

Tātaki
Auckland
Unlimited



Tāmaki Makaurau Auckland Destination Overview

April 2025

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

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Key Visitor Data



2.95^m

International Guest Nights
YE April 2025
+0.8% (to YE April 2024)




4.52^m

Domestic Guest Nights
YE April 2025
+0.2% (to YE April 2024)



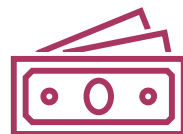
7.46^m

Total Guest Nights
YE April 2025
+0.4% (to YE April 2024)



\$1.21^b

International Tourism Spend
YE April 2025
+8.3% (to YE April 2024)



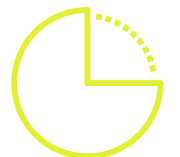
\$2.36^b

Domestic Tourism Spend
YE April 2025
-3.1% (to YE April 2024)



64.6%

Hotel Occupancy Rate
YE April 2025
-6.8% (to YE April 2024)



Key Visitor Data



INTERNATIONAL

- **Monthly international visitors (173.6k)** were up **13.9%** compared to April 2024.
- **The year to April 2025** saw **2.27m** international visitor arrivals, an increase of **3.0%** on the previous year.
- **Australian visitors (69.3k)** were up **26.1%** compared to last April. **The year to April 2025** saw **770.7k** Australian visitor arrivals, up **9.8%**.
- **Holiday visitors (1.0m)** contributed the most to annual visitor numbers and **increased 8.7%** on the previous year. **Monthly holiday numbers (75.2k)** were up **20.9%** compared with the month of April 2024.
- **VFR visitors (784.7k)** were up **3.9%** for the year, with monthly numbers (**64.7k**) up **24.6%**.
- **256.0k** international guest nights in commercial accommodation for April (up **16.0%**) and **2.95m** international guest nights for the year (up **0.8%**).
- **International spend** was **\$1.21b** for the year, up **8.3%** and **\$97.1m** for the month (up **10.2%**).
- **Tourism spend from the US (\$31.9m)** was up **37.5%** for the month.

DOMESTIC

- The domestic visitor numbers are no longer available as the Ministry of Business, Innovation, and Employment (MBIE) has cancelled the Monthly Unique Regional Population Estimates (MURPEs) data until further notice.
- There were **350.9k** domestic guest nights in commercial accommodation for the month of April (up **4.3%**) and **4.52m** domestic guest nights for the year (up **0.2%**).
- Tourism Electronic Card Transactions (TECTs) has now restarted as an interim replacement to the Monthly Regional tourism Estimates (MRTes). However, due to a different methodology, the TECT figures are substantially smaller than those of the previous MRTes, so the two series should not be compared.
- **Domestic spend for the year** was **\$2.36b**, down **3.1%** on last year and **\$189.2m** for the month of April (down **3.3%** compared to April 2024).
- **Spend from Wellington visitors (\$16.3m)** was up **3.6%** in April 2025.

OVERALL

- There were **606.9k** total guest nights in commercial accommodation in April (up **8.9%**) and **7.46m** total guest nights for the year (up **0.4%**).
- On average, visitors stayed in Auckland for **2.0** nights in April 2025 (down **4.8%** compared to 2024).
- Average hotel Occupancy for the month was **61.6%**, down **0.8%**. The monthly Average Daily Rate (ADR) was **\$201** (down **2.4%**) and RevPAR was **\$124** (down **3.0%**).
- Average Occupancy for the year was **64.6%** (down **6.8%** compared to 2024), while ADR was **\$211** (down **7.6%**) and RevPAR was **\$141** (down **12.0%**).
- Occupancy (**78.8%**, up **59.2%** compared to last year), ADR (**\$232**, up **13.2%**) and RevPAR (**\$183**, up **80.2%**) peaked on Wednesday 2nd April 2025. This coincides with the DUA LIPA concert at Spark Arena and the SEX PISTOLS performance at Auckland Town Hall.
- Looking forward over the next three months, overall Occupancy rates are generally lower than the same period last year.



Auckland Tourism – Visitor Arrivals Data

2.27m International visitor arrivals for the year to April 2025, up 3.0%

- The month of April saw 173.6k international visitors, up 13.9% compared to April 2024.
- The year to April 2025 saw 2.27m international visitor arrivals, an increase of 3.0% on the previous year.
- Holiday visitors (1.0m) contributed the most to annual visitor numbers and increased 8.7% on the previous year. Monthly holiday numbers (75.2k) were up 20.9% compared with the month of April 2024.
- VFR visitors (784.7k) were up 3.9% for the year, with monthly numbers (64.7k) up 24.6%.
- There were 150.0k business visitors (down 4.2%) in the year to April 2025, and 10.9k for the month (down 19.4%).

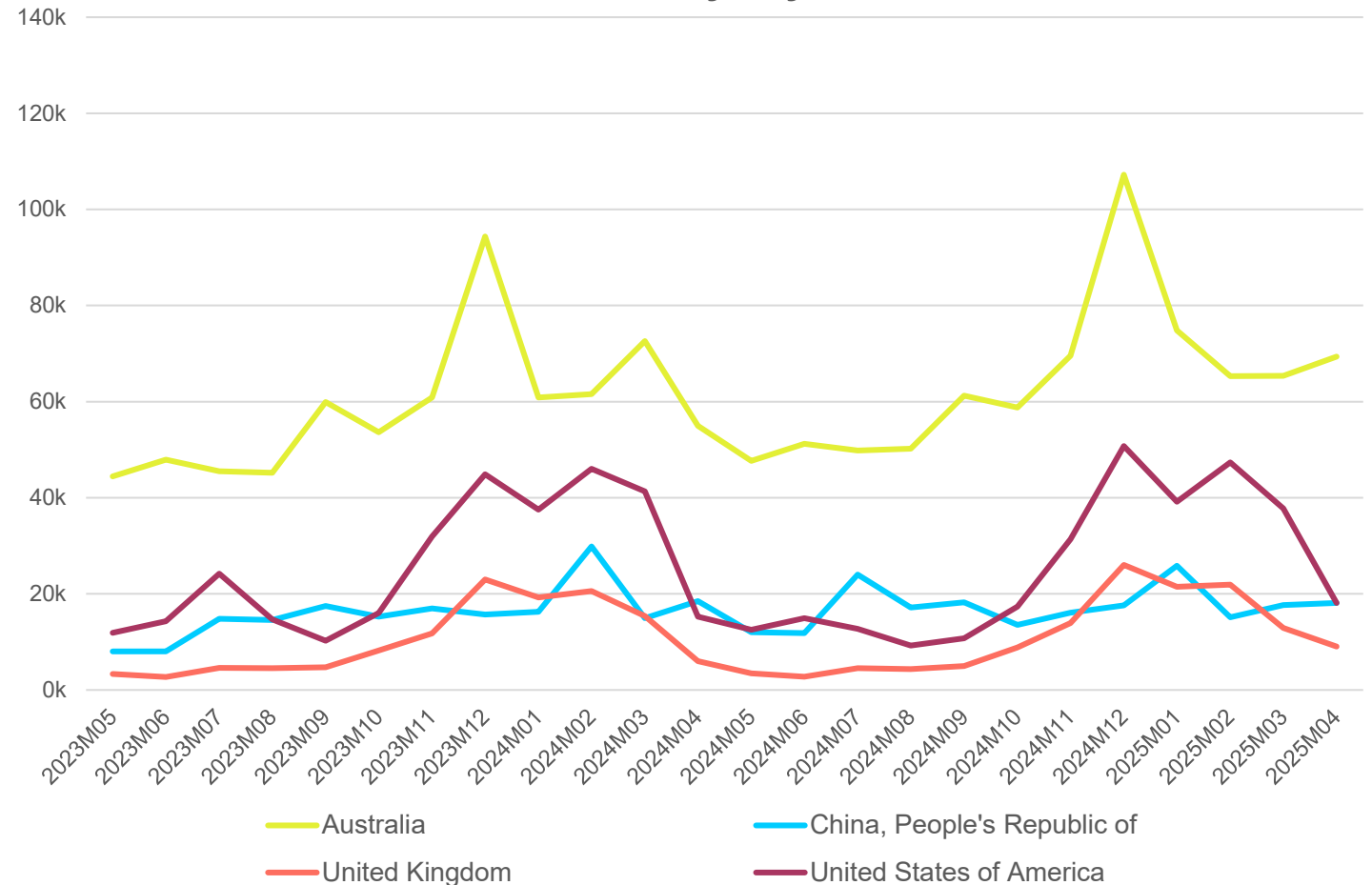


	Visitor arrivals	vs. previous year / YE
April 2025	173,645	13.9%
YE April 2025	2,267,485	3.0%

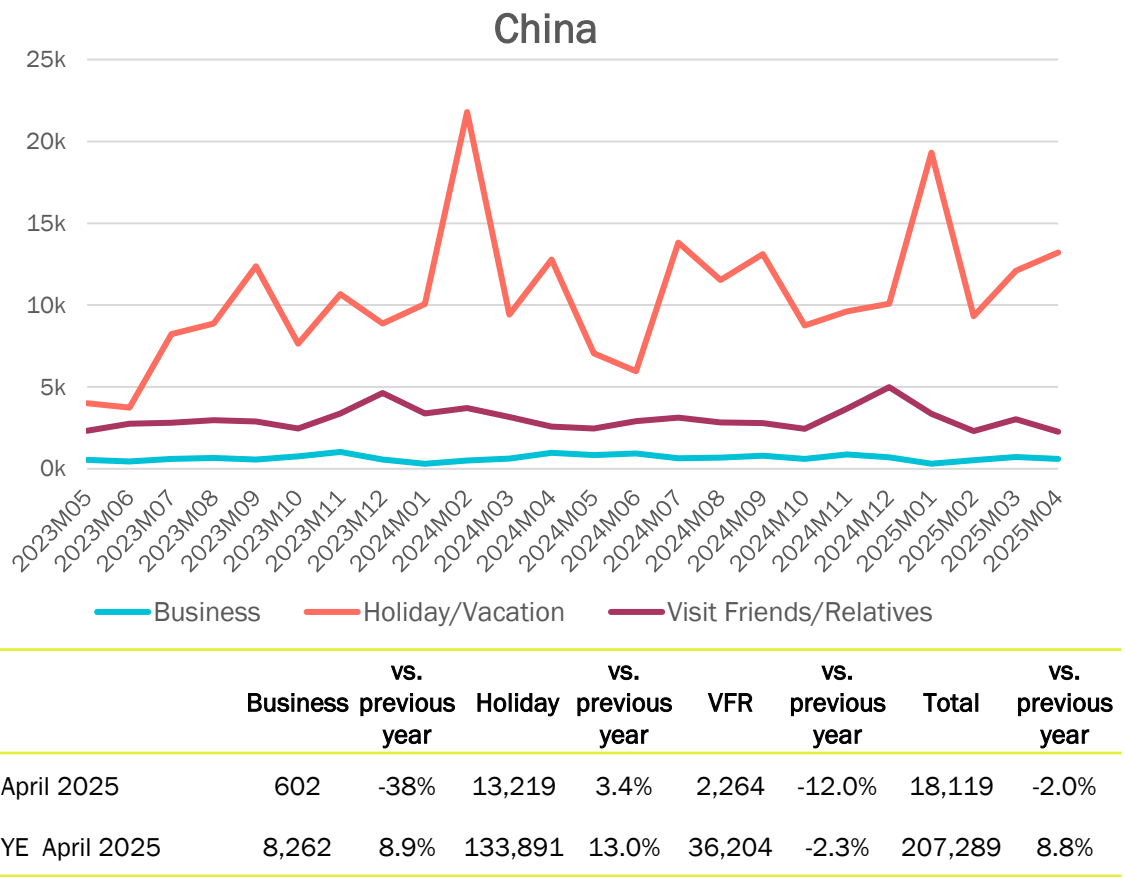
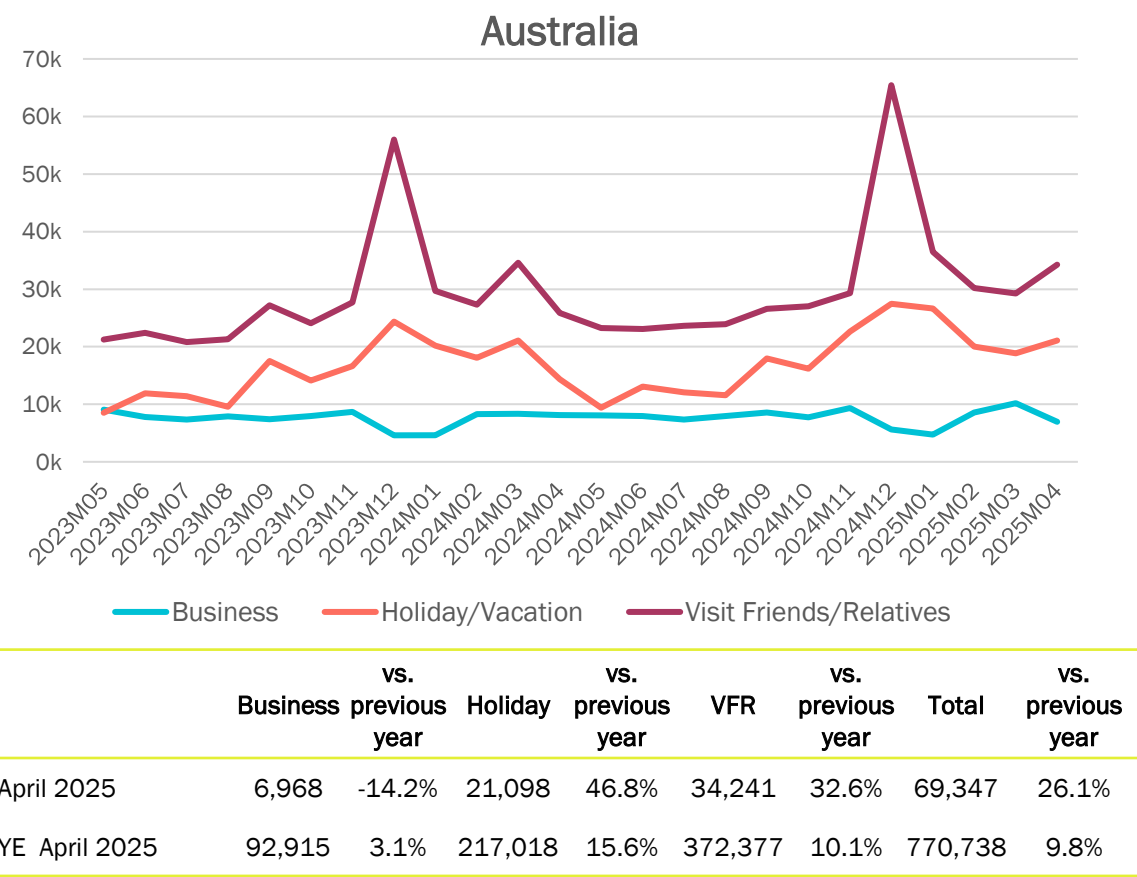
770.7k visitors from Australia for YE April 2025, up 9.8%

- Australian visitors (69.3k) were up 26.1% for the month compared to last April. The year to April 2025 saw 770.7k Australian visitor arrivals, up 9.8% compared to last year.
- The year to April 2025 saw 302.1k visitors from the US (down 2.0%), with 18.1k visitors for the month (up 19.0%).
- Visitors from China (207.3k) were also up for the year (8.8%), and down (2.0%) for the month of April (18.1k).
- For the year to April 2025, there were 134.2k visitor arrivals from the UK (up 8.2%) and 9.1k visitors for the month (down 50.6%).

