

Tātaki  
Auckland  
Unlimited



# Tāmaki Makaurau Auckland Destination Overview

August 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 September - October 2023  
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# Contents

<b>KEY FINDINGS</b>	<b>3 – 4</b>
<hr/>	
<b>VISITOR ARRIVALS DATA</b>	
DOMESTIC VISITORS	6
INTERNATIONAL VISITORS	
REASON FOR VISIT   MARKET	7 – 12
AUCKLAND VS. OTHER PORTS	13
<hr/>	
<b>ACCOMMODATION DATA</b>	
COMMERCIAL GUEST NIGHTS   TYPE	15 – 16
ADR, HOTEL OCCUPANCY AND REVPAR	17
FORWARD BOOKING DATA	18
FORECAST ACCOMMODATION DATA	19 – 21
AVERAGE LENGTH OF STAY – INTERNATIONAL	22
<hr/>	
<b>SPEND DATA</b>	<b>23</b>
<hr/>	
<b>MAJOR &amp; BUSINESS EVENTS DATA</b>	
MAJOR EVENTS INSIGHTS	25
BUSINESS EVENTS INSIGHTS	26
<hr/>	
<b>TOURISM SENTIMENT INDEX</b>	
TSI KPIS, CATEGORIES AND TRENDS	28 – 31
<hr/>	
<b>AUCKLAND VISITOR SURVEY</b>	
VISITOR EXPERIENCE & NET PROMOTER SCORE	33 – 34
<hr/>	
<b>FIVE YEAR TRENDS IN KEY MARKETS</b>	
REASON FOR VISIT BY MARKET	36 – 40



# Key Visitor Data



  
**371.1<sup>k</sup>**

Domestic Guest Nights  
August 2023 (Month)  
+8.6% (to August 2022)



  
**194.7<sup>k</sup>**

International Guest Nights  
August 2023 (Month)  
+112.6% (to August 2022)



  
**565.8<sup>k</sup>**

Total Guest Nights  
August 2023 (Month)  
+30.6% (to August 2022)



  
**502.7<sup>k</sup>**

Domestic Visitors  
August 2023 (Month)  
-19.6% (to August 2022)



  
**135.2<sup>k</sup>**

International Visitors  
August 2023 (Month)  
+81.9% (to August 2022)



  
**+20**

Tourism Sentiment Score  
August 2023 (Month)  
-2 pts (to August 2022)



# Key Visitor Data



## DOMESTIC

- There were **502.7k domestic visitors** to Auckland in the month of August 2023, a decrease of **19.6%** compared to August 2022 (625.3k). This was down (5.5%) compared to pre-Covid numbers (531.9k in August 2019).
- The year to August 2022 saw **6.97m domestic visitors** to Auckland, **up 10.7%** compared to last year.
- There were **371.1k domestic guest nights in commercial accommodation** for the month of August, **up 8.6%**.
- For the month of August 2023, the Tourism Electronic Card Spend (TECT) spend data cannot be displayed as it was discontinued as of September 2023.
- The Monthly Regional Tourism Estimates (MRTE) spend data will be restarted and available at the end of next month in November 2023. Historical MRTE data will be provided from September 2023 back to January 2019.

## INTERNATIONAL

- **Monthly international visitors (135.2k)** were **up 81.9%** on August 2022 (77.3k) but numbers were down 18.6% compared to August 2019 pre-Covid (166.1k).
- The year to August 2023 saw **1.84m international visitor arrivals, an increase of 415.2%** on 2022. However, international visitation was down 33.1% compared to pre-Covid levels (2.75m in YE August 2019).
- There was an increase in visitors from the **Australian market in August 2023, with 45.1k visitors, up 3.3%** compared to last year. **The year to August 2023 saw 677.9k Australian visitors, up 219.3%**.
- **VFR visitors** contributed the most to annual visitor numbers (**723.3k**) and **increased 275.8%** on the year to August 2022. **Monthly VFR numbers (46.9k)** were **also up 40.7%** compared with August 2022.
- **Holiday visitors (669.4k)** were **up 1045.5% for the year, with monthly numbers (49.4k) also up 186.1%**.
- **194.7k international guest nights in commercial accommodation** for August, **up 112.6%** on last year.
- For the month of August 2023, the TECT spend data cannot be displayed as it has been discontinued as of September 2023. The MRTE spend data will be restarted and available at the end of next month in November 2023.

## OVERALL

- For the month of August 2023, there were **565.8k total guest nights in commercial accommodation** in Auckland, **up 30.6%** on last year.
- **Looking forward, overall occupancy on the books is higher this year** compared to the same period last year (i.e., from October 2023 to January 2024).
- Auckland occupancy peaked at 89% on Wednesday 18<sup>th</sup> October 2023.
- In 2023 Q2 supply expanded 2.9%. Demand expanded 33.6%, resulting in an occupancy gain of 29.9%. Occupancy is expected to grow by 36.6% in 2023 Q3, with supply expanding 2.6% and demand expanding 40.3%.
- International visitor growth to New Zealand is forecast with a Compound Annual Growth Rate (CAGR) of 28.7% from 2022 to 2027, resulting in a possible 3.08m international visitors by YE August 2027.
- The **Tourism Sentiment Score** for Auckland for August 2023 was **+20 (4 points less than NZ), 2 points lower than August 2022**. The category with the highest sentiment was Amenities and Entertainment (27), followed by Food and Culinary (26) and Destination Services (24) while Safety (-10) had the lowest sentiment.





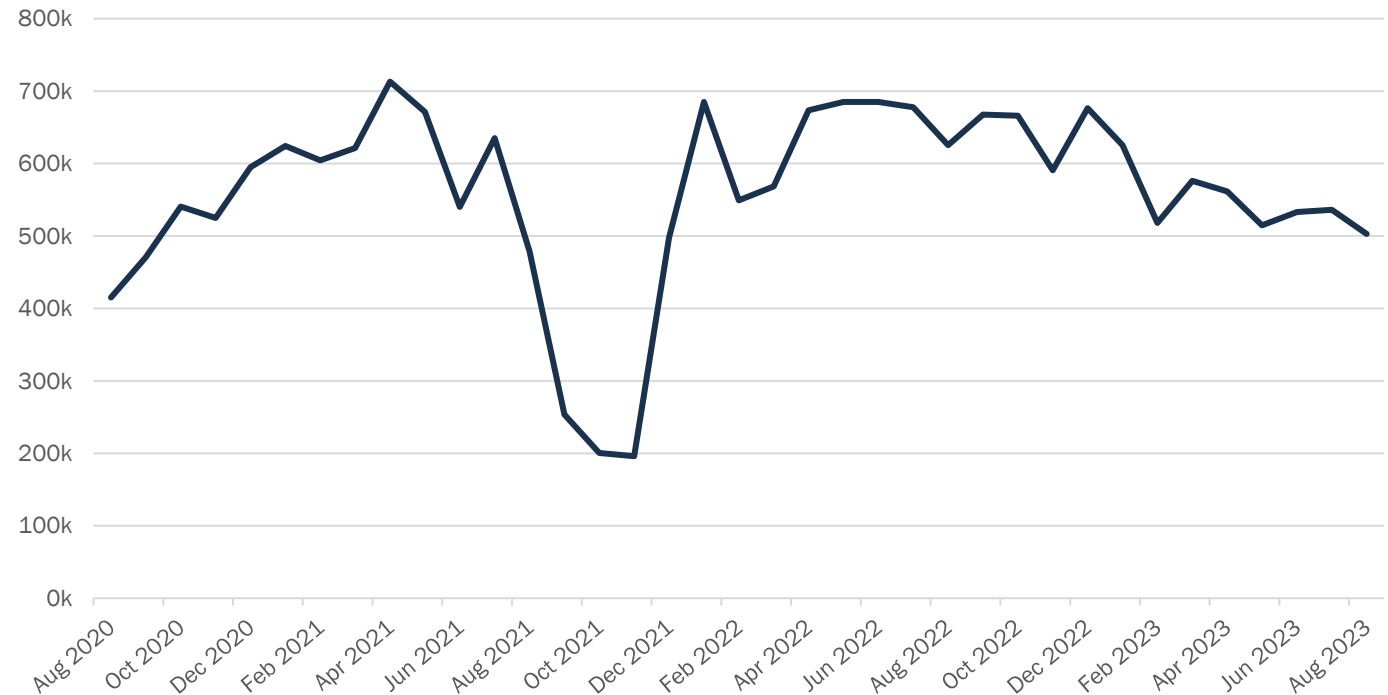
# Auckland Tourism – Visitor Arrivals Data



# 502.7k Domestic visitors in August 2023, down 19.6%

- There were **502.7k domestic visitors** to Auckland in the month of **August 2023**, a decrease of **19.6%** compared to August 2022 (625.3k). This was down (5.5%) compared to pre-Covid numbers (531.9k in August 2019).
- **The year to August 2022 saw 6.97m domestic visitors** to Auckland, up **10.7%** compared to last year.
- Domestic visitor levels dropped from August to November 2021, which was when Auckland moved to Alert Level 4 – Lockdown of the COVID-19 Alert System. Domestic visitation increased significantly in December 2021 as the COVID-19 Alert System ended and all of New Zealand moved to the COVID-19 Protection Framework, also known as the traffic lights.

Domestic Visitor Population Estimates to Auckland

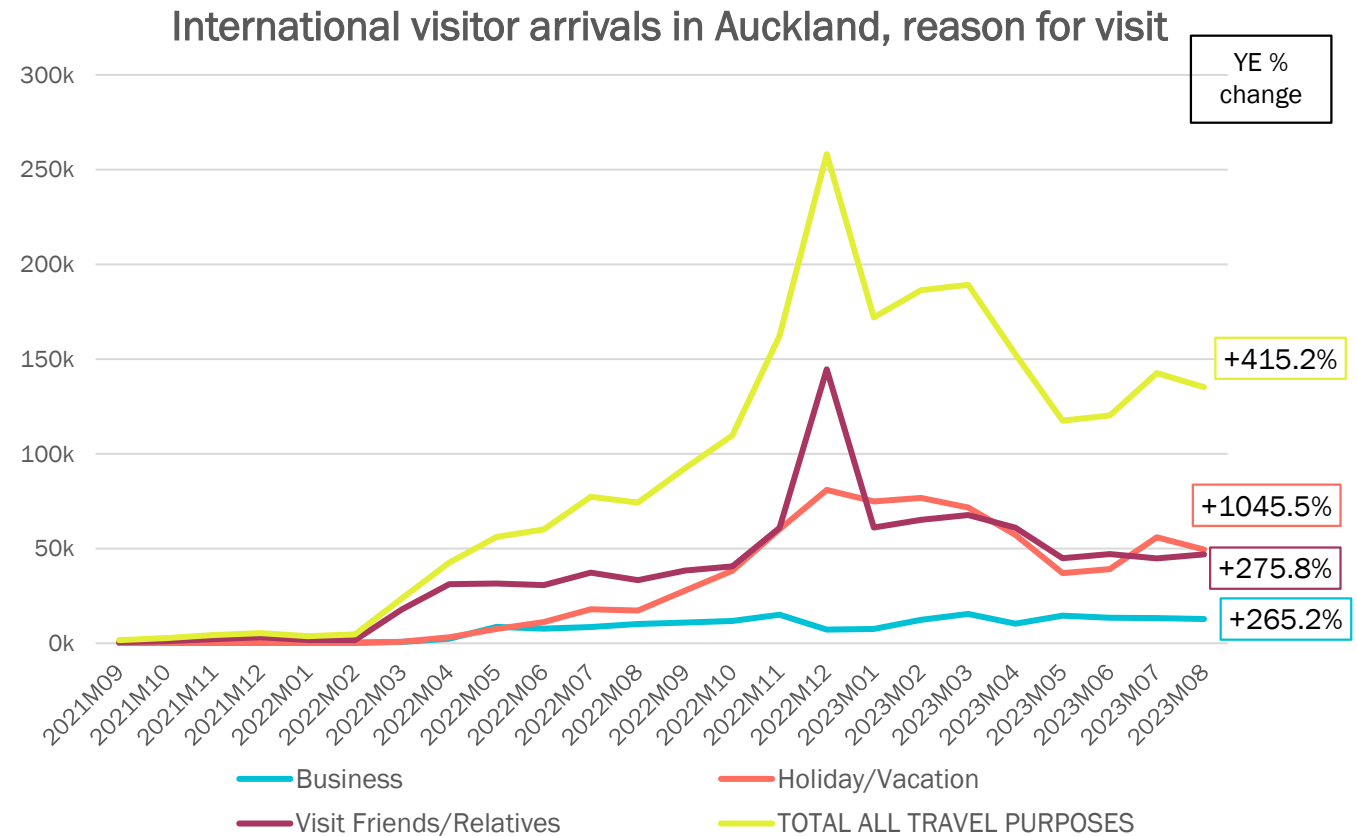


	Total Domestic Visitors	vs. previous year / YE	vs. pre-Covid / 2019
August 2022	502,704	-19.6%	-5.5%
YE August 2022	6,968,418	10.7%	N/a



# 1.84m International visitor arrivals in the year to August 2023, up 415.2%

- The month of August saw **135.2k international visitors, up 81.9%** on August 2022 (74.3k) but down 18.6% compared to pre-Covid numbers (166.1k in August 2019).
- The year to August 2023 saw **1.84m international visitor arrivals, an increase of 415.2%** on the previous year. However, international visitation was down 33.1% compared to pre-Covid levels (2.75m in YE August 2019).
- **VFR visitors** contributed the most to annual visitor numbers (723.3k) and **increased 275.8%** on the year to August 2022. **Monthly VFR numbers (46.9k)** were also up 40.7% compared with the month of August 2022.
- **Holiday visitors (669.4k)** were up 1045.5% for the year, with **monthly numbers (49.4k)** also up 186.1%.
- There were **144.9k business visitors (up 265.2%)** in the year to August 2023, and **12.8k for the month (up 25.8%)**.



