

Tātaki
Auckland
Unlimited



Tātaki Makaurau Auckland Destination Overview

May 2025

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

Prepared July 2025

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Key Visitor Data



2.94^m

International Guest Nights
YE May 2025
No change (to YE May 2024)



4.54^m

Domestic Guest Nights
YE May 2025
+1.7% (to YE May 2024)




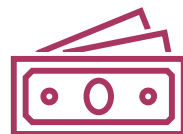
7.48^m

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



\$1.22^b

International Tourism Spend
YE May 2025
+8.5% (to YE May 2024)



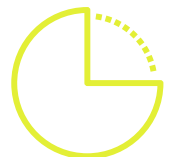
\$2.37^b

Domestic Tourism Spend
YE May 2025
-2.4% (to YE May 2024)



64.4%

Hotel Occupancy Rate
YE May 2025
-6.5% (to YE May 2024)



Key Visitor Data



INTERNATIONAL

- **Monthly international visitors (135.3k)** were **up 6.1%** compared to May 2024.
- **The year to May 2025** saw **2.28m international visitor arrivals**, an increase of **2.9%** on the previous year.
- **Australian visitors (51.4k)** were **up 7.8%** compared to last May. **The year to May 2025** saw **774.4k Australian visitor arrivals**, **up 9.8%**.
- **Holiday visitors (1.01m)** contributed the most to annual visitor numbers and **increased 8.4%** on the previous year. **Monthly holiday numbers (49.9k)** were **up 12.3%** compared with the month of May 2024.
- **VFR visitors (788.1k)** were **up 4.2% for the year**, with **monthly numbers (49.3k) up 7.4%**.
- **181.5k international guest nights in commercial accommodation** for May (down 2.9%) and **2.94m international guest nights for the year (no change)**.
- **International spend** was **\$1.22b for the year**, up 8.5% and **\$88.9m for the month (up 17.7%)**.
- **Tourism spend from the US (\$27.9m)** was up 45.5% 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 **344.7k domestic guest nights in commercial accommodation** for the month of May (up 7.2%) and **4.54m domestic guest nights for the year (up 1.7%)**.
- Tourism Electronic Card Transactions (TECTs) has now restarted as an interim replacement to the Monthly Regional tourism Estimates (MRTEs). However, due to a different methodology, the TECT figures are substantially smaller than those of the previous MRTEs, so the two series should not be compared.
- **Domestic spend for the year** was **\$2.37b**, down 2.4% on last year and **\$189.7m for the month of May (up 1.9% compared to May 2024)**.
- **Spend from Canterbury visitors (\$14.4m)** was up 15.1% in May 2025.

OVERALL

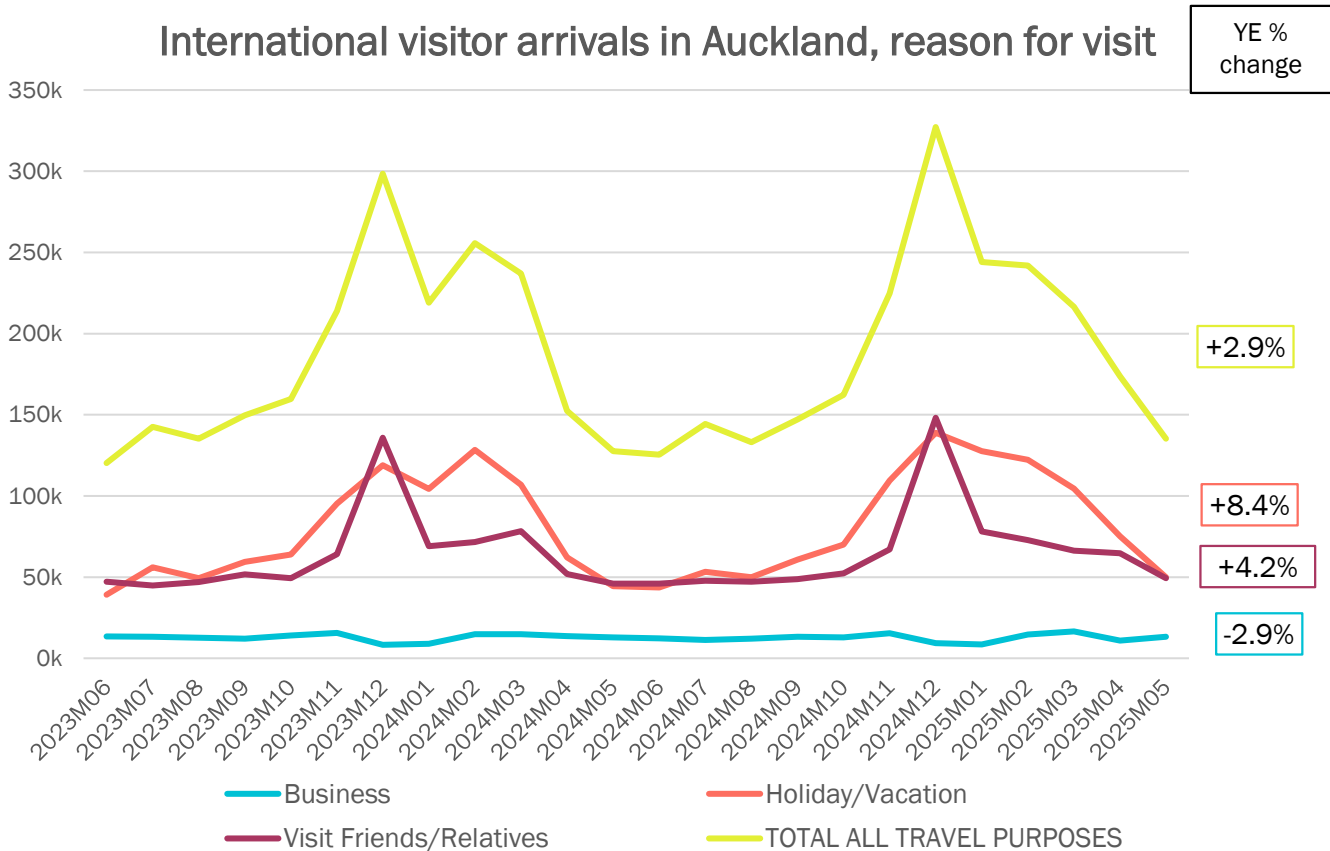
- There were **526.3k total guest nights in commercial accommodation in May (up 3.5%)** and **7.48m total guest nights for the year (up 1.0%)**.
- **On average, visitors stayed in Auckland for 1.9 nights** in May 2025 (down 5.0% compared to 2024).
- **Average hotel Occupancy for the month** was **56.5%**, down 1.4%. The monthly **Average Daily Rate (ADR)** was **\$186 (down 3.3%)** and **RevPAR** was **\$109 (down 4.6%)**.
- **Average Occupancy for the year** was **64.4% (down 6.5% compared to 2024)**, while **ADR** was **\$210 (down 7.5%)** and **RevPAR** was **\$140 (down 11.4%)**.
- Looking forward over the next three months, overall Occupancy rates are generally lower than the same period last year.
- **Occupancy-on-the-books is currently at 53% for Saturday 6th September 2025**, which is when the All Blacks play South Africa at Eden Park.



Auckland Tourism – Visitor Arrivals Data

2.28m International visitor arrivals for the year to May 2025, up 2.9%

- The month of May saw 135.3k international visitors, up 6.1% compared to May 2024.
- The year to May 2025 saw 2.28m international visitor arrivals, an increase of 2.9% on the previous year.
- Holiday visitors (1.01m) contributed the most to annual visitor numbers and increased 8.4% on the previous year. Monthly holiday numbers (49.9k) were up 12.3% compared with the month of May 2024.
- VFR visitors (788.1k) were up 4.2% for the year, with monthly numbers (49.3k) up 7.4%.
- There were 150.3k business visitors (down 2.9%) in the year to May 2025, and 13.2k for the month (up 2.5%).

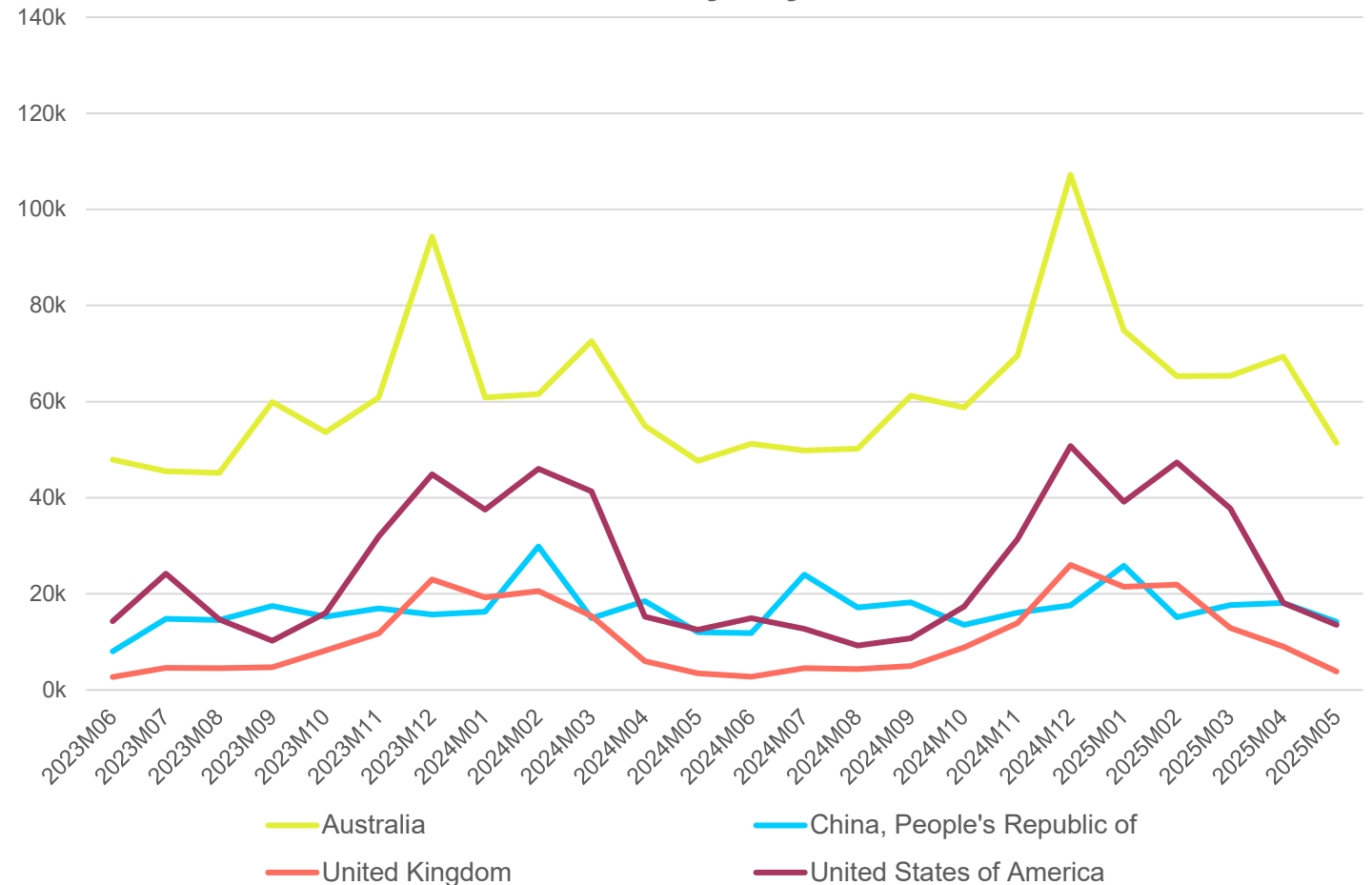


	Visitor arrivals	vs. previous year / YE
May 2025	135,330	6.1%
YE May 2025	2,275,264	2.9%

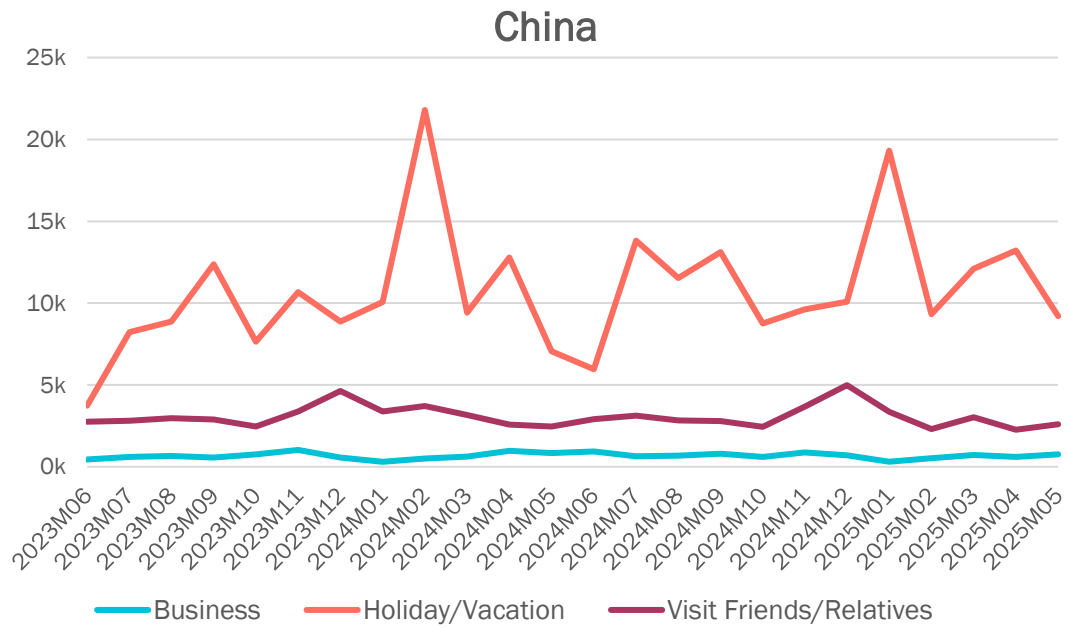
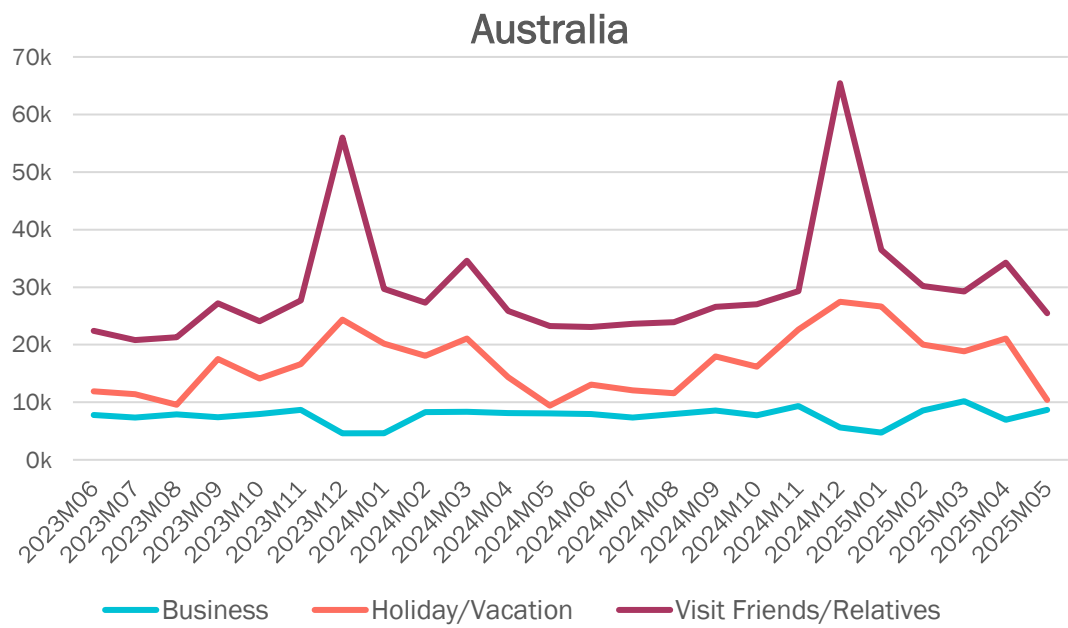
774.4k visitors from Australia for YE May 2025, up 9.8%

- Australian visitors (51.4k) were up 7.8% for the month compared to last May. The year to May 2025 saw 774.4k Australian visitor arrivals, up 9.8% compared to last year.
- The year to May 2025 saw 303.1k visitors from the US (down 1.9%), with 13.6k visitors for the month (up 8.0%).
- Visitors from China (209.4k) were also up for the year (7.7%), and up (17.5%) for the month of May (14.2k).
- For the year to May 2025, there were 134.6k visitor arrivals from the UK (up 8.3%) and 3.8k visitors for the month (up 11.0%).

