

Tātaki  
Auckland  
Unlimited



# Tāmaki Makaurau Auckland Destination Overview

October 2025

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

Prepared Nov – Dec 2025

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## Key Visitor Data

2.96m

International Guest Nights  
YE October 2025  
+1.6% (to YE Oct 2024)



4.67m

Domestic Guest Nights  
YE October 2025  
+7.7% (to YE Oct 2024)



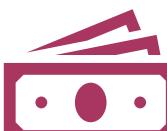
7.63m

Total Guest Nights  
YE October 2025  
+5.2% (to YE Oct 2024)



\$1.28b

International Tourism Spend  
YE October 2025  
+11.7% (to YE Oct 2024)



\$2.40b

Domestic Tourism Spend  
YE October 2025  
+0.4% (to YE Oct 2024)



64.8%

Hotel Occupancy Rate  
YE October 2025  
No change (to YE Oct 2024)



# Key Visitor Data



## INTERNATIONAL

- Monthly international visitors (174.7k) were up 7.7% compared to October 2024.
- The year to October 2025 saw 2.30m international visitor arrivals, an increase of 3.8%.
- Australian visitors (64.1k) were up 9.0% compared to last October. The year to October 2025 saw 789.9k Australian visitor arrivals, up 9.0%.
- **Holiday visitors** (1.03m) contributed the most to annual visitor numbers and increased 9.6% on the previous year. **Monthly holiday numbers** (79.1k) were up 12.8% compared with the month of October 2024.
- VFR visitors (794.1k) were up 4.7% for the year, with monthly numbers (54.2k) up 3.6%.
- 237.4k international guest nights in commercial accommodation for October (up 2.5%) and 2.96m international guest nights for the year (up 1.6%).
- International spend was \$1.28b for the year, up 11.7% and \$100.7m for the month (up 12.0%).
- In the year to October 2025, tourism spend from the US was \$416.5m, up 33.4% on the previous year.

## DOMESTIC

- New Tourism Volumes and Flows data featuring domestic visitor numbers will be available in next months edition.
- There were 406.8k domestic guest nights in commercial accommodation for the month of October (up 6.7%) and 4.67m domestic guest nights for the year (up 7.7%).
- After a revision in July 2025, the Tourism Electronic Card Transactions (TECTs) have restarted in December 2025.
- Domestic spend for the year was \$2.409b, up 0.4% on last year and **\$198.6m** for the month of October (down 3.3% compared to October 2024).
- Spend from almost all key domestic markets (except Canterbury) was down.

## OVERALL

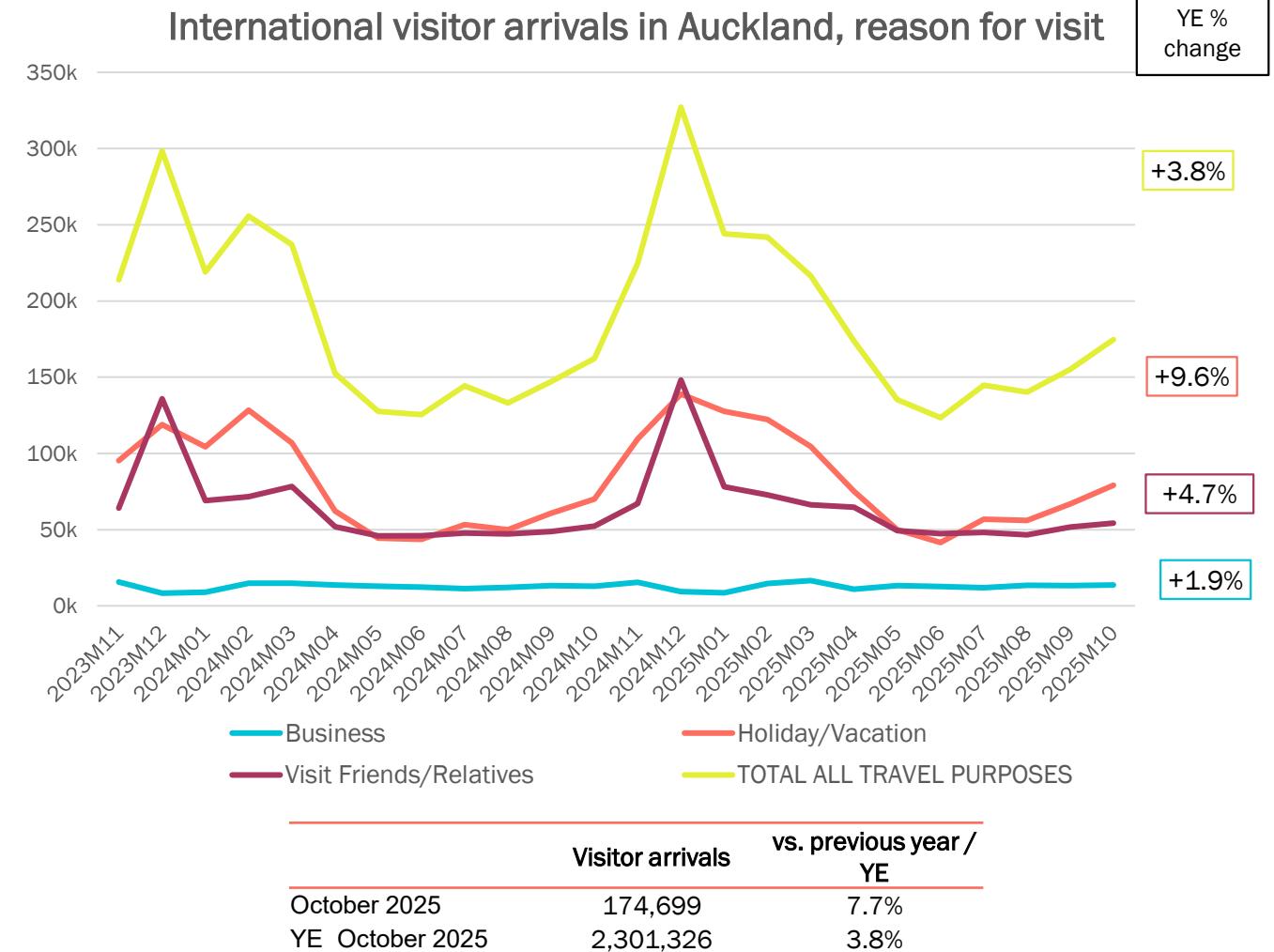
- There were 644.2k total guest nights in commercial accommodation in October (up 5.2%) and 7.63m total guest nights for the year (up 5.2%).
- On average, visitors stayed in Auckland for 1.9 nights in October 2025 (no change compared to 2024).
- Average monthly hotel Occupancy was 64.8% up 9.1%, average daily rate (ADR) was \$196 (down 0.7%) and RevPAR was \$131 (up 8.4%).
- For the year, average Occupancy for the year was 64.8% (no change), while ADR was \$208 (down 3.4%) and RevPAR was \$139 (down 2.3%).
- Occupancy reached 78.9% (up 23.1%) and RevPAR hit \$168 (up 27.6%) on Tuesday 21<sup>st</sup> October 2025, when James Blunt performed at Spark Arena.
- Looking forward over the next three months, Occupancy rates are higher compared to 2024.
- Strong double-digit growth can be seen during the time of the ASB Classic (5<sup>th</sup> to 17<sup>th</sup> Jan) and a Jehovah's Witness Convention (9<sup>th</sup> to 11<sup>th</sup> Jan). Occupancy is currently at 80% on Saturday 10<sup>th</sup> January 2026, when Maoli is set to perform at Victoria Park.
- At present, Occupancy on New Year's Eve is 81%.



# Auckland Tourism – Visitor Arrivals Data

## 2.30m International visitor arrivals for the year to October 2025, up 3.8%

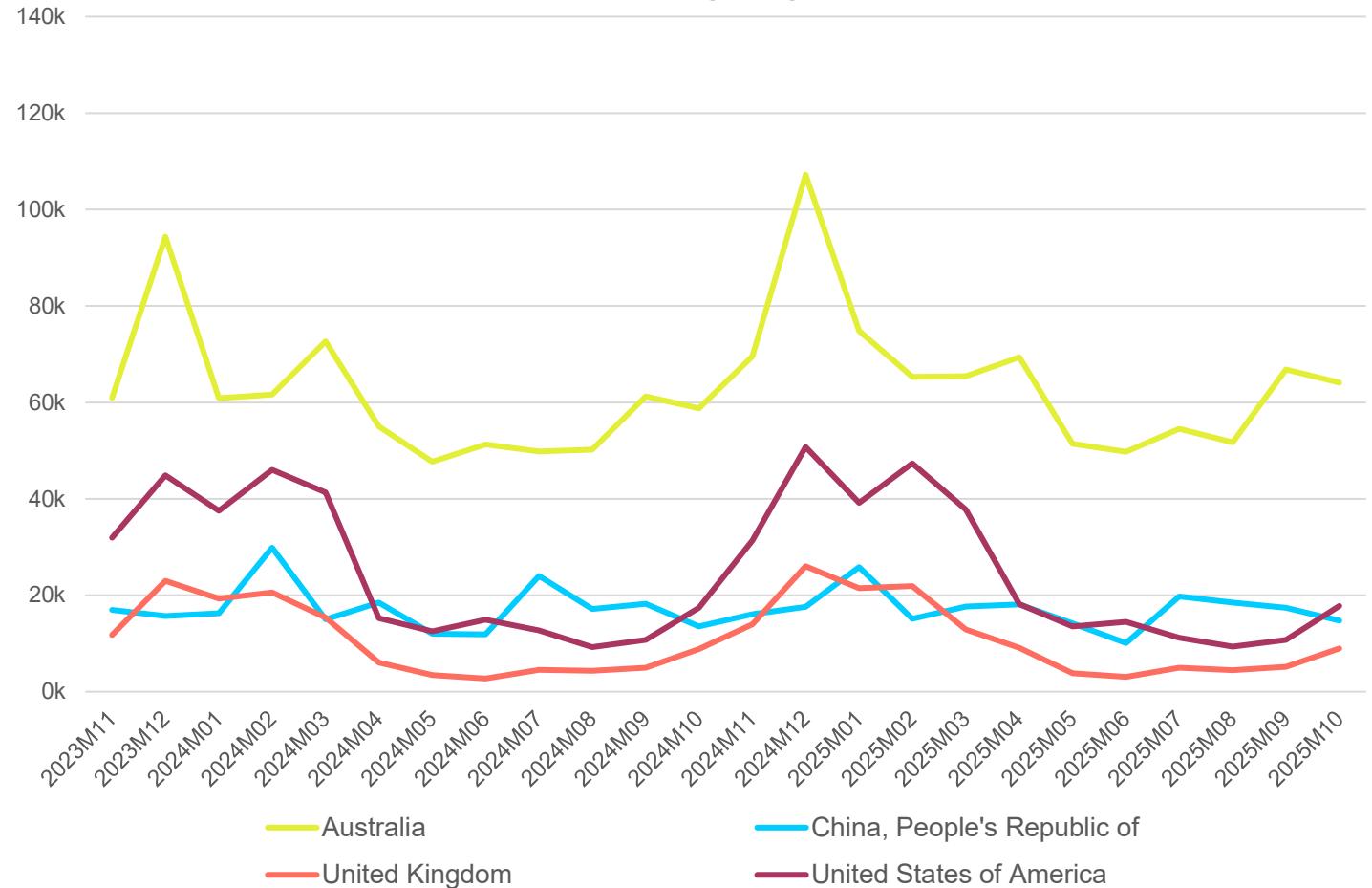
- The month of October saw 174.7k international visitors, up 7.7% compared to October 2024.
- The year to October 2025 saw 2.30m international visitor arrivals, an increase of 3.8% on the previous year.
- Holiday visitors (1.03m) contributed the most to annual visitor numbers and increased 9.6% on the previous year. Monthly holiday numbers (79.1k) were up 12.8% compared with the month of October 2024.
- VFR visitors (794.1k) were up 4.7% for the year, with monthly numbers (54.2k) up 3.6%.
- There were 153.7k business visitors (up 1.9%) in the year to October 2025, and 13.7k for the month (up 6.8%).



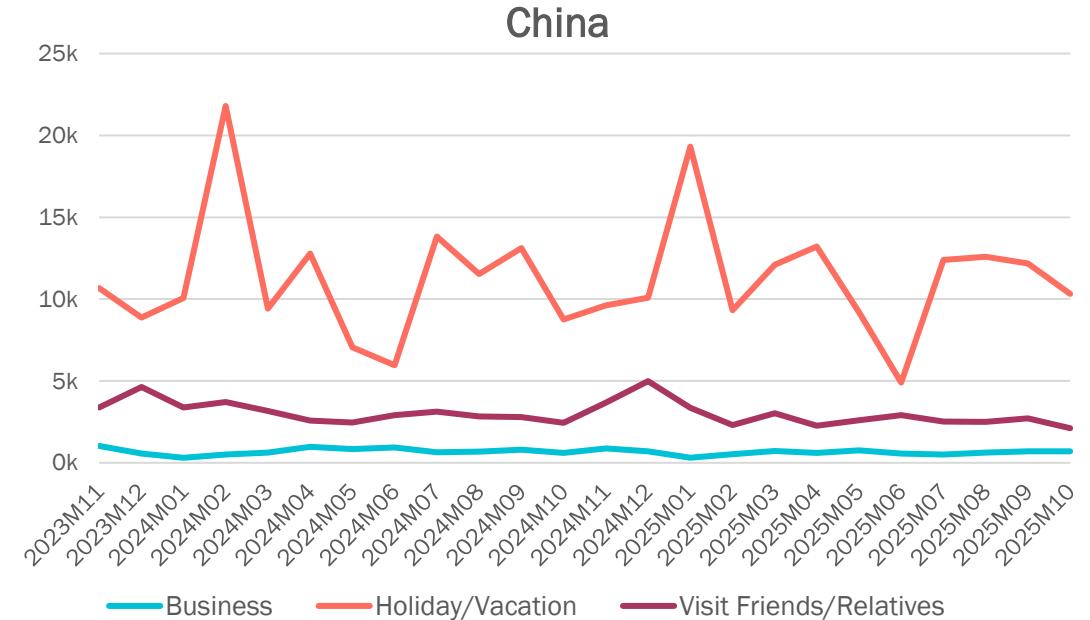
## 789.9k visitors from Australia for YE October 2025, up 9.0%

- Australian visitors (64.1k) were up 9.0% for the month compared to last October. The year to October 2025 saw 789.9k Australian visitor arrivals, up 9.0% compared to last year.
- The year to October 2025 saw 301.7k visitors from the US (up 2.4%), with 17.8k visitors for the month (up 2.4%).
- Visitors from China (205.0k) were down for the year (2.0%), and up (8.6%) for the month of October (14.7k).
- For the year to October 2025, there were 135.8k visitor arrivals from the UK (up 8.7%) and 8.9k visitors for the month (up 0.8%).

