

# Tāmaki Makaurau Auckland Destination Overview

February 2025

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

Prepared March-April 2025

By Jaimee Raymond, Research & Insights

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## Key Visitor Data



**2.94<sup>m</sup>**

International Guest Nights  
YE February 2025  
+16.8% (to YE Feb 2024)



**4.18<sup>m</sup>**

Domestic Guest Nights  
YE February 2025  
-7.8% (to YE Feb 2024)




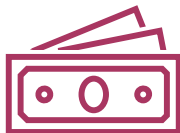
**7.12<sup>m</sup>**

Total Guest Nights  
YE February 2025  
+1.0% (to YE Feb 2024)



**\$1.20<sup>b</sup>**

International Tourism Spend  
YE February 2025  
+10.3% (to YE Feb 2024)



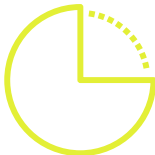
**\$2.37<sup>b</sup>**

Domestic Tourism Spend  
YE February 2025  
-3.3% (to YE Feb 2024)



**64.9%**

Hotel Occupancy Rate  
YE February 2025  
-7.3% (to YE Feb 2024)



# Key Visitor Data



## INTERNATIONAL

- **Monthly international visitors (241.8k)** were down **5.4%** compared to February 2024.
- **The year to February 2025** saw **2.27m international visitor arrivals**, an increase of **5.2%** on the previous year.
- **Australian visitors (65.3k)** were up **6.0%** compared to last February. **The year to February 2025** saw **763.6k Australian visitor arrivals**, up **9.8%**.
- **Holiday visitors (989.3k)** contributed the most to annual visitor numbers and **increased 12.4%** on the year. **Monthly holiday numbers (122.2k)** were down **4.7%** compared with the month of February 2024.
- **VFR visitors (784.0k)** were up **4.0%** for the year, with **monthly numbers (72.8k)** up **1.8%**.
- **316.7k international guest nights in commercial accommodation** for February (down **0.9%**) and **2.94m international guest nights for the year** (up **16.8%**).
- **International spend** was **\$1.20b** for the year, up **10.3%** and **\$127.1m** for the month (up **1.4%**).
- **Tourism spend from the US (\$44.5m)** was up **23.6%** for the month compared to last year.

## DOMESTIC

- The domestic visitor numbers are no longer available as the Ministry of Business, Innovation, and Employment (MBIE) has cancelled the Monthly Unique Regional Population Estimates (MURPEs) data until further notice.
- There were **388.4k domestic guest nights in commercial accommodation** for the month of **February** (up **4.0%**) and **4.18m domestic guest nights for the year** (down **7.8%**).
- Tourism Electronic Card Transactions (TECTs) has now restarted as an interim replacement to the Monthly Regional tourism Estimates (MRTEs). However, due to a different methodology, the TECT figures are substantially smaller than those of the previous MRTEs, so the two series should not be compared.
- **Domestic spend for the year** was **\$2.37b**, down **3.3%** on last year and **\$174.1m** for the month of February (down **5.5%** compared to February 2024).
- Spend from **Canterbury** visitors (\$13.5m) was up (4.3%) in February 2025.

## OVERALL

- There were **705.0k total guest nights in commercial accommodation** in February (up **1.7%**) and **7.12m total guest nights for the year** (up **1.0%**).
- **On average, visitors stayed in Auckland for 2.0 nights** in February 2025 (up **5.3%** to 2024).
- **Average hotel Occupancy** for the month was **78.2%**, up **0.2%**. The **monthly Average Daily Rate** was **\$243** (down **3.6%**) and **RevPAR** was **\$190** (down **3.8%**).
- **Average Occupancy for the year** was **64.9%** (down **7.3%** compared to 2024), while **ADR** was **\$214** (down **7.9%**) and **RevPAR** was **\$143** (down **12.7%**).
- Percentage changes for **Occupancy, ADR and RevPAR peaked on Tuesday 4<sup>th</sup> February 2025**. This coincides with the **Bryan Adams concert** that was held at **Spark Arena** on this date.
- **Over the next three months, overall Occupancy rates are generally lower than the same period last year.**



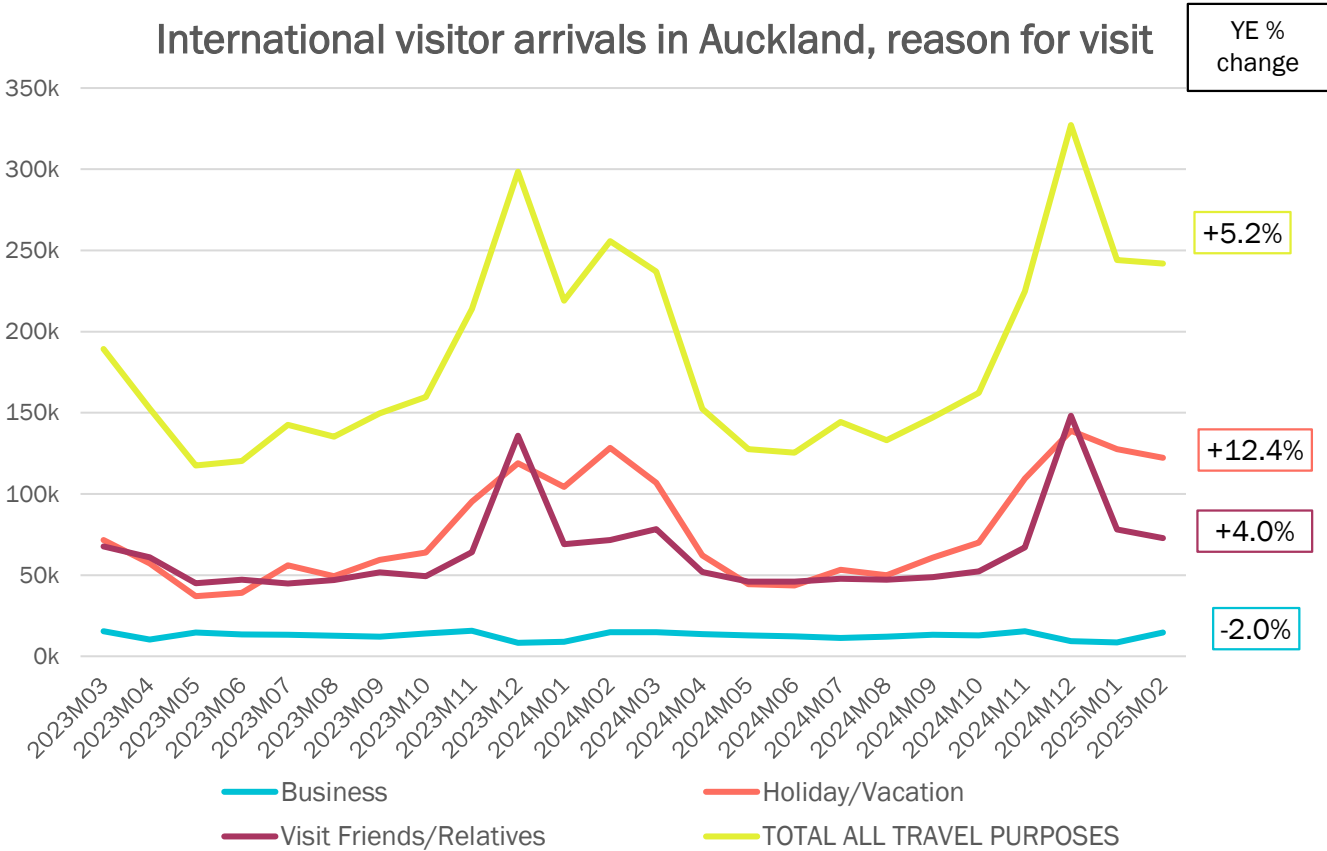


# Auckland Tourism – Visitor Arrivals Data



# 2.27m International visitor arrivals in February 2025, up 5.2%

- The month of February saw 241.8k international visitors, down 5.4% compared to February 2024.
- The year to February 2025 saw 2.27m international visitor arrivals, an increase of 5.2% on the previous year.
- Holiday visitors (989.3k) contributed the most to annual visitor numbers and increased 12.4% on the year to February 2024. Monthly holiday numbers (122.2k) were down 4.7% compared with the month of February 2024.
- VFR visitors (784.0k) were up 4.0% for the year, with monthly numbers (72.8k) up 1.8%.
- There were 150.8k business visitors (down 2.0%) in the year to February 2025, and 14.6k for the month (down 2.3%).



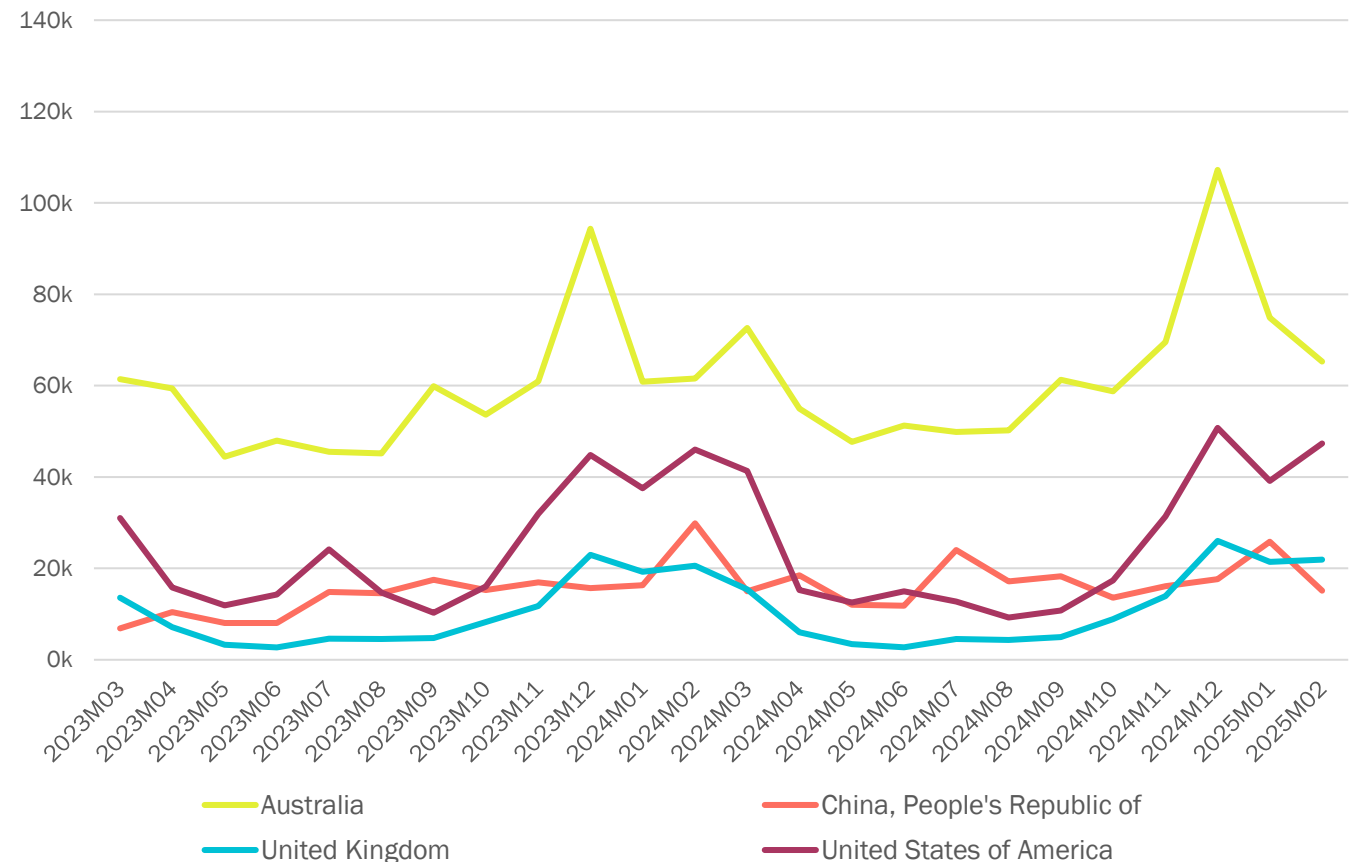
	Visitor arrivals	vs. previous year / YE
February 2025	241,817	-5.4%
YE February 2025	2,266,807	5.2%



## 763.6k visitors from Australia for YE February 2025, up 9.8%

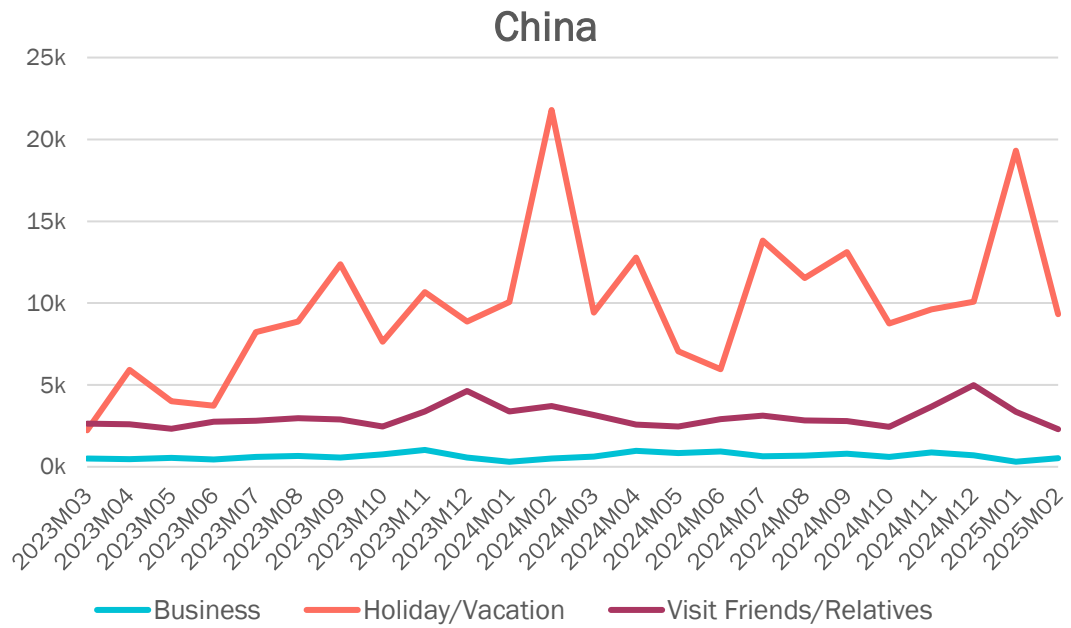
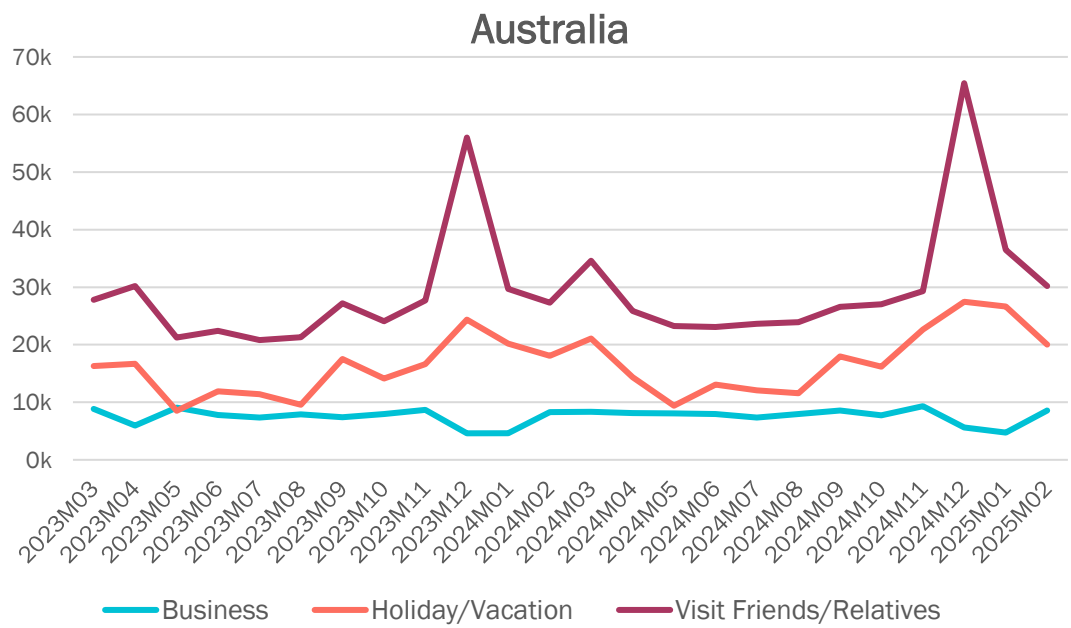
- There was an increase in **Australian visitors** in the month of February 2025, with **65.3k visitors**, up 6.0% compared to last February. **The year to February 2025 saw 763.6k Australian visitor arrivals, up 9.8% on last year.**
- The year to February 2025 saw 302.8k visitors from the US (up 1.4%), with 47.3k visitors for the month (up 2.9%).**
- Visitors from China (205.0k) were also up for the year (17.6%), but down (49.4%) for the month of February (15.1k).**
- For the year to February 2025, there were 133.7k visitor arrivals from the UK (up 8.3%) and 21.9k visitors for the month (up 6.6%).**

