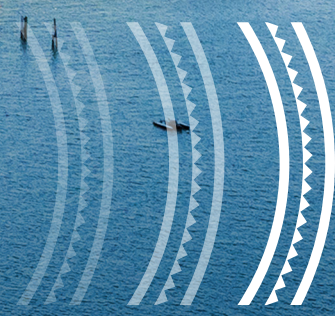


Tātaki  
Auckland  
Unlimited



**Welcome to**  
*Tāmaki Makaurau Auckland*





# Tāmaki Makaurau Auckland

Tāmaki Makaurau Auckland is Aotearoa New Zealand's largest city, a thriving region of urban sophistication, surrounded by sparkling waters and lush landscapes.

Phenomenal dining, world-class shopping, luxury accommodation and a vibrant entertainment and music scene make for a special city experience, within easy reach of an array of islands and volcanic cones, verdant native forests, hiking trails and spectacular parks and beaches.

Our contemporary Māori culture beats at our heart, and our bustling cultural experiences, sporting events and year-round arts, music and entertainment scene, exist in harmony with our spectacular natural environment. Whether you're an outdoor enthusiast, city sophisticate, culture vulture or nature lover – you'll be spoilt for choice in the beautiful place we call home.

We warmly welcome you to experience and discover Tāmaki Makaurau Auckland. Connect with our people, our land, and the stories that have shaped our place.





