.2k) were down for the year (0.6%), but up (361.1%) for the month of May (913).

Visitor arrivals in Auckland by key international markets





# 24 month visitor arrivals from individual markets

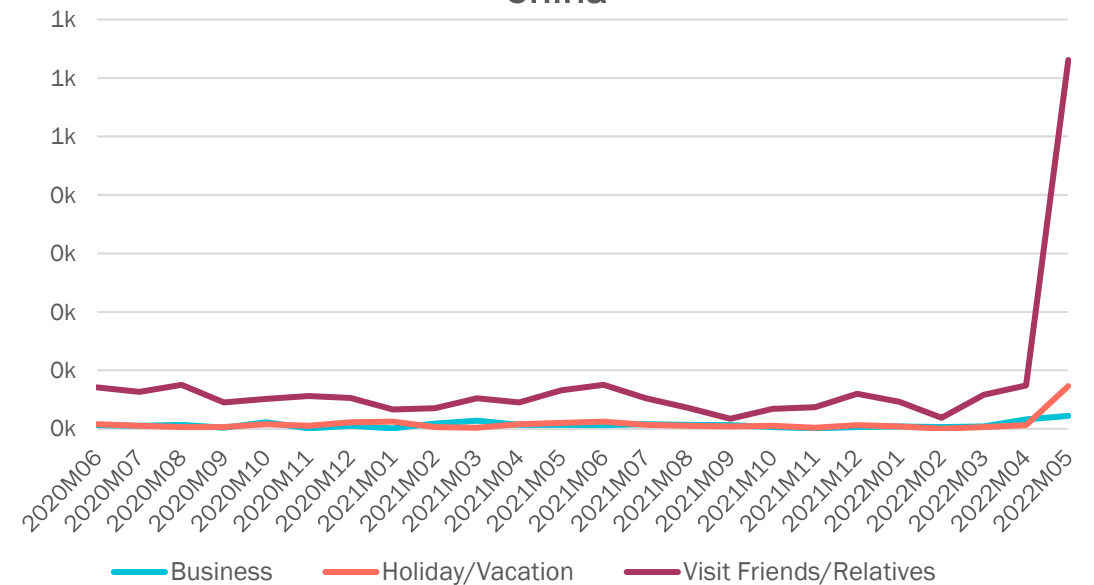
## Australia



	vs. Business previous year		Holiday	vs. previous year		VFR	vs. previous year		Total	vs. previous year	
May 2021	6,985	26.4%	3,925	19.2%	20,454	-12.7%	34,657	-0.5%			
YE May 2021	13,874	77.3%	13,983	192.0%	89,524	100.4%	129,003	94.3%			

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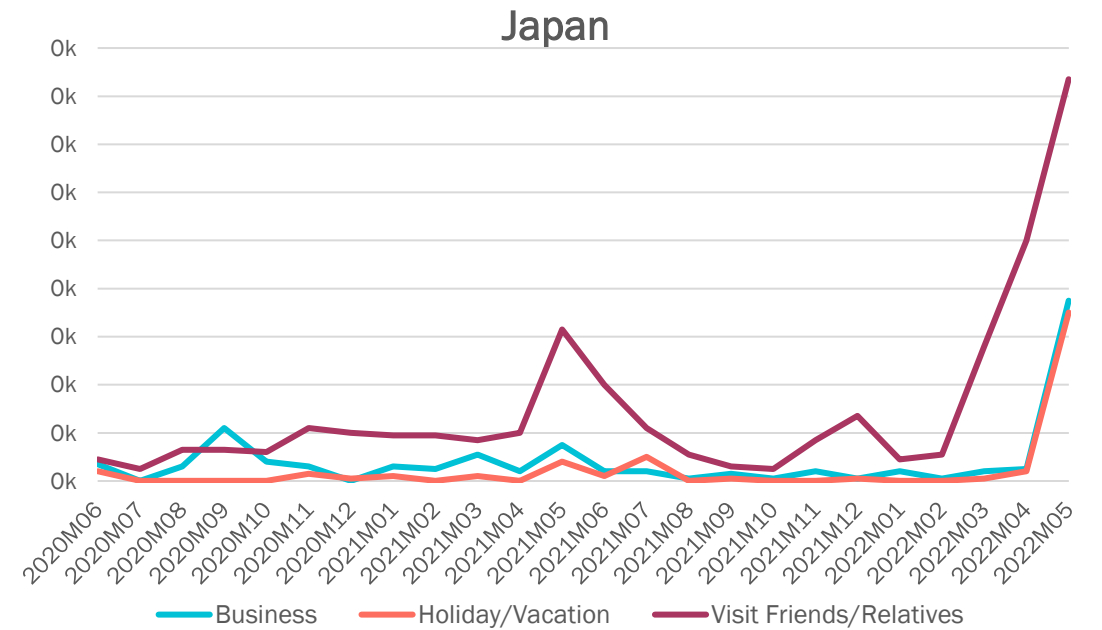
## China



		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2021	22	214%	73	630.0%	631	856.1%	913	361.1%
YE November 2021	83	10.7%	127	62.8%	1,139	76.6%	2,230	-0.6%

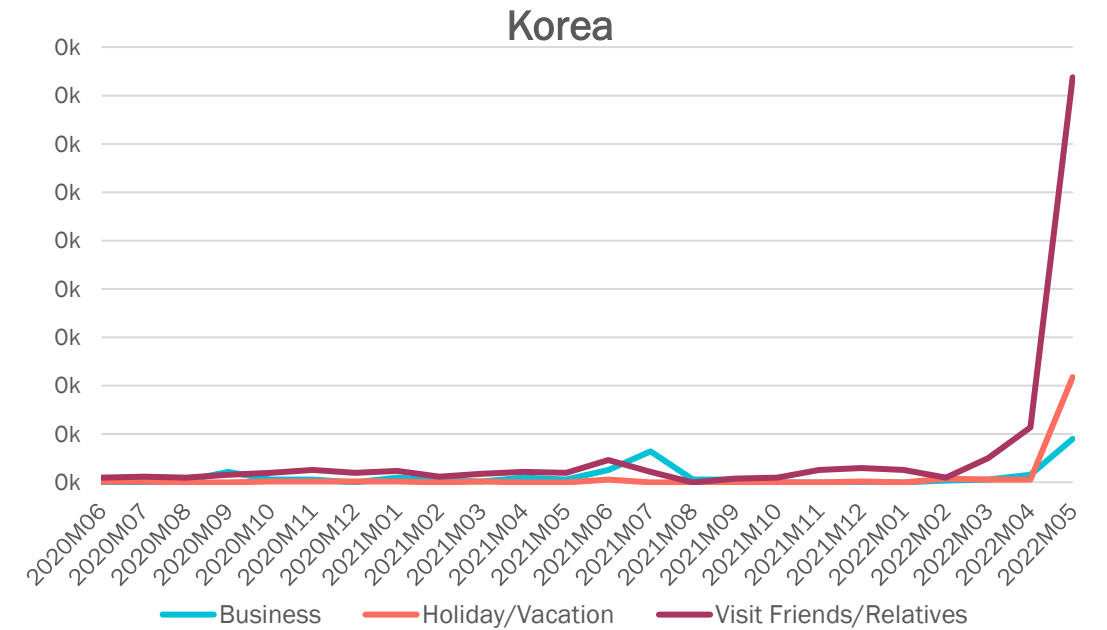


## 24 month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2021	75	400.0%	70	775.0%	167	165.1%	427	236.2%
YE May 2021	107	18.9%	89	345.0%	471	103.0%	887	40.3%

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	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2021	45	1400.0%	109	-100.0%	419	4090.0%	648	3310.5%
YE May 2021	109	211.4%	123	1657.1%	590	461.9%	1,007	163.6%

# 24 month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2021	65	282.4%	132	-100.0%	235	968.2%	470	803.8%
YE May 2021	150	37.6%	168	1580.0%	889	128.5%	1,345	84.5%

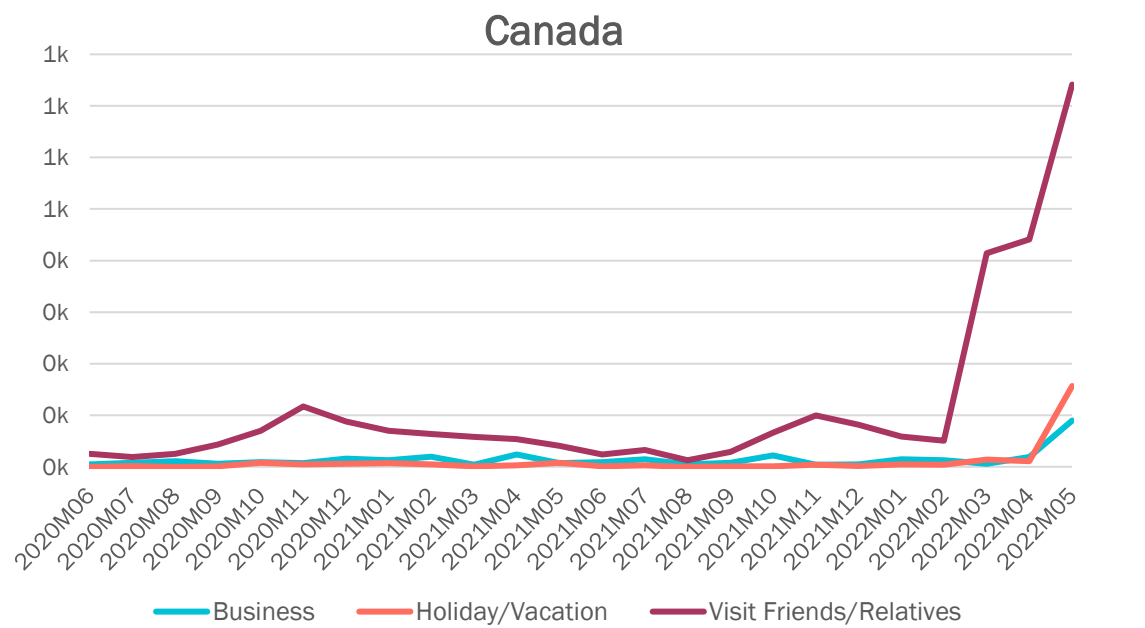
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	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2021	187	222.4%	227	1094.7%	2,365	1192.3%	2,952	745.8%
YE May 2021	620	-8.0%	403	158.3%	9,006	132.5%	10,942	61.4%

