



Tāmaki Makaurau Auckland Destination Overview

January 2026

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

Prepared March 2026

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Key Visitor Data


3.10^m

International Guest Nights
YE January 2026
+5.5% (to YE Jan 2025)



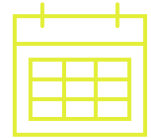

4.75^m

Domestic Guest Nights
YE January 2026
+6.5% (to YE Jan 2025)



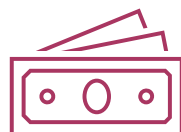

7.85^m

Total Guest Nights
YE January 2026
+6.1% (to YE Jan 2025)




\$6.98^b

International Tourism Spend
YE January 2026
+33.4% (to YE Jan 2025)



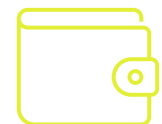

\$6.32^b

Domestic Tourism Spend
YE January 2026
+6.0% (to YE Jan 2025)




\$13.3^b

Total Tourism Spend
YE January 2026
+18.8% (to YE Jan 2025)



Key Visitor Data



INTERNATIONAL

- Monthly international visitors (244.3k) were up 0.1% compared to January 2025.
- The year to January 2026 saw 2.31m international visitor arrivals, an increase of 1.5%.
- Australian visitors (74.5k) were down 0.5% compared to last December. The year to January 2026 saw 792.0k Australian visitor arrivals, up 4.2%.
- Holiday visitors (1.04m) contributed the most to annual visitor numbers and increased 4.1% on the previous year. Monthly holiday numbers (124.3k) were down 2.6% compared with the month of January 2025.
- VFR visitors (794.8k) were up 1.6% for the year, with monthly numbers (76.9k) down 1.4%.
- 406.5k international guest nights in commercial accommodation for December (up 25.3%) and 3.10m international guest nights for the year (up 5.5%).
- International spend was \$6.98b for the year, up 33.4% and \$843.2m for the month (up 36.7%).

DOMESTIC

- For January 2026, Auckland's monthly unique domestic visitor count was 971.0k, a slight increase of 0.8% compared with January 2025.
- Auckland recorded 10.8m domestic visitors in the year to January 2026, down 4.0% on the previous year..
- There were 480.6k domestic guest nights in commercial accommodation for the month of December (up 7.9%) and 4.75m domestic guest nights for the year (up 6.5%).
- Domestic spend for the year was \$6.32b, up 6.0% on last year and \$590.1m for the month of December (up 5.6% compared to January 2025).

OVERALL

- 887.1k total guest nights in January (up 15.2%) and 7.85m for the year (up 6.1%).
- On average, visitors stayed in Auckland for 2.3 nights in January 2026 (up 15.0% compared to 2025).
- Average monthly hotel Occupancy was 75.3% up 12.9%, average daily rate (ADR) was \$230 (up 1.4%) and revenue per available room (RevPAR) was \$180 (up 13.9%).
- Average annual Occupancy was 66.2% (up 2.1%), while ADR was \$207 (down 3.4%) and RevPAR was \$142 (down 0.7%).
- Saturday 10 January 2026 delivered the strongest performance, with ADR at \$280 (up 24.3%), Occupancy at 94.5% (up 45.6%), and RevPAR at \$265 (up 80.9%) during the ASB Classic and a Maoli concert.
- Forward outlook remains positive, with occupancy over the next three months tracking above last year; 90% occupancy is forecast for 18 March 2026 (Linkin Park, Spark Arena).
- Total tourism spend reached \$1.43b for the month (up 21.9%) and \$13.3b for the year (up 18.8%).

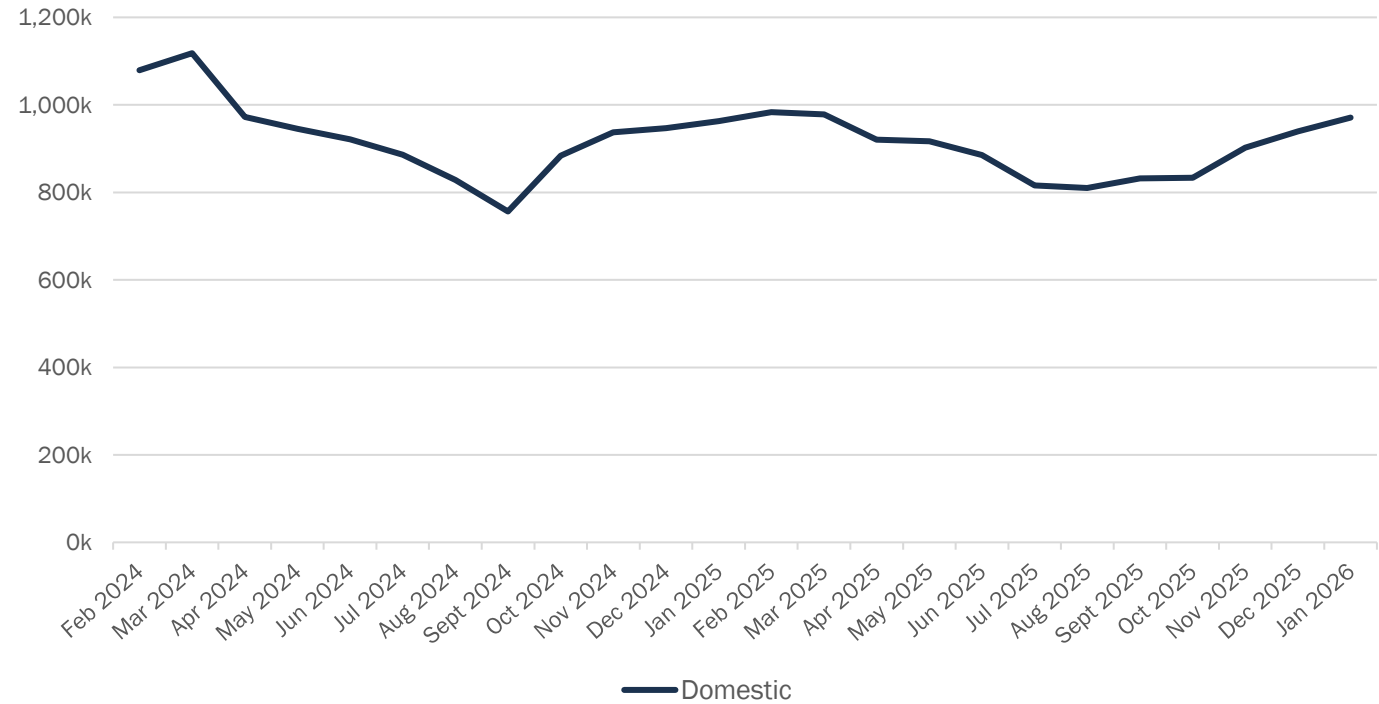


Auckland Tourism – Visitor Arrivals Data

971.0k Domestic visitors in January 2026, up 0.8%

- The Tourism Volumes and Flows series, developed by Vistr Ltd and funded by MBIE, provides detailed insights into overall visitor activity across Aotearoa New Zealand. The series delivers granular estimates of the number of visitors present within a destination (volumes) alongside breakdowns by visitor origin (flows). The series replaces and expands upon the Monthly Unique Regional Population Estimates (MURPEs). More information can be found [here](#).
- For January 2026, Auckland’s monthly unique domestic visitor count was 971.0k, a slight increase of 0.8% compared with January 2025.
- Auckland recorded 10.8m domestic visitors in the year to January 2026, down 4.0% compared to the previous year.

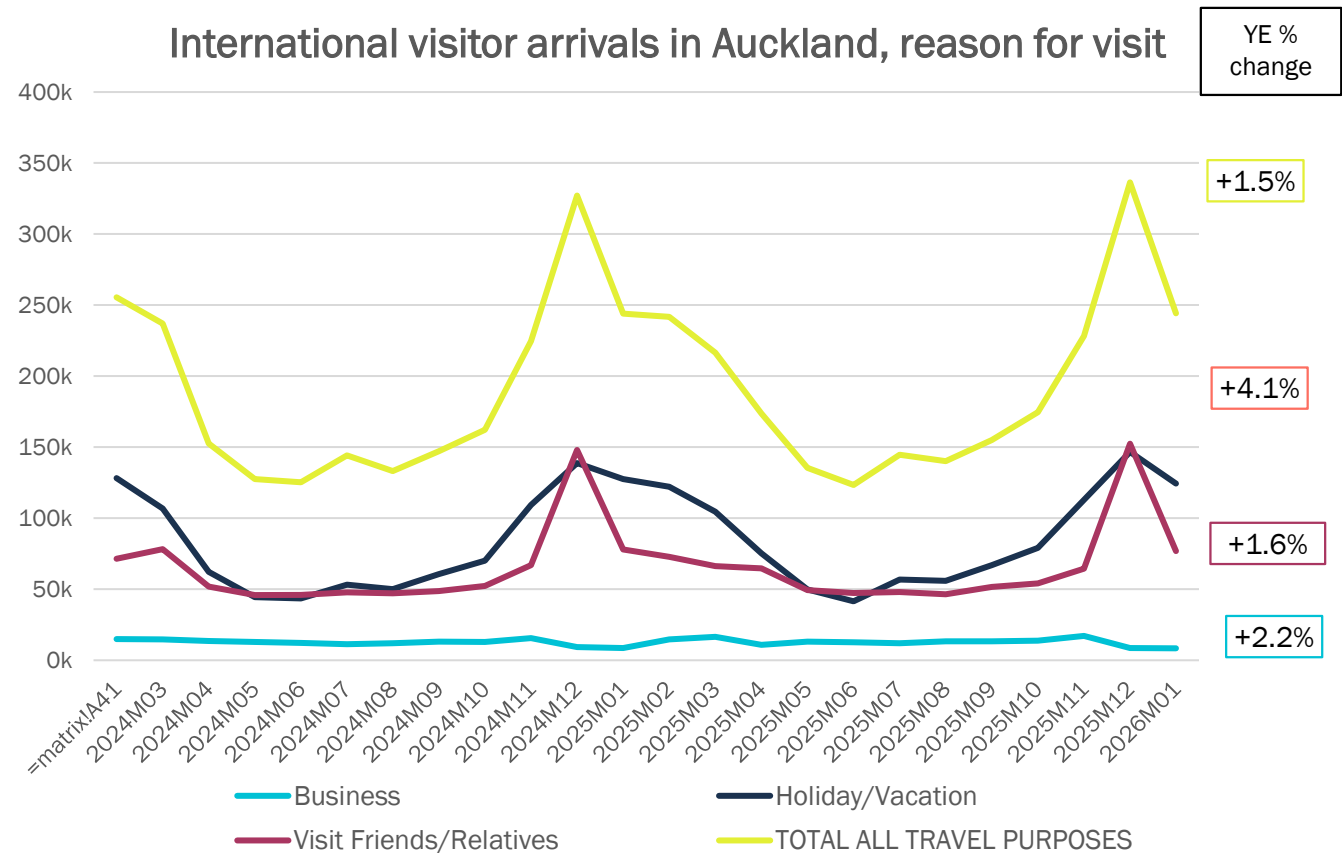
Domestic visitor monthly unique counts



	Total Domestic	vs. previous year / YE
January 2026	971,000	0.8%
YE January 2026	10,788,100	-4.0%

2.31m International visitor arrivals for the year to January 2026, up 1.5%

- The month of December saw 244.3k international visitors, up 0.1% compared to January 2025.
- The year to January 2026 saw 2.31m international visitor arrivals, an increase of 1.5% on the previous year.
- Holiday visitors (1.04m) contributed the most to annual visitor numbers and increased 4.1% on the previous year. Monthly holiday numbers (124.3k) were down 2.6% compared with the month of January 2025.
- VFR visitors (794.8k) were up 1.6% for the year, with monthly numbers (76.9k) down 1.4%.
- There were 154.5k business visitors (up 2.2%) in the year to January 2026, and 8.4k for the month (down 1.7%).



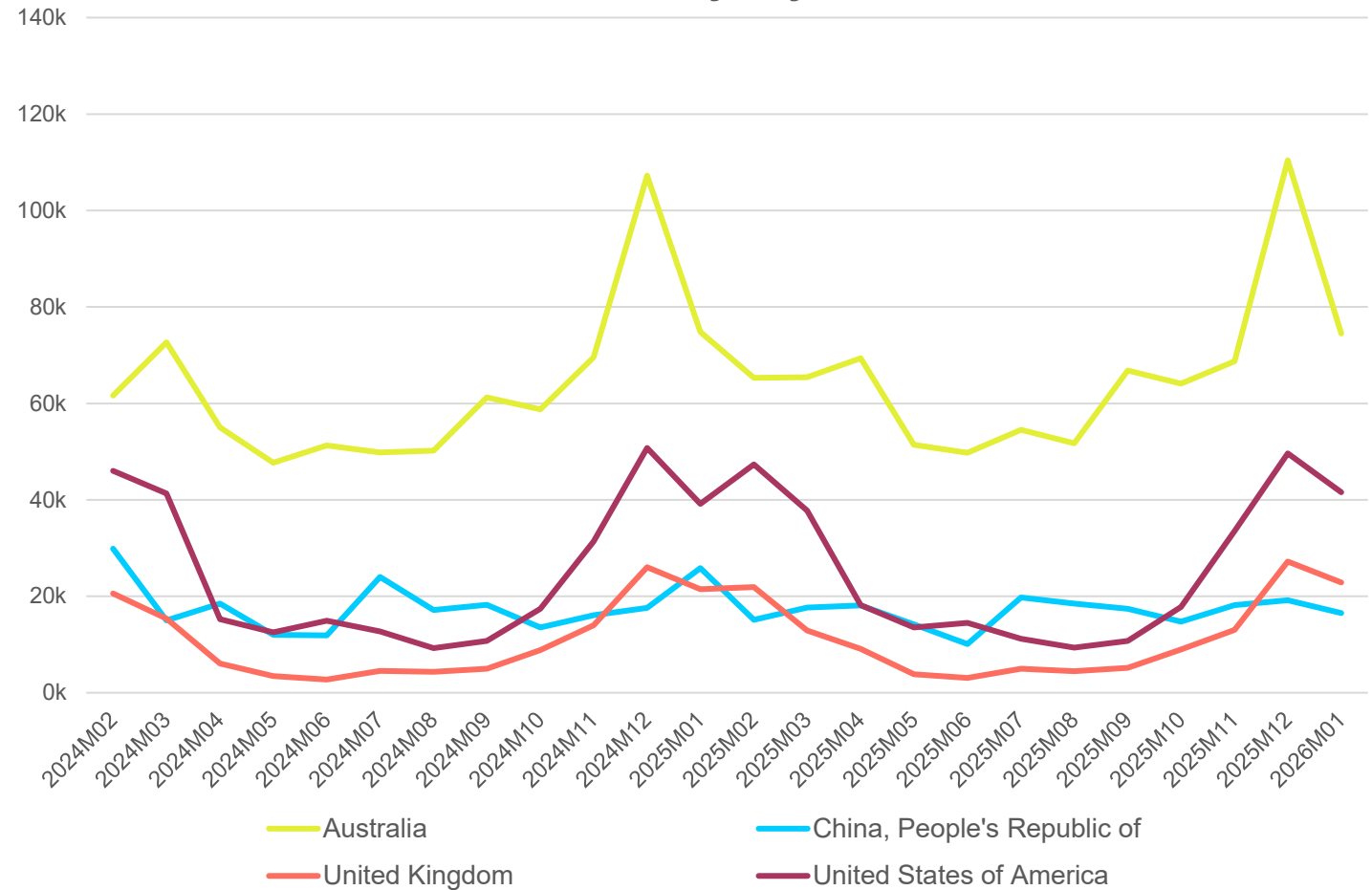
	Visitor arrivals	vs. previous year / YE
January 2026	244,325	0.1%
YE January 2026	2,314,371	1.5%

792.0k visitors from Australia for YE January 2026, up 4.2%

- Australian visitors (74.5k) were down 0.5% for the month compared to last December. The year to January 2026 saw 792.0k Australian visitor arrivals, up 4.2% compared to last year.
- The year to January 2026 saw 305.1k visitors from the US (up 1.2%), with 41.6k visitors for the month (up 6.2%).
- Visitors from China (199.2k) were down for the year (9.3%), down (36.2%) for the month of December (16.5k).
- For the year to January 2026, there were 137.4k visitor arrivals from the UK (up 3.9%) and 22.9k visitors for the month (up 6.7%).