Visitor arrivals in Auckland by key international markets





# 24-month visitor arrivals from individual markets

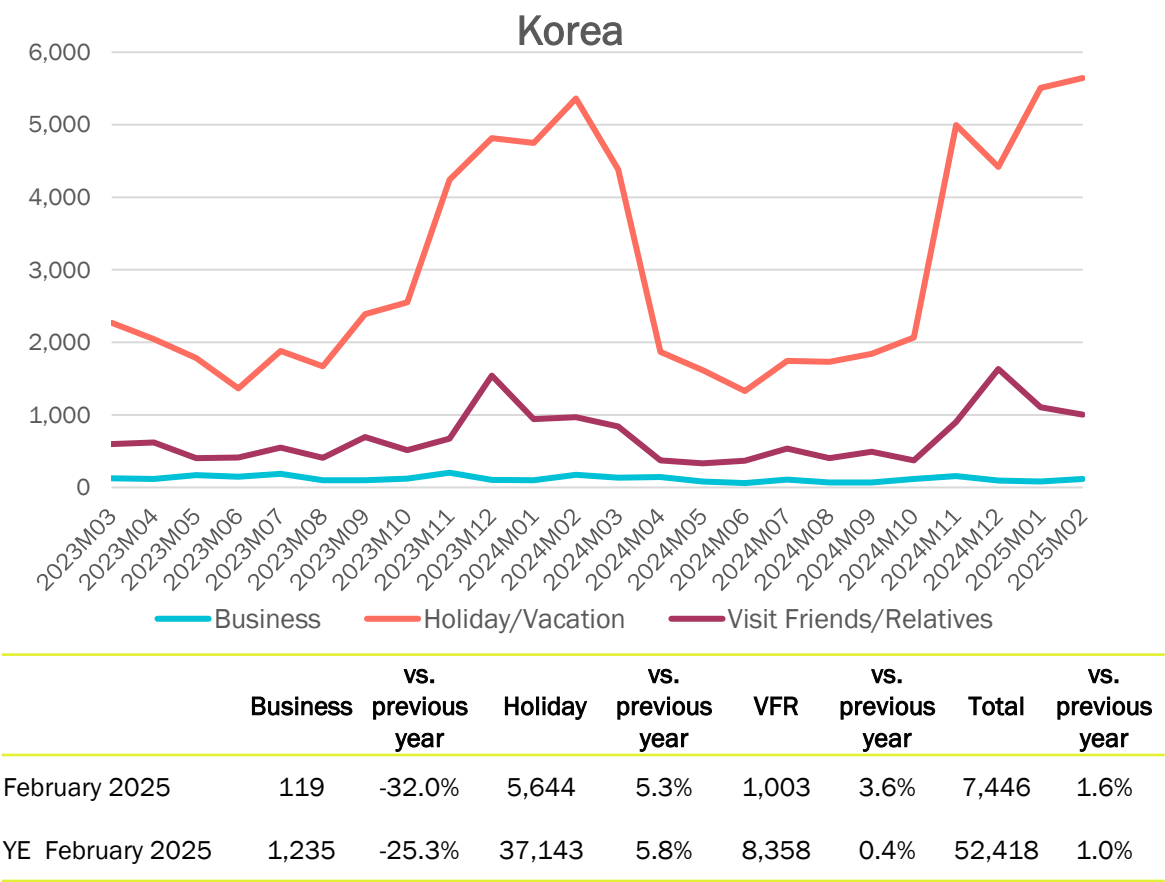
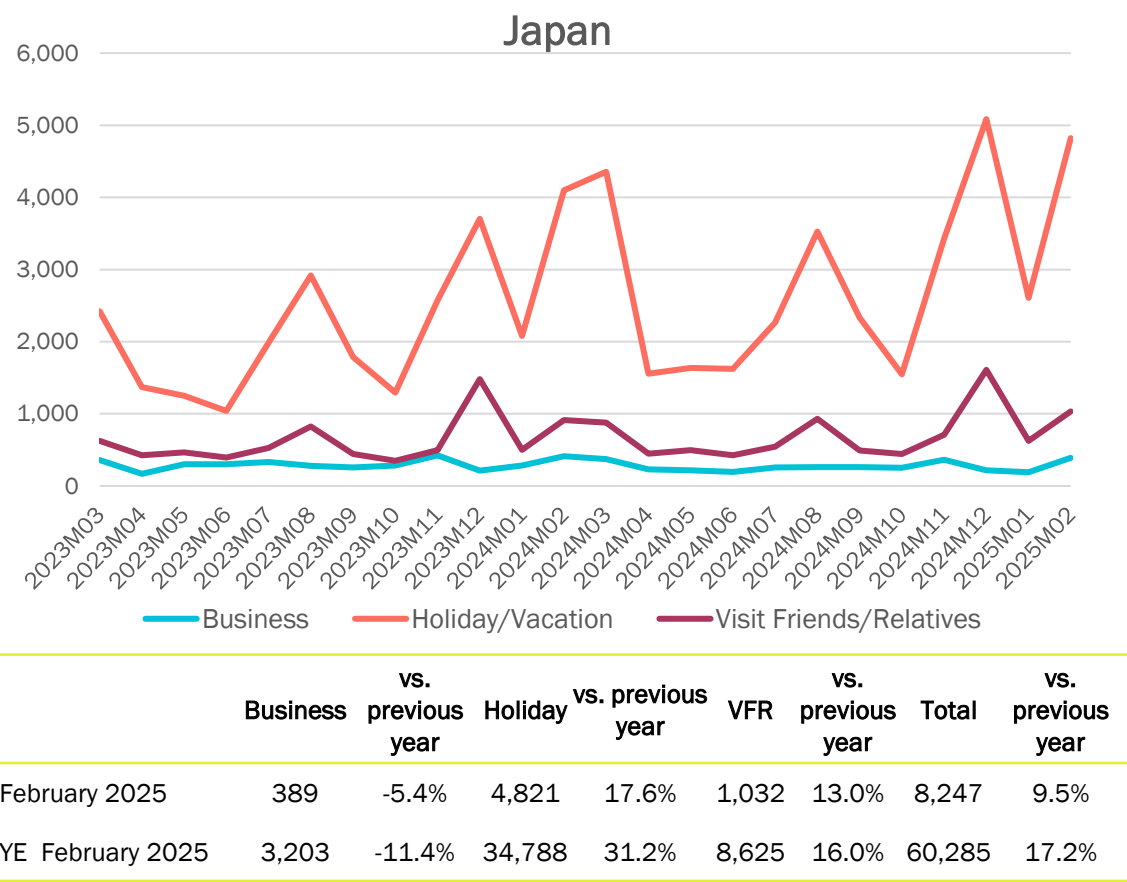


		vs. Business previous year	Holiday previous year	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2025	8,564	3.5%	20,027	10.9%	30,187	10.5%	65,301	6.0%
YE February 2025	92,245	4.3%	212,538	14.7%	369,297	10.0%	763,623	9.8%

		vs. Business previous year	Holiday previous year	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2025	534	5%	9,325	-57.2%	2,296	-38.2%	15,107	-49.4%
YE February 2025	8,537	22.7%	130,781	25.3%	36,651	0.2%	204,994	17.6%



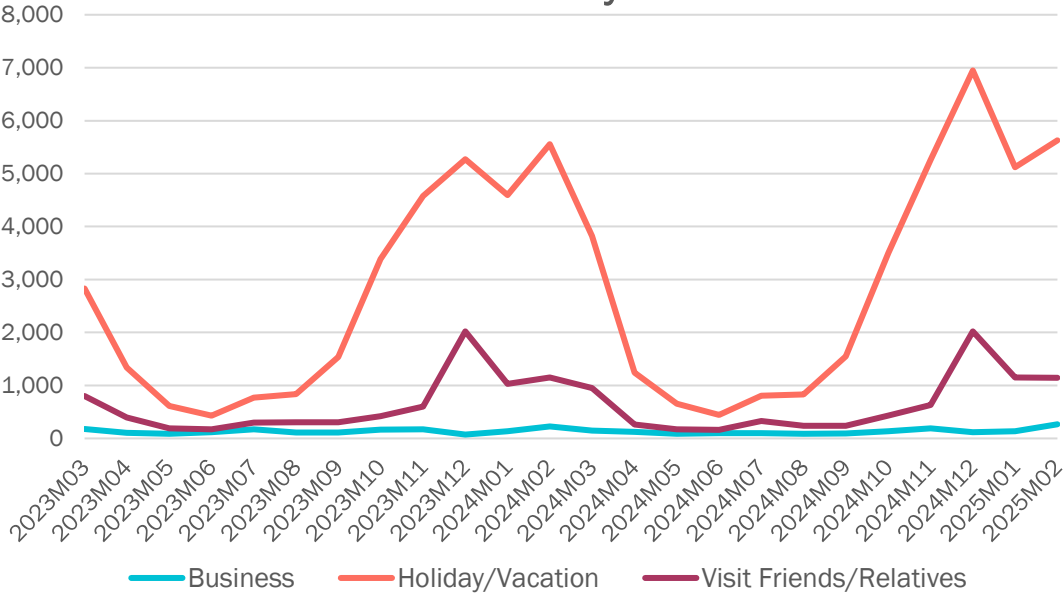
# 24-month visitor arrivals from individual markets





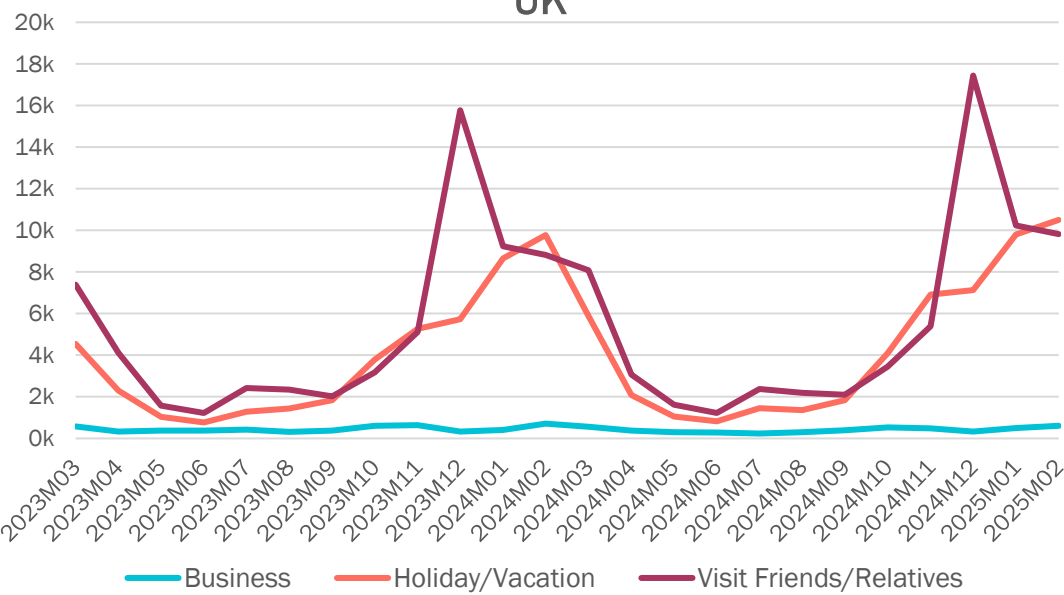
# 24-month visitor arrivals from individual markets

Germany



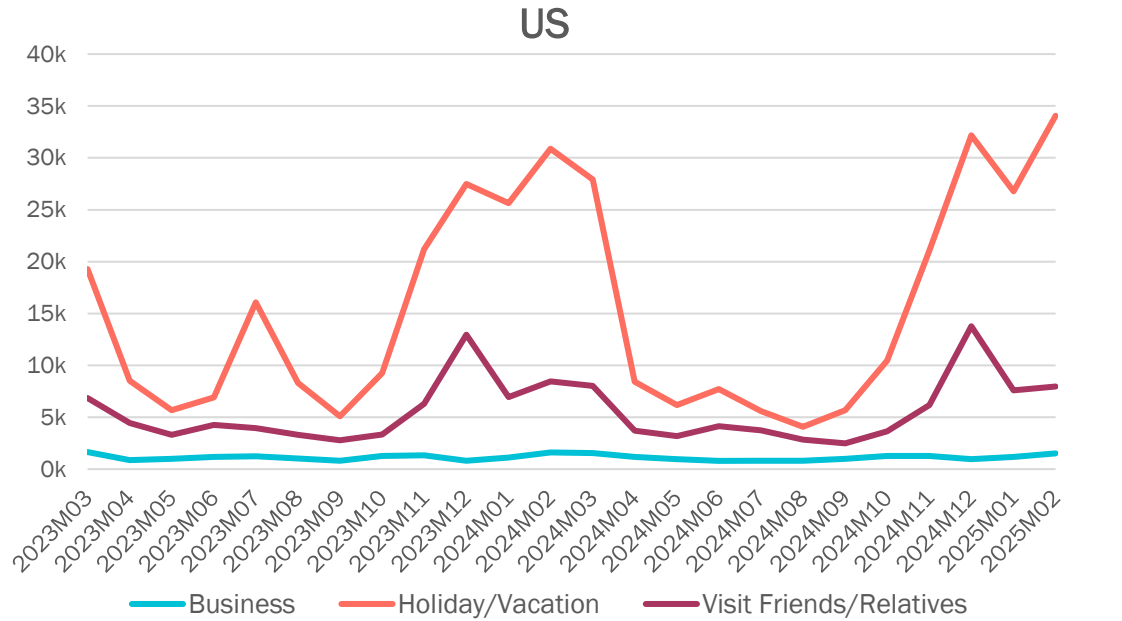
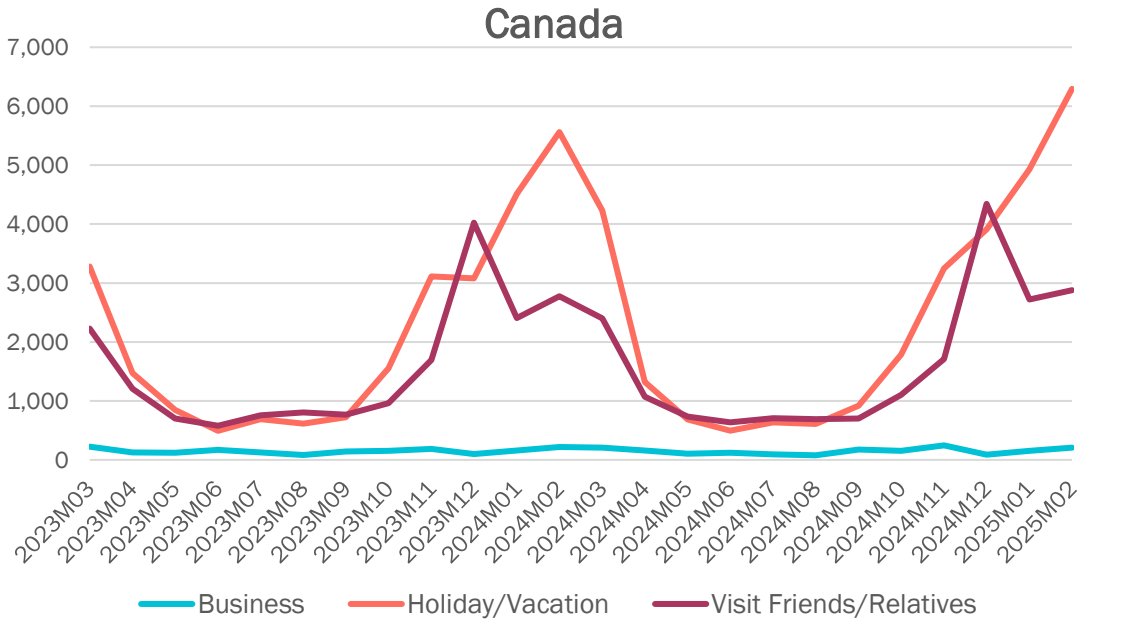
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2025	267	18.7%	5,629	1.3%	1,143	-0.7%	7,473	-1.1%
YE February 2025	1,580	-4.6%	35,813	12.8%	7,737	0.5%	50,167	9.1%

UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2025	612	-13.9%	10,503	7.5%	9,819	11.3%	21,927	6.6%
YE February 2025	4,911	-10.4%	52,922	14.0%	67,013	6.0%	133,661	8.3%

# 24-month visitor arrivals from individual markets



		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2025	207	-6.3%	6,294	13.2%	2,877	3.7%	9,911	6.6%
YE February 2025	1,784	-2.2%	29,075	12.1%	19,697	4.2%	55,523	7.8%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
February 2025	1,519	-4.9%	34,053	10.3%	7,976	-5.8%	47,334	2.9%
YE February 2025	13,266	-4.6%	190,069	3.1%	67,296	0.6%	302,768	1.4%

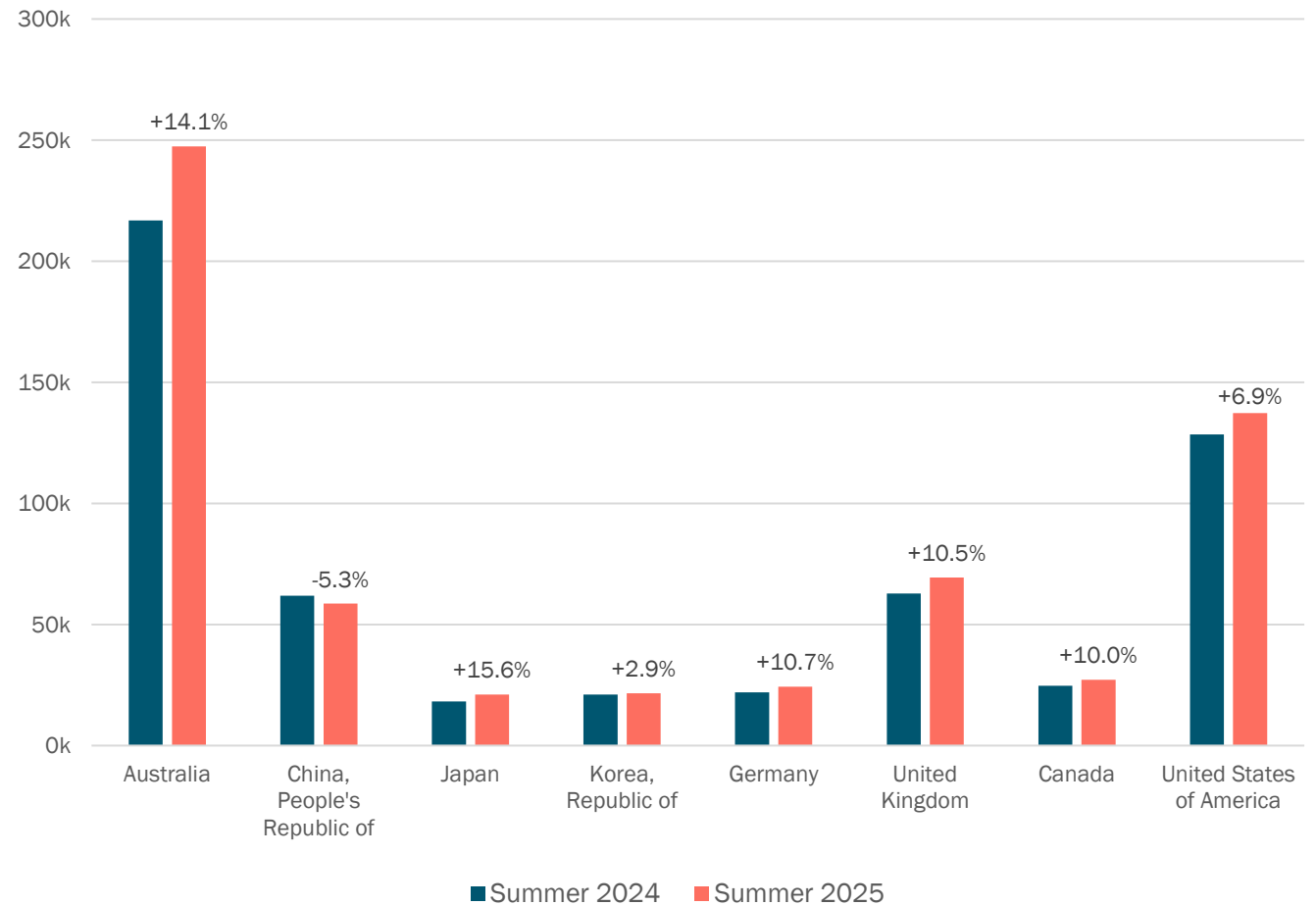


## 813.0k international visitor arrivals in summer 2024-25, up 5.2% on last summer

- There were 813.0k international visitor arrivals in summer 2024-25, up 5.2% on the previous summer.
- Holiday (388.7k, up 10.6%), VFR (299.0k, up 8.2%) and business (32.4k, up 1.0%) visitors were up compared to last summer.
- Visitation from Australia (247.4k, up 14.1%) increased in comparison to the previous summer. VFR (132.1k, up 16.9%) and holiday (74.1k, up 18.5%) visitors from Australia were up.
- US visitors (137.3k) were up (6.9%) in summer 2024-25, compared to last summer.
- Visitors from the UK (69.4k) were up (10.5%) compared to last year.
- Chinese visitors (58.6k) were down (5.3%) this summer, compared to last summer.