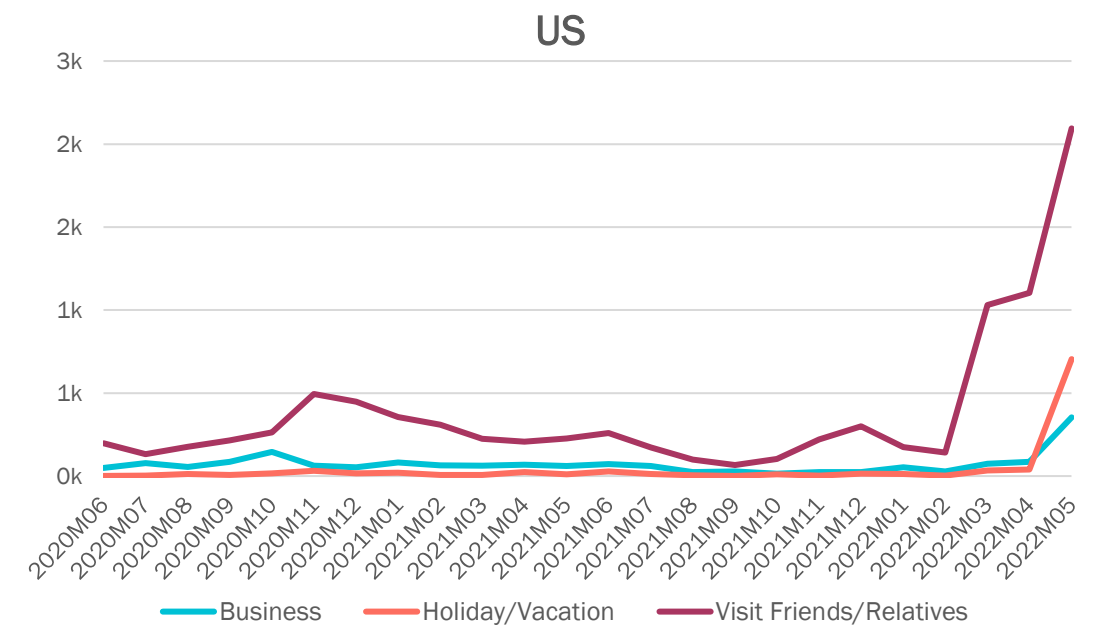


# 24 month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2021	90	1185.7%	157	1862.5%	741	1707.3%	1,080	1302.6%
YE May 2021	211	62.3%	203	341.3%	2,053	204.6%	2,748	116.7%

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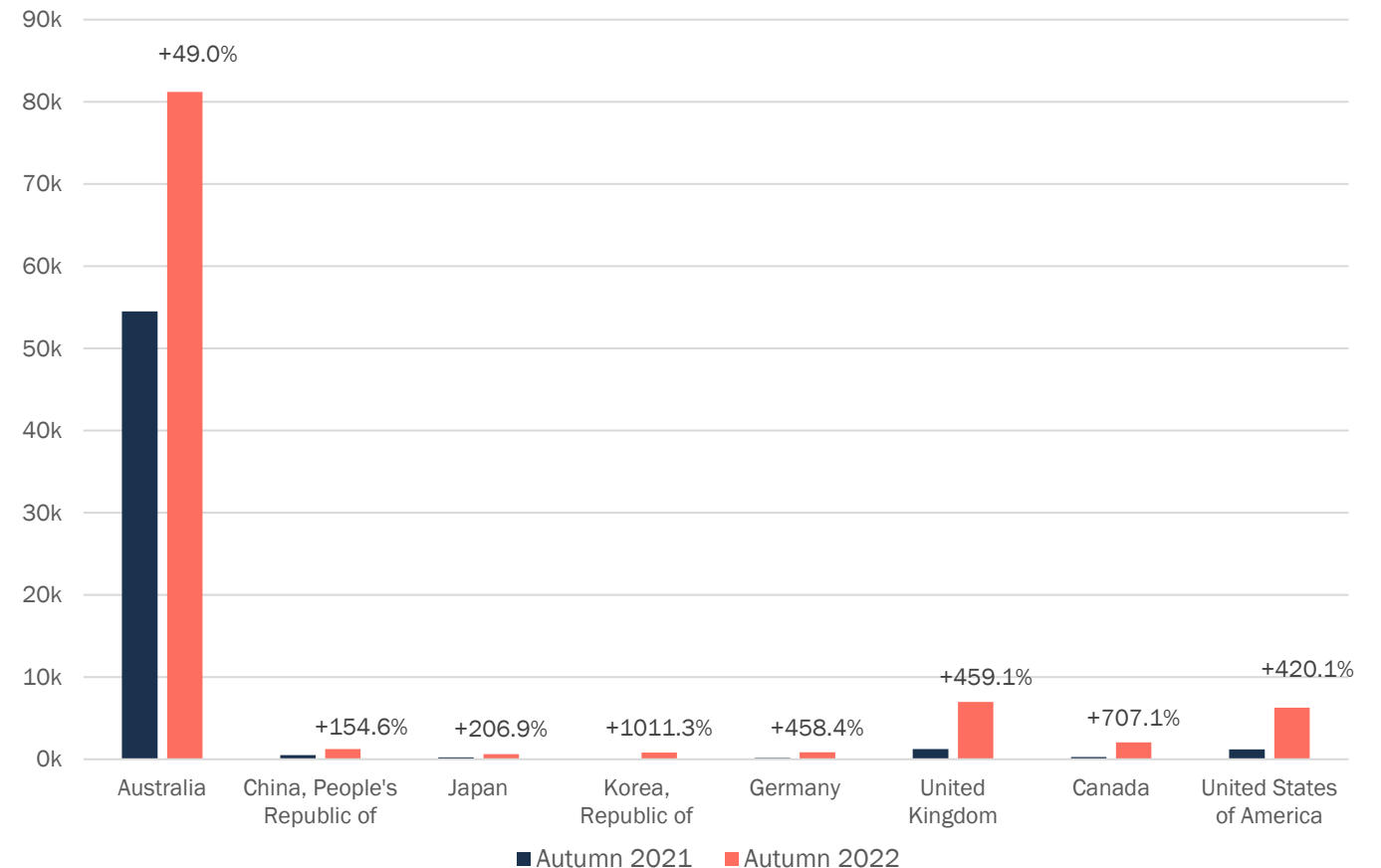


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2021	354	480.3%	704	6300.0%	2,094	822.5%	3,647	776.7%
YE May 2021	851	-2.2%	871	441.0%	5,767	77.2%	8,849	45.1%

## 122.6k visitor arrivals in autumn 2022, up 88.1% on last autumn

- There were 122.6k visitor arrivals in autumn 2022, up 88.1% on the previous autumn.
- VFR (80.7k, up 88.6%), holiday (11.5k, up 125.0%) and business (11.8k, up 46.1%) arrivals were down compared to autumn 2021.
- Visitation from Australia (81.2k, up 49.0%) increased in comparison to the previous autumn. VFR (58.0k) from Australia was also up 50.8%.
- This autumn, visitation from all other markets was up compared to autumn 2021.

Seasonal arrivals in Auckland by key markets

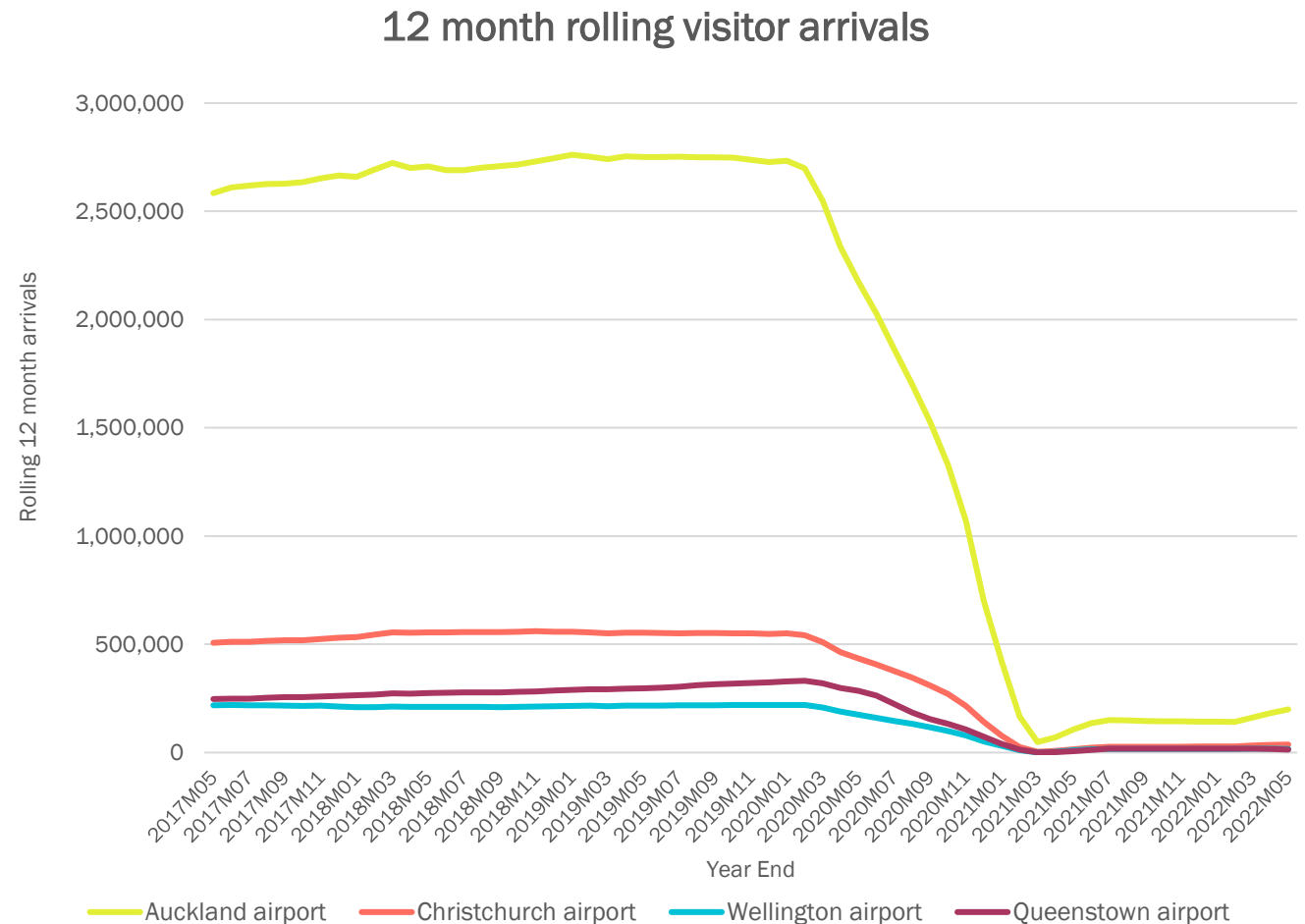




## Auckland has seen a 88.3% increase in international visitor arrivals over the last year

- In the five years proceeding the arrival of Covid in 2020, all major airports had seen steady increases in international visitor arrivals.
- The 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 a 88.3% increase in international visitor arrivals over the last year.
- For the year ending May 2022, all other ports saw growth in international visitor arrivals in comparison to last year. Christchurch saw an increase of 144.5%, Queenstown was up 121.2% and Wellington up 59.5% 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. There is a small lantern hanging from the ceiling. Outside the tent, there is a wooden deck, a table with a white umbrella, and a small wooden structure. The background is filled with dense green trees and foliage.

