

Tātaki  
Auckland  
Unlimited



# Tāmaki Makaurau Auckland Destination Overview

November 2024

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

Prepared January 2025

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# Contents

<b>KEY FINDINGS</b>	<b>3 – 4</b>
<hr/>	
<b>VISITOR ARRIVALS DATA</b>	
INTERNATIONAL VISITORS	
REASON FOR VISIT   MARKET   SEASON	<b>6 – 12</b>
AUCKLAND VS. OTHER PORTS	<b>13</b>
<hr/>	
<b>ACCOMMODATION DATA</b>	
COMMERCIAL GUEST NIGHTS   TYPE	<b>15 – 16</b>
HOTEL OCCUPANCY, ADR AND REVPAR	<b>17 – 18</b>
AVERAGE LENGTH OF STAY	<b>19</b>
FORWARD BOOKING DATA	<b>20</b>
FORECAST ACCOMMODATION DATA	<b>21 – 23</b>
<hr/>	
<b>SPEND DATA</b>	
INTERNATIONAL & DOMESTIC TOURISM SPEND DATA	<b>25 – 31</b>
<hr/>	
<b>MAJOR &amp; BUSINESS EVENTS DATA</b>	
MAJOR EVENTS INSIGHTS	<b>33 – 36</b>
BUSINESS EVENTS INSIGHTS	<b>38 – 42</b>
<hr/>	
<b>AUCKLAND VISITOR SURVEY</b>	
VISITOR EXPERIENCE & NET PROMOTER SCORE	<b>44 – 45</b>
<hr/>	
<b>FIVE YEAR TRENDS IN KEY MARKETS</b>	
REASON FOR VISIT BY MARKET	<b>47 – 51</b>




## Key Visitor Data

  
**3.08<sup>m</sup>**

International Guest Nights  
YE November 2024  
+20.9% (to YE Nov 2023)



  
**4.45<sup>m</sup>**

Domestic Guest Nights  
YE November 2024  
-5.3% (to YE Nov 2023)



  
**7.49<sup>m</sup>**


Total Guest Nights  
YE November 2024  
+3.4% (to YE Nov 2023)



  
**\$1.18<sup>b</sup>**

International Tourism Spend  
YE November 2024  
+8.5% (to YE Nov 2023)



  
**\$2.39<sup>b</sup>**

Domestic Tourism Spend  
YE November 2024  
-3.8% (to YE Nov 2023)



  
**64.9%**

Hotel Occupancy Rate  
YE November 2024  
-5.9% (to YE Nov 2023)



# Key Visitor Data



## INTERNATIONAL

- **Monthly international visitors (224.7k) were up 5.0%** on November 2023.
- **The year to November 2024 saw 2.23m international visitor arrivals, an increase of 11.5%** on the previous year.
- There was an increase in **Australian visitors** in the month of November 2024, with **69.5k visitors, up 14.2%** compared to last November. **The year to November 2024 saw 733.1k** Australian visitor arrivals, **up 6.5%**.
- **Holiday visitors (952.0k)** contributed the most to annual visitor numbers and **increased 25.0%** on the year. **Monthly holiday numbers (109.4k) were up 14.9%** compared with the month of November 2023.
- **VFR visitors (761.3k) were up 1.7%** for the year, with **monthly numbers (67.1k) up 4.6%**.
- **293.9k international guest nights in commercial accommodation** for November (up 10.5%) and **3.08m guest nights for the year (up 20.9%)**.
- **International spend was \$1.18b for the year, up 8.5%** on last year and **\$121.9m for the month (up 18.4%)**.

## 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 **461.4k domestic guest nights in commercial accommodation** for the month of **November (up 16.2%)** and **4.45m for the year (down 5.3%)**.
- 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 \$2.39b, down 3.8%** on last year and **\$228.3m for the month of November (up 9.4%** compared to November 2023).
- **Tourism spend was up across all main domestic markets for the month of November 2024.**
- Canterbury visitors spent \$20.1m in November 2024, up 31.9% on the previous year.

## OVERALL

- There were **755.3k total guest nights in commercial accommodation in November (up 13.9%)** and **7.49m for the year (up 3.4%)**.
- **On average, visitors stayed in Auckland for 1.9 nights** in November 2024 (no change to 2023).
- **Average hotel Occupancy for the month was 78.0%, 0.5% lower** than November 2023. The **monthly Average Daily Rate was \$259 (up 8.0%)** and **RevPAR was \$205 (up 9.1%)**.
- **Average Occupancy for the year was 64.9% (down 5.9%)**. The **annual ADR was \$216 (down 8.4%)** and **RevPAR was \$144 (down 12.1%)**.
- **Occupancy, ADR and RevPAR all peaked on Friday 15<sup>th</sup> November 2024**. This coincides with the Cold Play concerts at Eden Park.
- **Occupancy recently peaked at 75% on Friday 24<sup>th</sup> January 2025**, which was the Auckland Anniversary long weekend. Fat Freddy's Drop also played at the Go Media Stadium on Sunday 26<sup>th</sup> January 2025.
- Looking forward, **Occupancy is already building in early April when Dua Lipa will perform at Spark Arena**, with 15.4k forecast to attend.

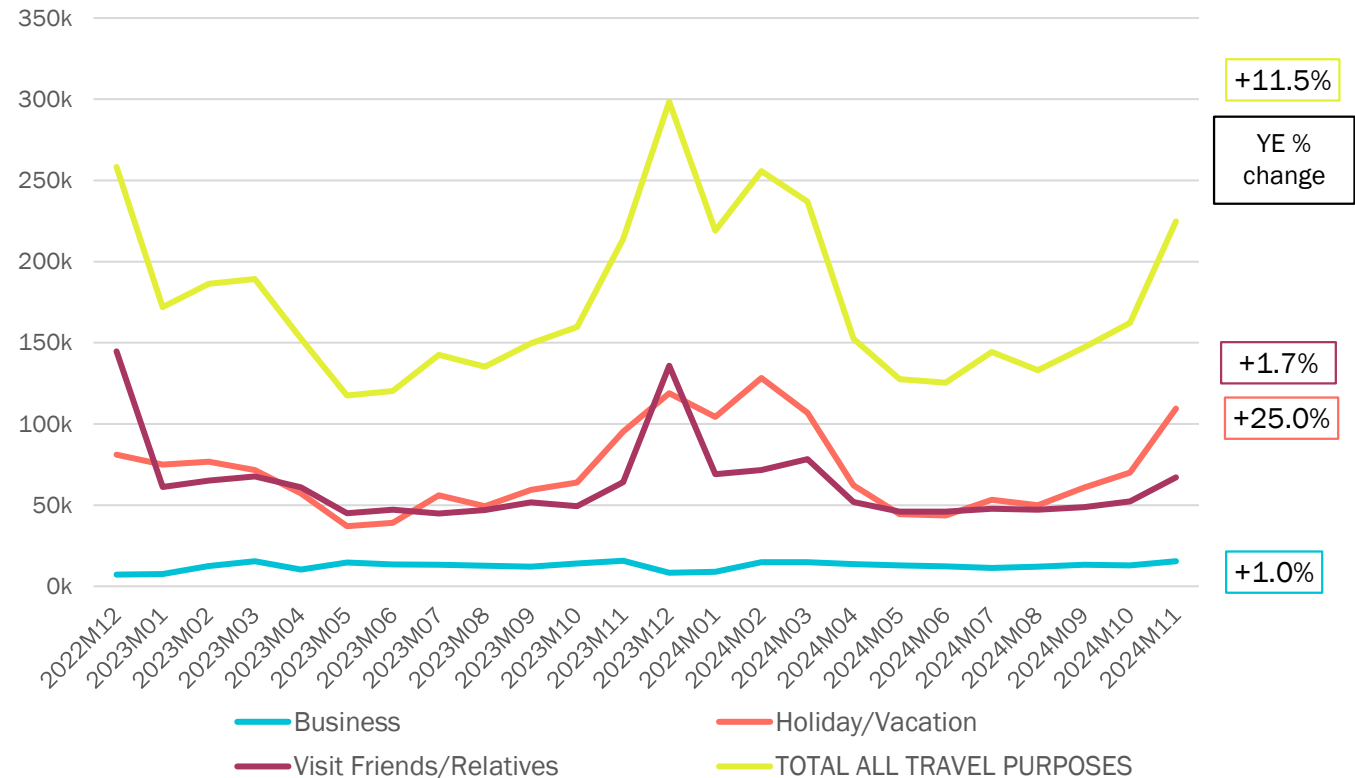


# Auckland Tourism – Visitor Arrivals Data

# 2.23m International visitor arrivals in the year to November 2024, up 11.5%

- The month of November saw 224.7k international visitors, up 5.0% on November 2023.
- The year to November 2024 saw 2.23m international visitor arrivals, an increase of 11.5% on the previous year. International visitation was up 108.0% compared to 2020 levels (1.07m in YE November 2020).
- Holiday visitors (952.0k) contributed the most to annual visitor numbers and increased 25.0% on the year to November 2023. Monthly holiday numbers (109.4k) were up 14.9% compared with the month of November 2023.
- VFR visitors (761.3k) were up 1.7% for the year, with monthly numbers (67.1k) up 4.6%.
- There were 150.5k business visitors (up 1.0%) in the year to November 2024, and 15.5k for the month (down 1.4%).

International visitor arrivals in Auckland, reason for visit

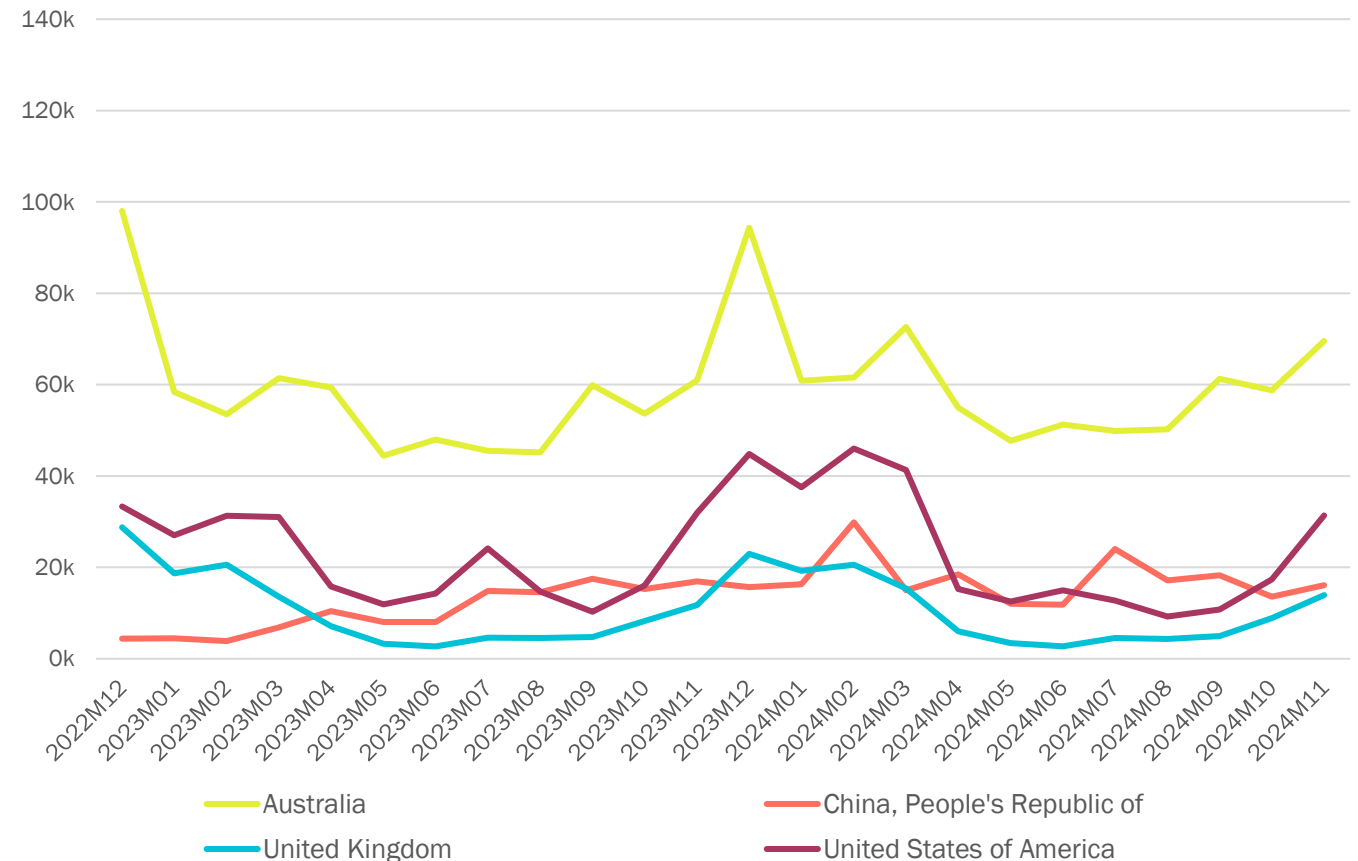


	Visitor arrivals	vs. previous year / YE	vs. Covid / 2020
November 2024	224,693	5.0%	4699.1%
YE November 2024	2,226,851	11.5%	108.1%

# 733.1k visitors from Australia for YE November 2024, up 6.5%

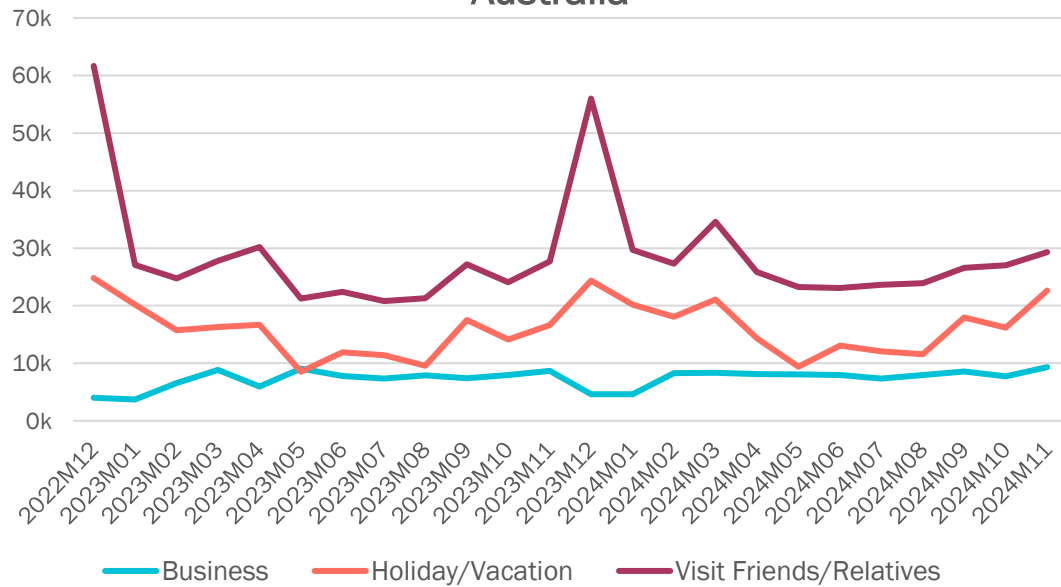
- There was an increase in **Australian visitors** in the month of November 2024, with **69.5k visitors, up 14.2%** compared to last November. **The year to November 2024 saw 733.1k Australian visitor arrivals, up 6.5%** on last year.
- **The year to November 2024 saw 294.0k visitors from the US (up 12.3%),** with **31.4k visitors for the month (down 1.9%).**
- **Visitors from China (208.3k) were also up for the year (66.3%),** but **down (5.2%) for the month of November (16.1k).**
- For the year to November 2024, there were **127.1k visitor arrivals from the UK (down 1.3%)** and **14.0k visitors for the month (up 18.8%).**

Visitor arrivals in Auckland by key international markets



# 24-month visitor arrivals from individual markets

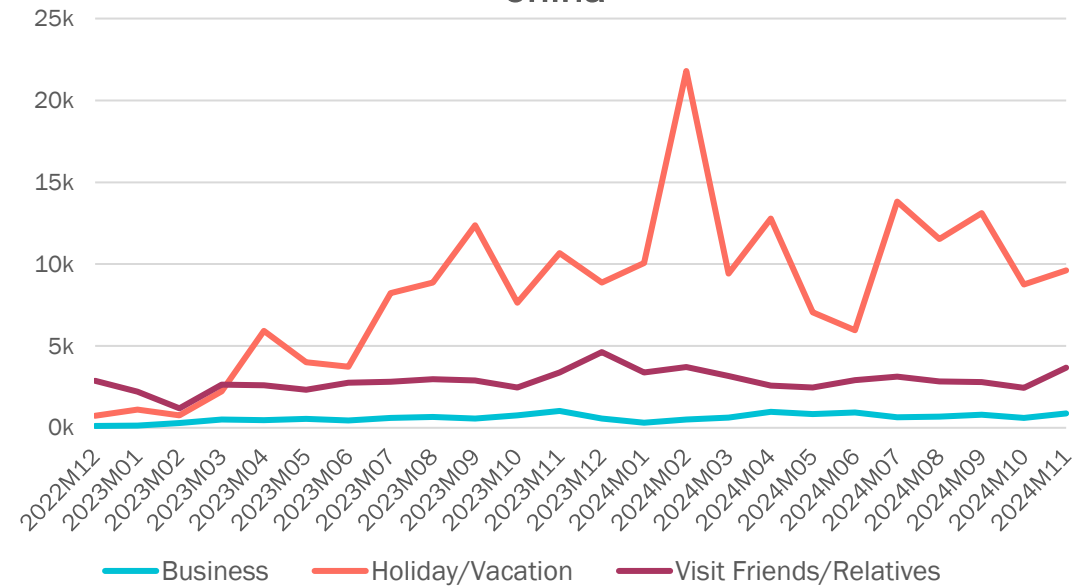
### Australia



		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2024	9,321	7.4%	22,615	36.0%	29,279	5.8%	69,531	14.2%
YE November 2024	90,873	6.6%	200,977	9.6%	350,225	4.2%	733,082	6.5%