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Seasonal international arrivals in Auckland by key markets

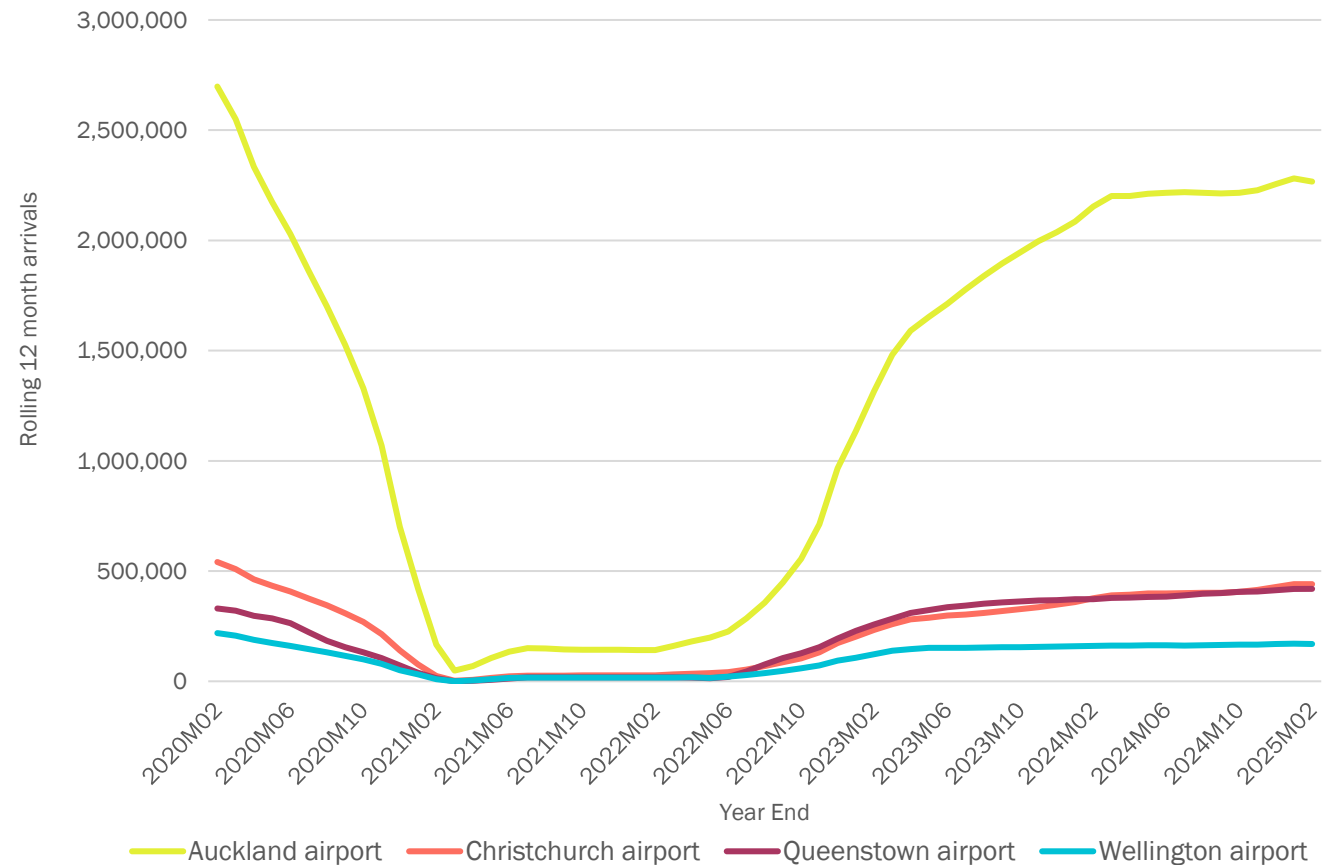


## Auckland has seen a 5.2% increase in international visitor arrivals over the last year

- 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.
- Auckland has seen an 5.2% increase in international visitor arrivals over the last year.
- For the year ending February 2025, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 12.4%, Christchurch was up 16.9% and Wellington was up 6.3% compared to last year.

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12 month rolling visitor arrivals







# Auckland Tourism – Accommodation Data

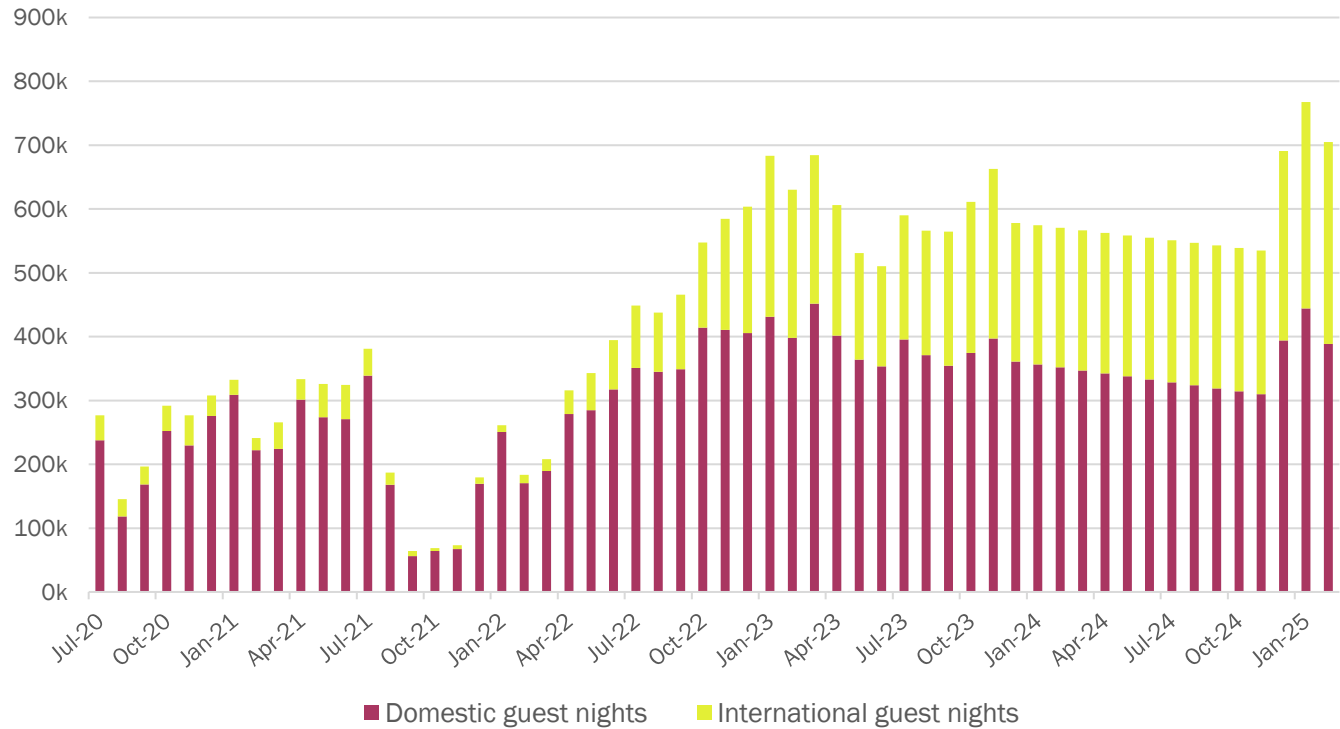


# 705.0k total guest nights in commercial accommodation in February 2025, up 1.7%

- For the month of February 2025, there were **705.0k total guest nights** in commercial accommodation in Auckland, up **1.7%** on the same month last year.
- There were **388.4k domestic guest nights** in commercial accommodation (up **4.0%**), and **316.7k international guest nights** (down **0.9%**) in commercial accommodation in February 2025.
- The year to February 2025 saw **7.12m total guest nights** in Auckland (up **1.0%**) with **4.18m domestic guest nights** (down **7.8%**) and **2.94m international guest nights** (up **16.8%**).
- For New Zealand overall, there were 3.98m guest nights in commercial accommodation in February 2025, down 2.2% compared to February 2024.

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Guest nights in commercial accommodation - Auckland



February 2025	Auckland	% change	New Zealand	% change
Total guest nights	705,000	1.7%	3,982,000	-2.2%
Domestic guest nights	388,400	4.0%	2,357,500	-1.0%
International guest nights	316,700	-0.9%	1,624,500	-3.8%

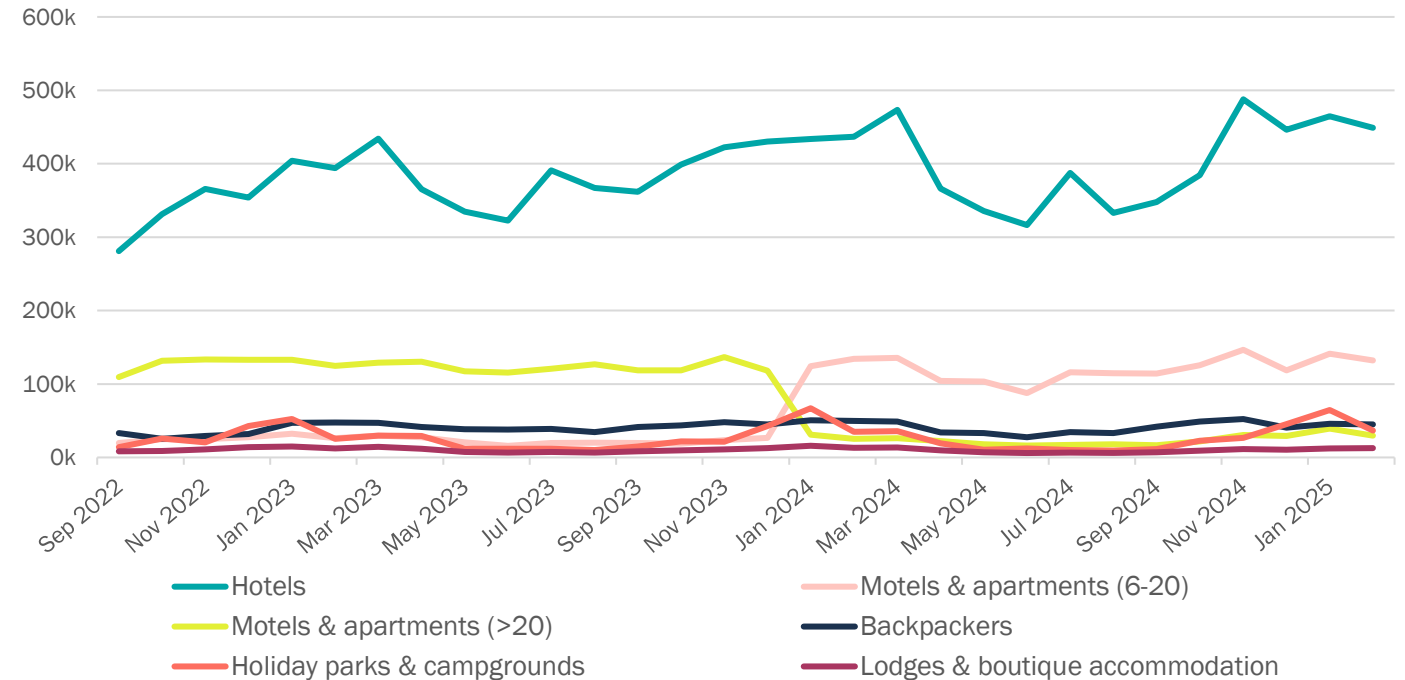


## 449.1k guest nights in hotels in February 2025, up 2.8%

- For the month of February 2025, there were **449.1k guest nights in hotels** in Auckland, **up 2.8%** compared to February last year.
- There were **132.3k guest nights in motels and apartments (6-20)**, **down 1.4%** on the previous year.
- Guest nights in motels and apartments (>20) (29.6k)** were also up (**16.1%**).
- Guest nights in holiday parks and campgrounds (36.8k)** were up (**5.1%**) for the month of February.
- Guest nights in backpacker accommodation February decreased (down 9.7% to 44.8k)** in February 2025.
- Guest nights in lodges and boutique accommodation were also down (6.0% to 12.5k)** for the month.

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Guest nights by accommodation type (monthly)

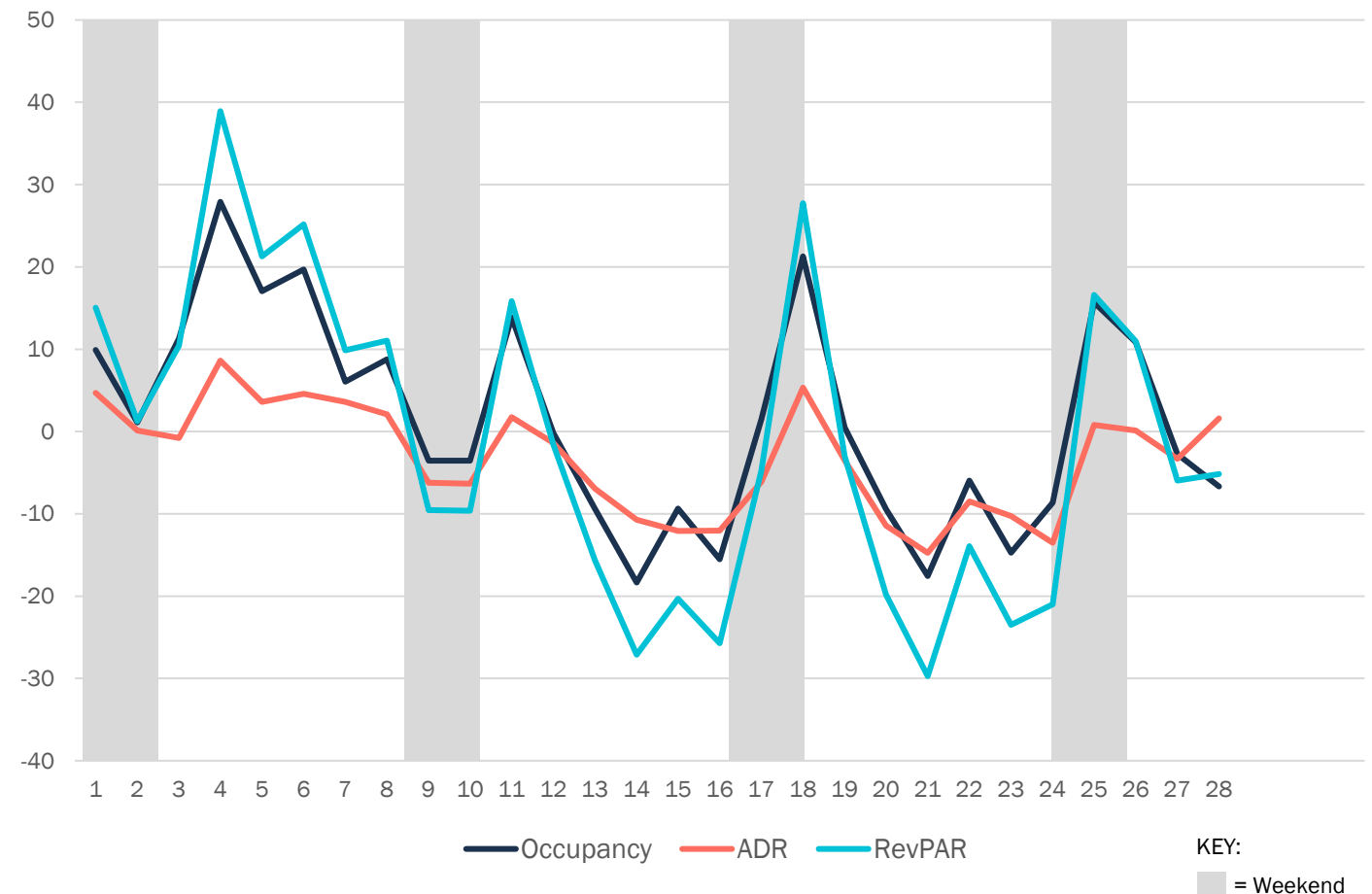


Jun-24	Auckland	% change
Hotels	449,100	2.8%
Motels & apartments (6-20)	132,300	-1.4%
Motels & apartments (>20)	29,600	16.1%
Backpackers	44,800	-9.7%
Holiday parks & campgrounds	36,800	5.1%
Lodges & boutique accommodation	12,500	-6.0%

## Average Occupancy for February 2025 was 78.2%, up 0.2%

- For the month of February 2025, the **average Occupancy** was **78.2%**, **0.2% higher** compared to February 2024.
- The **Average Daily Rate (ADR)** for the month was **\$243**, down **3.6%** on last year.
- Monthly Revenue per available room (RevPAR)** for February was **\$190**, **3.8% lower** compared to last year.
- Percentage changes for **Occupancy, ADR and RevPAR peaked on Tuesday 4<sup>th</sup> February 2025**. This coincides with the **Bryan Adams concert** that was held at **Spark Arena** on this date.
- Average Occupancy for the year to February 2025** was **64.9%** (down **7.3%** compared to 2024), while **ADR** was **\$214** (down **7.9%**) and **RevPAR** was **\$143** (down **12.7%**).