# **Auckland Tourism – Accommodation Data**



# Average length of stay

## Domestic Visitor Data

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- At present, we cannot display average length of stay data for domestic visitors as the data is currently under revision.
- Domestic average length of stay results will be reported again once the data has been revised.
- This data has been paused in the interim.



## 284.7k domestic guest nights in commercial accommodation in May 2022, up 4.1%

- For the month of May 2022, there were **343.1k total guest nights** in **commercial accommodation** in Auckland, up 5.2% on the same month last year.
- There were **284.7k domestic guest nights** in commercial accommodation (up 4.1%), and **58.4k international guest nights (up 11.2%)** in commercial accommodation in May 2022.
- For New Zealand overall, there were 1.86m guest nights in commercial accommodation, down 8.1% compared to May 2021.

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Guest nights in commercial accommodation - Auckland



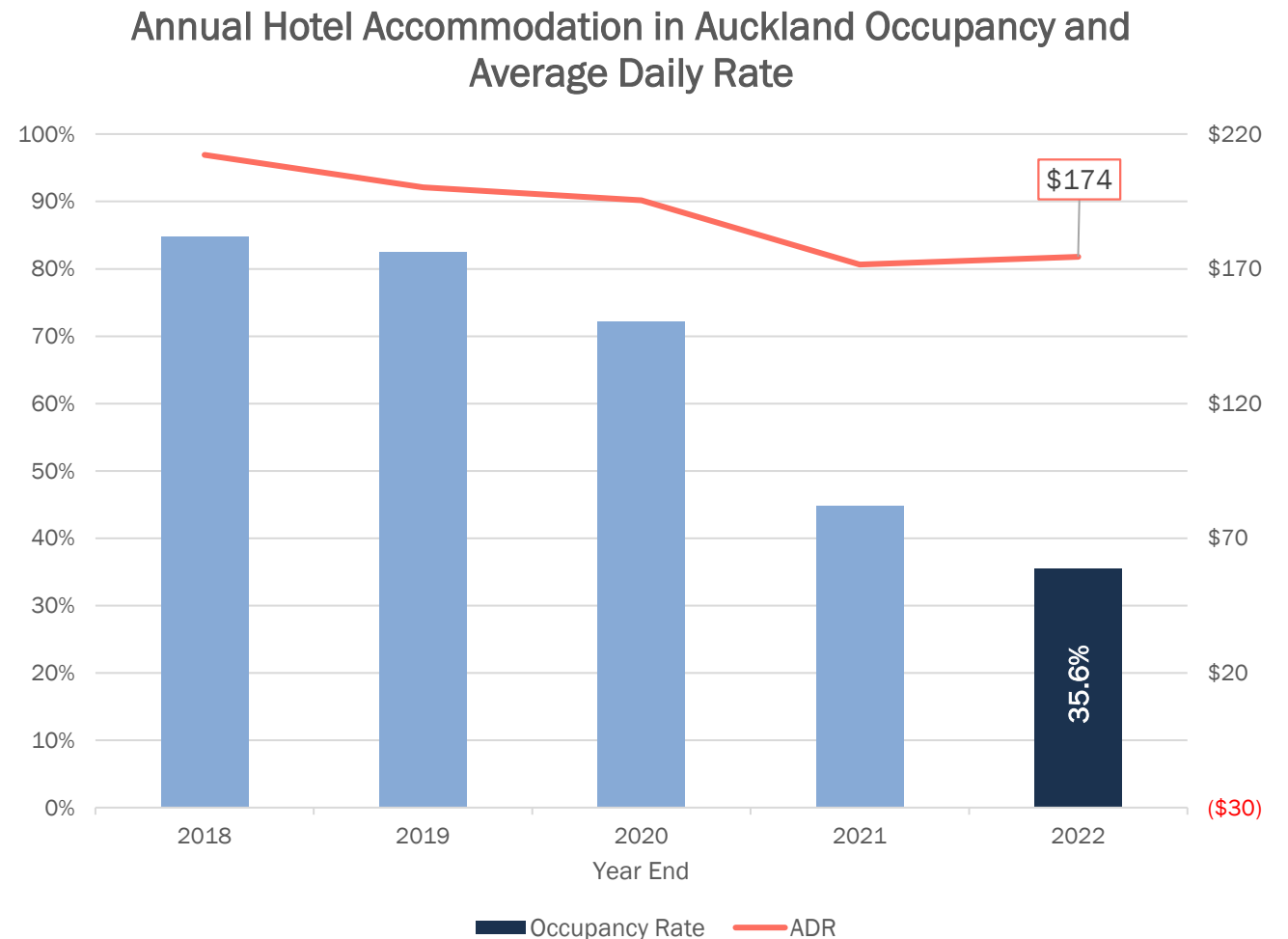
May 2022	Auckland	% change	New Zealand	% change
Total guest nights	343,100	5.2%	1,860,200	-8.1%
Domestic guest nights	284,700	4.1%	1,671,500	-9.5%
International guest nights	58,400	11.2%	188,800	6.3%



## May 2022 Average daily rate (ADR) was \$181, up 0.1%

- Covid affected the year-end average hotel occupancy rate, which was **35.6%** for the **year to May 2022**, with a **decrease of 9.2pts** compared to the previous year-end.
- The average daily rate (ADR) for hotels in the year to May 2022 was **\$174 up 1.7%** on the previous year.
- The **RevPAR** for the year ending May 2022 was **\$62 down 19.2%** on the previous year.
- **May Occupancy** was **57.0%, down 9.7pts** on May 2021. The **ADR** was **\$181 (up 0.1%)** and the **RevPAR** was **\$103 (down 14.04)**.

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## Occupancy peaked on 3<sup>rd</sup> May 2022

- A quarter (26%) of the hotels covered here are in fact, isolation hotels.
- There was no change in Average Daily Rate (ADR) during the month of May this year, compared to May last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in May 2022. Occupancy peaked on Tuesday 3<sup>rd</sup> May, RevPAR peaked on Saturday 7<sup>th</sup> May, while ADR peaked on Saturday 21<sup>st</sup> May 2022.

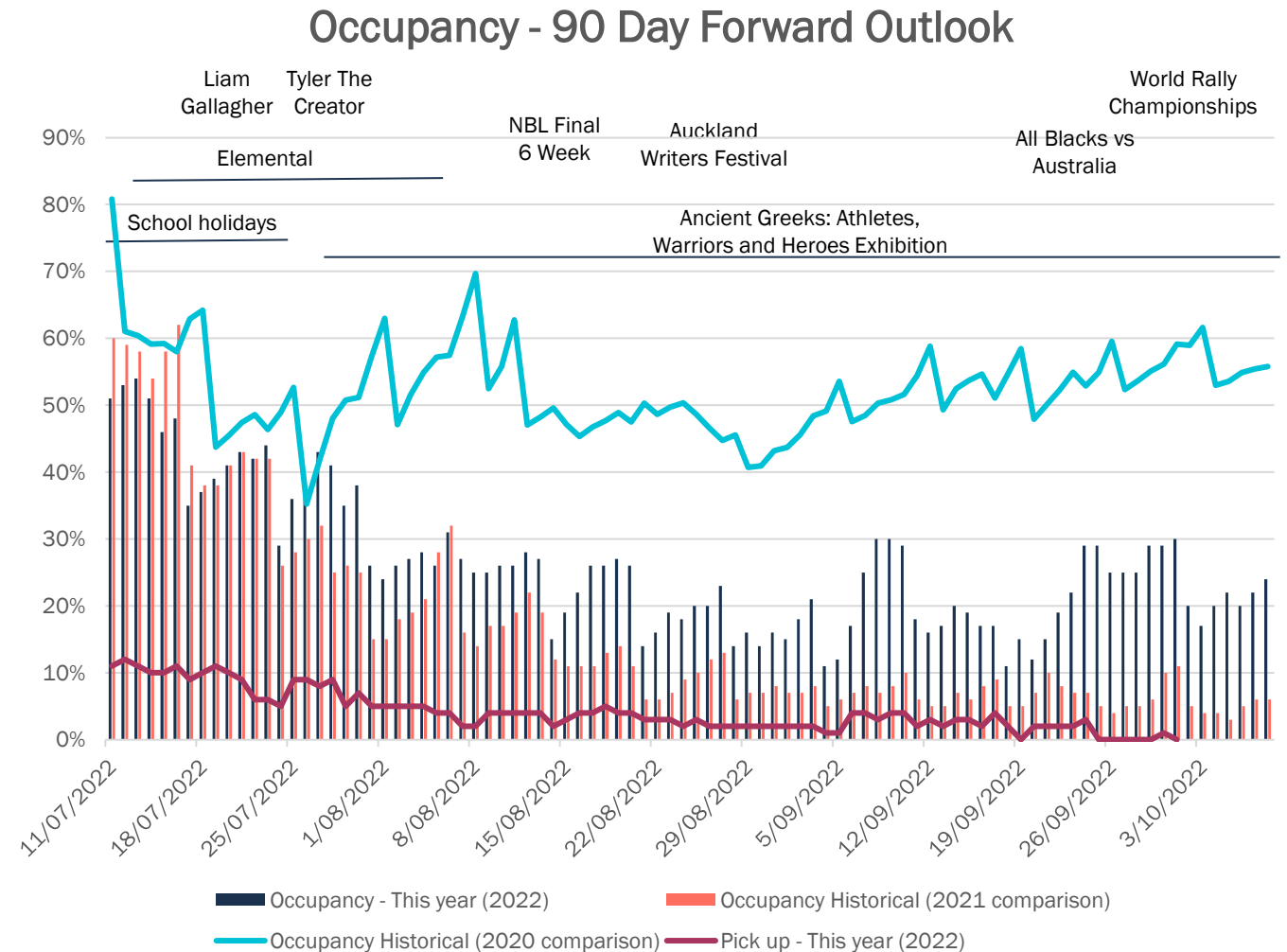
Percent Changes for the Month of May





## 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 end of July to early October).
- At present, occupancy in mid-July (11-18) is lower than the same time last year however, this could likely improve.
- Occupancy peaked at 54% on the 13<sup>th</sup> July this year.





# 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 three people (two women and one man) sitting at a round table in a restaurant. The man is on the left, wearing a dark blue shirt. The woman in the middle is wearing a red dress. The woman on the right is wearing a blue dress. They are all looking out a large window at a waterfront cityscape. The table is set with plates, glasses, and cutlery. There are decorative elements like dried flowers and white balloons hanging from the ceiling. The text "Auckland Tourism – Spend Data" is overlaid in a white banner at the bottom.