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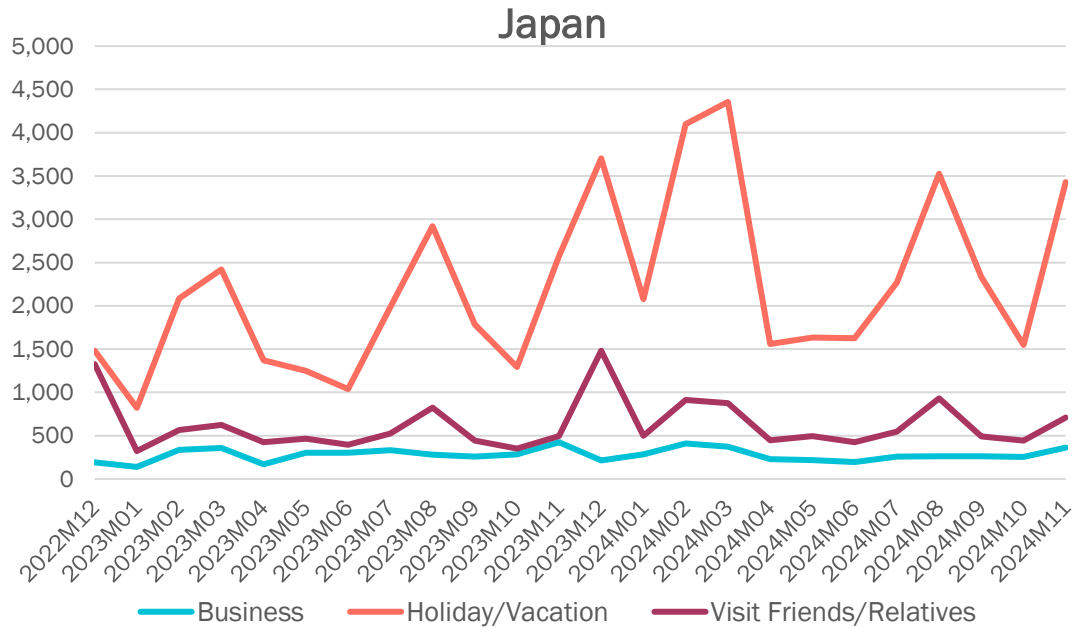
### China



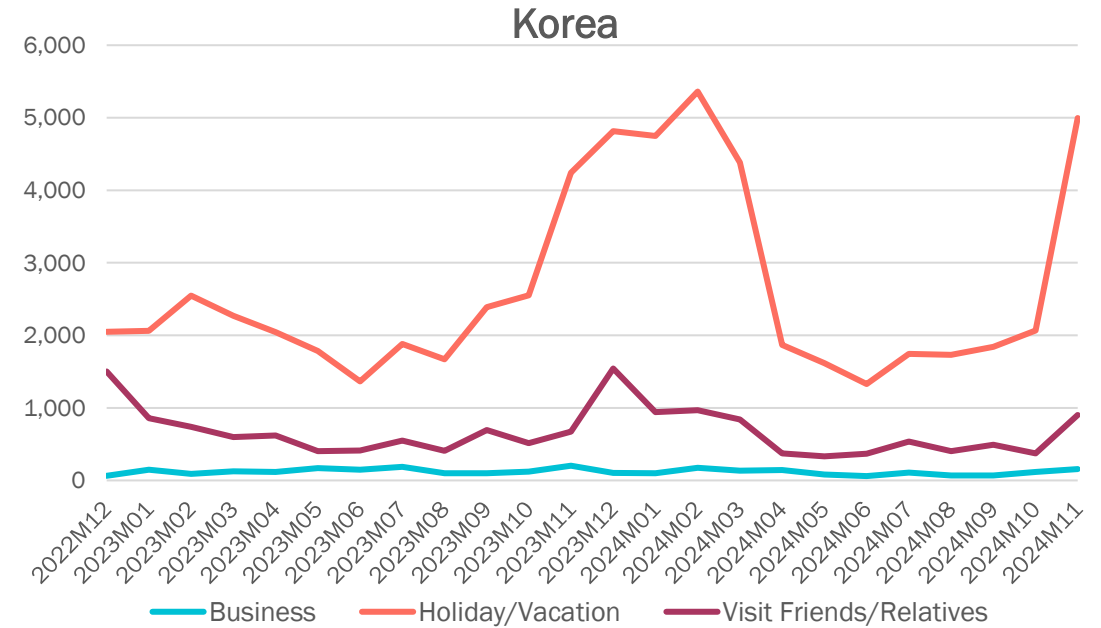
		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2024	885	-14%	9,610	-10.0%	3,681	8.7%	16,084	-5.2%
YE November 2024	8,356	36.5%	132,773	100.3%	37,721	21.2%	208,272	66.3%



# 24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2024	361	-14.9%	3,429	33.2%	708	43.3%	5,516	24.1%
YE November 2024	3,318	-1.7%	32,155	52.9%	8,254	22.2%	57,431	30.3%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2024	157	-22.7%	4,998	17.8%	900	33.5%	6,657	16.0%
YE November 2024	1,320	-16.3%	36,498	35.9%	8,072	1.3%	51,814	21.4%

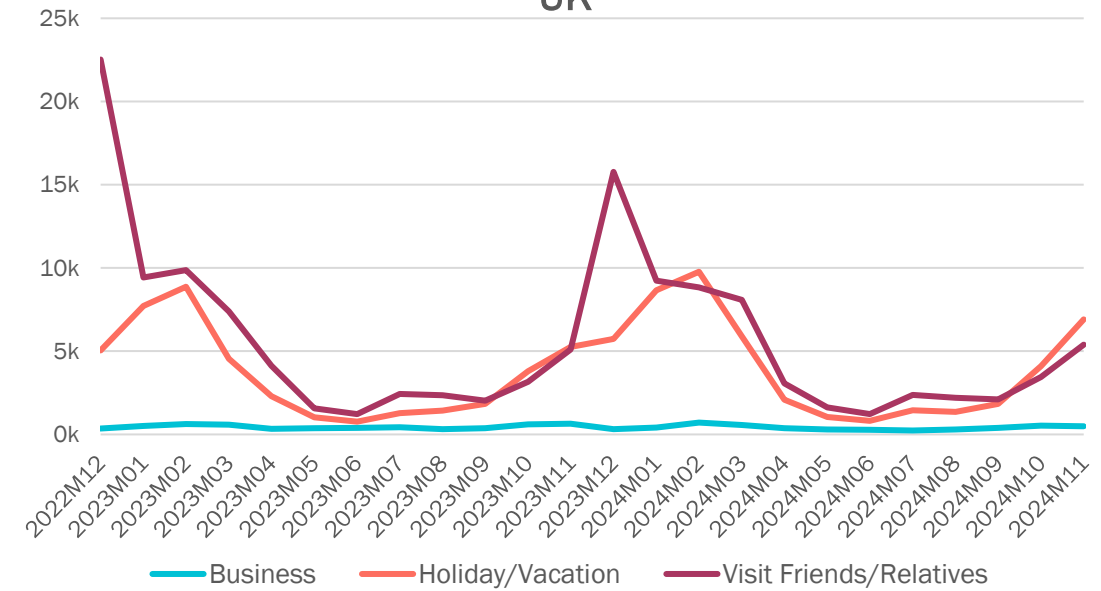
# 24-month visitor arrivals from individual markets

## Germany



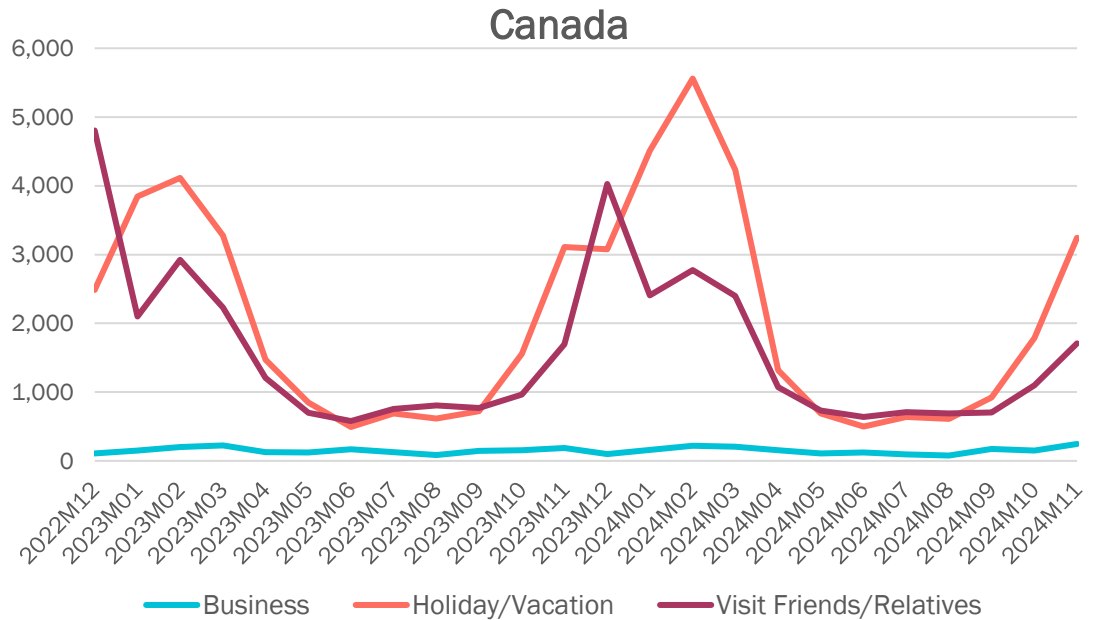
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2024	189	11.2%	5,257	14.9%	634	5.5%	6,586	12.6%
YE November 2024	1,498	-7.7%	33,540	22.2%	7,624	-3.8%	47,806	14.5%

## UK

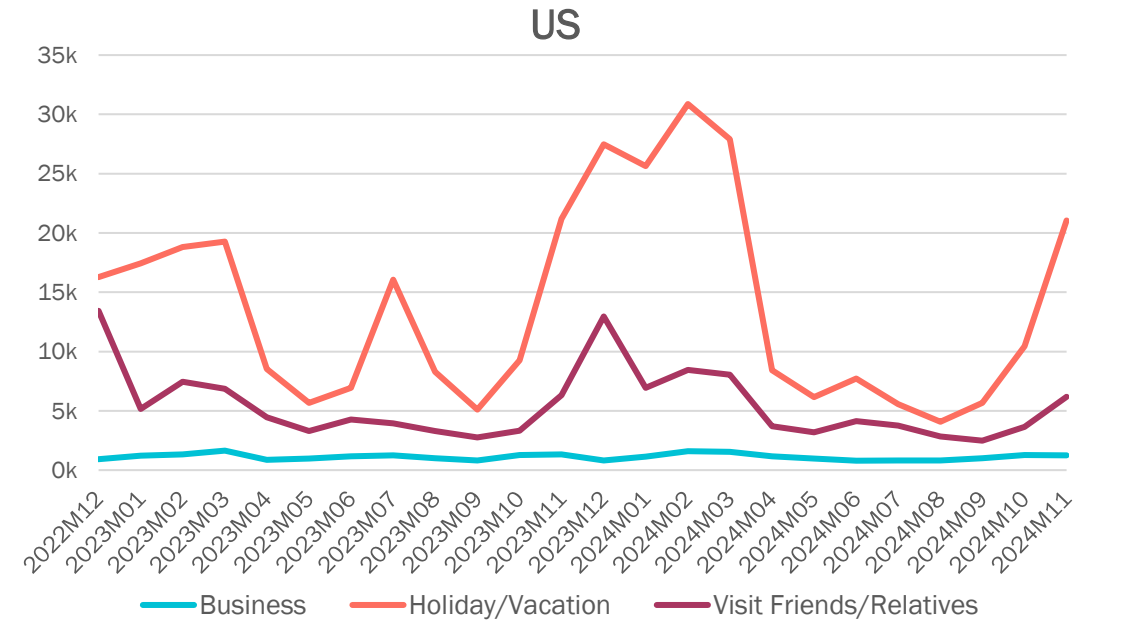


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2024	490	-24.0%	6,910	31.3%	5,389	5.5%	13,958	18.8%
YE November 2024	4,931	-10.5%	49,644	13.1%	63,338	-11.0%	127,064	-1.3%

# 24-month visitor arrivals from individual markets



	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2024	246	30.9%	3,246	4.3%	1,710	0.8%	5,791	6.4%
YE November 2024	1,817	1.0%	27,091	16.6%	18,959	-2.9%	53,054	6.7%



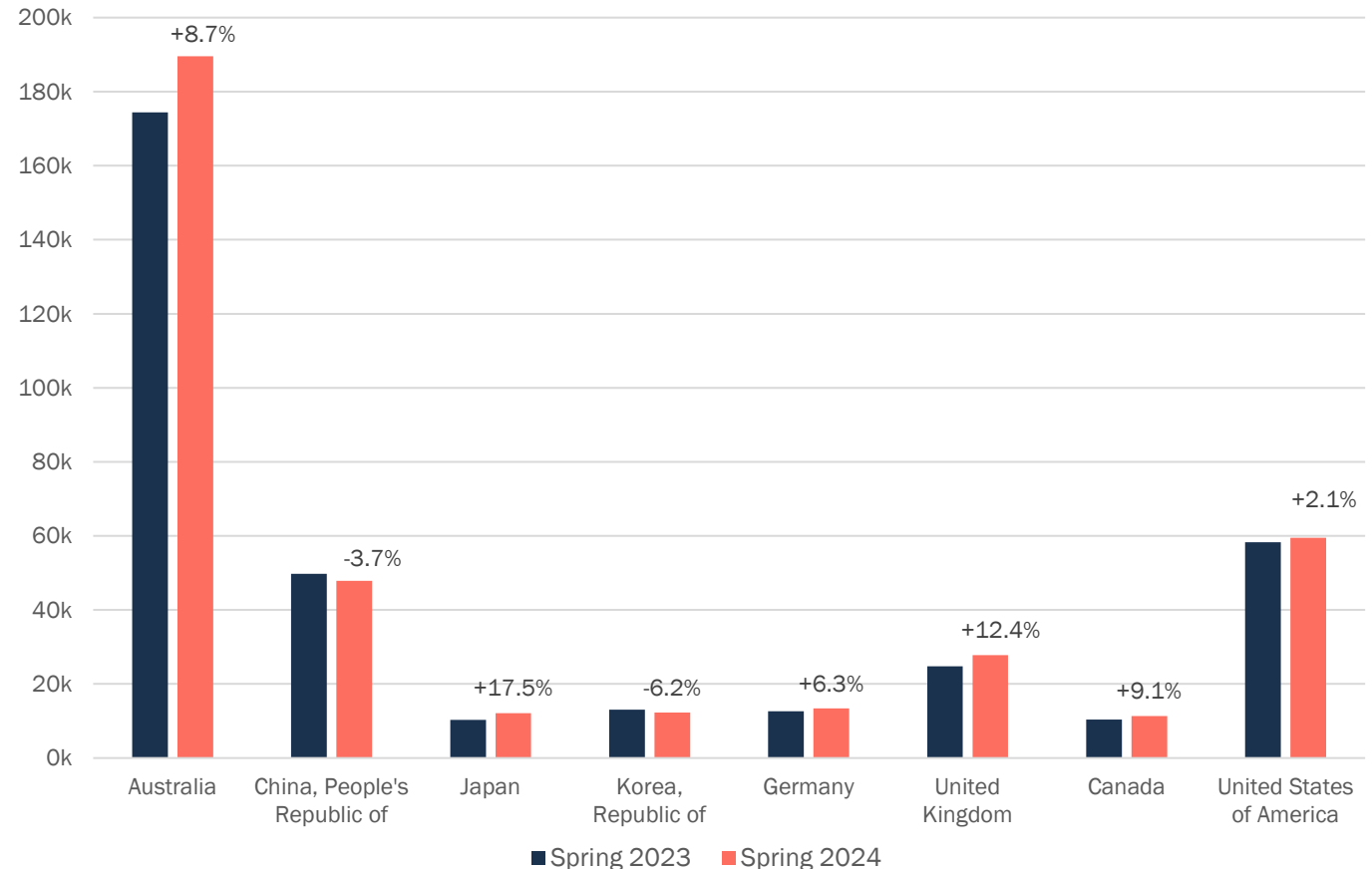
	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2024	1,257	-5.3%	21,065	-0.5%	6,179	-2.1%	31,352	-1.9%
YE November 2024	13,165	-4.6%	181,060	18.5%	66,324	2.7%	293,933	12.3%

## 533.9k international visitor arrivals in spring 2024, up 2.0% on last spring

- There were 533.9k international visitor arrivals in spring 2024, up 2.0% on the previous spring.
- VFR (168.1k, up 1.8%) and holiday (240.2k, up 10.0%) visitors were up compared to spring 2023, while business arrivals (41.5k) were down slightly (0.8%).
- Visitation from Australia (189.6k, up 8.7%) increased in comparison to the previous spring. Holiday (56.8k) from Australia was up 17.6%.
- US visitors (59.5k) were up (2.1%) in spring 2024, compared to last spring.
- Visitors from the UK (27.8k) were up (12.4%) compared to last year.
- Chinese visitors (47.9k) were down (3.7%) for spring 2024, compared to last spring.

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Seasonal international arrivals in Auckland by key markets

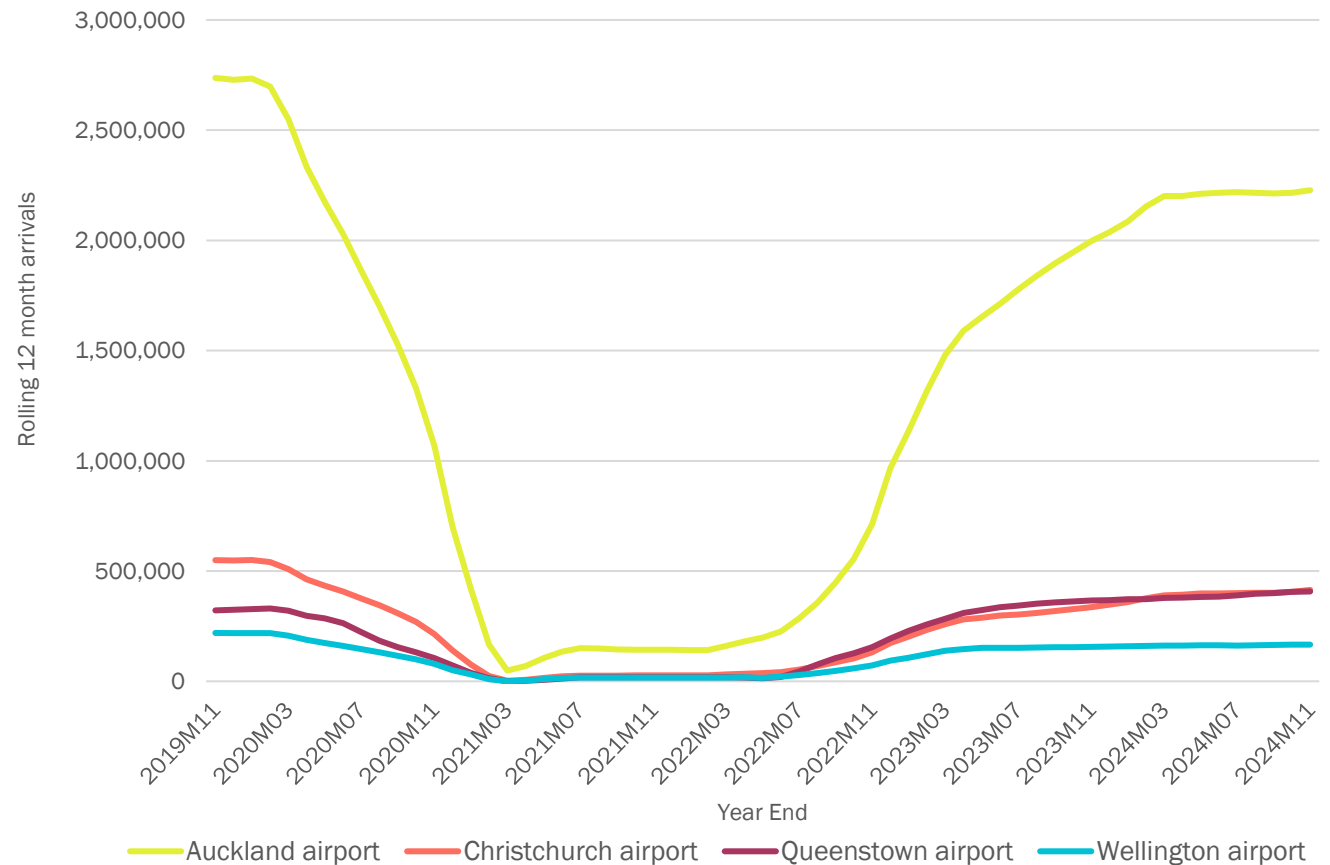


# Auckland has seen a 11.5% increase in international visitor arrivals over the last year

- 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 11.5% increase in international visitor arrivals over the last year.
- For the year ending November 2024, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 11.2%, Christchurch was up 23.2% and Wellington was up 6.5% compared to last year.