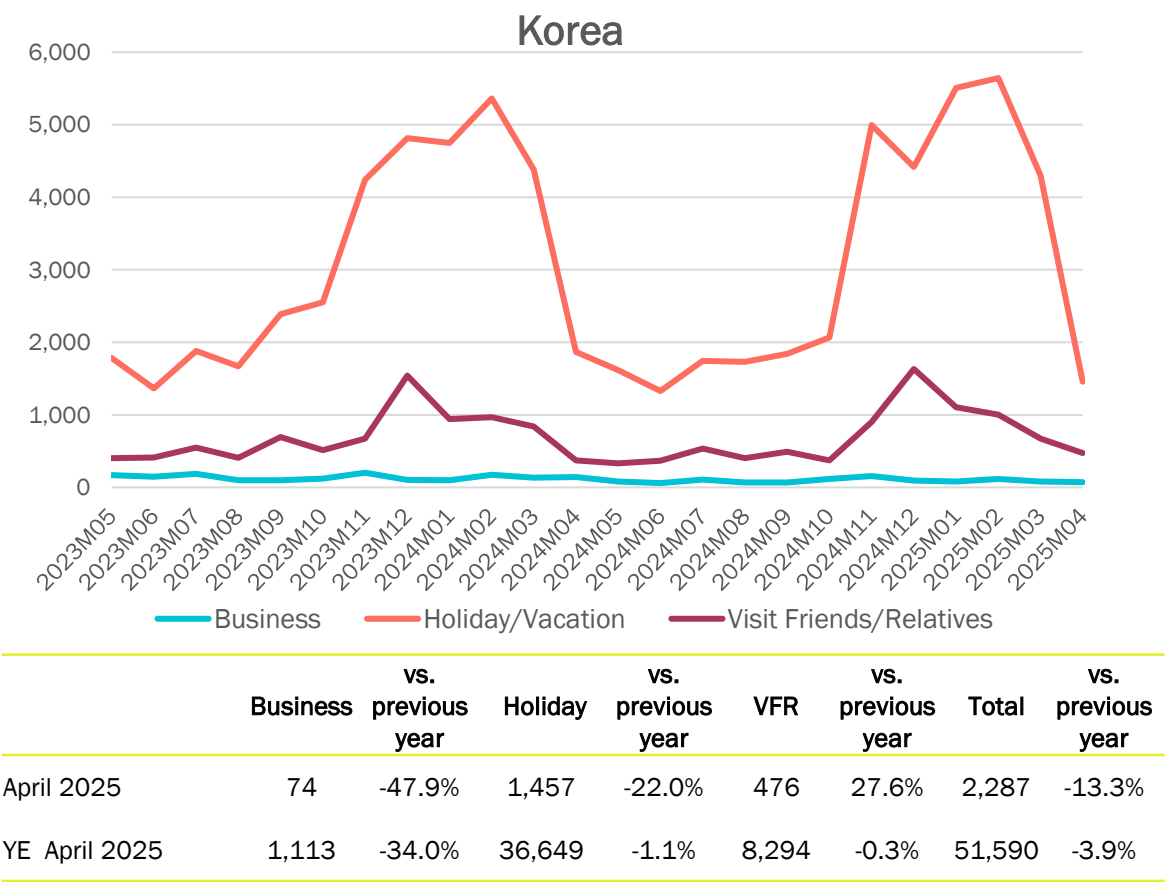
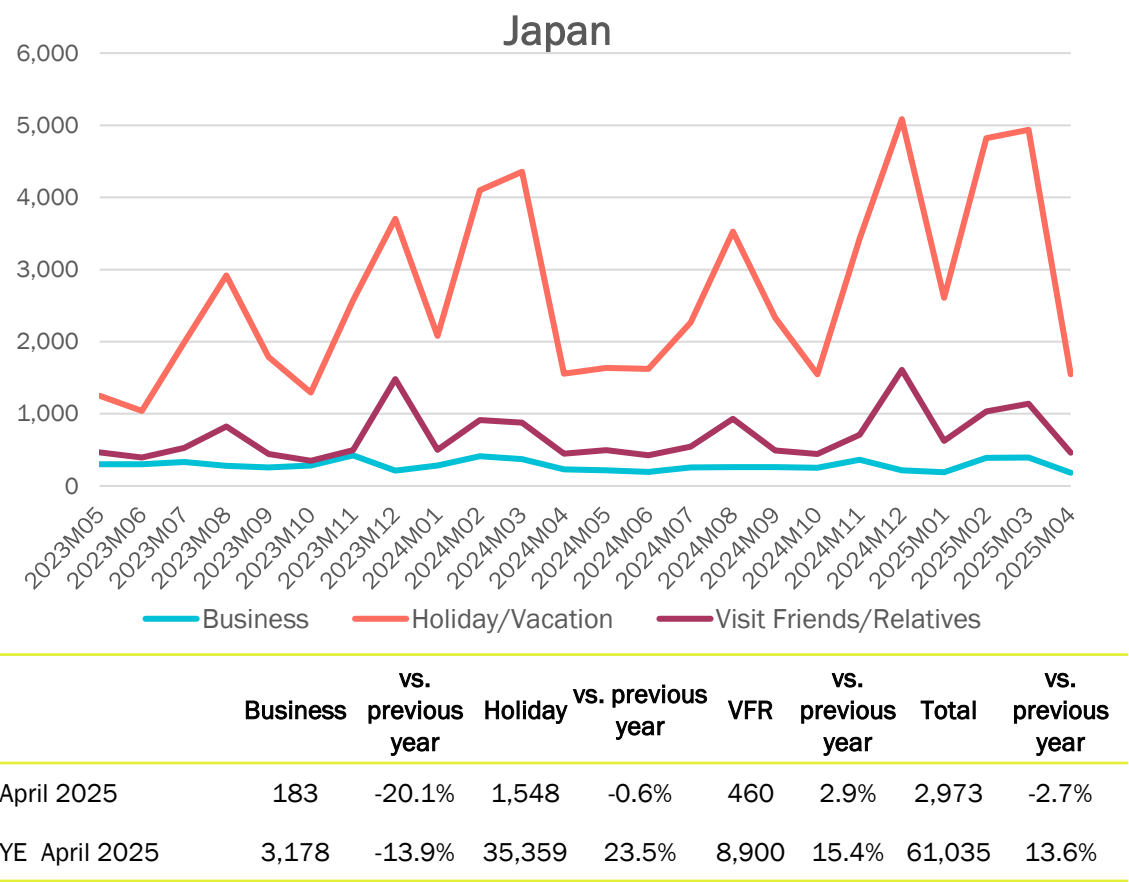
Visitor arrivals in Auckland by key international markets



24-month visitor arrivals from individual markets

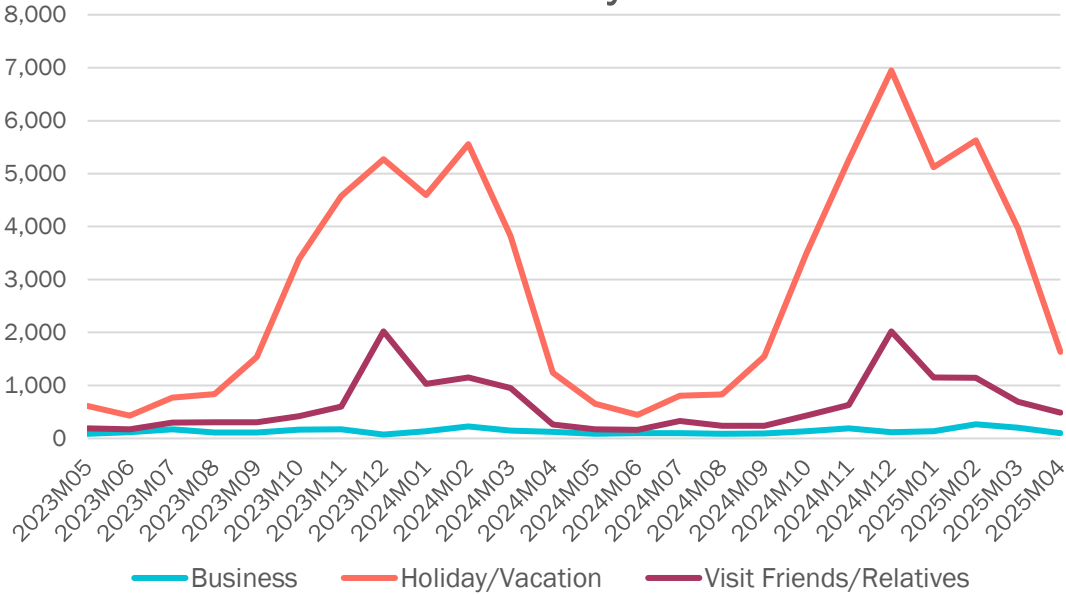


24-month visitor arrivals from individual markets



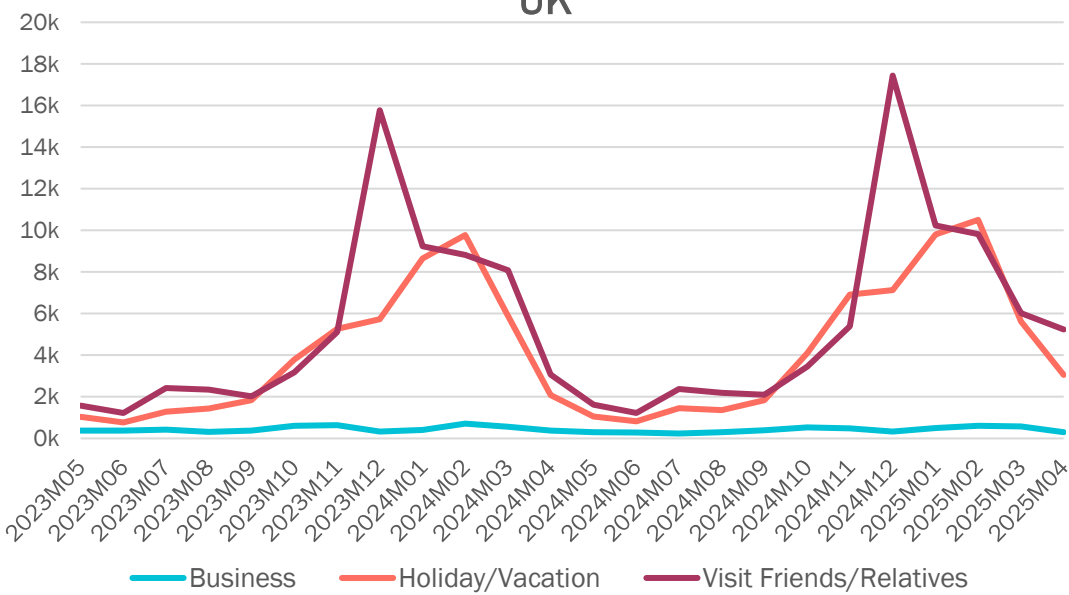
24-month visitor arrivals from individual markets

Germany



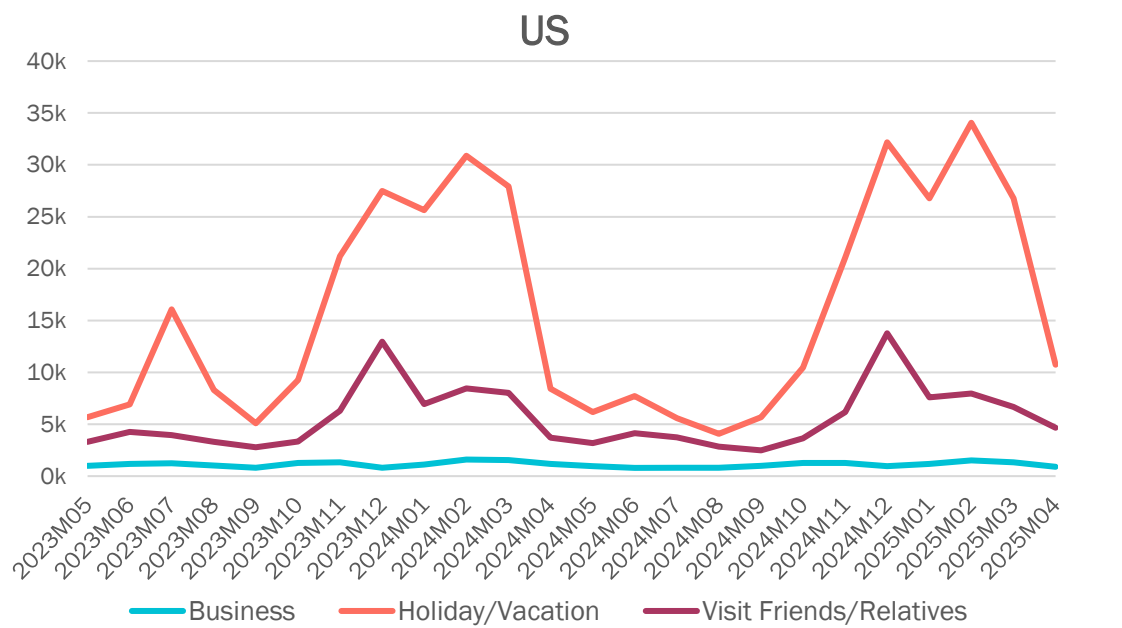
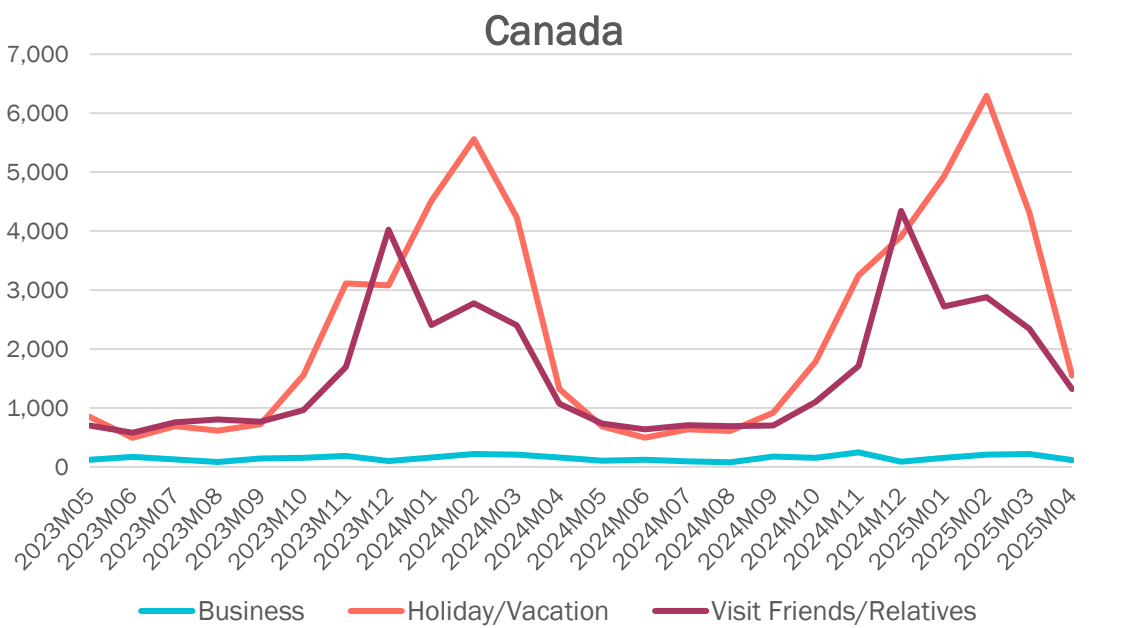
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
April 2025	101	-19.2%	1,635	31.4%	489	84.5%	2,453	30.5%
YE April 2025	1,610	-2.3%	36,348	11.4%	7,699	-0.2%	50,653	8.0%

UK



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
April 2025	297	-22.5%	3,048	46.8%	5,240	70.7%	9,068	50.6%
YE April 2025	4,839	-12.3%	53,623	12.8%	67,119	6.8%	134,244	8.2%

24-month visitor arrivals from individual markets



		vs. Business previous year	Holiday vs. previous year	VFR	vs. previous year	Total	vs. previous year	
April 2025	118	-24.8%	1,549	17.4%	1,323	23.5%	3,277	15.2%
YE April 2025	1,760	-4.1%	29,380	9.9%	19,889	5.0%	55,944	6.9%

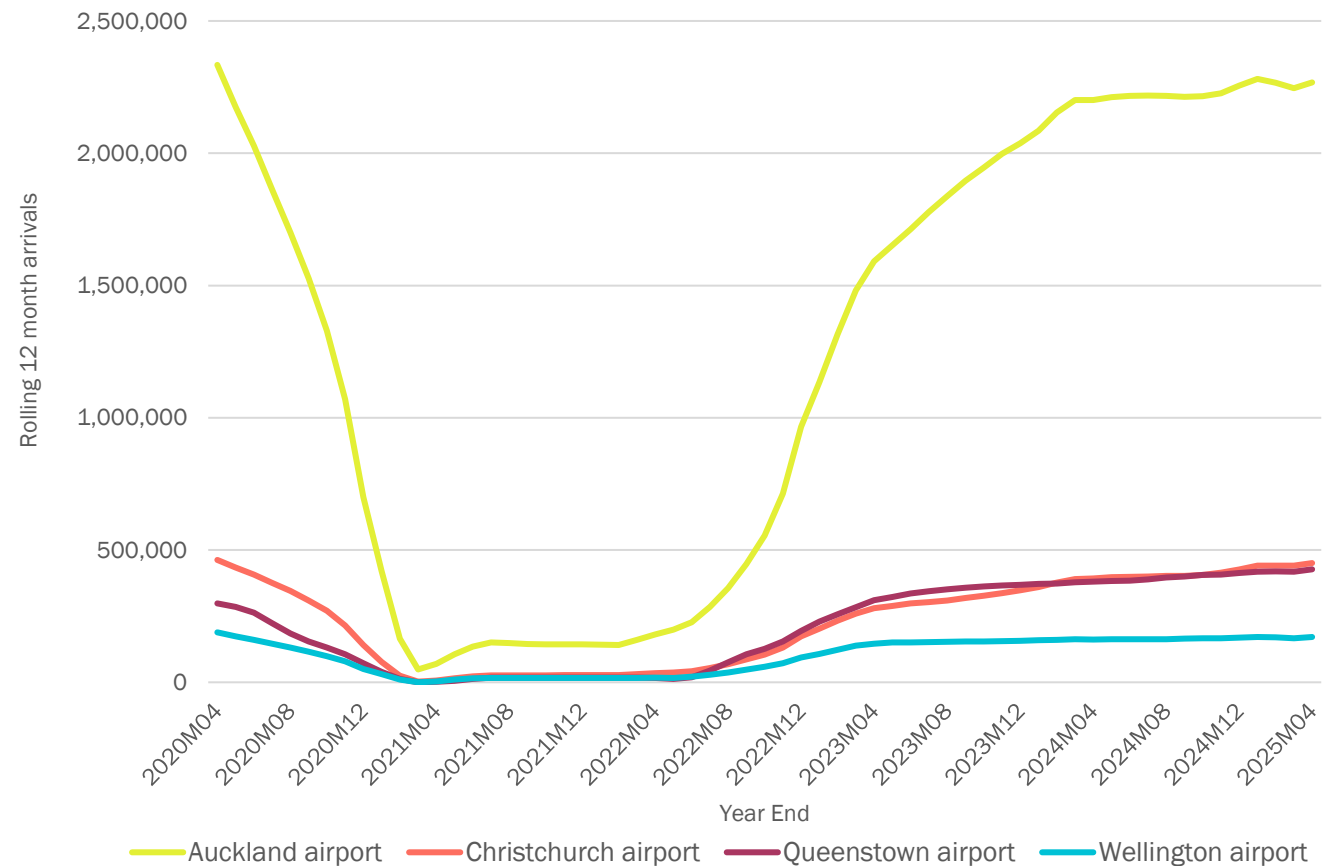
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
April 2025	892	-23.9%	10,749	27.5%	4,673	26.4%	18,139	19.0%
YE April 2025	12,775	-9.4%	191,245	-0.8%	66,902	-0.6%	302,129	-2.0%

Auckland has seen a 3.0% 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 3.0% increase in international visitor arrivals over the last year.
- For the year ending April 2025, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 12.4%, Christchurch was up 14.8% and Wellington was up 5.1% compared to last year.

