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Key Visitor Data

International Guest Nights YE June 2025 +0.1% (to YE June 2024)



Domestic Guest Nights YE June 2025 +3.4% (to YE June 2024)



Total Guest Nights YE June 2025 +2.1% (to YE June 2024)



International Tourism Spend YE June 2025 +8.2% (to YE June 2024)



Domestic Tourism Spend YE June 2025 -2.1% (to YE June 2024)



Hotel Occupancy Rate YE June 2025 -5.8% (to YE June 2024)



Key Visitor Data





INTERNATIONAL

- Monthly international visitors (123.4k) were down 1.5% compared to June 2024.
- The year to June 2025 saw 2.27m international visitor arrivals, an increase of 2.6% on the previous year.
- Australian visitors (49.7k) were down 3.0% compared to last June. The year to June 2025 saw 772.9k Australian visitor arrivals, up 9.1%.
- Holiday visitors (1.00m) contributed the most to annual visitor numbers and increased 7.6% on the previous year. Monthly holiday numbers (41.5k) were down 4.9% compared with the month of June 2024.
- VFR visitors (789.5k) were up 4.5% for the year, with monthly numbers (47.4k) up 3.2%.
- 166.3k international guest nights in commercial accommodation for June (up 3.4%) and 2.95m international guest nights for the year (up 0.1%).
- International spend was \$1.23b for the year, up 8.2% and \$75.6m for the month (up 11.2%).
- Tourism spend from the US (\$25.3m) was up 38.9% 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 326.5k domestic guest nights in commercial accommodation for the month of June (up 7.4%) and 4.56m domestic guest nights for the year (up 3.4%).
- 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 2.1% on last year and \$180.0 for the month of June (down 2.6% compared to June 2024).
- Spend from Canterbury visitors (\$13.3m) was up 7.9% in June 2025.

OVERALL

- There were 492.8k total guest nights in commercial accommodation in June (up 6.0%) and 7.51m total guest nights for the year (up 2.1%).
- On average, visitors stayed in Auckland for 1.9 nights in June 2025 (down 5.0% compared to 2024).
- Average hotel Occupancy for the month was 53.9%, down 2.4%. The monthly Average Daily Rate (ADR) was \$185 (down 3.8%) and RevPAR was \$100 (down 6.2%).
- Average Occupancy for the year was 64.2% (down 5.8% compared to 2024), while ADR was \$209 (down 7.1%) and RevPAR was \$139 (down 10.5%).
- Looking forward over the next three months, overall Occupancy rates vary in comparison to the same period last year.
- Occupancy-on-the-books is currently at 70% for Saturday 6th September 2025, when the All Blacks play South Africa at Eden Park.





2.27m International visitor arrivals for the year to June 2025, up 2.6%

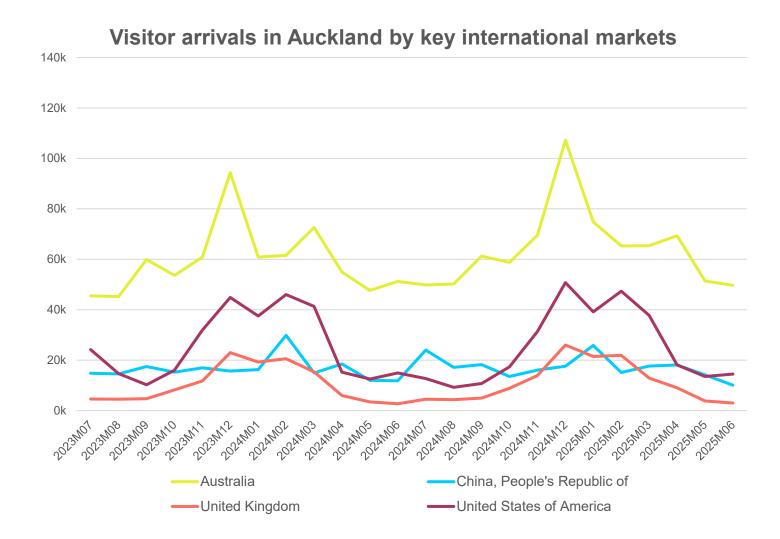
- The month of June saw 123.4k international visitors, down 1.5% compared to June 2024.
- The year to June 2025 saw 2.27m international visitor arrivals, an increase of 2.6% on the previous year.
- Holiday visitors (1.00m) contributed the most to annual visitor numbers and increased 7.6% on the previous year. Monthly holiday numbers (41.5k) were down 4.9% compared with the month of June 2024.
- VFR visitors (789.5k) were up 4.5% for the year, with monthly numbers (47.4k) up 3.2%.
- There were **150.7k business visitors (down 1.9%)** in the year to June 2025, and **12.6k for the month (up 3.2%).**





772.9k visitors from **Australia for YE June 2025**, up **9.1**%

- Australian visitors (49.7k) were down 3.0% for the month compared to last June. The year to June 2025 saw 772.9k Australian visitor arrivals, up 9.1% compared to last year.
- The year to June 2025 saw 302.7k visitors from the US (down 2.2%), with 14.5k visitors for the month (down 3.1%).
- Visitors from China (207.6k) were also up for the year (4.7%), and down (14.9%) for the month of June (10.1k).
- For the year to June 2025, there were **134.9k visitor arrivals** from the UK (up 8.6%) and 3.0k visitors for the month (up 11.3%).