Visitor arrivals in Auckland by key international markets



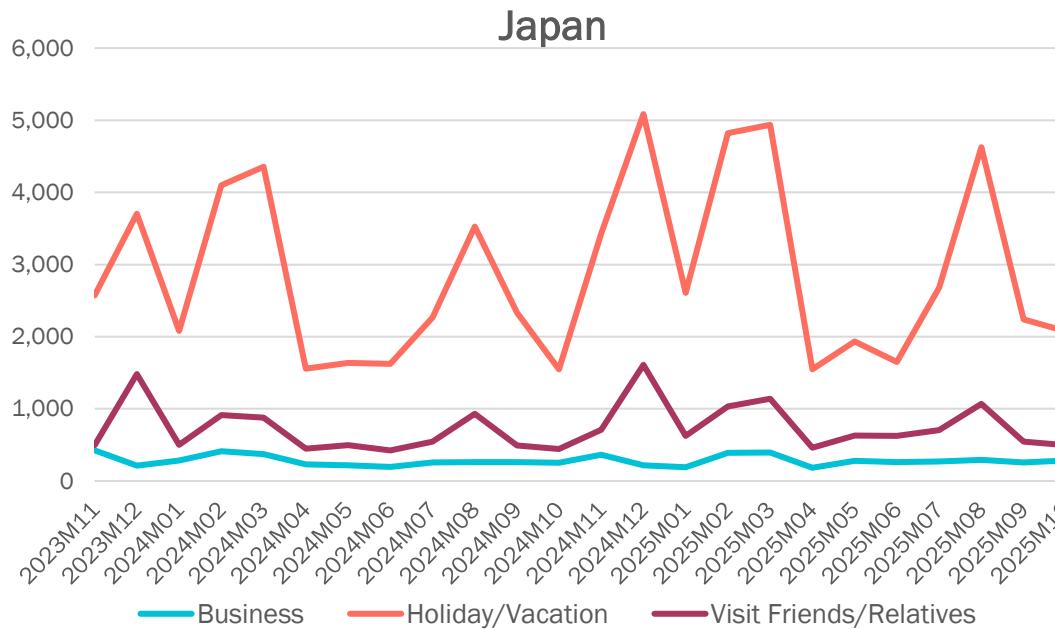
## 24-month visitor arrivals from individual markets



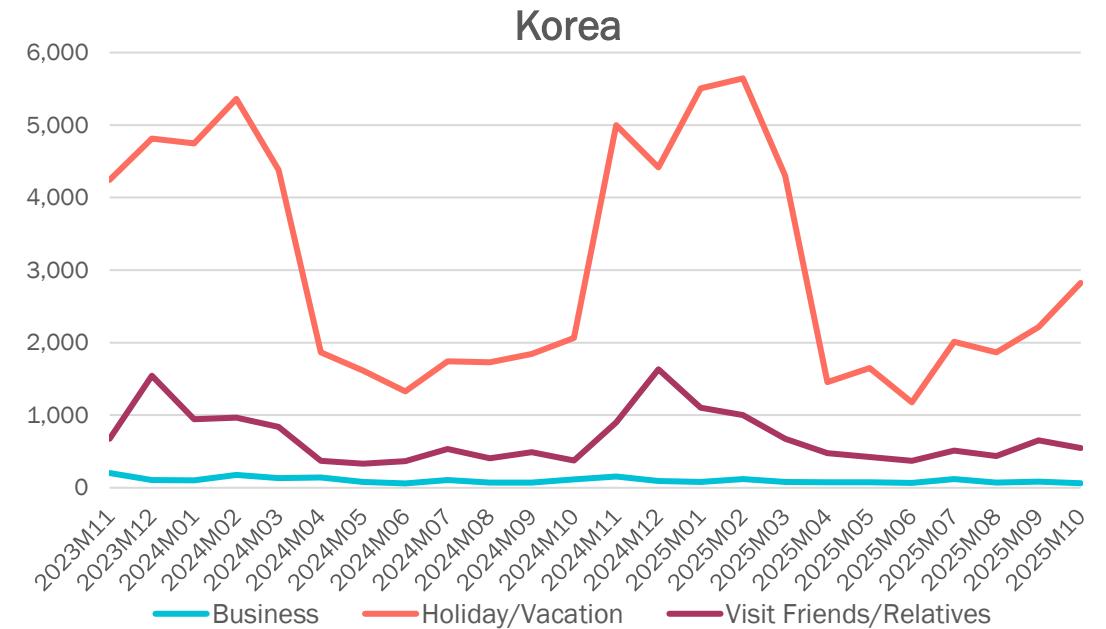
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2025	8,588	10.8%	18,570	14.6%	28,908	6.9%	64,077	9.0%
YE October 2025	97,726	8.3%	224,907	15.3%	380,312	9.1%	789,941	9.0%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2025	695	15%	10,311	17.7%	2,114	-13.7%	14,720	8.6%
YE October 2025	7,648	-10.0%	135,234	1.0%	34,987	-6.5%	204,977	-2.0%

## 24-month visitor arrivals from individual markets

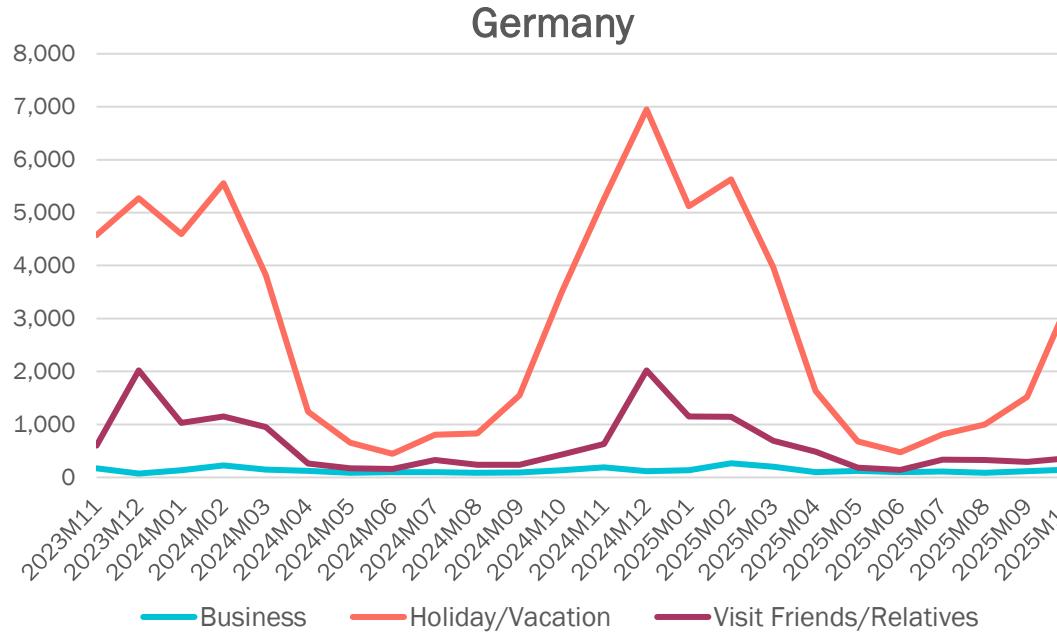


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2025	282	11.0%	2,077	34.3%	494	11.5%	3,333	21.0%
YE October 2025	3,369	-0.4%	37,628	20.2%	9,644	20.0%	63,737	13.1%

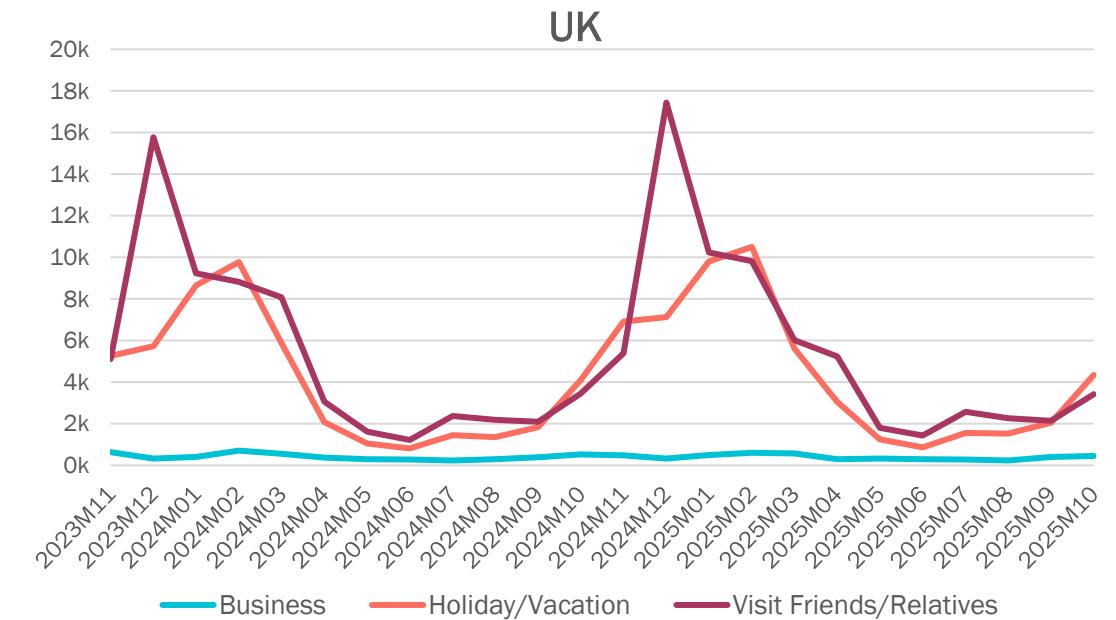
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	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2025	63	-46.2%	2,823	36.7%	546	46.0%	3,790	28.6%
YE October 2025	1,091	-20.1%	38,062	6.5%	8,738	11.4%	53,516	5.1%

## 24-month visitor arrivals from individual markets

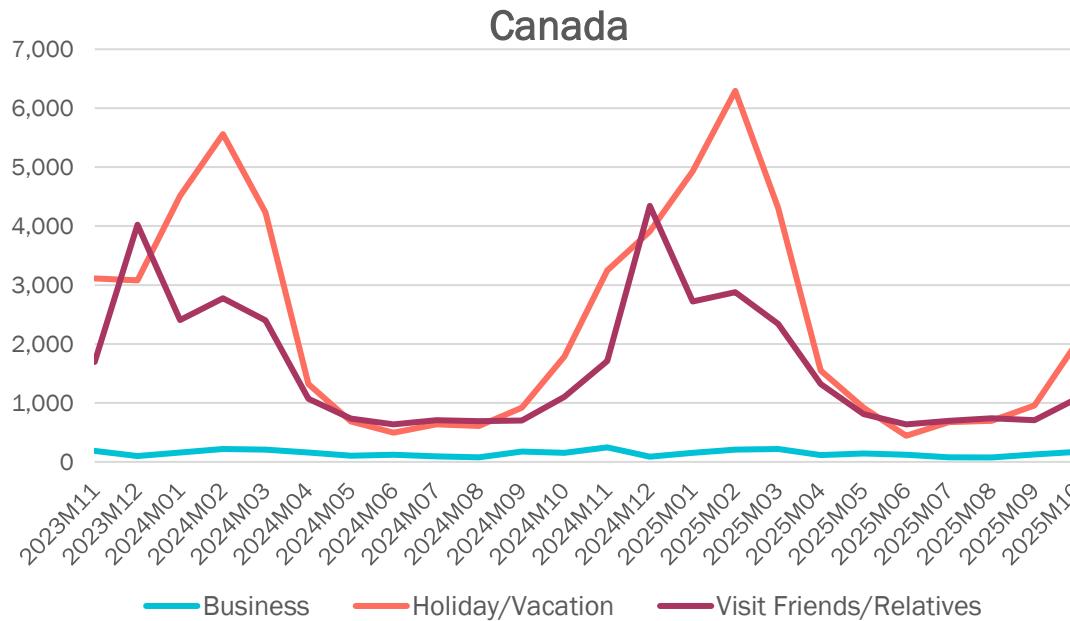


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2025	145	6.6%	3,355	-4.2%	365	-15.5%	4,373	-4.3%
YE October 2025	1,693	14.5%	36,397	10.8%	7,772	2.4%	50,925	8.2%

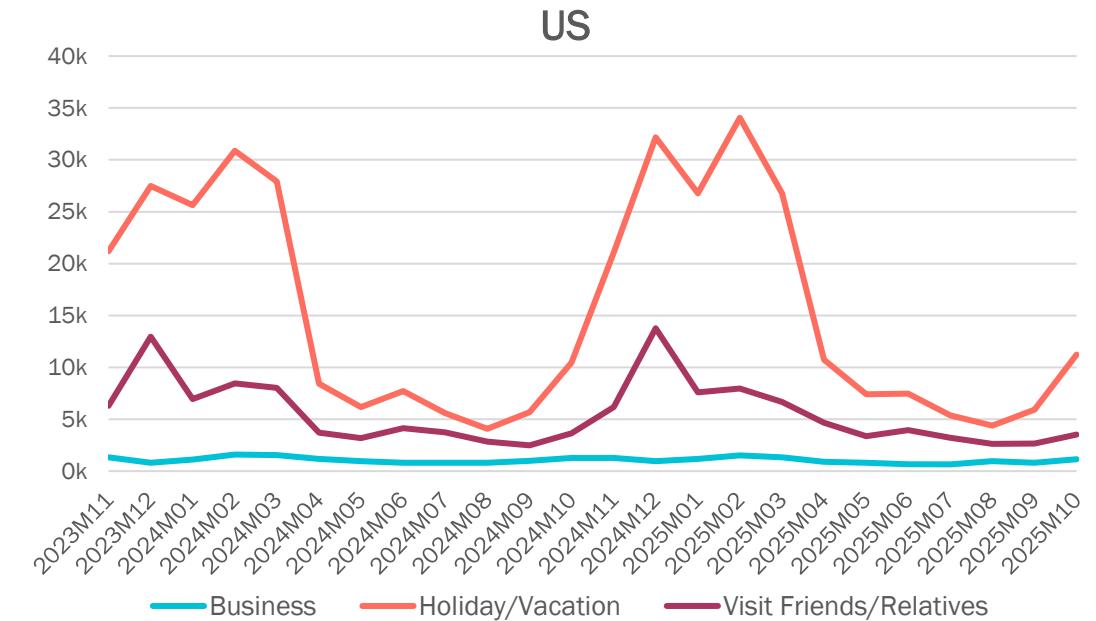
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	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
October 2025	459	-13.2%	4,351	6.1%	3,425	-1.0%	8,944	0.8%
YE October 2025	4,820	-5.2%	54,608	13.8%	67,773	7.5%	135,772	8.7%

## 24-month visitor arrivals from individual markets



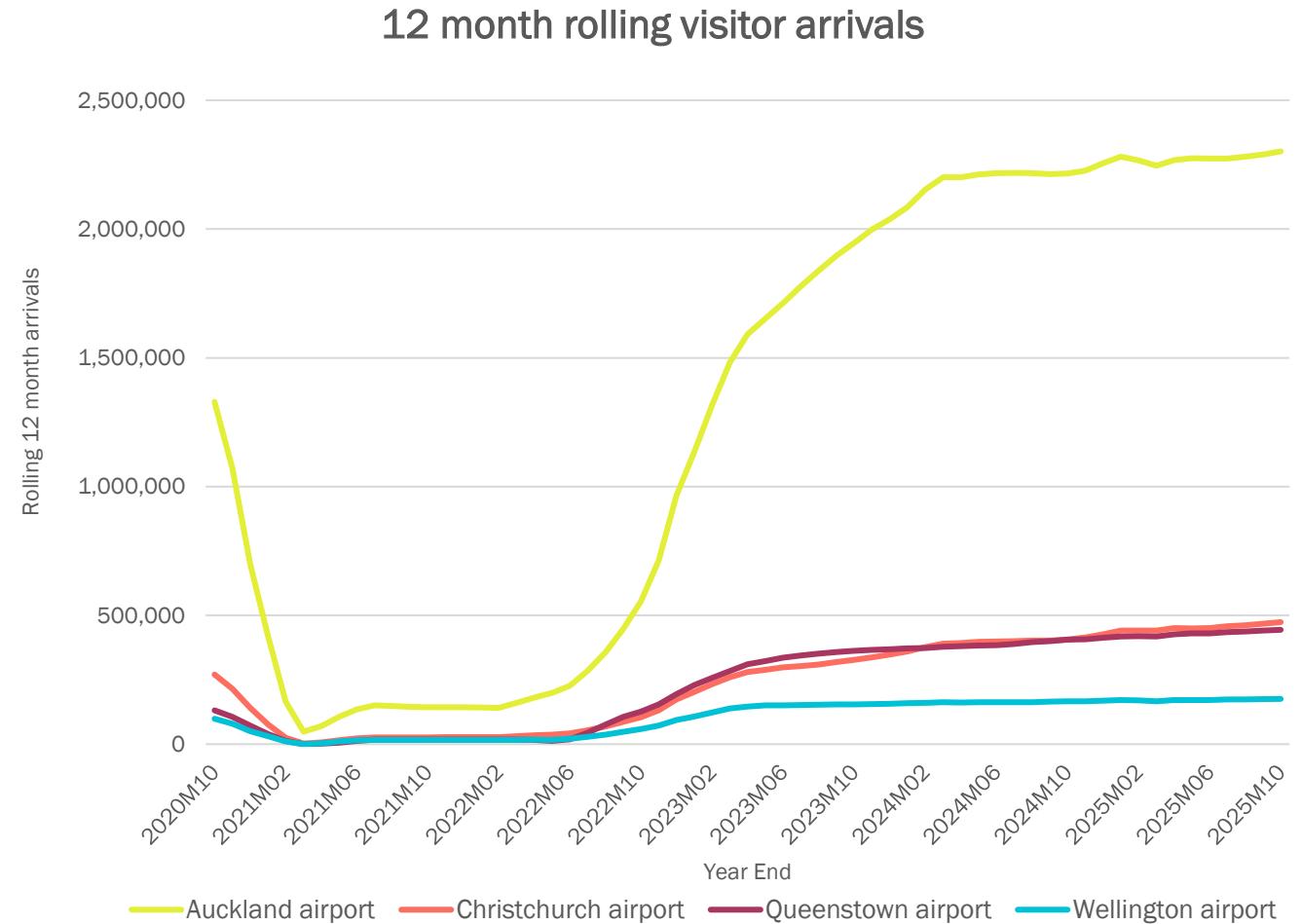
	vs. previous year		vs. previous year		VFR	vs. previous year		Total	vs. previous year
	Business	Holiday	Business	Holiday		year	year		
October 2025	172	13.9%	2,024	13.1%	1,076	-2.3%	3,660	6.9%	
YE October 2025	1,745	-0.8%	29,947	11.1%	19,982	5.5%	56,376	7.0%	

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	vs. previous year		vs. previous year		VFR	vs. previous year		Total	vs. previous year
	Business	Holiday	Business	Holiday		year	year		
October 2025	1,144	-10.1%	11,237	7.5%	3,533	-3.0%	17,790	2.4%	
YE October 2025	12,155	-8.2%	193,340	6.7%	66,197	-0.4%	301,706	2.4%	

## Auckland has seen a 3.8% increase in international visitor arrivals over the last year

- In the five years preceding the arrival of Covid in 2020, all major airports had seen steady increases in international visitor arrivals.
- The Covid-related travel bans had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- Auckland has seen an 3.8% increase in international visitor arrivals over the last year.
- For the year ending October 2025, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 9.4%, Christchurch was up 16.7% and Wellington was up 5.4% compared to last year.





