

Tātaki
Auckland
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Tāmaki Makaurau Auckland Destination Overview

May 2023

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

Prepared July 2023

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Key Visitor Data


364.0^k

Domestic Guest Nights
May 2023 (Month)
+29.3% (to May 2022)




117.5^k

International Visitors
May 2023 (Month)
+109.2% (to May 2022)




530.8^k

Total Guest Nights
May 2023 (Month)
+56.4% (to May 2022)




\$194^m

Domestic Tourism Transactions
May 2023 (Month)
+0.0% (to May 2022)




\$77^m

International Tourism Transactions
May 2023 (Month)
+68.9% (to May 2022)




+17

Tourism Sentiment Score
May 2023 (Month)
-4pts (to May 2022)



Key Visitor Data



DOMESTIC

- Auckland experienced flooding caused by severe and concentrated rainfall again on Tuesday 9th May 2023. A state of local emergency was declared by the mayor.
- At present, current domestic visitor numbers cannot be displayed as the MBIE Monthly Unique Regional Population Estimates are undergoing a revision. Once the revision is complete, domestic visitation reporting will commence.
- There were **364.0k domestic guest nights in commercial accommodation** for the month of **May, up 29.3%**.
- **Domestic tourism transactions** for the year to May 2023 were **\$2.55b, up 39.0%** on last year and **\$194.4m for the month (no change)** compared to May 2022).
- For the month of May 2023, tourism spend from **Waikato-based visitors \$47.7m** was **up slightly 0.6%** compared to the previous year. Spend from **Wellington (\$14.5m, up 8.6%)** and **Canterbury (\$14.2m, up 6.4%)** was also up.
- However, spend from **Northland (\$20.0m, down 2.5%)** and the **Bay of Plenty (\$15.0m, down 5.1%)** was down in May 2023.
- For **domestic visitors** in **YE June 2022**, the **Net Promoter Score (NPS)** was **+1**, (down 6 points on YE June 2021).

INTERNATIONAL

- **Monthly international visitors (117.5k)** were **up 109.2%** on the previous May but numbers were down 27.3% compared to May 2019 pre-Covid (161.7k).
- **The year to May 2023** saw **1.65m international visitor arrivals, an increase of 730.6%** on 2022. However, international visitation was down 39.9% compared to pre-Covid levels (2.75m in YE May 2019).
- There was strong growth for the **Australian market in May 2023**, with **44.5k visitors, an increase of 28.3%** compared to last year. **The year to May 2023** saw **666.5k Australian visitors, up 416.6%**.
- **VFR visitors** contributed the most to annual visitor numbers (**685.8k**) and **increased 451.8%** on the year to May 2022. **Monthly VFR numbers (44.9k)** were **also up 42.5%** compared with May 2022.
- **Holiday visitors (571.3k)** were **up 2874.5%** for the year, with monthly numbers (**37.0k**) **also up 389.7%**.
- **166.8k international guest nights in commercial accommodation** for May, **up 188.6%** on last year.
- **International tourism transactions** were **\$1.01b** for the year, **up 243.3%** and **\$77.2m for the month, up 68.9%**.
- **Monthly spend from Australia (\$15.9m)** was up **1.2%**.

OVERALL

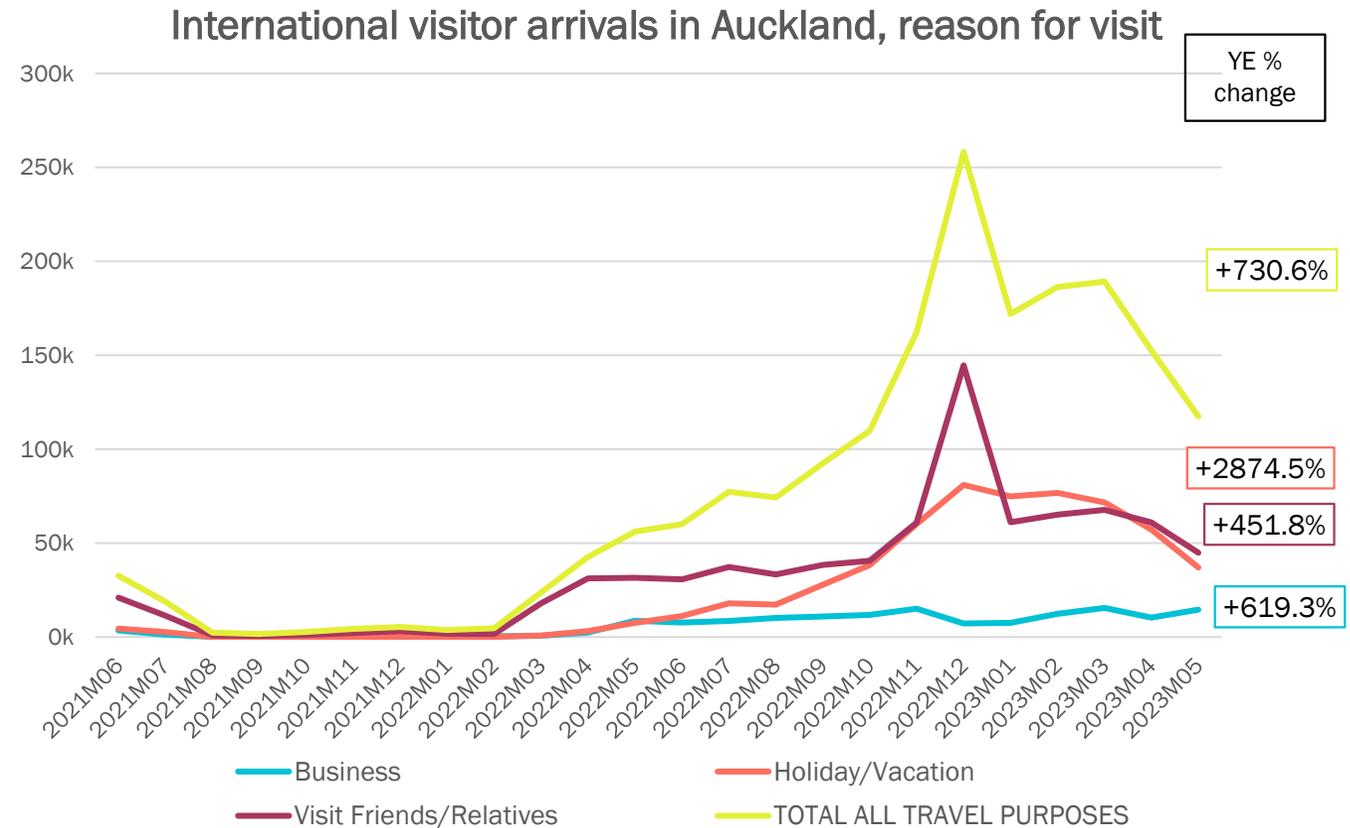
- For the month of May 2023, there were **530.8k total guest nights in commercial accommodation** in Auckland, **up 56.4%** on last year.
- **Looking forward, overall occupancy on the books is higher this year** compared to the same period last year (i.e., from July 2023 to October 2023).
- Auckland occupancy peaks at 76% on Thursday 20th July 2023, which is when the FIFA Women's World Cup starts.
- Occupancy also hits 75% on Wednesday 26th July 2023. Lizzo is playing at Spark Arena on 26th July and Tove Lo plays at the Auckland Town Hall on 27th July.
- Occupancy reaches 73% on Saturday 15th July when the All Blacks play South Africa in a test match at Mt Smart Stadium.
- The **Tourism Sentiment Score** for Auckland for May 2022 was **+17 (3 points down from NZ), down 4 points to May 2022**.
- The category with the highest sentiment was Amenities and Entertainment (33) followed by Food and Culinary (29), and Destination Services (28), while Safety (-20), had the lowest sentiment.



Auckland Tourism – Visitor Arrivals Data

1.65m International visitor arrivals in the year to May 2023, up 730.6%

- The month of May saw **117.5k international visitors, up 109.2%** on the previous May but down 27.3% compared to pre-Covid numbers (161.7k in May 2019).
- The year to May 2023 saw **1.65m international visitor arrivals, an increase of 730.6%** on the previous year. However, international visitation was down 39.9% compared to pre-Covid levels (2.75m in YE May 2019).
- **VFR visitors** contributed the most to annual visitor numbers (685.8k) and **increased 451.8%** on the year to May 2022. **Monthly VFR numbers (44.9k)** were also up 42.5% compared with the month of May 2022.
- **Holiday visitors (571.3k)** were up 2874.5% for the year, with **monthly numbers (37.0k)** also up 389.7%.
- There were **131.7k business visitors (up 619.3%)** in the year to May 2023, and **14.6k for the month (up 68.2%)**.

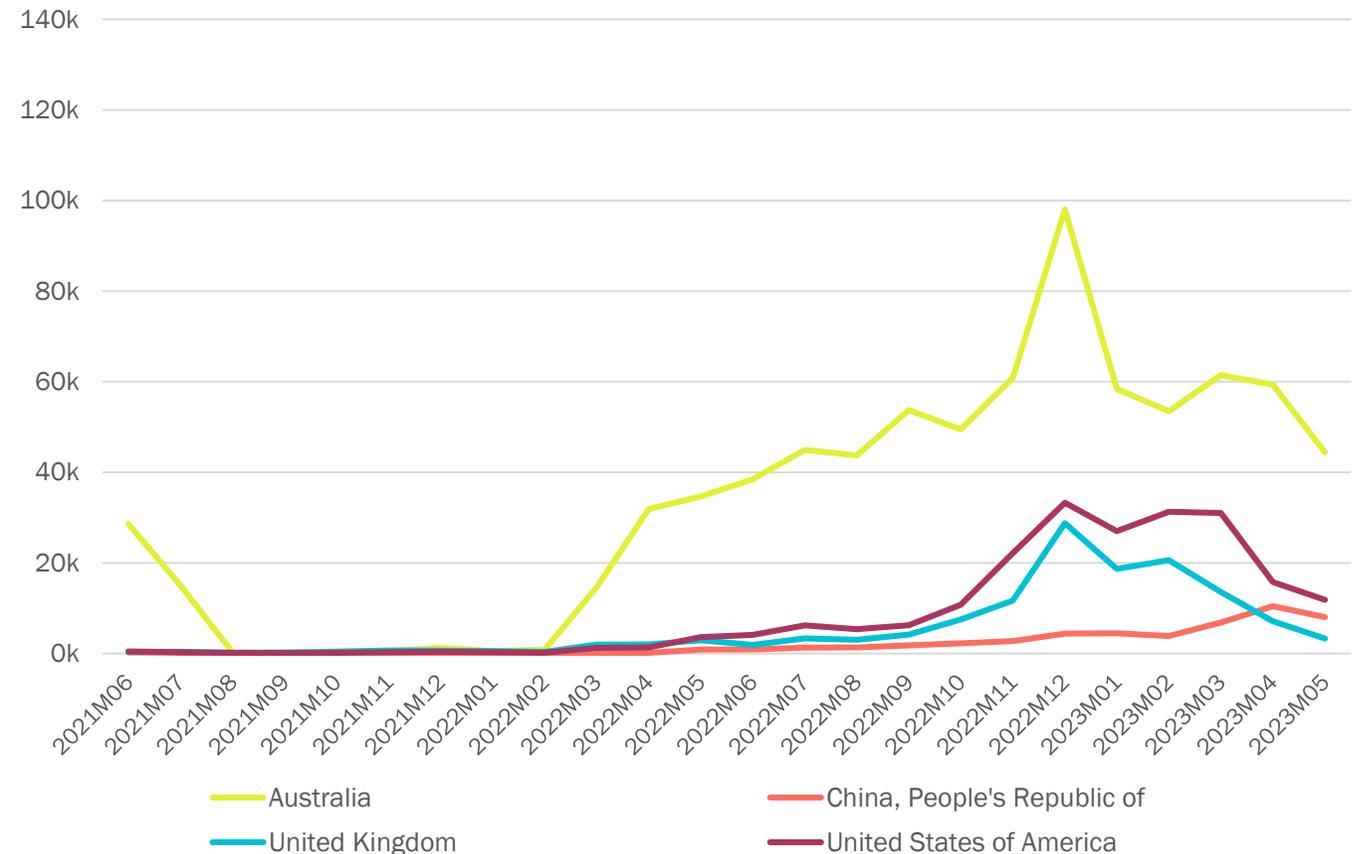


| | Visitor arrivals | vs. previous year / YE | vs. pre-Covid / 2019 |
|-------------|------------------|------------------------|----------------------|
| May 2023 | 117,515 | 109.2% | -27.3% |
| YE May 2023 | 1,652,256 | 730.6% | -39.9% |

666.5k Australian visitor arrivals in YE May 2023, up 416.6%

- There was strong growth for **Australian visitors** in the month of May 2023, with **44.5k visitors**, an increase of **28.3%** compared to last May. The year to May 2023 saw **666.5k Australian visitor arrivals**, up **416.6%**.
- The year to May 2023 saw **205.3k visitors from the US** (up **2220.0%**), with **11.9k visitors for the month** (up **225.8%**).
- For year to May 2023, there were **123.9k visitor arrivals from the UK** (up **1032.5%**) and **3.3k visitors for the month** (up **12.1%**).
- Visitors from **China (48.6k)** were also up for the year (up **2077.4%**), and up (up **780.1%**) for the month of May (up **8.0k**).