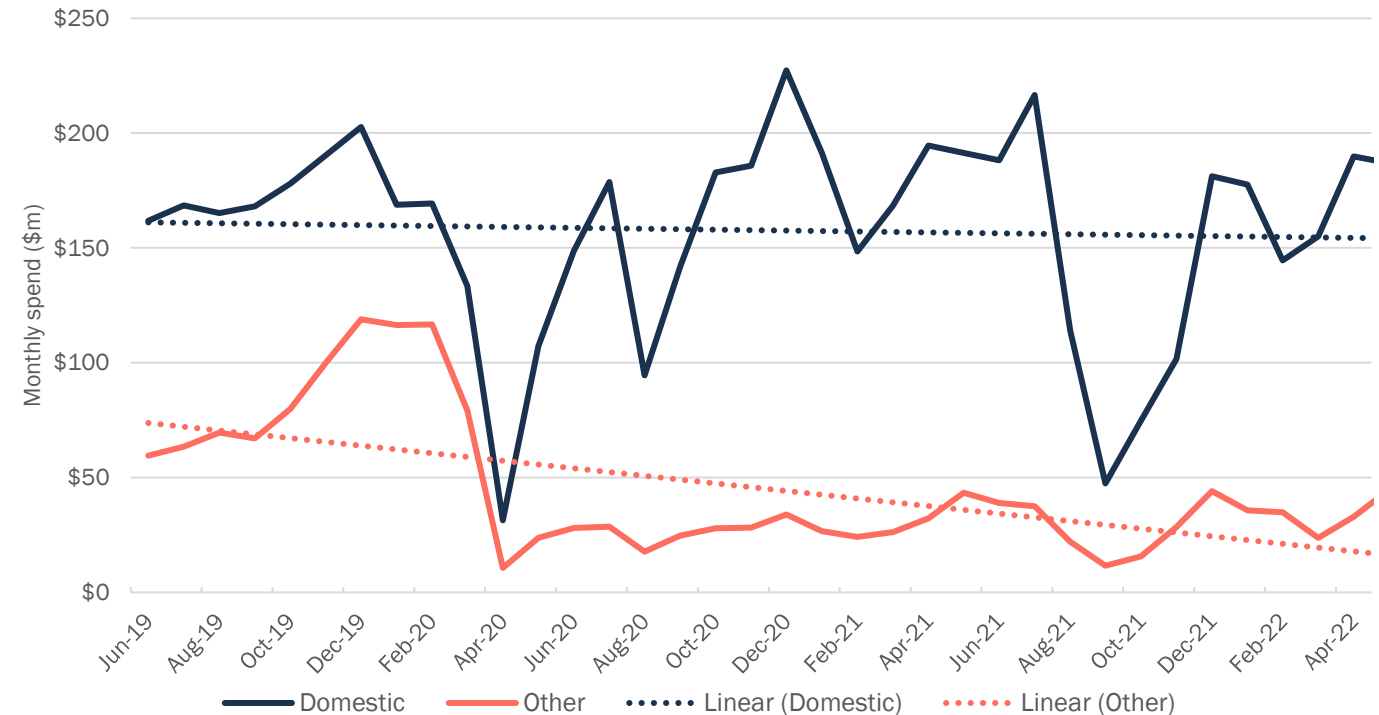
# **Auckland Tourism – Spend Data**



## \$1.78b in Domestic tourism transactions for YE May 2022

- Looking back on 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 May 2022, Domestic tourism transactions was **\$1.78b (down 13.4%)**, while Other tourism transactions was **\$0.37b, up 8.3%** 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](#).

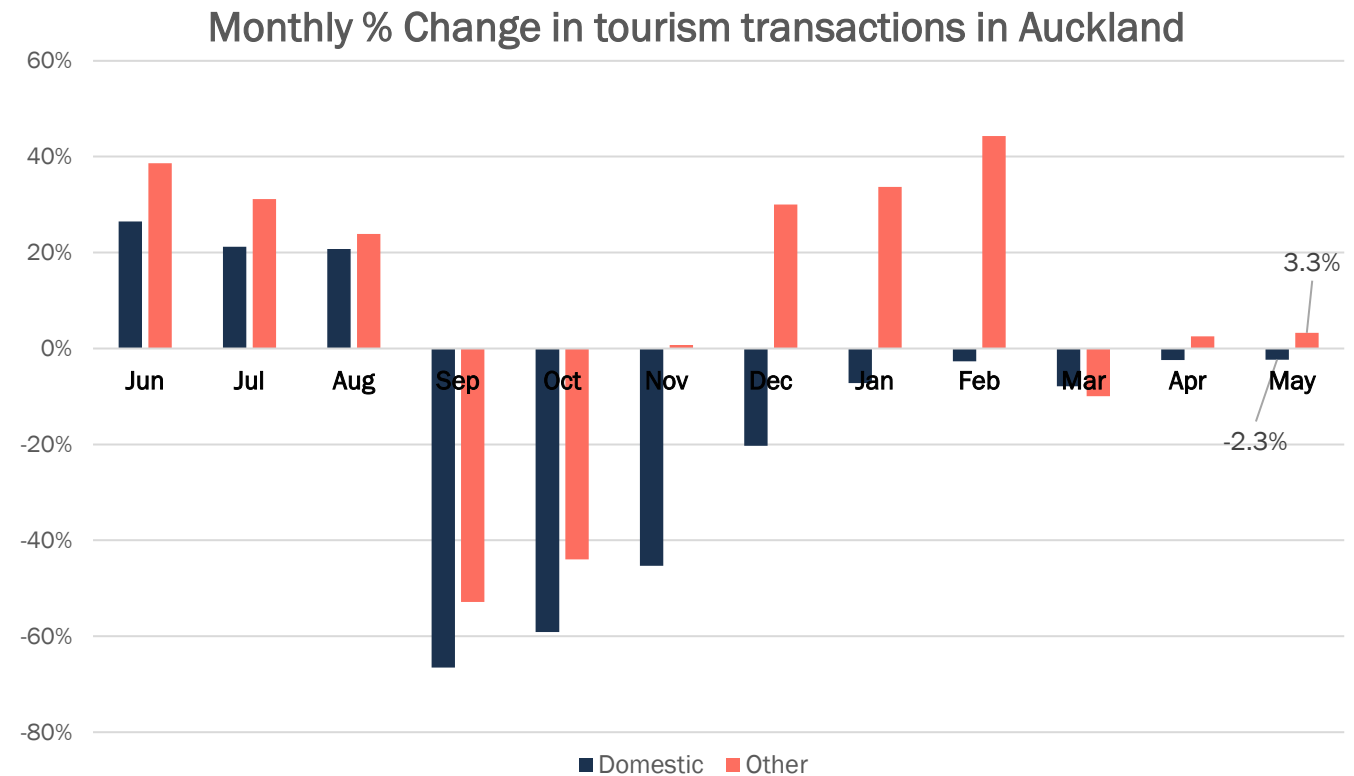
Year end tourism transactions in Auckland



Tourism Transactions	YE May 2022 (\$b)	% change
Domestic	1.778	-13.4%
Other	.370	8.3%

## Domestic tourism transactions were \$187m for May 2022, down 2.3%

- For the month of May 2022, domestic tourism transactions (TECTs) was \$187m, down 2.3% compared with the same month in 2021.
- Other tourism transactions in May 2022 was \$45m (up 3.3%) compared to May 2021.



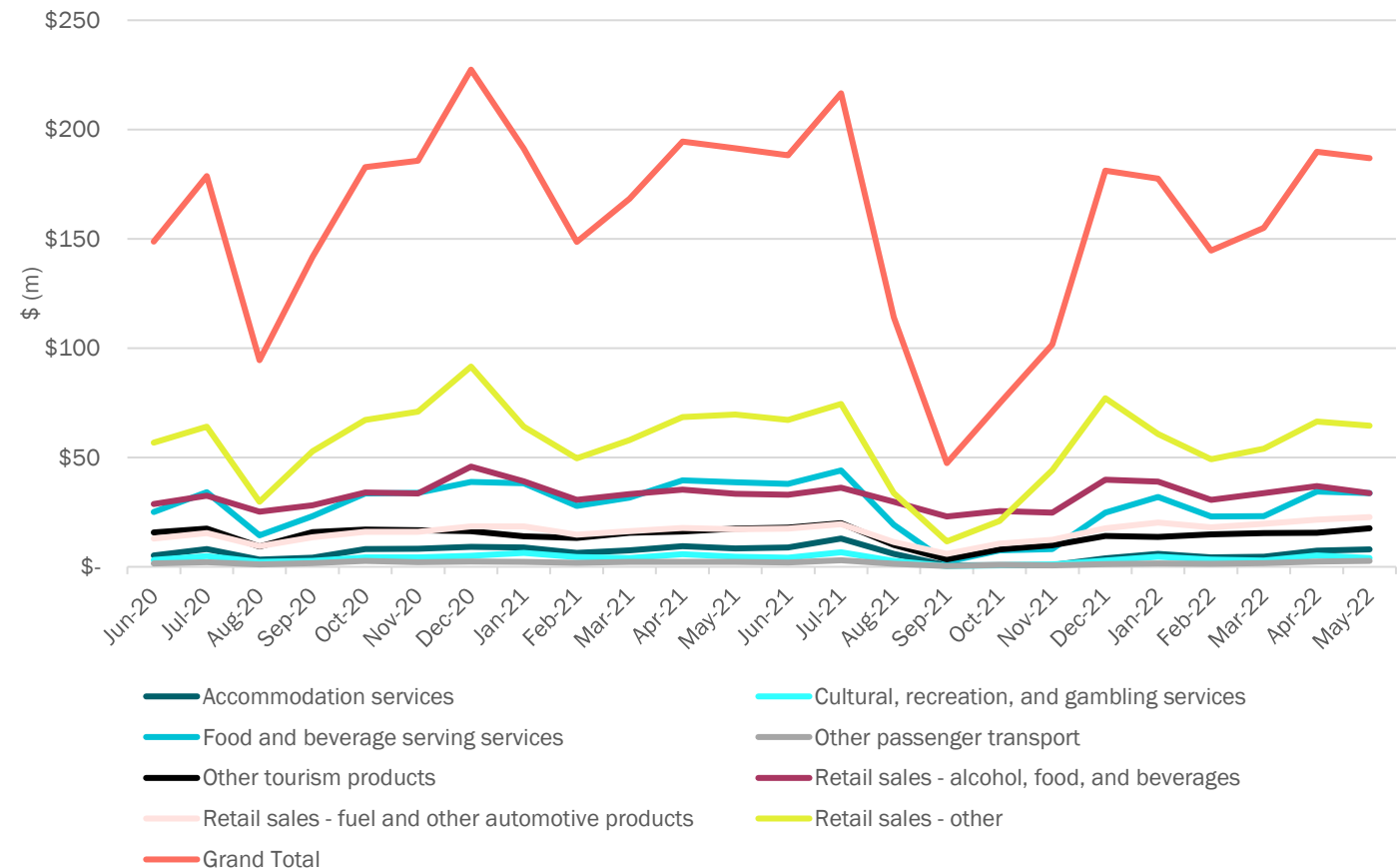
Tourism Transactions	May 2022 (\$m)	% change
Domestic	187	-2.3%
Other	45	3.3%