# Awards and accolades



**Lonely Planet  
Number 1 city  
to visit in 2022:**  
Auckland



**Banana Boat  
World's 50 best  
beaches 2023:**  
Piha Beach



**National Geographic UK  
Top long-haul  
destination for 2022:**  
New Zealand



**Timeout  
Coolest Suburbs  
2022:**  
Kingsland



**Condé Nast Traveler  
23 places to  
go in 2023**  
Auckland



**New York Times  
52 places  
to go in 2023:**  
Auckland



**Timeout  
Coolest  
Streets 2022:**  
Karangahape Road



**Airbnb  
Top 10 places to  
travel to in 2023:**  
Auckland







## **Fun facts** about Auckland

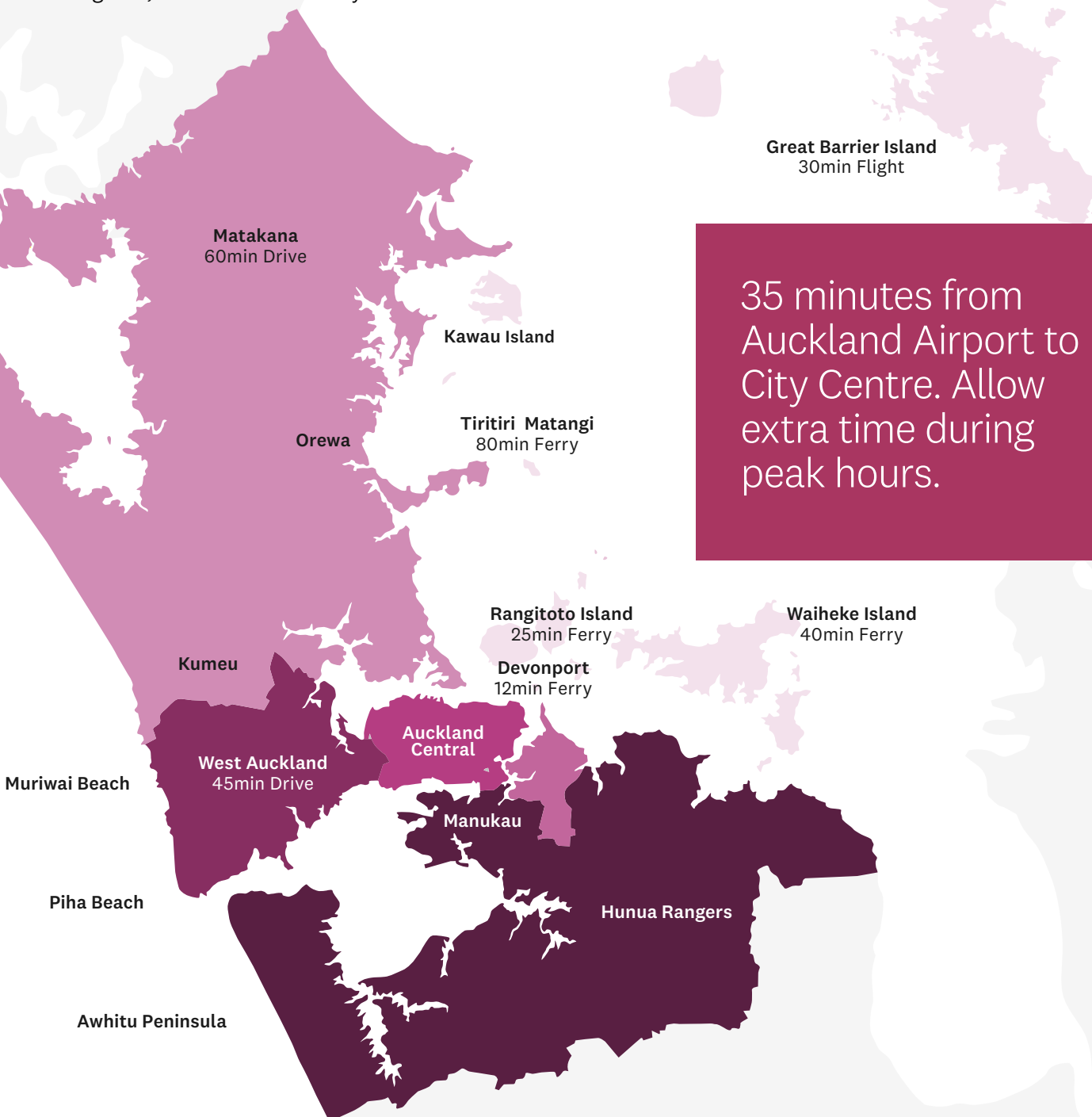
- In New Zealand's indigenous Māori language, Auckland is called Tāmaki Makaurau which means a 'place desired by many.'
- Auckland's landscape is dotted with 48 volcanic cones. The largest, youngest and most iconic is Rangitoto Island, which emerged from the water approximately 650 years ago.
- Auckland is home to about 1.7 million people – more than a third of New Zealand's population.
- One of the few cities in the world bordered by two harbours on two separate bodies of water – The Pacific Ocean on the east coast and the Tasman Sea on the west coast.
- Westhaven Marina, on the city's doorstep, is the largest marina in the Southern Hemisphere.
- The Hauraki Gulf Marine Park encompasses an incredible 1.2 million hectares of coast and more than 50 islands. Many islands are easily accessible by ferry from downtown Auckland, including Waiheke Island, Rangitoto Island and Tiritiri Matangi Island.
- Auckland is fortunate to enjoy one of the most diverse and unique music scenes in the world – so much so, that it's officially a 'UNESCO City Of Music'.



# Travelling around

## Tāmaki Makaurau Auckland

- If you have time and want to explore the outer pockets of the region, we suggest hiring a car and self-driving. GO Rentals offers a large, modern fleet, including electric vehicles.
- There are dozens of islands in Auckland's Hauraki Gulf and many of them are accessible by boat. Ferry operator Fullers360 can take you to the larger islands from downtown Auckland, which are perfect for day trips. Waiheke Island is a favourite for visitors.
- Auckland has several tour companies that provide bespoke or group tours. Time Unlimited, Bush and Beach and The Big Foody Food Tours offer a variety of options to discover the region.
- The best way to explore the inner-city is by foot, by public transport using the local Auckland Transport (AT) Hop Card or via taxi/UBER. Auckland Explorer Bus, offering the original hop-on hop-off city sight-seeing tour, is available seven days a week.





# Get a taste of Auckland

## Build your itinerary

### Auckland's city centre

Central Auckland is a hub of urban delights set against beautiful coastal scenery. Discover world-class shopping, indulge in exquisite food and beverages, relax in the waterfront precincts, and experience an array of events and theatre productions.