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12 month rolling visitor arrivals





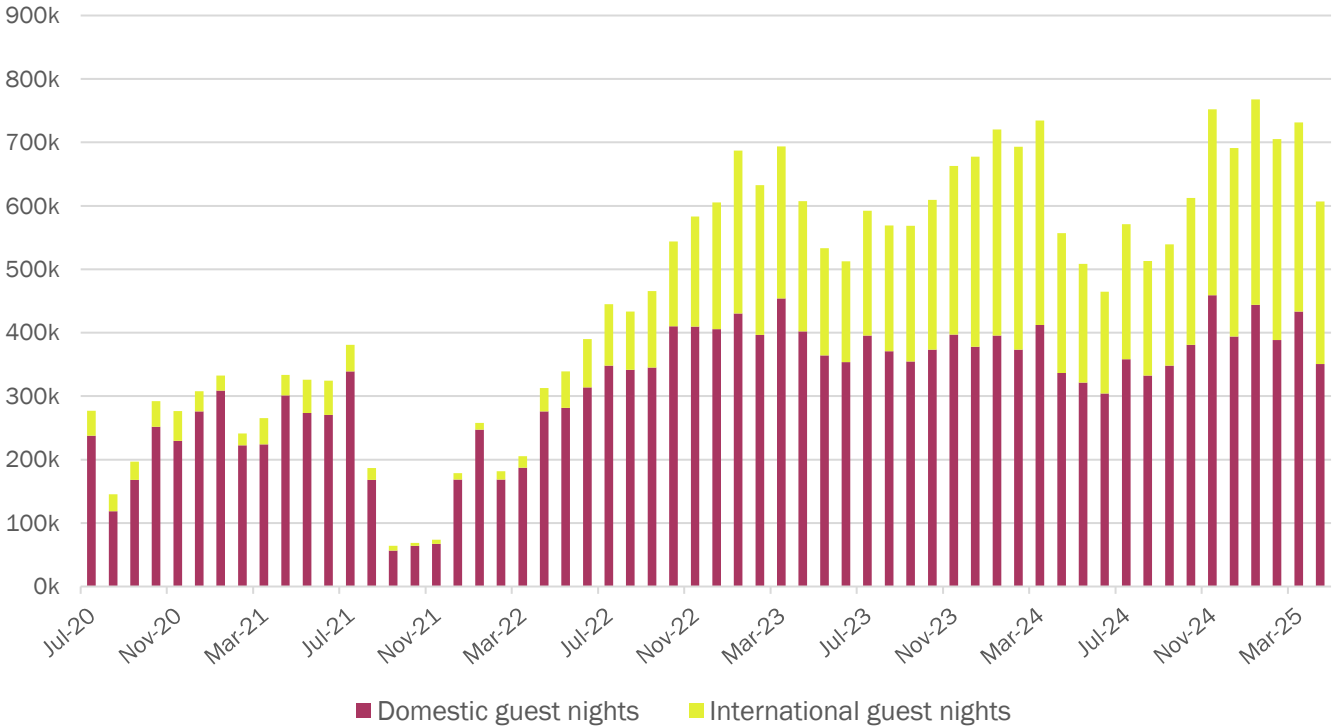
Auckland Tourism – Accommodation Data

606.9k total guest nights in commercial accommodation in April 2025, up 8.9%

- For the month of April 2025, there were **606.9k total guest nights** in **commercial accommodation** in Auckland, up **8.9%** on the same month last year.
- There were **350.9k domestic guest nights** in commercial accommodation (up **4.3%**), and **256.0k international guest nights** (up **16.0%**) in commercial accommodation in April 2025.
- The year to April 2025 saw **7.46m total guest nights** in Auckland (up **0.4%**) with **4.52m domestic guest nights** (up **0.2%**) and **2.95m international guest nights** (up **0.8%**).
- For New Zealand overall, there were 3.43m guest nights in commercial accommodation in April 2025, up 10.6% compared to April 2024.

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Guest nights in commercial accommodation - Auckland



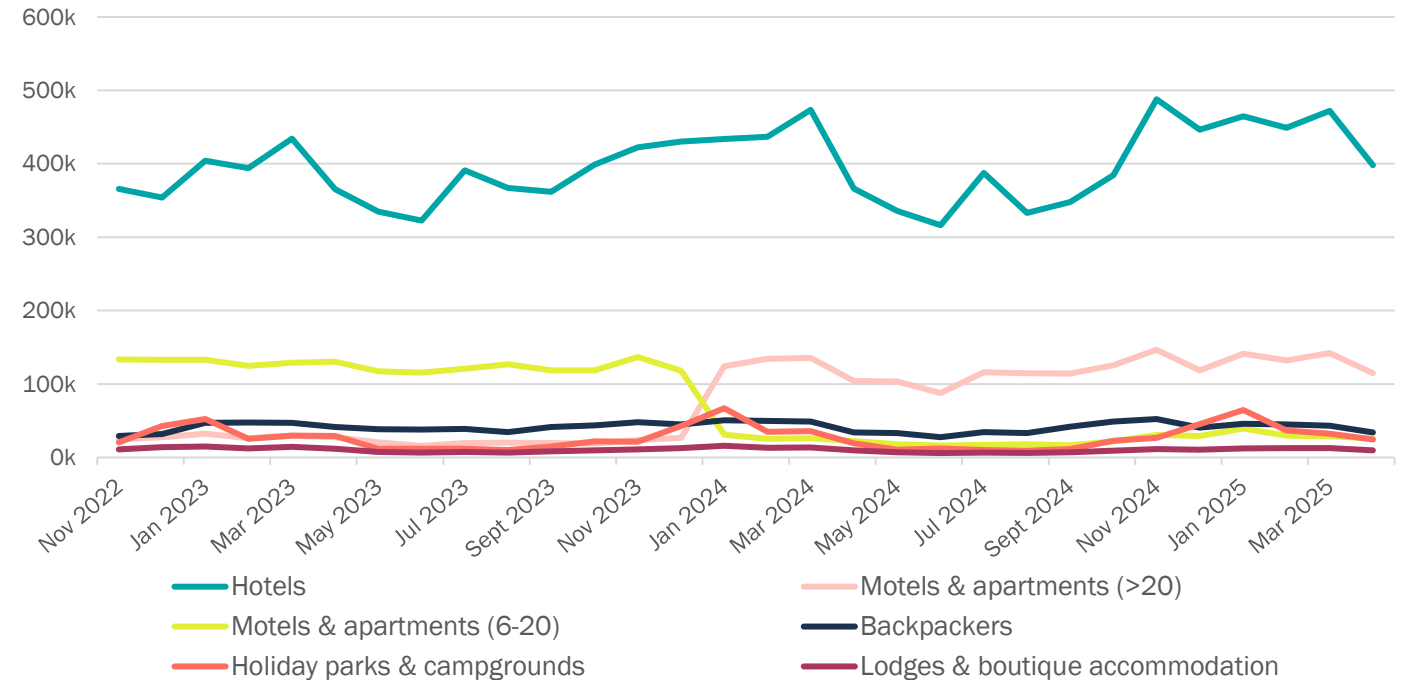
April 2025	Auckland	% change	New Zealand	% change
Total guest nights	606,900	8.9%	3,433,900	10.6%
Domestic guest nights	350,900	4.3%	2,245,600	9.6%
International guest nights	256,000	16.0%	1,188,300	12.4%

398.2k guest nights in hotels for the month of April 2025, up 8.7%

- For the month of April 2025, there were **398.2k guest nights in hotels**, up **8.7%** compared to last year.
- There were **114.8k guest nights in motels and apartments (>20)**, up **10.0%** on the previous year.
- Guest nights in motels and apartments (6-20) (26.0k) were also up (16.6%).
- Guest nights in holiday parks and campgrounds (24.3k) were up (25.9%) for the month.
- Guest nights in backpacker accommodation decreased (down slightly 0.3% to 34.1k) in April 2025.
- Guest nights in lodges and boutique accommodation were also down (1.0% to 9.6k) for the month.

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Guest nights by accommodation type (monthly)

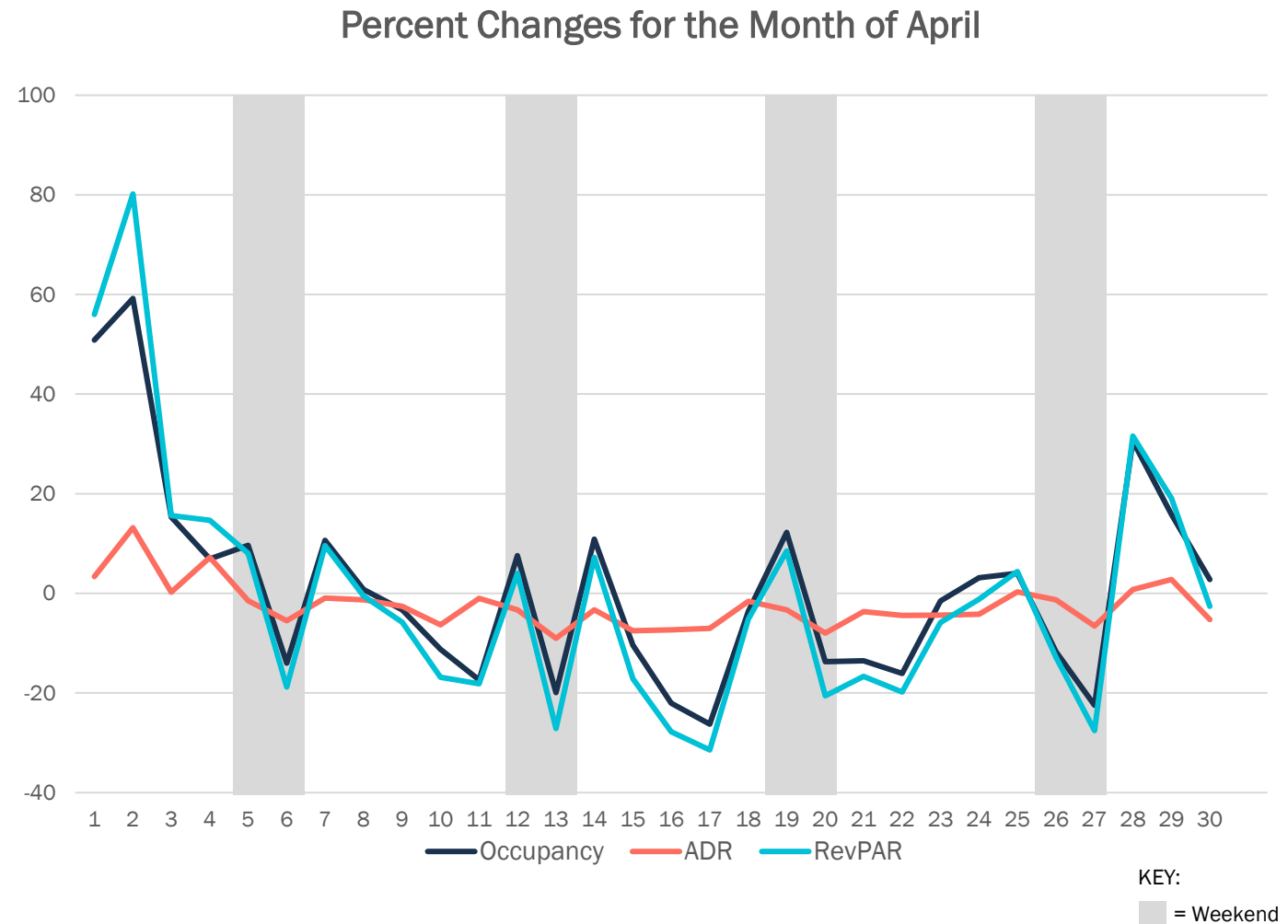


April 2025	Auckland	% change
Hotels	398,200	8.7%
Motels & apartments (>20)	114,800	10.0%
Motels & apartments (6-20)	26,000	16.6%
Backpackers	34,100	-0.3%
Holiday parks & campgrounds	24,300	25.9%
Lodges & boutique accommodation	9,600	-1.0%

Average Occupancy for April 2025 was 61.6%, down 0.8%

- For the month of April 2025, the **average Occupancy** was **61.6%**, **0.8% lower** compared to April 2024.
- The **Average Daily Rate (ADR)** for the month was **\$201**, down **2.4%** on last year.
- **Monthly Revenue per available room (RevPAR)** for April was **\$124**, **3.0% lower** compared to last year.
- Percentage changes for **Occupancy, ADR and RevPAR peaked on Wednesday 2nd April 2025**. This coincides with the **DUA LIPA concert** at Spark Arena and the **SEX PISTOLS** performance at Auckland Town Hall.
- **Average Occupancy for the year to April 2025** was **64.6%** (down **6.8%** compared to 2024), while **ADR** was **\$211** (down **7.6%**) and **RevPAR** was **\$141** (down **12.0%**).

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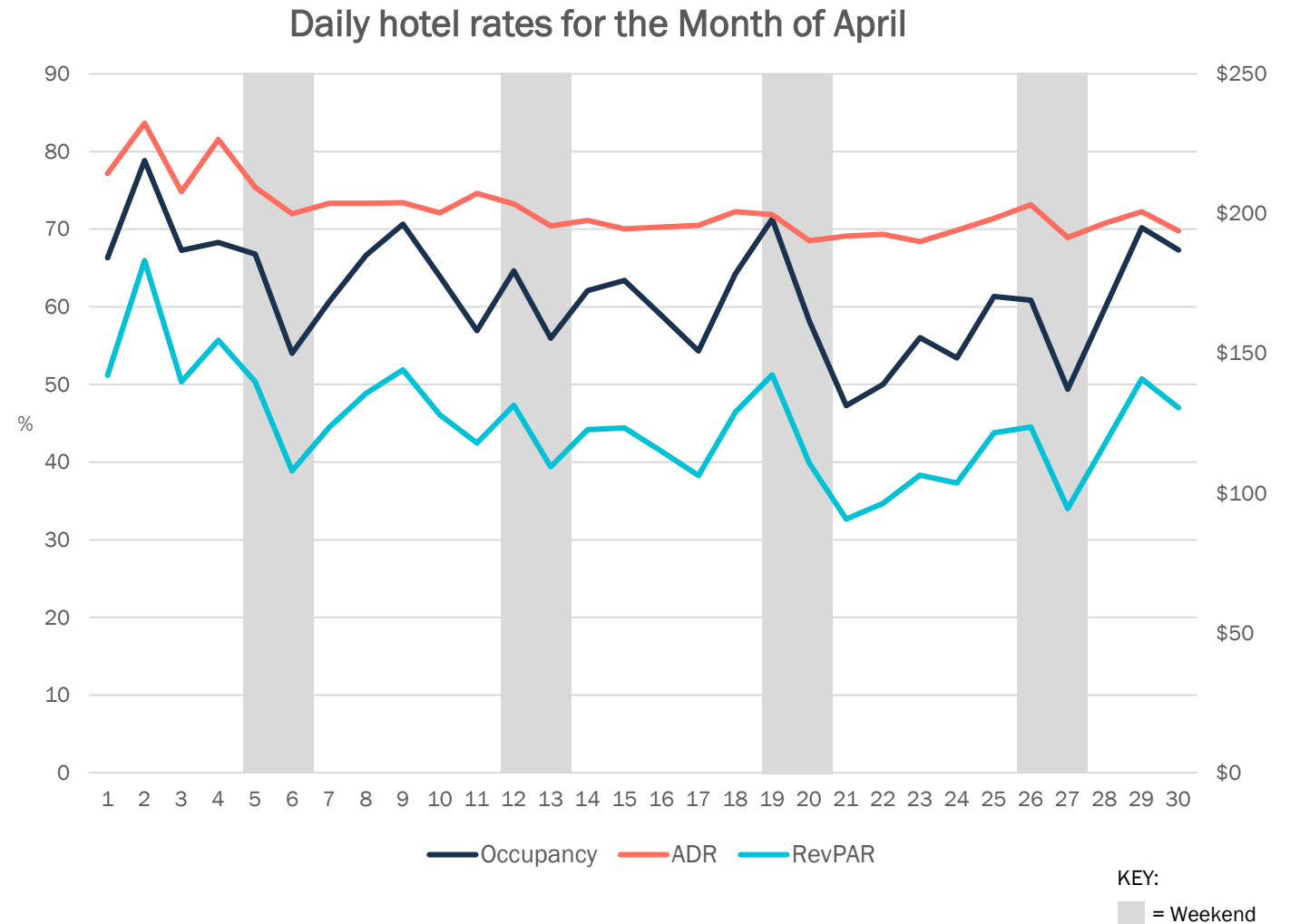


Occupancy, ADR and RevPAR peaked on Wednesday April 2025

- Occupancy, Average Daily Rate (ADR) and RevPAR all peaked on Wednesday 2nd April 2025. This coincides with the DUA LIPA concert at Spark Arena and the SEX PISTOLS performance at Auckland Town Hall.
- The Average Daily Rate (ADR) for hotels in Auckland was the highest for the month on Wednesday 2nd April 2025 at \$232 (up 13.2% on the previous year).
- Hotel occupancy reached 78.8% on Wednesday 2nd April 2025 (up 59.2% on the previous year).
- Revenue per available room (RevPAR) peaked to \$183 also on Wednesday 2nd April 2025 (up 80.2% in comparison to last year).