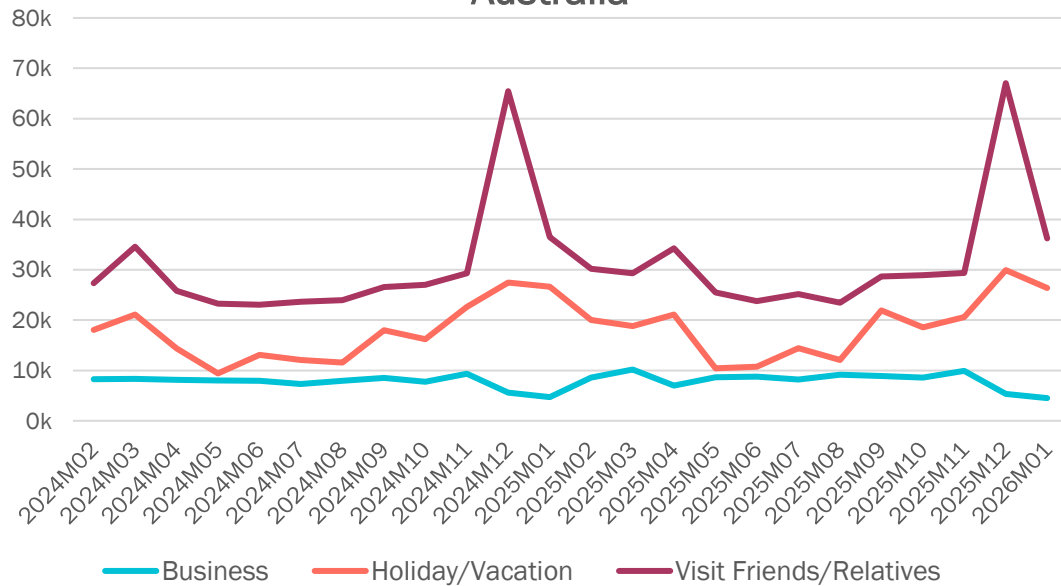
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Visitor arrivals in Auckland by key international markets



24-month visitor arrivals from individual markets

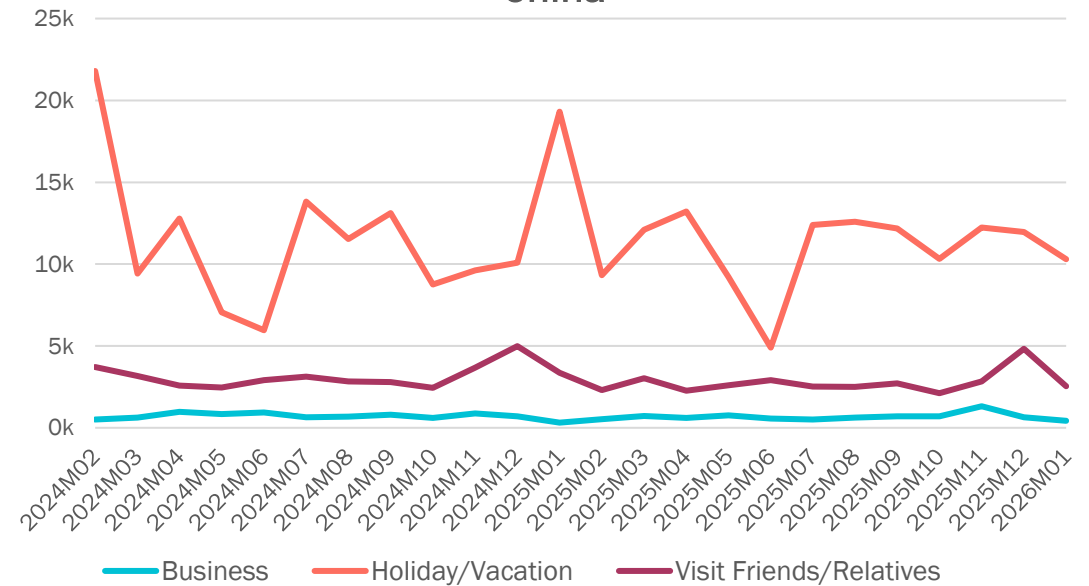
Australia



	Business	vs. Business previous year	Holiday	vs. Holiday previous year	VFR	vs. VFR previous year	Total	vs. Total previous year
January 2026	4,509	-4.6%	26,370	-1.0%	36,237	-0.6%	74,486	-0.5%
YE January 2026	97,832	6.4%	225,039	6.9%	381,755	4.2%	791,969	4.2%

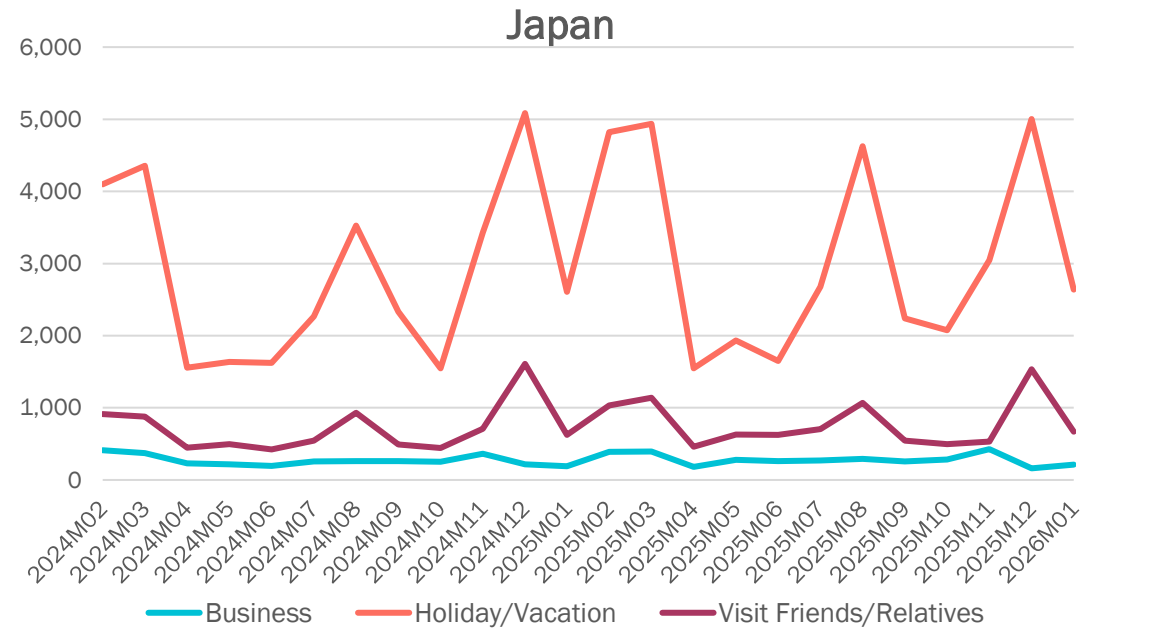
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China

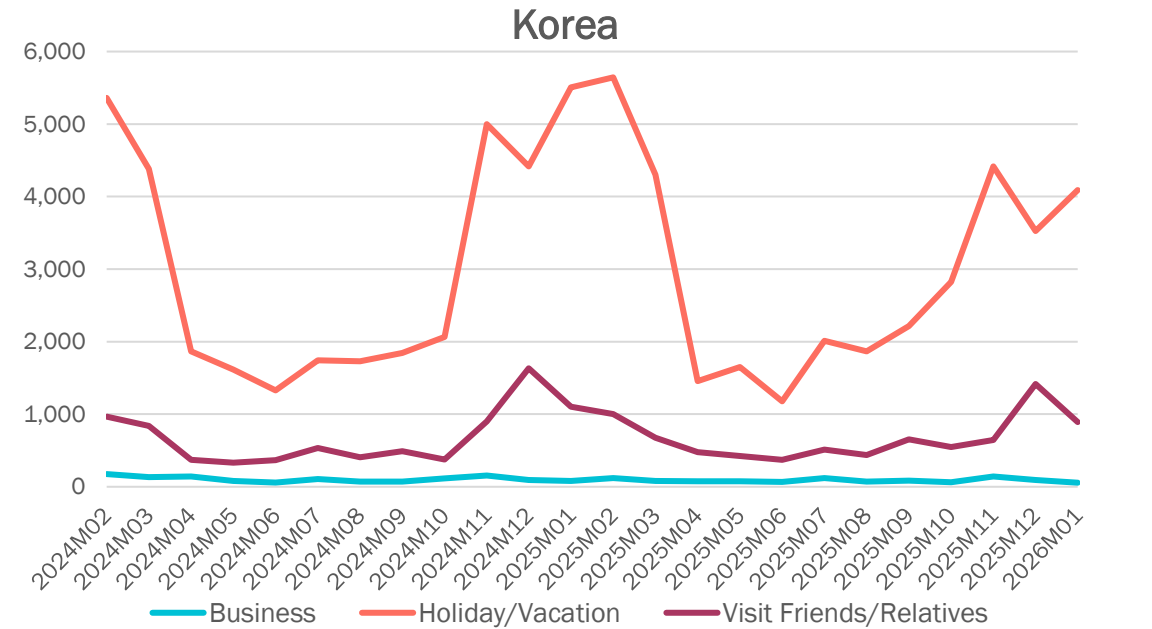


	Business	vs. Business previous year	Holiday	vs. Holiday previous year	VFR	vs. VFR previous year	Total	vs. Total previous year
January 2026	434	37%	10,296	-46.7%	2,532	-24.8%	16,490	-36.2%
YE January 2026	8,135	-4.4%	130,719	-8.7%	33,144	-12.9%	199,222	-9.3%

24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2026	212	12.8%	2,639	1.3%	668	7.1%	5,484	3.1%
YE January 2026	3,403	5.5%	37,198	9.2%	9,437	10.9%	62,852	5.5%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2026	56	-30.9%	4,092	-25.7%	894	-19.1%	5,924	-22.4%
YE January 2026	1,053	-18.4%	35,176	-4.6%	8,057	-3.2%	49,800	-4.8%

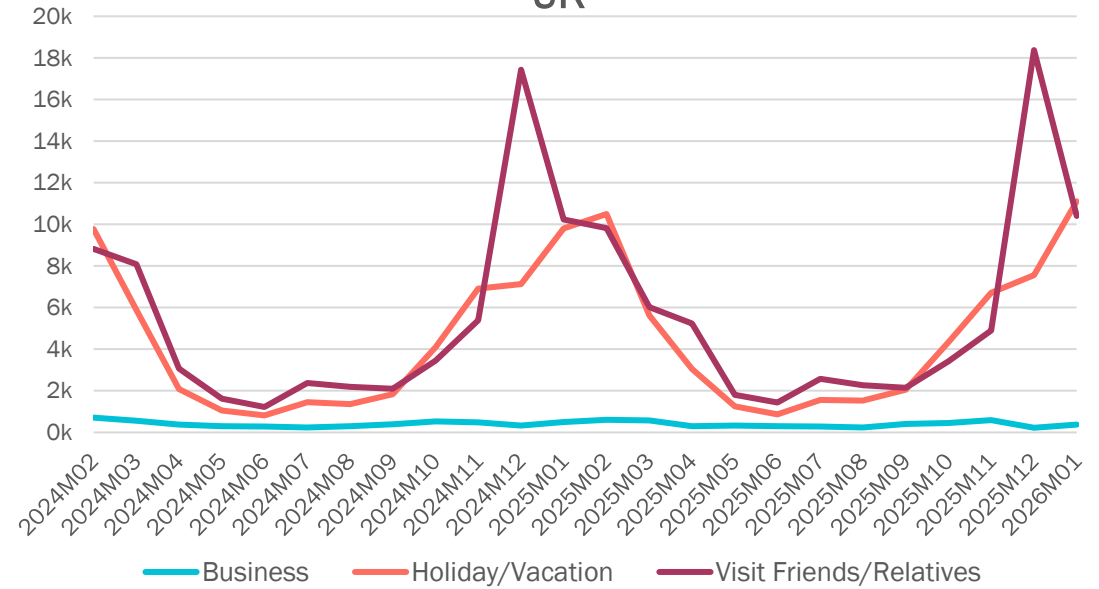
24-month visitor arrivals from individual markets

Germany



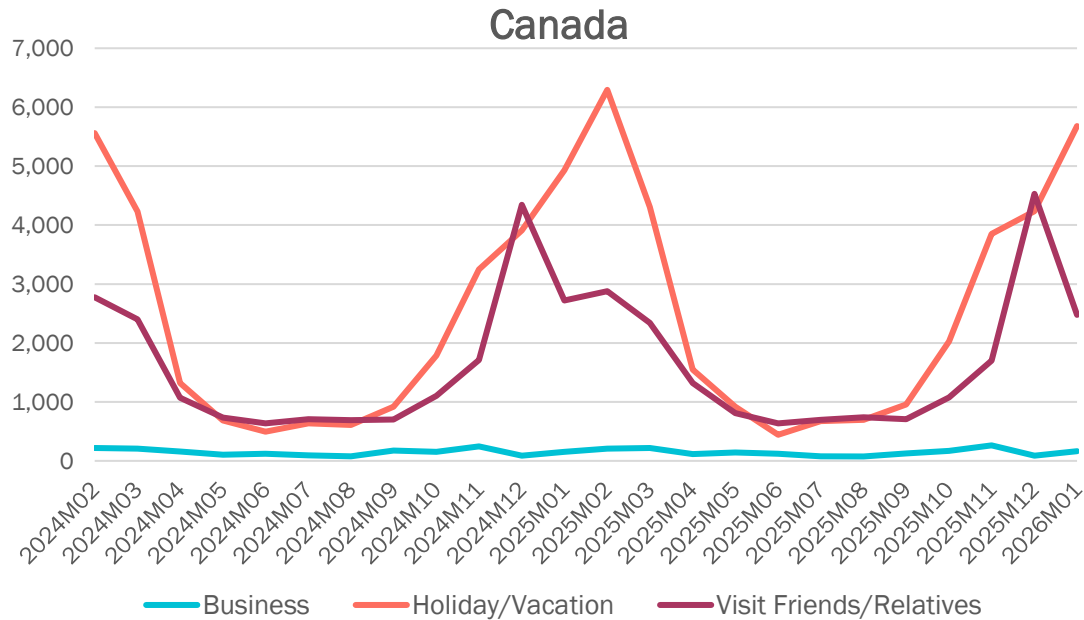
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2026	79	-41.9%	5,955	16.3%	970	-15.6%	8,191	10.7%
YE January 2026	1,547	0.6%	37,345	4.5%	7,575	-2.2%	51,607	2.7%

UK



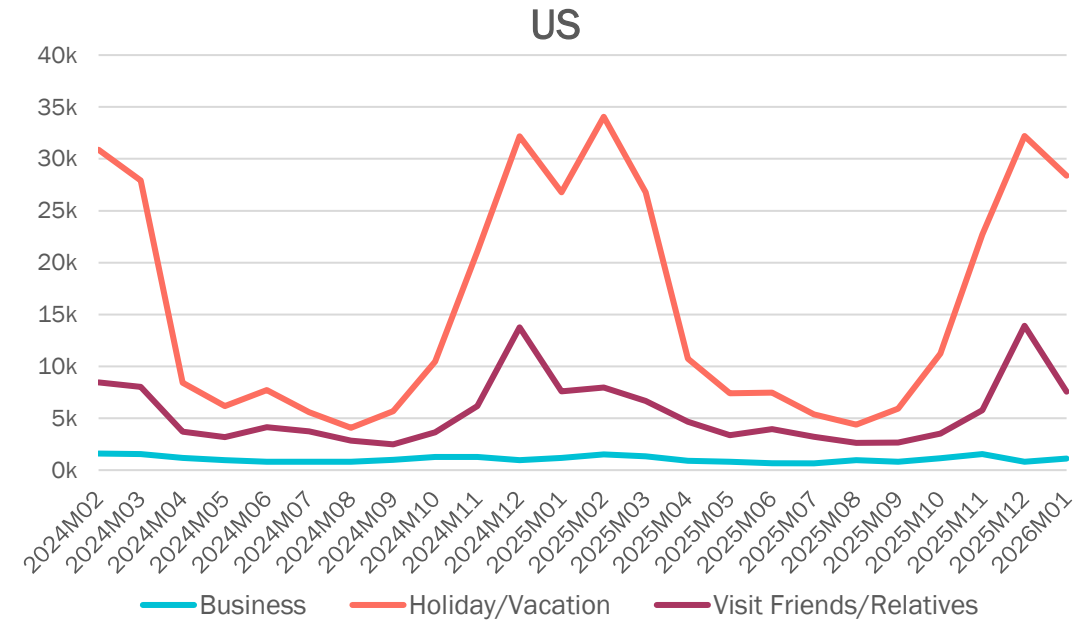
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2026	384	-22.3%	11,107	13.4%	10,401	1.6%	22,893	6.7%
YE January 2026	4,712	-5.9%	56,153	7.6%	68,389	3.6%	137,428	3.9%

24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2026	163	7.9%	5,679	15.2%	2,476	-9.0%	8,819	5.4%
YE January 2026	1,775	-1.3%	31,628	11.6%	19,913	1.6%	58,690	6.9%

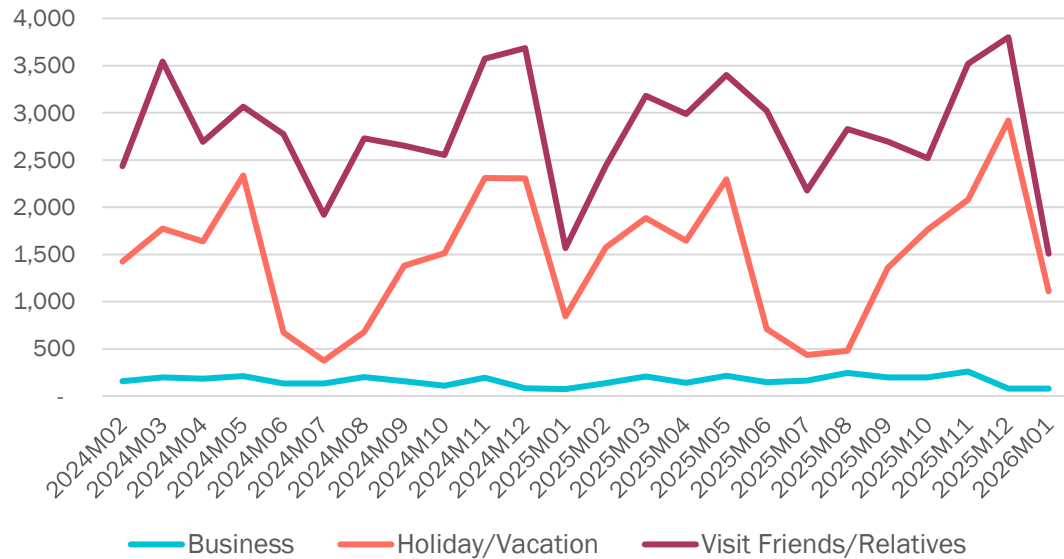
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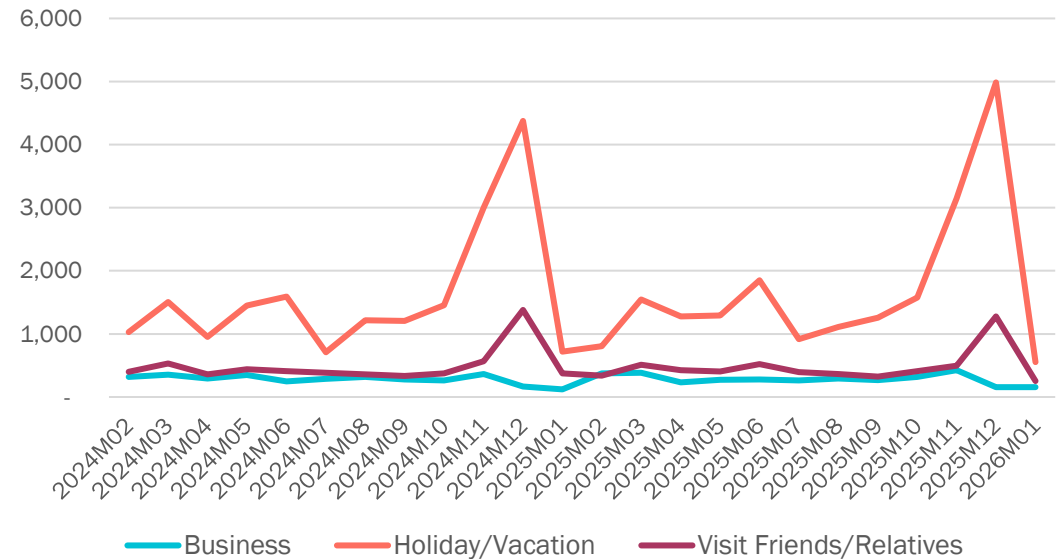
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2026	1,111	-5.0%	28,385	6.0%	7,569	-0.2%	41,586	6.2%
YE January 2026	12,234	-8.3%	196,613	5.2%	65,932	-2.7%	305,148	1.2%

24-month visitor arrivals from individual markets

India



Singapore



	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2026	80	9.6%	1,109	31.6%	1,507	-3.9%	3,331	7.3%
YE January 2026	2,060	12.8%	18,244	5.8%	34,081	2.7%	65,142	-3.0%