#### Must do experiences:

- The city's vibrant and rapidly rising culinary scene serves to tantalise taste buds. Dine at an award-winning eatery, including Ahi, Onslow or Homeland – all of which highlight the region's finest seasonal produce. "It's as good as New York, and twice as good as it is in London" – renowned UK food critic, William Sitwell.
  - Visit Auckland Art Gallery Toi o Tāmaki, the country's largest art institution. Marvel at pieces from its collection of more than 15,000 works or if the timing is right, check out one of the frequently hosted international exhibitions.
  - Get out on the water and experience the Hauraki Gulf by paddling during golden hour to a volcano with Auckland Sea Kayaks, take the helm in a sailing experience with Explore Group or zip around on a jet ski with Sea Auckland.
  - If it's wet outside or you have children to entertain, join an unforgettable experience at Wētā Workshop Unleashed where you can explore interactive and immersive make-believe film sets, or head next door to the All Blacks Experience to learn about New Zealand rugby history and test your skills against some of the world's greatest sporting stars.
  - Shop for New Zealand designer fashion, luxury international labels and Kiwi art at some of the country's best retail precincts including Britomart, Commercial Bay, Parnell, Ponsonby, or Westfield Newmarket.
- Enjoy cocktails and the views at a rooftop bar, including Sunset at Sudima, HI-SO at SO/Auckland, Bar Albert at voco, SkyBar at SkyCity, The Churchill at Four Points by Sheraton or one of the many bars situated at the picturesque Viaduct Harbour. For something a bit different, let the bartenders at Caretaker – an underground speak-easy style bar in the Britomart precinct – whip up a bespoke cocktail, based entirely on your preferred flavour profile.
  - Be moved at Auckland War Memorial Museum and experience a vibrant glimpse of Māori culture in an engaging performance culminating with a spine-tingling version of the world-famous haka.





## Auckland's islands

Right on the city's doorstep are the sparkling waters and beautiful islands of the Hauraki Gulf. Many of the islands are easily accessible and where you'll find some of the country's most spectacular scenery.



### Must do experiences:

- Explore pristine beaches, zipline through native forest, sample award-winning cuisine and sip your way through some 30 boutique wineries on Waiheke Island, just a 40-minute ferry ride from downtown Auckland.
- Hike Rangitoto Island – the largest and youngest of Auckland's 48 dormant volcanic cones. Walk through the world's largest pōhutukawa forest to the top and be treated to spectacular 360-degree views. Adventurous water lovers can take a guided sea kayaking trip out to Rangitoto Island, complete with a hike and barbecue dinner.
- Experience beauty and birdsong on pest-free Tiritiri Matangi Island – an open wildlife sanctuary that's home to many of New Zealand's rarest native bird species. While you're there, be sure to visit the oldest operating lighthouse in New Zealand.
- Discover Rotoroa Island's blend of stunning scenery and captivating history. Now a bird and wildlife sanctuary, the island was formerly a rehabilitation retreat and closed to the public for 100 years.
- If you have more time, travel by light plane or ferry to Aotea Great Barrier Island – renowned for its breathtaking beauty and untouched wilderness. The island, which is also a dark sky sanctuary, is paradise for hikers, surfers, and stargazing enthusiasts – or anyone who wants to escape the 'real world' for a few days.





## Auckland's north

Located between rolling green countryside and untouched coastline, Matakana is renowned as the ultimate getaway for foodies, beachgoers and holidaymakers. The region is home to superb wineries, craft beer breweries, quaint eateries, a thriving art scene and a popular farmers' market.

### Must do experiences:

- Sip on a creative cocktail over tapas at Smiths or enjoy a farm-to-fork dinner at The Farmer's Daughter. Don't forget to enjoy a scoop of gelato from Charlie's – it's a rite of passage.
- Sample ethically sourced seasonal produce and craft beer from New Zealand's first B-Corp certified brewery at Sawmill Brewery and Smoko Room or head to 8 Wired Brewing Barrelworks for another craft beer brewery with big flavour.
- Wander through an open-air sculpture gallery at the Brick Bay Sculpture Trail and work up an appetite for a delicious lunch and winetasting onsite. On a similar beat, spend a few hours meandering through the whimsical gardens, galleries and sculpture curations at the Sculptureum.
- Leave time to browse the art, antiques and gift shops in Matakana village – Morris & James Pottery is a must for ceramics.
- Head to Tāwharanui Regional Park for some of the best walking tracks and swimming in the region – you may even spot a few takahē, a unique native bird. Or join a night tour and see the national kiwi bird in its natural habitat.



