

A person wearing a light-colored hat and a white sweater is walking across a suspension bridge. The bridge has wooden planks and metal cables. The background is a dense forest with green foliage. The entire image has a blue tint.

VISITOR INSIGHTS PROGRAMME

# MARKET PERCEPTIONS: AUCKLAND

YEAR ENDING JUNE 2022

## BACKGROUND & RESEARCH APPROACH

### Background

Angus & Associates is an independent marketing, research and strategic planning consultancy specialising in tourism and leisure. The Market Perceptions programme, a component of our Visitor Insights Programme (VIP), is designed to monitor perceptions of regional travel destinations within New Zealand to meet the needs of organisations across the industry, including Regional Tourism Organisations/Economic Development Agencies. The Market Perceptions programme offers subscribers a cost effective approach to profiling current and potential visitors to their region and to monitoring and benchmarking brand perceptions, through a syndicated survey of the domestic and Australian travel markets.

### Research Approach

The Market Perceptions programme is conducted online, including on mobile devices. A total sample of at least n=7,200 New Zealand and Australian travellers are included in the programme each year (a monthly sample of n=300 New Zealanders and n=300 Australians), recruited via Dynata's consumer panel. Respondents must be aged 18+ years and must have travelled overnight within the past 12 months to participate in the research. Quotas based on New Zealand and Australian census data (region of residence, gender and age) have been set to ensure a representative and consistent sample to accurately monitor changes over time. This report is based on data collected between July 2021 – June 2022.

The 'regional benchmark' referenced in this report is the average across 13 destinations – Auckland, Waikato, Bay of Plenty, The Coromandel, Tairāwhiti, Rotorua, Taupō, Hawke's Bay, Ruapehu, Waitaki, Central Otago, Queenstown and Dunedin.

Note: Differences in base sizes between YE June 2022 and previous years are generally due to a change in surveying approach in the most recent year – where for some questions, respondents are asked about a randomly selected sub-set of the subscribing regions, rather than the question being asked for all subscribing regions (i.e. a module sample approach). The total sample size was increased at the same time, so base sizes remain sufficient to draw insight and make comparison, and for some questions are larger than they were in previous years.

For more information about this research please contact:

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A woman wearing a light-colored, wide-brimmed hat and a light-colored, textured sweater is seen from behind, walking across a wooden suspension bridge. The bridge has thick wooden planks and ropes. The background is a dense forest of tall, thin trees. The entire image is overlaid with a semi-transparent dark blue filter. On the left side, there is a large white circle containing the word "SNAPSHOT" in a bold, sans-serif font.

**SNAPSHOT**

SNAPSHOT (YE JUNE 2022)

# NEW ZEALAND TRAVELLERS

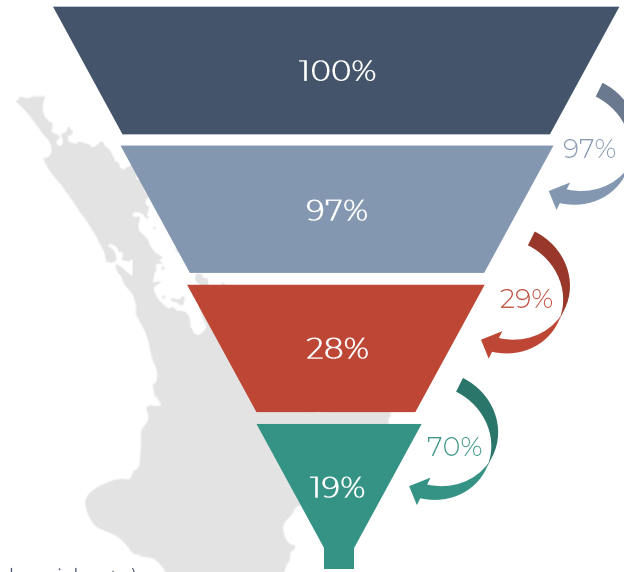
3 out of 4 New Zealanders travelled domestically within the past 12 months



32% of New Zealanders (excluding Auckland residents) who travelled domestically in the past 12 months visited Auckland

New Zealand travellers associate Auckland with...

- 78% Shopping
- 77% Restaurants, Cafes & Bars
- 68% Events, Concerts & Festivals
- 66% Casinos & Gambling
- 50% Arts & Culture

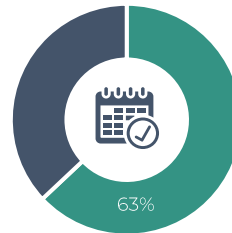


**AWARENESS**  
Heard of Auckland

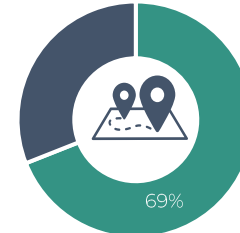
**KNOWLEDGE**  
Visited Auckland or have some ideas about what to do there

**APPEAL**  
Consider Auckland to be 'highly appealing'

**PROPENSITY TO VISIT**  
Will probably/ definitely visit Auckland in next 12 months



63% of New Zealand travellers agree that Auckland is a great place for a short break



69% of New Zealand travellers agree that Auckland offers a wide range of experiences beyond the city/town centre

SNAPSHOT (YE JUNE 2022)

# AUSTRALIAN TRAVELLERS



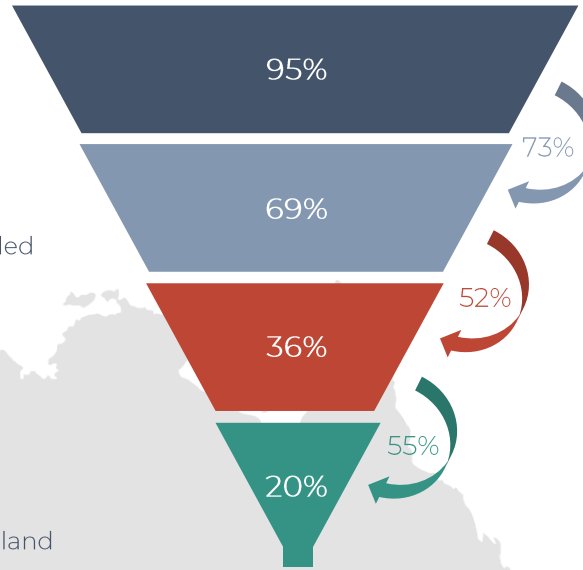
3% of Australian travellers have travelled to New Zealand in the past 12 months



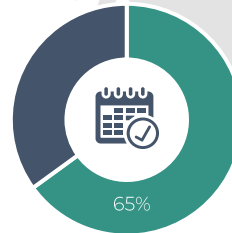
64% of Australians who travelled to New Zealand in the past 12 months visited Auckland

Australian travellers associate Auckland with...