Visitor arrivals in Auckland by key international markets



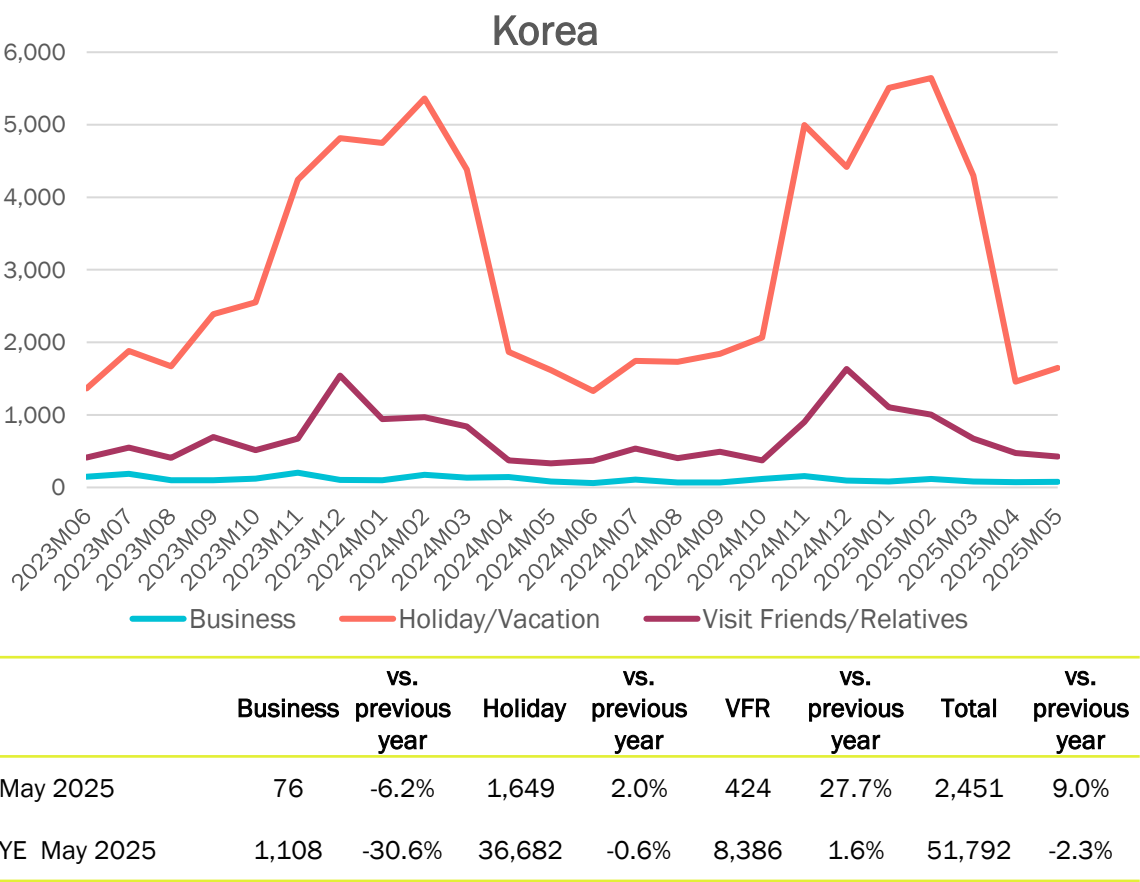
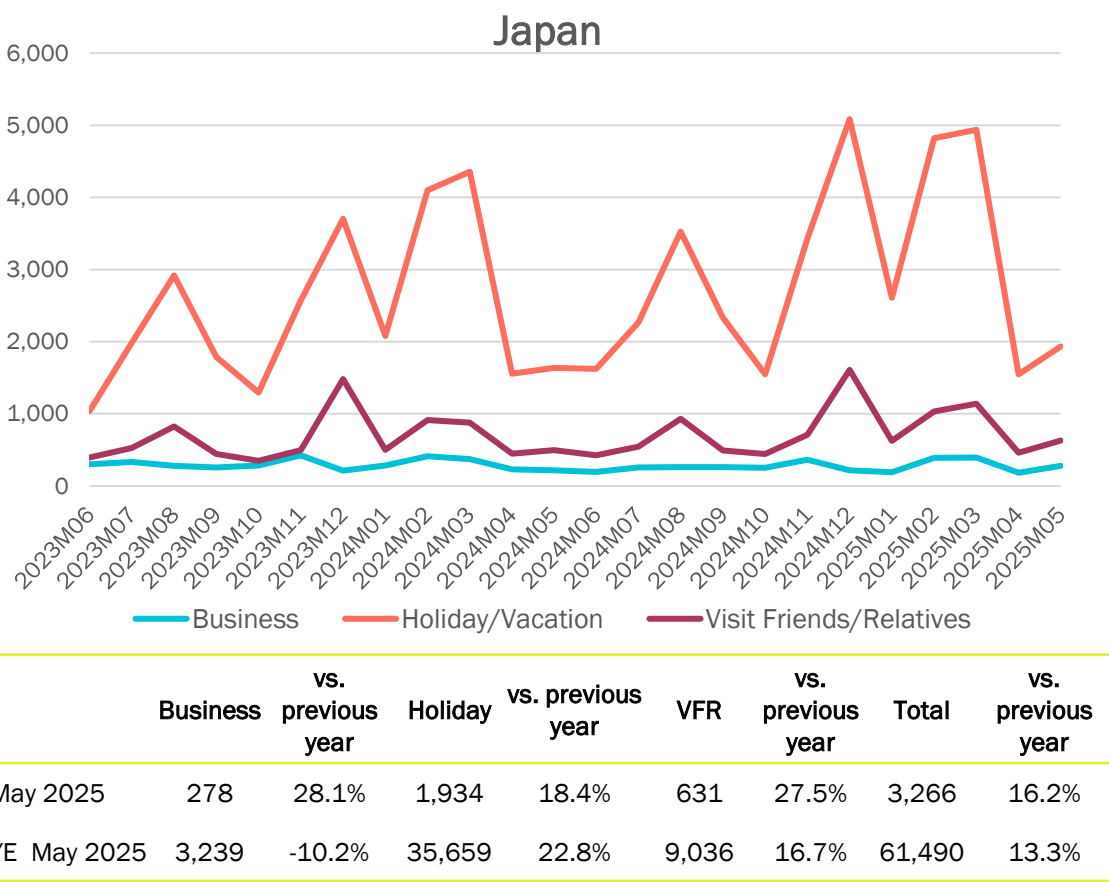
24-month visitor arrivals from individual markets



		vs.		vs.		vs.		vs.
	Business	previous	Holiday	previous	VFR	previous	Total	previous
	year	year	year	year	year	year	year	year
May 2025	8,657	7.6%	10,427	10.7%	25,485	9.6%	51,392	7.8%
YE May 2025	93,529	4.9%	218,027	15.6%	374,600	10.1%	774,435	9.8%

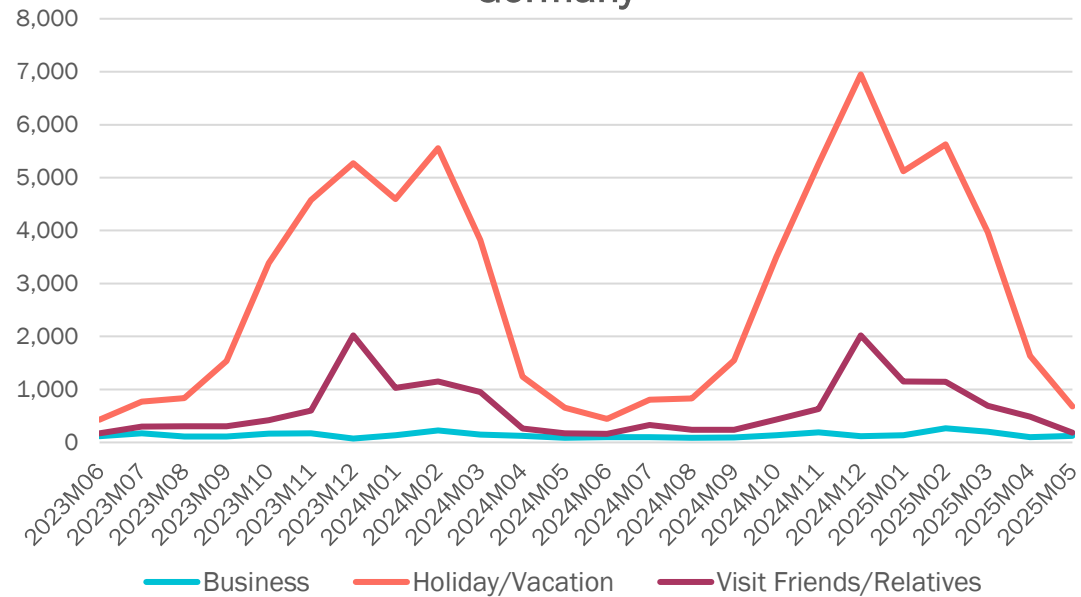
		vs.		vs.		vs.		vs.
	Business	previous	Holiday	previous	VFR	previous	Total	previous
	year	year	year	year	year	year	year	year
May 2025	768	-8%	9,213	30.7%	2,599	5.2%	14,152	17.5%
YE May 2025	8,199	4.0%	136,055	12.0%	36,333	-2.4%	209,398	7.7%

24-month visitor arrivals from individual markets



24-month visitor arrivals from individual markets

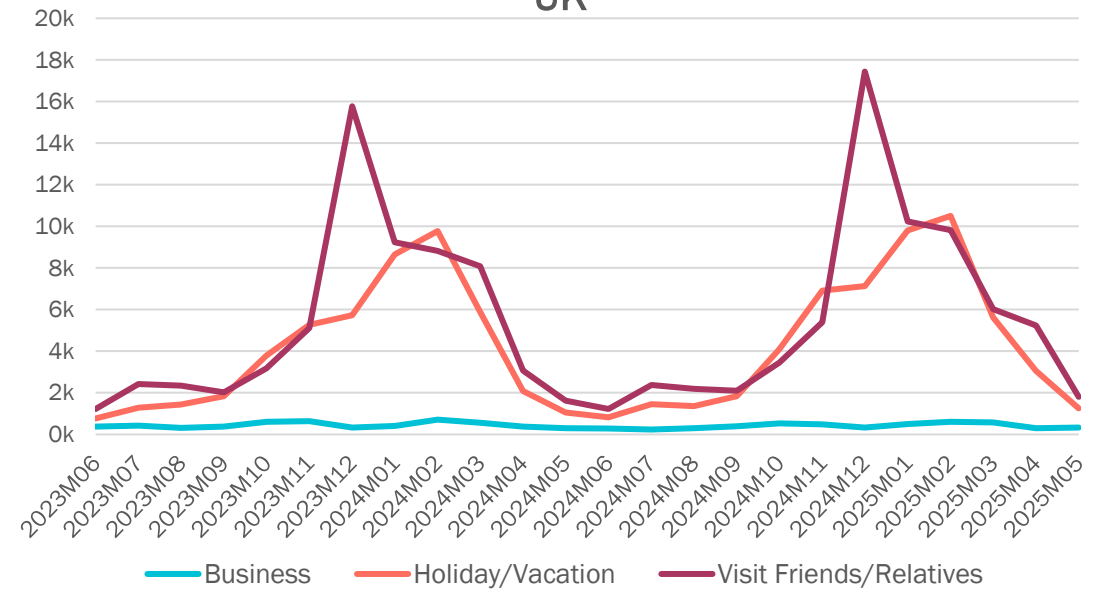
Germany



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2025	122	37.1%	677	3.4%	184	5.7%	1,167	8.7%
YE May 2025	1,643	-0.3%	36,370	11.3%	7,709	0.1%	50,746	8.1%

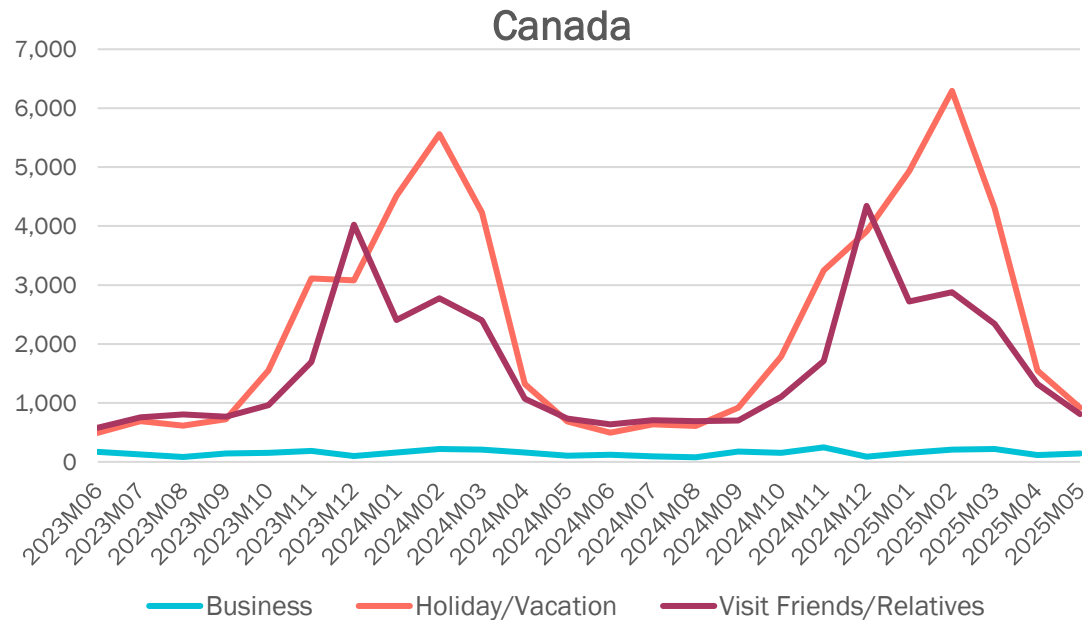
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UK



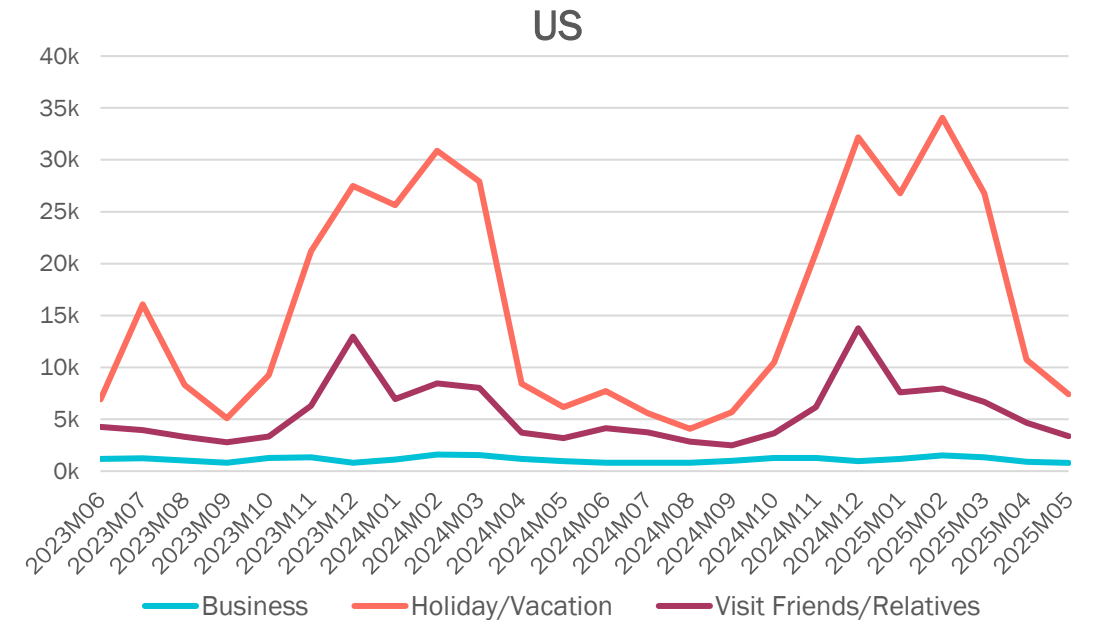
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2025	337	9.8%	1,254	19.0%	1,802	10.6%	3,834	11.0%
YE May 2025	4,869	-10.5%	53,823	13.2%	67,292	7.0%	134,623	8.3%

24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2025	145	35.5%	919	33.6%	811	10.6%	2,188	20.6%
YE May 2025	1,798	-1.4%	29,611	11.4%	19,967	5.2%	56,318	7.9%

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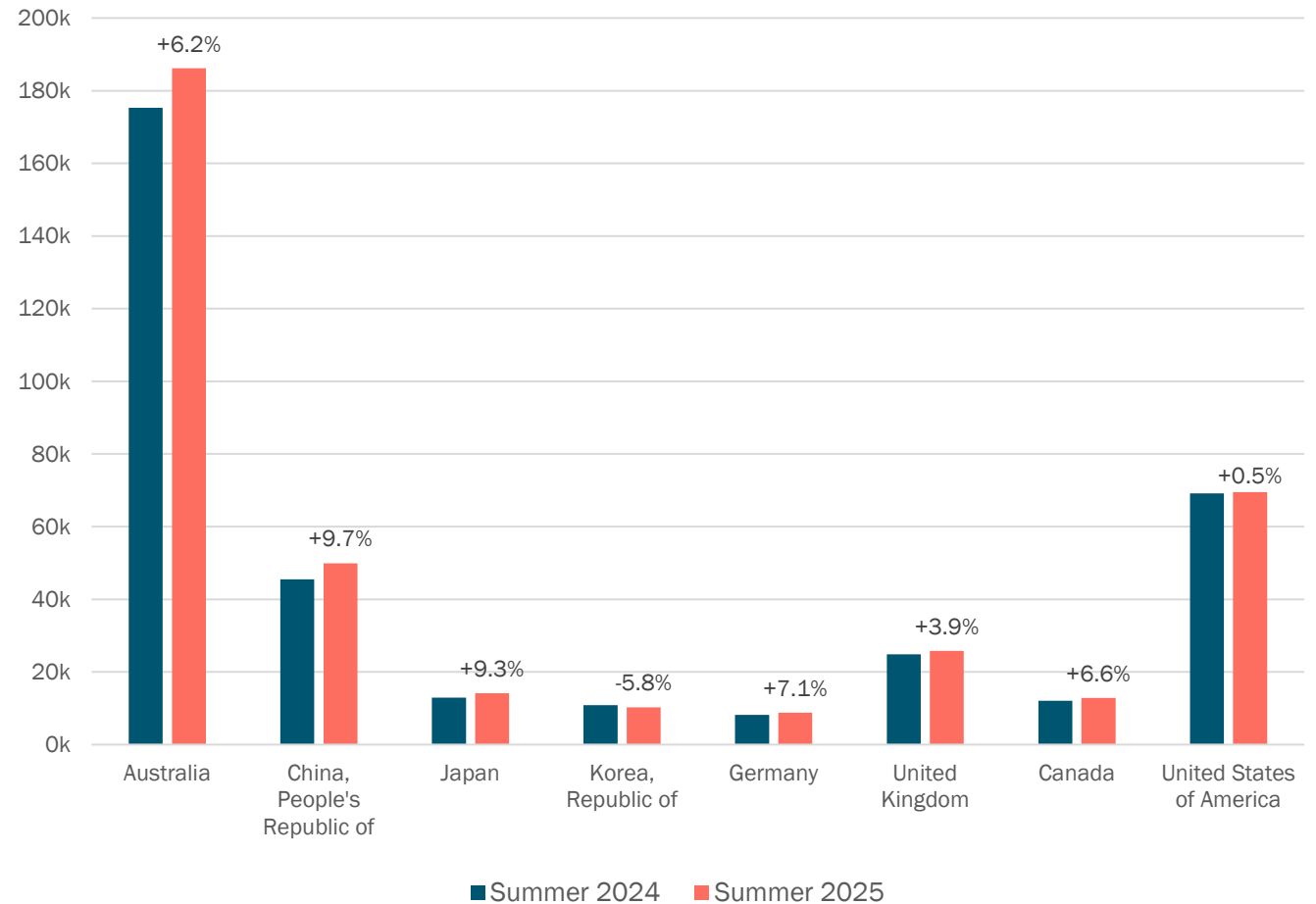
		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
May 2025	794	-18.2%	7,396	19.9%	3,362	5.4%	13,552	8.0%
YE May 2025	12,598	-10.6%	192,475	-0.4%	67,073	-0.2%	303,137	-1.9%

525.5k international visitor arrivals in autumn 2025, up 1.6% on last autumn

- There were 525.5k international visitor arrivals in autumn 2025, up 1.6% on the previous autumn.
- Holiday (229.6k, up 7.6%) and VFR (180.1k, up 2.3%) visitors were up compared to last autumn however, business (40.7k, down 1.3%) visitation was down for the season.
- Visitation from Australia (186.1k, up 6.2%) increased in comparison to the previous autumn, with VFR (89.0k, up 6.3%) and holiday (50.4k, up 12.2%) visitors up.
- US visitors (69.5k) were up (0.5%) in autumn 2025, compared to last autumn.
- Chinese visitors (49.9k) were up (9.7%) this autumn, compared to last autumn.
- Visitors from the UK (25.8k) were up (3.9%) compared to last year.