Percent Changes for the Month of February



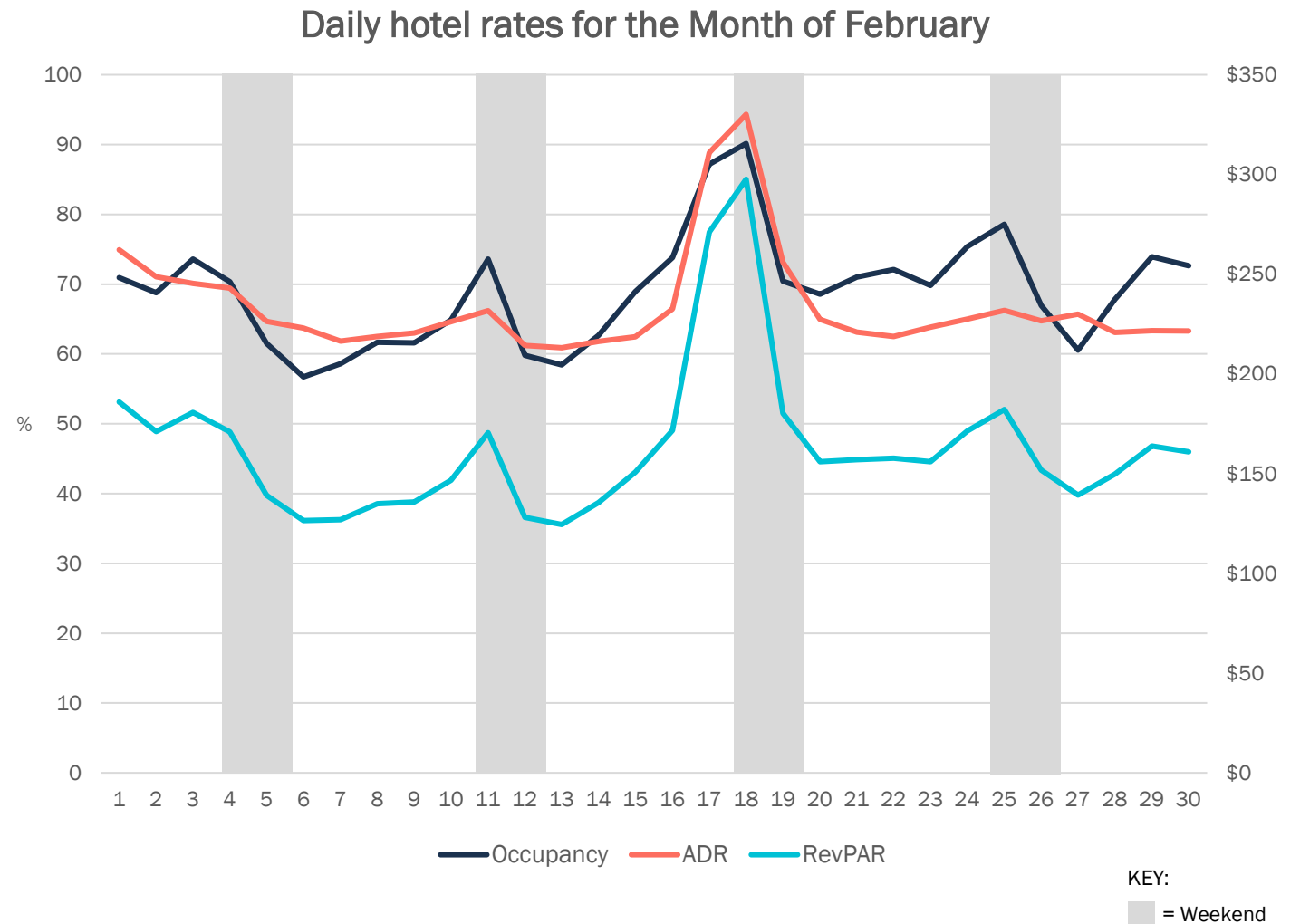


## Occupancy, ADR and RevPAR peaked on Tuesday 18<sup>th</sup> February 2025

- Occupancy, average daily rate (ADR) and RevPAR all peaked on Tuesday 4<sup>th</sup> February 2025.
- The average daily rate (ADR) for hotels in Auckland was the highest for the month on **Saturday 18<sup>th</sup> February 2025 at \$259** (up 5.3% on the previous year).
- Hotel occupancy reached **89.5%** on **Saturday 18<sup>th</sup> February 2025** (up 21.3% on the previous year).
- Revenue per available room (RevPAR) peaked to **\$232** also on **Saturday 18<sup>th</sup> February 2025**. This was up 27.8% in comparison to last year.

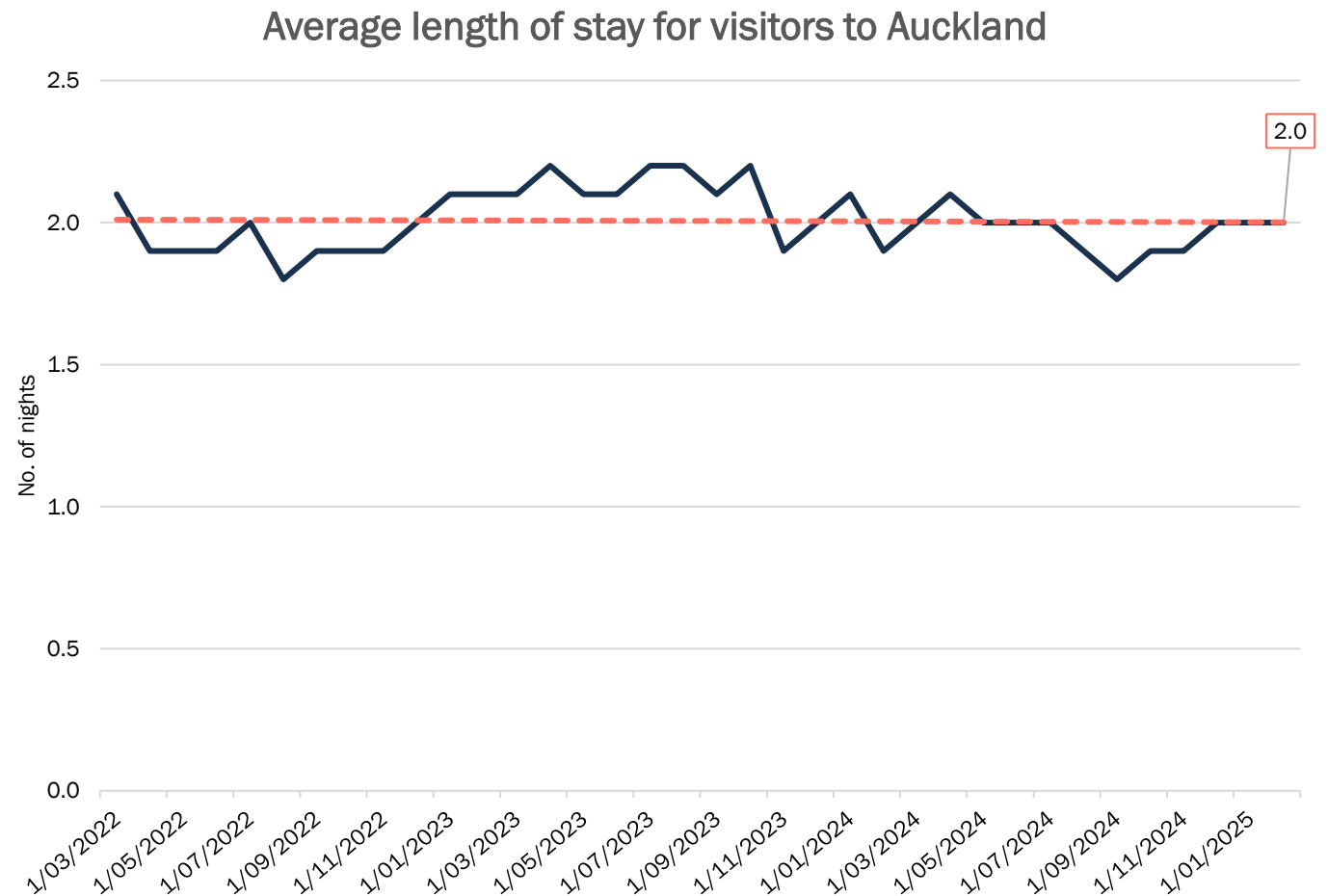
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Source: STR Global



## On average, visitors stayed 2.0 nights in Auckland for the month of February 2025, up 5.3%

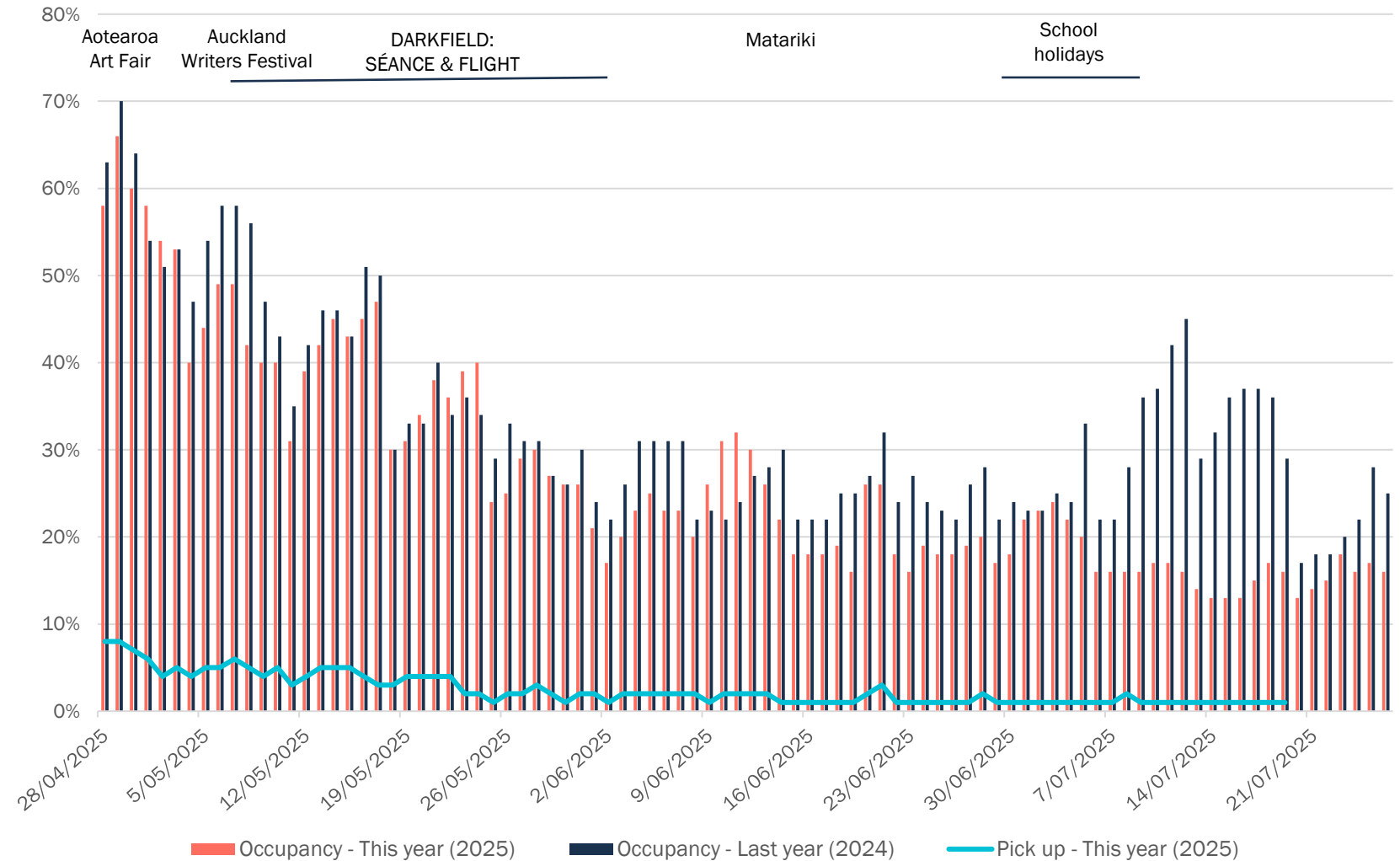
- On average, visitors stayed in Auckland for 2.0 nights for the month of February 2025 (up 5.3% on the previous year).
- Average length of stay for visitors to Auckland has levelled out over the last three years.



## 90-Day Forward Booking Occupancy Data

- Over the next three months, overall Occupancy rates are generally lower than the same period last year.
- Occupancy peaked at 66% on Tuesday 29<sup>th</sup> April 2025.
- Pick-up* refers to the number of reservations made in a recent period for future guest stays. In this context *Pick-up* reflects the % change in occupancy from the last reported period. For the next 90 days that is the previous Monday. For the 365-day view, from the first Monday of the prior month.

### Occupancy - 90 Day Forward Outlook

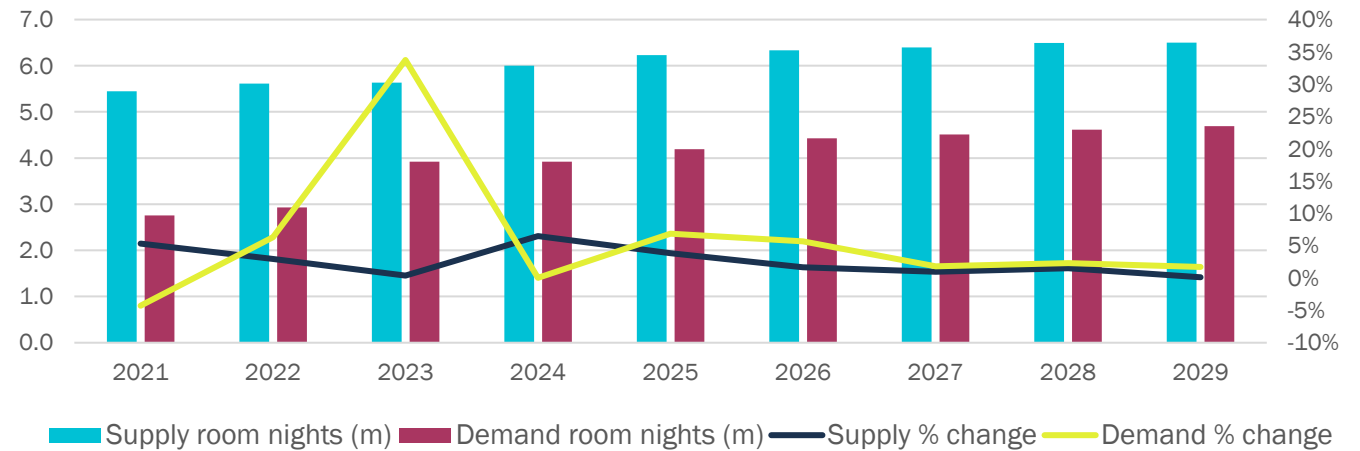




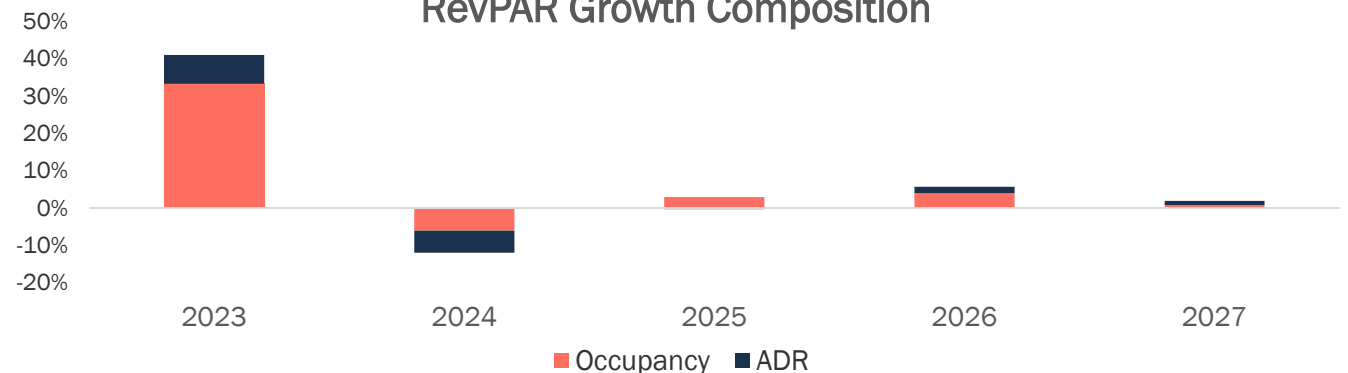
## Longer term projections

- In addition to the STR Global 90 Day Forward Booking data we receive, we also 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 2024 Q4 supply expanded 8.6%. Demand expanded 4.4%, resulting in an occupancy decline of -3.9%. Occupancy is expected to grow by 1.5% in 2025 Q1, with supply expanding 6.4% and demand expanding 8.1%.
- After declining -6.1% in 2024, occupancy is expected to expand 2.9% in 2025. ADR is expected to decrease -0.3%, resulting in RevPAR growth of 2.6% in 2025. RevPAR is expected to grow by 5.7% in 2026.
- Over the next three years, occupancy is expected to expand at an average annual rate of 2.5%, while ADR is expected to expand at an average annual rate of 0.8%.