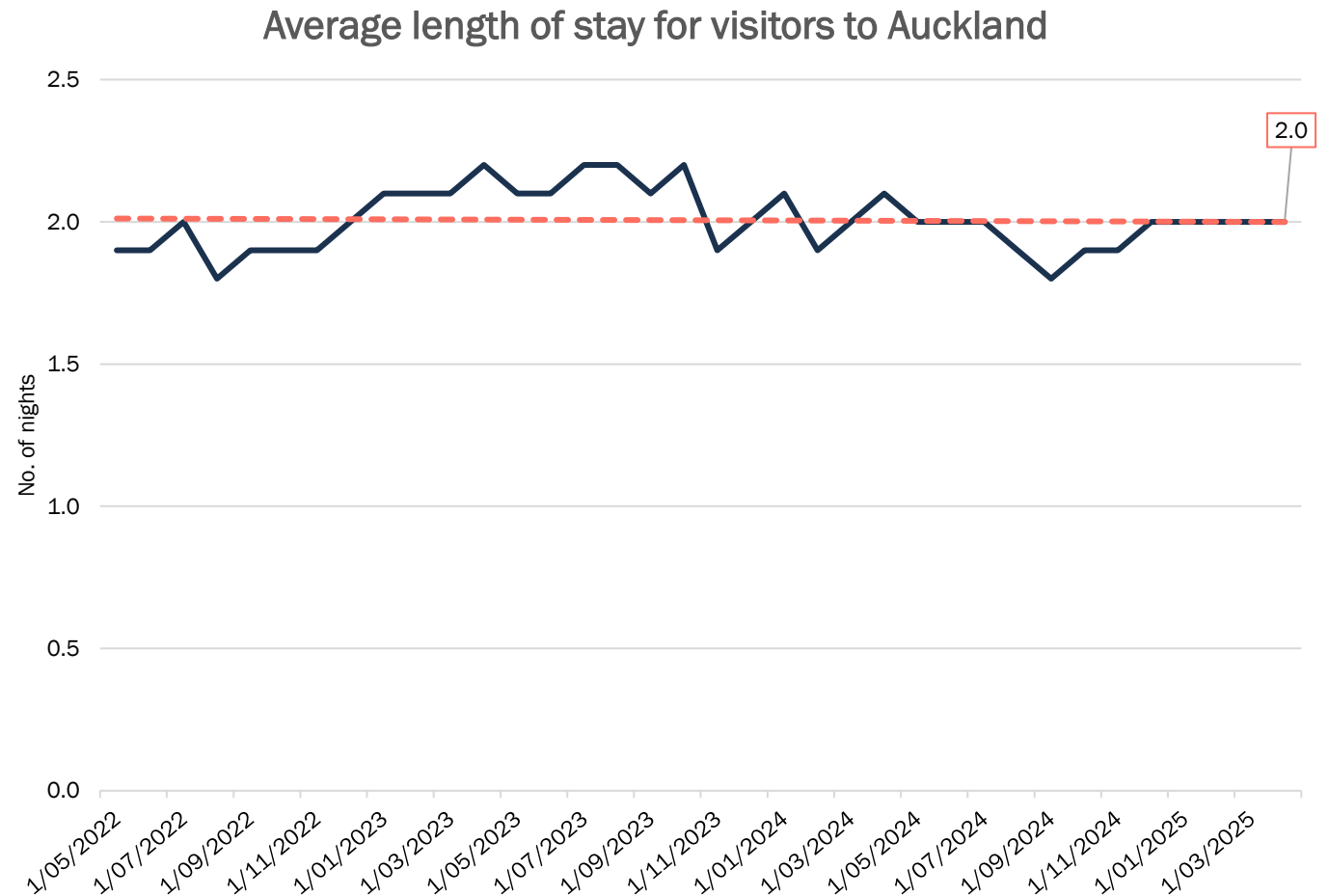
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Source: STR Global



On average, visitors stayed 2.0 nights in Auckland for the month of April 2025

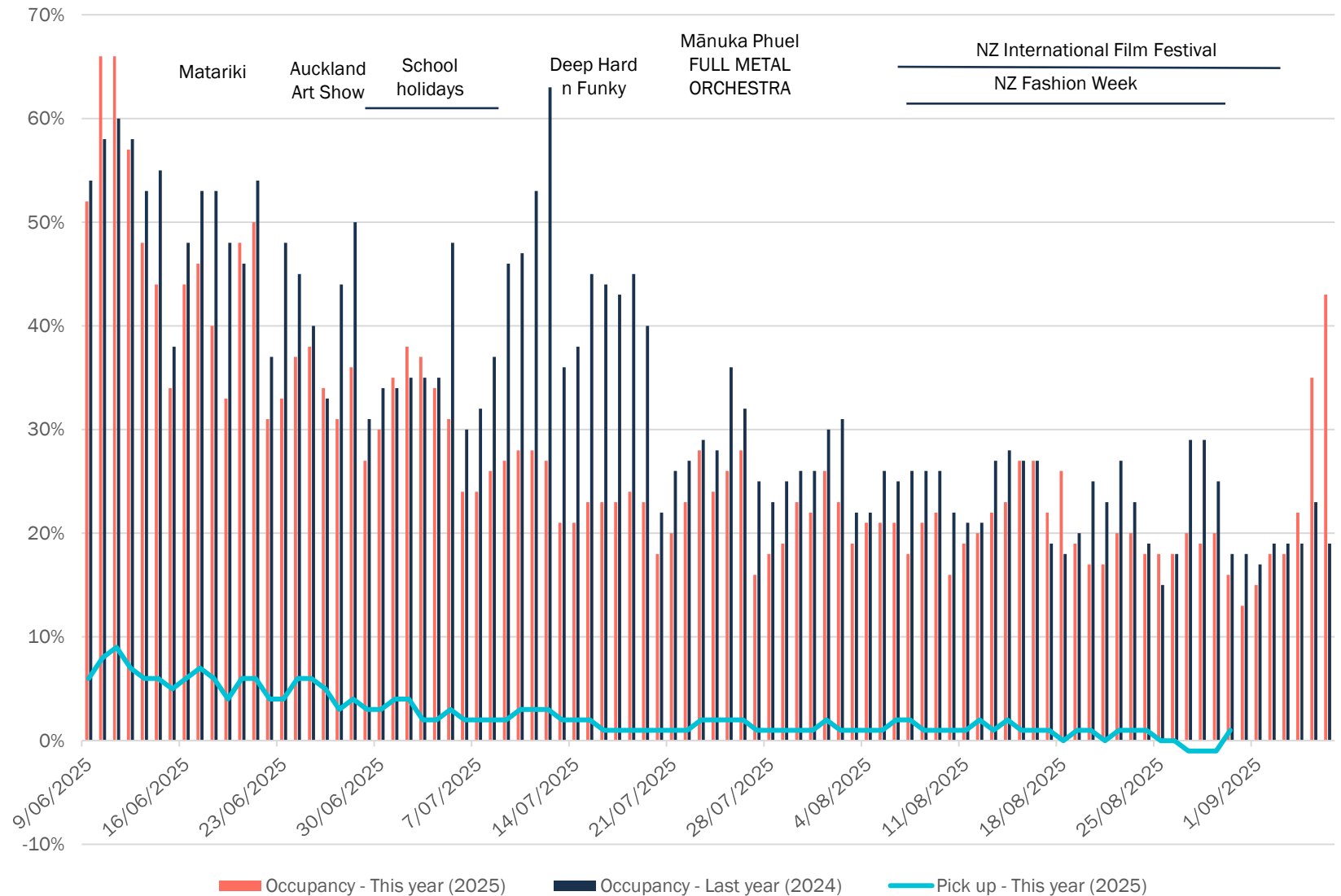
- On average, visitors stayed in Auckland for 2.0 nights for the month of April 2025 (down 4.8% compared to the previous year).
- Average length of stay for visitors to Auckland has levelled out over the last three years.



90-Day Forward Booking Occupancy Data

- Looking forward over the next three months, overall Occupancy rates are generally lower than the same period last year.
- Occupancy peaked at 66% on the Tuesday 10th and Wednesday 11th June 2025.
- Pick-up* refers to the number of reservations made in a recent period for future guest stays. In this context *Pick-up* reflects the % change in occupancy from the last reported period. For the next 90 days that is the previous Monday. For the 365-day view, from the first Monday of the prior month.

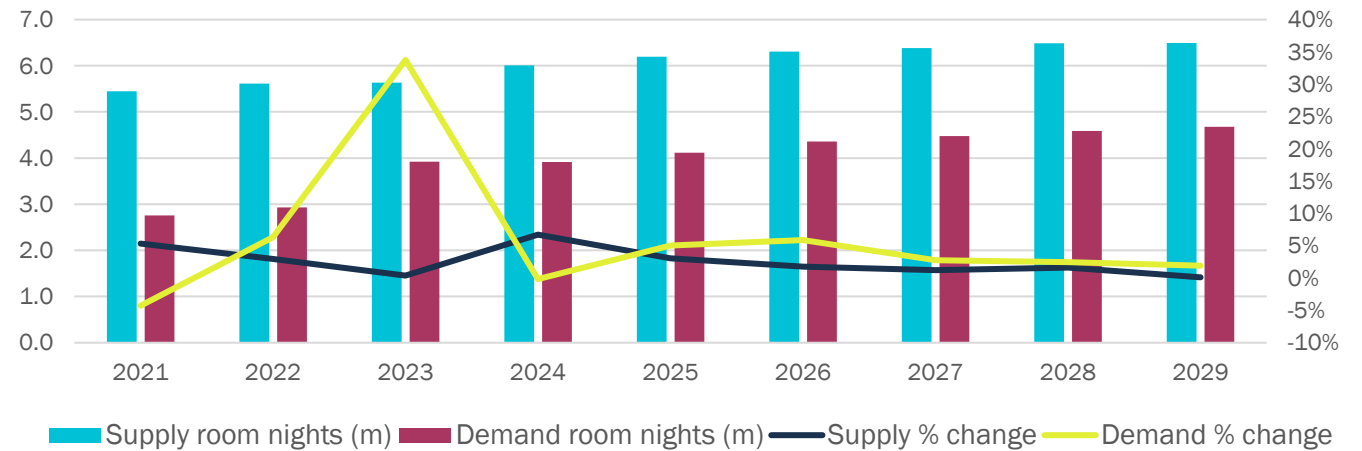
Occupancy - 90 Day Forward Outlook



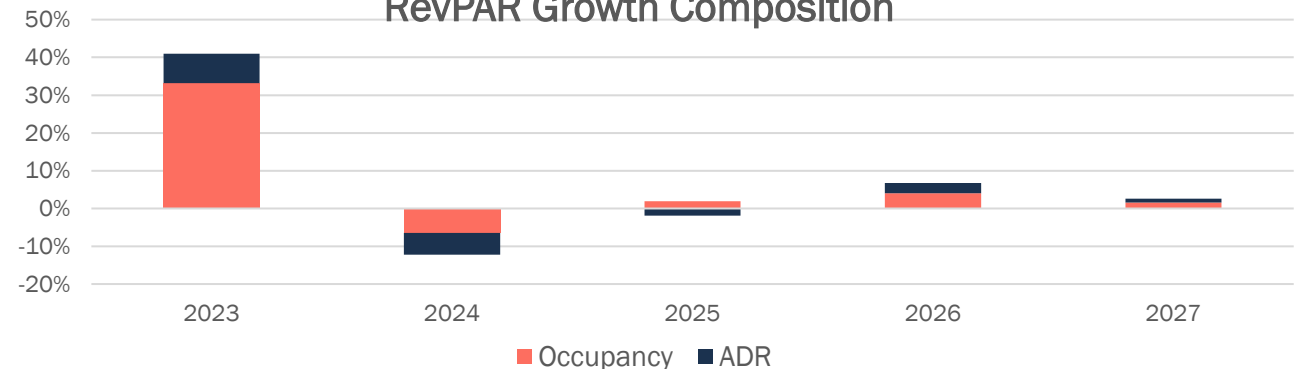
Longer term projections

- In addition to the STR Global 90 Day Forward Booking data we receive, we also receive a longer-term outlook, with forecast data for the next four years until 2027. This data is provided by STR Global in collaboration with Oxford Tourism Economics.
- In 2025 Q1 supply expanded 5.9%. Demand expanded 5.8%, resulting in an occupancy decline of -0.1%. Occupancy is expected to decline by -0.6% in 2025 Q2, with supply expanding 4.3% and demand expanding 3.7%.
- After declining -6.5% in 2024, occupancy is expected to expand 1.9% in 2025. ADR is expected to decrease -1.9%, resulting in RevPAR with no growth in 2025. RevPAR is expected to grow by 6.9% in 2026.
- Over the next three years, occupancy is expected to expand at an average annual rate of 2.5%, while ADR is expected to expand at an average annual rate of 0.6%.

Supply and Demand Growth



RevPAR Growth Composition



17.0k average daily rooms available in 2025, with 17.3k rooms forecast for 2026

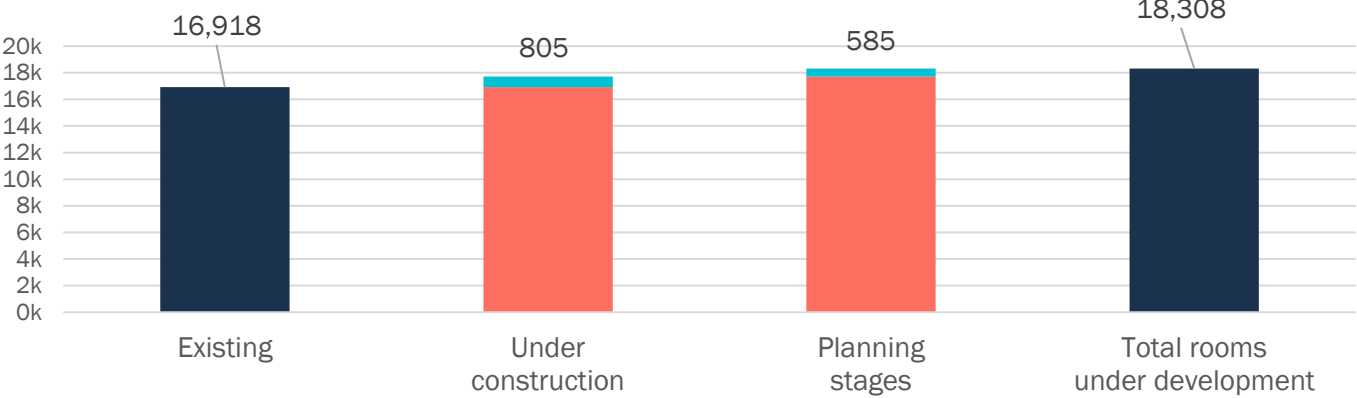
- In 2025, on average there were 17.0k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 3.1%, which will supply an additional 503 rooms (compared to 2024) .
- Looking to 2026, average room supply is expected to expand by 1.8%, supplying 303 new rooms and bringing the total number of daily rooms available to 17.3k.
- Observing rooms by phase data, there was a total of 18.3k rooms (from 229 properties) in the pipeline.
- This comprised of 16.9k existing rooms (from 221 properties, 805 rooms under construction (from 5 properties), and 585 rooms in the planning stages (from 3 properties).