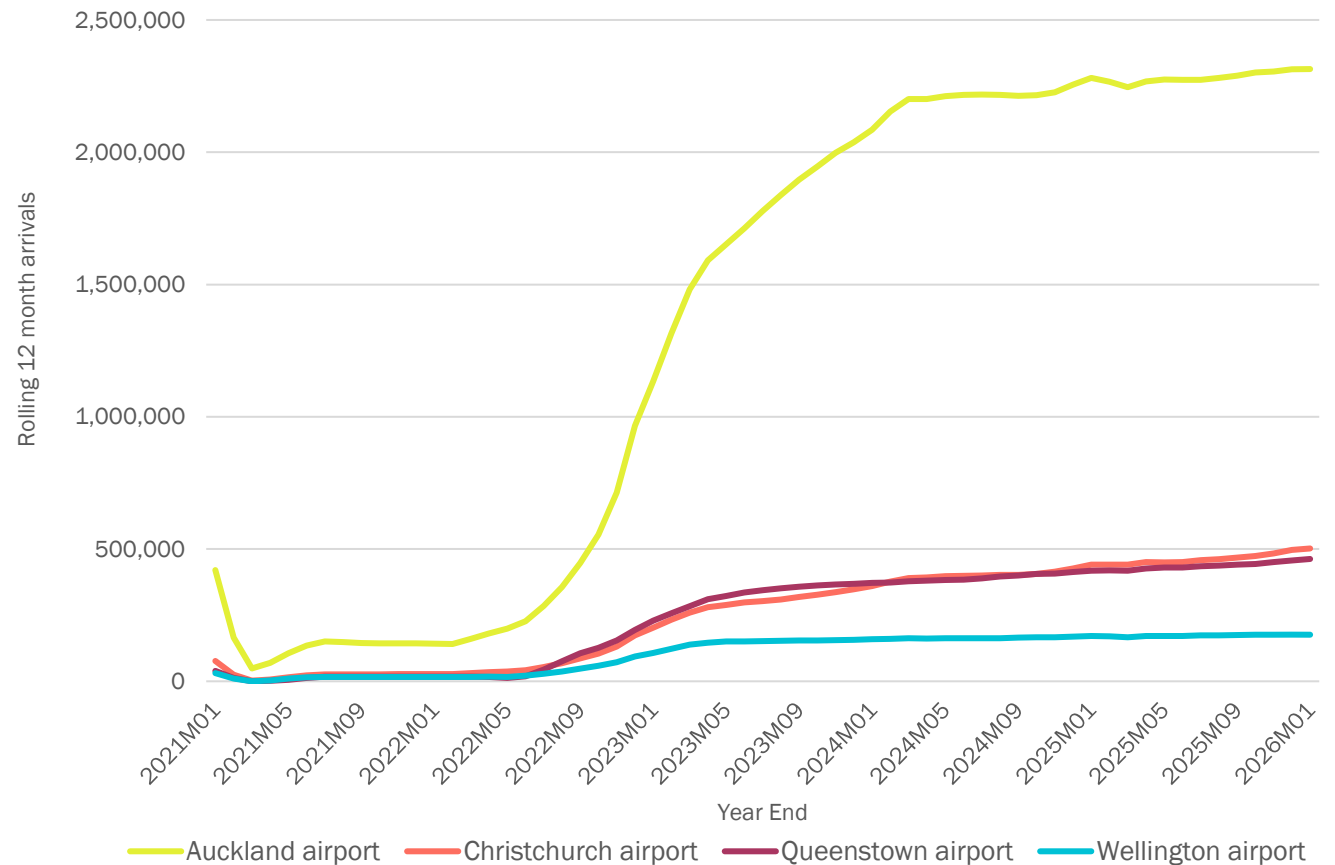
	Business	vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
January 2026	157	29.8%	553	-23.3%	253	-32.5%	1,493	7.1%
YE January 2026	3,420	1.9%	20,316	5.7%	5,711	-3.3%	32,596	5.4%

Auckland has seen a 1.5% increase in international visitor arrivals over the last year

- Since the Covid related travel restrictions were lifted, Auckland in particular – as well as other airports - saw a steady increase in international visitor arrivals.
- Naturally there has been a strong rebound between the end of 2022 to 2024 – starting back up from a near zero arrival base during Covid.
- Auckland has seen an 1.5% increase in international visitor arrivals over the last year.
- For the year ending January 2026, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 10.5%, Christchurch was up 14.0% and Wellington was up 2.8% compared to last year..

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12 month rolling visitor arrivals





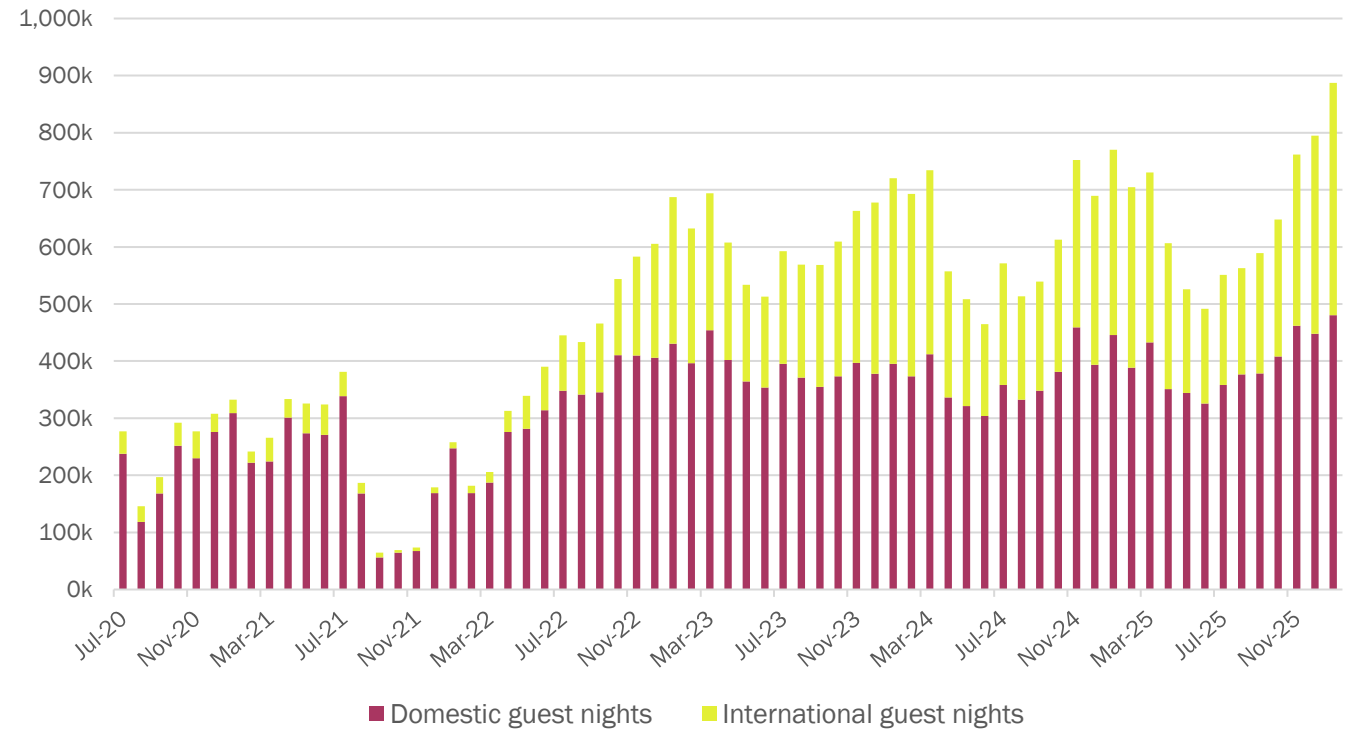
Auckland Tourism – Accommodation Data

887.1k total guest nights in commercial accommodation in January 2026, up 15.2%

- For the month of January 2026, there were **887.1k total guest nights** in commercial accommodation in Auckland, up **15.2%** on the same month last year.
- There were **480.6k domestic guest nights** in commercial accommodation (up **7.9%**), and **406.5k international guest nights** (up **25.3%**) in commercial accommodation in January 2026.
- The year to January 2026 saw **7.85m total guest nights** in Auckland (up **6.1%**) with **4.75m domestic guest nights** (up **6.5%**) and **3.10m international guest nights** (up **5.5%**).
- For New Zealand overall, there were 5.30m guest nights in commercial accommodation in January 2026, up 4.0% compared to January 2025.

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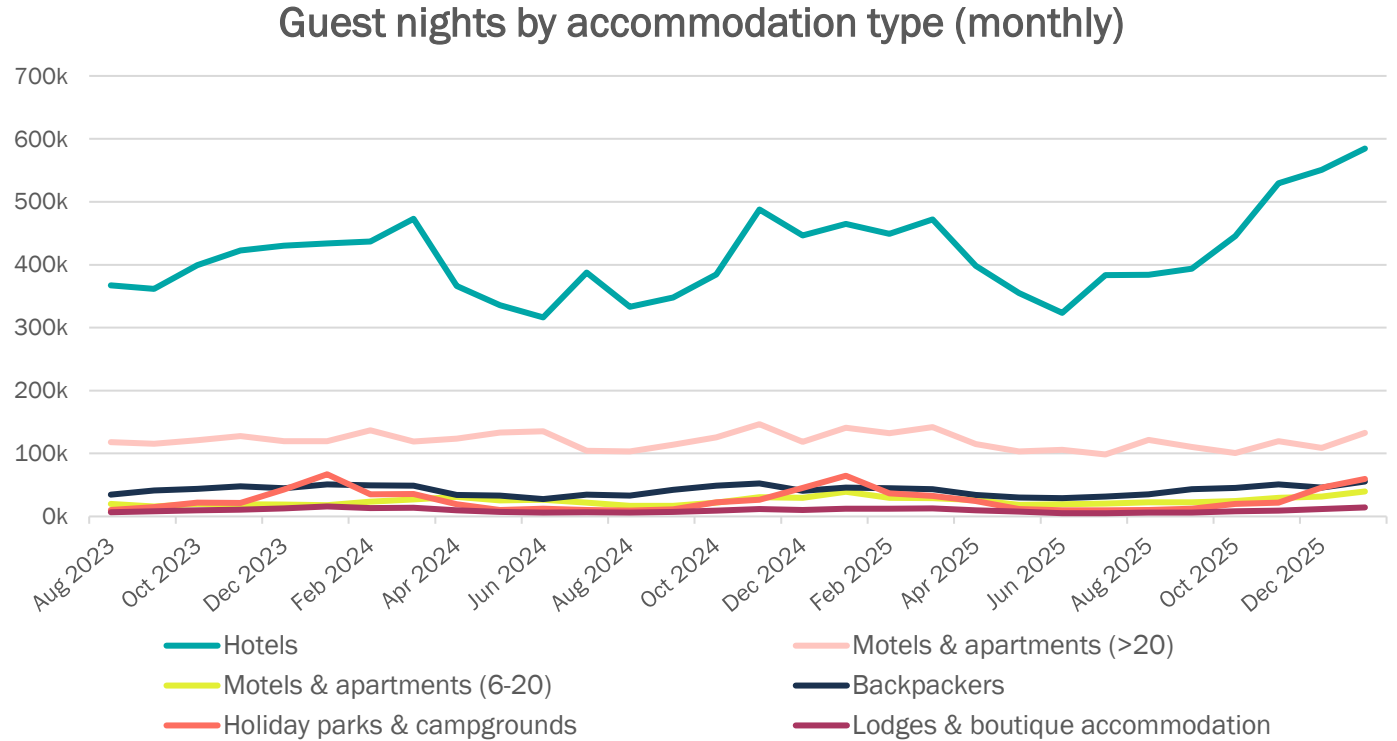
Guest nights in commercial accommodation - Auckland



January 2026	Auckland	% change	New Zealand	% change
Total guest nights	887,100	15.2%	5,304,800	4.0%
Domestic guest nights	480,600	7.9%	3,410,500	2.6%
International guest nights	406,500	25.3%	600,000	6.7%

584.6k guest nights in hotels for the month of January 2026, up 25.8%

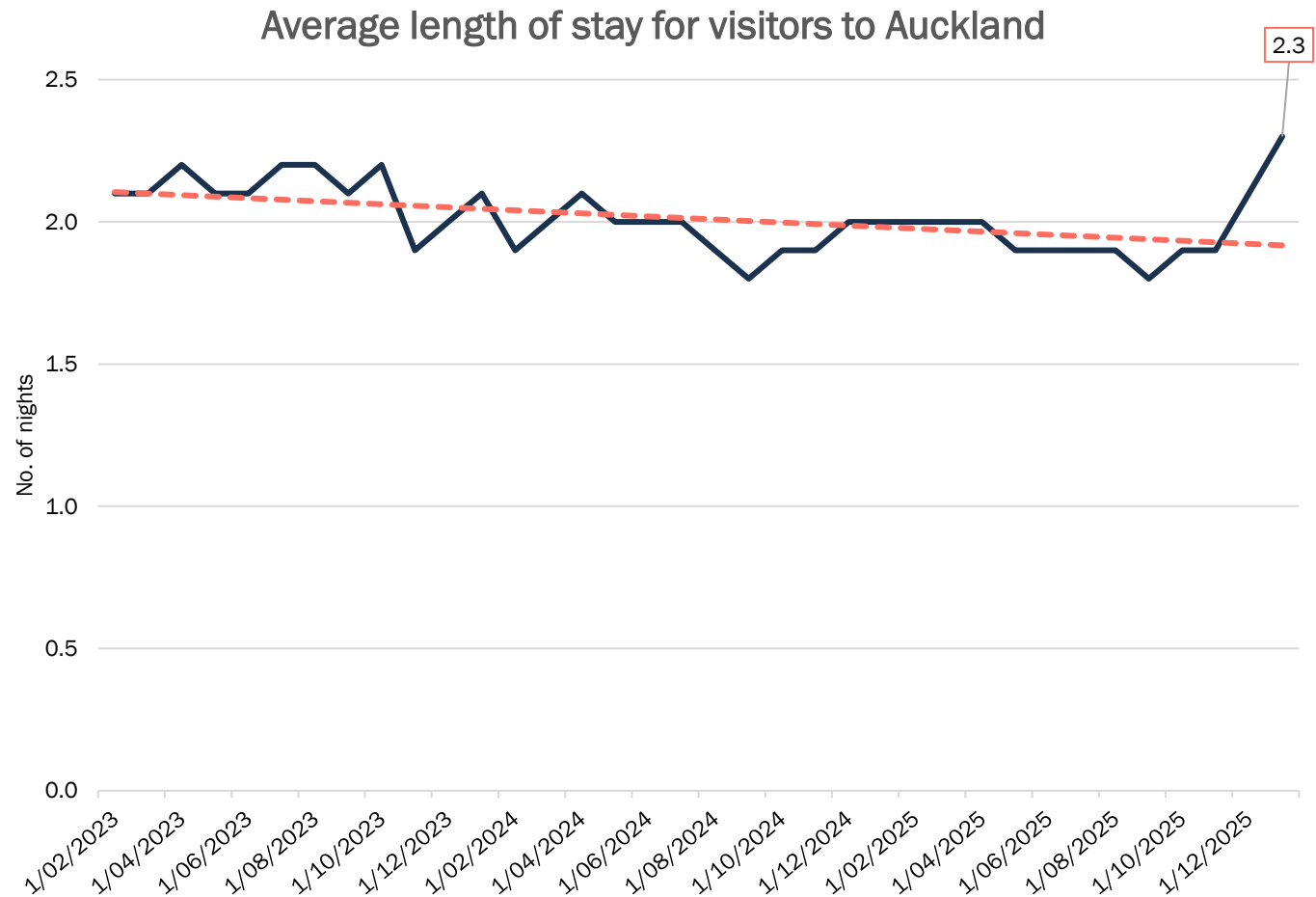
- For the month of January 2026, there were **584.6k guest nights in hotels, up 25.8%** compared to last year.
- There were **133.0k guest nights in motels and apartments (>20), down 5.7%** on the previous year.
- **Guest nights in motels and apartments (6-20) (39.7k) were up (1.0%).**
- **Guest nights in backpacker accommodation increased (up 20.9% to 55.5k) in January 2026.**
- **Guest nights in holiday parks and campgrounds (59.8k) were down (7.6%) for the month.**
- **Guest nights in lodges and boutique accommodation were up (19.8% to 14.5k) for the month.**



January 2026	Auckland	% change
Hotels	584,600	25.8%
Motels & apartments (>20)	133,000	-5.7%
Motels & apartments (6-20)	39,700	1.0%
Backpackers	55,500	20.9%
Holiday parks & campgrounds	59,800	-7.6%
Lodges & boutique accommodation	14,500	19.8%

On average, visitors stayed 2.3 nights in Auckland for the month of January 2026, up 15.0%

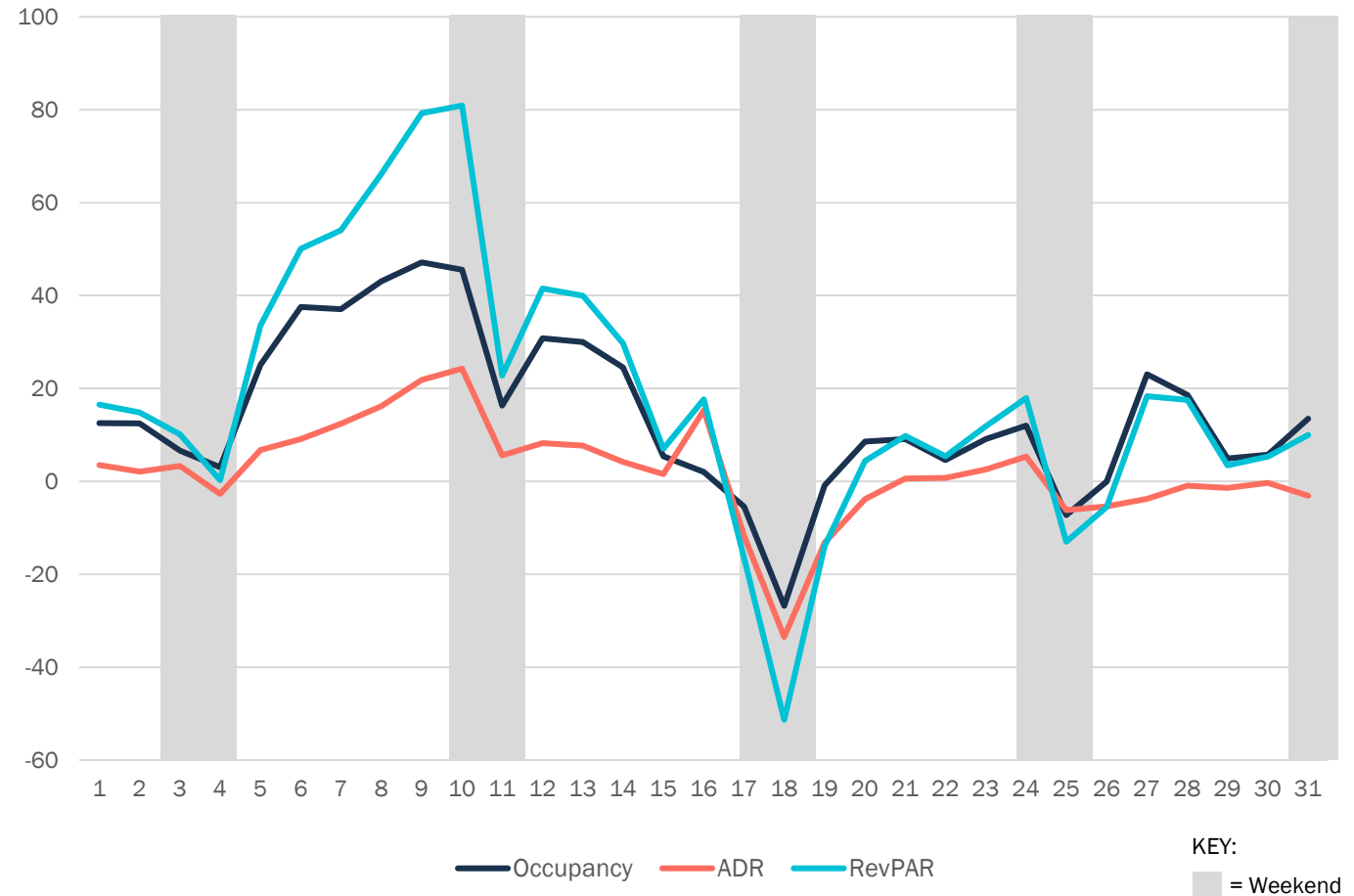
- On average, visitors stayed in Auckland for 2.3 nights for the month of January 2026 (up 15.0% compared to the previous year).
- Average length of stay shows a gradual overall decline over time, with visitors generally staying slightly fewer days.
- Despite this, the data fluctuates around the trend, including a noticeable mid-period dip below average.
- A sharp spike at the end indicates a recent and significant increase in visitor stay duration.