# Auckland Tourism - Accommodation Data

# 644.2m total guest nights in commercial accommodation in YE October 2025, up 5.2%

- For the month of October 2025, there were **644.2k total guest nights in commercial accommodation in Auckland**, up **5.2%** on the same month last year.
- There were **406.8k domestic guest nights** in commercial accommodation (up 6.7%), and **237.4k international guest nights** (up 2.5%) in commercial accommodation in October 2025.
- The year to October 2025 saw **7.63m total guest nights** in Auckland (up 5.2%) with **4.67m domestic guest nights** (up 7.7%) and **2.96m international guest nights** (up 1.6%).
- For New Zealand overall, there were 3.08m guest nights in commercial accommodation in October 2025, no change compared to October 2024.

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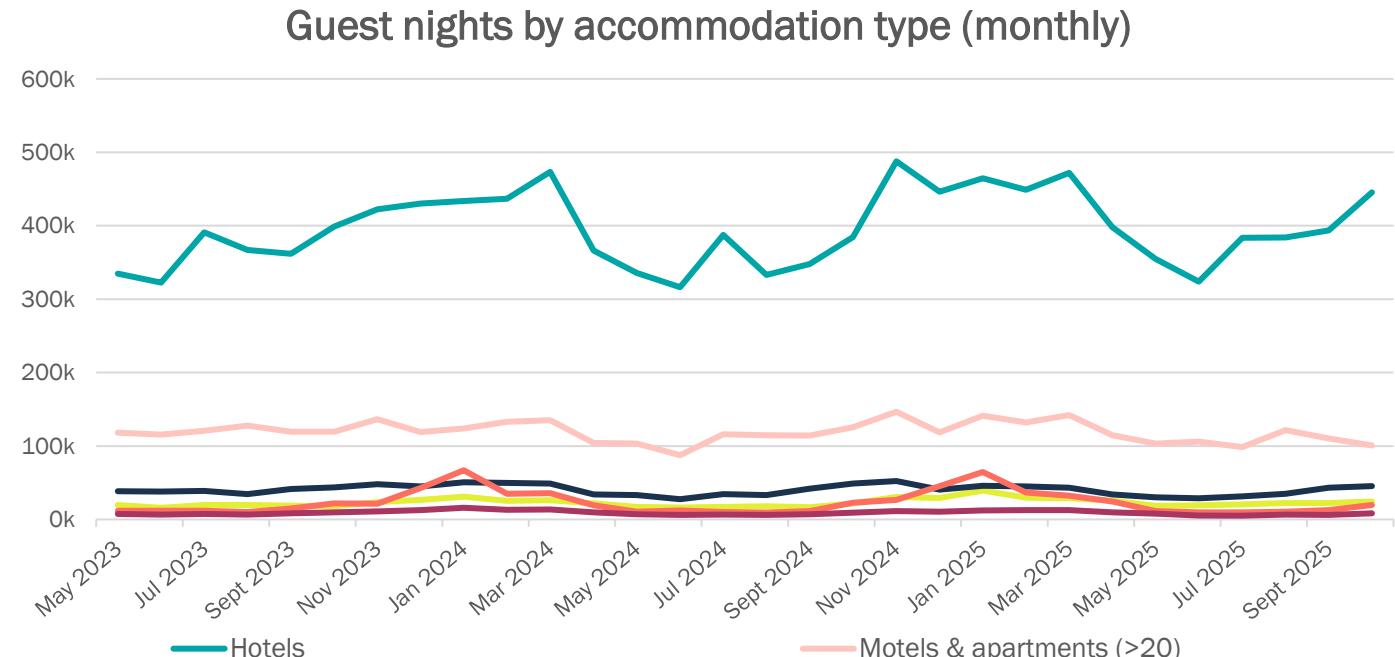
Guest nights in commercial accommodation - Auckland



October 2025	Auckland	% change	New Zealand	% change
Total guest nights	644,200	5.2%	3,079,900	0.0%
Domestic guest nights	406,800	6.7%	1,996,100	-5.3%
International guest nights	237,400	2.5%	600,000	11.5%

## 445.3k guest nights in hotels for the month of October 2025, up 15.8%

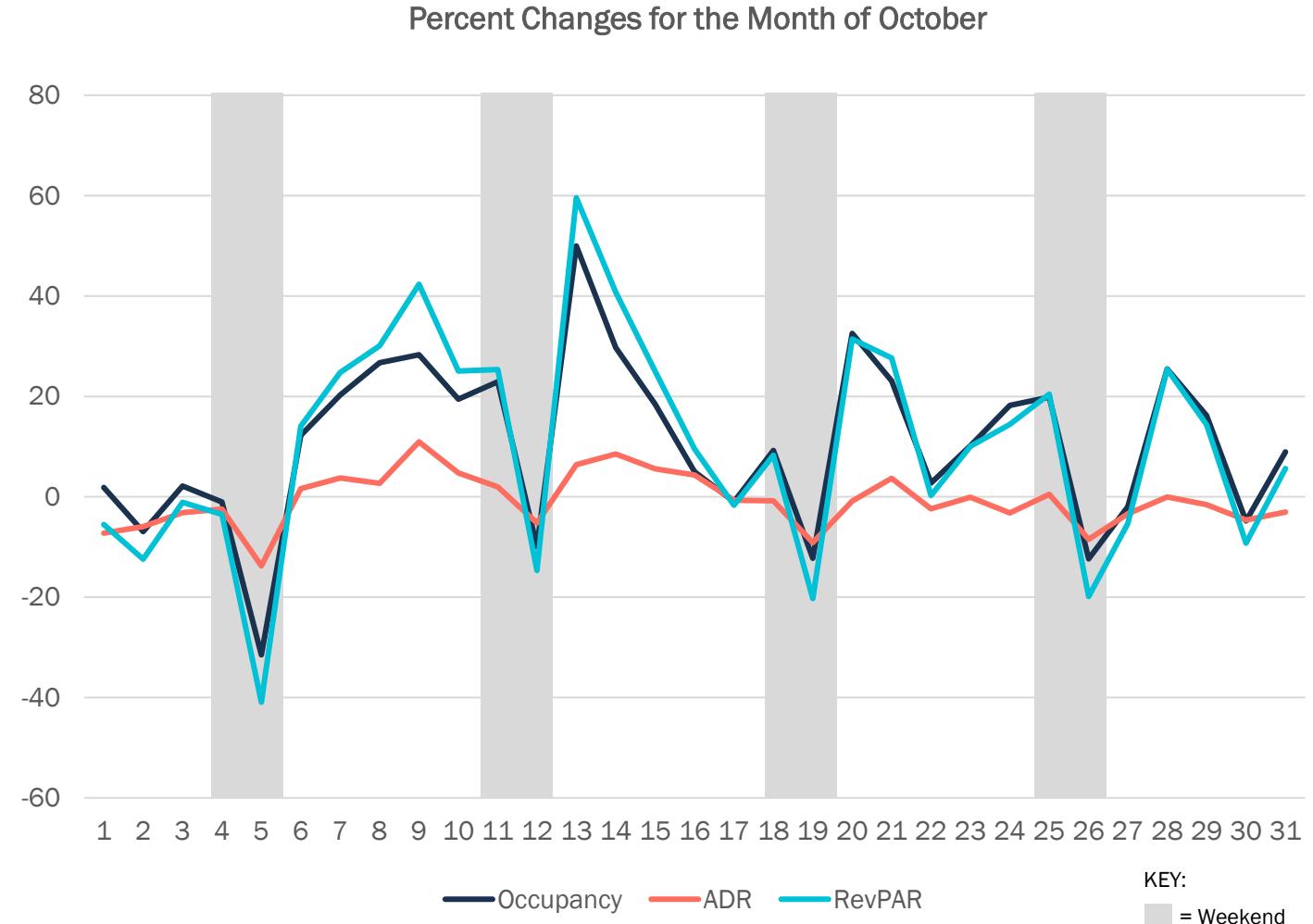
- For the month of October 2025, there were **445.3k guest nights in hotels**, up **15.8%** compared to last year.
- There were **100.8k guest nights in motels and apartments (>20)**, down **19.7%** on the previous year.
- Guest nights in motels and apartments (6-20) (24.6k) were up (13.4%).
- Guest nights in backpacker accommodation decreased (down 7.6% to 45.3k) in October 2025.
- Guest nights in holiday parks and campgrounds (19.8k) were down (12.8%) for the month.
- Guest nights in lodges and boutique accommodation were down (8.8% to 8.3k) for the month.



October 2025	Auckland	% change
Hotels	445,300	15.8%
Motels & apartments (>20)	100,800	-19.7%
Motels & apartments (6-20)	24,600	13.4%
Backpackers	45,300	-7.6%
Holiday parks & campgrounds	19,800	-12.8%
Lodges & boutique accommodation	8,300	-8.8%

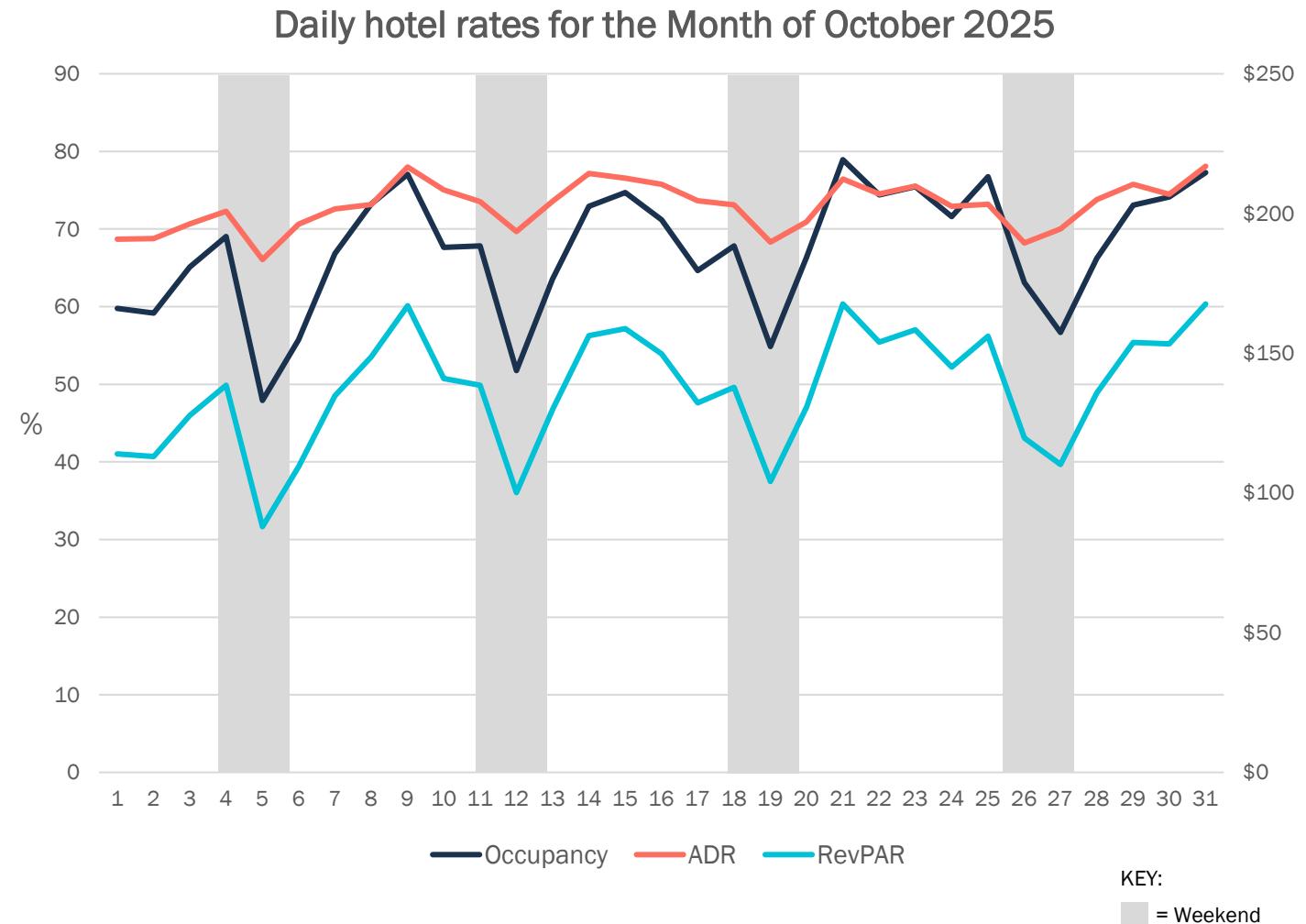
## Average Occupancy for October 2025 was 64.8%, up 9.1%

- For the month of October 2025, the **average Occupancy** was **64.8%, 9.1% higher** compared to October 2024.
- The **Average Daily Rate (ADR)** for the month was **\$196**, down **0.7%** on last year.
- Monthly **Revenue per available room (RevPAR)** for October was **\$131**, **8.4% higher** compared to last year.
- Percentage changes for Occupancy and RevPAR peaked on **Monday 13<sup>th</sup> October 2025**, while RevPAR peaked on **Thursday 9<sup>th</sup> October 2025**.
- Average Occupancy for the year to October 2025 was **64.8%** (no change compared to 2024), while ADR was **\$208** (down **3.4%**) and RevPAR was **\$139** (down **2.3%**).



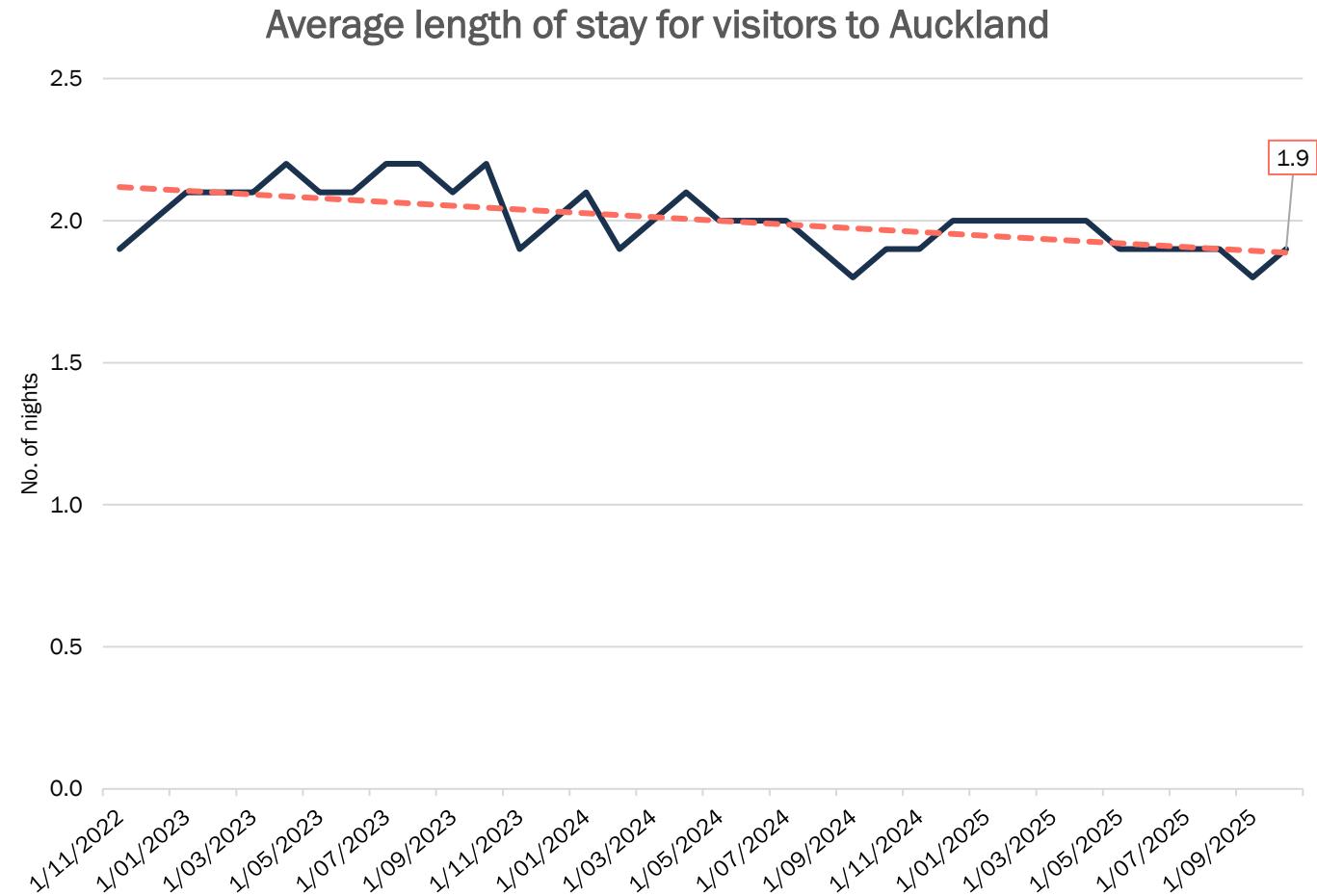
## Occupancy peaked at 78.9% on Saturday 6<sup>th</sup> October 2025, up 23.1%

- The **Average Daily Rate (ADR)** for hotels in Auckland was the highest for the month at \$214 on Saturday 6<sup>th</sup> October (up 8.4% on the previous year).
- Hotel occupancy reached 78.9% on Tuesday 21<sup>st</sup> October 2025 (up 23.1% on the previous year).
- Revenue per available room (RevPAR) peaked to \$168 also on Tuesday 21<sup>st</sup> October 2025 (up 27.6% in comparison to last year).
- James Blunt performed at Spark Arena on Tuesday 21<sup>st</sup> October 2025.