Average Supply

(Avg. daily rooms during year)

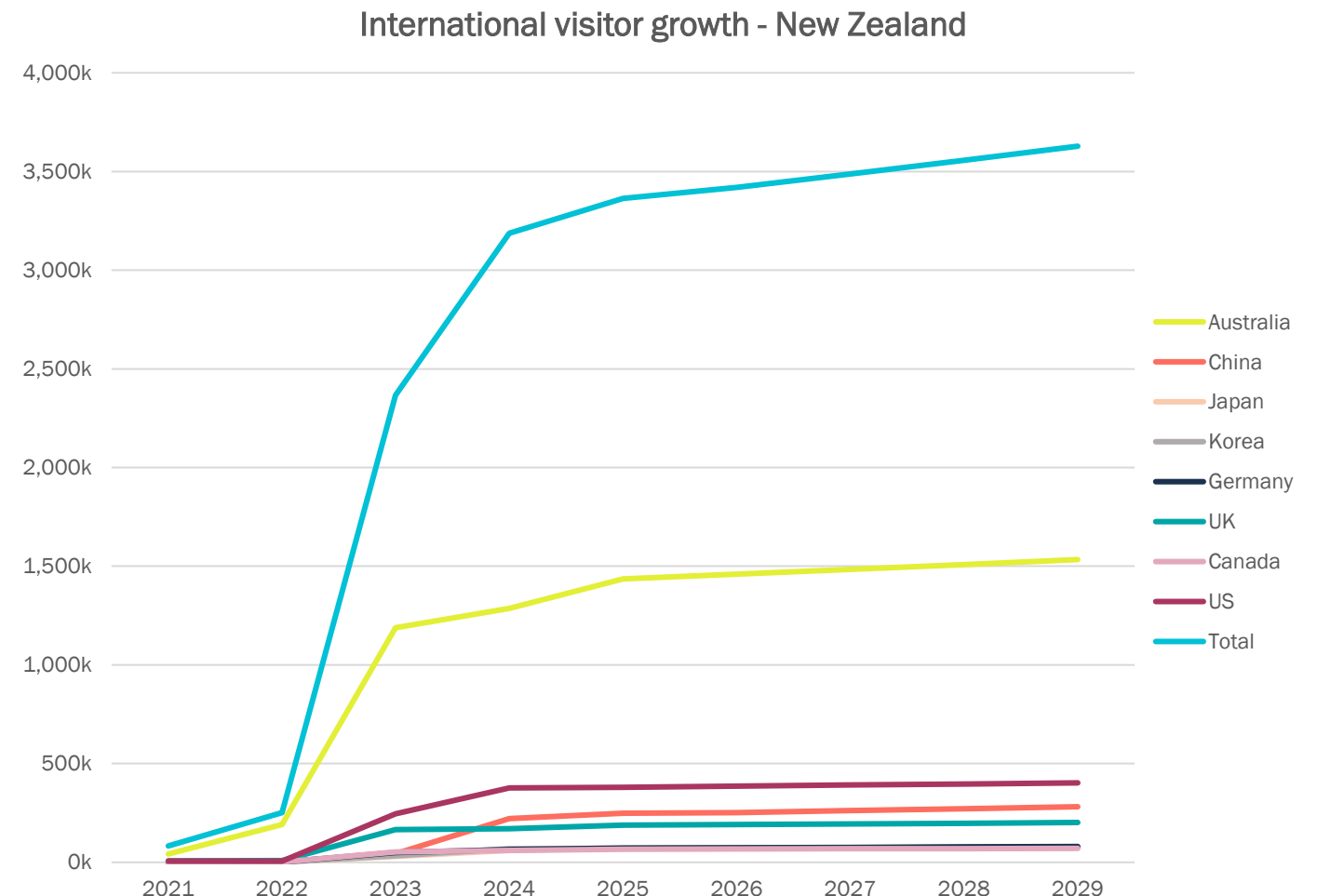
	Year	Rooms	% Chg.	Chg.
Actual	2021	14,932	5.4%	759
	2022	15,371	2.9%	439
	2023	15,433	0.4%	62
	2024	16,470	6.7%	1,038
Forecast	2025	16,973	3.1%	503
	2026	17,276	1.8%	303
	2027	17,487	1.2%	211
	2028	17,773	1.6%	285
	2029	17,793	0.1%	21

Rooms by Phase



In total, 3.63m visitors are projected to visit New Zealand in YE April 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 10.0% from 2024 to 2029 (for Q1 2025), resulting in a possible 3.63m international visitors by YE April 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 1.7%. 1.53m Australian visitors are expected to visit New Zealand in the year to April 2029.



* International visitation by city is based on the Global City Travel (GCT) database maintained by Tourism Economics. GCT tracks overnight visits by international visitors to 300 global cities. The data is tracked by country of origin on an annual basis, including historical and forecast years. The data shown here for the country is taken from the Global Travel Service (GTS) database, also maintained by Tourism Economics. This reflects international visitation by origin market, including historical and forecast years.



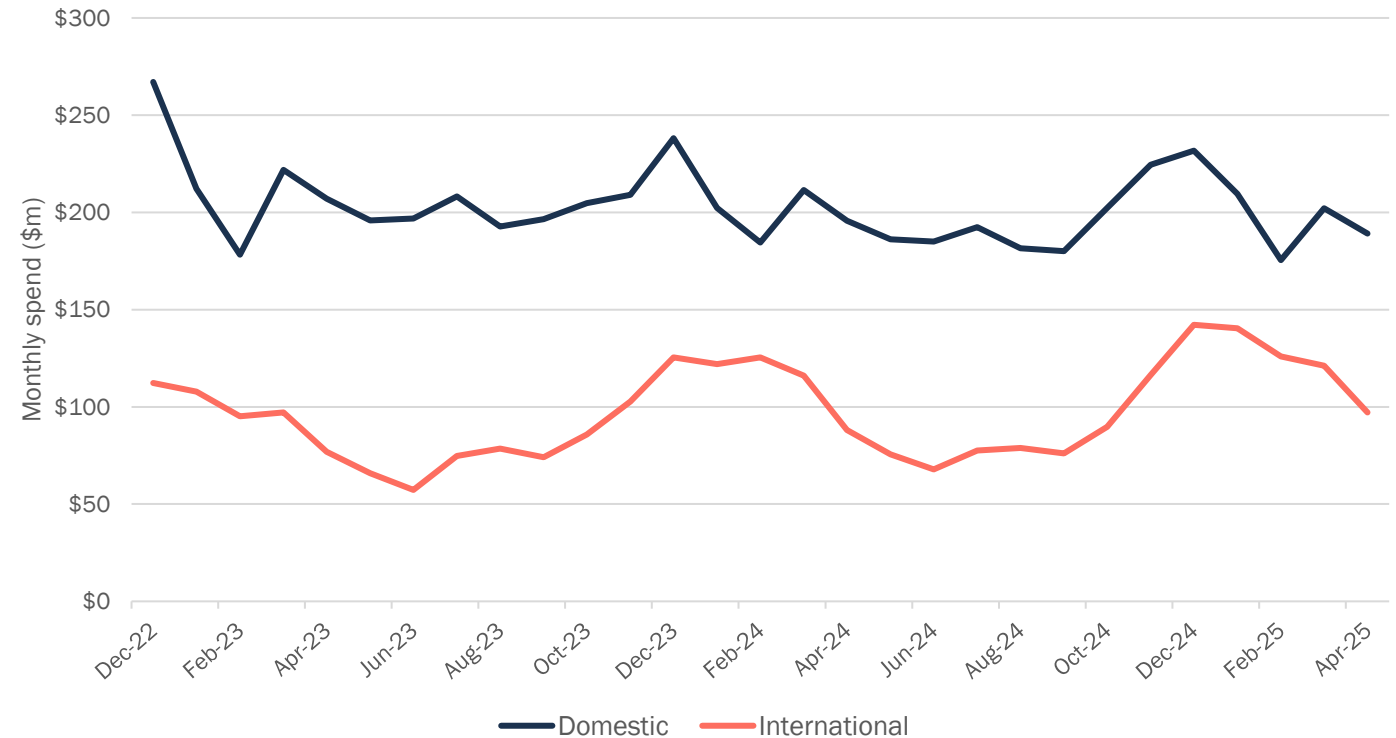
Auckland Tourism– Spend Data

\$1.21b in International tourism spend for year-end April 2025, up 8.3%

- Tourism Electronic Card Transactions (TECTs) restarted as an interim replacement to the Monthly Regional Tourism Estimates (MRTes) in April 2024.
- As a result of a different methodology, the TECT figures are substantially smaller than those of the previous MRTes, so the two series should not be compared. More information on (TECTs) can be found [here](#).
- Due to limitations of the new data collection method, domestic and international market totals should not be added together and should be used separately. Additionally, only data dating back to January 2022 has been used for this purpose.
- In the year to April 2025, domestic tourism spend in Auckland was \$2.36b, down 3.1% on last year.
- International tourism spend was \$1.21b, up 8.3% for the year.

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Year-end tourism transactions in Auckland

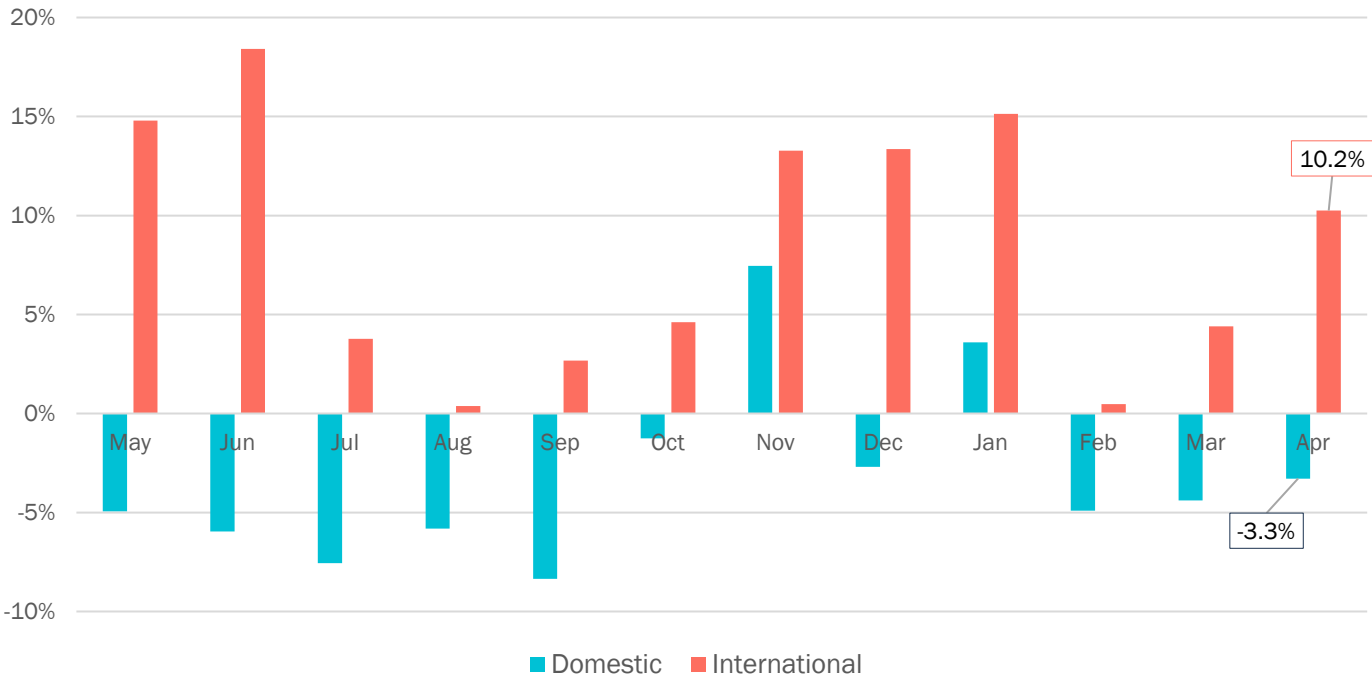


Tourism Transactions	YE April 2025 (\$b)	YE % change
Domestic	2.360	-3.1%
International	1.209	8.3%

International tourism spend was \$97.1m for April 2025, up 10.2%

- For the month of April 2025, domestic tourism spend (TECTs) was \$189.2m, down 3.3% compared to the same month in 2024.
- International tourism spend in April 2025 was \$97.1m, up 10.2% compared to April 2024.

Monthly % Change in tourism transactions in Auckland



Tourism Transactions	April 2025 (\$m)	% change
Domestic	189.2	-3.3%
International	97.1	10.2%

Wellington visitors spent \$16.3m in April 2025, up 3.6% on the previous year

- Tourism spend from **Waikato-based visitors \$42.5m** was **down 8.4%** compared to the previous year.
- Spend from **Northland (\$19.3m, down 7.0%)** and the **Bay of Plenty (\$14.6m, down 6.1%)** was also down.
- Wellington visitors spent \$16.3m** in April 2025, **up 3.6%** on the previous year.
- Spend from Canterbury visitors (\$14.6m)** was also **up (8.7%)** in April 2025.



		vs. Waikato previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
April 2025	42.5	-8.4%	19.3	-7.0%	14.6	-6.1%	16.3	3.6%	14.6	8.7%

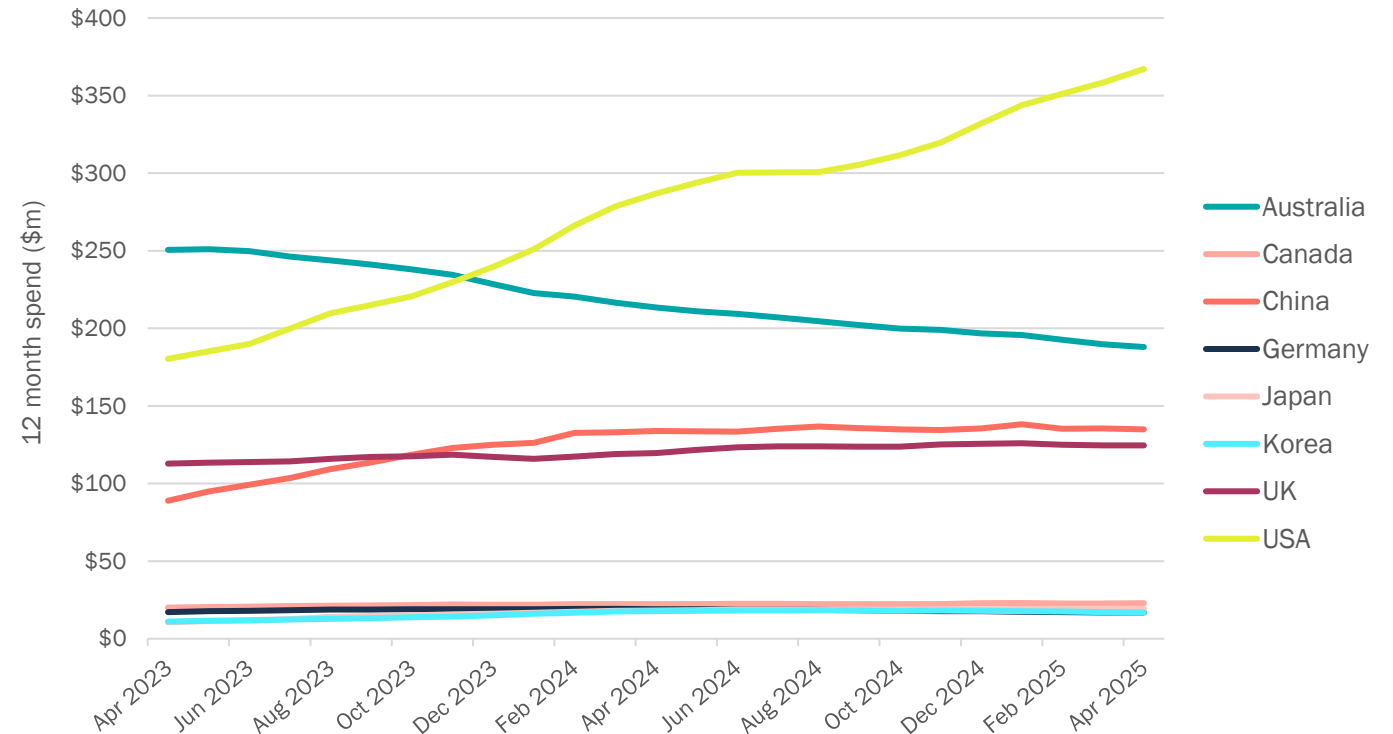
Visitors from the US spent \$367.1m in the year to April 2025, up 28.0%

- In the year to April 2025, tourism spend from the US was \$367.1m, up 28.0% on the previous year.
- Chinese visitors spent \$134.9m in the year to April 2025, up 0.8% on the previous year.
- Spend from the UK was \$124.6m, also up 4.1% for the year to April 2025.
- Australian tourism spend (\$188.0m) was down 12.0%.
- Spend from Japan (up 6.7% to \$19.3m), and Canada (up 2.2% to \$22.8m) was up on the previous year. However, spend from Korean visitors was down (5.2% to \$16.9m).
- Spend from German visitors (\$16.9m) was also down (11.3%).

