

Tātaki  
Auckland  
Unlimited



# Tāmaki Makaurau Auckland Destination Overview

November 2025

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

Prepared January 2026

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## Key Visitor Data



**2.97<sup>m</sup>**

International Guest Nights  
YE November 2025  
+0.9% (to YE Nov 2024)




**4.67<sup>m</sup>**

Domestic Guest Nights  
YE November 2025  
+6.2% (to YE Nov 2024)



**7.64<sup>m</sup>**

Total Guest Nights  
YE November 2025  
+4.1% (to YE Nov 2024)



**\$1.29<sup>b</sup>**

International Tourism Spend  
YE November 2025  
+11.1% (to YE Nov 2024)



**\$2.39<sup>b</sup>**

Domestic Tourism Spend  
YE November 2025  
-1.0% (to YE Nov 2024)



**65.2%**

Hotel Occupancy Rate  
YE November 2025  
+0.5% (to YE Nov 2024)



# Key Visitor Data



## INTERNATIONAL

- **Monthly international visitors (228.2k)** were up 1.6% compared to November 2024.
- **The year to November 2025** saw 2.30m international visitor arrivals, an increase of 3.5%.
- **Australian visitors (68.7k)** were down 1.2% compared to last November. **The year to November 2025** saw 789.1k Australian visitor arrivals, up 7.6%.
- **Holiday visitors (1.03m)** contributed the most to annual visitor numbers and **increased 8.4%** on the previous year. **Monthly holiday numbers (112.8k)** were up 3.2% compared with the month of November 2024.
- **VFR visitors (791.6k)** were up 4.0% for the year, with monthly numbers (64.5k) down 3.8%.
- **299.9k international guest nights in commercial accommodation** for November (up 2.5%) and 2.97m international guest nights for the year (up 0.9%).
- **International spend** was \$1.29b for the year, up 11.1% and \$124.3m for the month (up 6.6%).
- **In the year to November 2025**, tourism spend from the US was \$423.8m, up 33.2% on the previous year.

## DOMESTIC

- For November 2025, Auckland's monthly unique domestic visitor count was 892.2k, a decline of 4.8% compared with November 2024.
- Auckland recorded 10.7m domestic visitors in the year to November 2025.
- There were 461.2k domestic guest nights in commercial accommodation for the month of November (up 0.4%) and 4.67m domestic guest nights for the year (up 6.2%).
- After a revision in July 2025, the Tourism Electronic Card Transactions (TECTs) have restarted in December 2025.
- Domestic spend for the year was \$2.39b, down 1.0% on last year and \$212.7m for the month of November (down 7.6% compared to November 2024).
- Spend from all key domestic markets was down.

## OVERALL

- There were 761.1k total guest nights in commercial accommodation in November (up 1.2%) and 7.64m total guest nights for the year (up 4.1%).
- On average, visitors stayed in Auckland for 1.9 nights in November 2025 (no change compared to 2024).
- Average monthly hotel Occupancy was 82.3% up 5.6%, average daily rate (ADR) was \$250 (down 3.1%) and revenue per available room (RevPAR) was \$208 (up 1.5%).
- For the year, average Occupancy for the year was 65.2% (up 0.5%). while ADR was \$207 (down 4.5%) and RevPAR was \$140 (down 3.2%).
- Metallica's concert at Eden Park on Wednesday 19<sup>th</sup> November 2025 generated a strong accommodation uplift, as occupancy reached 95.2% (up 11.9%), ADR rose to \$411 (up 70.2%), and RevPAR increased to \$391 (up 90.5%).
- Looking forward over the next three months, Occupancy rates are higher compared to last year.
- Occupancy-on-the-books is set to peak at 83% on Friday 20<sup>th</sup> 2026, which coincides with The Royal Edinburgh Military Tattoo at Eden Park.



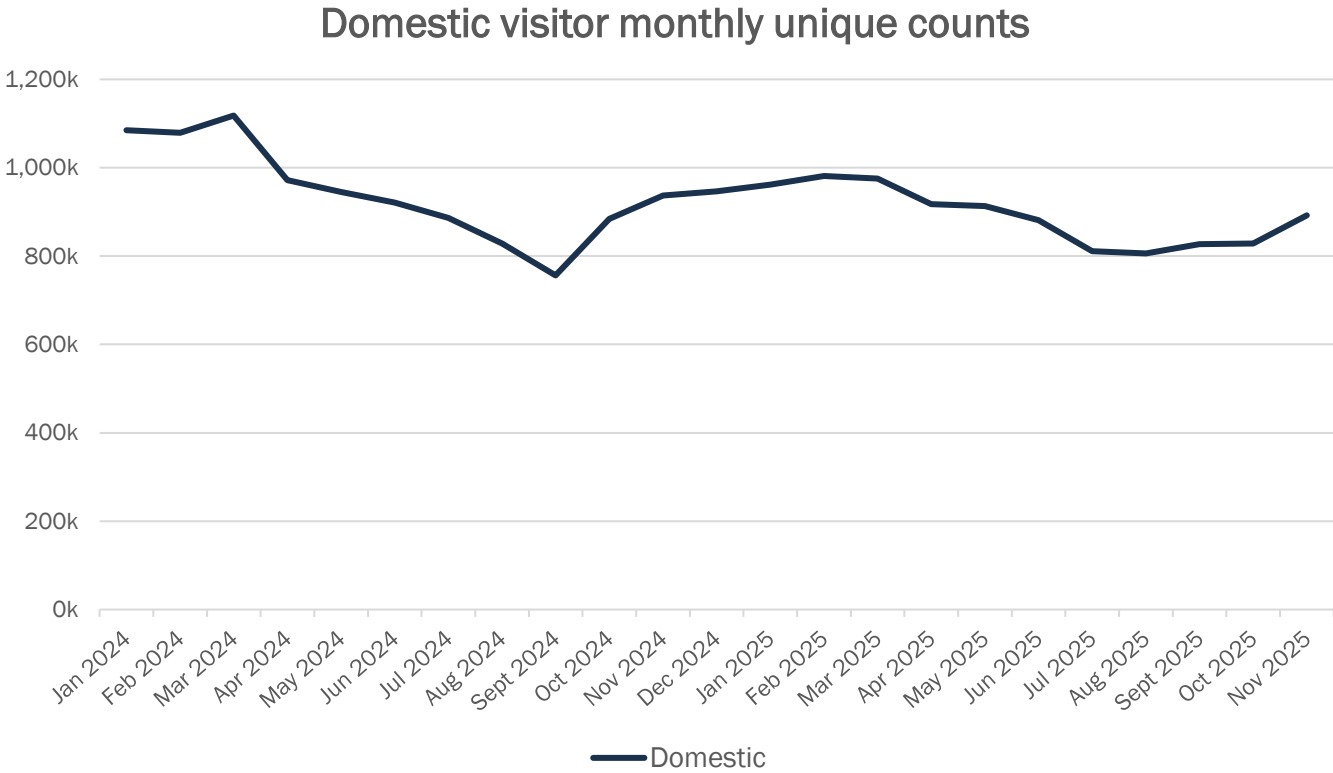


# Auckland Tourism – Visitor Arrivals Data



# 892.2k Domestic visitors in November 2025

- The Tourism Volumes and Flows series, developed by Vistr Ltd and funded by MBIE, provides detailed insights into overall visitor activity across Aotearoa New Zealand. The series delivers granular estimates of the number of visitors present within a destination (volumes) alongside breakdowns by visitor origin (flows). The series replaces and expands upon the Monthly Unique Regional Population Estimates (MURPEs). More information can be found [here](#).
- For November 2025, Auckland’s monthly unique domestic visitor count was 892.2k, a decline of 4.8% compared with November 2024.
- Auckland recorded 10.7m domestic visitors in the year to November 2025.

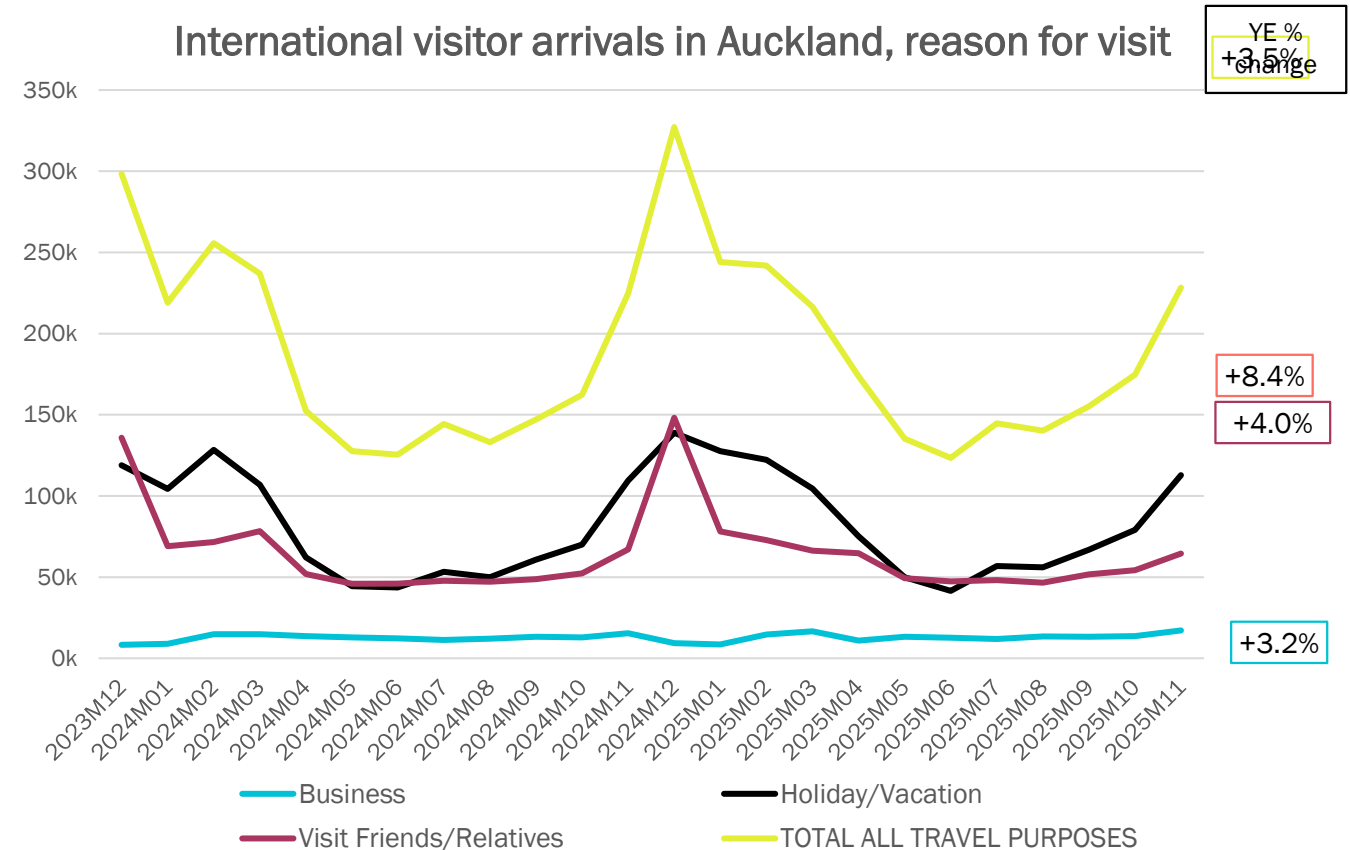


	Total Domestic	vs. previous year / YE
November 2025	892,200	-4.8%
YE November 2025	10,743,100	N/a



## 2.30m International visitor arrivals for the year to November 2025, up 3.5%

- The month of November saw 228.2k international visitors, up 1.6% compared to November 2024.
- The year to November 2025 saw 2.30m international visitor arrivals, an increase of 3.5% on the previous year.
- Holiday visitors (1.03m) contributed the most to annual visitor numbers and increased 8.4% on the previous year. Monthly holiday numbers (112.8k) were up 3.2% compared with the month of November 2024.
- VFR visitors (791.6k) were up 4.0% for the year, with monthly numbers (64.5k) down 3.8%.
- There were 155.3k business visitors (up 3.2%) in the year to November 2025, and 17.1k for the month (up 10.7%).



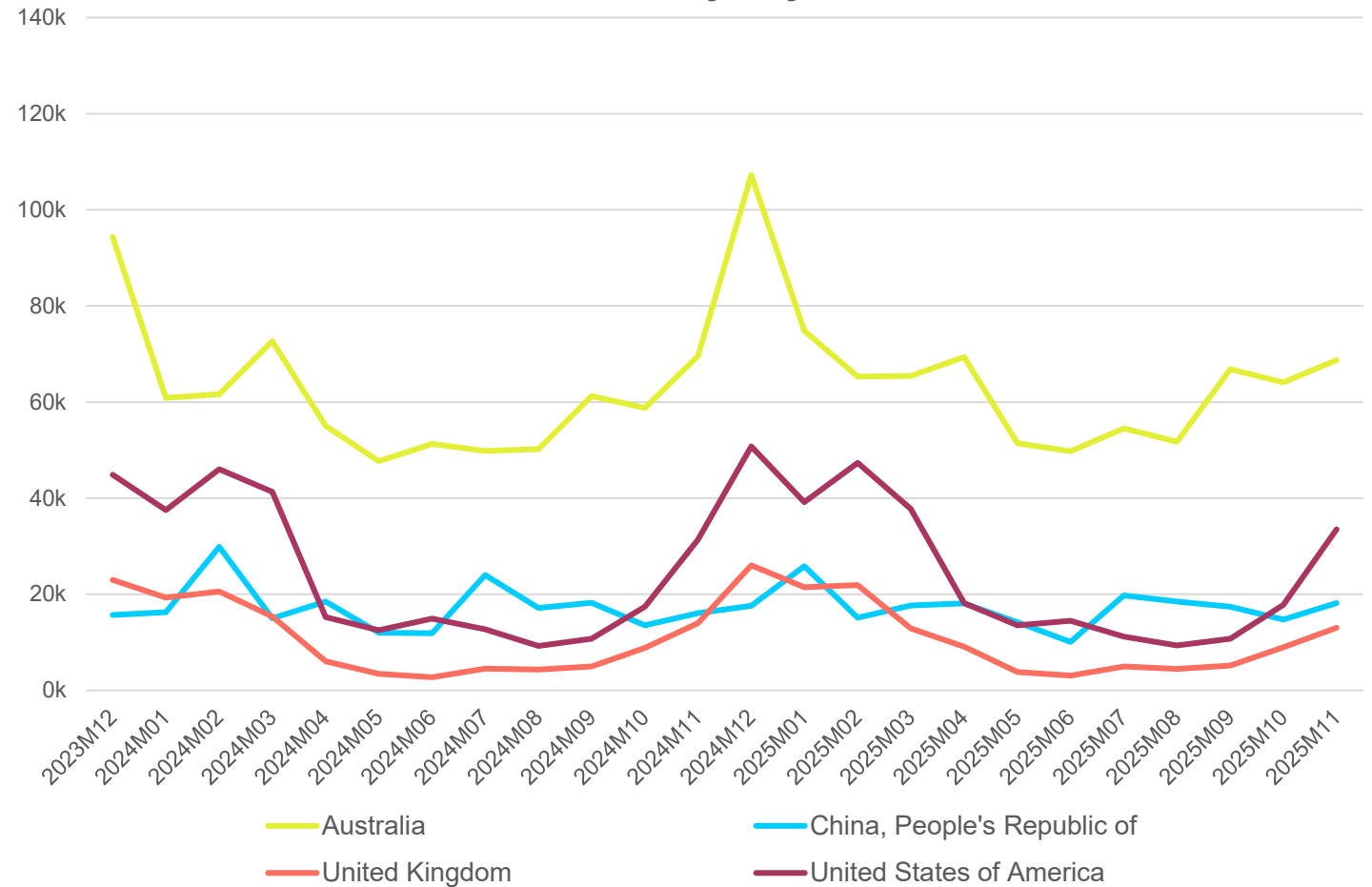
	Visitor arrivals	vs. previous year / YE
November 2025	228,208	1.6%
YE November 2025	2,304,841	3.5%



## 789.1k visitors from Australia for YE November 2025, up 7.6%

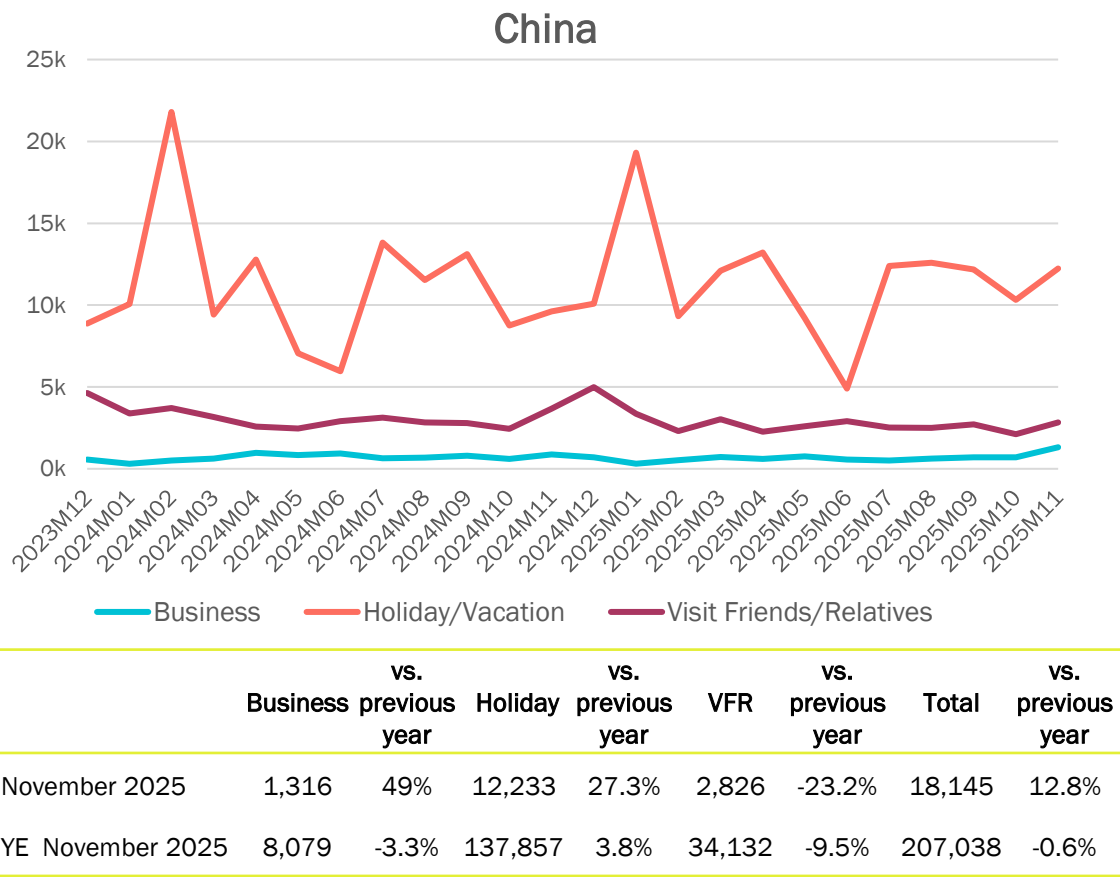
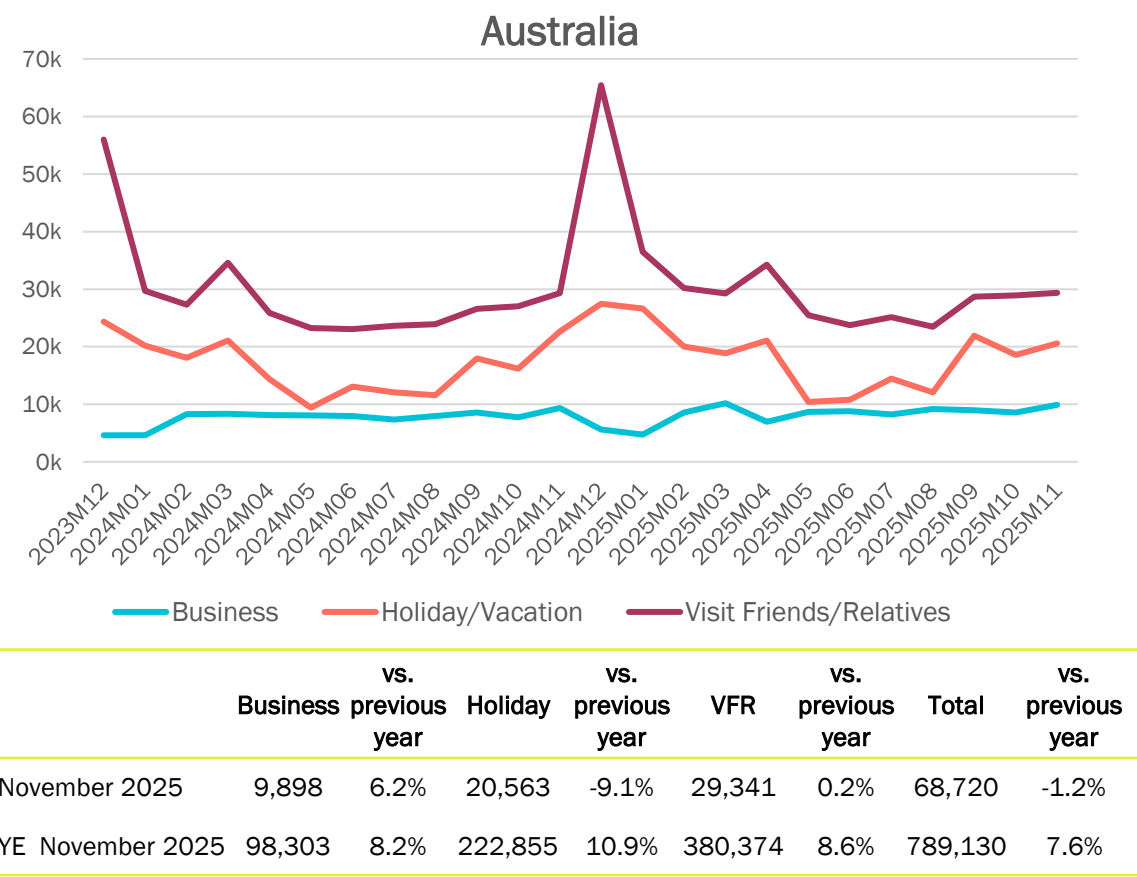
- Australian visitors (68.7k) were down 1.2% for the month compared to last November. The year to November 2025 saw 789.1k Australian visitor arrivals, up 7.6% compared to last year.
- The year to November 2025 saw 303.9k visitors from the US (up 3.4%), with 33.5k visitors for the month (up 6.9).
- Visitors from China (207.0k) were down slightly for the year (0.6%), but up (12.8%) for the month of November (18.1k).
- For the year to November 2025, there were 134.8k visitor arrivals from the UK (up 6.1%) and 13.0k visitors for the month (down .8%).