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Seasonal international arrivals in Auckland by key markets

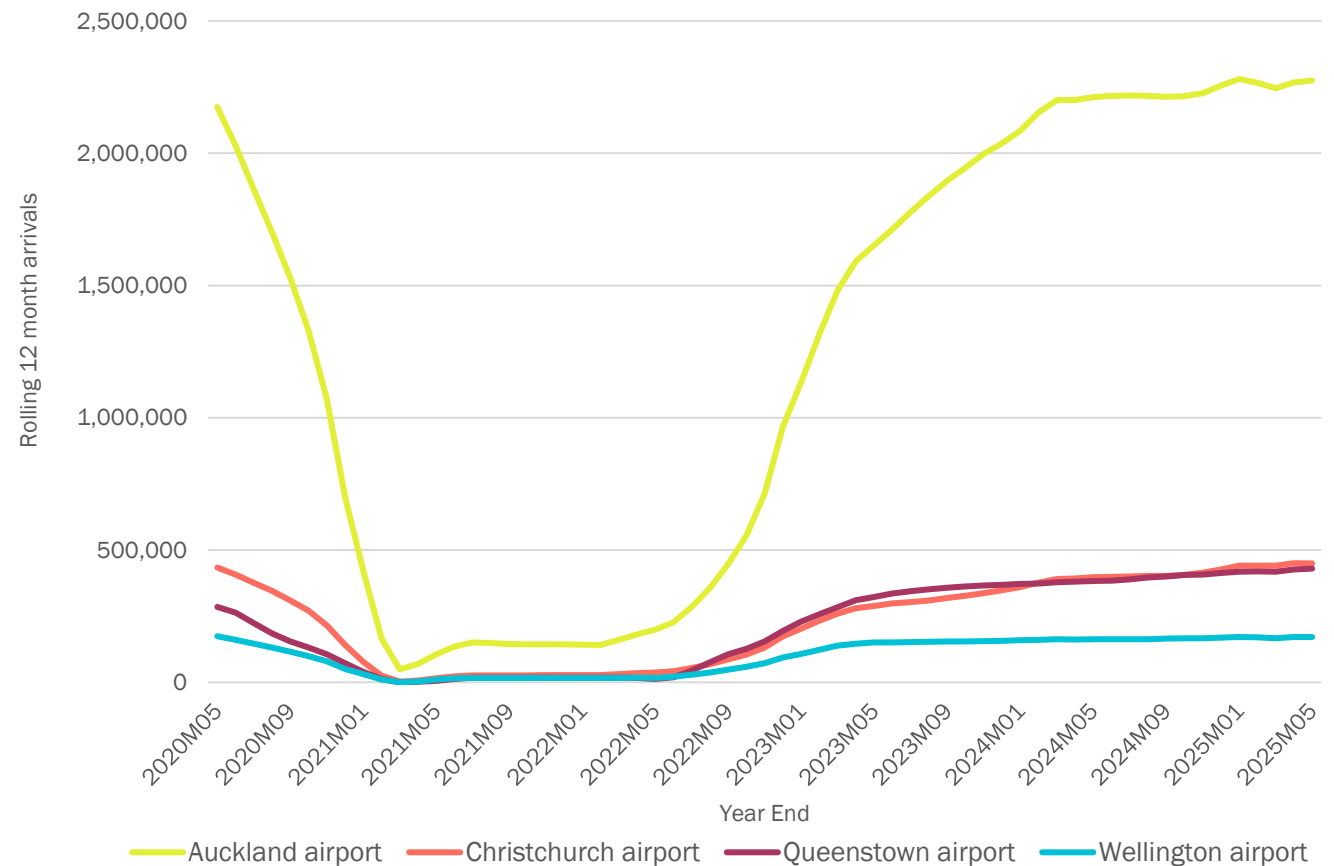


Auckland has seen a 2.9% increase in international visitor arrivals over the last year

- 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 2.9% increase in international visitor arrivals over the last year.
- For the year ending May 2025, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 12.2%, Christchurch was up 13.0% and Wellington was up 5.0% compared to last year.

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12 month rolling visitor arrivals





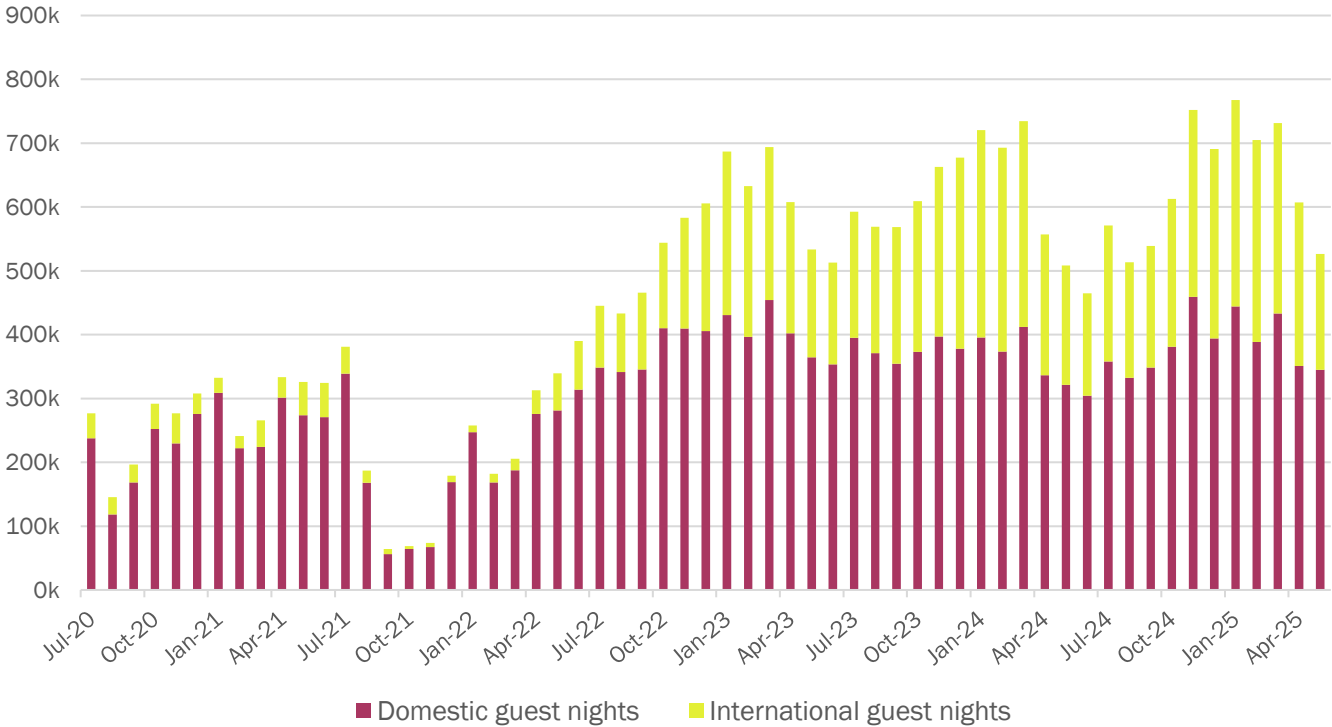
Auckland Tourism – Accommodation Data

526.3k total guest nights in commercial accommodation in May 2025, up 3.5%

- For the month of May 2025, there were **526.3k total guest nights** in commercial accommodation in Auckland, up 3.5% on the same month last year.
- There were **344.7k domestic guest nights** in commercial accommodation (up 7.2%), and **181.5k international guest nights (down 2.9%)** in commercial accommodation in May 2025.
- The year to May 2025 saw **7.48m total guest nights** in Auckland (up 1.0%) with **4.54m domestic guest nights (up 1.7%)** and **2.94m international guest nights (no change)**.
- For New Zealand overall, there were 2.43m guest nights in commercial accommodation in May 2025, up 2.6% compared to May 2024.

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Guest nights in commercial accommodation - Auckland



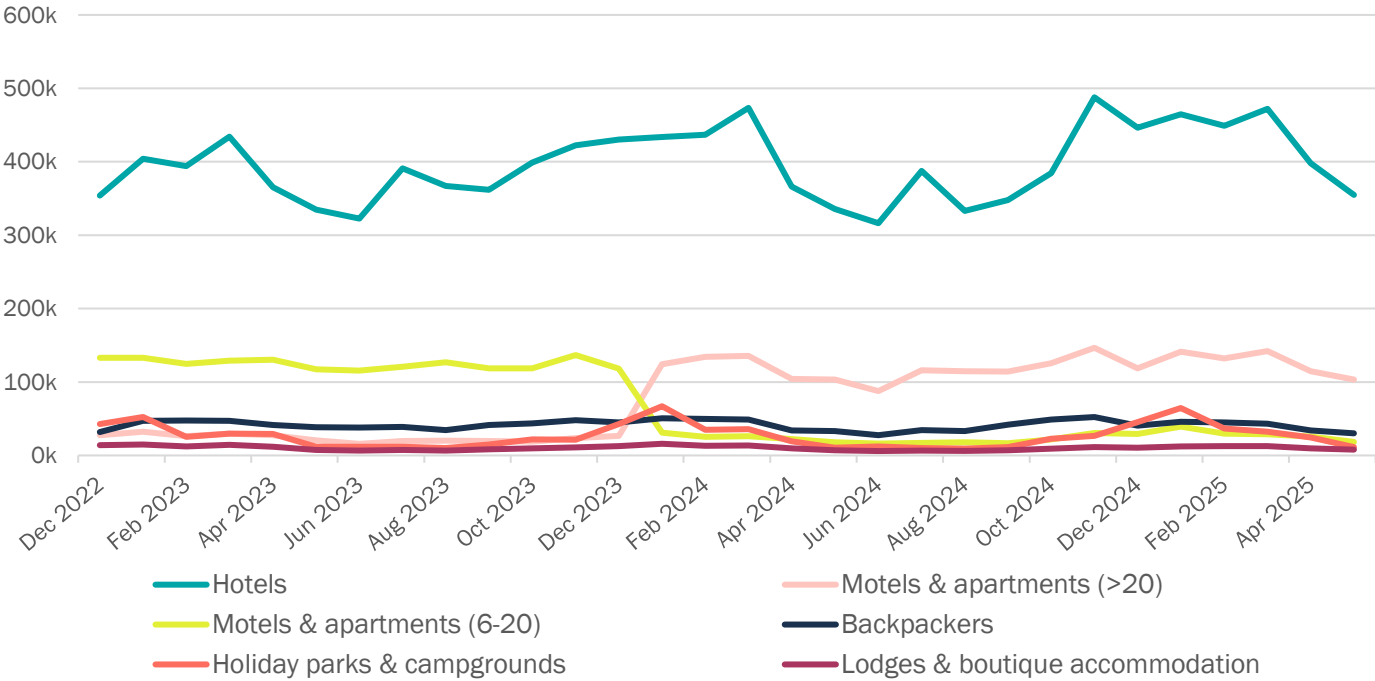
May 2025	Auckland	% change	New Zealand	% change
Total guest nights	526,300	3.5%	2,429,600	2.6%
Domestic guest nights	344,700	7.2%	1,701,900	2.8%
International guest nights	181,500	-2.9%	727,800	2.1%

Guest nights by accommodation type (monthly)

354.9k guest nights in hotels for the month of May 2025, up 5.7%

- For the month of May 2025, there were **354.9k guest nights in hotels**, up **5.7%** compared to last year.
- There were **103.5k guest nights in motels and apartments (>20)**, up **0.1%** on the previous year.
- Guest nights in motels and apartments (6-20) (18.3k) were also up (1.7%).
- Guest nights in holiday parks and campgrounds (11.6k) were up (10.5%) for the month.
- Guest nights in lodges and boutique accommodation were up (8.5% to 7.7k) for the month.
- Guest nights in backpacker accommodation decreased (down 9.3% to 30.2k) in May 2025.

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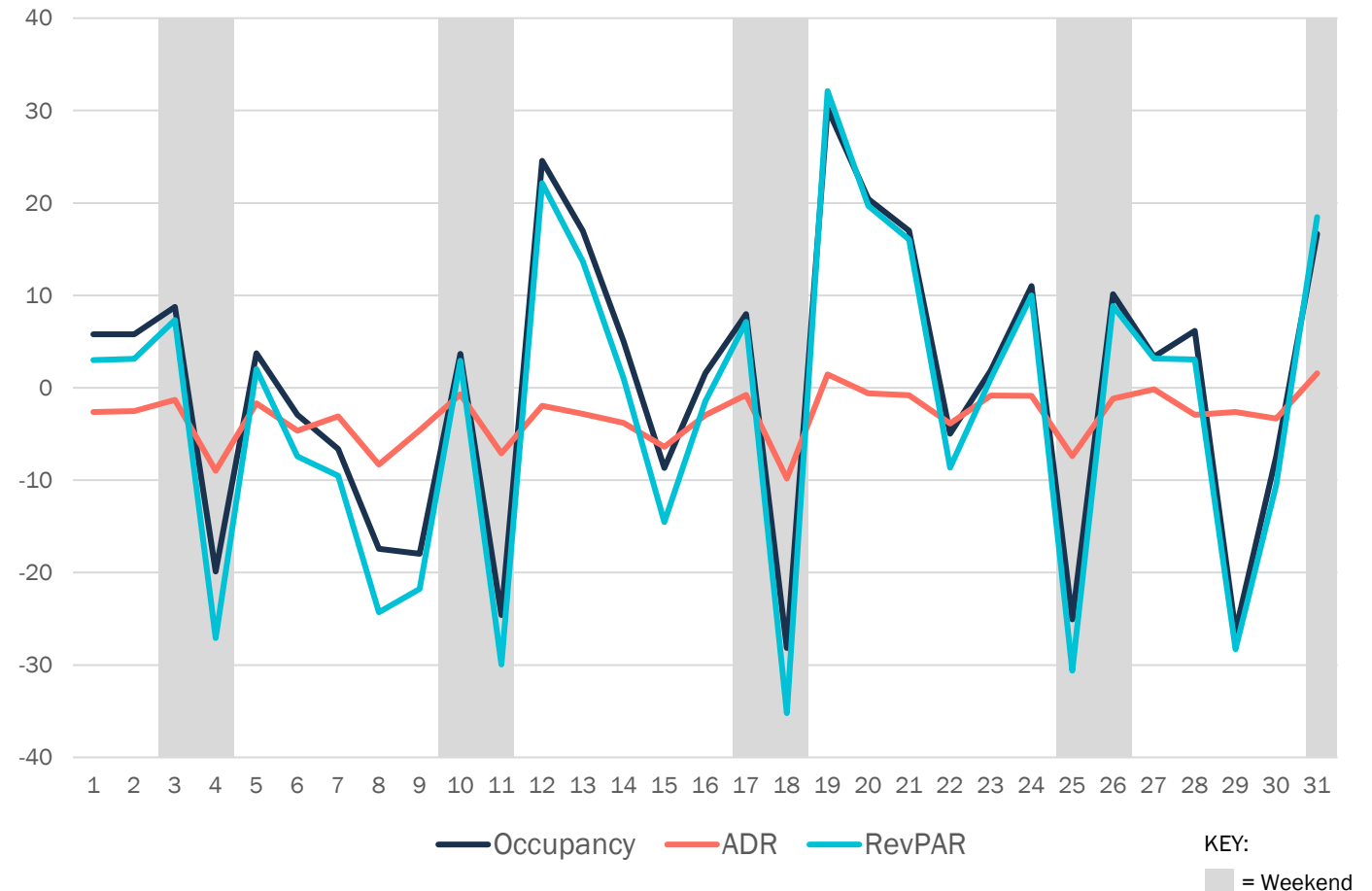