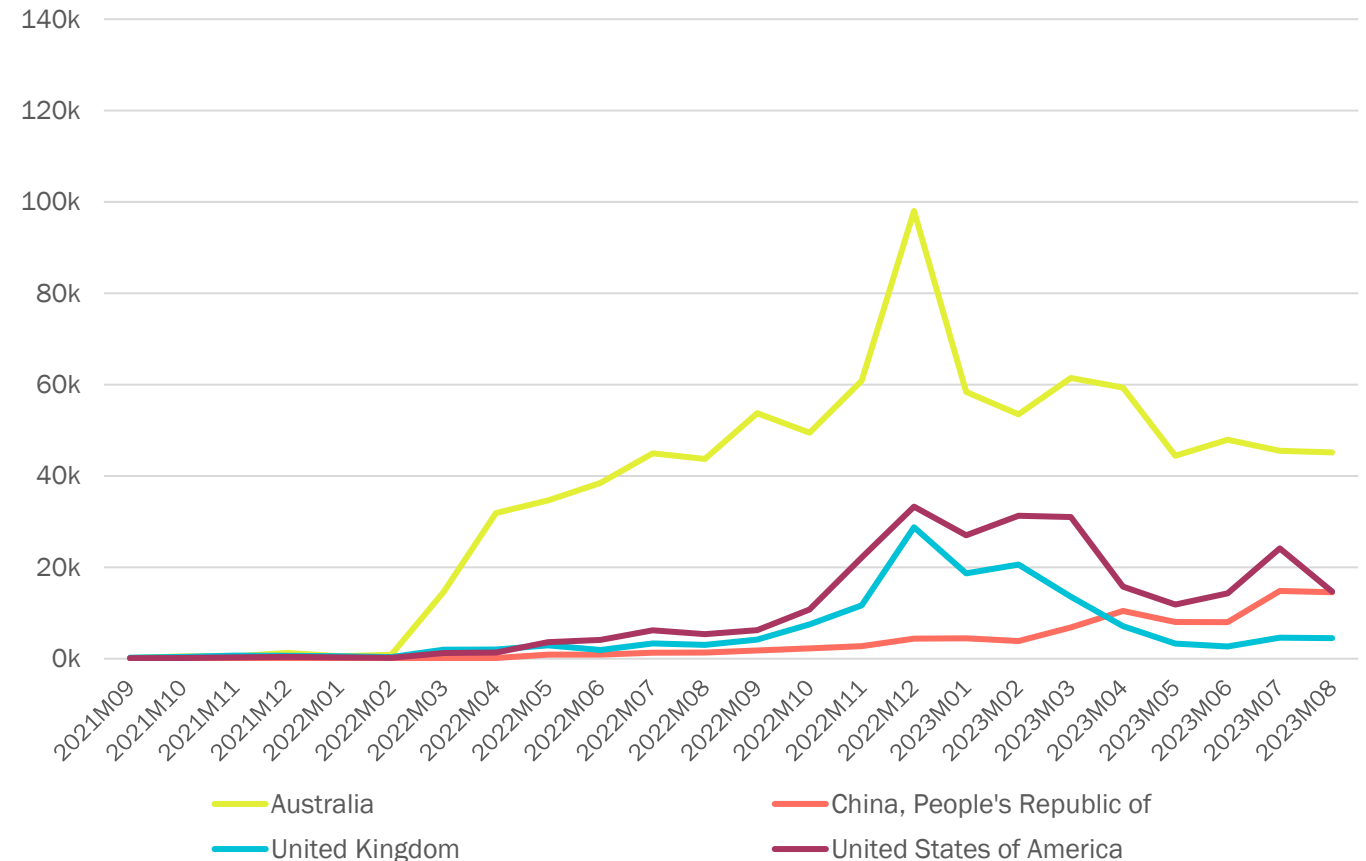
	Visitor arrivals	vs. previous year / YE	vs. pre-Covid / 2019
August 2023	135,231	81.9%	-18.6%
YE August 2023	1,838,606	415.2%	-33.1%



# 14.6k visitors from China in August 2023, up 963.3%

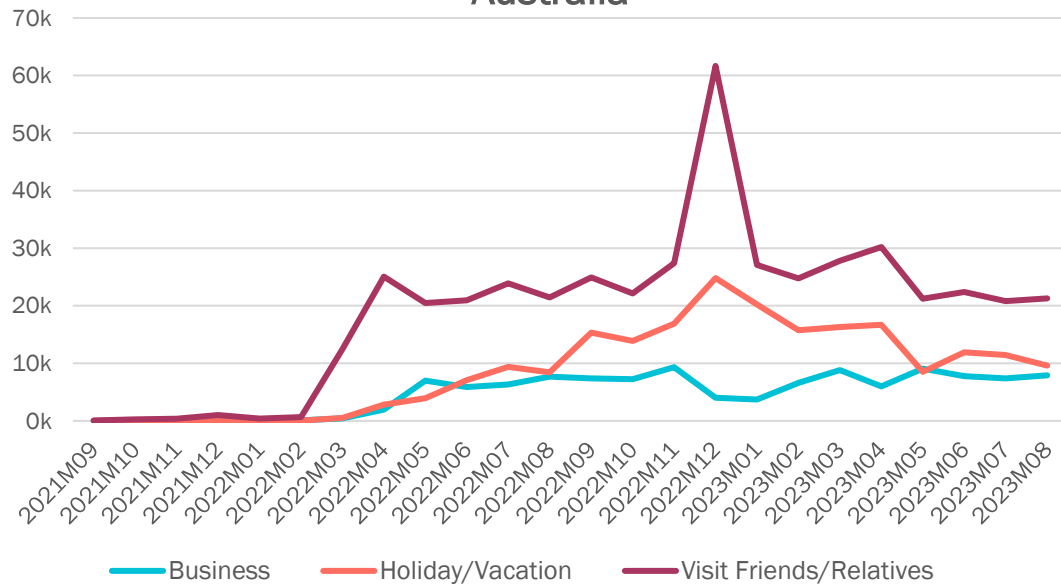
- There was an increase in **Australian visitors** in the month of August 2023, with **45.2k visitors**, an increase of **3.3%** compared to last August. The year to August 2023 saw **677.9k** Australian visitor arrivals, up **219.3%**.
- The year to August 2023 saw **242.7k** visitors from the US (up **929.1%**), with **14.7k** visitors for the month (up **173.1%**).
- For year to August 2023, there were **127.4k** visitor arrivals from the UK (up **596.6%**) and **4.6k** visitors for the month (up **48.8%**).
- Visitors from China (**82.4k**) were also up for the year (**1464.5%**), and up (**963.3%**) for the month of August (**14.6k**).

Visitor arrivals in Auckland by key international markets



# 24-month visitor arrivals from individual markets

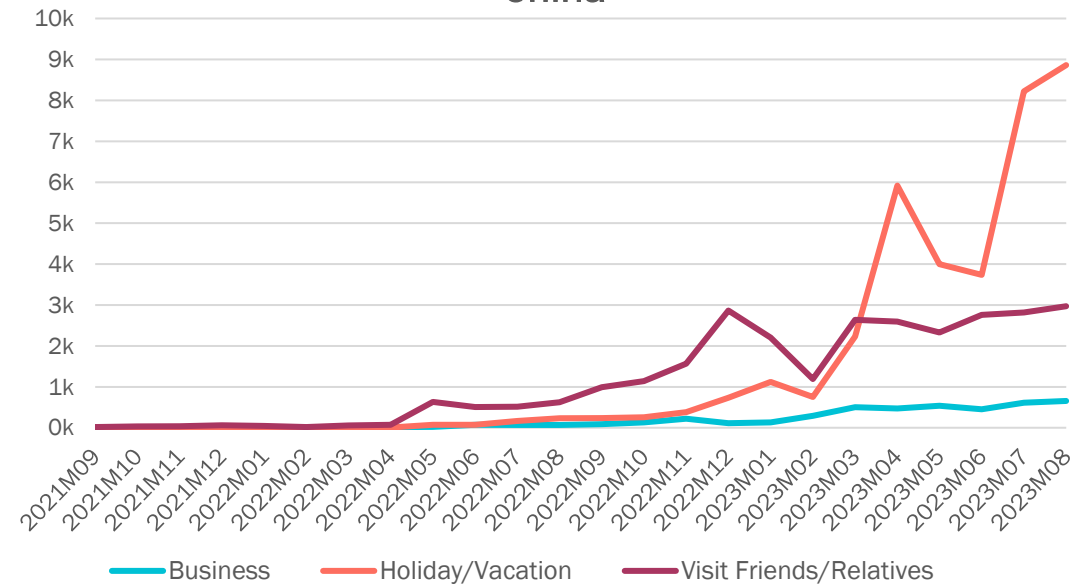
### Australia



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2023	7,893	2.6%	9,591	13.8%	21,280	-0.8%	45,183	3.3%
YE August 2023	85,099	188.9%	181,223	463.3%	331,624	161.2%	677,944	219.3%

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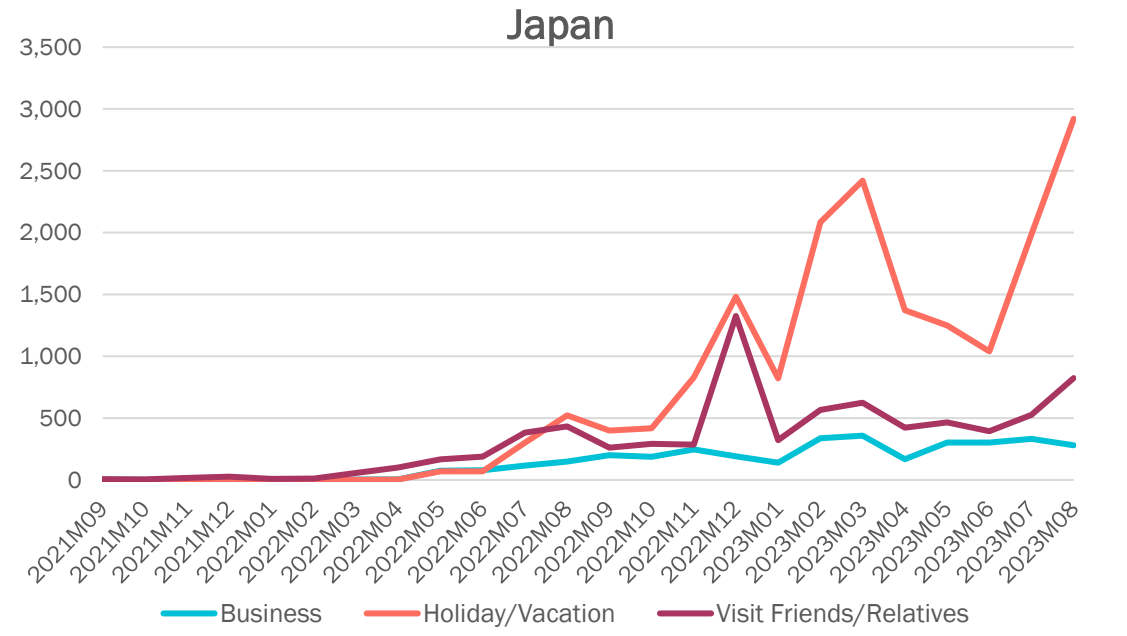
### China