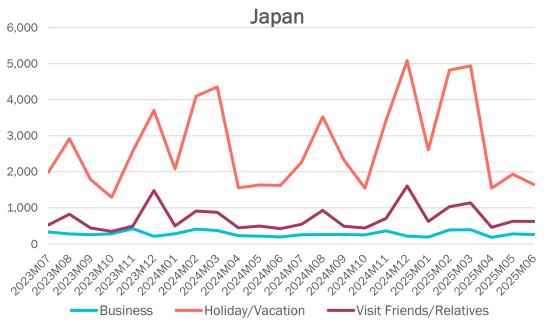


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2025	8,794	10.8%	10,777	-17.6%	23,747	3.0%	49,732	-3.0%
YE June 2025	94,384	5.7%	215,733	13.7%	375,294	10.1%	772,909	9.1%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2025	574	-38%	4,900	-17.8%	2,910	0.1%	10,088	-14.9%
YE June 2025	7,842	-6.2%	134,992	9.1%	36,337	-2.7%	207,625	4.7%





	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2025	263	34.2%	1,651	1.6%	626	48.0%	2,997	10.3%
YE June 2025	3,306	-5.5%	35,685	20.5%	9,239	18.9%	61,769	12.6%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2025	68	13.3%	1,178	-11.4%	372	1.1%	1,918	-9.2%
YE June 2025	1,116	-26.0%	36,531	-0.9%	8,390	2.2%	51,598	-2.4%



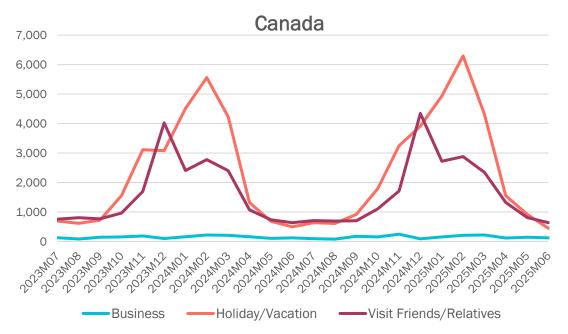


	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2025	99	2.1%	476	6.7%	142	-12.3%	880	4.3%
YE June 2025	1,645	1.1%	36,400	11.3%	7,689	0.0%	50,782	8.2%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2025	301	5.2%	863	5.5%	1,431	17.0%	3,040	11.3%
YE June 2025	4,884	-8.6%	53,86 8	13.2%	67,500	7.3%	134,931	8.6%





	Business	vs. previous year	s Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2025	120	-1.6%	443	-11.0%	636	-0.5%	1,475	-2.3%
YE June 2025	1,796	1.2%	29,556	11.2%	19,964	4.9%	56,284	7.7%



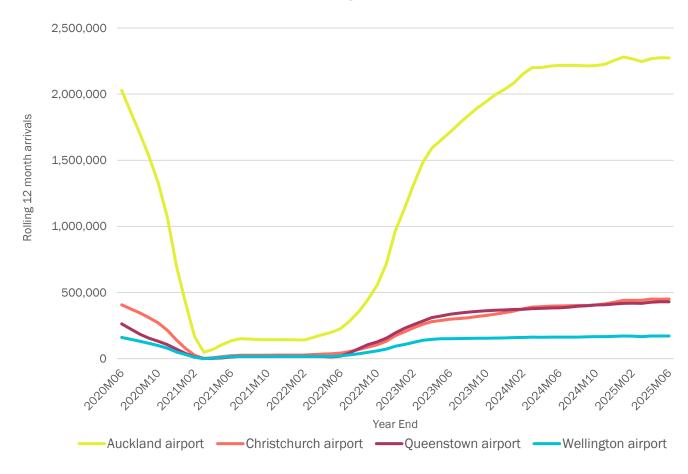
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
June 2025	663	-16.6%	7,469	-3.3%	3,945	-4.7%	14,501	-3.1%
YE June 2025	12,466	-9.1%	192,217	-1.0%	66,879	-0.3%	302,680	-2.2%



Auckland has seen a 2.6% 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 2.6% increase in international visitor arrivals over the last year.
- For the year ending June 2025, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 11.8%, Christchurch was up 13.0% and Wellington was up 5.2% compared to last year.

12 month rolling visitor arrivals



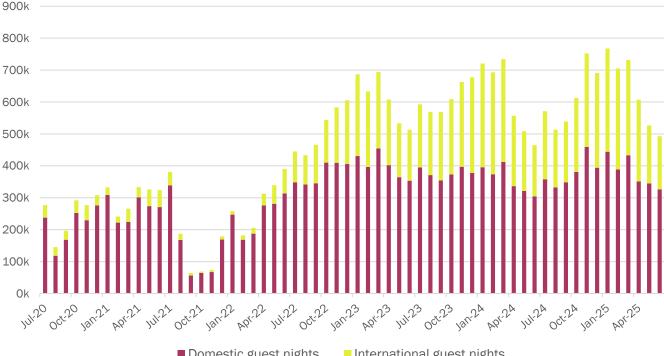




492.8k total guest nights in commercial accommodation in June **2025**, up 6.0%

- For the month of June 2025, there were 492.8k total guest nights in commercial accommodation in Auckland, up 6.0% on the same month last year.
- There were 326.5k domestic guest nights in commercial accommodation (up 7.4%), and 166.3k international guest nights (up 3.4%) in commercial accommodation in June 2025.
- The year to June 2025 saw 7.51m total guest nights in Auckland (up 2.1%) with 4.56m domestic guest nights (up 3.4%) and 2.95m international guest nights (up 0.1%).
- For New Zealand overall, there were 2.17m guest nights in commercial accommodation in June 2025, down 0.5% compared to June 2024.

