

Tātaki
Auckland
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Tāmaki Makaurau Auckland Destination Overview

October 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 November – December 2023
By Jaimee Raymond, Research & Insights

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Key Visitor Data




374.5^k

Domestic Guest Nights
October 2023 (Month)
-8.7% (to October 2022)




159.8^k


International Visitors
October 2023 (Month)
+45.5% (to October 2022)




611.2^k

Total Guest Nights
October 2023 (Month)
+12.4% (to October 2022)




\$366^m


Domestic Tourism Spend
October 2023 (Month)
-19.2% (to October 2022)




\$211^m

International Tourism Spend
October 2023 (Month)
-5.4% (to October 2022)




\$577^m

Total Tourism Spend
October 2023 (Month)
-14.6% (to October 2022)



Key Visitor Data



DOMESTIC

- The domestic visitor numbers are no longer available as MBIE has cancelled the Monthly Unique Regional Population Estimates (MURPEs) data until further notice.
- There were **374.5k domestic guest nights in commercial accommodation** for the month of **October, down 8.7%**.
- The Monthly Regional Tourism Estimates (MRTEs) spend data has now restarted after a comprehensive revision. This has replaced the Tourism Electronic Card Transactions (TECTs). Revised MRTE data can be found [here](#).
- **Domestic tourism spend** for the year to October 2023 was **\$4.81b, up 10.0%** on last year and **\$366.0m for the month (down 19.2%** compared to October 2022).
- For the month of October 2023, tourism spend was down across all domestic markets.
- Spend from **Waikato-based visitors \$80.3m** was **down 14.4%** compared to the previous year. Spend from **Northland (\$44.3m, down 13.4%), the Bay of Plenty (\$41.1m, down 19.5%), Wellington (\$40.5m, down 27.5%) and Canterbury (\$31.3m, down 26.2%)** was also **down** in October 2023 compared to the previous year.

INTERNATIONAL

- **Monthly international visitors (159.8k)** were **up 45.5%** on October 2022 (109.8k) but numbers were down 21.1% compared to October 2019 pre-Covid (202.4k).
- **The year to October 2023** saw **1.95m international visitor arrivals, an increase of 250.8%** on 2022. However, international visitation was down 29.2% compared to pre-Covid levels (2.75m in YE October 2019).
- There was an increase in visitors from the **Australian market** in **October 2023**, with **53.6k visitors, up 8.4%** compared to last year. **The year to October 2023** saw **688.3k Australian visitors, up 118.6%**.
- **VFR visitors** contributed the most to annual visitor numbers (**745.4k**) and **increased 176.4%** on the year to October 2022. **Monthly VFR numbers (49.4k)** were **also up 21.5%** compared with October 2022.
- **Holiday visitors (726.4k)** were **up 483.4%** for the year, with **monthly numbers (63.9k) also up 66.6%**.
- **236.7k international guest nights in commercial accommodation** for October, **up 77.2%** on last year.
- **International tourism spend** was **\$3.18b** for the year, **up 136.8%** and **\$211.3m** for the month, **down 5.4%**.
- **Monthly spend from Australian visitors (\$102.0m)** was **up 76.1%**.

OVERALL

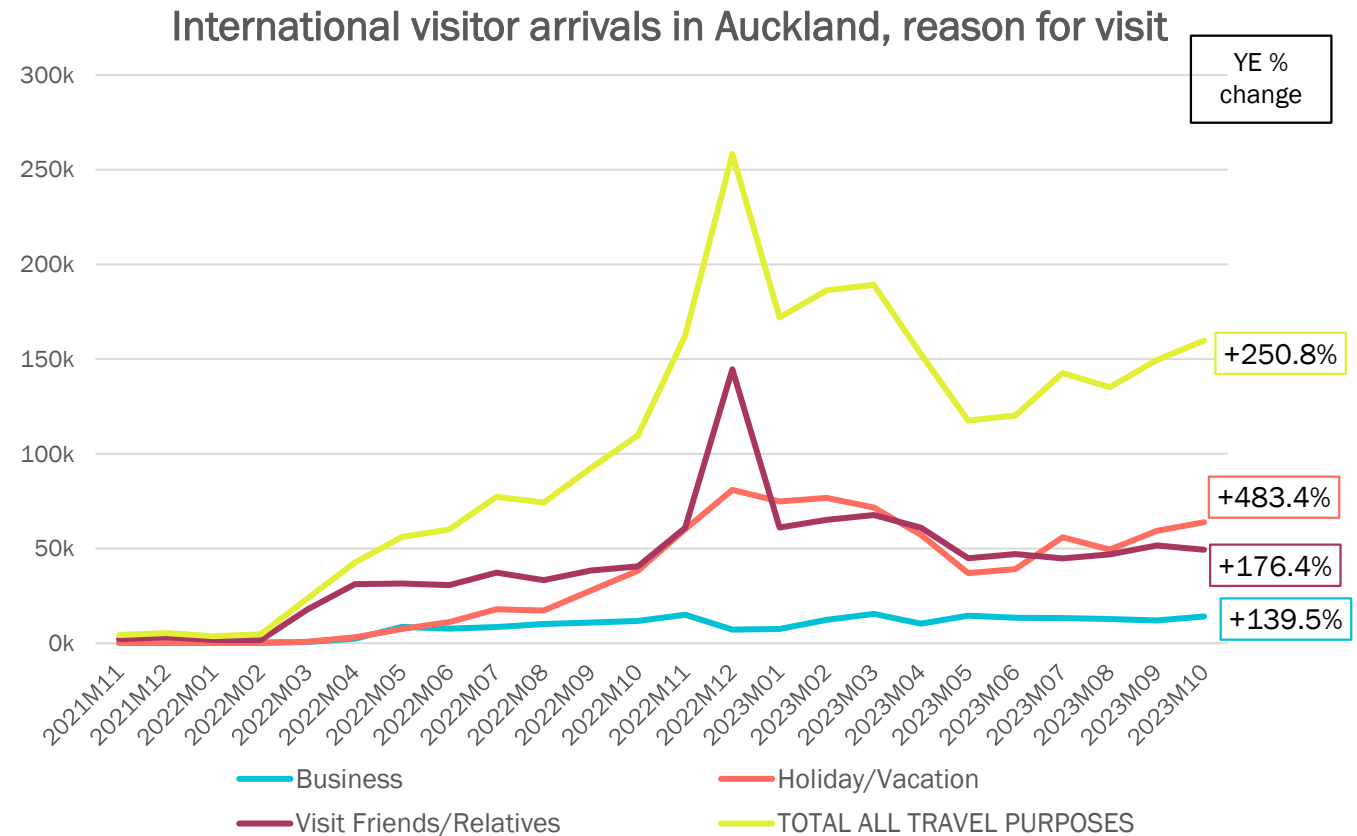
- For the month of October 2023, there were **611.2k total guest nights in commercial accommodation** in Auckland, **up 12.4%** on last year.
- **On average, visitors stayed in Auckland for 2.2 nights** for the month of October 2023 (up 15.8% on the previous year).
- **Looking forward, overall occupancy on the books is higher this year** compared to the same period last year (i.e., from December 2023 to March 2024).
- Auckland occupancy peaked at 90% on Wednesday 6th December 2023.
- Occupancy is currently booked at 79% on New Year's Eve.
- In 2023 Q3 supply expanded 2.5%. Demand expanded 33.6%, resulting in an occupancy gain of 30.3%. Occupancy is expected to grow by 10.8% in 2023 Q4, with supply expanding 3.6% and demand expanding 14.8%.
- **Total tourism spend** was **\$7.99b** for the year, **up 39.8%** and **\$577.3m** for the month, **down 14.6%**.



Auckland Tourism – Visitor Arrivals Data

1.95m International visitor arrivals in the year to October 2023, up 250.8%

- The month of October saw 159.8k international visitors, up 45.5% on October 2022 (109.8k) but down 21.1% compared to pre-Covid numbers (202.4k in October 2019).
- The year to October 2023 saw 1.95m international visitor arrivals, an increase of 250.8% on the previous year. However, international visitation was down 29.2% compared to pre-Covid levels (2.75m in YE October 2019).
- VFR visitors contributed the most to annual visitor numbers (745.4k) and increased 176.4% on the year to October 2022. Monthly VFR numbers (49.4k) were also up 21.5% compared with the month of October 2022.
- Holiday visitors (726.4k) were up 483.4% for the year, with monthly numbers (63.9k) also up 66.6%.
- There were 148.4k business visitors (up 139.5%) in the year to October 2023, and 14.1k for the month (up 19.7%).

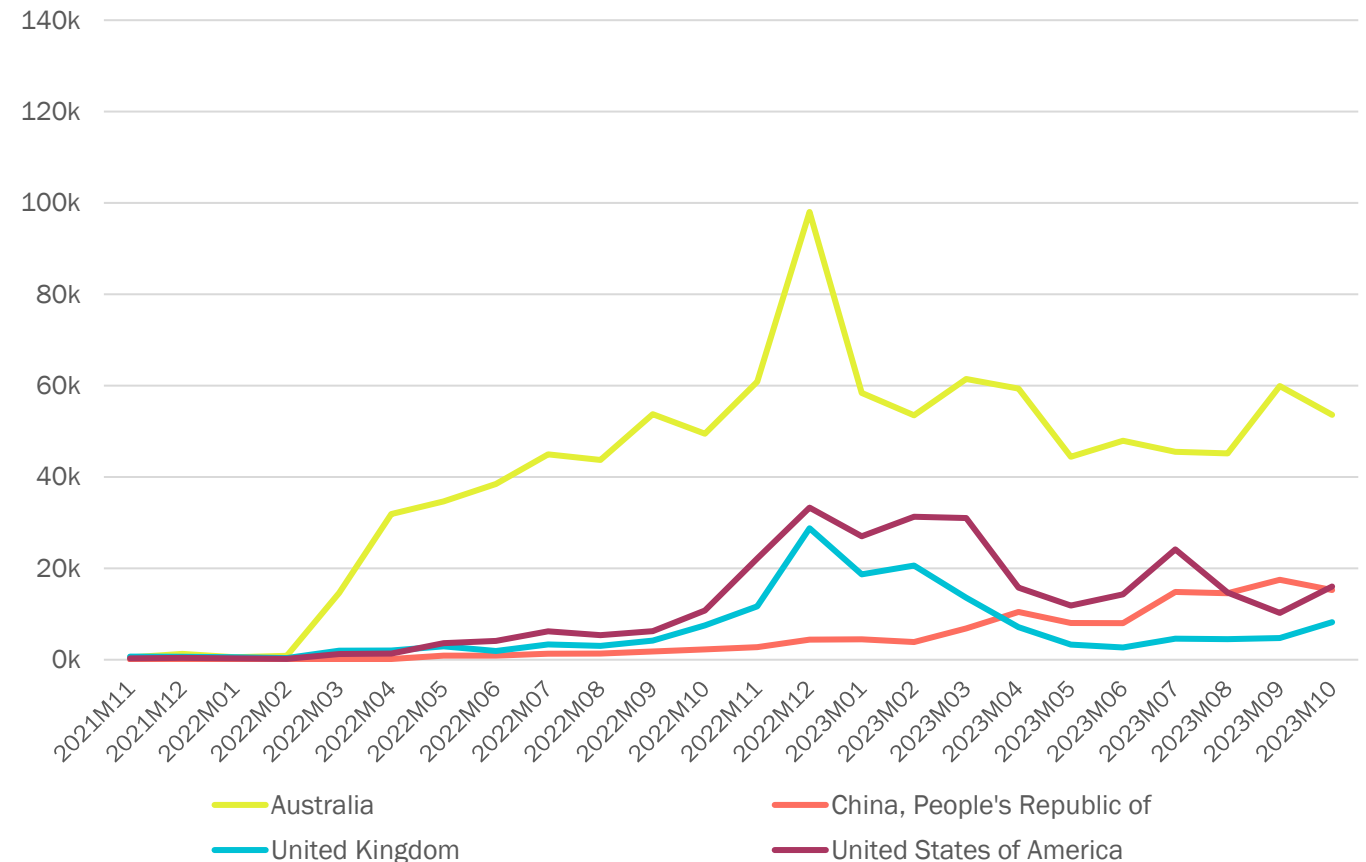


	Visitor arrivals	vs. previous year / YE	vs. pre-Covid / 2019
October 2023	159,785	45.5%	-21.1%
YE October 2023	1,945,752	250.8%	-29.2%

53.6k visitors from Australia in October 2023, up 8.4%

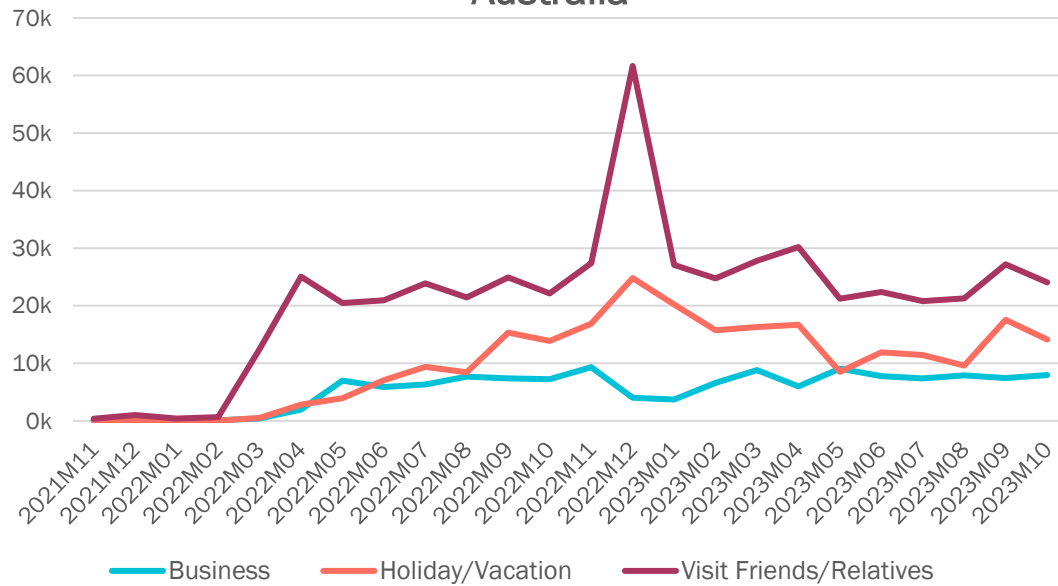
- There was an increase in **Australian visitors** in the month of October 2023, with **53.6k visitors**, an **increase of 8.4%** compared to last October. The year to October 2023 saw **688.3k** Australian visitor arrivals, up **118.6%**.
- Visitors from **China (111.0k)** were also up for the year (**1106.5%**), and up (**576.0%**) for the month of October (**15.3k**).
- The year to October 2023 saw **252.0k** visitors from the US (up **524.6%**), with **16.0k** visitors for the month (up **48.7%**).
- For year to October 2023, there were **128.7k** visitor arrivals from the UK (up **337.7%**) and **8.2k** visitors for the month (up **9.3%**).