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12 month rolling visitor arrivals





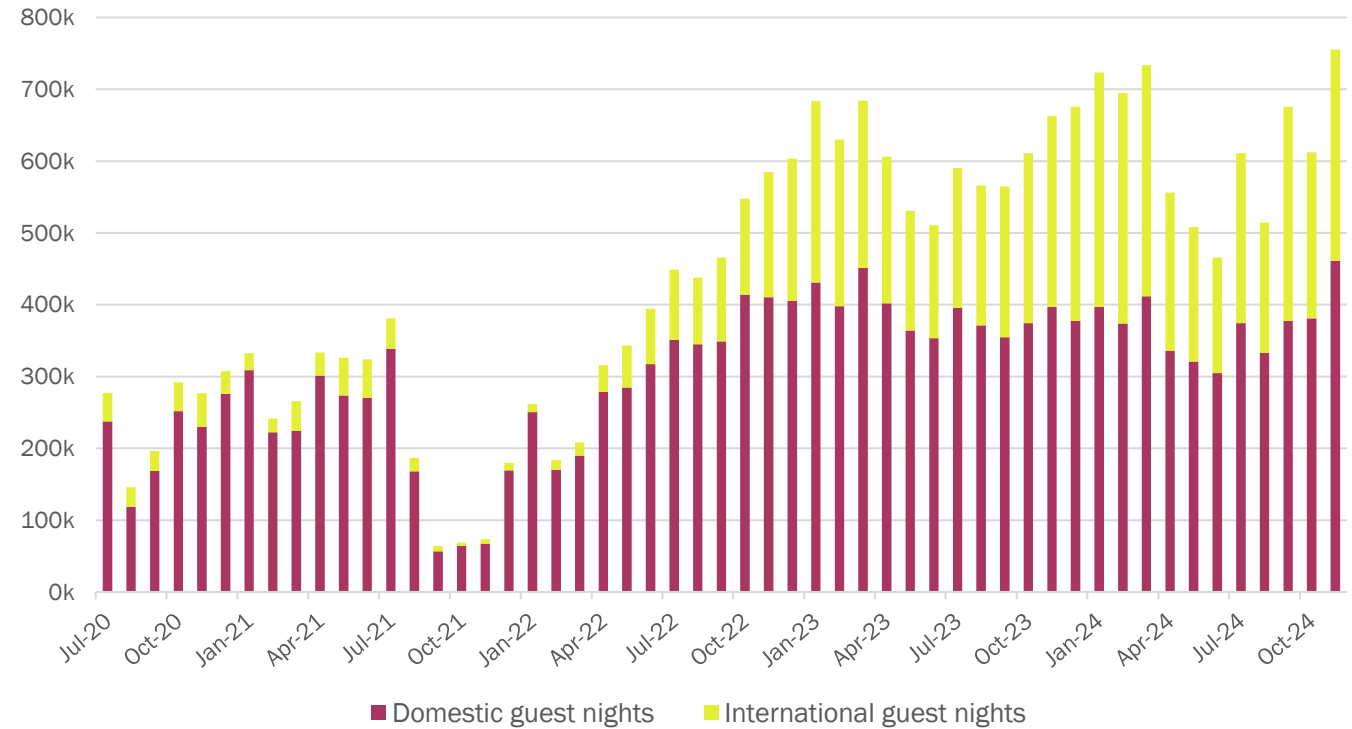
# Auckland Tourism – Accommodation Data

# 461.4k domestic guest nights in commercial accommodation in November 2024, up 16.2%

- For the month of November 2024, there were **755.3k total guest nights** in commercial accommodation in Auckland, up **13.9%** on the same month last year.
- There were **461.4k domestic guest nights** in commercial accommodation (up **16.2%**), and **293.9k international guest nights** (up **10.5%**) in commercial accommodation in November 2024.
- The year to November 2024 saw **7.49m total guest nights** in Auckland (up **3.4%**) with **4.45m domestic guest nights** (down **5.3%**) and **3.08m international guest nights** (up **20.9%**).
- For New Zealand overall, there were 3.50m guest nights in commercial accommodation in November 2024, up 3.8% compared to November 2023.

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Guest nights in commercial accommodation - Auckland



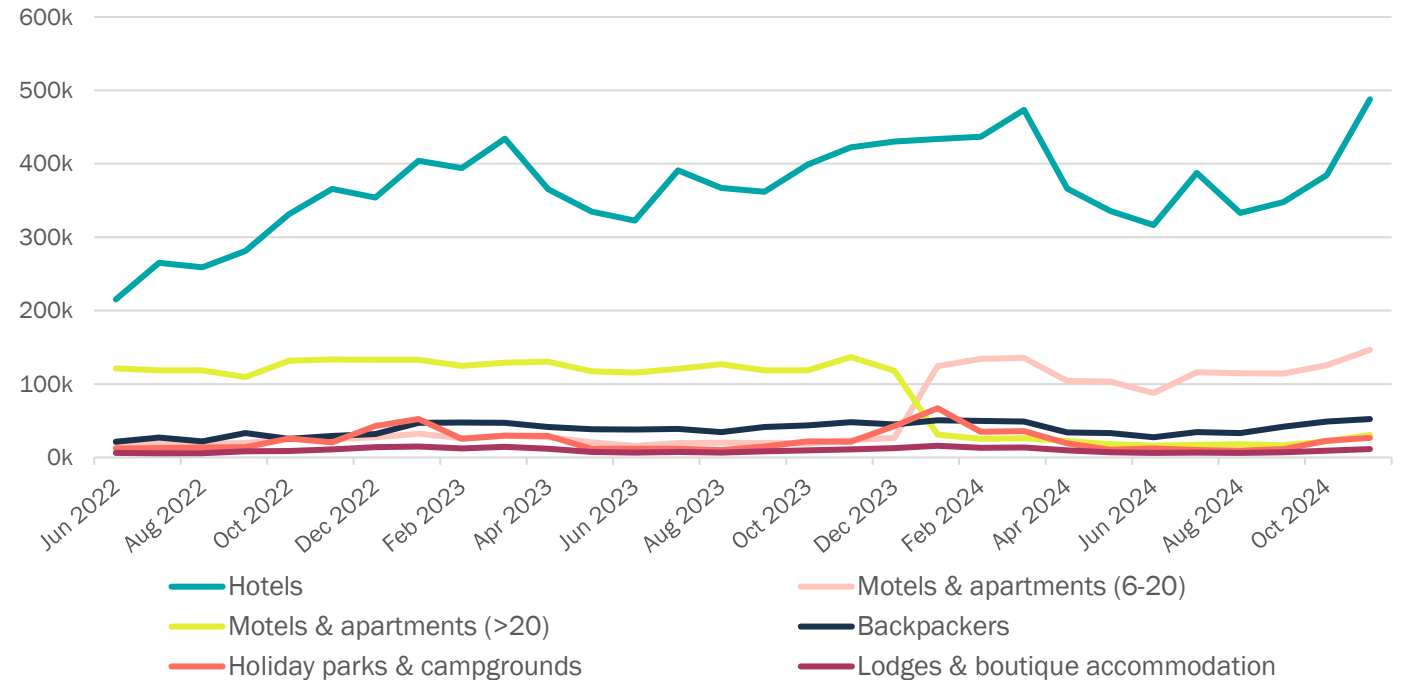
November 2024	Auckland	% change	New Zealand	% change
Total guest nights	755,300	13.9%	3,495,900	3.8%
Domestic guest nights	461,400	16.2%	2,151,400	4.7%
International guest nights	293,900	10.5%	1,344,500	2.3%

# 487.8k guest nights in hotels in November 2024, up 15.4%

- For the month of November 2024, there were **487.8k guest nights in hotels** in Auckland, **up 15.4%** compared to November last year.
- There were **146.6k guest nights in motels and apartments (6-20)**, **up 523.8%** on the previous year.
- However, **guest nights in motels and apartments (>20) (30.4k)** were down (77.8%).
- **Guest nights in backpacker accommodation increased (up 8.7% to 52.3k)** in November 2024.
- **Guest nights in holiday parks and campgrounds (26.5k)** were up (24.4%) for the month of November.
- **Guest nights in lodges and boutique accommodation were also down (7.4% to 11.6k)** for the month.

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Guest nights by accommodation type (monthly)



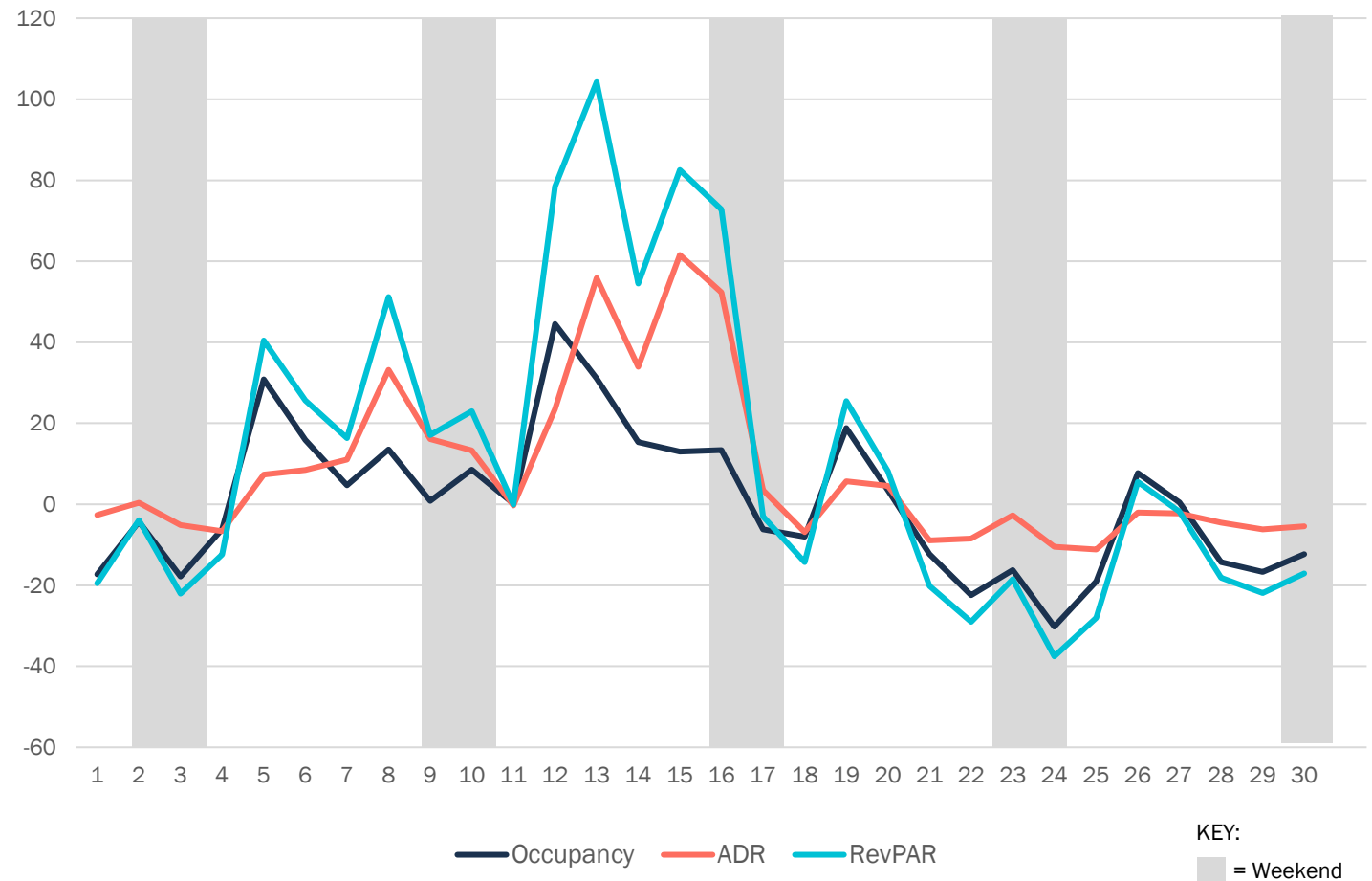
Jun-24	Auckland	% change
Hotels	487,800	15.4%
Motels & apartments (6-20)	146,600	523.8%
Motels & apartments (>20)	30,400	-77.8%
Backpackers	52,300	8.7%
Holiday parks & campgrounds	26,500	24.4%
Lodges & boutique accommodation	11,600	7.4%



# Average Occupancy for November 2024 was 78.0%, down 0.5%

- For the month of November 2024, the **average Occupancy was 78.0%, 0.5% lower** compared to November 2023.
- The **Average Daily Rate (ADR) for the month was \$259, up 8.0%** on last year.
- **Monthly Revenue per available room (RevPAR) for November was \$205, 9.1% higher** compared to last year.
- Percentage changes for **Occupancy peaked on Tuesday 12<sup>th</sup> November**, while **RevPAR peaked on Wednesday 13<sup>th</sup> November** and **ADR peaked on Friday 15<sup>th</sup> November 2024**. This coincides with the **Cold Play concerts at Eden Park on the 13<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> November 2024**.
- **Average Occupancy for the year to November 2024 was 64.9% (down 5.9% compared to 2023)**, while **ADR was \$216 (down 8.4%)** and **RevPAR was \$144 (down 12.1%)**.

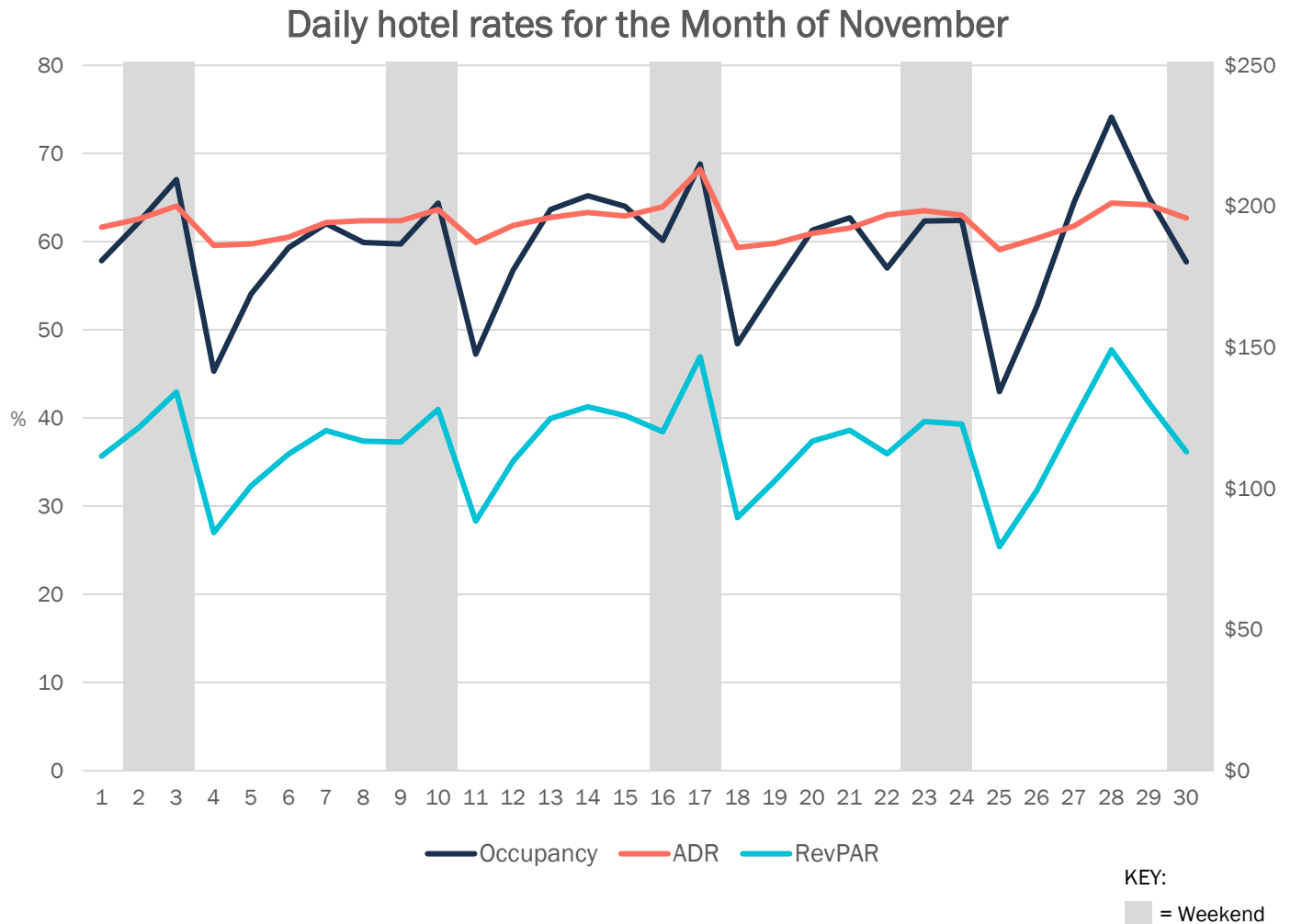
Percent Changes for the Month of November



## Average daily rate peaked at \$385 on 15<sup>th</sup> Nov 2024, up 61.6% due to Cold Play concert

- Occupancy, average daily rate (ADR) and RevPAR all peaked on Friday 15<sup>th</sup> November 2024. This coincides with the Cold Play concerts at Eden Park on the 13<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> November 2024.
- The average daily rate (ADR) for hotels in Auckland was the highest for the month on Friday 15<sup>th</sup> November 2024 at \$385 (up 61.6% on the previous year).
- Hotel occupancy reached 95.1% on Friday 15<sup>th</sup> November 2024 (up 13.0% on the previous year).
- Revenue per available room (RevPAR) peaked to \$366 also on Friday 15<sup>th</sup> November 2024. This was up 82.5% in comparison to last year.