Visitor arrivals in Auckland by key international markets



24-month visitor arrivals from individual markets

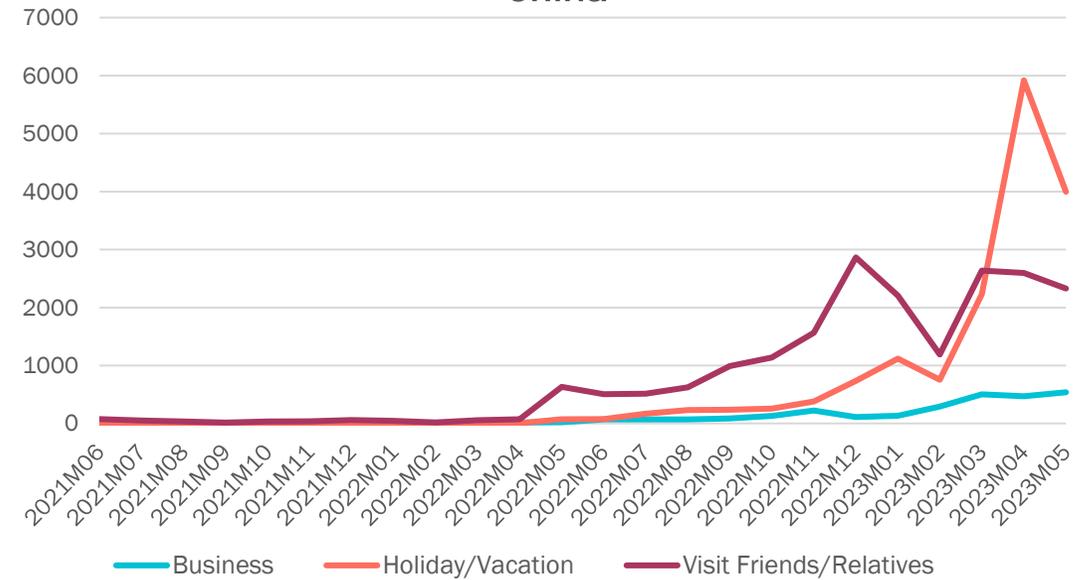
Australia



| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|-------------|----------|-------------------|---------|-------------------|---------|-------------------|---------|-------------------|
| May 2023 | 9,055 | 29.6% | 8,524 | 117.2% | 21,228 | 3.8% | 44,450 | 28.3% |
| YE May 2023 | 81,941 | 490.6% | 173,176 | 1138.5% | 333,408 | 272.4% | 666,467 | 416.6% |

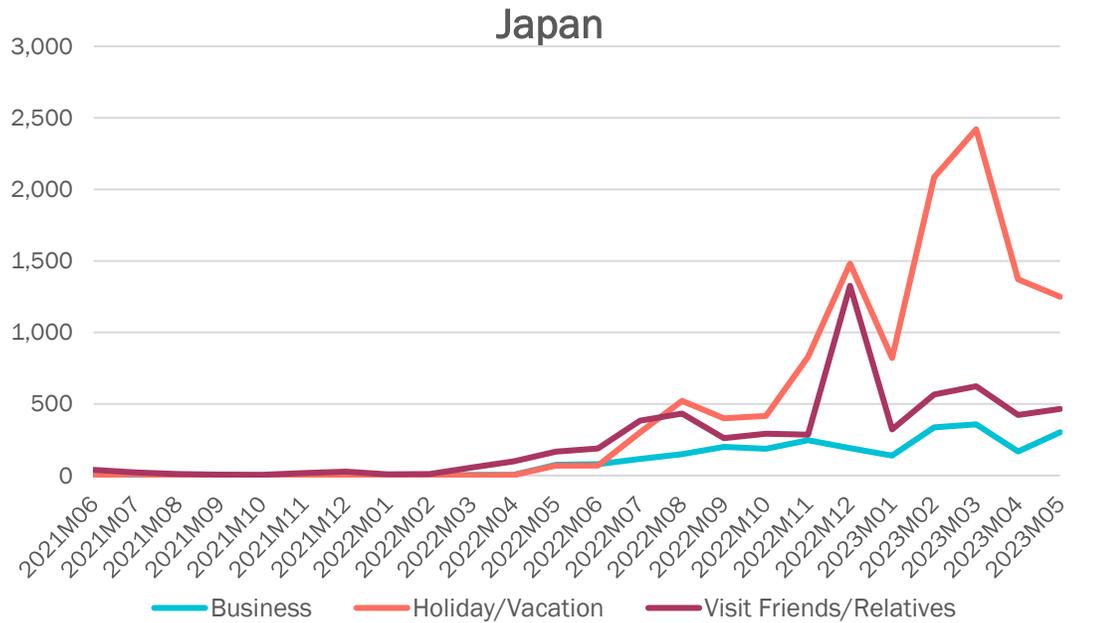
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China

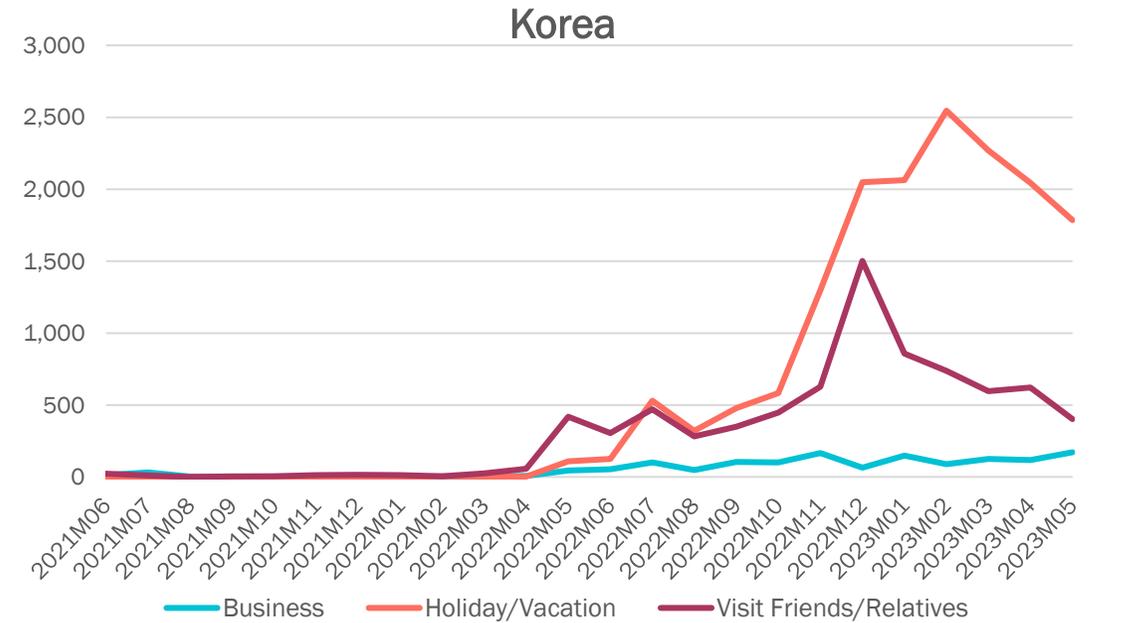


| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|-------------|----------|-------------------|---------|-------------------|--------|-------------------|--------|-------------------|
| May 2023 | 540 | 2355% | 3,999 | 5378.1% | 2,328 | 268.9% | 8,035 | 780.1% |
| YE May 2023 | 2,711 | 3166.3% | 16,111 | 12585.8% | 19,162 | 1582.4% | 48,556 | 2077.4% |

24-month visitor arrivals from individual markets



| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|-------------|----------|-------------------|---------|-------------------|-------|-------------------|--------|-------------------|
| May 2023 | 302 | 302.7% | 1,249 | 1684.3% | 465 | 178.4% | 2,301 | 438.9% |
| YE May 2023 | 2,473 | 2211.2% | 11,966 | 13344.9% | 5,570 | 1082.6% | 28,649 | 3129.9% |



| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|-------------|----------|-------------------|---------|-------------------|-------|-------------------|--------|-------------------|
| May 2023 | 172 | 282.2% | 1,786 | 1538.5% | 402 | -4.1% | 2,889 | 345.8% |
| YE May 2023 | 1,295 | 1088.1% | 16,098 | 12987.8% | 7,204 | 1121.0% | 29,085 | 2788.3% |

24-month visitor arrivals from individual markets

Germany



UK

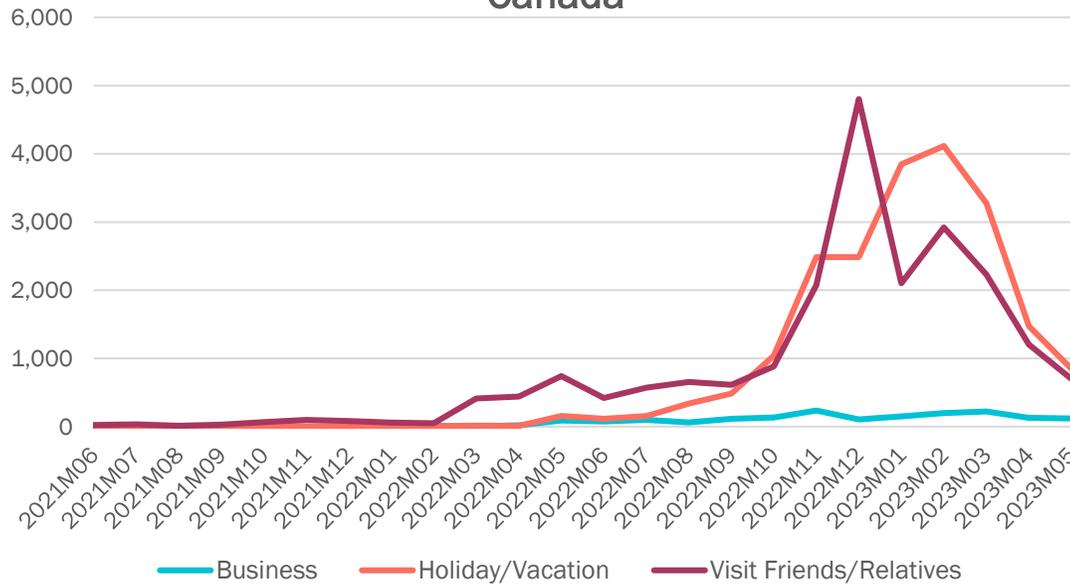


| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|-------------|----------|-------------------|---------|-------------------|-------|-------------------|--------|-------------------|
| May 2023 | 89 | 36.9% | 614 | 365.2% | 193 | -17.9% | 1,032 | 119.6% |
| YE May 2023 | 1,494 | 896.0% | 23,421 | 13841.1% | 7,796 | 776.9% | 36,325 | 2600.7% |

| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|-------------|----------|-------------------|---------|-------------------|--------|-------------------|---------|-------------------|
| May 2023 | 379 | 102.7% | 1,036 | 356.4% | 1,571 | -33.6% | 3,309 | 12.1% |
| YE May 2023 | 5,171 | 734.0% | 38,561 | 9468.5% | 72,697 | 707.2% | 123,922 | 1032.5% |

24-month visitor arrivals from individual markets

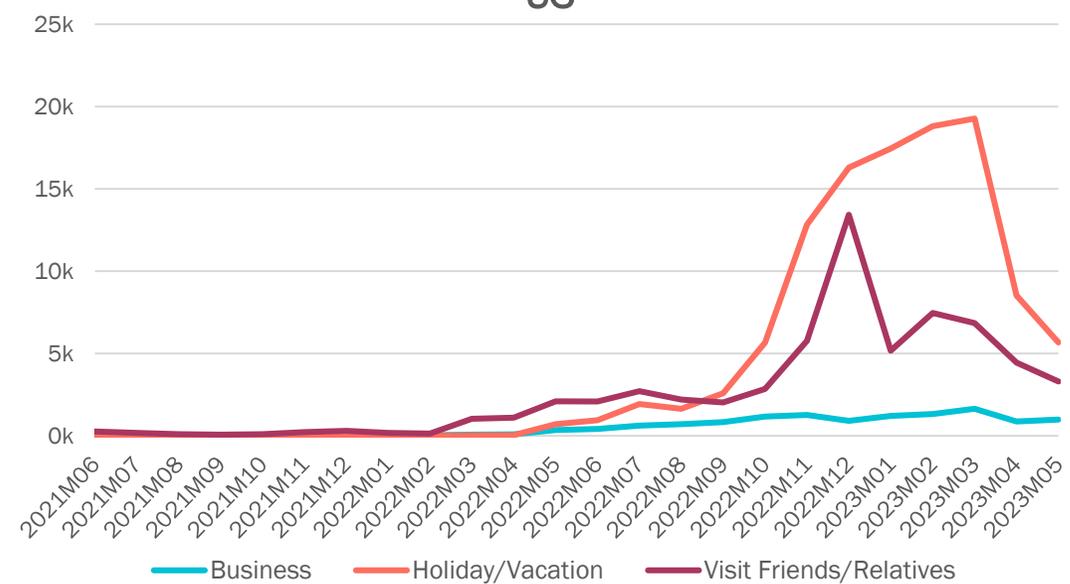
Canada



| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|-------------|----------|-------------------|---------|-------------------|--------|-------------------|--------|-------------------|
| May 2023 | 120 | 33.3% | 849 | 440.8% | 699 | -5.7% | 1,919 | 77.7% |
| YE May 2023 | 1,648 | 681.0% | 20,669 | 10081.8% | 19,174 | 834.0% | 45,982 | 1573.3% |