Visitor arrivals in Auckland by key international markets



24-month visitor arrivals from individual markets

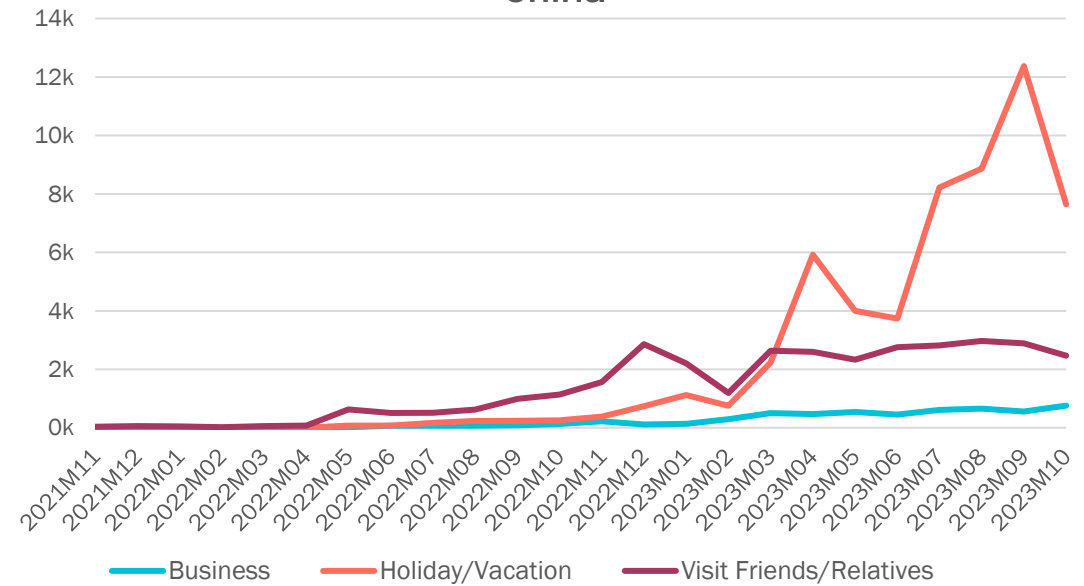
Australia



		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2023	7,961	10.0%	14,119	1.8%	24,053	8.7%	53,631	8.4%
YE October 2023	85,872	95.2%	183,693	199.4%	335,829	93.4%	688,259	118.6%

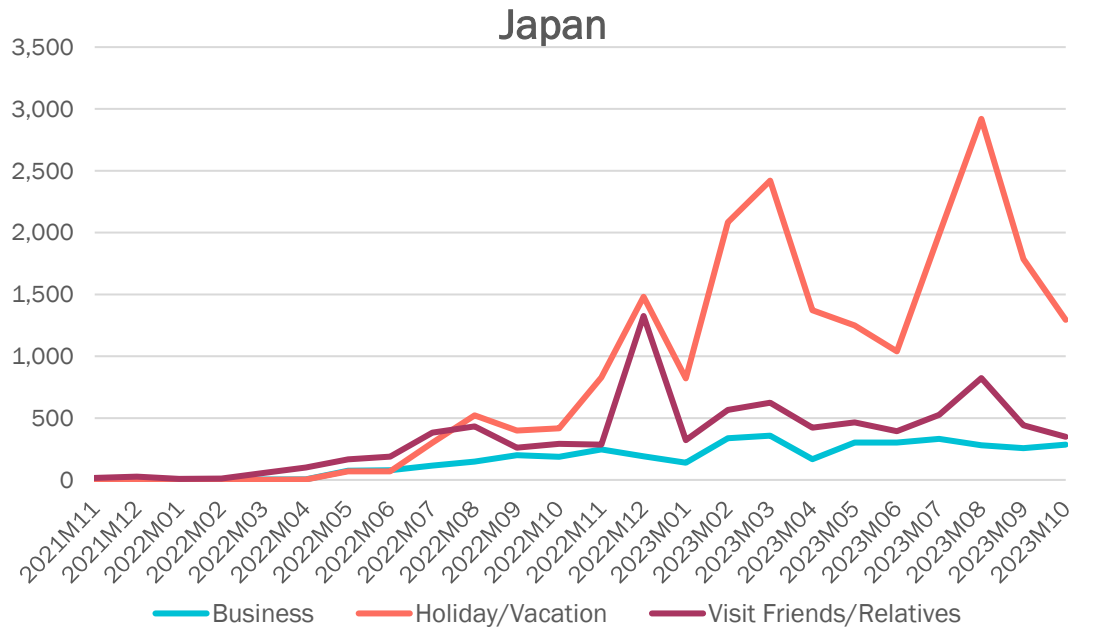
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China

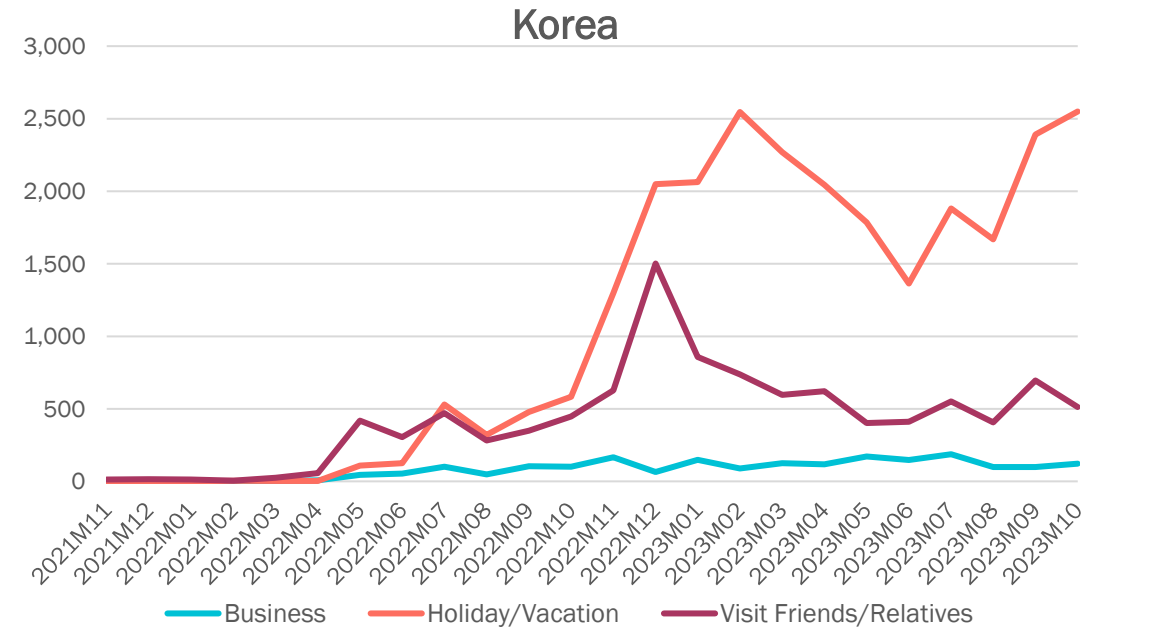


		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2023	759	475%	7,645	2886.3%	2,467	116.6%	15,251	576.0%
YE October 2023	5,317	994.0%	55,981	5156.4%	29,292	523.4%	111,043	1106.5%

24-month visitor arrivals from individual markets



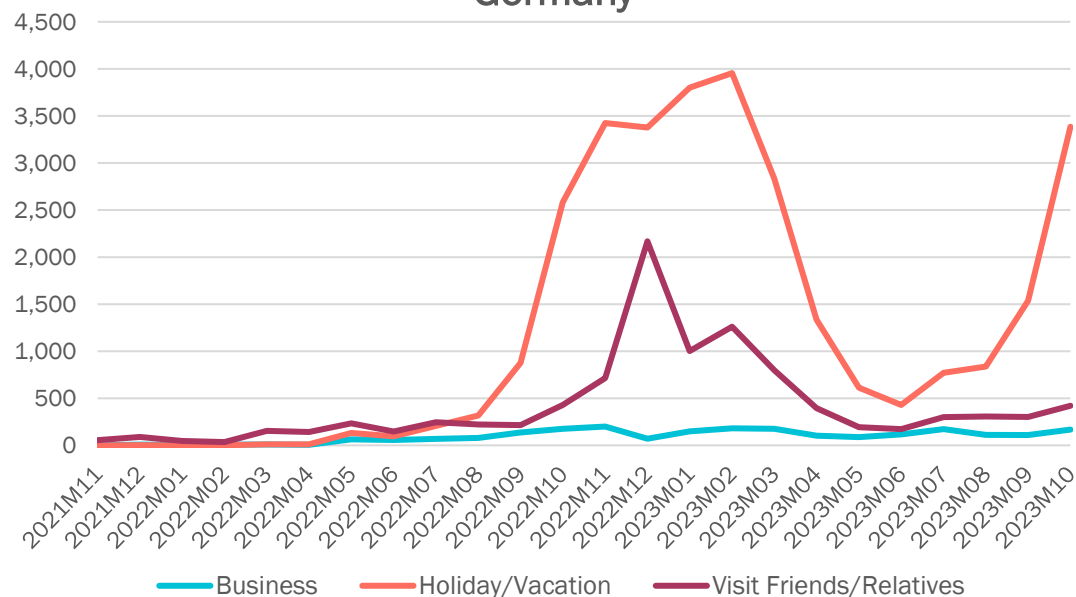
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2023	285	52.4%	1,295	210.6%	349	19.5%	2,642	123.9%
YE October 2023	3,198	287.6%	19,283	979.7%	6,547	236.6%	41,330	524.8%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2023	122	19.6%	2,550	337.4%	513	14.5%	3,738	172.1%
YE October 2023	1,540	229.1%	23,914	1007.1%	7,925	229.7%	39,332	551.1%

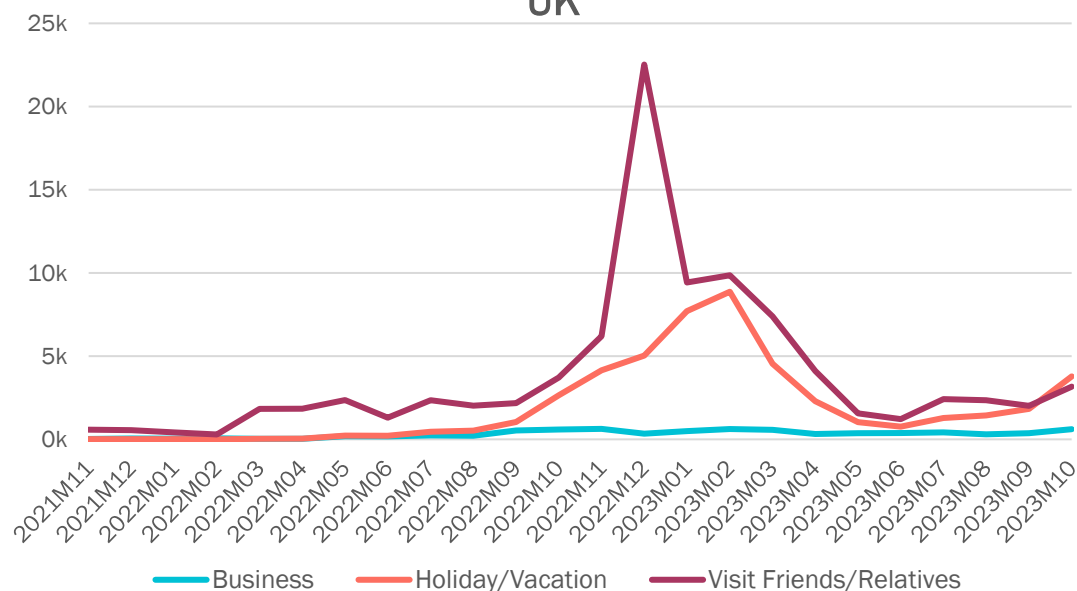
24-month visitor arrivals from individual markets

Germany



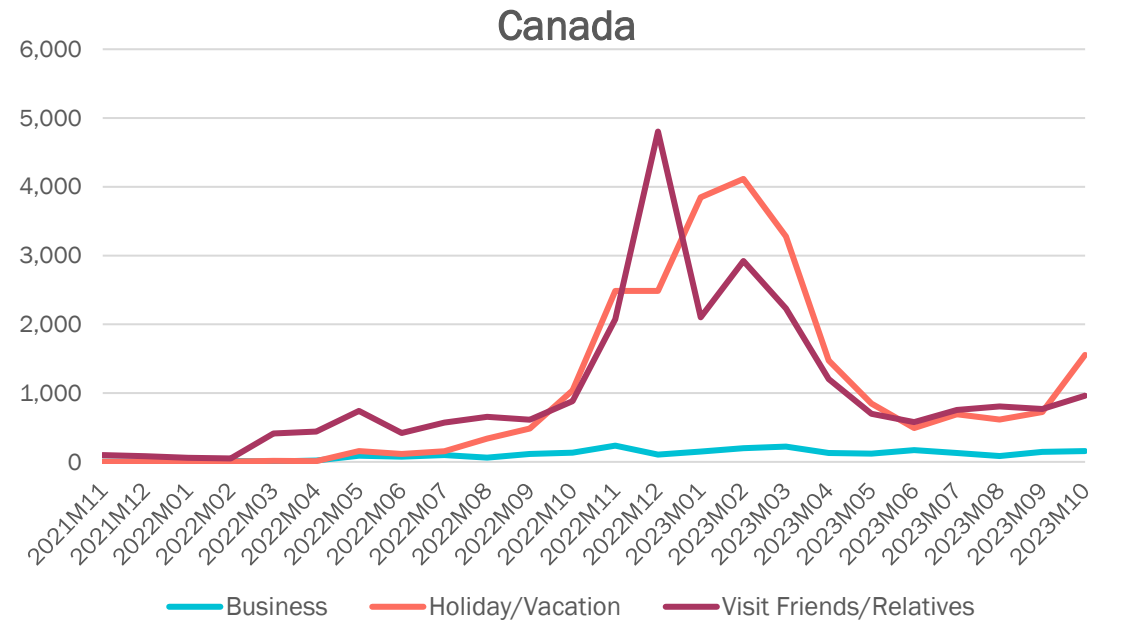
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2023	168	-4.5%	3,386	31.1%	422	-1.9%	4,496	28.2%
YE October 2023	1,653	162.8%	26,299	520.1%	8,042	297.7%	40,567	422.4%

UK

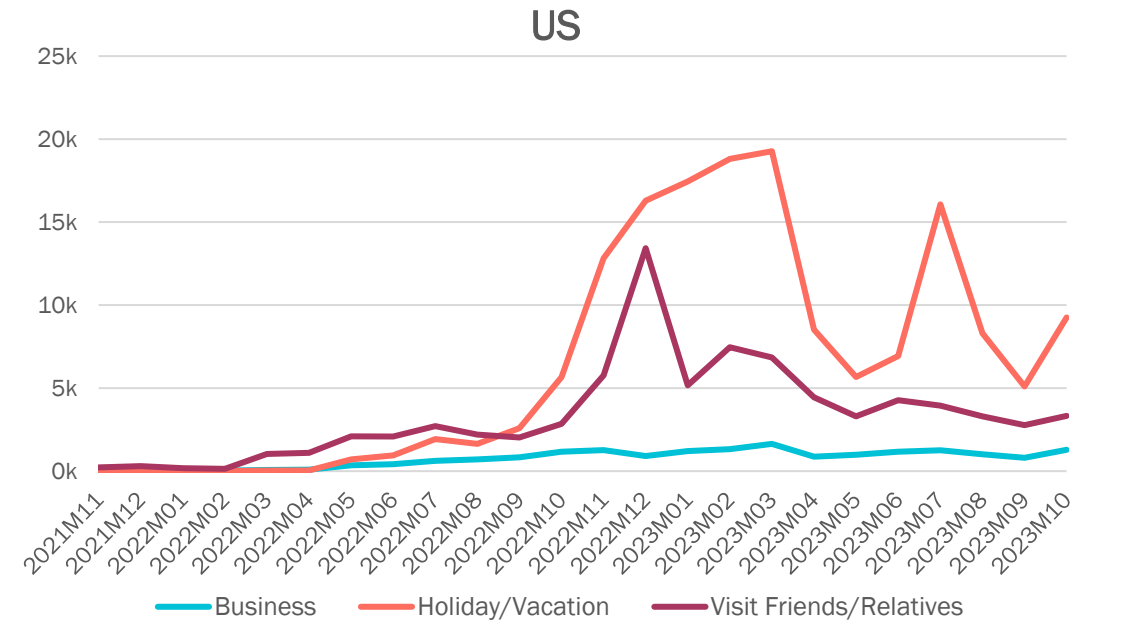


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2023	612	3.4%	3,791	43.2%	3,171	-14.8%	8,243	9.3%
YE October 2023	5,501	145.9%	42,773	711.0%	72,285	270.6%	128,674	337.7%

24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2023	156	17.3%	1,556	49.8%	963	9.2%	3,014	33.5%
YE October 2023	1,848	190.1%	22,615	870.2%	19,904	295.8%	49,539	456.1%



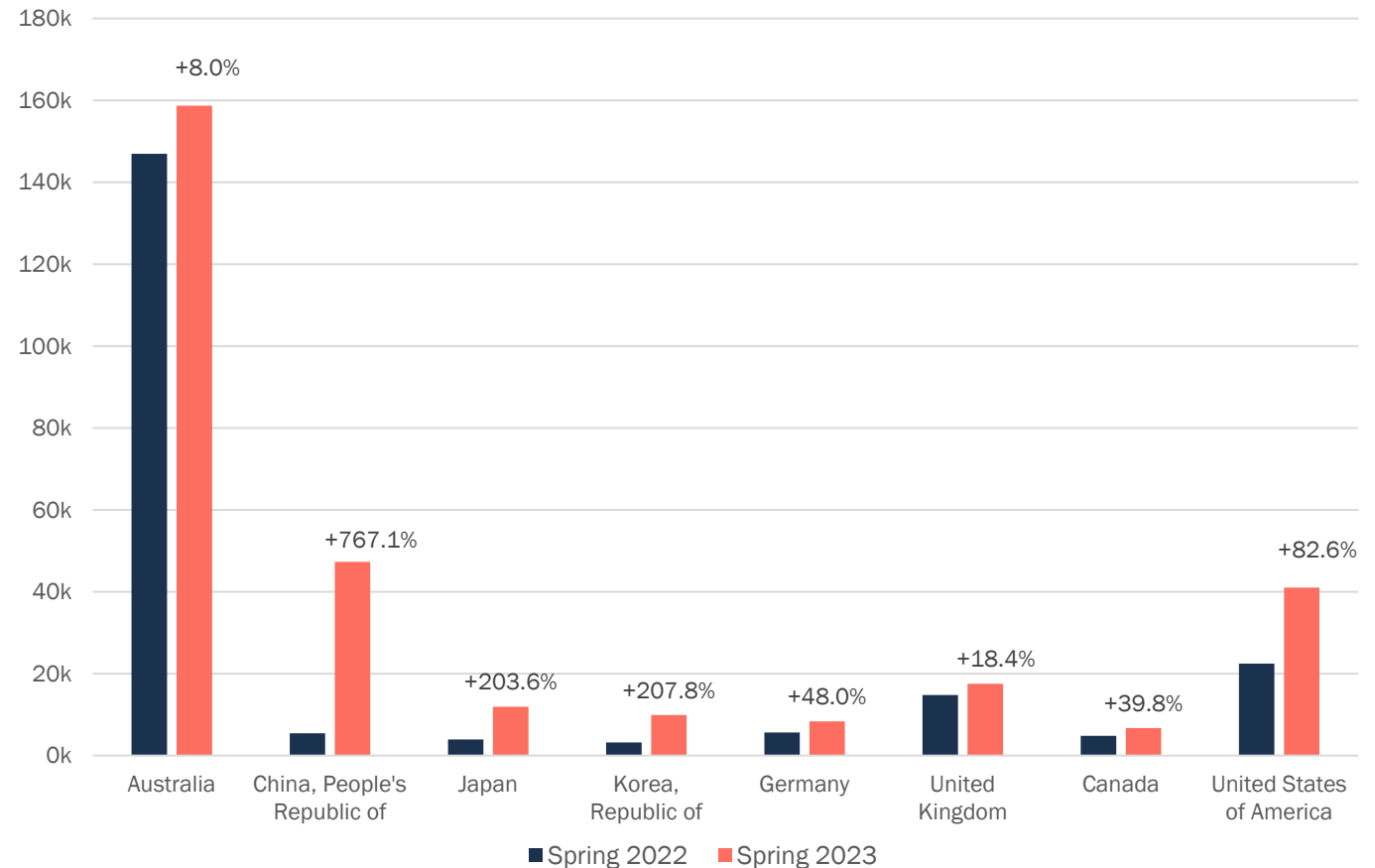
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2023	1,285	9.8%	9,254	63.5%	3,329	16.9%	16,048	48.7%
YE October 2023	13,746	213.3%	144,479	964.3%	64,047	278.1%	251,985	524.6%

444.6k international visitor arrivals in spring 2023, up 60.8% on last spring

- There were 444.6k international visitor arrivals in spring 2023, up 60.8% on the previous spring.
- VFR (147.9k, up 31.7%), holiday (172.6k, up 106.9%) and business (38.9k, up 18.4%) arrivals were up compared to spring 2022.
- Visitation from Australia (158.7k, up 8.0%) increased in comparison to the previous spring. VFR (72.5k) from Australia was also up 5.9%.
- US visitors (41.0k) were up (82.6%) for spring 2023, compared to last spring.
- Visitors from China (47.3k) were also up (767.1%) compared to last year.
- In spring 2023, visitation from all markets was up compared to the previous spring.