Average Occupancy for January 2026 was 75.3%, up 12.9%

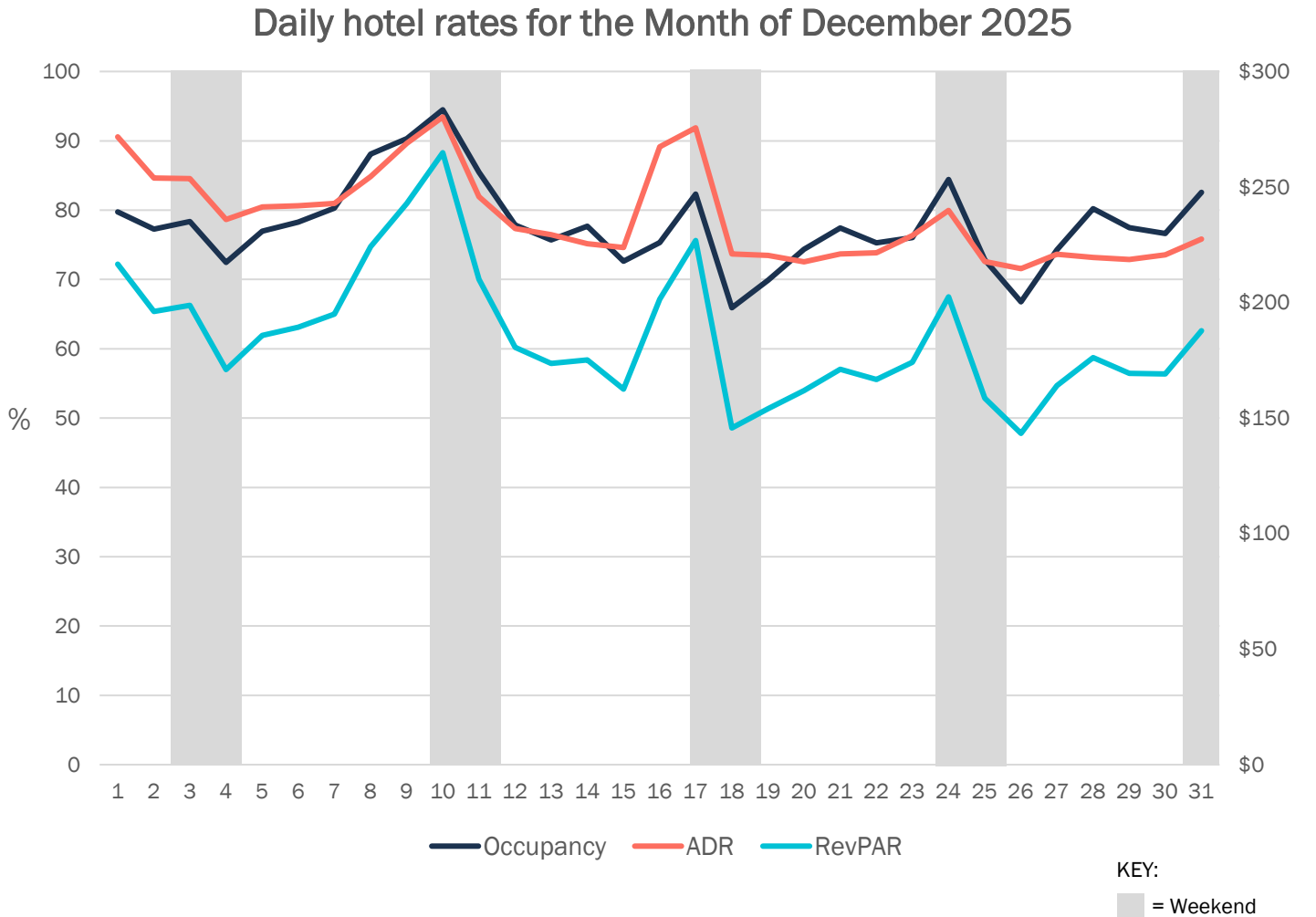
- For the month of January 2026, the **average Occupancy was 75.3%, 12.9% higher** compared to January 2025.
- The **Average Daily Rate (ADR) for the month was \$230, up 1.4%** on last year.
- **Monthly Revenue per available room (RevPAR) for December was \$180, 13.9% higher** compared to last year.
- Percentage changes for **Occupancy peaked on Friday 9th January, while ADR and RevPAR peaked on Saturday 10th January 2026.**
- **Average Occupancy for the year to January 2026 was 66.2% (up 2.1% compared to 2024), while ADR was \$207 (down 3.4%) and RevPAR was \$142 (down 0.7%).**

Percent Changes for the Month of January



Occupancy, ADR and RevPAR peaked on Saturday 10th January 2026

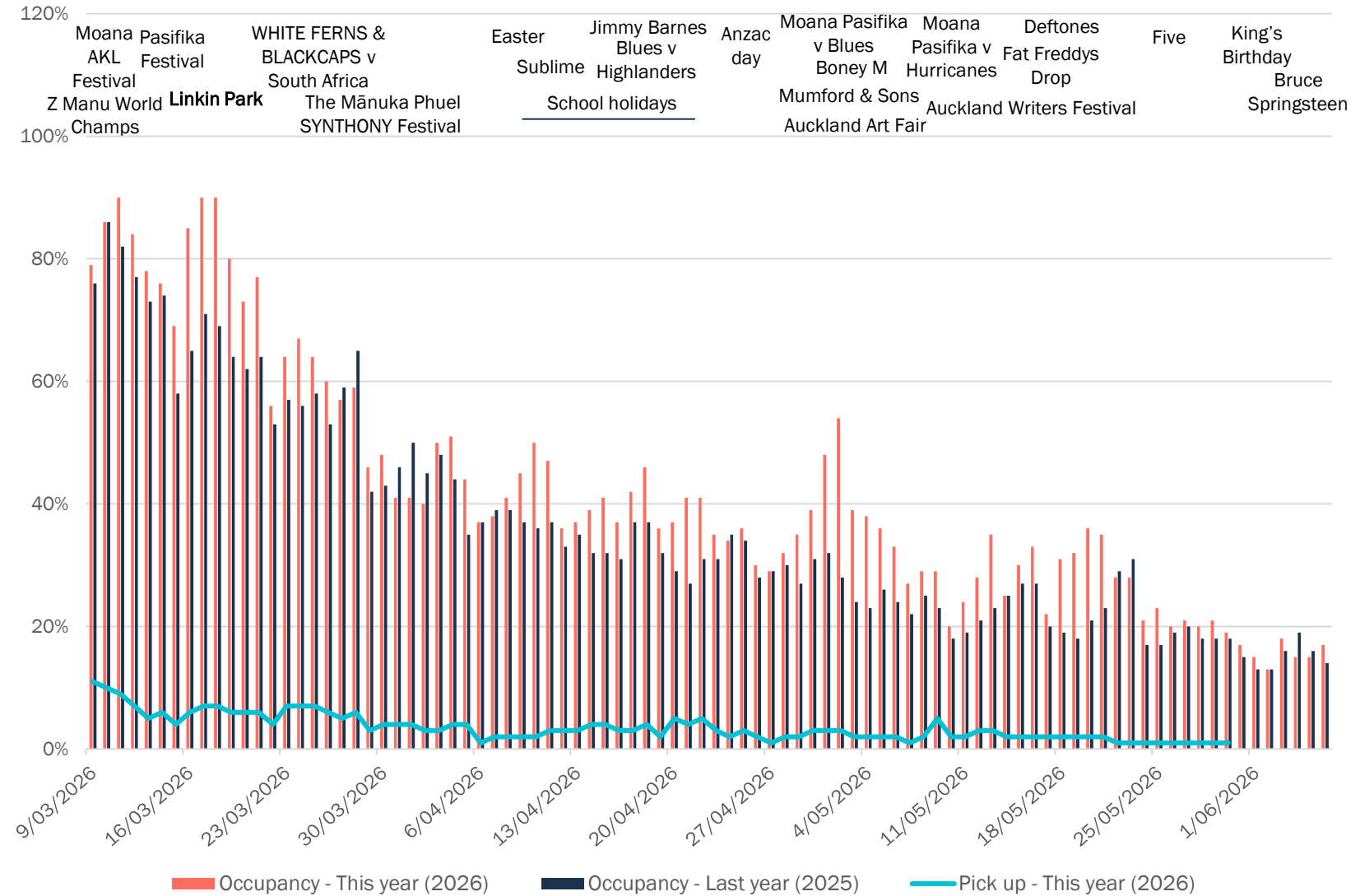
- The **Average Daily Rate (ADR)** for hotels in Auckland was the highest for the month at **\$280** on **Saturday 10th January 2026**, up **24.3%** on the previous year.
- **Hotel occupancy** reached **94.5%** on **Saturday 10th January 2026** (up **45.6%** on the previous year).
- **Revenue per available room (RevPAR)** peaked to **\$265** also on **Saturday 10th January 2026** (up **80.9%** in comparison to last year).
- On this date, **Maoli** performed at Victoria Park and the **ASB Classic** was on (from 5-17 January) at the ASB Tennis Arena.



90-Day Forward Booking Occupancy Data

- Looking forward over the next three months, overall occupancy rates are higher compared to last year.
- Occupancy was forecast to peak at 90% on Wednesday 11th March 2026. During this period, several business events were held, including the Australasian Gyno Endo/Surgery event (11-14 March), the National Independent Schools of New Zealand (ISNZ) Annual Conference (11-12 March), and the New Zealand Society of Translators and Interpreters (NZSTI) Conference (11-13 March).
- Occupancy was forecast to hit 90% on Tuesday 17th and Wednesday 18th March 2026, which coincides with the Linkin Park concert at Spark Arena.

Occupancy - 90 Day Forward Outlook

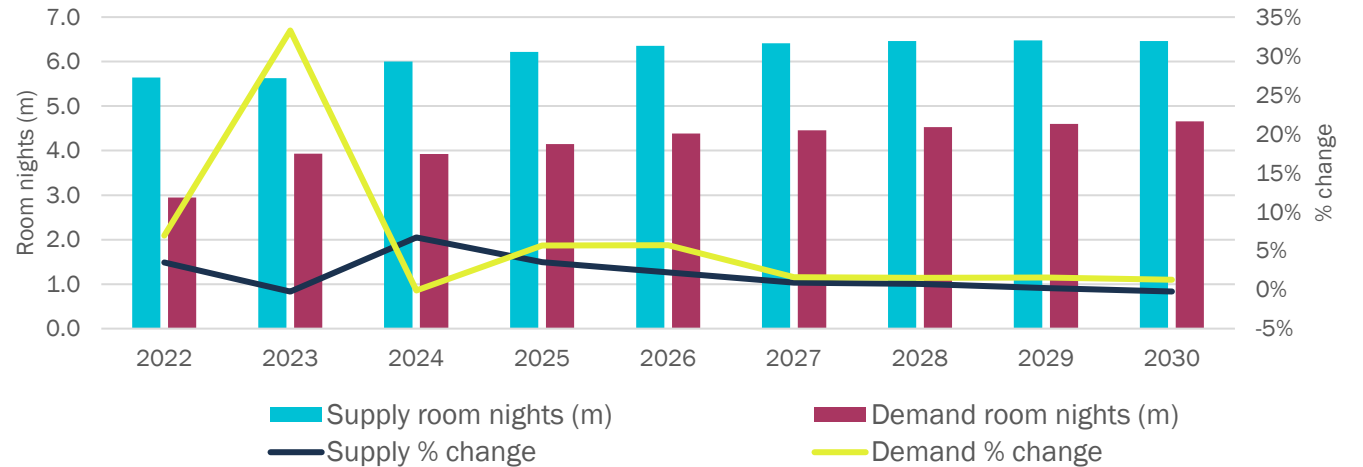


Source: STR Global - Nb: This is the 90-day outlook at the time of publication. 'Pick-up' refers to the number of reservations made in a recent period for future guest stays. In this context Pick-up reflects the % change in occupancy from the last reported period. For the next 90 days that is the previous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

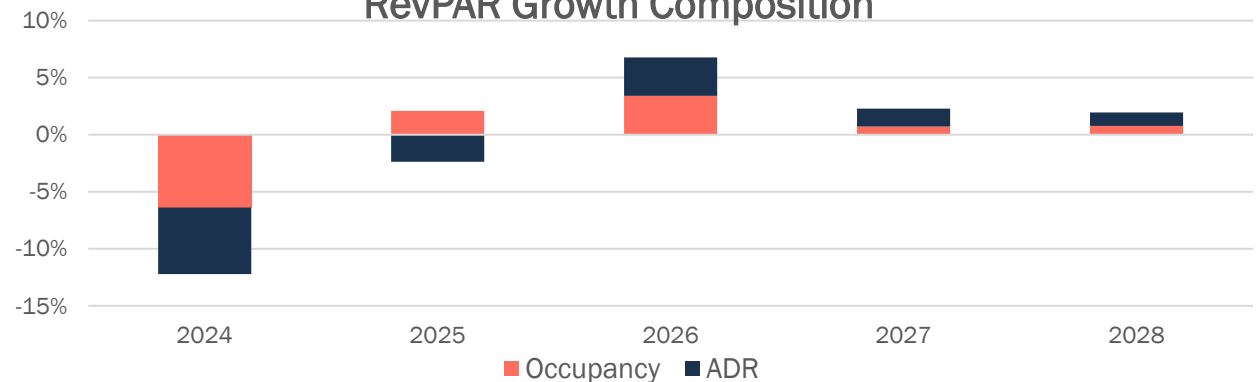
Longer term projections

- In addition to the STR Global 90 Day Forward Booking data we receive, we also receive a longer-term outlook, with forecast data for the next four years until 2027. This data is provided by STR Global in collaboration with Oxford Tourism Economics.
- In 2025 Q4 supply expanded 1.3%. Demand expanded 9.0%, resulting in an occupancy gain of 7.6%. Occupancy is expected to grow by 9.0% in 2026 Q1, with supply expanding 2.1% and demand expanding 11.3%.
- After expanding 2.1% in 2025, occupancy is expected to expand 3.4% in 2026. ADR is expected to increase 3.4%, resulting in RevPAR growth of 6.9% in 2026. RevPAR is expected to grow by 2.3% in 2027.
- Over the next three years, occupancy is expected to expand at an average annual rate of 1.6%, while ADR is expected to expand at an average annual rate of 2.0%.

Supply and Demand Growth



RevPAR Growth Composition



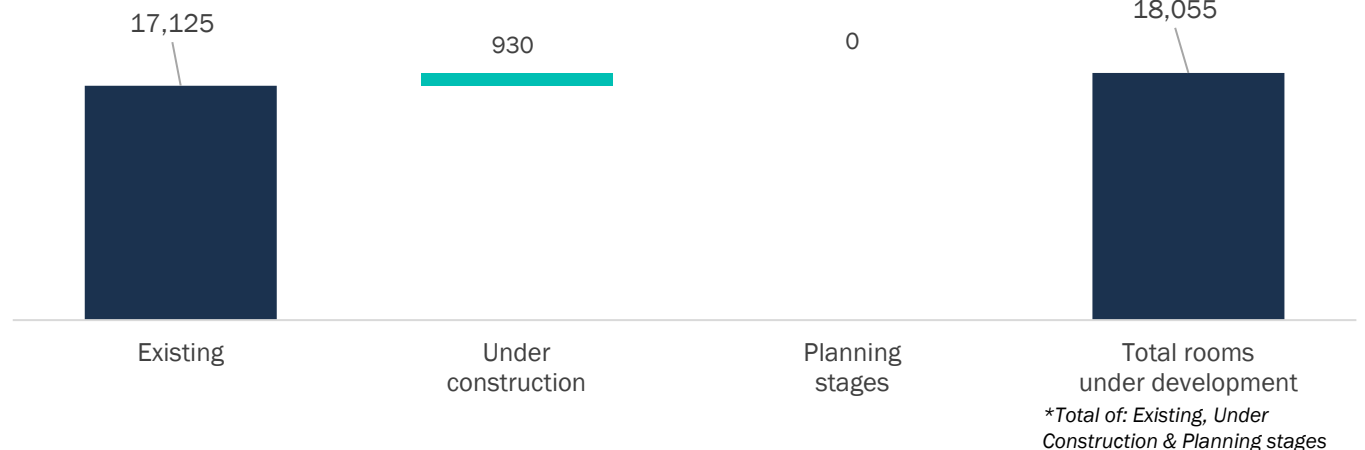
Key Trends in Hotel Room Supply (2025–2030)

- 2025 marked a strong uplift, with supply reaching 17,034 rooms (up 3.5% / 579 rooms), continuing the rebound from 2024.
- Growth moderated from 2026 onward, increasing to 17,413 rooms in 2026 (down 2.2%), then slowing to below 1% annual growth from 2027.
- Supply is set to plateau toward the end of the decade, peaking at 17,738 rooms in 2029, before a slight contraction in 2030 (down 0.2% / 41 rooms).
- The forward pipeline was limited, with 930 rooms under construction and none in planning, indicating constrained future growth.
- Total potential supply under development was 18,055 rooms, suggesting only modest additional expansion beyond existing stock.

Average Supply
(Avg. daily rooms during year)

	Year	Rooms	% Chg.	Chg.
Actual	2022	15,455	3.5%	523
	2023	15,420	-0.2%	-35
	2024	16,454	6.7%	1,035
	2025	17,034	3.5%	579
Forecast	2026	17,413	2.2%	379
	2027	17,571	0.9%	159
	2028	17,704	0.8%	133
	2029	17,738	0.2%	34
	2030	17,697	-0.2%	-41

Rooms by Phase



In total, 3.82m visitors are projected to visit New Zealand in YE January 2030

- 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 10.6% from 2025 to 2030 (for Q4 2025), resulting in a possible 3.82m international visitors by YE January 2030.
- When calculated against the 2022 baseline a clear recovery trend in visitor arrivals is visible overall – as well as for key markets.
- Visitor arrivals from Australia are expected to grow at an average annual rate of 1.7%. 1.64m Australian visitors are expected to visit New Zealand in the year to January 2030.