If being in the water is more your thing, cruise the calm waters of Goat Island Marine Reserve on a clear kayak and spot fish and stingrays beneath you.

- Be wowed by the views as you play a spot of golf on the newly developed Te Arai Links – a 40-minute drive from Matakana. Positioned alongside one of New Zealand's most pristine beaches, Te Arai Links offers one of the world's best golf courses, incredible scenery and world-class facilities with multiple restaurants, bars and the world's largest putting green.







## Must do's by theme

### Indoor experiences

Auckland Art Gallery Toi o Tāmaki, All Blacks Experience, Auckland War Memorial Museum Centre, New Zealand Maritime Museum, SEA LIFE Kelly Tarlton's Aquarium, Sky Tower, The Civic Tour, Wētā Workshop Unleashed.

### Outdoor/Adventure:

Auckland Harbour Bridge Climb, Auckland Whale and Dolphin Safari, Aucky Walky Tours, EcoZip Adventures, Eden Park Rooftop Tour, Explore Group NZ, Fullers 360 ferry service to nearby islands, Power to the Pedal, Sea Auckland, SkyJump, SkyWalk, Terra & Tide, Te Arai Links

### Culture

Auckland Art Gallery Toi o Tāmaki, All Blacks Experience, Auckland War Memorial Museum, Time Unlimited Tours.

### Food and Beverage:

Tāmaki Makaurau Auckland has a suite of upscale restaurants that hero New Zealand flavours and ingredients. [See here](#) for a curated list of some of the best restaurants in Auckland. While you're sampling your way around the region, be sure to try some of [Auckland's Iconic Eats](#) – 100 iconic dishes voted by Aucklanders every year.

### Wellness

Chuan Spa, East Day Spa, Spring Spa, Castaways Resort, Parohe Island Retreat.



# Must do's

## Indoor experiences



### **Auckland Art Gallery Toi o Tāmaki**

Our friendly and knowledgeable team is here to introduce you to the art, artists, stories and histories that make up our Gallery. Our tour guide will take you through Auckland Art Gallery's permanent collections, reveal the stories behind the artworks, explore the history of the building, and provide a world-class experience.

[Visit site](#)



### **All Blacks Experience**

An introduction to “Kiwi Culture” through the lens of our national sport. An emotive guided experience that showcases the All Blacks and our national teams in Black, through exceptional innovation and technology, culminating with two of the most powerful Haka that you will ever see!

[Visit site](#)



### **Auckland Museum – Tāmaki Paenga Hira**

Auckland Museum is regarded as one of the finest museums in the southern hemisphere and is renowned for its unique collection of Māori and Pacific treasures. Housed in one of the country's finest heritage buildings, the Museum's three floors tell the story of Aotearoa, New Zealand. From the great Polynesian voyages that first brought people to Aotearoa, to the diverse cultures and communities that make up Auckland today, Auckland Museum portrays the rich diversity of New Zealand.

[Visit site](#)



### **The New Zealand Maritime Museum**

The New Zealand Maritime Museum is the place where the stories of people and the sea are preserved, shared and explored with our visitors. The museum is a hub for all of these stories; we express them in our galleries, and through our programme of events, special exhibitions, heritage sailings and more.

[Visit site](#)

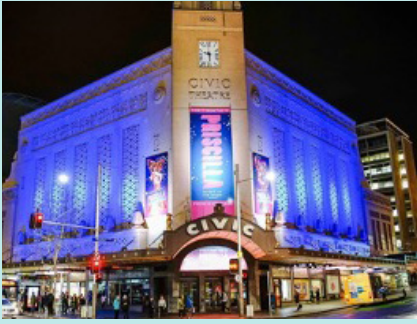


### **SEA LIFE Kelly Tarlton's Aquarium**

SEA LIFE Kelly Tarlton's Aquarium features 12 different themed zones with over 30 exhibits as well as the world's first curved underwater tunnel. Get up close to Southern Hemisphere's largest colony of Sub-Antarctic penguins, learn how we care for rescued sea turtles. See the world's only public display of spiny sea dragons. Discover marine lives of the Hauraki Gulf and learn about the Hauraki Gulf Marine Park; get hands-on at our tidal touch pools.