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US



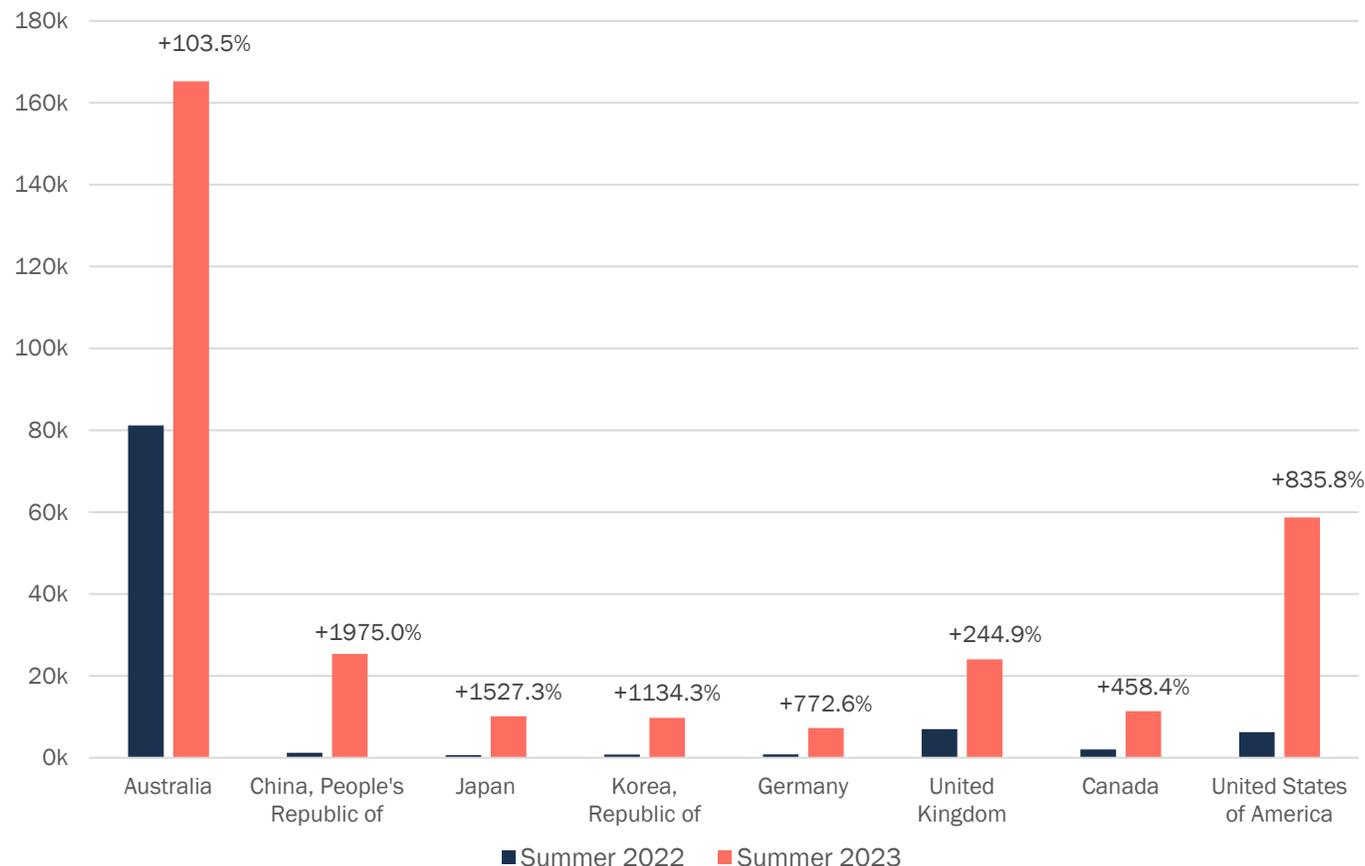
| | Business | vs. previous year | Holiday | vs. previous year | VFR | vs. previous year | Total | vs. previous year |
|-------------|----------|-------------------|---------|-------------------|--------|-------------------|---------|-------------------|
| May 2023 | 988 | 179.1% | 5,666 | 704.8% | 3,303 | 57.7% | 11,881 | 225.8% |
| YE May 2023 | 11,956 | 1304.9% | 111,585 | 12711.1% | 58,302 | 911.0% | 205,294 | 2220.0% |

459.4k international visitor arrivals in autumn 2023, up 274.8% on last autumn

- There were 459.4k international visitor arrivals in autumn 2023, up 274.8% on the previous autumn.
- VFR (173.6k, up 115.1%), holiday (165.9k, up 1343.6%) and business (40.4k, up 242.7%) arrivals were up compared to autumn 2022.
- Visitation from Australia (165.3k, up 103.5%) increased in comparison to the previous autumn. VFR (79.2k) from Australia was also up 36.7%.
- US visitors (58.7k) were up (835.8%) for autumn 2023, compared to last autumn.
- Visitors from China (25.4k) were also up (1975.0%) compared to last year.
- In autumn 2023, visitation from all markets was up compared to the previous autumn.

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Seasonal international arrivals in Auckland by key markets

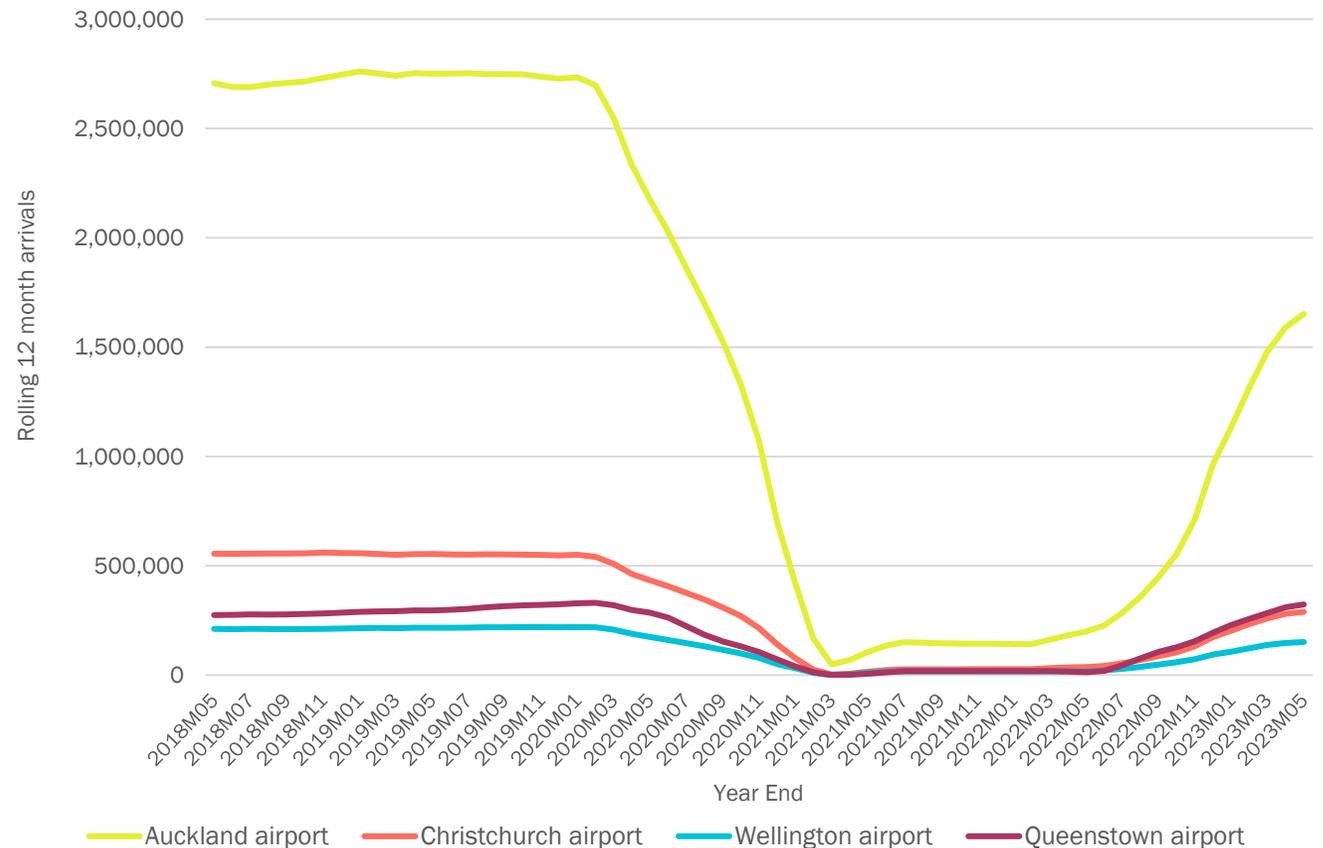


Auckland has seen a 730.6% increase in international visitor arrivals over the last year

- 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.
- However, with NZ borders fully open (since July 2022), Auckland has seen a 730.6% increase in international visitor arrivals over the last year.
- For the year ending May 2023, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 2349.2%, Christchurch was up 687.6% and Wellington was up 851.7% compared to last year.

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12 month rolling visitor arrivals



Domestic Visitor Data Update

- At present, current domestic visitor numbers cannot be displayed as the MBIE Monthly Unique Regional Population Estimates are undergoing a revision.
- Once the revision is complete, we will commence reporting on domestic visitation.





Auckland Tourism – Accommodation Data

530.8k total guest nights in commercial accommodation in May 2023, up 56.4%

- For the month of May 2023, there were **530.8k total guest nights** in commercial accommodation in Auckland, up **56.4%** on the same month last year.
- There were **364.0k domestic guest nights** in commercial accommodation (up **29.3%**), and **166.8k international guest nights** (up **188.6%**) in commercial accommodation in May 2023.
- For New Zealand overall, there were 2.40m guest nights in commercial accommodation, up 28.7% compared to May 2022.

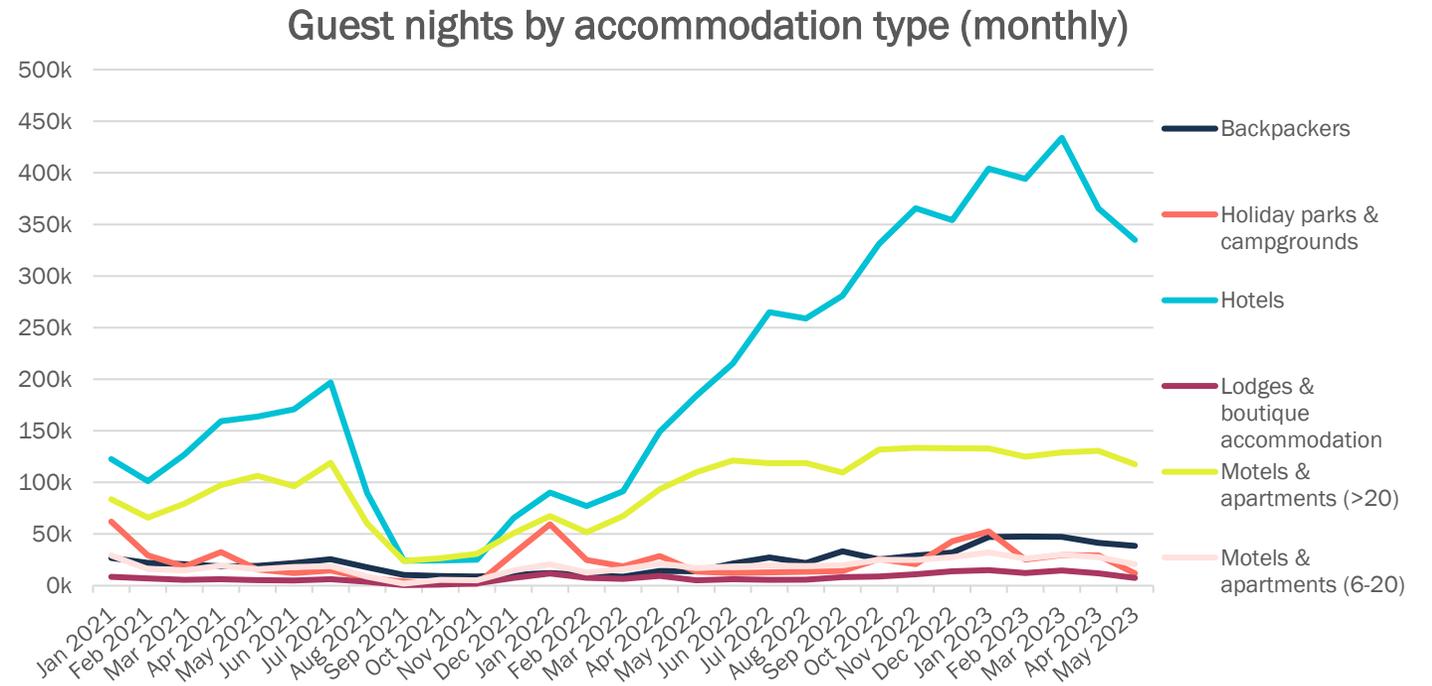
Guest nights in commercial accommodation - Auckland



| May 2023 | Auckland | % change | New Zealand | % change |
|----------------------------|----------|----------|-------------|----------|
| Total guest nights | 530,800 | 56.4% | 2,404,300 | 28.7% |
| Domestic guest nights | 364,000 | 29.3% | 1,729,200 | 3.1% |
| International guest nights | 166,800 | 188.6% | 675,100 | 254.0% |

335.0k guest nights in hotels in May 2023, up 82.4%

- For the month of May 2023, there were 335.0k guest nights in hotels in Auckland, up 82.4% compared to May last year.
- There were 117.5k guest nights in motels and apartments (>20) (up 7.0%), and 20.6k guest nights in motels and apartments (6-20) (up 21.2%) in May 2023.
- Guest nights in backpacker accommodation (up 177.0% to 38.5k) and lodges and boutique accommodation (up 45.1% to 7.4k) also increased.
- However, guest nights in holiday parks and campgrounds (down 12.5% to 11.9k) were down for the month of May.