### Supply and Demand Growth



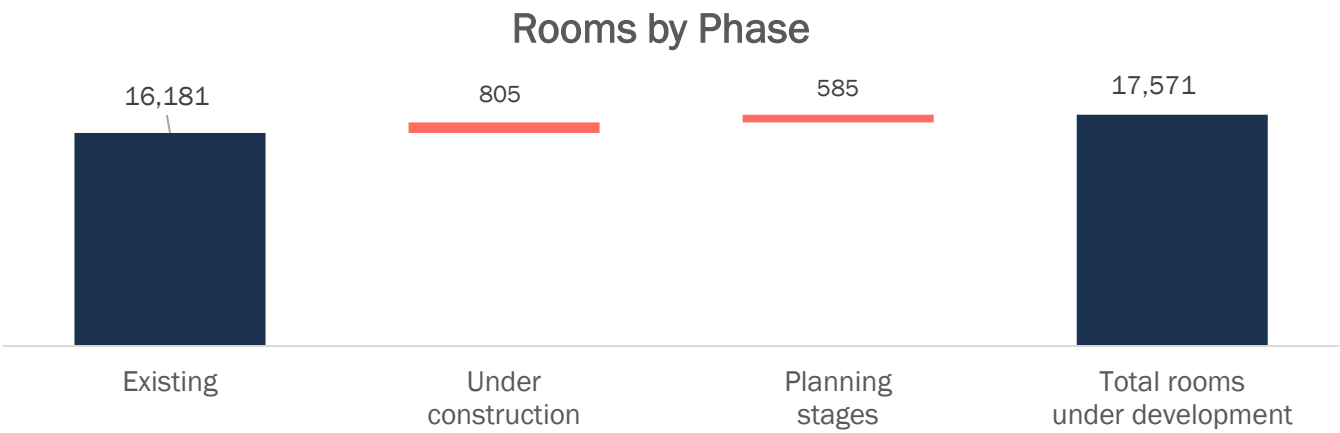
### RevPAR Growth Composition



# 17.1k average daily rooms available in 2025, with 17.4k rooms forecast for 2026

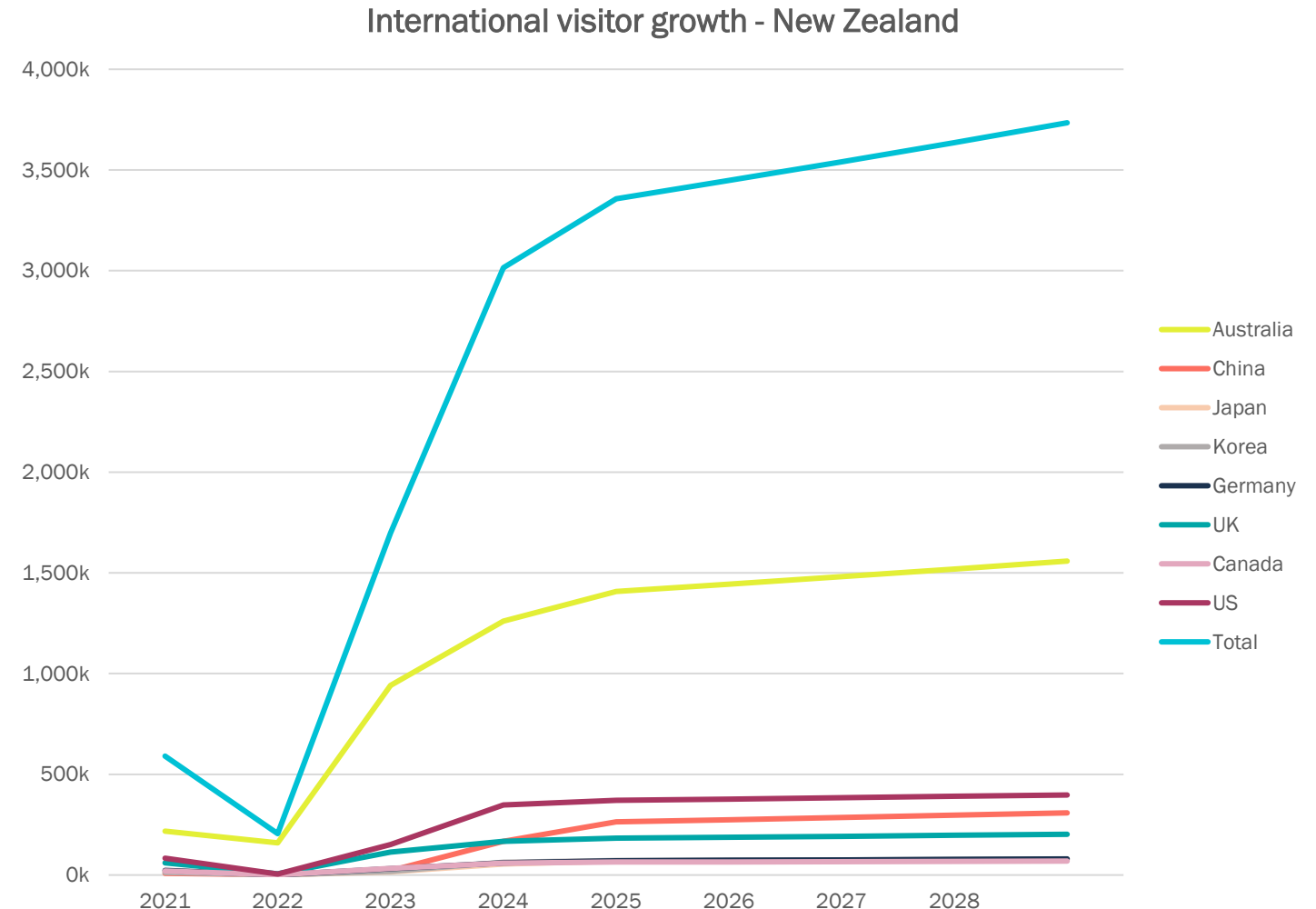
- In 2025, on average there were 17.1k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 3.8%, which will supply an additional 632 rooms (compared to 2024) .
- Looking to 2026, average room supply is expected to expand 1.7%, supplying 286 new rooms and bringing the total number of rooms to 17.4k.
- Observing rooms by phase data, there was a total of 17.6k rooms (from 222 properties) in the pipeline.
- This comprised of 16.2k existing rooms (from 214 properties, 805 rooms under construction (from 5 properties), and 585 rooms in the planning stages (from 3 properties).

Average Supply				
(Avg. daily rooms during year)				
	Year	Rooms	% Chg.	Chg.
Actual	2021	14,932	5.4%	759
	2022	15,371	2.9%	439
	2023	15,433	0.4%	62
	2024	16,436	6.5%	1,003
Forecast	2025	17,068	3.8%	632
	2026	17,354	1.7%	286
	2027	17,524	1.0%	170
	2028	17,793	1.5%	269
	2029	17,816	0.1%	23



## In total, 3.73m visitors are projected to visit New Zealand in YE February 2029

- International overnight visitor arrival projections until 2028 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 13.5% from 2024 to 2029 (for Q4 2025), resulting in a possible 3.73m international visitors by YE February 2029.
- 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 2.6%. 1.57m Australian visitors are expected to visit New Zealand in the year to February 2029.





A photograph of an outdoor dining scene at a restaurant. In the foreground, a wooden table is set with a pizza topped with salmon, arugula, and cheese, a plate of golden fries, and a glass of water. In the background, another pizza with tomato sauce and basil is visible, along with a bottle of water and a glass of wine. A person's arm is visible on the left side of the frame. The scene is brightly lit, suggesting a sunny day.

# **Auckland Tourism– Spend Data**

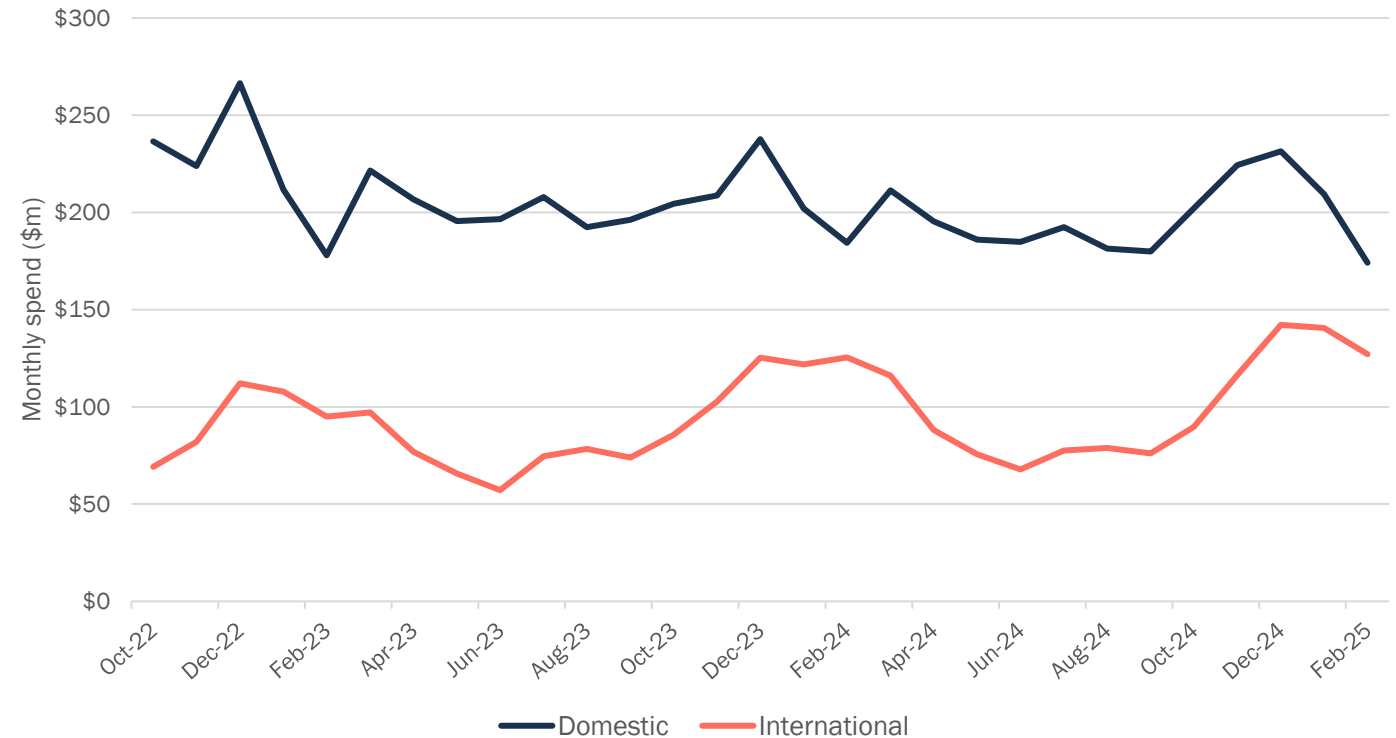


## \$1.20b in International tourism spend for year-end February 2025, up 10.3%

- Tourism Electronic Card Transactions (TECTs) restarted as an interim replacement to the Monthly Regional Tourism Estimates (MRTes) in April 2025.
- As a result of a different methodology, the TECT figures are substantially smaller than those of the previous MRTes, so the two series should not be compared. More information on (TECTs) can be found [here](#).
- Due to limitations of the new data collection method, domestic and international market totals should not be added together and should be used separately. Additionally, only data dating back to February 2022 has been used for this purpose.
- In the year to February 2025, domestic tourism spend in Auckland was \$2.37b, down 3.3% on last year.
- International tourism spend was \$1.20b, up 10.3% for the year.

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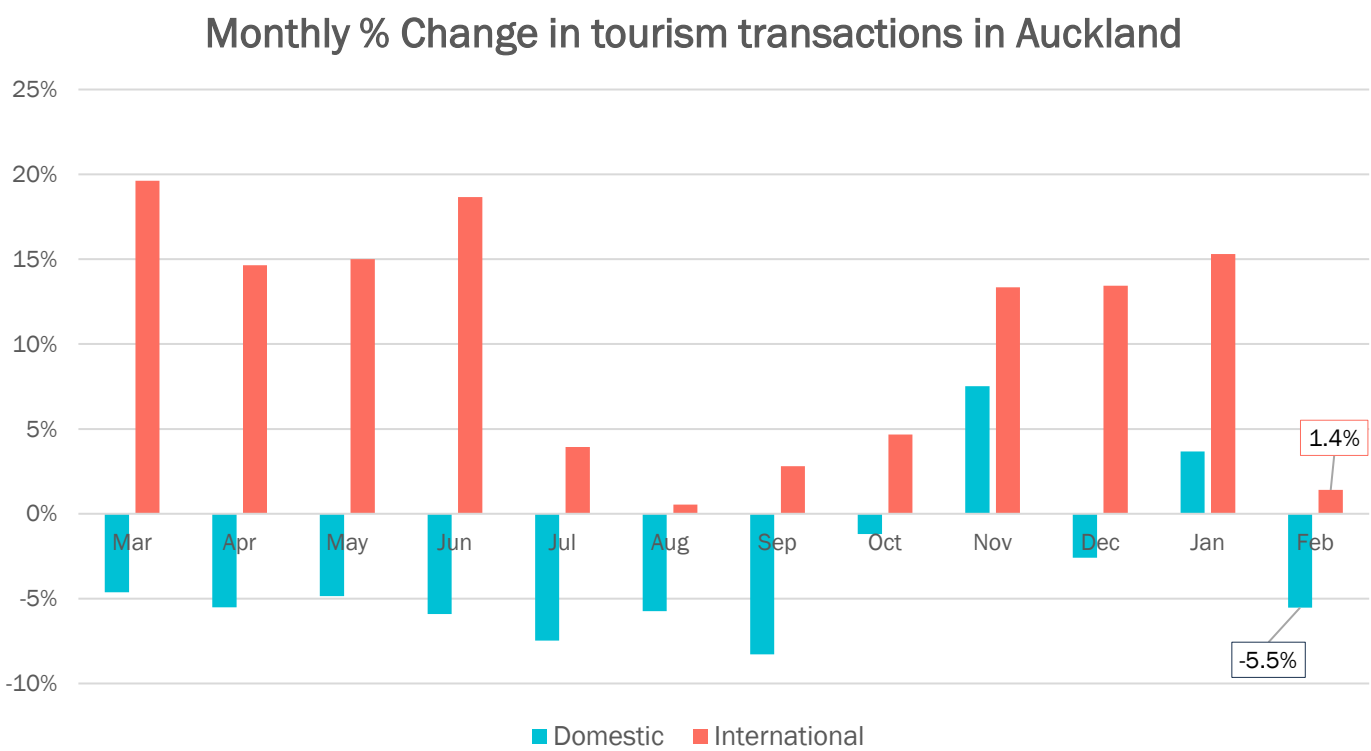
Year-end tourism transactions in Auckland



Tourism Transactions	YE February 2025 (\$b)	YE % change
Domestic	2.373	-3.3%
International	1.196	10.3%

# International tourism spend was \$127.1m for February 2025, up 1.4%

- For the month of February 2025, domestic tourism spend (TECTs) was \$174.1m, down 5.5% compared to the same month in 2024.
- International tourism spend in February 2025 was \$127.1m, up 1.4% compared to February 2024.

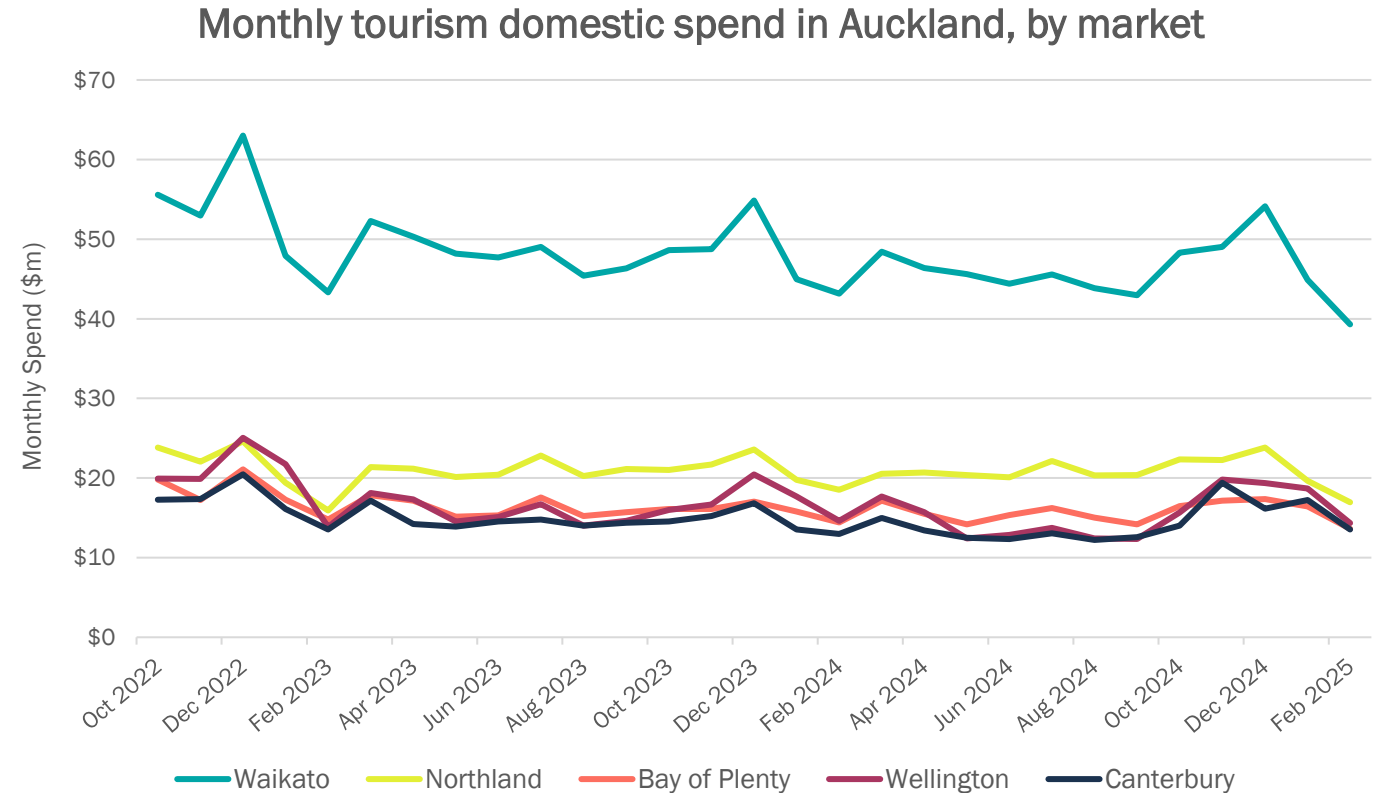


Tourism Transactions	February 2025 (\$m)	% change
Domestic	174.1	-5.5%
International	127.1	1.4%



## Canterbury visitors spent \$13.5m in February 2025, up 4.3% on the previous year

- Tourism spend from **Waikato-based visitors \$39.3m** was **down 9.0%** compared to the previous year.
- **Wellington visitors spent \$14.3m** in February 2025, down **1.9%** on the previous year.
- Spend from the **Bay of Plenty (\$13.6m, down 5.6%)** and **Northland (\$17.0m, down 8.4%)** was also down.
- In contrast, **spend from Canterbury visitors (\$13.5m) was up (4.3%)** in February 2025, compared to last year.



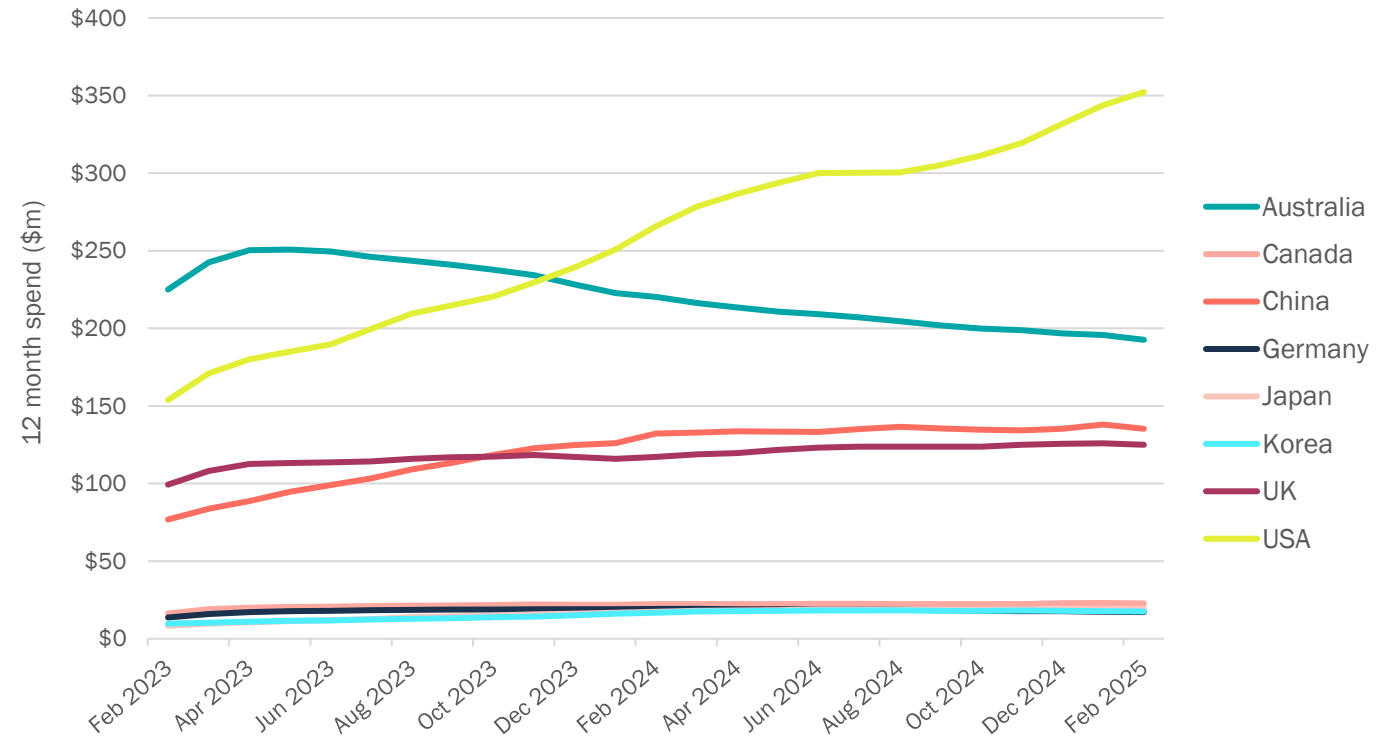
		vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
February 2025	39.3	-9.0%	17.0	-8.4%	13.6	-5.6%	14.3	-1.9%	13.5	4.3%

## Visitors from the US spent \$352.2m in the year to February 2025, up 32.5% on the previous year

- In the year to February 2025, tourism spend from the US was \$352.2m, up 32.5% on the previous year.
- Chinese visitors spent \$135.3m in the year to February 2025, up 2.3% on the previous year.
- Spend from the UK was \$125.1m, also up 6.7% for the year to February 2025.
- Australian tourism spend (\$192.6m) was down 12.6%.
- Spend from Japan (up 11.0% to \$19.3m), Korea (up 4.2% to \$17.5m), and Canada (up 1.9% to \$22.8m) was up on the previous year.
- Spend from German visitors (\$17.1m) was down (10.8%).