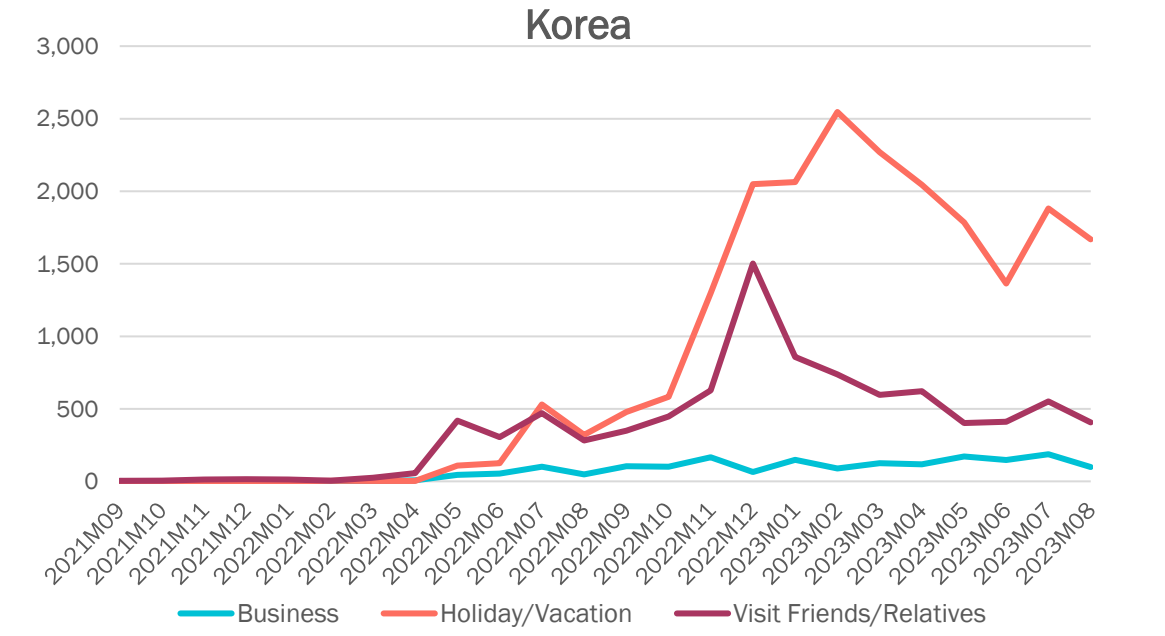
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2023	657	839%	8,864	3704.3%	2,972	376.3%	14,556	963.3%
YE August 2023	4,220	1434.5%	36,455	6185.3%	26,068	895.0%	82,387	1464.5%



# 24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2023	280	87.9%	2,920	459.4%	824	90.3%	6,016	295.8%
YE August 2023	3,043	588.5%	17,019	1654.5%	6,309	349.7%	37,836	792.6%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2023	99	106.3%	1,669	419.9%	407	44.3%	2,555	234.9%
YE August 2023	1,526	478.0%	20,035	1724.7%	7,514	365.3%	34,455	855.0%

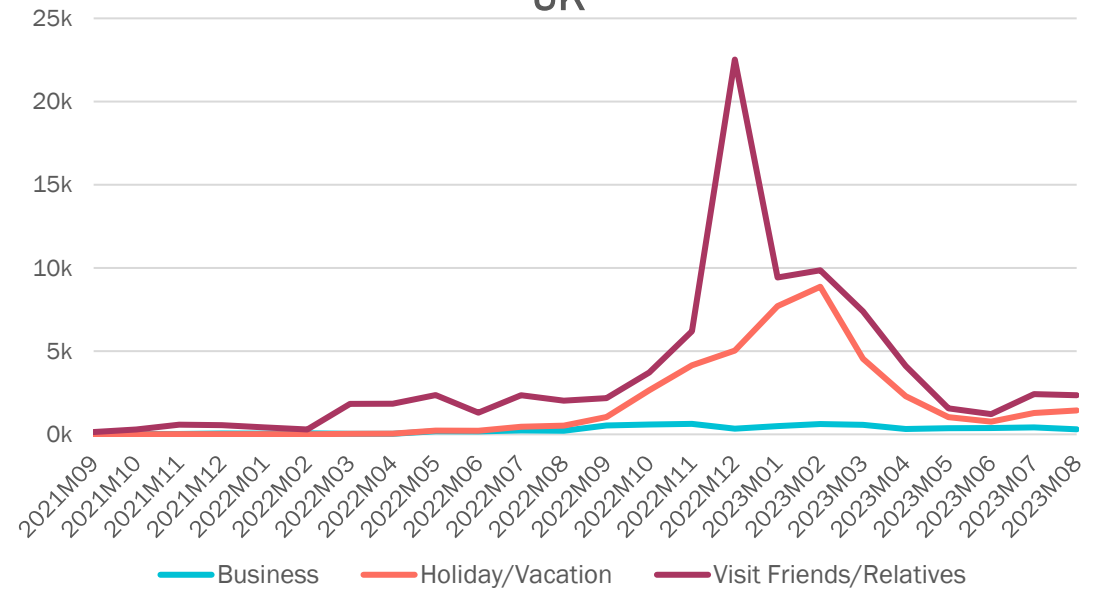
# 24-month visitor arrivals from individual markets

## Germany



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2023	112	40.0%	837	163.2%	307	38.3%	1,526	116.5%
YE August 2023	1,689	421.3%	24,837	3068.0%	7,963	456.5%	38,687	1224.9%

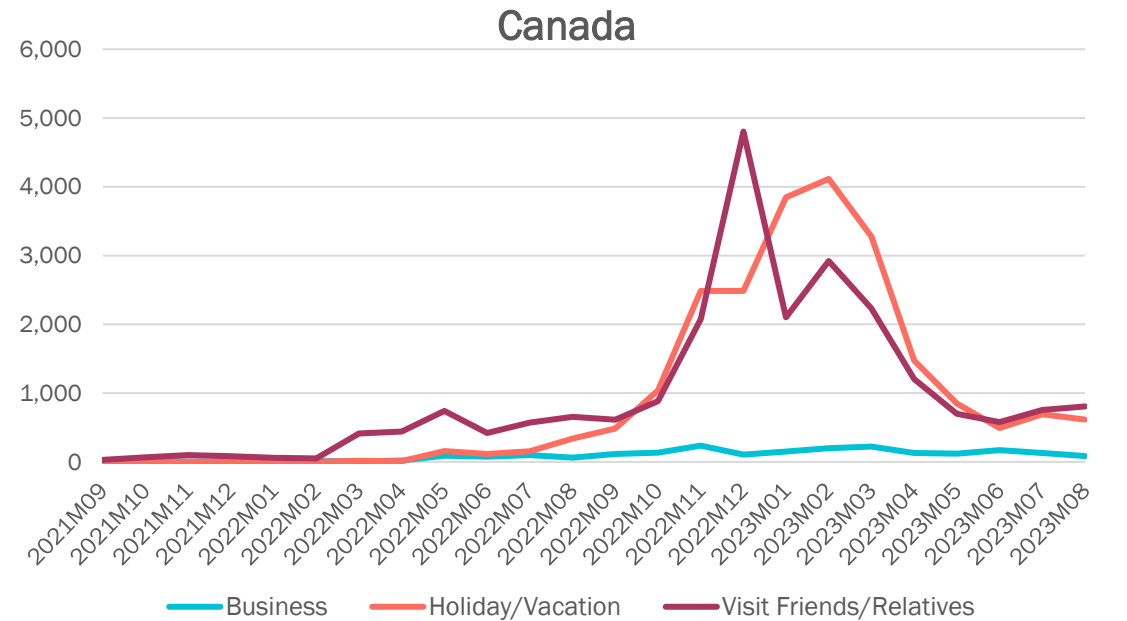
## UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2023	308	38.1%	1,438	174.4%	2,350	15.6%	4,525	48.8%
YE August 2023	5,644	379.9%	40,845	2472.1%	73,000	419.9%	127,432	596.6%

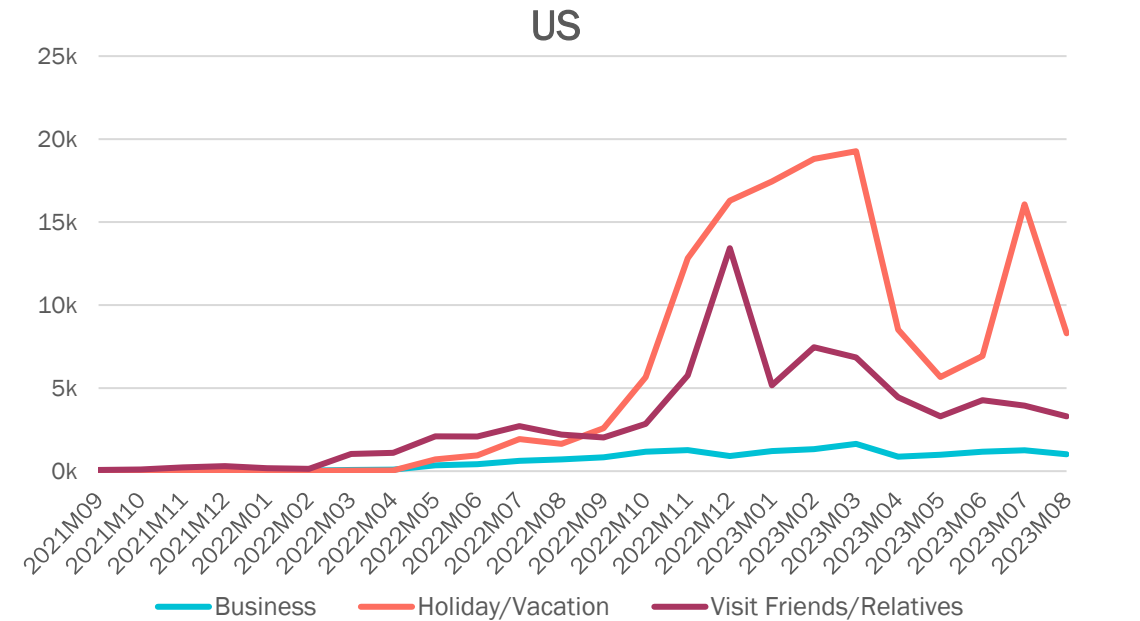


# 24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2023	85	37.1%	616	81.7%	806	23.2%	1,788	53.2%
YE August 2023	1,795	328.4%	21,859	2602.0%	19,668	442.0%	48,243	791.7%