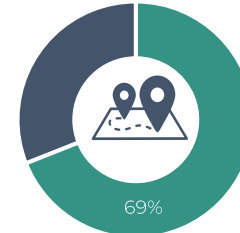
- 43% Restaurants, Cafes & Bars
- 39% Shopping
- 33% History & Heritage
- 32% Gardens, Parks & Reserves
- 28% Family activities
- 28% Arts & Culture



- AWARENESS**  
Heard of Auckland
- KNOWLEDGE**  
Visited Auckland or have some ideas about what to do there
- APPEAL**  
Consider Auckland to be 'highly appealing'
- PROPENSITY TO VISIT**  
Will probably/ definitely visit Auckland in next 12 months



65% of Australian travellers agree that Auckland is a great place for a short break



69% of Australian travellers agree that Auckland offers a wide range of experiences beyond the city/town centre



A woman wearing a light-colored hat and a light-colored top is seen from behind, walking across a suspension bridge. The bridge has wooden planks and metal cables. The background is a dense forest of tall, thin trees. The entire image is overlaid with a dark blue tint. A large white circle is positioned on the left side of the image, containing the text.

**NEW ZEALAND  
TRAVELLERS**

## UPDATE: YEAR ENDING JUNE 2022

While the proportion of New Zealanders travelling domestically remained stable over the past 12 months, a lower proportion visited Auckland (32% of New Zealand travellers - down from 38% in YE June 2021). This may be due to multiple local lockdowns during this time and increased domestic competition and destination marketing by other regions over this period.

Despite variation in background market conditions, most other measures are relatively consistent with findings for the previous year.

Experiences associated with Auckland are primarily urban-oriented and these are relatively consistent regardless of whether people have visited Auckland within the past twelve months or not. This indicates a strong alignment between what New Zealand travellers associate with Auckland and what they find when they get there.

Auckland is considerably more appealing to recent visitors than it is to others. This has been apparent over all of the past three years and represents an opportunity for fostering more advocacy for the destination from recent visitors.

Net Promoter Score (NPS) is used to measure previous visitors' propensity to recommend Auckland as a travel destination. For the period April – June 2022 the NPS for Auckland is relatively low at -33. Positively, it is higher among New Zealanders who travelled to Auckland in the past 12 months, at -11.

The most common barriers to visiting Auckland for domestic travellers are the busyness/crowdedness of the city (52%), having no specific reason to visit (48%), and having been there before (39%).

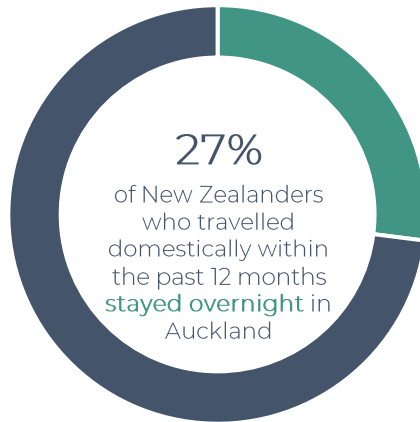
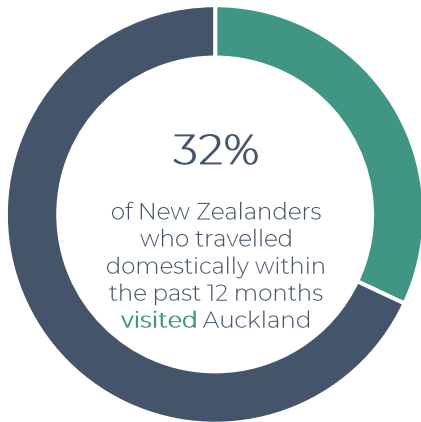


# MARKET PENETRATION & FAMILIARITY



In the past 12 months, where (if anywhere) have you travelled?  
How familiar are you with Auckland as a destination to visit for a short break or holiday?

**75%** of New Zealanders travelled domestically around New Zealand in the past 12 months



Base: Travelled around NZ P12M, excluding residents (n=2,527)

Familiarity	
I have visited Auckland	93%
I have never visited, but do have some ideas about what you can do there	4%
I have never visited, and don't know much about what you can do there	3%
I have never heard of Auckland	0%
Base: Total sample, excluding residents	n=2,550

Regional Benchmark
67%
13%
18%
2%

	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022
Visited Auckland	48%	51%	38%	32%
Stayed Overnight in Auckland	40%	43%	31%	27%
Base: Travelled around NZ P12M (excluding Auckland residents)	n=1,542	n=1,573	n=1,620	n=2,527



# VISITOR PROFILE



Region of Residence	Total Sample (excl. residents)	Visited Auckland (past 12 months)
Northland	6%	12% ▲
Waikato	14%	22% ▲
Bay of Plenty	10%	15% ▲
Gisborne	1%	1%
Hawke's Bay	6%	4% ▼
Taranaki	4%	3%
Manawatu-Wanganui	8%	5% ▼
Wellington (& Wairarapa)	17%	15%
Tasman	2%	1%
Nelson	2%	2%
Marlborough	1%	1%
West Coast	1%	1%
Canterbury	19%	12% ▼
Otago	7%	5% ▼
Southland	3%	1% ▼
Base:	n=2,550	n=812

Age	Total Sample (excl. residents)	Visited Auckland (past 12 months)
18-19 years	4%	4%
20-29 years	16%	18%
30-39 years	15%	16%
40-49 years	16%	15%
50-59 years	17%	17%
60-69 years	15%	15%
70+ years	17%	15%
Household Composition	Total Sample (excl. residents)	Visited Auckland (past 12 months)
My husband, wife or partner	64%	64%
My mother and/or father	6%	6%
My children aged under 5	11%	12%
My children aged 5 to 14	17%	17%
My children aged 15 or older	13%	14%
Other family/relatives	7%	8%
Other person(s)	8%	10%
None of the above – I live alone	13%	13%
Base:	n=2,550	n=812



# ACTIVITIES / EXPERIENCES ASSOCIATED WITH AUCKLAND



Which, if any, of the following activities or experiences do you associate with Auckland?