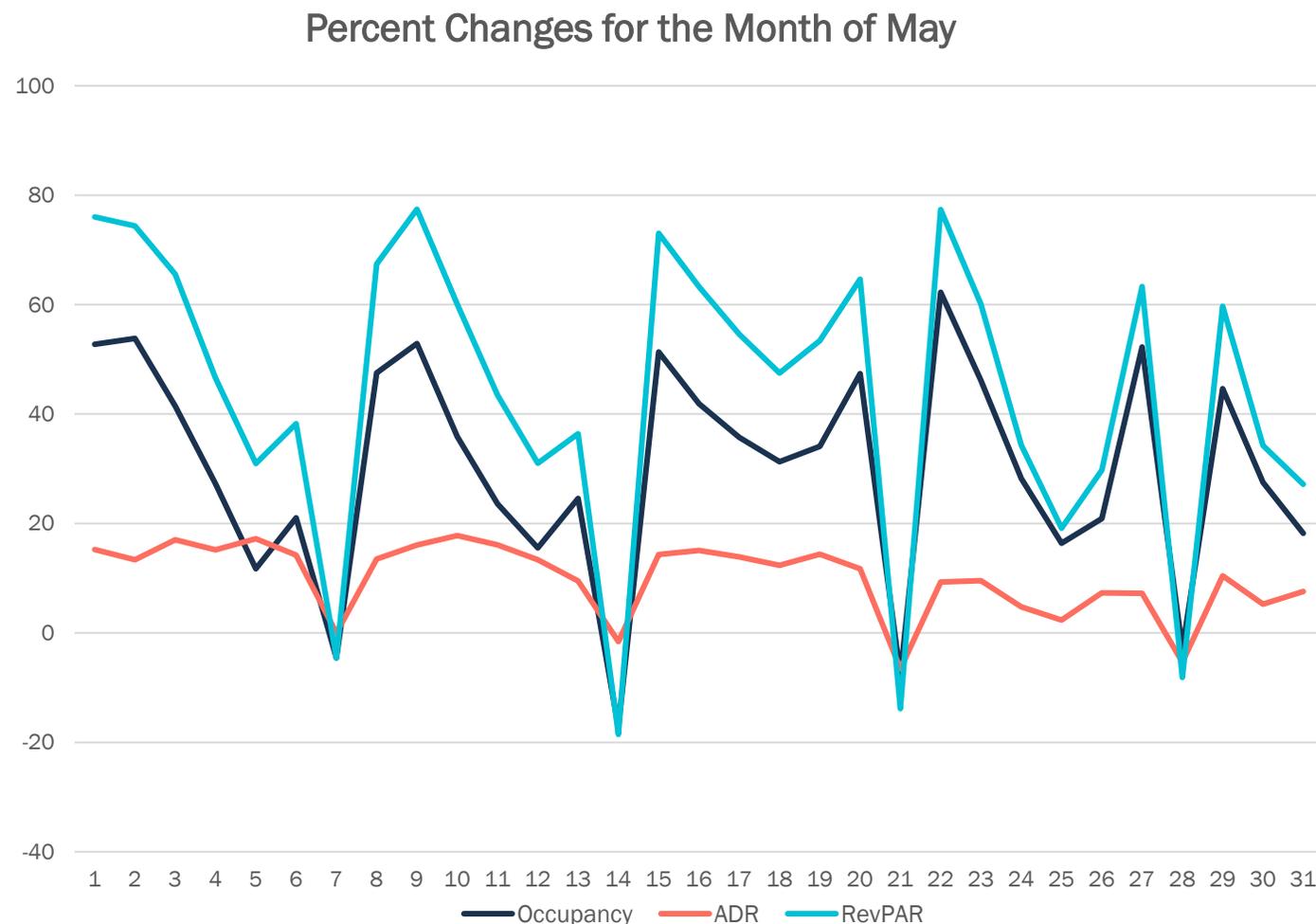


| May 2023 | Guest nights | % change |
|---------------------------------|--------------|----------|
| Hotels | 335,000 | 82.4% |
| Motels & apartments (>20) | 117,500 | 7.0% |
| Motels & apartments (6-20) | 20,600 | 21.2% |
| Backpackers | 38,500 | 177.0% |
| Holiday parks & campgrounds | 11,900 | -12.5% |
| Lodges & boutique accommodation | 7,400 | 45.1% |

Occupancy was 40.5% higher in May 2023, compared to 2022

- **Occupancy was 28.5% higher** during the month of May 2023, compared to May 2022.
- **Revenue per available room (RevPAR) was 40.8% higher** in May 2023 compared to last year.
- **Average Daily Rate (ADR) was also up (9.7%)** on last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in May 2023. RevPAR peaked on Monday 1st May, while ADR peaked on Wednesday 10th May, and Occupancy peaked on Monday 22nd May 2023.
- A quarter (26%) of the hotels covered here were isolation hotels this time last year.

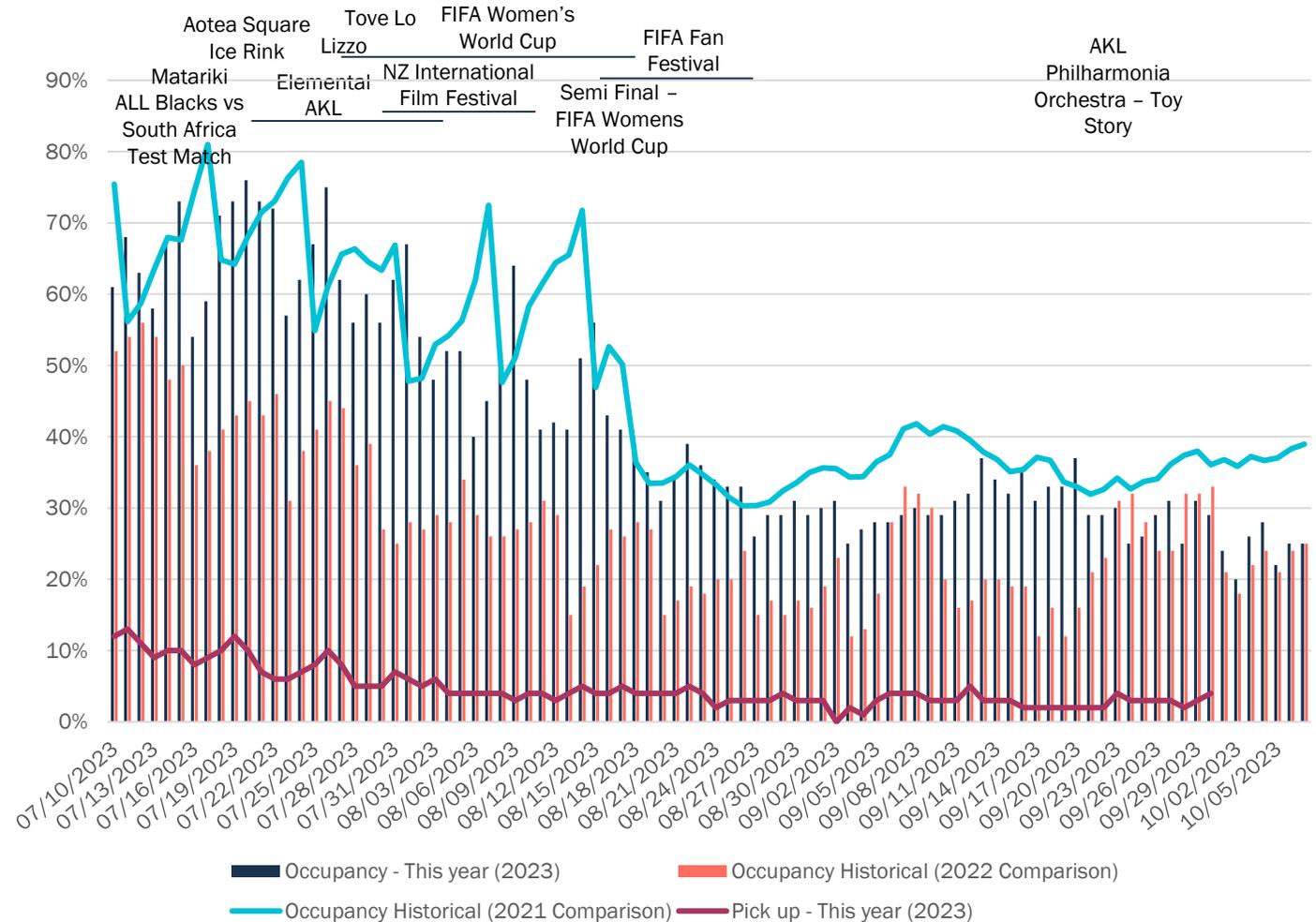
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90 Day Forward Booking Occupancy Data

- Looking forward (over the next three months), overall occupancy on the books is higher for the period from July to October 2023 (compared to the same period in 2022).
- Auckland occupancy is set to peak at 76% on Thursday 20th July 2023, which is when the FIFA Women’s World Cup starts.
- Occupancy also hits 75% on Wednesday 26th July 2023. Lizzo is playing at Spark Arena on 26th July and Tove Lo plays at the Auckland Town Hall on 27th July.
- Occupancy reaches 73% on Saturday 15th July when the All Blacks play South Africa in a test match at Mt Smart Stadium.

Occupancy - 90 Day Forward Outlook



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.

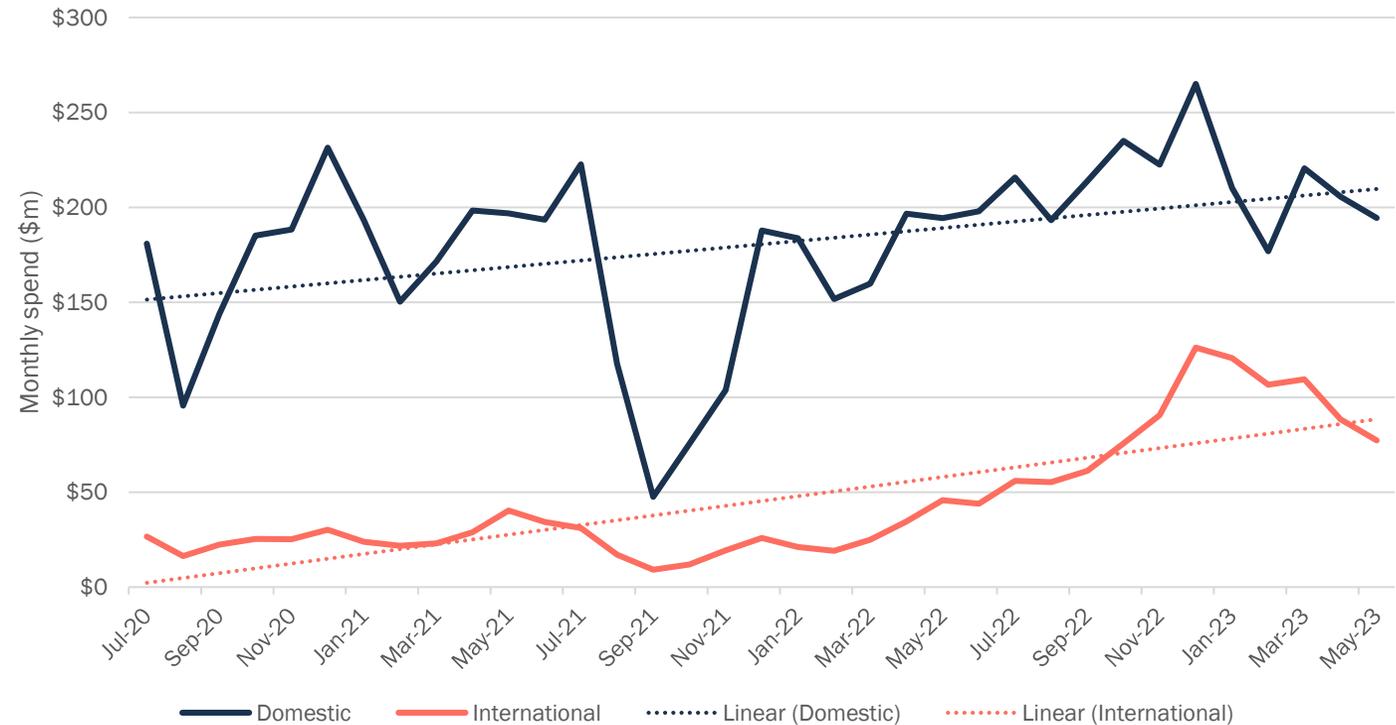


Auckland Tourism – Spend Data

\$2.55b in Domestic tourism transactions for year-end May 2023, up 39.0%

- In the year to May 2023, Domestic tourism transactions were **\$2.55b (up 39.0%)**, while International tourism transactions were **\$1.01b, up 243.3%** for the year.
- Looking at the last 24 months, domestic tourism transactions fell in correlation with each of Auckland’s regional lockdowns i.e., in April and August 2020, and again in February 2021 and August through to October in 2021.
- 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