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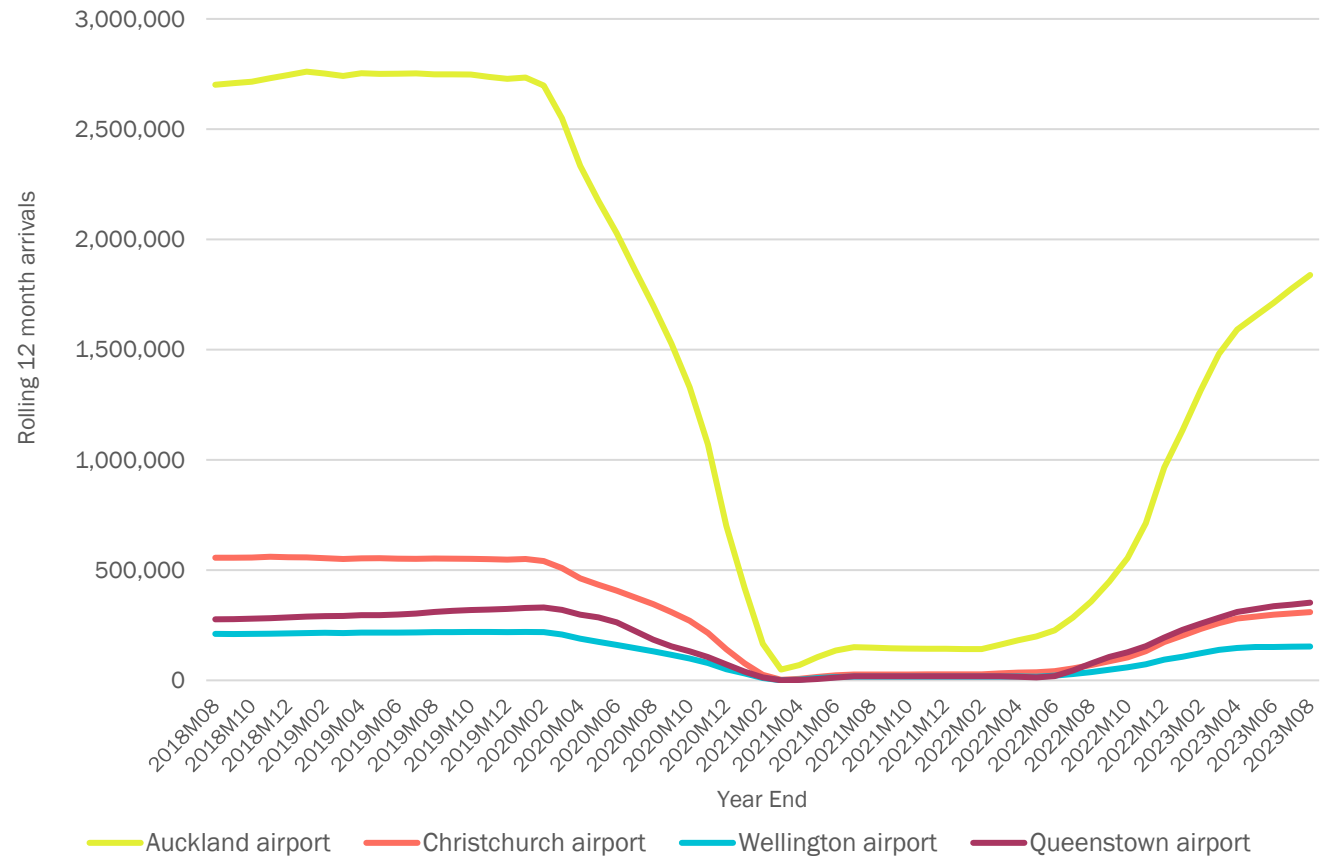
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2023	1,012	42.9%	8,300	407.0%	3,299	49.9%	14,695	173.1%
YE August 2023	13,655	461.7%	138,365	2491.1%	62,827	413.7%	242,747	929.1%

# Auckland has seen a 415.2% 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 415.2% increase in international visitor arrivals over the last year.
- For the year ending August 2023, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 362.6%, Christchurch was up 349.8% and Wellington was up 314.3% compared to last year.

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12 month rolling visitor arrivals





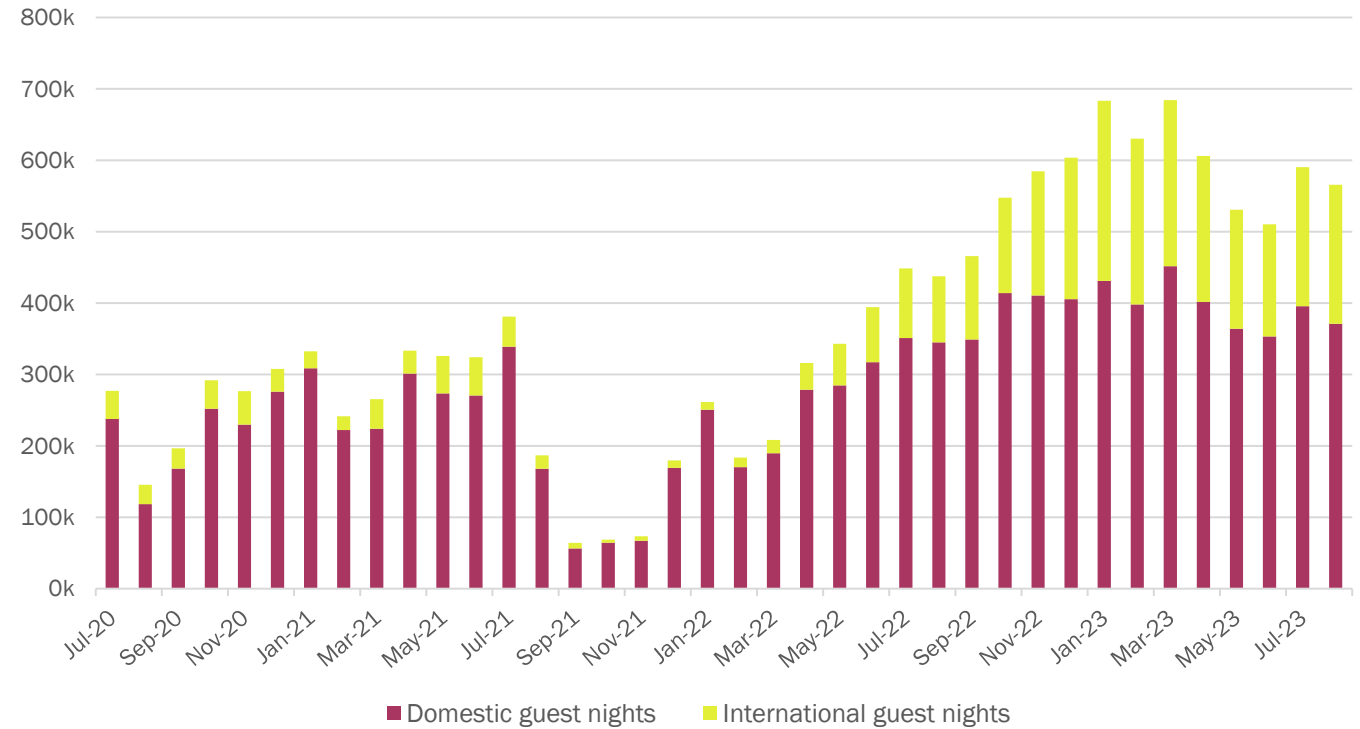


# Auckland Tourism – Accommodation Data

# 565.8k total guest nights in commercial accommodation in August 2023, up 30.6%

- For the month of August 2023, there were **565.8k total guest nights** in commercial accommodation in Auckland, up 30.6% on the same month last year.
- There were **371.1k domestic guest nights** in commercial accommodation (up 8.6%), and **194.7k international guest nights (up 112.6%)** in commercial accommodation in August 2023.
- For New Zealand overall, there were 2.59m guest nights in commercial accommodation in August 2023, up 12.1% compared to August 2022.

Guest nights in commercial accommodation - Auckland



August 2023	Auckland	% change	New Zealand	% change
Total guest nights	565,800	30.6%	2,590,600	12.1%
Domestic guest nights	371,100	8.6%	1,824,100	-2.4%
International guest nights	194,700	112.6%	766,500	73.9%

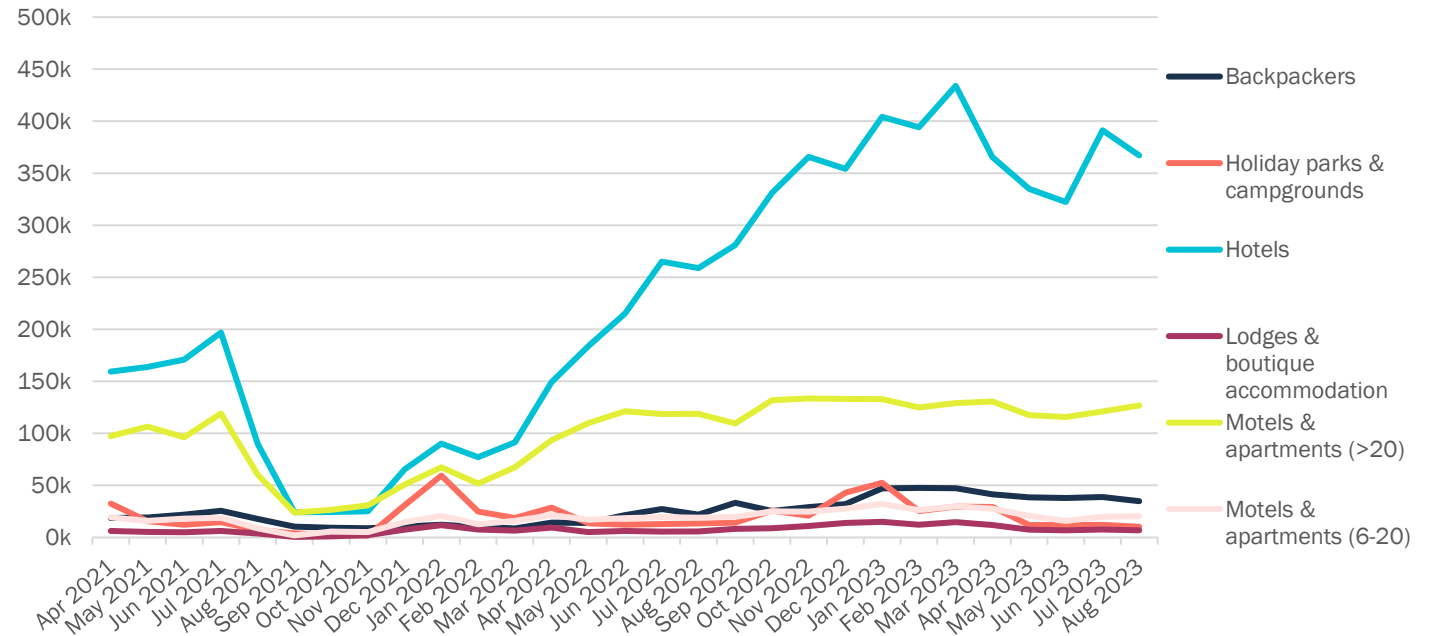


# 367.1k guest nights in hotels in August 2023, up 41.8%

- For the month of August 2023, there were 367.1k guest nights in hotels in Auckland, up 41.8% compared to August last year.
- Guest nights in backpacker accommodation (up 58.4% to 34.7k) and lodges and boutique accommodation (up 19.3% to 6.8k) also increased.
- There were 126.7k guest nights in motels and apartments (>20) (up 6.7%), and 20.3k guest nights in motels and apartments (6-20) (up 6.8%) in August 2023.
- Guest nights in holiday parks and campgrounds (10.2k) were down (23.9%) for the month of August.

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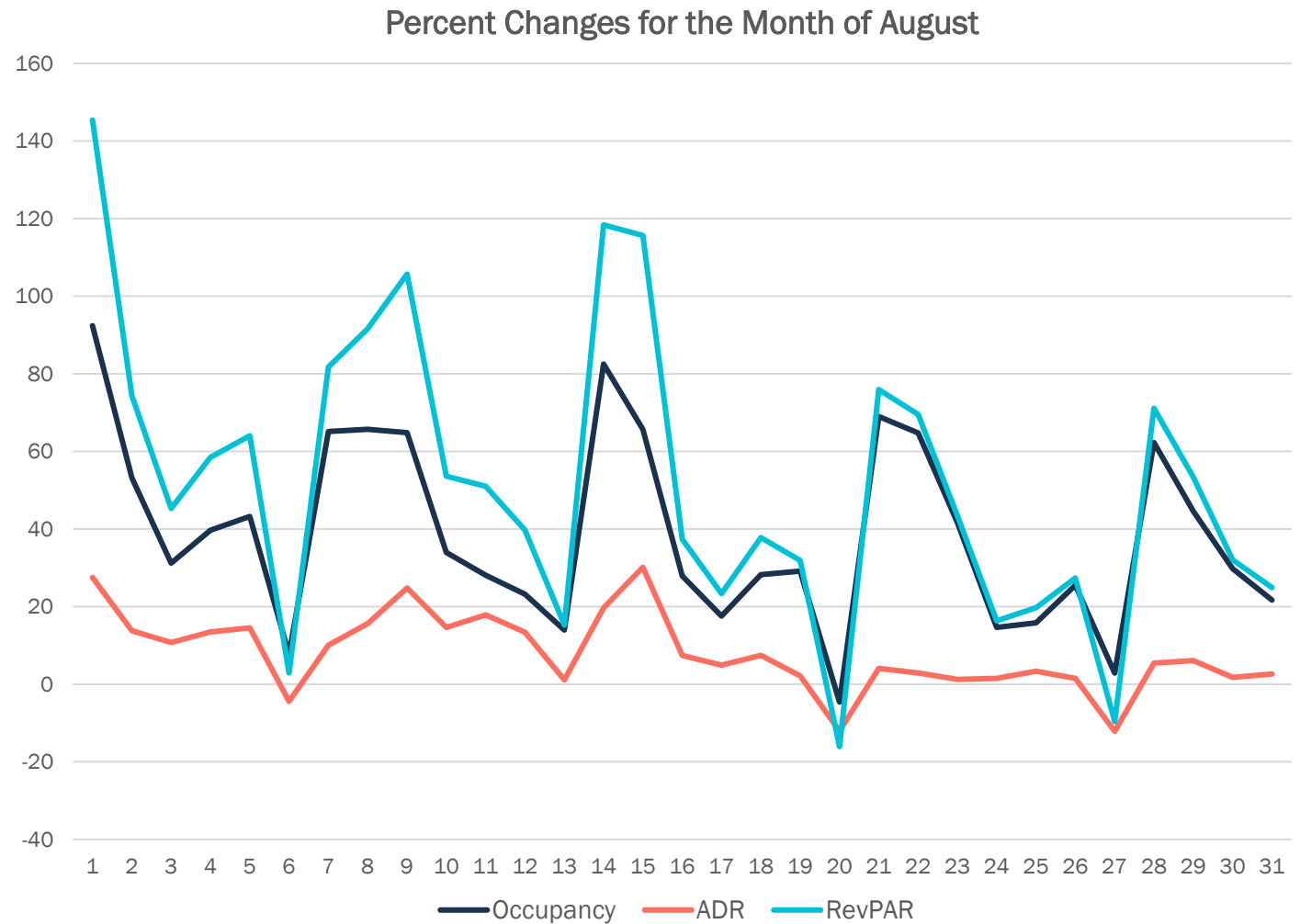
Guest nights by accommodation type (monthly)