Total Sample	YE Jun 2020	YE Jun 2021	YE Jun 2022
Shopping	77%	72%	78%
Restaurants, Cafés & Bars	78%	72%	77%
Events, Concerts & Festivals	71%	67%	68%
Casinos/Gambling	63%	61%	66%
Arts & Culture	57%	54%	50%
Gardens, Parks & Reserves	47%	47%	36%
Family Activities	46%	46%	32%
Water-based Activities	35%	34%	24%
History & Heritage	32%	33%	22%
Māori/Pacific Culture	22%	23%	16%
Walking & Hiking	28%	28%	14%
Wineries	26%	26%	14%
Spa & Wellness	19%	24%	13%
Adrenaline Activities	20%	21%	12%
Golf, Fishing & Hunting	20%	22%	12%
Volcanic & Geothermal	13%	15%	11%
Nature, Wildlife & Eco-tourism	16%	17%	10%
Scenic Sight-Seeing	20%	21%	10%
Cycling/Mountain Biking	14%	17%	8%
Skiing/Snowboarding	4%	5%	1%
Don't know/None of the above	3%	5%	4%
Base: Heard of Auckland	n=1,870	n=2,489	n=924

Recent Visitors	YE Jun 2020	YE Jun 2021	YE Jun 2022
Shopping	80%	78%	87%
Restaurants, Cafés & Bars	83%	79%	84%
Casinos/Gambling	67%	67%	76%
Events, Concerts & Festivals	74%	76%	76%
Arts & Culture	59%	58%	57%
Gardens, Parks & Reserves	47%	51%	45%
Family Activities	48%	51%	44%
Water-based Activities	32%	39%	31%
History & Heritage	30%	35%	29%
Spa & Wellness	17%	24%	19%
Wineries	22%	26%	19%
Walking & Hiking	21%	28%	18%
Adrenaline Activities	19%	20%	16%
Māori/Pacific Culture	19%	24%	16%
Golf, Fishing & Hunting	16%	21%	15%
Volcanic & Geothermal	11%	13%	14%
Scenic Sight-Seeing	19%	23%	13%
Nature, Wildlife & Eco-tourism	15%	14%	11%
Cycling/Mountain Biking	11%	16%	9%
Skiing/Snowboarding	3%	4%	1%
Don't know/None of the above	1%	3%	0%
Base: Auckland Visitors (P12M)	n=611	n=619	n=293

# AUCKLAND APPEAL



How appealing is Auckland to you as a destination for a short break or holiday?

Total Sample	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	Regional Benchmark
Highly Appealing	31%	29%	29%	28%	36%
Somewhat Appealing	40%	40%	38%	37%	41%
Not very Appealing	19%	21%	19%	22%	14%
Not at all Appealing	9%	9%	12%	12%	4%
Don't know/NA	1%	1%	1%	1%	0%
Base: Heard of Auckland (excl. residents)	n=1,657	n=1,692	n=1,680	n=2,541	

Recent Visitors	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	Regional Benchmark
Highly Appealing	40%	39%	38%	42%	55%
Somewhat Appealing	41%	41%	42%	40%	33%
Not very Appealing	14%	16%	13%	14%	7%
Not at all Appealing	6%	5%	6%	4%	1%
Don't know/NA	0%	0%	0%	0%	0%
Base: Visited Auckland P12M	n=742	n=795	n=619	n=812	

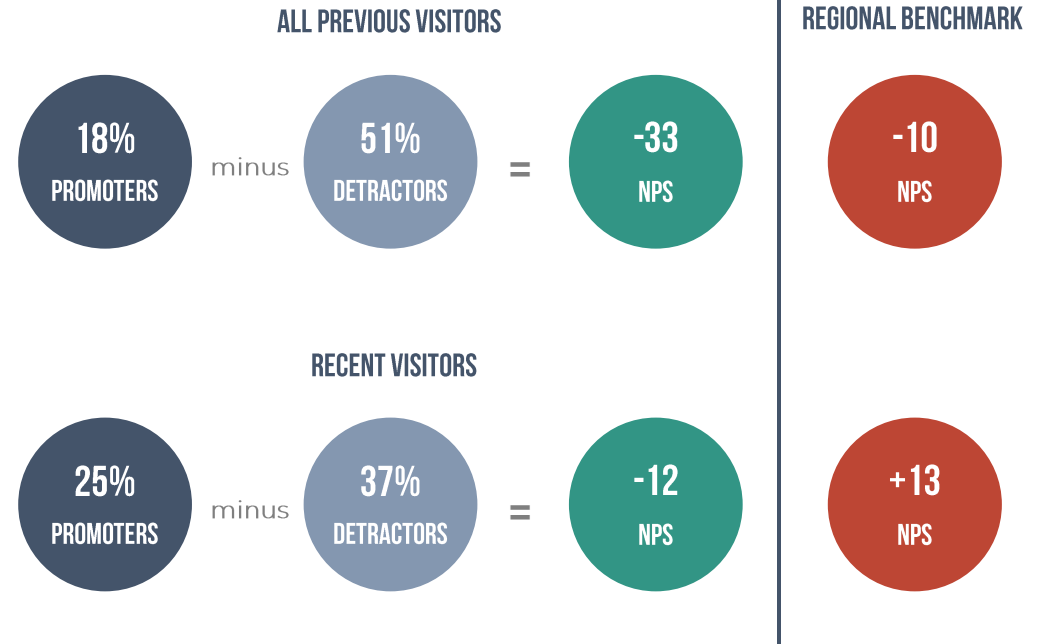
# NET PROMOTER SCORE (NPS)



On a scale of 0 (not at all likely) to 10 (extremely likely), how likely are you to recommend Auckland as a travel destination to a friend, family member, or colleague?

The Net Promoter Score (NPS) is an indicator used globally to measure customer engagement and advocacy, based on the likelihood of a customer to recommend your product or service. Any positive score means that you have more loyal advocates willing to recommend your product or service (promoters) than unhappy critics (detractors). A passive customer is satisfied, but unenthusiastic. A high score of +100 means that every customer is a promoter, while a low score of -100 means that every customer is a detractor.