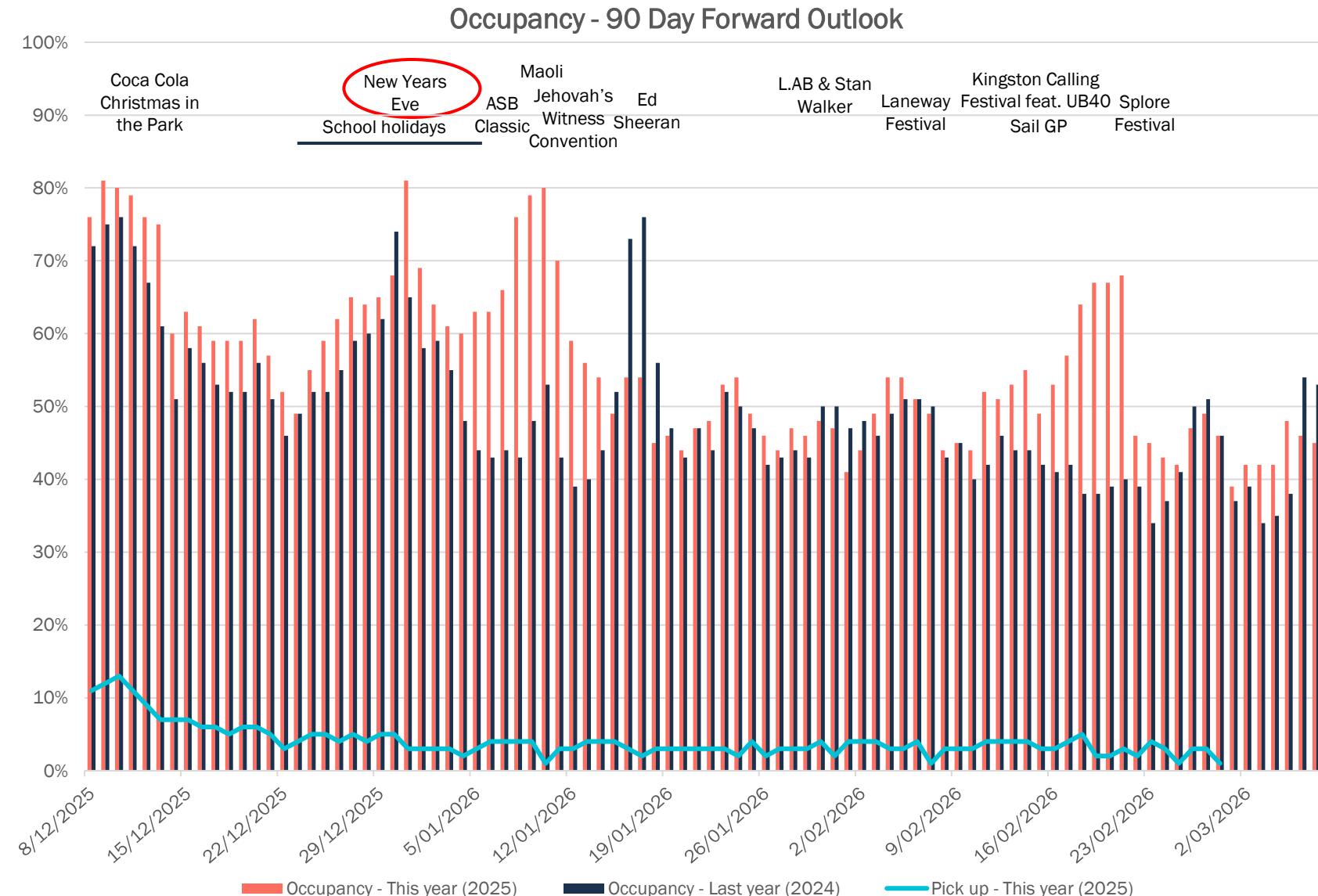
## On average, visitors stayed 1.9 nights in Auckland for the month of October 2025

- On average, visitors stayed in Auckland for **1.9 nights** for the month of October 2025 (no change compared to the previous year).
- Average length of stay for visitors to Auckland has levelled out over the last three years.



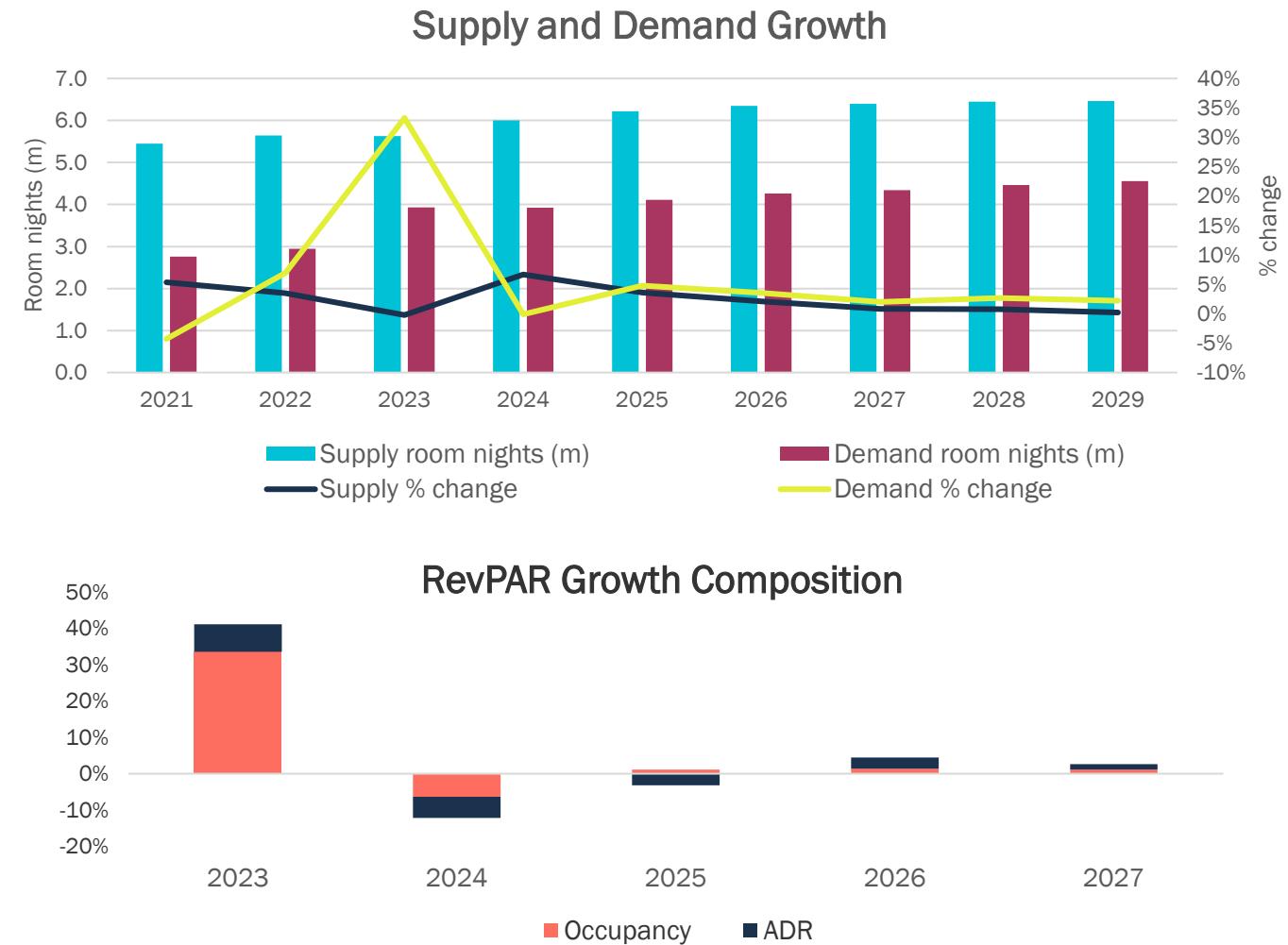
## 90-Day Forward Booking Occupancy Data

- Looking forward over the next three months, overall Occupancy rates are higher compared to last year.
- Occupancy-on-the-books peaked at 81% on Tuesday 9th December 2025. Early December is dominated by Christmas season events such as Aotea Square's Christmas installation.
- Strong double-digit growth can be seen during the time of the ASB Classic (5th to 17th Jan) and a Jehovah's Witness Convention (9th to 11th Jan), with some delegates staying 7-10 days in the region.
- Occupancy is currently at 80% on Saturday 10th January 2026, when Maoli is set to perform at Victoria Park.
- At present, Occupancy on New Year's Eve is 81%.



## Longer term projections

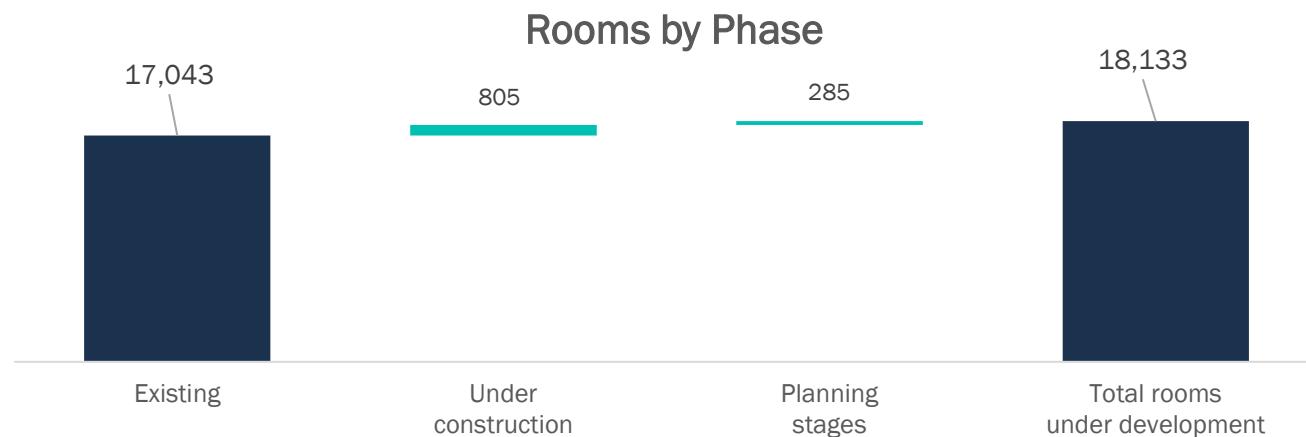
- In addition to the STR Global 90 Day Forward Booking data we receive, we also receive a longer-term outlook, with forecast data for the next four years until 2027. This data is provided by STR Global in collaboration with Oxford Tourism Economics.
- In 2025 Q3 supply expanded 2.2%. Demand expanded 4.1%, resulting in an occupancy gain of 1.9%. Occupancy is expected to grow by 4.1% in 2025 Q4, with supply expanding 1.4% and demand expanding 5.6%.
- After declining -6.3% in 2024, occupancy is expected to expand 1.1% in 2025. ADR is expected to decrease -3.2%, resulting in RevPAR decline of -2.1% in 2025. RevPAR is expected to grow by 4.5% in 2026.
- Over the next three years, occupancy is expected to expand at an average annual rate of 1.2%, while ADR is expected to expand at an average annual rate of 0.4%.



## 17.0k average daily rooms available in 2025, with 17.4k rooms forecast for 2026

- In Q3 2025, on average there were 17.0k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 3.6%, which will supply an additional 590 rooms (compared to 2024).
- Looking to 2026, average room supply is expected to expand by 2.1%, supplying 357 new rooms and bringing the total number of daily rooms available to 17.4k.
- Observing rooms by phase data, there was a total of 18.1k rooms (from 226 properties) in the pipeline.
- This comprised of 17.0k existing rooms (from 219 properties, 805 rooms under construction (from 5 properties), and 285 rooms in the planning stages (from 2 properties).

Average Supply (Avg. daily rooms during year)				
	Year	Rooms	% Chg.	Chg.
Actual	2021	14,932	5.4%	759
	2022	15,455	3.5%	523
	2023	15,420	-0.2%	-35
	2024	16,448	6.7%	1,029
Forecast	2025	17,038	3.6%	590
	2026	17,395	2.1%	357
	2027	17,537	0.8%	143
	2028	17,674	0.8%	137
	2029	17,715	0.2%	40



# In total, 3.70m visitors are projected to visit New Zealand in YE October 2029

- International overnight visitor arrival projections until 2029 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 9.3% from 2024 to 2029 (for Q3 2025), resulting in a possible 3.70m international visitors by YE October 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 1.6%. 1.59m Australian visitors are expected to visit New Zealand in the year to October 2029.



# Airbnb Insight



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25%  
Visiting friends & relatives



\$239  
Average daily rate



48%  
Aged 30-49 years



3  
Average group size



13%  
Travelling with children



54%  
Travelling from 482km or less





# Auckland Tourism – Spend Data

## \$1.28b in International tourism spend for year-end October 2025, up 11.7%

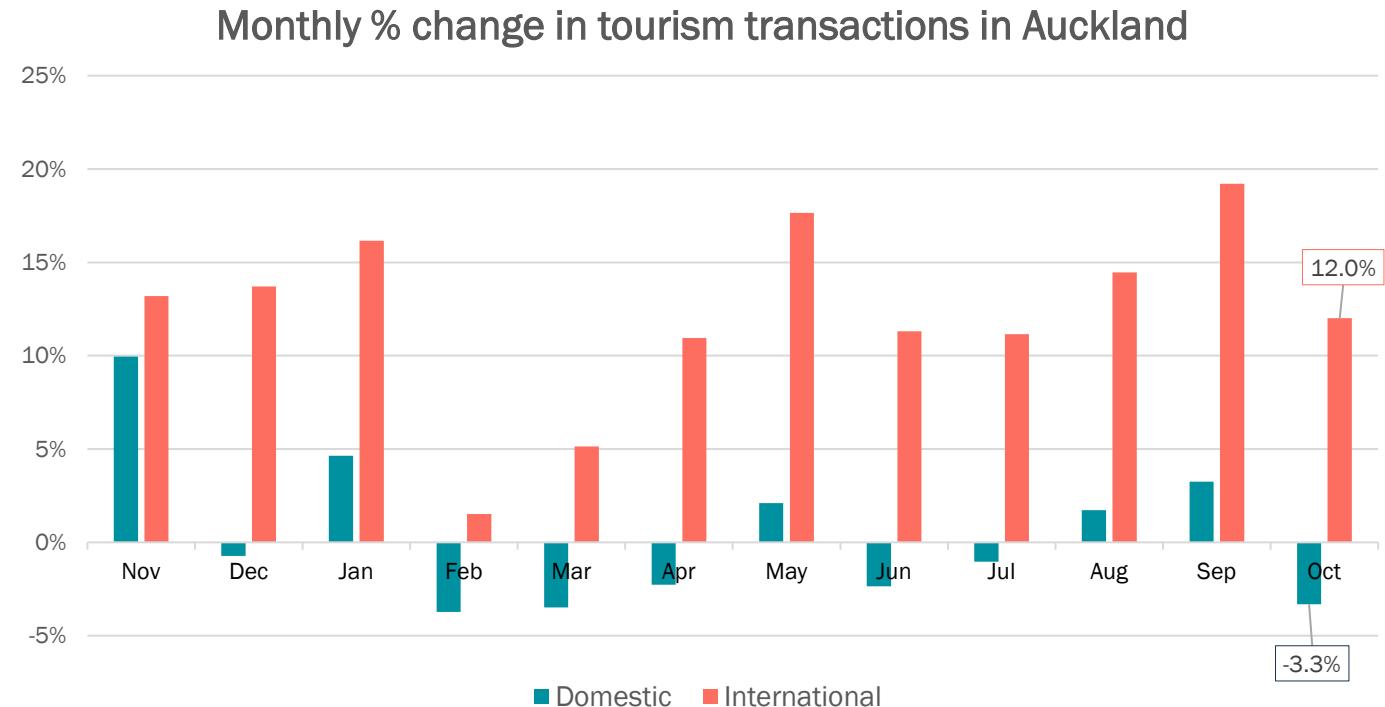
- The Tourism Electronic Card Transactions (TECTs), produced by MBIE, were an interim replacement for the Monthly Regional Tourism Estimates (MRTEs) to understand tourism spend activity in New Zealand. After a revision in July 2025, the TECTs have restarted in December 2025.
- Due to limitations of the new data collection method, domestic and international market totals should not be added together and should be used separately. More information can be found on MBIE's [website](#).
- In the year to October 2025, domestic tourism spend in Auckland was \$2.40b, up 0.4% on last year.
- International tourism spend was \$1.28b, up 11.7% for the year.