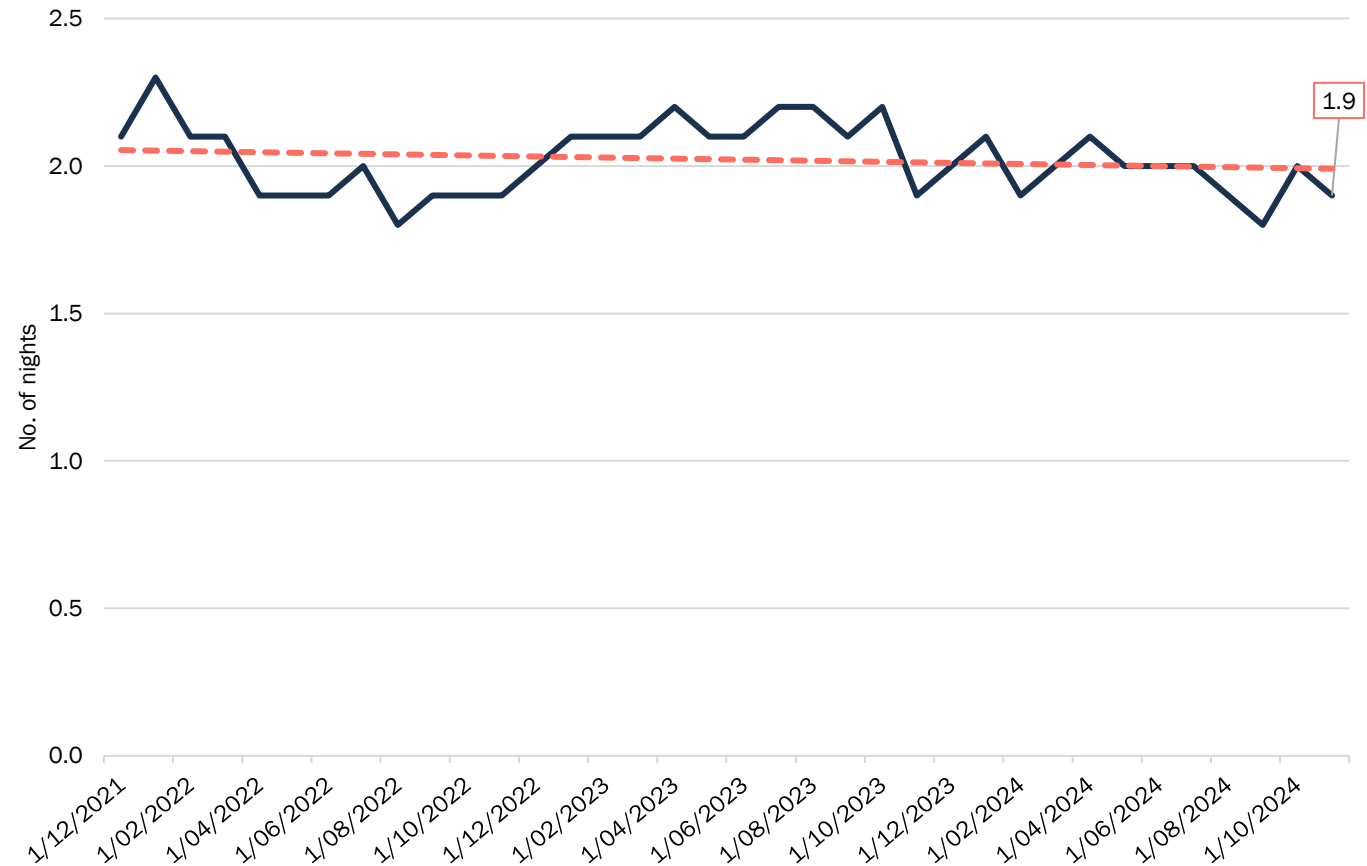
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# On average, visitors stayed 1.9 nights in Auckland for the month of November 2024

- On average, visitors stayed in Auckland for 1.9 nights for the month of November 2024 (no change 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.

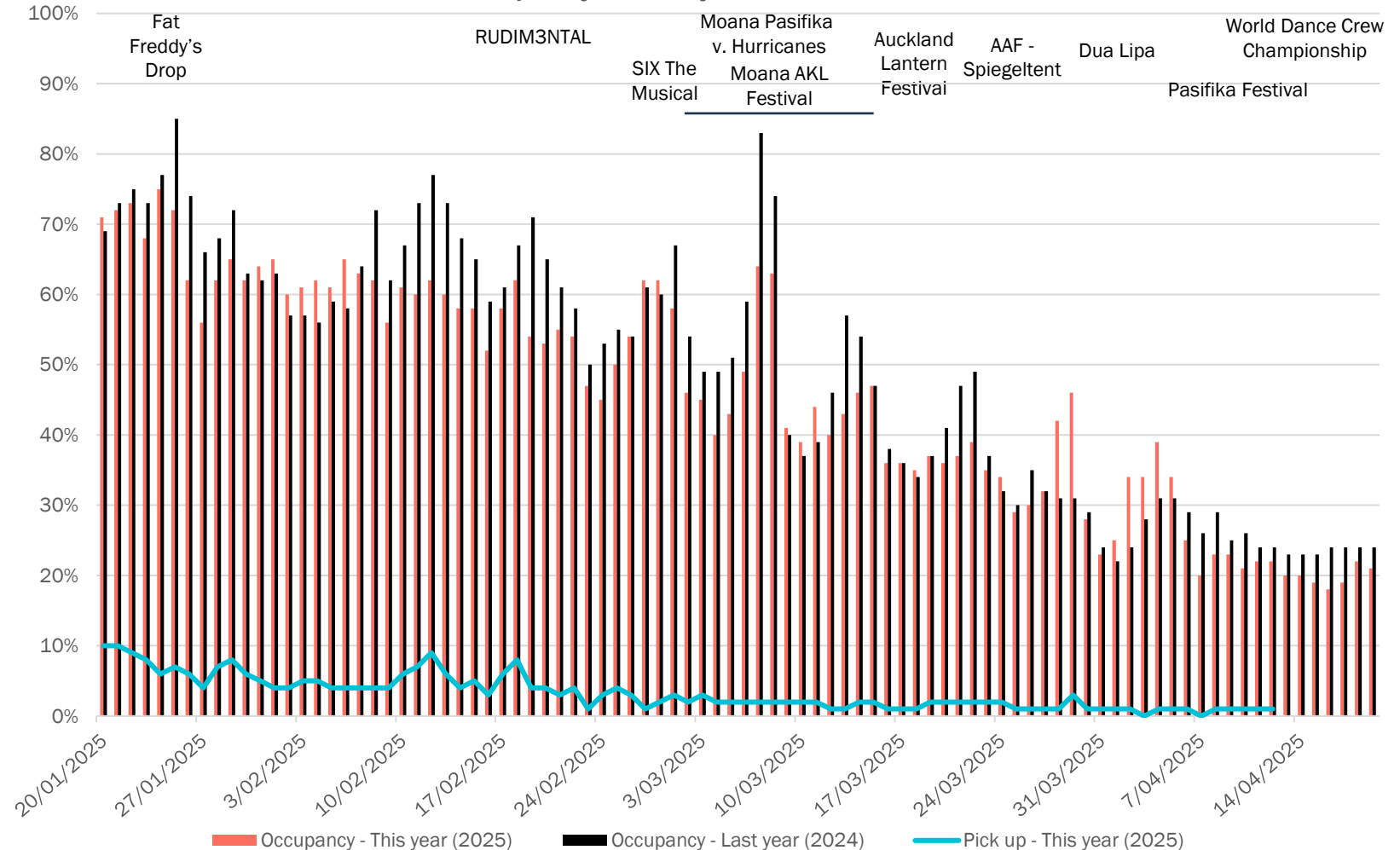
Average length of stay for visitors to Auckland



# 90-Day Forward Booking Occupancy Data

- Over the next 90 days, overall Occupancy is generally lower compared to the same period last year.
- Occupancy recently peaked at 75% on Friday 24<sup>th</sup> January 2025, which was a long weekend due to the Auckland Anniversary holiday. Fat Freddy's Drop also played at the Go Media Stadium on Sunday 26<sup>th</sup> January 2025.
- Looking forward, Occupancy is already 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.

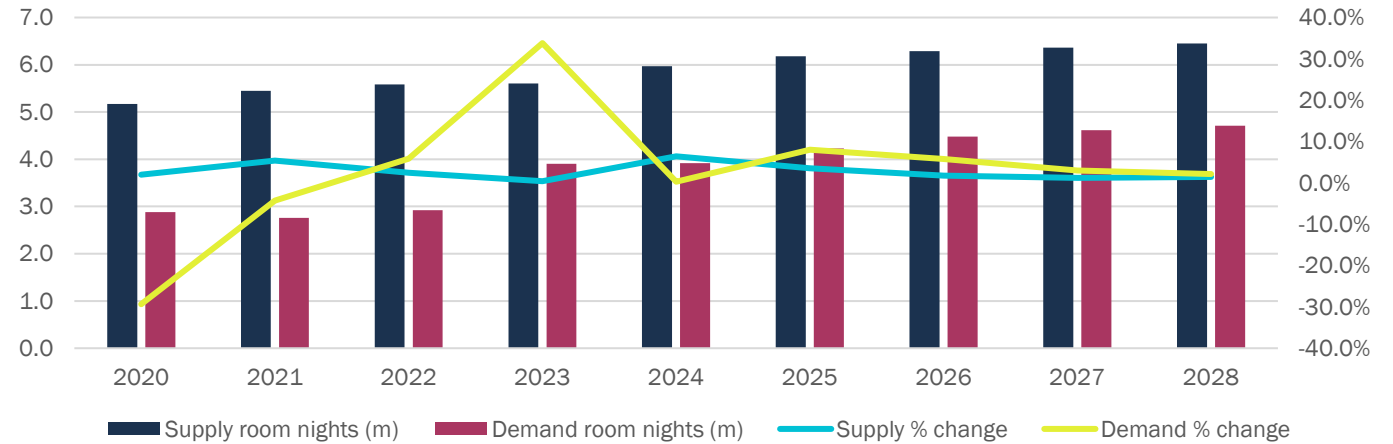
Occupancy - 90 Day Forward Outlook



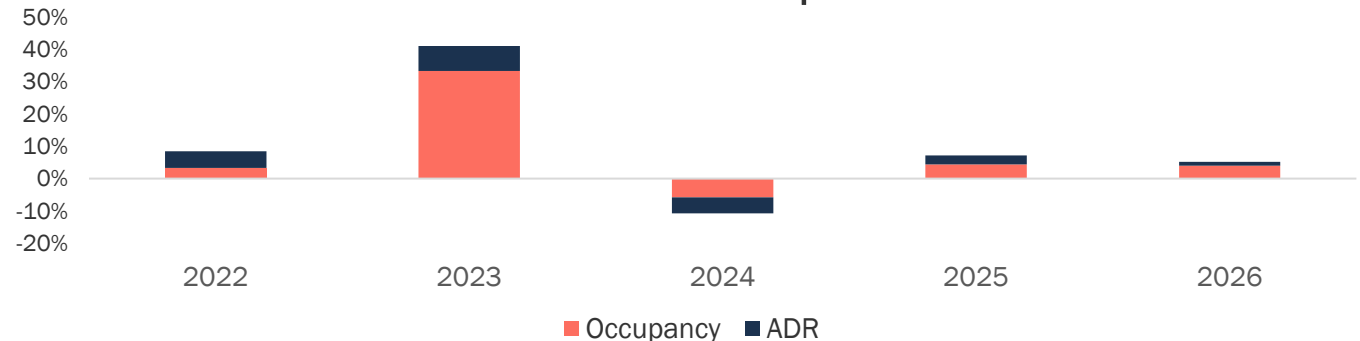
## Longer term projections

- 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 Q3 supply expanded 7.7%. Demand declined -5.2%, resulting in an occupancy decline of -12.0%. Occupancy is expected to decline by -3.8% in 2024 Q4, with supply expanding 8.4% and demand expanding 4.3%.
- After expanding 33.3% in 2023, occupancy is expected to decline -5.8% in 2024. ADR is expected to decrease -5.0%, resulting in RevPAR decline of -10.5% in 2024. RevPAR is expected to grow by 7.3% in 2025.
- Over the next three years, occupancy is expected to expand at an average annual rate of 0.7%, while ADR is expected to decline at an average annual rate of -0.4%.

Supply and Demand Growth



RevPAR Growth Composition



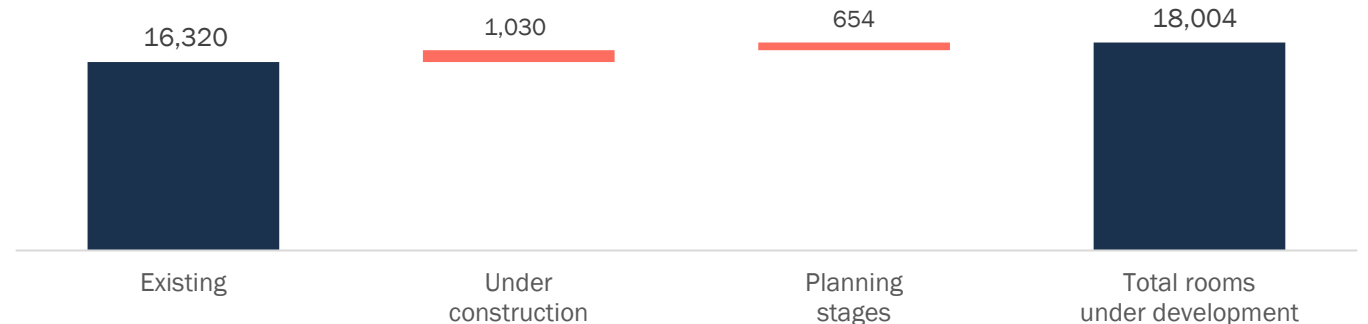
# 16.3k average daily rooms available in 2024, with 16.9k rooms forecast for 2025

- In 2024, on average there were 16.3k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 6.4%, which will supply an additional 987 rooms (compared to 2023) .
- Looking to 2025, average room supply is expected to expand 3.5%, supplying 579 new rooms and bringing the total number of rooms to 16.9k.
- Observing rooms by phase data, there was a total of 18.0k rooms (from 222 properties) in the pipeline.
- This comprised of 16.3k existing rooms (from 212 properties, 1.0k rooms under construction (from 6 properties), and 654 rooms in the planning stages (from 4 properties).

**Average Supply**  
(Avg. daily rooms during year)

	Year	Rooms	% Chg.	Chg.
<b>Actual</b>	2020	14,173	2.0%	278
	2021	14,932	5.4%	759
	2022	15,298	2.4%	366
	2023	15,360	0.4%	62
<b>Forecast</b>	2024	16,346	6.4%	987
	2025	16,925	3.5%	579
	2026	17,220	1.7%	295
	2027	17,431	1.2%	211
	2028	17,681	1.4%	250

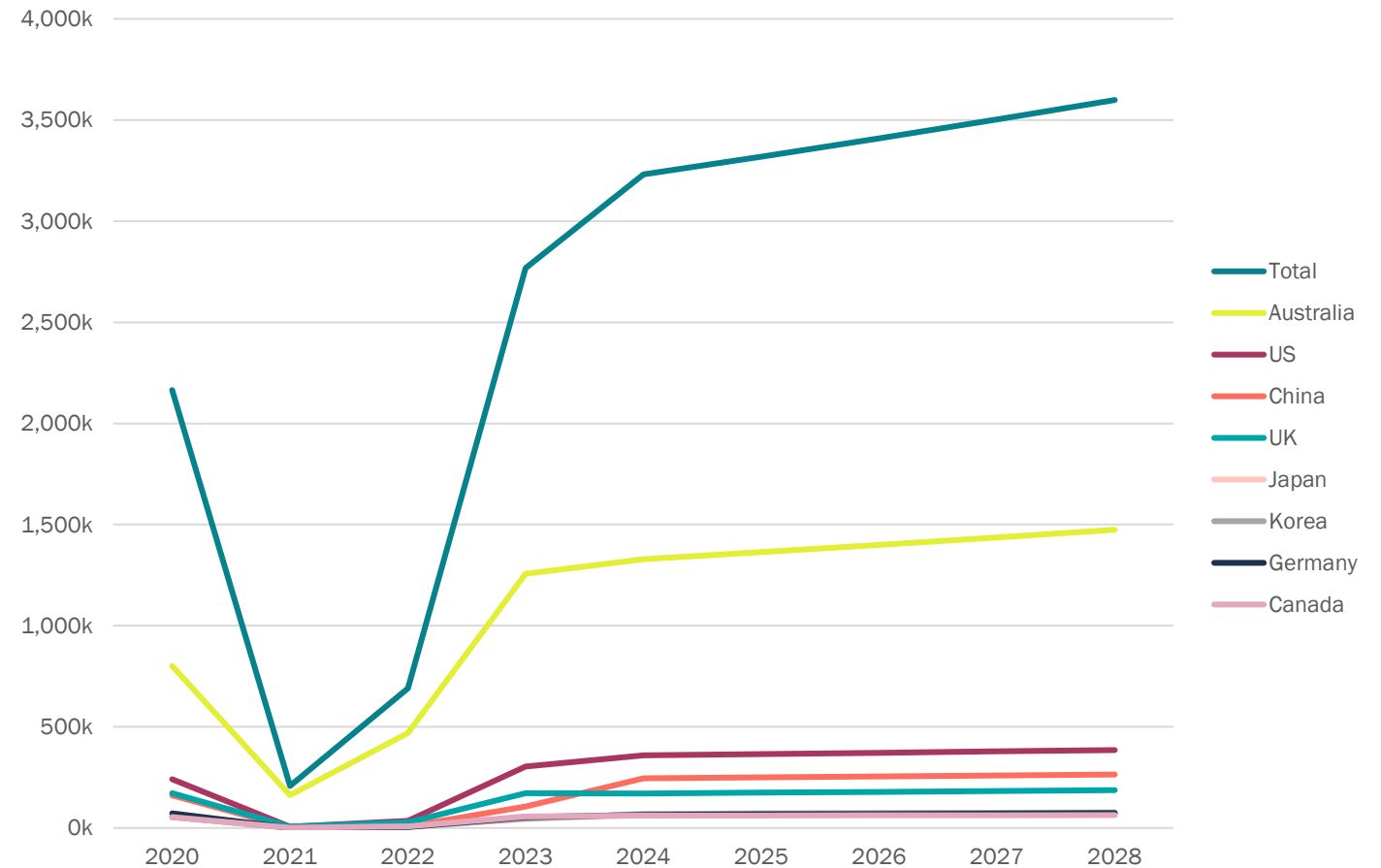
**Rooms by phase**



# In total, 3.63m visitors are projected to visit New Zealand in YE November 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 2023 to 2028 (for Q3 2024), resulting in a possible 3.63m international visitors by YE November 2028.
- 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%. 1.50m Australian visitors are expected to visit New Zealand in the year to November 2028.

International visitor growth - New Zealand



\* International visitation by city is based on the Global City Travel (GCT) database maintained by Tourism Economics. GCT tracks overnight visits by international visitors to 300 global cities. The data is tracked by country of origin on an annual basis, including historical and forecast years. The data shown here for the country is taken from the Global Travel Service (GTS) database, also maintained by Tourism Economics. This reflects international visitation by origin market, including historical and forecast years.