## \$54.0m spent in Retail sales (other) by domestic visitors in May 2022

	Spend (\$m)	% change
Accommodation services	8.0	-4.8%
Cultural, recreation, and gambling services	4.1	-9.9%
Food and beverage serving services	33.6	-13.1%
Other passenger transport	2.7	22.9%
Other tourism products	17.5	0.1%
Retail sales - alcohol, food, and beverages	33.7	0.9%
Retail sales - fuel and other automotive products	22.8	33.1%
Retail sales - other	54.0	-7.2%
<b>Grand Total</b>	<b>186.9</b>	<b>-2.3%</b>

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Domestic monthly tourism transactions in Auckland, by product



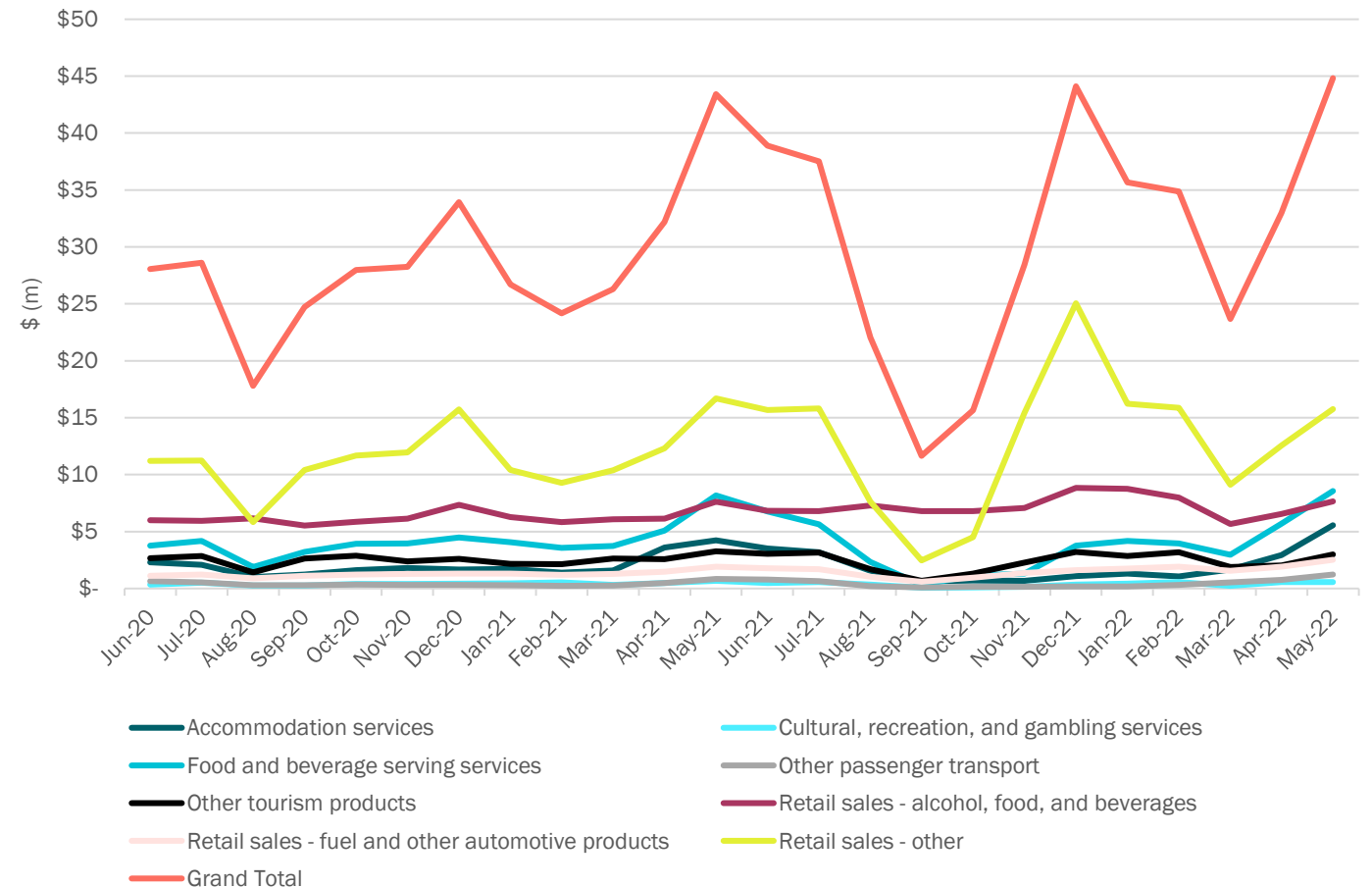


## \$15.8m spent in Retail sales (other) by Other visitors in May 2022

	Spend (\$m)	% change
Accommodation services	5.5	31.4%
Cultural, recreation, and gambling services	0.6	-14.8%
Food and beverage serving services	8.6	4.6%
Other passenger transport	1.2	48.0%
Other tourism products	3.0	-8.3%
Retail sales - alcohol, food, and beverages	7.6	0.1%
Retail sales - fuel and other automotive products	2.5	31.4%
Retail sales - other	15.8	-5.5%
<b>Grand Total</b>	<b>44.8</b>	<b>3.3%</b>

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Other monthly tourism transactions in Auckland, by product







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



## Business Events Insights



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# 97

Business events in Auckland  
Q1 March 2022



# 11.0<sup>k</sup>

Delegates hosted in Auckland  
Q1 March 2022



# 15.0<sup>k</sup>

Delegate days hosted in Auckland  
Q1 March 2022



# 29%

Auckland's market share of  
business events  
Q1 March 2022



# 33%

Auckland's market share of  
delegates  
Q1 March 2022



# 23%

Auckland's market share of  
delegate days  
Q1 March 2022





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)

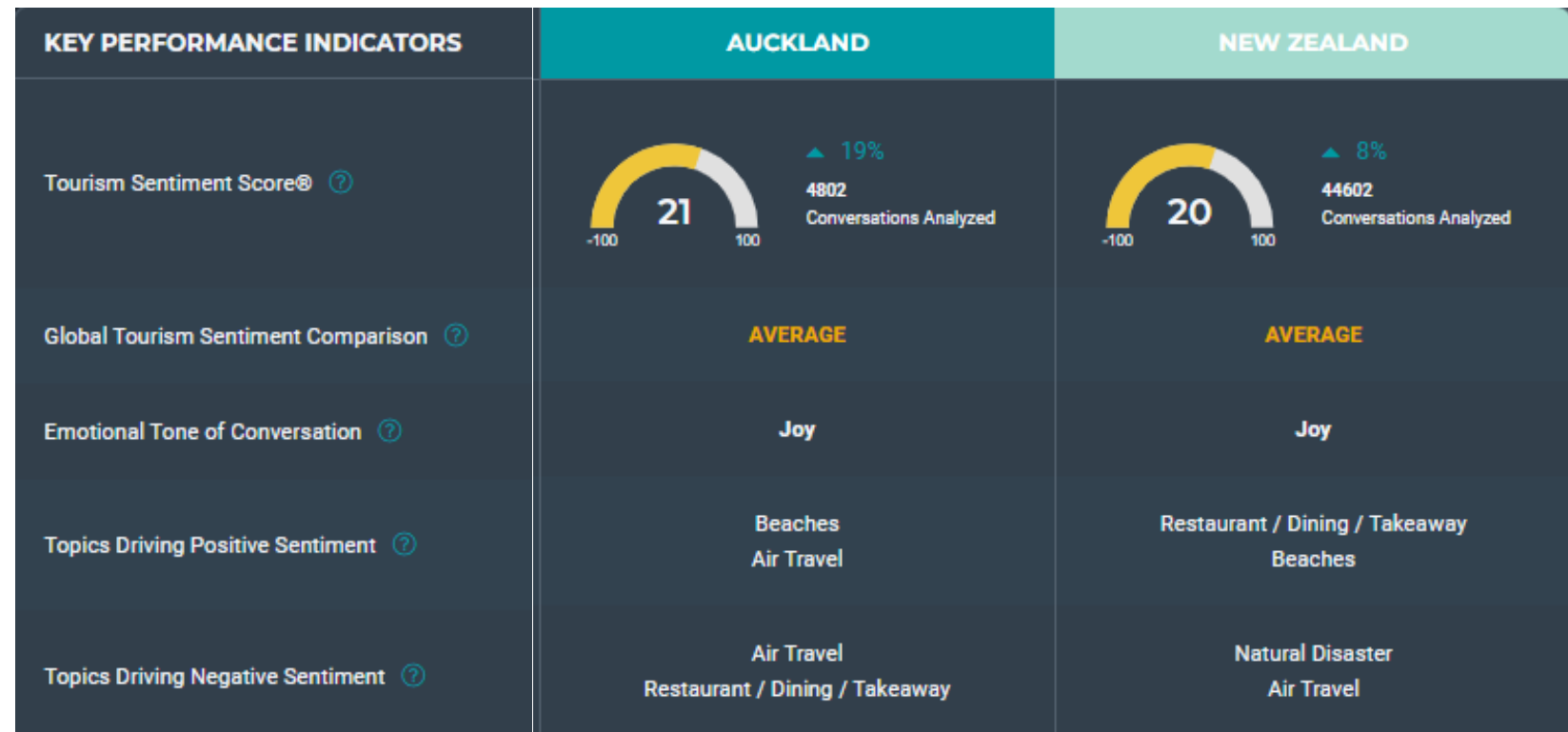
- The Tourism Sentiment Index (TSI) is a measure of a destination's ability to generate positive word of mouth about its tourism offering.
- It is an aggregate score (ranging from -100 to +100) that focuses on online conversations and measures attitudes and overall perceptions of Auckland's tourism offering.
- 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 May 2022 was +21 (+1pt higher than NZ), up 3 points to May 2021.
- Of all conversations online being driven by Auckland's tourism experience or products, 24% of those conversations were identified as destination promoters.
- This includes 4,802 online conversations about Auckland (up 19%), while 44,602 online conversations were included for NZ (up 8%).
- 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 'Beaches' and 'Air Travel', while negative sentiment was also driven by 'Air Travel' and 'Restaurant, Dining and Takeaway'.