Visitor arrivals in Auckland by key international markets

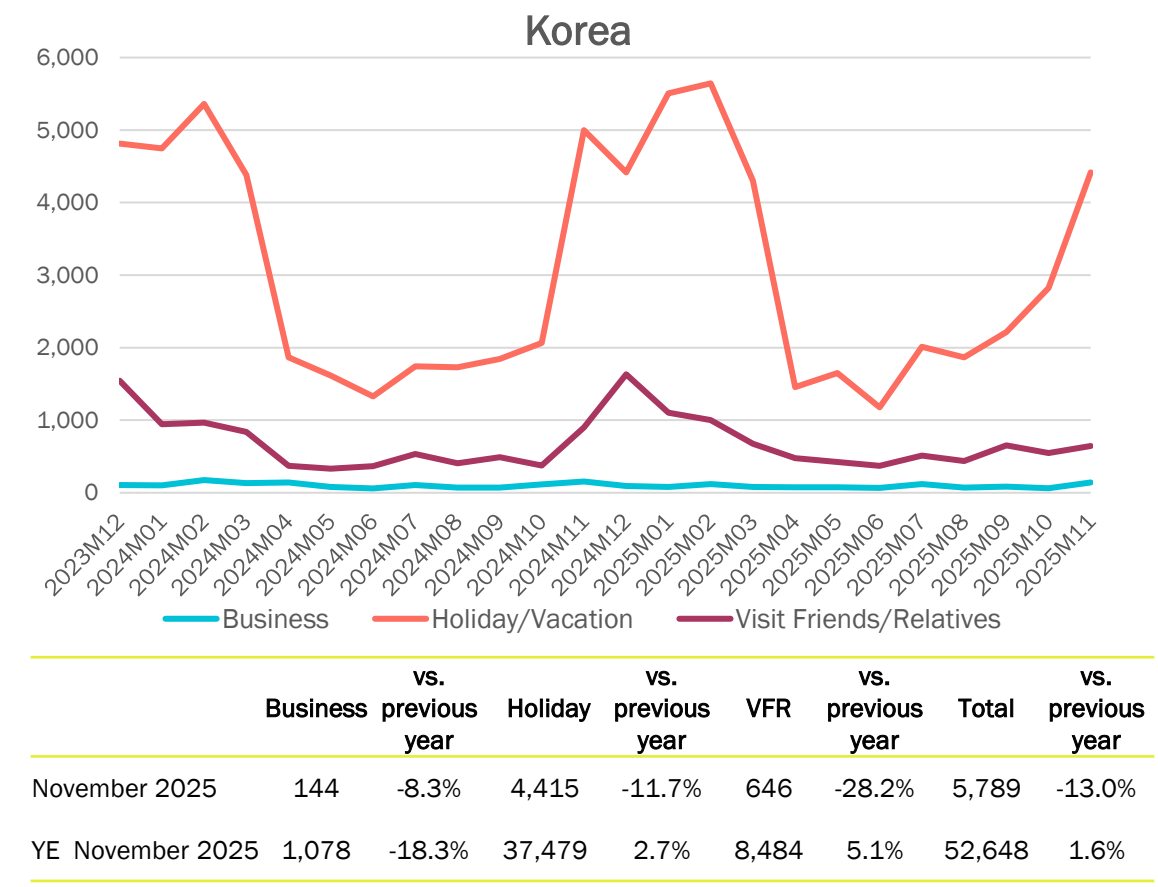
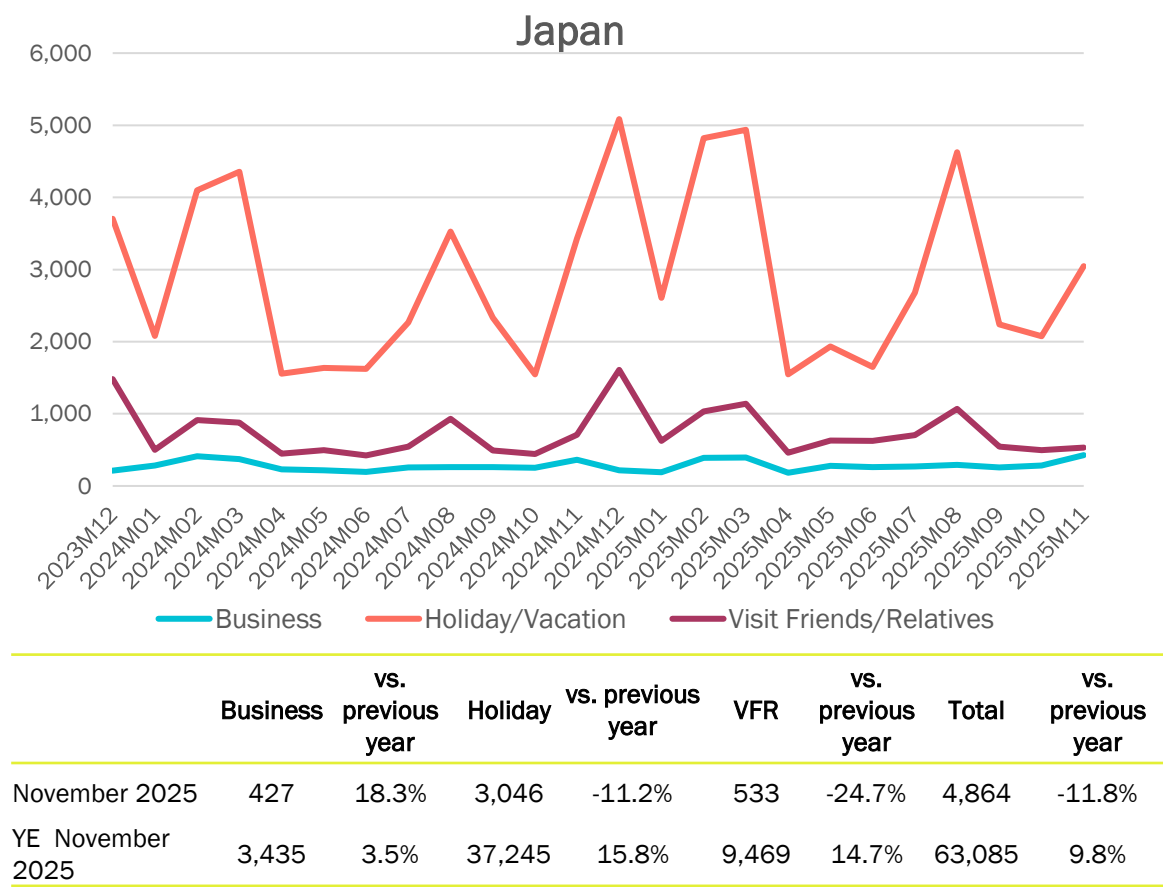




# 24-month visitor arrivals from individual markets

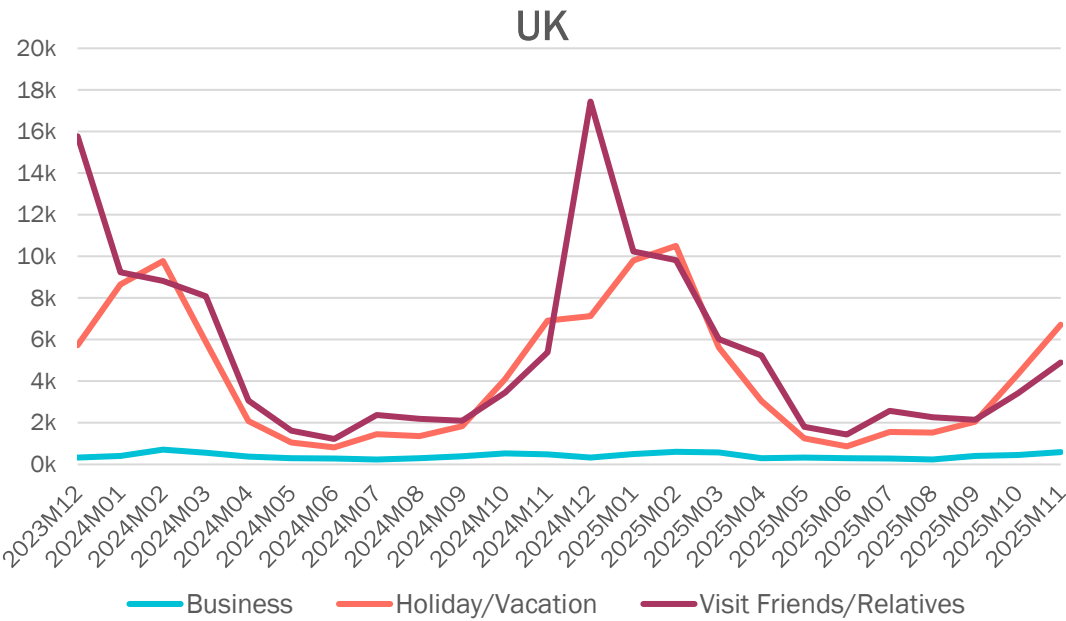
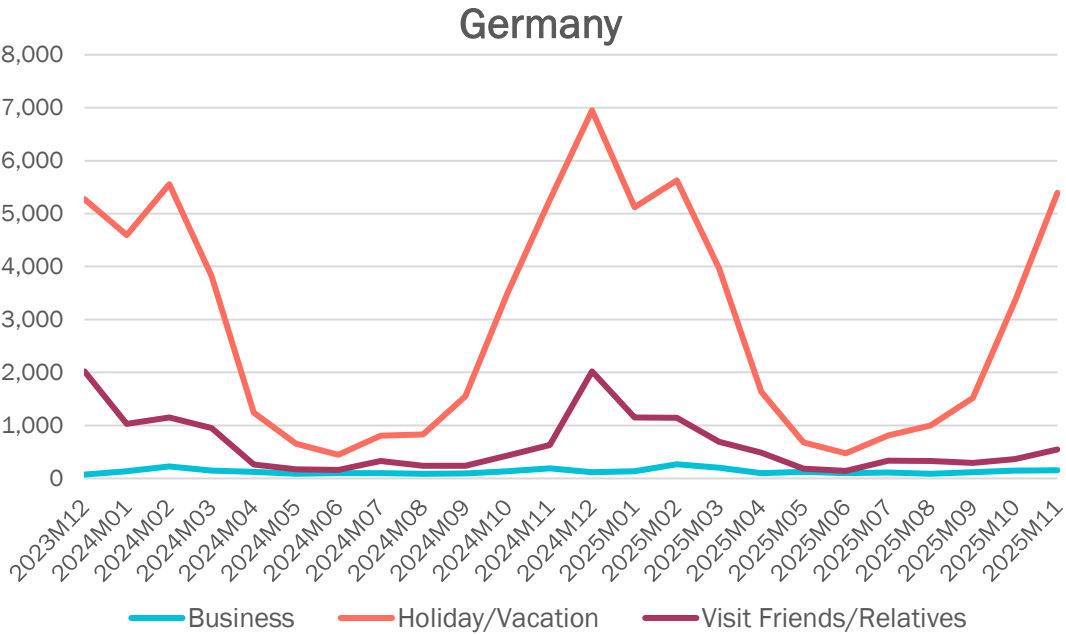


# 24-month visitor arrivals from individual markets





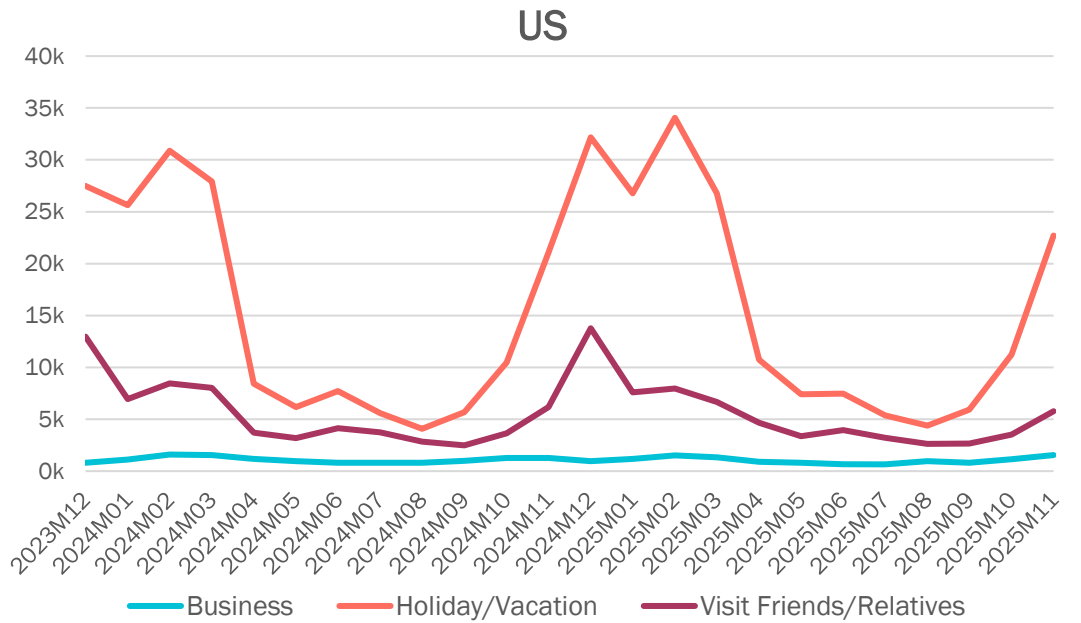
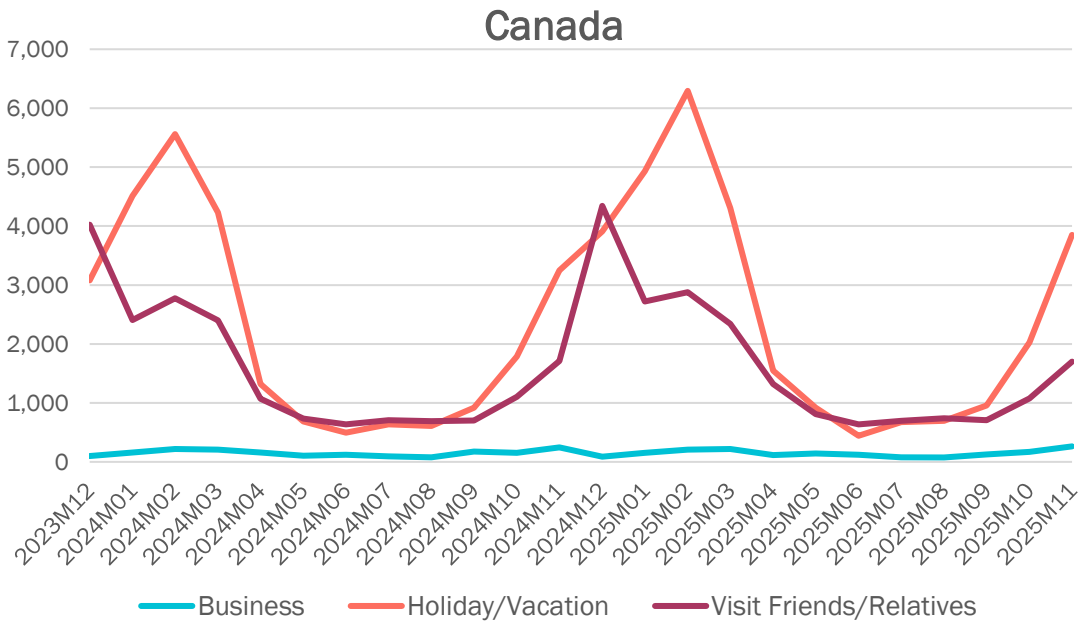
# 24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2025	155	-18.0%	5,391	2.5%	549	-13.4%	6,550	-0.5%
YE November 2025	1,659	10.7%	36,531	8.9%	7,687	0.8%	50,889	6.4%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2025	591	20.6%	6,718	-2.8%	4,904	-9.0%	13,003	-6.8%
YE November 2025	4,921	-0.2%	54,416	9.6%	67,288	6.2%	134,817	6.1%

# 24-month visitor arrivals from individual markets



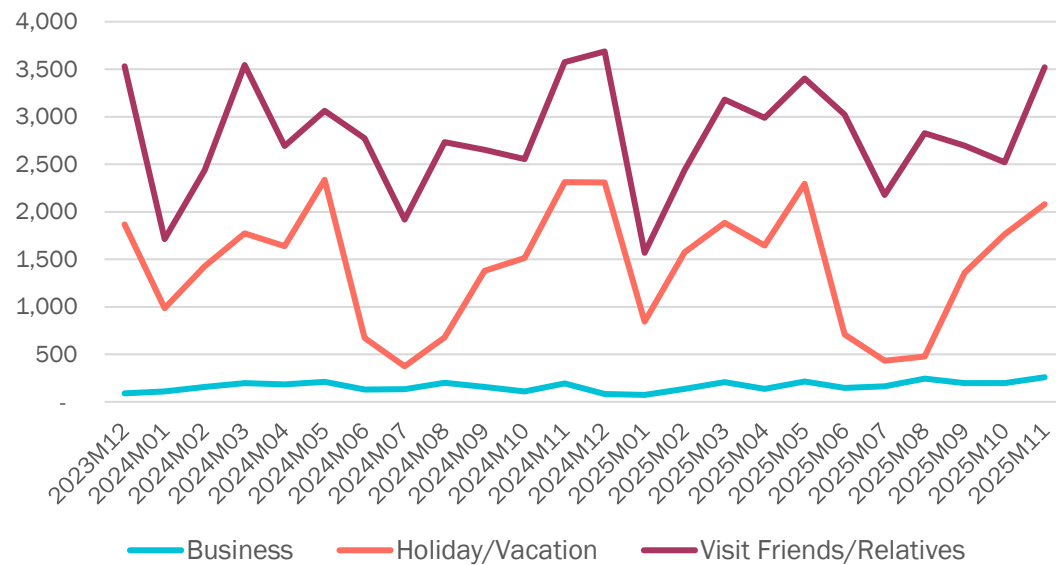
		vs. Business previous year	Holiday vs. previous year	VFR	vs. previous year	Total	vs. previous year	
November 2025	263	6.9%	3,851	18.6%	1,700	-0.6%	7,198	24.3%
YE November 2025	1,762	-3.0%	30,552	12.8%	19,972	5.3%	57,783	8.9%

	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2025	1,541	22.6%	22,694	7.7%	5,787	-6.3%	33,500	6.9%
YE November 2025	12,439	-5.5%	194,969	7.7%	65,805	-0.8%	303,854	3.4%



## 24-month visitor arrivals from individual markets

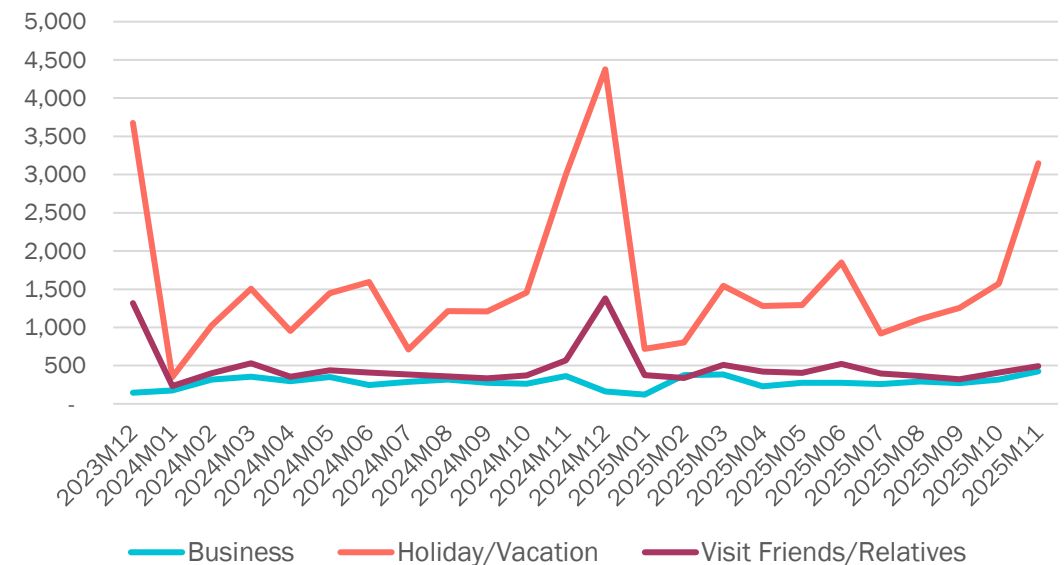
### India



		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2025	259	32.8%	2,079	-10.0%	3,519	-1.5%	6,887	-4.5%
YE November 2025	2,058	10.2%	17,366	2.4%	34,028	2.6%	64,429	-4.7%

