

Tātaki
Auckland
Unlimited



Tāmaki Makaurau Auckland Destination Overview

November 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 December – January 2022
By Jaimee Raymond, Research & Insights

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Key Visitor Data




364.8^k

Domestic Visitors
November 2022 (Month)
+105.7% (to November 2021)




161.6^k

International Visitors
November 2022 (Month)
+3653.4% (to November 2021)




72.6%


Hotel Occupancy Rate
November 2022 (Month)
+61.8pts (to November 2021)




\$215^m


Domestic Tourism Transactions
November 2022 (Month)
+110.5% (to November 2021)




\$95^m

International Tourism Transactions
November 2022 (Month)
+417.2% (to November 2021)




+21

Tourism Sentiment Score
November 2022 (Month)
+2pts (to November 2021)



Key Visitor Data



DOMESTIC

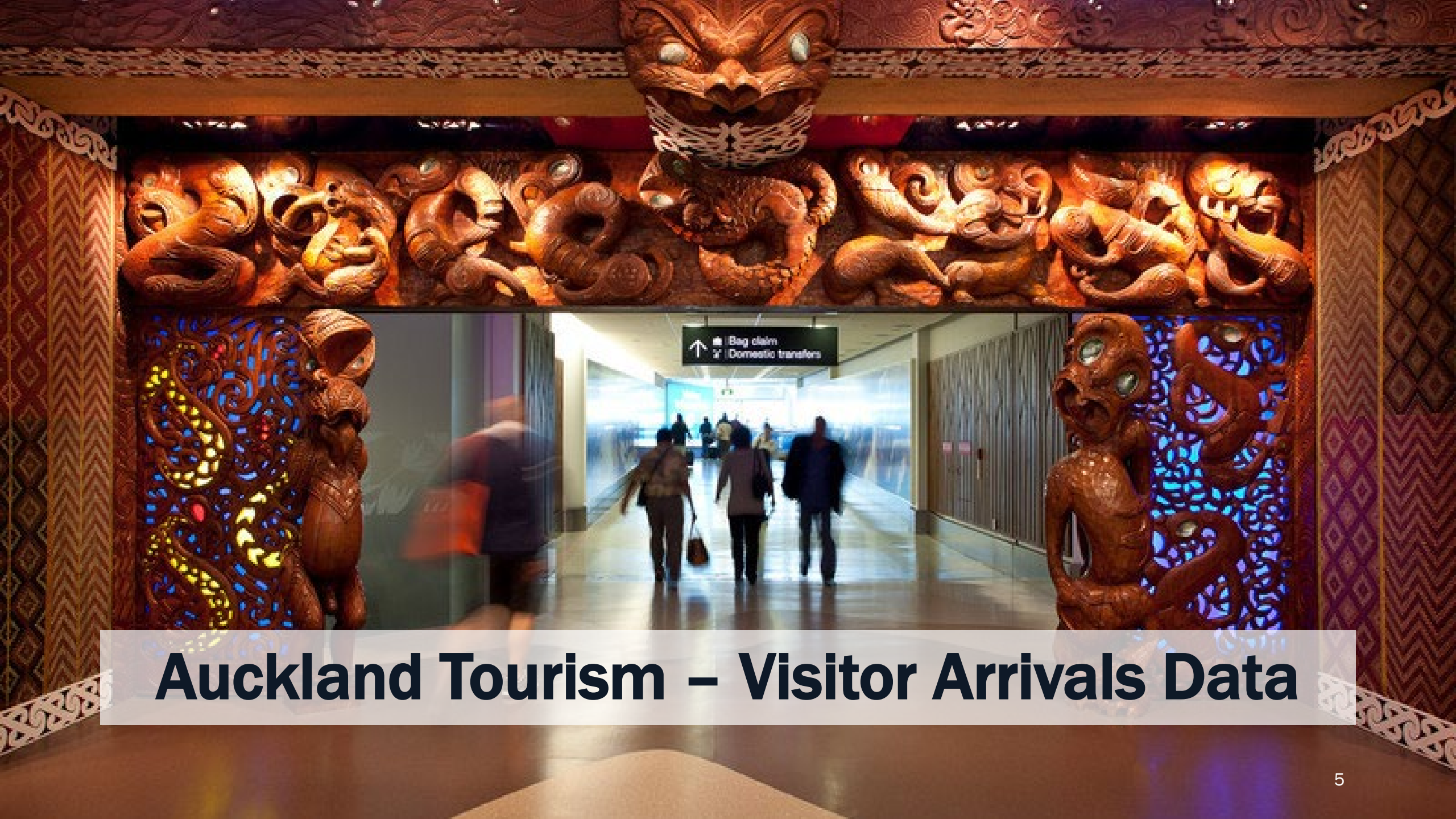
- There were **364.8k domestic visitors** to Auckland in the month of **November 2022**, an increase of **105.7%** on the previous November.
- Monthly domestic visitation was down (35.6%) compared to pre-Covid numbers (566.9k in November 2019).
- The year to **November 2022** saw **6.04m domestic visitors** to Auckland, up **7.2%** on the year to November 2021 (5.63m domestic visitors).
- There were **410.6k domestic guest nights in commercial accommodation** for the month of **November**, up **511.0%**.
- Domestic tourism transactions** for the year to November 2022 was **\$2.27b**, up **21.6%** on last year and **\$214.7m for the month** (up **110.5%** compared to November 2021).
- Waikato-based visitors** spent **\$50.7m** in Auckland in November 2022, up **100.4%** on the previous year.
- Spend from Northland (\$21.1m, up **229.2%**), the Bay of Plenty (\$16.3m, up **286.4%**), Wellington (\$17.9m, up **233.7%**) and Canterbury (\$17.5m, up **160.0%**) was up in the month of November 2022 compared to last year.
- 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 (161.6k)** were up **3653.4%** on the previous November but down **38.8%** compared to pre-Covid numbers (263.8k in November 2019).
- The year to **November 2022** saw **711.9k international visitor arrivals**, an increase of **397.3%** on 2021. However, international visitation was down **74.0%** compared to pre-Covid levels (2.74m in YE November 2019).
- There was strong growth for the **Australian market** in the month of **November 2022**, with **60.6k visitors**, an increase of **11248.3%** compared to last November. The year to **November 2022** saw **374.9k Australian visitors**, up **262.8%**.
- VFR visitors** contributed the most to annual visitor numbers (**328.3k**) and increased **275.1%** on the year to November 2021. **Monthly VFR numbers (60.8k)** were also up **2775.3%** compared with November 2021.
- Holiday visitors (184.4k)** were up **1330.3%** for the year, with monthly numbers (**60.0k**) also up **79878.7%**.
- 174.0k international guest nights in commercial accommodation** for November, up **2706.5%** on last year.
- International tourism transactions** was **\$0.55b** for the year, up **94.7%** and **\$95.1m** for the month (up **417.2%**).
- Monthly spend from Australia (\$20.3m)** was up **660.1%**.

OVERALL

- November Occupancy was 72.6%**, up **61.8 percentage points** on November 2021. The **ADR was \$231** (up **84.6%**) and the **RevPAR was \$167** (up **1149.0%**).
- For the month of November 2022, there were **584.6k total guest nights in commercial accommodation** in Auckland, up **696.5%** on last year.
- Looking forward, overall occupancy on the books is higher this year compared to the same period last year (i.e., from January 2023 to April 2023).
- Occupancy peaked at **78%** on the **21st January 2023** – which is when the Red Hot Chilli Peppers and Post Malone performed at Mt Smart Stadium.
- Occupancy reaches **76%** on **28th January 2023**, on the night of the Elton John concert at Mt Smart Stadium.
- The **Tourism Sentiment Score** for Auckland for November 2022 was **+21** (the same as NZ), up 2 points to November 2021.
- The category with the highest sentiment was Relaxation and Wellness (35), followed by Food and Culinary (31), and Amenities and Entertainment (28), while Safety (-4), and Access and Transportation (7) had the lowest sentiment.

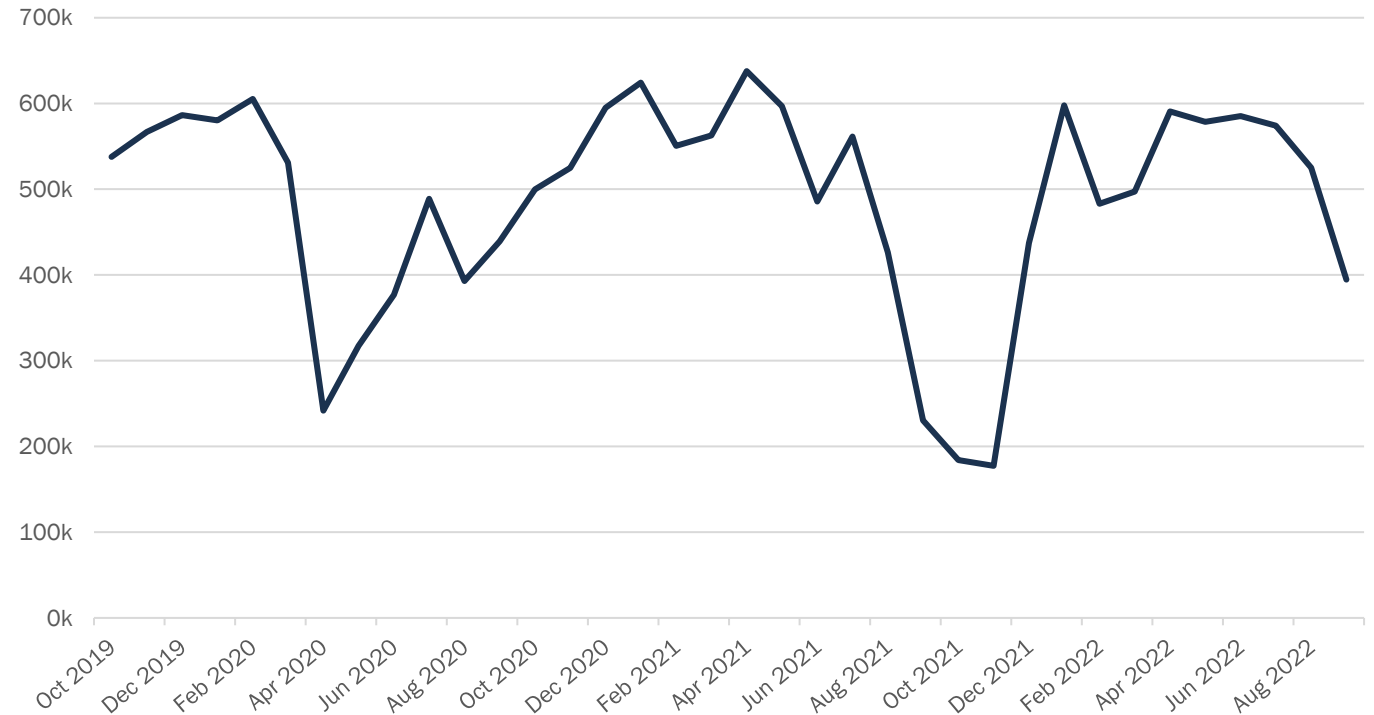


Auckland Tourism – Visitor Arrivals Data

364.8k Domestic visitors in November 2022, up 105.7%

- There were **364.8k domestic visitors** to Auckland in the month of **November 2022**, an increase of **105.7%** on the previous November.
- Monthly domestic visitation was down (35.6%) compared to pre-Covid numbers (566.9k in November 2019).
- The year to **November 2022** saw **6.04m domestic visitors** to Auckland, **up 7.2%** on the year to November 2021 (5.63m domestic visitors).

Domestic Visitor Population Estimates to Auckland



	Total Domestic Visitors	vs. previous year / YE	vs. pre-Covid / 2019
November 2022	364,812	105.7%	-35.6%
YE November 2022	6,035,679	7.2%	N/a

161.6k International visitor arrivals in November 2022

- The month of November saw **161.6k international visitors, up 3653.4%** on the previous November but down 38.8% compared to pre-Covid numbers (263.8k in November 2019).
- The year to November 2022 saw **711.9k international visitor arrivals, an increase of 397.3%** on the previous year. However, international visitation was down 74.0% compared to pre-Covid levels (2.74m in YE November 2019).
- **VFR visitors** contributed the most to annual visitor numbers (328.3k) and **increased 275.1%** on the year to November 2021. Monthly VFR numbers (60.8k) were **also up 2775.3%** compared with the month of November 2021.
- **Holiday visitors (184.4k)** were up **1330.3%** for the year, with monthly numbers (60.0k) also up **79878.7%**.
- There were **76.7k business visitors (up 420.1%)** in the year to November 2022, and **15.0k for the month (up 6380.5%)**.