Guest nights in commercial accommodation - Auckland



■ Domestic guest nights International guest nights

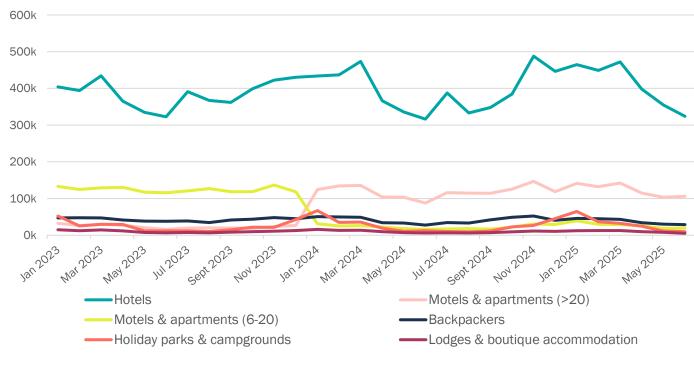
June 2025	Auckland	% change	New Zealand	% change
Total guest nights	492,800	6.0%	2,174,900	-0.5%
Domestic guest nights	326,500	7.4%	1,574,900	-2.3%
International guest nights	166,300	3.4%	600,000	4.4%



323.7k guest nights in hotels for the month of June 2025, up 2.3%

- For the month of June 2025, there were **323.7k guest nights** in hotels, up **2.3%** compared to last year.
- There were 106.0k guest nights in motels and apartments (>20), up 21.1% on the previous year.
- Guest nights in motels and apartments (6-20) (19.3k) were also up (19.1%).
- Guest nights in backpacker accommodation increased (up 4.7% to 28.9k) in June 2025.
- Guest nights in holiday parks and campgrounds (9.6k) were down (20.7%) for the month.
- Guest nights in lodges and boutique accommodation were also down (13.3% to 5.2k) for the month.

Guest nights by accommodation type (monthly)



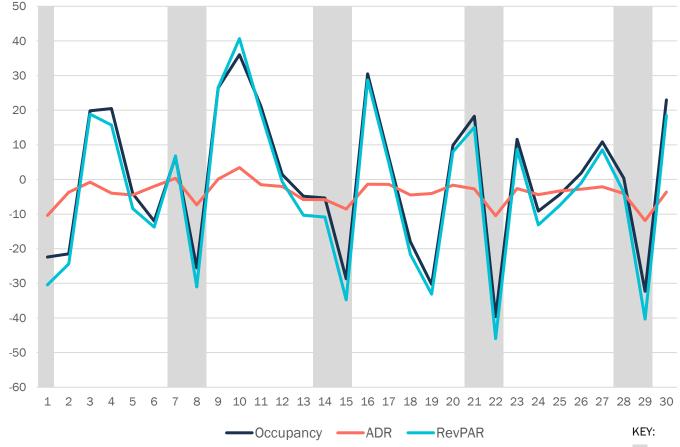
June 2025	Auckland	% change
Hotels	323,700	2.3%
Motels & apartments (>20)	106,000	21.1%
Motels & apartments (6-20)	19,300	19.1%
Backpackers	28,900	4.7%
Holiday parks & campgrounds	9,600	-20.7%
Lodges & boutique accommodation	5,200	-13.3%



Average Occupancy for June 2025 was 53.9%, down 2.4%

- For the month of June 2025, the average Occupancy was 53.9%, 2.4% lower compared to June 2024.
- The Average Daily Rate (ADR) for the month was \$185, down 3.8% on last year.
- Monthly Revenue per available room (RevPAR) for June was \$100, 6.2% lower compared to last year.
- Percentage changes for Occupancy, ADR and RevPAR peaked on Tuesday 10th June 2025.
- Average Occupancy for the year to June 2025 was 64.2% (down 5.8% compared to 2024), while ADR was \$209 (down 7.1%) and RevPAR was \$139 (down 10.5%).

Percent Changes for the Month of June



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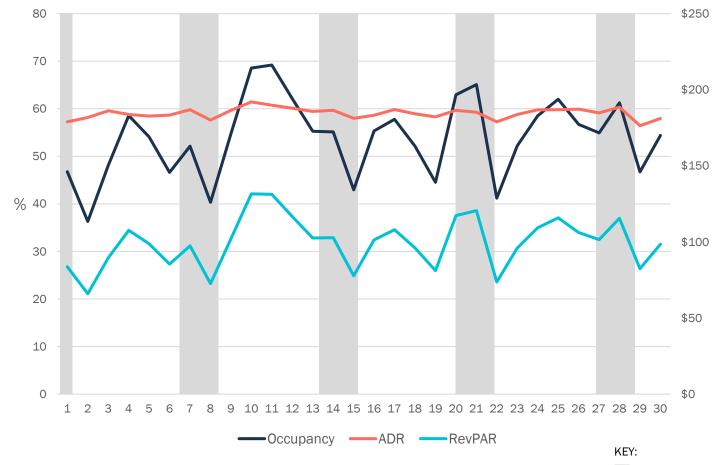
= Weekend



Occupancy peaked at 68.5% on Tuesday 10th June 2025, up 36.0%

- The Average Daily Rate (ADR) for hotels in Auckland was the highest for the month on Tuesday 10th June 2025 at \$192 (up 3.4% on the previous year).
- Hotel occupancy reached 68.5% on Tuesday 10th June 2025 (up 36.0% on the previous year).
- Revenue per available room (RevPAR) peaked to \$132 also on **Tuesday 10th June 2025** (up 40.7% in comparison to last year).

Daily hotel rates for the Month of June 2025



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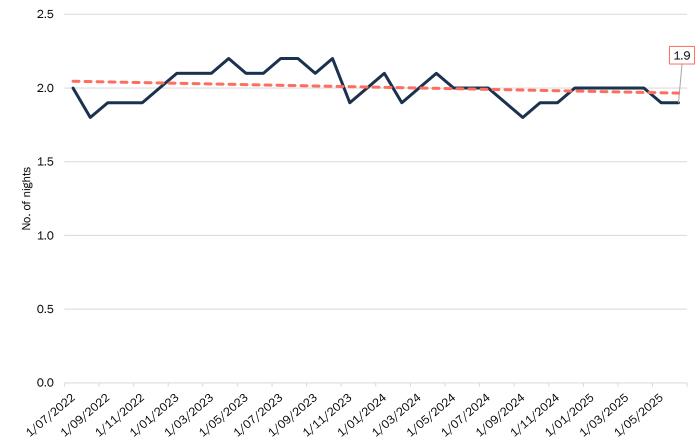
= Weekend



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

- On average, visitors stayed in Auckland for 1.9 nights for the month of June 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.