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### Singapore



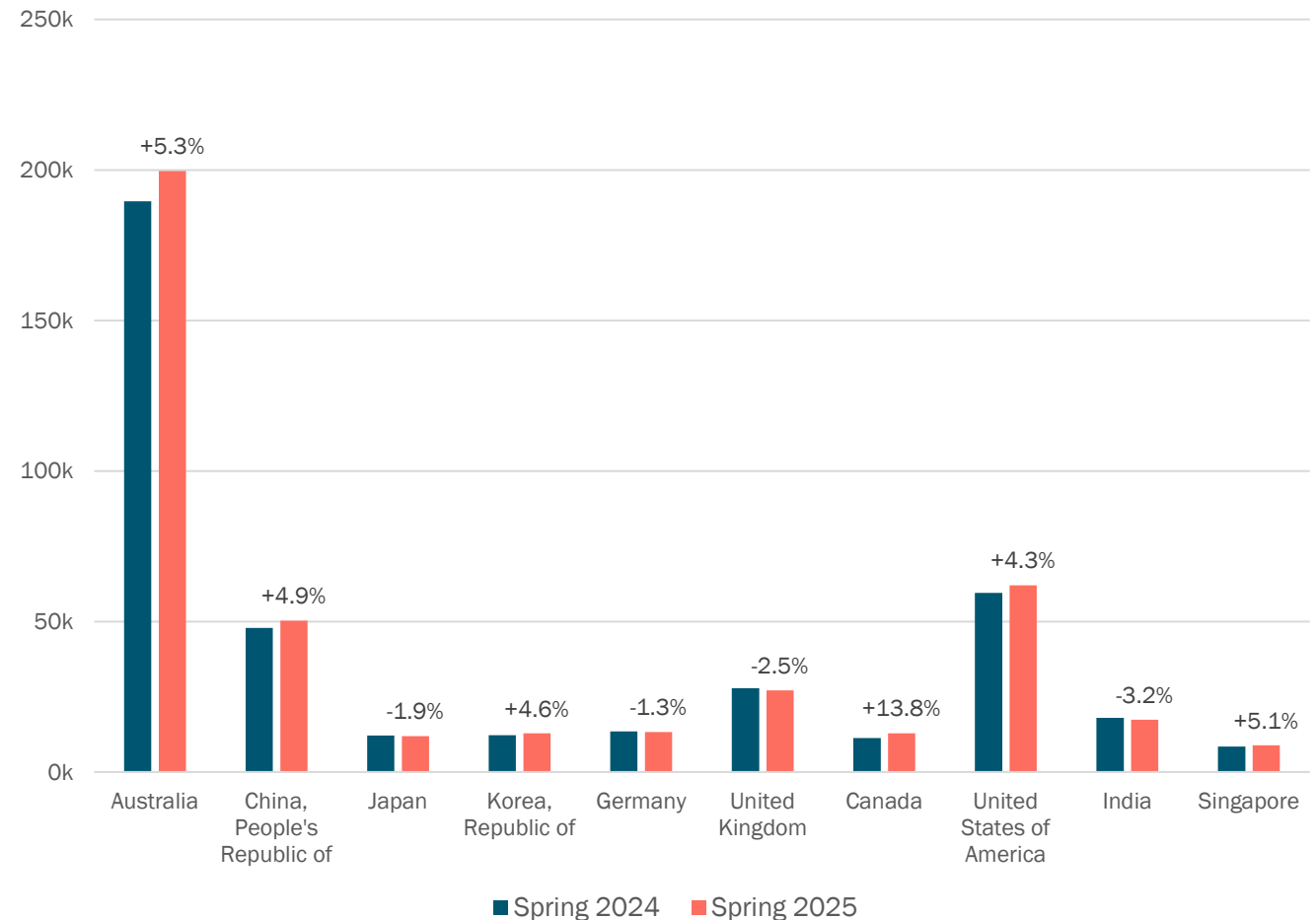
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
November 2025	425	17.4%	3,149	4.9%	494	-13.0%	4,319	3.5%
YE November 2025	3,390	-0.1%	19,875	9.5%	5,934	4.0%	31,979	7.7%

## 558.0k international visitor arrivals in spring 2025, up 4.5% on last spring

- There were 558.0k international visitor arrivals in spring 2025, up 4.5% on the previous spring.
- Holiday (258.8k, up 7.7%) and VFR (170.4k, up 1.4%) visitors were up compared to last spring however, business (44.2k, up 6.4%) visitation was down for the season.
- Visitation from Australia (199.6k, up 5.3%) increased in comparison to the previous spring, with VFR (86.9k, up 4.9%) and holiday (61.0k, up 7.5%) visitors up.
- US visitors (62.1k) were up (4.3%) in spring 2025.
- Chinese visitors (50.2k) were also up (4.9%) this spring.
- Visitors from the UK (27.1k) were down (2.5%) compared to last year.
- Visitors from India (17.4k) were down (3.2%) in spring 2025 while visitors from Singapore (8.9k) were up (5.1%).

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Seasonal international arrivals in Auckland by key markets



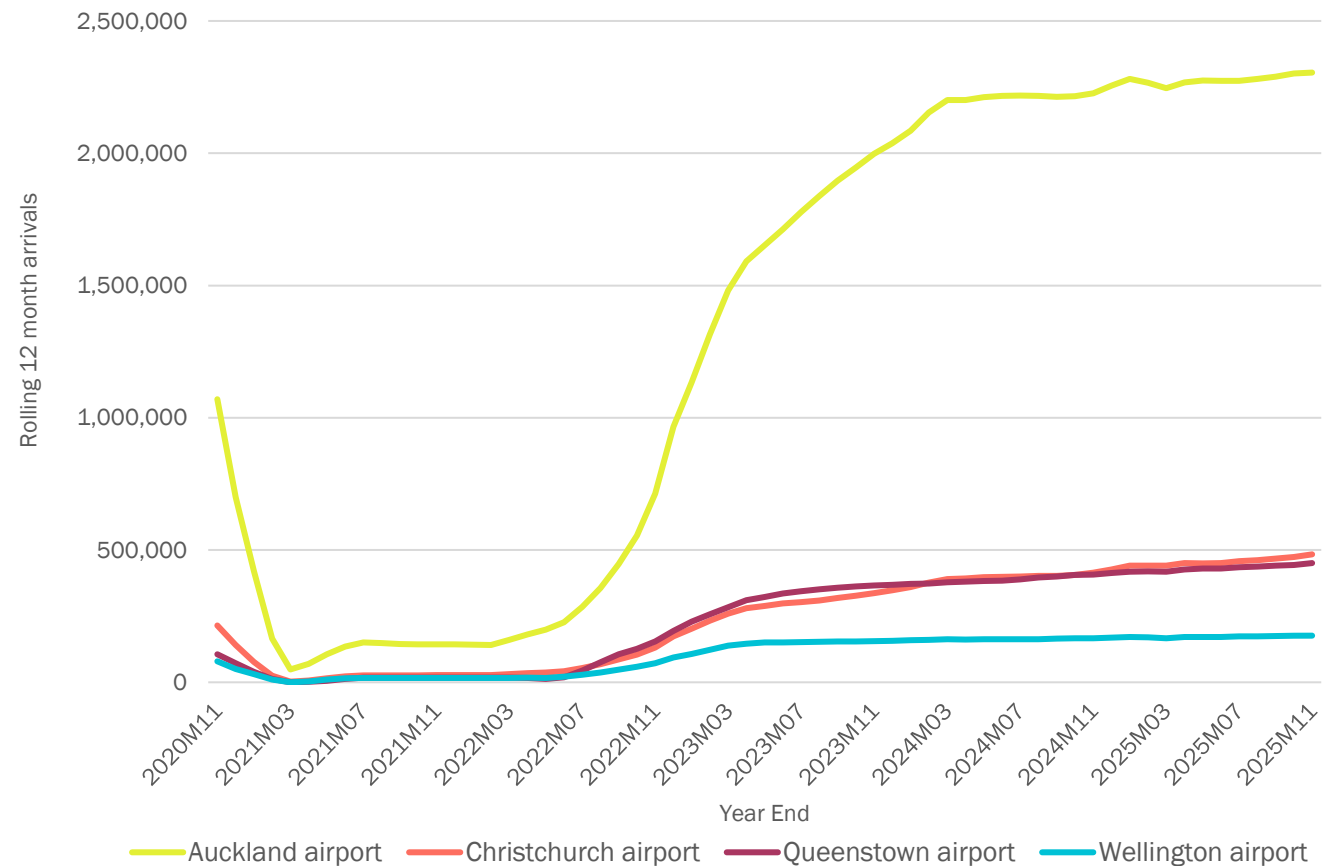


## Auckland has seen a 3.5% increase in international visitor arrivals over the last year

- 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 3.5% increase in international visitor arrivals over the last year.
- For the year ending November 2025, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 10.6%, Christchurch was up 16.7% and Wellington was up 6.1% compared to last year.

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12 month rolling visitor arrivals





# Auckland Tourism – Accommodation Data

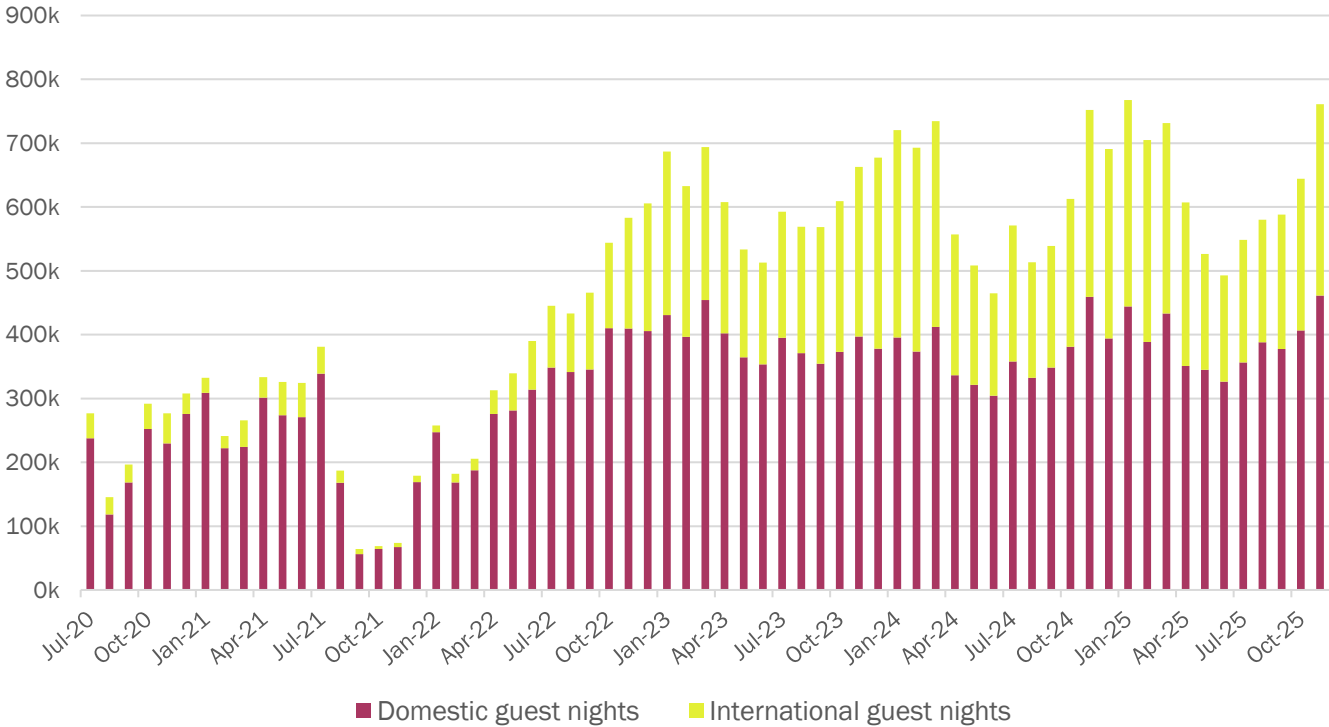


# 761.1m total guest nights in commercial accommodation in YE November 2025, up 1.2%

- For the month of November 2025, there were **761.1k total guest nights** in commercial accommodation in Auckland, up **1.2%** on the same month last year.
- There were **461.2k domestic guest nights** in commercial accommodation (up **0.4%**), and **299.9k international guest nights** (up **2.5%**) in commercial accommodation in November 2025.
- The year to November 2025 saw **7.64m total guest nights** in Auckland (up **4.1%**) with **4.67m domestic guest nights** (up **6.2%**) and **2.97m international guest nights** (up **0.9%**).
- For New Zealand overall, there were 3.57m guest nights in commercial accommodation in November 2025, up 2.2% compared to November 2024.

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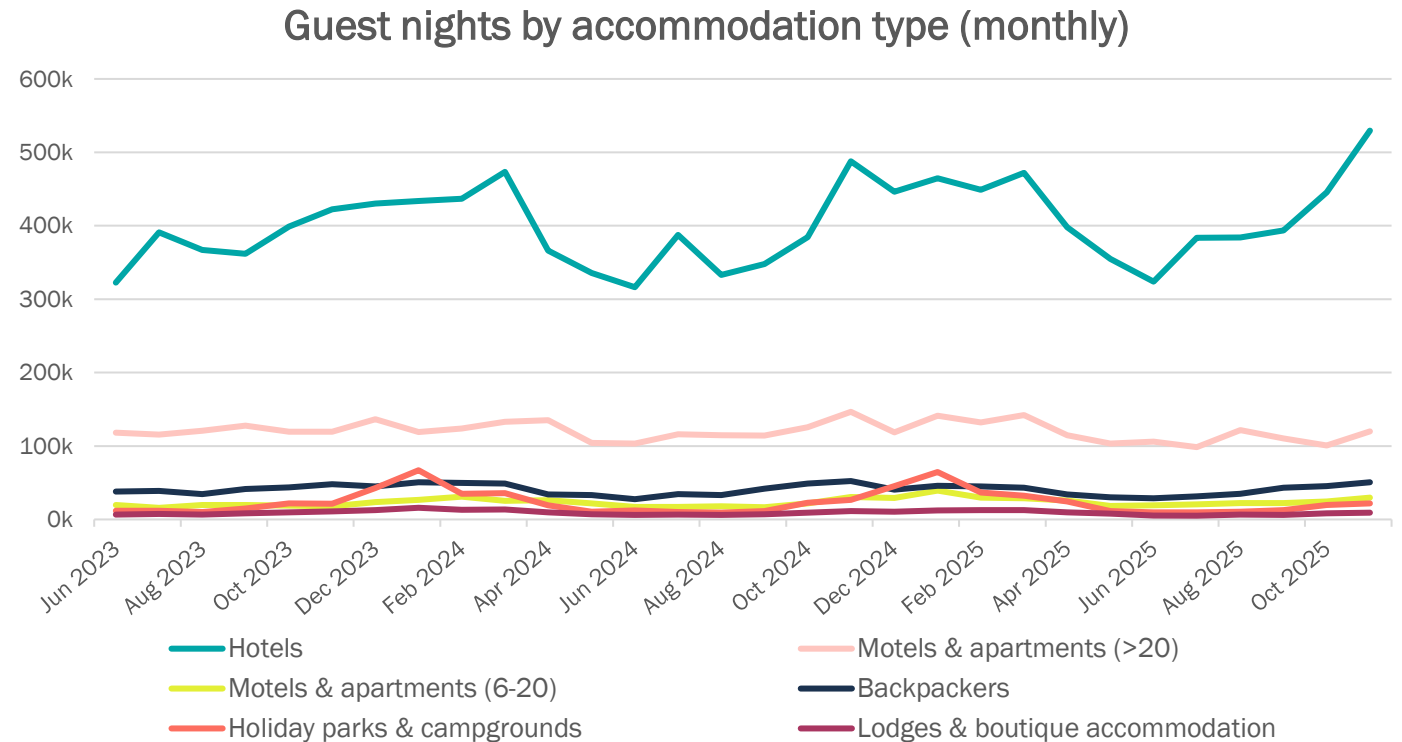
Guest nights in commercial accommodation - Auckland



November 2025	Auckland	% change	New Zealand	% change
Total guest nights	761,100	1.2%	3,569,900	2.2%
Domestic guest nights	461,200	0.4%	2,094,800	-2.5%
International guest nights	299,900	2.5%	600,000	9.8%

## 529.6k guest nights in hotels for the month of November 2025, up 8.6%

- For the month of November 2025, there were **529.6k guest nights in hotels**, up **8.6%** compared to last year.
- There were **119.8k guest nights in motels and apartments (>20)**, down **18.3%** on the previous year.
- Guest nights in motels and apartments (6-20) (29.7k) were down (2.3%).
- Guest nights in backpacker accommodation decreased (down 3.1% to 50.7k) in November 2025.
- Guest nights in holiday parks and campgrounds (22.0k) were down (17.0%) for the month.
- Guest nights in lodges and boutique accommodation were down (20.7% to 9.2k) for the month.



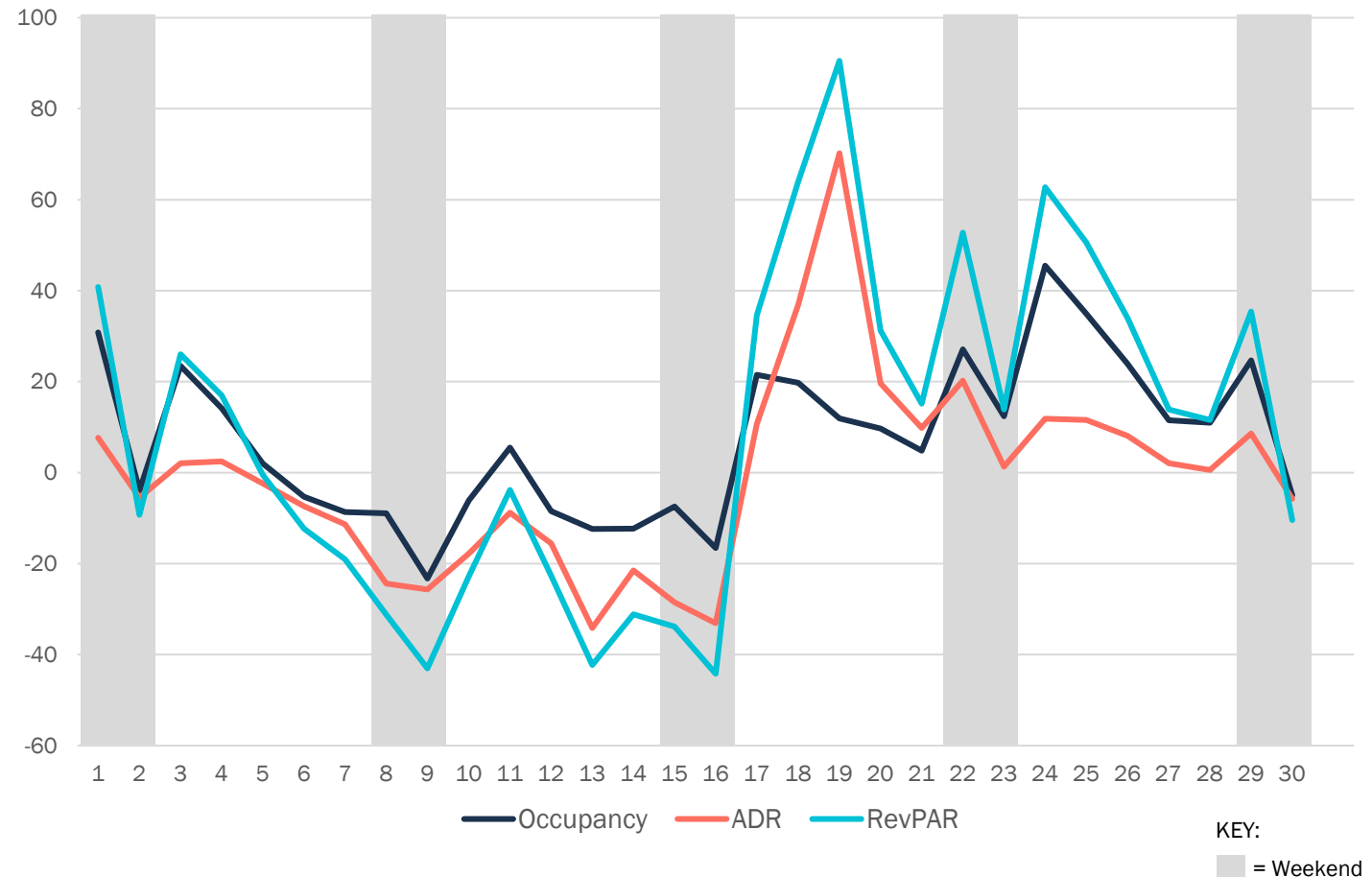
November 2025	Auckland	% change
Hotels	529,600	8.6%
Motels & apartments (>20)	119,800	-18.3%
Motels & apartments (6-20)	29,700	-2.3%
Backpackers	50,700	-3.1%
Holiday parks & campgrounds	22,000	-17.0%
Lodges & boutique accommodation	9,200	-20.7%

## Average Occupancy for November 2025 was 82.3%, up 5.6%

- For the month of November 2025, the **average Occupancy was 82.3%, 5.6% higher** compared to November 2024.
- The **Average Daily Rate (ADR) for the month was \$250, down 3.1%** on last year.
- Monthly Revenue per available room (RevPAR) for November was \$208, 1.5% higher** compared to last year.
- Percentage changes for ADR and RevPAR peaked on **Wednesday 19<sup>th</sup> November 2025**, while Occupancy peaked on **Monday 24<sup>th</sup> November 2025**. The sold-out **Metallica** concert was on at Eden Park on **Wednesday 19<sup>th</sup> November 2025**. Also on was the **World Indigenous Peoples' Conference on Education (WIPCE)** at the Aotea Centre (from 16–20 Nov), and **Tool** performed at **Spark Arena** (on Sat 22<sup>nd</sup> Nov).
- Average Occupancy for the year to November 2025 was 65.2% (up 0.5% compared to 2024)**, while **ADR was \$207 (down 4.5%)** and **RevPAR was \$140 (down 3.2%)**.