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Source: MBIE TECTs.

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 April 2025	188.0	-12.0%	134.9	0.8%	124.6	4.1%	367.1	28.0%	16.9	-11.3%

Visitors from the US spent \$31.9m for the month of April 2025, up 37.5% compared to 2024

- For the month of April 2025, tourism spend from the US (\$31.9m) was up 37.5% compared to last April.
- Visitors from Australia spent \$14.7m in April, down 10.5% on the previous year.
- Visitors from China spent \$9.5m in April, down 6.2% compared to last year.
- Tourism spend from UK visitors was slightly up (0.6% to \$9.6m) and spend from German visitors (\$1.3m) was also up (0.8%) for the month of April 2025.

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Source: MBIE TECTs.



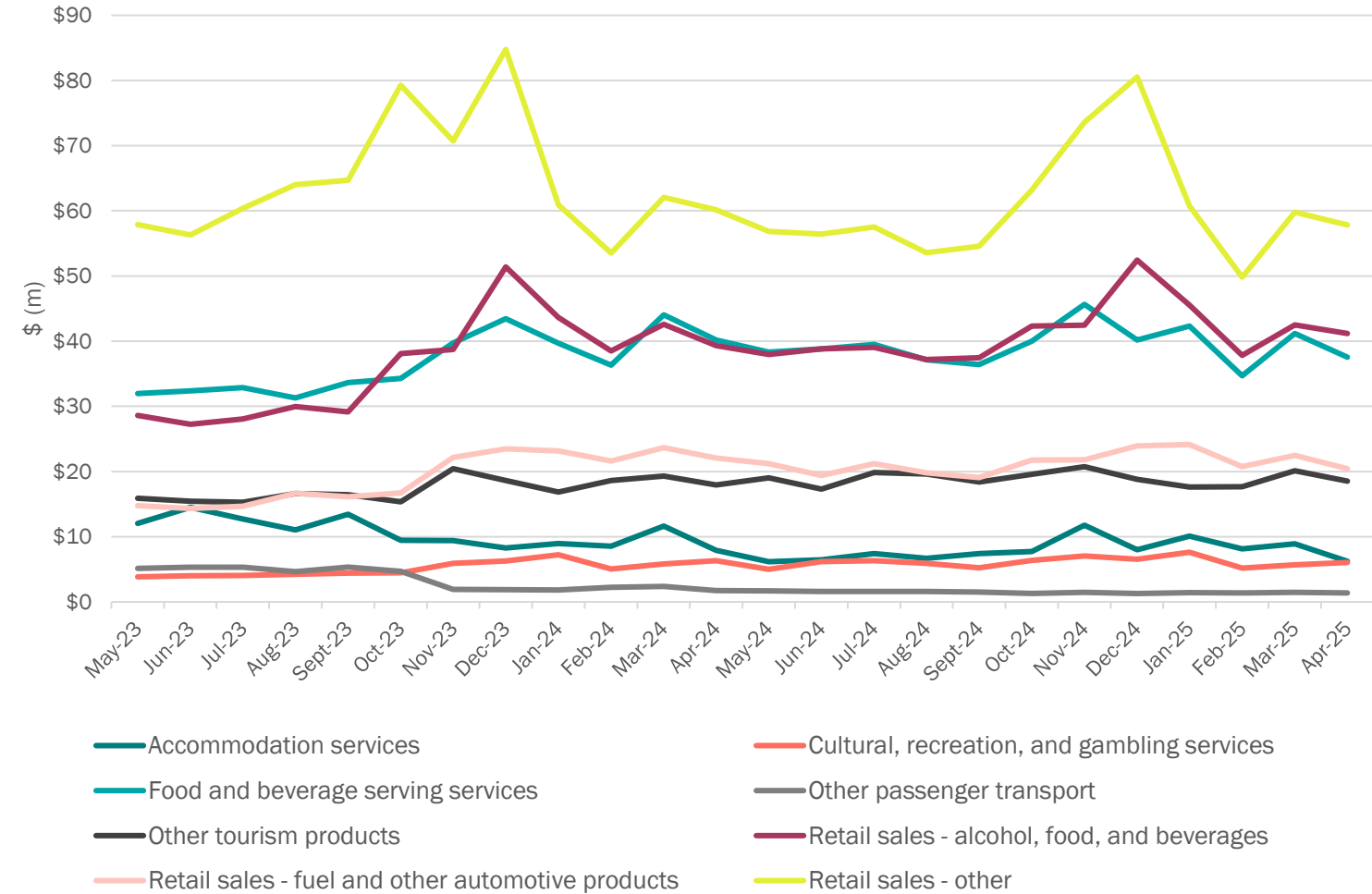
\$57.8m spent in retail sales (other) by Domestic visitors in April 2025

	Spend (\$m)	% change
Accommodation services	6.2	-21.4%
Cultural, recreation, and gambling services	6.1	-3.7%
Food and beverage serving services	37.6	-6.5%
Other passenger transport	1.4	-20.8%
Other tourism products	18.5	3.3%
Retail sales - alcohol, food, and beverages	41.2	4.7%
Retail sales - fuel and other automotive products	20.4	-7.5%
Retail sales - other	57.8	-3.9%
Grand Total	189.2	-3.3%

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product



International visitors spent \$31.3m in Retail sales (other) in April 2025, up 10.3%

	Spend (\$m)	% change
Accommodation services	4.8	-40.9%
Cultural, recreation, and gambling services	2.0	-5.8%
Food and beverage serving services	24.0	11.1%
Other passenger transport	2.3	17.5%
Other tourism products	5.8	14.1%
Retail sales - alcohol, food, and beverages	21.9	34.1%
Retail sales - fuel and other automotive products	5.1	11.2%
Retail sales - other	31.3	10.3%
Grand Total	97.1	10.2%

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Source: MBIE TECTs.





Auckland – Major Events Data

Major Events Insights – April 2025



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Event	Date(s)	Venue	Findings
Waiheke Walking Festival	21 March – 6 April	Waiheke Island	<ul style="list-style-type: none"> The month of April saw 173.6k international visitors, up 13.9% compared to April 2024. Occupancy, Average Daily Rate (ADR) and RevPAR all peaked on Wednesday 2nd April 2025. This coincides with the DUA LIPA concert at Spark Arena and the SEX PISTOLS performance at Auckland Town Hall. For the month of April 2025, there were 606.9k total guest nights in commercial accommodation, up 8.9%. There were 350.9k domestic guest nights in commercial accommodation (up 4.3%), and 256.0k international guest nights (up 16.0%) in April 2025. International tourism spend in April 2025 was \$97.1m, up 10.2% compared to April 2024.
An Evening with Graham Norton	31 March – 2 April	Aotea Centre & The Civic	
Sex Pistols featuring Frank Carter	2 April	Auckland Town Hall	
Dua Lipa - Radical Optimism Tour	2, 4 April	Spark Arena	
Hot Dub Time Machine	4 April	Auckland Town Hall	
Rhys Darby	3 – 4 April	Bruce Mason Centre	
World Dance Crew Championship Showcase	5 April	Aotea Square	
Moana Pasifika v Waratahs	5 April	North Harbour Stadium	
nib Blues v Hurricanes Poua and Blues v Hurricanes	5 April	Eden Park	
A-League 2024/25 Round 25: Auckland FC v Western Sydney Wanderers	5 April	Go Media Stadium (Mount Smart)	
Ministry of Sound Testament 2025 – Auckland 00s Session	11 – 12 April	The Studio	
Pacific Blues v Moana Pasifika	12 April	Eden Park	
Chaka Khan	16 April	The Civic	
Moana Pasifika v Fiji Drua	26 April	North Harbour Stadium	
Overload 2025	26 – 27 April	Shed 10 & The Cloud, Queens Wharf	
Lost Dogs' Disco	4 – 27 April	Aotea Square	
Aotearoa Art Fair	28 April – 5 May	Viaduct Events Centre	

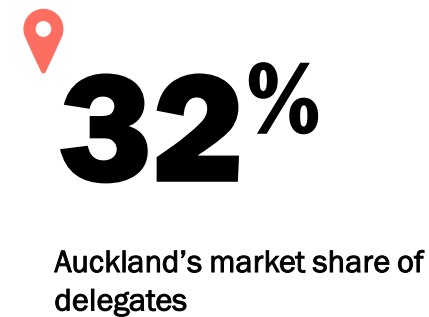
A photograph of a rooftop terrace in Auckland, New Zealand. The terrace is paved with light-colored tiles and has a dark metal railing. In the foreground, a man in a blue shirt and a woman in a white top are seated at a small round table, engaged in conversation. To their right, another man in a red and white checkered shirt is seated at a similar table, also talking. 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

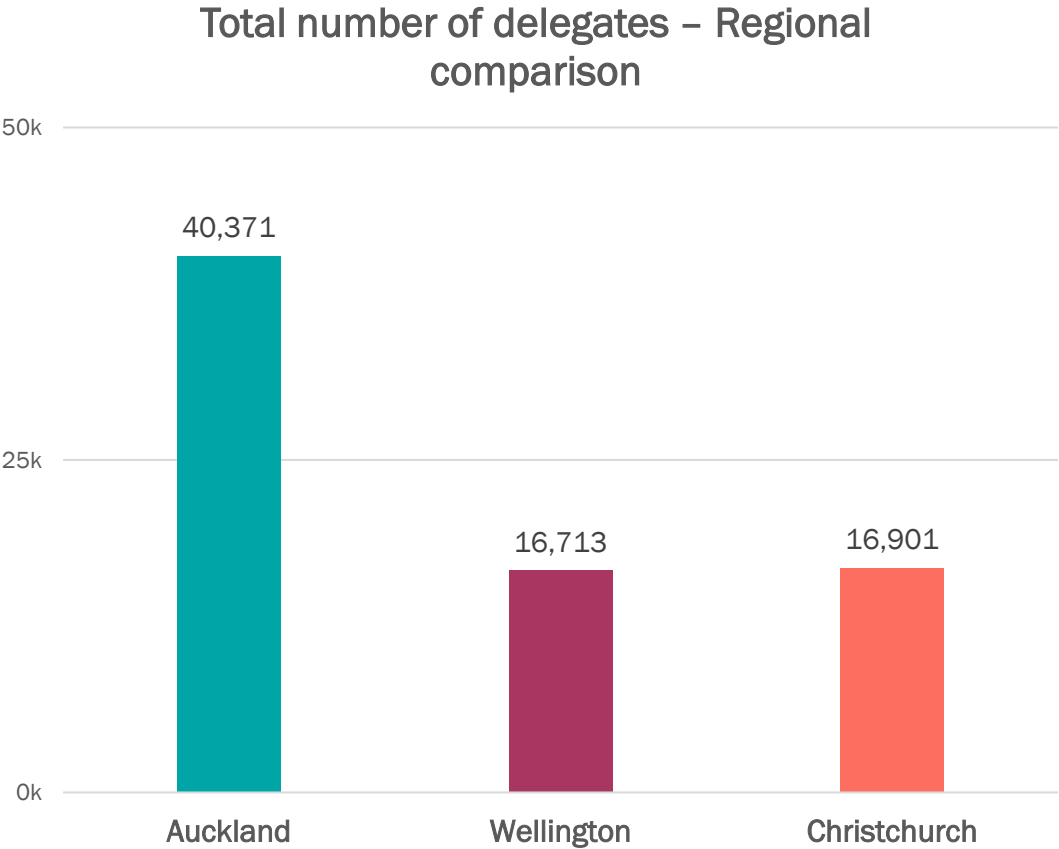
Business Events Insights Q1 2025



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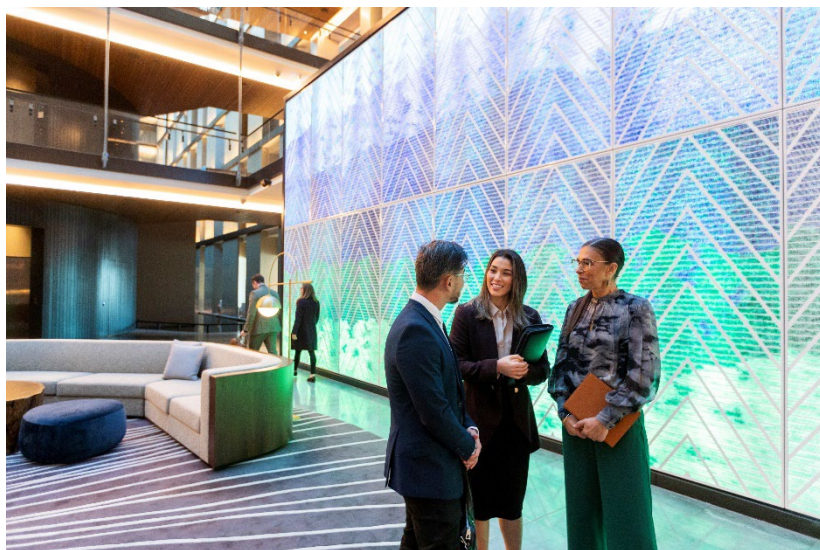


Auckland attracted the highest number of business delegates (40.4k) in New Zealand in Q1 2025



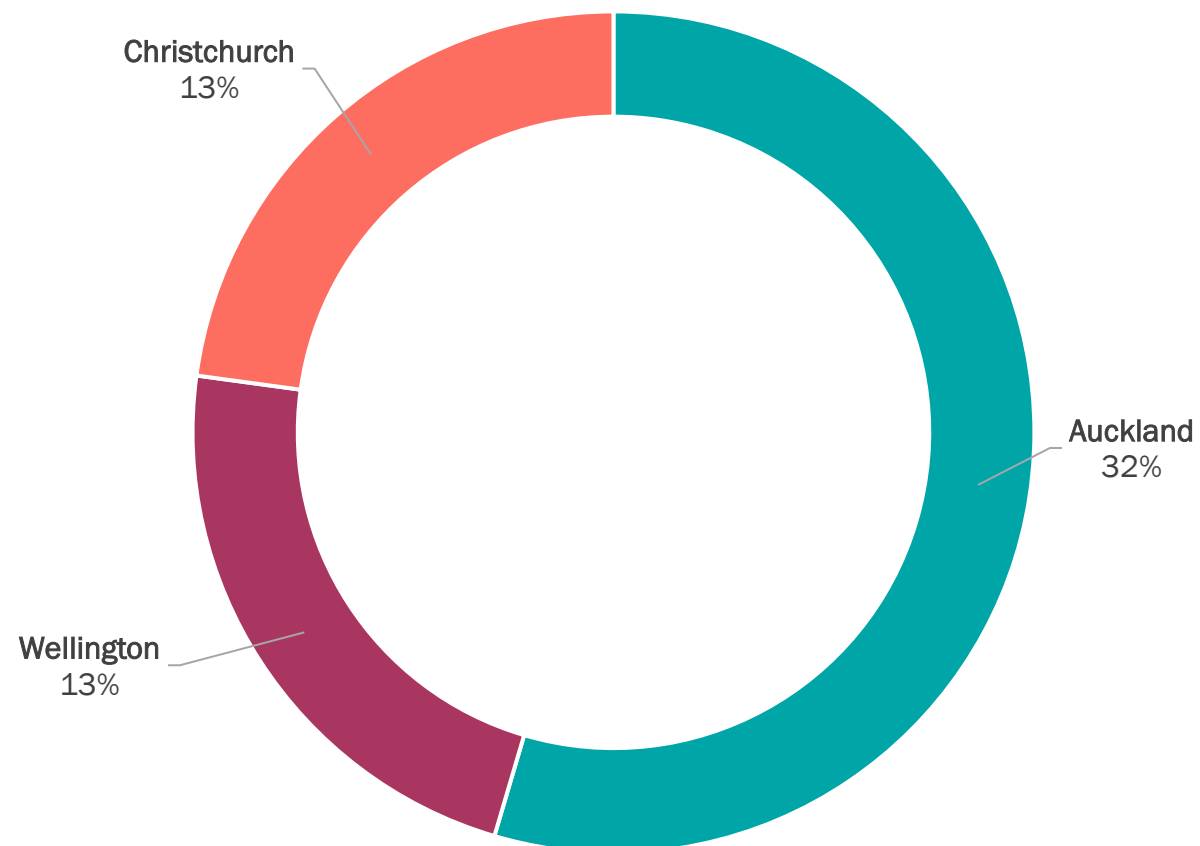
Source: Business Events Data Programme. Fresh Info. *Quarterly data.