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Seasonal international arrivals in Auckland by key markets

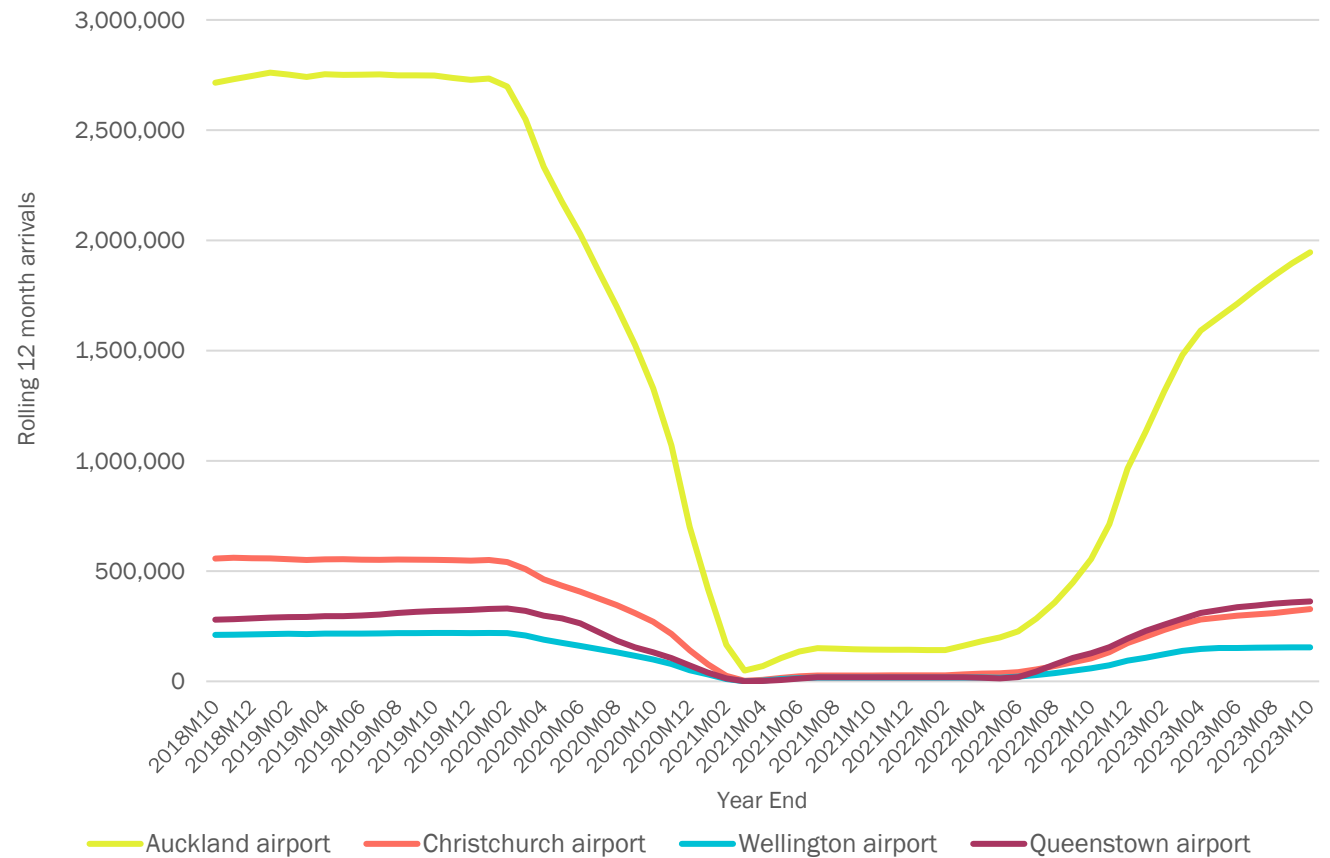


Auckland has seen a 250.8% increase in international visitor arrivals over the last year

- 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 250.8% increase in international visitor arrivals over the last year.
- For the year ending October 2023, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 185.3%, Christchurch was up 214.3% and Wellington was up 161.8% compared to last year.

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12 month rolling visitor arrivals





Auckland Tourism – Accommodation Data

611.2k total guest nights in commercial accommodation in October 2023, up 12.4%

- For the month of October 2023, there were **611.2k total guest nights** in commercial accommodation in Auckland, up **12.4%** on the same month last year.
- There were **374.5k domestic guest nights** in commercial accommodation (**down 8.7%**), and **236.7k international guest nights (up 77.2%)** in commercial accommodation in October 2023.
- For New Zealand overall, there were 3.02m guest nights in commercial accommodation in October 2023, down 0.9% compared to October 2022.

Guest nights in commercial accommodation - Auckland



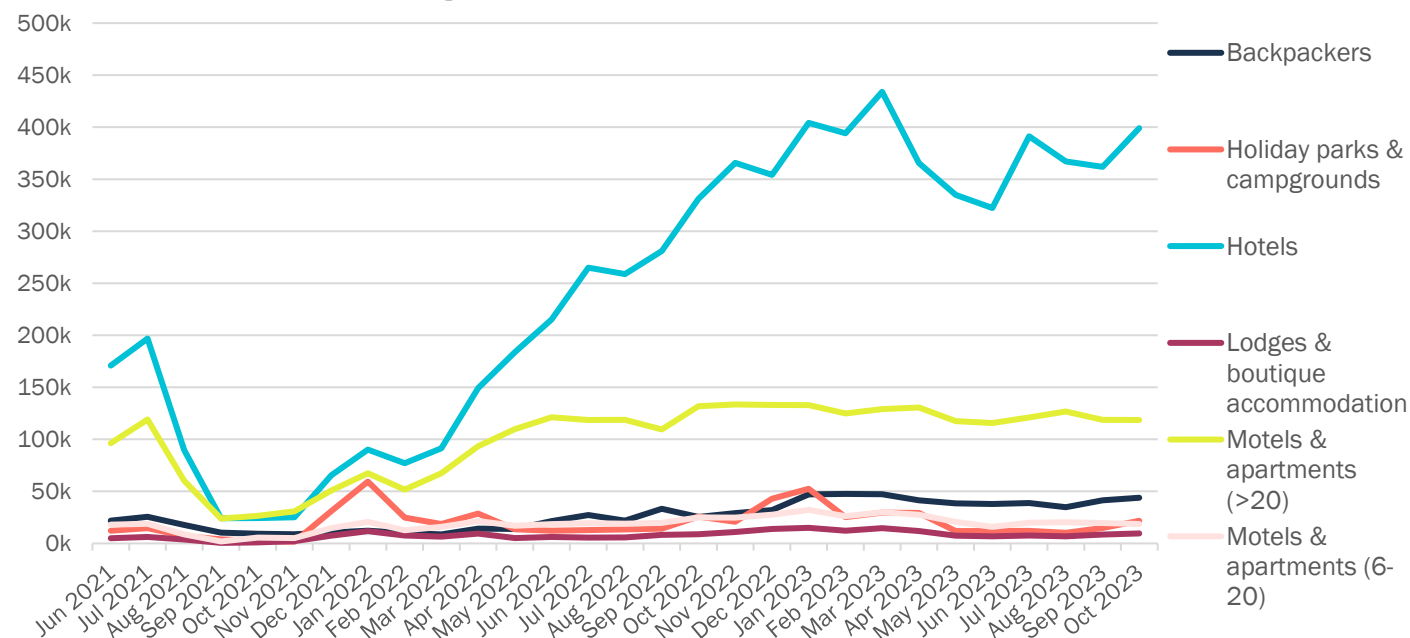
October 2023	Auckland	% change	New Zealand	% change
Total guest nights	611,200	12.4%	3,022,800	-0.9%
Domestic guest nights	374,500	-8.7%	2,057,400	-14.9%
International guest nights	236,700	77.2%	965,400	52.6%

399.0k guest nights in hotels in October 2023, up 20.5%

- For the month of October 2023, there were 399.0k guest nights in hotels in Auckland, up 20.5% compared to October last year.
- Guest nights in backpacker accommodation (up 72.4% to 43.8k) and lodges and boutique accommodation (up 9.1% to 9.6k) also increased.
- There were 118.6k guest nights in motels and apartments (>20) (down 10.0%), and 18.6k guest nights in motels and apartments (6-20) (down 25.3%) in October 2023.
- Guest nights in holiday parks and campgrounds (21.7k) were down (15.6%) for the month of October.

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Guest nights by accommodation type (monthly)

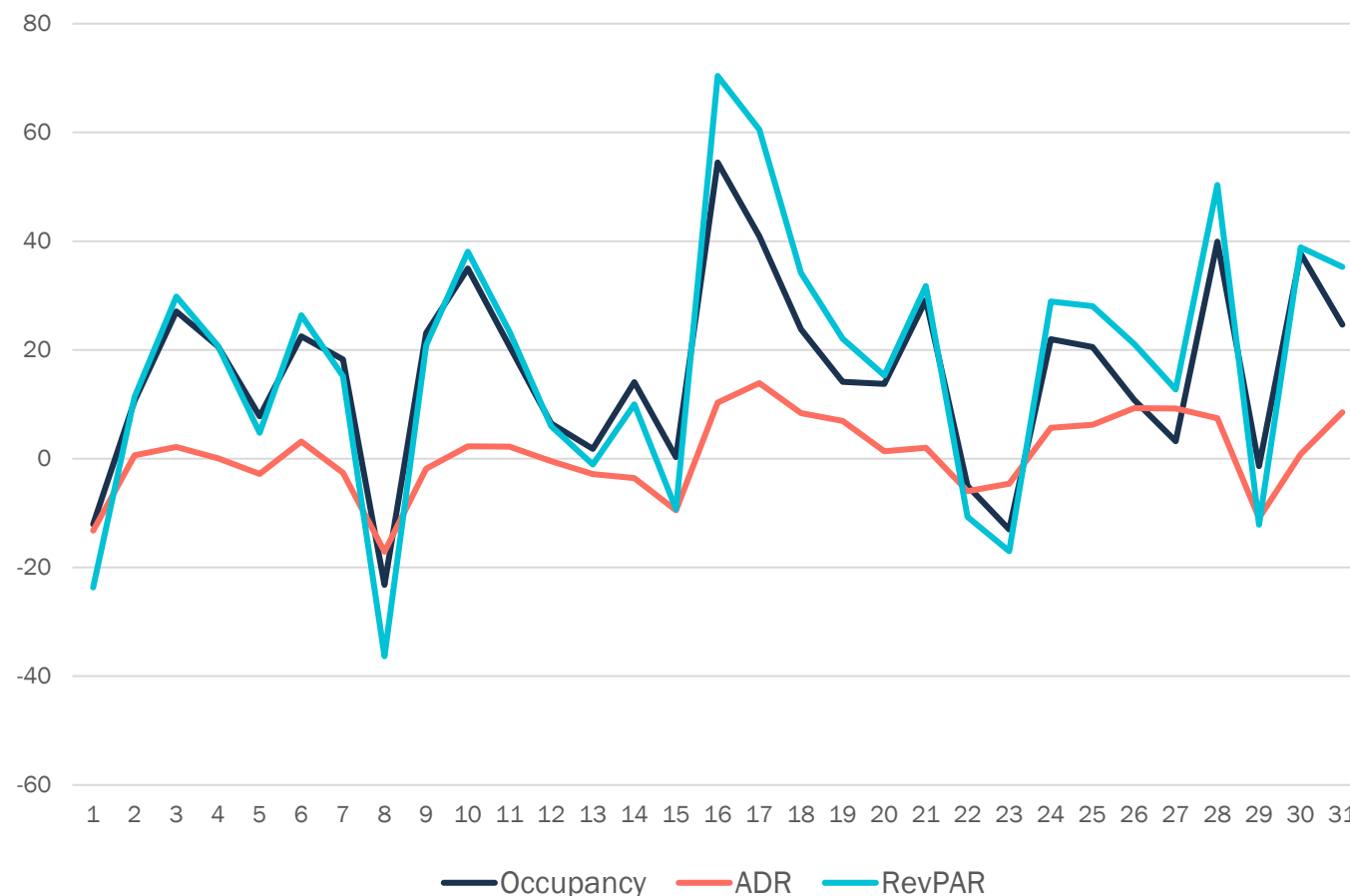


October 2023	Guest nights	% change
Hotels	399,000	20.5%
Motels & apartments (>20)	118,600	-10.0%
Motels & apartments (6-20)	18,600	-25.3%
Backpackers	43,800	72.4%
Holiday parks & campgrounds	21,700	-15.6%
Lodges & boutique accommodation	9,600	9.1%

Occupancy was 14.6% higher in October 2023, compared to 2022

- Occupancy was 14.6% higher during the month of October 2023, compared to October 2022.
- Revenue per available room (RevPAR) was 15.4% higher in October 2023 compared to last year.
- Average Daily Rate (ADR) was up (0.6%) on last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in October 2023. Occupancy and RevPAR peaked on Monday 16th October while ADR peaked on Tuesday 17th October 2023.

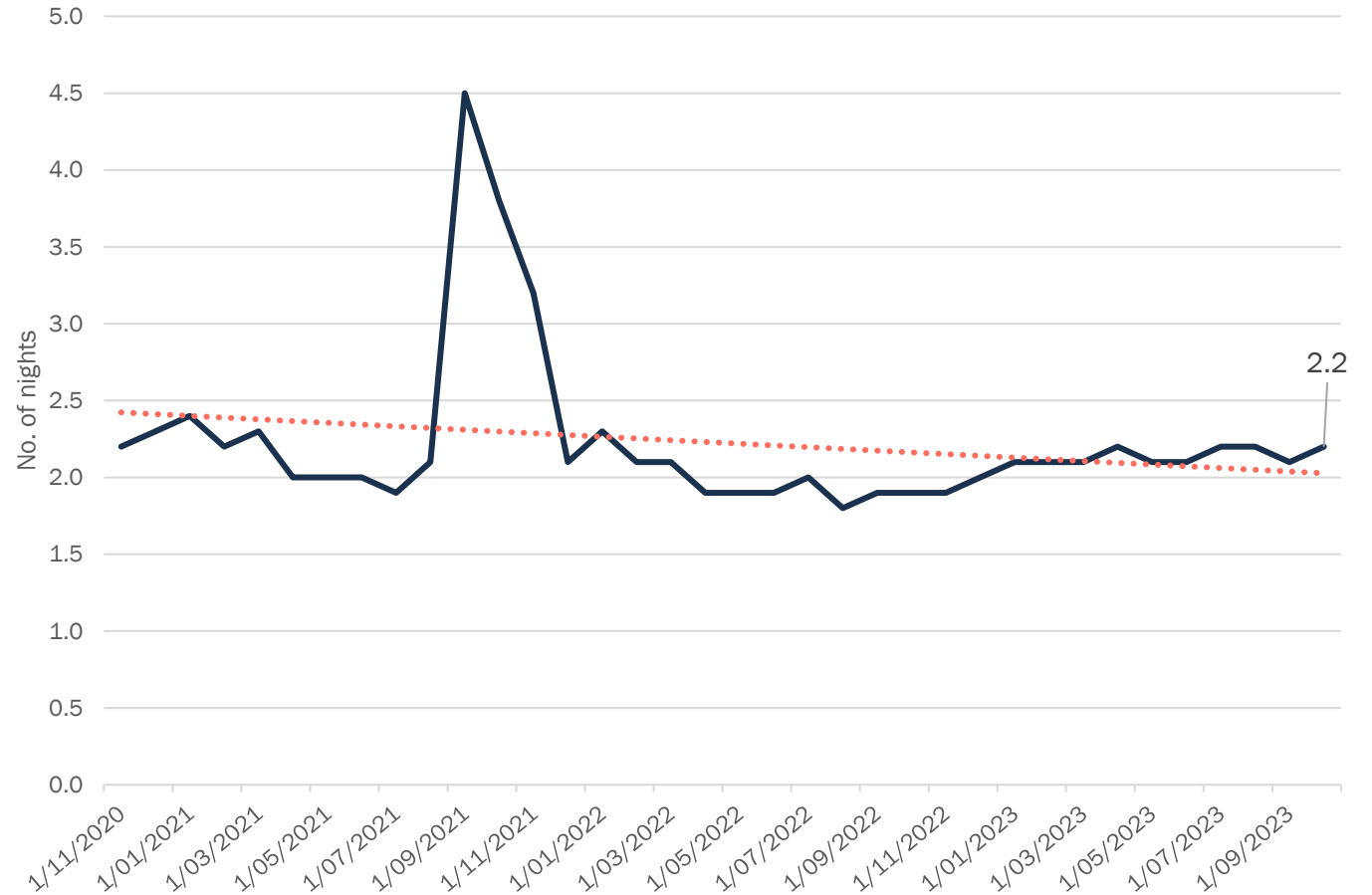
Percent Changes for the Month of October



On average, visitors stayed 2.2 nights in Auckland for the month of October 2023

- On average, visitors stayed in Auckland for 2.2 nights for the month of October 2023 (up 15.8% on the previous year).
- There has been a slight downward trend in the average length of stay for visitors to Auckland over the last three years.