Tourism Transactions	YE October 2025 (\$b)	YE % change
Domestic	2.398	0.4%
International	1.283	11.7%

## International tourism spend was \$100.7m for October 2025, up 12.0%

- For the month of October 2024, domestic tourism spend (TECTs) was \$198.6m, down 3.3% compared to the same month last year.
- International tourism spend in October 2025 was \$100.7m, up 12.0% compared to October 2024.



Tourism Transactions	October 2025 (\$m)	% change
Domestic	198.6	-3.3%
International	100.7	12.0%

## Waikato visitors spent \$44.6m in October 2025, down 9.2% on the previous year

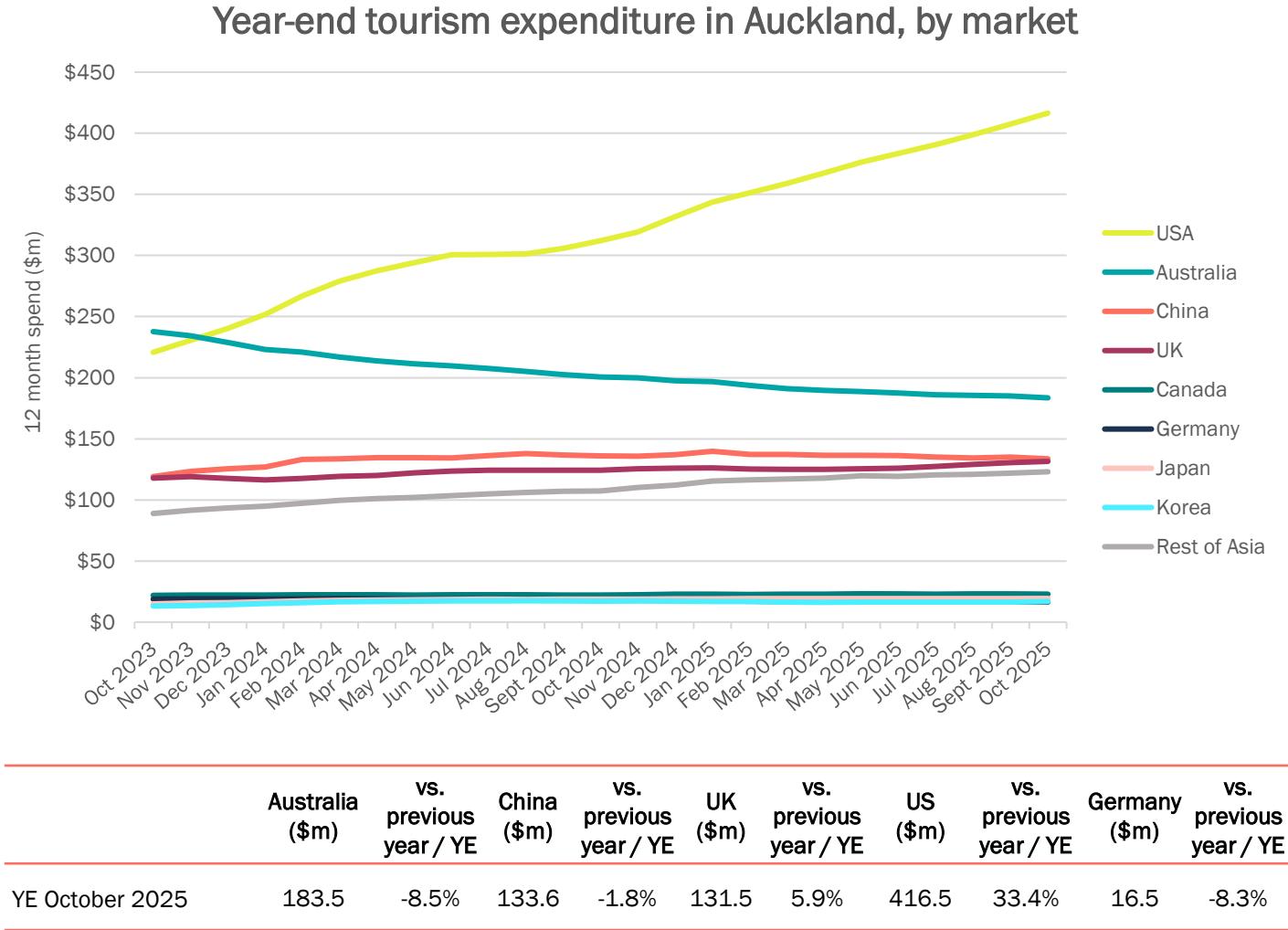
- Tourism spend from Waikato-based visitors was \$44.6m for the month of October, down 9.2% compared to the same month the previous year.
- Northland visitors spent \$20.8m in October 2025, down 7.7% on the previous year.
- Spend from the Bay of Plenty (\$16.2m) was also down slightly (0.6%).
- Spend from Wellington (\$14.5m) was down (9.9%).
- However, spend from Canterbury (\$14.6m) was up slightly (0.5%).



	vs. Waikato previous year	vs. Northland previous year	vs. Bay of Plenty previous year	vs. Wellington previous year	vs. Canterbury previous year	
October 2025	44.6	-9.2%	20.8	-7.7%	16.2	-0.6%

# Visitors from the US spent \$416.5m in the year to October 2025, up 33.4% on the previous year

- In the year to October 2025, tourism spend from the US was \$416.5m, up 33.4% on the previous year.
- Australian tourism spend (\$183.5m) was down 8.5%.
- Chinese visitors spent \$133.6m in the year to October 2025, down 1.8% on the previous year.
- Spend from the UK was \$131.5m, also up 5.9% for the year to October 2025.
- Spend from Japan (up 3.2% to \$19.4m) and Canada (up 3.1% to \$23.0m) was up on the previous year, however, spend from Korea (\$16.8m) was down (2.6%).
- Spend from German visitors (\$16.5m) was down (8.3%).



# Visitors from the US spent \$34.0m in October 2025, up 35.7% on the previous year

- For the month of October 2025, tourism spend from the US (\$34.0m) was up 35.7% compared to last October.
- Visitors from Australia spent \$13.8m in October, down 10.5% on the previous year.
- Visitors from China spent \$10.7m in October, down 12.5% compared to last year.
- There was an increase in tourism spend from UK visitors (up 12.4% to \$10.1m) but spend from German visitors (\$1.0m) was down (21.0%) for the month of October 2025.



	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
October 2025	13.8	-10.5%	10.7	-12.5%	10.1	12.4%	34.0	35.7%	1.0	-21.0%

## \$43.7m spent in Retail sales - alcohol, food, and beverages by domestic visitors in October 2025, up 2.9%

	Spend (\$m)	% change
Accommodation services	7.5	-8.8%
Cultural, recreation, and gambling services	6.1	-3.3%
Food and beverage serving services	38.6	-4.8%
Other passenger transport	1.3	1.5%
Other tourism products	20.7	3.9%
Retail sales - alcohol, food, and beverages	43.7	2.9%
Retail sales - fuel and other automotive products	20.9	-4.0%
Retail sales - other	59.9	-7.8%
<b>Grand Total</b>	<b>198.6</b>	<b>-3.3%</b>

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Domestic monthly tourism transactions in Auckland, by product

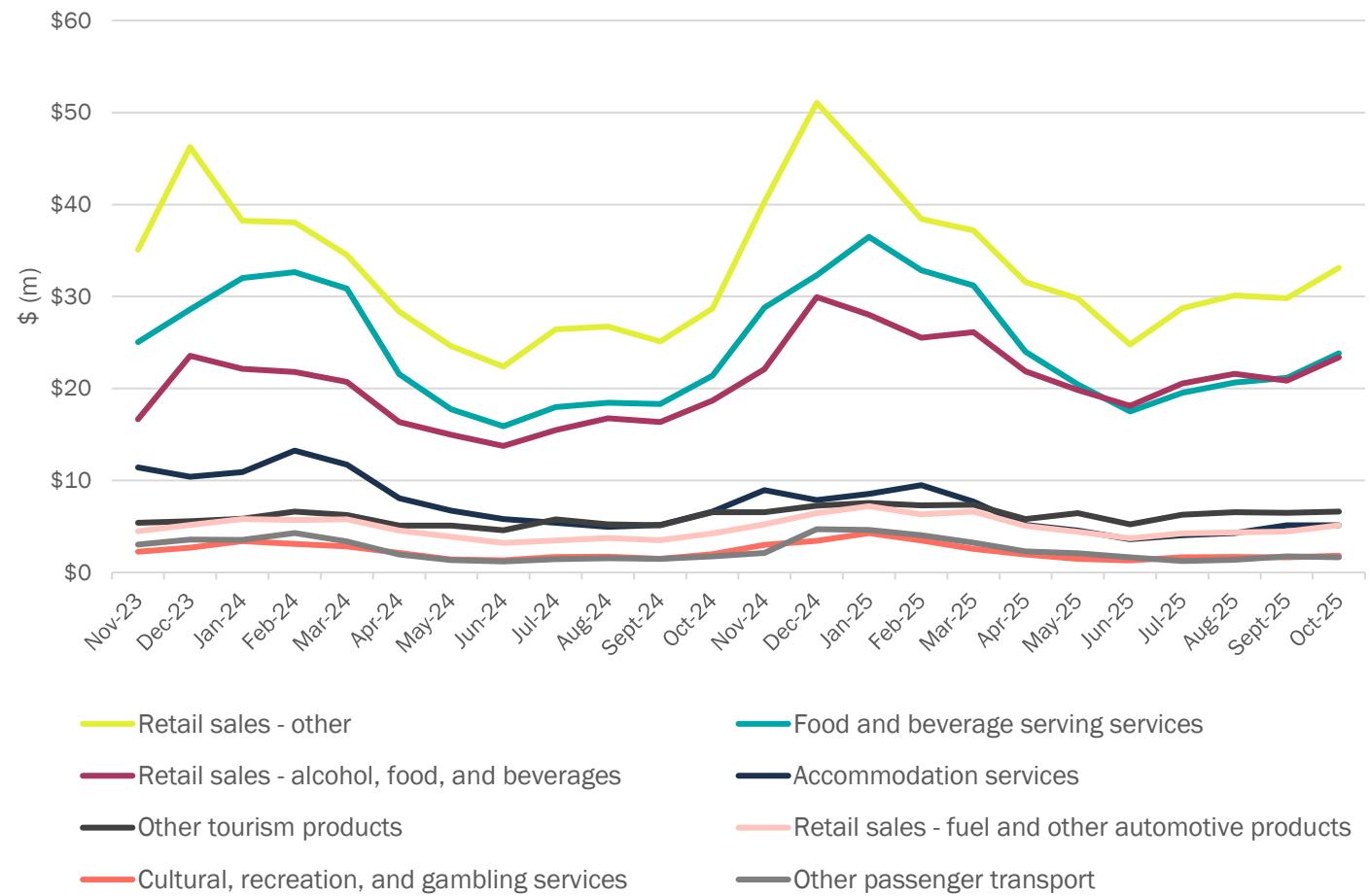


# \$33.1m spent in Retail sales (other) by International visitors in October 2025, up 15.5%

	Spend (\$m)	% change
Accommodation services	5.1	-22.2%
Cultural, recreation, and gambling services	1.8	-8.6%
Food and beverage serving services	23.8	11.3%
Other passenger transport	1.7	-4.2%
Other tourism products	6.6	1.1%
Retail sales - alcohol, food, and beverages	23.4	25.1%
Retail sales - fuel and other automotive products	5.1	21.0%
Retail sales - other	33.1	15.5%
<b>Grand Total</b>	<b>100.7</b>	<b>12.0%</b>

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International monthly tourism transactions in Auckland, by product



A vibrant city center scene. In the foreground, two women are walking together, smiling. The woman on the left has long dark hair and is wearing a white short-sleeved dress with a belt. The woman on the right has shoulder-length brown hair and is wearing a pink sleeveless top with a ruffled hem and a matching pink skirt. They are walking past a modern building with large windows and a sign that reads "FABRIC". In the background, there is a large outdoor dining area with a black umbrella and a couple seated at a table, eating. The area is decorated with green plants and string lights.

# Tempo – City Centre Data Insights

## Oct 2025

## Background

We are now also presenting selected key insights from council's Tempo report (available bi-monthly).

The city centre provides a unique retail, hospitality, entertainment and cultural offering. This amenity base makes it attractive to residents, workers, students and visitors.

The pandemic had a profound impact on consumer activity and work habits in the city centre, with spending and foot traffic now consistently below pre-COVID (2019) levels.

Despite the impact on consumer-facing industries, economy activity (GDP) in the city centre in 2024 was nearly 25% greater than it was in 2019. The rest of Auckland's economy only grew 12% over the same period – this is driven by a strong concentration of high-value service industries (e.g., finance, insurance, professional & technical services).

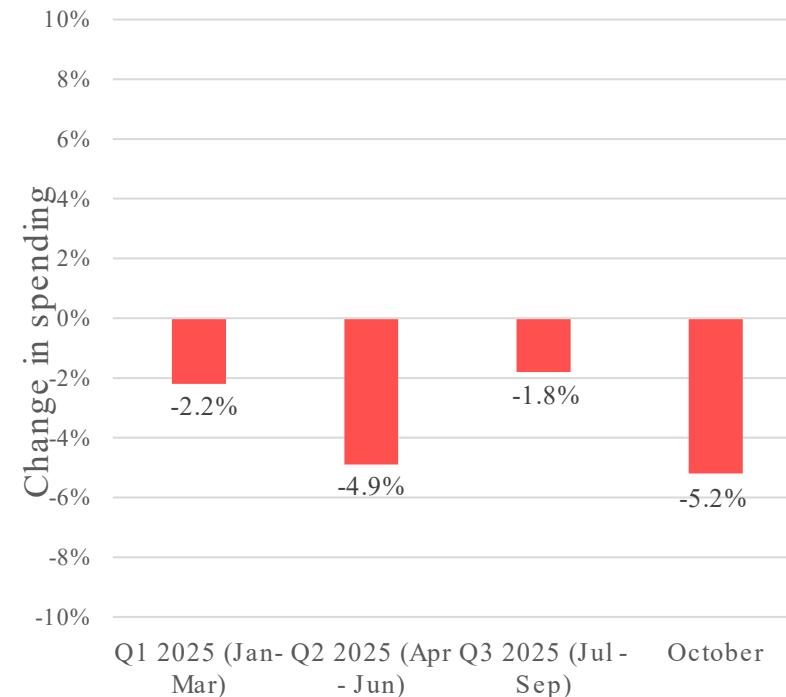
Please contact us for the full Tempo report, including foot-traffic trends, office vacancies and crime statistics.