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Year-end tourism expenditure in Auckland, by market



	Australia (\$m)	vs. previous year / YE	China (\$m)	vs. previous year / YE	UK (\$m)	vs. previous year / YE	US (\$m)	vs. previous year / YE	Germany (\$m)	vs. previous year / YE
YE February 2025	192.6	-12.6%	135.3	2.3%	125.1	6.7%	352.2	32.5%	17.1	-10.8%

# Visitors from the US spent \$44.5m in February 2025, up 23.6% on the previous year

- For the month of February 2025, tourism spend from the US (\$44.5m) was up 23.6% compared to last February.
- Visitors from Australia spent \$15.3m in February, down 17.0% on the previous year.
- Visitors from China spent \$12.9m in February, down 17.3% compared to last year.
- There was an increase in tourism spend from UK visitors (up 5.3% to \$14.8m) but spend from German visitors (\$2.4m) was down (11.5%) for the month of February 2025.

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Source: MBIE TECTs.





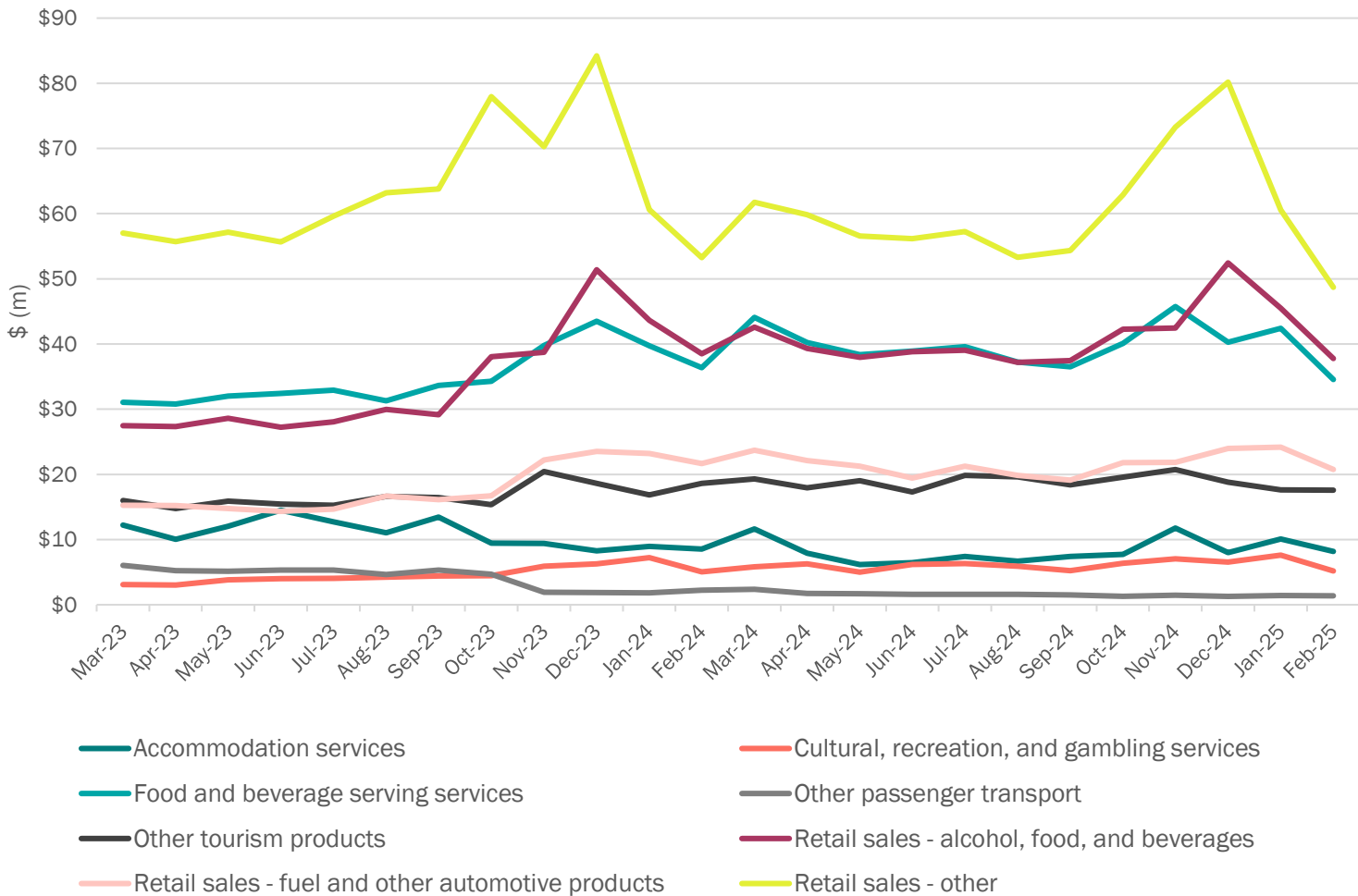
# \$48.7m spent in retail sales (other) by Domestic visitors in February 2025

	Spend (\$m)	% change
Accommodation services	8.2	-4.4%
Cultural, recreation, and gambling services	5.2	2.5%
Food and beverage serving services	34.6	-5.0%
Other passenger transport	1.4	-39.2%
Other tourism products	17.6	-5.7%
Retail sales - alcohol, food, and beverages	37.8	-1.9%
Retail sales - fuel and other automotive products	20.8	-4.2%
Retail sales - other	48.7	-8.5%
Grand Total	174.1	-5.5%

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product

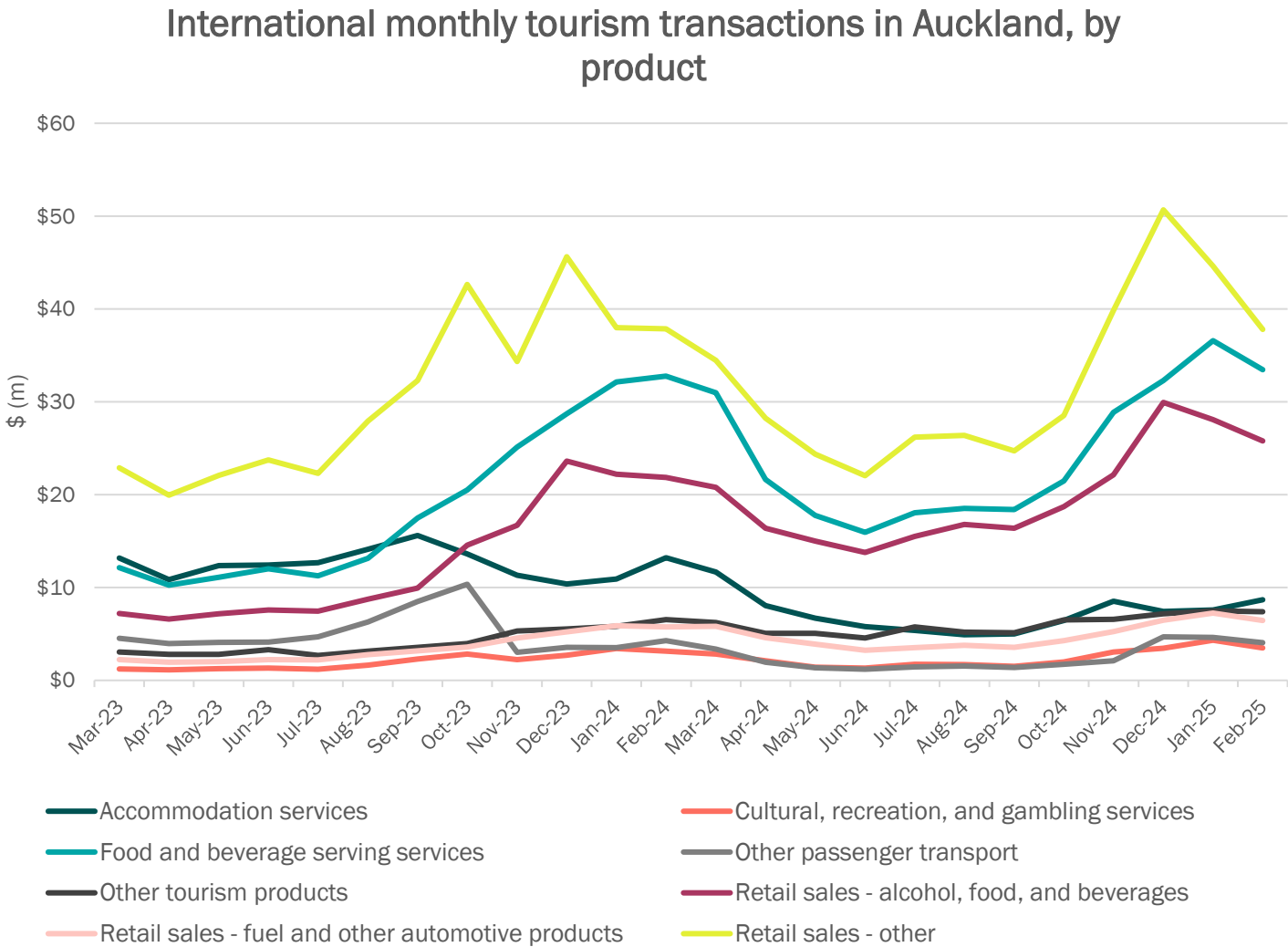


# International visitors spent \$33.5m in Food & beverage serving services in February 2025, up 2.1%

	Spend (\$m)	% change
Accommodation services	8.7	-34.2%
Cultural, recreation, and gambling services	3.5	11.9%
Food and beverage serving services	33.5	2.1%
Other passenger transport	4.1	-4.8%
Other tourism products	7.4	12.8%
Retail sales - alcohol, food, and beverages	25.8	18.0%
Retail sales - fuel and other automotive products	6.5	11.9%
Retail sales - other	37.8	-0.2%
Grand Total	127.1	1.4%

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Source: MBIE TECTs.



A large, illuminated dragon lantern is the central focus of the image. It has a white face with large, expressive eyes, a wide mouth showing teeth, and a blue and red striped beard. The dragon's head is adorned with orange and red flames and green, leaf-like ornaments. The body of the dragon is yellow with red and blue patterns. In the background, other similar lanterns are visible, and the scene is set at night with a dark sky. A semi-transparent grey banner is overlaid at the bottom of the image.

# Auckland – Major Events Data



# Major Events Insights – February 2025



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Event	Date(s)	Venue	Interesting findings
Summer in the Square - Latin Fiesta	28 January - 2 February 2025	Aotea Square	
Bryan Adams – So Happy it Hurts Tour	4 February 2025	Spark Arena	
Tinā NZ premiere	11 February 2025	The Civic	<ul style="list-style-type: none"> <li>There were <b>388.4k domestic guest nights</b> in commercial accommodation (up <b>4.0%</b>),</li> <li>Percentage changes for <b>Occupancy, ADR and RevPAR peaked on Tuesday 4<sup>th</sup> February 2025</b>. This coincides with the <b>Bryan Adams concert</b> that was held at <b>Spark Arena</b> on this date.</li> </ul>
Auckland Lantern Festival	13-16 February 2025	Manukau Sports Bowl	
A League: Auckland FC v Wellington Phoenix	7 December 2024 - 22 February 2025	GoMedia Mount Smart Stadium	
Speedway: Meet 8 (NZ Sprintcar Grand Prix)	22 February 2025	Western Springs Stadium and Park	
Summer in the Square 2025 - Sky Pirates All Stars in the Square	22 February 2025	Aotea Square	
Super Rugby Round 3: Moana Pasifika v Highlanders	28 February 2025	North Harbour Stadium	
Summer in Aotea Square	31 February – 1 March 2025	Aotea Square	
SIX The Musical	27 February – 23 March 2025	The Civic	





# Auckland – Business Events Data



# Business Events Insights Q1 2025



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## 278

Business events in Auckland



## 29%

Auckland's market share of  
business events



## 40.4<sup>k</sup>

Delegates hosted in Auckland



## 32%

Auckland's market share of  
delegates



## 68.2<sup>k</sup>

Delegate days hosted in Auckland

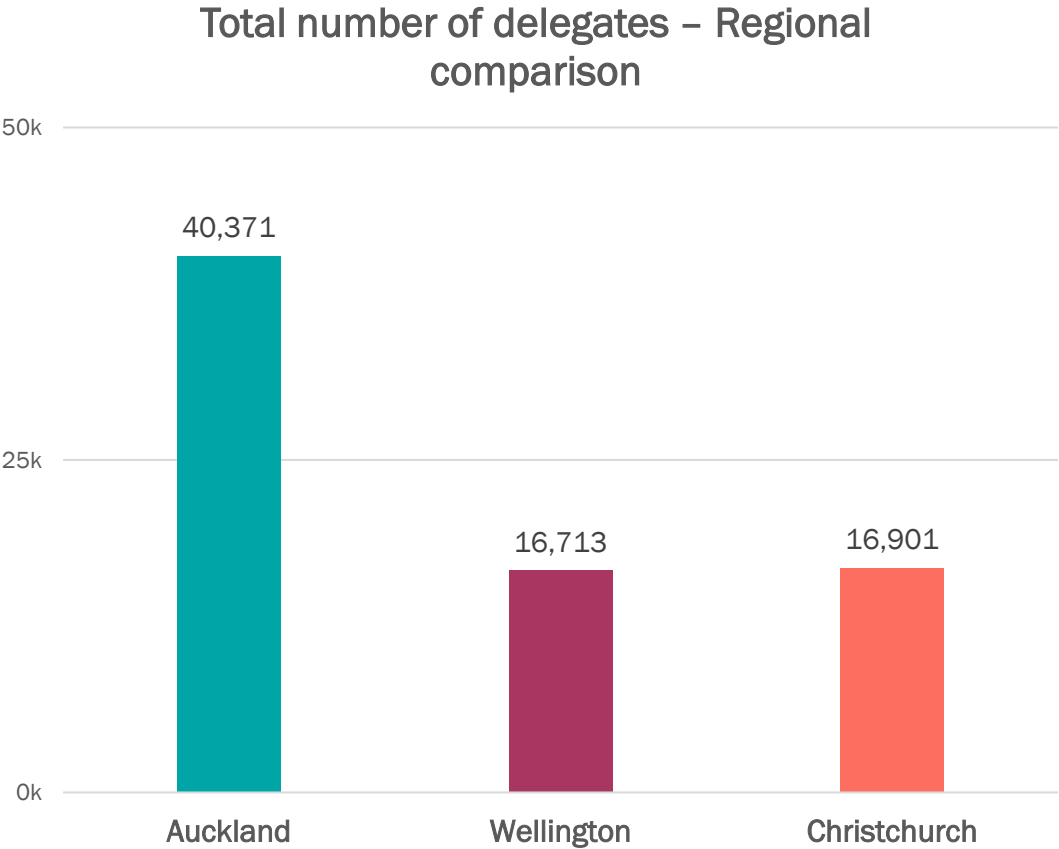


## 31%

Auckland's market share of  
delegate days



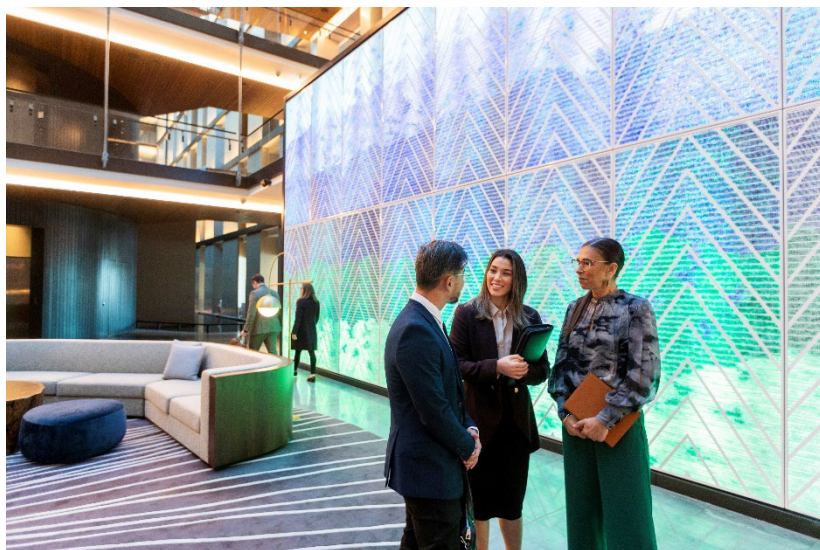
# Auckland attracted the highest number of business delegates (40.4k) in New Zealand in Q1 2025



Source: Business Events Data Programme. Fresh Info. \*Quarterly data.