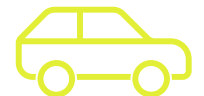
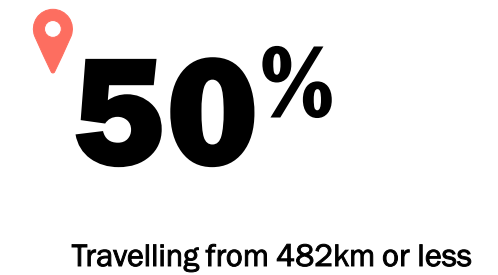
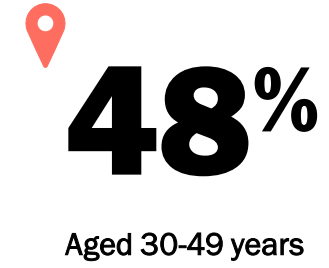
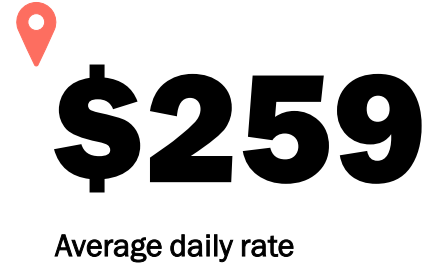
* International visitation by city is based on the Global City Travel (GCT) database maintained by Tourism Economics. GCT tracks overnight visits by international visitors to 300 global cities. The data is tracked by country of origin on an annual basis, including historical and forecast years. The data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

Airbnb Insight

- March 2026



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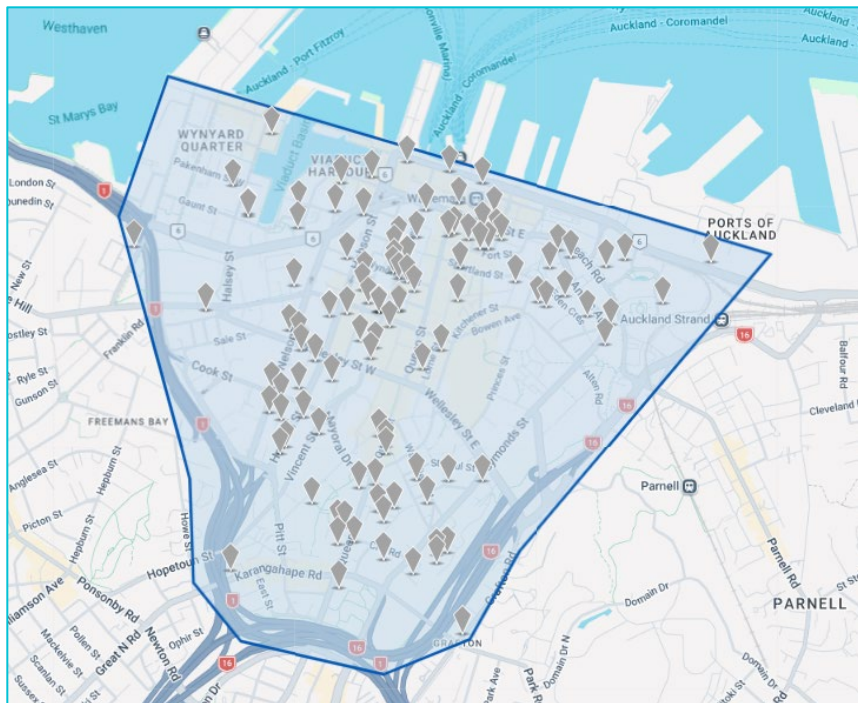


Accommodation Data Insights by area

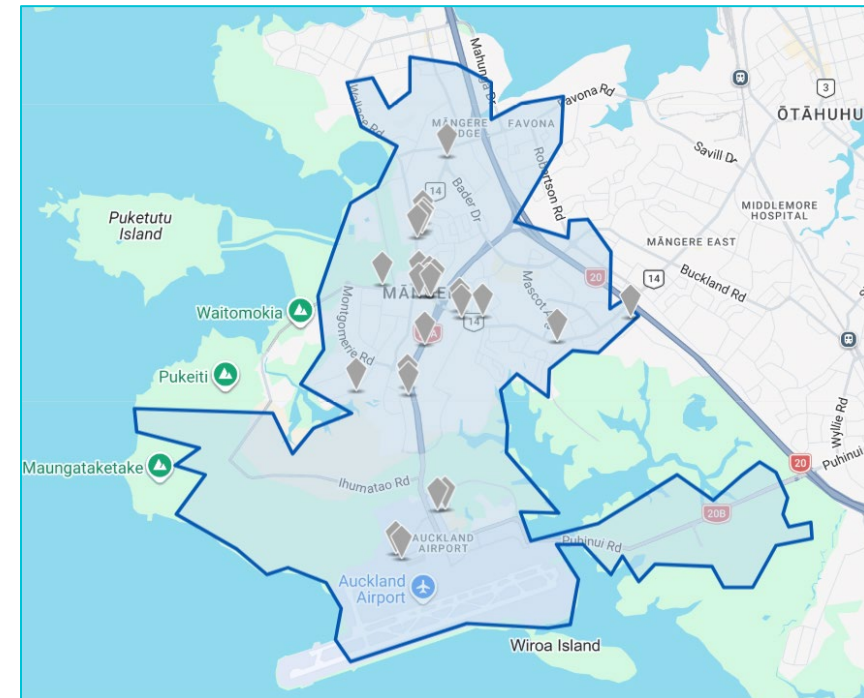
Background

- CoStar Property Data is the world's largest commercial real estate database that, through its STR Benchmark solution, provides hoteliers with integrated market and performance insights to support informed investment and operational decisions.
- This section presents an analysis of Auckland's two primary accommodation hubs: the **Airport** precinct and the **Central City** area, which includes the CBD and waterfront. These areas are mapped out as follows:

Central City



Airport

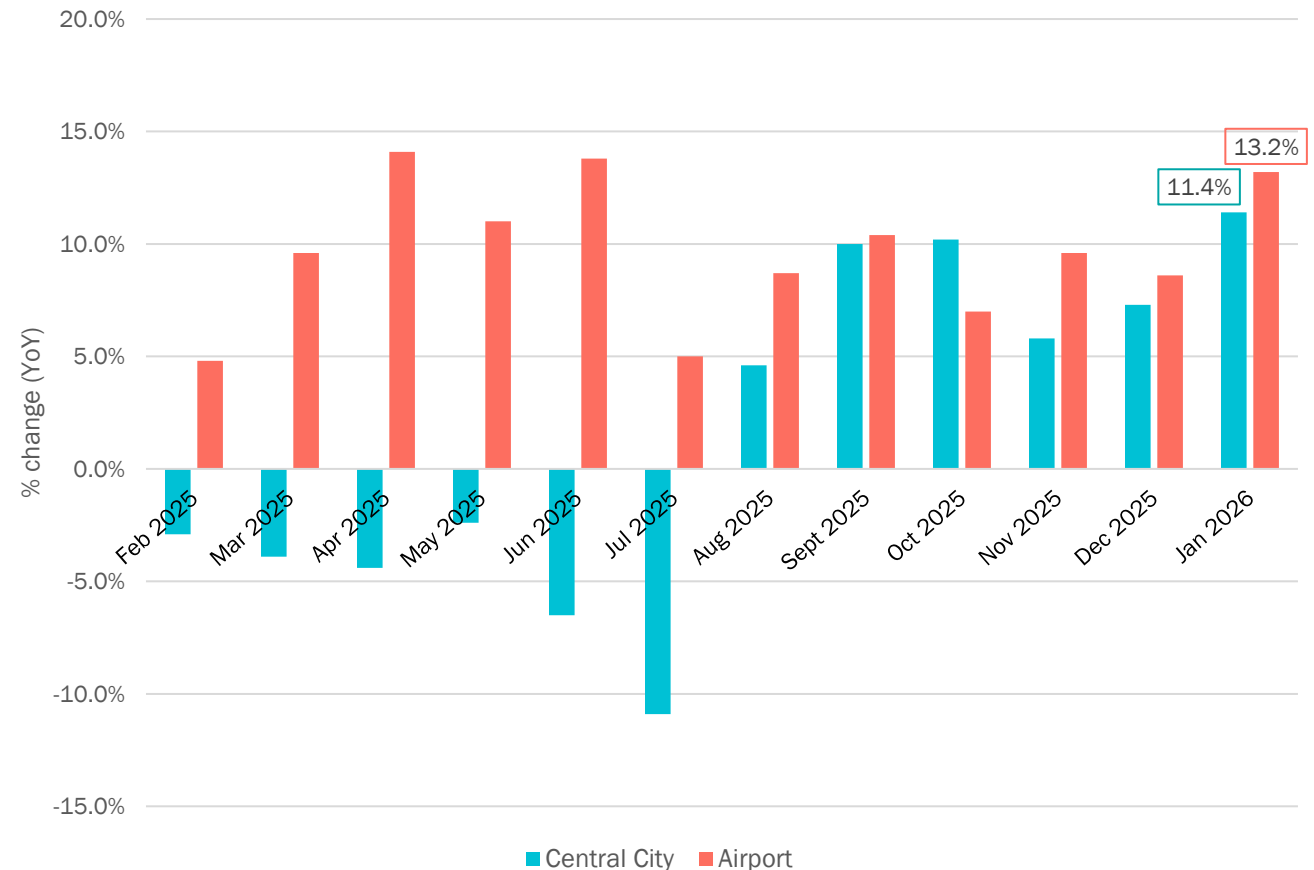


Occupancy recovery strengthens entering 2026

- Airport occupancy YoY change led with consistently positive growth peaking at +19% early in the year, while the Central City experienced a weaker first half reaching a low of -11%. Both areas showed positive growth in the high single-digit range by year-end.
- The Airport's early-year outperformance reflects the "gateway" effect as international flight capacity increased. The Airport precinct saw 0% supply growth for nearly all of 2025. This lack of new inventory allowed the Airport to fully capture its demand growth (which peaked at +19.3% in January 2025) into direct occupancy gains.
- The lower Central City occupancy during the first half of 2025 was likely exacerbated by the 10% increase in room supply over the previous two years, which required significantly more demand to achieve the same occupancy percentages. In addition, the significant World Choir Games held in July 2024 would have also contributed to the negative change for July 2025.
- January 2026 saw occupancy strengthen further, rising 11.4% YoY in the Central City and 13.2% in the Airport precinct, reflecting improving visitor demand and continued demand growth outpacing supply.

Source: Co Star.

Occupancy - AKL Central City v Airport



ADR rebounds after pricing pressure

- ADR remained under sustained pressure for most of the year, with both markets hitting a shared low of approx. -17% in November 2025. Performance rebounded into positive territory by December 2025, led by a 5.2% increase in the Central City and a 1% rise at the Airport.
- The -17% "downturn" in November 2025 reflects the exceptionally high base of November 2024. That month featured a strong run of major events, including Pearl Jam, three Coldplay concerts at Eden Park, in addition to annual fixtures such as the Barfoot & Thompson Auckland marathon, which drove city-wide occupancy higher.
- In contrast, November 2025 featured the Metallica concert and the WIPCE Conference. While these were successful (driving the single-night occupancy for Metallica to 96%), they did not collectively match the multi-night "peak-on-peak" effect of the previous year.
- The positive change in December 2025 suggests that the pricing pressure seen throughout the year finally eased as the summer peak began.
- This recovery continued into early 2026, with January ADR increasing 8.5% YoY in the Central City and 6.8% at the Airport, indicating that pricing pressure has eased as demand strengthened during the peak summer period.

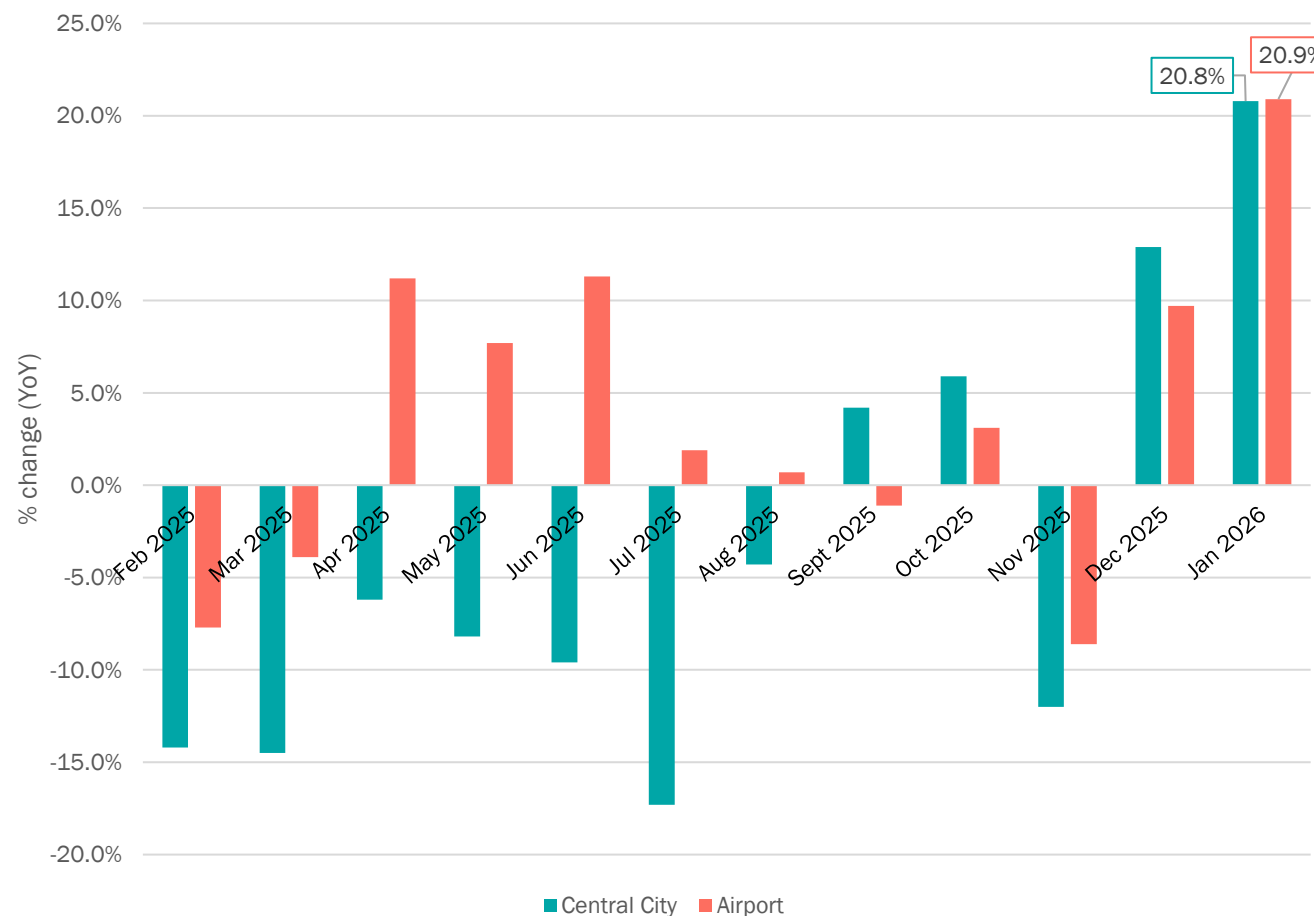
Average Daily Rate - AKL Central City v Airport



RevPAR recovery accelerates into 2026

- Airport RevPAR outperformed the Central City for much of the year with peaks of +11%, while the Central City saw deep declines reaching a low of -17% in July. This performance gap narrowed in the later months, leading to a strong year-end recovery with December growth reaching nearly 13% in the Central City and 9.7% at the Airport.
- The strong December rebound is heavily weighted by New Year's Eve (31 Dec). On this day, Auckland hotels saw an 8.5% increase in ADR (\$380) and a 16.6% surge in RevPAR (\$337). This single day of high-yield performance significantly skewed the monthly average upward after a challenging shoulder season.
- The -17% RevPAR low earlier in the year is likely the result of hotels discounting rates (ADR) to compete for volume in a market with increased room inventory, leading to a compounding negative effect on RevPAR when occupancy also softened.
- RevPAR growth strengthened further in January 2026, increasing around 21% YoY in both the Central City and Airport precinct, reflecting the combined impact of higher occupancy and ADR during the peak summer travel period.

Revenue per available room - AKL Central City v Airport



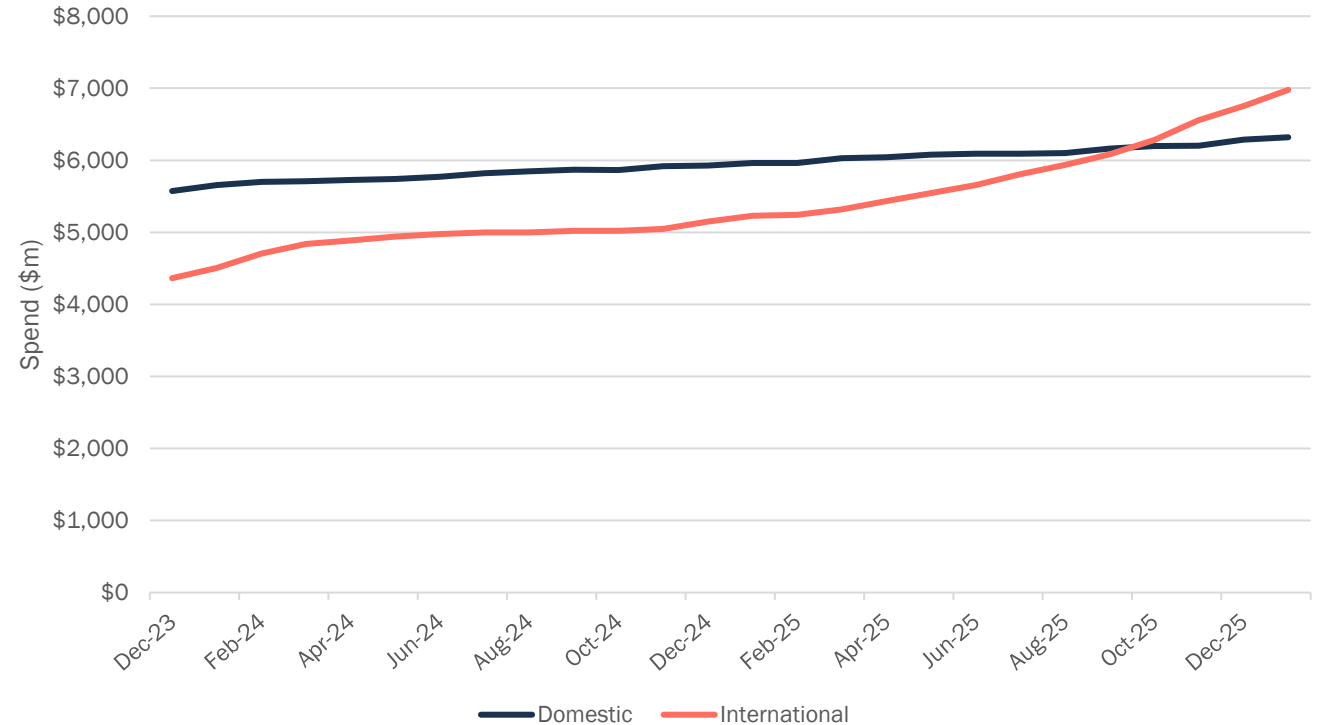


Auckland Tourism – Spend Data

\$6.98b in International tourism spend for year-end January 2026, up 33.4%

- Following a methodology revision in February 2026, the Monthly Regional Tourism Estimates (MRTEs) resumed at the end of March 2026. As a result, January 2026 MRTE spend data is not directly comparable with TECT December 2025 figures and appears significantly higher. The revised MRTE series replaces both the 2016–2020 MRTEs and TECT measures and has been backdated to January 2023. More information can be found on the MBIE [website](#).
- January 2026 continues the strong upward momentum in tourism spend, with international visitors driving growth and widening the gap over domestic spend.
- In the year to January 2026, **International tourism spend** was **\$6.98b, up 33.4%** compared to the previous year.
- In the year to January 2026, **domestic tourism spend** in Auckland was **\$6.32b, up 6.0%** on last year.
- Total tourism spend** in Auckland was **\$13.3b, up 18.8%** on the previous year.