# GDP and City Centre card spending



City Centre card spending compared to same period 12 months prior



Source: Infometrics

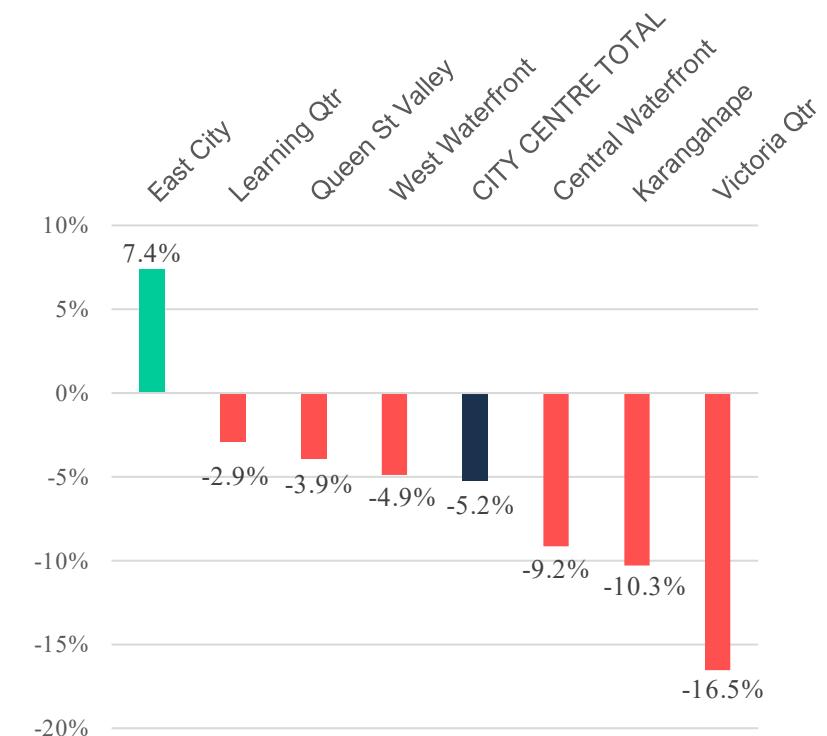
\*real retail sales = controlling for inflation (CPI)

- Challenging economic conditions over last 24 months but retail sales and GDP up slightly in Q3 2025.

Source: Marketview

- Spending ↓ 5% compared to October 2024.

Change in City Centre card spending by precinct: Oct 2025 v Oct 2024



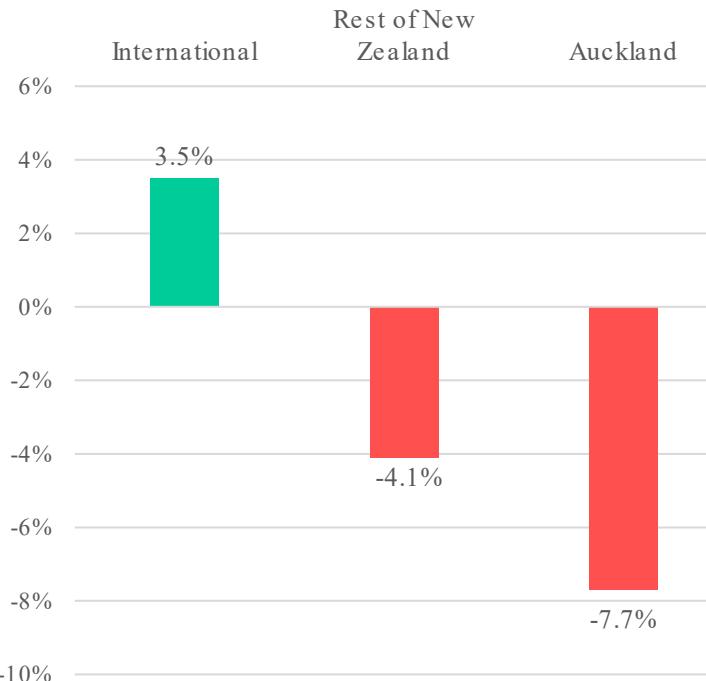
Source: Marketview

\*N.B. Karangahape data is based on precinct boundaries in the CCMP and differs from Karangahape BID data (The BID covers a wider area, including Upper Queen St down to Aotea Square, which is part of Queen St Valley in the CCMP. There is also some overlaps with the Learning Quarter)

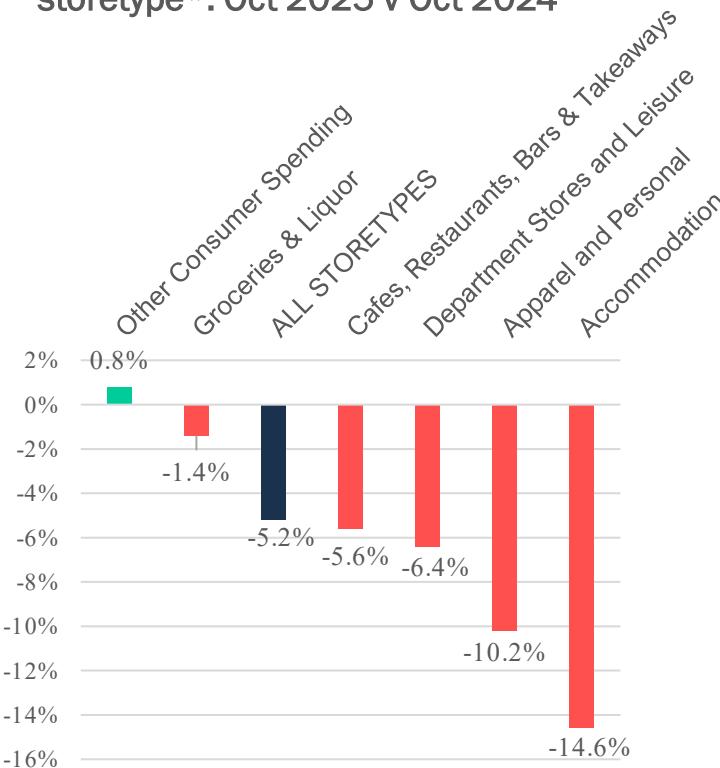
- Varied change in spending by precinct.

# City Centre spending

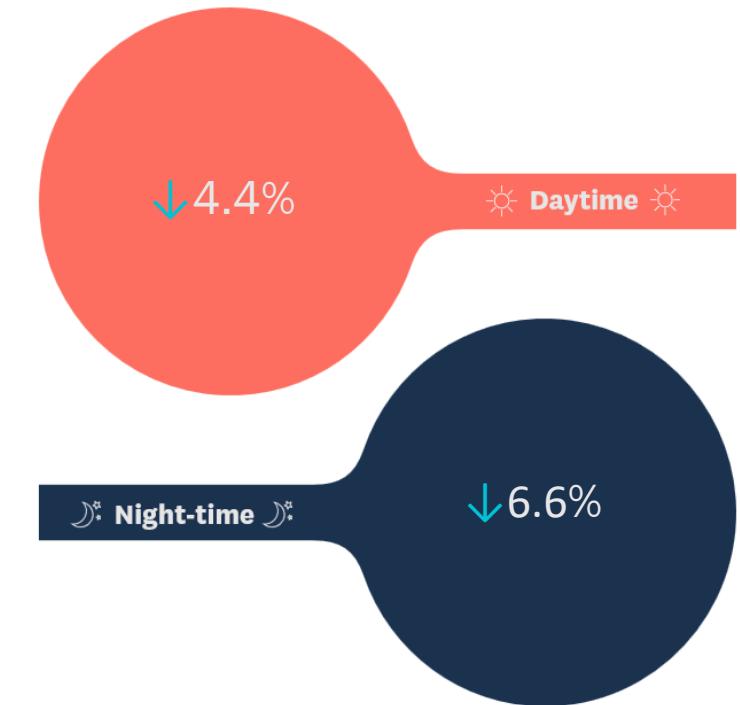
Change in City Centre card spending by customer origin: Oct 2025 v Oct 2024



Change in City Centre card spending by storetype\*: Oct 2025 v Oct 2024



Change in spending: Oct 2025 v Oct 2024



- Spending by Aucklanders down more in October.

- Accommodation and clothing spending down most.

- Daytime and night time spend down.

Source: Marketview

Source: Marketview

Source: Marketview



**Auckland - Major Events Data**

# Major Events Insights – October 2025


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Event	Date(s)	Venue	Findings
Priscilla Queen of the Dessert	12 September - 4 October 2025	The Civic	
CHECKMATE	13 September - 5 October 2025	Aotea Square	
Bunnings NPC Round 10: North Harbour v Southland	3 October 2025	North Harbour Stadium	<ul style="list-style-type: none"> <li>For the month of October 2025, there were <b>644.2k total guest nights</b> in commercial accommodation in Auckland, up <b>5.2%</b> on the same month last year.</li> </ul>
Kora - KORA - Fifth Season Album Release Tour	3 October 2025	The Powerstation	
Winetopia	3 - 4 October 2025	Viaduct Events Centre	
Teddy Swims	9 October 2025	Spark Arena	<ul style="list-style-type: none"> <li>There were <b>406.8k domestic guest nights</b> in commercial accommodation (up <b>6.7%</b>), and <b>237.4k international guest nights</b> (up <b>2.5%</b>) in commercial accommodation in October 2025.</li> </ul>
Dracula	9 - 11 October 2025	The Civic	
AfroSoul	11 October 2025	Go Media Stadium	
Auckland Diwali Festival	12 - 13 October 2025	Aotea Square	
BNZ Breakers v Tasmania JackJumpers	17 October 2025	Spark Arena	<ul style="list-style-type: none"> <li>International tourism spend in October 2025 was <b>\$100.7m</b>, up <b>12.0%</b> compared to October 2024.</li> </ul>
NZRL: Kiwis vs Samoa & Kiwi Ferns vs Samoa	19 October 2025	Go Media Stadium	
James Blunt	21 October 2025	Spark Arena	<ul style="list-style-type: none"> <li>Occupancy reached <b>78.9%</b> (up <b>23.1%</b>) and RevPAR hit <b>\$168</b> (up <b>27.6%</b>) on Tuesday 21<sup>st</sup> October 2025, when James Blunt performed at Spark Arena.</li> </ul>
Black Caps v England	23 October 2025	Eden Park	
BNZ Breakers vs Brisbane Bullets	23 October 2025	EventFinda Stadium	
Armageddon Expo	24 - 27 October 2025	Auckland Showgrounds	
Cirque Du Soleil - Corteo	30 October - 9 November 2025	Spark Arena	

# Auckland Diwali Festival

Date(s): 12-13 October 2025

Venue: Aotea Square



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



65.9k

Attendance



91%

Of respondents were satisfied with their event experience



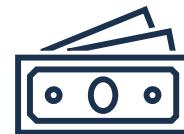
95%

Of respondents are likely to attend the event in future



+40

Net Promoter Score



\$2.46m

Net benefit to Auckland



\$1.92m

Total spend by visitors



## Winetopia

Date(s): 3 – 4 October 2025  
Venue: Viaduct Events Centre



670

Visitor nights



3.2k

Attendance



\$182k

GDP



84%

Of attendees were from  
Auckland



\$198k

Total spend by visitors



# Armageddon Expo

Date(s): 24 – 27 October 2025  
Venue: Auckland Showgrounds



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

9.1k

Visitor nights



37.5k

Attendance



\$1.10m

GDP



25%

Of attendees were from  
outside of Auckland



\$2.68m

Total spend by visitors





# Auckland – Business Events Data

# Business Events Insights Q3 2025



422

Business events in Auckland



27%

Auckland's share of business events



87.7k

Delegates hosted in Auckland



35%

Auckland's share of delegates



131.1k

Delegate days hosted in Auckland



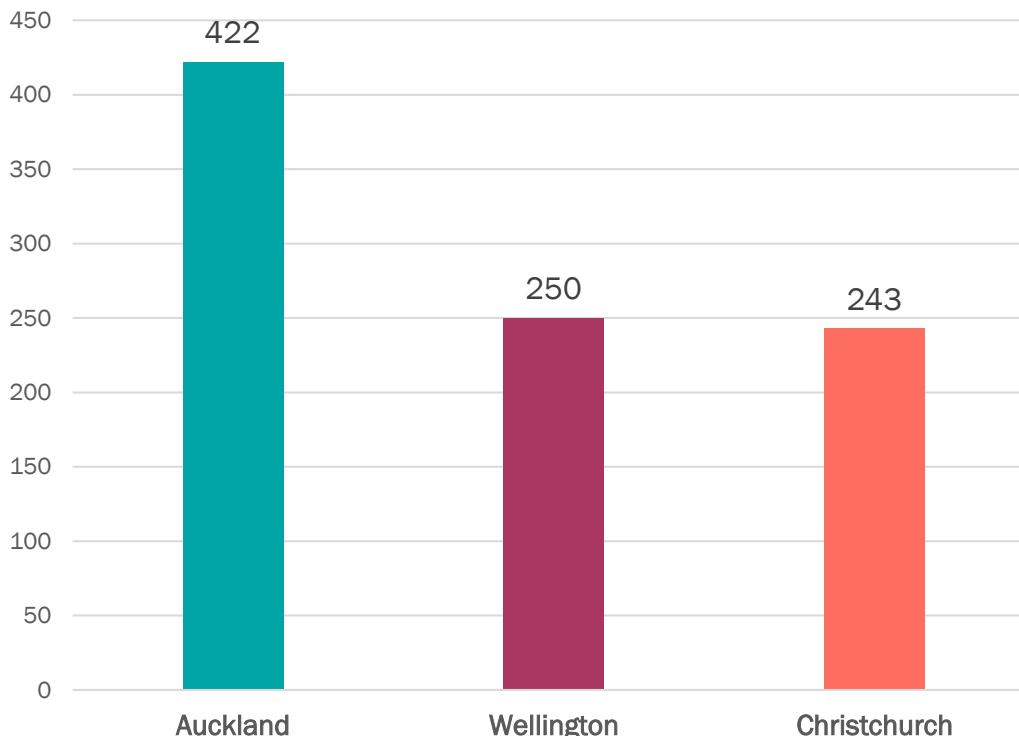
30%

Auckland's share of delegate days



# Auckland attracted the highest number of business delegates (87.7k) in New Zealand in Q3 2025

Total number of business events – Regional comparison



Total number of delegates – Regional comparison

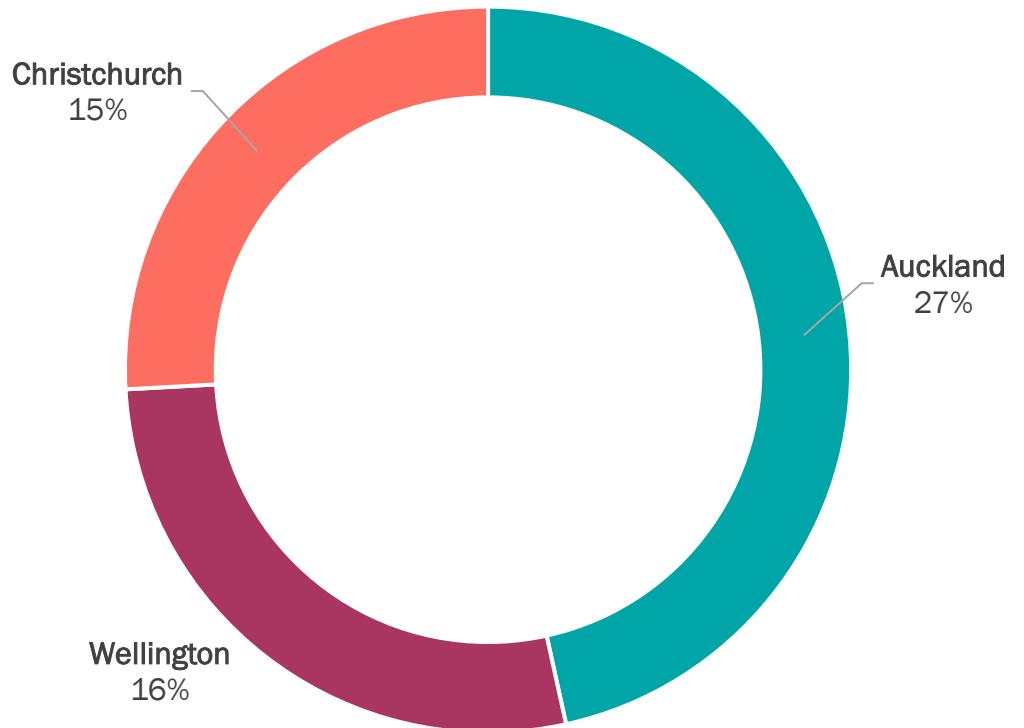


## Auckland had 27% of all business events in New Zealand in Q3 2025



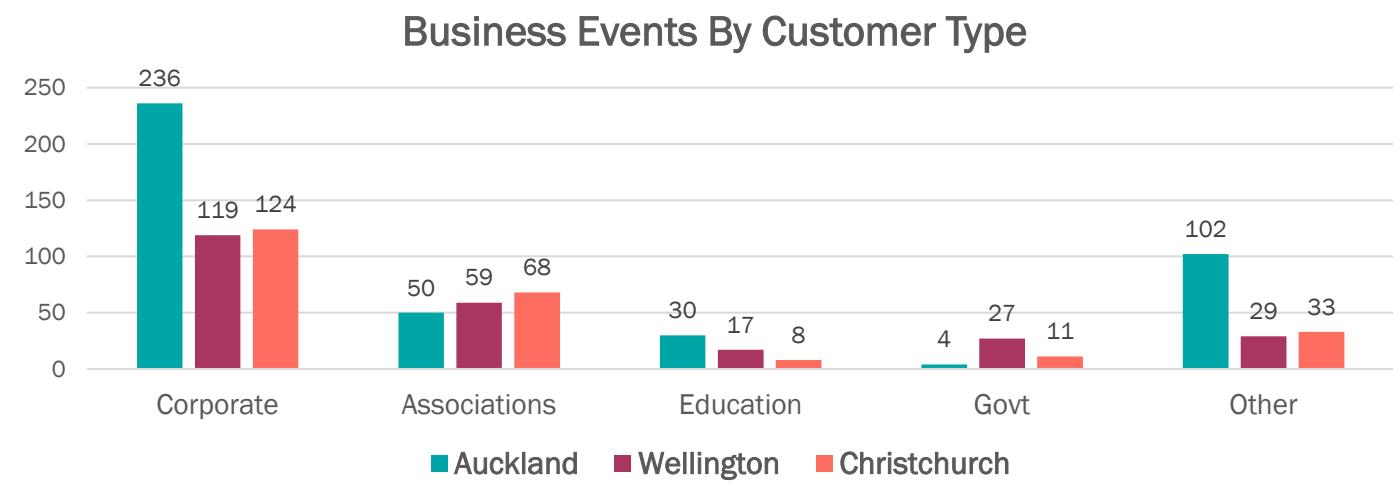
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Business Event Market Share - Regional Comparison



# Auckland hosted the most conferences, meetings, and other business events in NZ for Q3 2025

- Looking at business event type, Auckland hosted the most **conferences** (182), **meetings** (142), and **other business events** like social functions and Gala dinners (82) out of the three regions in Q3 2025.
- The majority of business events in Auckland were for **Corporate customers** (236), followed by **Other customers** (102), then **Associations** (50), **Education customers** (30) and **Government** workers (4).
- Among the three regions, Wellington recorded the most **Government**-related business events (27).