# Auckland Tourism- Spend Data



# \$1.18b in International tourism spend for year-end November 2024, up 8.5%

- Tourism Electronic Card Transactions (TECTs) restarted as an interim replacement to the Monthly Regional Tourism Estimates (MRTEs) in April 2024.
- 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 November 2024, domestic tourism spend in Auckland was \$2.39b, down 3.8% on last year.
- International tourism spend was \$1.181b, up 8.5% for the year.

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Source: MBIE TECTs.

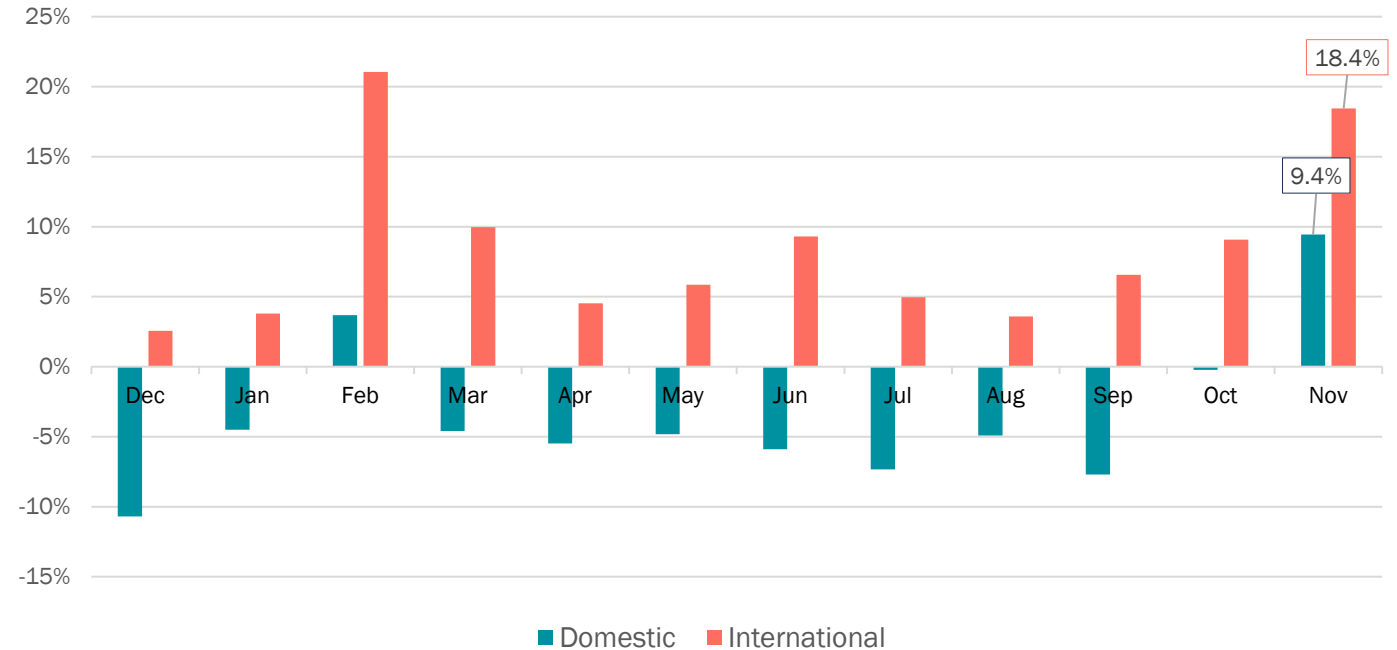


Tourism Transactions	YE November 2024 (\$b)	YE % change
Domestic	2.390	-3.8%
International	1.181	8.5%

# International tourism spend was \$121.9m for November 2024, up 18.4%

- For the month of November 2024, domestic tourism spend (TECTs) was \$228.3m, up 9.4% compared to the same month in 2023.
- International tourism spend in November 2024 was \$121.9m, also up 18.4% compared to November 2023.

Monthly % change in tourism transactions in Auckland

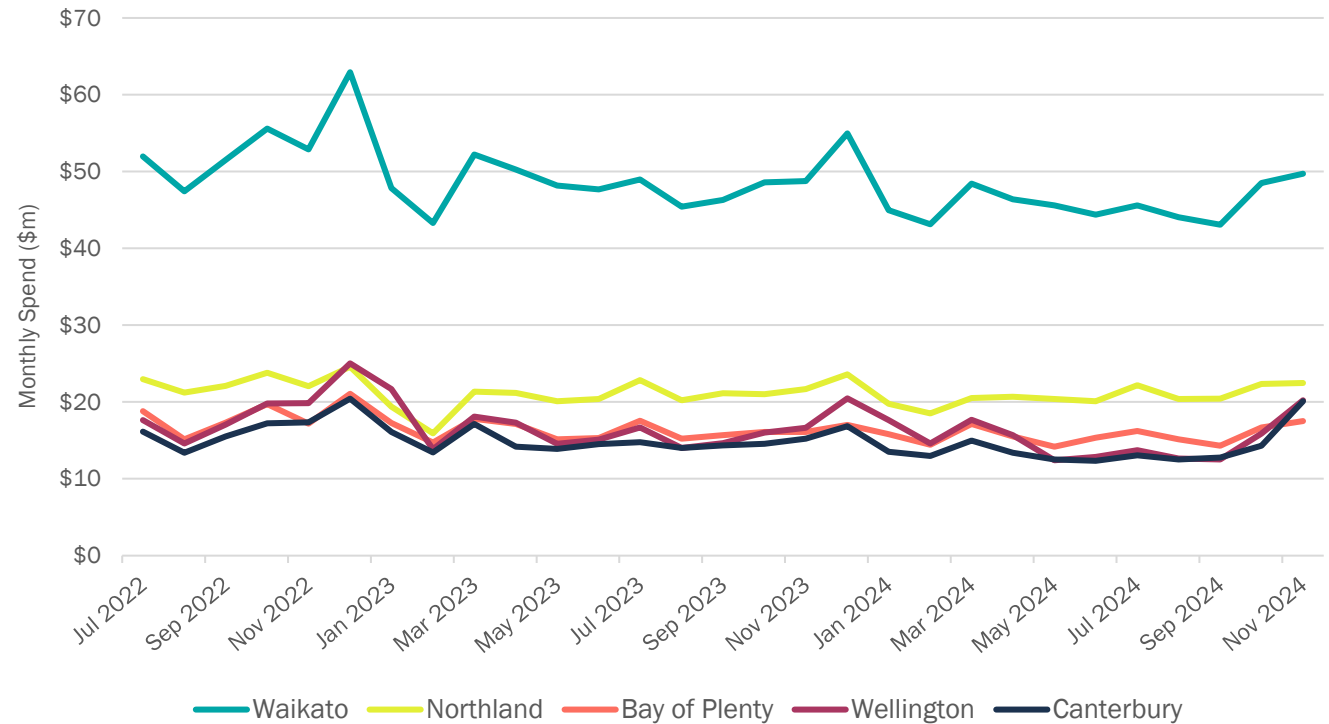


Tourism Transactions	November 2024 (\$m)	% change
Domestic	228.3	9.4%
International	121.9	18.4%

# Canterbury visitors spent \$20.1m in November 2024, up 31.9% on the previous year

- Tourism spend was up across all main domestic markets for the month of November 2024.
- Tourism spend from Waikato-based visitors \$49.7m was up 2.0% compared to the previous year.
- Northland visitors spent \$22.5m in November 2024, up 3.7% on the previous year.
- Spend from the Bay of Plenty (\$17.5m) was also up (8.9%).
- Spend from Wellington (\$20.2m, up 21.5%) and Canterbury (\$20.1m, up 31.9%) visitors was also up in November 2024, compared to last year.

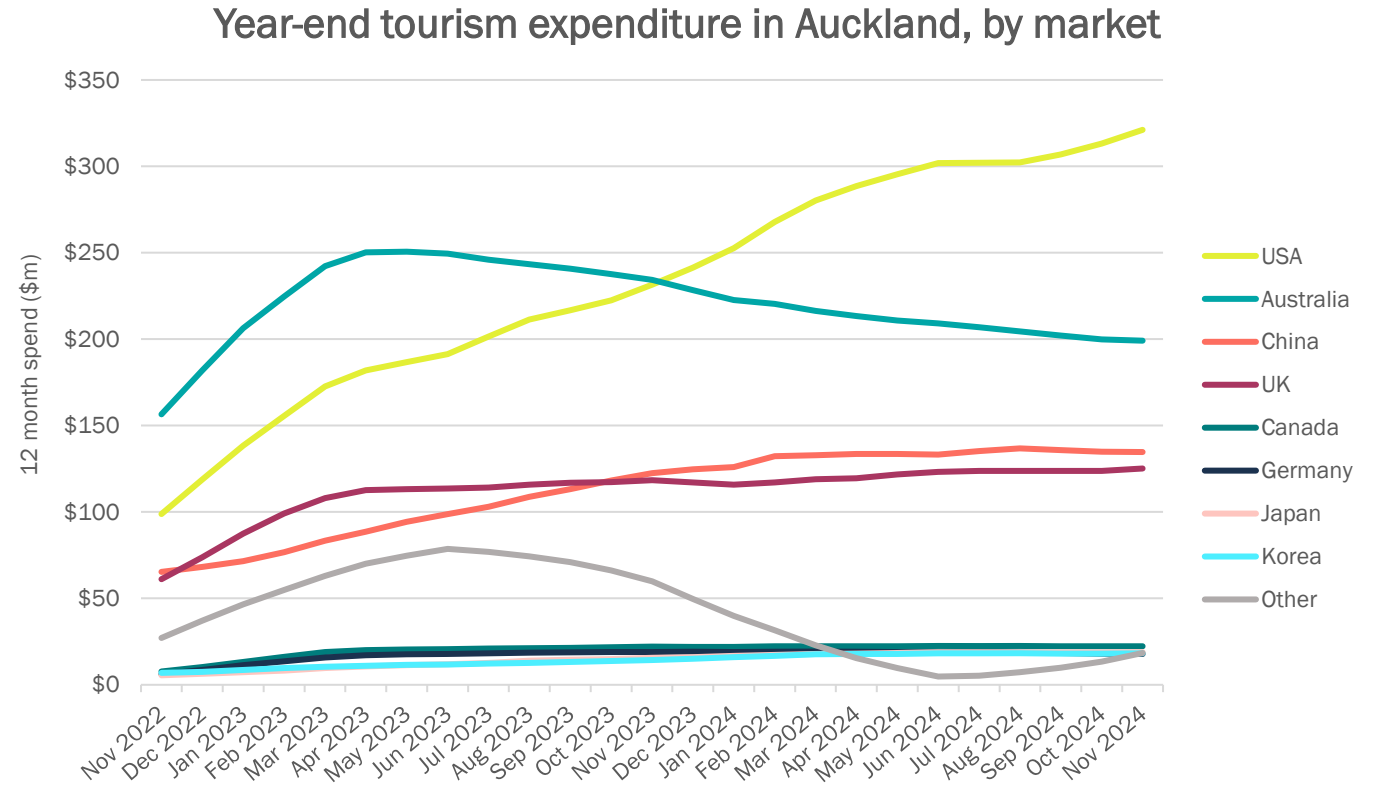
Monthly tourism domestic spend in Auckland, by market



	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
November 2024	49.7	2.0%	22.5	3.7%	17.5	8.9%	20.2	21.5%	20.1	31.9%

# Visitors from the US spent \$321m in the year to November 2024, up 38.7% on the previous year

- In the year to November 2024, tourism spend from the US was \$321m, up 38.7% on the previous year.
- Chinese visitors spent \$135m in the year to November 2024, up 10.0% on the previous year.
- Spend from the UK was \$125m, also up 5.7% for the year to November 2024.
- Australian tourism spend (\$199m) was down 15.0%.
- Spend from Japan (up 20.5% to \$18.9m), Korea (up 26.8% to \$18.2m), and Canada (up 1.4% to \$22.4m) was up on the previous year.
- Spend from German visitors (\$18.0m) was down (6.0%).

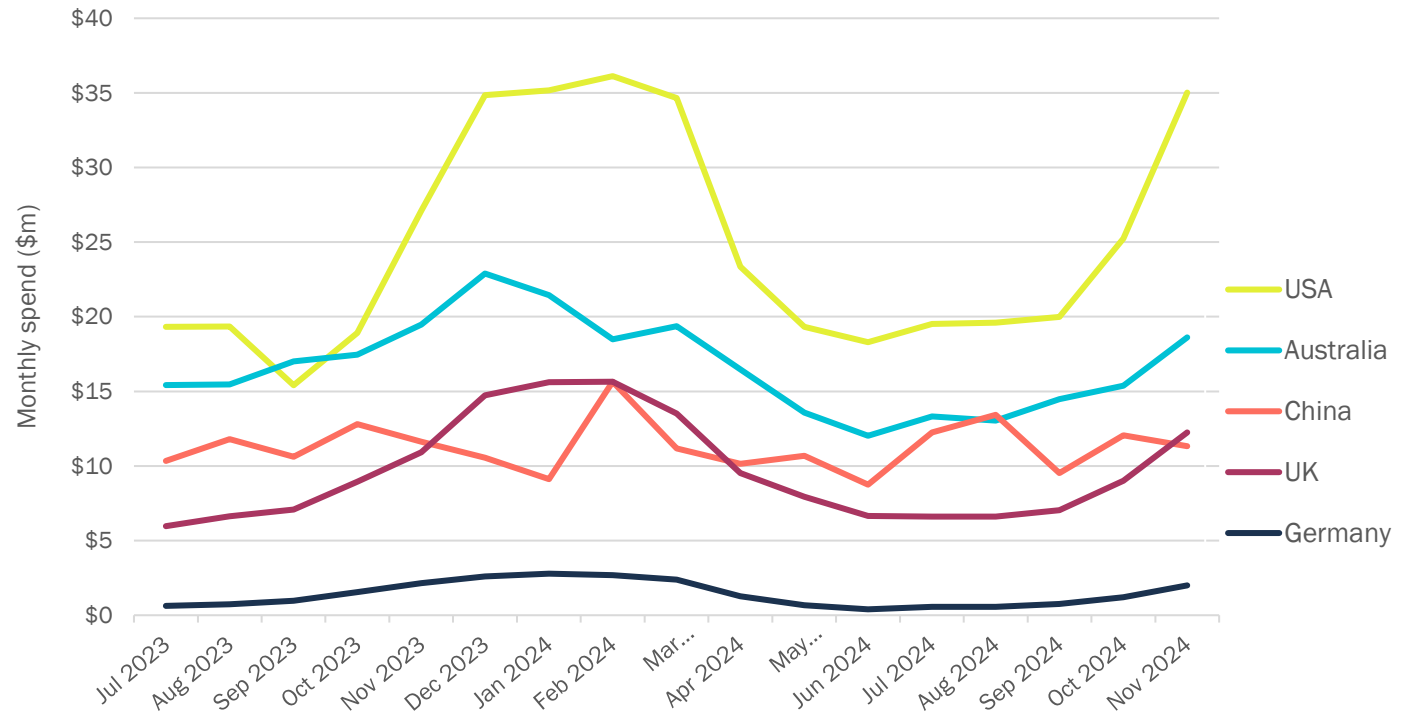


	Australia (\$m)	vs. previous year / YE	China (\$m)	vs. previous year / YE	UK (\$m)	vs. previous year / YE	US (\$m)	vs. previous year / YE	Germany (\$m)	vs. previous year / YE
YE November 2024	199	-15.0%	135	10.0%	125	5.7%	321	38.7%	18	-6.0%

# Visitors from the US spent \$35.0m in November 2024, up 29.2% on the previous year

- For the month of November 2024, tourism spend from the US (\$35.0m) was up 29.2% compared to last November.
- Visitors from Australia spent \$18.6m in November, down 4.5% on the previous year.
- Visitors from China spent \$11.3m in November, down 2.6% compared to last year.
- There was an increase in tourism spend from UK visitors (up 12.3% to \$12.3m) but spend from German visitors (\$2.0m) was down (7.1%) for the month of November 2024.

Monthly tourism expenditure in Auckland, by market



	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
November 2024	18.6	-4.5%	11.3	-2.6%	12.3	12.3%	35.0	29.2%	2.0	-7.1%

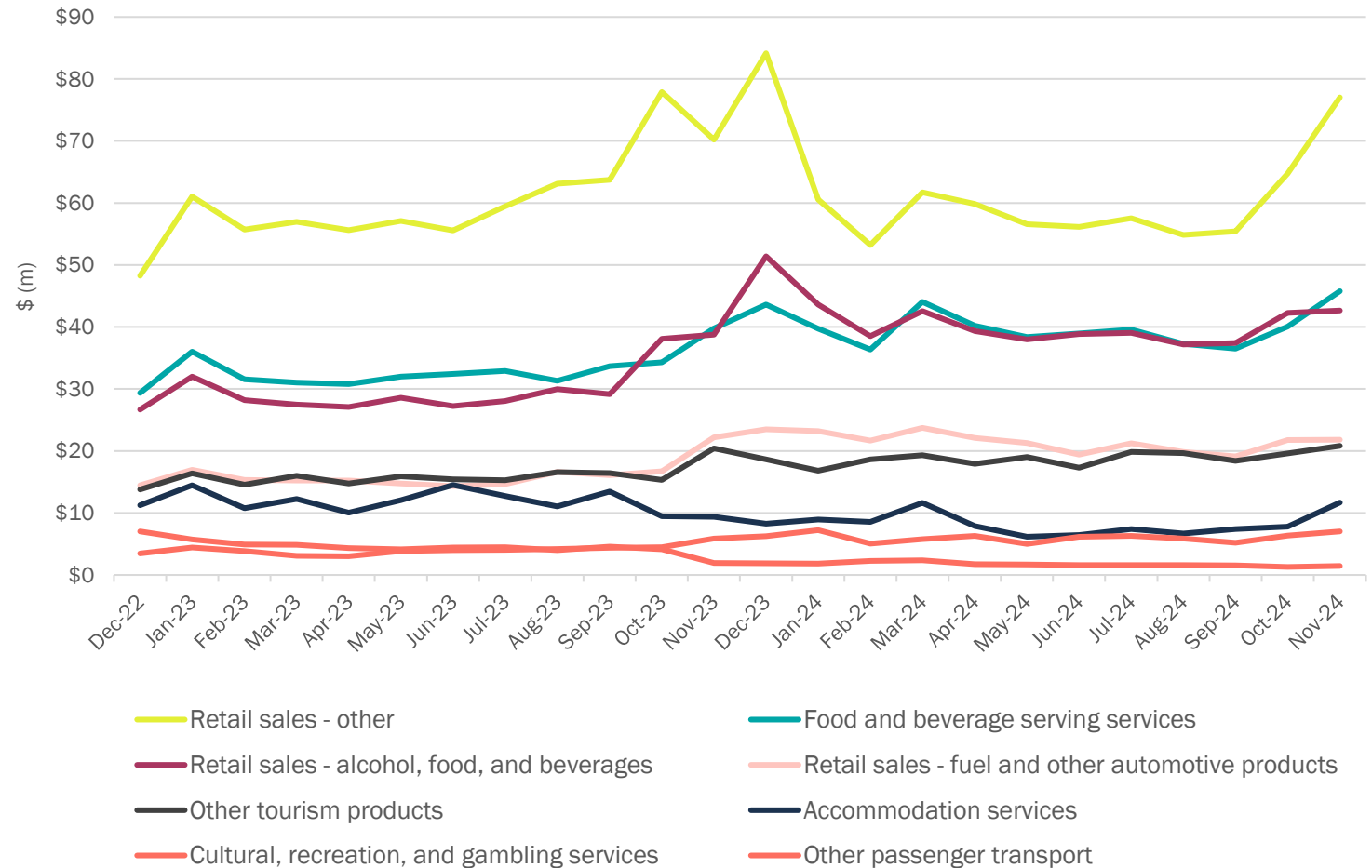
# \$45.8m spent in food and beverage serving services by domestic visitors in November 2024, up 15.1%