Year-end tourism spend in Auckland

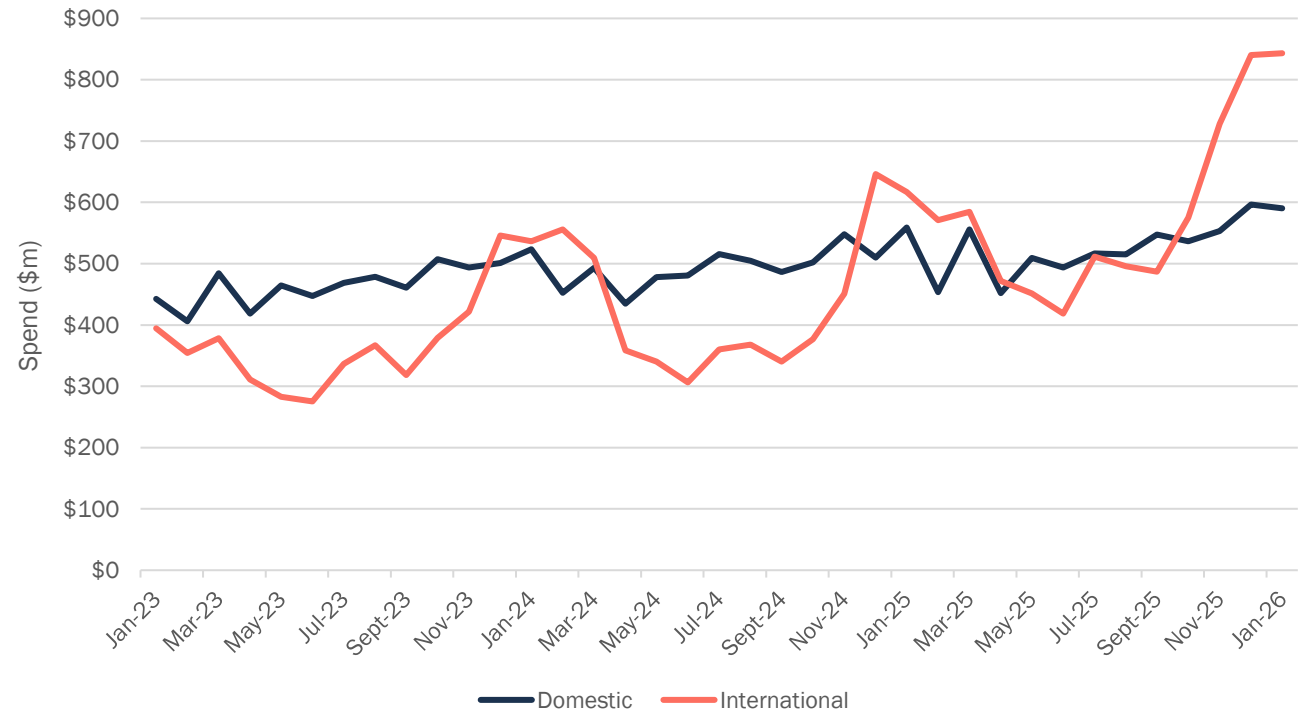


Tourism Transactions	YE January 2026 (\$b)	YE % change
Domestic	6.32	6.0%
International	6.98	33.4%

International tourism spend was \$843.2m for January 2026, up 36.7%

- January 2026 recorded the highest monthly tourism spend across the period, driven by a sharp surge in international spend.
- **For the month of January 2026**, International spend peaked at \$843.2m (up 36.7% compared to January 2025), significantly outperforming domestic spend and marking a step-change in demand.
- **Domestic tourism spend** was \$590.1m, up 5.6% compared to the same month last year.
- Overall, Auckland recorded \$1.43b in total tourism spend in January 2026, representing a 21.9% year-on-year increase.

Monthly tourism spend in Auckland



Tourism Transactions	January 2026 (\$m)	% change
Domestic	590.1	5.6%
International	843.2	36.7%



Tempo – City Centre Data Insights

Background

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

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

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

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

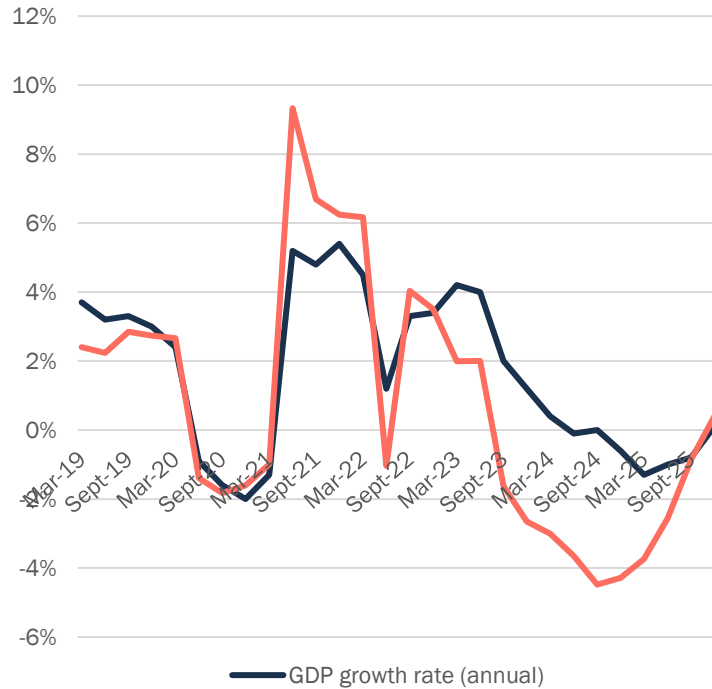
Please contact us for the full Tempo report, including foot-traffic trends, office vacancies and crime statistics.



GDP and City Centre card spending



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



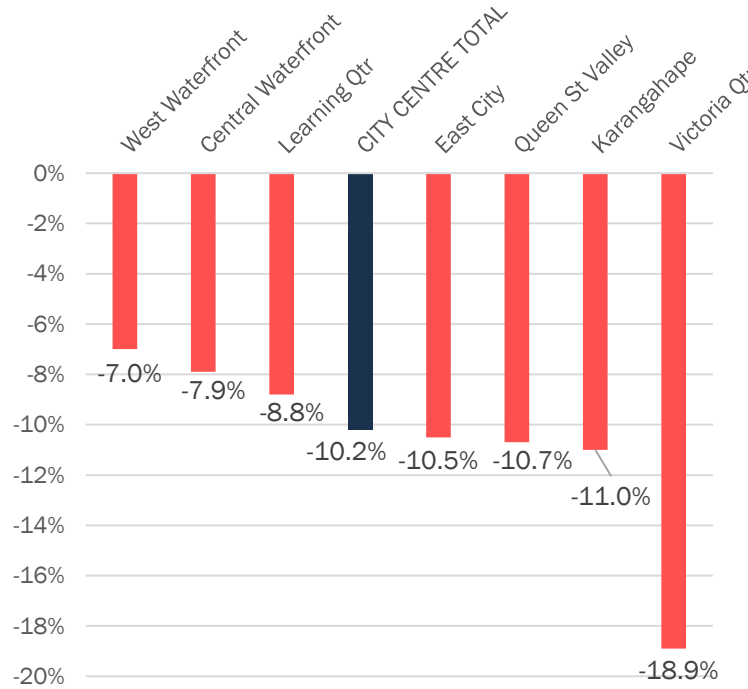
Source: Infometrics

*real retail sales = controlling for inflation (CPI)

- Signs of recovery after challenging 2 years .

Source: Economic Development Office, Auckland Council.

Change in City Centre card spending by precinct: Jan 2026 v Jan 2025

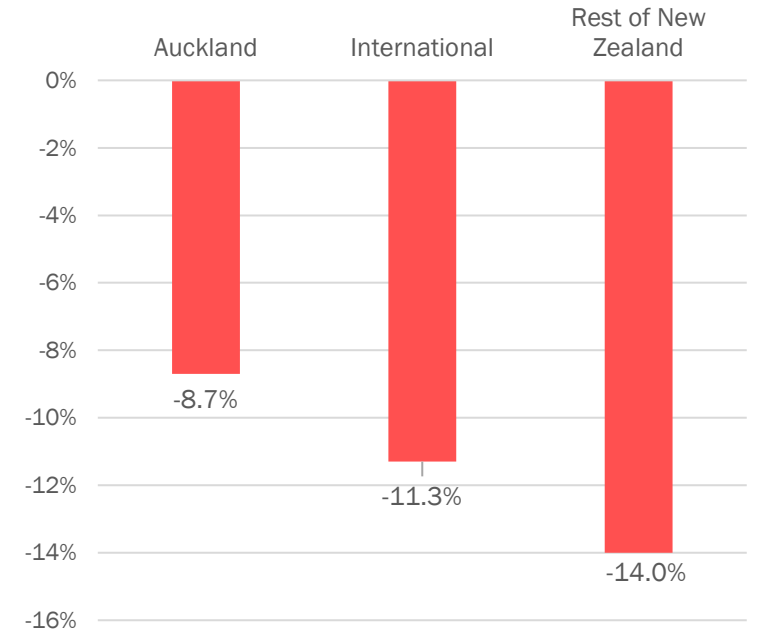


Source: Marketview

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

- Spending down 10% in Jan 2026 compared to last year.

Change in City Centre card spending by customer origin: Jan 2026 v Jan 2025

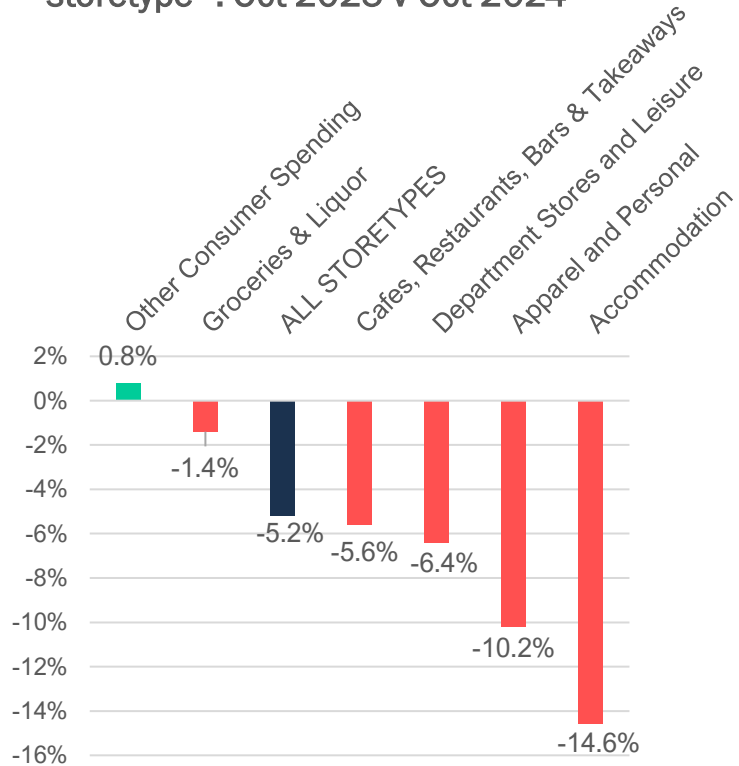


Source: Marketview

- Visitor spending down more than local spending in Jan 2026.

City Centre spending

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

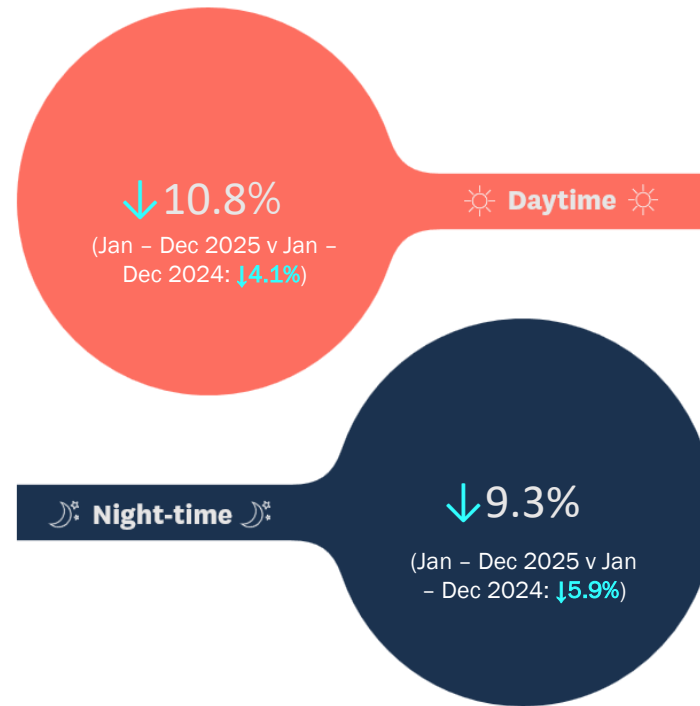


Source: Marketview

*Fuel & Automotive excluded due to fluctuation in fuel prices and only accounts for 2% of City Centre spending. Other consumer spending is a broad category including transport, arts & recreation, casino and lottery operation etc.

- Decline in spending driven by retail and accommodation.

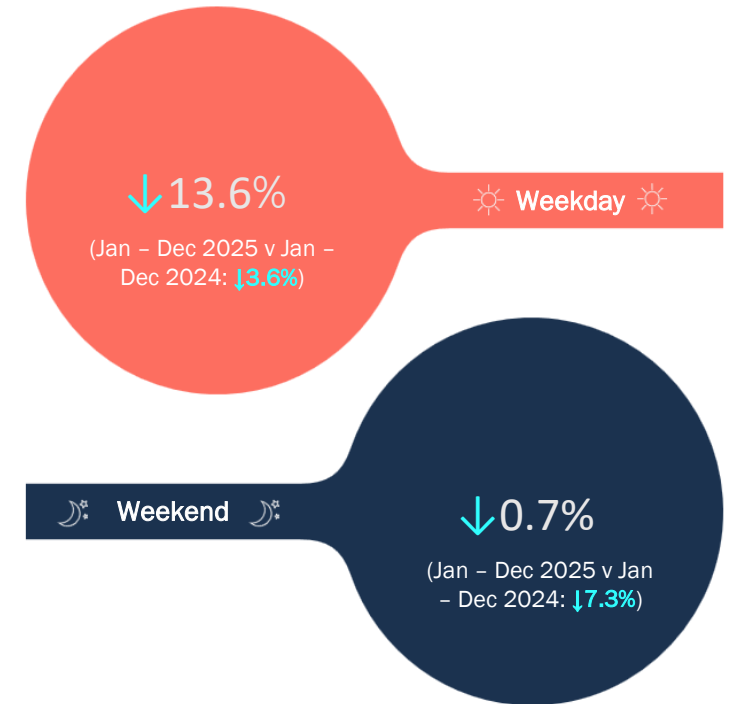
Change in spending: Jan 2026 v Jan 2025



Source: Marketview

- Daytime and night time spend down.

Change in spending: Jan 2026 v Jan 2025



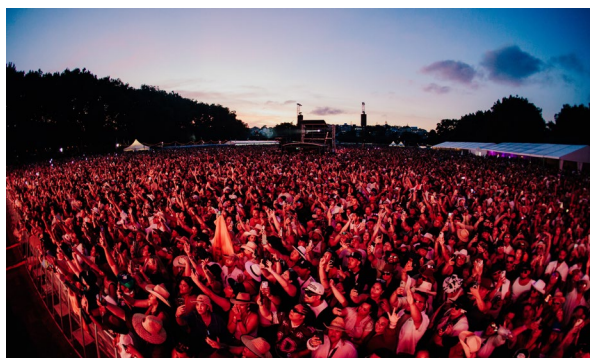
Source: Marketview

- Weekday and weekend spend down.