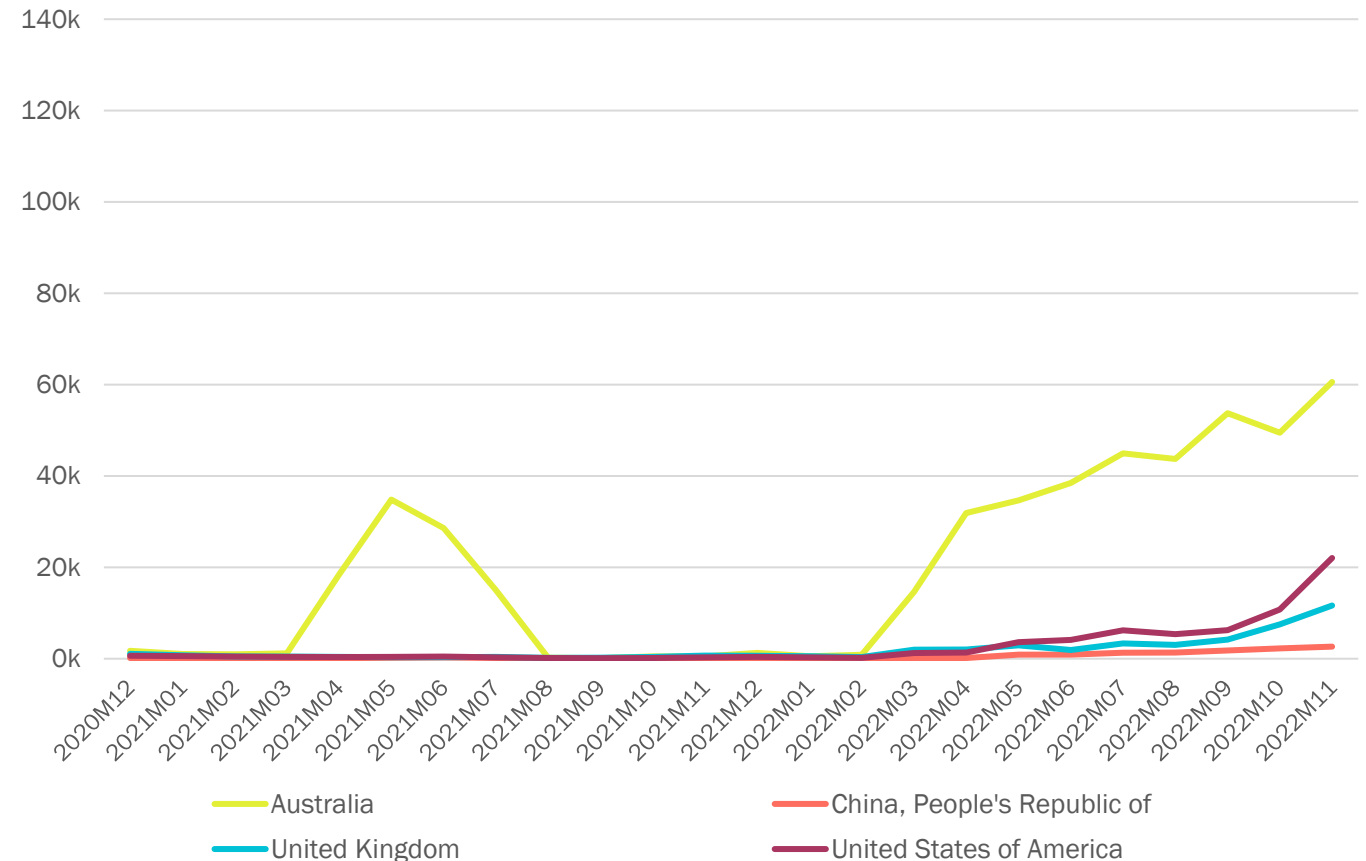


	Visitor arrivals	vs. previous year / YE	vs. pre-Covid / 2019
November 2022	161,586	3653.4%	-38.8%
YE November 2022	711,931	397.3%	-74.0%

374.9k Australian visitor arrivals in YE November 2022, up 262.8%

- There was strong growth for **Australian visitors** in the month of November 2022, with **60.6k visitors, an increase of 11248.3%** compared to last November. **The year to November 2022 saw 374.9k Australian visitor arrivals, up 262.8%.**
- For year to November 2022, there were **40.3k visitor arrivals from the UK (up 575.2%)** and **11.7k visitors for the month (up 1534.6%).**
- The year to November 2022 saw **62.1k visitors from the US (up 1266.0%),** with **22.0k visitors for the month (up 6898.4%).**
- Visitors from **China (11.8k)** were also up for the year (**598.2%**), and up (**3993.8%**) for the month of November (**2.6k**).

Visitor arrivals in Auckland by key international markets

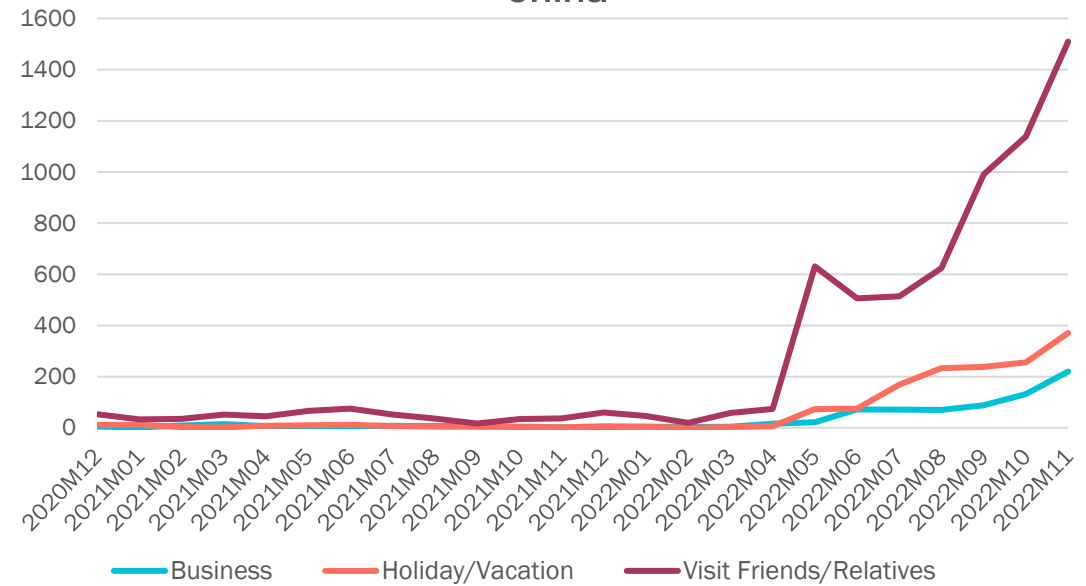


24 month visitor arrivals from individual markets

Australia



China



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2022	9,213	32803.6%	16,787	559466.7%	27,303	7239.5%	60,600	11248.3%
YE November 2022	53,187	354.5%	78,137	584.6%	200,615	185.5%	374,934	262.8%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2022	220	21900%	371	18450.0%	1,510	3981.1%	2,661	3993.8%
YE November 2022	705	852.7%	1,434	1670.4%	6,172	1053.6%	11,800	598.2%

24 month visitor arrivals from individual markets

Germany



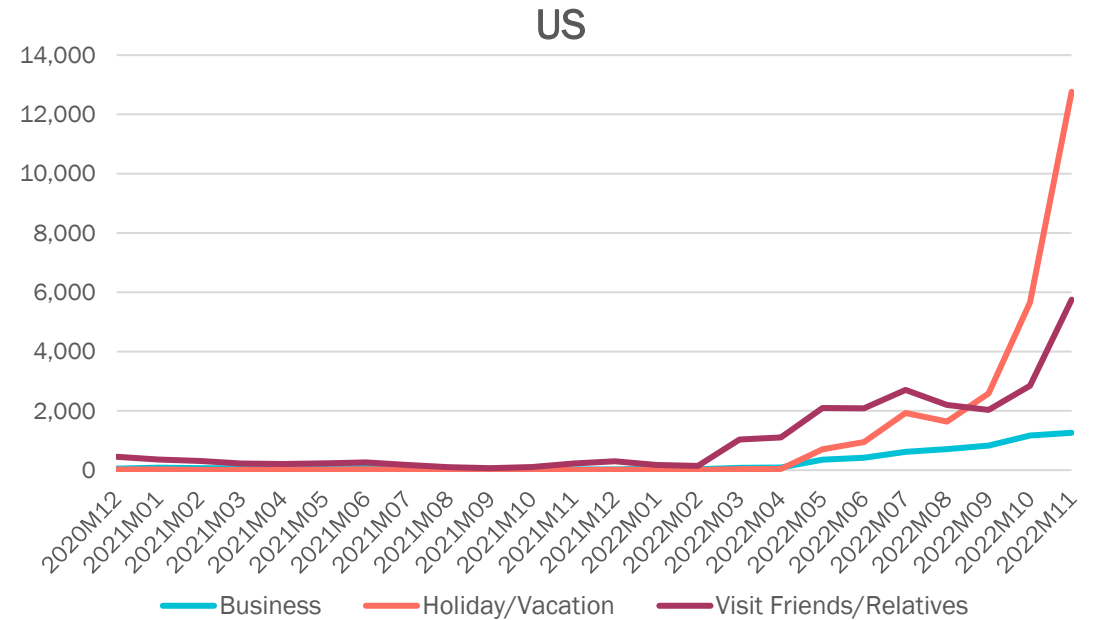
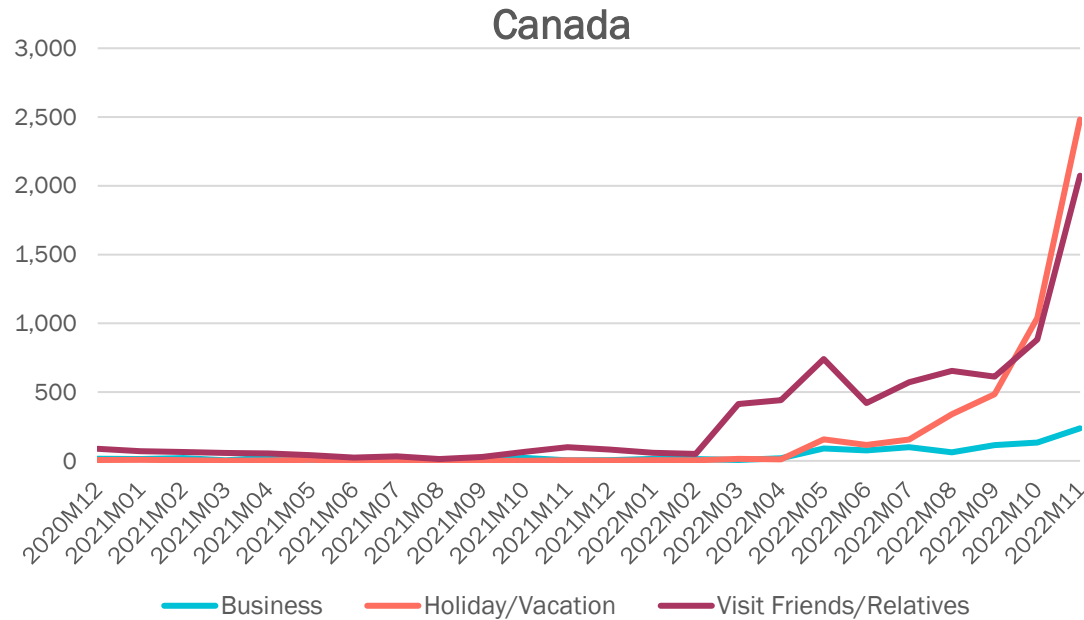
UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2022	200	9900.0%	3,392	339200.0%	710	1167.9%	4,639	6928.8%
YE November 2022	827	798.9%	7,633	47606.3%	2,676	500.0%	12,339	1701.3%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2022	631	1812.1%	4,142	22911.1%	6,184	964.4%	11,655	1534.6%
YE November 2022	2,835	438.0%	9,398	6123.8%	25,106	504.5%	40,339	575.2%

24 month visitor arrivals from individual markets



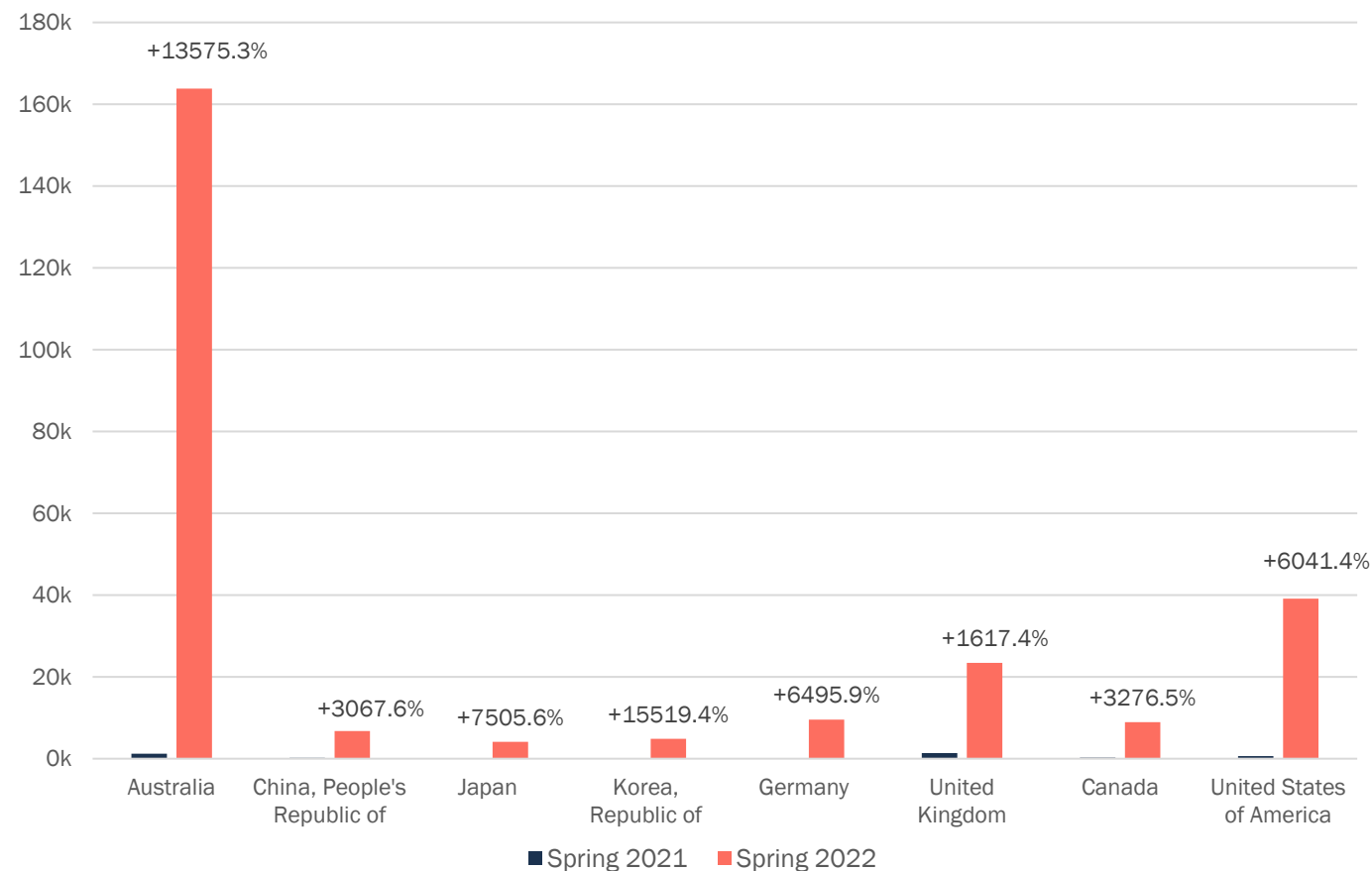
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2022	237	5825.0%	2,482	61950.0%	2,073	1973.0%	5,270	4328.6%
YE November 2022	870	491.8%	4,809	11922.5%	7,002	994.1%	14,060	1270.4%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2022	1,261	4944.0%	12,759	318875.0%	5,749	2501.4%	22,045	6898.4%
YE November 2022	5,623	806.9%	26,330	17453.3%	22,467	733.7%	62,072	1266.0%

363.8k international visitor arrivals in spring 2022, up 4063.0% on last spring

- There were 363.8k international visitor arrivals in spring 2022, up 4063.0% on the previous spring.
- VFR (139.8k, up 3474.9%), holiday (126.2k, up 79741.8%) and business (37.7k, up 5500.1%) arrivals were up compared to spring 2021.
- Visitation from Australia (163.8k, up 13575.3%) increased in comparison to the previous spring. VFR (74.3k) from Australia was also up 10429.9%.
- US visitors (39.1k) were up (6041.4%) for spring 2022, compared to last spring.
- This spring, visitation from all markets was up compared to spring 2021.