May 2025	Auckland	% change
Hotels	354,900	5.7%
Motels & apartments (>20)	103,500	0.1%
Motels & apartments (6-20)	18,300	1.7%
Backpackers	30,200	-9.3%
Holiday parks & campgrounds	11,600	10.5%
Lodges & boutique accommodation	7,700	8.5%

Average Occupancy for May 2025 was 56.5%, down 1.4%

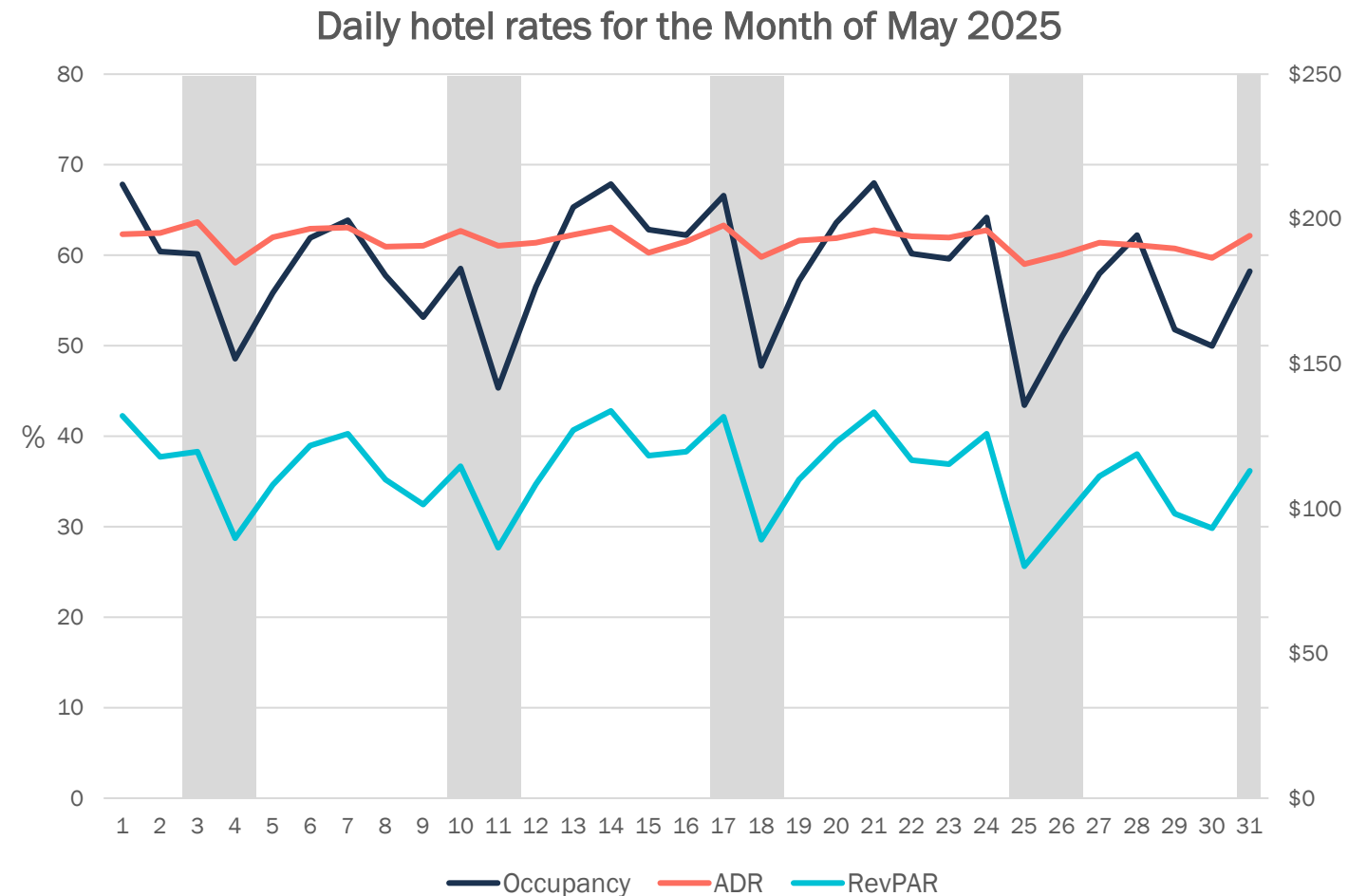
- For the month of May 2025, the **average Occupancy** was **56.5%**, **1.4% lower** compared to May 2024.
- The **Average Daily Rate (ADR)** for the month was **\$186**, down **3.3%** on last year.
- Monthly Revenue per available room (RevPAR)** for May was **\$109**, **4.6% lower** compared to last year.
- Percentage changes for **Occupancy and RevPAR** peaked on **Monday 19th May** while **ADR** peaked on **Saturday 31st May 2025**.
- Average Occupancy** for the year to May 2025 was **64.4%** (down **6.5%** compared to 2024), while **ADR** was **\$210** (down **7.5%**) and **RevPAR** was **\$140** (down **11.4%**).

Percent Changes for the Month of May



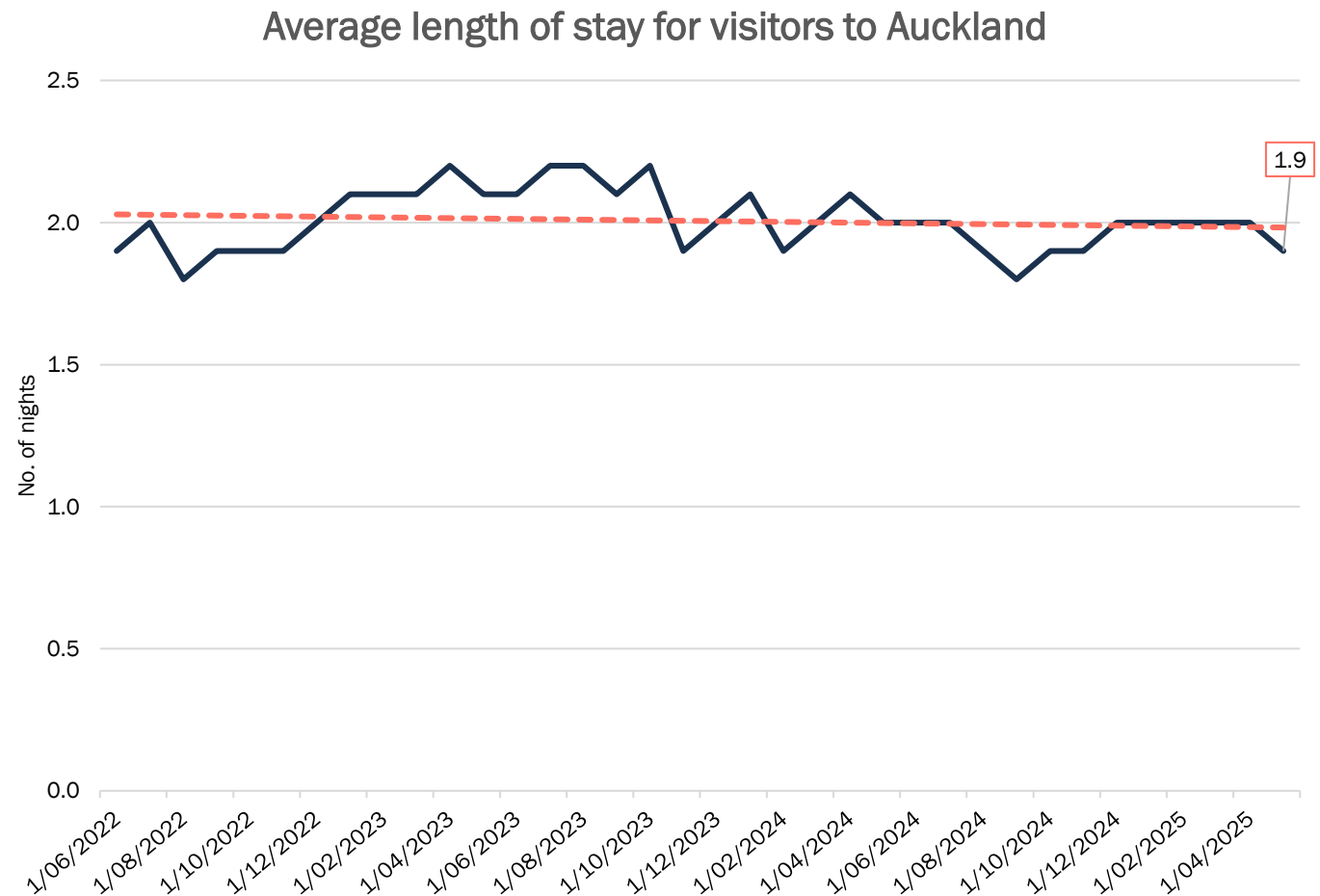
Occupancy peaked at 68.0% on Wednesday 21st May 2025, up 17.0%

- The **Average Daily Rate (ADR)** for hotels in Auckland was the highest for the month on **Saturday 3rd May 2025 at \$199** (down 1.3% on the previous year).
- **Hotel occupancy reached 68.0%** on **Wednesday 21st May 2025** (up 17.0% on the previous year).
- **Revenue per available room (RevPAR)** peaked to **\$134** also on **Wednesday 14th May 2025** (up 1.0% in comparison to last year).



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

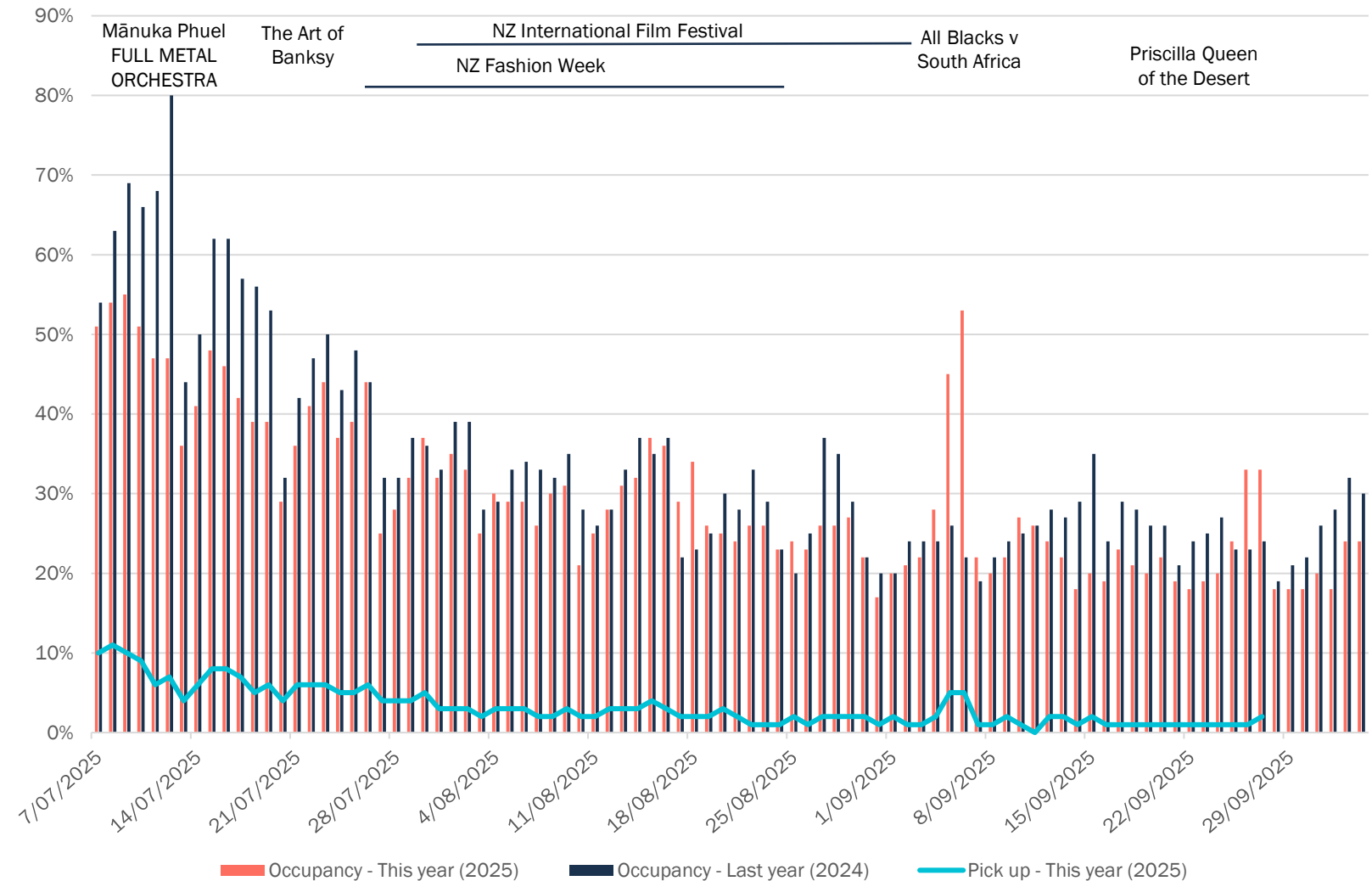
- On average, visitors stayed in Auckland for 1.9 nights for the month of May 2025 (down 5.0% compared to the previous year).
- Average length of stay for visitors to Auckland has levelled out over the last three years.



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 55% on Wednesday 9th of July 2025.
- Occupancy-on-the-books is currently at 53% for Saturday 6th September 2025, which is when the All Blacks play South Africa at Eden Park.
- 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.

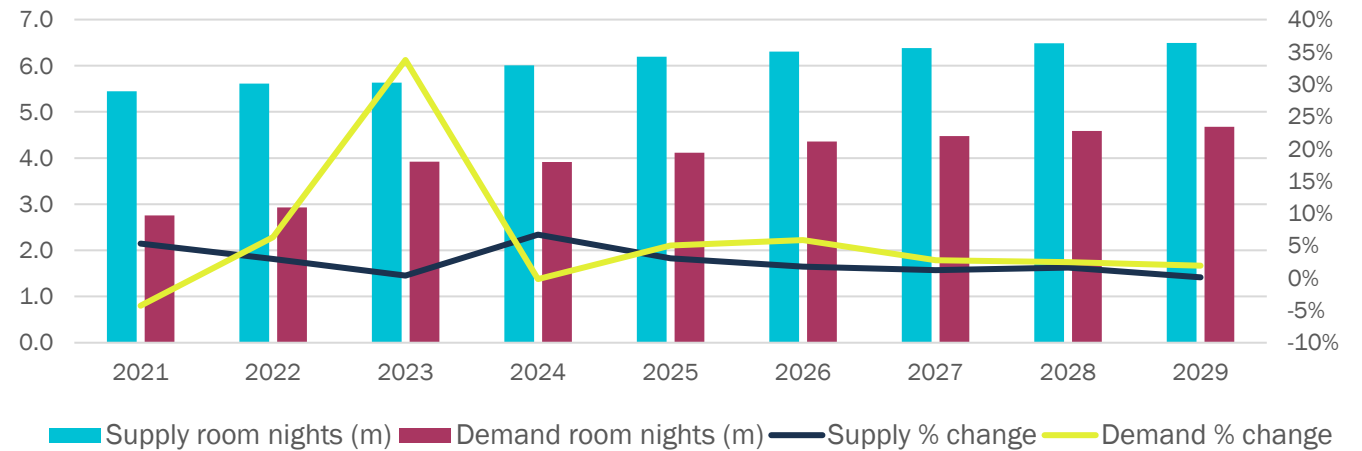
Occupancy - 90 Day Forward Outlook



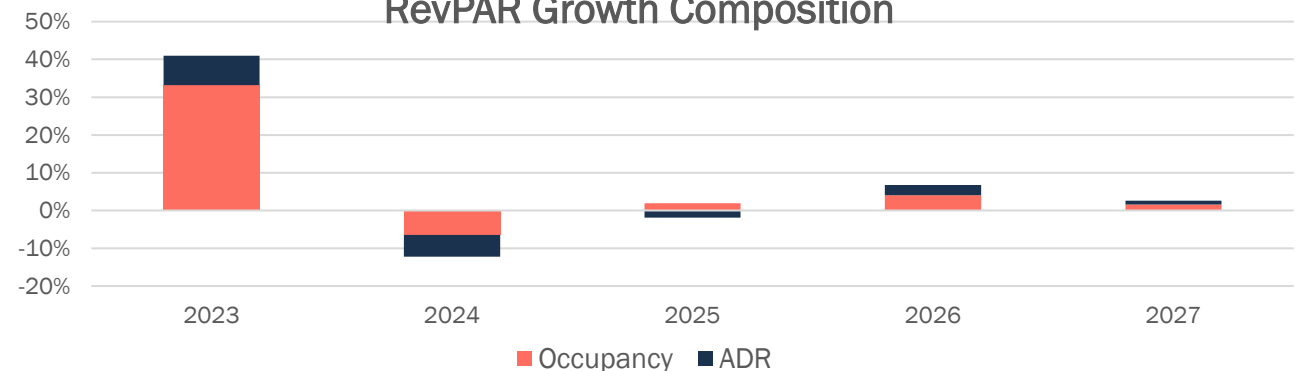
Longer term projections

- 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

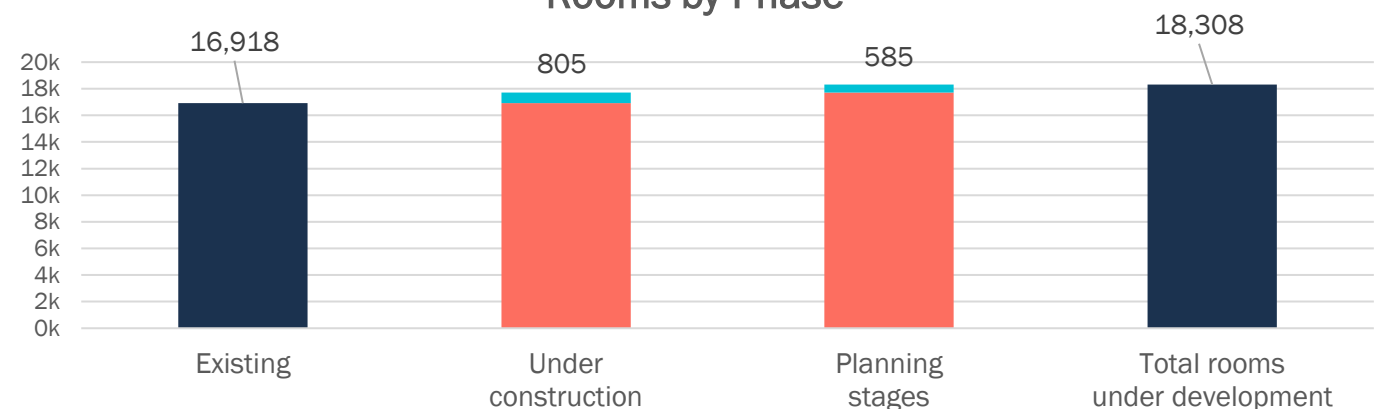
- In 2025, on average there were 17.0k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 3.1%, which will supply an additional 503 rooms (compared to 2024) .
- Looking to 2026, average room supply is expected to expand by 1.8%, supplying 303 new rooms 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, 3.64m visitors are projected to visit New Zealand in YE May 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 3.64m international visitors by YE May 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%. 1.54m Australian visitors are expected to visit New Zealand in the year to May 2029.