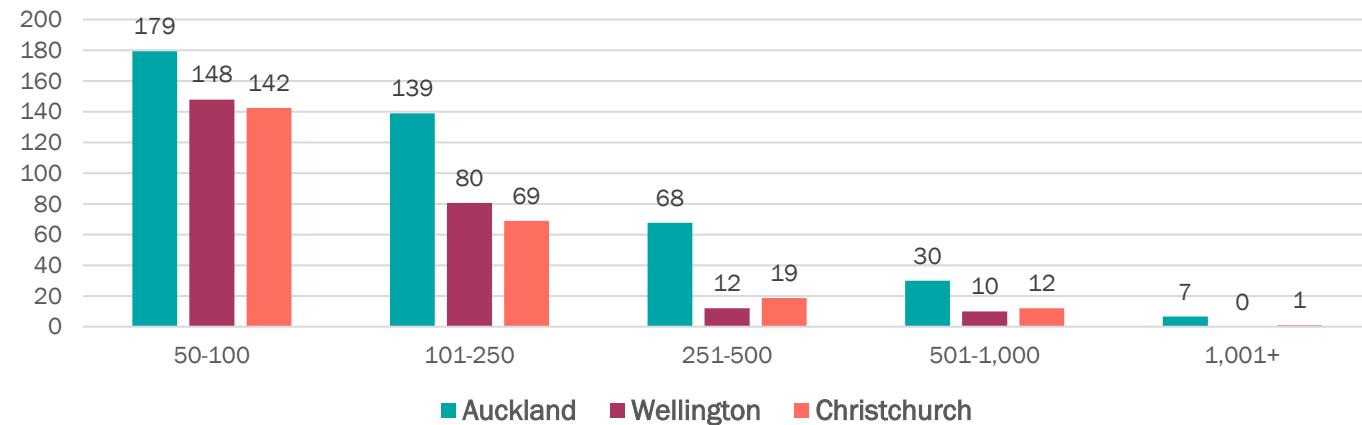


# 68% of all business events in Auckland were one-day events in Q3 2025

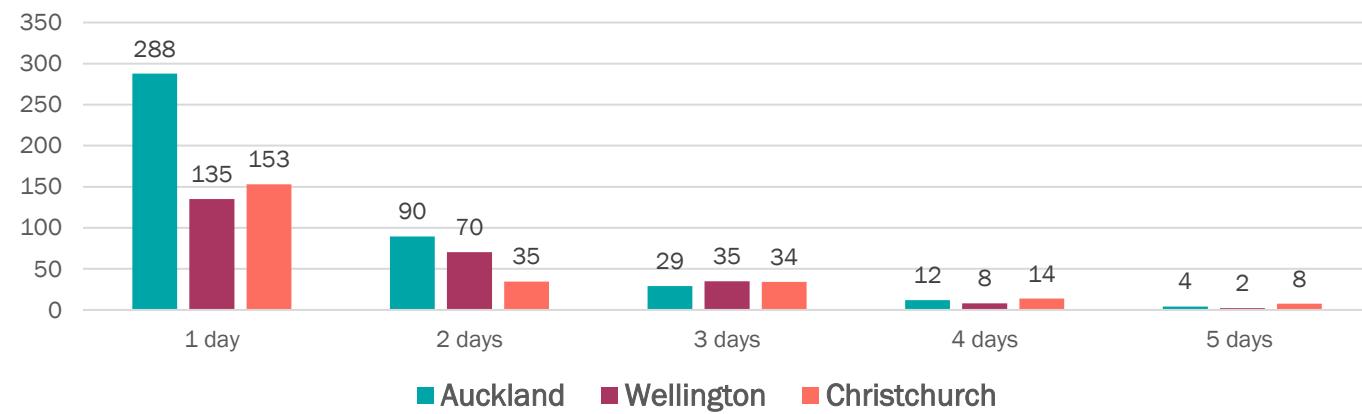
- In Q3 2025, 42% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (179 events). In comparison to other regions, Auckland hosted the most small business events.
- 33% of business events in Auckland were medium-sized events with 139 events that hosted between 101-250 delegates.
- 16% of business events (68) in Auckland hosted between 251-500 delegates.
- Auckland had 37 large-scale events that hosted 500+ delegates in Q3 2025.
- In Q3 2025, 68% of all business events in Auckland were one day events (288), while 32% were multi-day events. 21% were held for a duration of two days (90), and 11% ran over the course of three days or more (45).

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No. of business events - Regional comparison



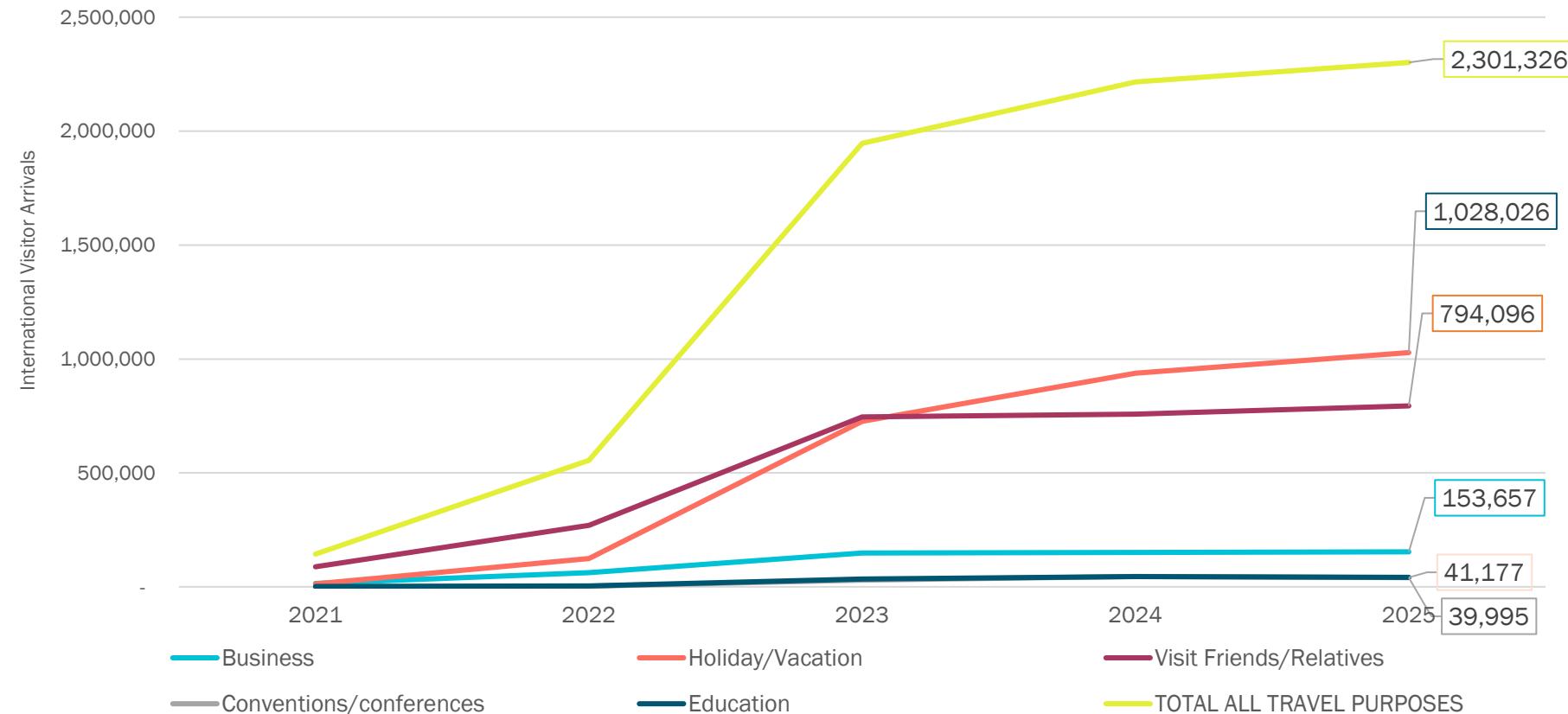
Duration of event - Regional comparison



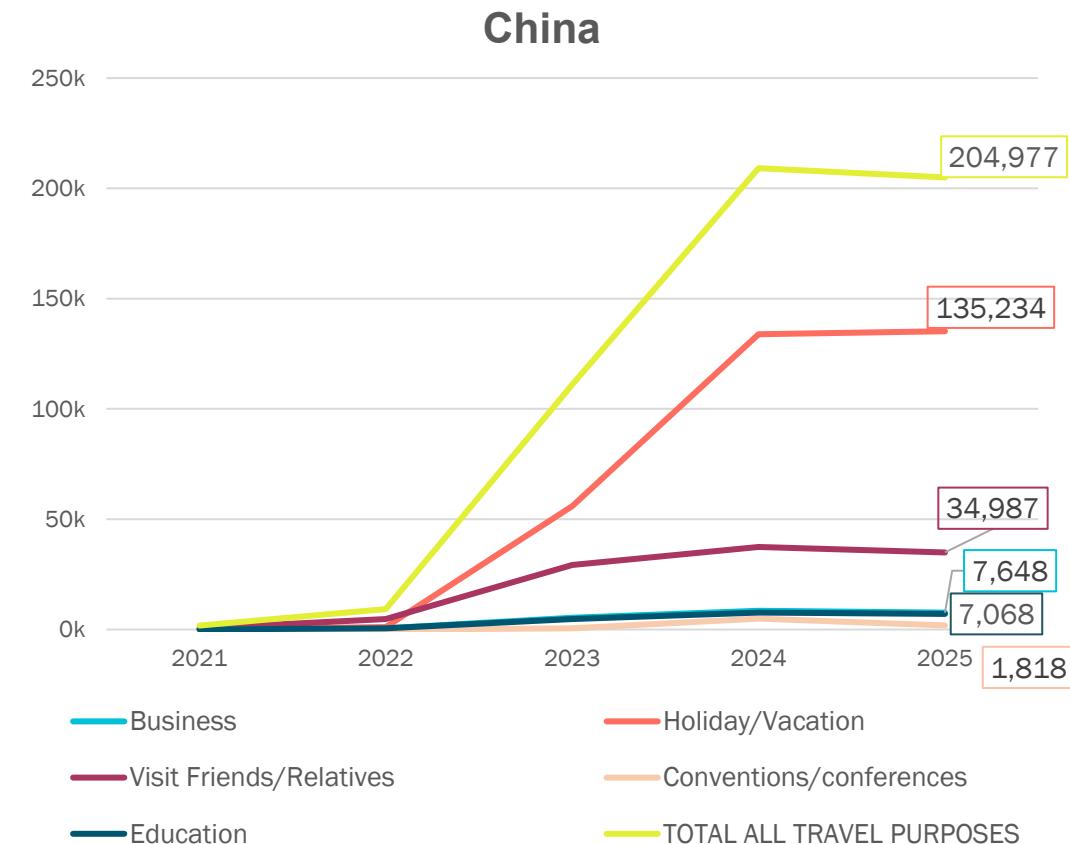
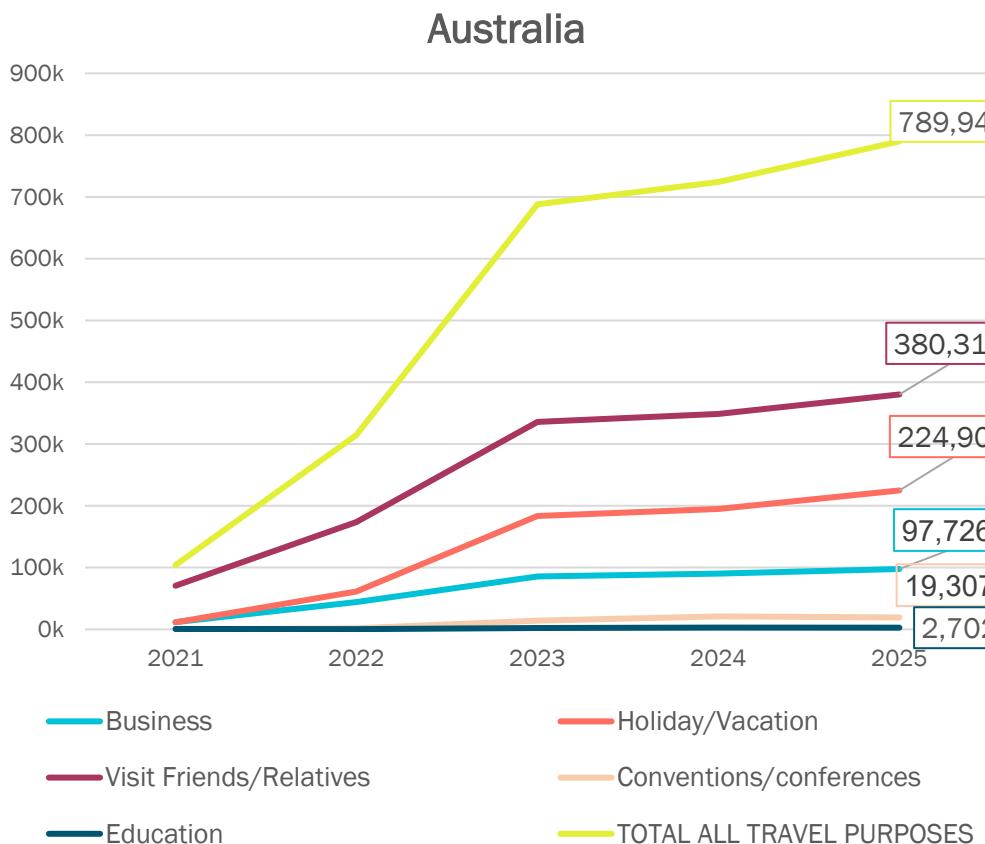