Seasonal international arrivals in Auckland by key markets

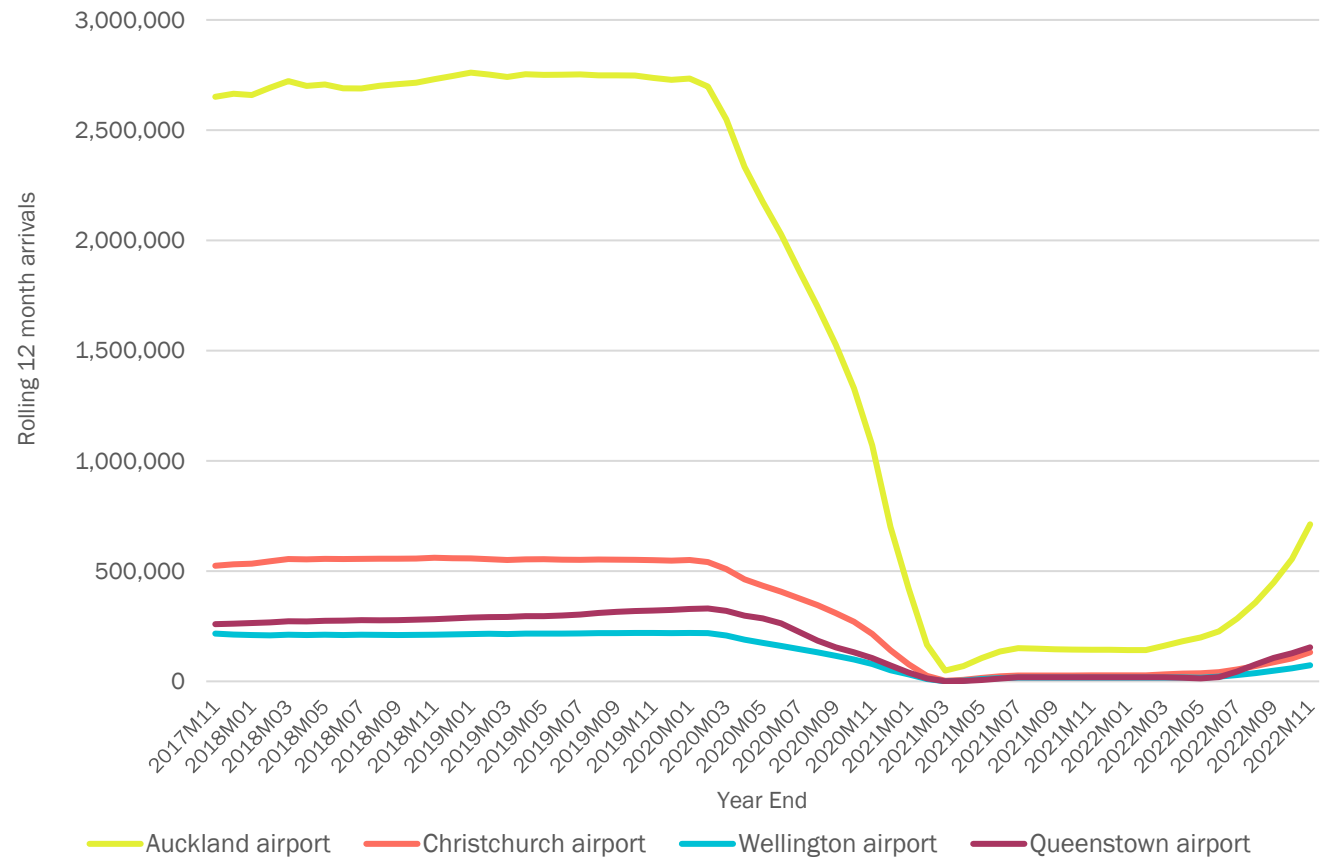


Auckland has seen a 397.3% increase in international visitor arrivals over the last year

- 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 have had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- However, with NZ borders now fully open (since July 2022), Auckland has seen a 397.3% increase in international visitor arrivals over the last year.
- For the year ending November 2022, all other ports saw growth in international visitor arrivals in comparison to last year. Christchurch saw an increase of 390.5%, Queenstown was up 756.5% and Wellington was up 332.3% compared to last year.

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12 month rolling visitor arrivals





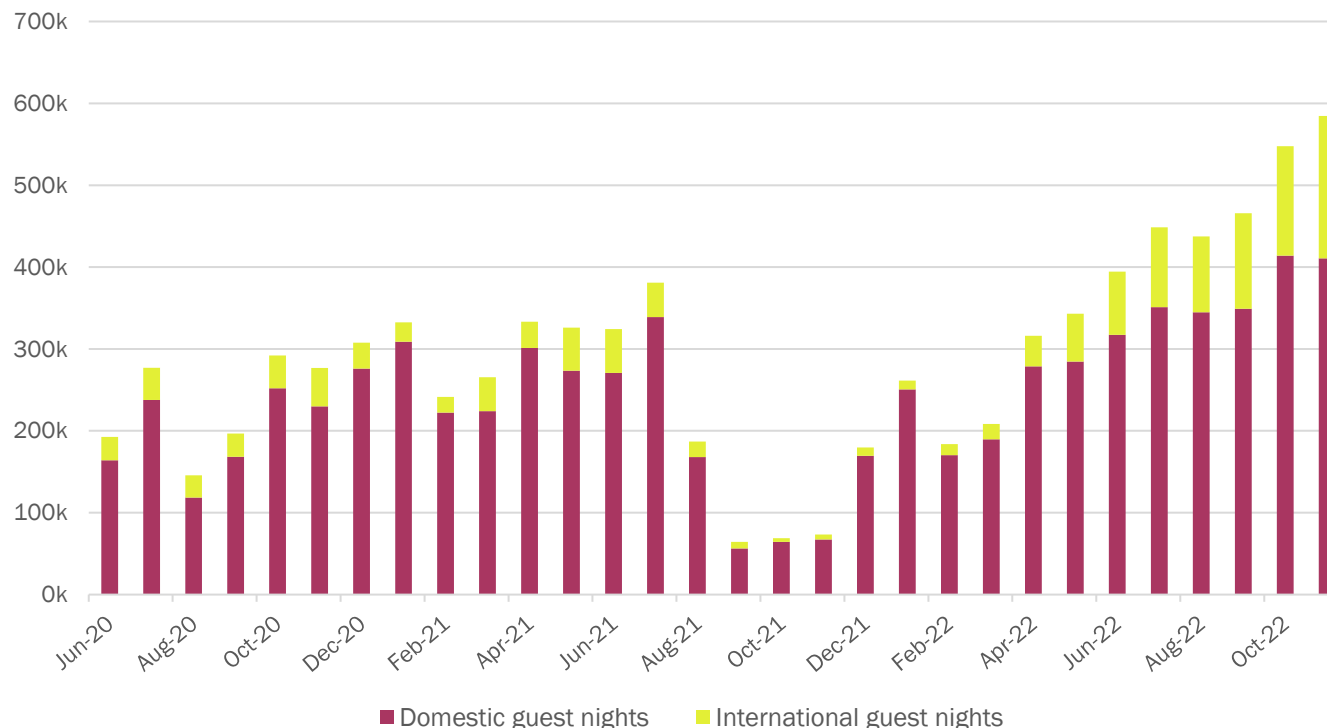
Auckland Tourism – Accommodation Data

174.0k international guest nights in commercial accommodation in November 2022, up 2706.5%

- For the month of November 2022, there were **584.6k total guest nights** in commercial accommodation in Auckland, up **696.5%** on the same month last year.
- There were **410.6k domestic guest nights** in commercial accommodation (up 511.0%), and **174.0k international guest nights (up 2706.5%)** in commercial accommodation in November 2022.
- For New Zealand overall, there were 3.09m guest nights in commercial accommodation, up 135.6% compared to November 2021.

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Guest nights in commercial accommodation - Auckland

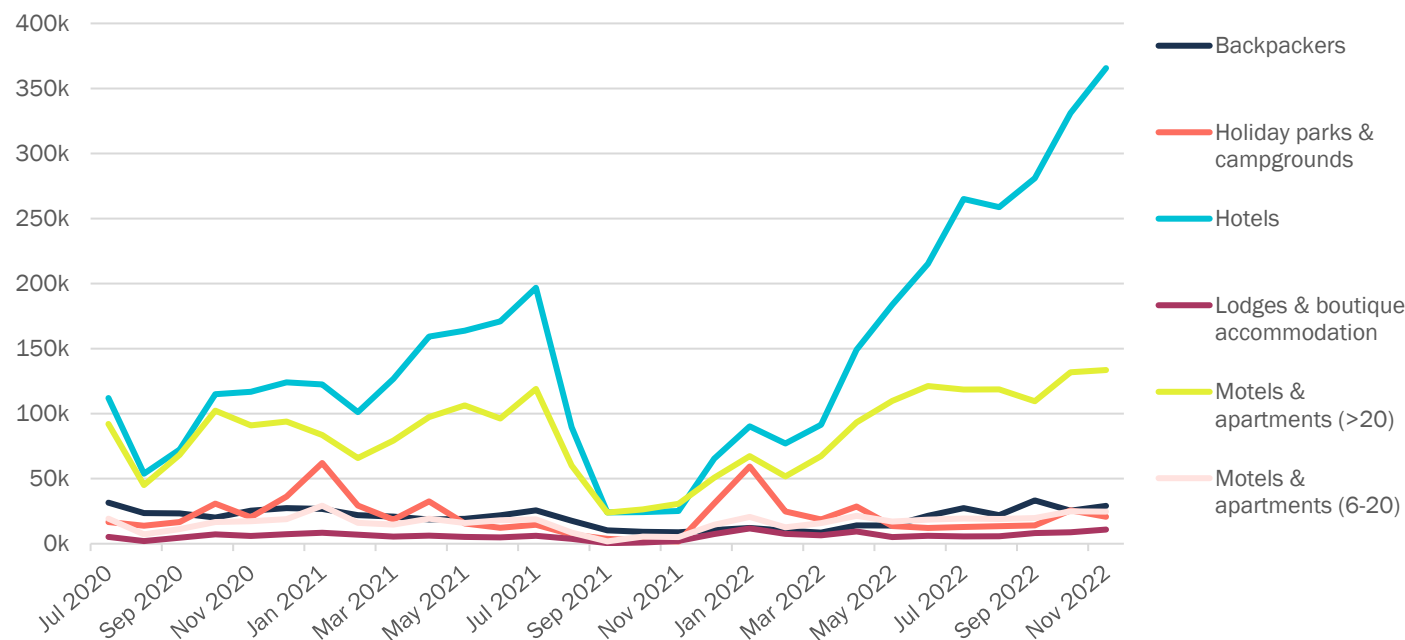


November 2022	Auckland	% change	New Zealand	% change
Total guest nights	584,600	696.5%	3,087,700	135.6%
Domestic guest nights	410,600	511.0%	2,153,000	71.7%
International guest nights	174,000	2706.5%	934,700	1554.3%

365.7k guest nights in hotels in November 2022, up 1357.0%

- For the month of November 2022, there were **365.7k guest nights in hotels in Auckland, up 1357.0%** on the same month last year.
- There were 133.5k guest nights in motels and apartments (>20) (up 334.9%), and 24.7k guest nights in motels and apartments (6-20) (up 384.3%) in November 2022.
- In November 2022, guest nights in holiday parks and campgrounds (up 1193.8% to 20.7k) and lodges and boutique accommodation (up 419.0% to 10.9k) increased.
- Guest nights in backpackers were also up (230.7%) to 29.1k.