## TSI Categories



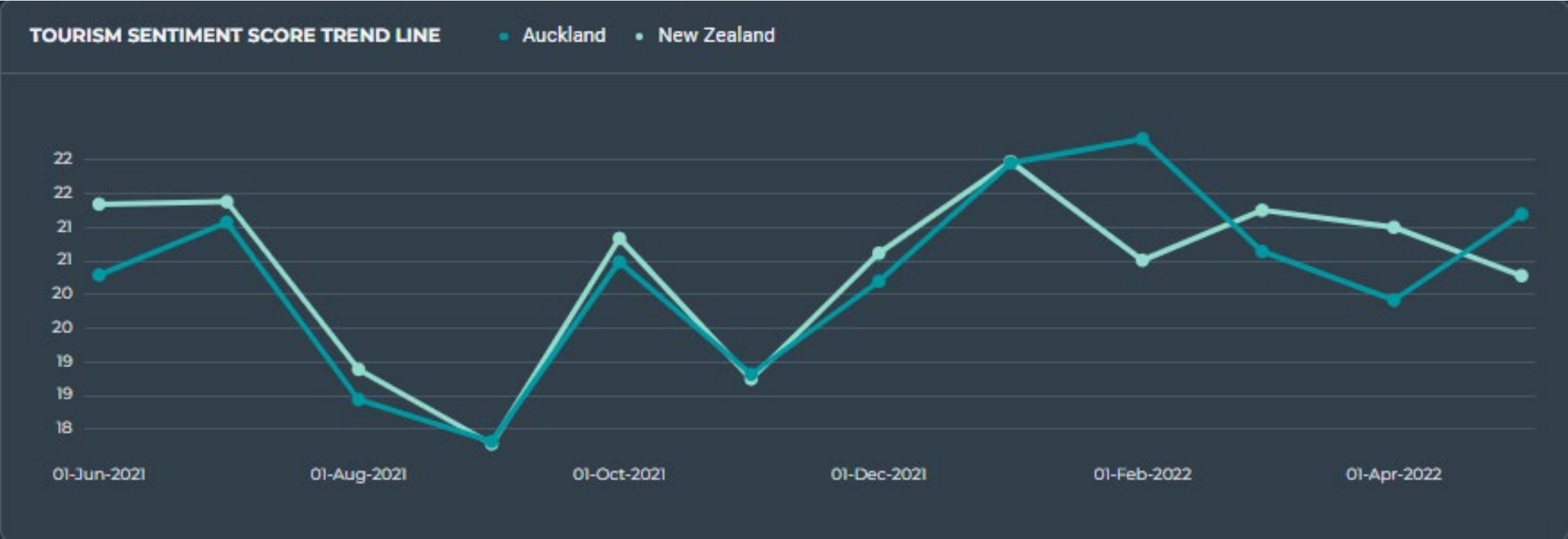
- Volume is a good indicator of overall awareness. The more people are talking about a specific experience, the more awareness it drives. The top drivers for conversation about Auckland for May 2022 were Access and Transportation (27%), followed by Outdoor Activities (19%), and Food and Culinary (15%).
- The category with the highest sentiment was Relaxation and Wellness (36), followed by Food and Culinary (28), and Amenities and Entertainment (27), while Access and Transportation (9) and Safety (18) had the lowest sentiment.
- Sub-categories that drove positive sentiment were Breweries and Pubs (50), Farmers markets and food producers (45), Attractions (44), and Indigenous Cultural Attractions (42).
- The lowest sentiment was recorded in Ground transportation (-1), Taxis and ride sharing (2), and Wildlife viewing (3).
- Auckland sentiment was higher in Safety (+14), Relaxation and Wellness (+11), and Amenities and Entertainment (+2), in comparison to NZ.
- Joy was the general emotional tone for all categories for the month of May 2022.

	AUCKLAND			NEW ZEALAND		
CATEGORIES	Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
▲ Access + Transportation	27% ▲ 4%	Joy	9 Average	15% ▲ 2%	Joy	9 Average
▲ Outdoor Activities	19% ▲ 1%	Joy	20 Average	28% ▲ 0%	Joy	20 Average
▲ Food + Culinary	15% ▲ 0%	Joy	28 Average	13% ▼ 2%	Joy	29 Average
▲ Amenities + Entertainment	11% ▲ 0%	Joy	27 Average	10% ▲ 1%	Joy	25 Average
▲ Culture + History	9% ▲ 3%	Joy	22 Average	6% ▲ 0%	Joy	20 Average
▲ Relaxation + Wellness	8% ▼ 5%	Joy	36 High	8% ▼ 1%	Joy	25 Average
▲ Destination Services	7% ▲ 0%	Joy	25 Average	9% ▲ 2%	Joy	26 Average
▲ Safety	4% ▼ 3%	Joy	18 Average	11% ▼ 2%	Fear	4 Average

# Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated from 1<sup>st</sup> June 2021 to 31<sup>st</sup> May 2022.
- Auckland's TSI lifted in June–July 2021 but dropped again in August–September 2021 after another lockdown. TSI then increased in October 2021 but fell in November.
- Auckland's TSI grew from December 2021 onwards - peaking in February 2022 but dropped in March-April 2022. TSI has since rebounded in May 2022.





A wide-angle photograph of a coastal landscape. In the foreground, two people are standing on a grassy cliff, looking out at 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 rugged cliffs and a sandy beach. A rainbow is visible in the sky above the ocean. The overall scene is a beautiful coastal vista.

# Auckland Visitor Survey



# Visitor Experience



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

  
**30%**

Promoters  
Net Promoter Score  
YE March 2022  
No change



  
**29%**

Detractors  
Net Promoter Score  
YE March 2022  
+1



  
**1 NPS**

Total  
Net Promoter Score  
YE March 2022  
-1



  
**7.3 / 10**

Total Satisfaction  
Overall experience in  
Auckland  
YE March 2022  
No change



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

## 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 March 2022, NPS was +1, (down 1 point on YE December 2021).
- The NPS for VFR visitors fell 3 points (to 0), and for those visiting Auckland for a holiday, vacation or short break, the NPS increased 1 point (to +14).
- Domestic visitors most likely to recommend Auckland as a visitor destination include those aged 30-44 years (NPS +10), Canterbury and Otago residents (NPS +13 and NPS +21 respectively), those who main reason to visit is a conference, convention or other business event (NPS +18) and those who also include Northland in their itinerary (NPS +17).



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

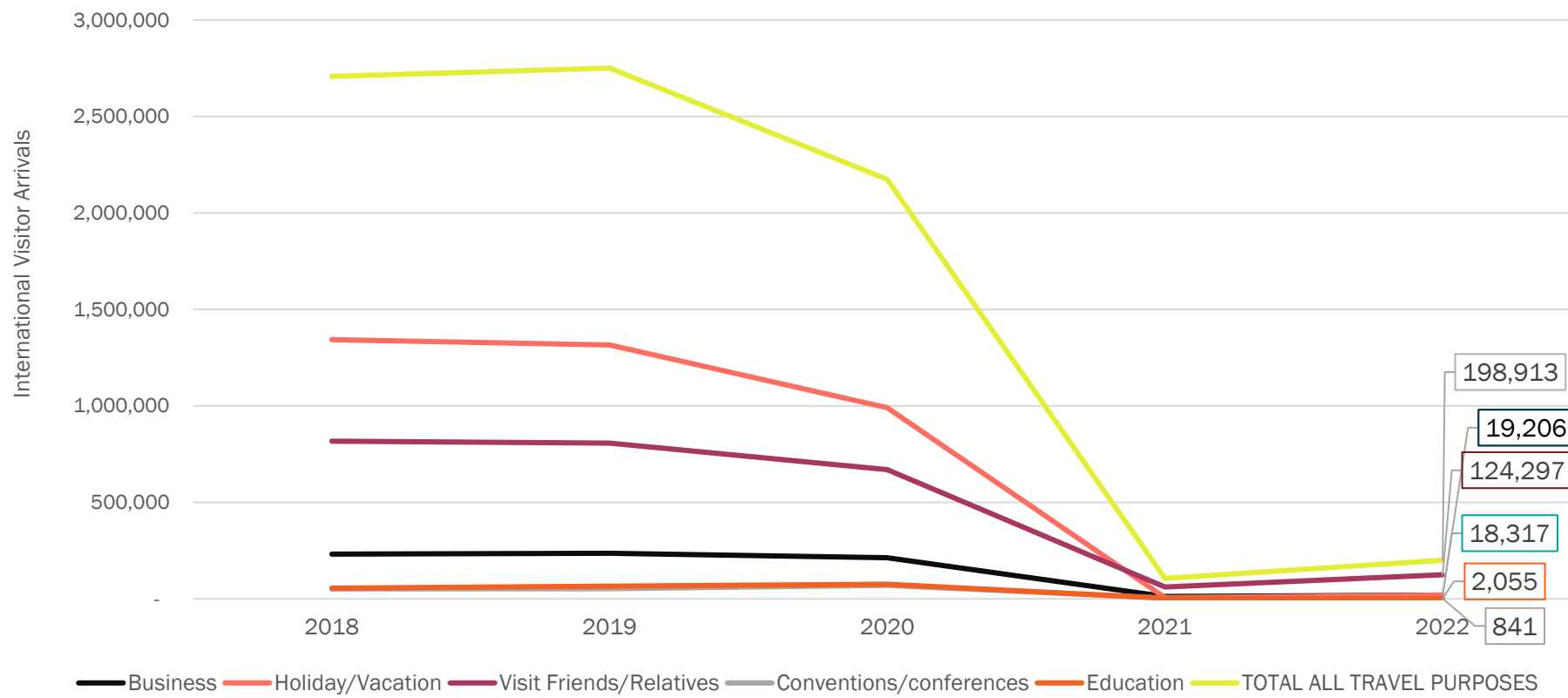


A man and a woman are walking together on a vibrant pink path. The man is wearing a grey t-shirt and dark shorts, while the woman is wearing a light blue t-shirt and black leggings. They are both smiling and looking towards the right. In the background, the CN Tower is visible against a cloudy sky. To the right, a cyclist in a bright yellow-green jacket is riding a bike. The path is bordered by a dark, perforated metal fence on the left and a glass railing on the right. The overall scene suggests a healthy, active lifestyle in an urban setting.