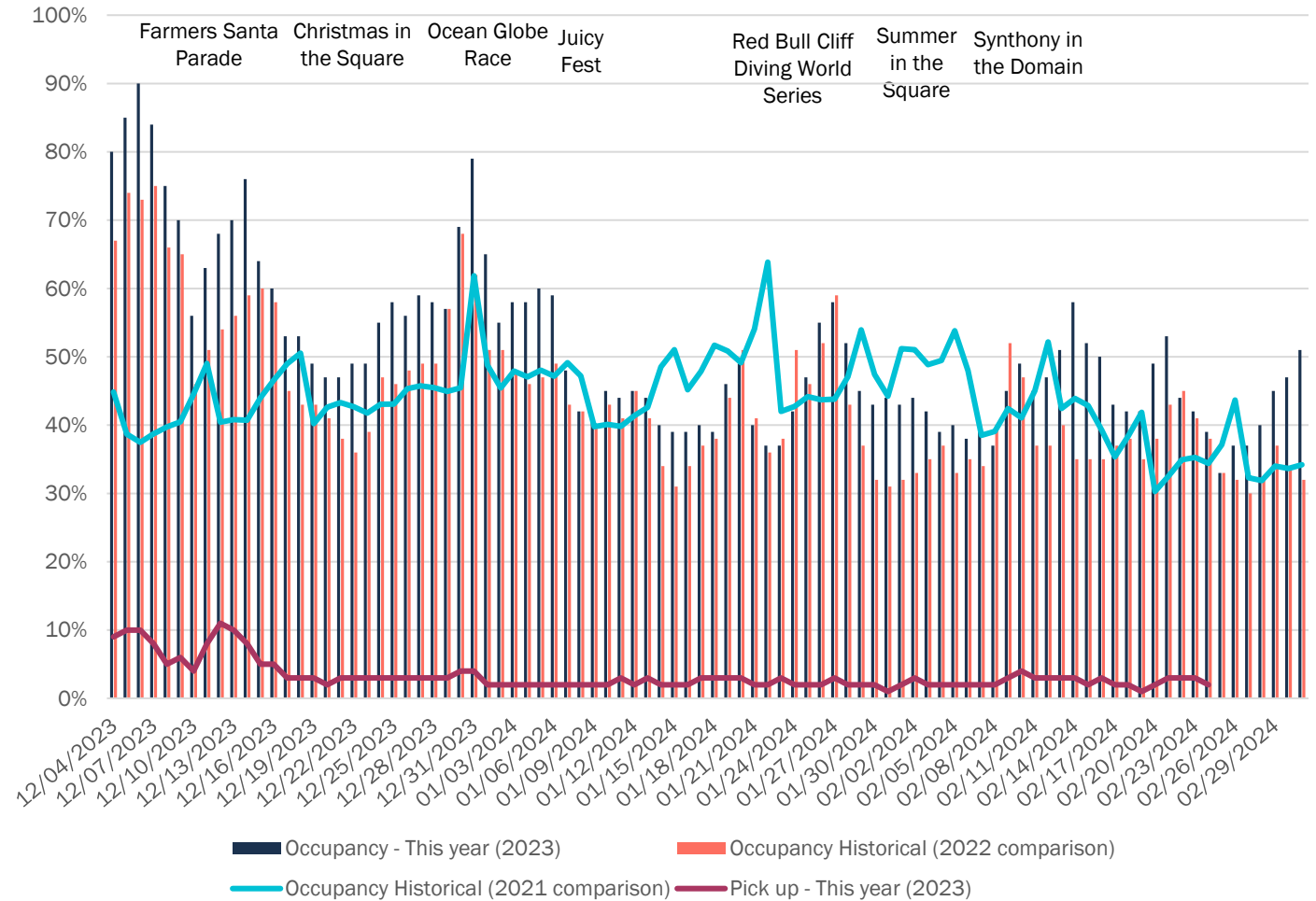
Average length of stay for visitors to Auckland



90 Day Forward Booking Occupancy Data

- Looking forward, overall occupancy on the books is generally higher for the period from December 2023 to March 2024 (compared to the same period the previous year).
- Auckland occupancy peaked at 90% on Wednesday 6th December 2023.
- Occupancy is currently booked at 79% on New Year's Eve.

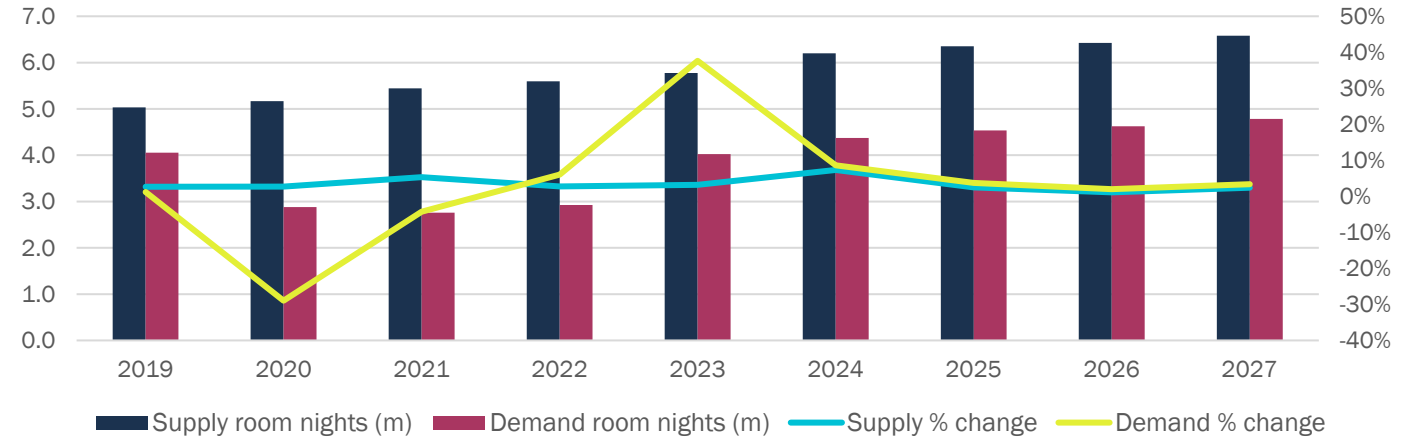
Occupancy - 90 Day Forward Outlook



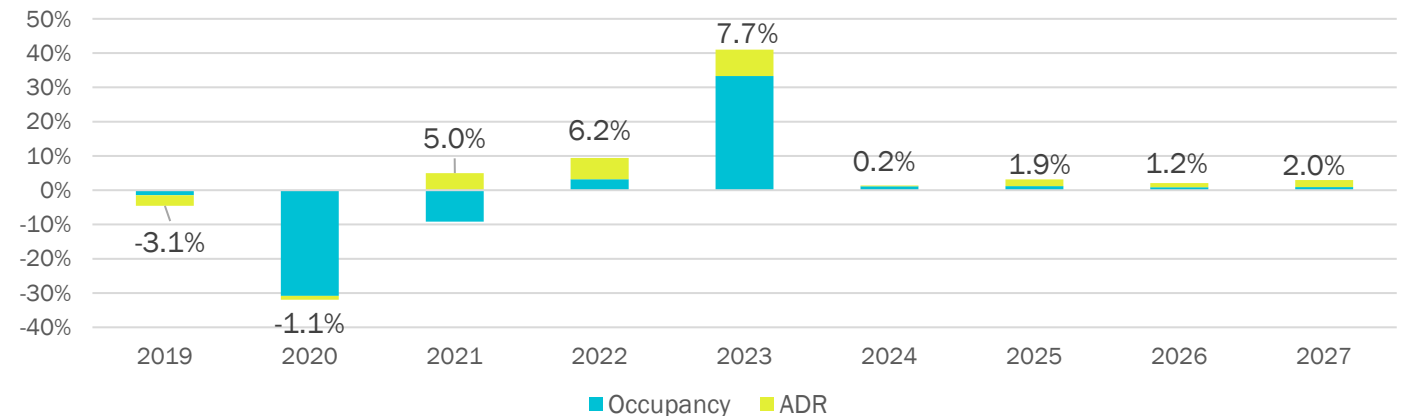
Longer term projections

- In addition to the STR Global 90 Day Forward Booking data we receive, we also now 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 2023 Q3 supply expanded 2.5%. Demand expanded 33.6%, resulting in an occupancy gain of 30.3%. Occupancy is expected to grow by 10.8% in 2023 Q4, with supply expanding 3.6% and demand expanding 14.8%.
- After expanding 3.2% in 2022, occupancy is expected to expand 33.3% in 2023. ADR is expected to increase 7.7%, resulting in RevPAR growth of 43.6% in 2023. RevPAR is expected to grow by 1.4% in 2024.
- Over the next three years, occupancy is expected to expand at an average annual rate of 10.9%, while ADR is expected to expand at an average annual rate of 3.2%.

Supply and Demand Growth



RevPAR Growth Composition



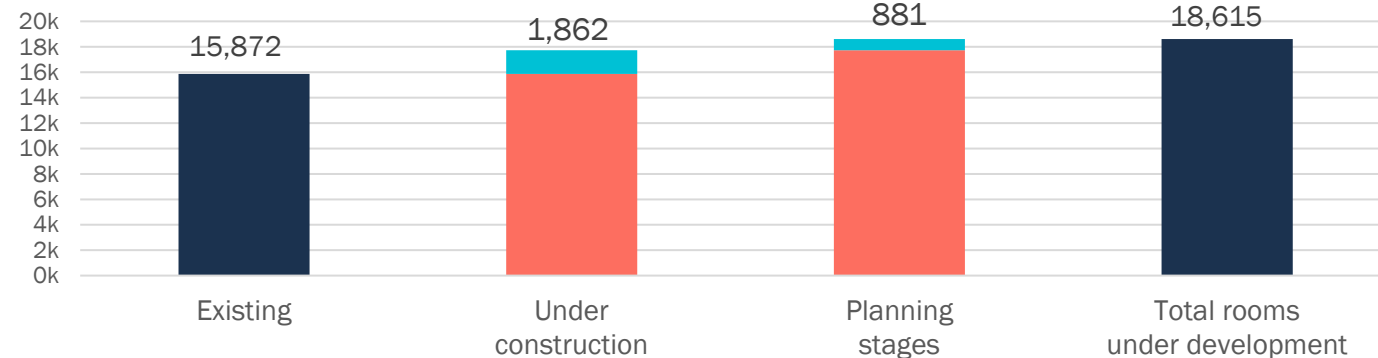
15.8k rooms available in 2023 and 18.6k rooms under development

- In 2023, on average there are 15.8k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 3.2%, supplying an additional 494 rooms (compared to 2022).
- Looking to 2024, average room supply is expected to expand 7.4%, supplying 1,164 new rooms and bringing the total number of rooms to 17.0k.
- Observing rooms by phase data, there are 226 properties in the pipeline with a total of 18,615 rooms under development.
- 210 properties (with a total of 15,872 rooms) are under existing development. 11 properties (with 1,862 rooms) are currently under construction, and five properties (with 881 rooms) are in the planning stages.

Average Supply
(Avg. daily rooms during year)

	Year	Rooms	% Chg.	Chg.
Actual	2019	13,786	2.7%	360
	2020	14,161	2.7%	375
	2021	14,920	5.4%	759
	2022	15,329	2.7%	409
Forecast	2023	15,823	3.2%	494
	2024	16,987	7.4%	1,164
	2025	17,408	2.5%	421
	2026	17,605	1.1%	197
	2027	18,030	2.4%	425

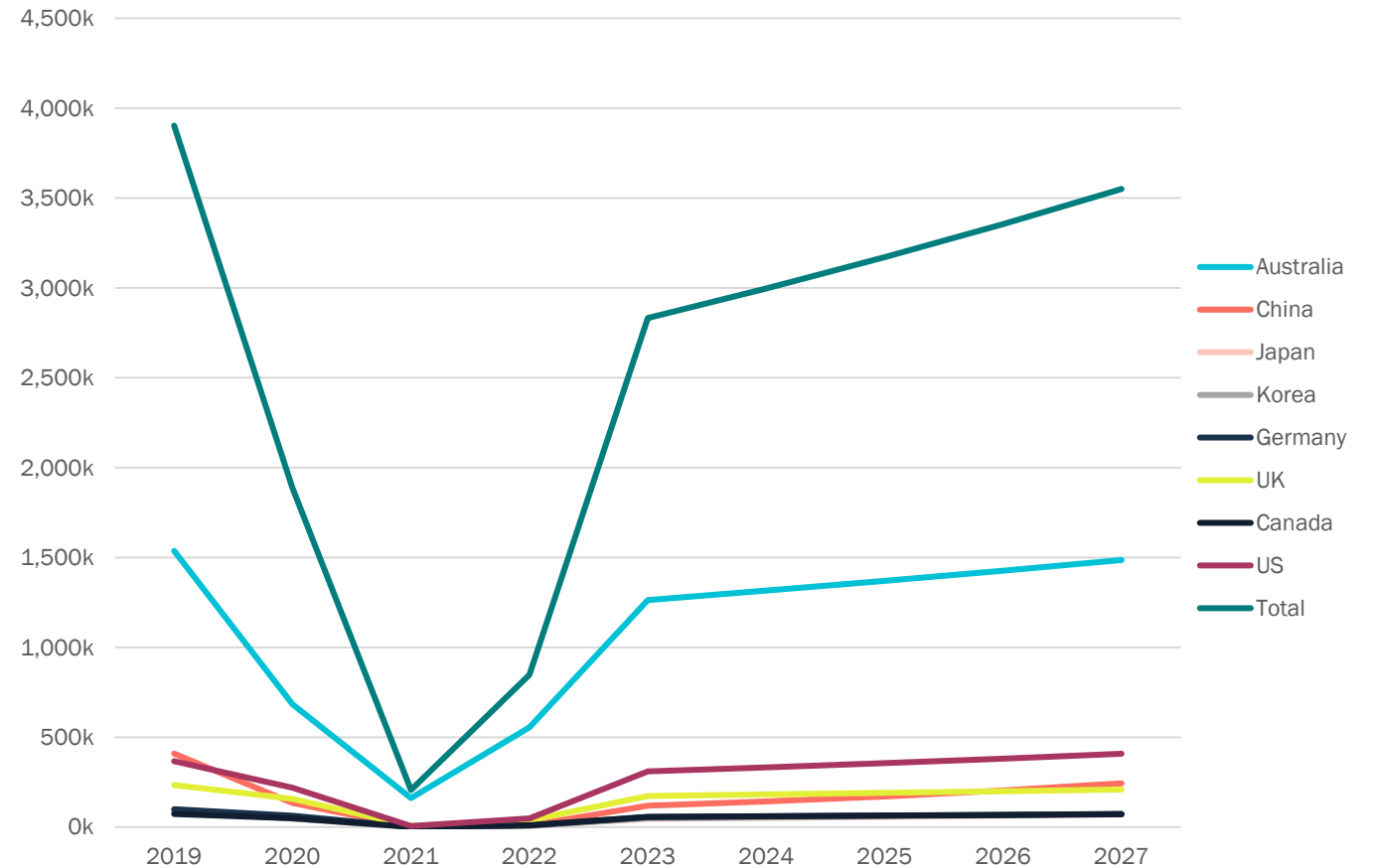
Rooms by phase



In total, 3.55m visitors are projected to visit New Zealand in YE October 2027

- International overnight visitor arrival projections until 2027 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 29.1% from 2022 to 2027 (for Q3 2023), resulting in a possible 3.55m international visitors by YE October 2027.
- 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 4.2%. 1.32m Australian visitors are expected to visit New Zealand in the year to October 2024 (bringing visitation close to pre-Covid levels of 1.54m in 2019).

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.