Guest nights by accommodation type (monthly)

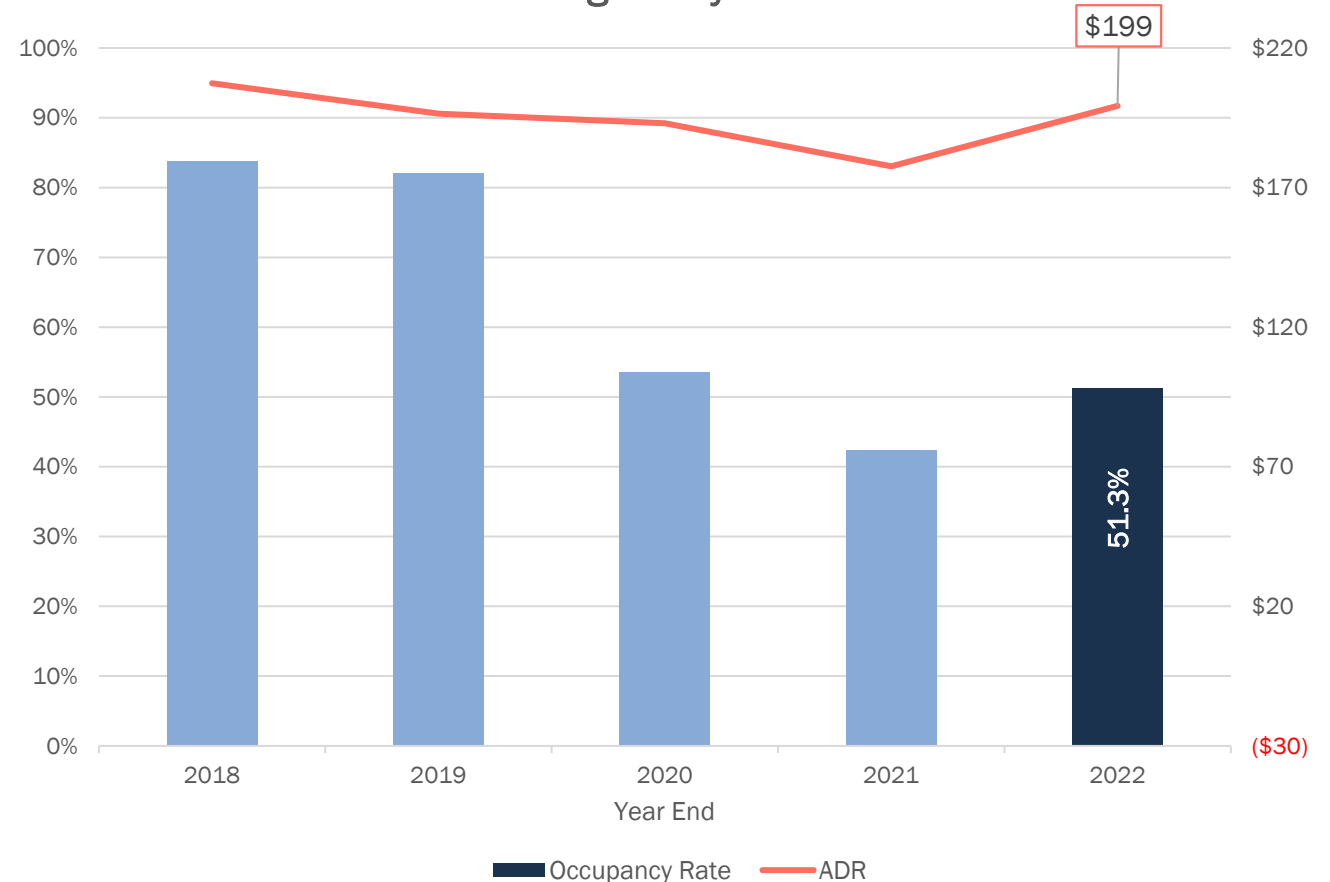


November 2022	Guest nights	% change
Hotels	365,700	1357.0%
Motels & apartments (>20)	133,500	334.9%
Motels & apartments (6-20)	24,700	384.3%
Backpackers	29,100	230.7%
Holiday parks & campgrounds	20,700	1193.8%
Lodges & boutique accommodation	10,900	419.0%

November 2022 Occupancy was 72.6%, up 61.8pts

- **November Occupancy** was 72.6%, up 61.8pts to November 2021. The **ADR** was \$231 (up 84.6%) and the **RevPAR** was \$167 (up 1149.0%).
- Covid affected the year-end average hotel occupancy rate, which was 51.3% for the year to November 2022, with an increase of 8.9pts compared to the previous year-end.
- The average daily rate (ADR) for hotels in the year to November 2022 was \$199 up 12.2% on the previous year.
- The **RevPAR** for the year ending November 2022 was \$102 up 35.8% on the previous year.

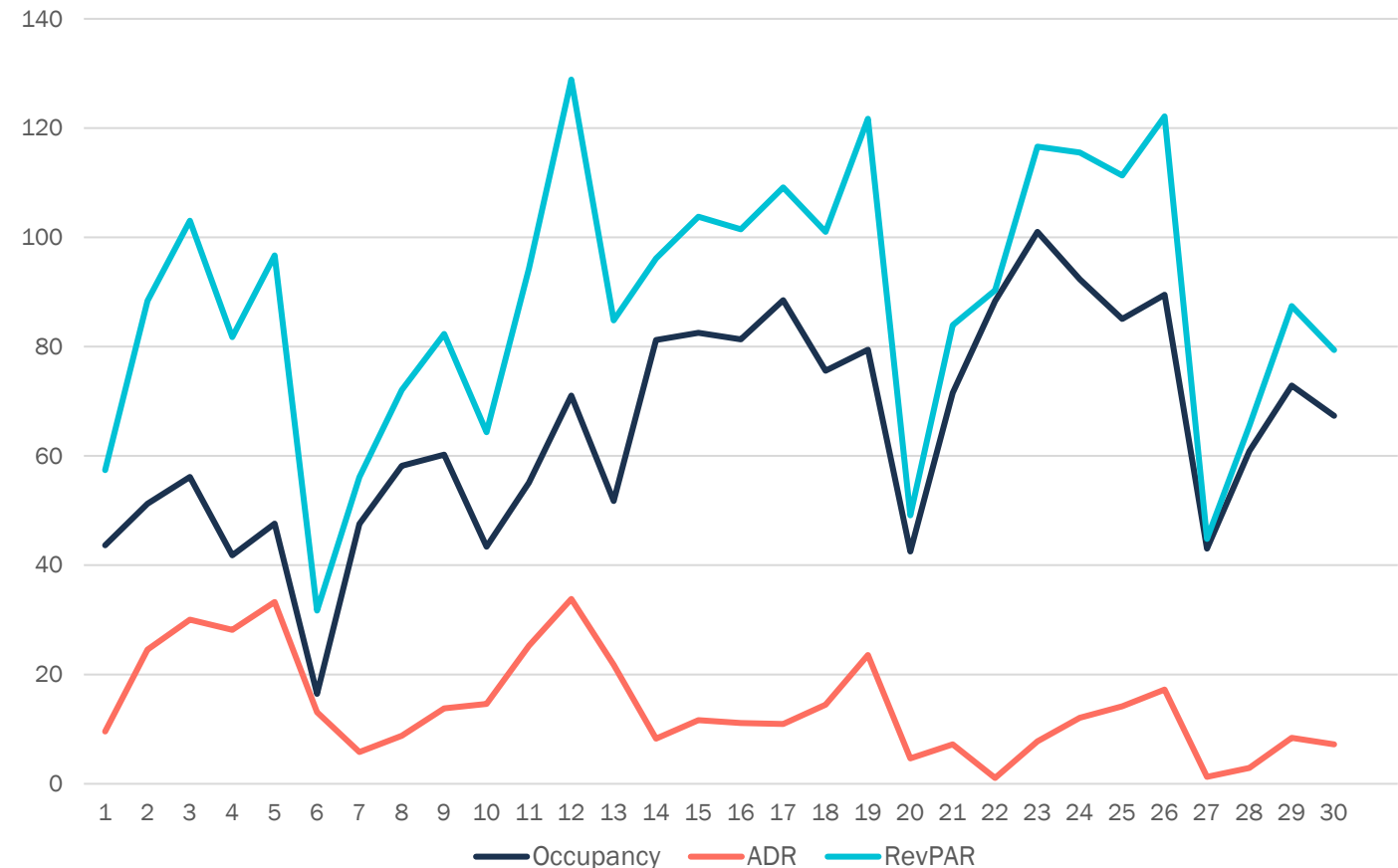
Annual Hotel Accommodation in Auckland Occupancy and Average Daily Rate



Occupancy was 63.8% higher in November 2022, compared to 2021

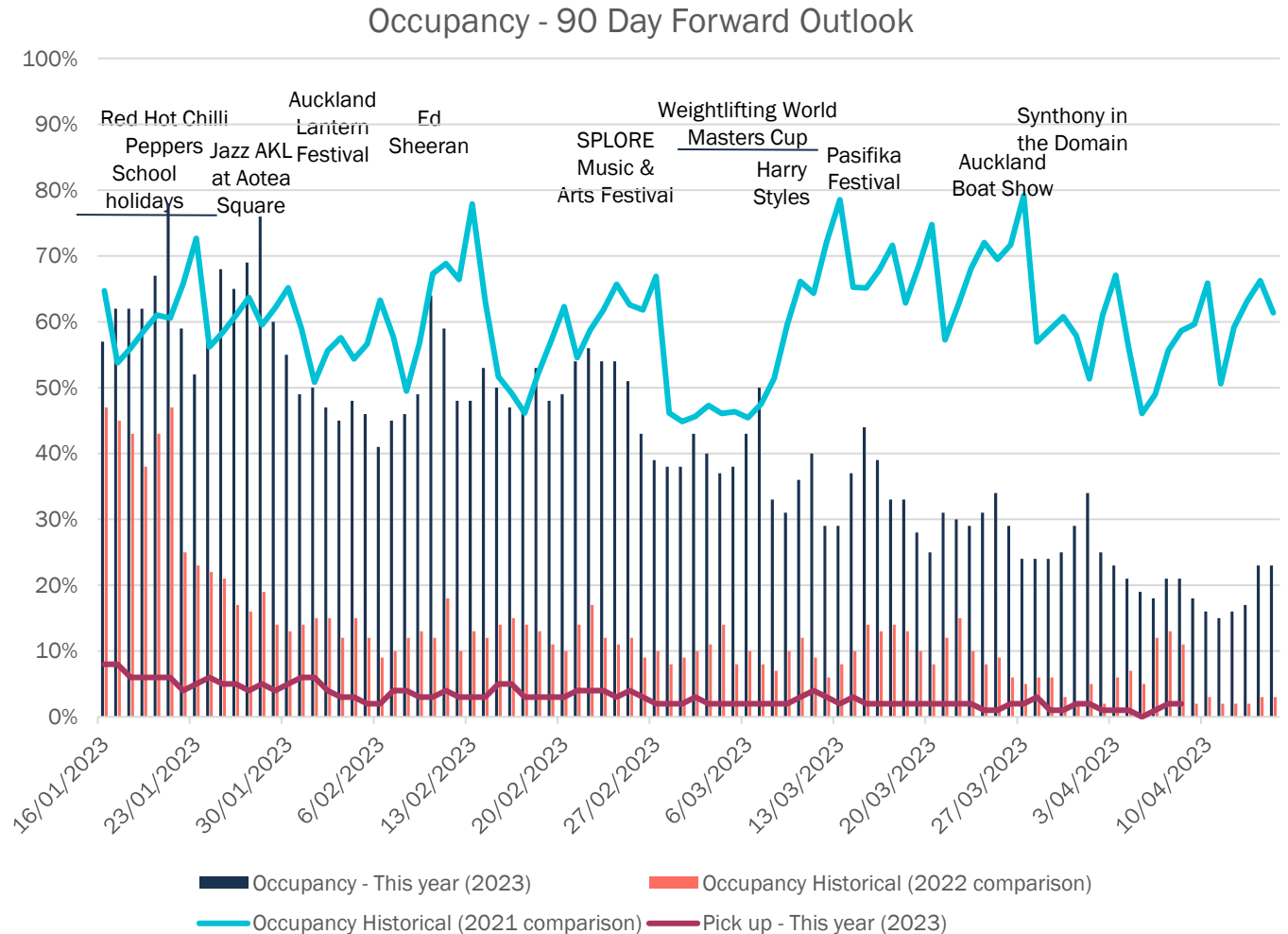
- **Occupancy was 63.8% higher** during the month of November this year, compared to November last year.
- **Revenue per available room (RevPAR) was 87.6% higher** in November 2022 compared to last year.
- **Average Daily Rate (ADR) was also up (13.9%)** on last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in November 2022. Occupancy and RevPAR peaked on Saturday 12th November, while ADR peaked on Wednesday 23rd November 2022.
- A quarter (26%) of the hotels covered here are in fact, isolation hotels.

Percent Changes for the Month of November



90 Day Forward Booking Occupancy Data

- Looking forward 90 days, overall occupancy on the books is higher this year compared to the same period last year (i.e. from January to April 2023).
- Occupancy peaked at 78% on the 21st January 2023 – which is when the Red Hot Chilli Peppers and Post Malone performed at Mt Smart Stadium.
- Occupancy reaches 76% on 28th January 2023, on the night of the Elton John concert at Mt Smart Stadium.



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.

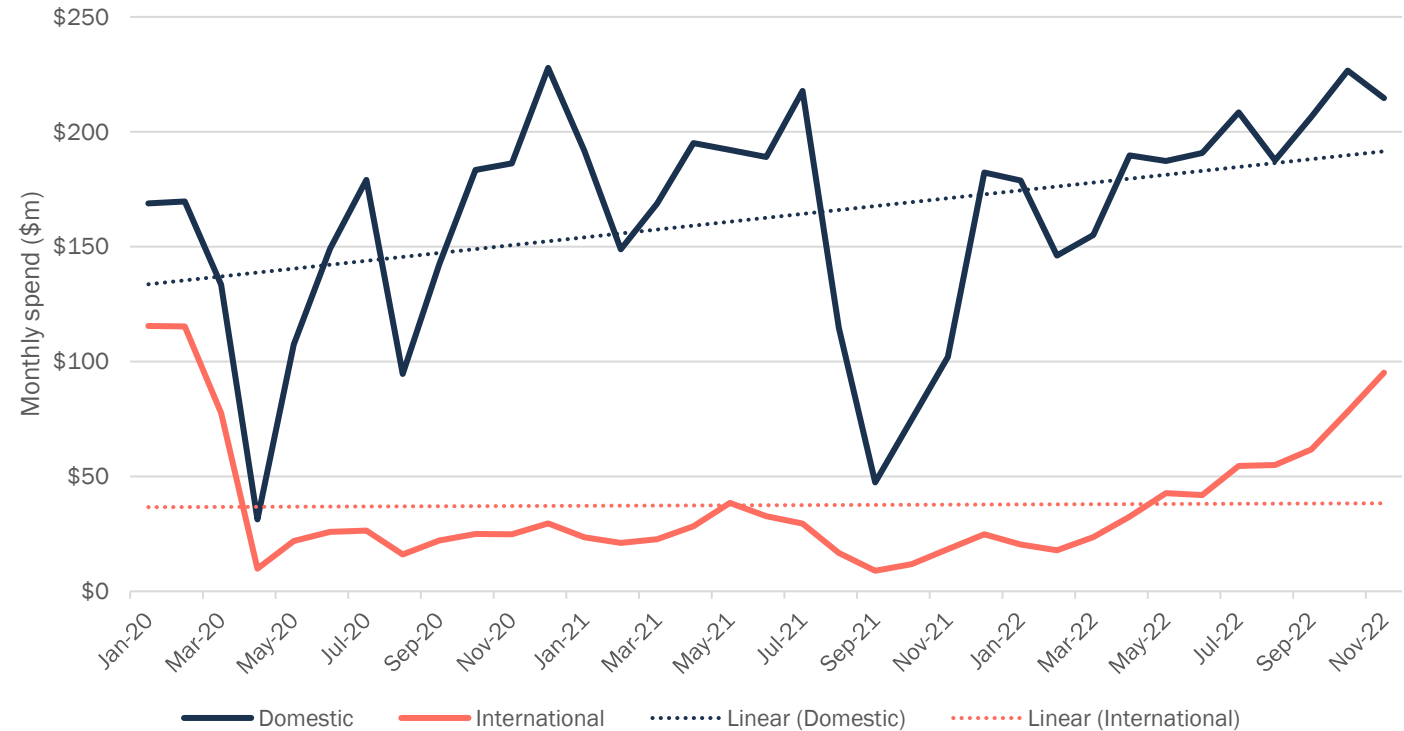


Auckland Tourism – Spend Data

\$2.27b in Domestic tourism transactions for YE November 2022, up 21.6%

- In the year to November 2022, Domestic tourism transactions was \$2.27b (up 21.6%), while International tourism transactions was \$0.55b, up 94.7% 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