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Percent Changes for the Month of November



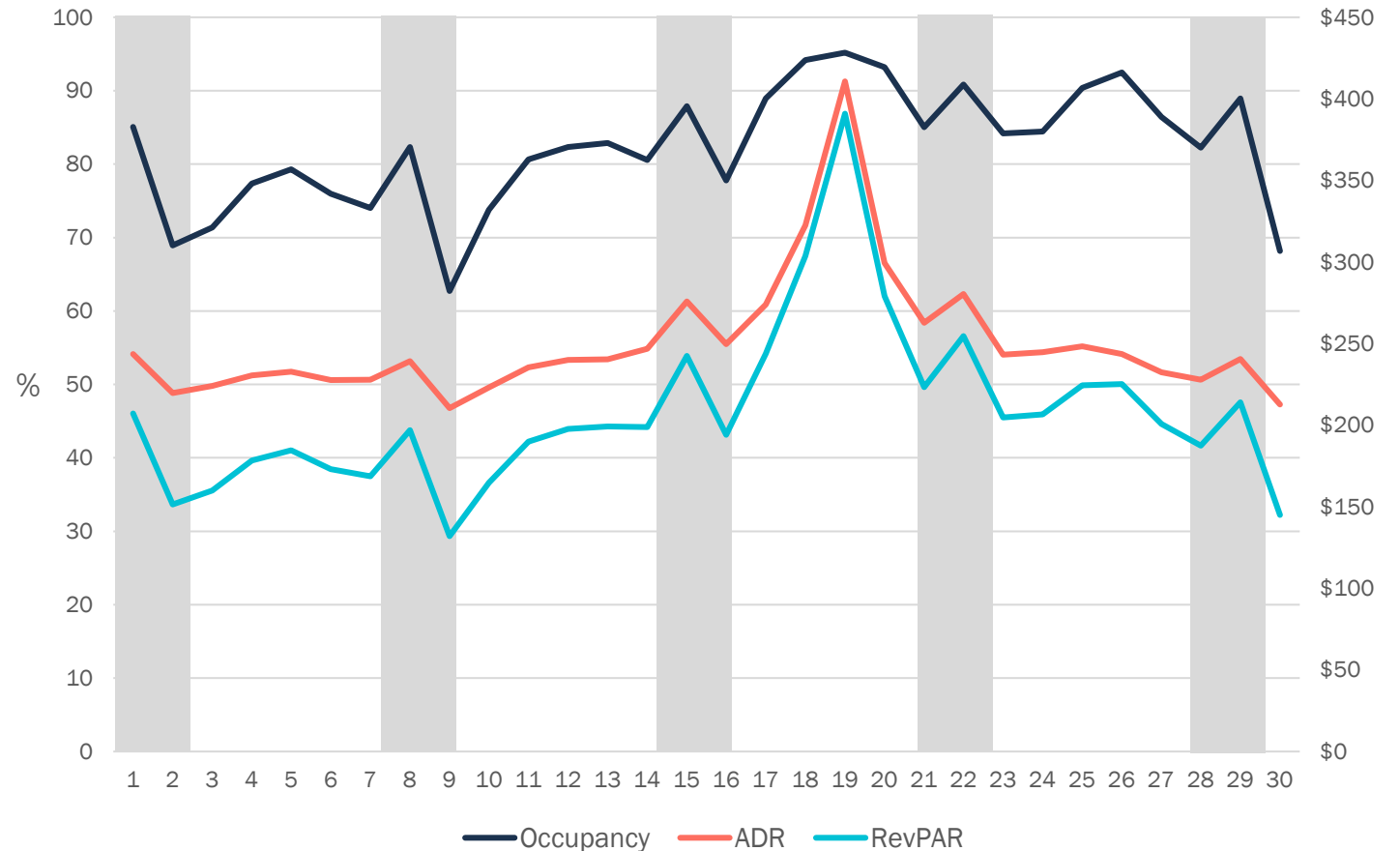


## Occupancy hit 95% on Wed 19<sup>th</sup> Nov 2025 (up 11.9%) when Metallica performed at Eden Park

- The **Average Daily Rate (ADR)** for hotels in Auckland was the highest for the month at **\$411** on **Wednesday 19<sup>th</sup> November** (up 70.2% on the previous year).
- **Hotel occupancy** reached **95.2%** on **Wednesday 19<sup>th</sup> November 2025** (up 11.9% on the previous year).
- **Revenue per available room (RevPAR)** peaked to **\$391** also on **Wednesday 19<sup>th</sup> November 2025** (up 90.5% in comparison to last year).
- The sold-out **Metallica** concert was on at **Eden Park** on **Wednesday 19<sup>th</sup> November 2025**.
- Also on during this time was the **World Indigenous Peoples' Conference on Education (WIPCE 2025)** at the Aotea Centre (from 16–20 Nov), and **Tool** performed at Spark Arena (on Sat 22<sup>nd</sup> Nov).

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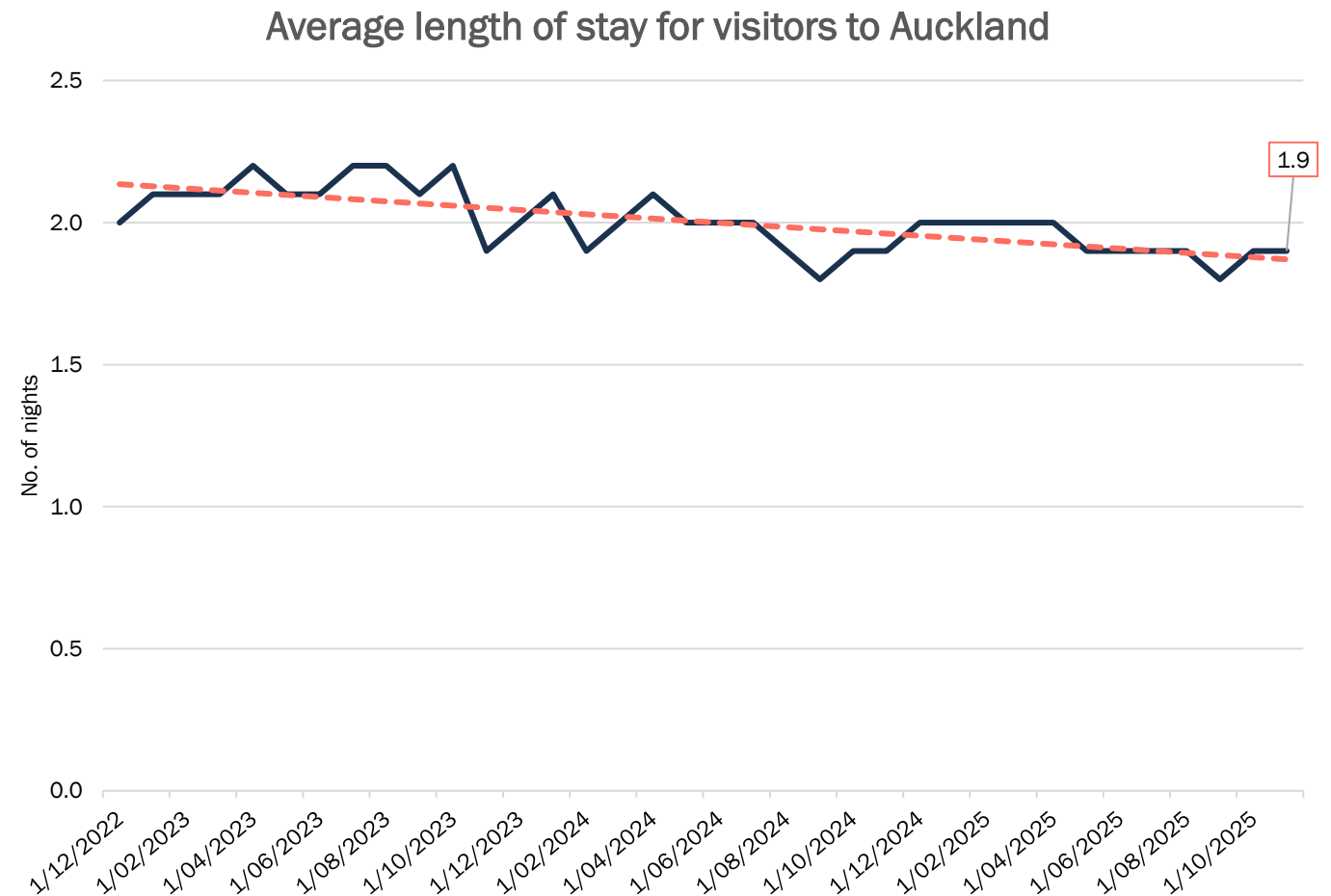
Daily hotel rates for the Month of November 2025



KEY:  
 = Weekend

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

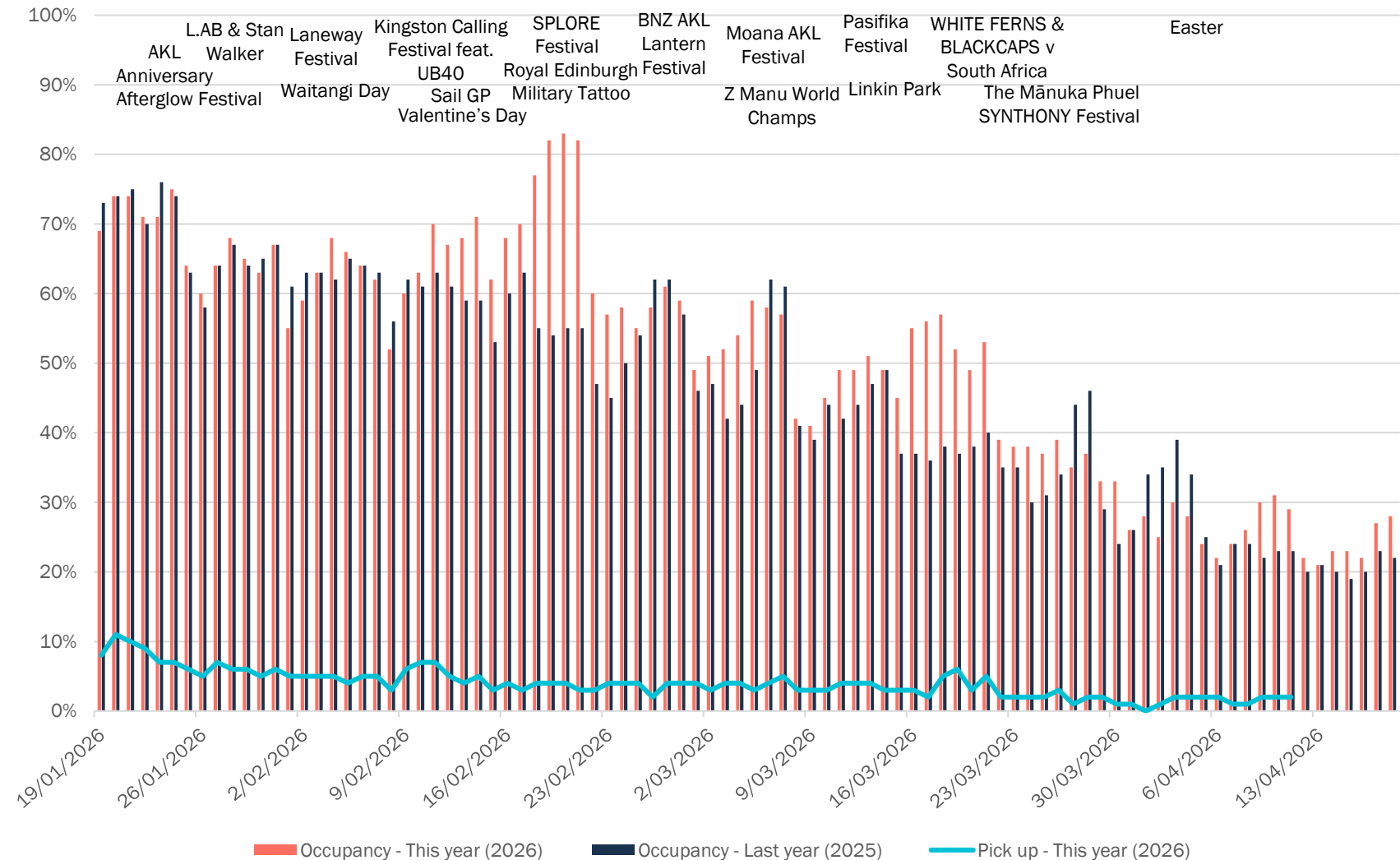
- On average, visitors stayed in Auckland for 1.9 nights for the month of November 2025 (no change compared to the previous year).
- Average length of stay for visitors to Auckland has levelled out over the last three years.



## 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 is set to peak at 83% on Friday 20<sup>th</sup> February 2026, which coincides with The Royal Edinburgh Military Tattoo at Eden Park (from 19-20 Feb).
- Hotel occupancy is currently at 71% on Saturday 14<sup>th</sup> February 2026, which coincides with Sail GP at Wynyard Quarter and Valentine's Day.

Occupancy - 90 Day Forward Outlook



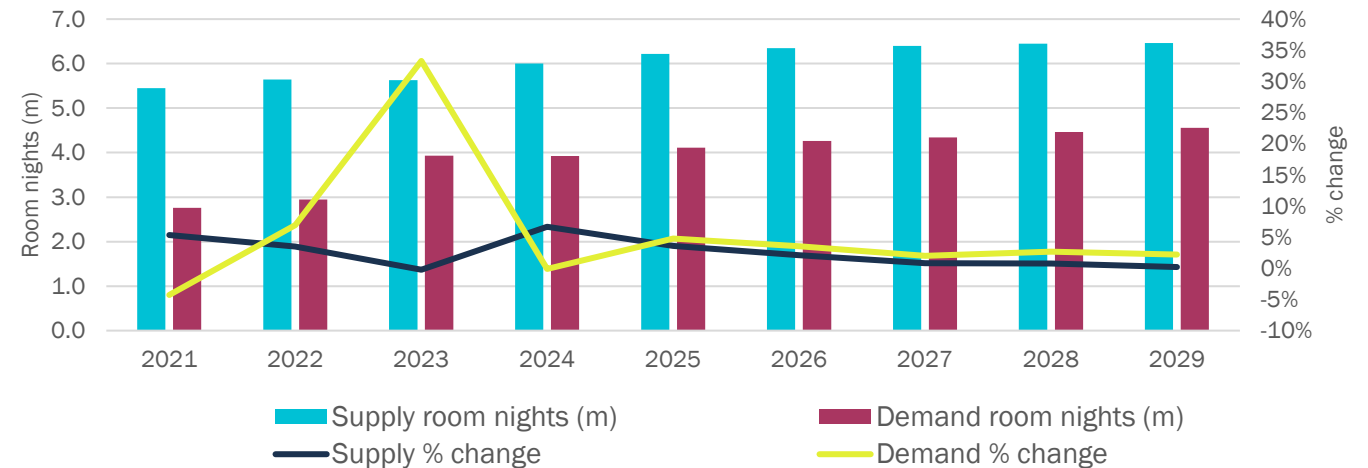
Source: STR Global - Nb: This is the 90-day outlook at the time of publication. 'Pick-up' refers to the number of reservations made in a recent period for future guest stays. In this context Pick-up reflects the % change in occupancy from the last reported period. For the next 90 days that is the previous Monday. For the 365-day view, from the first Monday of the prior month.



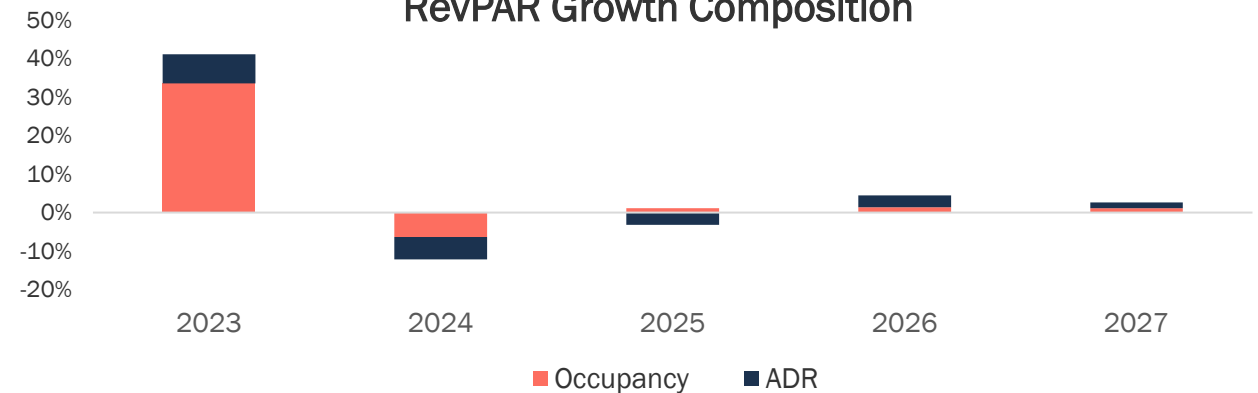
## Longer term projections

- 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%.

### Supply and Demand Growth



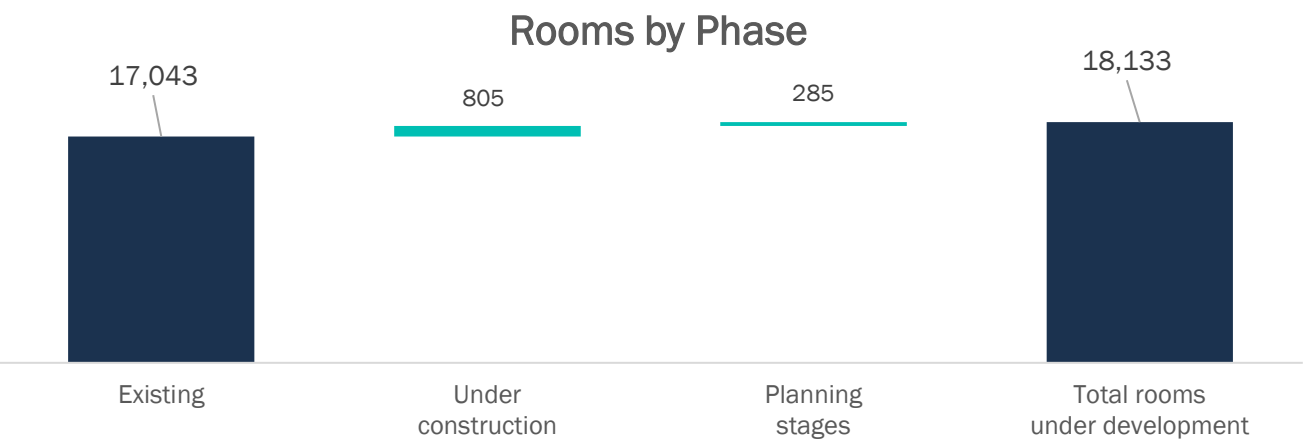
### RevPAR Growth Composition



# 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, 3.73m visitors are projected to visit New Zealand in YE November 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 3.73m international visitors by YE November 2029.
- When calculated against the 2022 baseline a clear recovery trend in visitor arrivals is visible overall – as well as for key markets.
- Visitor arrivals from Australia are expected to grow at an average annual rate of 1.6%. 1.60m Australian visitors are expected to visit New Zealand in the year to November 2029.





# Airbnb Insight



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**25%**

Visiting friends & relatives



**\$239**

Average daily rate



**48%**

Aged 30-49 years



**3**

Average group size



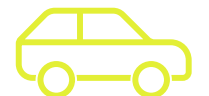
**13%**

Travelling with children



**54%**

Travelling from 482km or less





A man and a woman are walking down a modern staircase. The woman is wearing a purple shirt and blue jeans, and the man is wearing a blue shirt and khaki shorts. They are both smiling. The staircase has a glass railing and a wooden handrail. The background features a large wall made of many thin, colorful sticks (red, orange, yellow, green, blue) arranged in a grid pattern, creating a vibrant, abstract art installation. The ceiling has exposed wooden beams and modern lighting fixtures.