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



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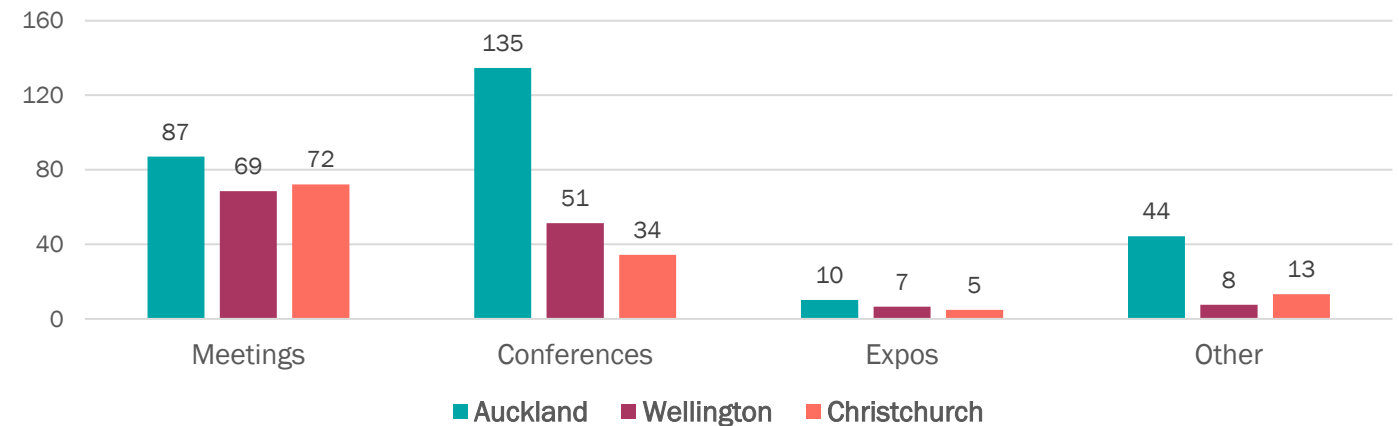
Business Event Market Share - Regional Comparison



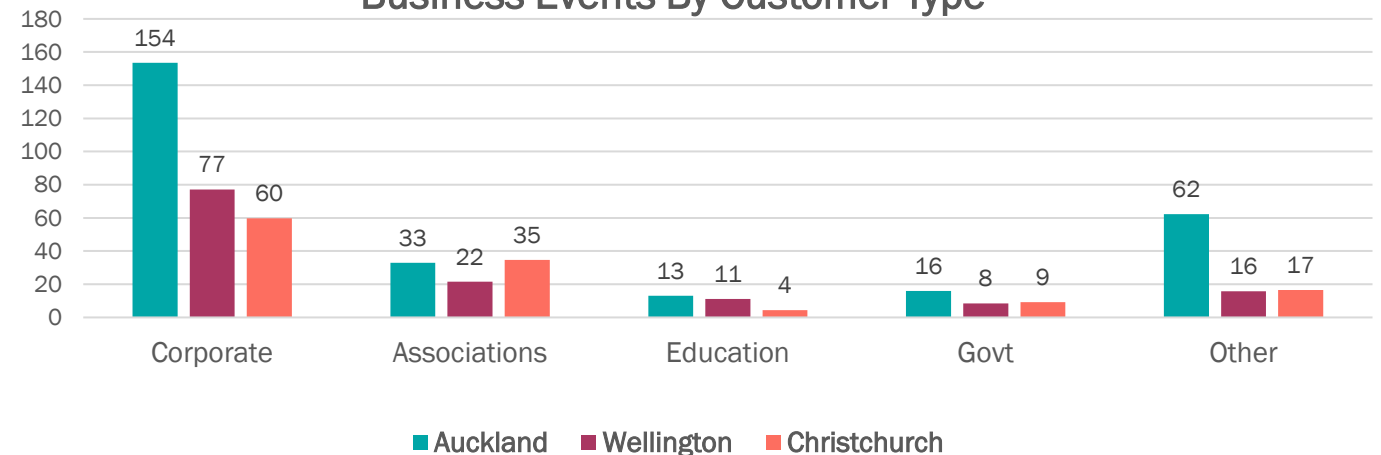
Auckland hosted the most conferences, meetings, expos, and other business events in NZ Q1 2025

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

Business Events By Event Type



Business Events By Customer Type

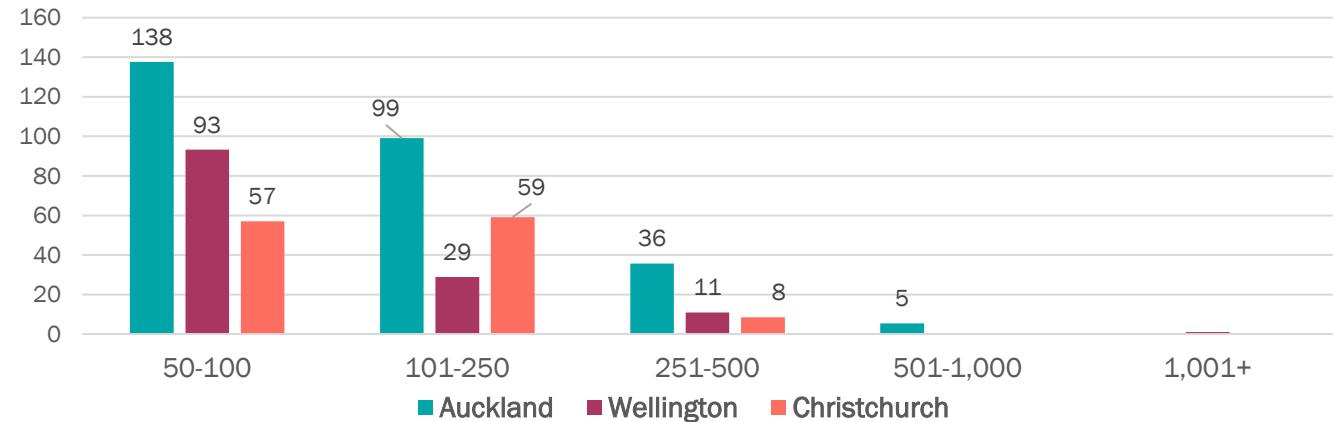


30% of all business events in Auckland were multi-day events in Q1 2025

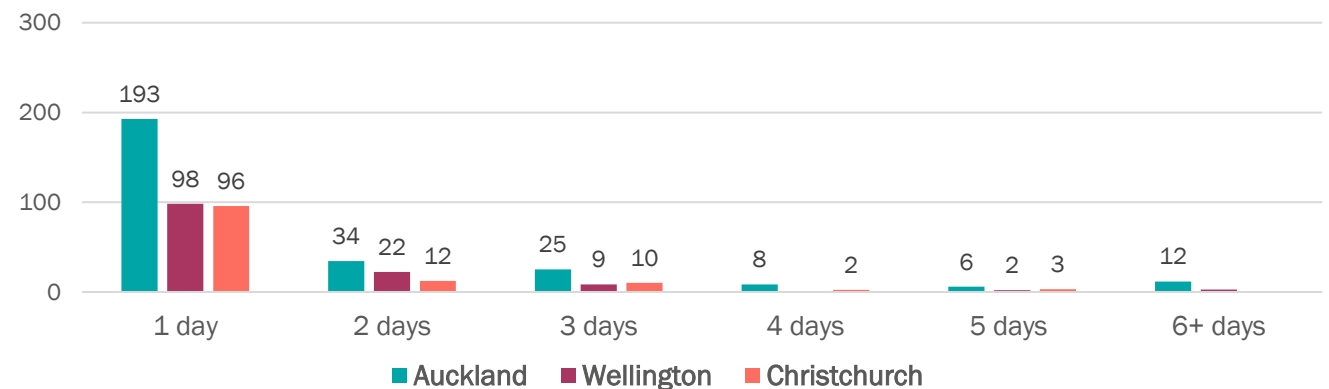
- In Q1 2025, 50% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (138 events). In comparison to other regions, Auckland hosted the most small business events.
- 36% of business events in Auckland were medium-sized events with 99 events that hosted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

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No. of business events - Regional comparison



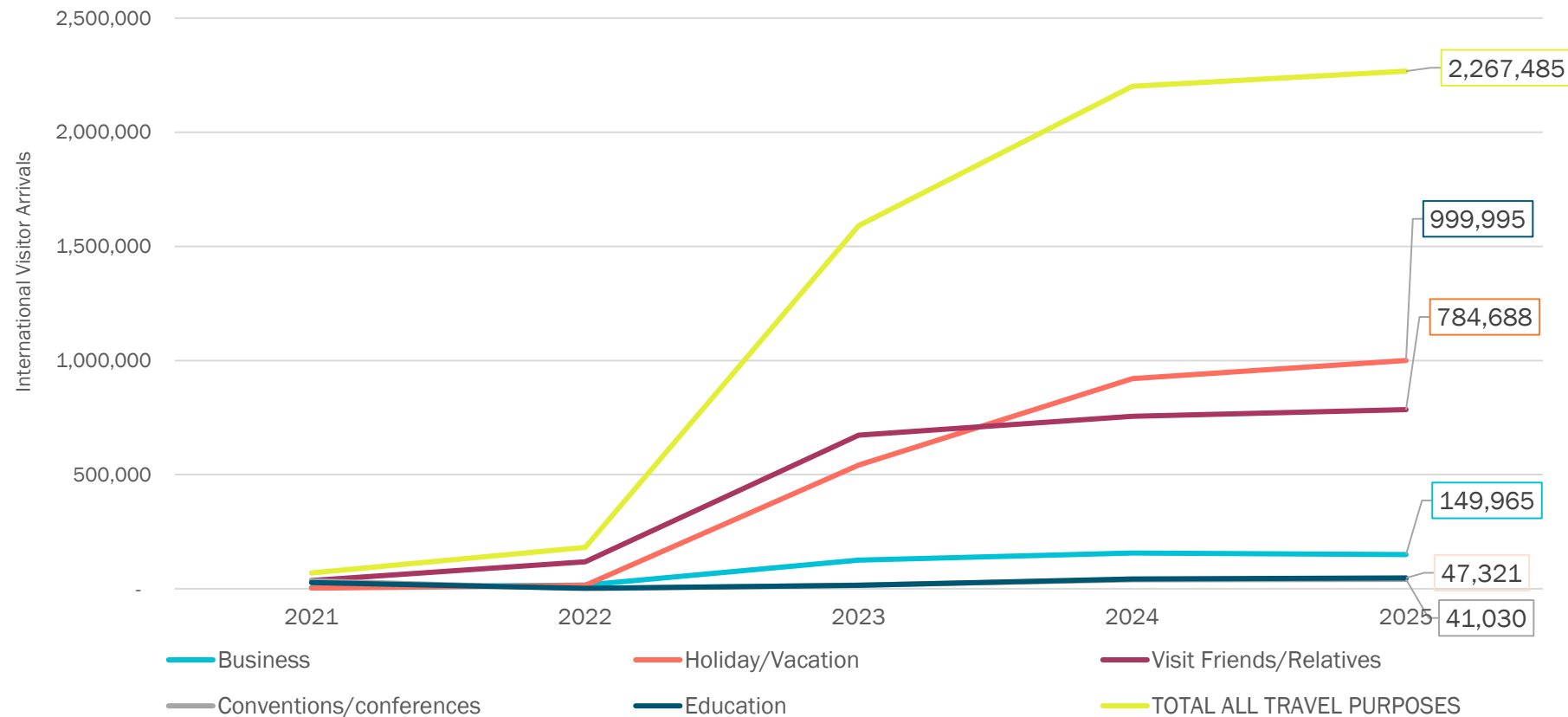
Duration of event - Regional comparison





Five-year trends in key markets

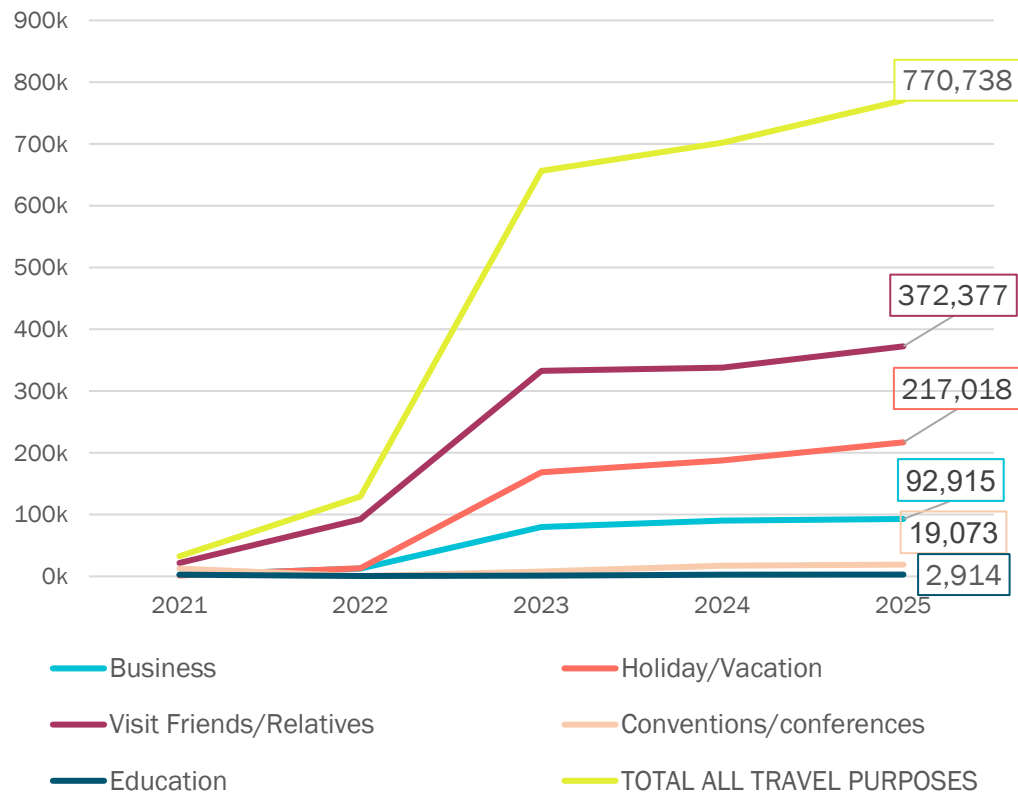
Five-year visitor arrivals to Auckland, YE April



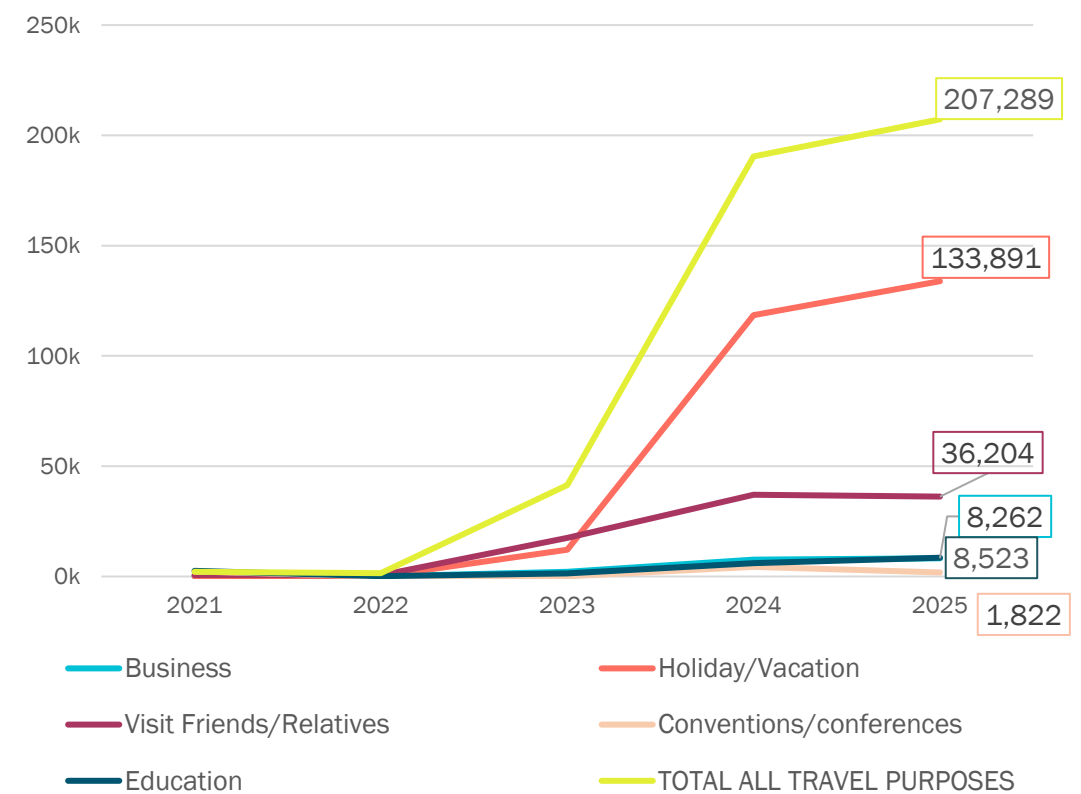
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Five-year visitor arrivals to Auckland, YE April