# **Five-year trends in key markets**

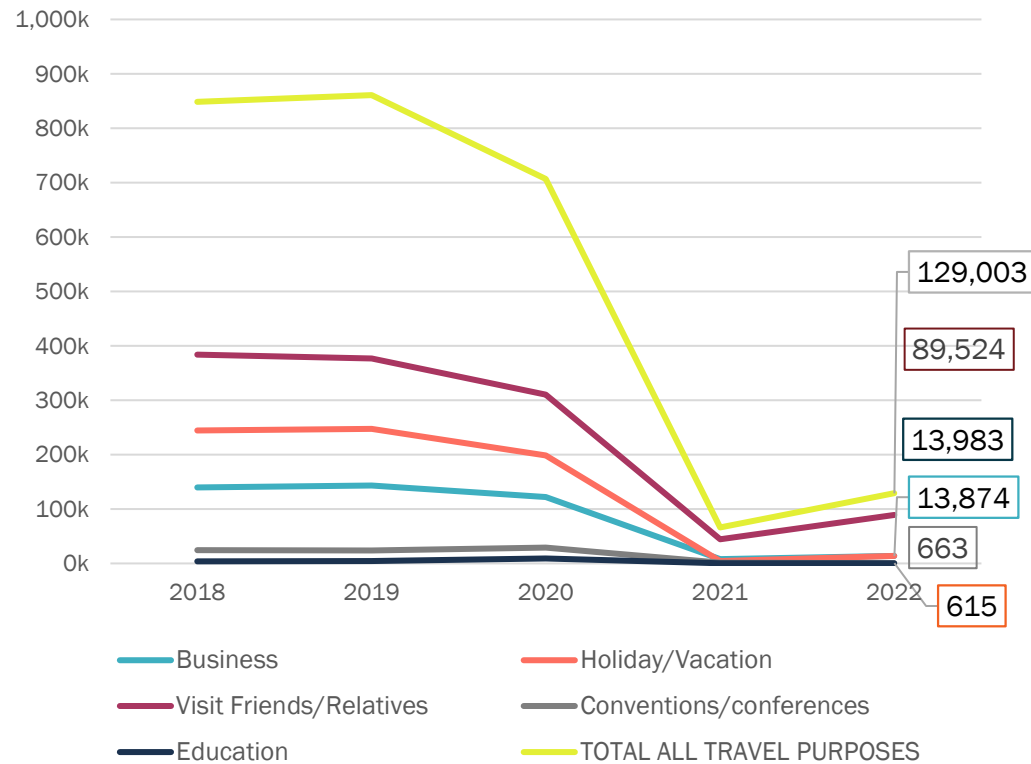


# Five-year visitor arrivals to Auckland, YE May

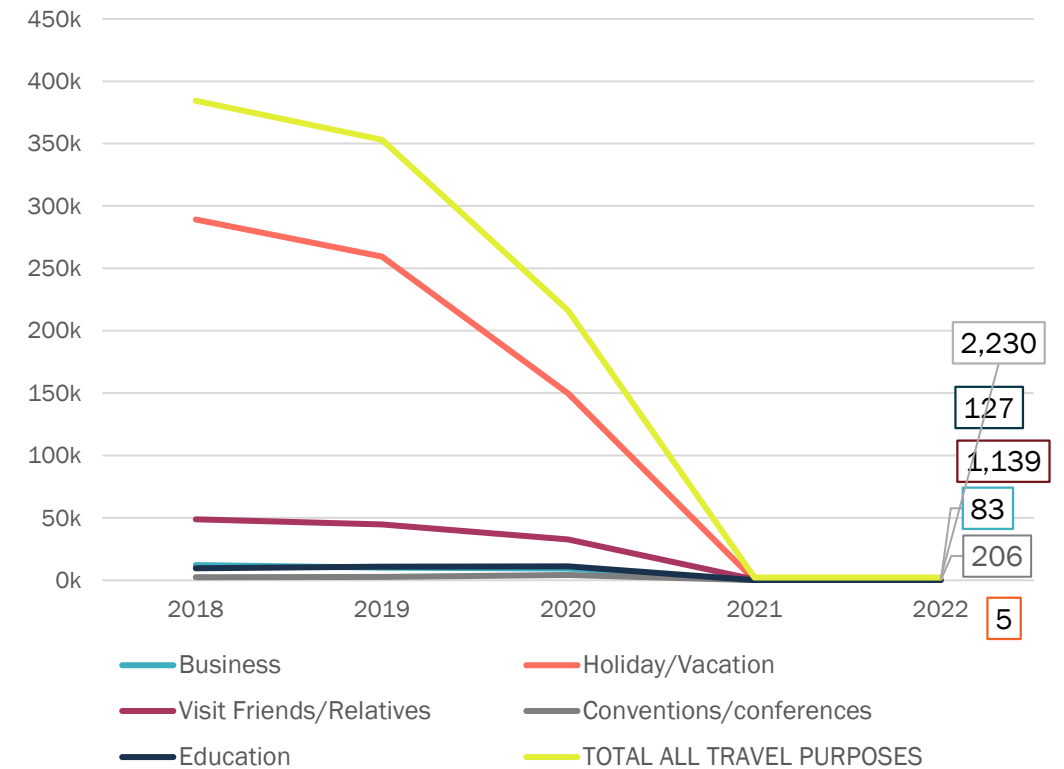


# Five-year visitor arrivals to Auckland, YE May

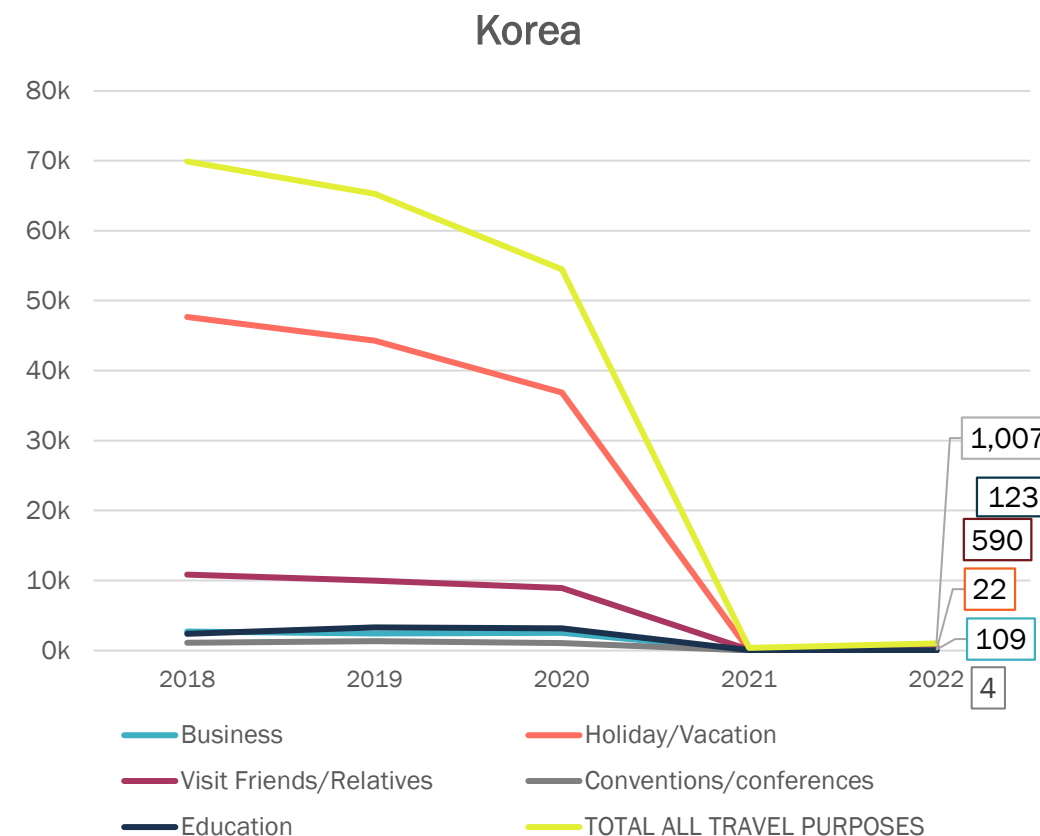
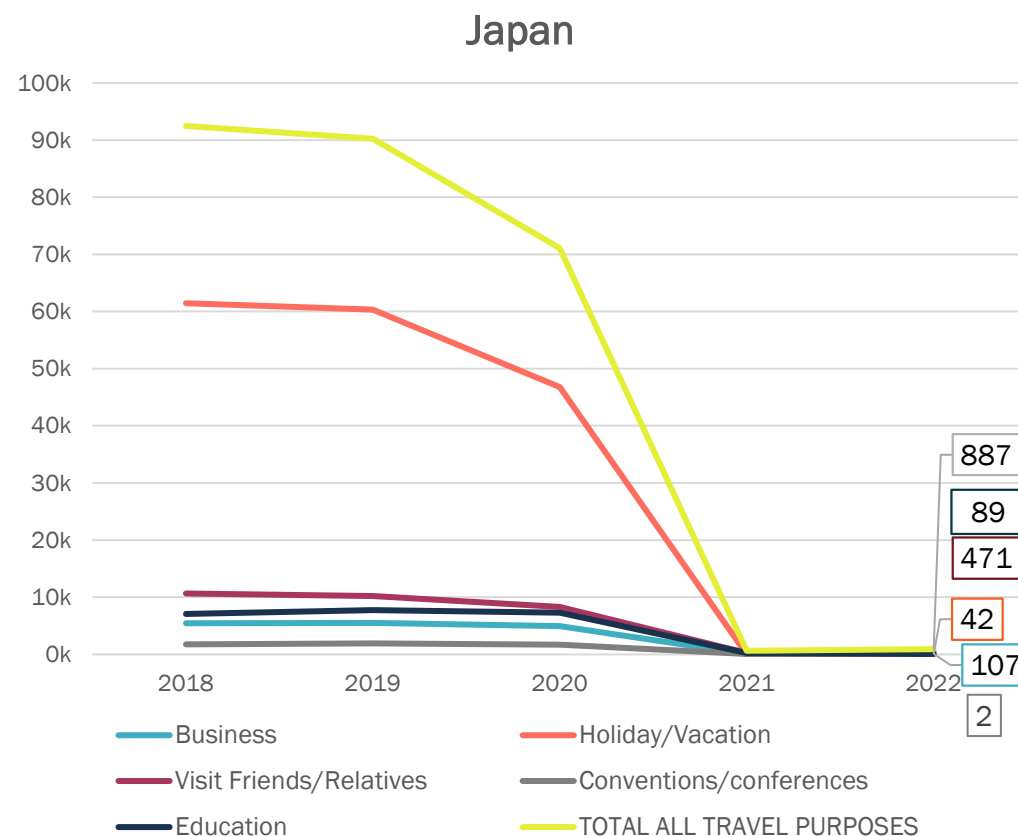
## Australia