Average length of stay for visitors to Auckland

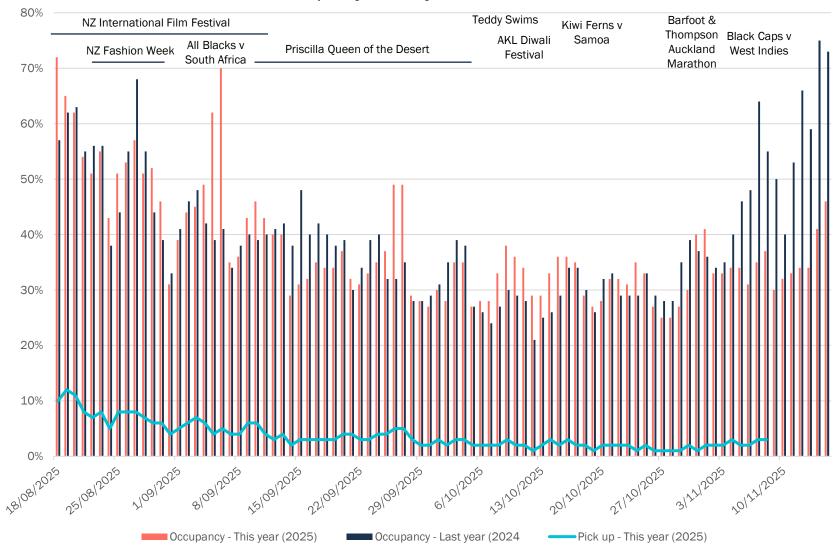




90-Day Forward Booking Occupancy Data

- Looking forward over the next three months, overall Occupancy rates vary in comparison to the same period last year.
- Occupancy peaked at 72% on Monday 18th of August 2025.
- Occupancy-on-the-books is currently at 70% for Saturday 6th September 2025, 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



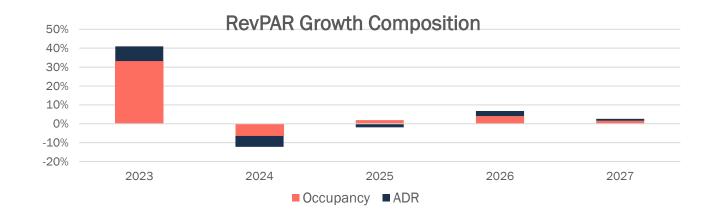


Longer term projections

- 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







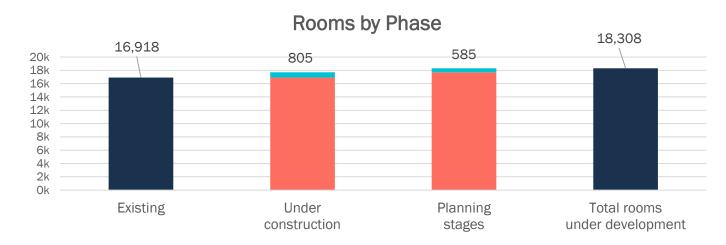
17.0k average daily rooms available in 2025, with 17.3k rooms forecast for 2026

- 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)

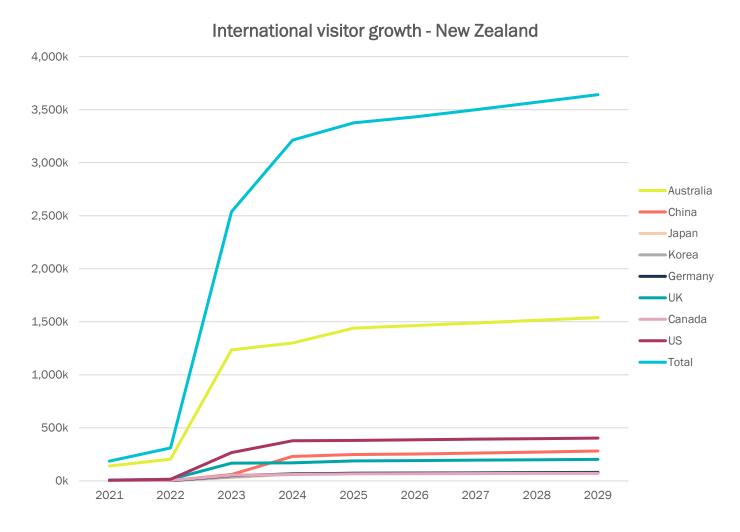
	Year	Rooms	% Chg.	Chg.
	2021	14,932	5.4%	759
	2022	15,371	2.9%	439
Actual	2023	15,433	0.4%	62
	2024	16,470	6.7%	1,038
	2025	16,973	3.1%	503
	2026	17,276	1.8%	303
Forecast	2027	17,487	1.2%	211
	2028	17,773	1.6%	285
	2029	17,793	0.1%	21





In total, 3.64m visitors are projected to visit **New Zealand in YE June** 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 June 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 June 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.





\$1.23b in International tourism spend for year-end June 2025, up 8.2%

- 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 June 2025, domestic tourism spend in Auckland was \$2.36b, down 2.1% on last year.
- International tourism spend was \$1.23b, up 8.2% for the year.

Year-end tourism transactions in Auckland



Tourism Transactions	YE June 2025 (\$b)	YE % change	
Domestic	2.362	-2.1%	
International	1.230	8.2%	



International tourism spend was \$75.6m for June 2025, up 11.2%

- For the month of June 2025, domestic tourism spend (TECTs) was \$180.0m, down 2.6% compared to the same month in 2024.
- International tourism spend in June 2025 was \$75.6m, up 11.2% compared to June 2024.