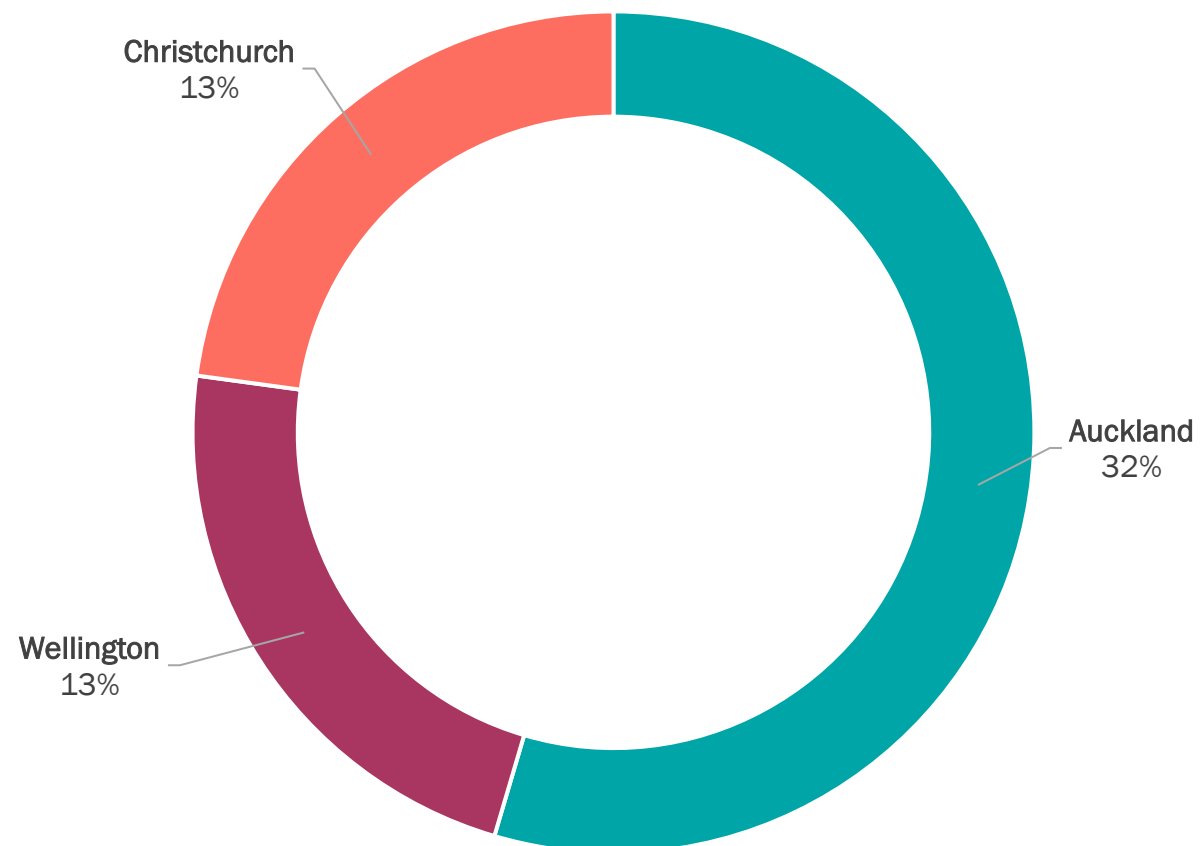


## Auckland had 32% of all business events in New Zealand in Q1 2025



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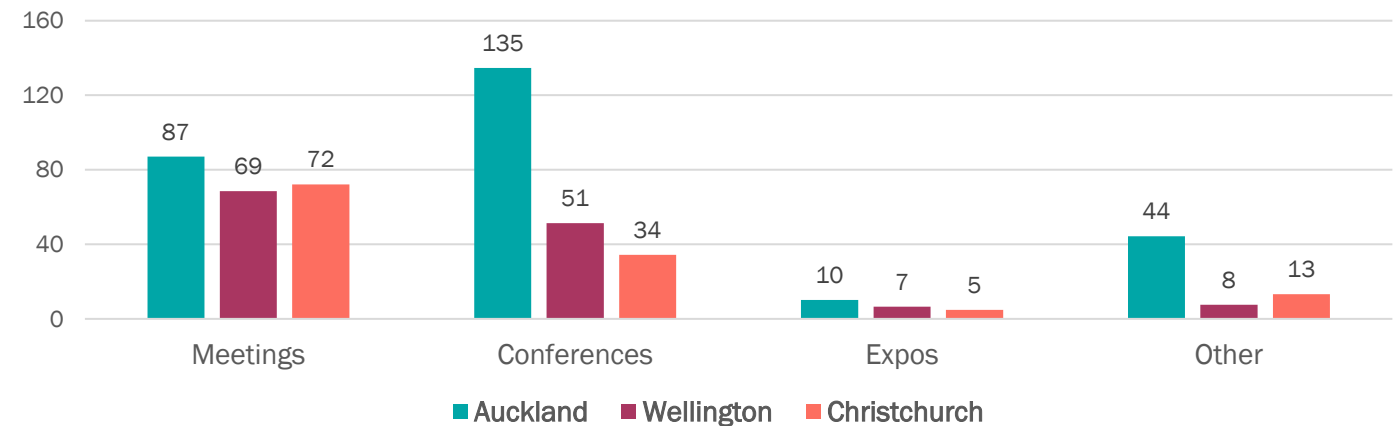
Business Event Market Share - Regional Comparison



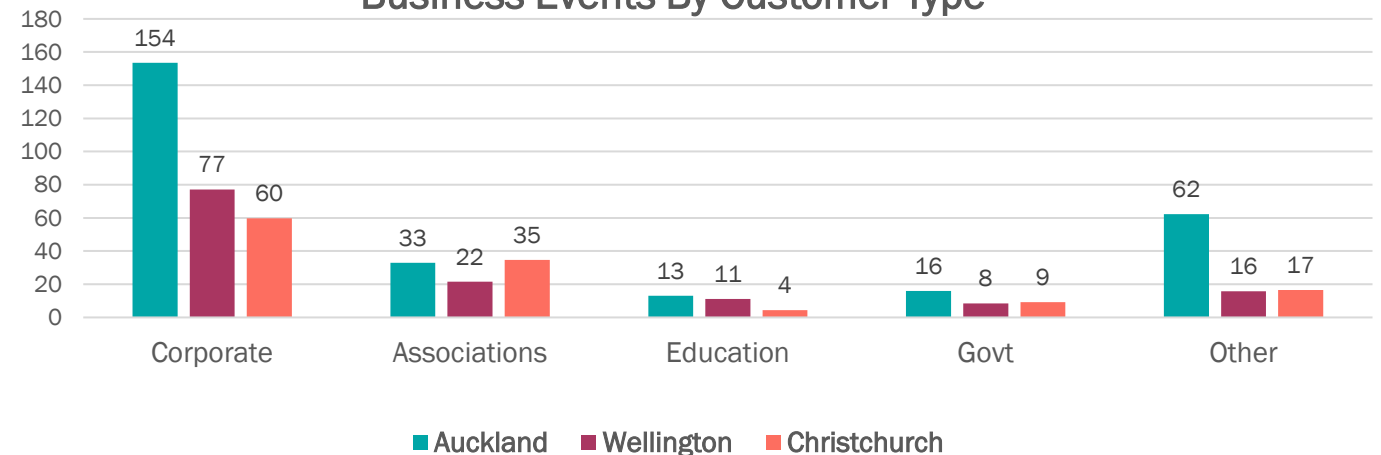
## Auckland hosted the most conferences, meetings, expos, and other business events in NZ Q1 2025

- Looking at business event type, **Auckland hosted the most conferences (135), meetings (87), other business events** like social functions and Gala dinners (44) and **expos (10)** out of the three featured regions in **Q1 2025**.
- The majority of business events in Auckland were for **Corporate customers (154)**, followed by **Other customers (62)**, then **Associations (33)**, and **Education customers (13)**.
- Among the three regions, Auckland recorded the most **Government-related business events (16)** as well.

Business Events By Event Type



Business Events By Customer Type

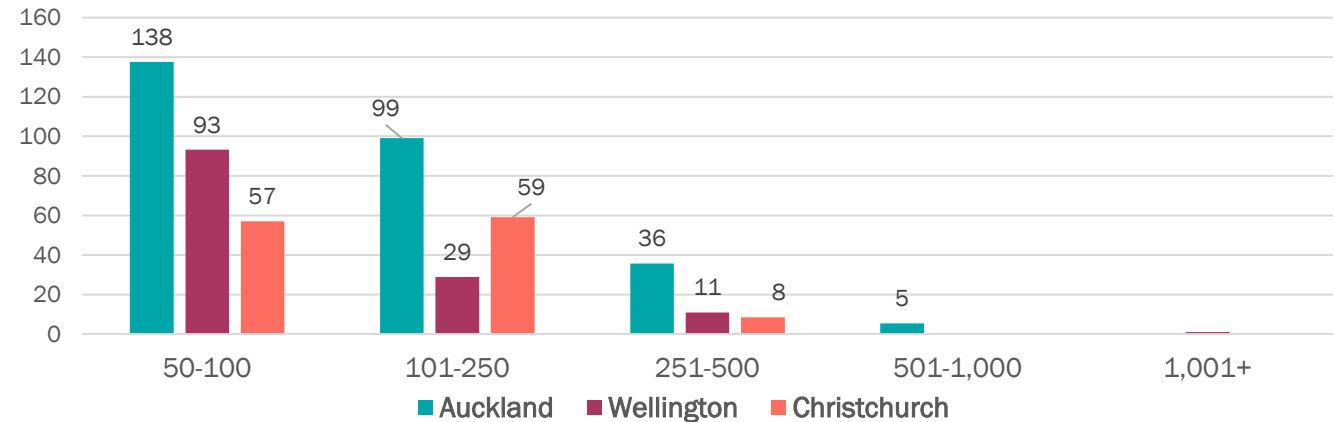


## 30% of all business events in Auckland were multi-day events in Q1 2025

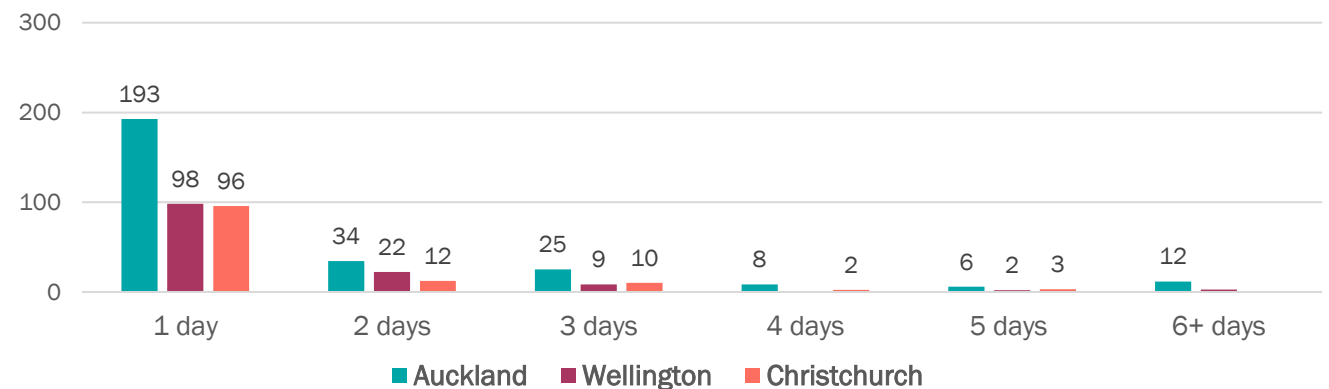
- In Q1 2025, 50% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (138 events). In comparison to other regions, Auckland hosted the most small business events.
- 36% of business events in Auckland were medium-sized events with 99 events that hosted between 101-250 delegates.
- 13% of business events (36) in Auckland hosted between 251-500 delegates.
- Auckland had 5 large-scale events that hosted 500+ delegates in Q1 2025.
- In Q1 2025, 69% of all business events in Auckland were one day events (193), while 30% were multi-day events. 12% were held for a duration of two days (34), and 18% ran over the course of three days (51).

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No. of business events - Regional comparison



Duration of event - Regional comparison



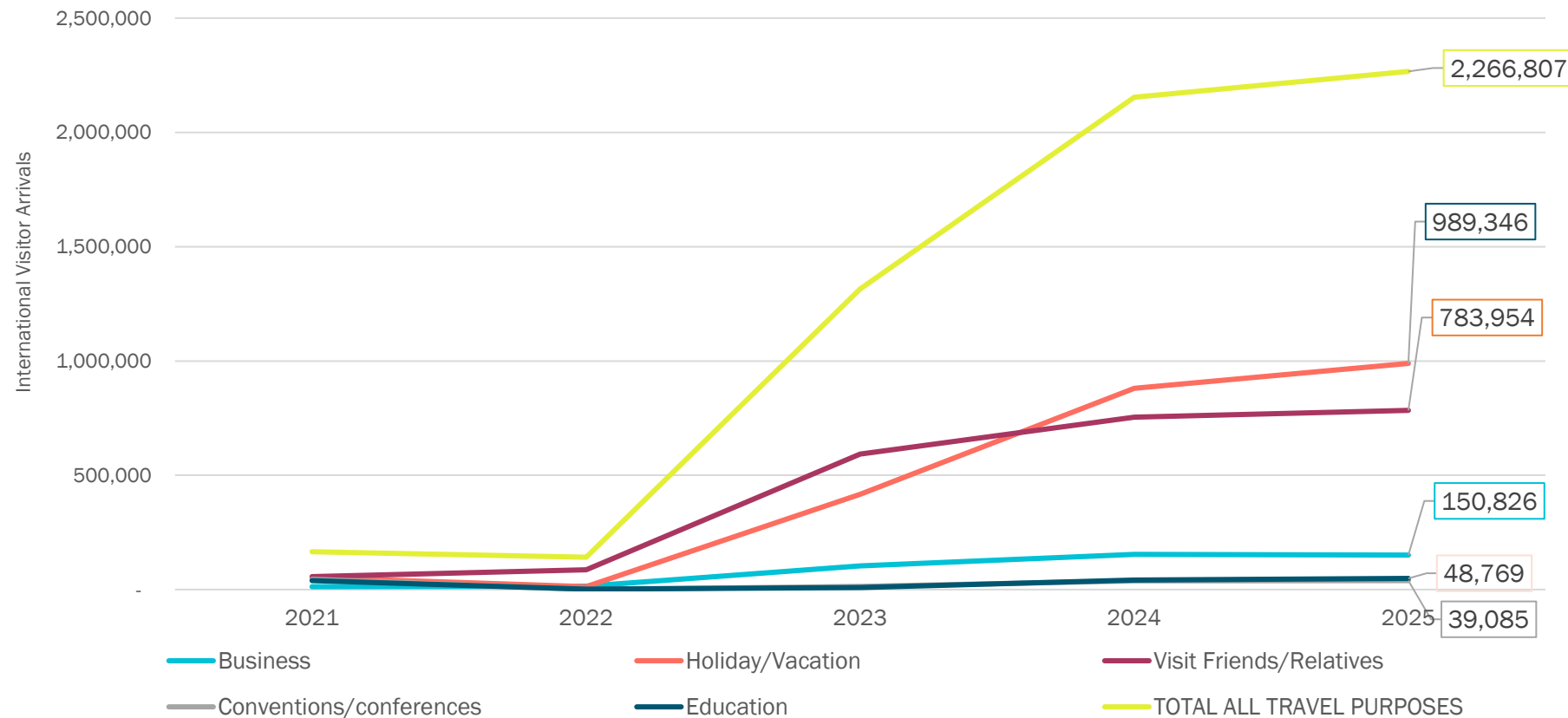




**Five-year trends in key markets**



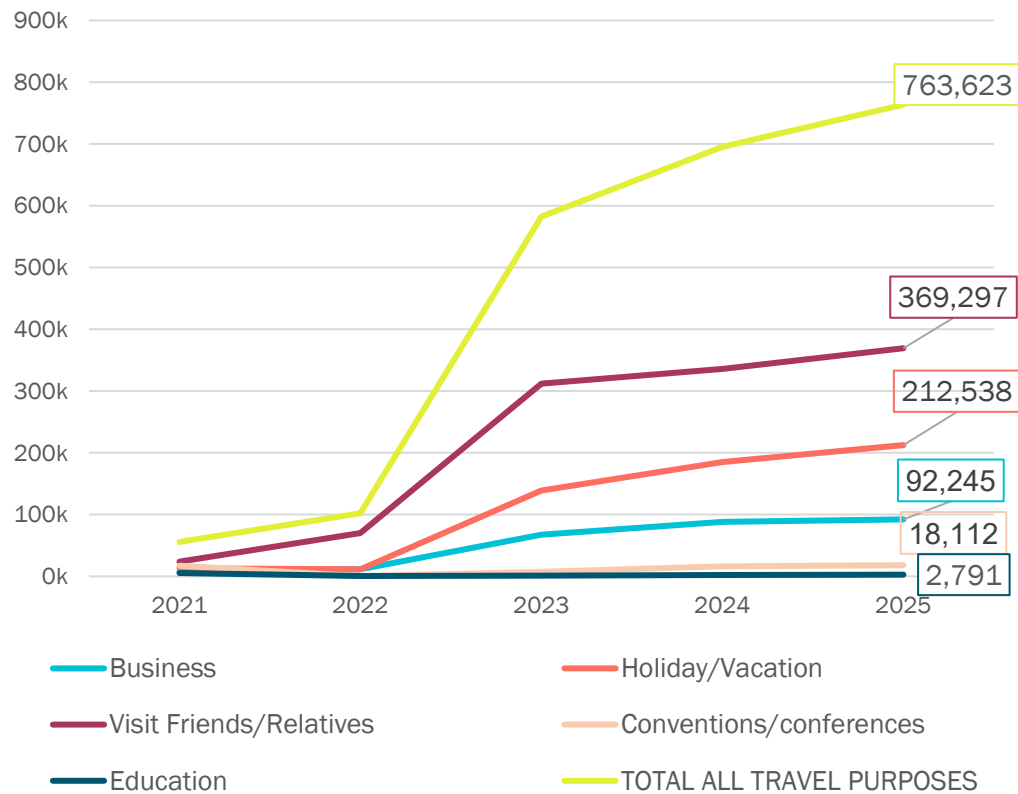
## Five-year visitor arrivals to Auckland, YE February