# **Auckland Tourism – Spend Data**



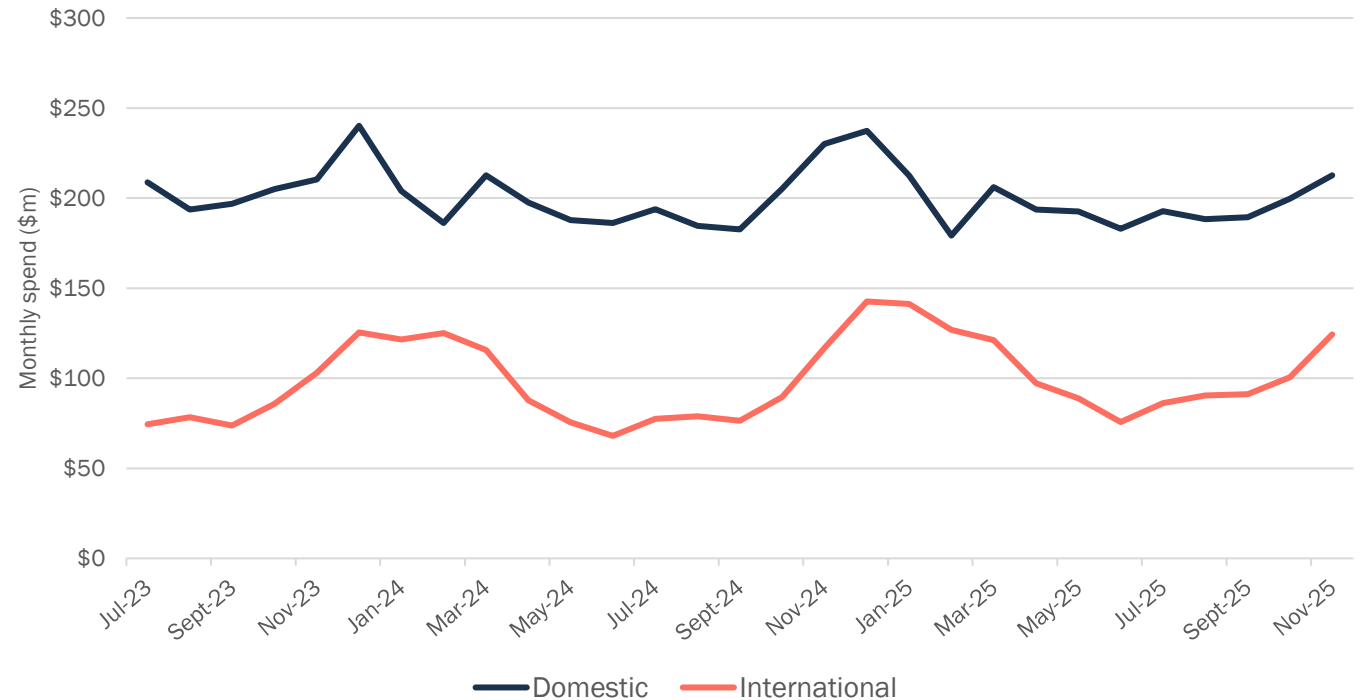
## \$1.29b in International tourism spend for year-end November 2025, up 11.1%

- 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 November 2025, domestic tourism spend in Auckland was \$2.39b, down 1.0% on last year.
- International tourism spend was \$1.29b, up 11.1% for the year.

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

Source: MBIE TECTs.

Year-end tourism transactions in Auckland

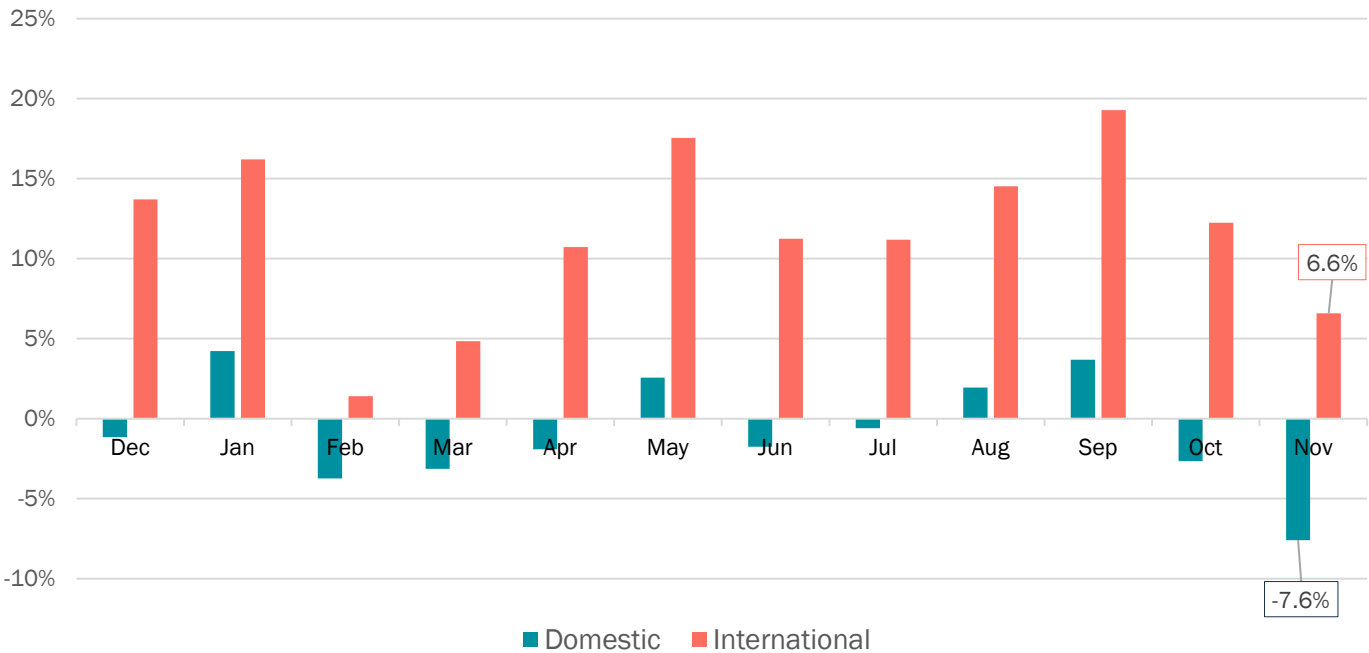


Tourism Transactions	YE November 2025 (\$b)	YE % change
Domestic	2.387	-1.0%
International	1.286	11.1%

# International tourism spend was \$124.3m for November 2025, up 6.6%

- For the month of November 2024, domestic tourism spend (TECTs) was \$212.7m, down 7.6% compared to the same month last year.
- International tourism spend in November 2025 was \$124.3m, up 6.6% compared to November 2024.

Monthly % change in tourism transactions in Auckland



Tourism Transactions	November 2025 (\$m)	% change
Domestic	212.7	-7.6%
International	124.3	6.6%



# Waikato visitors spent \$45.9m in November 2025, down 8.0% on the previous year

- Spend from all key domestic markets was down.
- Tourism spend from **Waikato-based visitors** was **\$45.9m** for the month of November, **down 8.0%** compared to the same month the previous year.
- **Northland visitors** spent **\$20.7m** in November 2025, **down 8.3%** on the previous year.
- Spend from the **Bay of Plenty** (\$16.4m) was also down (8.4%).
- Spend from **Wellington** (\$16.8m) was down (18.0%).
- However, spend from **Canterbury** (\$18.4m) was down (9.0%).

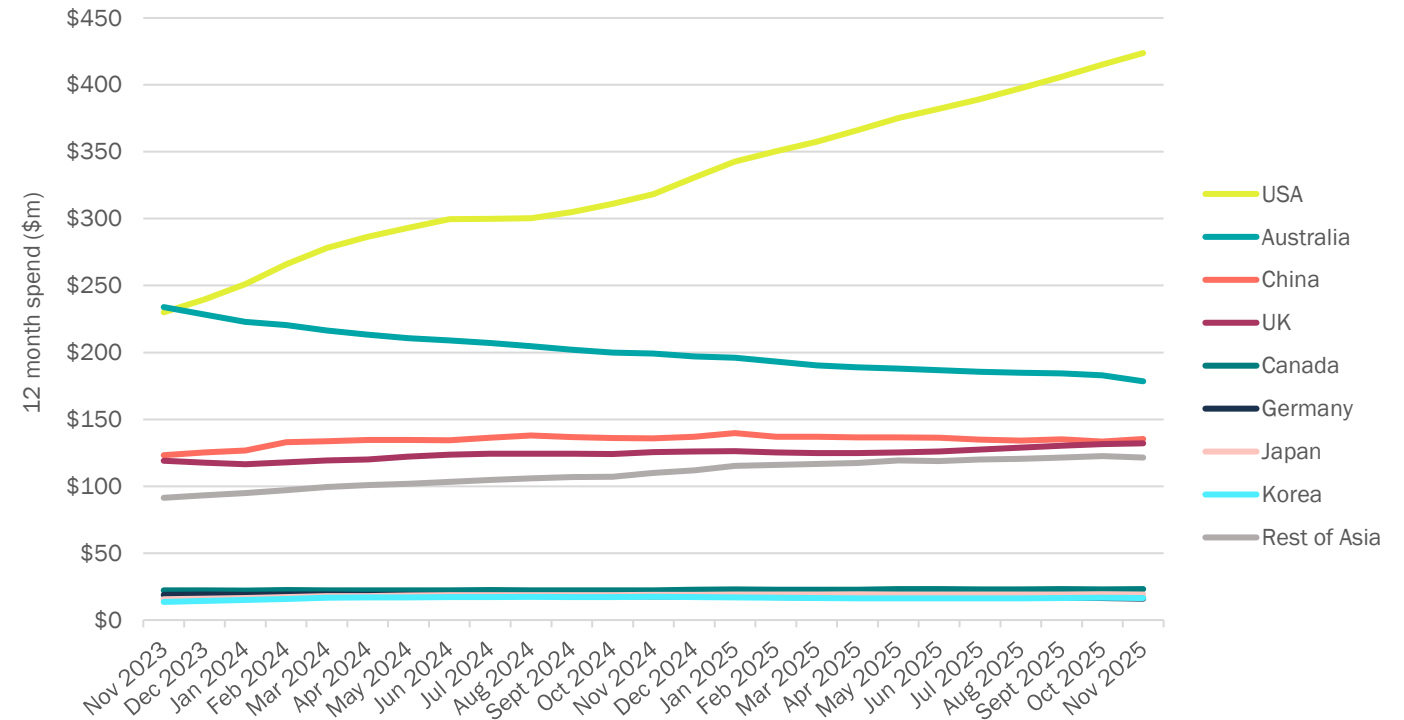


	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
November 2025	45.9	-8.0%	20.7	-8.3%	16.4	-8.4%	16.8	-18.0%	18.4	-9.0%

## Visitors from the US spent \$423.8m in the year to November 2025, up 33.2% on the previous year

- In the year to November 2025, tourism spend from the US was \$423.8m, up 33.2% on the previous year.
- Australian tourism spend (\$178.4m) was down 10.5%.
- Chinese visitors spent \$135.4m in the year to November 2025, down slightly 0.3% on the previous year.
- Spend from the UK was \$132.1m, up 5.3% for the year to November 2025.
- Spend from Japan (up 1.5% to \$19.0m) and Canada (up 3.3% to \$23.0m) was up on the previous year, however, spend from Korea (\$16.5m) was down (4.4%).
- Spend from German visitors (\$16.0m) was down (9.4%).

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 November 2025	178.4	-10.5%	135.4	-0.3%	132.1	5.3%	423.8	33.2%	16.0	-9.4%

# Visitors from the US spent \$43.5m in November 2025, up 25.0% on the previous year

- For the month of November 2025, tourism spend from the US (\$43.5m) was up 25.0% compared to last November.
- Visitors from Australia spent \$14.3m in November, down 23.5% on the previous year.
- Visitors from China spent \$13.3m in November, up 16.3% compared to last year.
- There was an increase in tourism spend from UK visitors (up 5.4% to \$12.9m) but spend from German visitors (\$1.5m) was down (20.4%) for the month of November 2025.



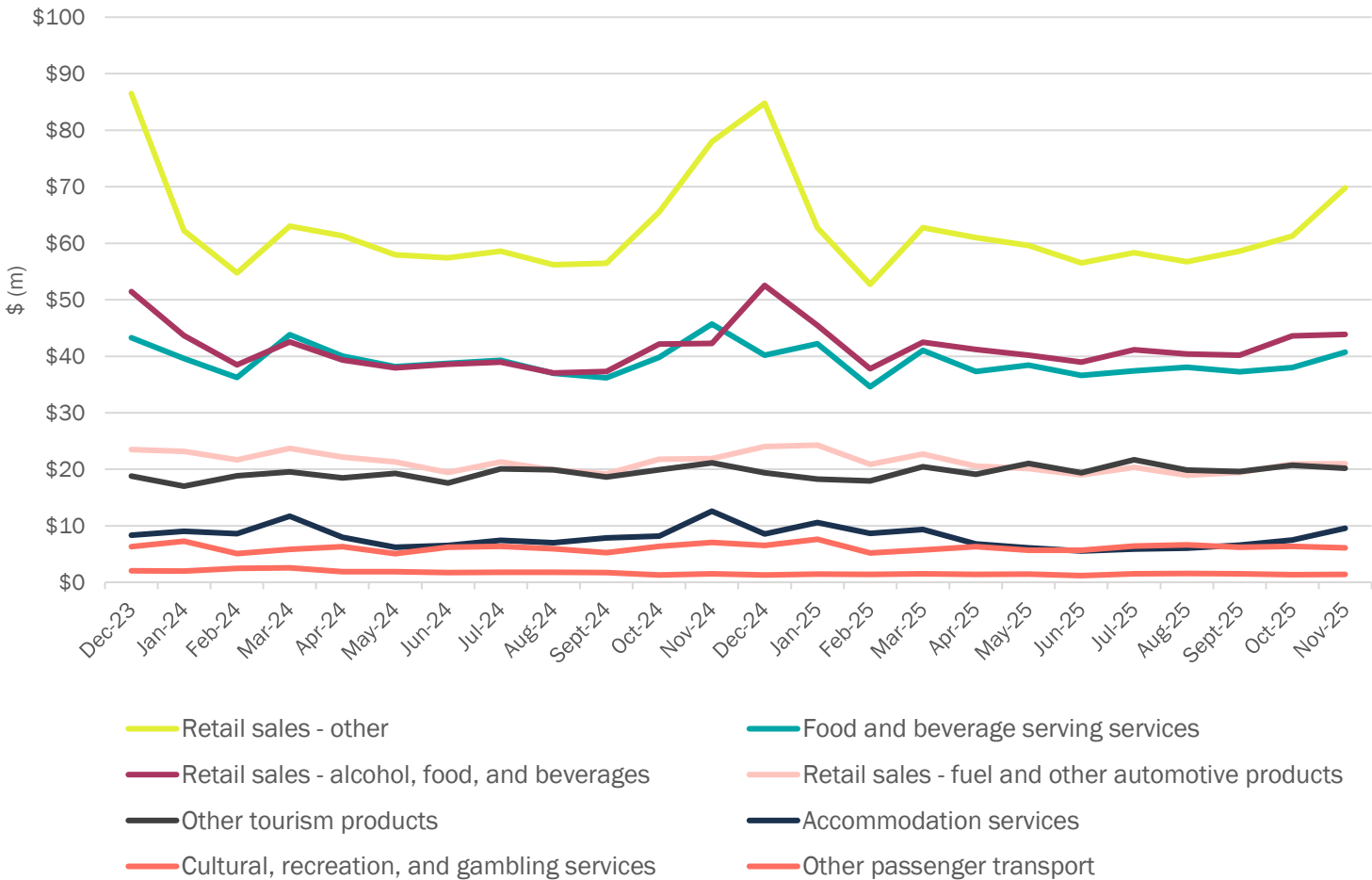
	Australia (\$m)	vs. previous year	China (\$m)	vs. previous year	UK (\$m)	vs. previous year	US (\$m)	vs. previous year	Germany (\$m)	vs. previous year
November 2025	14.3	-23.5%	13.3	16.3%	12.9	5.4%	43.5	25.0%	1.5	-20.4%

# **\$43.9m spent in Retail sales - alcohol, food, and beverages by domestic visitors in November 2025, up 3.8%**

	Spend (\$m)	% change
Accommodation services	9.6	-24.0%
Cultural, recreation, and gambling services	6.1	-13.7%
Food and beverage serving services	40.7	-10.8%
Other passenger transport	1.4	-5.9%
Other tourism products	20.2	-4.5%
Retail sales - alcohol, food, and beverages	43.9	3.8%
Retail sales - fuel and other automotive products	21.0	-4.1%
Retail sales - other	69.8	-10.5%
Grand Total	212.7	-7.6%

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

Domestic monthly tourism transactions in Auckland, by product



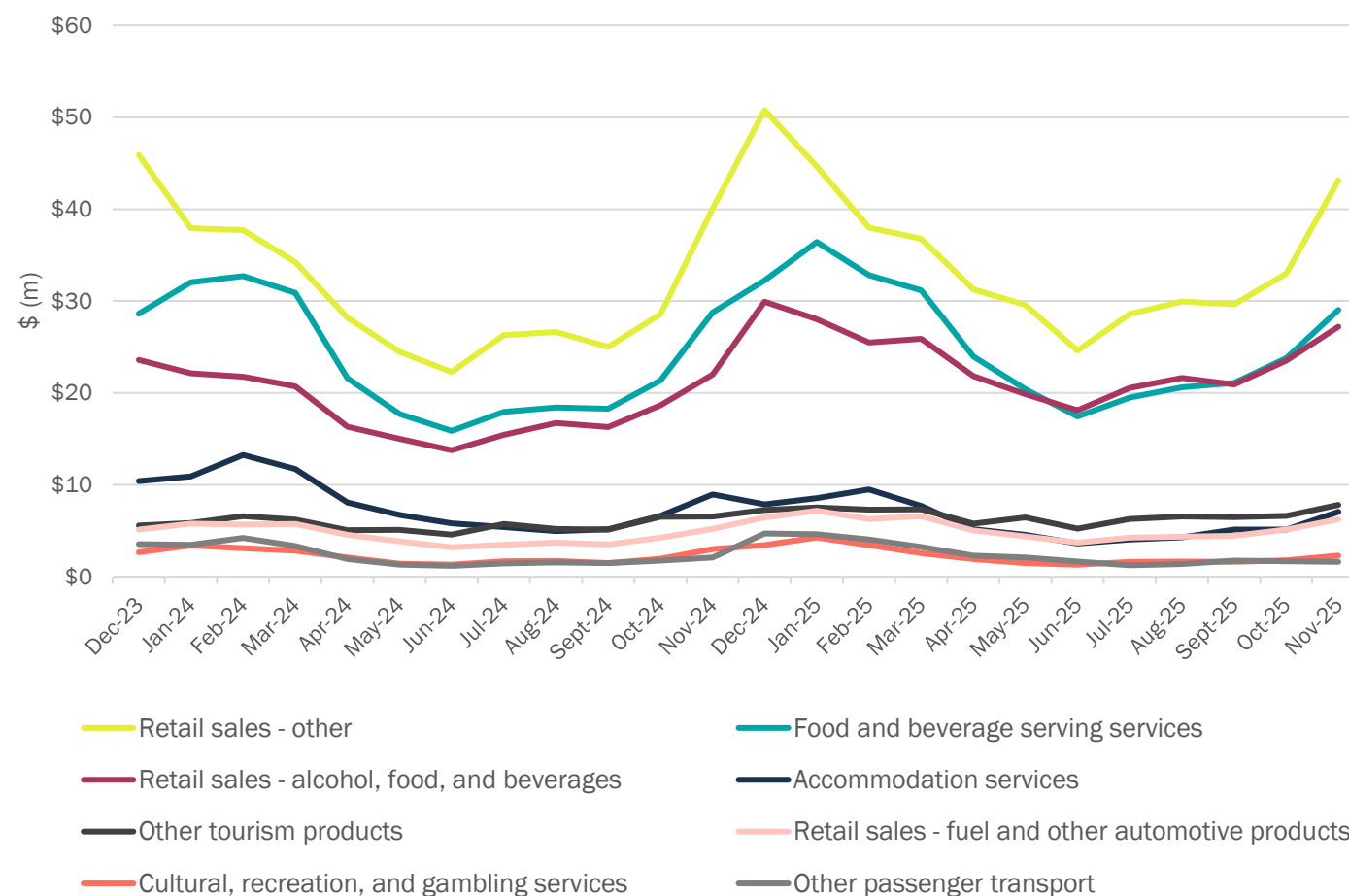


## \$43.1m spent in Retail sales (other) by International visitors in November 2025, up 7.6%

	Spend (\$m)	% change
Accommodation services	7.1	-21.0%
Cultural, recreation, and gambling services	2.3	-24.2%
Food and beverage serving services	29.0	0.9%
Other passenger transport	1.6	-23.9%
Other tourism products	7.8	19.2%
Retail sales - alcohol, food, and beverages	27.2	23.5%
Retail sales - fuel and other automotive products	6.2	19.8%
Retail sales - other	43.1	7.6%
Grand Total	124.3	6.6%

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

International monthly tourism transactions in Auckland, by product





A photograph of two women walking and smiling in a modern city courtyard at dusk. The woman on the left wears a white dress and carries a tan bag, while the woman on the right wears a pink dress. In the background, there are potted plants, a large black patio umbrella, and two men sitting at a table. A building with 'FABRIC' signage is visible on the left. A semi-transparent grey banner at the bottom contains the title text.