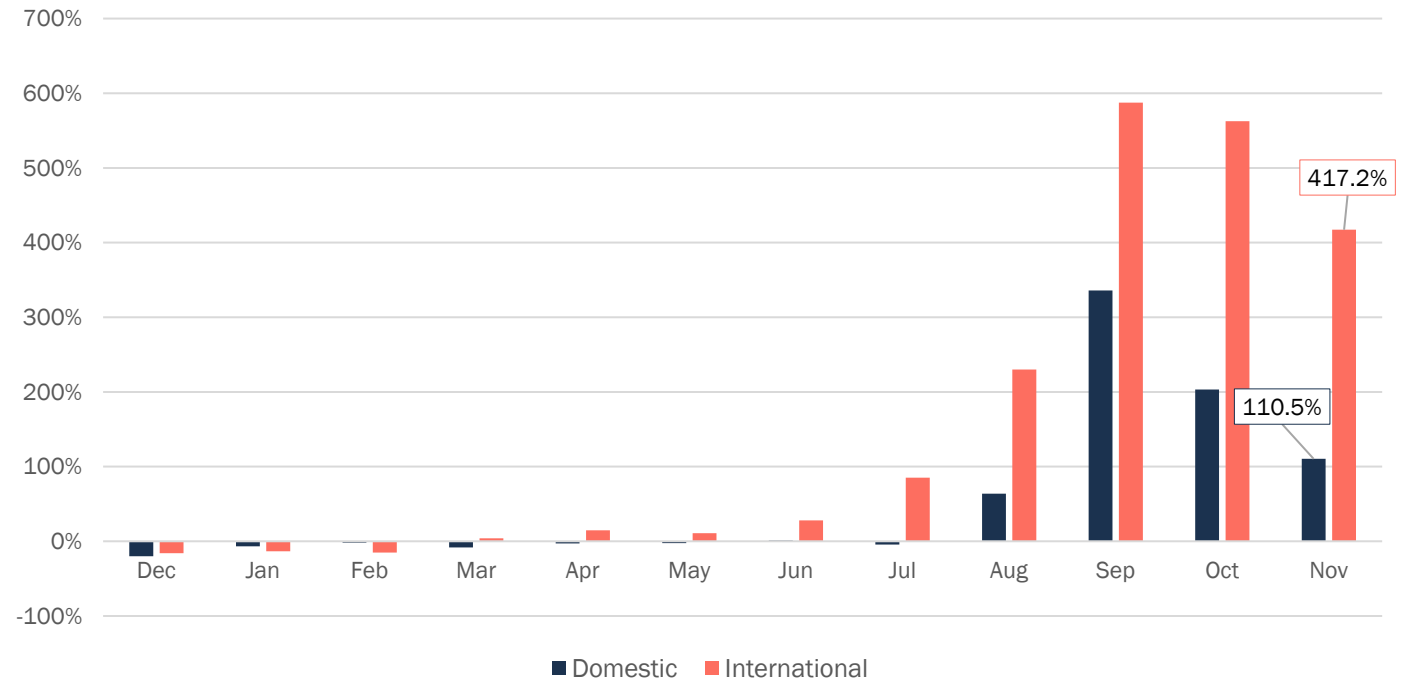


Tourism Transactions	YE November 2022 (\$b)	% change
Domestic	2.274	21.6%
International	.549	94.7%

International tourism transactions were \$95.1m for November 2022, up 417.2%

- For the month of November 2022, domestic tourism transactions (TECTs) was \$214.7m, up 110.5% compared with the same month in 2021.
- International tourism transactions in November 2022 was \$95.1m (up 417.2%) compared to November 2021.

Monthly % Change in tourism transactions in Auckland

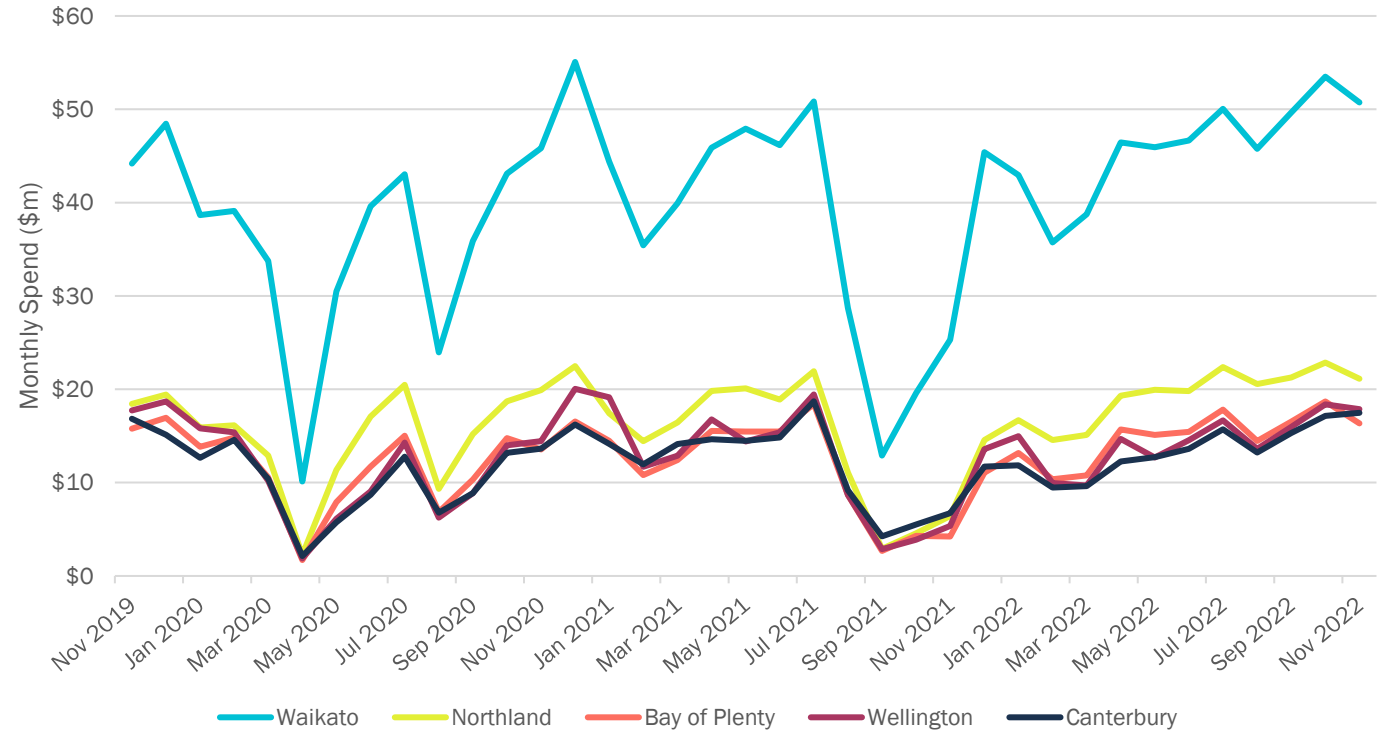


Tourism Transactions	November 2022 (\$m)	% change
Domestic	214.7	110.5%
International	95.1	417.2%

Waikato visitors spent \$50.7m in November 2022, up 100.4% on the previous year

- Domestic tourism transactions in Auckland were up across all domestic markets for the month of November 2022.
- Waikato-based visitors spent \$50.7m in tourism transactions in Auckland in November 2022, up 100.4% on the previous year.
- Spend from Northland (\$21.1m, up 229.2%), the Bay of Plenty (\$16.3m, up 286.4%), Wellington (\$17.9m, up 233.7%) and Canterbury (\$17.5m, up 160.0%) was also up in the month of November 2022 compared to last year.

Monthly tourism domestic spend in Auckland, by market

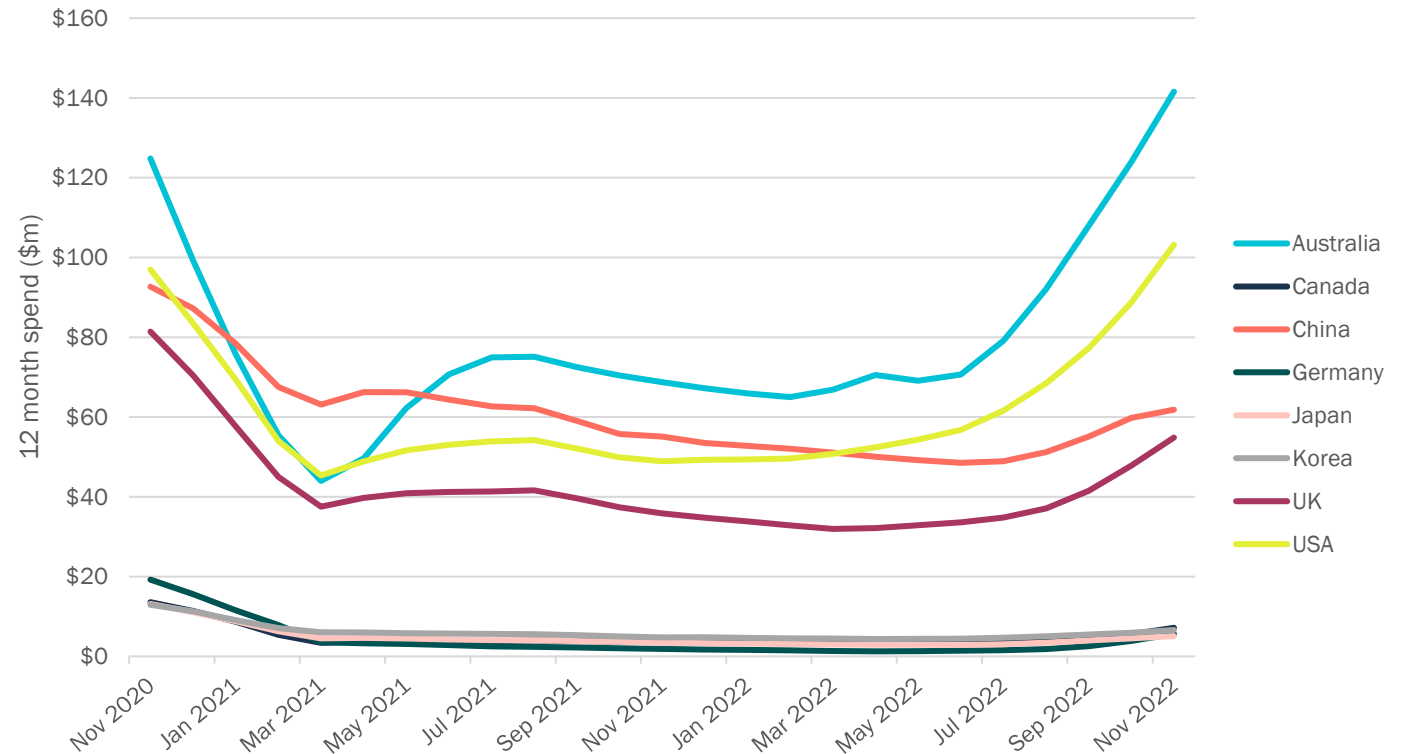


	vs. Waikato previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year	
November 2022	50.7	100.4%	21.1	229.2%	16.3	286.4%	17.9	233.7%	17.5	160.0%

Australian visitors spent \$142m in the year to November 2022, up 105.9% on the previous year

- In the year to November 2022, Australian tourism spend was up 105.9% on the previous year to \$142m.
- Chinese visitors spent \$62m in the year to November 2022, up 12.2% on the previous year.
- Tourism spend from the US (up 110.9% to \$103m) and the UK (up 53.0% to \$55m) was up for the year to November 2022.
- Spend from Germany (up 200.6% to \$6m), Canada (up 100.3% to \$7.2m), Japan (up 47.3% to \$5.1m) and Korea was also up (39.5% to \$6.6m) on the previous year.