Monthly % Change in tourism transactions in Auckland



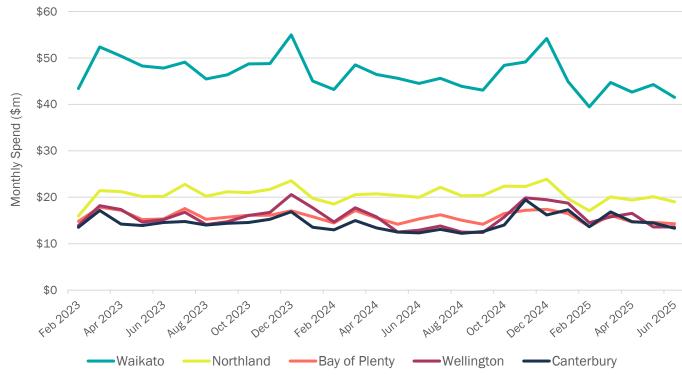
Tourism Transactions	June 2025 (\$m)	% change
Domestic	180.0	-2.6%
International	75.6	11.2%



Canterbury visitors spent \$13.3m in June 2025, up 7.9% on the previous year

- Tourism spend from Waikato-based visitors \$41.5m was down 6.7% compared to the previous year.
- Spend from Northland (\$19.0m, down 4.8%) and the Bay of Plenty (\$14.3m, down 6.7%) was also down.
- Spend from Canterbury (\$13.3m, up 7.9%) visitors was up in June 2025.
- Wellington visitors spent \$13.6m in June 2025, up 5.3% on the previous year.

Monthly tourism domestic spend in Auckland, by market



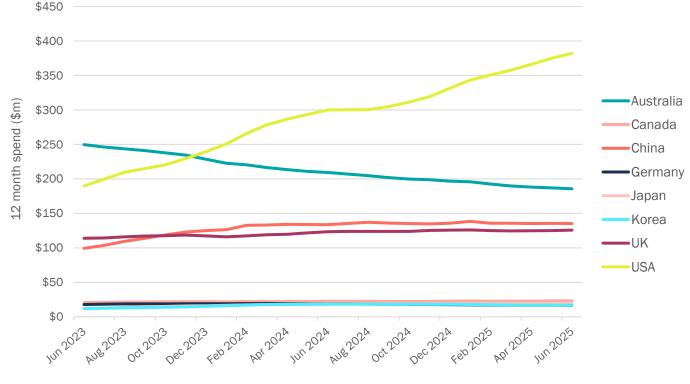
	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
June 2025	41.5	-6.7%	19.0	-4.8%	14.3	-6.7%	13.6	5.3%	13.3	7.9%



Visitors from the US spent \$382.0m in the year to June 2025, up 27.3%

- In the year to June 2025, tourism spend from the US was \$382.0m, up 27.3% on the previous year.
- Chinese visitors spent \$135.2m in the year to June 2025, up 1.1% on the previous year.
- Spend from the UK was \$125.8m, also up 2.0% for the year to June 2025.
- Australian tourism spend (\$185.7m) was down 11.2%.
- Spend from Japan (up 2.3% to \$19.2m), and Canada (up 3.1% to \$23.1m) was up on the previous year. However, spend from Korean visitors was down (7.0% to \$17.0m).
- Spend from German visitors (\$16.9m) was also down (10.6%).

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 June 2025	185.7	-11.2%	135.2	1.1%	125.8	2.0%	382.0	27.3%	16.9	-10.6%



Visitors from the US spent \$25.3m for the month of June 2025, up 38.9% compared to 2024

- For the month of June 2025, tourism spend from the US (\$25.3m) was up 38.9% compared to last June.
- Visitors from Australia spent \$10.6m in June, down 11.6% on the previous year.
- Visitors from China spent \$8.5m in June, down 2.6% compared to last year.
- Tourism spend from UK visitors was up (10.3% to \$7.3m) however, spend from German visitors (\$0.4m) was down (8.7%) for the month of June 2025.

Monthly tourism expenditure in Auckland, by market \$50 \$45 \$40 \$35 Monthly spend (\$m) \$30 -Australia \$25 China \$20 ---Germany \$15 -UK \$10 -USA \$5 \$0 May 202A Jun 2024 40⁴202^A Dec 202A Jan 2025 680 JOJS 7ct 2024 Jul 202A

	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
June 2025	10.6	-11.6%	8.5	-2.6%	7.3	10.3%	25.3	38.9%	0.4	-8.7%

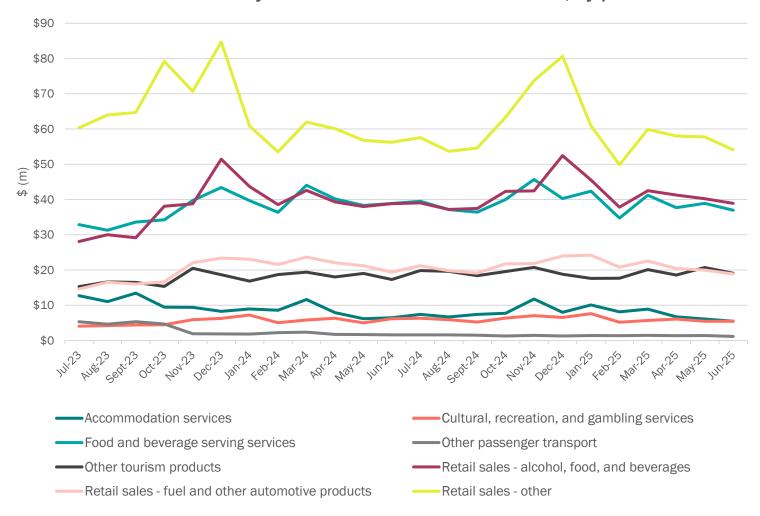


\$19.1 m spent in Other passenger transport by Domestic visitors in June 2025, up 10.2%