# **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.

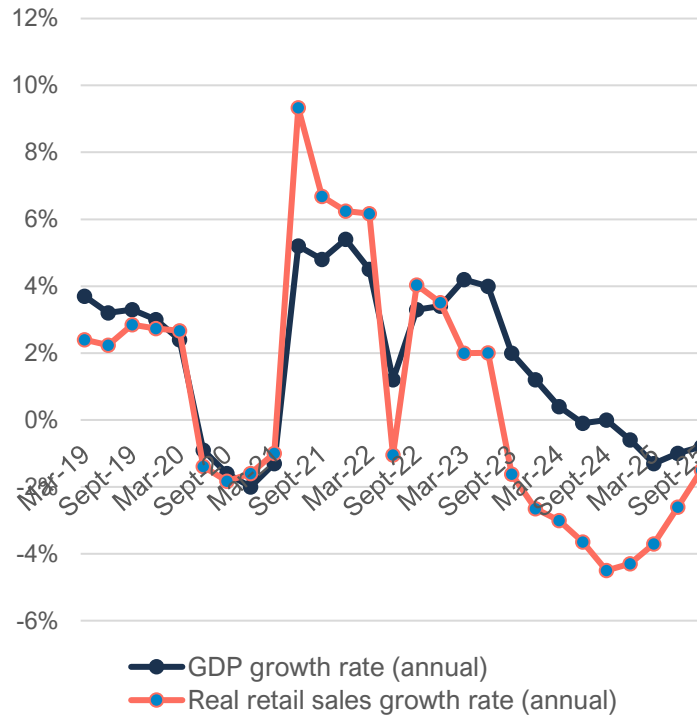
Despite the impact on consumer-facing industries, economy activity (GDP) in the city centre in 2024 was nearly 25% greater than it was in 2019. The rest of Auckland's economy only grew 12% over the same period – this is driven by a strong concentration of high-value service industries (e.g., finance,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

12-month GDP and consumer real retail sales\* growth rate: Auckland

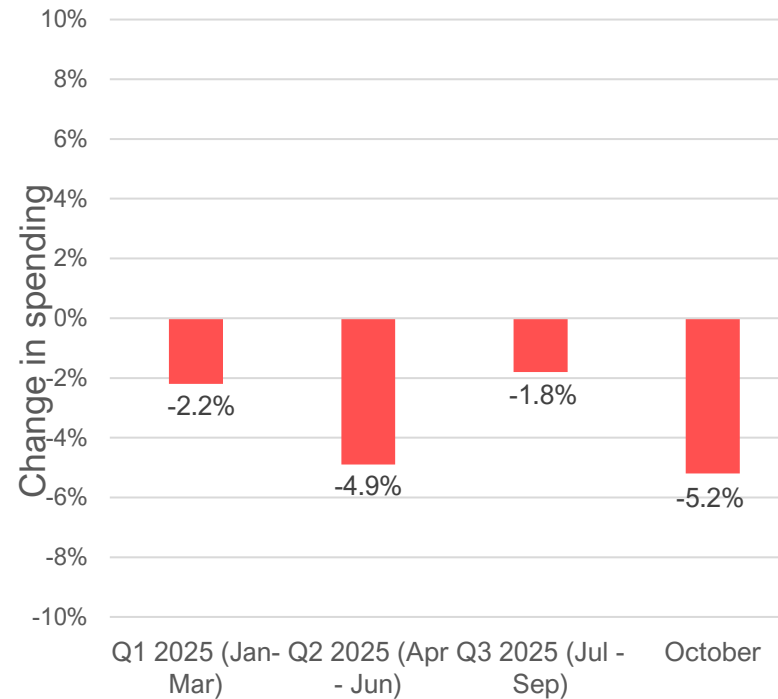


Source: Infometrics

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

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

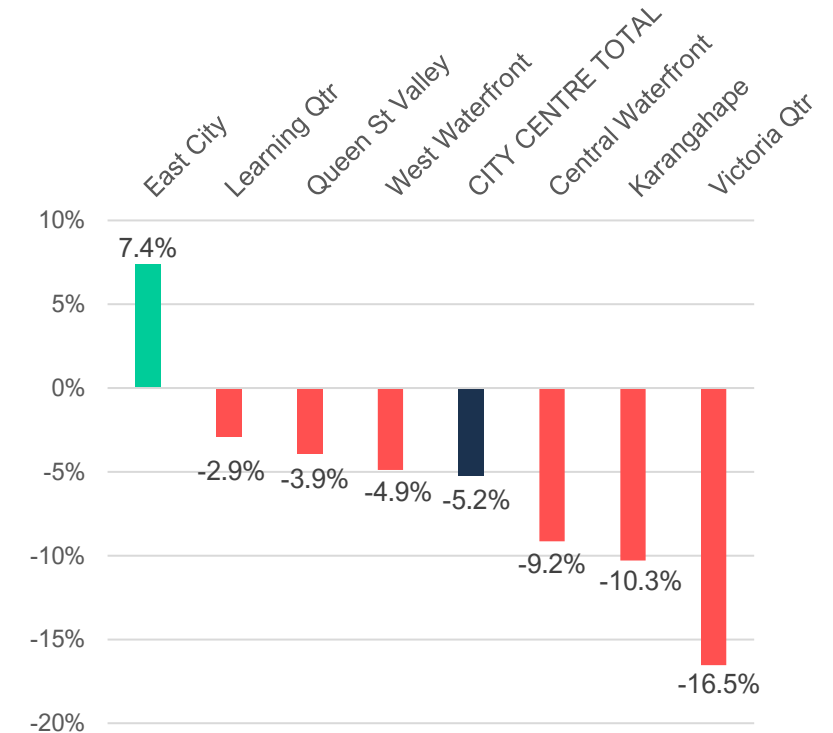
City Centre card spending compared to same period 12 months prior



Source: Marketview

- Spending ↓ 5% compared to October 2024.

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



Source: Marketview

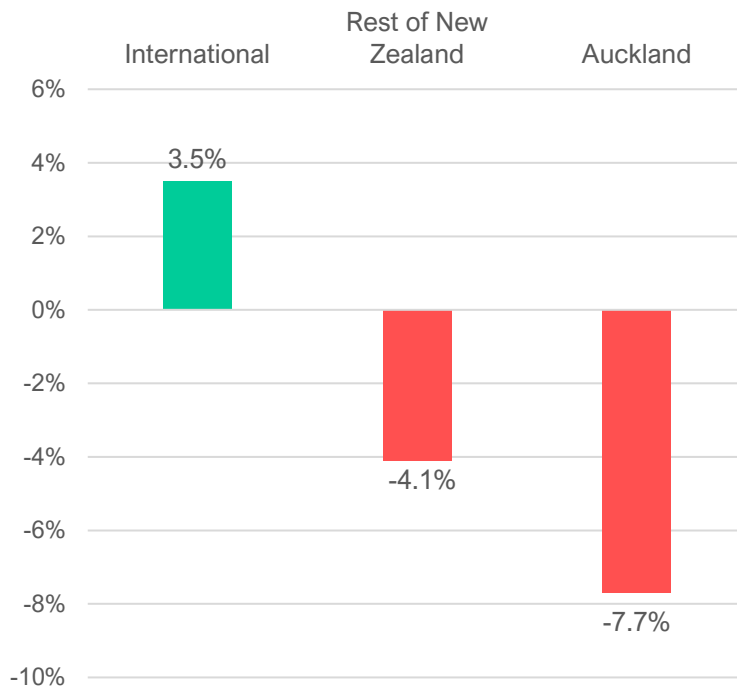
\*N.B. Karangahape data is based on precinct boundaries in the CCMP and differs from Karangahape BID data (The BID covers a wider area, including Upper Queen St down to Aotea Square, which is part of Queen St Valley in the CCMP. There is also some overlaps with the Learning Quarter)

- Varied change in spending by precinct.



# City Centre spending

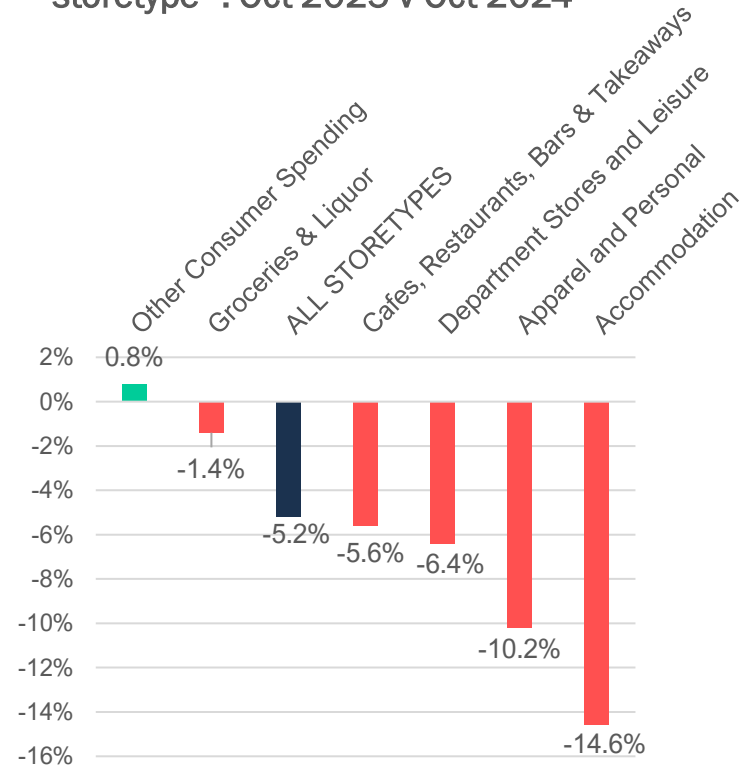
Change in City Centre card spending  
by customer origin: Oct 2025 v Oct  
2024



Source: Marketview

- Spending by Aucklanders down more in October.

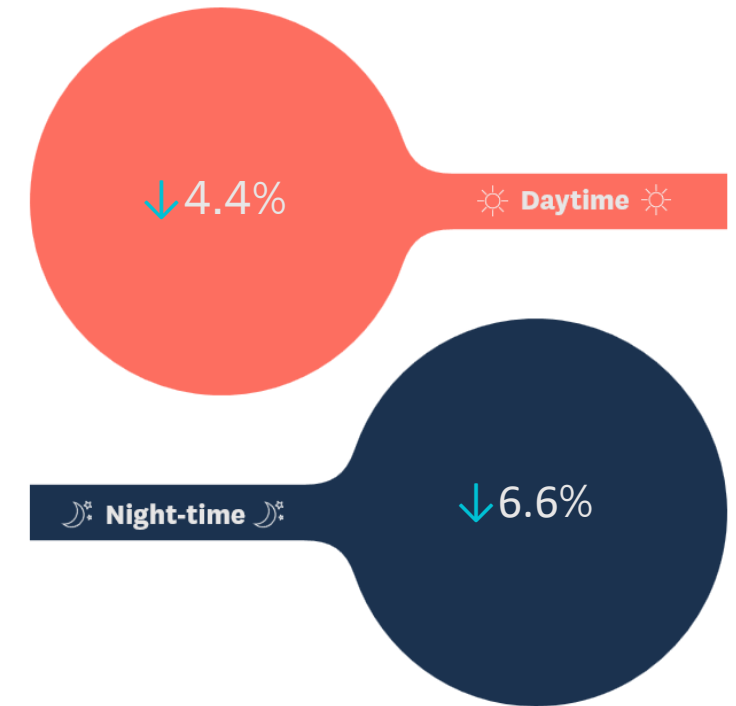
Change in City Centre card spending by  
storetype\*: Oct 2025 v Oct 2024



Source: Marketview

- Accommodation and clothing spending down most.

Change in spending: Oct 2025 v  
Oct 2024



Source: Marketview

- Daytime and night time spend down.



# Auckland – Major Events Data



# Major Events Insights – November 2025



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Event	Date(s)	Venue	Findings
Cirque Du Soleil - Corteo	30 October – 9 November 2025	Spark Arena	
Barfoot & Thompson Auckland Marathon	1 November 2025	Takapuna – Victoria Park	
Pacific Championships: Kiwi Ferns vs Australia & Kiwis vs Tonga 2025	2 November 2025	Eden Park	
BLACKCAPS v West Indies	5 – 6 November 2025	Eden Park	
Ngā Huhua: Abundance	7 November 2025 – 1 June 2026	New Zealand Maritime Museum	
Lenny Kravitz	15 November 2025	Spark Arena	
Te Ao Pūtahi Festival	16 November 2025	Aotea Centre	
World Indigenous Peoples' Conference on Education (WIPCE 2025)	16 – 20 November 2025	Aotea Centre	<ul style="list-style-type: none"> <li>For the month of November 2025, there were <b>761.1k total guest nights</b> in commercial accommodation in Auckland, up <b>1.2%</b> on the same month last year.</li> </ul>
Doja Cat - Tour Ma Vie	18 November 2025	Spark Arena	
Metallica concert – M72 World Tour	19 November 2025	Eden Park	<ul style="list-style-type: none"> <li>There were <b>461.2k domestic guest nights</b> in commercial accommodation (up <b>0.4%</b>), and <b>299.9k international guest nights</b> (up <b>2.5%</b>) in commercial accommodation in November 2025.</li> </ul>
Tool concert	22 November 2025	Spark Arena	
Business Events Industry Aotearoa (BEIA) Conference and the Business Events	26 November 2025	Viaduct Events Centre	
The Others Way Festival	29 November 2025	K Road	
Rüfüs Du Sol	29 November 2025	Western Springs	
Christmas Carol	29 November – 8 December 2025	The Civic	
Farmers Santa Parade	30 November 2025	Queen Street	<ul style="list-style-type: none"> <li><b>Metallica's concert</b> at Eden Park on Wednesday 19<sup>th</sup> November 2025 generated a strong accommodation uplift, as occupancy reached <b>95.2%</b> (+11.9%), ADR rose to <b>\$411</b> (+70.2%), and RevPAR increased to <b>\$391</b> (+90.5%).</li> </ul>

# Metallica concert

Date(s): 19 November 2025  
Venue: Eden Park



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

24.0<sup>k</sup>

Visitation caused by the  
event



54.9<sup>k</sup>

Attendance



\$4.34<sup>m</sup>

GDP



43%

Of attendees were from  
Auckland



\$8.14<sup>m</sup>

Total spend by visitors





# Barfoot & Thompson Auckland Marathon

Date(s): 1 November 2025

Venue: Takapuna - Victoria Park

14.0<sup>k</sup>

Visitation caused by the  
event



42.8<sup>k</sup>

Attendance



\$1.21<sup>m</sup>

GDP



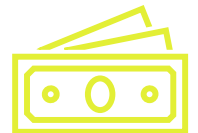
83%

Of attendees were from  
Auckland



\$2.62<sup>m</sup>

Total spend by visitors





A photograph of a rooftop terrace in Auckland, New Zealand. The terrace is paved with light-colored tiles and has a dark metal railing. In the foreground, a man in a blue shirt and a woman in a white top are seated at a small round table, engaged in conversation. To their right, another man in a red and white checkered shirt is seated at a similar table, also talking to the woman. A man in a blue shirt stands near the railing, looking out over the water. The terrace is decorated with potted plants, including a large wooden barrel planter with pink flowers and a tiered stone fountain on the right. The background features a stunning view of the Auckland harbor, with its turquoise waters, green hills, and distant islands under a clear blue sky.

# Auckland – Business Events Data



## Business Events Insights Q4 2025



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



# 332

Business events in Auckland



# 24%

Auckland's share of business events



# 73.3<sup>k</sup>

Delegates hosted in Auckland



# 33%

Auckland's share of delegates



# 113.3<sup>k</sup>

Delegate days hosted in Auckland



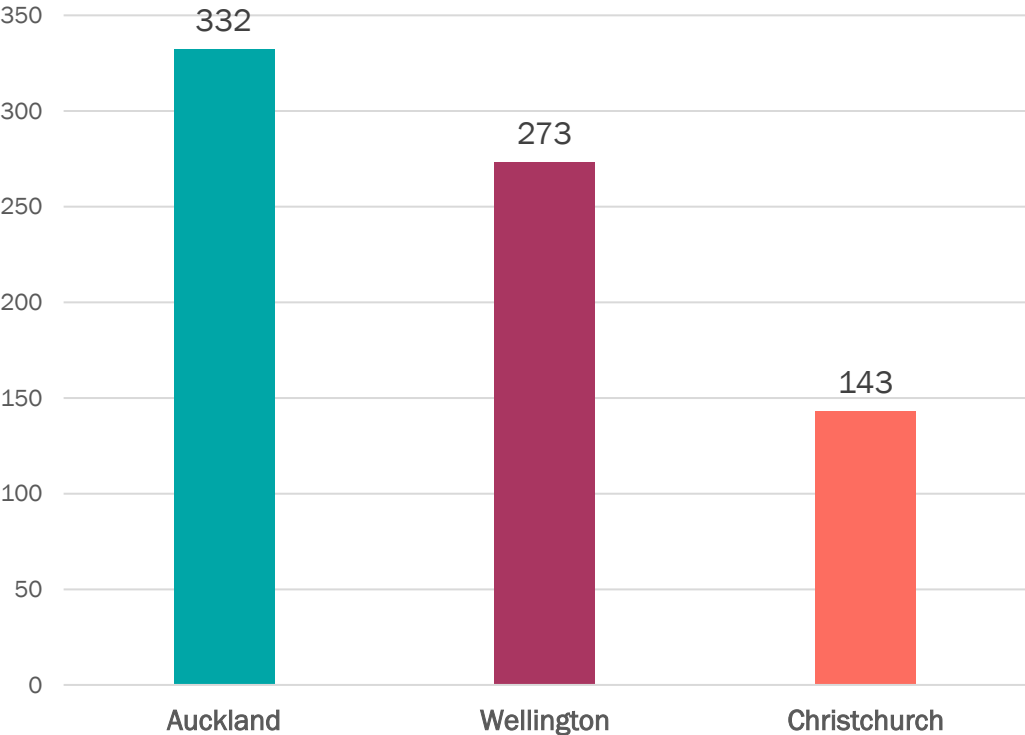
# 32%

Auckland's share of delegate days

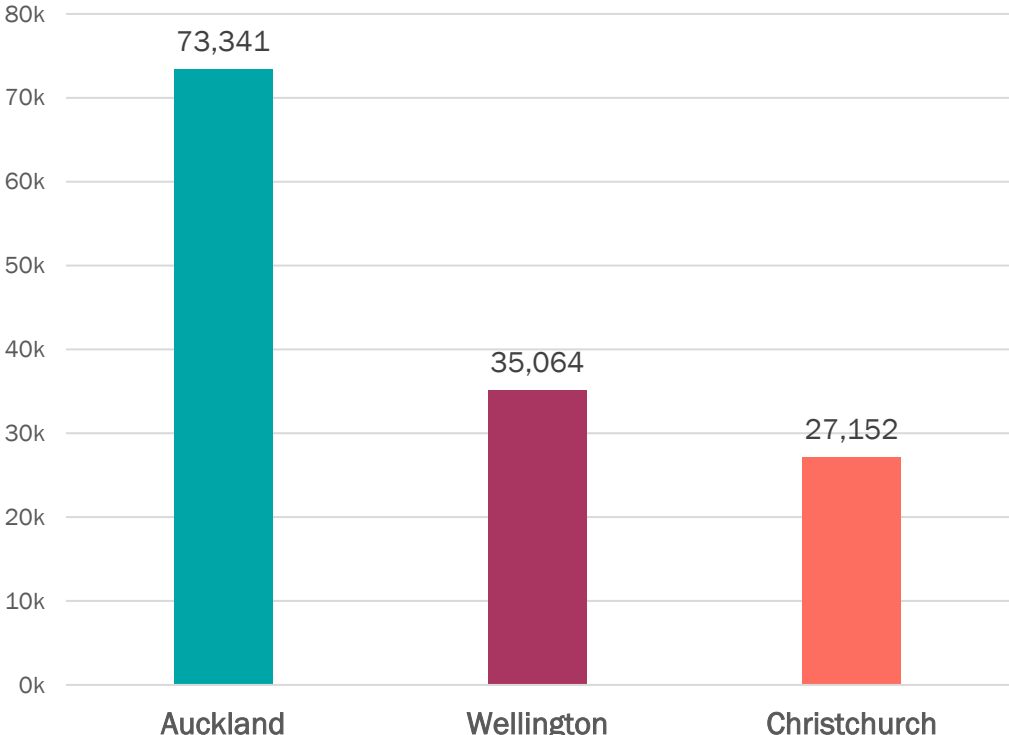


# Auckland attracted the highest number of business delegates (73.3k) in New Zealand in Q4 2025

Total number of business events – Regional comparison



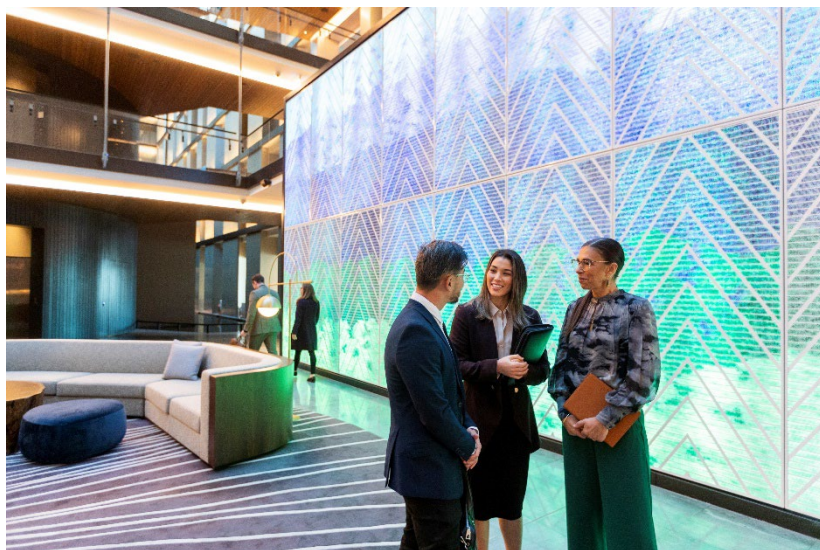
Total number of delegates – Regional comparison