		Visited Auckland previously	Visited Auckland recently (P12M)
Promoters	10 (Extremely likely)	10%	13%
	9	8%	12%
Passive	8	14%	16%
	7	16%	21%
Detractors	6	13%	12%
	5	13%	10%
	4	5%	5%
	3	7%	3%
	2	4%	2%
	1	2%	1%
	0 (Not at all likely)	7%	4%
Base*:		n=566	n=173





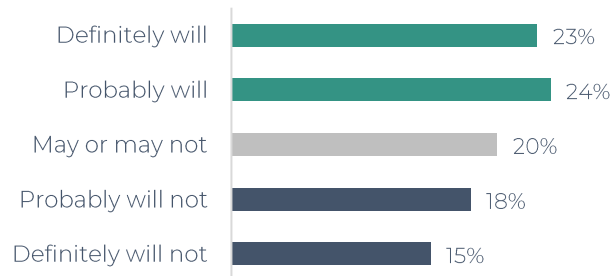
# PROPENSITY TO VISIT AUCKLAND



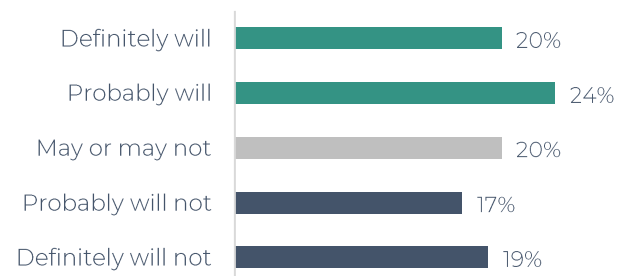
How likely are you to visit Auckland within the next 12 months? (for any reason / for leisure purposes)

**84%** of NZ travellers intend to travel domestically in the next 12 months (i.e. definitely / probably will travel around NZ)

## PROPENSITY TO VISIT AUCKLAND IN NEXT 12 MONTHS (ANY REASON)



## PROPENSITY TO VISIT AUCKLAND IN NEXT 12 MONTHS (LEISURE)



Base: Intend to travel domestically N12M, excl. residents, heard of Auckland (n=2,162)

## PROPENSITY TO VISIT AUCKLAND IN NEXT 12 MONTHS (ANY REASON)

	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022
Definitely will	28%	29%	24%	23%
Probably will	25%	25%	26%	24%
May or may not	22%	22%	21%	20%
Definitely / probably will not	25%	25%	29%	33%
Base: Intend to travel domestically N12M, excl. residents, heard of Auckland	n=1,447	n=1,481	n=1,461	n=2,162

# FUTURE VISITOR PROFILE



Region of Residence	Total Sample (excl. residents)	'Definitely' will visit Auckland (next 12 months)
Northland	6%	14% ▲
Waikato	14%	22% ▲
Bay of Plenty	10%	13%
Gisborne	1%	1%
Hawke's Bay	6%	5%
Taranaki	4%	5%
Manawatu-Whanganui	8%	3% ▼
Wellington (& Wairarapa)	17%	13% ▼
Tasman	2%	2%
Nelson	2%	2%
Marlborough	1%	1%
West Coast	1%	0%
Canterbury	19%	13% ▼
Otago	7%	5%
Southland	3%	1%
Base:	n=2,550	n=519

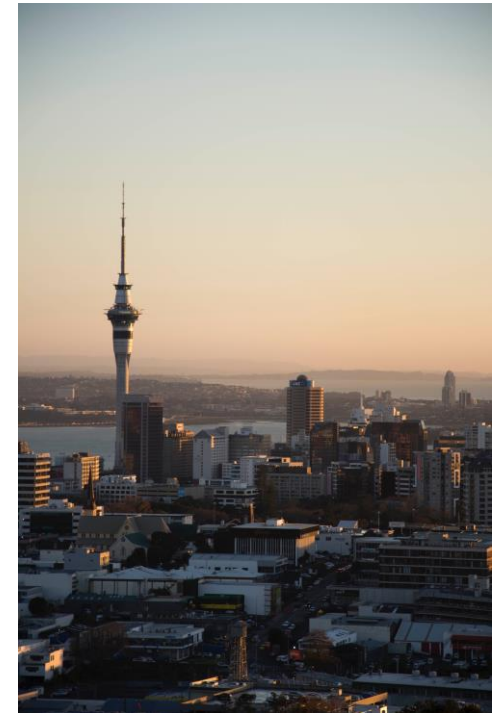
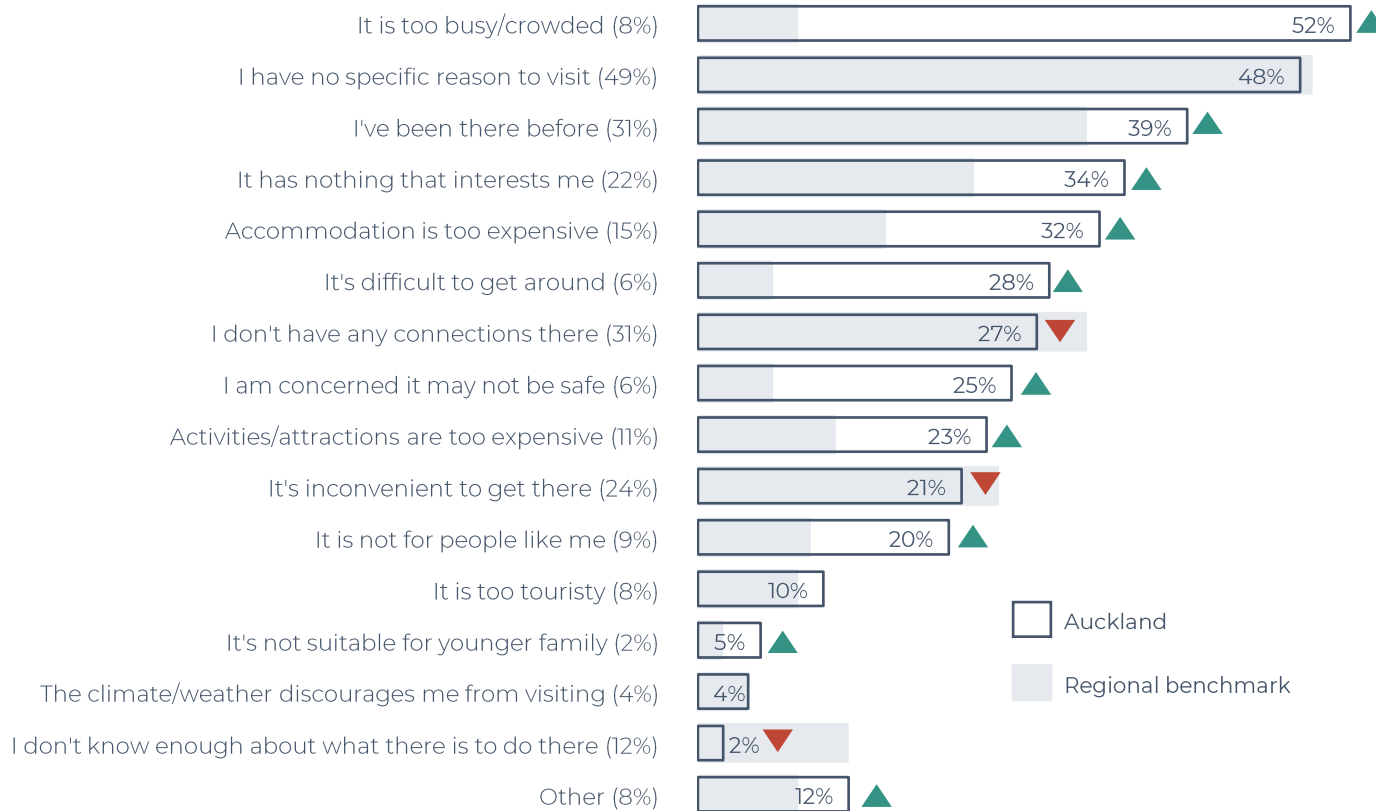
Age	Total Sample (excl. residents)	'Definitely' will visit Auckland (next 12 months)
18-19 years	4%	4%
20-29 years	16%	17%
30-39 years	15%	17%
40-49 years	16%	15%
50-59 years	17%	17%
60-69 years	15%	15%
70+ years	17%	14%
Household Composition		
My husband, wife or partner	64%	66%
My mother and/or father	6%	5%
My children aged under 5	11%	12%
My children aged 5 to 14	17%	18%
My children aged 15 or older	13%	16%
Other family/relatives	7%	7%
Other person(s)	8%	8%
None of the above – I live alone	13%	11%
Base:	n=2,550	n=519