Auckland – Major Events Data

Major Events Insights – January 2026



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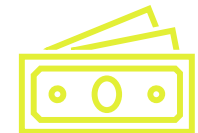
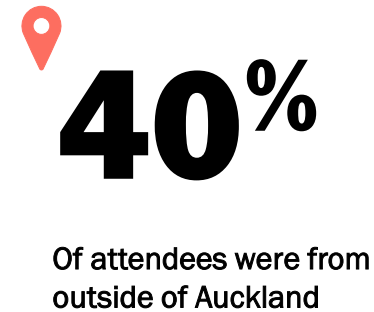
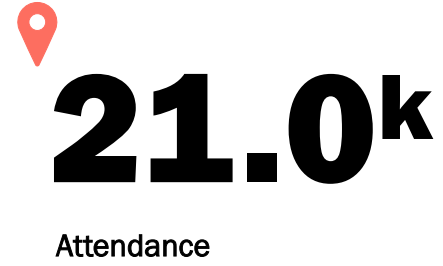
Event	Date(s)	Venue	Findings
Ngā Huhua: Abundance	7 November 2025 – 1 June 2026	New Zealand Maritime Museum	<ul style="list-style-type: none"> For the month of January 2026, there were 887.1k total guest nights, up 15.2% on the same month last year. There were 480.6k domestic guest nights (up 7.9%), and 406.5k international guest nights (up 25.3%) in January 2026. For the month of January 2026, International spend peaked at \$843.2m (up 36.7% compared to January 2025). Domestic tourism spend was \$590.1m, up 5.6% compared to the same month last year. Overall, Auckland recorded \$1.43b in total tourism spend in January 2026, representing a 21.9% year-on-year increase.
Pop to Present: American Art from the Virginia Museum of Fine Arts	8 November 2025 – 15 March 2026	Auckland Art Gallery Toi o Tāmaki	
Te Manaaki, Auckland's Giant Christmas Tree	22 November 2025 – 4 January 2026	Te Komititanga	
ASB Classic	5-17 January 2026	ASB Tennis Arena	
Music in Parks	7 January – 21 February 2026	Various	
Maoli	10 January 2026	Victoria Park	
Ed Sheeran	16-17 January 2026	Spark Arena	
Matt Rife: Stay Golden World Tour	17 January 2026	Spark Arena	
BNZ Breakers v Adelaide	23 January 2026	Spark Arena	
Afterglow Festival	24 January 2026	Great Barrier Island Sports & Social Club	
Laneway Festival	28 January – 9 February 2026	Western Springs Stadium & Park	
BNZ Breakers v Melbourne United	30 January 2026	Spark Arena	
L.A.B & Stan Walker	31 January 2026	The Trusts Arena	

Maoli

Date(s): 10 January 2026
Venue: Victoria Park



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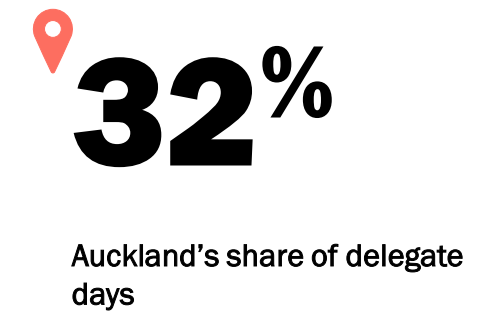
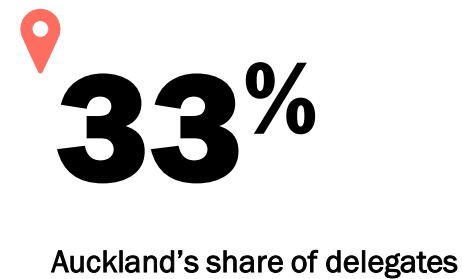
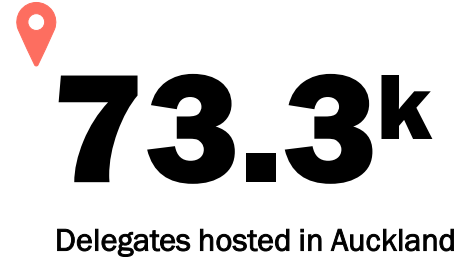


Auckland – Business Events Data

Business Events Insights Q4 2025

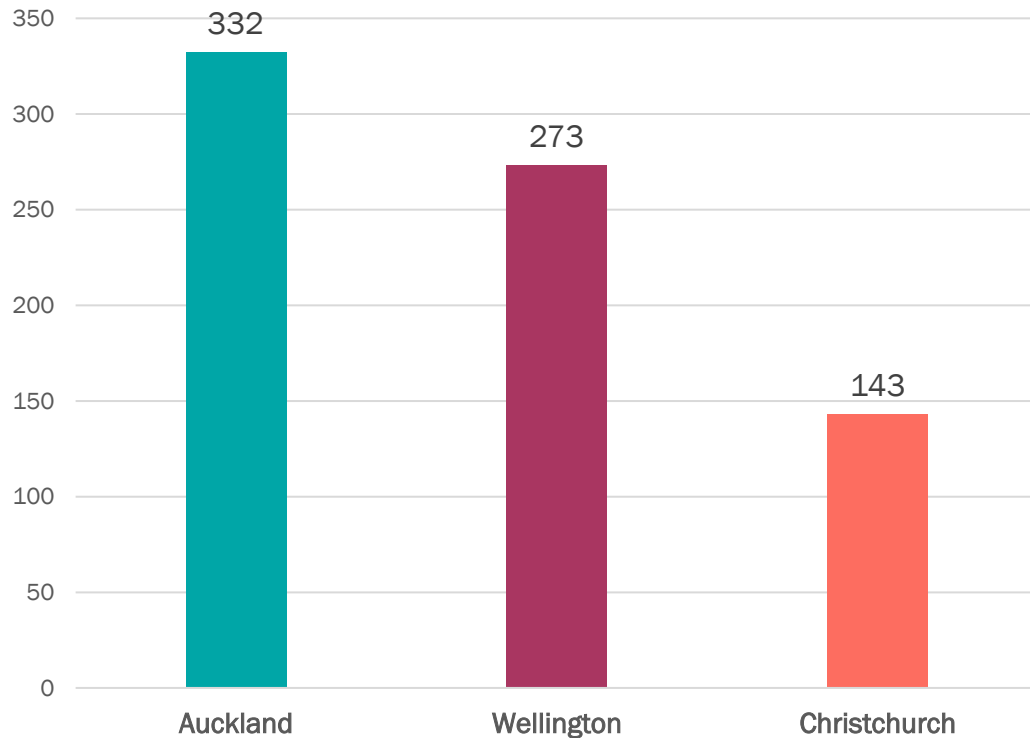


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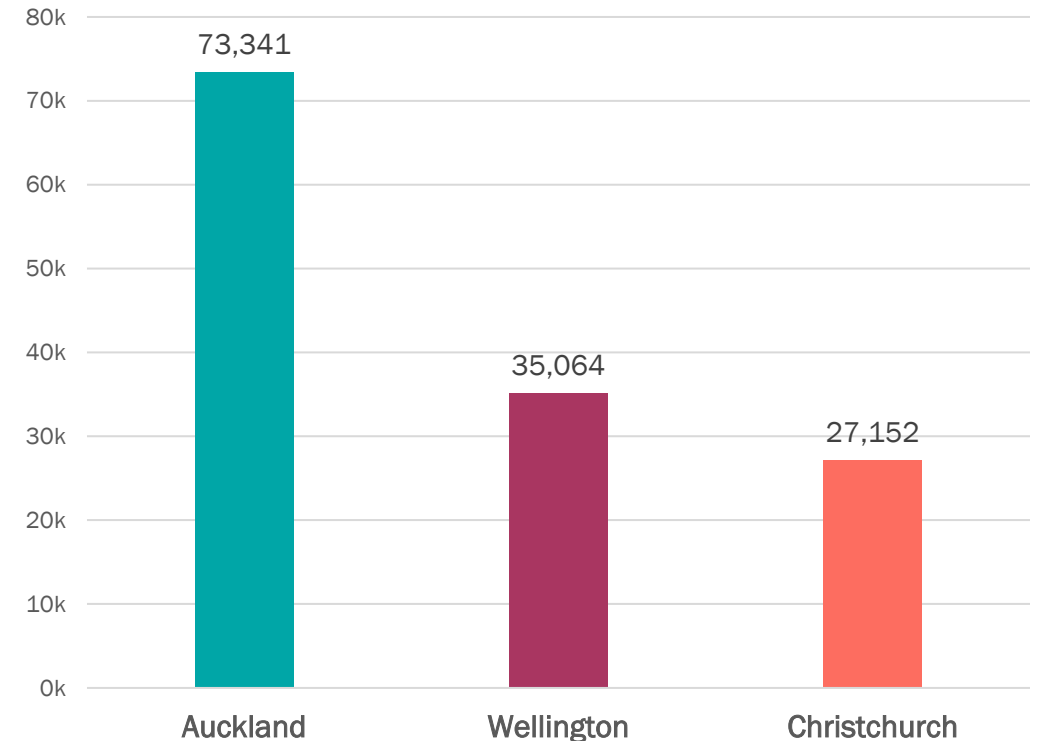


Auckland attracted the highest number of business delegates (73.3k) in New Zealand in Q4 2025

Total number of business events – Regional comparison



Total number of delegates – Regional comparison

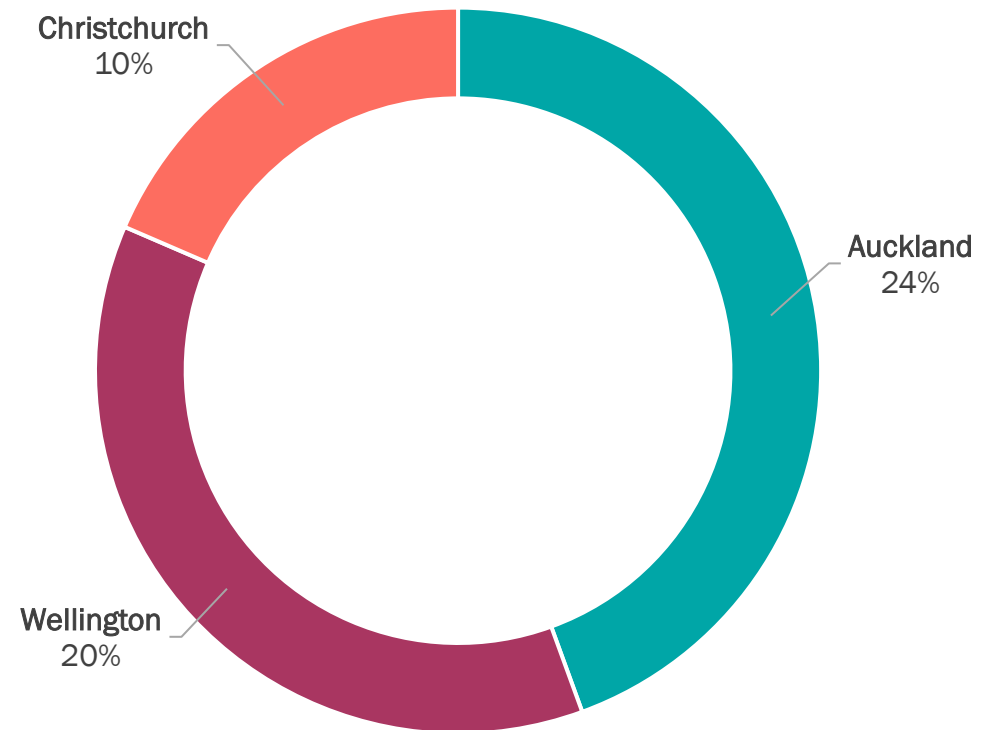


Auckland had 24% of all business events in New Zealand in Q4 2025



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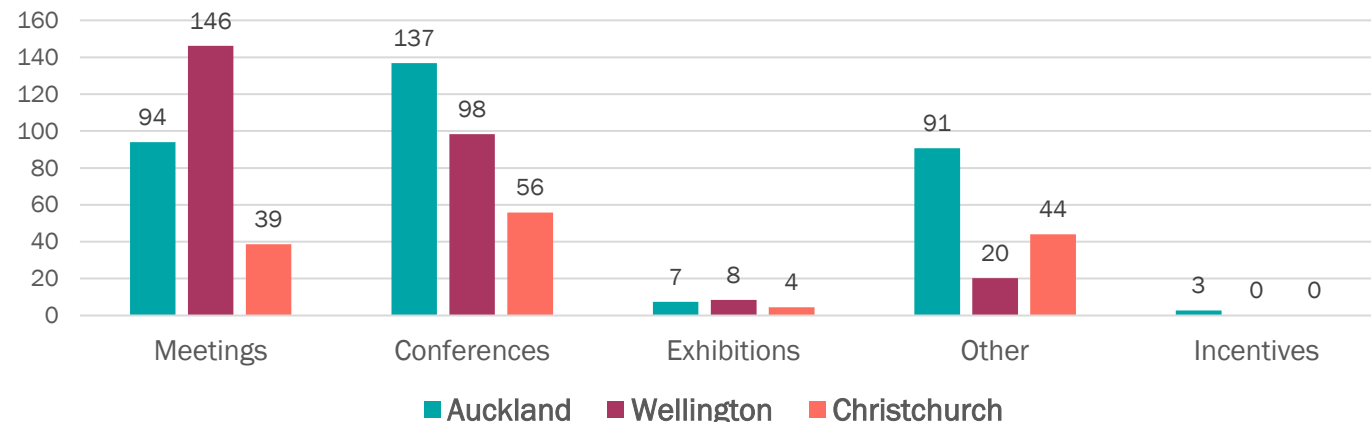
Business Event Market Share - Regional Comparison



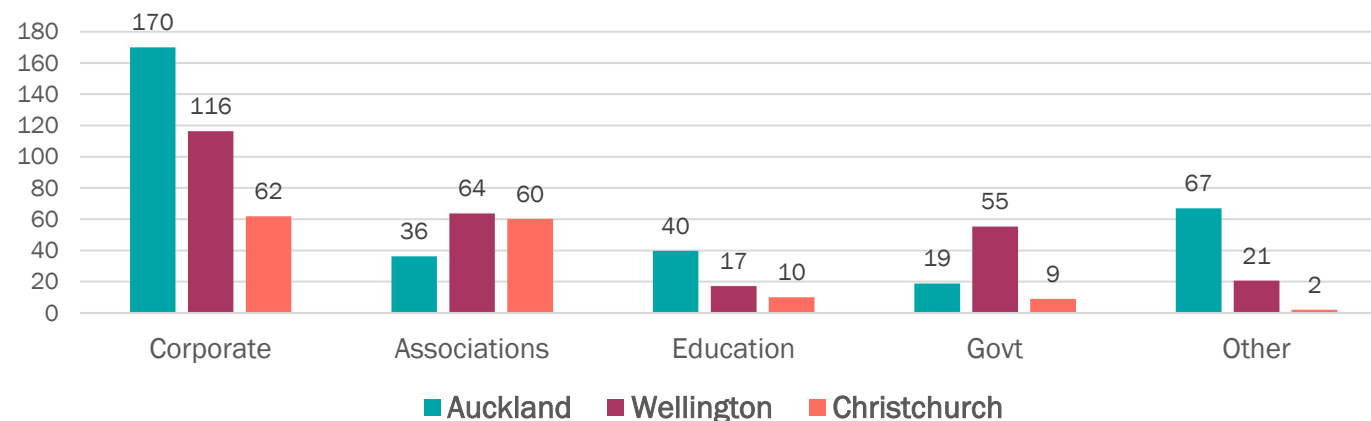
Auckland hosted the most conferences and other business events in NZ for Q4 2025

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

Business Events By Event Type



Business Events By Customer Type

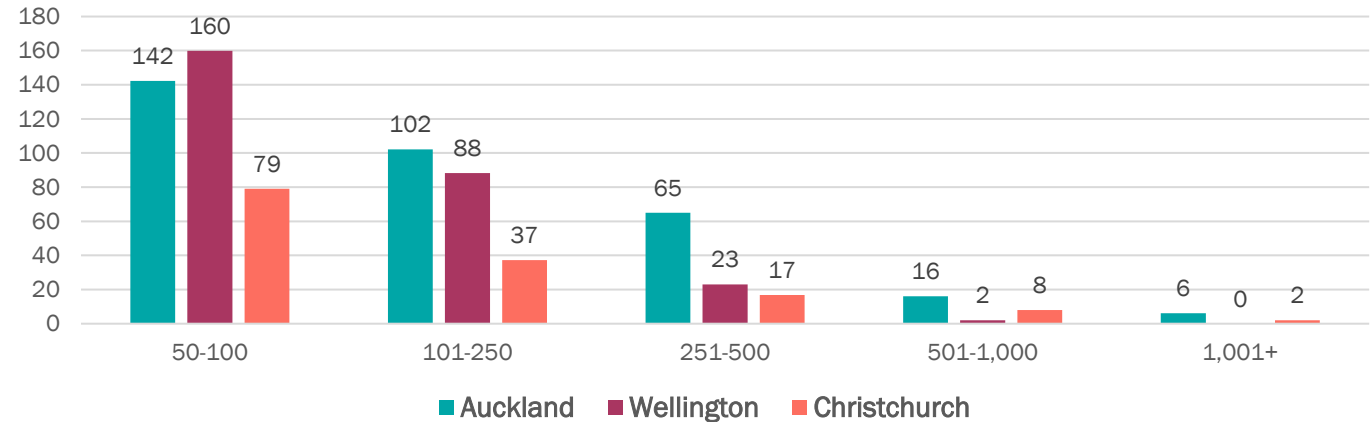


72% of all business events in Auckland were one-day events in Q4 2025

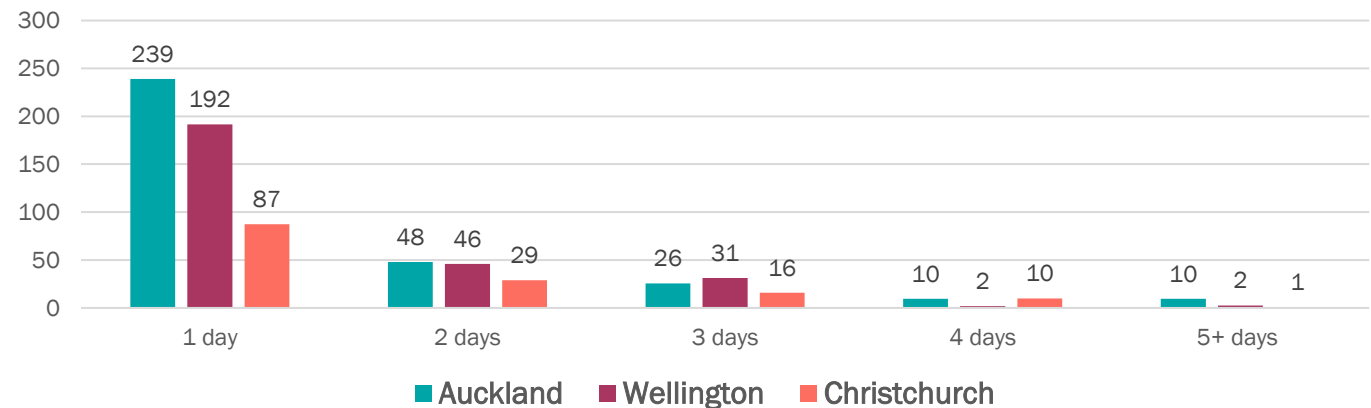
- In Q4 2025, 43% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (142 events).
- 31% of business events in Auckland were medium-sized events with 102 events that hosted between 101-250 delegates.
- 20% of business events (65) in Auckland hosted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

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No. of business events - Regional comparison