	Spend (\$m)	% change
Accommodation services	5.5	-15.3%
Cultural, recreation, and gambling services	5.5	-11.3%
Food and beverage serving services	36.9	-4.9%
Other passenger transport	1.2	-26.8%
Other tourism products	19.1	10.2%
Retail sales - alcohol, food, and beverages	38.9	0.2%
Retail sales - fuel and other automotive products	18.9	-2.5%
Retail sales - other	54.1	-3.8%
Grand Total	180.0	-2.6%

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Domestic monthly tourism transactions in Auckland, by product

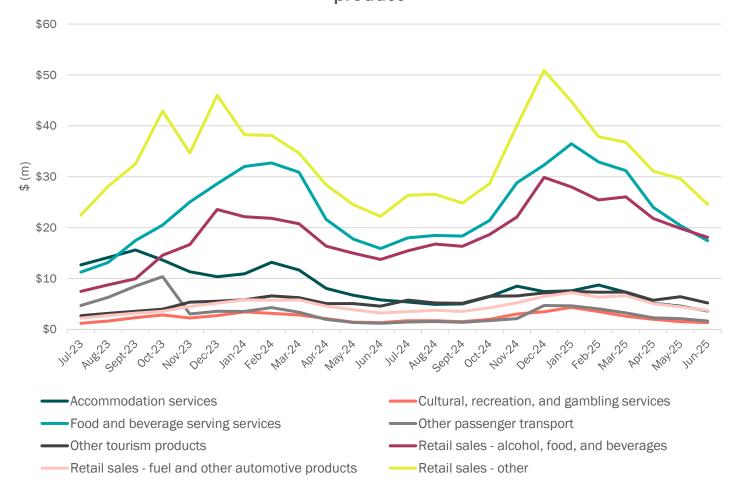




Increases in Other passenger transport (up 37.3%) and Retail sales – alcohol, food and beverages (up 31.7%)

	Spend (\$m)	% change
Accommodation services	3.6	-37.7%
Cultural, recreation, and gambling services	1.3	0.9%
Food and beverage serving services	17.4	9.6%
Other passenger transport	1.6	37.3%
Other tourism products	5.2	13.9%
Retail sales - alcohol, food, and beverages	18.1	31.7%
Retail sales - fuel and other automotive products	3.7	15.6%
Retail sales - other	24.6	10.5%
Grand Total	75.6	11.2%

International monthly tourism transactions in Auckland, by product







Major Events Insights -**June 2025**



Event	Date(s)	Venue	Findings
DARKFIELD: SÉANCE & FLIGHT (Multi- sensory experience)	7 May – 8 June 2025	Aotea Square	
La bohème	19 May - 16 June 2025	Aotea Centre	
Dave Dobbyn	4 June 2025	Auckland Town Hall	- For the month of lune 2005
Teeks	5 June 2025	Auckland Town Hall	 For the month of June 2025, there were 492.8k total guest
Matariki Festival 2025	7 June - 13 July 2025	Across Auckland	nights in commercial accommodation in Auckland, up
A Century of Modern Art	7 June – 28 September 2025	Auckland Art Gallery Toi o Tāmaki	6.0% on the same month last year.
The Big Sing	9 - 12 June 2025	Auckland Town Hall	■ There were 326.5k domestic
Dinosaur Nights & Lights	20 June - 13 July 2025	Auckland Zoo	guest nights in commercial accommodation (up 7.4%), and 166.3k international guest
Aotea Square Ice Rink	20 June - 20 July 2025	Aotea Square	nights (up 3.4%) in commercial accommodation in June 2025.
Seussical The Musical	21 - 30 June 2025	Aotea Centre	
One NZ Warriors v Penrith Panthers	21 June 2025	Go Media Stadium	 International tourism spend in June 2025 was \$75.6m, up 11.2% compared to June 2024.
DOC Edge Festival	25 June - 13 July 2025	Various	11.2% compared to June 2024.
Wintergarden Shows – Auckland Live Cabaret	25 May - 20 June 2025		
Auckland Art Show	27 - 29 June 2025	Viaduct Events Centre	
Taniwha	27 June - 13 July 2025	Aotea Centre	





Business Events Insights Q2 2025



340

Business events in Auckland



28%

Auckland's market share of business events



62.6^k

Delegates hosted in Auckland



32%

Auckland's market share of delegates



91.3^k

Delegate days hosted in Auckland



29%

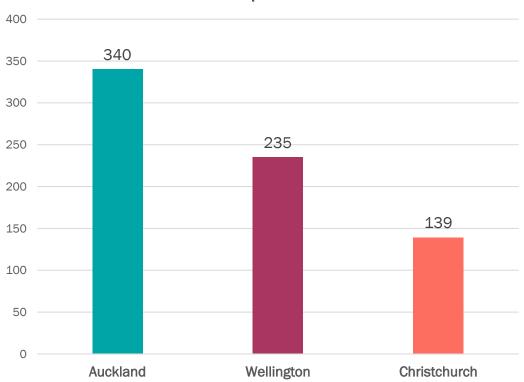
Auckland's market share of delegate days





Auckland attracted the highest number of business delegates (62.6k) in New Zealand in Q2 2025