August 2023	Guest nights	% change
Hotels	367,100	41.8%
Motels & apartments (>20)	126,700	6.7%
Motels & apartments (6-20)	20,300	6.8%
Backpackers	34,700	58.4%
Holiday parks & campgrounds	10,200	-23.9%
Lodges & boutique accommodation	6,800	19.3%

## Occupancy was 37.0% higher in August 2023, compared to 2022

- **Occupancy was 37.0% higher** during the month of August 2023, compared to August 2022.
- **Revenue per available room (RevPAR) was 48.4% higher** in August 2023 compared to last year.
- **Average Daily Rate (ADR) was also up (7.9%)** on last year.
- There were large fluctuations in percentage change for ADR, RevPAR and Occupancy rates in August 2023. Occupancy and RevPAR peaked on Tuesday 1<sup>st</sup> August while ADR peaked on Tuesday 15<sup>th</sup> August 2023.

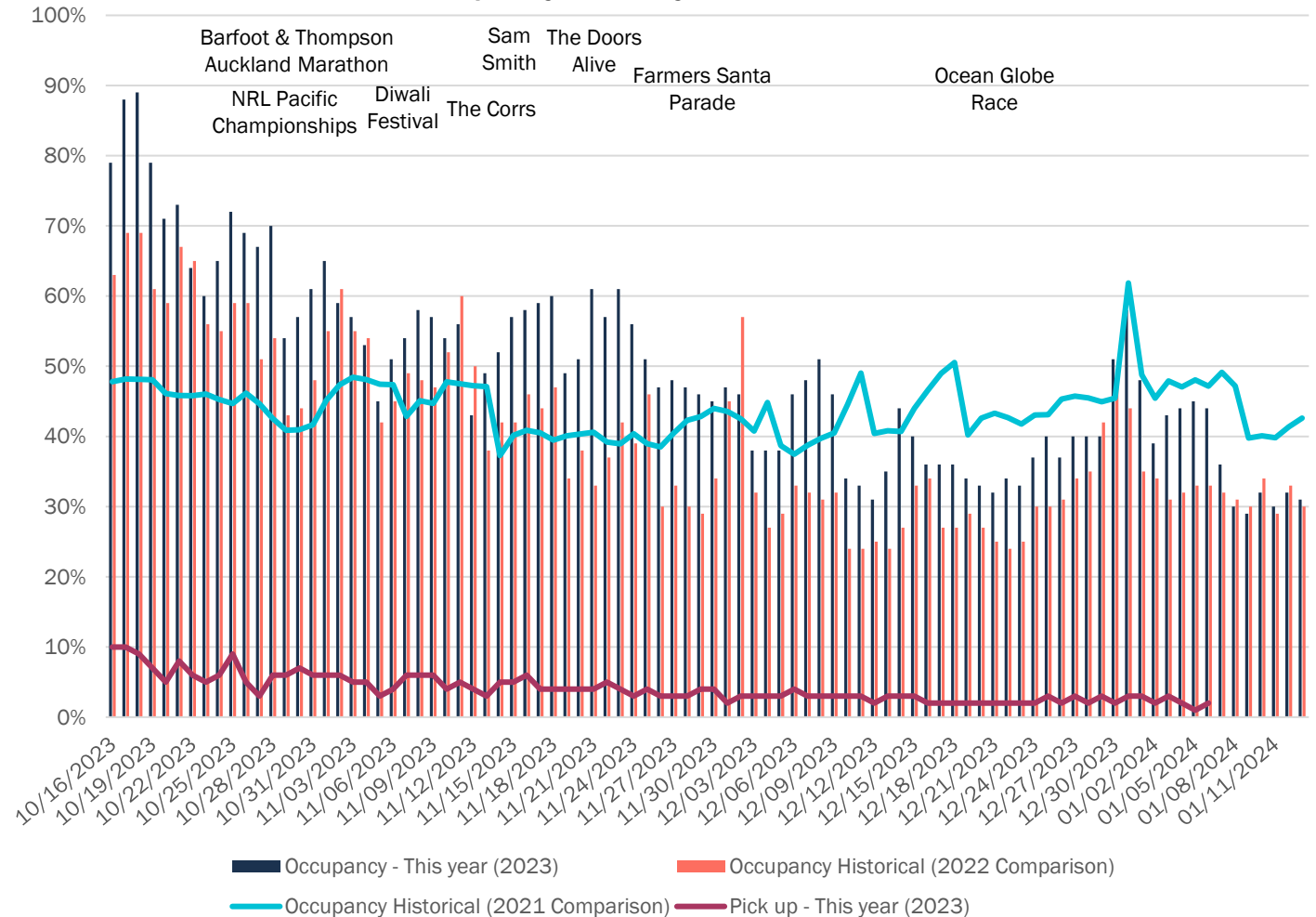




# 90 Day Forward Booking Occupancy Data

- Looking forward, overall occupancy on the books is generally higher for the period from October 2023 to January 2024 (compared to the same period the previous year).
- Auckland occupancy peaked at 89% on Wednesday 18<sup>th</sup> October 2023.
- Occupancy also reached 79% on Thursday 19<sup>th</sup> October 2023.

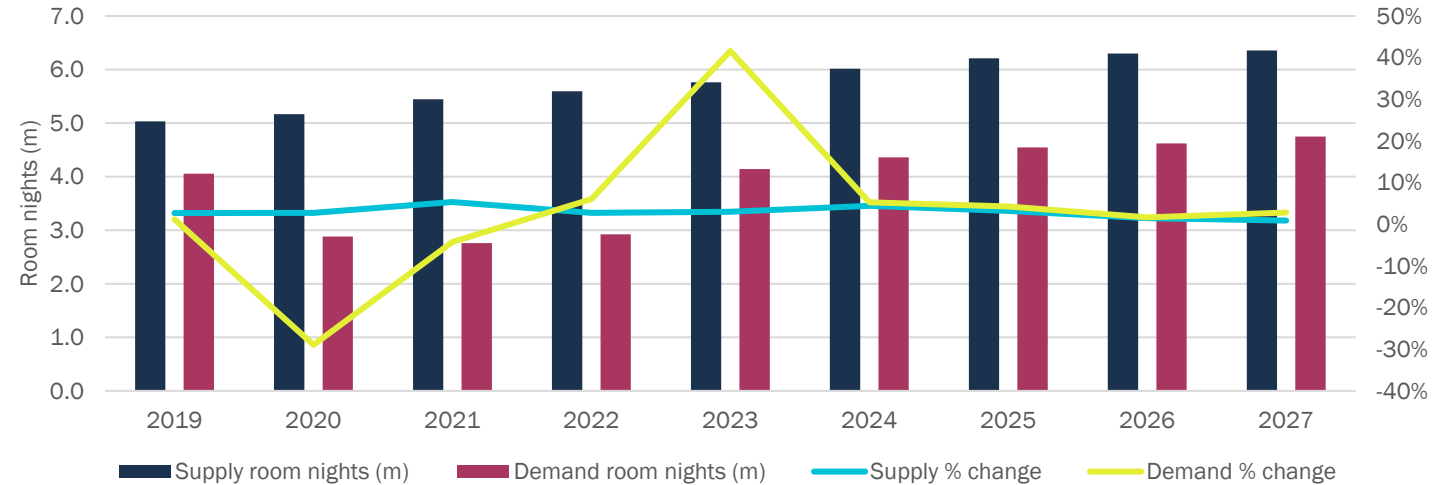
Occupancy - 90 Day Forward Outlook



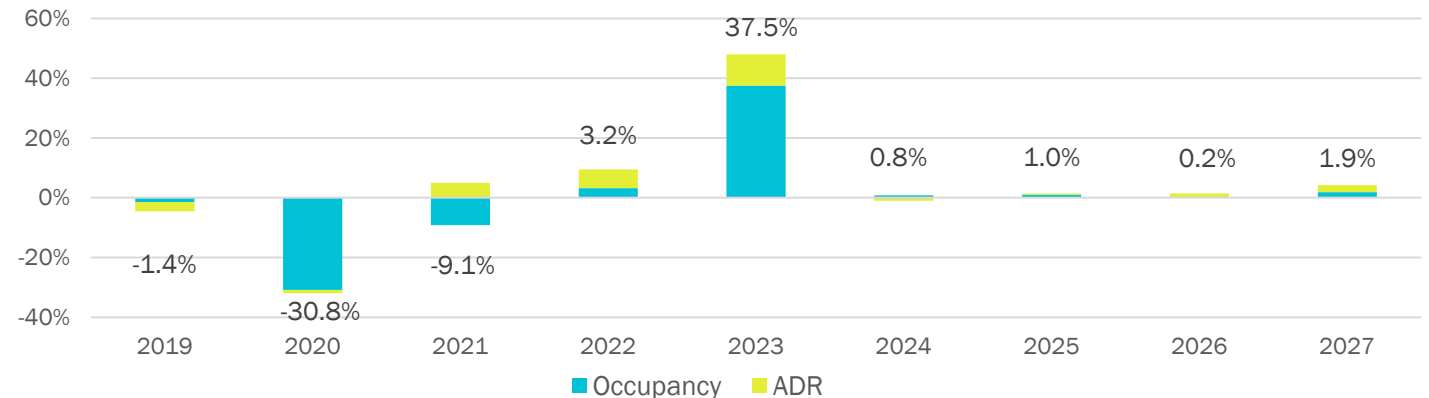
# Longer term projections

- 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.
- The post-covid recovery is set to gain traction with strong growth in demand in 2023 which will then normalise in the following years with continued growth until 2027.
- In 2023 Q2 supply expanded 2.9%. Demand expanded 33.6%, resulting in an occupancy gain of 29.9%. Occupancy is expected to grow by 36.6% in 2023 Q3, with supply expanding 2.6% and demand expanding 40.3%.
- After expanding 3.2% in 2022, occupancy is expected to expand 37.5% in 2023. ADR is expected to increase 10.4%, resulting in RevPAR growth of 51.9% in 2023. RevPAR is expected to decline by -0.2% in 2024.
- Over the next three years, occupancy is expected to expand at an average annual rate of 11.9%, while ADR is expected to expand at an average annual rate of 3.2%.