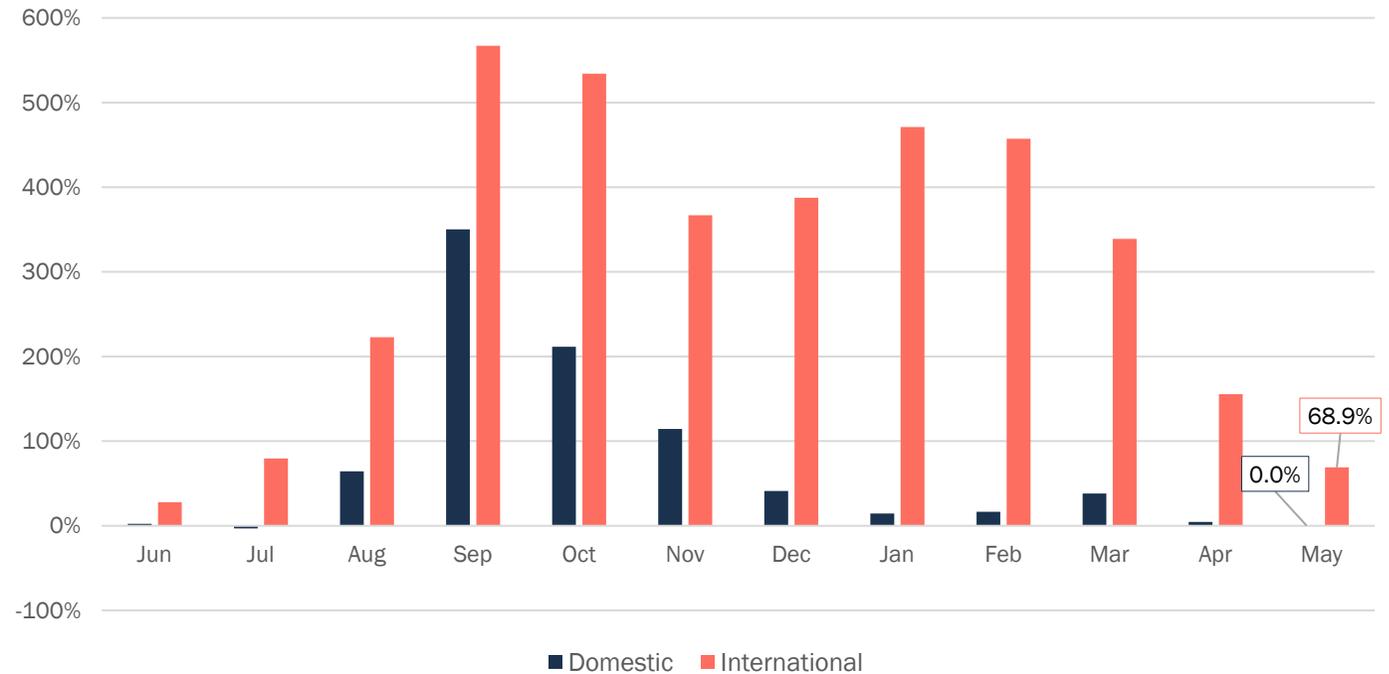


| Tourism Transactions | YE May 2023 (\$b) | % change |
|----------------------|-------------------|----------|
| Domestic | 2.551 | 39.0% |
| International | 1.011 | 243.3% |

International tourism transactions were \$77.2m for May 2023, up 68.9%

- For the month of May 2023, domestic tourism transactions (TECTs) were \$194.4m, no change compared with the same month in 2022.
- International tourism transactions in May 2023 were \$77.2m (up 68.9%) compared to May 2022.

Monthly % Change in tourism transactions in Auckland

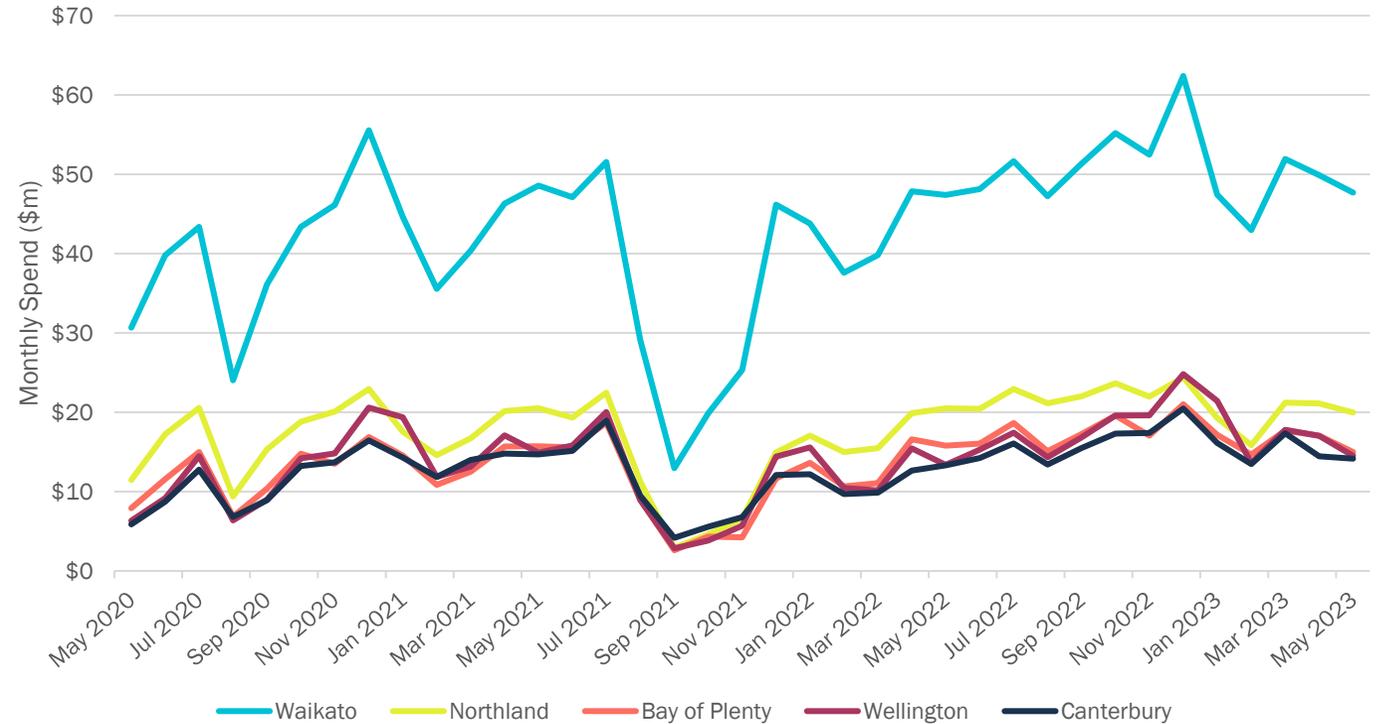


| Tourism Transactions | May 2023 (\$m) | % change |
|----------------------|----------------|----------|
| Domestic | 194.4 | 0.0% |
| International | 77.2 | 68.9% |

Wellington visitors spent \$14.5m in May 2023, up 8.6% on the previous year

- For the month of May 2023, tourism spend from **Waikato-based visitors \$47.7m** was up slightly **0.6%** compared to the previous year.
- Spend from **Wellington (\$14.5m, up 8.6%)** and **Canterbury (\$14.2m, up 6.4%)** was also up in May 2023 compared to May 2022.
- However, spend from **Northland (\$20.0m, down 2.5%)** and the **Bay of Plenty (\$15.0m, down 5.1%)** was down in May 2023.

Monthly tourism domestic spend in Auckland, by market

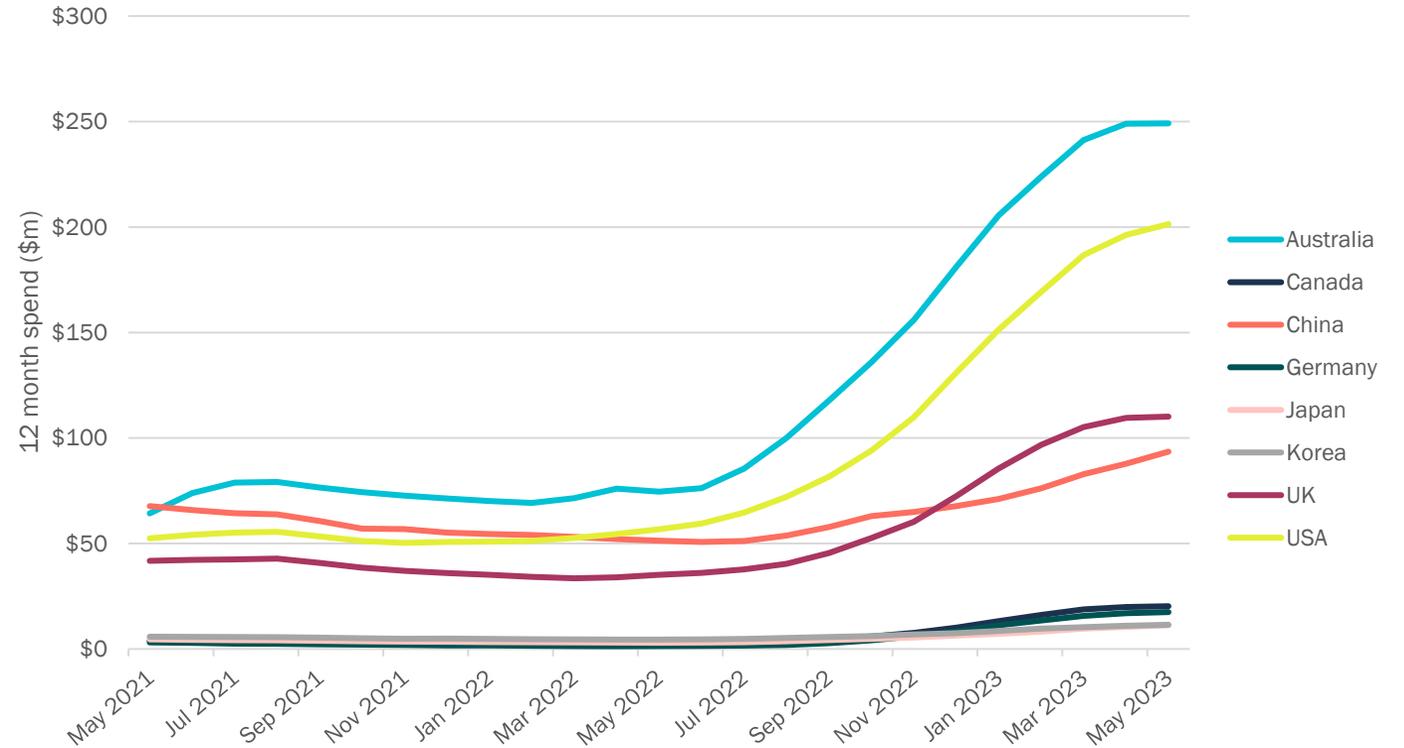


| | Waikato | vs. previous year | Northland | vs. previous year | Bay of Plenty | vs. previous year | Wellington | vs. previous year | Canterbury | vs. previous year |
|----------|---------|-------------------|-----------|-------------------|---------------|-------------------|------------|-------------------|------------|-------------------|
| May 2023 | 47.7 | 0.6% | 20.0 | -2.5% | 15.0 | -5.1% | 14.5 | 8.6% | 14.2 | 6.4% |

Australian visitors spent \$249m in the year to May 2023, up 234.1% on the previous year

- In the year to May 2023, Australian tourism spend was up 234.1% on the previous year to \$249m.
- Tourism spend from the US (up 254.8% to 201m) and the UK (up 213.0% to \$110m) was up for the year to May 2023.
- Chinese visitors spent \$94m in the year to May 2023, up 82.2% on the previous year.
- Spend from Germany (up 1158.6% to \$18m), Canada (up 451.4% to \$20.3m), Japan (up 272.6% to \$11.3m) and Korea was also up (153.1% to \$11.5m) on the previous year.

Year-end tourism international spend in Auckland, by market

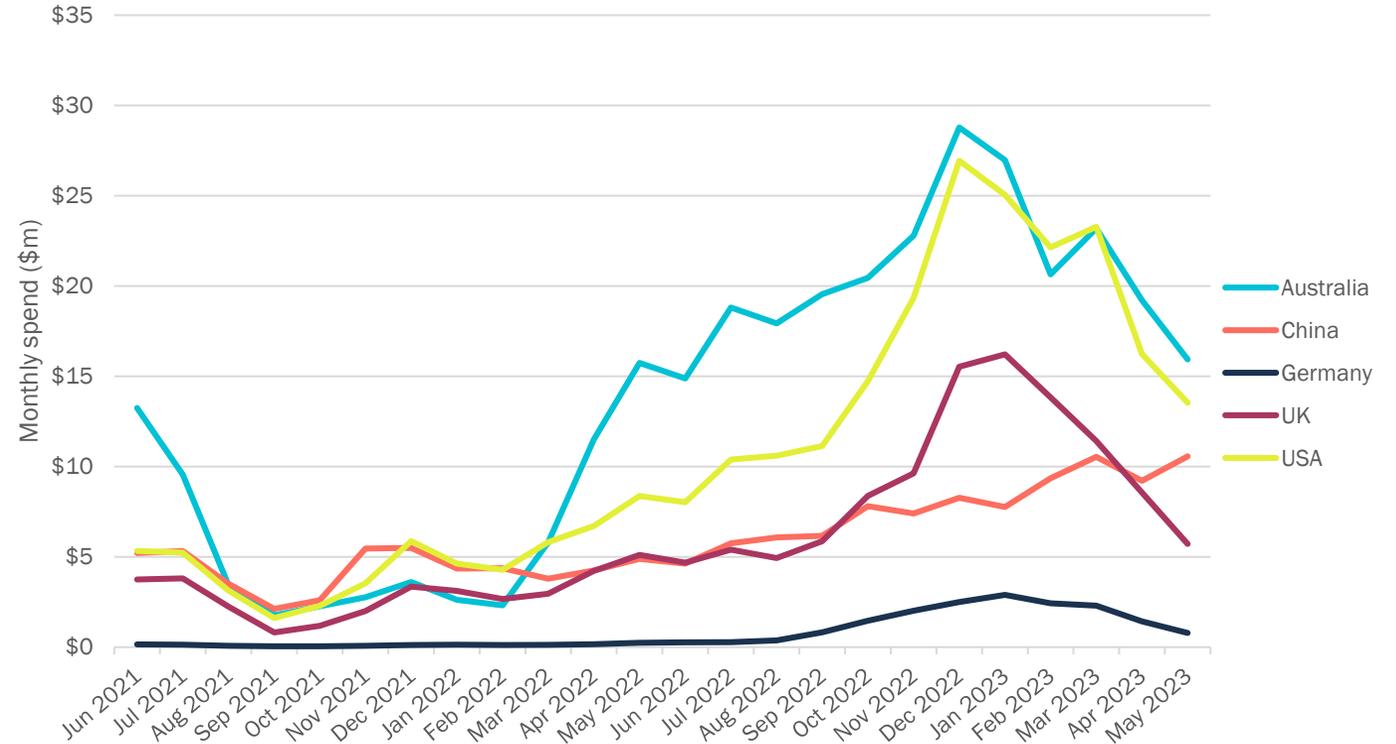


| | Australia (\$m) | vs. previous year | China (\$m) | vs. previous year | UK (\$m) | vs. previous year | US (\$m) | vs. previous year | Germany (\$m) | vs. previous year |
|-------------|-----------------|-------------------|-------------|-------------------|----------|-------------------|----------|-------------------|---------------|-------------------|
| YE May 2023 | 249 | 234.1% | 94 | 82.2% | 110 | 213.0% | 201 | 254.8% | 18 | 1158.6% |

Visitors from China spent \$10.6m in May 2023, up 116.0% on the previous year

- For the month of May 2023, tourism spend from Australia (\$15.9m) was up 1.2% compared to last May.
- Visitors from China spent \$10.6m in May, up 116.0% compared to last year.
- There were also increases in tourism spend from the US (up 61.8% to \$13.5m), UK (up 12.0% to \$5.7m) and German (up 227.9% to \$0.8m) markets for the month of May 2023.