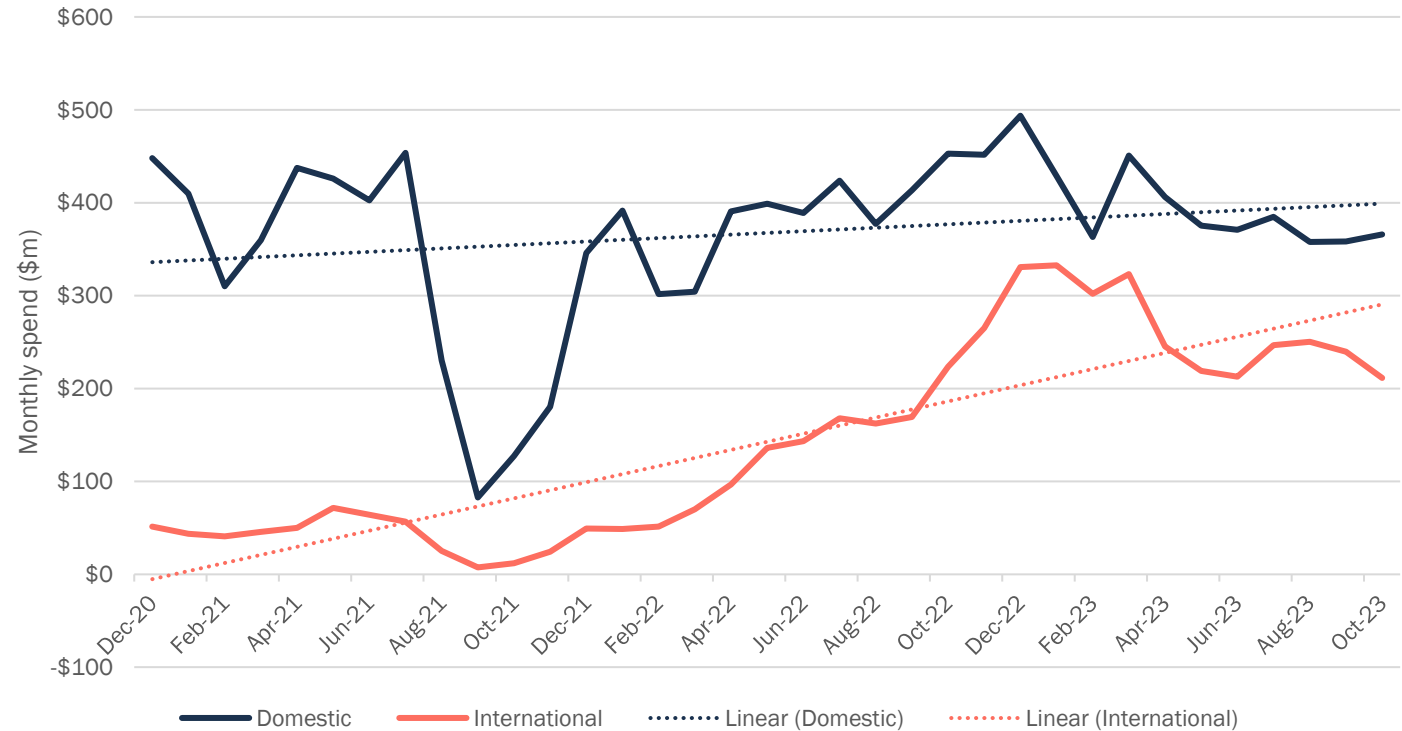


Auckland Tourism – Spend Data

\$7.99b in Total tourism spend for year-end October 2023, up 39.8%

- The Monthly Regional Tourism Estimates (MRTEs) spend data has now restarted after a comprehensive revision. This has replaced the Tourism Electronic Card Transactions (TECTs). Revised MRTE data can be found [here](#).
- In the year to October 2023, total tourism spend in Auckland was **\$7.99b**, up **39.8%** on last year.
- Domestic spend was **\$4.81b** and had increased by **10.0%**.
- International spend was **\$3.18b**, up **136.8%** for the year.

Year-end tourism spend in Auckland

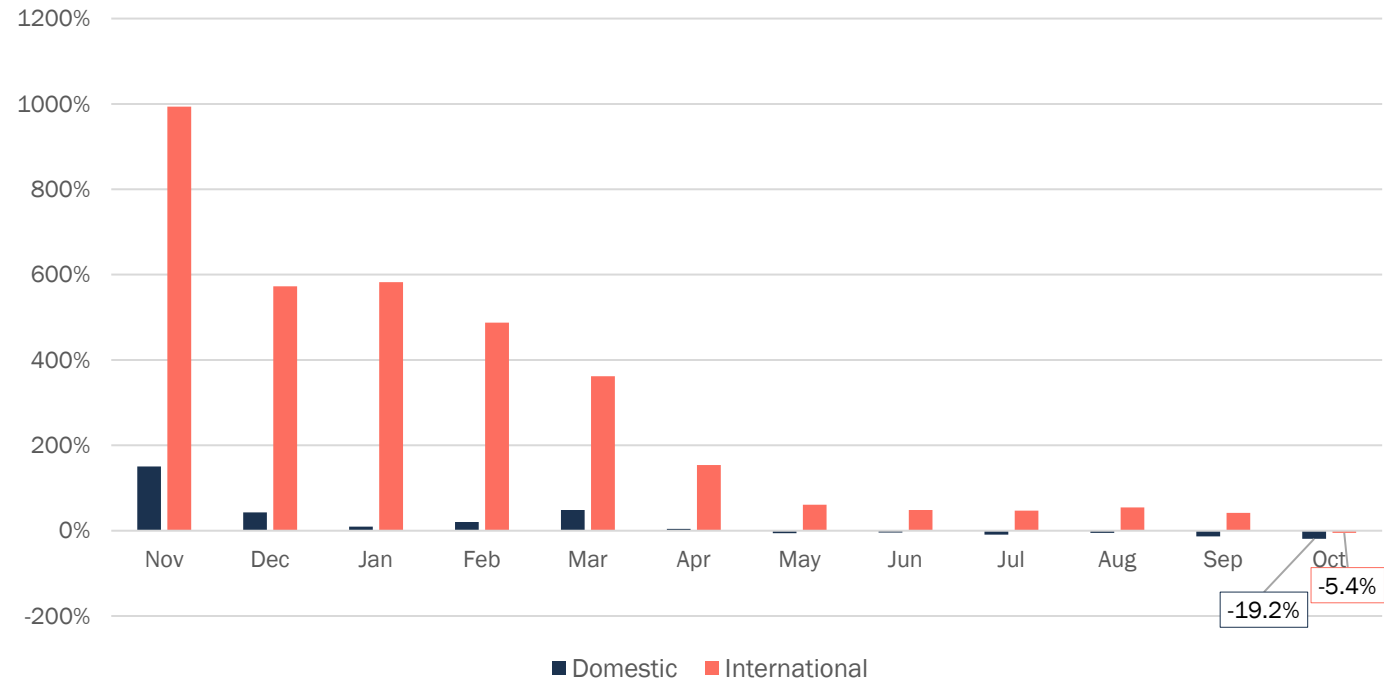


Tourism Transactions	YE October 2023 (\$b)	% change
Total	7.986	39.8%
Domestic	4.808	10.0%
International	3.178	136.8%

Total tourism spend was \$577.3m for October 2023, down 14.6%

- For the month of October 2023, domestic tourism spend (MRTEs) was \$366.0m (down 19.2%) compared to the same month in 2022.
- International tourism spend in October 2023 was \$211.3m (down 5.4%) compared to October 2022.
- Overall, this resulted in a 14.6% decrease in total tourism spend (\$577.3m) in Auckland for October 2023 compared with the previous year.

Monthly % change in tourism spend in Auckland

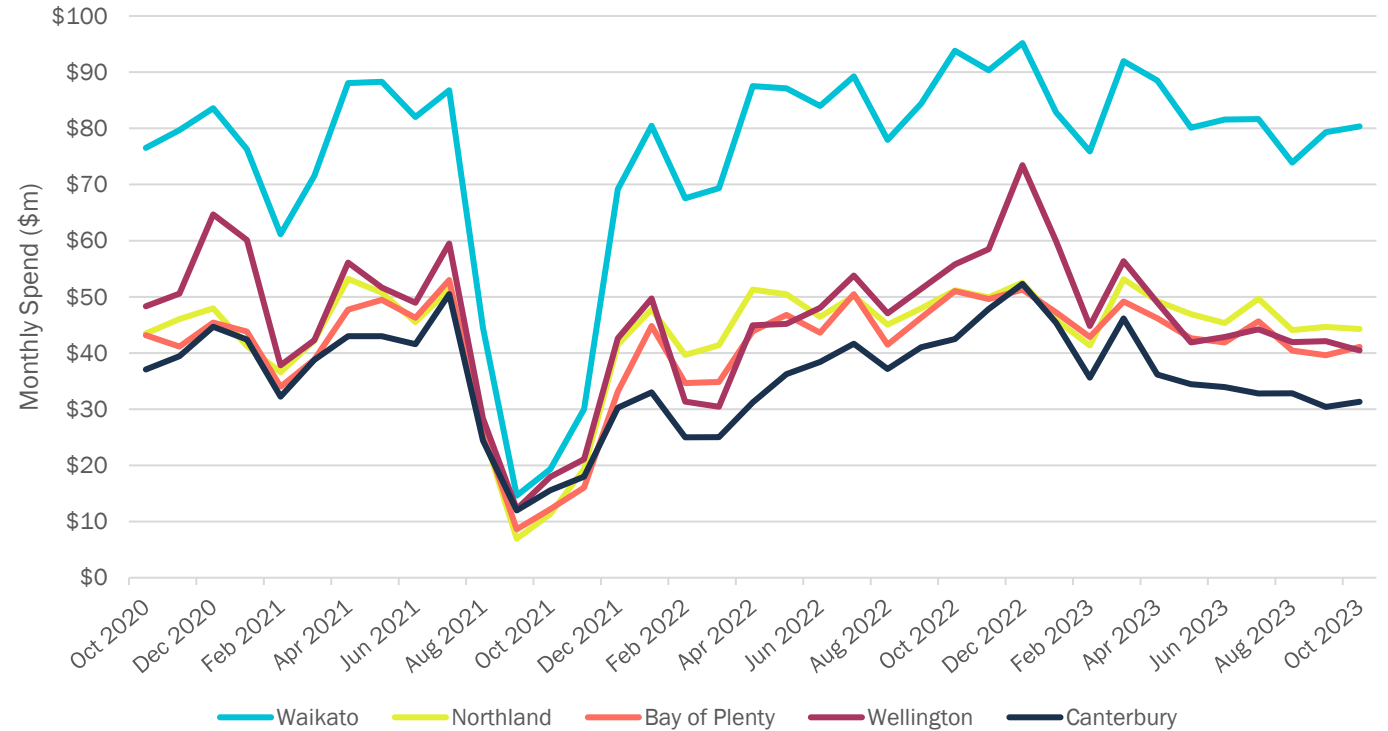


Tourism Transactions	October 2023 (\$m)	% change
Total	577.3	-14.6%
Domestic	366.0	-19.2%
International	211.3	-5.4%

Waikato visitors spent \$80.3m in October 2023, down 14.4% on the previous year

- For the month of October 2023, tourism spend was down across all domestic markets.
- Spend from **Waikato-based visitors \$80.3m** was down **14.4%** compared to the previous year.
- Spend from **Northland (\$44.3m, down 13.4%), the Bay of Plenty (\$41.1m, down 19.5%) and Canterbury (\$31.3m, down 26.2%)** was also down in October 2023, compared to October 2022.

Monthly tourism domestic spend in Auckland, by market

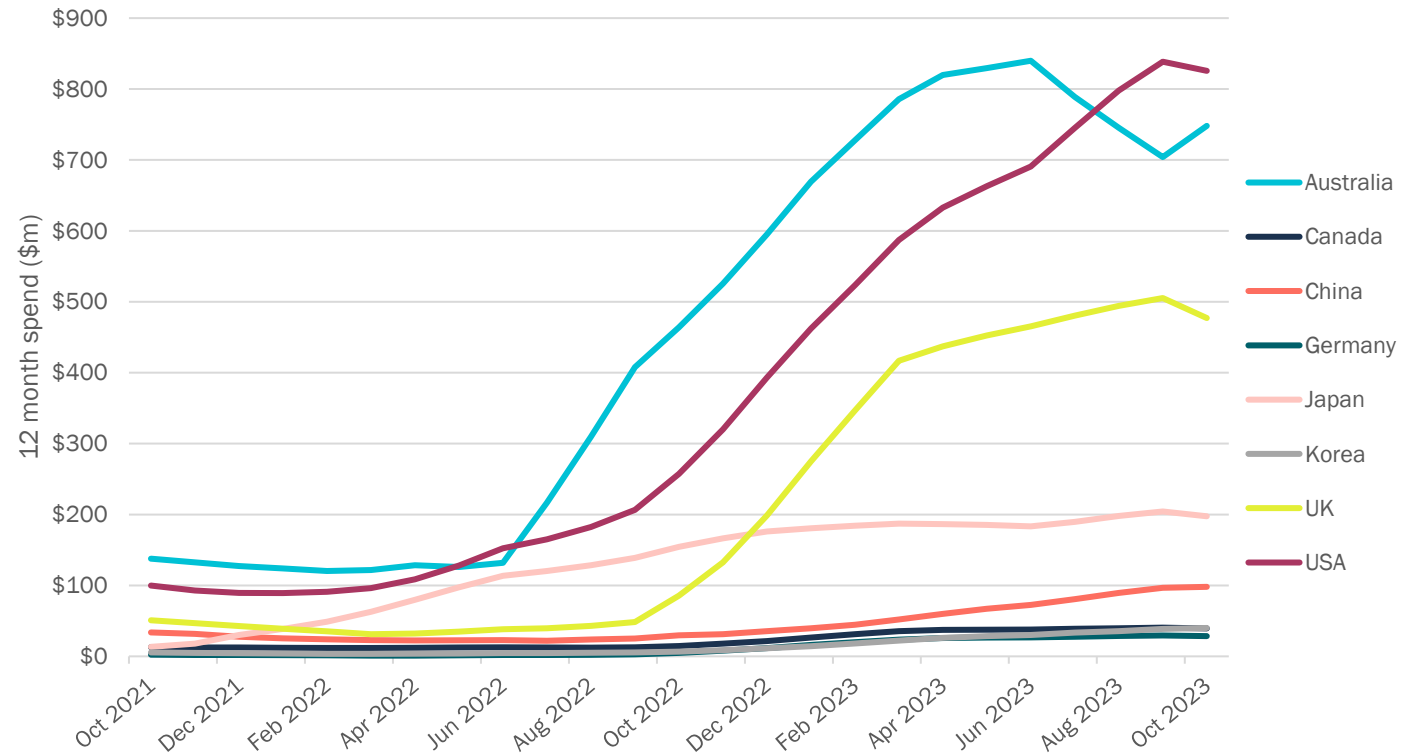


	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
October 2023	80.3	-14.4%	44.3	-13.4%	41.1	-19.5%	40.5	-27.5%	31.3	-26.2%

USA visitors spent \$826m in the year to October 2023, up 220.9% on the previous year

- In the year to October 2023, Australian tourism spend was \$748m, up 61.3% on the previous year.
- Tourism spend from the US was \$826m, up 220.9%.
- Spend from the UK was \$477m, also up 457.1% for the year to October 2023.
- Chinese visitors spent \$98m in the year to October 2023, up 229.5% on the previous year.
- Spend from Japan (up 27.9% to \$197.6m), Korea (500.8% to \$40.1m), Canada (up 169.3% to \$39.4m), and Germany (up 476.6% to \$28.7m) was also up on the previous year.

Year-end tourism international spend in Auckland, by market

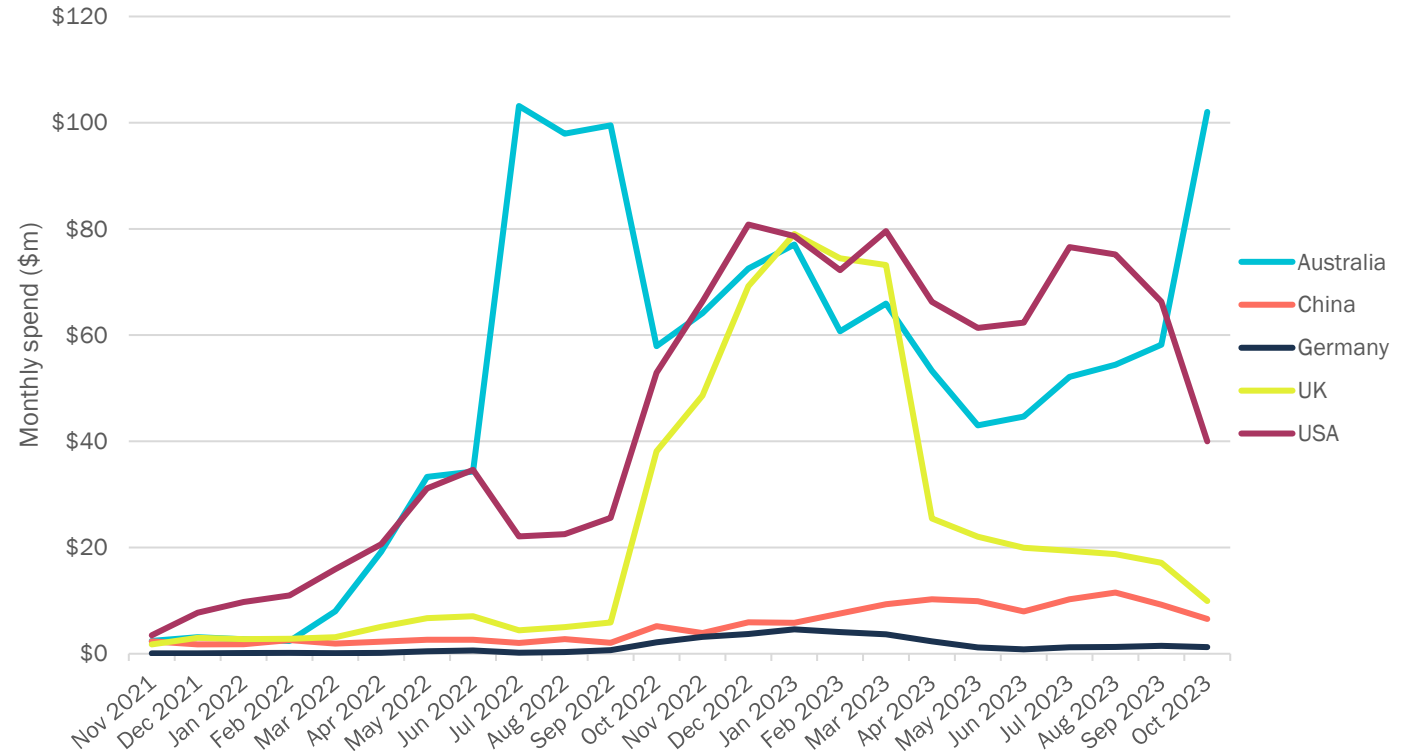


	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
YE October 2023	748	61.3%	98	229.5%	477	457.1%	826	220.9%	29	476.6%

Visitors from Australia spent \$102.0m in October 2023, up 76.1% on the previous year

- For the month of October 2023, tourism spend from Australia (\$102.0m) was up 76.1% compared to last October.
- Visitors from the US spent \$40.0m in October, down 24.4% on the previous year.
- Visitors from China spent \$6.6m in October, up 26.6% compared to last year.
- There were decreases in tourism spend from the UK (down 74.0% to \$9.9m) and German (down 41.7% to \$1.2m) markets for the month of October 2023.