A photograph of two women sitting at a round glass table outdoors, likely at a cafe or restaurant. They are both smiling and looking at each other. The table is set with a plate of food, a green smoothie, salt and pepper shakers, and a glass of water. In the background, there is a body of water, a sandy beach, and some trees under a cloudy sky. The scene is bright and pleasant.

Auckland Tourism– Spend Data

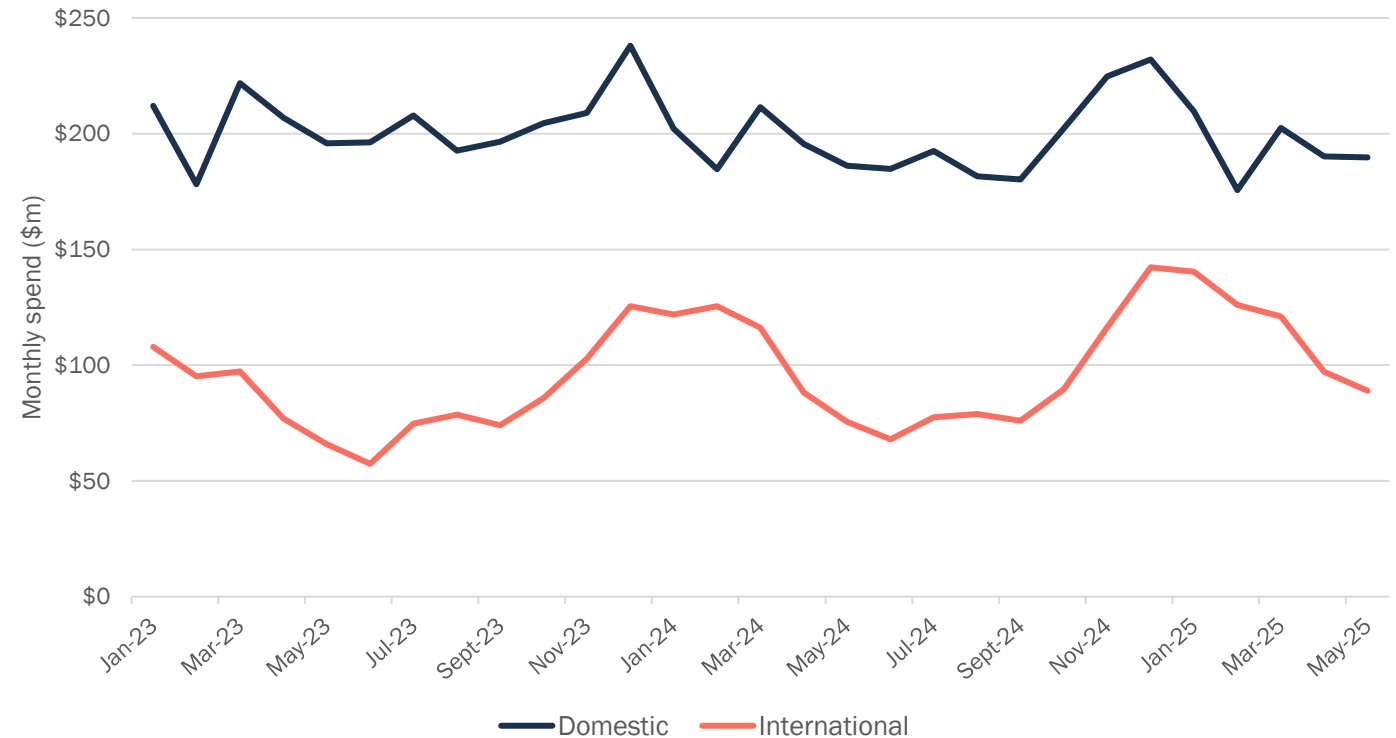
\$1.22b in International tourism spend for year-end May 2025, up 8.5%

- Tourism Electronic Card Transactions (TECTs) restarted as an interim replacement to the Monthly Regional Tourism Estimates (MRTes) in May 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 May 2025, domestic tourism spend in Auckland was \$2.37b, down 2.4% on last year.
- International tourism spend was \$1.22b, up 8.5% for the year.

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Source: MBIE TECTs.

Year-end tourism transactions in Auckland

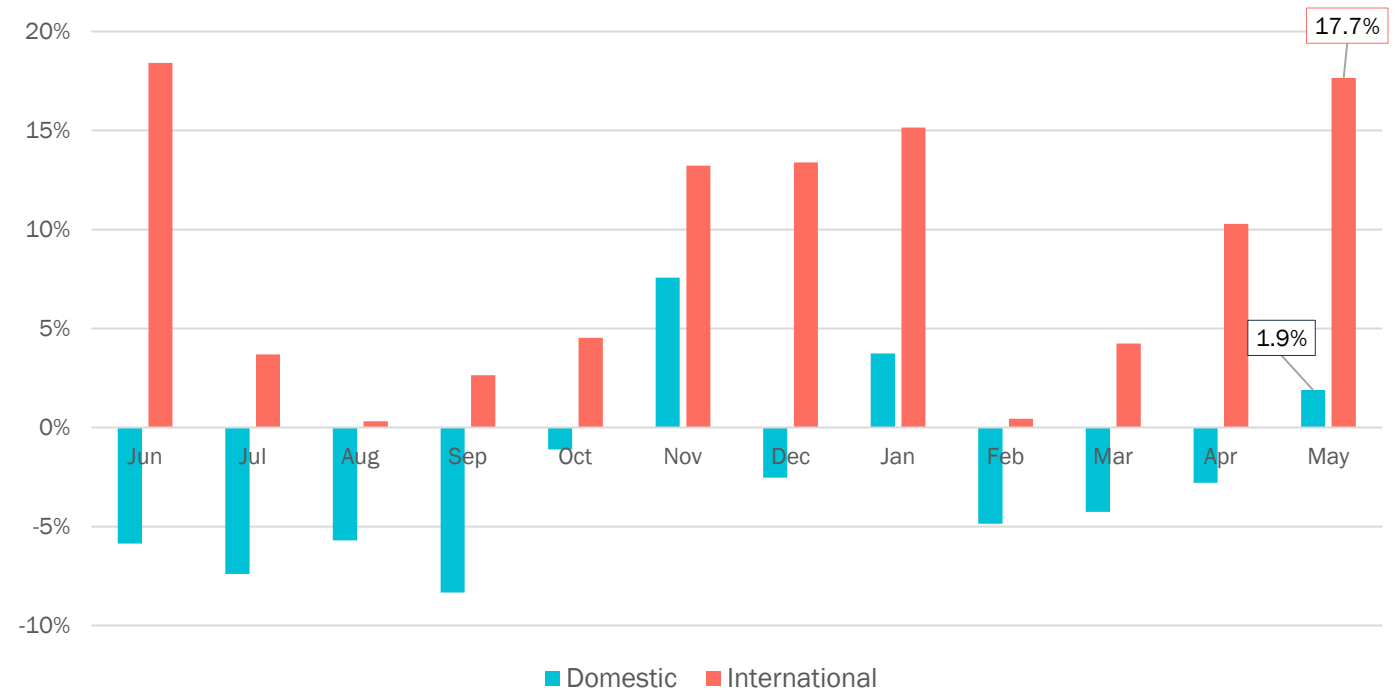


Tourism Transactions	YE May 2025 (\$b)	YE % change
Domestic	2.366	-2.4%
International	1.222	8.5%

Domestic tourism spend was \$189.7m for May 2025, up 1.9%

- For the month of May 2025, domestic tourism spend (TECTs) was **\$189.7m**, up **1.9%** compared to the same month in 2024.
- International tourism spend in May 2025 was **\$88.9m**, up **17.7%** compared to May 2024.

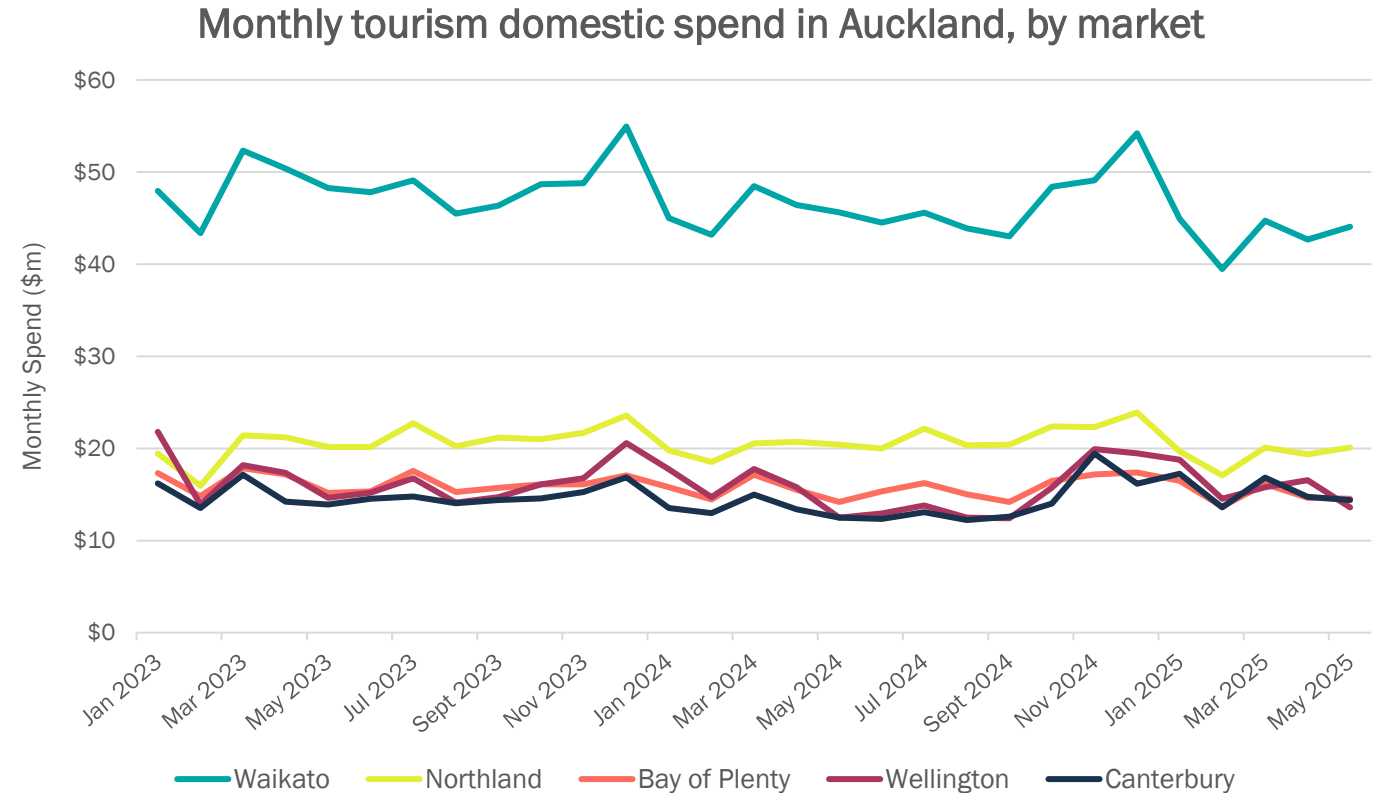
Monthly % Change in tourism transactions in Auckland



Tourism Transactions	May 2025 (\$m)	% change
Domestic	189.7	1.9%
International	88.9	17.7%

Canterbury visitors spent \$14.4m in May 2025, up 15.1% on the previous year

- Tourism spend from **Waikato-based visitors \$44.1m** was **down 3.4%** compared to the previous year.
- Spend from **Northland (\$20.1m)** was also down (1.6%).
- Spend from **Canterbury (\$14.4m, up 15.1%)** and **Bay of Plenty (\$14.5m, up 2.4%)** visitors was up in May 2025.
- **Wellington visitors spent \$13.6m** in May 2025, **up 8.8%** on the previous year.



	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
May 2025	44.1	-3.4%	20.1	-1.6%	14.5	2.4%	13.6	8.8%	14.4	15.1%

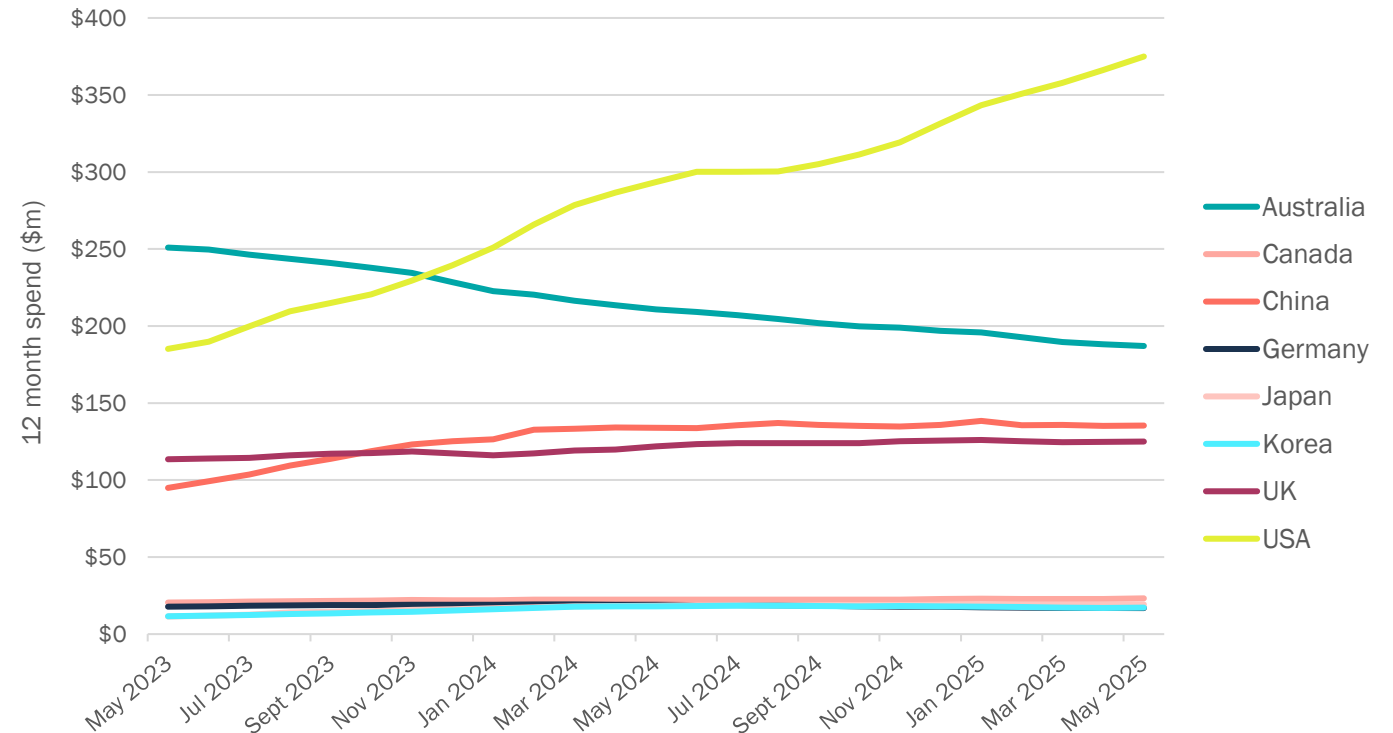
Visitors from the US spent \$375.0m in the year to May 2025, up 27.7%

- In the year to May 2025, tourism spend from the US was \$375.0m, up 27.7% on the previous year.
- Chinese visitors spent \$135.5m in the year to May 2025, up 1.1% on the previous year.
- Spend from the UK was \$125.1m, also up 2.7% for the year to May 2025.
- Australian tourism spend (\$187.0m) was down 11.3%.
- Spend from Japan (up 3.9% to \$19.2m), and Canada (up 4.2% to \$23.2m) was up on the previous year. However, spend from Korean visitors was down (5.4% to \$17.1m).
- Spend from German visitors (\$16.9m) was also down (11.0%).