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 |
|----------|-----------------|-------------------|-------------|-------------------|----------|-------------------|----------|-------------------|---------------|-------------------|
| May 2023 | 15.9 | 1.2% | 10.6 | 116.0% | 5.7 | 12.0% | 13.5 | 61.8% | 0.8 | 227.9% |

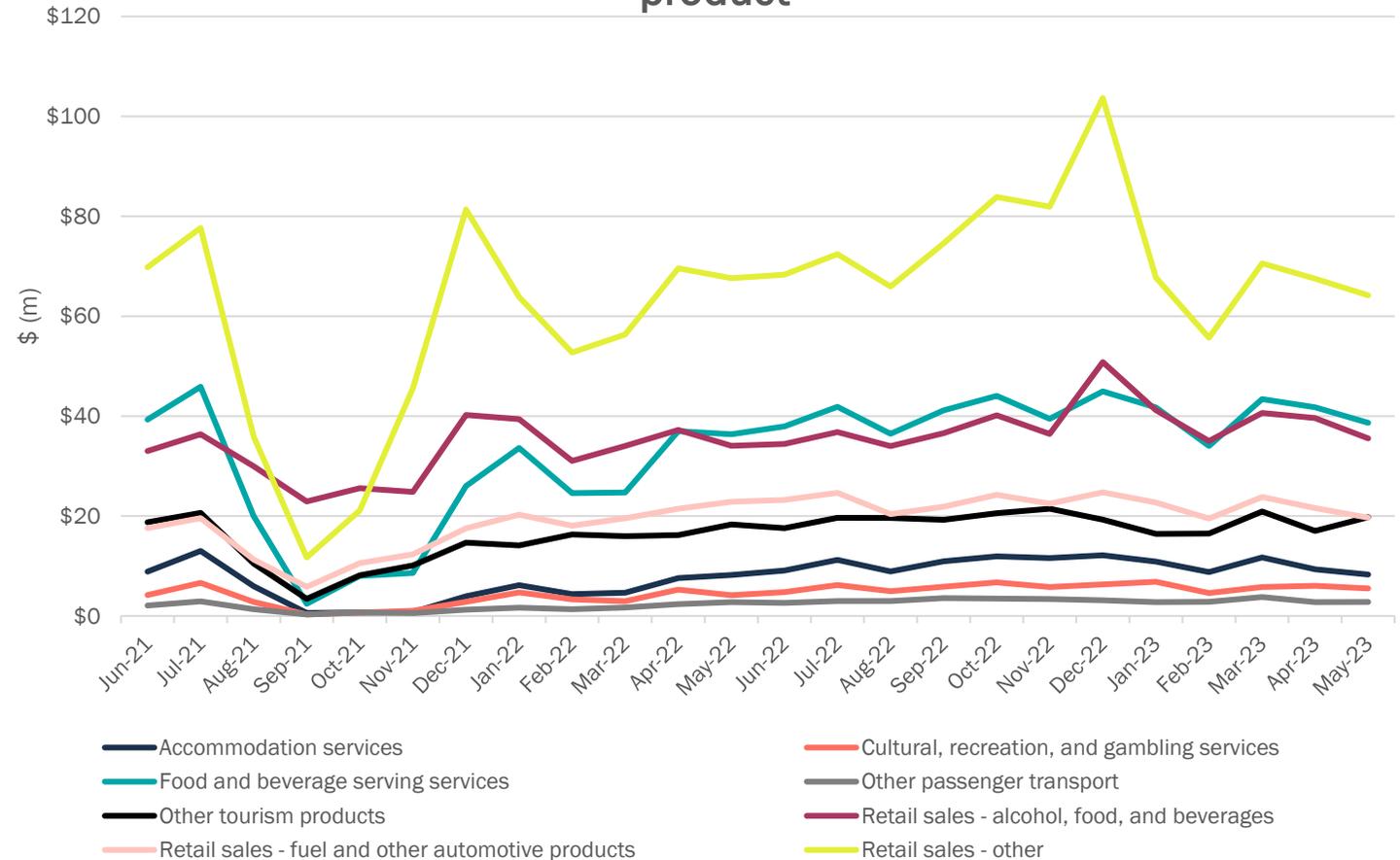
\$38.7m spent in Food & beverage by domestic visitors in May 2023, up 6.2%

| | Spend (\$m) | % change |
|---|--------------|-------------|
| Accommodation services | 8.3 | 1.2% |
| Cultural, recreation, and gambling services | 5.5 | 33.4% |
| Food and beverage serving services | 38.7 | 6.2% |
| Other passenger transport | 2.8 | 1.4% |
| Other tourism products | 19.8 | 7.8% |
| Retail sales - alcohol, food, and beverages | 35.5 | 4.3% |
| Retail sales - fuel and other automotive products | 19.7 | -13.9% |
| Retail sales - other | 64.2 | -5.1% |
| Grand Total | 194.4 | 0.0% |

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



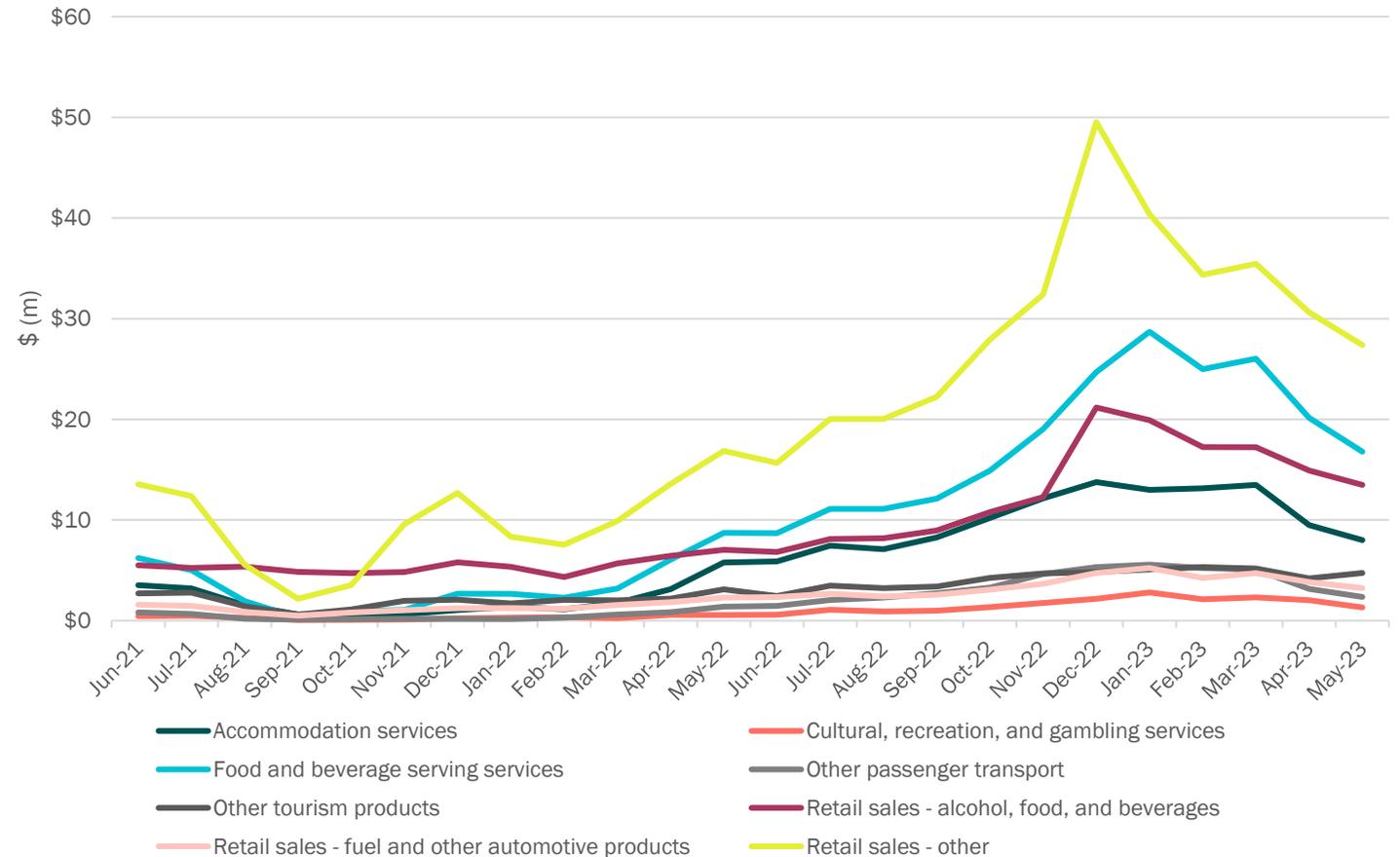
\$27.4m spent in Retail sales (other) by International visitors in May 2023, up 62.4%

| | Spend (\$m) | % change |
|---|-------------|--------------|
| Accommodation services | 8.0 | 38.5% |
| Cultural, recreation, and gambling services | 1.3 | 135.7% |
| Food and beverage serving services | 16.8 | 92.4% |
| Other passenger transport | 2.4 | 70.0% |
| Other tourism products | 4.7 | 52.2% |
| Retail sales - alcohol, food, and beverages | 13.5 | 91.6% |
| Retail sales - fuel and other automotive products | 3.2 | 40.9% |
| Retail sales - other | 27.4 | 62.4% |
| Grand Total | 77.2 | 68.9% |

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Source: MBIE TECTs.

International monthly tourism transactions in Auckland, by product





Auckland Tourism – Major and Business Events Data

Major Events Insights



aucklandunlimited.com

Source: Major Events, Tātaki Auckland Unlimited.

| Event | Date | Venue | Interesting Findings |
|---------------------------|----------------|--------------|---|
| Beauty Nation | 6-7 May 2023 | Shed 10 | <ul style="list-style-type: none"> Monthly international visitors (117.5k) were up 109.2% on the previous May. For the month of May 2023, there were 530.8k total guest nights in commercial accommodation in Auckland, up 56.4% on the same month last year. There were 364.0k domestic guest nights in commercial accommodation (up 29.3%), and 166.8k international guest nights (up 188.6%) in commercial accommodation in May 2023. |
| Auckland Writers Festival | 16-21 May 2023 | Aotea Centre | <ul style="list-style-type: none"> For the month of May 2023, domestic tourism transactions (TECTs) were \$194.4m. International tourism transactions in May 2023 were \$77.2m (up 68.9% compared to May 2022). |

Business Events Insights Q1 Mar 2023



aucklandunlimited.com





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 2023 was +17 (3 points down from NZ), down 4 points to May 2022.
- Of all conversations online being driven by Auckland’s tourism experience or products, 23% of those conversations were identified as destination promoters.
- This includes 3,387 online conversations about Auckland, while 29,068 online conversations were included for NZ.
- 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.
- Topics that drove positive sentiment for Auckland were ‘Restaurant, Dining, and Takeaway’ and ‘Air Travel’, while negative sentiment was driven by ‘Natural Disaster’ and ‘Biking & Cycling’.

| KEY PERFORMANCE INDICATORS | AUCKLAND | NEW ZEALAND |
|--|--|---|
| Tourism Sentiment Score® ? |  <p>▲ 44% 3387 Conversations Analyzed</p> |  <p>▲ 17% 29068 Conversations Analyzed</p> |
| Global Tourism Sentiment Comparison ? | AVERAGE | AVERAGE |
| Emotional Tone of Conversation ? | Joy | Joy |
| Topics Driving Positive Sentiment ? | Restaurant & Dining & Takeaway Air Travel | Restaurant & Dining & Takeaway Beaches |
| Topics Driving Negative Sentiment ? | Natural Disaster Biking & Cycling | Natural Disaster Biking & Cycling |

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 2023 were Access and Transportation (29%), Safety (20%) and Outdoor Activities (15%).
- The category with the highest sentiment was Amenities and Entertainment (33) followed by Food and Culinary (29), and Destination Services (28), while Safety (-20), had the lowest sentiment.
- Sub-categories that drove positive sentiment were Fishing (94), Farmers Markets & Food Producers (60), Weddings (49), and Street and public art (42).
- The lowest sentiment was recorded in Natural Disaster (-20), Biking and Cycling (-19), Tours (-4), and Ground Transportation (-3).
- Joy was the general emotional tone for most categories for the month of May 2023, while Anger was linked to Access and Transportation and Fear associated with Safety.

| CATEGORIES | AUCKLAND | | | NEW ZEALAND | | |
|-----------------------------|--------------|---------|----------------|-------------|---------|----------------|
| | Volume | Emotion | Sentiment | Volume | Emotion | Sentiment |
| ▲ Access + Transportation | 29% ▼ 3% | Anger | 13 Average | 17% ▼ 3% | Joy | 12 Average |
| ▲ Safety | 20% ▲ 13% | Fear | -20 Average | 21% ▲ 9% | Fear | -20 Average |
| ▲ Outdoor Activities | 15% ▲ 2% | Joy | 11 Average | 21% ▲ 1% | Joy | 20 Average |
| ▲ Food + Culinary | 11% ▼ 1% | Joy | 29 Average | 15% ▲ 2% | Joy | 31 Average |
| ▲ Amenities + Entertainment | 8% ▼ 9% | Joy | 33 High | 12% ▼ 2% | Joy | 25 Average |
| ▲ Destination Services | 6% ▲ 2% | Joy | 28 Average | 5% ▼ 1% | Joy | 32 Average |
| ▲ Relaxation + Wellness | 6% ▼ 5% | Joy | 18 Average | 6% ▼ 2% | Joy | 27 Average |
| ▲ Culture + History | 4% ▼ 2% | Joy | 20 Average | 4% ▼ 3% | Joy | 23 Average |

Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated from 1st June 2022 to 31st May 2023.
- Auckland’s TSI fell in June-July 2022 and rose again in August, holding steady until November 2022.
- Auckland TSI declined in December 2022 through to January 2023. TSI stabilised in February and shot up in March and April but dropped again in May 2023.