## China



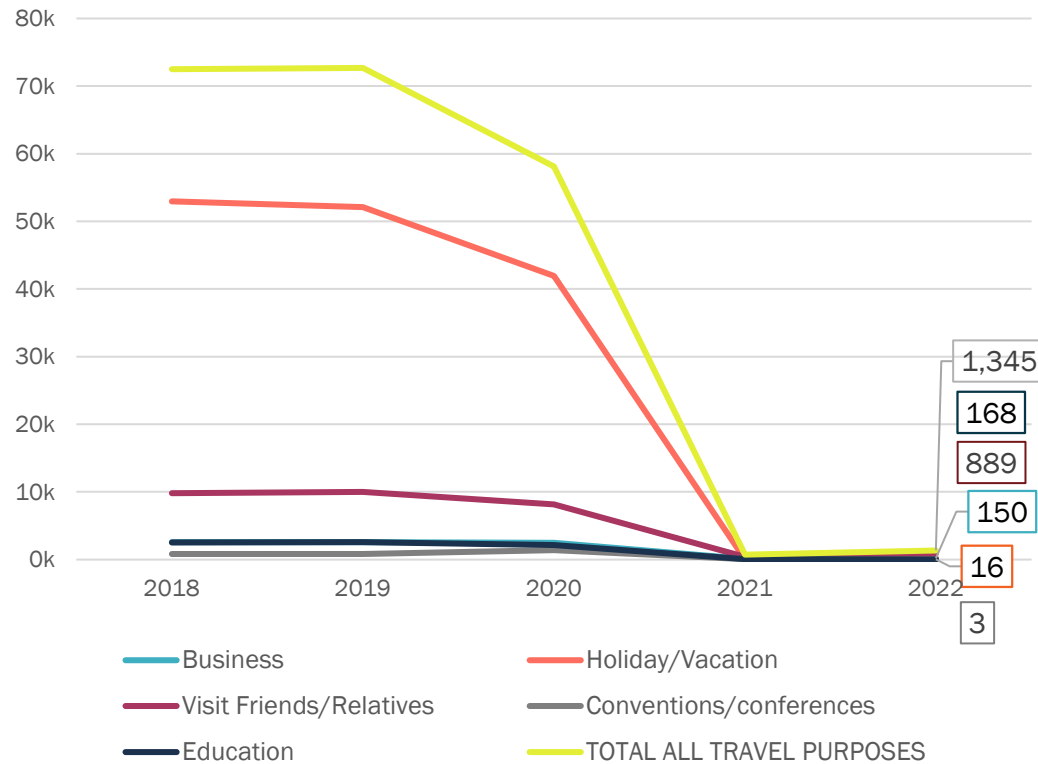
# Five-year visitor arrivals to Auckland, YE May



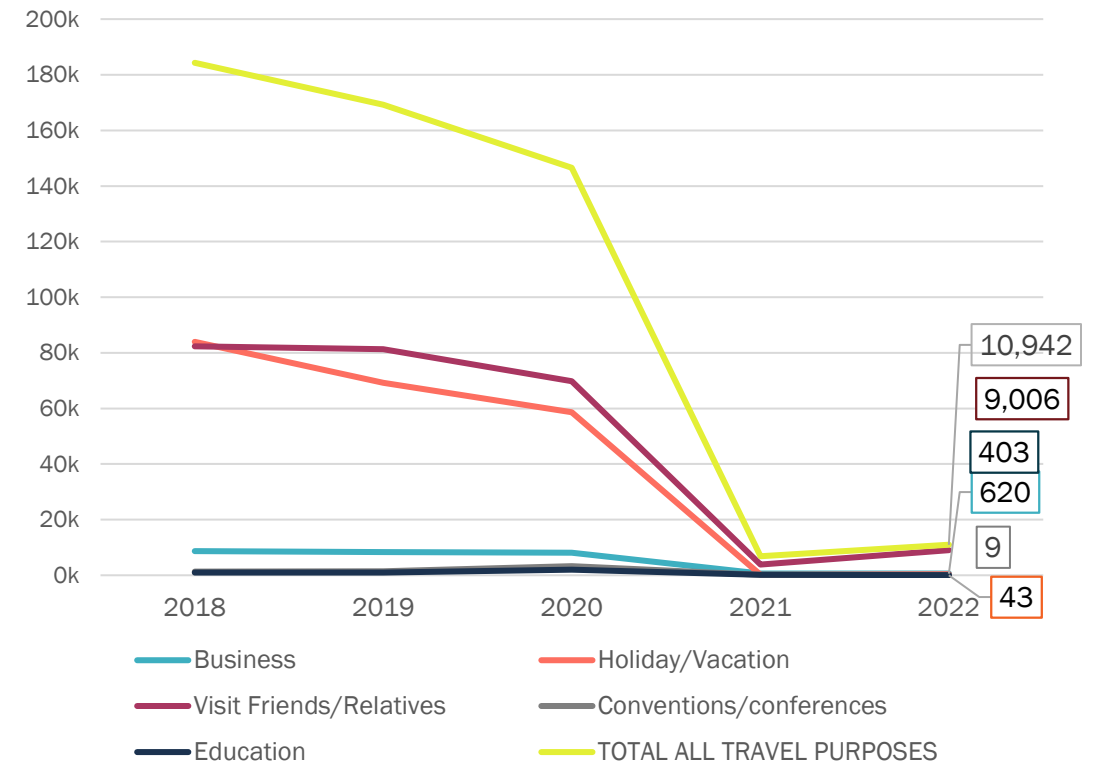


# Five-year visitor arrivals to Auckland, YE May

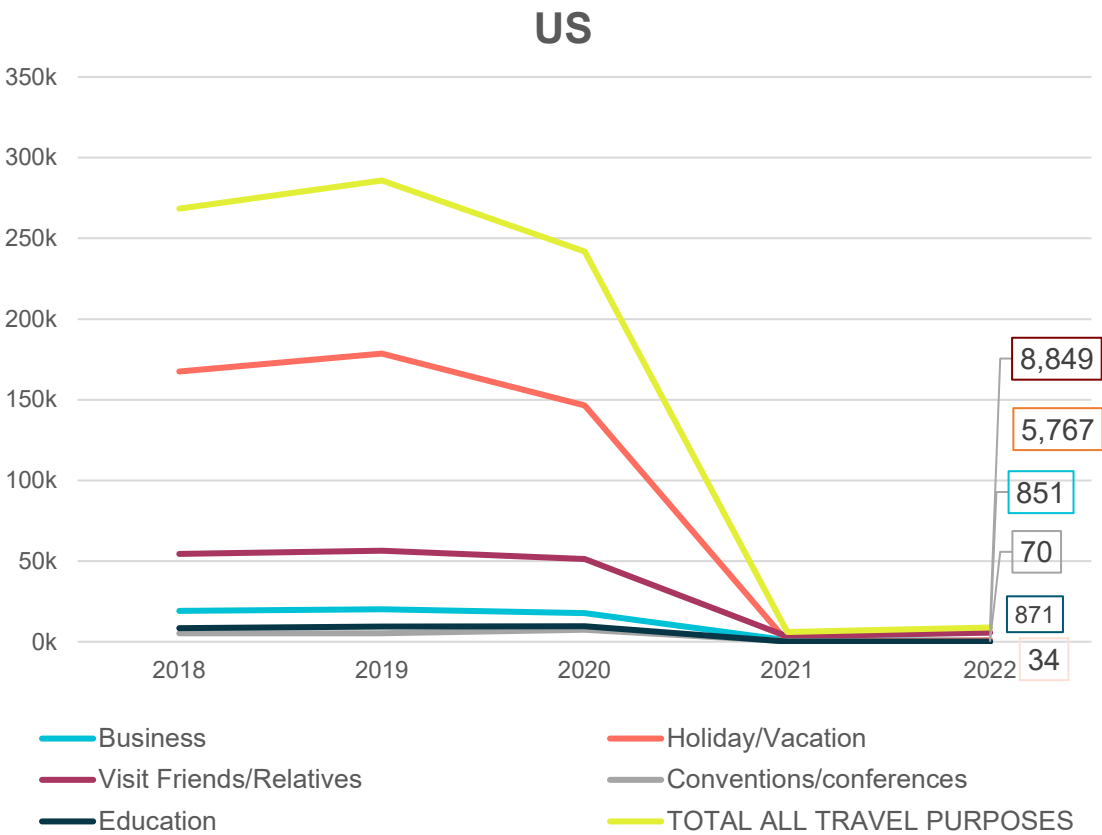
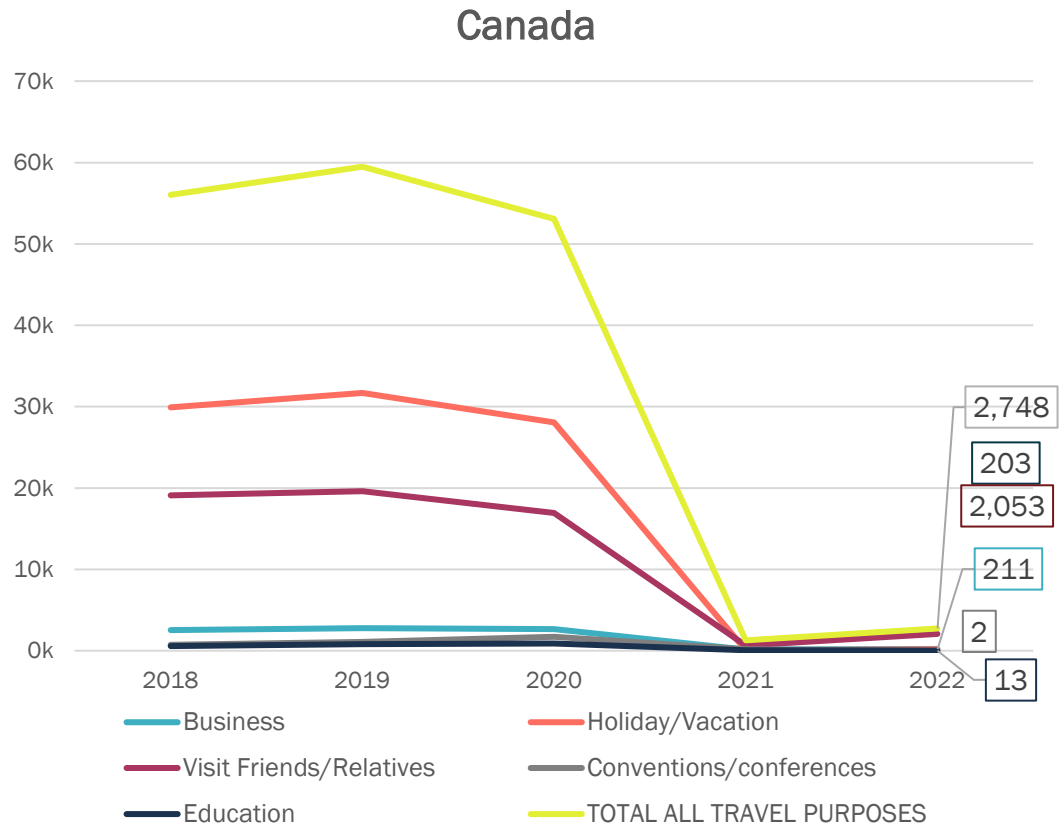
Germany



UK



# Five-year visitor arrivals to Auckland, YE May





# Ngā mihi Thank you

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- KEY CONTACT

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Specialist

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