# BARRIERS TO VISITING AUCKLAND



You mentioned that you are unlikely to visit Auckland within the next 12 months. Why is that?

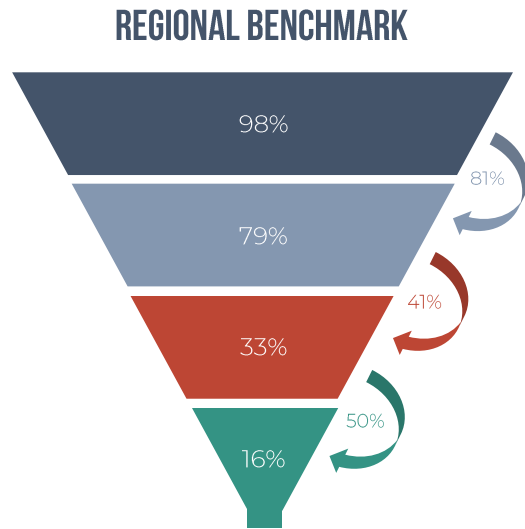
Barriers to visiting (regional benchmark %)



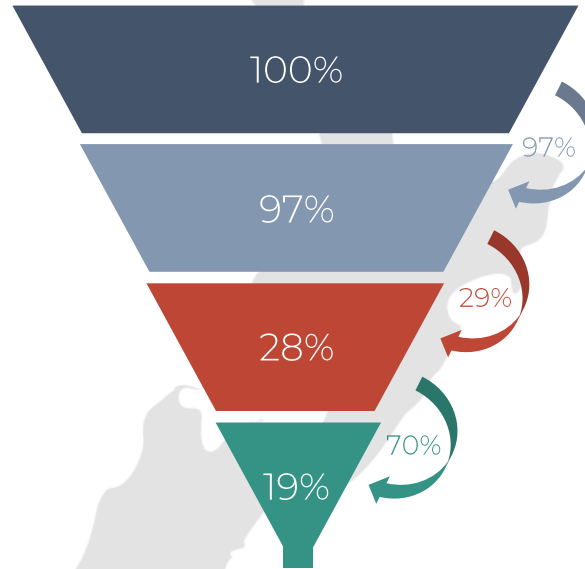
▲ / ▼ Significantly higher or lower than total sample at 95% confidence

Base: Intend to travel domestically N12M and have heard of Auckland, but are unlikely to visit (n=798)

# CONVERTING AWARENESS TO VISITATION



### AUCKLAND (YE JUNE 2022)



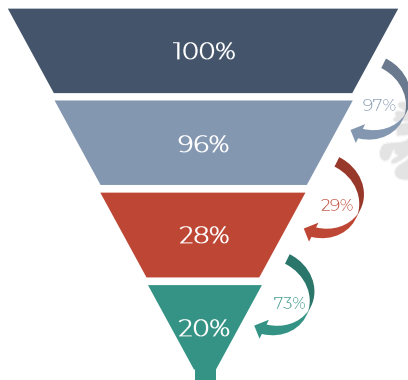
**AWARENESS**  
Heard of Auckland

**KNOWLEDGE**  
Visited Auckland or have some ideas about what to do there

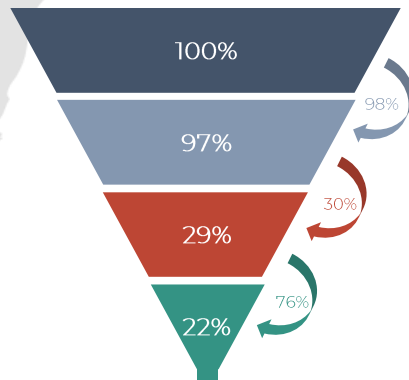
**APPEAL**  
Consider Auckland to be 'highly appealing'

**PROPENSITY TO VISIT**  
Will probably/ definitely visit Auckland in next 12 months

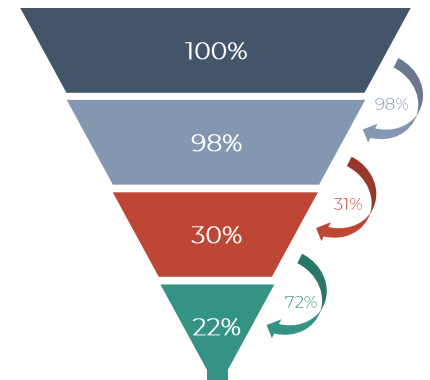
### AUCKLAND (YE JUNE 2021)



### AUCKLAND (YE JUNE 2020)



### AUCKLAND (YE JUNE 2019)



A woman wearing a light-colored hat and a light-colored top is seen from behind, walking across a wooden suspension bridge. The background is a dense forest of tall, thin trees. The entire image is overlaid with a semi-transparent dark blue filter. On the left side, there is a large white circle containing the text 'AUSTRALIAN TRAVELLERS'.