Supply and Demand Growth



Occupancy Growth Composition

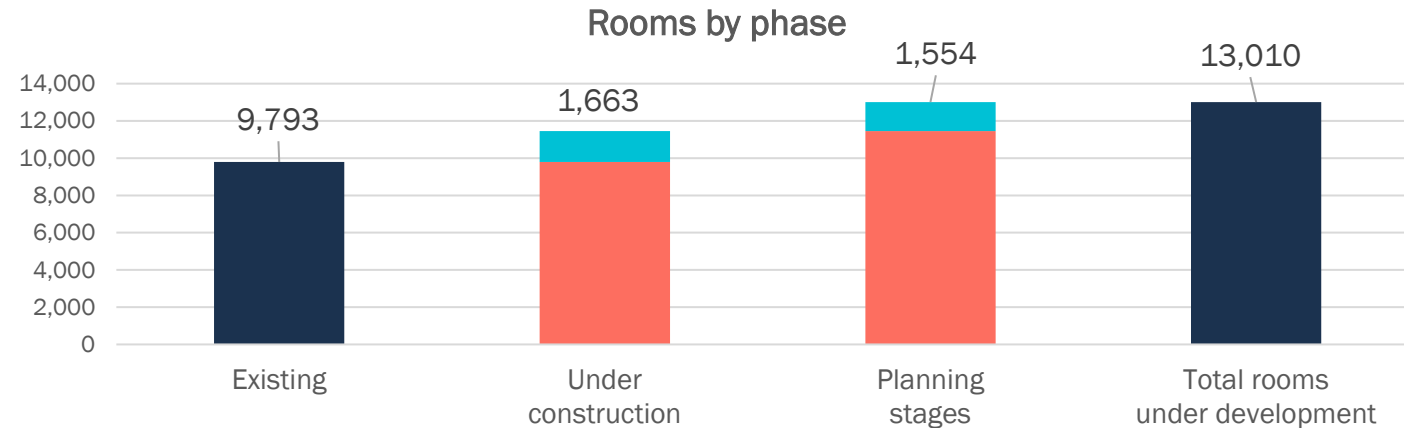


# 15.8k rooms available in 2023 and 13.0k rooms under development

- 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 3.0%, supplying an additional 458 rooms (compared to 2022).
- Looking to 2024, average room supply is expected to expand 4.4%, supplying 697 new rooms and bringing the total number of rooms to 16.5k.
- Observing rooms by phase data, there are 172 properties in the pipeline with a total of 13,010 rooms under development.
- 154 properties (with a total of 9,793 rooms) are under existing development. Ten properties (with 1,663 rooms) are currently under construction, and eight properties (with 1,554 rooms) are in the planning stages.

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

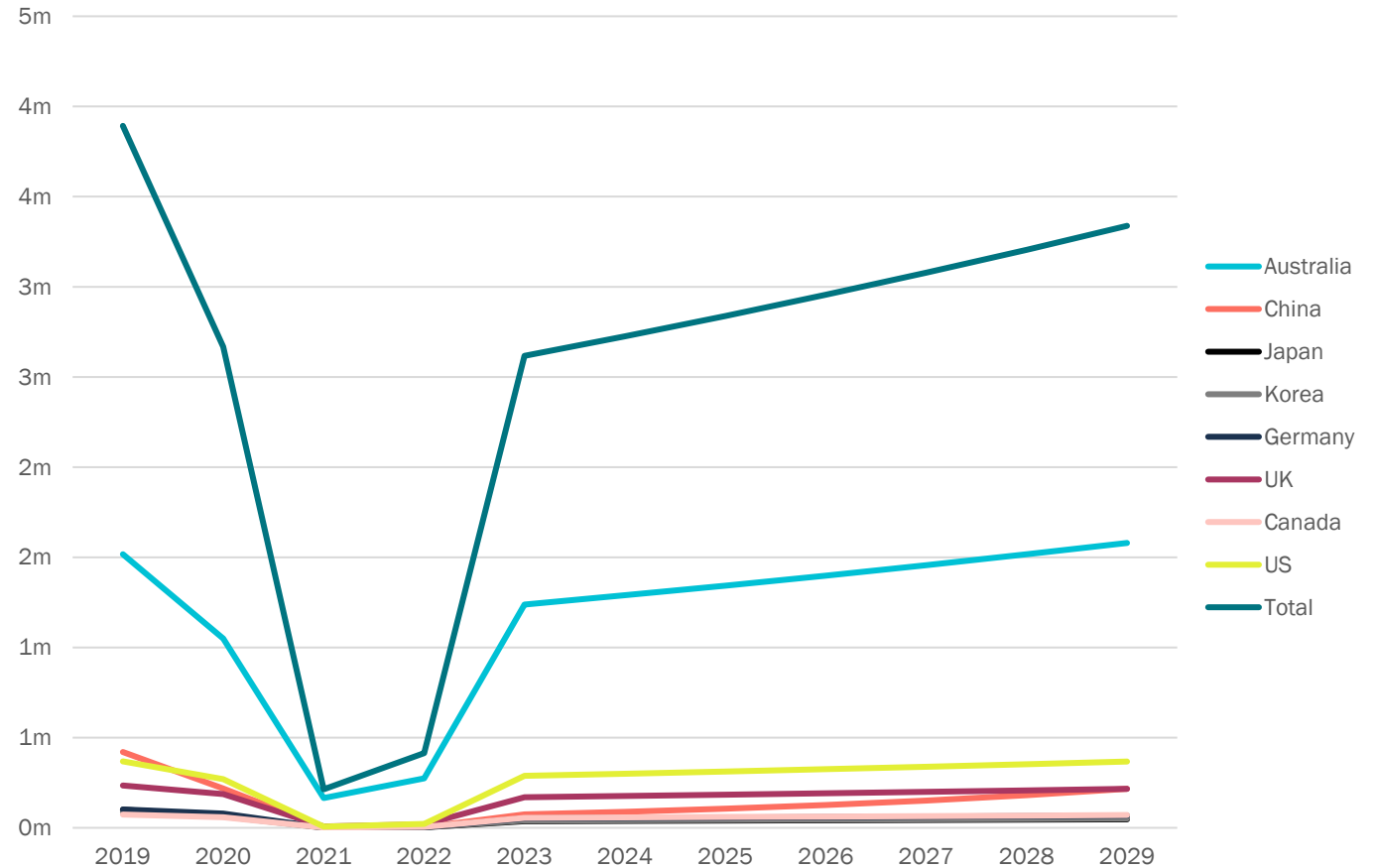
	Year	Rooms	% Chg.	Chg.
<b>Actual</b>	2019	13,785	2.7%	359
	2020	14,161	2.7%	376
	2021	14,920	5.4%	759
	2022	15,327	2.7%	407
<b>Forecast</b>	2023	15,785	3.0%	458
	2024	16,481	4.4%	697
	2025	17,011	3.2%	530
	2026	17,262	1.5%	251
	2027	17,419	0.9%	157



# In total, 3.08m visitors are projected to visit New Zealand in YE July 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 28.7% from 2022 to 2027, resulting in a possible 3.08m international visitors by YE July 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 4.1%. 1.29m Australian visitors are expected to visit New Zealand in the year to July 2024 (bringing visitation close to pre-Covid levels of 1.52m 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.



# 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.



## TECT Spend Data

- For the month of August 2023, the Tourism Electronic Card Spend (TECT) spend data cannot be displayed as it was discontinued as of September 2023.
- The Monthly Regional Tourism Estimates (MRTE) spend data will be restarted and available at the end of next month in November 2023.
- Historical MRTE data will be provided from September 2023 back to January 2019.







Tūrama

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



# Major Events Insights



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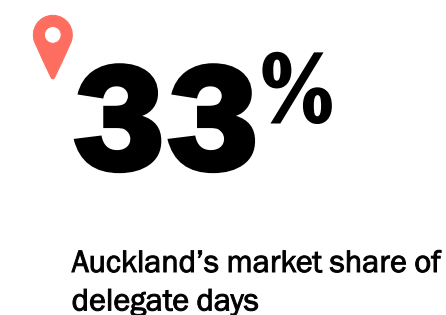
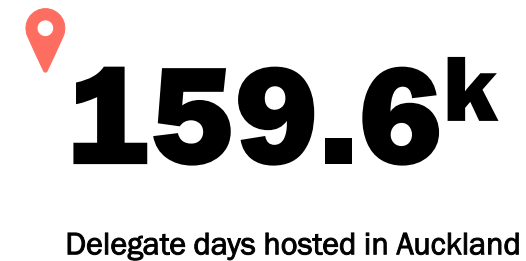
Event	Date	Venue	Interesting Findings
Come Together Album Tour: Fleetwood Mac's Rumours	5 August 2023	Aotea Centre	
Tūrama lights	11 July – 20 August 2023	Aotea Square	
Whānau Mārama: NZ International Film Festival	17 July – 7 August 2023	The Civic	<ul style="list-style-type: none"> <li>There were 371.1k domestic guest nights in commercial accommodation (up 8.6%), and 194.7k international guest nights (up 112.6%) in commercial accommodation in August 2023.</li> </ul>
Elemental AKL 2023 Festival	20 July – 31 August	Various	
FIFA FAN FESTIVAL	20 July – 20 August 2023	Queens Wharf	
Royal New Zealand Ballet - Lightscaapes	10 August – 12 September 2023	Aotea Centre	<ul style="list-style-type: none"> <li>There were 502.7k domestic visitors to Auckland in the month of August 2023.</li> </ul>
Come From Away	16 August – 10 September 2023	The Civic	
NRL Round 25: Warriors v Sea Eagles	18 August 2023	Mount Smart Stadium	<ul style="list-style-type: none"> <li>The month of August saw 135.2k international visitors, up 81.9%.</li> </ul>
The Wiggles Live Australia	18-19 August 2023	Bruce Mason Centre	
The Big Sing National Finale 2023 - NZCF	25-27 August 2023	Auckland Town Hall	<ul style="list-style-type: none"> <li>There were 565.8k total guest nights in commercial accommodation in Auckland, up 30.6%</li> </ul>
Always Song in the Water	25-28 August 2023	NZ Maritime Museum	
NRL Round 26: Warriors v Dragons	25 August 2023	Mount Smart Stadium	
NZ Fashion Week 2023	29 August – 2 September 2023	Viaduct Events Centre	



# Business Events Insights Q2 June 2023



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# 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 August 2023 was +20 (4 points less than NZ), 2 points lower than August 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 2,218 online conversations about Auckland, while 25,310 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 ‘Air Travel’ and ‘Restaurant, Dining, and Takeaway’, while negative sentiment was driven by ‘Natural Disaster’ and ‘Air Travel’.

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





# 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 August 2023 were Access and Transportation (35%), Amenities and Entertainment (17%), and Food and Culinary (15%).
- The category with the highest sentiment was Amenities and Entertainment (27), followed by Food and Culinary (26) and Destination Services (24) while Safety (-10) had the lowest sentiment.
- Sub-categories that drove positive sentiment were Hiking and Rock climbing (68), Weddings (42), Festivals, events and concerts (35), and Famers markets and food producers (34).
- The lowest sentiment was recorded in Paddle Sports (-100), Natural Disaster (-10), Cruises (-9), Motorsports (-5) and Golfing (-2).
- Joy was the general emotional tone for the majority of categories for the month of August 2023 however Sadness was associated with Safety.

CATEGORIES	AUCKLAND			NEW ZEALAND		
	Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
▲ Access + Transportation	35% ▲ 16%	Joy	12 Average	20% ▲ 7%	Joy	12 Average
▲ Amenities + Entertainment	17% ▼ 12%	Joy	27 Average	18% ▼ 9%	Joy	25 Average
▲ Food + Culinary	15% ▼ 3%	Joy	26 Average	15% ▲ 1%	Joy	34 High
▲ Outdoor Activities	13% ▲ 3%	Joy	14 Average	22% ▲ 5%	Joy	23 Average
▲ Relaxation + Wellness	7% ▲ 2%	Joy	18 Average	6% ▲ 0%	Joy	26 Average
▲ Safety	5% ▼ 5%	Sadness	-10 Average	9% ▼ 4%	Fear	-3 Average
▲ Destination Services	5% ▼ 1%	Joy	24 Average	6% ▲ 1%	Joy	33 High
▲ Culture + History	3% ▲ 1%	Joy	12 Average	3% ▼ 1%	Joy	16 Average

# Tourism Sentiment Index Score Trends



- The Tourism Sentiment Index (TSI) Score trend line for Auckland has fluctuated from 1<sup>st</sup> September 2022 to 31<sup>st</sup> August 2023.
- Auckland TSI declined in December 2022 through to January 2023. TSI stabilised in February 2023 and shot up in March and April but dropped again in May.
- Auckland TSI rose again in the months of June and July but started to decline in August 2023.