	Spend (\$m)	% change
Accommodation services	11.7	24.4%
Cultural, recreation, and gambling services	7.0	19.4%
Food and beverage serving services	45.8	15.1%
Other passenger transport	1.5	-23.5%
Other tourism products	20.8	1.9%
Retail sales - alcohol, food, and beverages	42.6	10.0%
Retail sales - fuel and other automotive products	21.8	-1.7%
Retail sales - other	77.0	9.7%
<b>Grand Total</b>	<b>228.3</b>	<b>9.4%</b>

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

Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



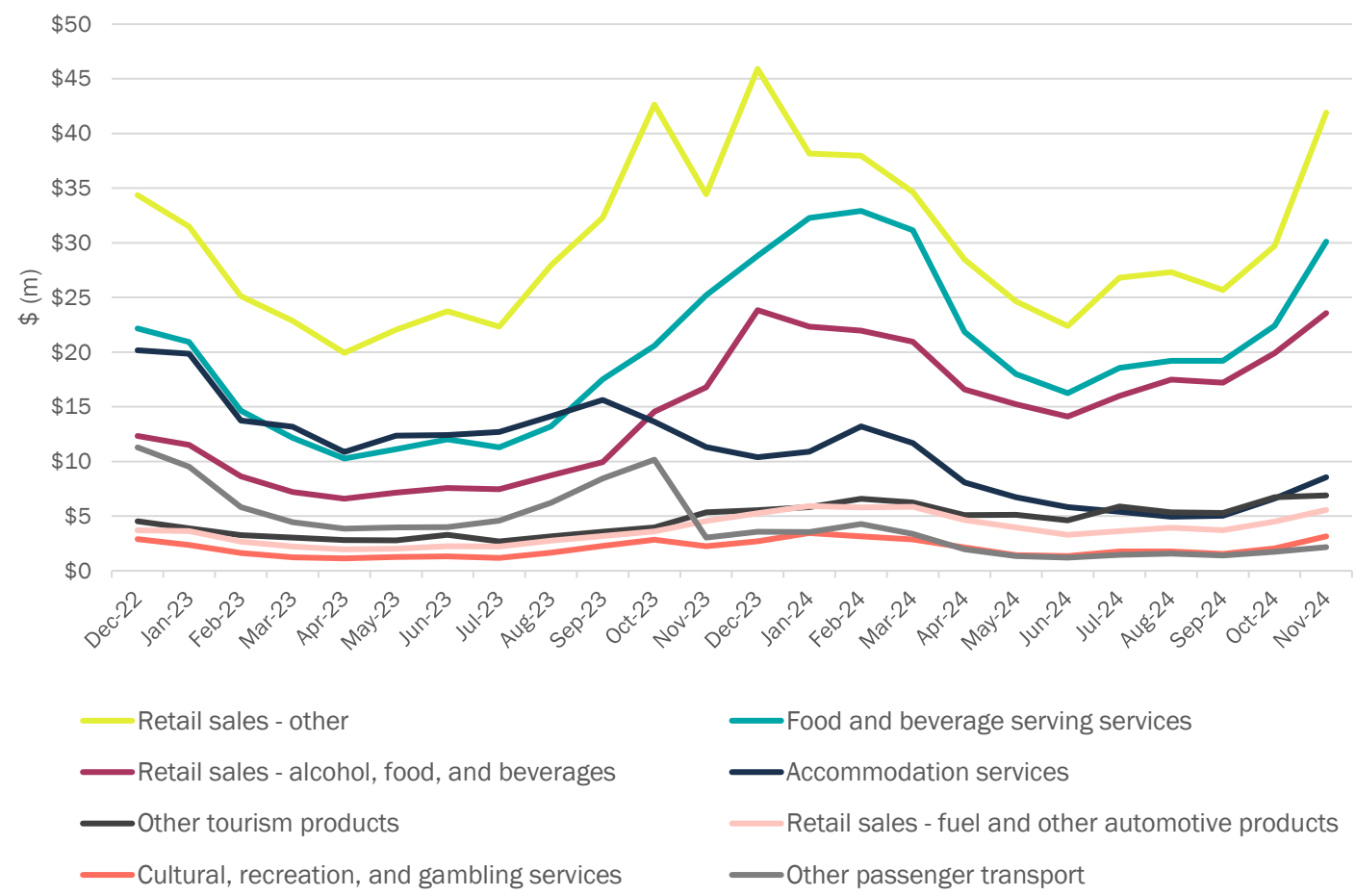
# \$41.9m spent in Retail sales (other) by International visitors in November 2024, up 21.7%

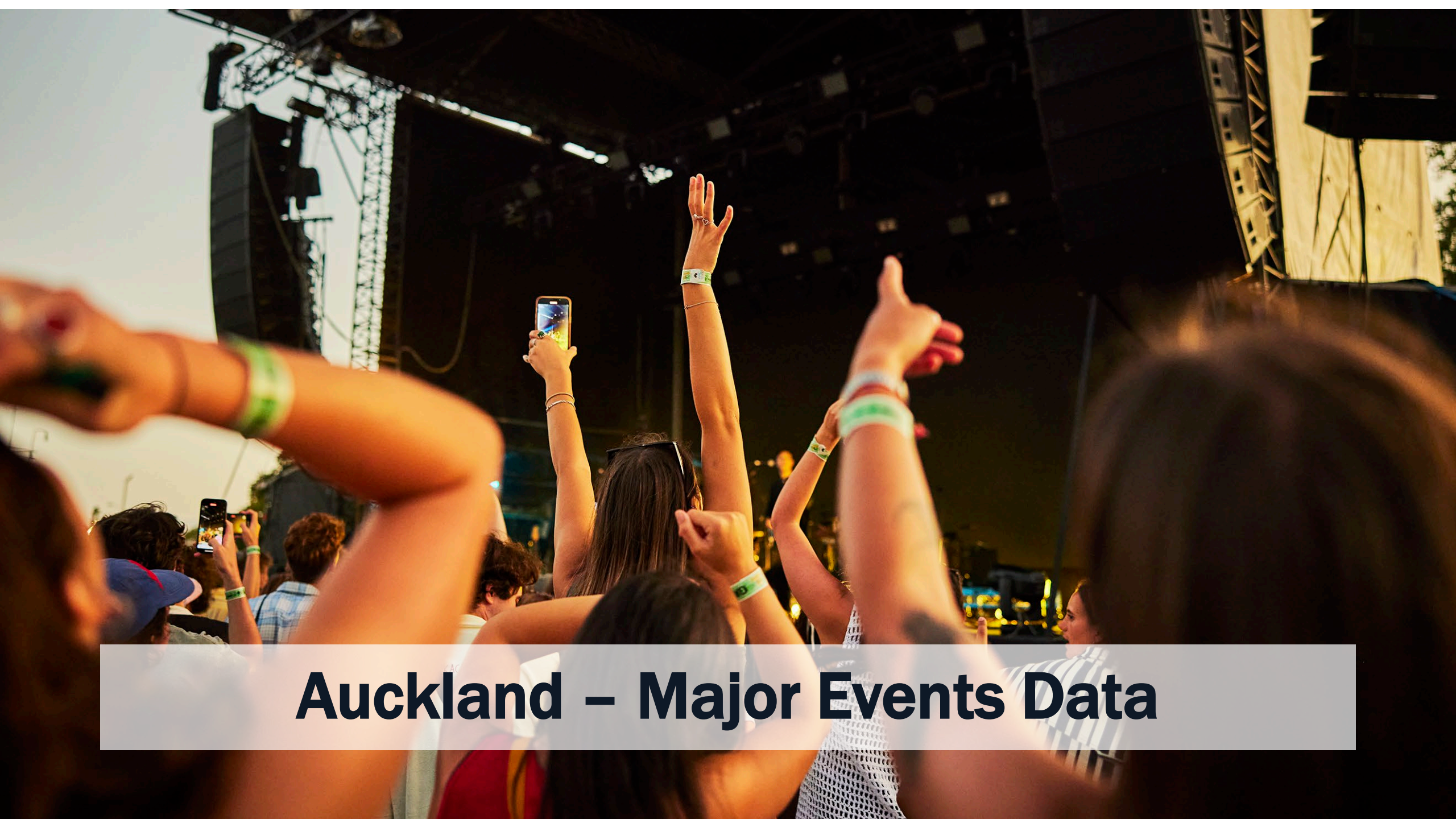
	Spend (\$m)	% change
Accommodation services	8.5	-24.6%
Cultural, recreation, and gambling services	3.1	39.9%
Food and beverage serving services	30.1	19.5%
Other passenger transport	2.2	-28.6%
Other tourism products	6.9	29.2%
Retail sales - alcohol, food, and beverages	23.6	40.5%
Retail sales - fuel and other automotive products	5.6	21.9%
Retail sales - other	41.9	21.7%
<b>Grand Total</b>	<b>121.9</b>	<b>18.4%</b>

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

Source: MBIE TECTs.

International monthly tourism transactions in Auckland, by product





# Auckland – Major Events Data



# Major Events Insights – November 2024



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

Event	Date(s)	Venue	Interesting Findings
Kiwis v Tonga	2 November 2024	Go Media Stadium	<ul style="list-style-type: none"> <li>For the month of November 2024, there were <b>755.3k total guest nights</b> in commercial accommodation in Auckland, up <b>13.9%</b>.</li> <li>There were <b>461.4k domestic guest nights</b> (up <b>16.2%</b>), and <b>293.9k international guest nights</b> (up <b>10.5%</b>) in November 2024</li> <li><b>Occupancy, Average Daily Rate (ADR) and RevPAR</b> all peaked on <b>Friday 15<sup>th</sup> November 2024</b>. This coincides with the <b>Cold Play concerts at Eden Park</b> on the <b>13<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> November 2024</b>.</li> <li>For the month of <b>November 2024</b>, <b>domestic tourism spend (TECTs)</b> was <b>\$228.3m</b>, up <b>9.4%</b> compared to the same month in 2023.</li> <li><b>International tourism spend</b> was <b>\$121.9m</b>, also up <b>18.4%</b>.</li> </ul>
The Nutcracker	1-2 November 2024	Aotea Centre	
Hockey World Masters Tournament	7-16 November 2024	North Shore Hockey Centre	
Barfoot & Thompson Auckland Marathon	3 November 2024	Devonport - Victoria Park	
Smoke & Spice Festival	9 November 2024	Queens Wharf	
Pearl Jam	8-10 November 2024	Go Media Stadium	
Coldplay – Music of the Spheres World Tour	13, 15-16 November 2024	Eden Park	
FIFA World Cup Qualifiers - All Whites v Samoa	18 November 2024	Go Media Stadium	
ALICE – A Musical Wonderland	30 November – 1 December 2024	Aotea Centre	

# Auckland Marathon

Date(s): 3 November 2024

Venue: Devonport - Victoria Park



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

  
**40.7<sup>k</sup>**

Total attendees



  
**\$1.17<sup>m</sup>**

GDP



  
**12.1<sup>k</sup>**

Visitor nights



# Kiwis v Tonga

Date(s): 2 November 2024

Venue: Go Media Stadium




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

  
**22.6<sup>k</sup>**

Total attendees



  
**\$646.8<sup>k</sup>**

GDP



  
**7.8<sup>k</sup>**

Visitor nights



# Hockey World Masters Tournament

Date(s): 7-16 November 2024

Venue: North Shore Hockey Centre




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

  
**4.34<sup>k</sup>**

Unique attendees



  
**\$9.3<sup>m</sup>**


Change in regional GDP



  
**3.6<sup>k</sup>**

Overseas attendees



  
**47.9<sup>k</sup>**

Visitor nights



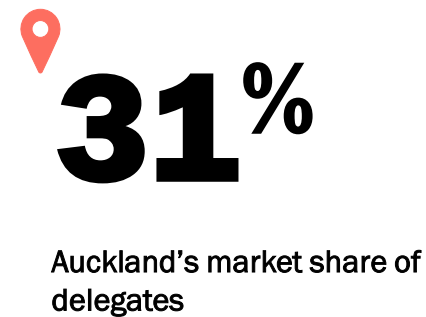
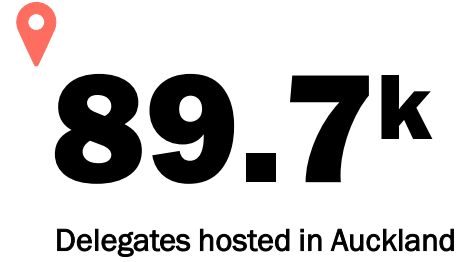


# Auckland – Business Events Data

# Business Events Insights Q3 2024

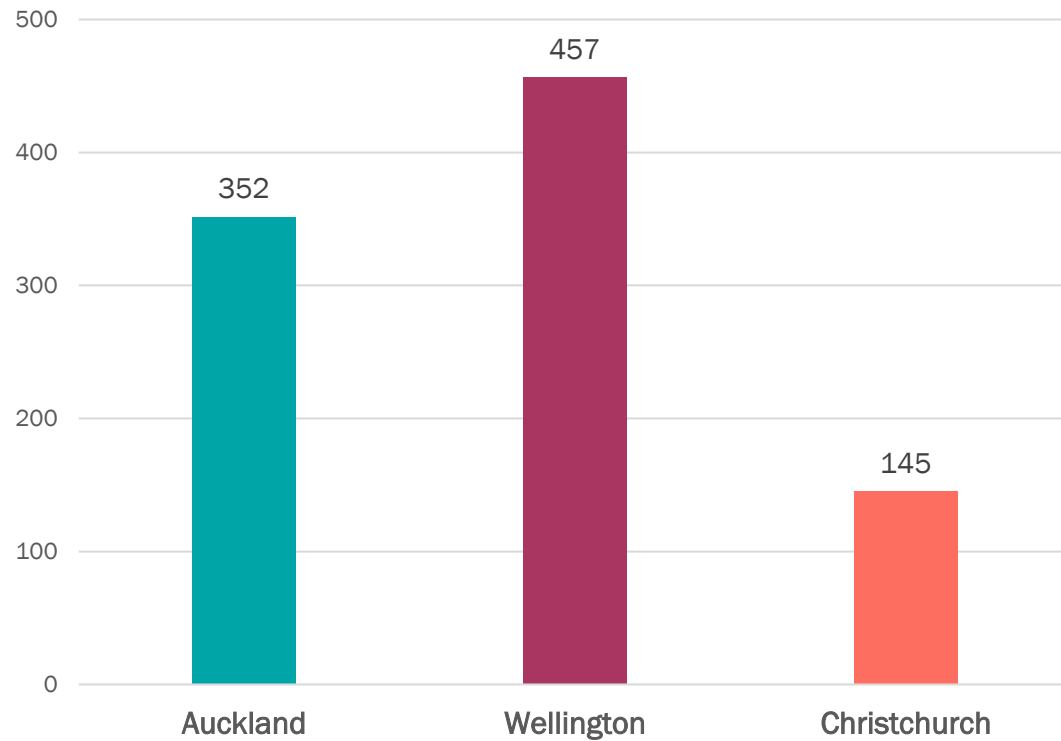


[aucklandunlimited.com](https://aucklandunlimited.com)

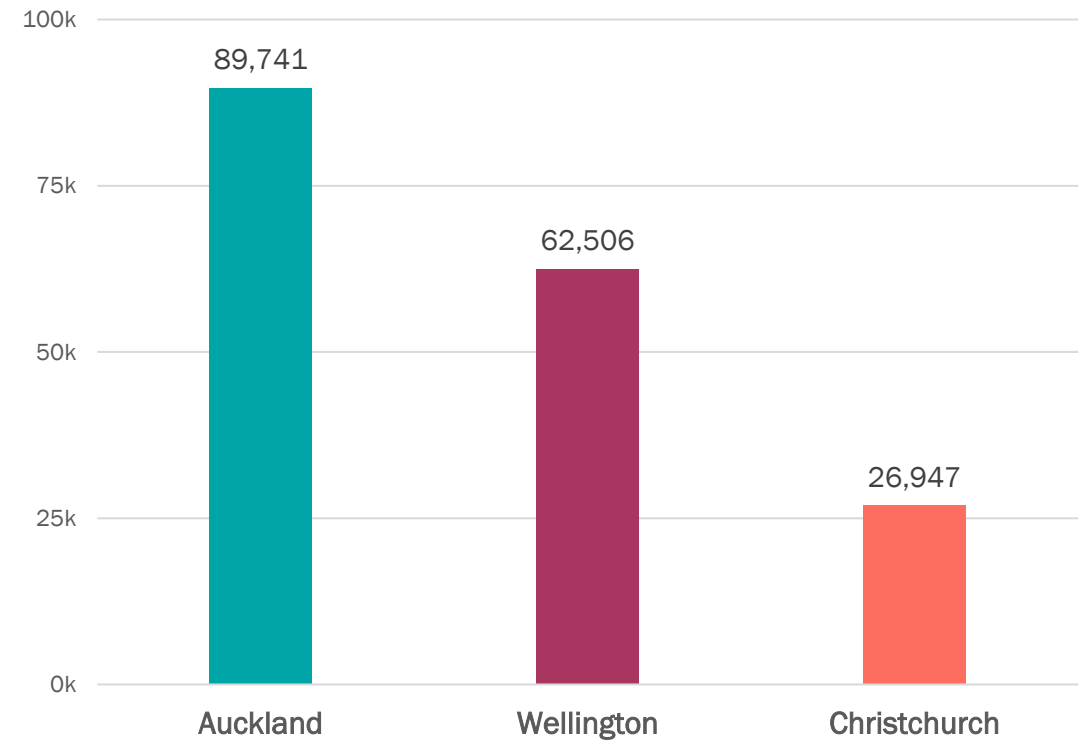


# Auckland attracted the highest number of business delegates (89.7k) in New Zealand in Q3 2024

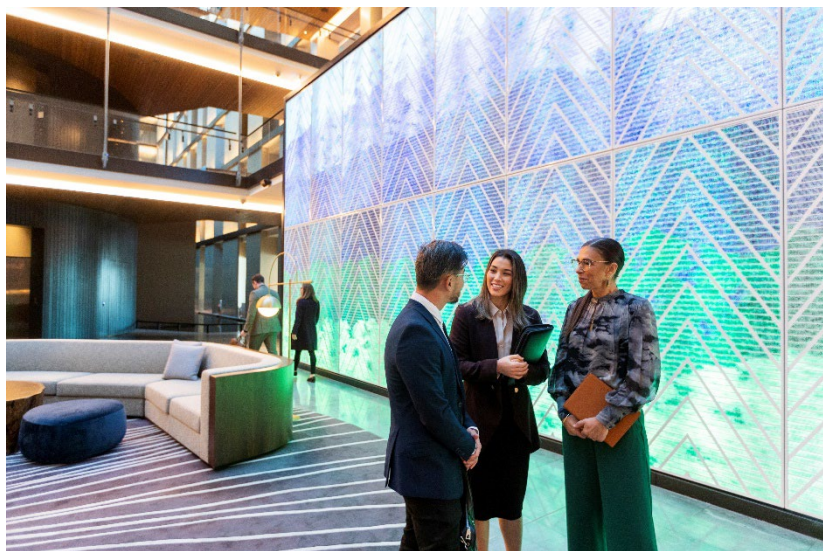
Total number of business events – Regional comparison