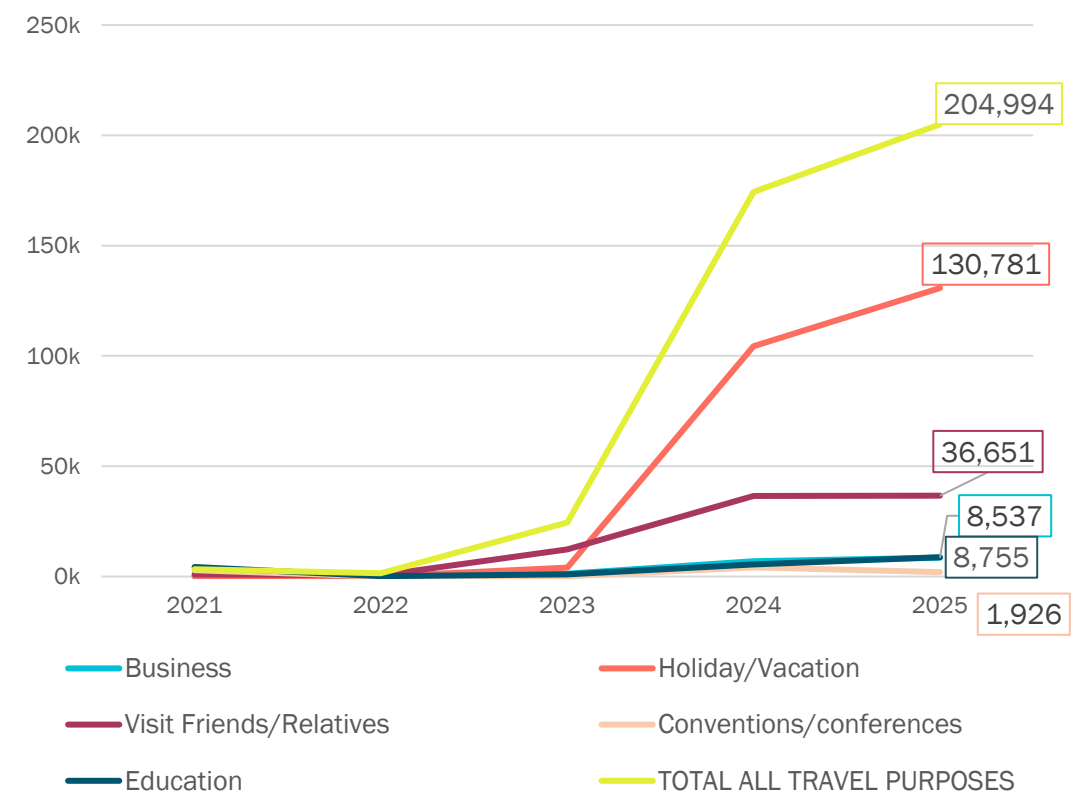
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## Five-year visitor arrivals to Auckland, YE February

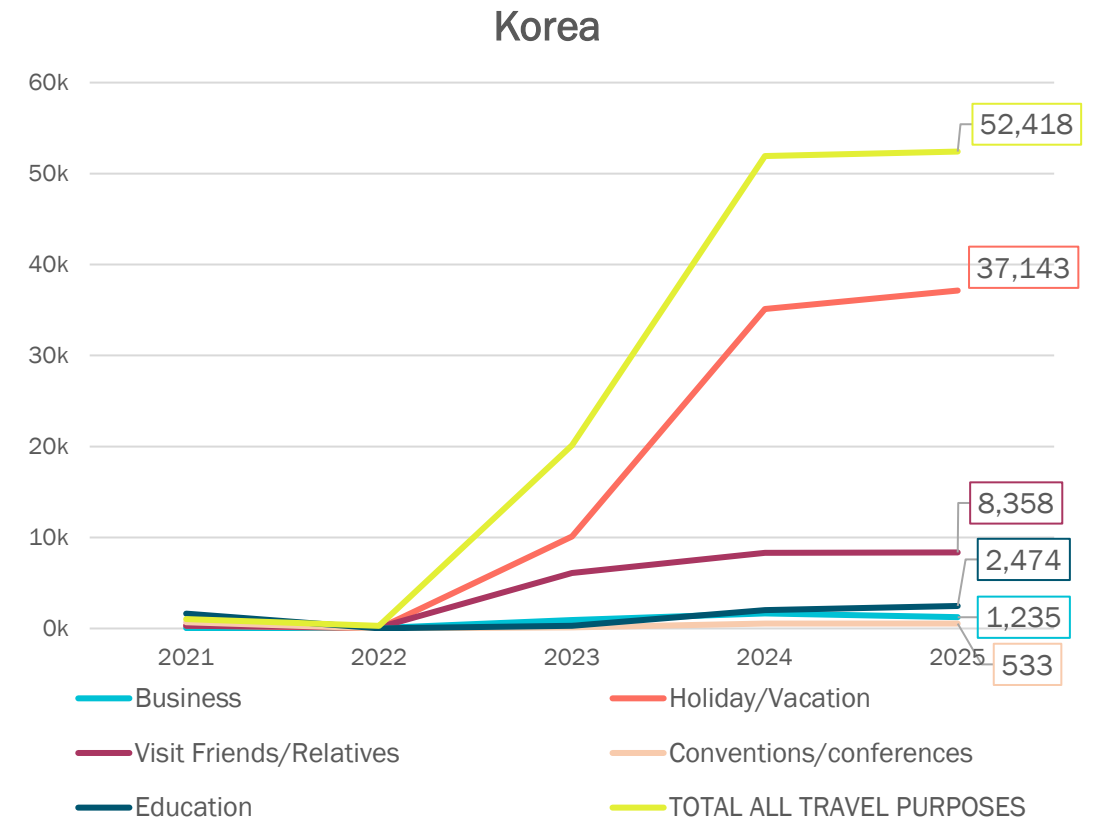
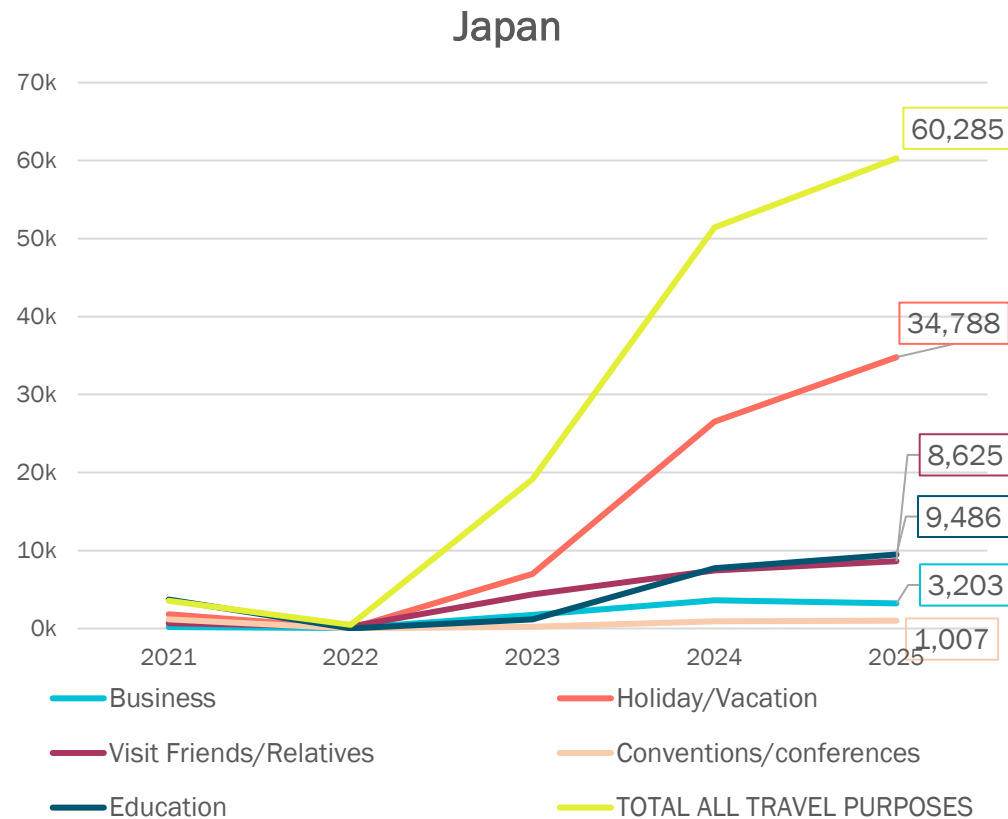
### Australia



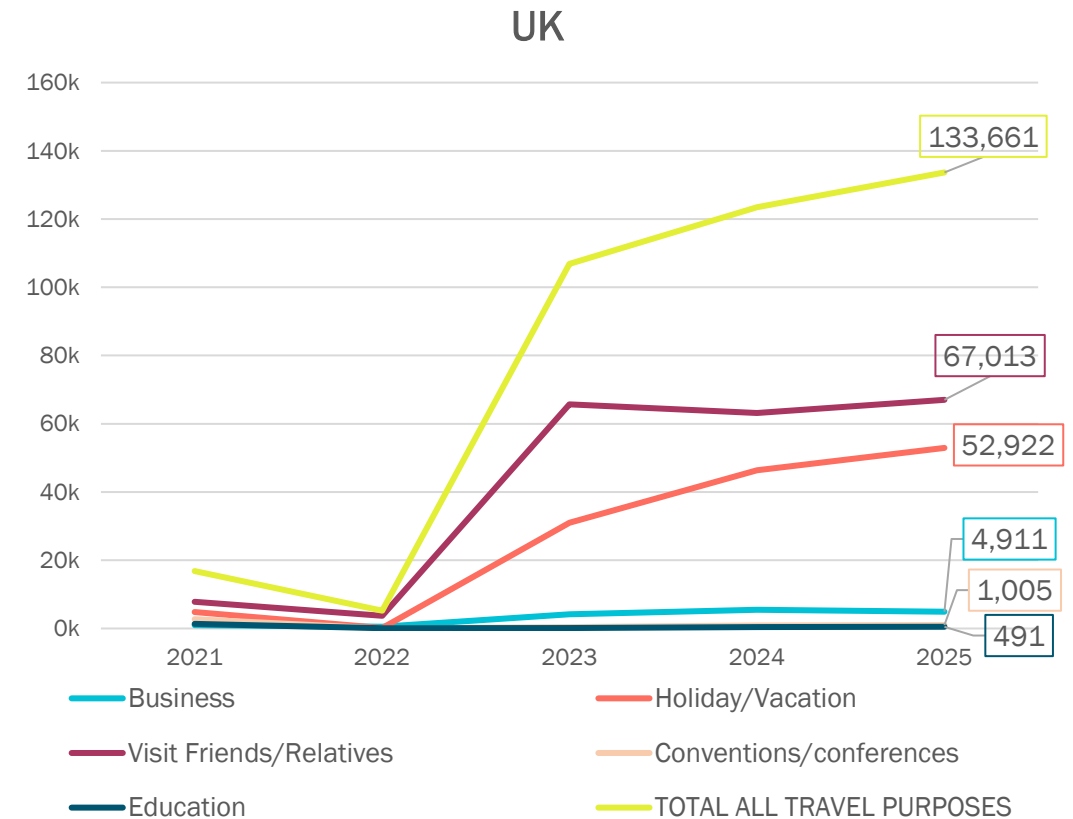
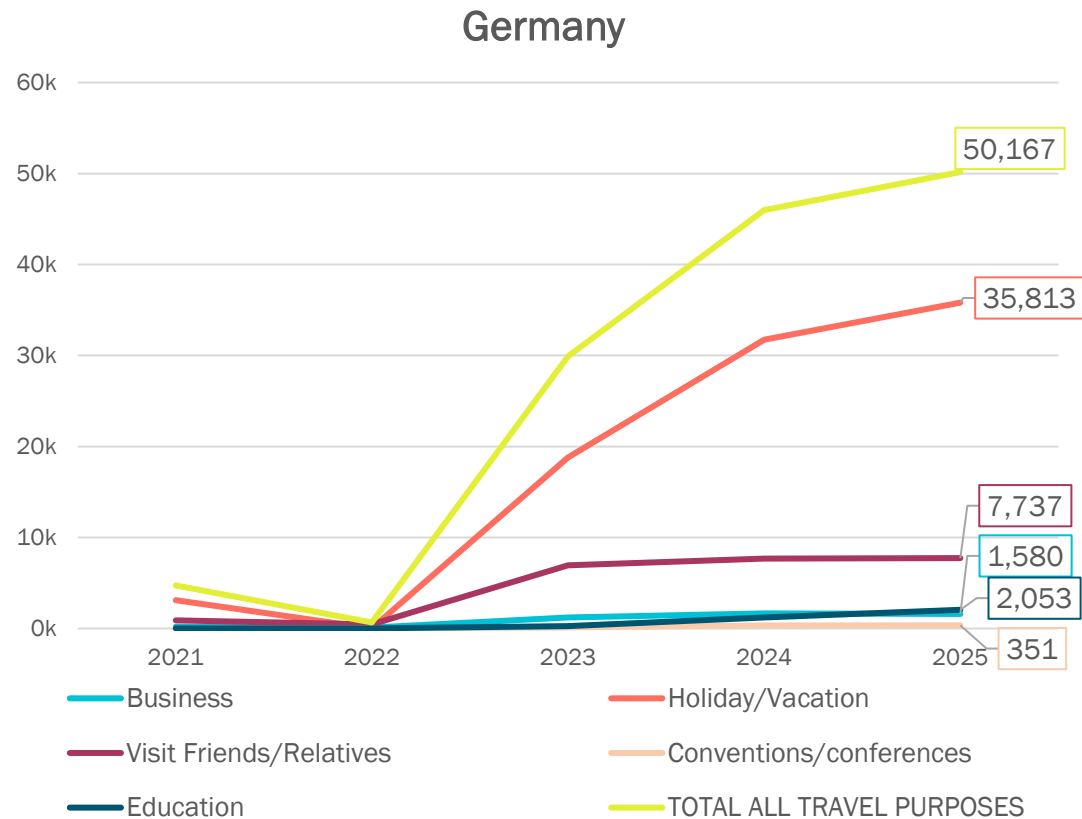
### China



## Five-year visitor arrivals to Auckland, YE February

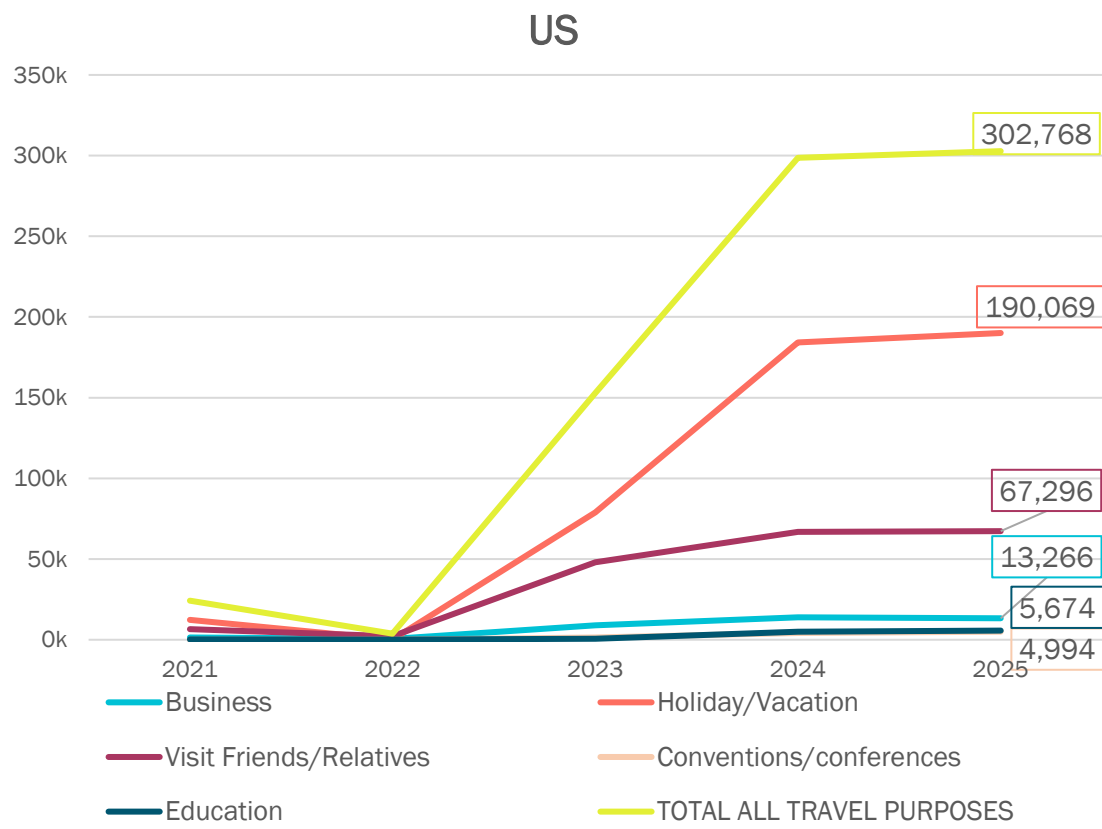
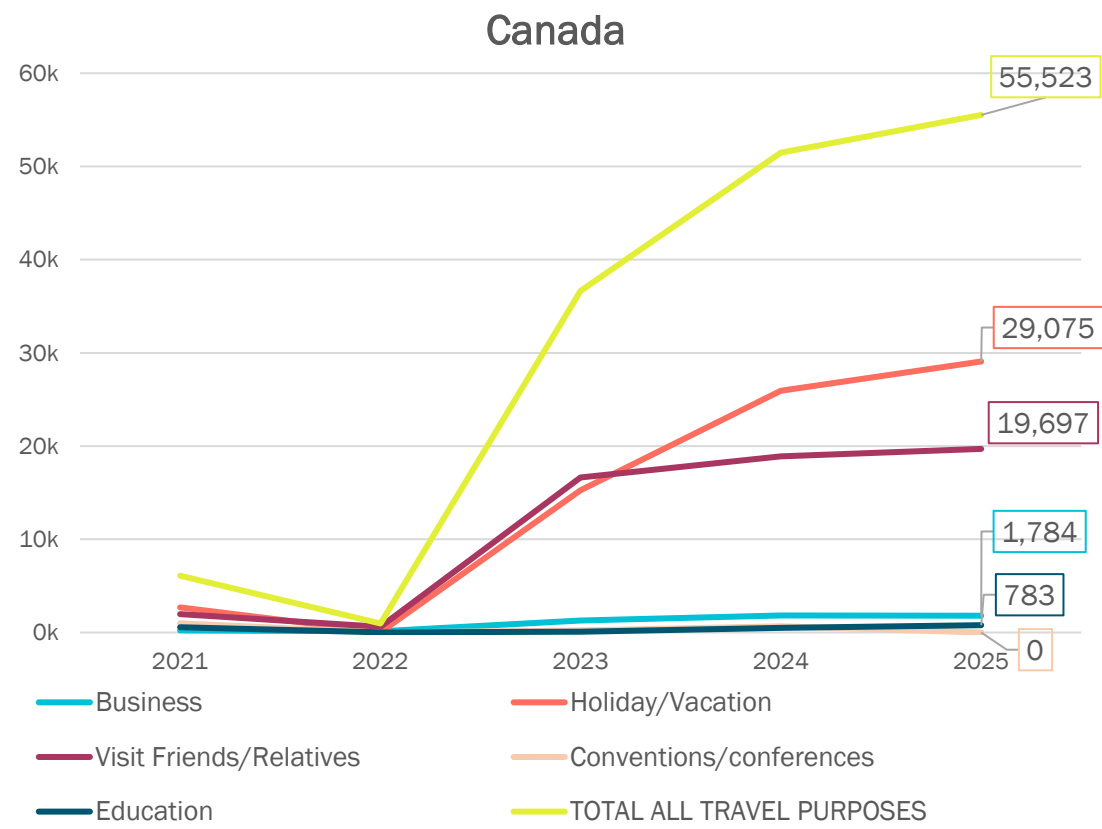


## Five-year visitor arrivals to Auckland, YE February





# Five-year visitor arrivals to Auckland, YE February



# Ngā mihi Thank you

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