Year-end tourism international spend in Auckland, by market

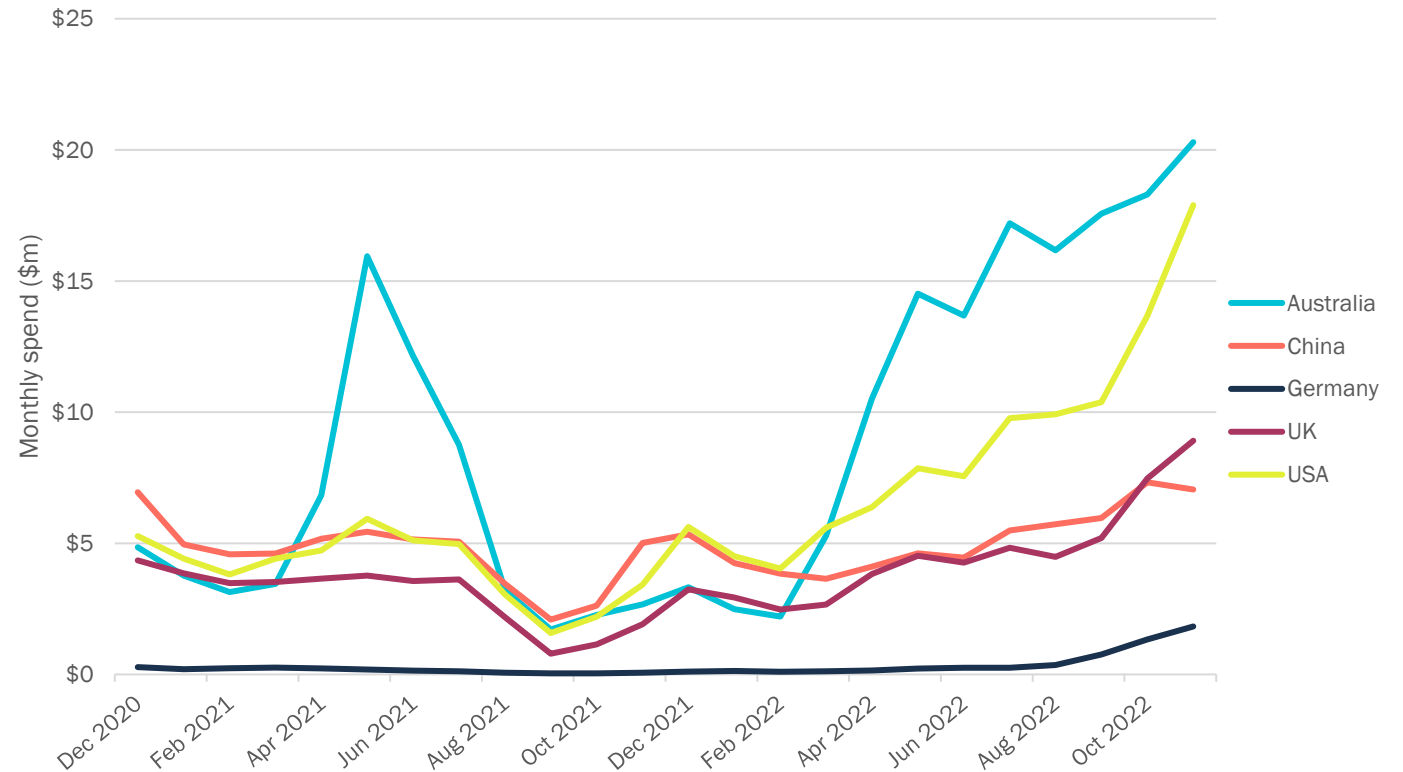


	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
YE November 2022	142	105.9%	62	12.2%	55	53.0%	103	110.9%	6	200.6%

Australian visitors spent \$20.3m in November 2022, up 660.1% on the previous month

- Tourism spend from Australia increased in May 2021. This increase can be attributed to the trans-Tasman travel bubble between Australia and NZ, that opened on 19th April 2021 but then closed shortly after.
- For the month of November 2022, spend from Australia (\$20.3m) was up 660.1% compared to last November.
- Spend from the US (\$17.9m) was up 423.3% this November.
- Spend from the UK (\$8.9m) was also up (365.4%) for the month of November.
- There were increases in tourism spend from the Chinese (up 40.6% to \$7.1m), and German (up 2686.3% to \$1.8m) markets for the month of November 2022.

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 2022	20.3	660.1%	7.1	40.6%	8.9	365.4%	17.9	423.3%	1.8	2686.3%

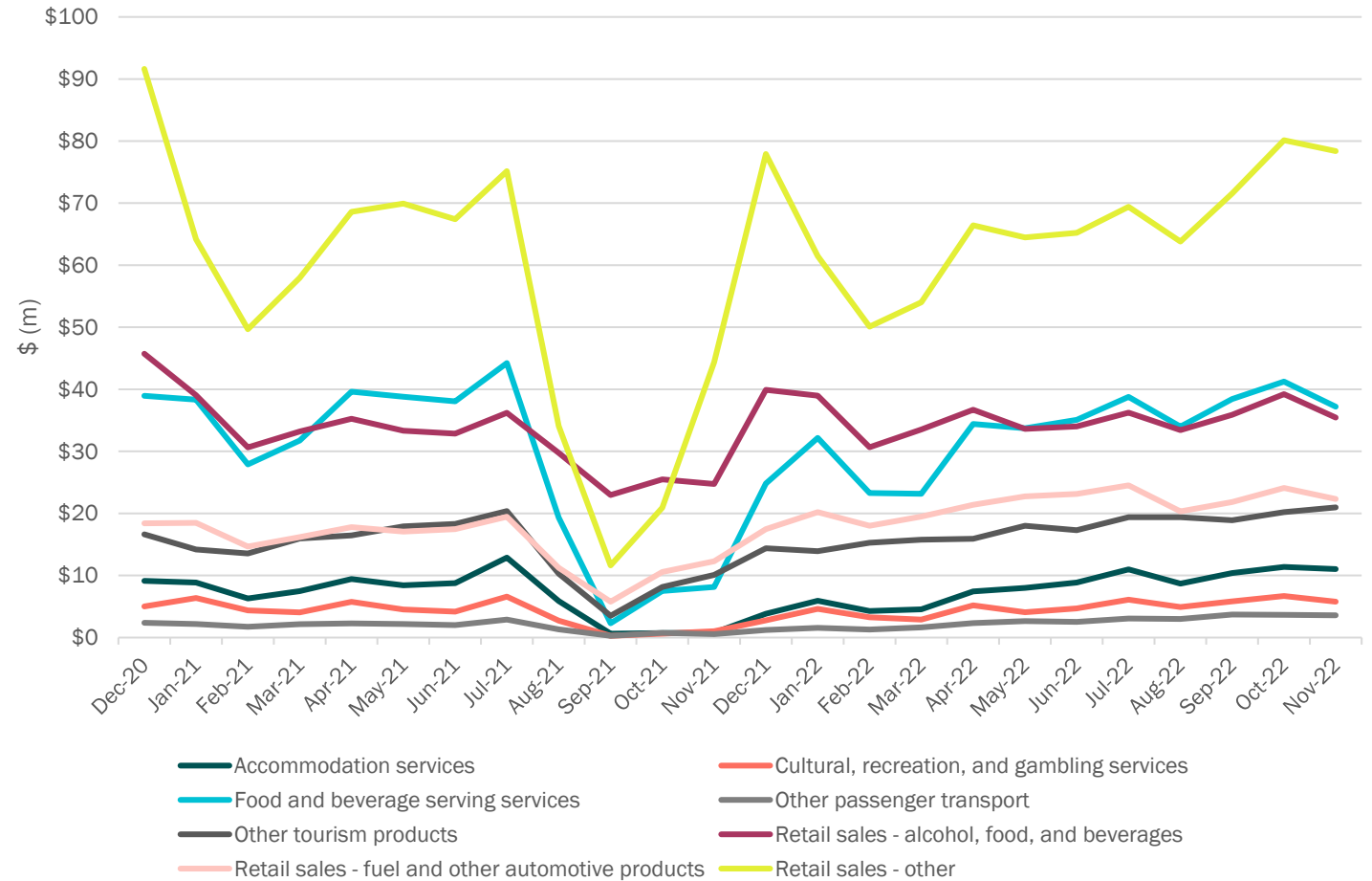
\$78.4m spent in Retail sales (other) by domestic visitors in November 2022, up 76.6%

	Spend (\$m)	% change
Accommodation services	11.0	1311.1%
Cultural, recreation, and gambling services	5.8	468.8%
Food and beverage serving services	37.2	356.4%
Other passenger transport	3.6	536.2%
Other tourism products	21.0	107.5%
Retail sales - alcohol, food, and beverages	35.5	43.3%
Retail sales - fuel and other automotive products	22.3	81.7%
Retail sales - other	78.4	76.6%
Grand Total	214.7	110.5%

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



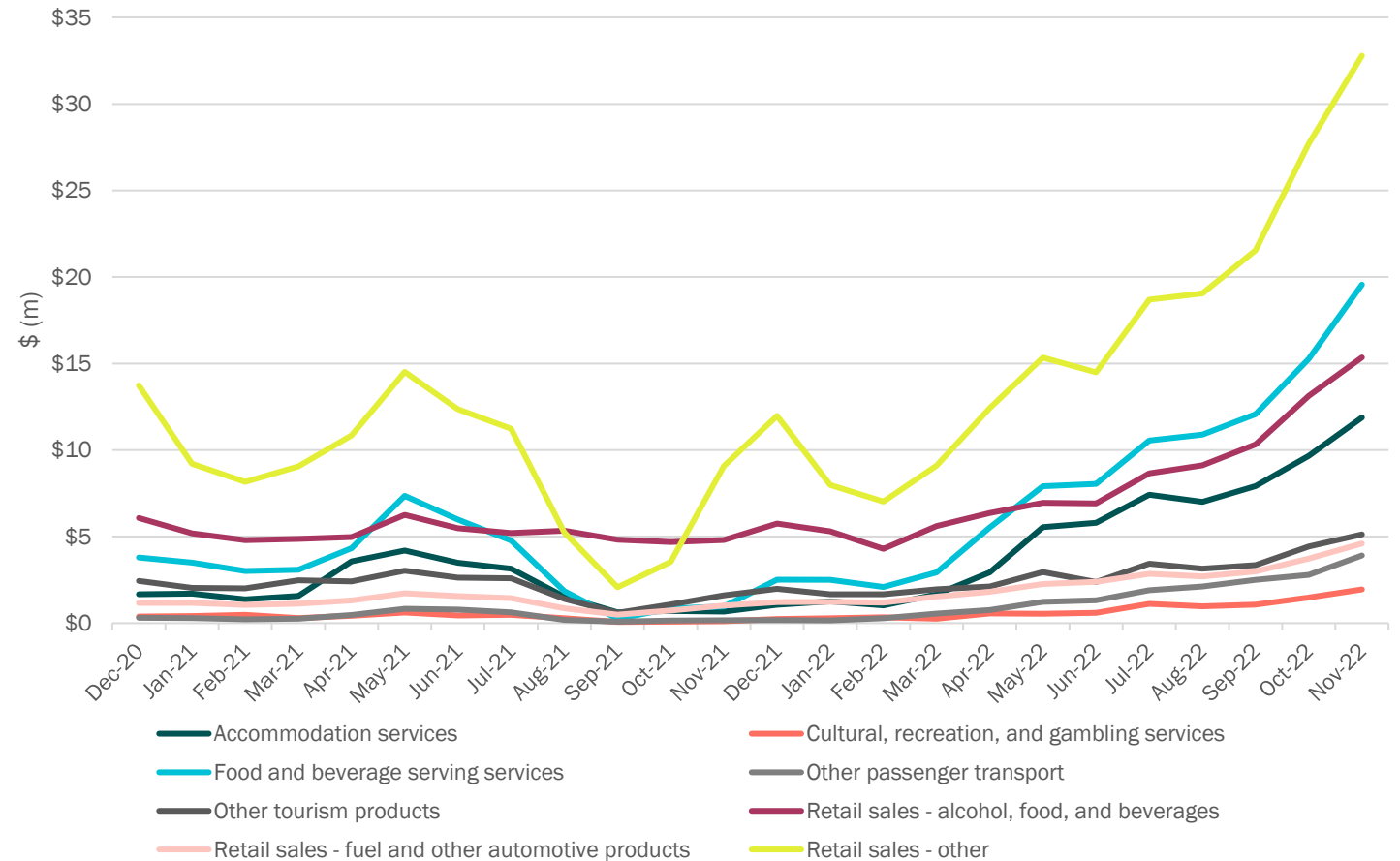
\$32.8m spent in Retail sales (other) by International visitors in November 2022 up 261.2%

	Spend (\$m)	% change
Accommodation services	11.9	1684.1%
Cultural, recreation, and gambling services	1.9	1695.3%
Food and beverage serving services	19.6	1931.2%
Other passenger transport	3.9	2319.4%
Other tourism products	5.1	218.8%
Retail sales - alcohol, food, and beverages	15.4	219.8%
Retail sales - fuel and other automotive products	4.6	353.7%
Retail sales - other	32.8	261.2%
Grand Total	95.1	417.2%

aucklandunlimited.com

Source: MBIE TECTs.

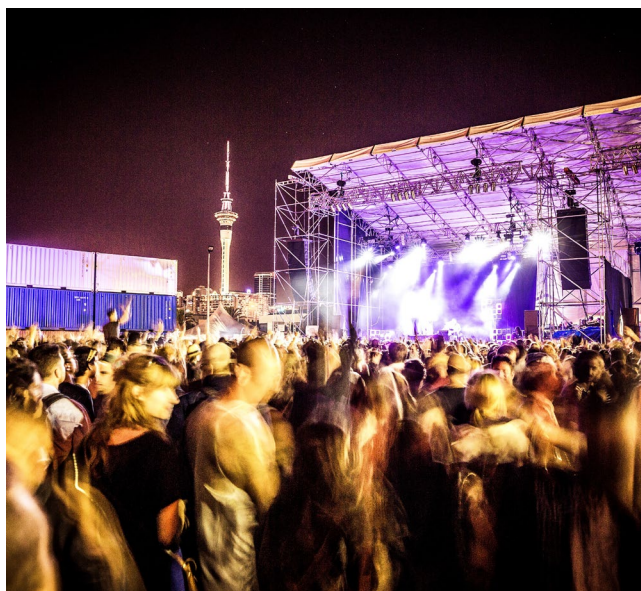
International monthly tourism transactions in Auckland, by product





Auckland Tourism – Major and Business Events Data

Major Events Insights



aucklandunlimited.com

Source: Major Events, Tātaki Auckland Unlimited.

Event	Date	Venue	Interesting Findings
Six60	19 November 2022	Eden Park	<ul style="list-style-type: none"> There were 364.8k domestic visitors to Auckland in the month of November 2022, an increase of 105.7% on the previous November.
Aotea Art Fair	16 – 20 November 2022	The Cloud	<ul style="list-style-type: none"> The month of November saw 161.6k international visitors, up 3653.4% on the previous November
Spartan Auckland Super	26 – 27 November 2022	Western Springs Stadium	<ul style="list-style-type: none"> There were 410.6k domestic guest nights in commercial accommodation (up 511.0%), and 174.0k international guest nights (up 2706.5%) in commercial accommodation in November 2022.
WBSC Men's Softball World Championship	26 November – 4 December 2022	Rosedale Park	<ul style="list-style-type: none"> For the month of November 2022, domestic tourism transactions (TECTs) was \$214.7m, up 110.5% compared with the same month in 2021. International tourism transactions in November 2022 was \$95.1m (up 417.2%) compared to November 2021.