**AUSTRALIAN  
TRAVELLERS**



## AUSTRALIAN TRAVELLERS

# UPDATE: YEAR ENDING JUNE 2022

The border closure during much of the reporting period has resulted in a low sample size for the survey questions that relate to visitation.

In terms of market penetration, it is positive to see that the proportion of Australians traveling to New Zealand and visiting Auckland is higher than in the previous two years and almost at the pre-Covid-19 level (64%, compared with 66% in YE June 2019).

Australians who have travelled to Auckland recently are more likely than the total sample to associate Auckland with shopping, and with gardens, parks and reserves.

Most Australian travellers who are aware of Auckland find the destination appealing (86%), and this proportion is higher amongst those that have visited recently (95%). There has been no significant change in appeal during the period of border closure and lockdowns.

Net Promoter Score (NPS) is used to measure previous visitors' propensity to recommend Auckland as a travel destination. For the period April - June 2022, Auckland's NPS amongst Australian travellers is +11, and NPS is considerably higher amongst those that have visited recently, at +70. Auckland's NPS is much higher amongst Australian travellers than it is for domestic travellers.

Australians intending to visit Auckland in the next 12 months skew towards the 20-49 years age bracket. This group makes up 70% of intending visitors compared to 52% of the overall sample.

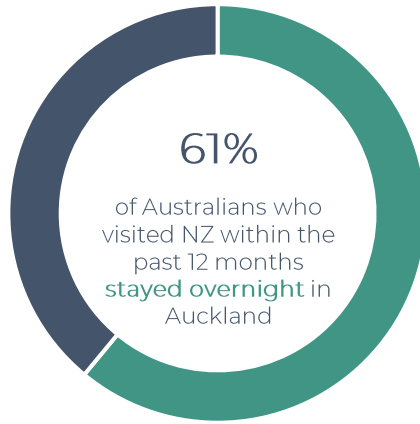


# MARKET PENETRATION & FAMILIARITY



In the past 12 months, where (if anywhere) have you travelled?  
How familiar are you with Auckland as a destination to visit for a short break or holiday?

**3%** of Australians surveyed visited New Zealand in the past 12 months



Base: Travelled to NZ P12M (n=240)

Familiarity	
I have visited Auckland	42%
I have never visited, but do have some ideas about what you can do there	27%
I have never visited, and don't know much about what you can do there	26%
I have never heard of Auckland	5%
Base: Total sample	n=3,712

Regional Benchmark
21%
18%
32%
29%

	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022
Visited Auckland	66%	63%	46%	64%
Stayed Overnight in Auckland	58%	54%	39%	61%
Base: Travelled to NZ P12M	n=508	n=530	n=479	n=240

# VISITOR PROFILE



Which of the following regions in New Zealand have you visited in the past 12 months?

	Total Sample	Visited Auckland (past 12 Months)
<b>Region of Residence</b>		
Australian Capital Territory	2%	2%
New South Wales	32%	30%
Northern Territory	1%	1%
Queensland	20%	20%
South Australia	8%	6%
Tasmania	3%	3%
Victoria	24%	28%
Western Australia	10%	10%
Base:	n=3,712	n=154

	Total Sample	Visited Auckland (past 12 Months)
<b>Age</b>		
18-19 years	4%	4%
20-29 years	16%	22%
30-39 years	18%	31% ▲
40-49 years	18%	31% ▲
50-59 years	16%	7% ▼
60-69 years	14%	3% ▼
70+ years	14%	3% ▼
<b>Household Composition</b>		
My husband, wife or partner	60%	59%
My mother and/or father	6%	13% ▲
My children aged under 5	11%	16%
My children aged 5 to 14	21%	43% ▲
My children aged 15 or older	15%	19%
Other family/relatives	7%	10%
Other person(s)	4%	3%
None of the above – I live alone	16%	8% ▼
Base:	n=3,712	n=154



# ACTIVITIES / EXPERIENCES ASSOCIATED WITH AUCKLAND



Which, if any, of the following activities or experiences do you associate with Auckland?

Total Sample	YE Jun 2020	YE Jun 2021	YE Jun 2022
Restaurants, Cafés & Bars	48%	43%	43%
Shopping	45%	42%	39%
History & Heritage	34%	29%	33%
Gardens, Parks & Reserves	34%	32%	32%
Arts & Culture	34%	33%	28%
Family Activities	28%	27%	28%
Scenic Sight-Seeing	22%	21%	27%
Walking & Hiking	20%	19%	27%
Events, Concerts & Festivals	32%	27%	23%
Māori/Pacific Culture	21%	18%	23%
Nature, Wildlife & Eco-tourism	18%	15%	23%
Water-based Activities	19%	16%	17%
Volcanic & Geothermal	9%	10%	16%
Wineries	14%	14%	15%
Adrenaline Activities	15%	12%	14%
Skiing/Snowboarding	8%	8%	13%
Cycling/Mountain Biking	10%	12%	11%
Spa & Wellness	13%	13%	11%
Casinos/Gambling	17%	17%	10%
Golf, Fishing & Hunting	12%	12%	9%
Don't know/None of the above	18%	16%	18%
Base: Heard of Auckland	n=1,810	n=2,386	n=1,462

Recent Visitors	YE Jun 2020	YE Jun 2021	YE Jun 2022
Shopping	56%	43%	58%
Gardens, Parks & Reserves	45%	35%	48%
History & Heritage	39%	30%	48%
Family Activities	34%	33%	45%
Restaurants, Cafés & Bars	58%	42%	43%
Scenic Sight-Seeing	21%	24%	40%
Walking & Hiking	24%	25%	40%
Nature, Wildlife & Eco-tourism	19%	20%	35%
Events, Concerts & Festivals	38%	30%	30%
Skiing/Snowboarding	9%	12%	28%
Wineries	23%	21%	28%
Arts & Culture	41%	35%	25%
Māori/Pacific Culture	26%	23%	25%
Golf, Fishing & Hunting	15%	22%	23%
Cycling/Mountain Biking	13%	15%	20%
Water-based Activities	23%	20%	20%
Adrenaline Activities	16%	14%	15%
Casinos/Gambling	26%	21%	13%
Volcanic & Geothermal	16%	16%	10%
Spa & Wellness	17%	21%	8%
Don't know/None of the above	1%	1%	0%
Base: Auckland Visitors (PI2M)	n=253	n=218	n=40



# AUCKLAND APPEAL



How appealing is Auckland to you as a destination for a short break or holiday?