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

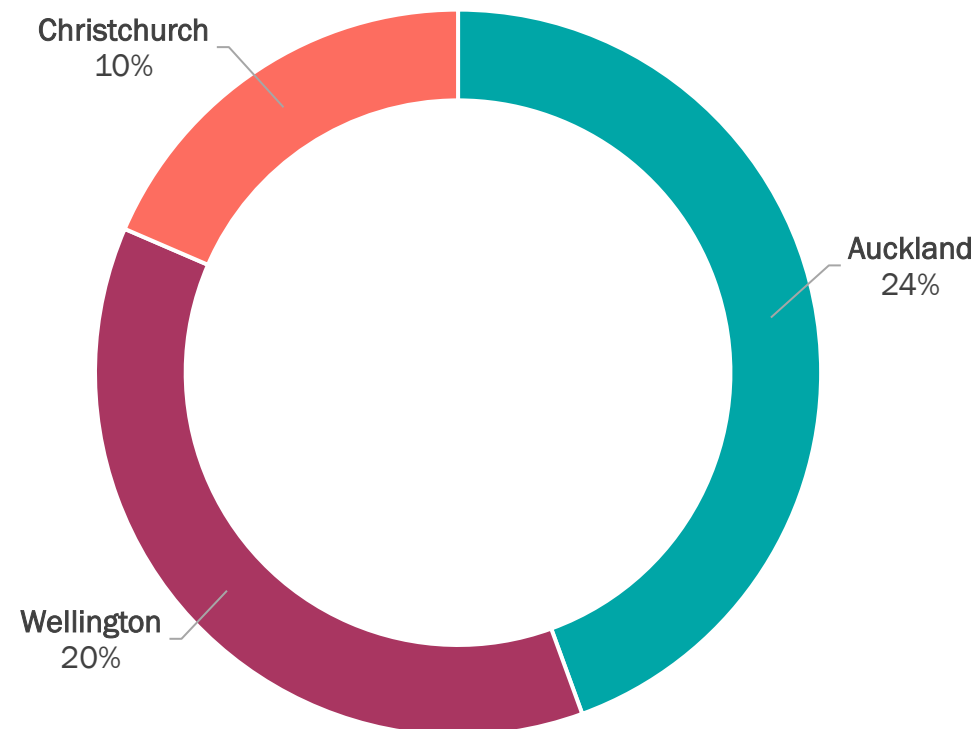


## Auckland had 24% of all business events in New Zealand in Q4 2025



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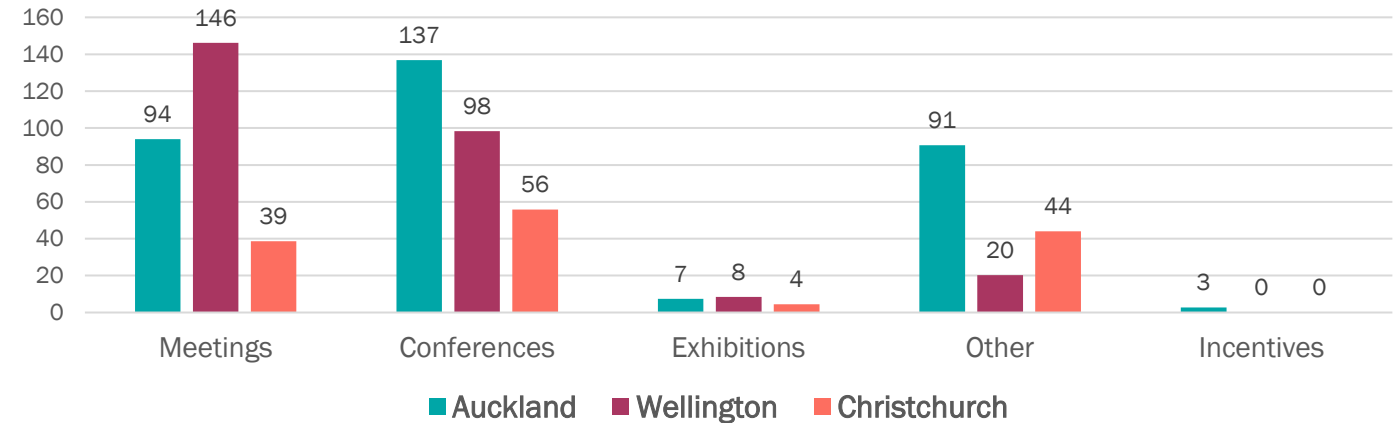
Business Event Market Share - Regional Comparison



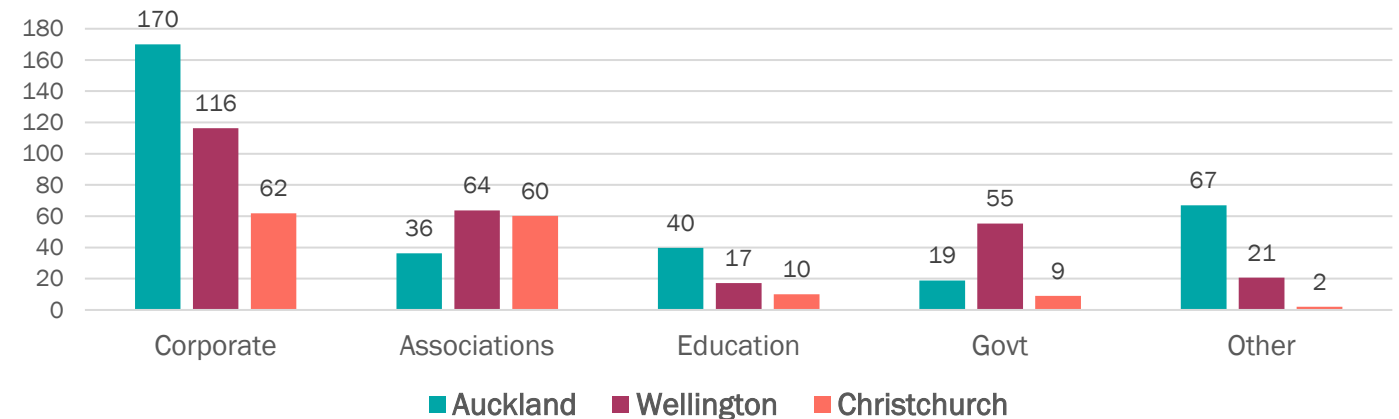
## Auckland hosted the most conferences and other business events in NZ for Q4 2025

- Looking at business event type, **Auckland hosted the most conferences** (137), and **other business events** like social functions and Gala dinners (91) out of the three regions in **Q4 2025**.
- The majority of business events in Auckland were for **Corporate customers** (170), followed by **Other customers** (67), **Education customers** (40), **Associations** (36), and **Government workers** (19).
- Among the three regions, Wellington recorded the most **Government**-related business events (55).

Business Events By Event Type



Business Events By Customer Type

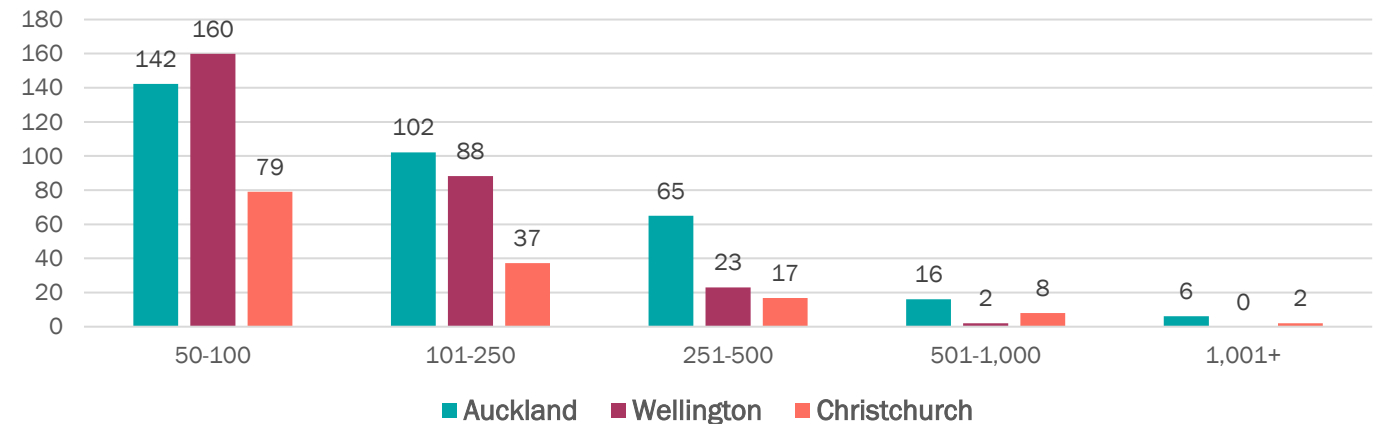


## 72% of all business events in Auckland were one-day events in Q4 2025

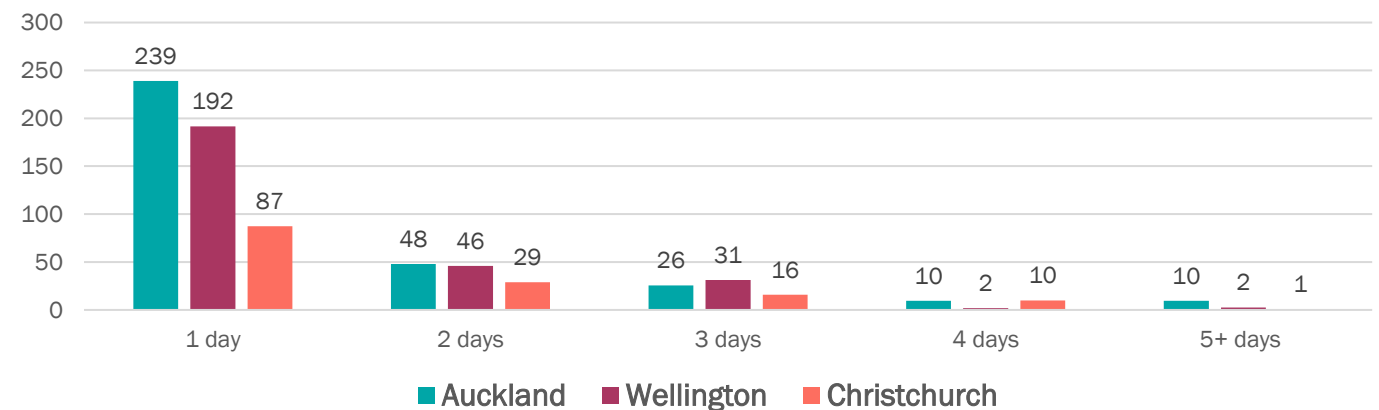
- In Q4 2025, 43% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (142 events).
- 31% of business events in Auckland were medium-sized events with 102 events that hosted between 101-250 delegates.
- 20% of business events (65) in Auckland hosted between 251-500 delegates.
- Auckland had 22 large-scale events that hosted 500+ delegates in Q4 2025. In comparison to other regions, Auckland hosted the most large-scale business events.
- In Q4 2025, 72% of all business events in Auckland were one day events (239), while 28% were multi-day events. 14% were held for a duration of two days (48), and 14% ran over the course of three days or more (46).

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No. of business events - Regional comparison



Duration of event - Regional comparison



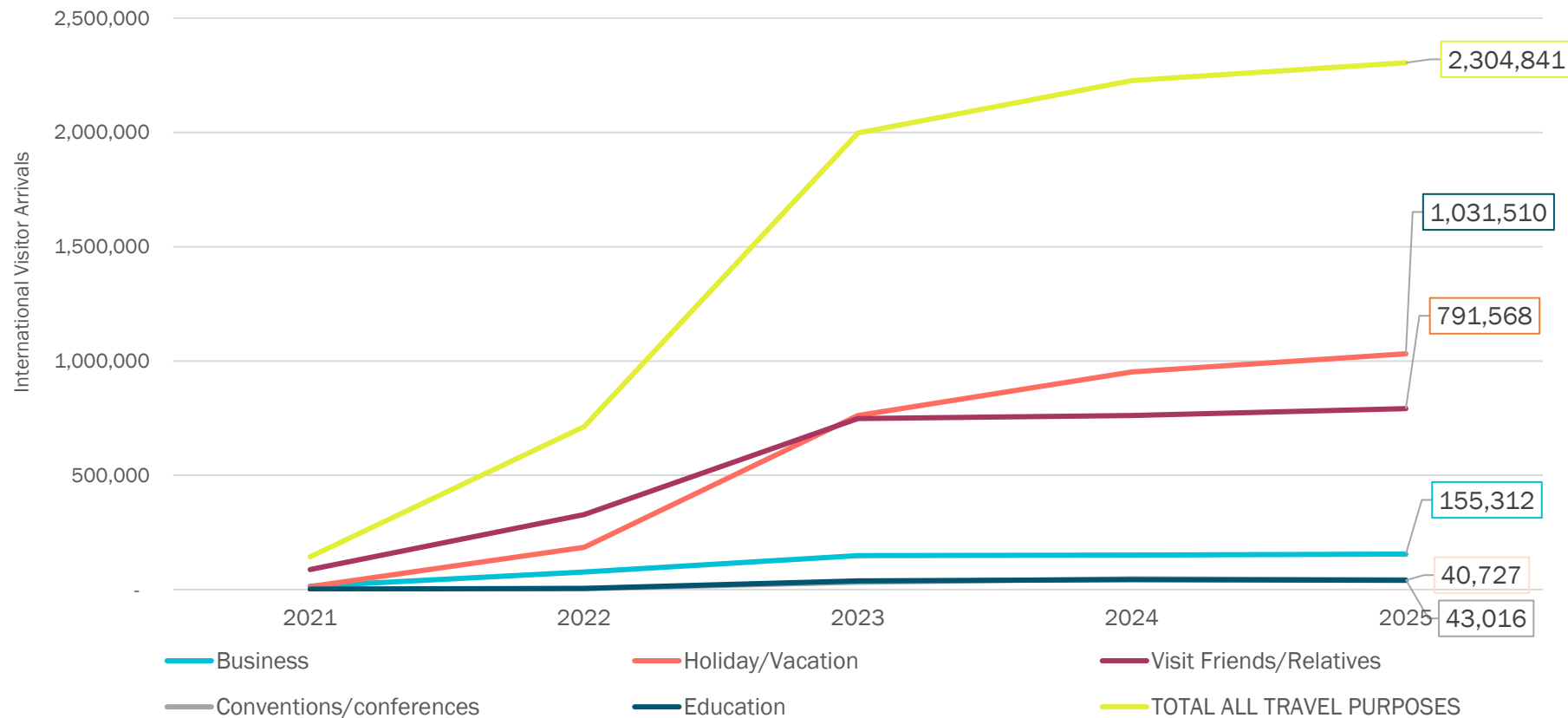




**Five-year trends in key markets**



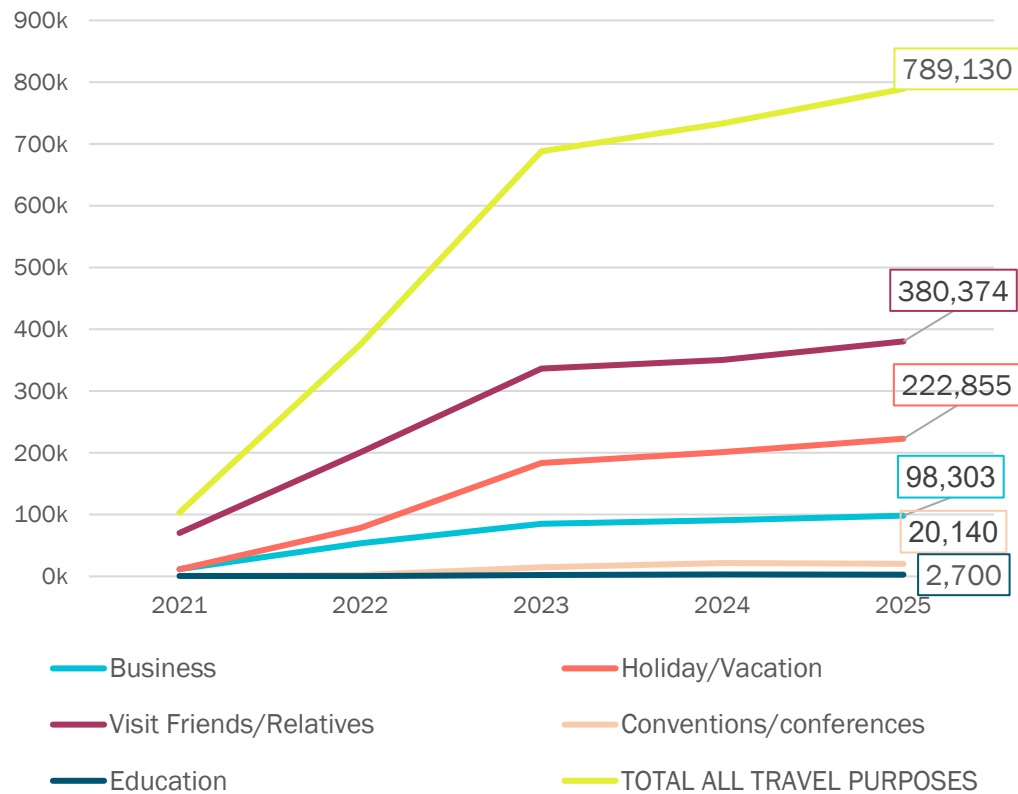
## Five-year visitor arrivals to Auckland, YE November



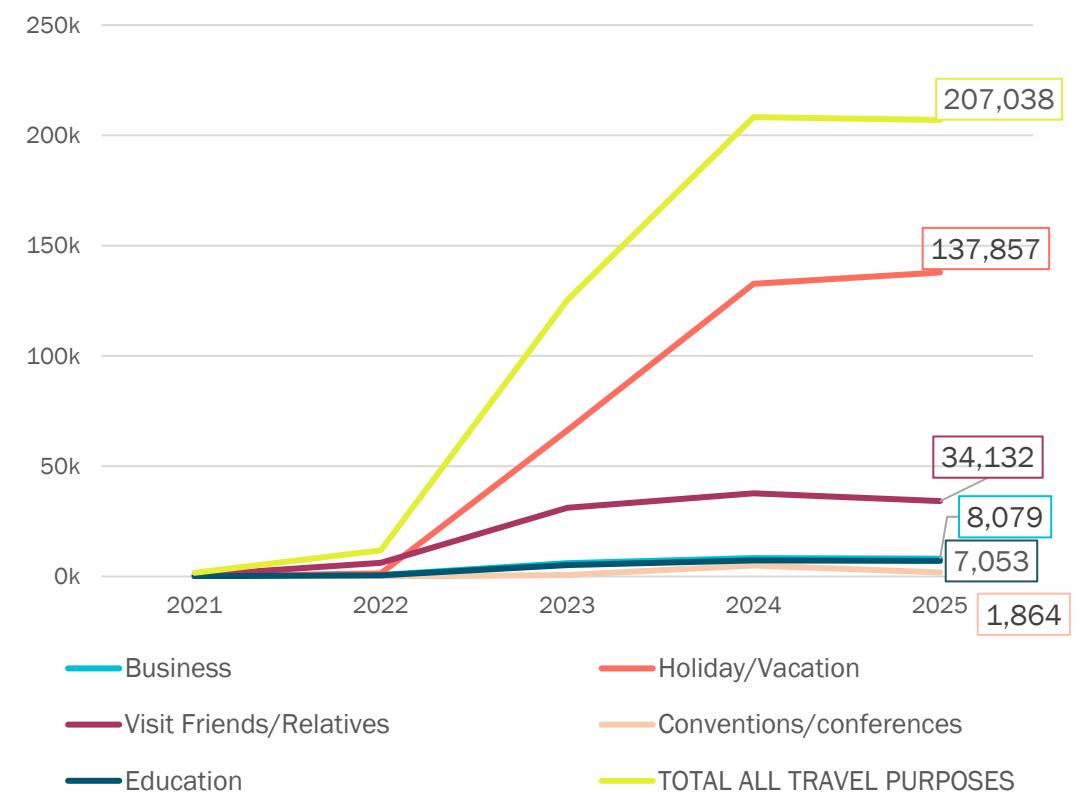
[aucklandunlimited.com](https://aucklandunlimited.com)