Business Events Insights



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262


Business events in Auckland
Q2 June 2022




18%

Auckland's market share of
business events
Q2 June 2022




41.7^k


Delegates hosted in Auckland
Q2 June 2022




22%

Auckland's market share of
delegates
Q2 June 2022




51.5^k

Delegate days hosted in Auckland
Q2 June 2022




19%

Auckland's market share of
delegate days
Q2 June 2022





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 November 2022 was +21 (the same as NZ), up 2 points to November 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 2,889 online conversations about Auckland (down 9%), while 30,995 online conversations were included for NZ (up 9%).
- 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 also driven by ‘Natural Disaster’ and ‘Air Travel’.



TSI Categories



- Volume is a good indicator of overall awareness. The more people are talking about a specific experience, the more awareness it drives. The top drivers for conversation about Auckland for November 2022 were Access and Transportation (30%), followed by Food and Culinary (21%), and Amenities and Entertainment (15%).
- The category with the highest sentiment was Relaxation and Wellness (35), followed by Food and Culinary (31), and Amenities and Entertainment (28), while Safety (-4), and Access and Transportation (7) had the lowest sentiment.
- Sub-categories that drove positive sentiment were Camping (76), Paddle sports (52), Nightlife (49), Skiing and Snowboarding (44), Golfing (43), and Attractions (43).
- The lowest sentiment was recorded in Wildlife viewing (-11), Breweries and Pubs (-7), Natural Disaster (-4), Ground transportation (-3), and Health (0).
- Auckland sentiment was higher in Relaxation and Wellness (+6) and Amenities and Entertainment (+3) in comparison to NZ.
- Joy was the general emotional tone for almost all categories for the month of November 2022, with anger being linked to Access and Transportation and Fear to Safety.

CATEGORIES	AUCKLAND			NEW ZEALAND		
	Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
▲ Access + Transportation	30% ▼ 9%	Anger	7 Average	16% ▼ 5%	Anger	6 Average
▲ Food + Culinary	21% ▲ 5%	Joy	31 Average	15% ▲ 2%	Joy	31 Average
▲ Amenities + Entertainment	15% ▲ 0%	Joy	28 Average	18% ▼ 2%	Joy	25 Average
▲ Outdoor Activities	10% ▼ 1%	Joy	24 Average	18% ▼ 3%	Joy	23 Average
▲ Safety	8% ▲ 5%	Fear	-4 Average	15% ▲ 7%	Fear	-10 Average
▲ Relaxation + Wellness	7% ▲ 0%	Joy	35 High	6% ▲ 0%	Joy	29 Average
▲ Destination Services	6% ▲ 3%	Joy	17 Average	6% ▼ 1%	Joy	25 Average
▲ Culture + History	3% ▼ 2%	Joy	8 Average	5% ▲ 0%	Joy	15 Average

Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated from 1st November 2021 to 30th November 2022.
- Auckland’s TSI lifted from December 2021 onwards - peaking in February 2022 but dropped in March-April 2022.
- TSI rebounded in May but declined in June-July 2022. Tourism Sentiment (for both Auckland and NZ) lifted in the month of August and has had a slight decline in November 2022.





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

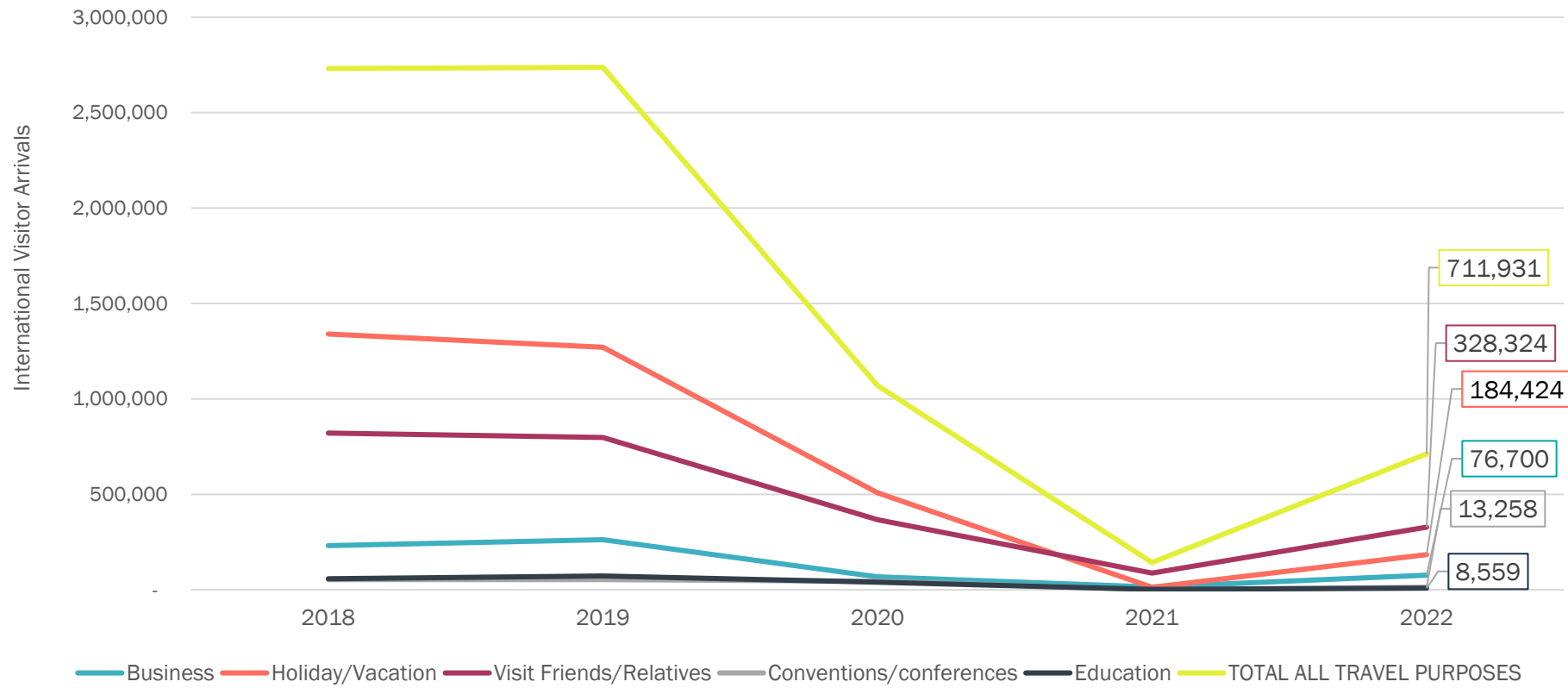
Compared to
YE June 2021

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.



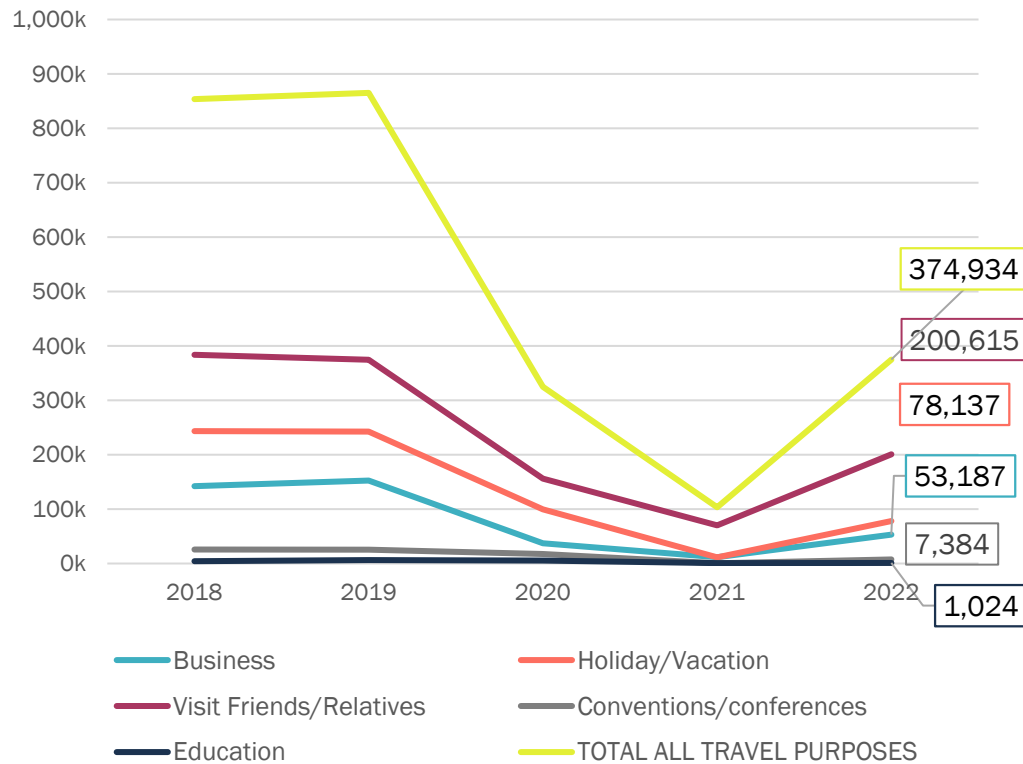
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE November