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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 May 2025	187.0	-11.3%	135.5	1.1%	125.1	2.7%	375.0	27.7%	16.9	-11.0%

Visitors from the US spent \$27.9m for the month of May 2025, up 45.5% compared to 2024

- For the month of May 2025, tourism spend from the US (\$27.9m) was up 45.5% compared to last May.
- Visitors from Australia spent \$12.5m in May, down 7.7% on the previous year.
- Visitors from China spent \$11.1m in May, up 3.2% compared to last year.
- Tourism spend from UK visitors was up (4.2% to \$8.3m) however, spend from German visitors (\$0.6m) was down (8.2%) for the month of May 2025.

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Source: MBIE TECTs.



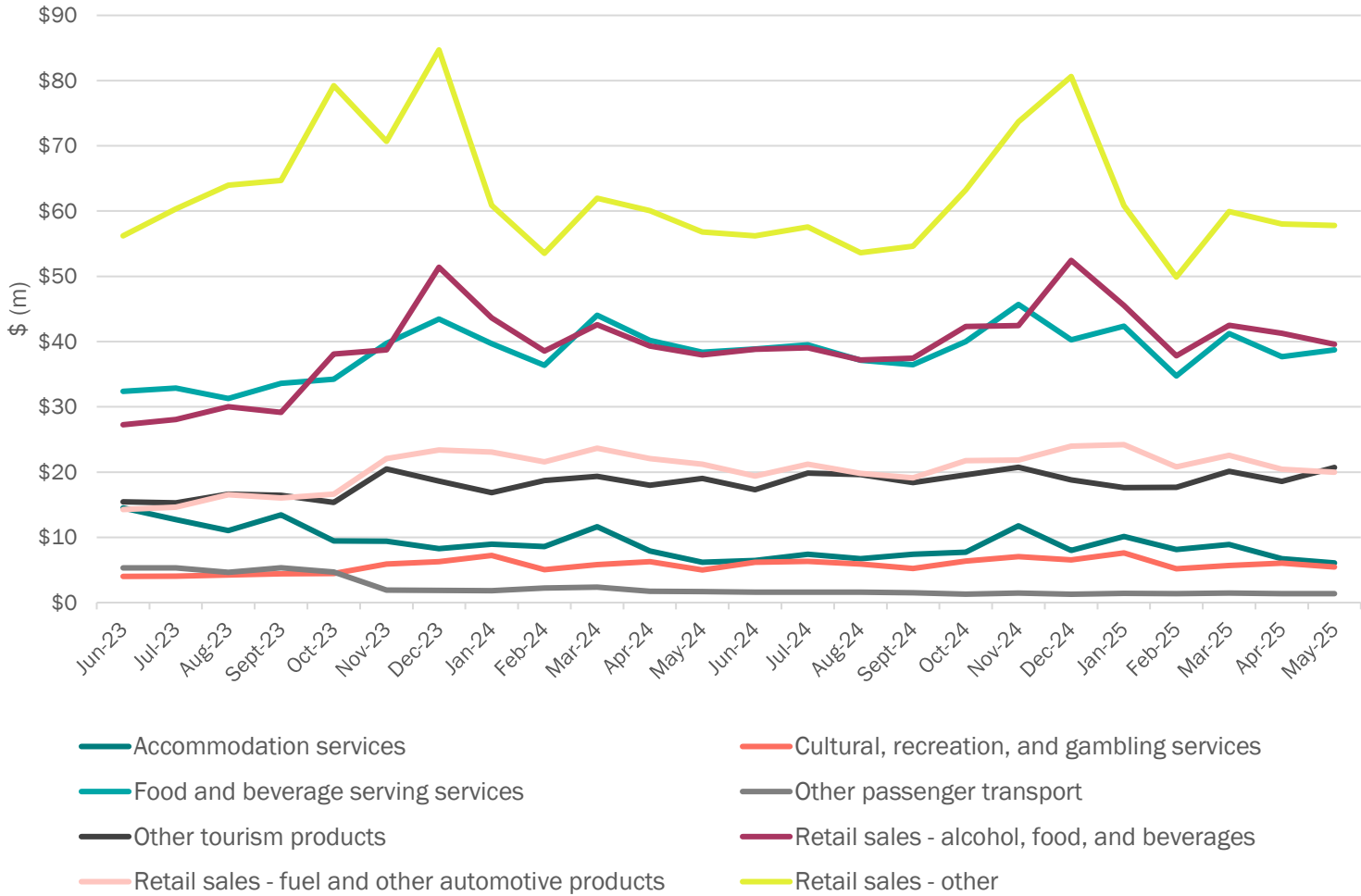
\$57.8m spent in retail sales (other) by Domestic visitors in May 2025, up 1.7%

	Spend (\$m)	% change
Accommodation services	6.1	-1.4%
Cultural, recreation, and gambling services	5.5	9.0%
Food and beverage serving services	38.7	1.0%
Other passenger transport	1.4	-17.9%
Other tourism products	20.7	8.8%
Retail sales - alcohol, food, and beverages	39.6	4.3%
Retail sales - fuel and other automotive products	20.0	-5.8%
Retail sales - other	57.8	1.7%
Grand Total	189.7	1.9%

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Source: MBIE TECTs.

Domestic monthly tourism transactions in Auckland, by product

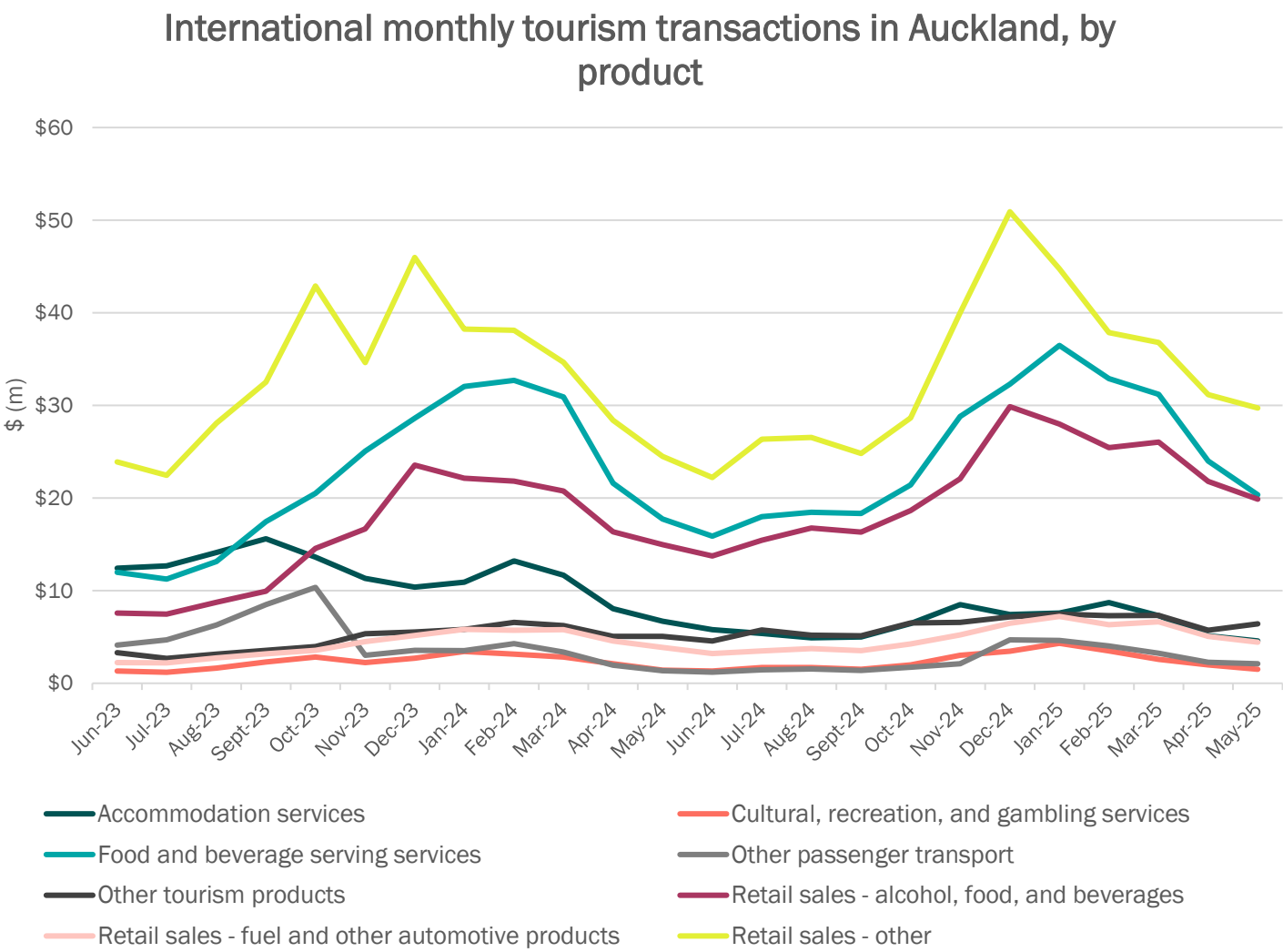


Increases in Other passenger transport (up 56.2%) and Retail sales – alcohol, food and beverages (up 32.9%)

	Spend (\$m)	% change
Accommodation services	4.6	-31.8%
Cultural, recreation, and gambling services	1.5	6.3%
Food and beverage serving services	20.3	14.7%
Other passenger transport	2.1	56.2%
Other tourism products	6.4	26.3%
Retail sales - alcohol, food, and beverages	19.9	32.9%
Retail sales - fuel and other automotive products	4.4	14.1%
Retail sales - other	29.7	21.3%
Grand Total	88.9	17.7%

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Source: MBIE TECTs.





Auckland – Major Events Data

Major Events Insights – May 2025



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Event	Date(s)	Venue	Findings
Aotearoa Art Fair	28 April – 5 May	Viaduct Events Centre	
NZ International Comedy Fest	2 – 25 May 2025	Various	
Auckland Writers Festival	5 – 21 May 2025	Aotea Square	
DARKFIELD: SÉANCE & FLIGHT (Multi-sensory experience)	7 May – 8 June 2025	Aotea Square	
The Firebird with my brilliant career	7 – 10 May 2025	Aotea Centre	<ul style="list-style-type: none"> ▪ The month of May saw 135.3k international visitors, up 6.1% compared to May 2024.
Moana Pasifika v Blues	17 May 2025	North Harbour Stadium	
La bohème	19 May – 16 June 2025	Aotea Centre	<ul style="list-style-type: none"> ▪ There were 344.7k domestic guest nights in commercial accommodation (up 7.2%) for the month of May.
Auckland Home & Garden Show	22 May 2025	Eden Park	
Black Ferns v USA	24 May 2025	North Harbour Stadium	<ul style="list-style-type: none"> ▪ For the month of May 2025, domestic tourism spend (TECTs) was \$189.7m, up 1.9% compared to the same month in 2024.
Auckland FC vs Melbourne Victory	24 May 2025	Go Media Stadium	
One NZ Warriors v Raiders	25 May 2025	Go Media Stadium	
Wintergarden Shows - Auckland Live Cabaret Festival	25 May 2025	The Civic	<ul style="list-style-type: none"> ▪ International tourism spend in May 2025 was \$88.9m, up 17.7% compared to May 2024.
Train	28 May 2025	Auckland Town Hall	
Aotearoa Music Awards	29-30 May 2025	Viaduct Events Centre	
Brian McKnight	31 May 2025	Auckland Town Hall	
Blues v Warratahs	31 May 2025	Eden Park	



Auckland – Business Events Data

Business Events Insights Q1 2025



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278

Business events in Auckland



29%

Auckland's market share of
business events



40.4^k

Delegates hosted in Auckland



32%

Auckland's market share of
delegates



68.2^k

Delegate days hosted in Auckland



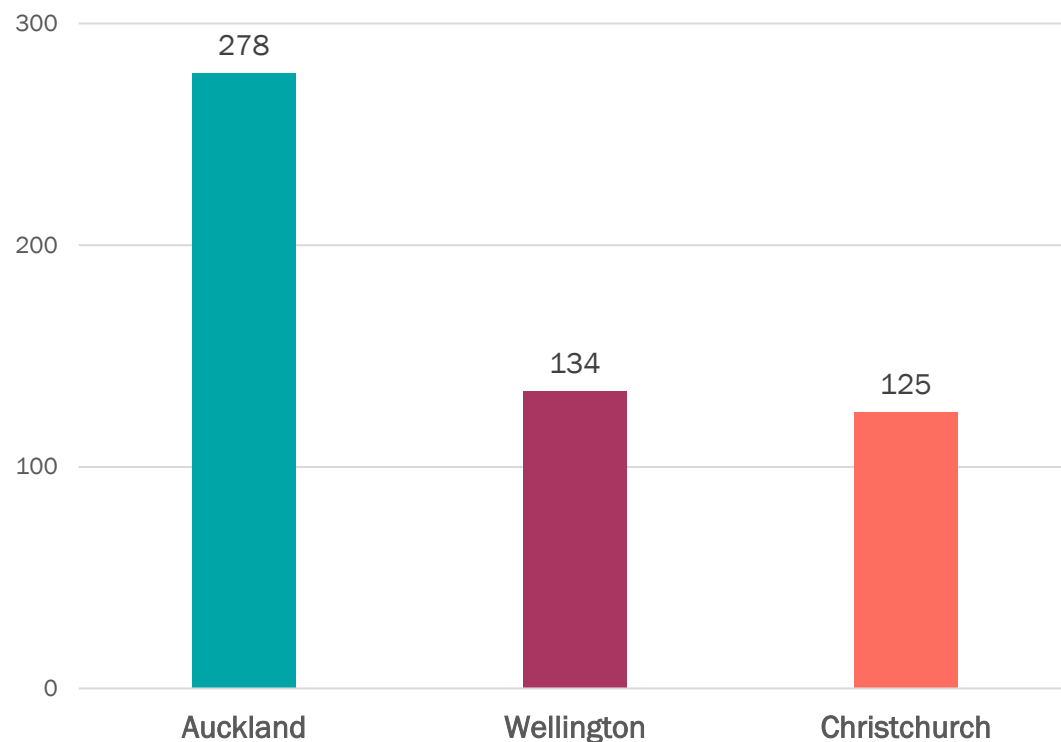
31%

Auckland's market share of
delegate days

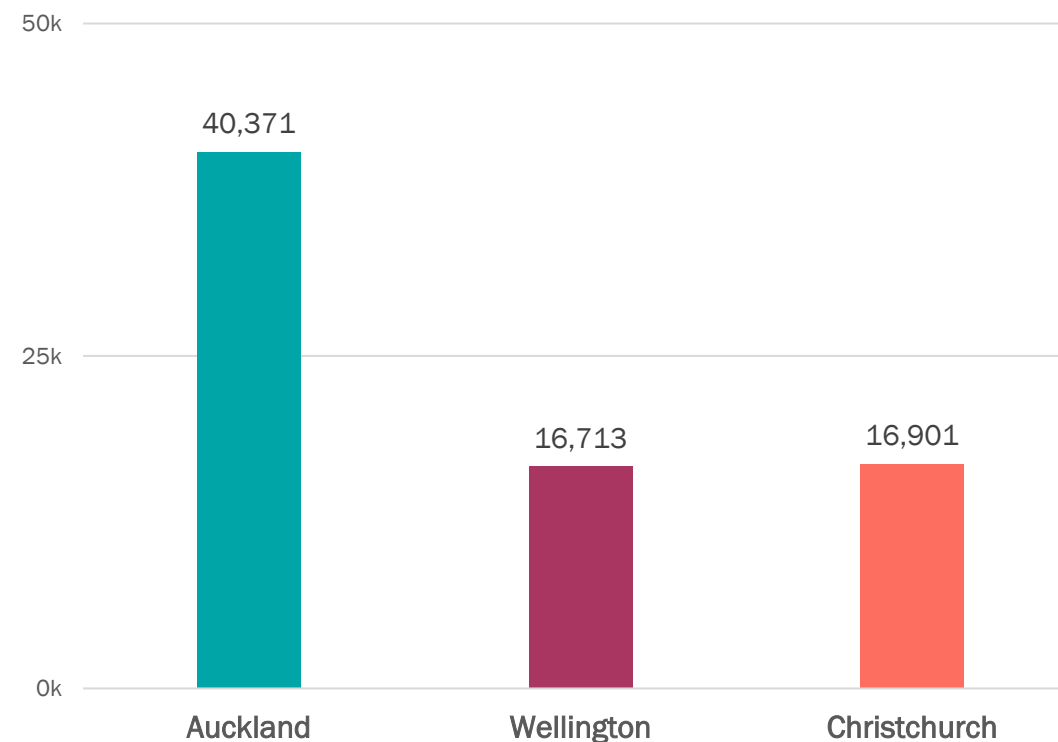


Auckland attracted the highest number of business delegates (40.4k) in New Zealand in Q1 2025