Monthly tourism expenditure in Auckland, by market

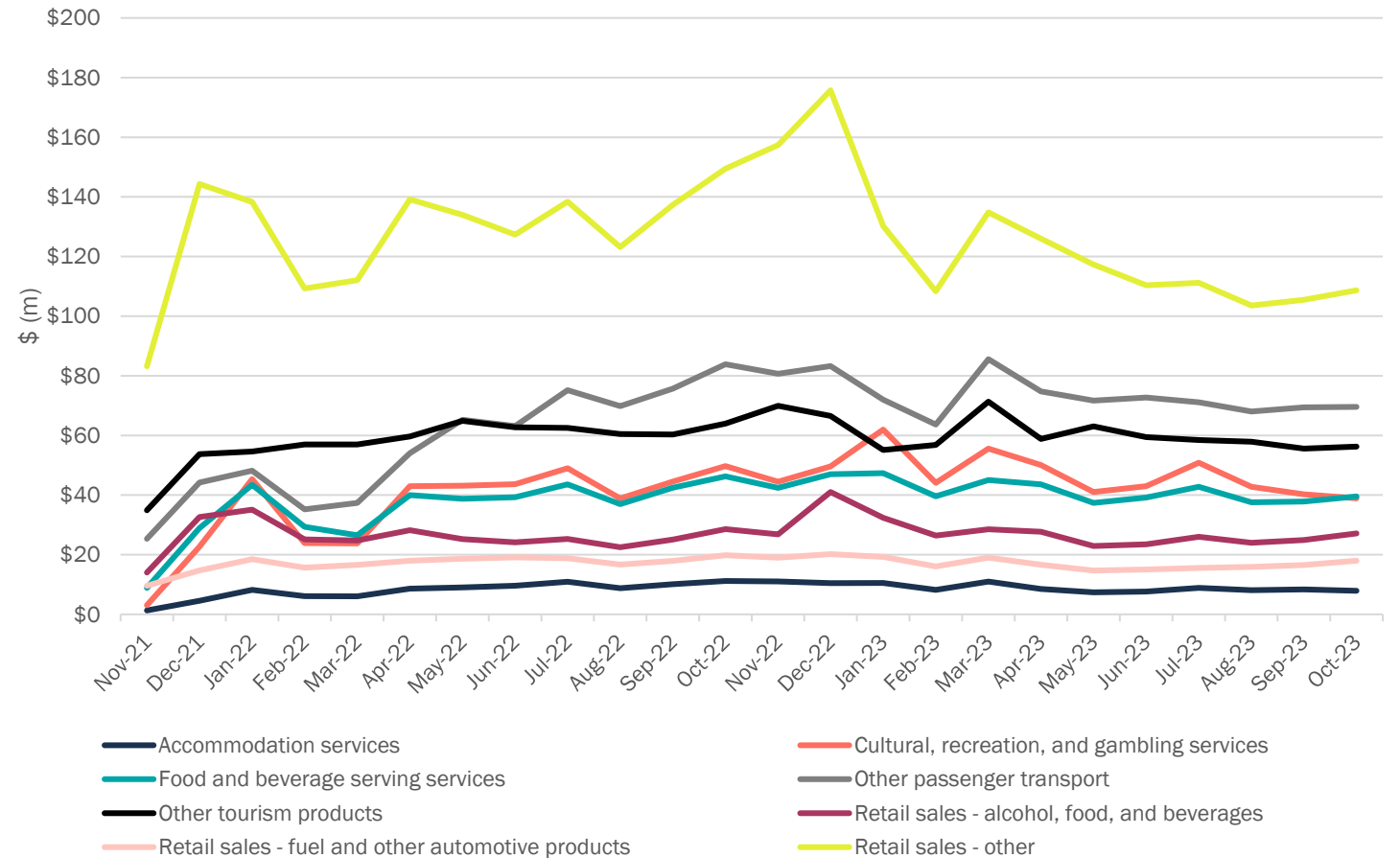


	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
October 2023	102.0	76.1%	6.6	26.6%	9.9	-74.0%	40.0	-24.4%	1.2	-41.7%

\$108.7m spent in Retail sales (other) by domestic visitors in October 2023

Domestic monthly tourism spend in Auckland, by product

	Spend (\$m)	% change
Accommodation services	7.9	-29.3%
Cultural, recreation, and gambling services	38.9	-21.7%
Food and beverage serving services	39.5	-14.7%
Other passenger transport	69.6	-17.1%
Other tourism products	56.2	-12.1%
Retail sales - alcohol, food, and beverages	27.1	-5.0%
Retail sales - fuel and other automotive products	18.0	-9.3%
Retail sales - other	108.7	-27.3%
Grand Total	366.0	-19.2%



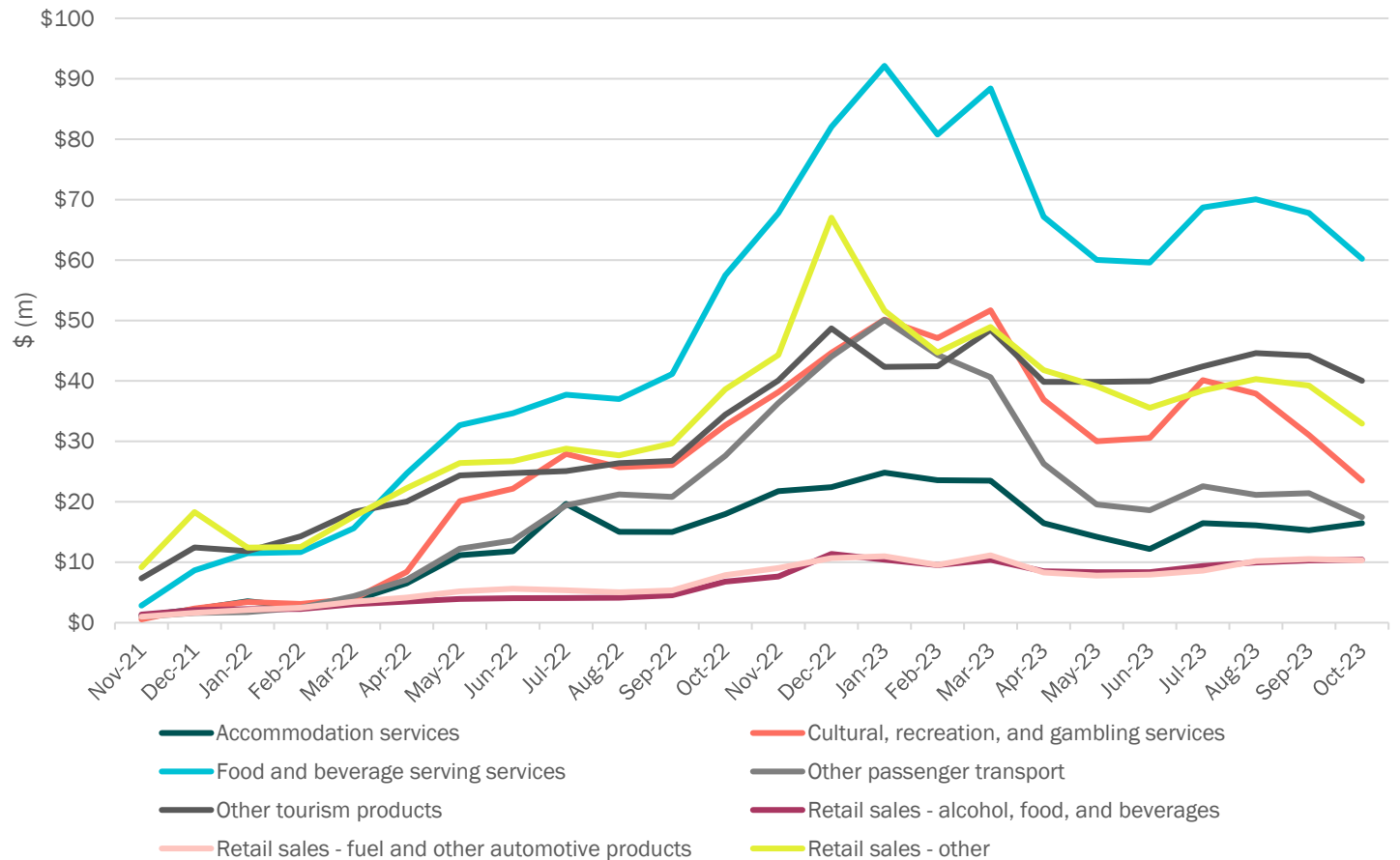
\$60.2m spent in Food and beverage serving services by International visitors in October 2023, up 4.8%

	Spend (\$m)	% change
Accommodation services	16.5	-8.3%
Cultural, recreation, and gambling services	23.5	-28.1%
Food and beverage serving services	60.2	4.8%
Other passenger transport	17.5	-36.7%
Other tourism products	40.0	16.3%
Retail sales - alcohol, food, and beverages	10.4	53.3%
Retail sales - fuel and other automotive products	10.3	31.2%
Retail sales - other	32.9	-14.7%
Grand Total	211.3	-5.4%

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Source: MBIE MRTES.

International monthly tourism spend in Auckland, by product





Auckland – Major Events Data

Major Events Insights



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Event	Date	Venue	Interesting Findings
Listen In	1 October 2023	Western Springs Stadium	
When the Cat's Away	1 October 2023	Auckland Town Hall	
Dracula's: The Resurrection Tour	8 October 2023	The Civic	<ul style="list-style-type: none"> The month of October saw 159.8k international visitors, up 45.5%.
The Music Man in Concert	12 October 2023	Aotea Centre	<ul style="list-style-type: none"> For the month of October 2023, there were 611.2k total guest nights in commercial accommodation in Auckland, up 12.4% on the same month last year.
NRL Pacific Championships	21 October 2023	Eden Park	
Ziggy Alberts	22 October 2023	Auckland Town Hall	<ul style="list-style-type: none"> Total tourism spend (\$577.3m) in Auckland for October 2023, down 14.6% in comparison to last year.
Barfoot & Thompson Auckland Marathon	29 October 2023	Various	
Diwali Festival	30 October – 5 November 2023	Aotea Centre	

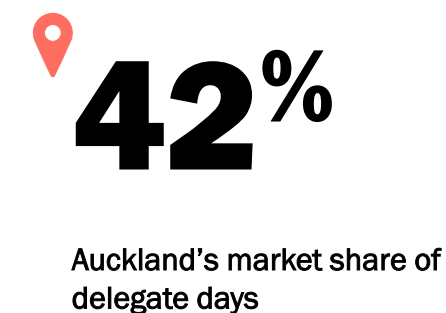
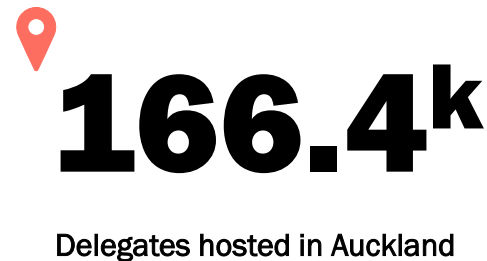


Auckland – Business Events Data

Business Events Insights Q3 Sep 2023



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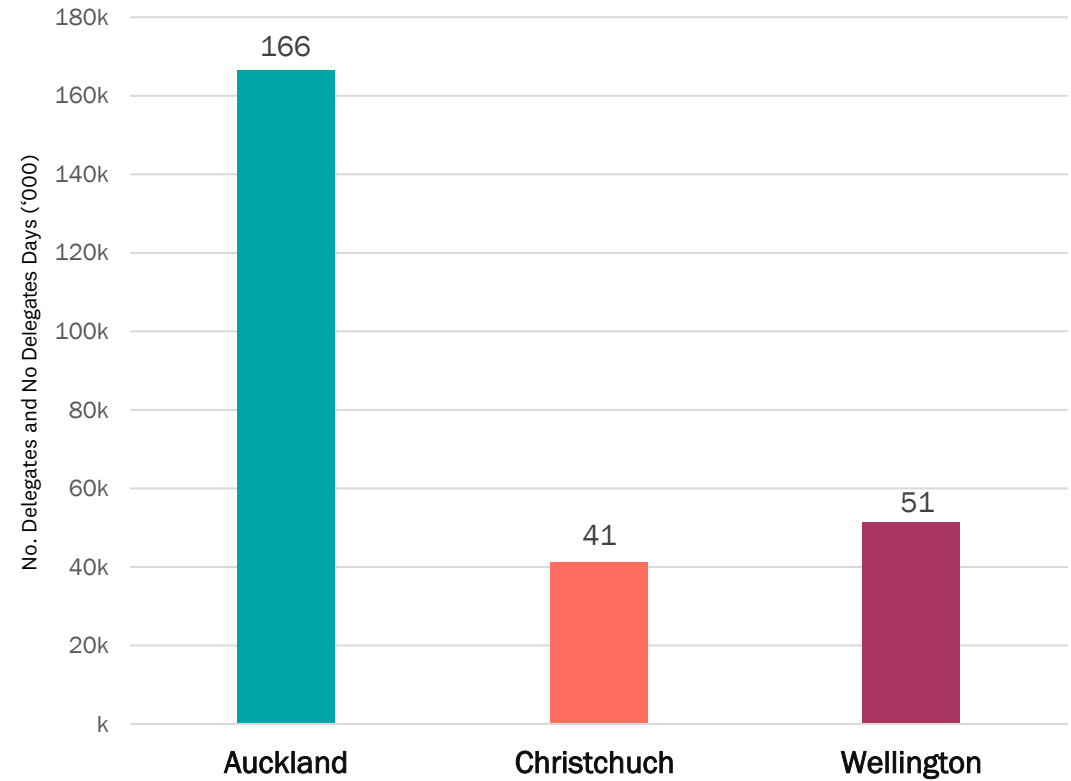


Auckland attracted the highest number of business events and delegates in New Zealand in Q3 2023