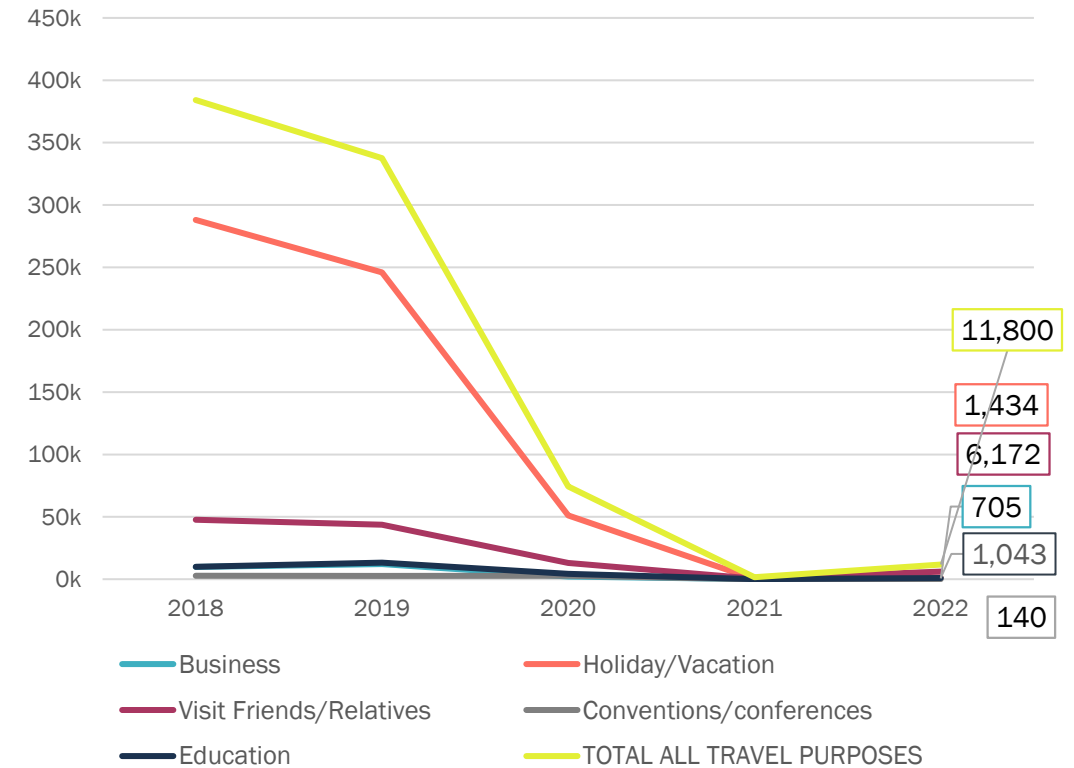


Five-year visitor arrivals to Auckland, YE November

Australia

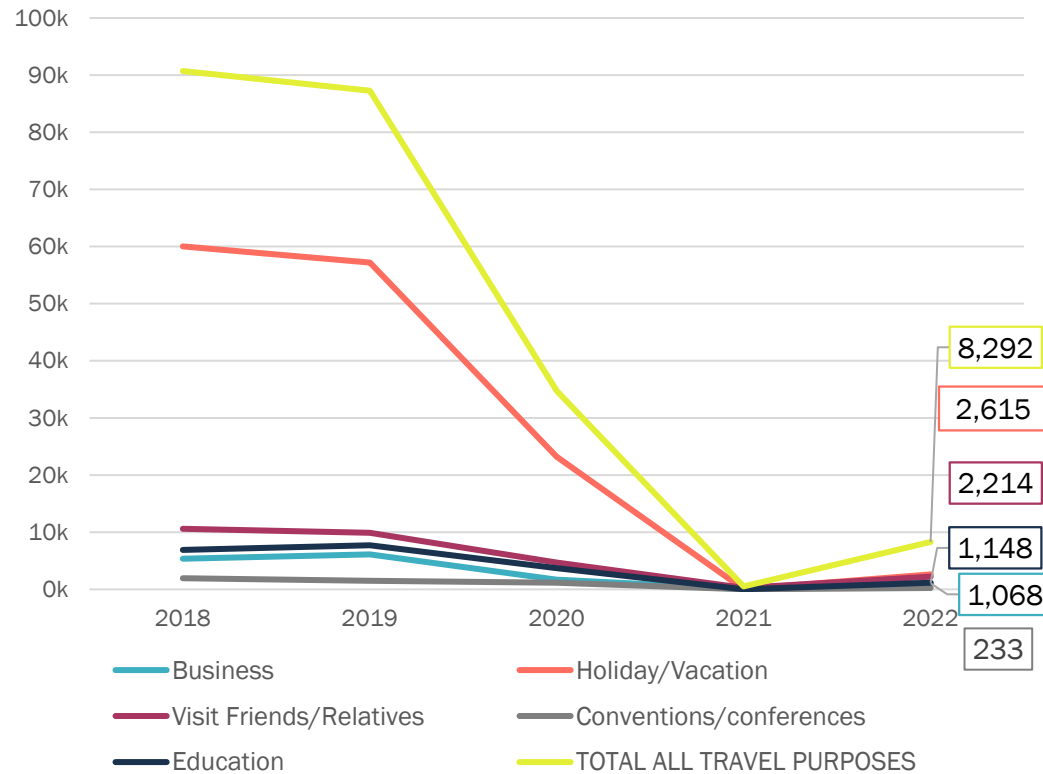


China

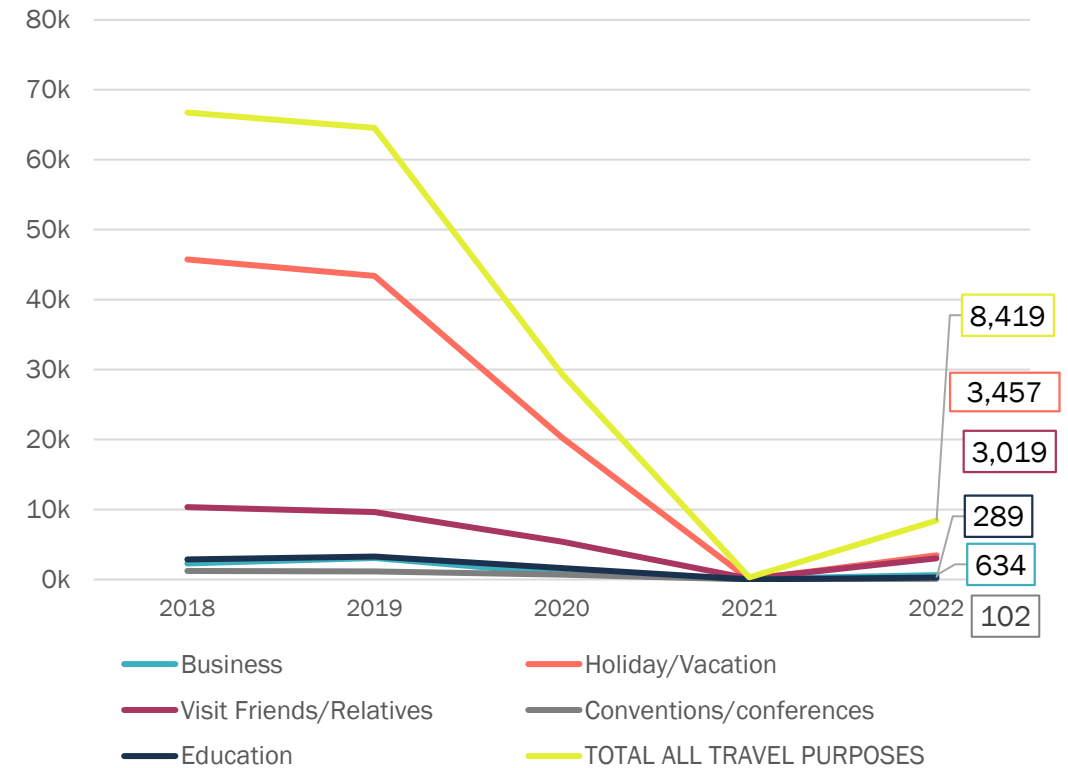


Five-year visitor arrivals to Auckland, YE November

Japan

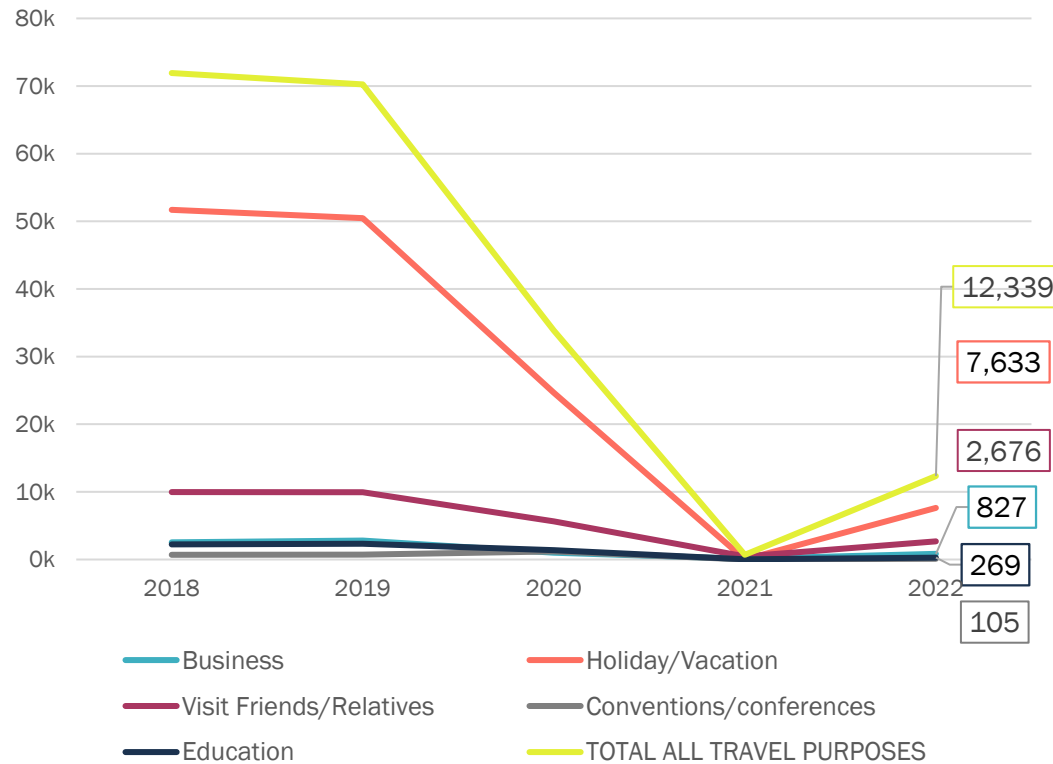


Korea

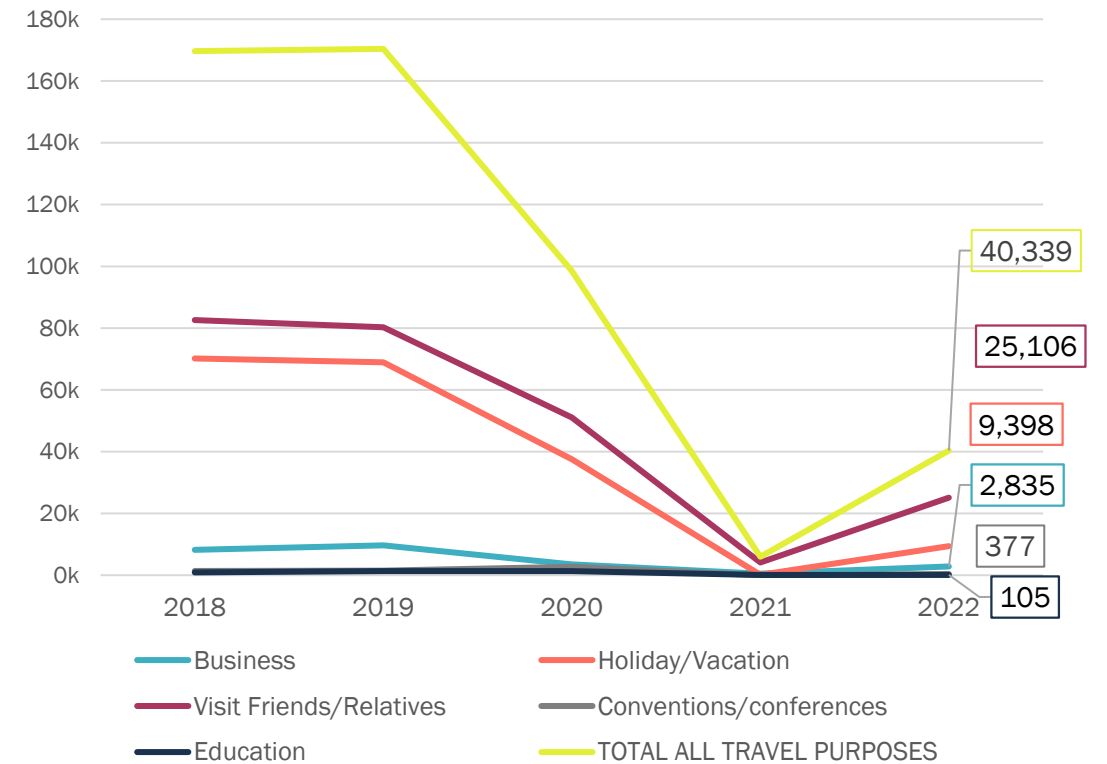


Five-year visitor arrivals to Auckland, YE November

Germany

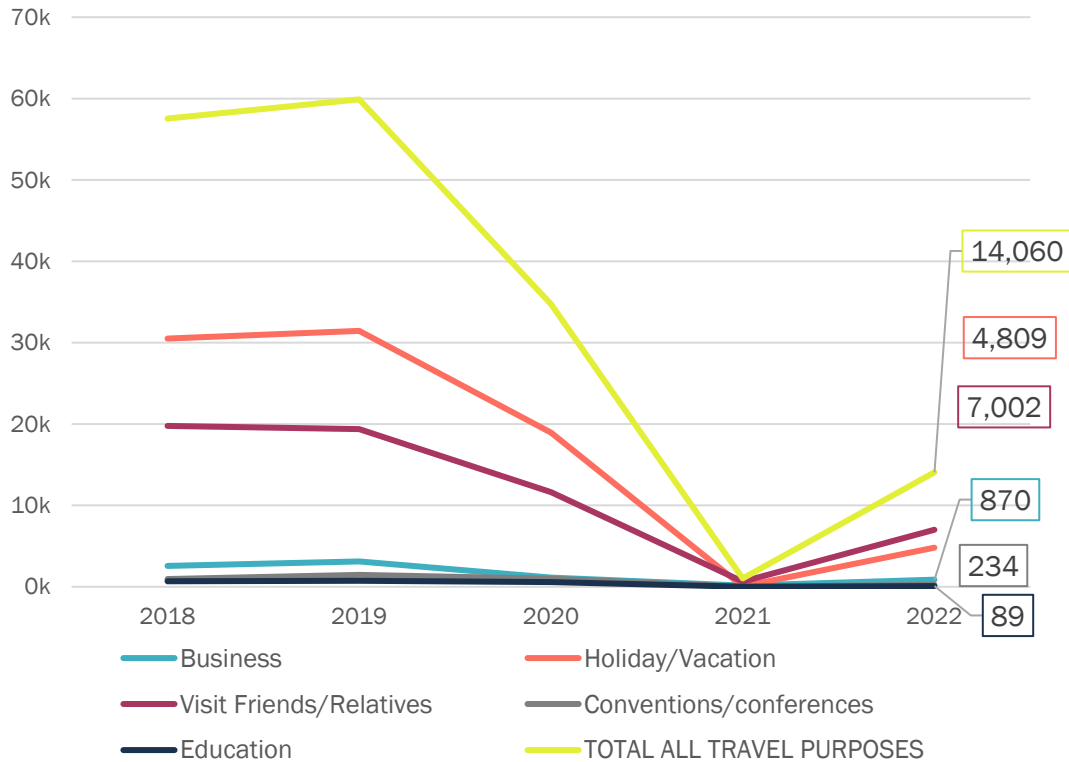


UK

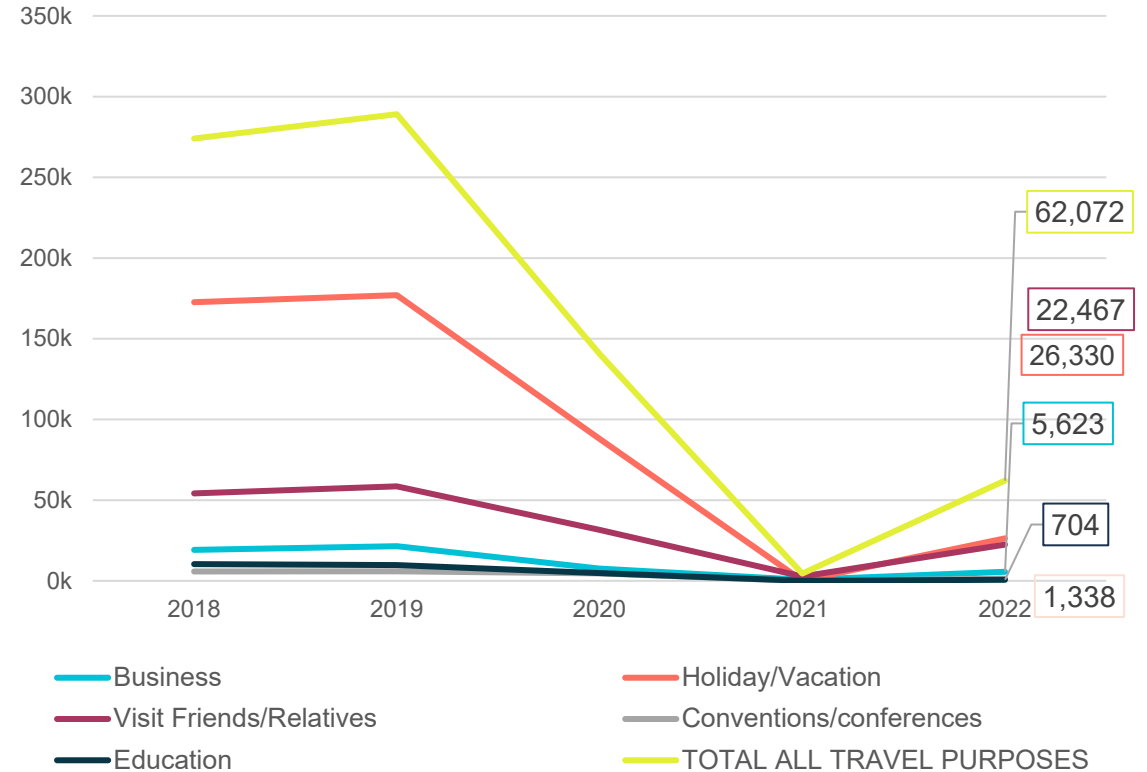


Five-year visitor arrivals to Auckland, YE November

Canada



US



Ngā mihi Thank you

- **KEY CONTACT**

Jaimee Raymond

Research & Insights Specialist

jaimee.raymond@aucklandnz.com