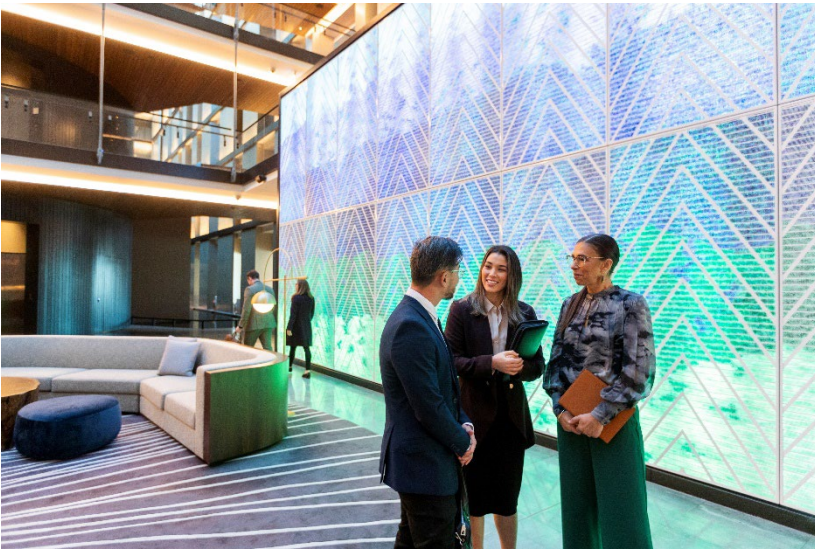
Total number of business events – Regional comparison



Total number of delegates – Regional comparison

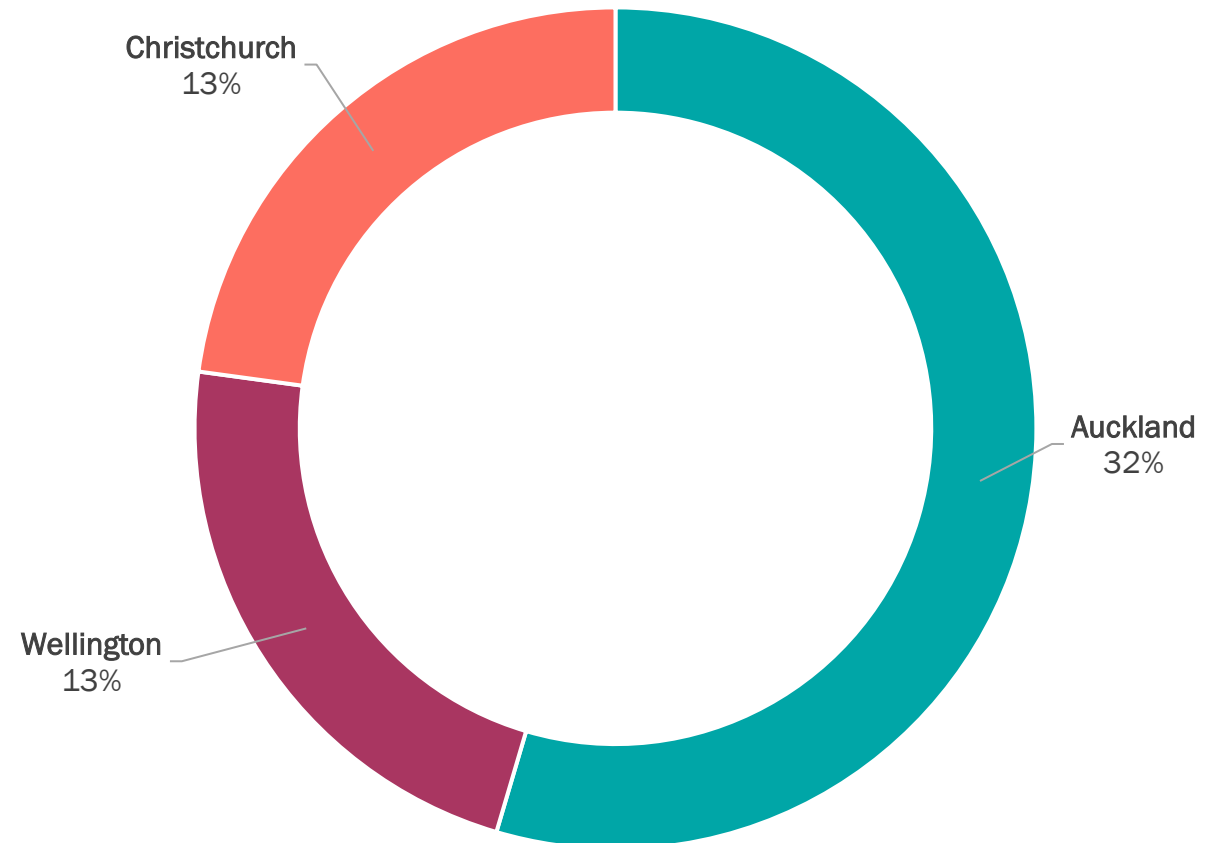


Auckland had 32% of all business events in New Zealand in Q1 2025



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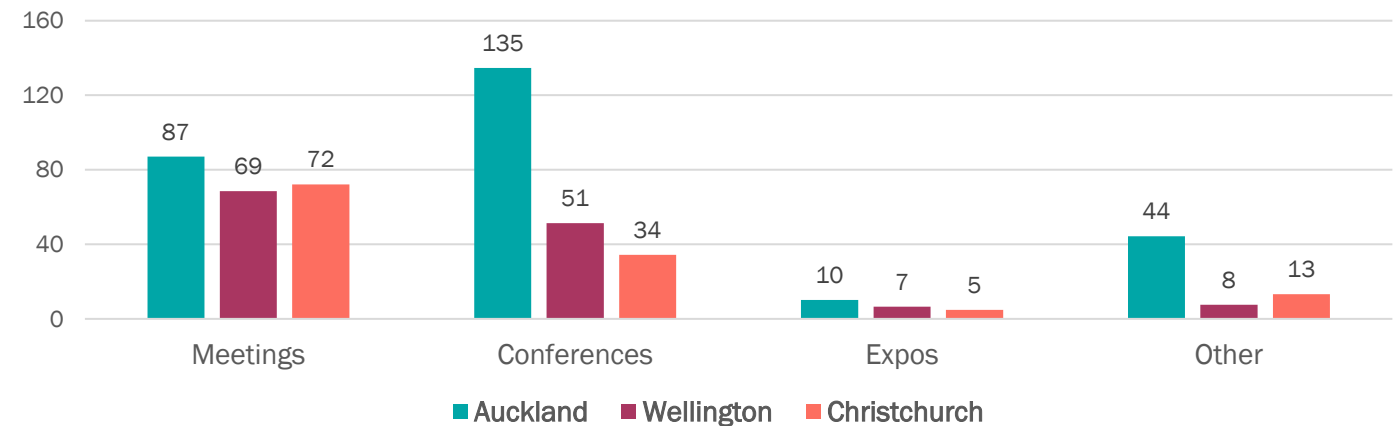
Business Event Market Share - Regional Comparison



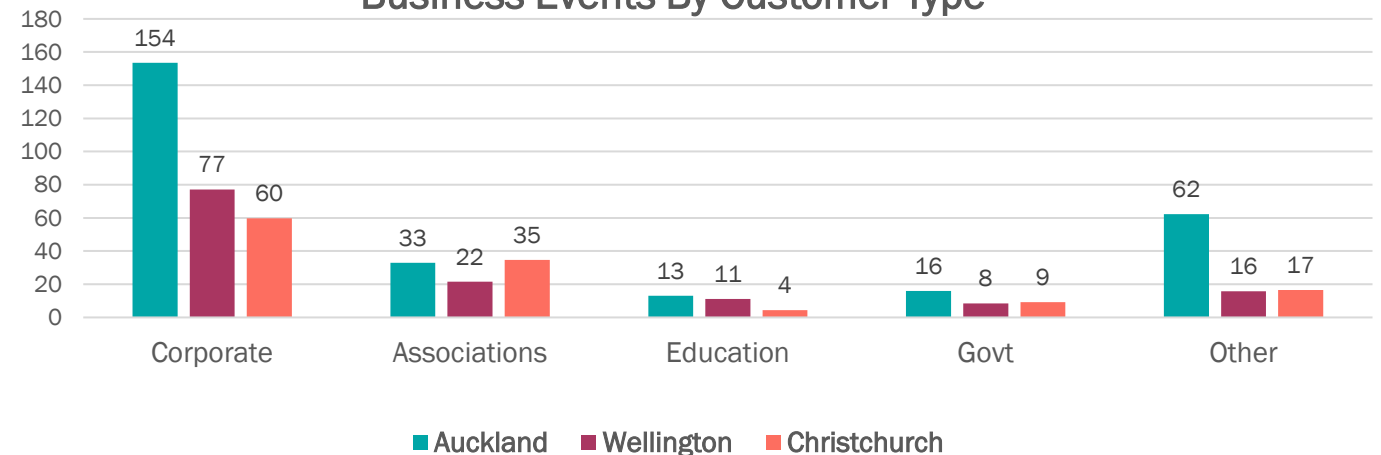
Auckland hosted the most conferences, meetings, expos, and other business events in NZ Q1 2025

- 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

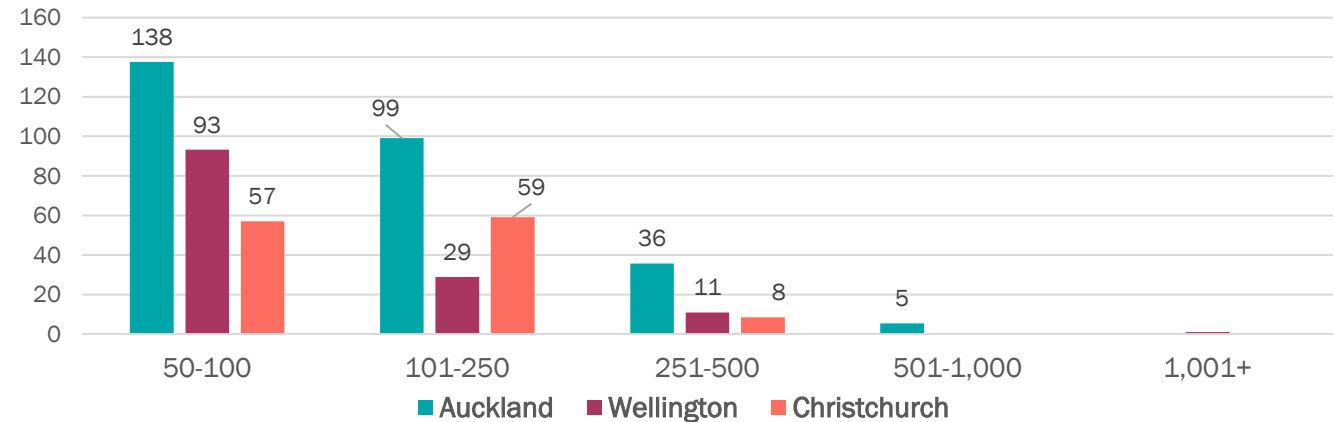


30% of all business events in Auckland were multi-day events in Q1 2025

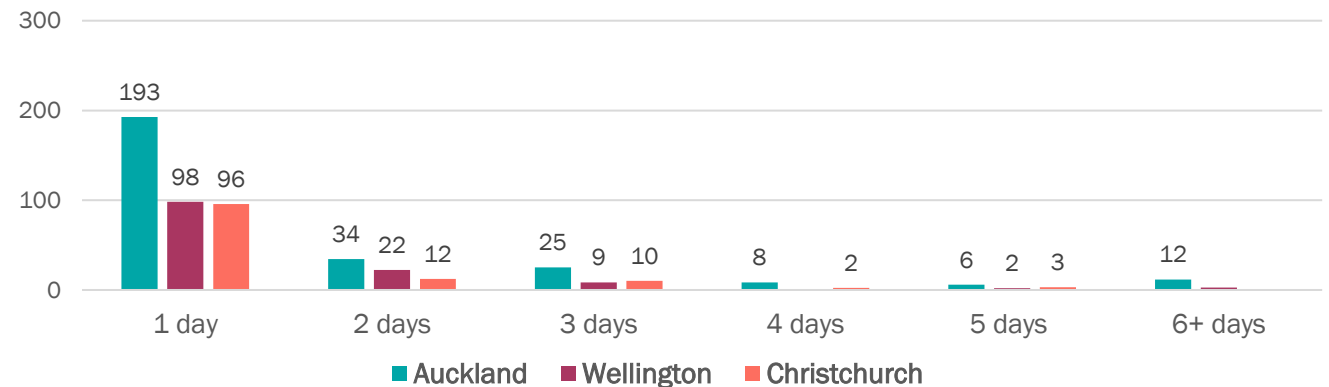
- In Q1 2025, 50% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (138 events). In comparison to other regions, Auckland hosted the most small business events.
- 36% of business events in Auckland were medium-sized events with 99 events that hosted 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



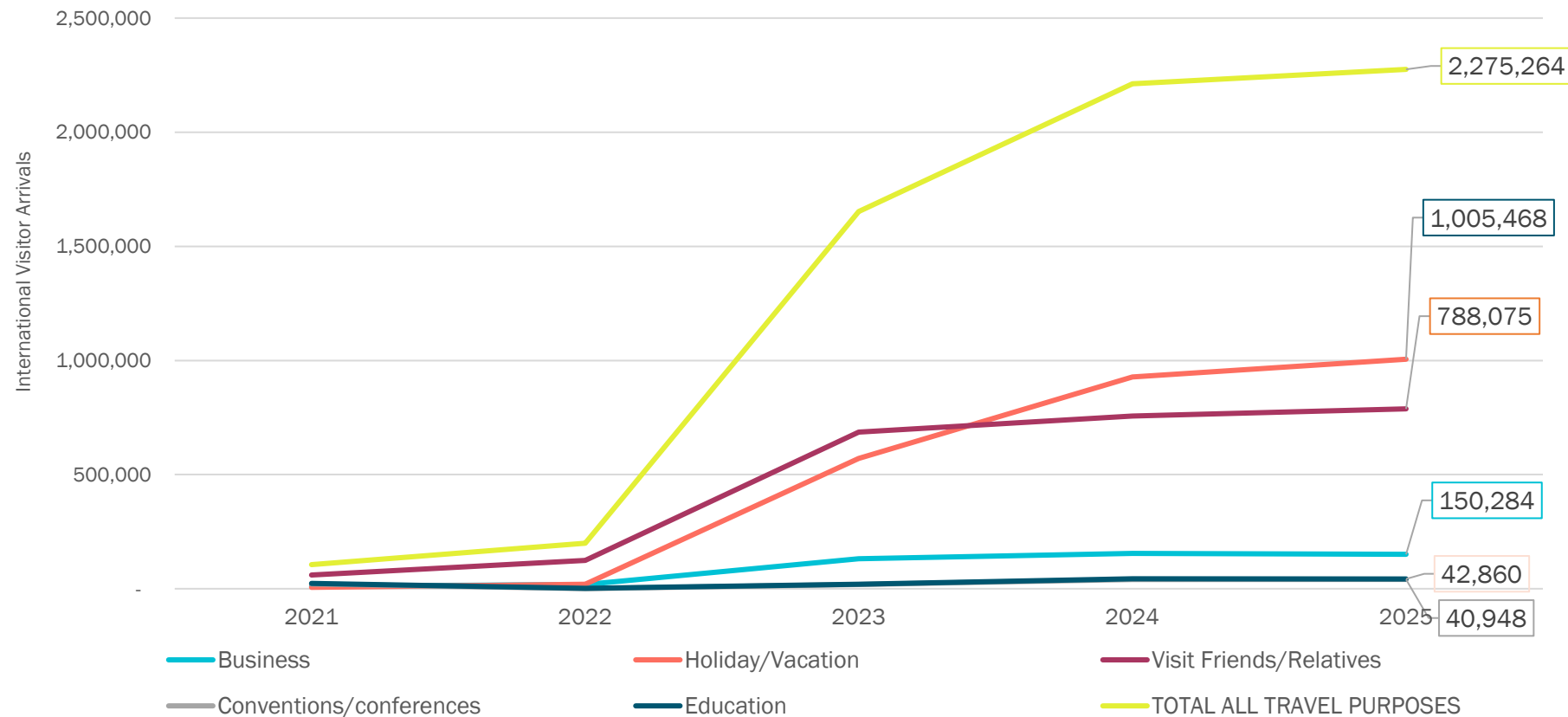
Duration of event - Regional comparison





Five-year trends in key markets

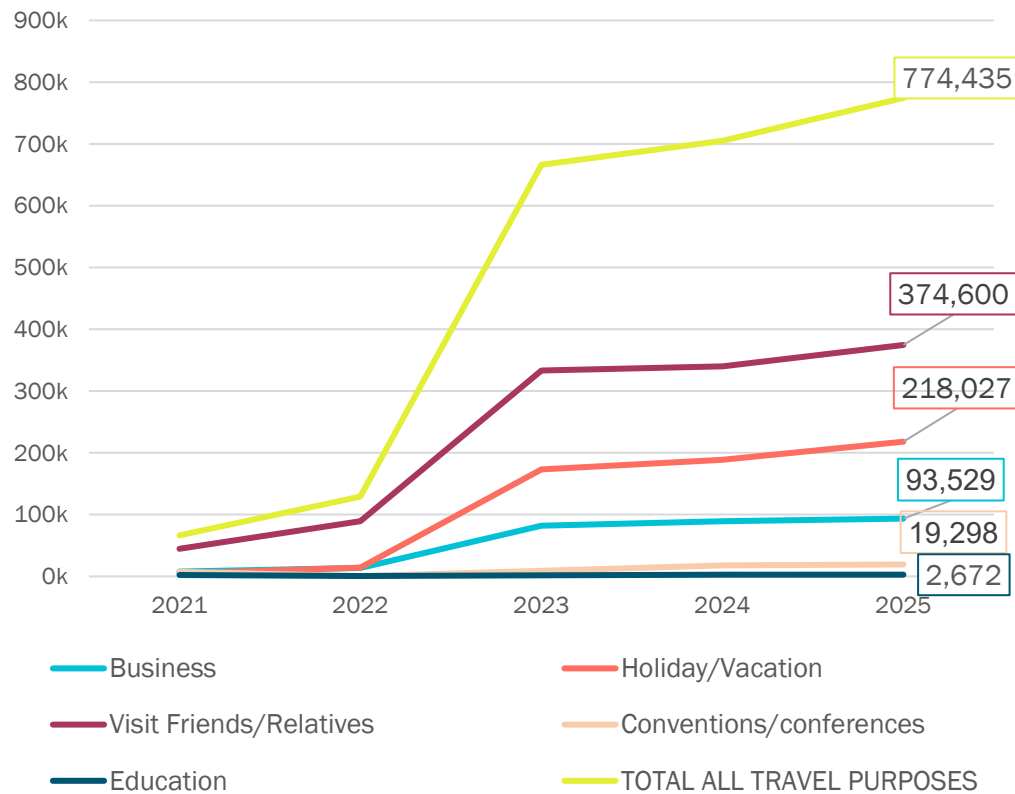
Five-year visitor arrivals to Auckland, YE May