Auckland Visitor Survey

Visitor Experience



aucklandnz.com


30%

Promoters
Net Promoter Score
YE June 2022
-3




29%

Detractors
Net Promoter Score
YE June 2022
-3




1 NPS

Total
Net Promoter Score
YE June 2022
-6




7.3 / 10

Total Satisfaction
Overall experience in
Auckland
YE June 2022
-0.1



Net Promoter Score

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

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

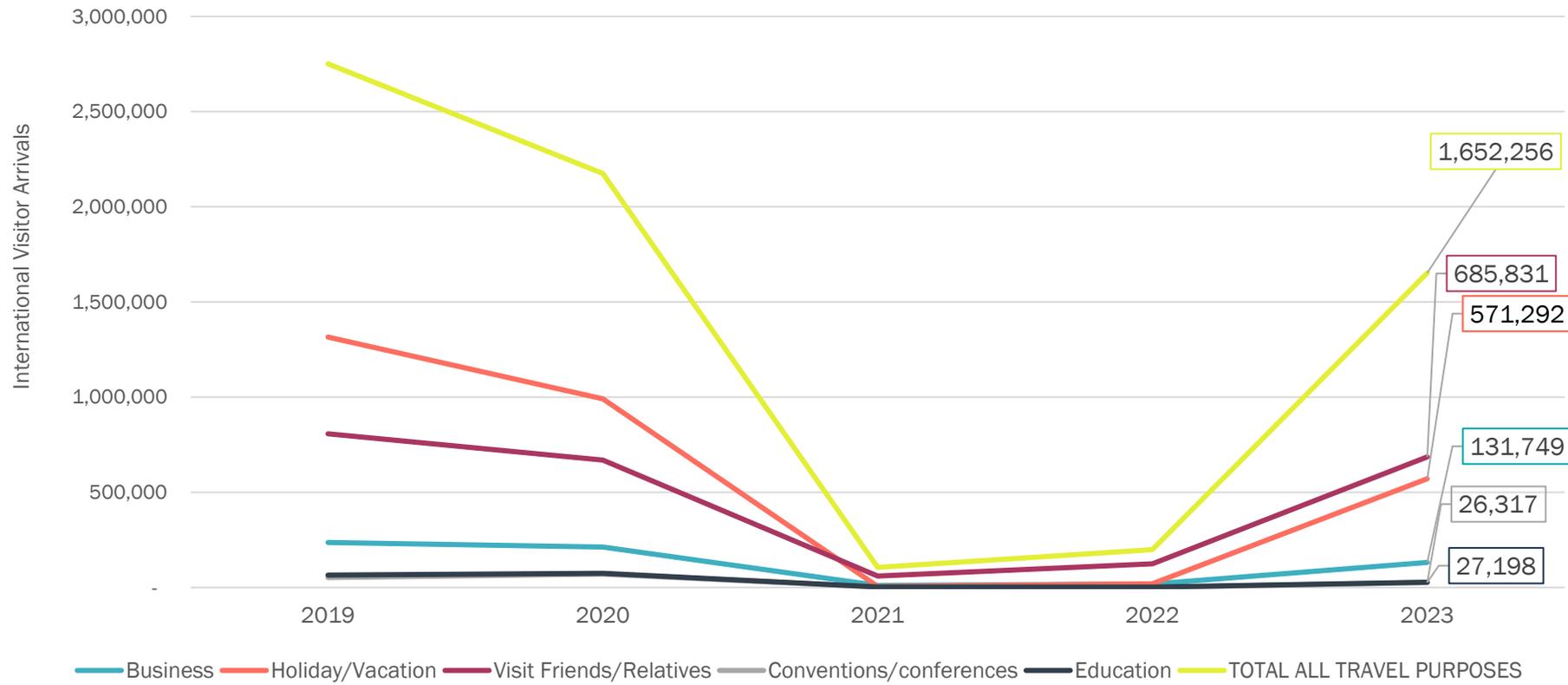
Compared to
YE June 2021

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.



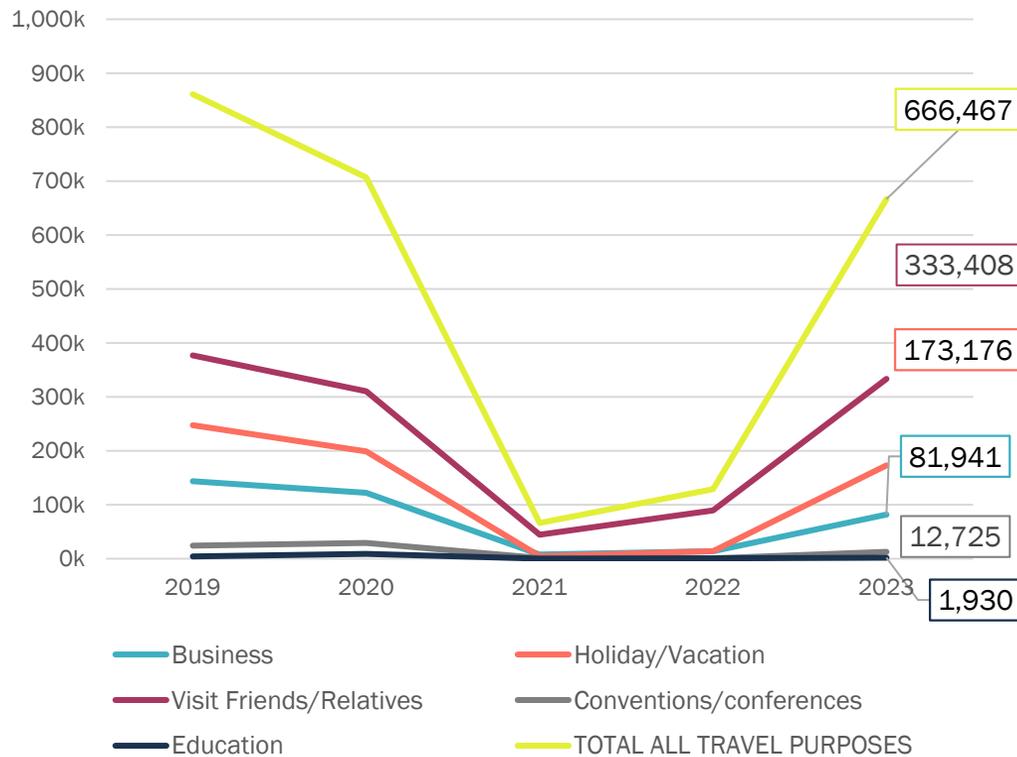
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE May