Total number of business events – Regional comparison



Total number of delegates – Regional comparison

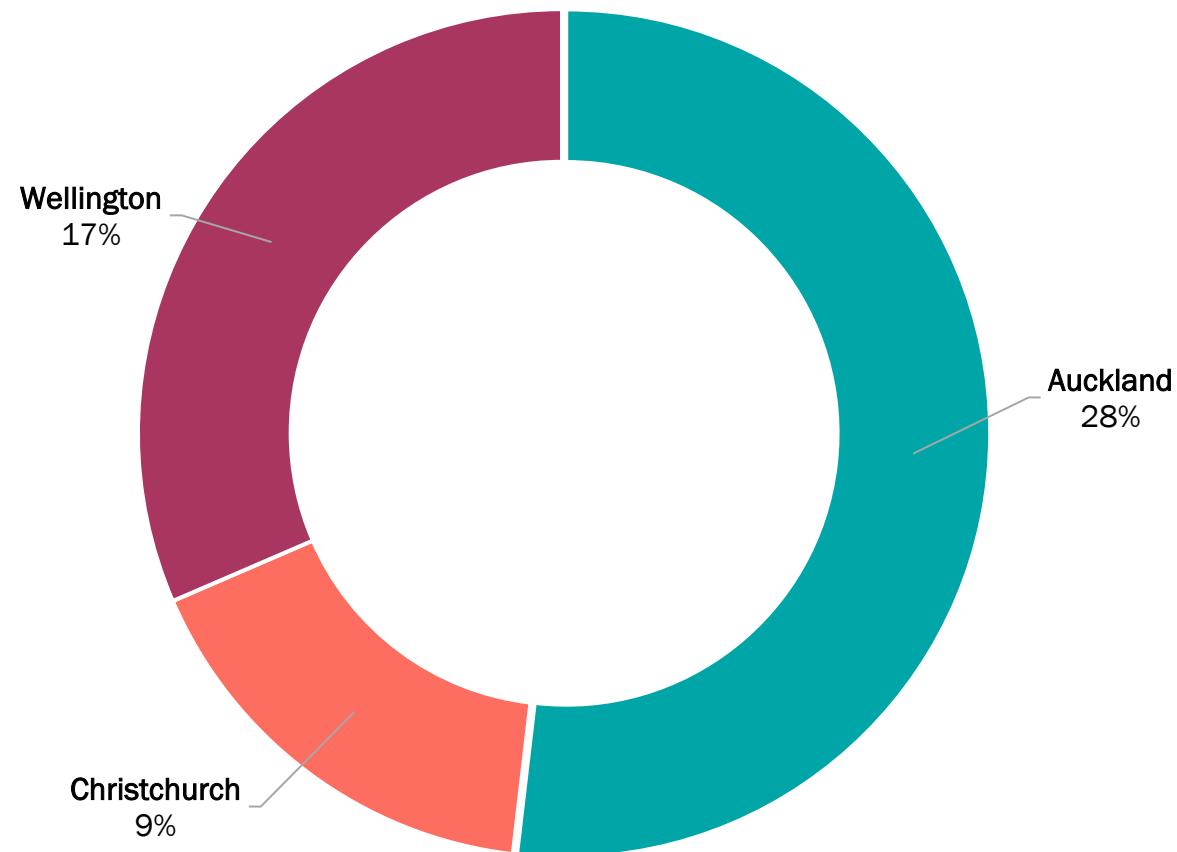


Auckland has the largest market share of business events in NZ (28%) - Q3 2023



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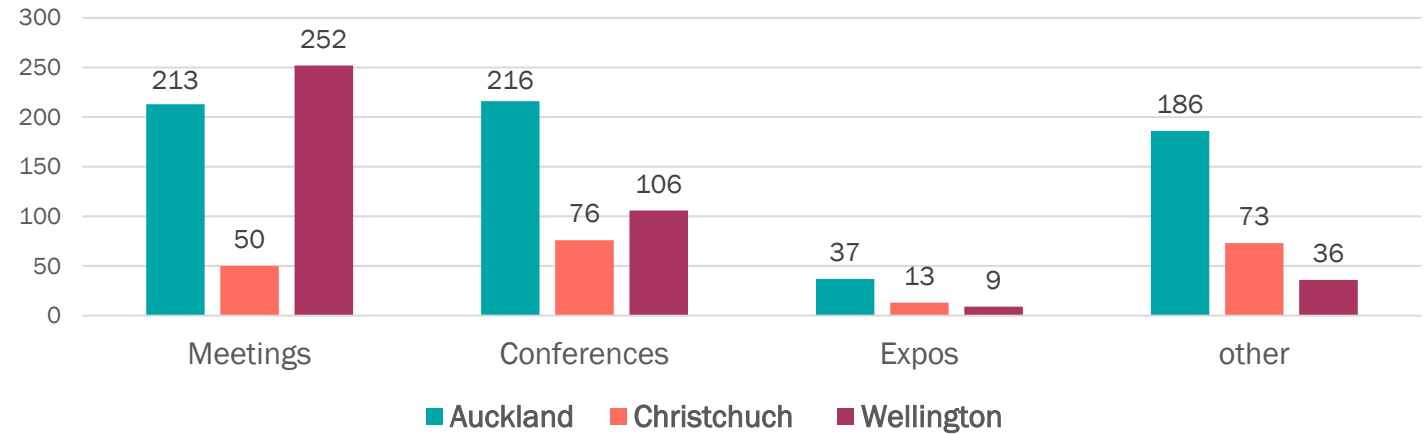
Business Event Market Share - Regional Comparison



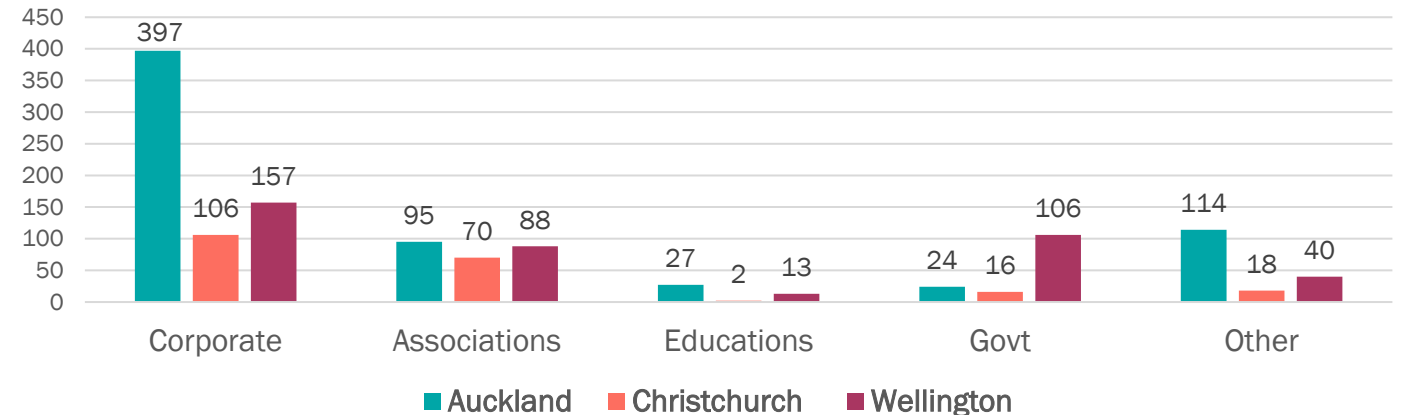
Auckland hosted the most conferences, other business events and expos in NZ – Q3 2023

- Of the three featured regions, **Auckland hosted the most conferences (216), other business events like social functions and Gala dinners (186) and expos (37) in New Zealand in Q3 2023.**
- However, Wellington held the highest number of meetings (252), followed closely by Auckland (213) and then Christchurch (50).
- The majority of business events in Auckland were for **Corporate customers (397), Other customers (114) and Associations (95).**
- Between the three regions, Wellington recorded the most Government-related business events (106). 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

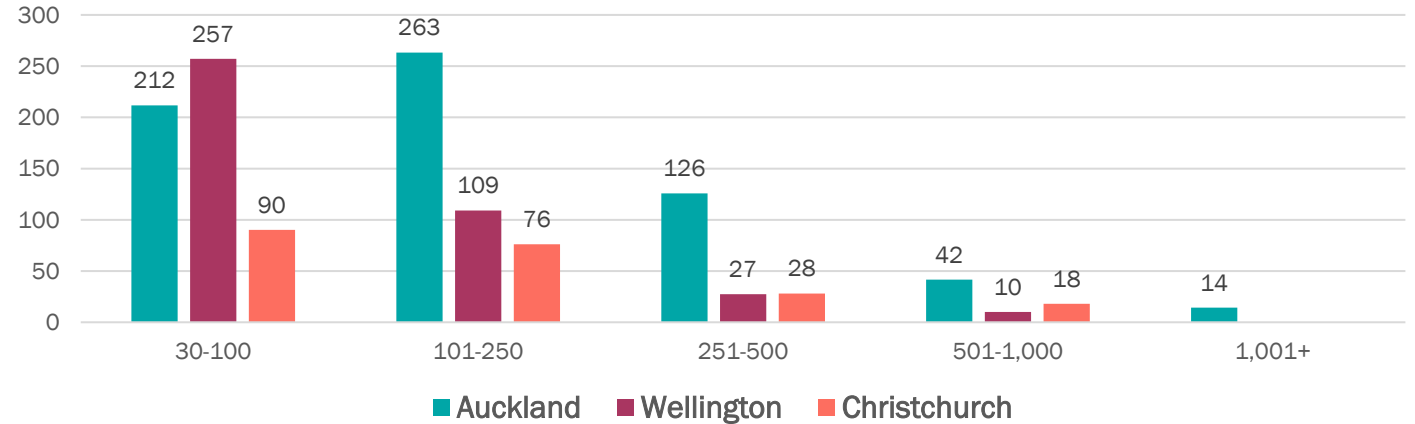


25% of all business events in Auckland were multi-day events

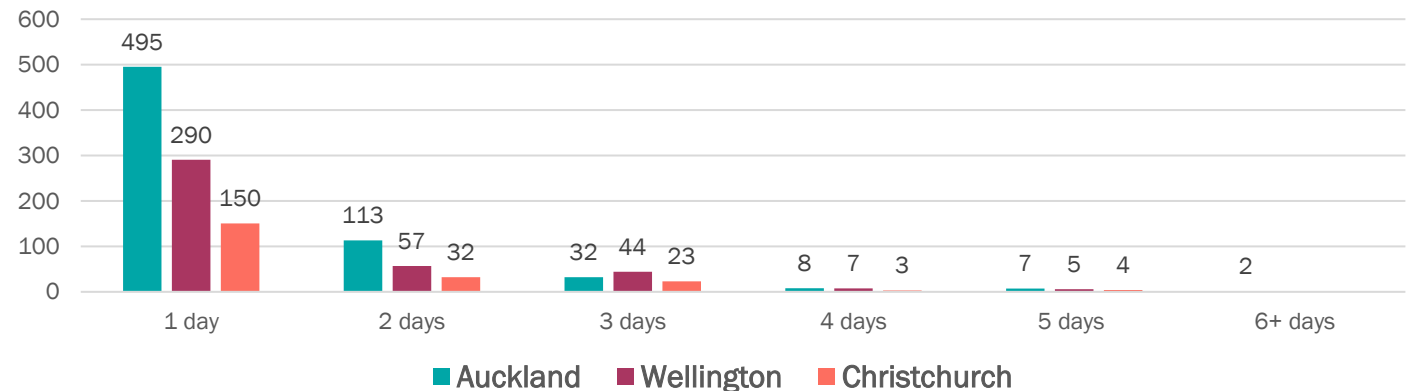
- In Q3 2023, a third of all business events held in Auckland were smaller events hosting between 30-100 delegates (212 events). In comparison to other regions, Wellington hosts most small business events (257 events).
- 40% of business events in Auckland were medium-sized events with 263 events hosting between 101-250 delegates.
- 19% of business events (126) in Auckland hosted between 251-500 delegates.
- Of all three regions, Auckland was the only region that hosted over 1,000 delegates in Q3 2023 (14 events).
- In Q3 2023, three quarters of all business events (75%) in Auckland were one day events (495), while 25% were multi-day events. 17% were held for a duration of two days (113), and 5% ran over the course of three days (32).

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No. of delegates - 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



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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%

DETRACTORS

29%

TOTAL NPS

1

YE June 2022

-3

Compared to
YE June 2021

YE June 2022

+3

Compared to
YE June 2021

YE June 2022

-6

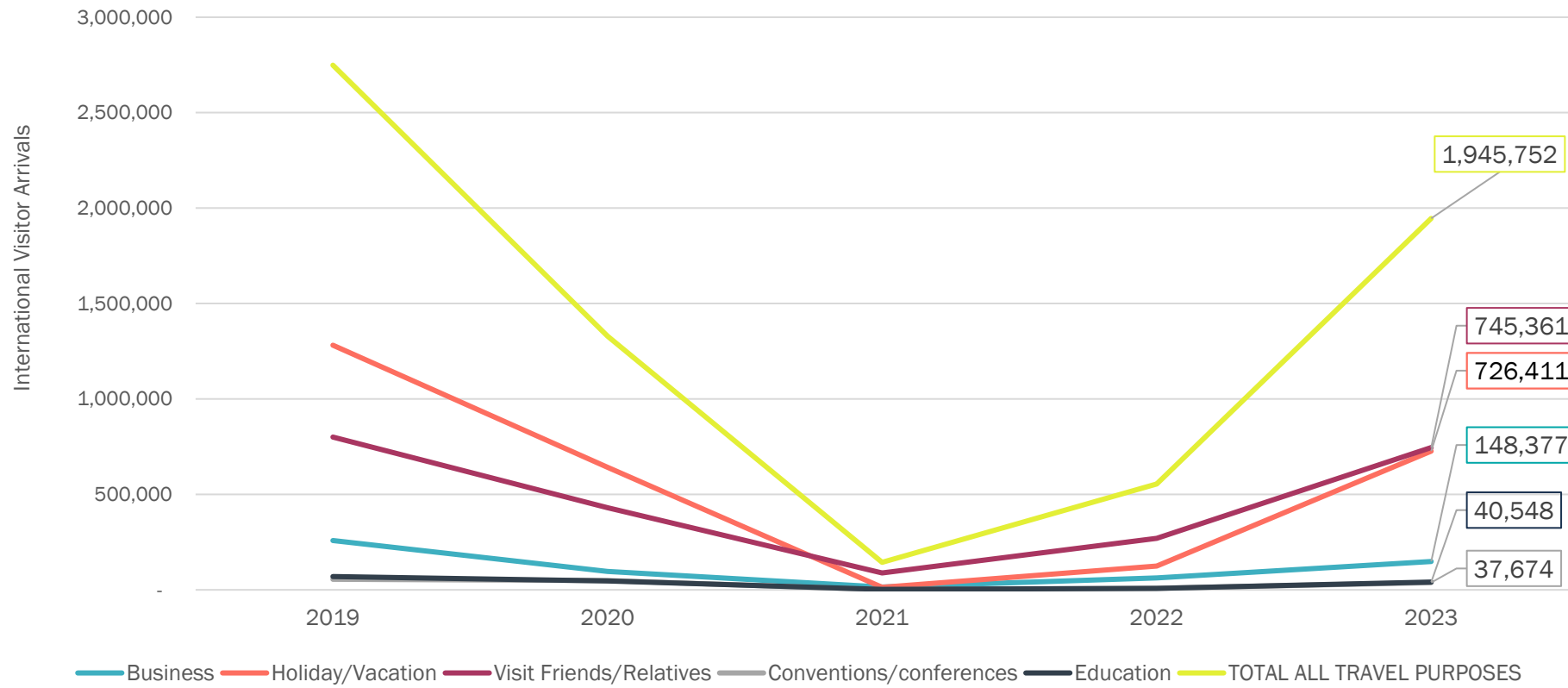
Compared to
YE June 2021

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.