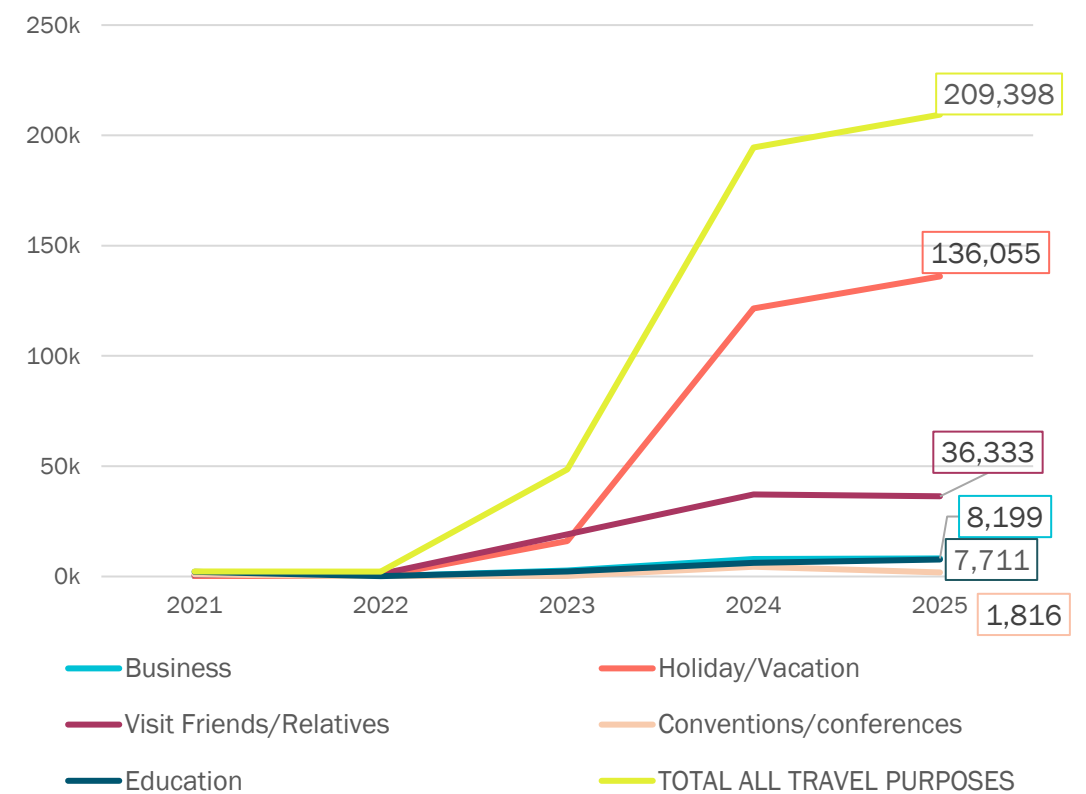
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Five-year visitor arrivals to Auckland, YE May

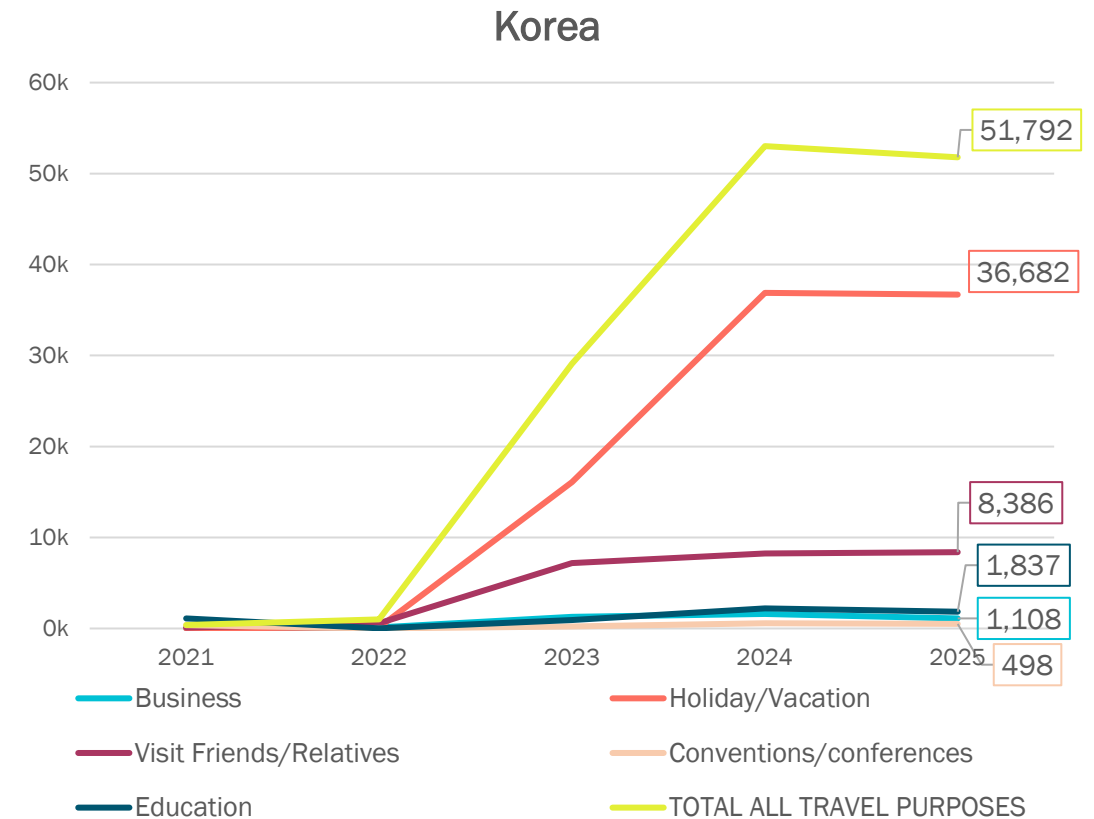
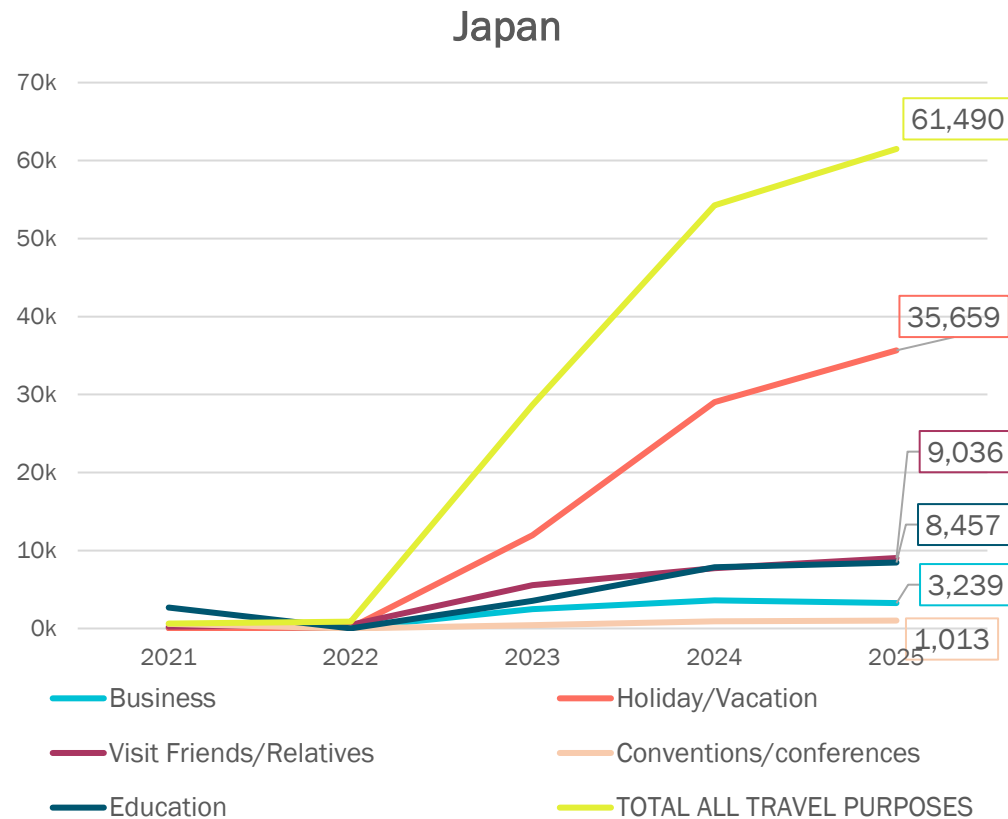
Australia



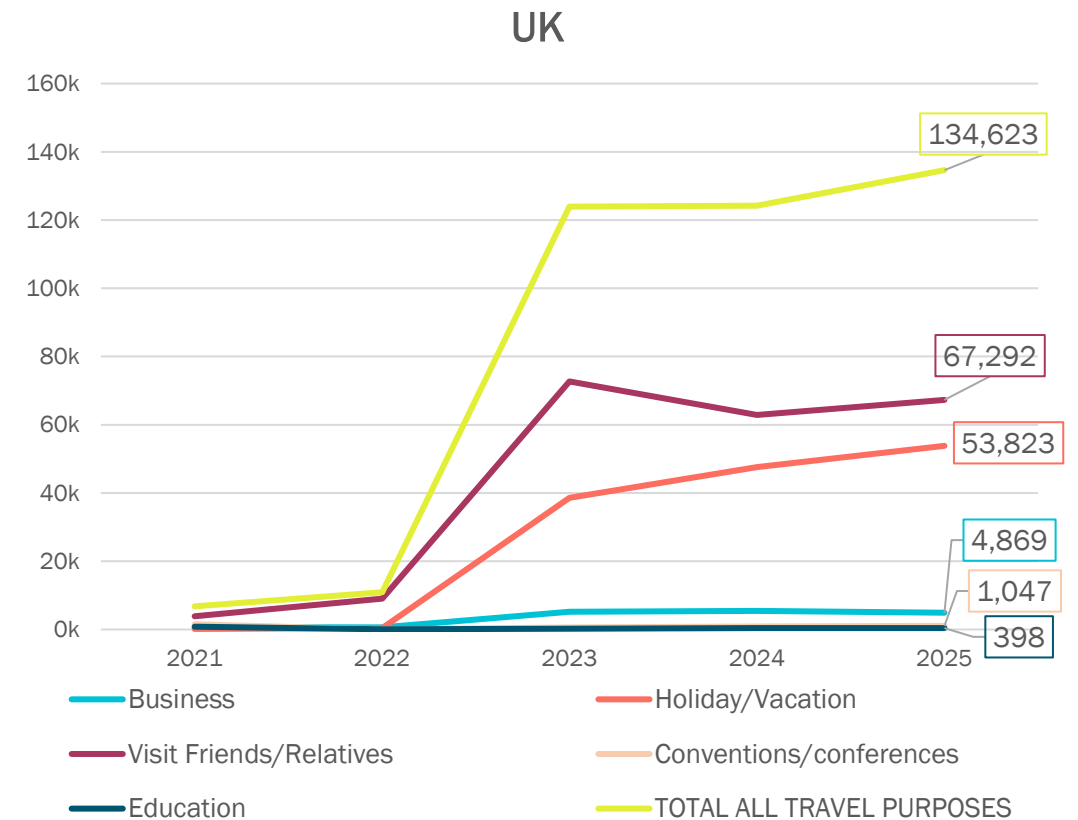
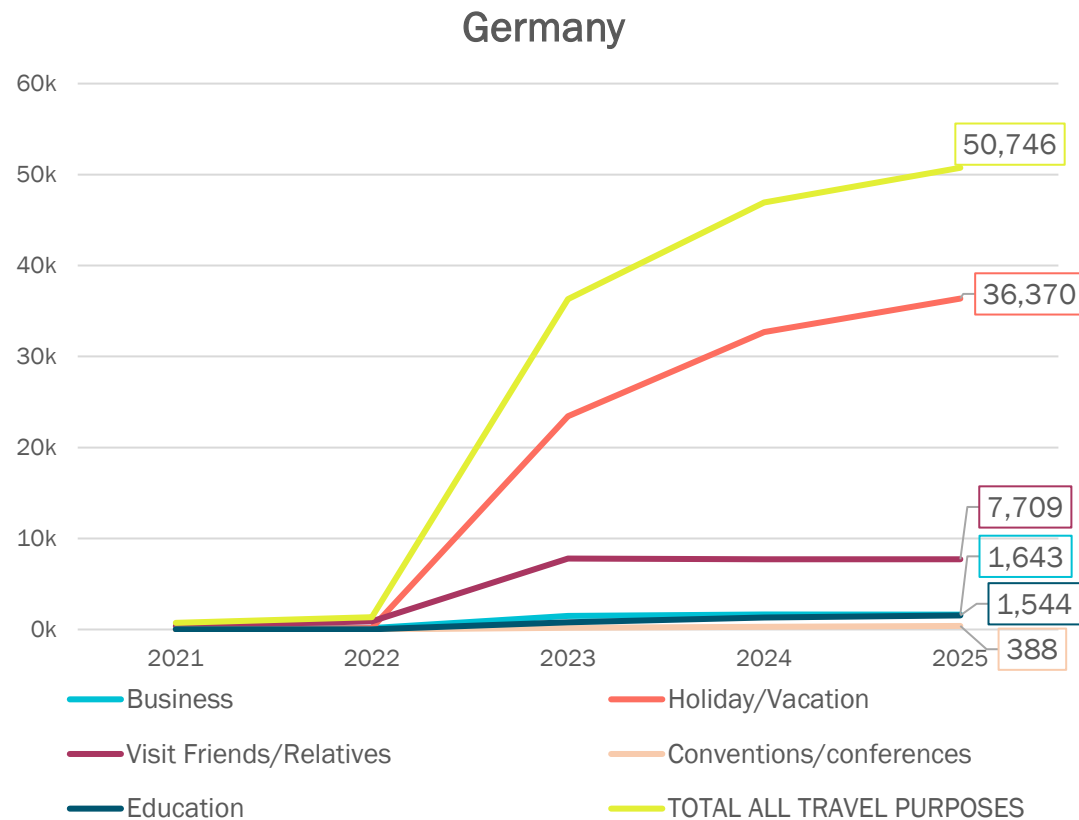
China



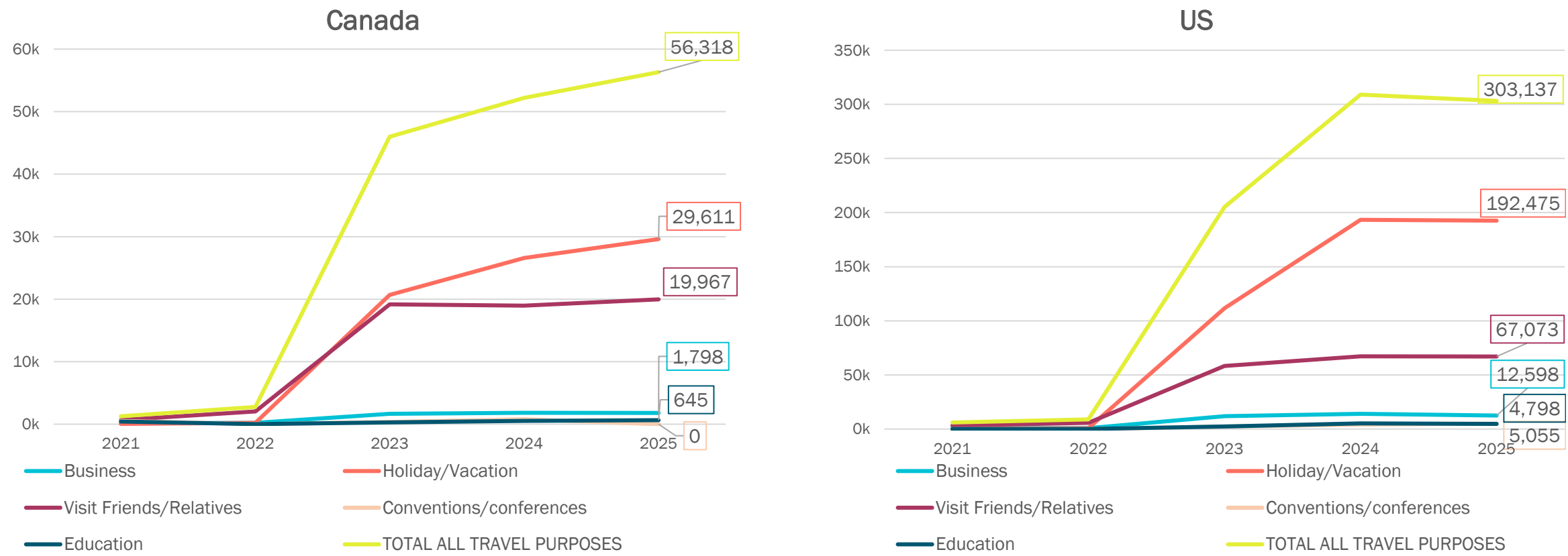
Five-year visitor arrivals to Auckland, YE May



Five-year visitor arrivals to Auckland, YE May



Five-year visitor arrivals to Auckland, YE May



Ngā mihi Thank you

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