[Visit site](#)





### **The Civic Theatre**

The Civic Tours take visitors on a journey that spans almost one hundred years, from the venue's inception in the late 1920s and heyday in the 1930s and 40s, bustling with showgirls, cabaret acts, and celebrities, through to the 1990s where the venue's future lay in the balance before its glorious restoration to the iconic venue that breathes life into the heart of Auckland today.

[Visit site](#)



### **Wētā Workshop Unleashed**

A 90-minute hosted experience through a wacky world of movie-making. Guests explore interactive and immersive make-believe film sets, props, creatures and characters. Get up close and hands-on with enchanting environments, resident creatures, one hyper-realistic giant, a galactic robot, and much more.

[Visit site](#)



### **The Sky Tower**

Standing 192 meters high is Auckland's most famous structure and the tallest in the Southern Hemisphere, the Auckland Sky Tower. While the 360 degree views are captivating, this is not for the faint hearted. You are securely connected but there are no handrails to hold onto - it's true open space. Your guide will give you great commentary and if you're game, there are some optional challenges. Can you lean out over the edge?

[Visit site](#)

## **Must do's** *Outdoor/Adventure experiences:*



### **SkyWalk**

Stand 192 meters above Auckland City before leaping off Auckland's most famous structure - the Sky Tower. The Sky Tower is the tallest building in the southern hemisphere. So if you are brave enough to take in the exceptional views and not look down, you will be getting the best views of Auckland. SkyJump is a base jump by wire that drops you at 85 kmph towards the ground. It is incredibly gentle on the body but... will

[Visit site](#)



### **SkyJump**

[Visit site](#)



# Must do's

## Outdoor/Adventure experiences:



### SkySlide

From 186m above the city, SkySlide's state-of-the-art technology takes you on an adrenaline-fuelled 360° virtual reality tour of the city's skyline. Feel the thrill of travelling at top speeds as you soar and slide down imaginary glass tubes that weave their way around the Sky Tower. To see Tāmaki Makaurau as you never have before, fasten your seatbelts and take SkySlide for a spin.

[Visit site](#)



### Eden Park Rooftop Tour

The first-of-its-kind stadium rooftop experience in New Zealand, the Sky Sport Rooftop Tour is an experience you don't want to miss at one of the country's most iconic venues! Enjoy stunning 360-degree views of Tāmaki Makaurau Auckland. Learn about Eden Park's 118-year history from guides with intimate knowledge of the Park. Go behind the scenes and see parts of the stadium even our famous sporting heroes haven't visited.

[Visit site](#)



### EcoZip Adventures

EcoZip is a multi award winning zipline and eco-tourism experience. Enjoy a breath-taking eco-adventure zipline on the beautiful, sub-tropical Waiheke Island. A short ferry ride from Auckland, the island's idyllic location offers panoramic views and varied landscapes. In an Australasian first, EcoZip's three giant, dual ziplines allow you to zip side-by-side with a friend; making it the most uniquely social experience. Plus, you'll also enjoy a guided nature walk in a stunning swathe of ancient, pre-European forest and a scenic island mini-tour.

[Visit site](#)



### Te Arai Links

Relax in another world - surrounded by trees, sand dunes and coastal views over one of the country's most stunning, white sand, surf beaches. Unwind or be pampered through a wide range of activities such as yoga, massage, and beauty services. The area's natural beauty and stunning coastal views provides many options for an outdoor enthusiast ranging from golf putting, hikes and walking tracks, surfing horse riding, paddle boarding and kayaking.

[Visit site](#)



### Auckland Zoo

Come and explore a wildlife wonderland that will thrill and enchant both children and adults alike. Set in 17 hectares of lush parkland just minutes from the central business district, Auckland Zoo is home to New Zealand's largest collection of exotic and native animals such as the kea and kiwi. With so much to see and do, Auckland Zoo will keep you enthralled for hours and still leave you wanting to come back for more.