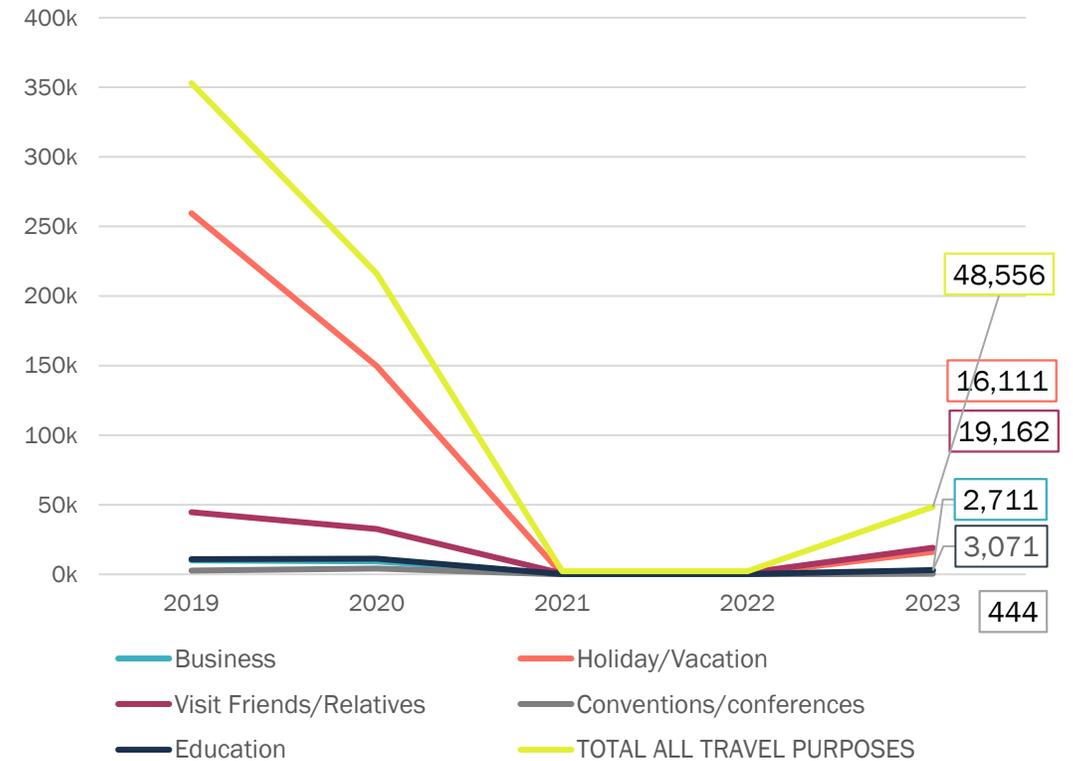


Five-year visitor arrivals to Auckland, YE May

Australia

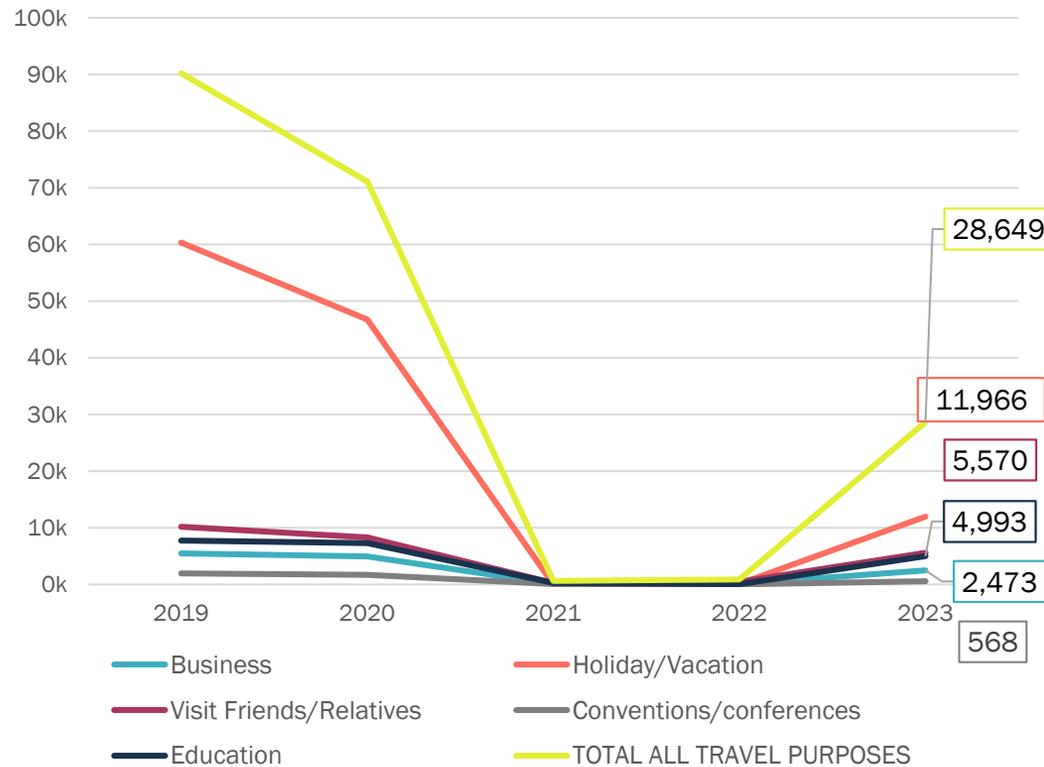


China

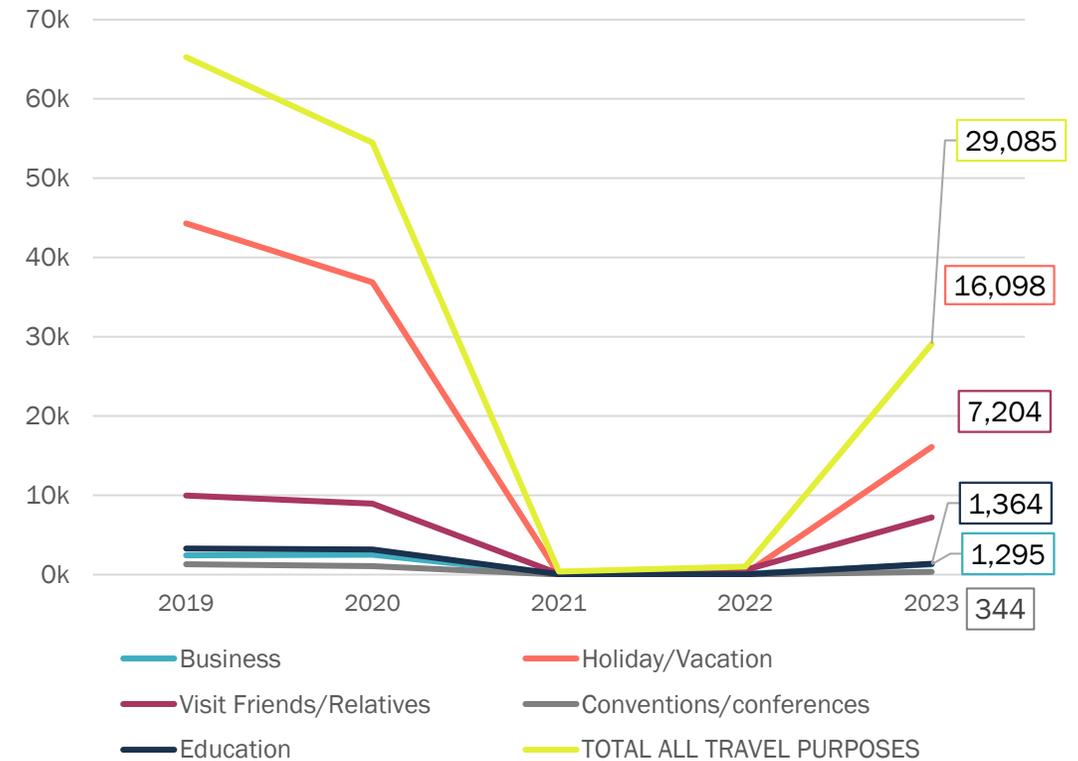


Five-year visitor arrivals to Auckland, YE May

Japan

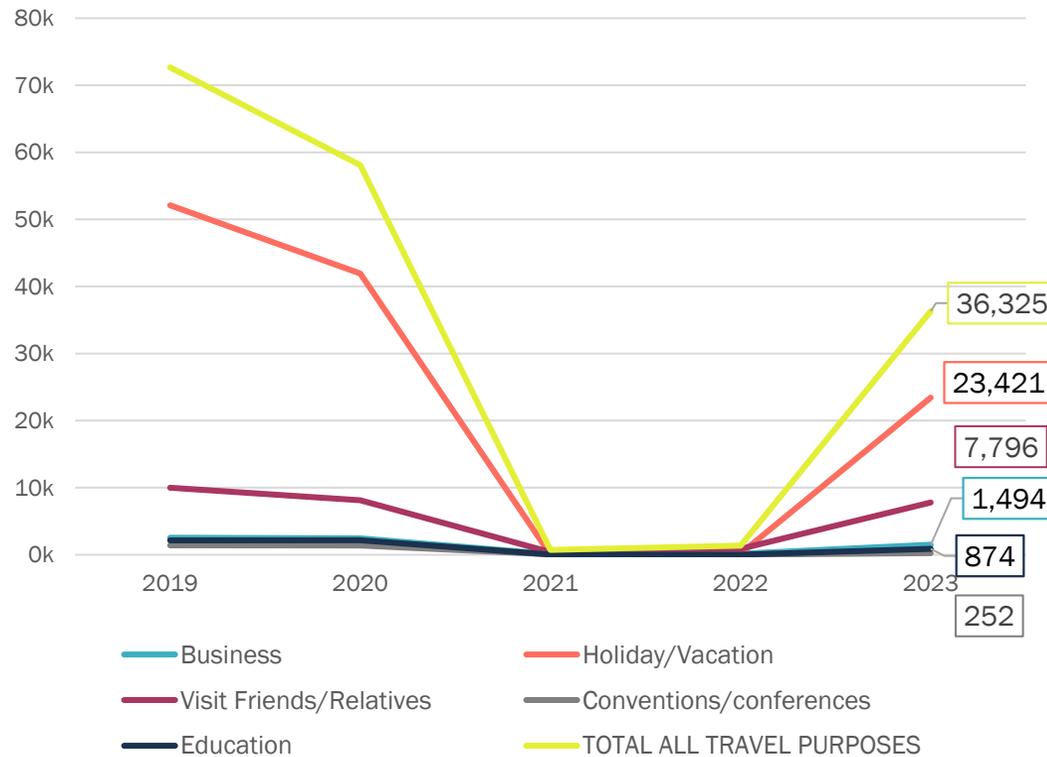


Korea

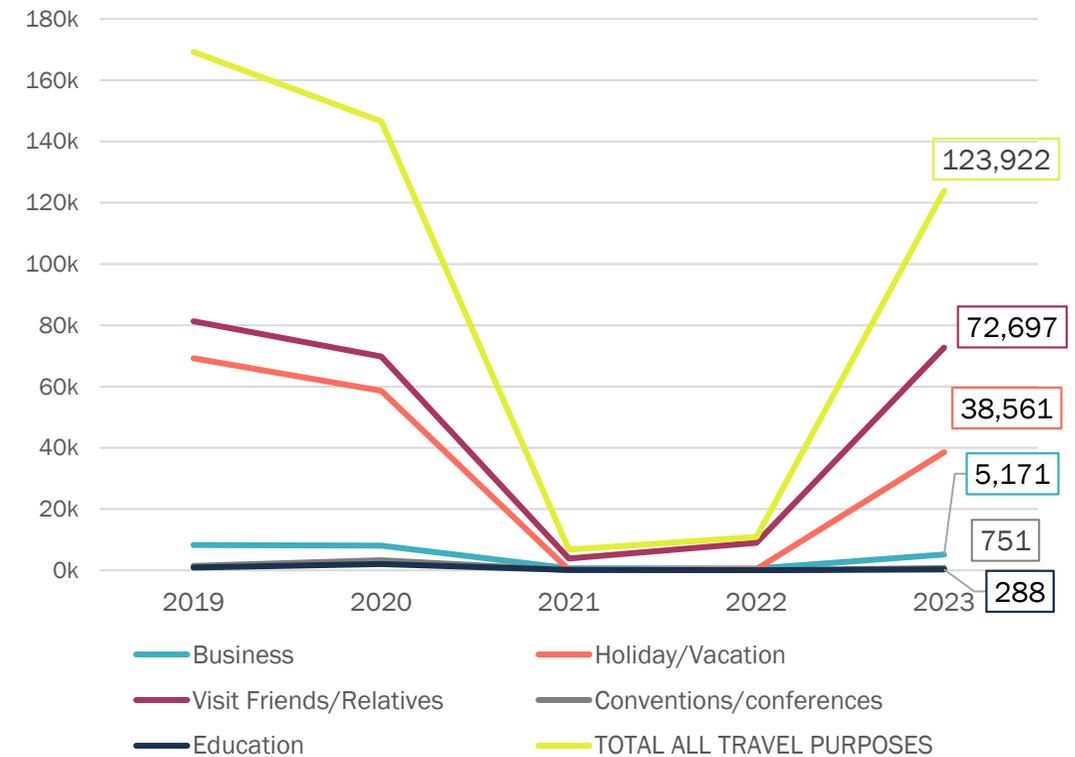


Five-year visitor arrivals to Auckland, YE May

Germany

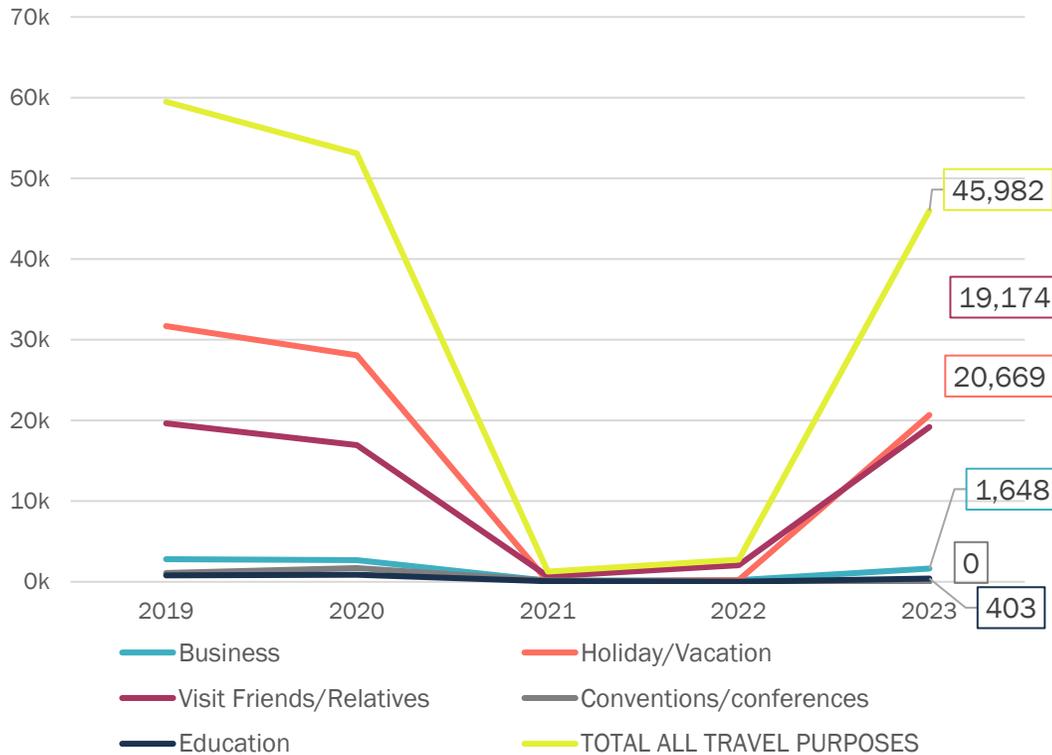


UK

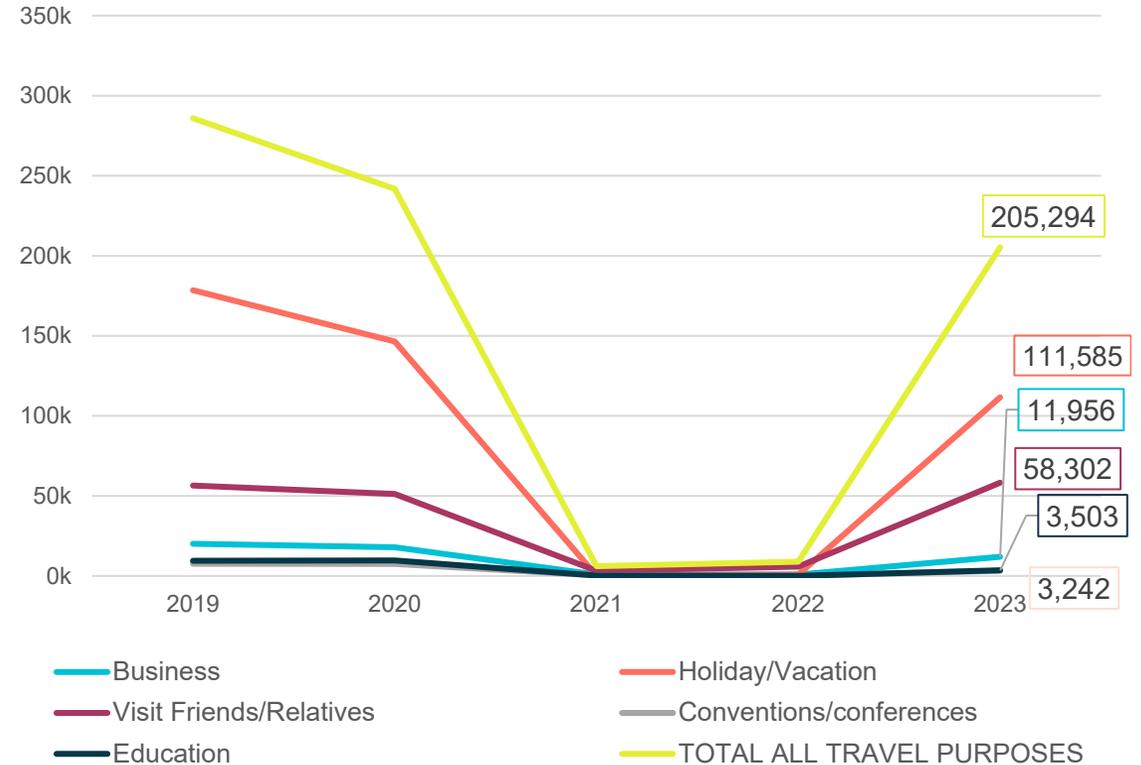


Five-year visitor arrivals to Auckland, YE May

Canada



US



Ngā mihi Thank you

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