Total Sample	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022
Highly Appealing	47%	45%	44%	45%
Somewhat Appealing	40%	41%	38%	41%
Not very Appealing	6%	7%	9%	7%
Not at all Appealing	1%	2%	4%	3%
Don't know/NA	6%	5%	5%	5%
Base: Heard of Auckland	n=2,440	n=2,422	n=2,386	n=3,543

Regional Benchmark
40%
42%
6%
2%
0%

Recent Visitors	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022
Highly Appealing	63%	62%	65%	74%
Somewhat Appealing	31%	30%	26%	21%
Not very Appealing	5%	6%	5%	3%
Not at all Appealing	1%	0%	2%	3%
Don't know/NA	1%	1%	2%	1%
Base: Visited Auckland P12M	n=334	n=333	n=218	n=151

Regional Benchmark
67%
25%
4%
3%
0%

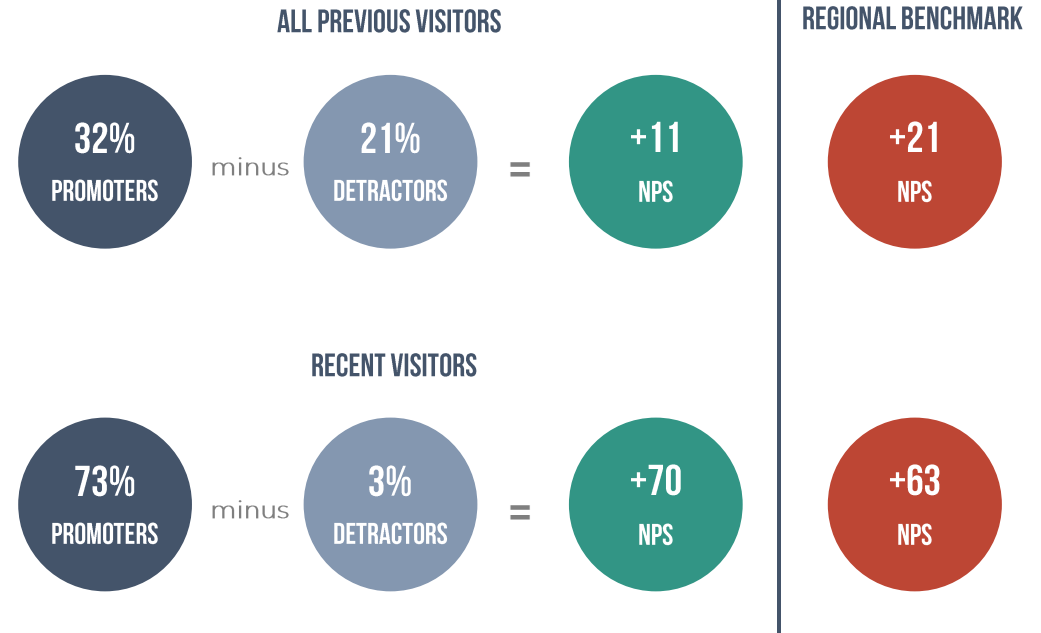
# NET PROMOTER SCORE (NPS)



On a scale of 0 (not at all likely) to 10 (extremely likely), how likely are you to recommend Auckland as a travel destination to a friend, family member, or colleague?

The Net Promoter Score (NPS) is an indicator used globally to measure customer engagement and advocacy, based on the likelihood of a customer to recommend your product or service. Any positive score means that you have more loyal advocates willing to recommend your product or service (promoters) than unhappy critics (detractors). A passive customer is satisfied, but unenthusiastic. A high score of +100 means that every customer is a promoter, while a low score of -100 means that every customer is a detractor.

		Visited Auckland previously	Visited Auckland recently (P12M)
Promoters	10 (Extremely likely)	20%	45%
	9	12%	28%
Passive	8	27%	14%
	7	19%	10%
Detractors	6	8%	3%
	5	6%	0%
	4	1%	0%
	3	1%	0%
	2	1%	0%
	1	1%	0%
	0 (Not at all likely)	3%	0%
Base*:		n=376	n=29



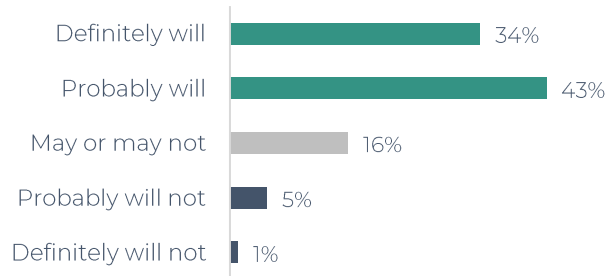
# PROPENSITY TO VISIT AUCKLAND



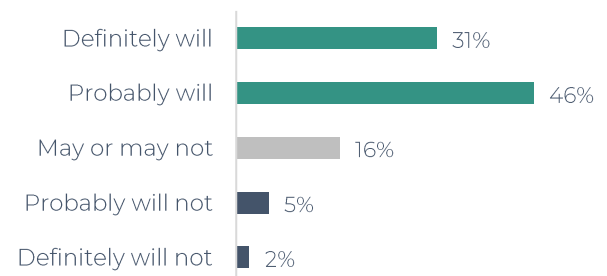
How likely are you to visit Auckland within the next 12 months? (for any reason / for leisure purposes)

**36%** of Australian travellers intend to visit NZ in the next 12 months (i.e. definitely / probably will travel around NZ)

## PROPENSITY TO VISIT AUCKLAND IN NEXT 12 MONTHS (ANY REASON)



## PROPENSITY TO VISIT AUCKLAND IN NEXT 12 MONTHS (LEISURE)



Base: Intend to travel to NZ N12M, heard of Auckland (n=1,295)

## PROPENSITY TO VISIT AUCKLAND IN NEXT 12 MONTHS (ANY REASON)

	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022
Definitely will	30%	30%	35%	34%
Probably will	46%	44%	41%	43%
May or may not	17%	17%	16%	16%
Definitely / probably will not	8%	9%	8%	6%
Base: Intend to travel to NZ N12M, heard of Auckland	n=889	n=870	n=1,005	n=1,295