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

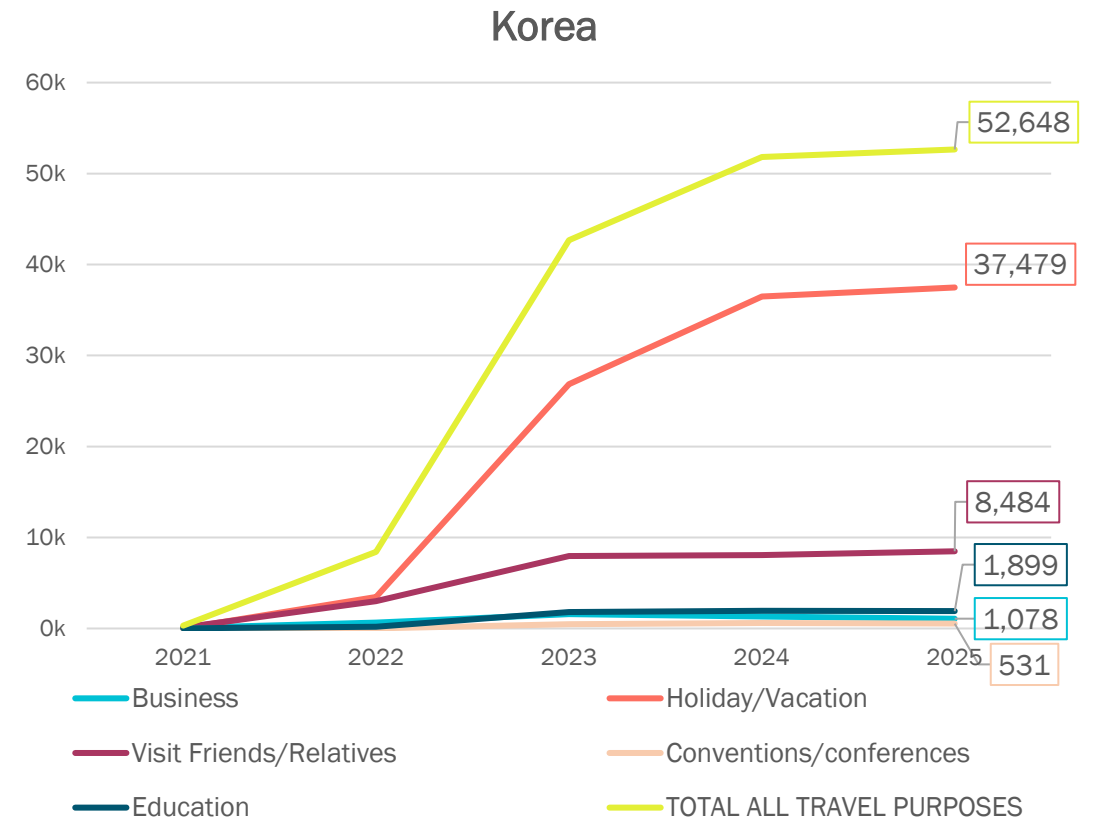
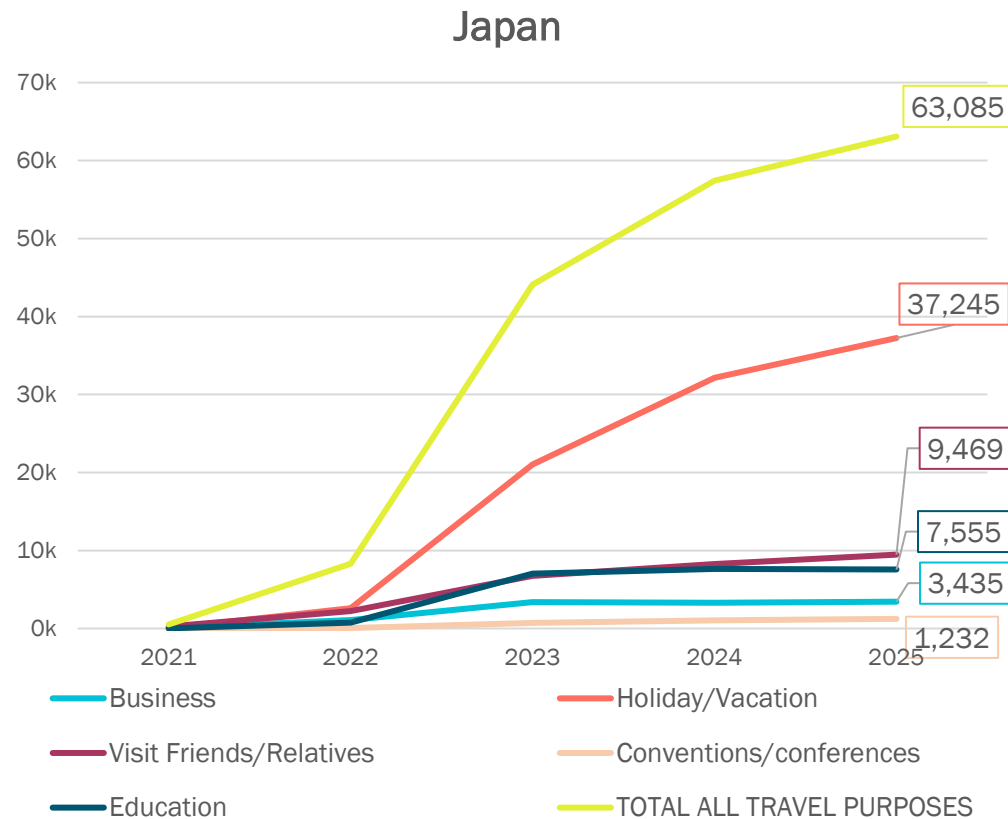
### Australia



### China

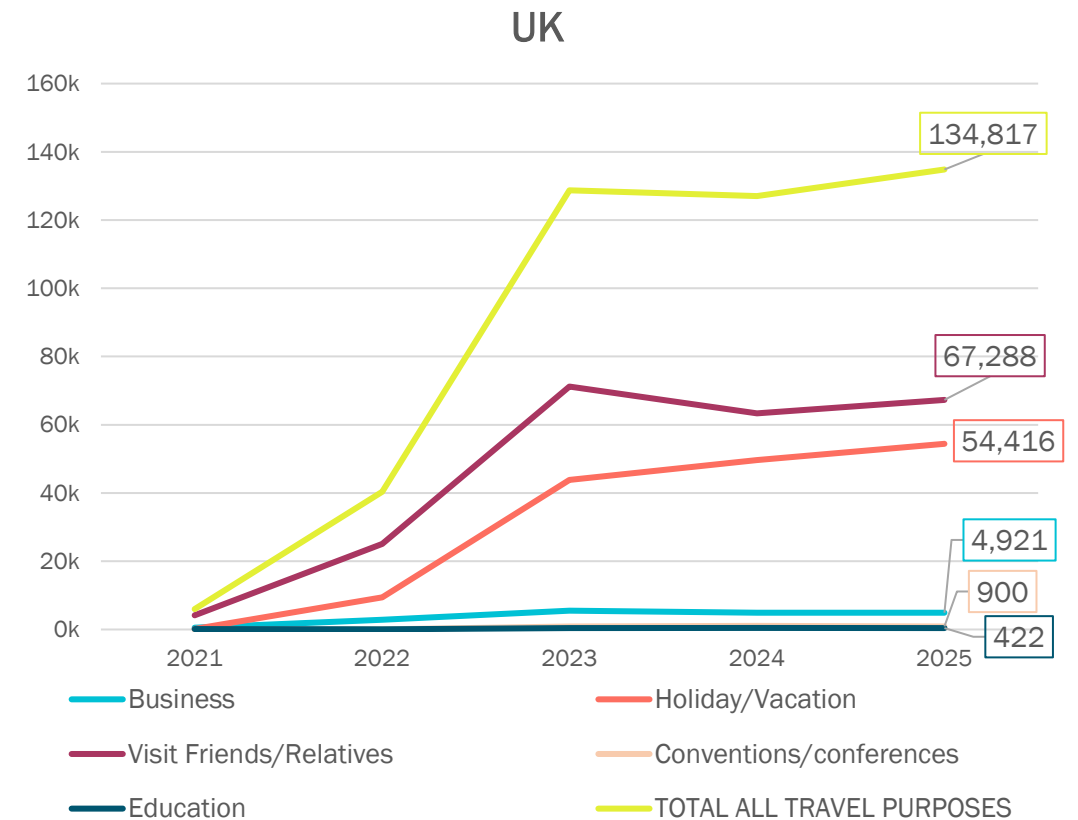
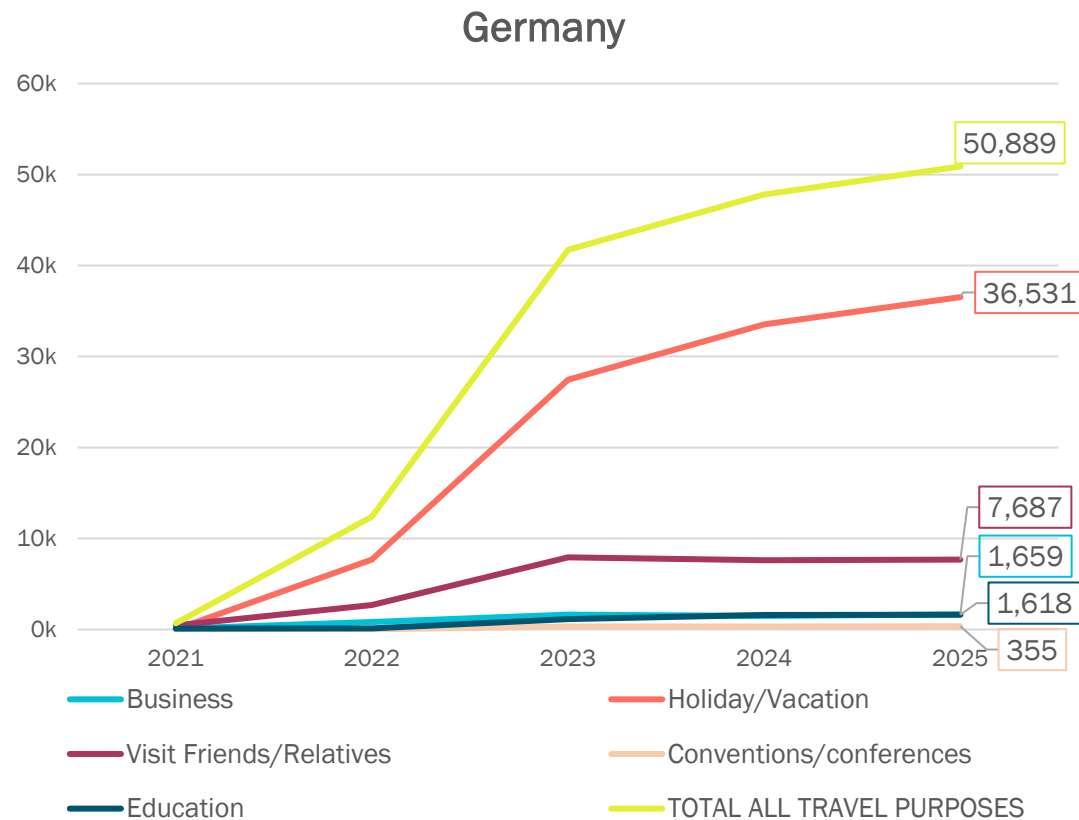


## Five-year visitor arrivals to Auckland, YE November

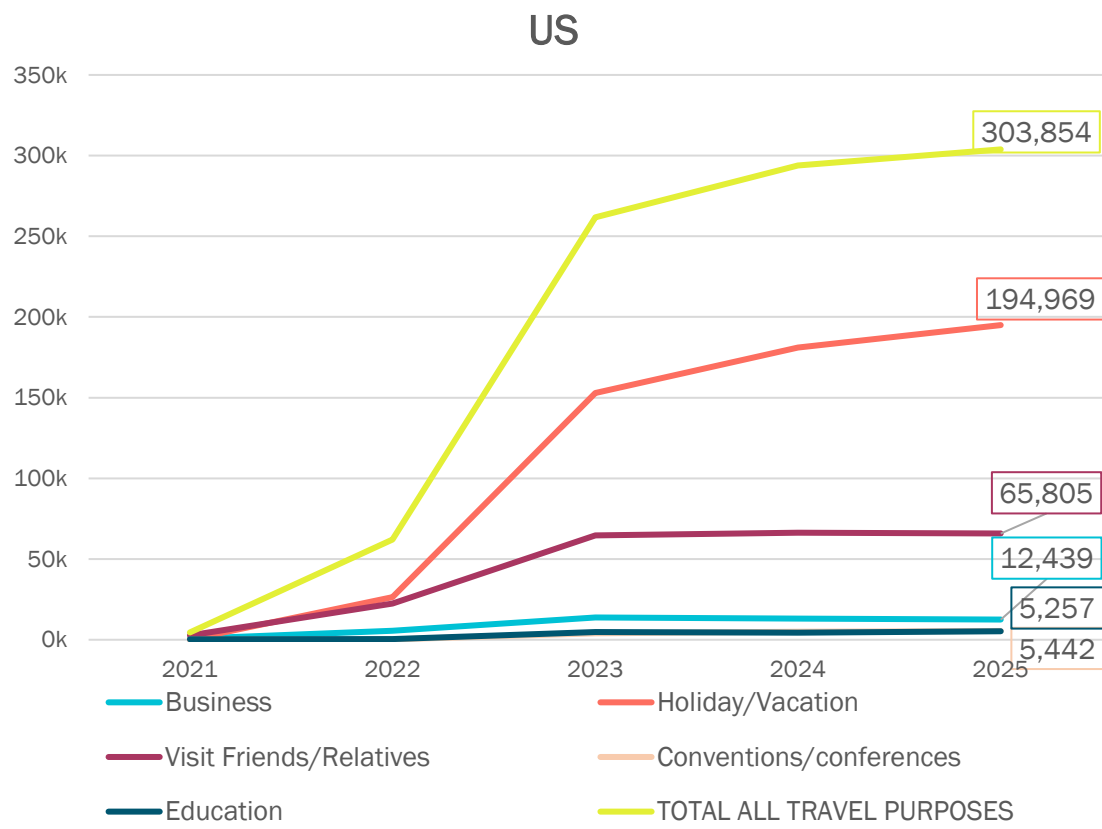
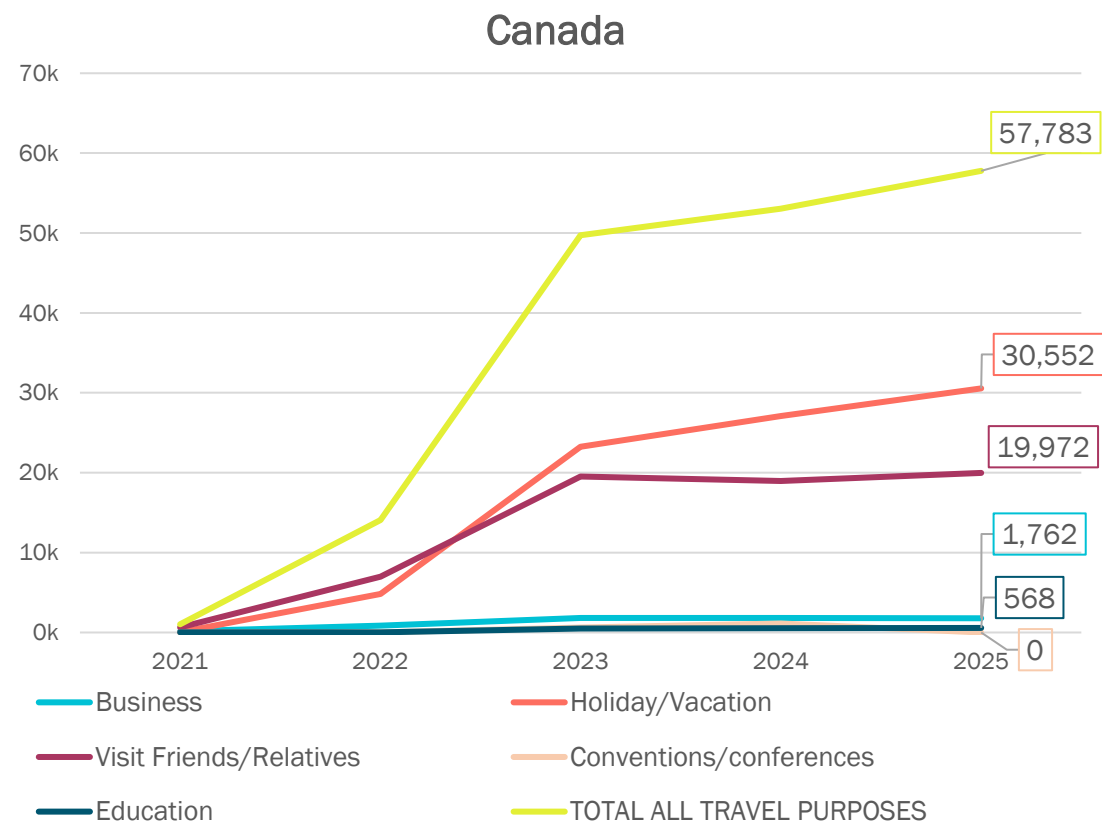




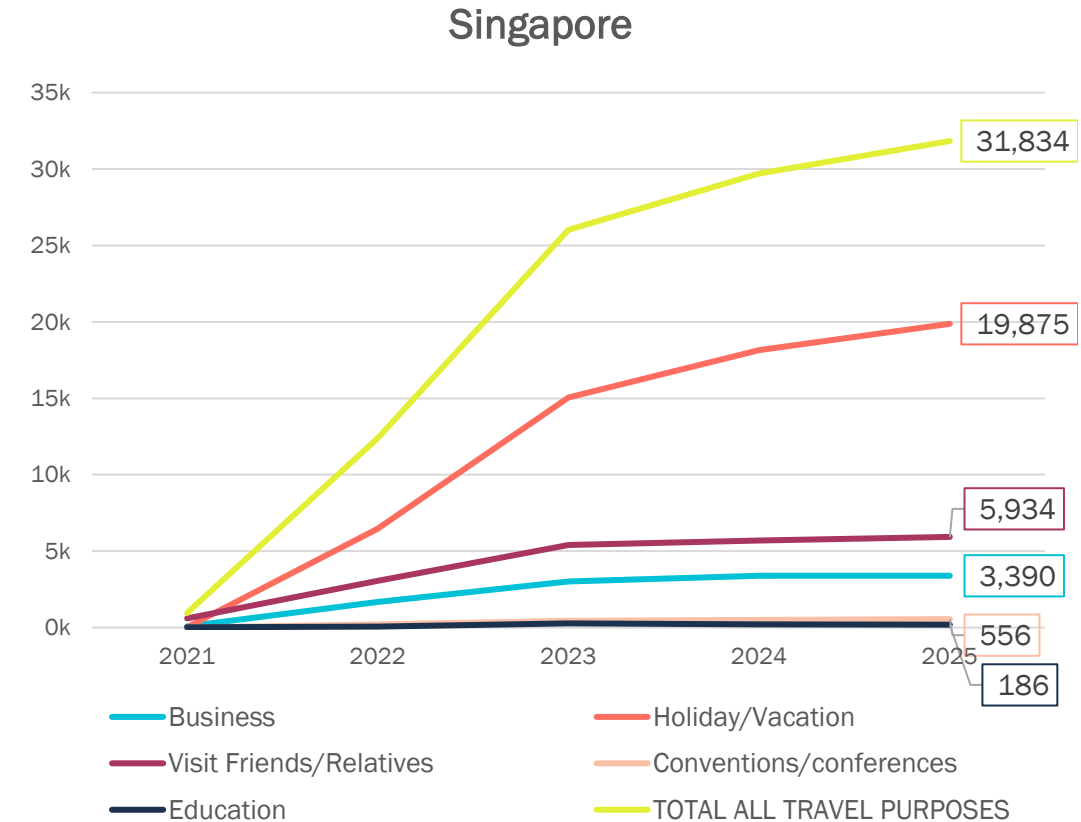
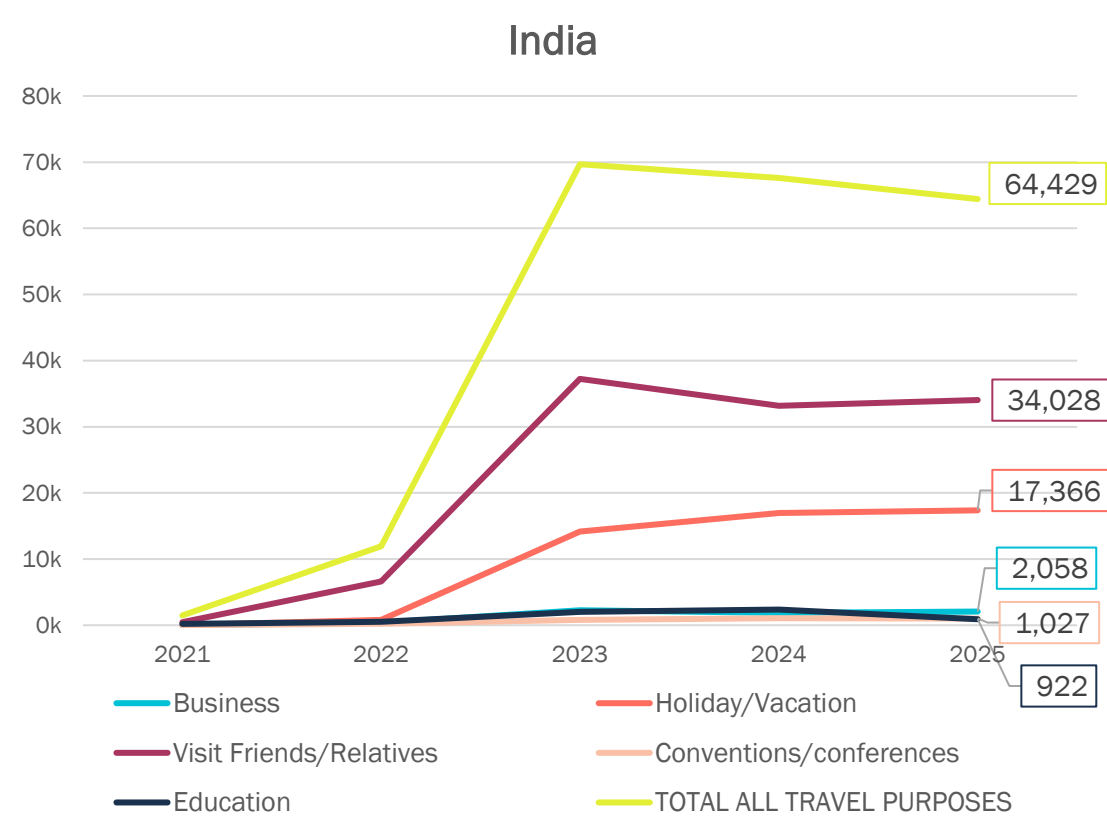
## Five-year visitor arrivals to Auckland, YE November



# Five-year visitor arrivals to Auckland, YE November



# Five-year visitor arrivals to Auckland, YE November





# Ngā mihi Thank you

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- KEY CONTACT

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