[Visit site](#)



# What's new in Tāmaki Makaurau Auckland

## 2022/2023 Openings

### [voco Auckland City Centre](#)

Opened May 2022

### [Holiday Inn Express Auckland City Centre](#)

Opened May 2022

### [LyLo Auckland](#)

Opened December 2022

### [JW Marriott Auckland](#)

Opened December 2022

### [Bar Albert](#)

Opened August 2022

### [SkyBar](#)

Opened June 2023

## Other Events on in July & August

### [Cirque Du Soleil Crystal](#)

Spark Arena, 4-9 July

### [Whānau Mārama: New Zealand International Film Festival](#)

Various locations, 19 July - 6 August

### [Elemental AKL 2023](#)

Various locations, 20 July - 6 August

### [FIFA Fan Festival](#)

The Cloud, 20 July - 20 August

### [Lizzo The Special Tour](#)

Spark Arena, 26 July

### [Royal New Zealand Ballet Lightscapes](#)

Aotea Centre, 10-12 August

## What's coming up

### **InterContinental Auckland**

Set to open late 2023

New Zealand's newest luxury hotel is set to open in late 2023, at 1 Queen Street. InterContinental Auckland will offer 139 luxurious guest rooms and suites, with most featuring water views, including Club rooms with access to the brand's signature Club InterContinental lounge for those seeking exclusivity. The hotel will also feature a restaurant and gymnasium. The precinct will offer additional elevated experiences available for guests, including meetings and event spaces as well as a rooftop bar on level 21 boasting panoramic views of the city and Waitematā Harbour.

### **Te Arai Links – The North Course**

Set to open October 2023

Te Arai Links comprises two pure-links golf courses, nestled into the undulating coastal landscape - each offering different perspectives of the stunning sea views and islands beyond. Bill Coore and Ben Crenshaw designed its South

Course to challenge players of all abilities. The North Course, designed by Tom Doak, is currently under construction and will be open in October 2023.

### **Horizon by SkyCity**

Set to open early 2024

Horizon by SkyCity is set to open early 2024 and will comprise 302 rooms over 11 floors. It will be connected to the New Zealand International Convention Centre by a sky bridge and to the existing SkyCity complex by a second sky bridge. The hotel will include a restaurant and bar as well as a gymnasium.

### **Te Arikini Pullman Auckland Airport**

Set to open 2024

Te Arikini Pullman Auckland Airport Hotel is a new five star, nine-level, 311 room hotel providing a stunning gateway at the front door of Auckland International Airport. Opening in 2024, the hotel will be operated by Accor.



# Tāmaki Makaurau Auckland

## Imagery

Auckland's personality reflects a youthful energy and an open-minded attitude. We're easy-going and relaxed, intimate and connected. Visit our image library at [assets.aucklandnz.com](https://assets.aucklandnz.com)





# Visiting media

If you're producing feature-length content that will inspire travel to Auckland, you may qualify for some level of support from Tātaki Auckland Unlimited to make your trip happen. Our support can take various forms, and not necessarily direct financial investment.

Tātaki Auckland Unlimited's media hosting programme is designed to enable media from New Zealand and key international markets to immerse themselves in Auckland to create more motivating and compelling stories for their audiences.

We aim to host media channels whose audiences align with and have deep reach into our target consumer audiences within New Zealand and key international markets. While we proactively invite media to travel to Auckland as our guest, if you have a compelling story idea, we would also be very interested in hearing from you.

To be considered for our programme, you may be a freelance journalist who works across one or more media channels or you may be employed by a media channel.



We prefer you have a commissioned story angle to participate in our media hosting programme and anticipate that you will create compelling stories that will be published or broadcast within your assigned media channels.

If you are invited to travel to Auckland, you will be hosted as a guest of our media hosting programme. We work with many tourism operators to coordinate your visit.

We may provide a guide or allow you to meet your itinerary obligations independently, depending on your needs and the complexity of your itinerary.

A media hosting blackout period applies from December to end of February, due to high occupancy. However, there may be flexibility with significant opportunities, including international broadcast, so don't hesitate to get in touch.

## About Tātaki Auckland Unlimited

Tātaki Auckland Unlimited is Tāmaki Makaurau Auckland's economic and cultural agency. We are committed to making our region a desirable place to live, work, visit, invest and do business.







Tātaki  
Auckland  
Unlimited



**For media queries, please get in touch.**

**Selena Adams**

Communications Advisor

Tātaki Auckland Unlimited

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