AUSTRALIAN TRAVELLERS  
**FUTURE VISITOR PROFILE**



	Total Sample	'Definitely' will visit Auckland (next 12 months)
<b>Region of Residence</b>		
Australian Capital Territory	2%	1%
New South Wales	32%	33%
Northern Territory	1%	1%
Queensland	20%	17%
South Australia	8%	8%
Tasmania	3%	3%
Victoria	24%	27%
Western Australia	10%	11%
Base:	n=3,712	n=483

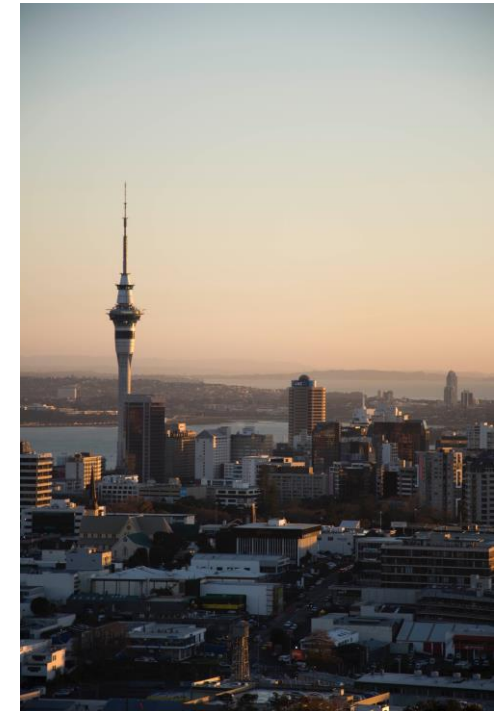
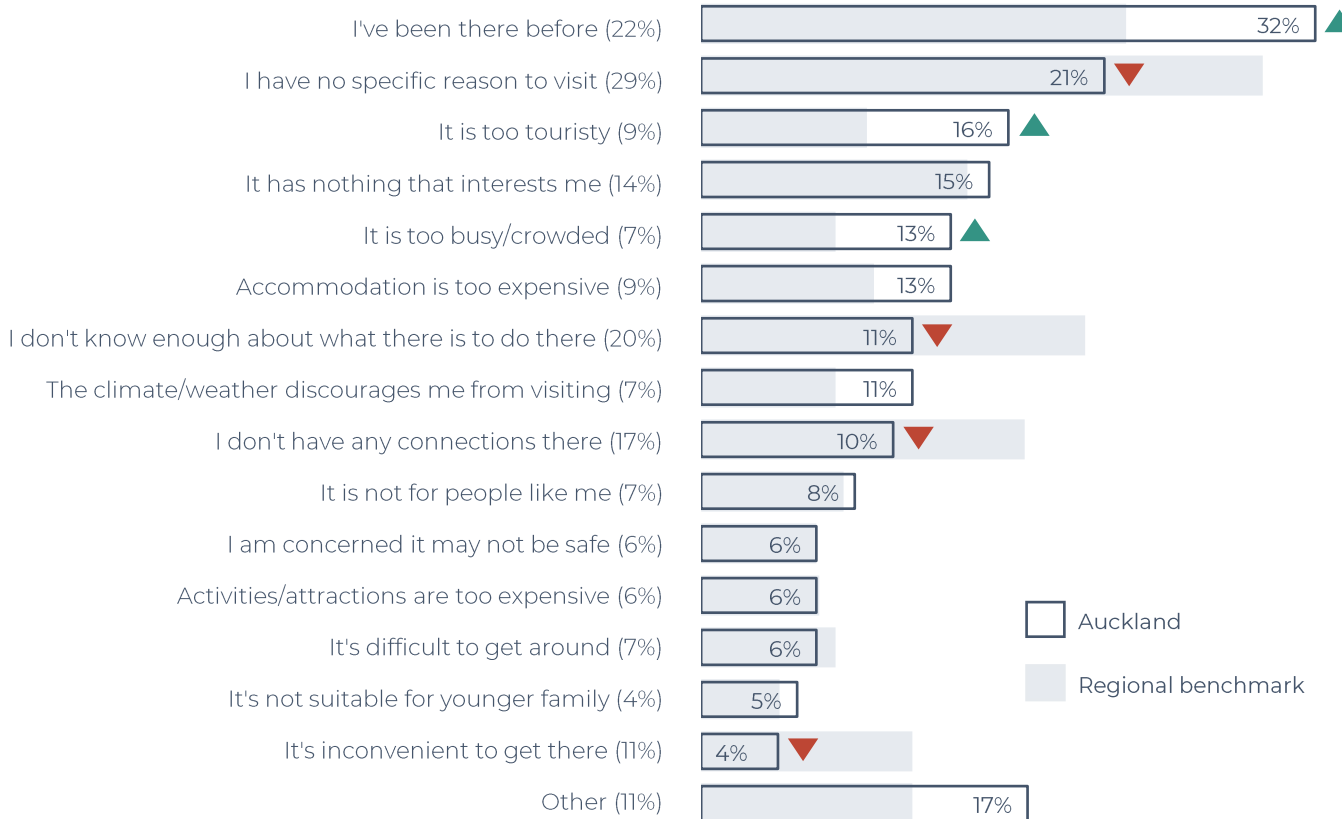
	Total Sample	'Definitely' will visit Auckland (next 12 months)
<b>Age</b>		
18-19 years	4%	4%
20-29 years	16%	20% ▲
30-39 years	18%	26% ▲
40-49 years	18%	24% ▲
50-59 years	16%	11% ▼
60-69 years	14%	7% ▼
70+ years	14%	8% ▼
<b>Household Composition</b>		
My husband, wife or partner	60%	65% ▲
My mother and/or father	6%	8%
My children aged under 5	11%	17% ▲
My children aged 5 to 14	21%	35% ▲
My children aged 15 or older	15%	16%
Other family/relatives	7%	8%
Other person(s)	4%	4%
None of the above – I live alone	16%	10% ▼
Base:	n=3,712	n=483

# BARRIERS TO VISITING AUCKLAND



You mentioned that you are unlikely to visit Auckland within the next 12 months. Why is that?

Barriers to visiting (regional benchmark %)



Auckland  
 Regional benchmark

▲ / ▼ Significantly higher or lower than total sample at 95% confidence

Base: Intend to travel to New Zealand N12M and have heard of Auckland, but are unlikely to visit (n=157)

# CONVERTING AWARENESS TO VISITATION