Total number of delegates – Regional comparison

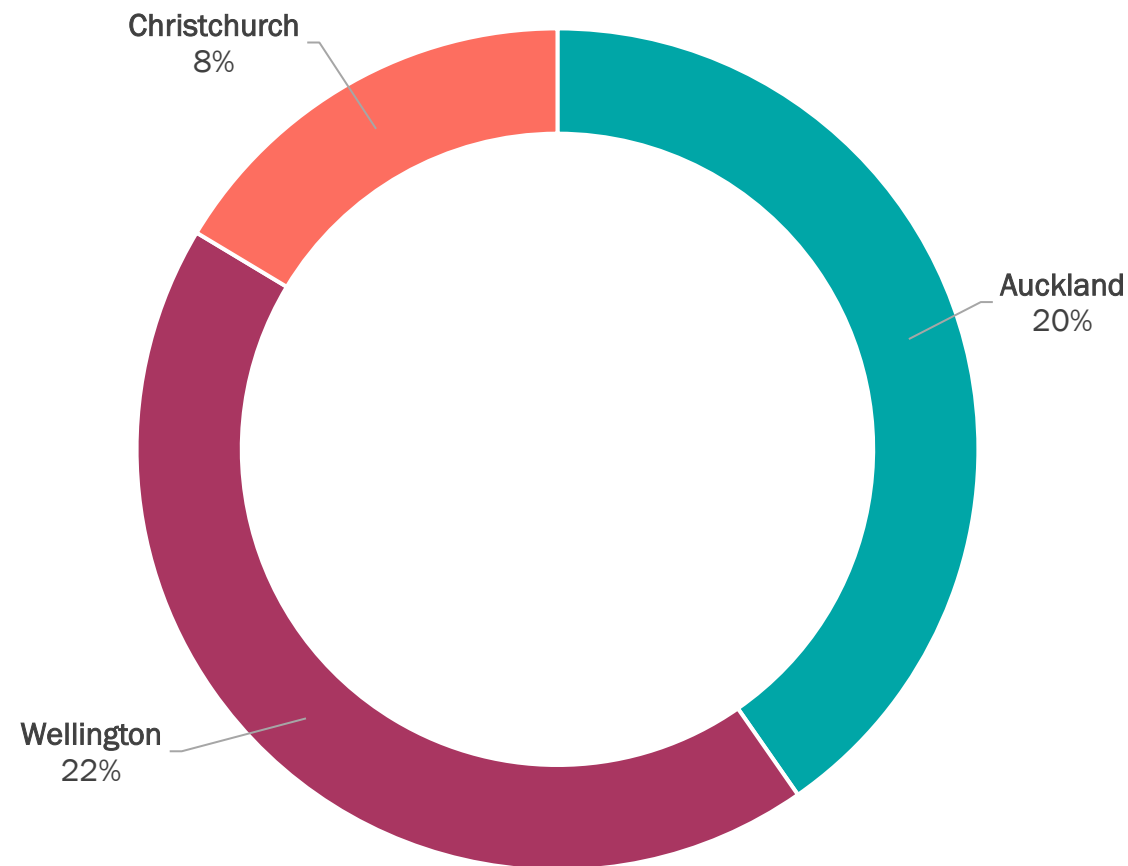


## Auckland had 20% of business events in New Zealand in Q3 2024



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

Business Event Market Share - Regional Comparison

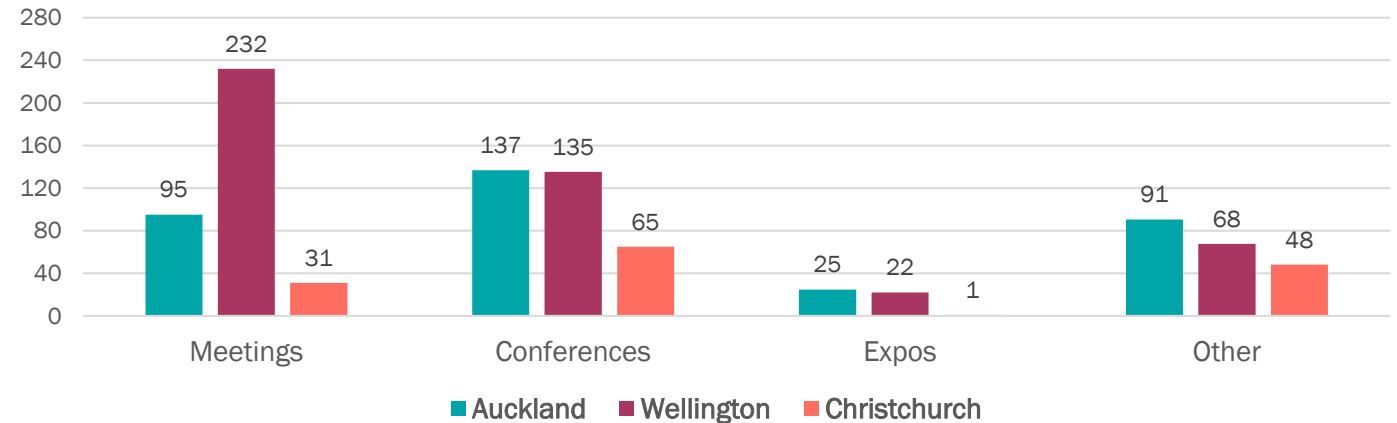




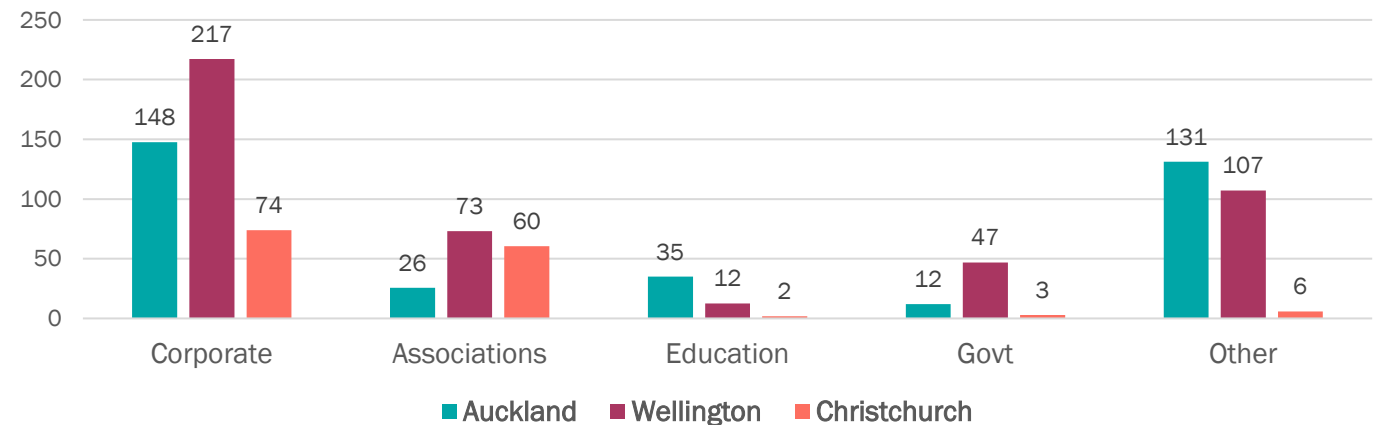
# Auckland hosted the most conferences, other business events and expos in NZ Q3 2024

- Looking at business event type, **Auckland hosted the most conferences (137), other business events** like social functions and Gala dinners (91) **and expos (25)** out of the three featured regions in **Q3 2024**.
- However, Wellington held the highest number of meetings (232), followed by Auckland (95) and then Christchurch (31).
- The majority of business events in Auckland were for **Corporate customers (148), Other customers (131), Education customers (35)** and **Associations (26)**.
- Among the three regions, Wellington recorded the most Government-related business events (47). 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

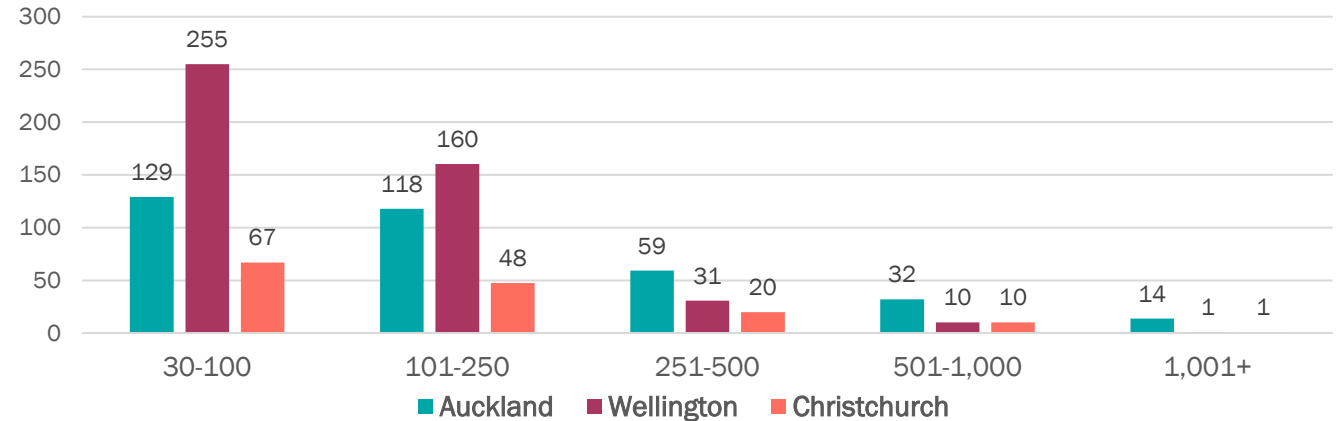


# 37% of all business events in Auckland were multi-day events in Q3 2024

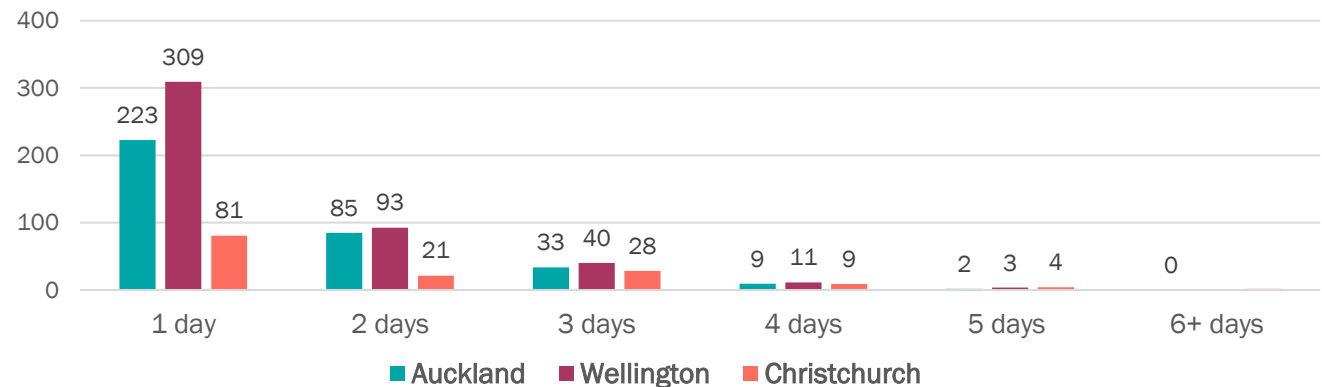
- In Q3 2024, 37% of all business events held in Auckland were small to medium-size events hosting between 30-100 delegates (129 events). In comparison to other regions, Wellington hosted most small business events (255 events).
- 34% of business events in Auckland were medium-sized events with 118 events that hosted between 101-250 delegates.
- 17% of business events (59) in Auckland hosted between 251-500 delegates.
- Auckland had 14 large-scale events that hosted over 1,000 delegates in Q3 2024.
- In Q3 2024, 63% of all business events in Auckland were one day events (223), while 37% were multi-day events. 24% were held for a duration of two days (85), and 9% ran over the course of three days (33).

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

No. of business events - Regional comparison



Duration of event - Regional comparison





# Auckland Visitor Survey

Nb. The AVS is currently on hold. The latest historical results are featured in this section.

# Visitor Experience



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

PROMOTERS

**30%**

YE June 2022

**-3**

Compared to  
YE June 2021

DETRACTORS

**29%**

YE June 2022

**+3**

Compared to  
YE June 2021

TOTAL NPS

**1**

YE June 2022

**-6**

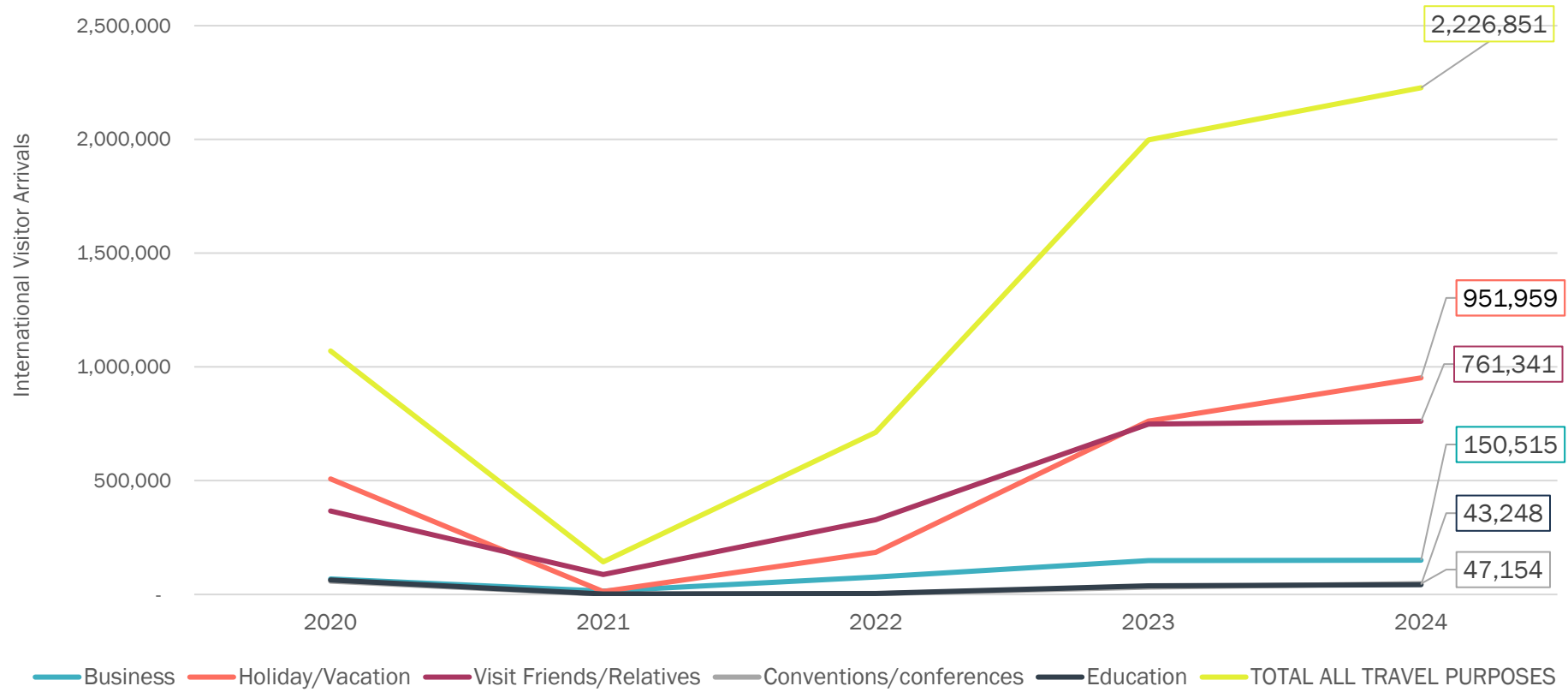
Compared to  
YE June 2021

*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. This programme is currently on hold.*