**Five-year trends in key markets**

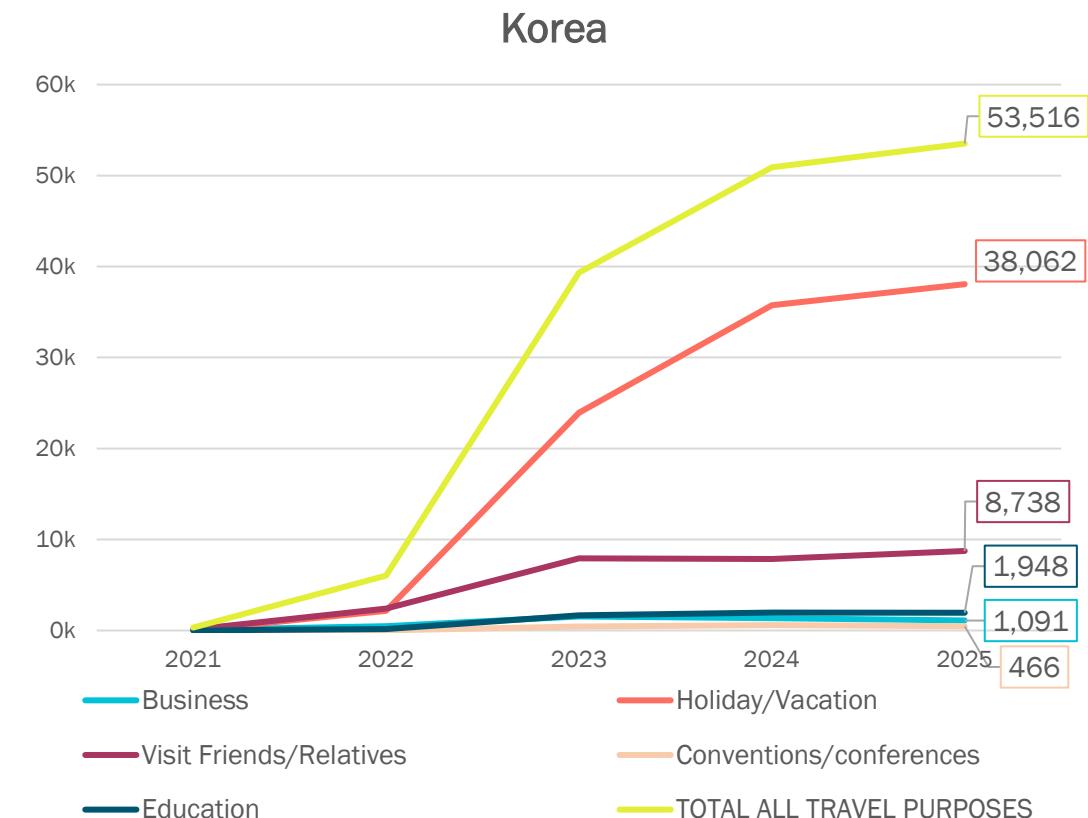
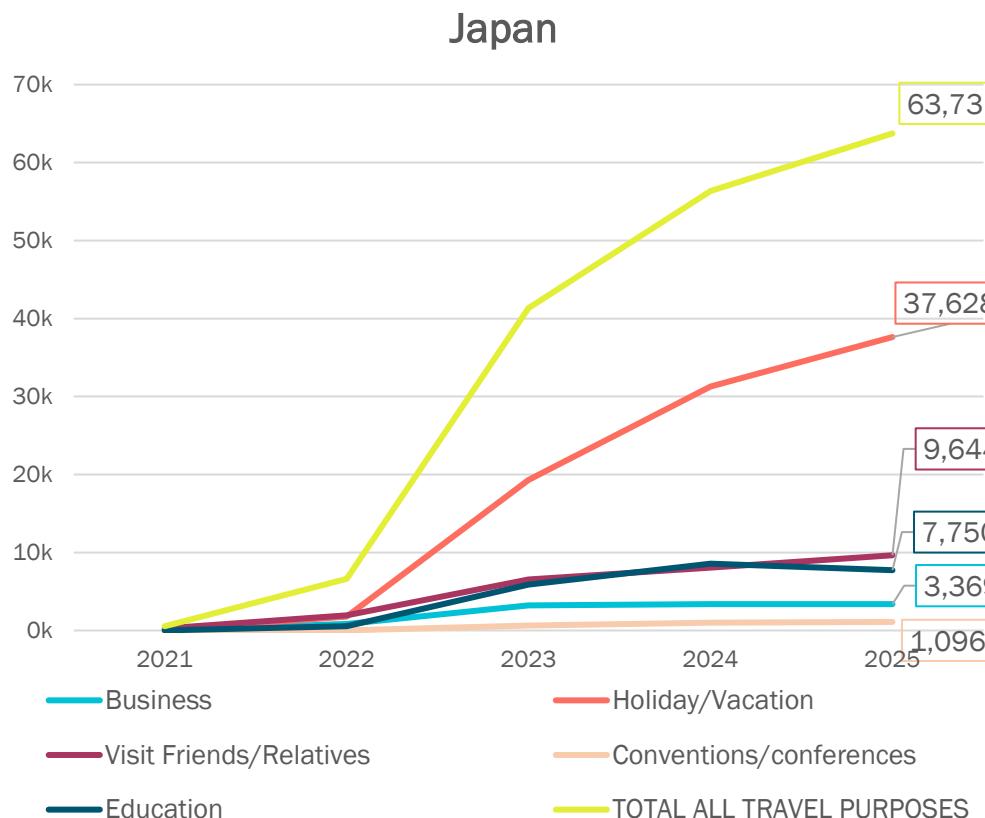
## Five-year visitor arrivals to Auckland, YE October



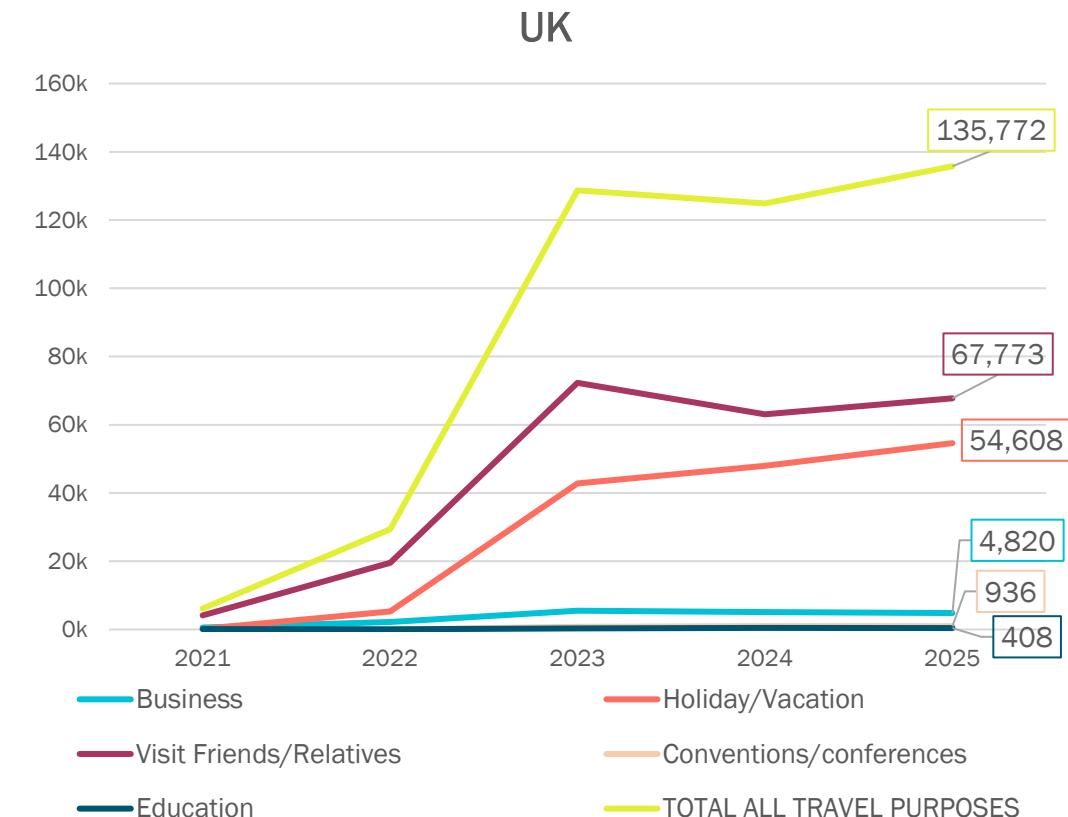
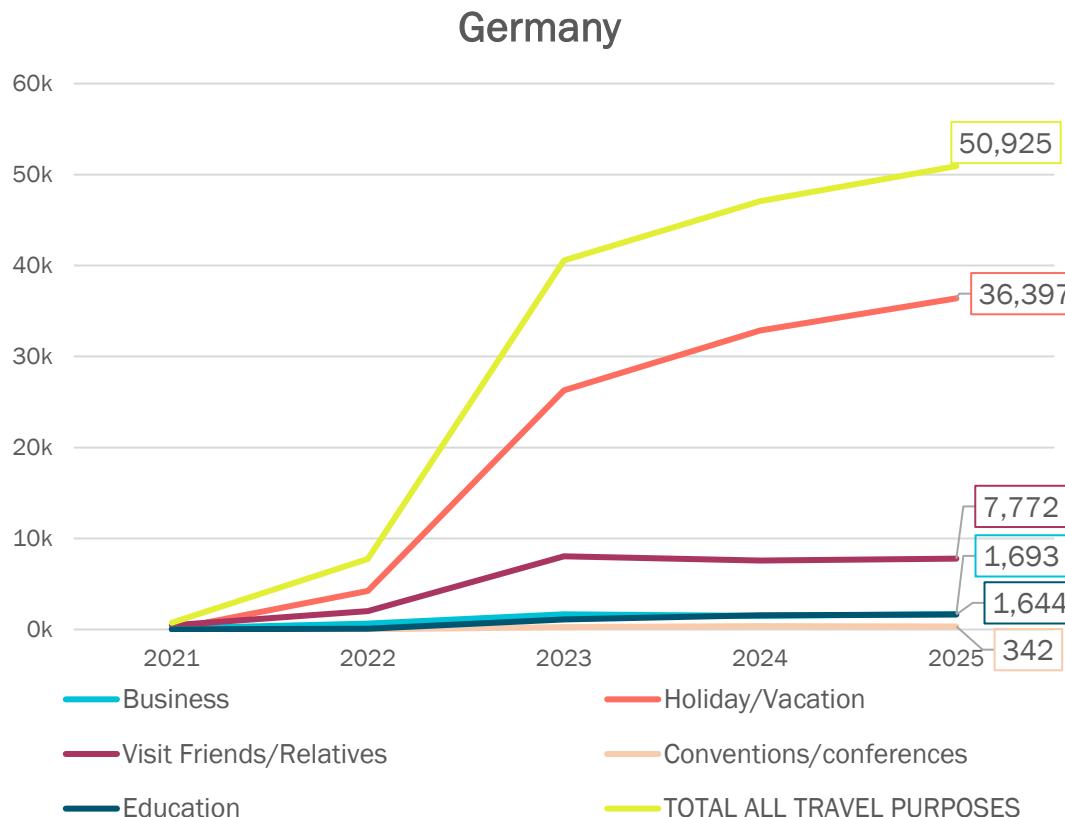
## Five-year visitor arrivals to Auckland, YE October



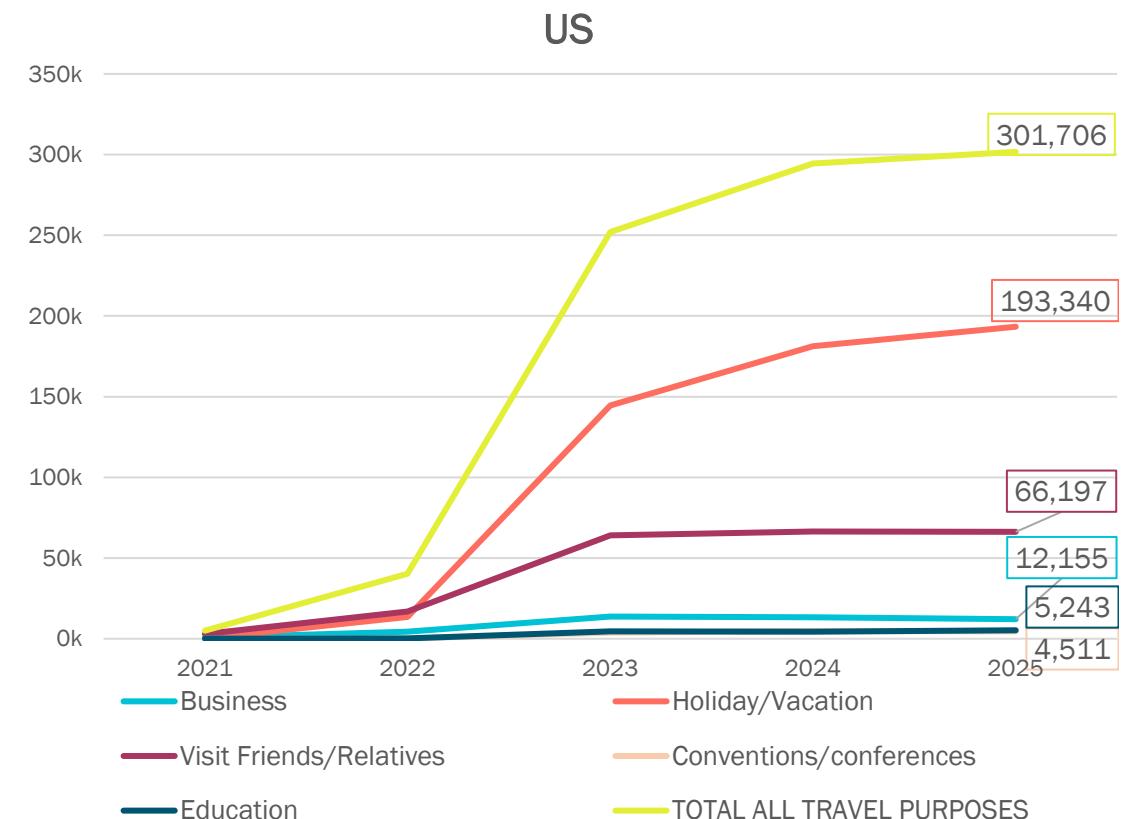
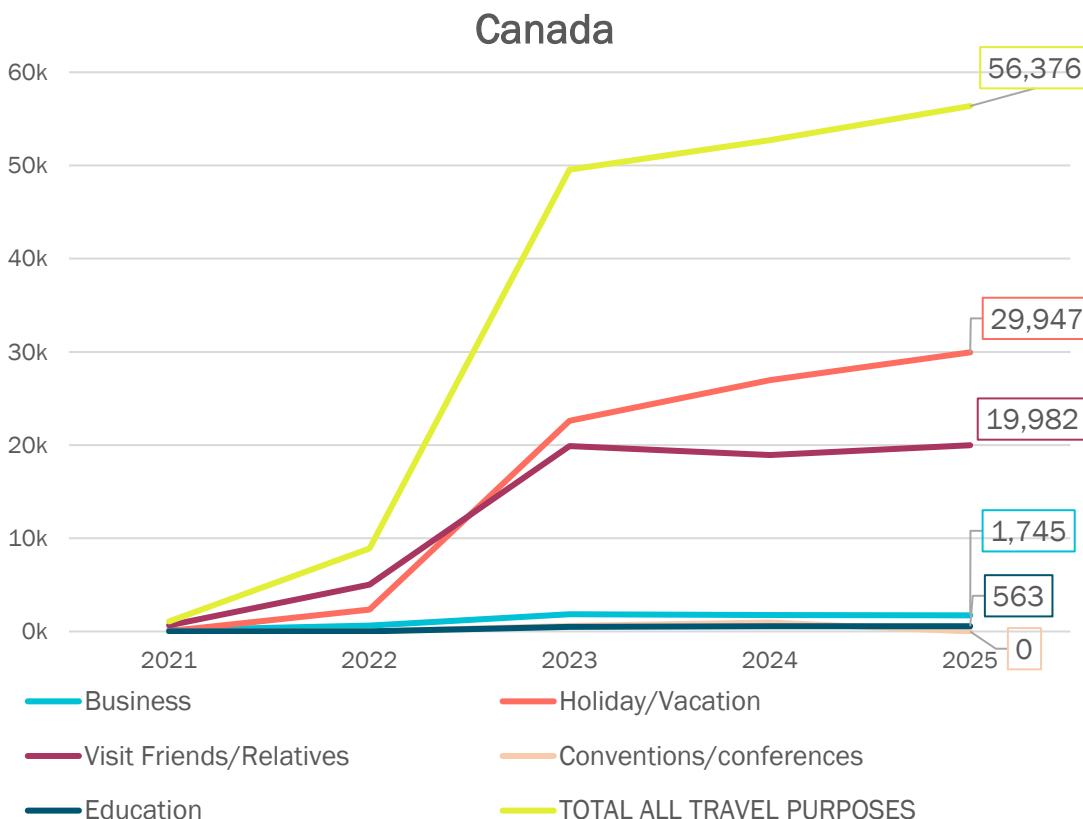
## Five-year visitor arrivals to Auckland, YE October



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



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



# Ngā mihi Thank you

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- **KEY CONTACT**

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