Total number of delegates – Regional comparison

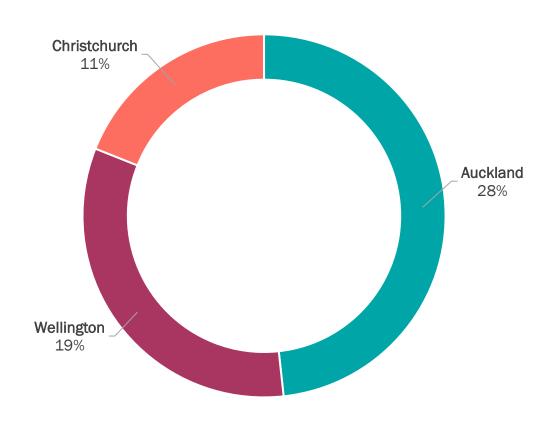




Auckland had 28% of all **business events in New** Zealand in Q2 2025



Business Event Market Share - Regional Comparison

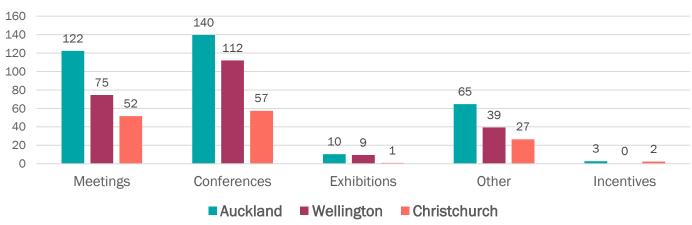




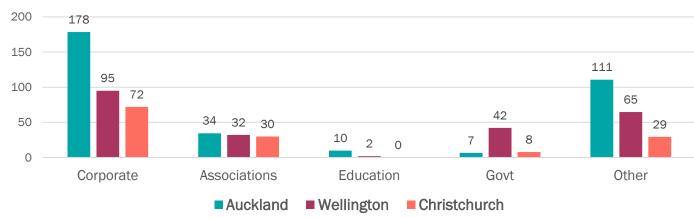
Auckland hosted the most conferences, meetings, exhibitions, and other business events in NZ Q2 2025

- Looking at business event type, Auckland hosted the most conferences (140), meetings (122), other business events like social functions and Gala dinners (65) and exhibitions (10) out of the three featured regions in Q2 2025.
- The majority of business events in Auckland were for Corporate customers (178), followed by Other customers (111), then Associations (34), and Education customers (0).
- Among the three regions, Wellington recorded the most **Government**-related business events (42).

Business Events By Event Type



Business Events By Customer Type





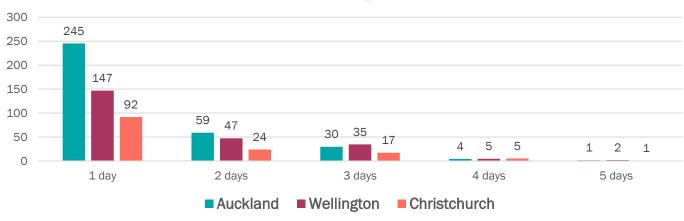
72% of all business events in Auckland were one-day events in Q2 2025

- In Q2 2025, 48% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (164 events). In comparison to other regions, Auckland hosted the most small business events.
- 29% of business events in Auckland were medium-sized events with 99 events that hosted between 101-250 delegates.
- 16% of business events (56) in Auckland hosted between 251-500 delegates.
- Auckland had 20 large-scale events that hosted 500+ delegates in Q2 2025.
- In Q2 2025, 72% of all business events in Auckland were one day events (245), while 28% were multi-day events. 17% were held for a duration of two days (59), and 10% ran over the course of three days or more (35).