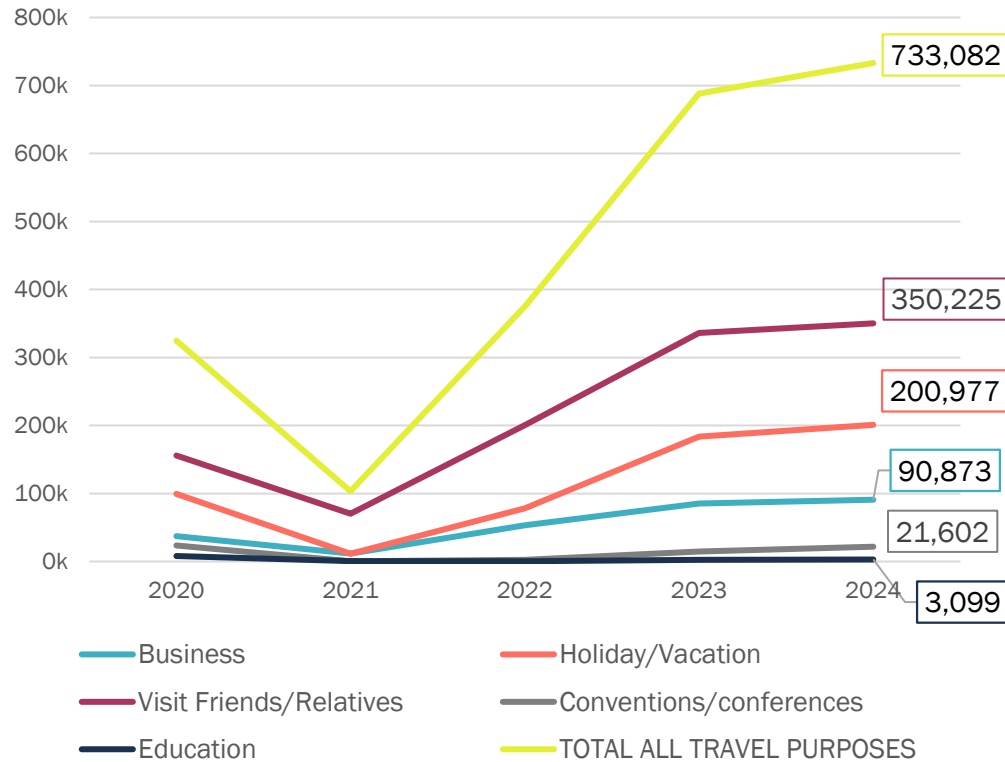
# Five-year trends in key markets

# Five-year visitor arrivals to Auckland, YE November

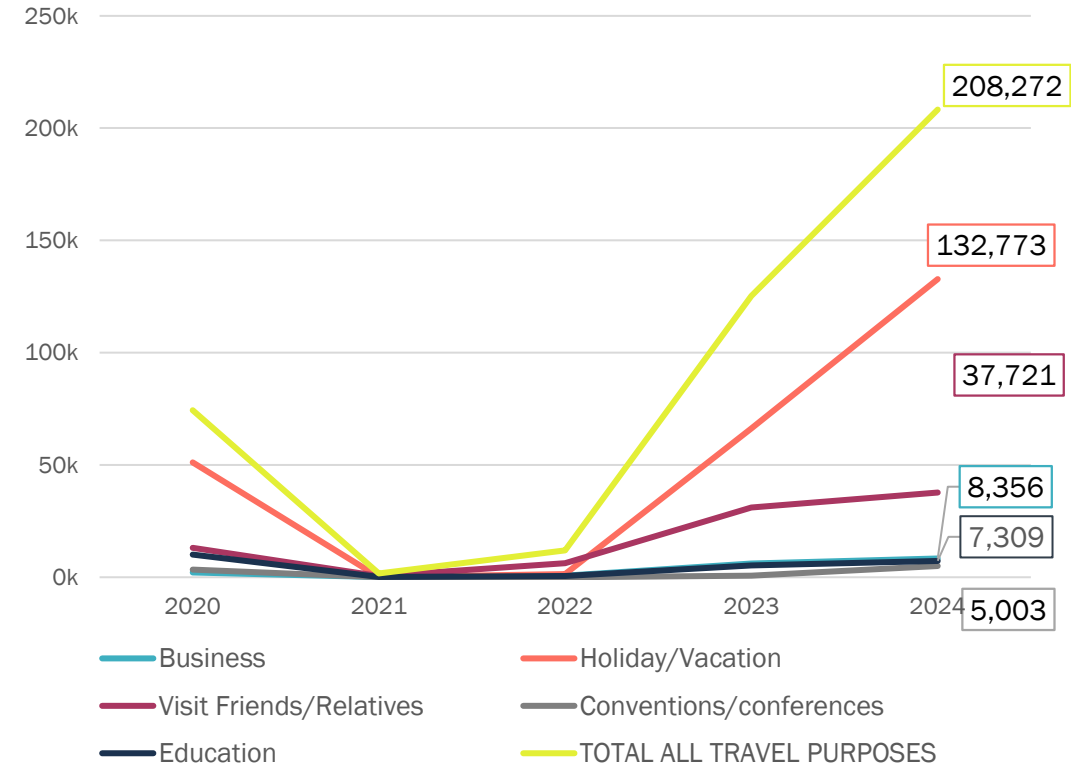


# Five-year visitor arrivals to Auckland, YE November

## Australia



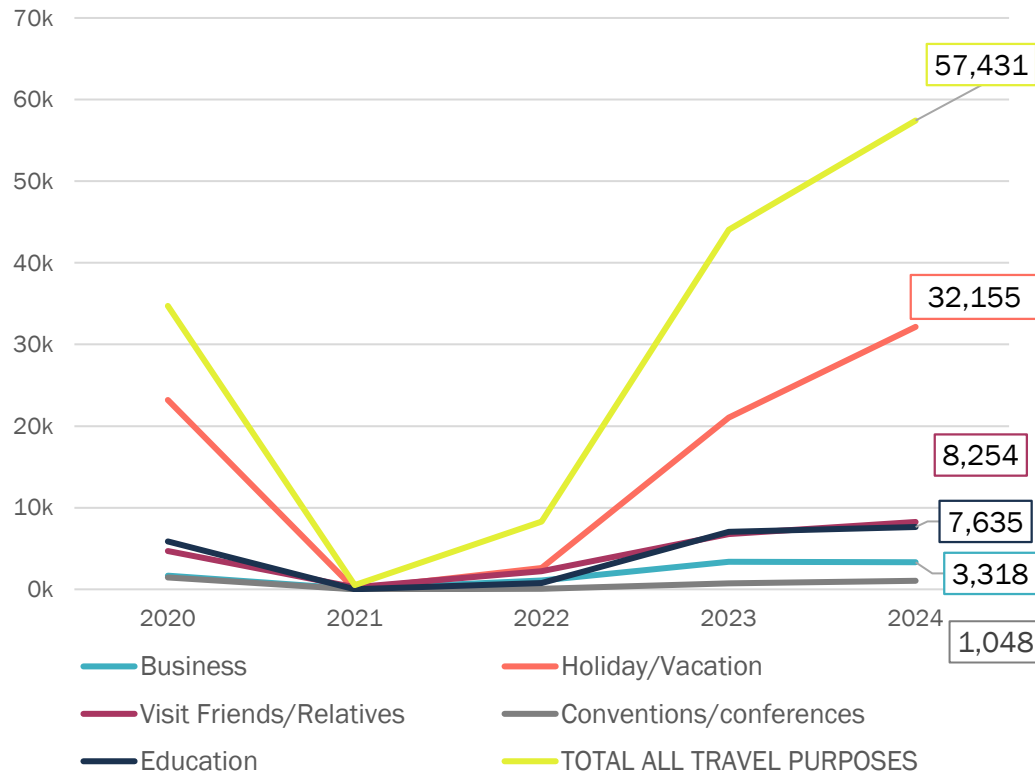
## China



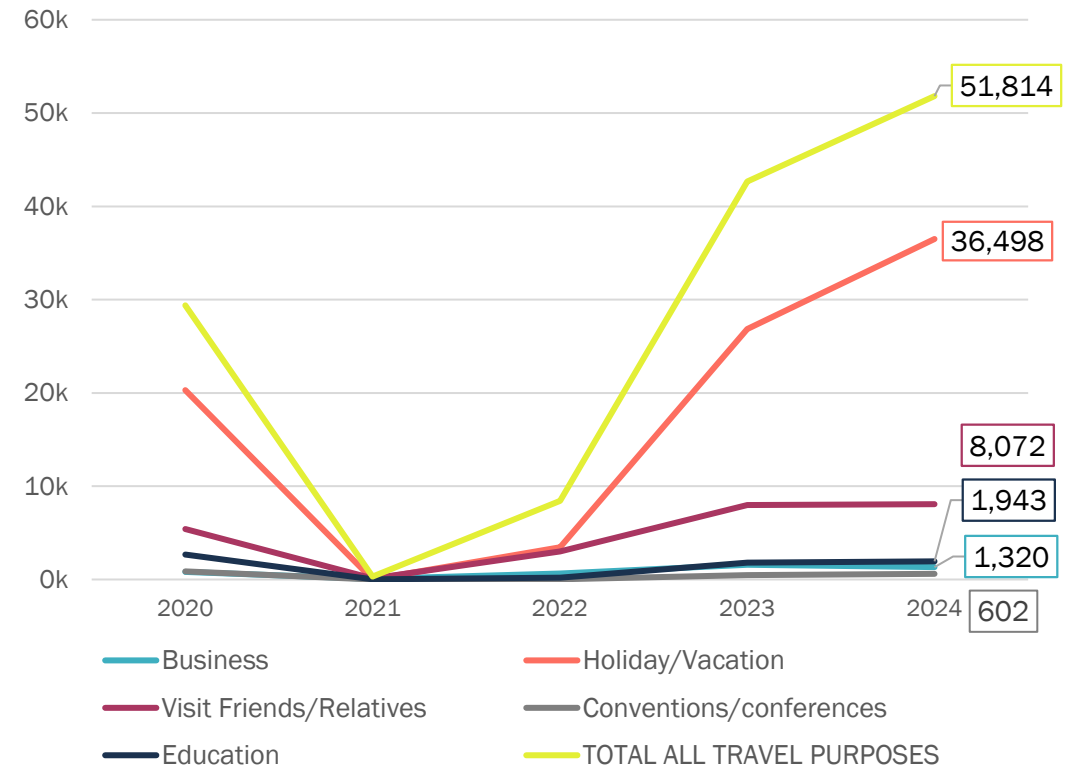


# Five-year visitor arrivals to Auckland, YE November

## Japan

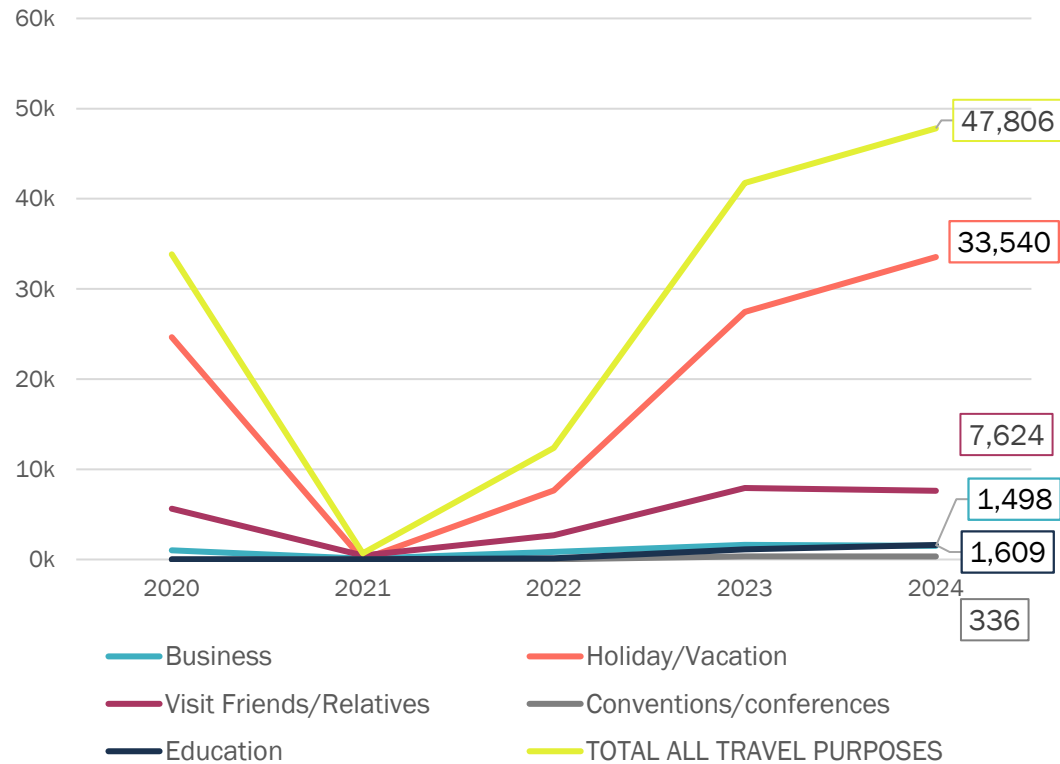


## Korea

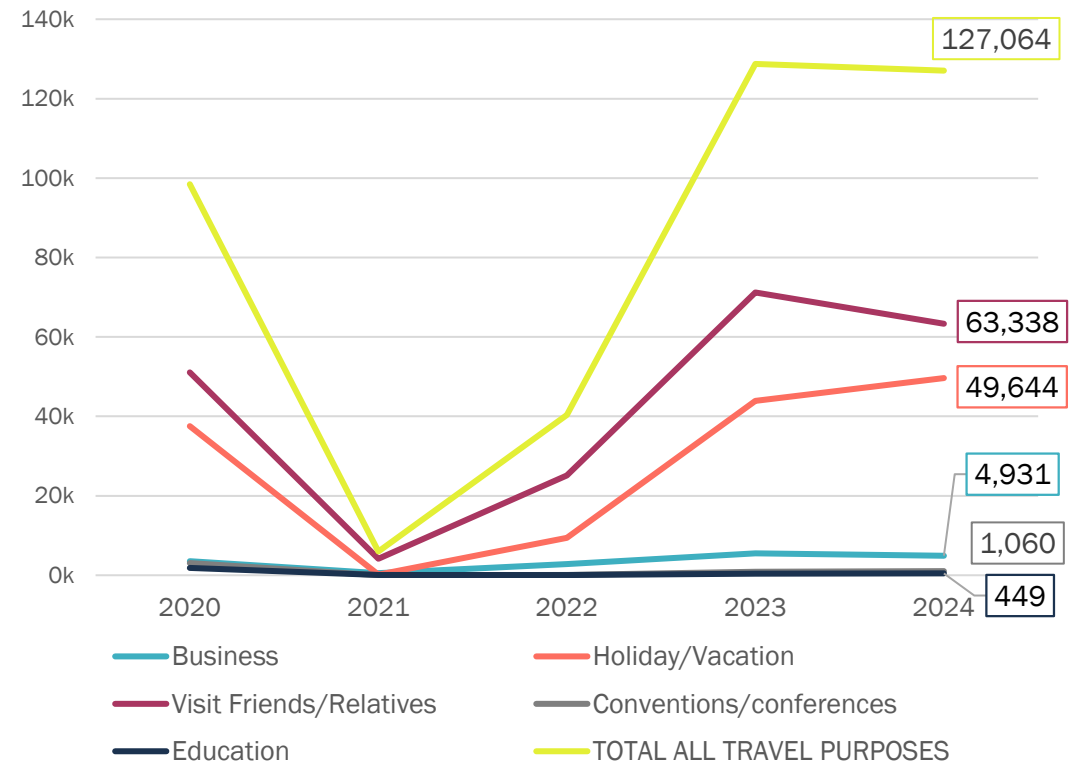


# Five-year visitor arrivals to Auckland, YE November

## Germany

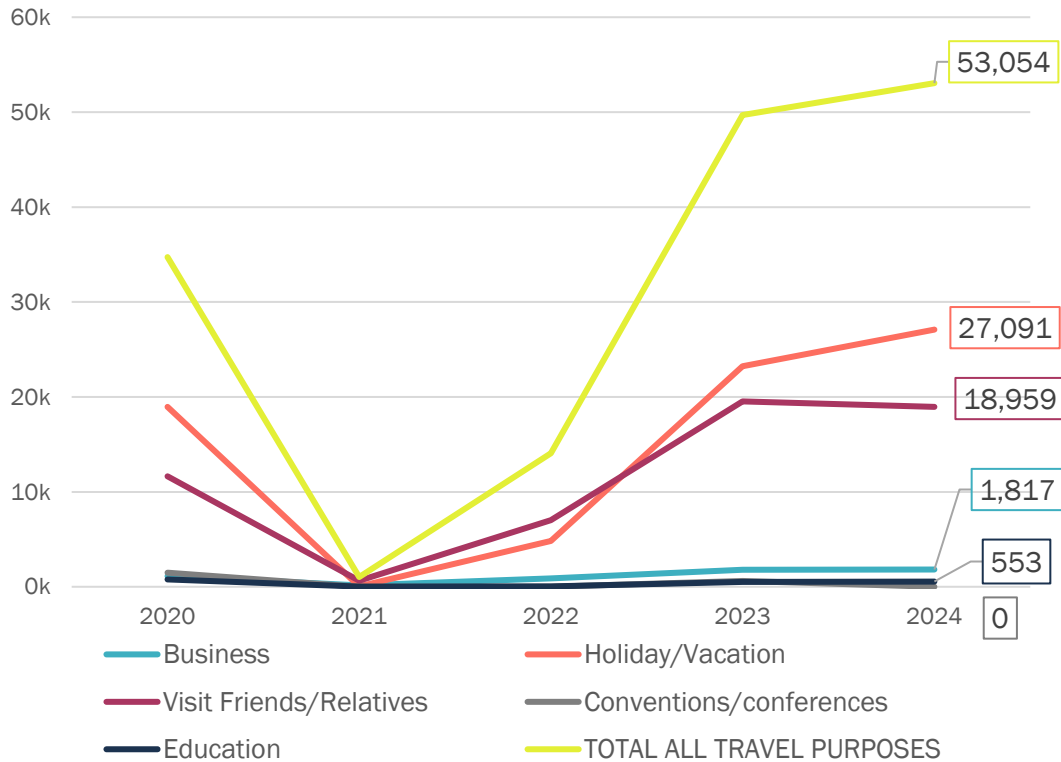


## UK

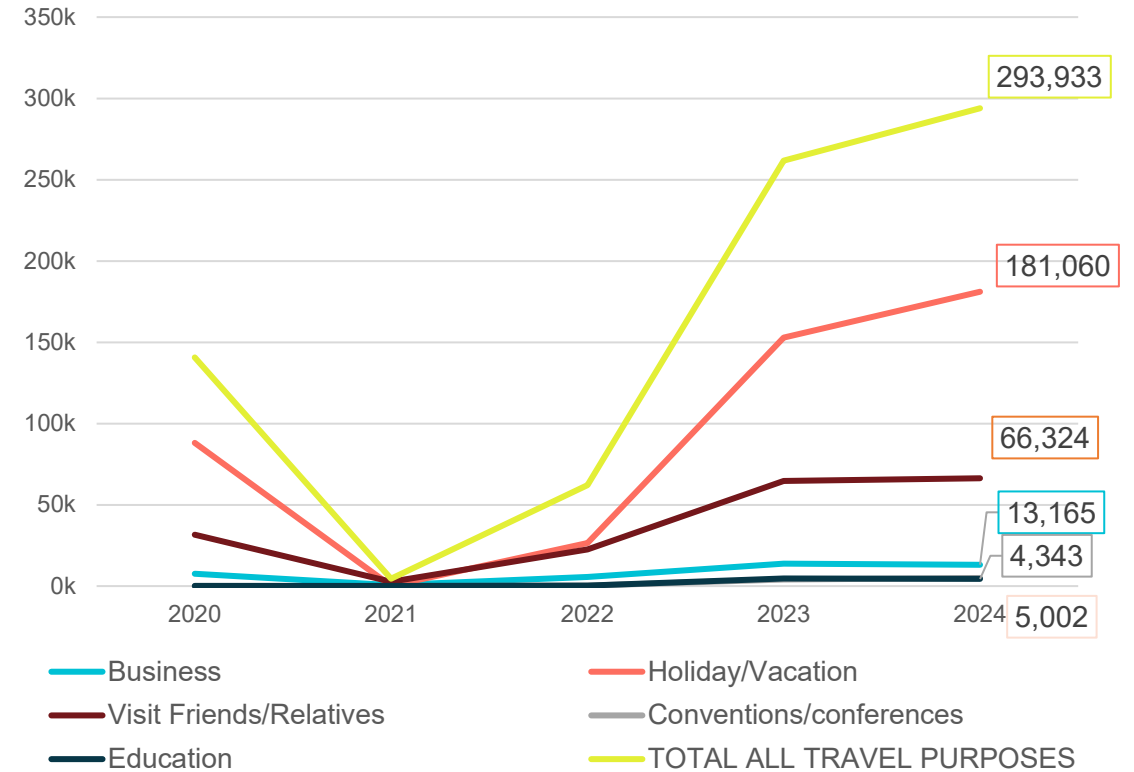


# Five-year visitor arrivals to Auckland, YE November

## Canada



## US



# Ngā mihi Thank you

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- KEY CONTACT

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