# Auckland Visitor Survey



# Visitor Experience



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

  
**30%**

Promoters  
Net Promoter Score  
YE June 2022  
-3



  
**29%**

Detractors  
Net Promoter Score  
YE June 2022  
-3



  
**1 NPS**

Total  
Net Promoter Score  
YE June 2022  
-6



  
**7.3 / 10**

Total Satisfaction  
Overall experience in  
Auckland  
YE June 2022  
-0.1





## Net Promoter Score

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

PROMOTERS

**30%**

YE June 2022

**-3**

Compared to  
YE June 2021

DETRACTORS

**29%**

YE June 2022

**+3**

Compared to  
YE June 2021

TOTAL NPS

**1**

YE June 2022

**-6**

Compared to  
YE June 2021

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

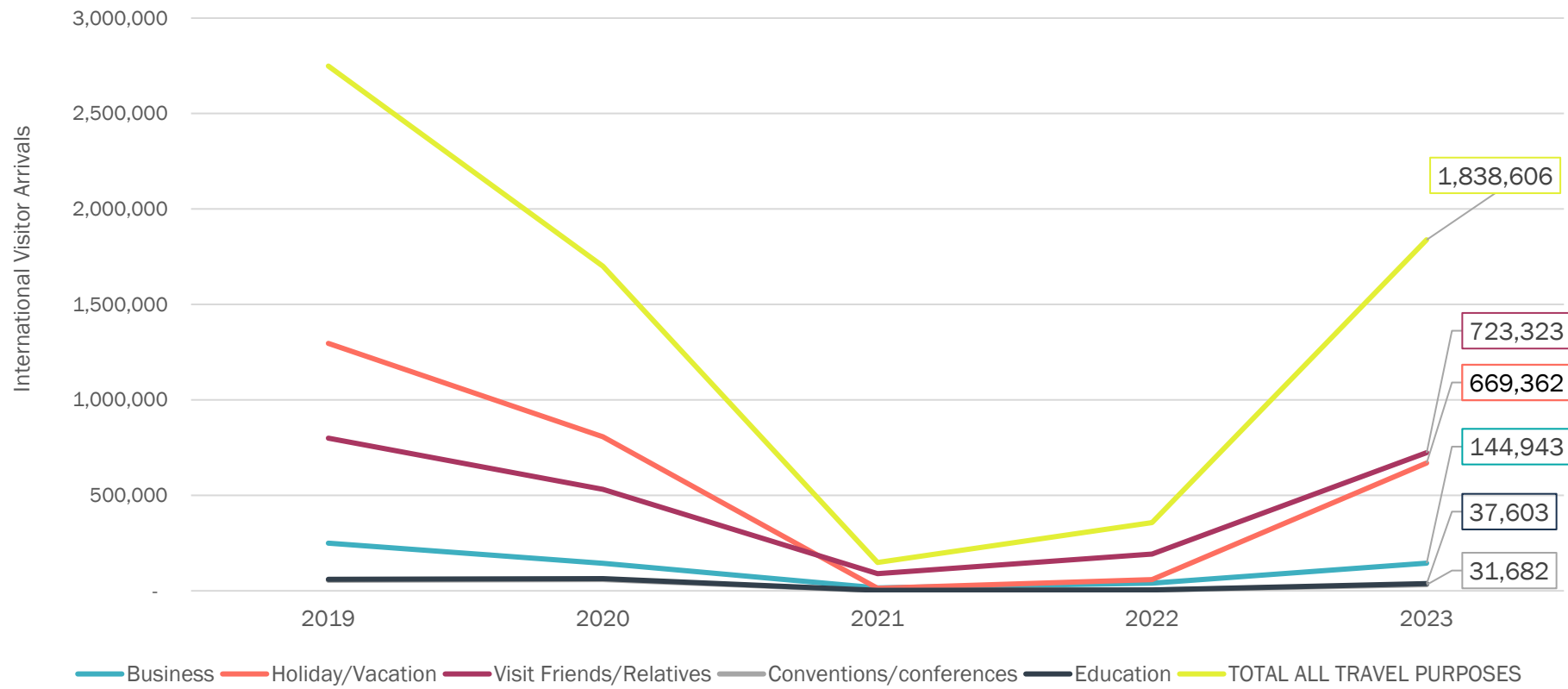




# Five-year trends in key markets



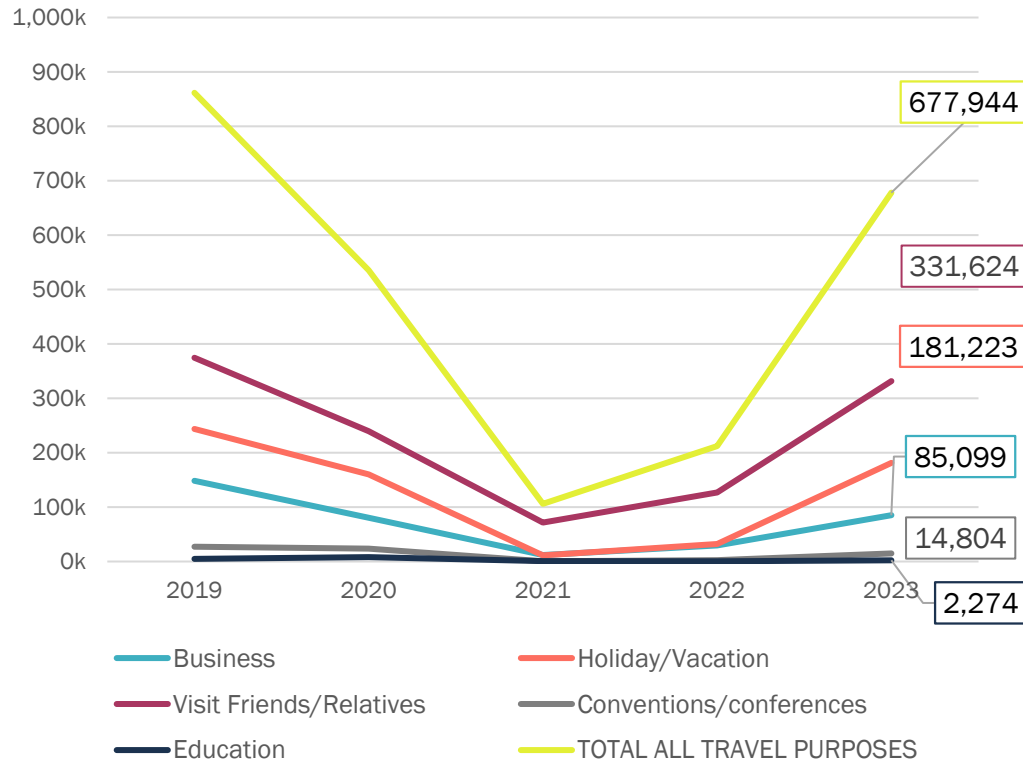
# Five-year visitor arrivals to Auckland, YE August