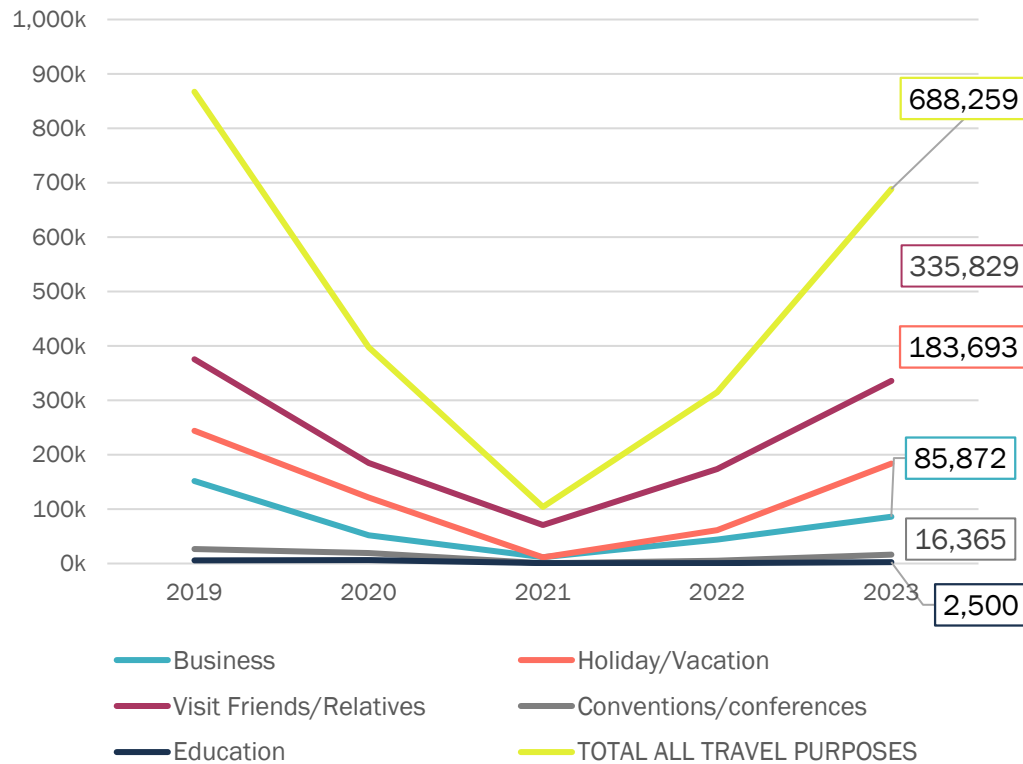
Five-year trends in key markets

Five-year visitor arrivals to Auckland, YE October

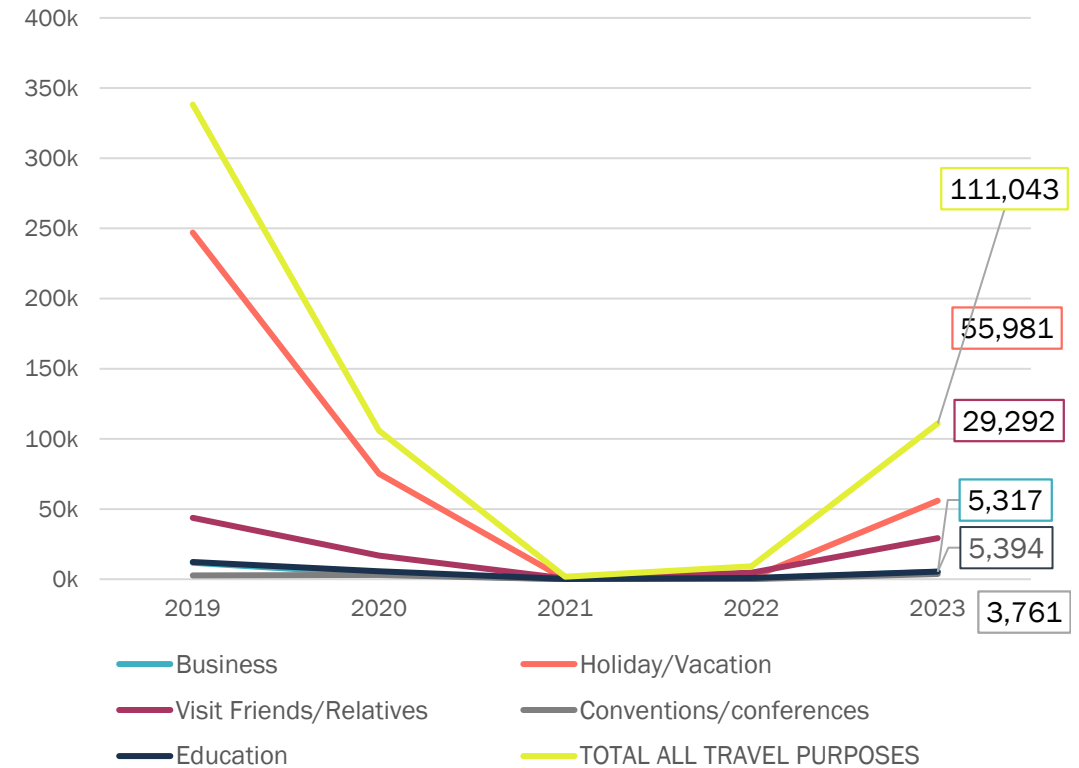


Five-year visitor arrivals to Auckland, YE October

Australia

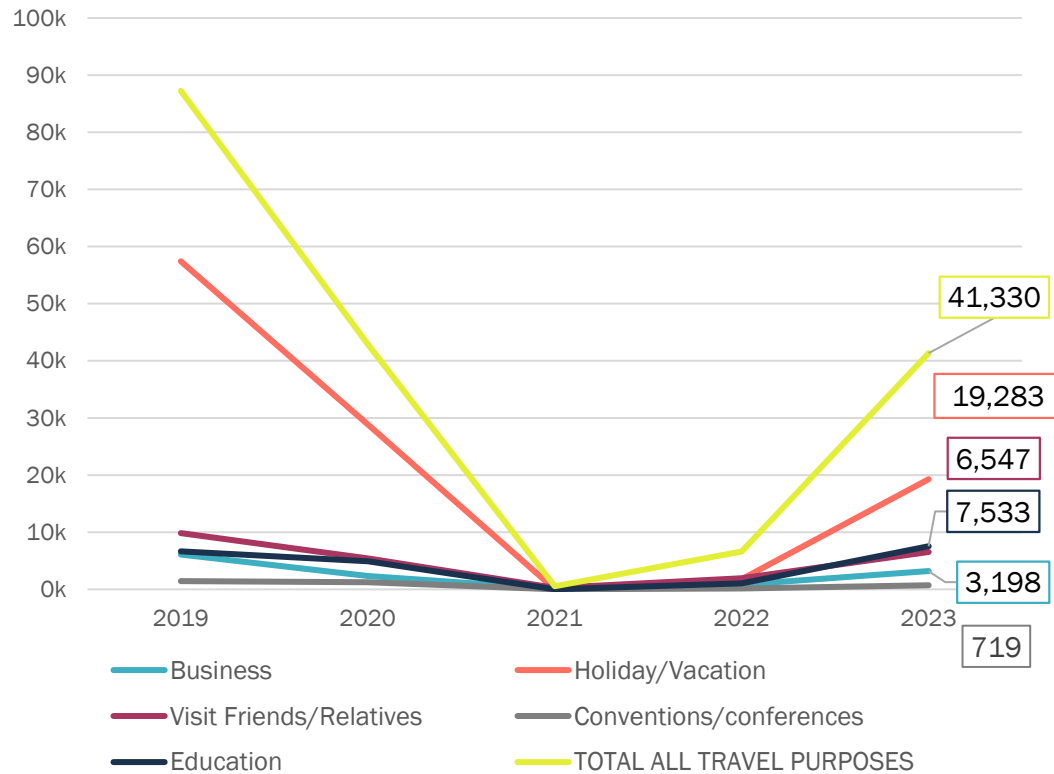


China

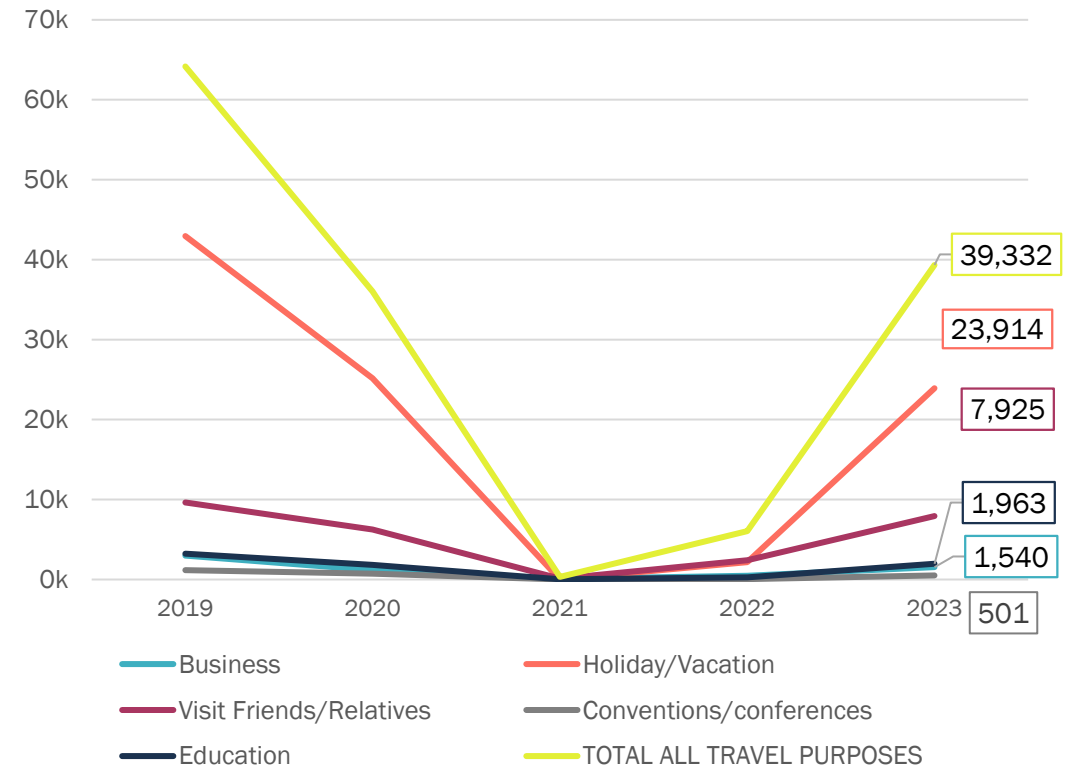


Five-year visitor arrivals to Auckland, YE October

Japan

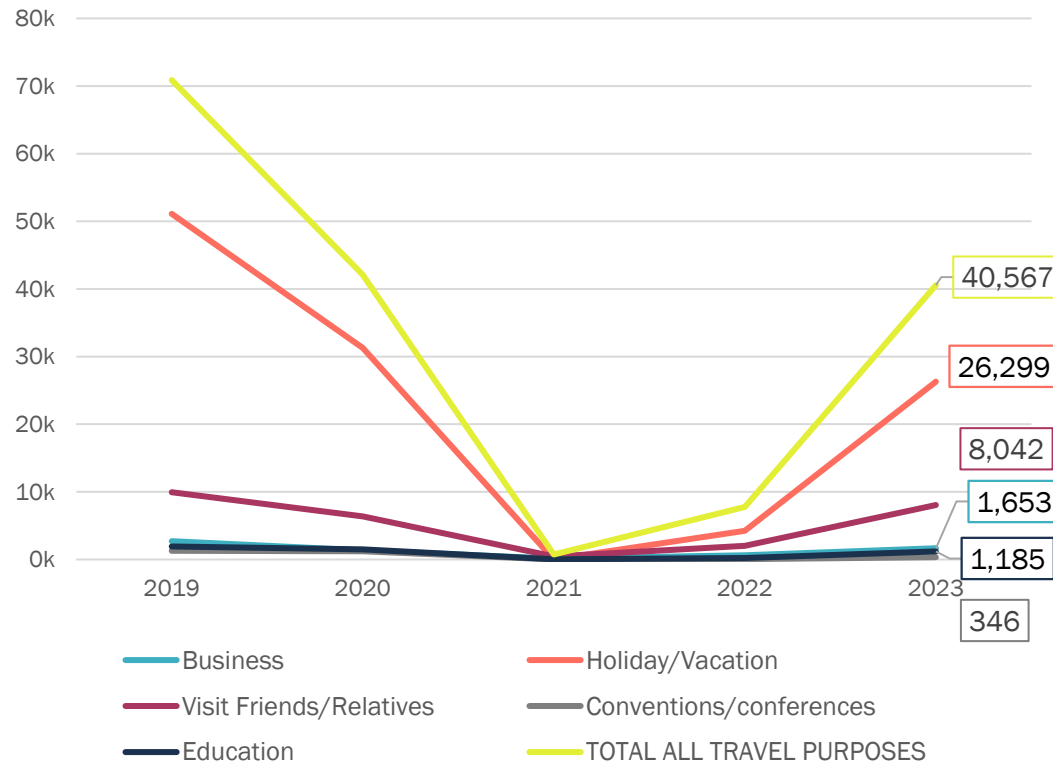


Korea

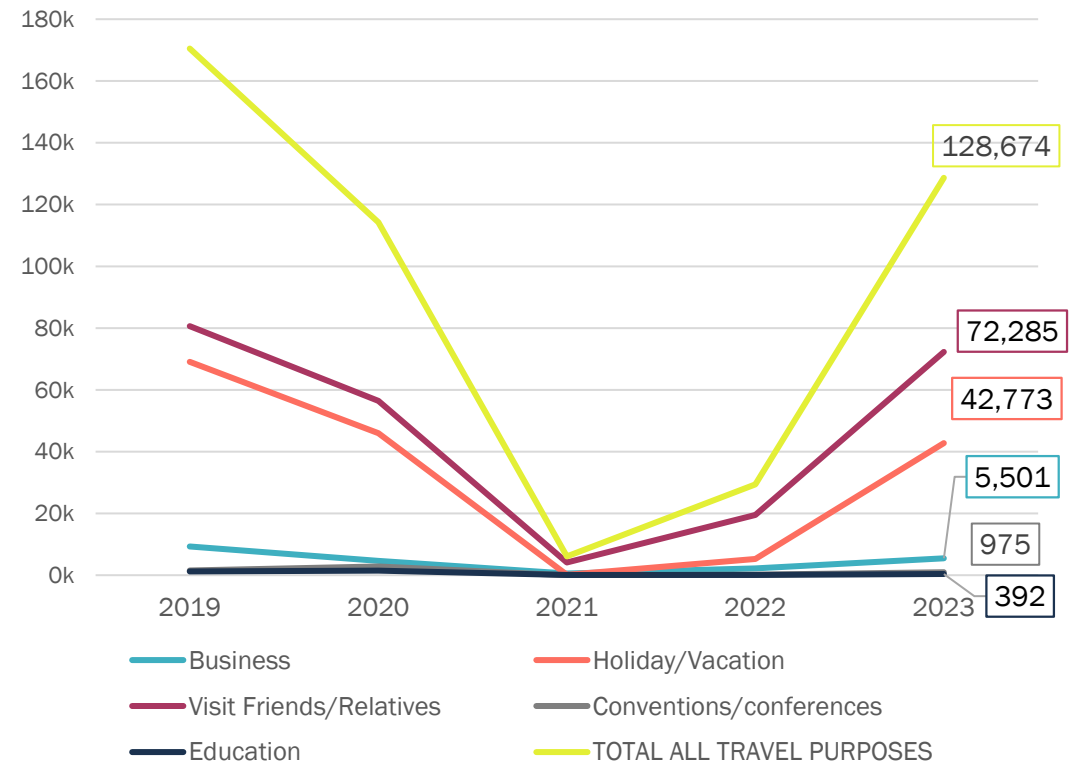


Five-year visitor arrivals to Auckland, YE October

Germany

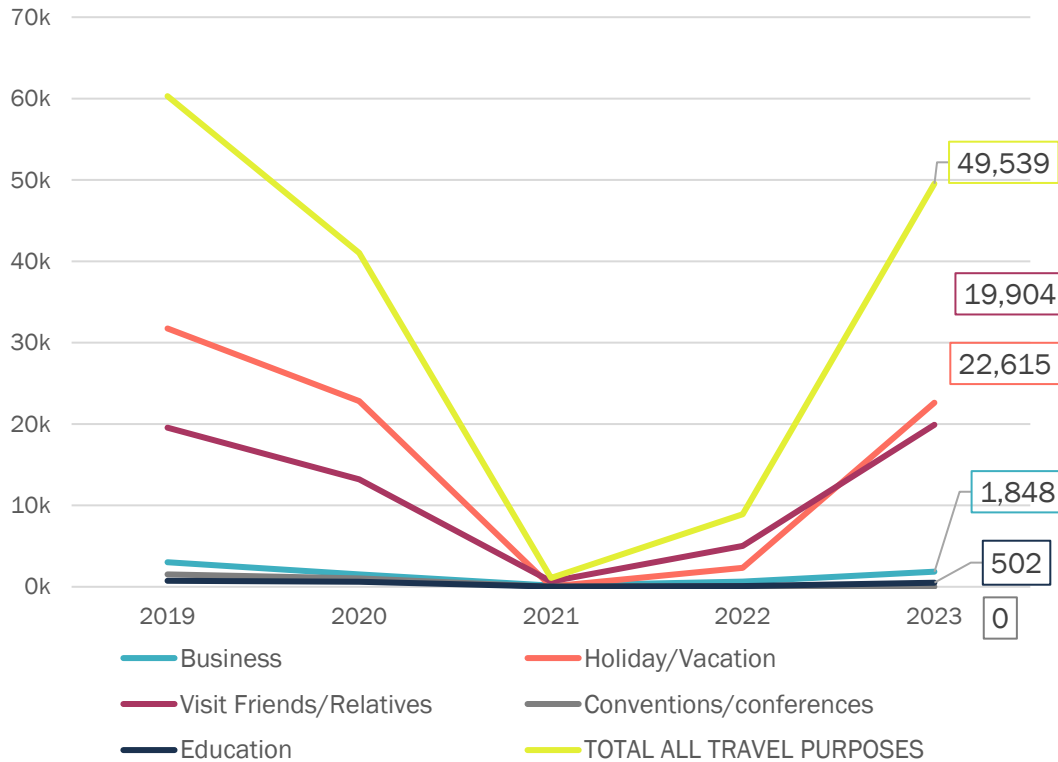


UK

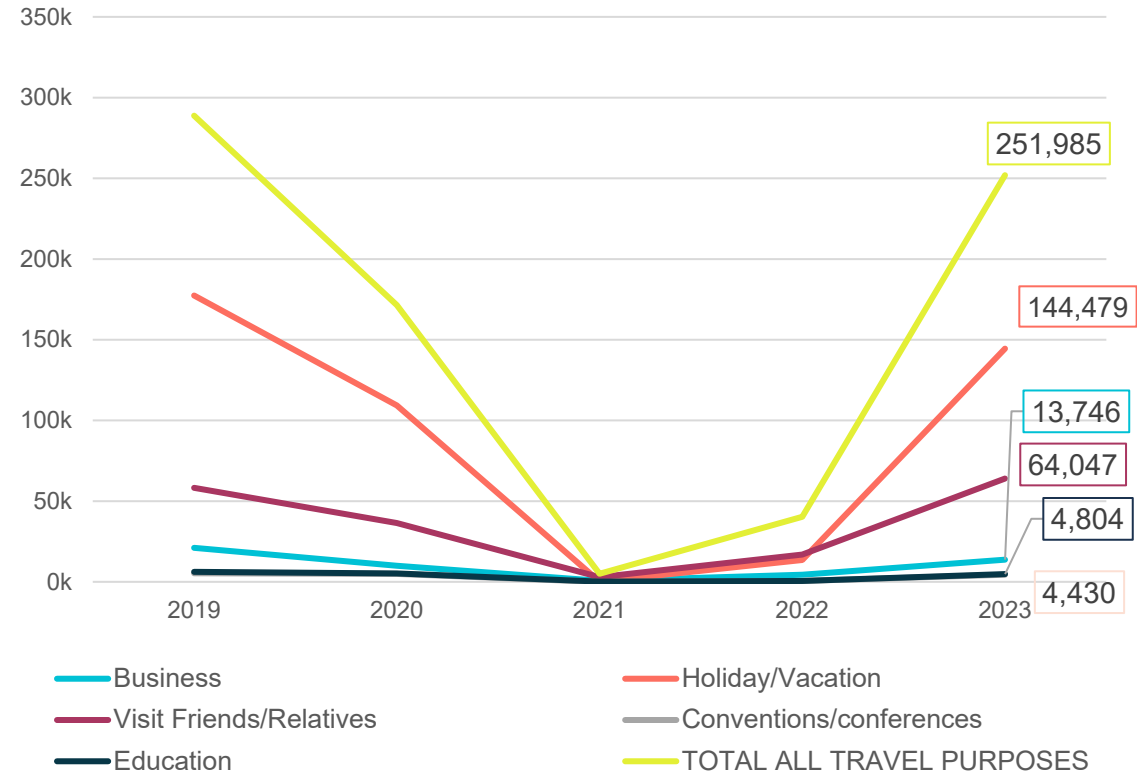


Five-year visitor arrivals to Auckland, YE October

Canada



US



Ngā mihi Thank you

- KEY CONTACT

Jaimee Raymond

Research & Insights Specialist

jaimee.raymond@aucklandnz.com