No. of business events - Regional comparison

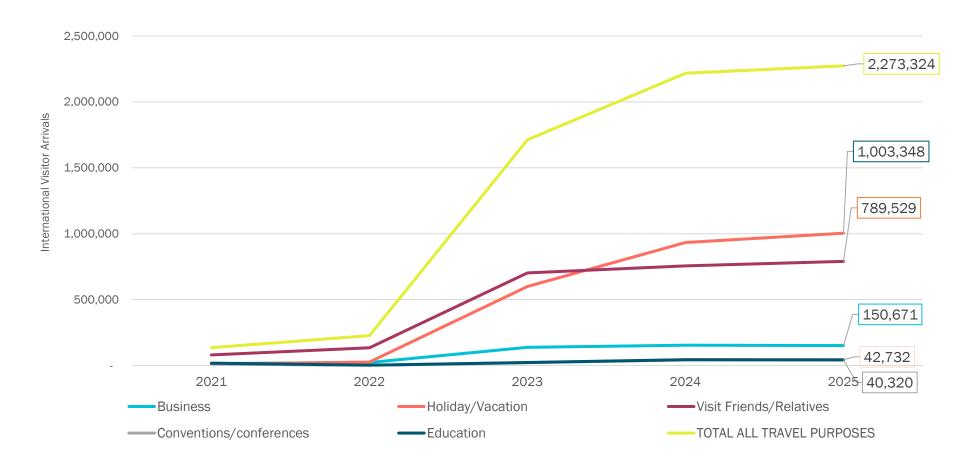


Duration of event - Regional comparison

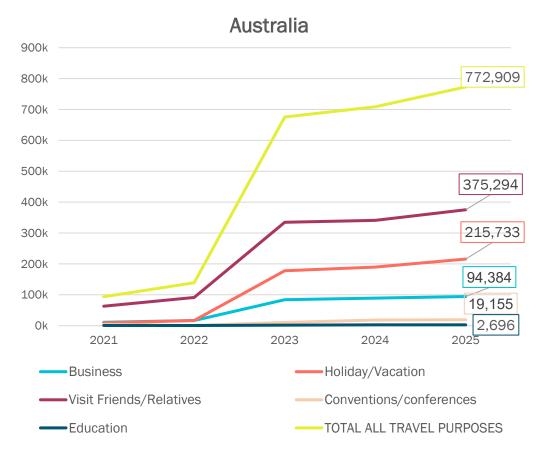


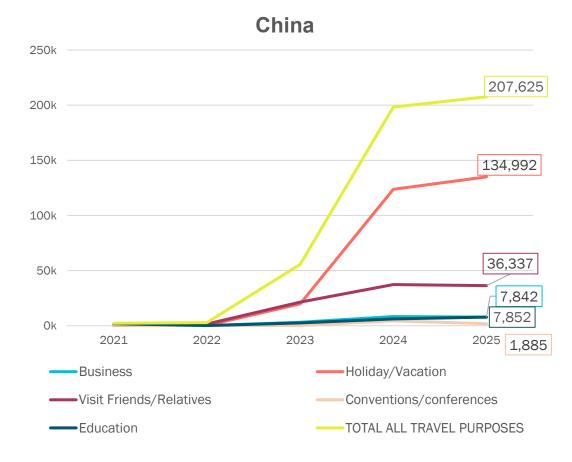




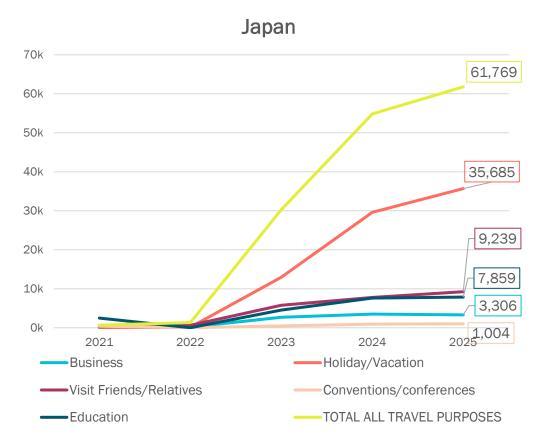


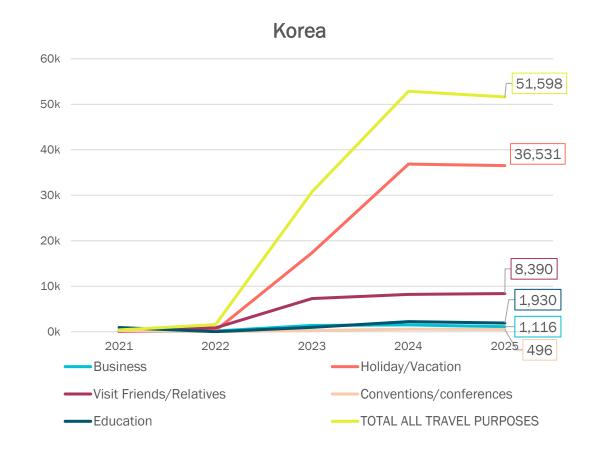




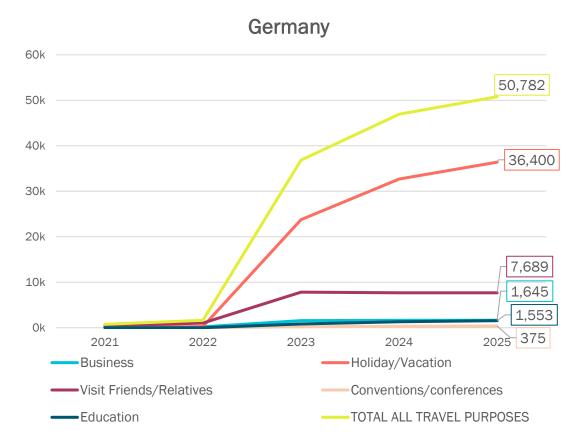


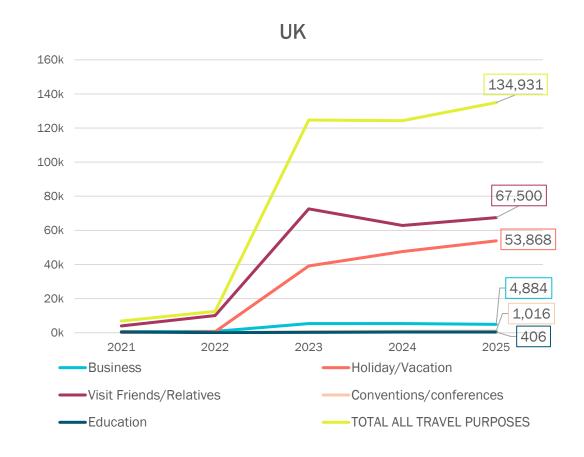




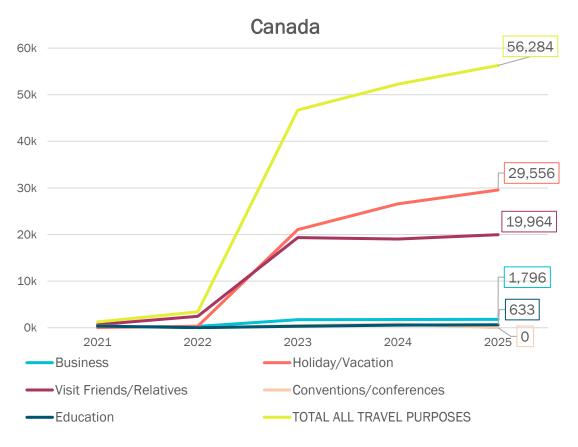


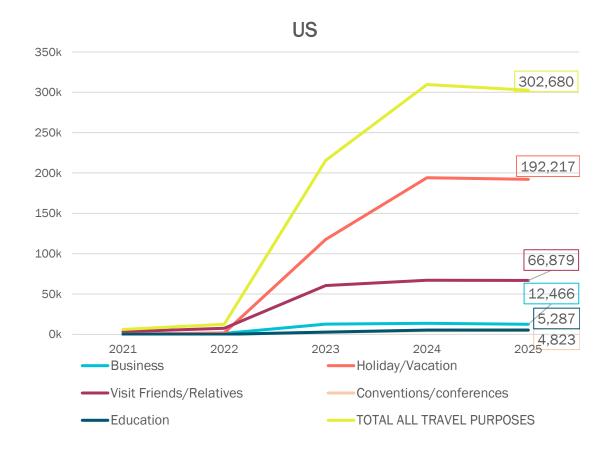












Ngā mihi Thank you

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