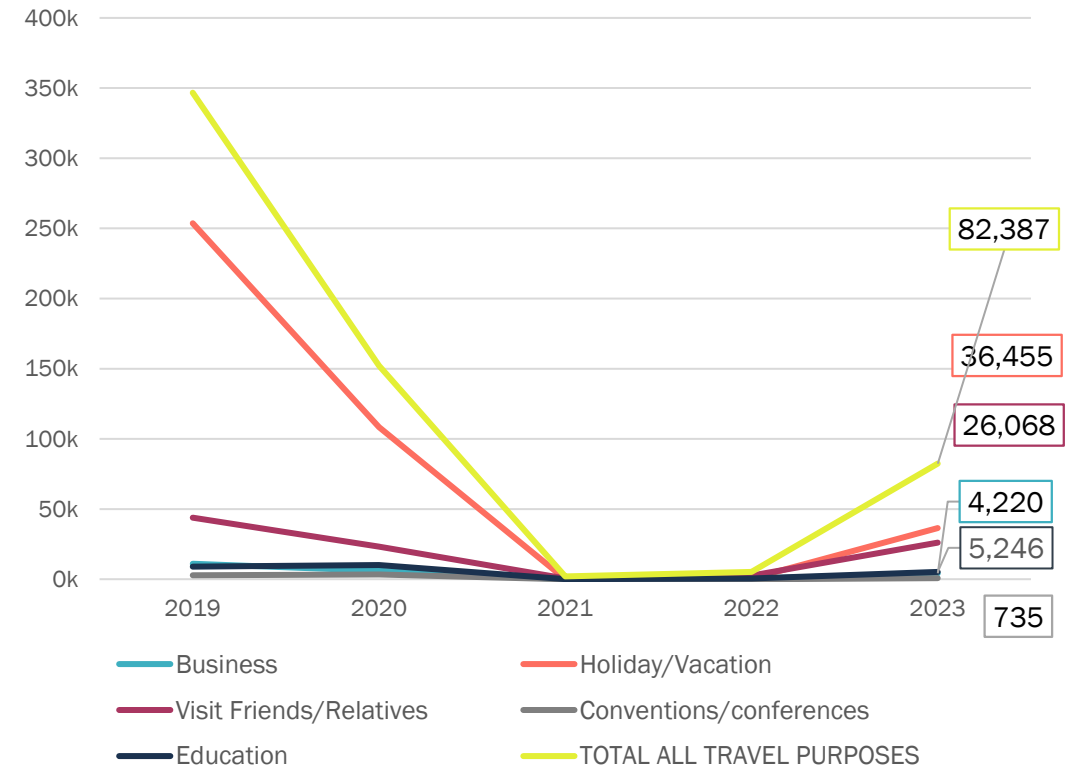


# Five-year visitor arrivals to Auckland, YE August

## Australia

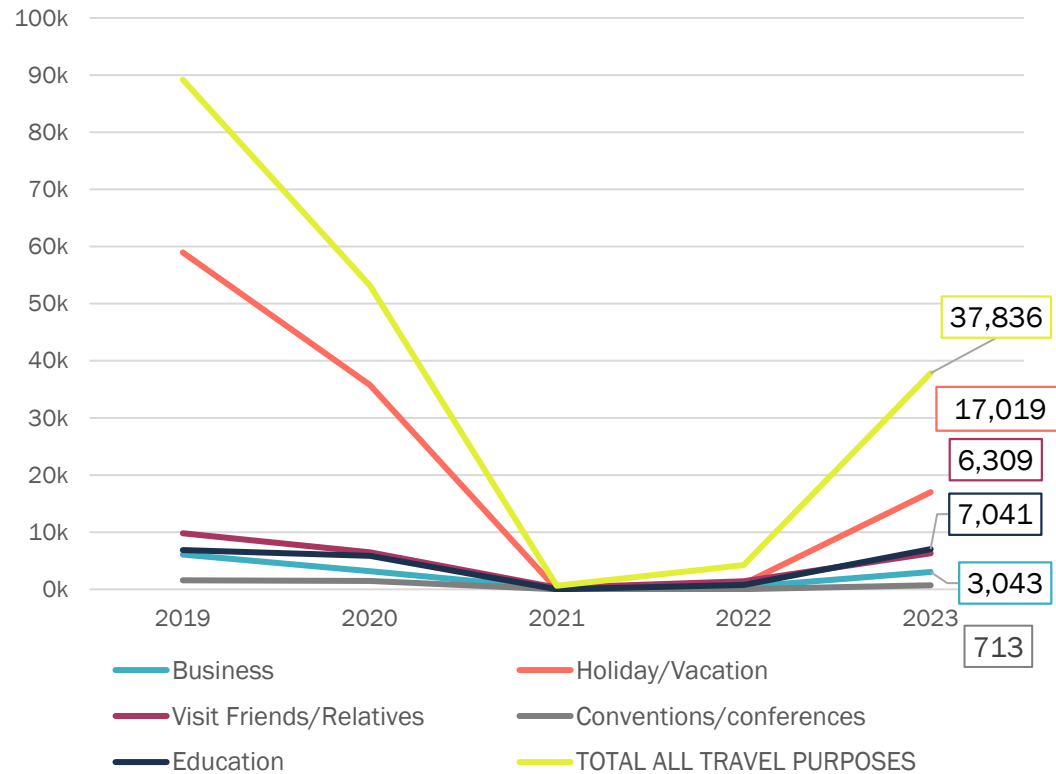


## China

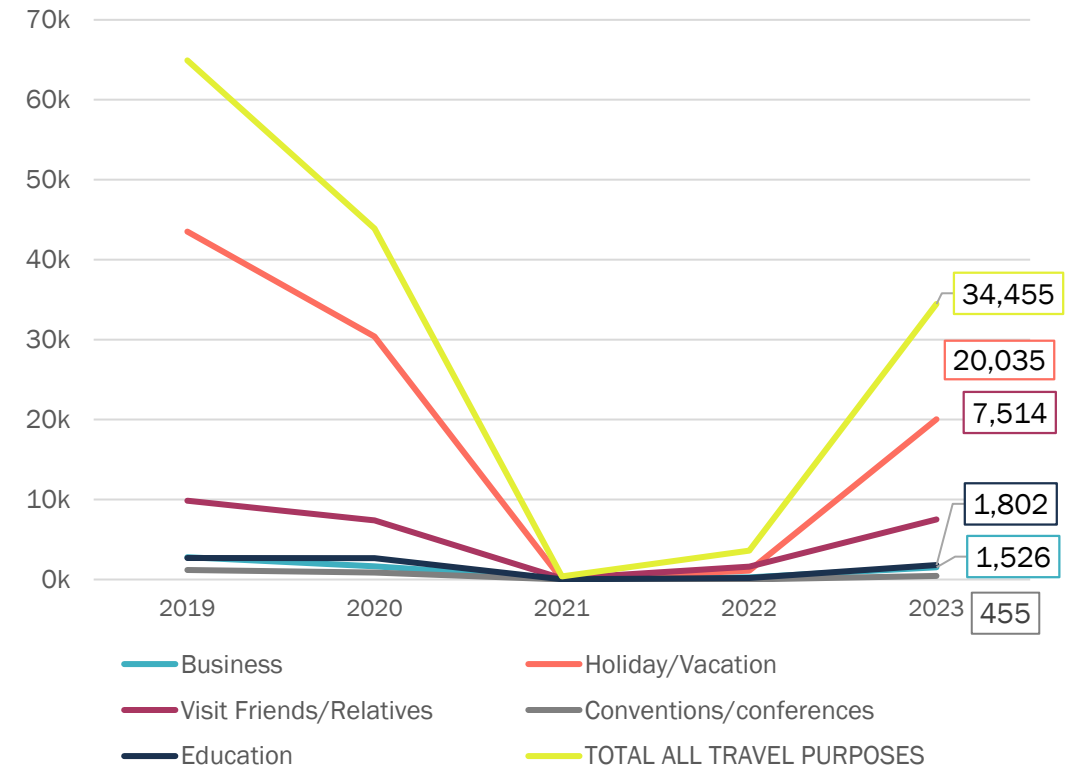


# Five-year visitor arrivals to Auckland, YE August

## Japan



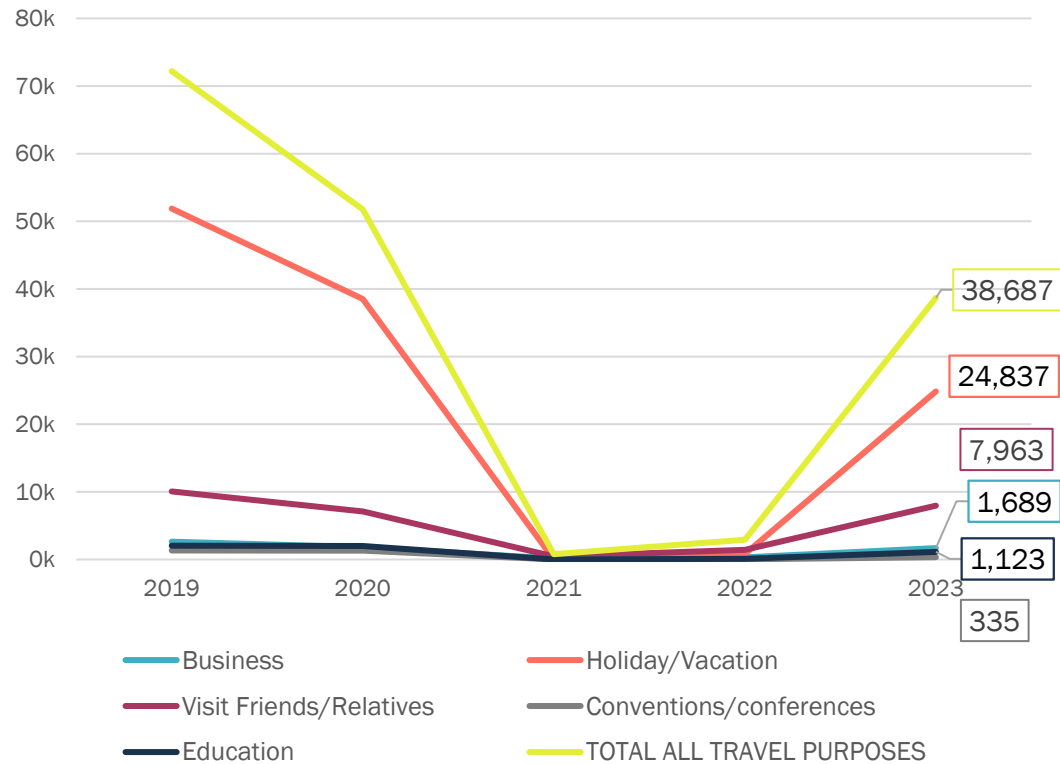
## Korea



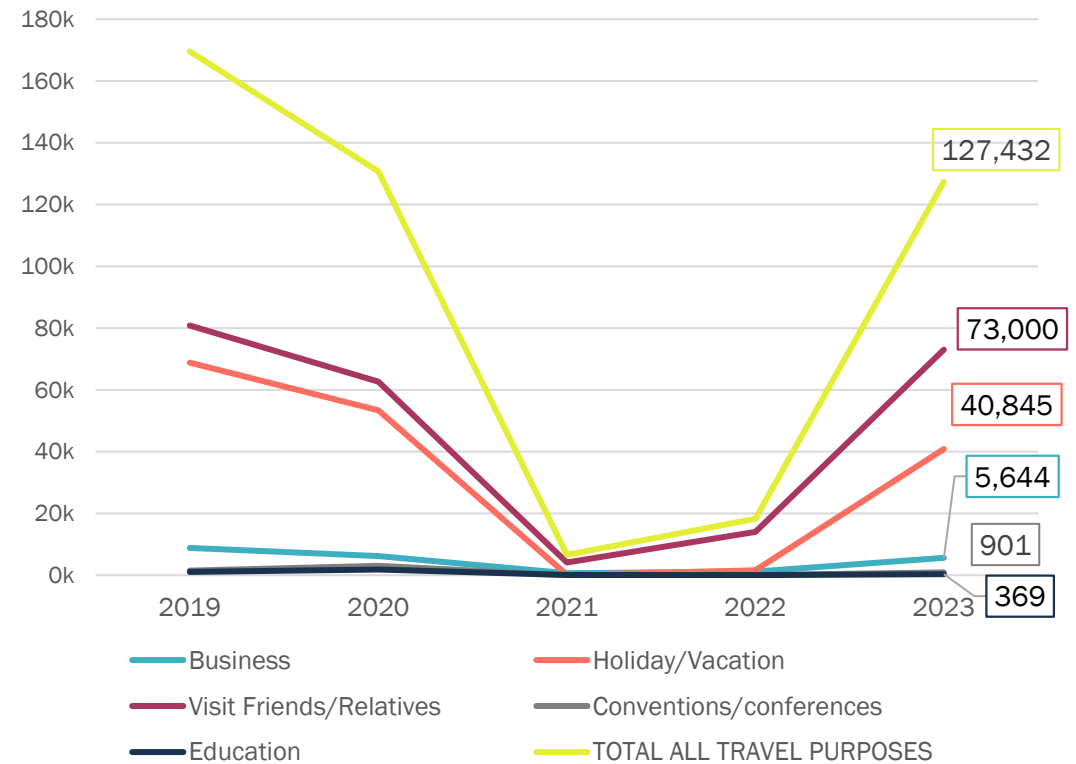


# Five-year visitor arrivals to Auckland, YE August

## Germany

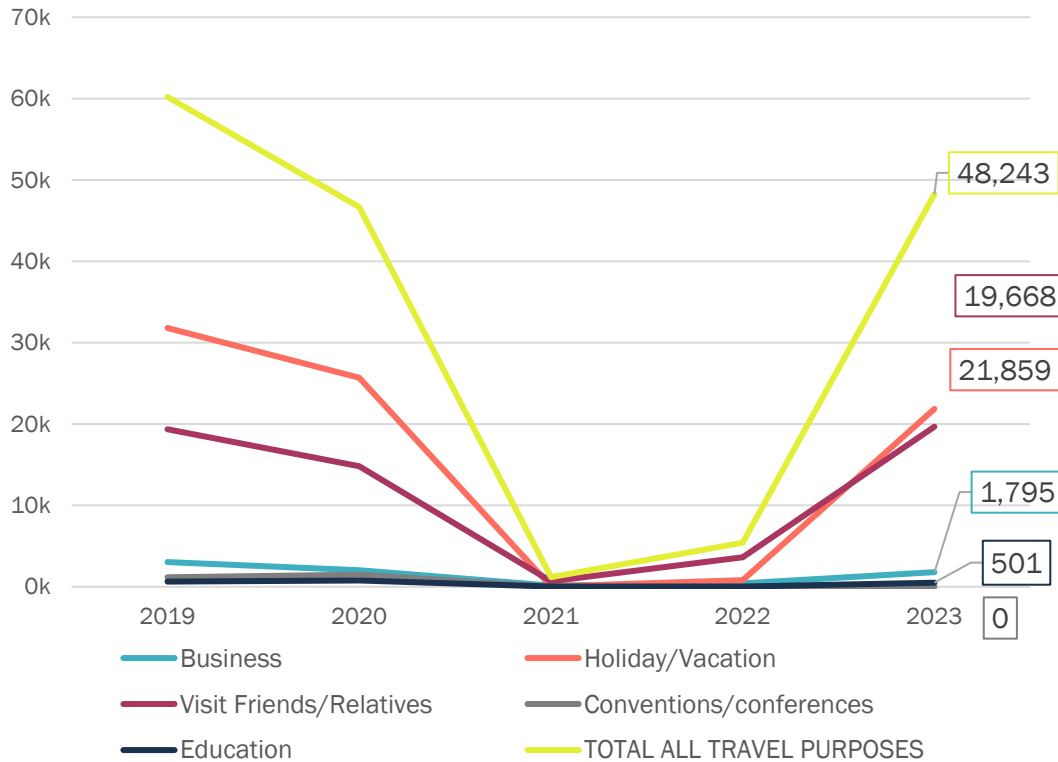


## UK

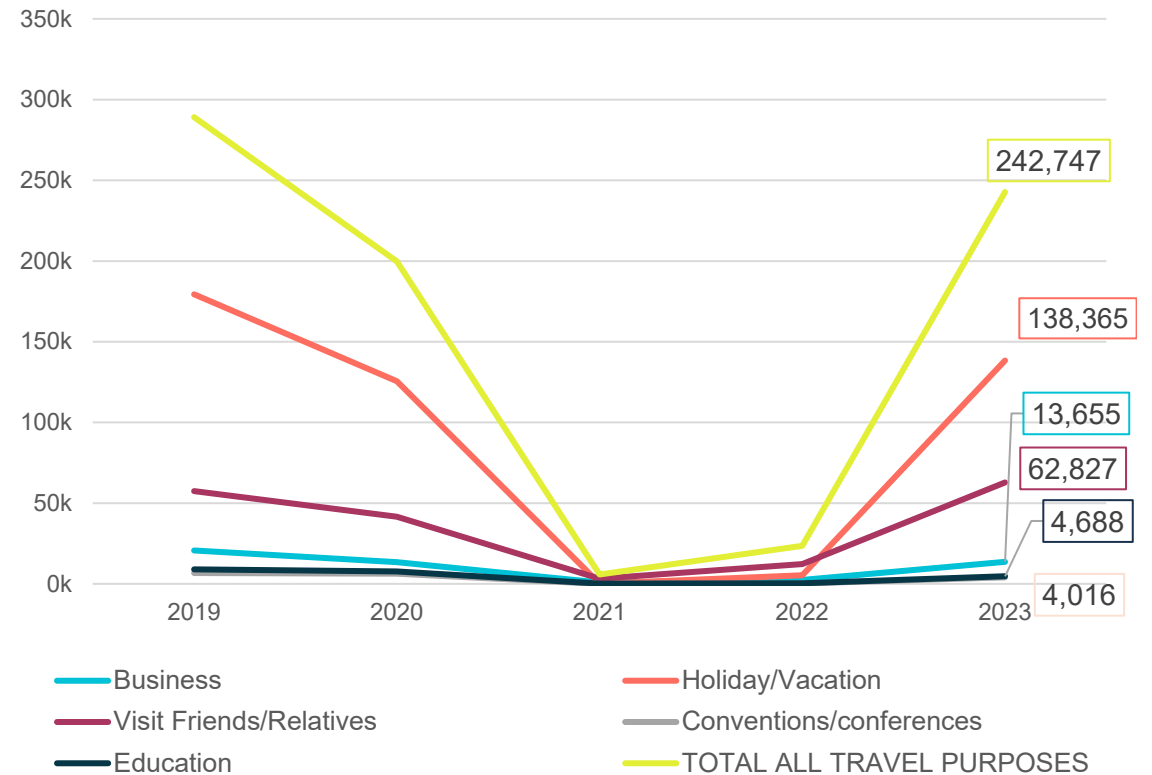


# Five-year visitor arrivals to Auckland, YE August

## Canada



## US





# Ngā mihi Thank you

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