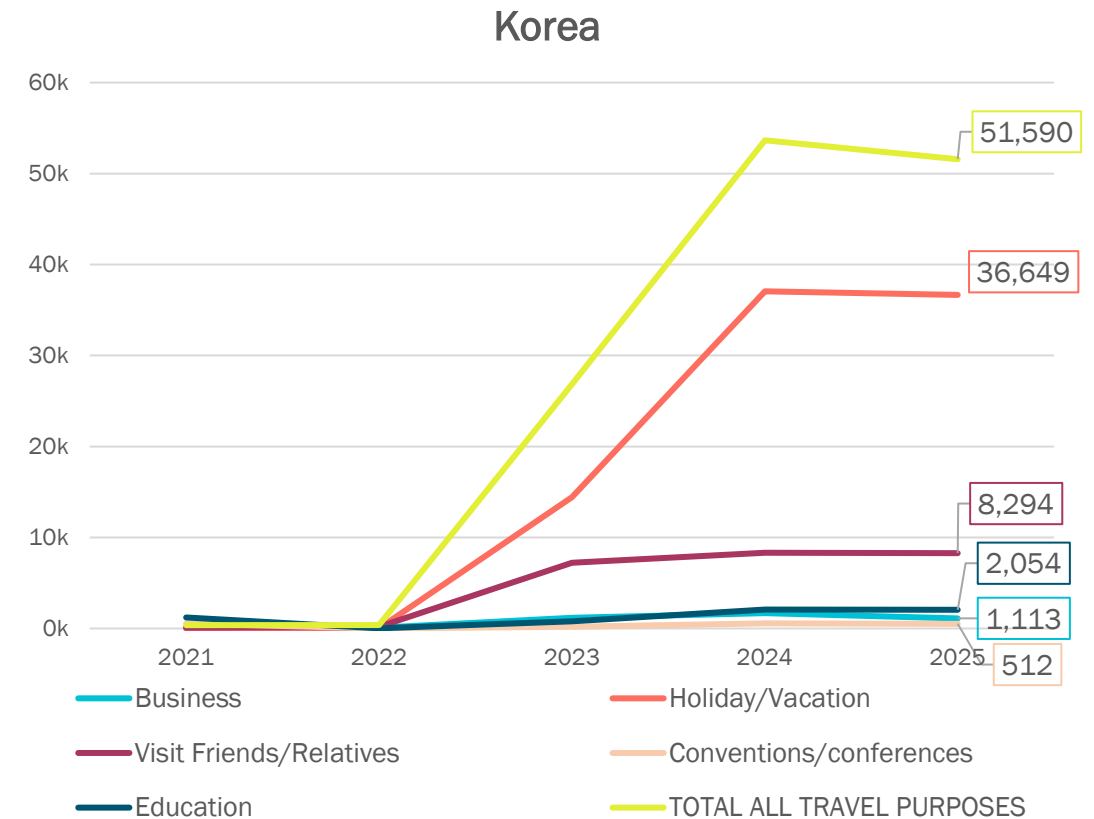
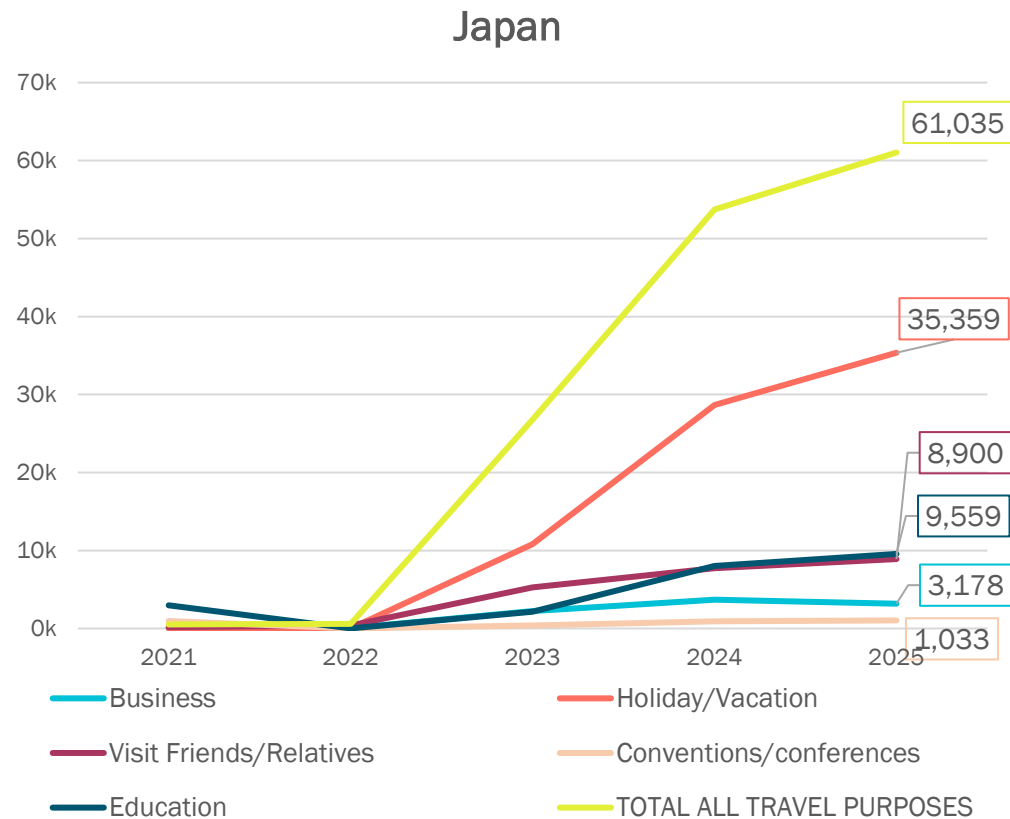
Australia



China

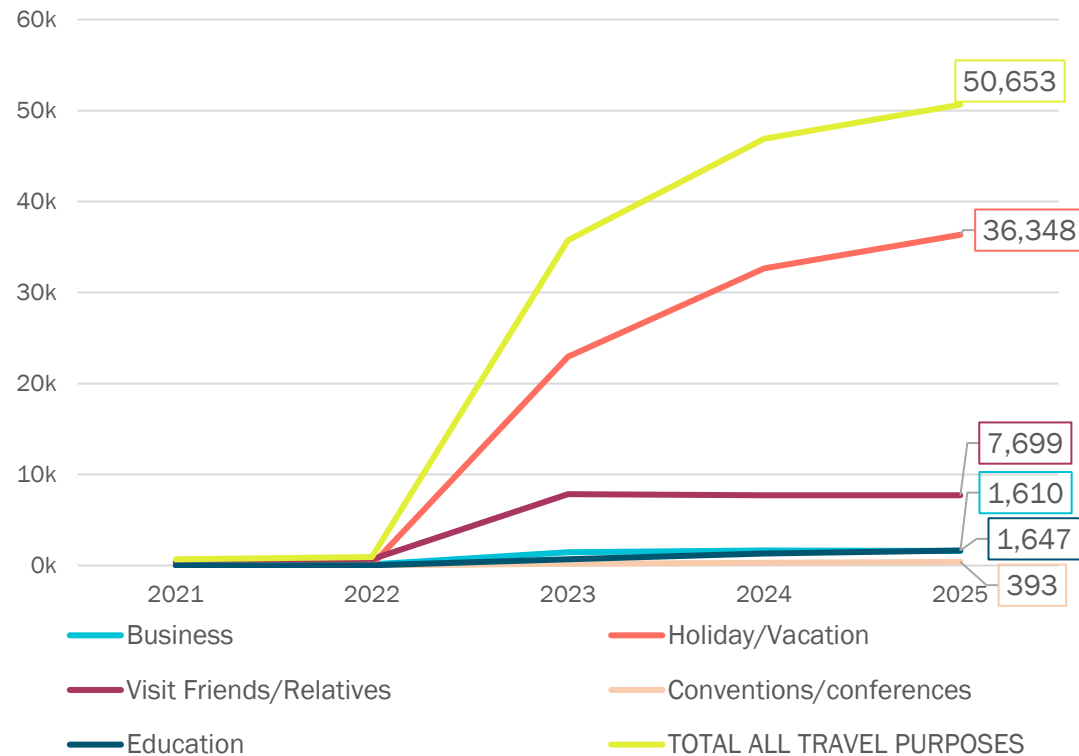


Five-year visitor arrivals to Auckland, YE April

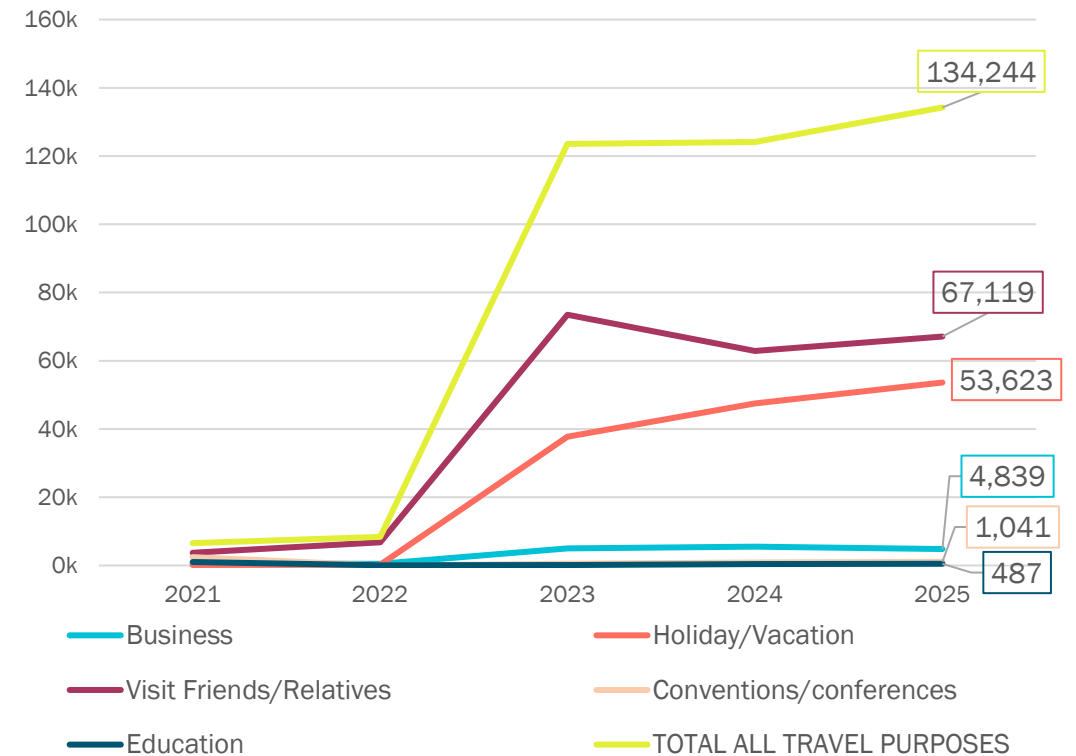


Five-year visitor arrivals to Auckland, YE April

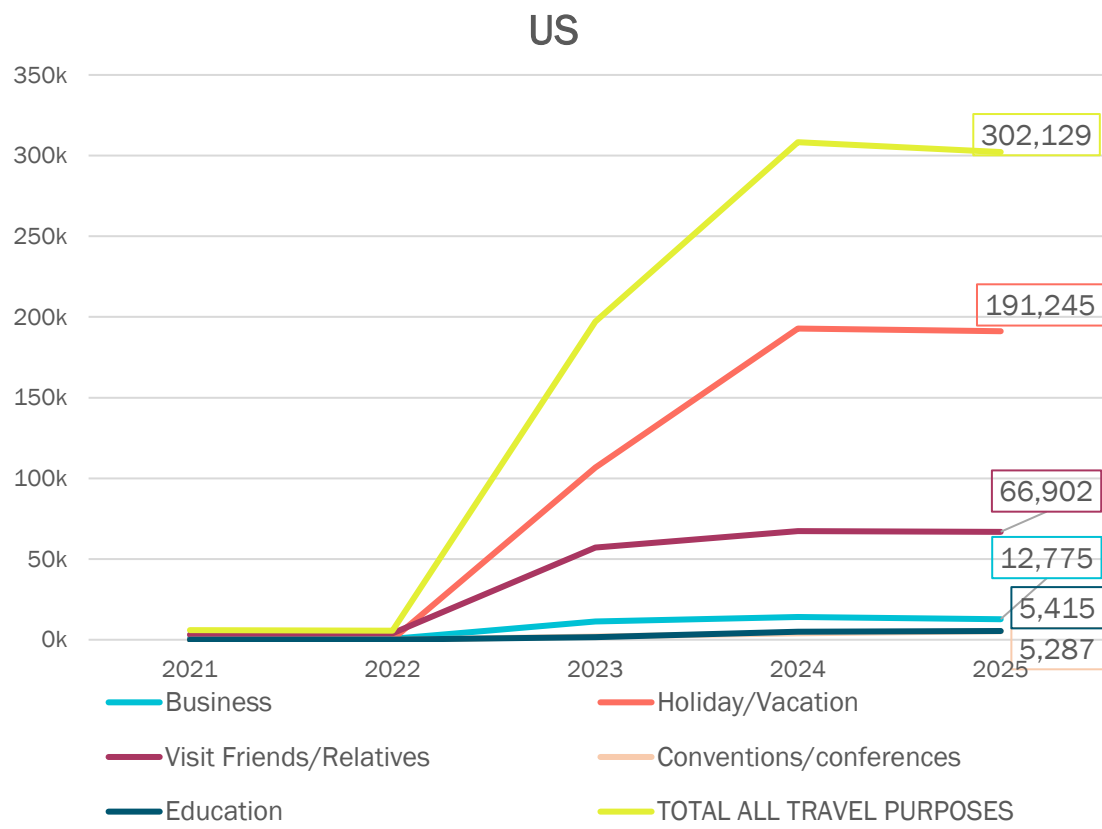
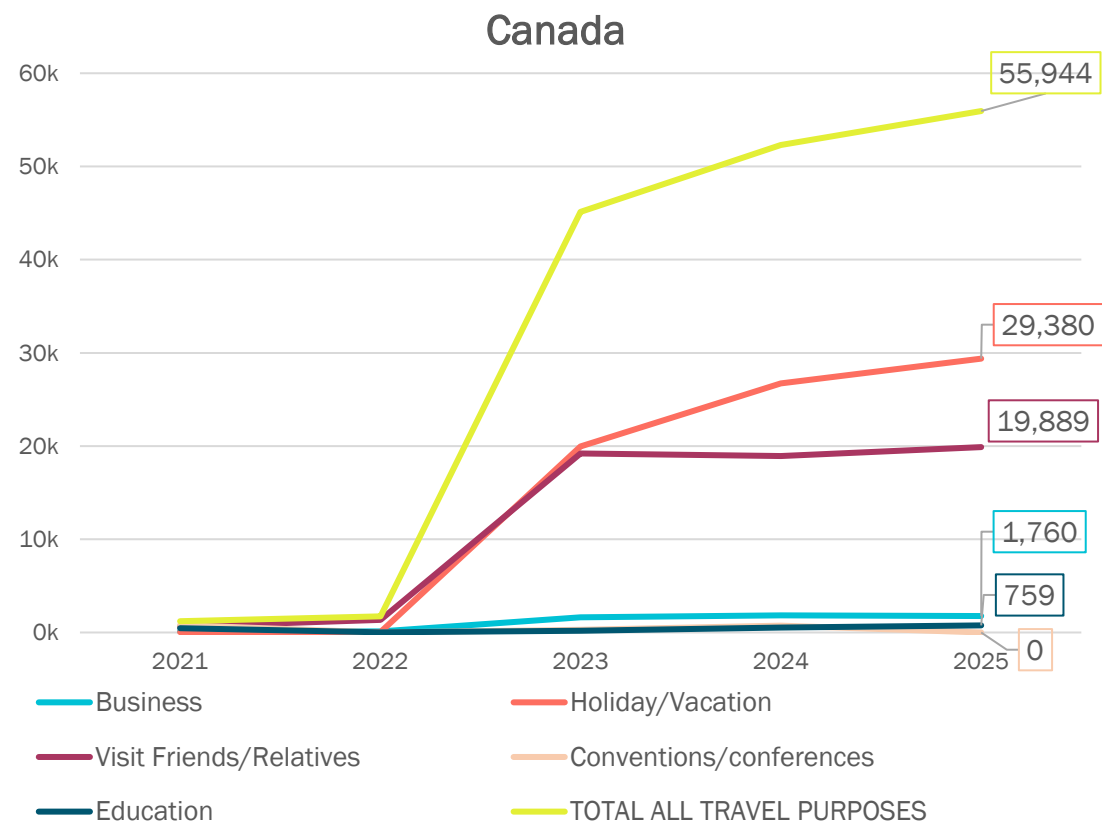
Germany



UK



Five-year visitor arrivals to Auckland, YE April



Ngā mihi Thank you

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