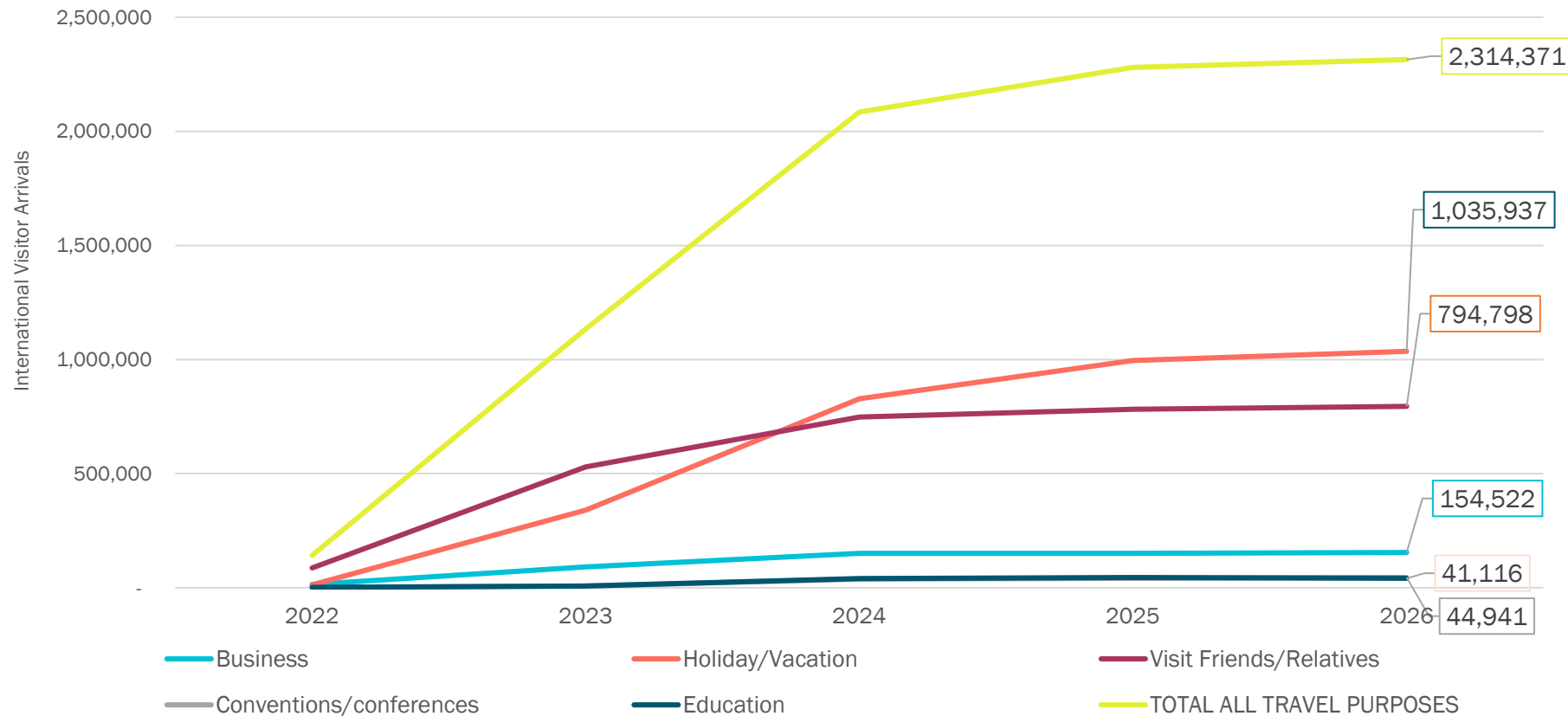
Duration of event - Regional comparison





Five-year trends in key markets

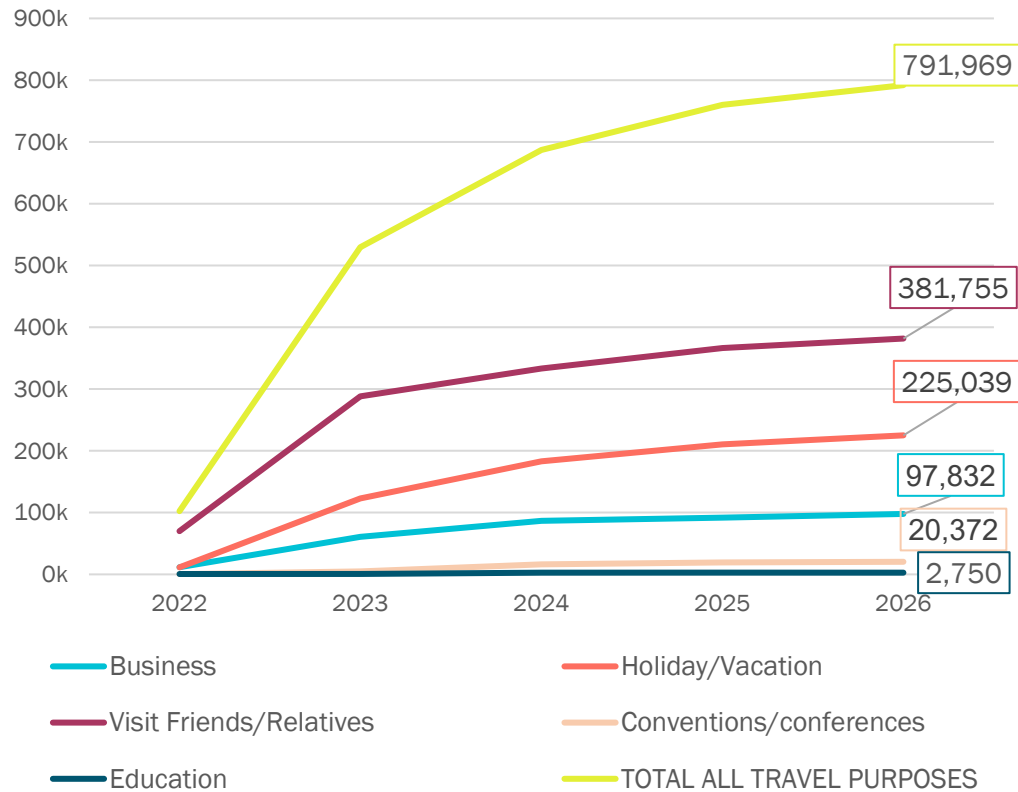
Five-year visitor arrivals to Auckland, YE January



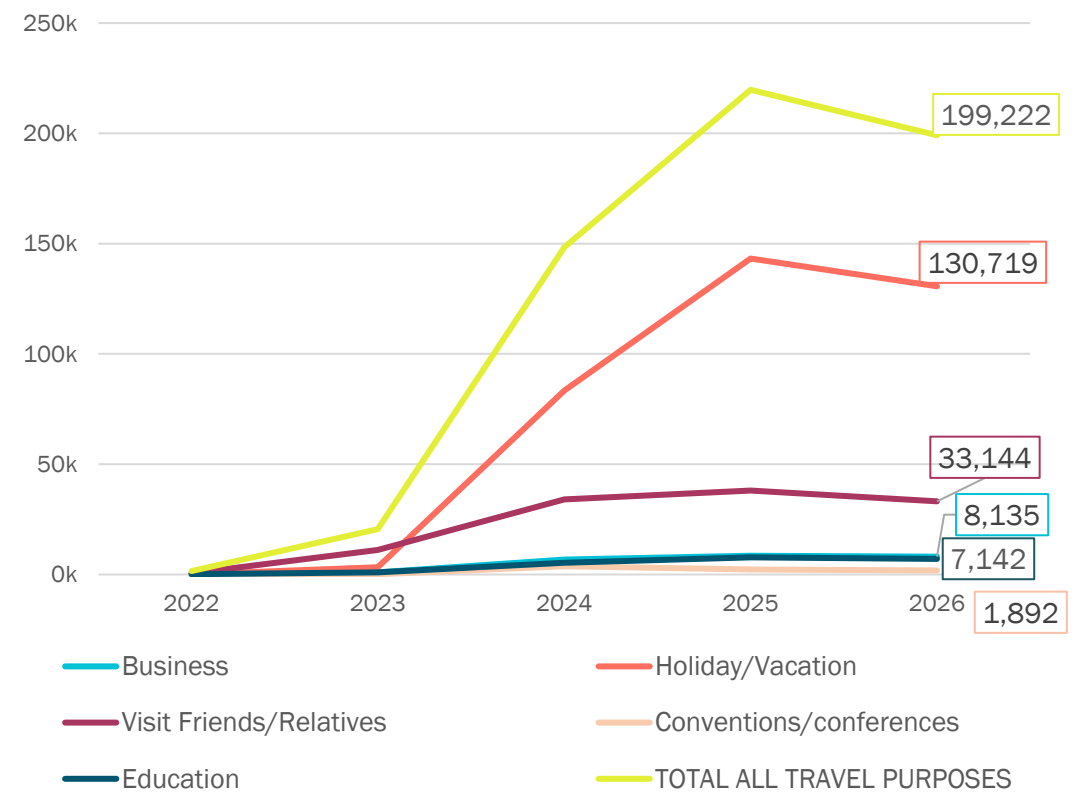
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Five-year visitor arrivals to Auckland, YE January

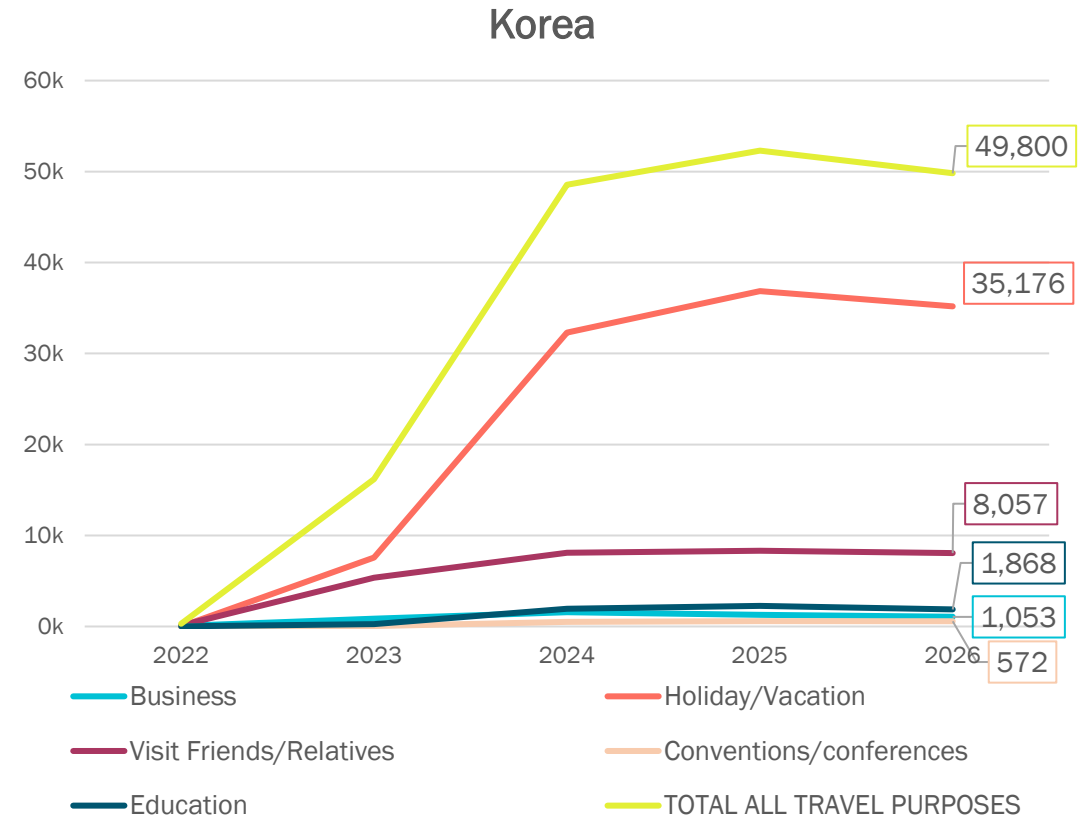
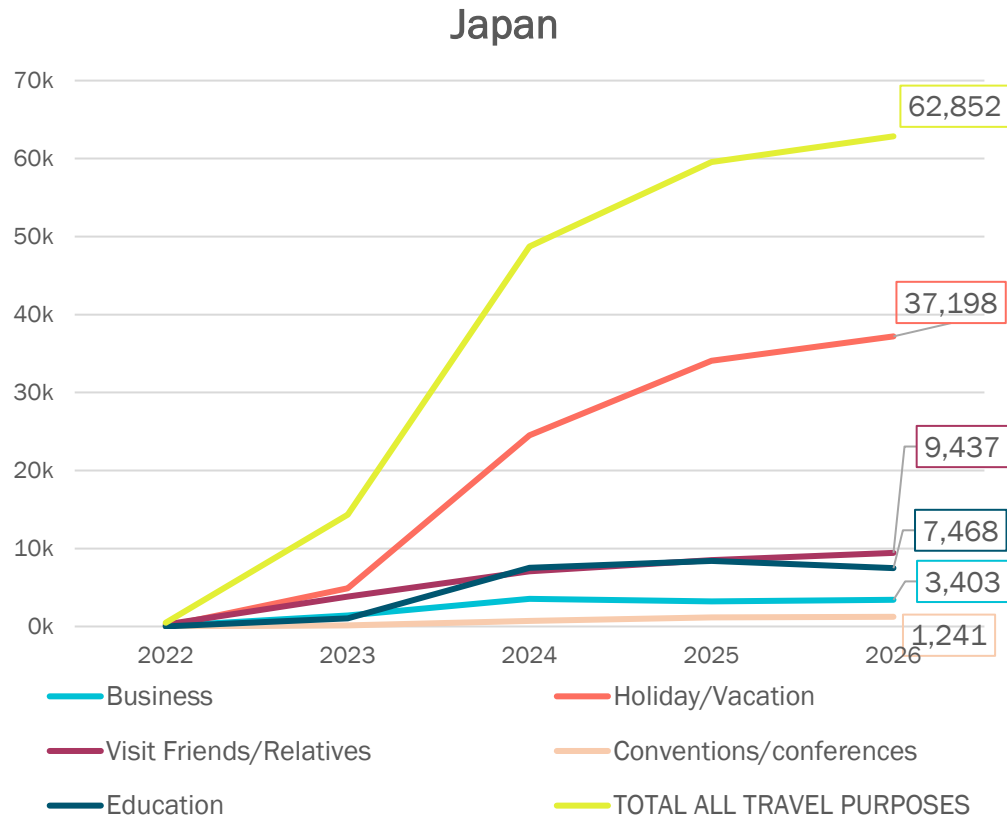
Australia



China

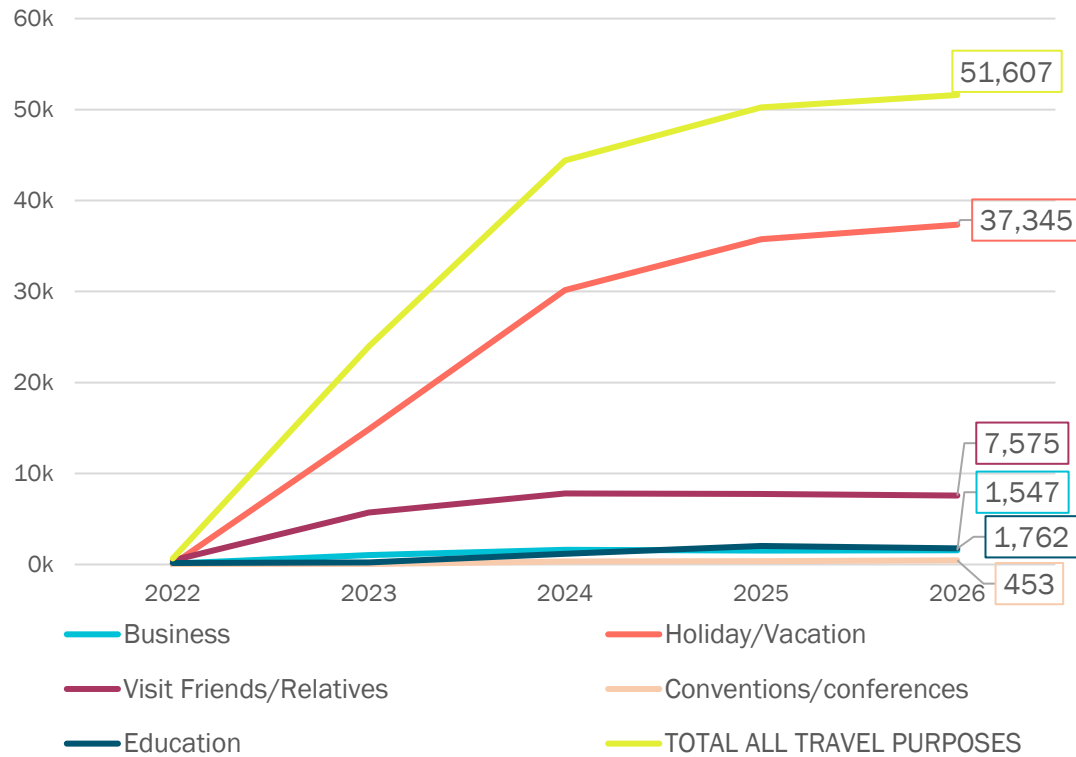


Five-year visitor arrivals to Auckland, YE January

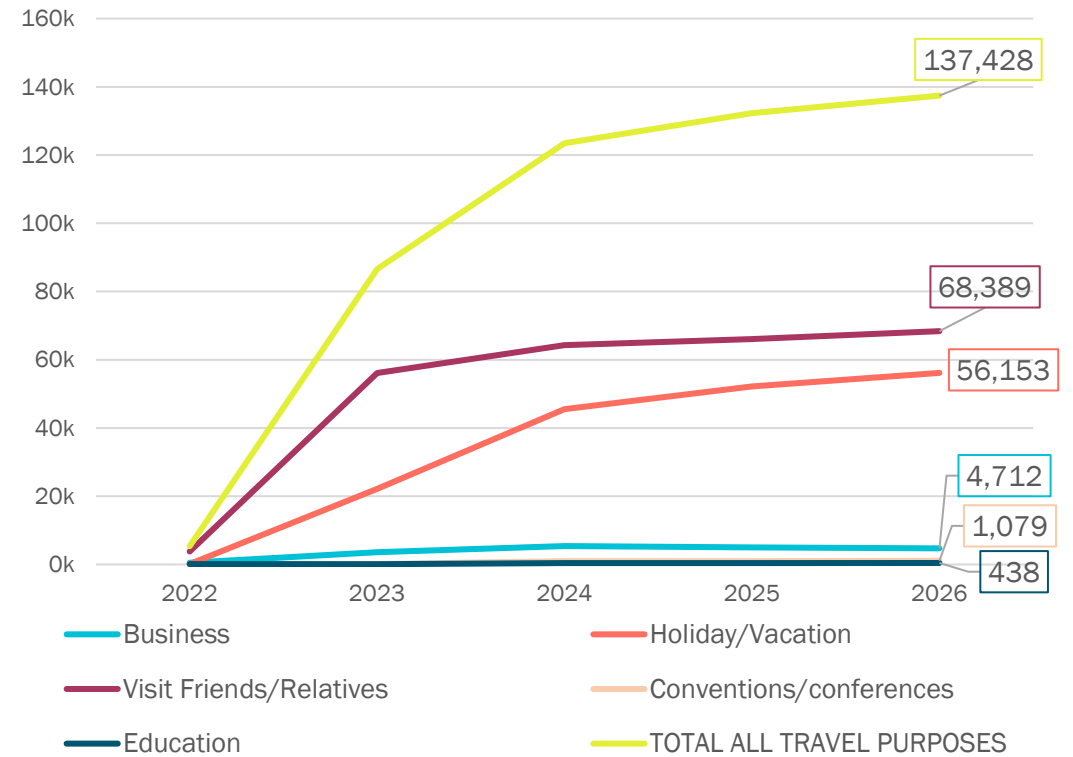


Five-year visitor arrivals to Auckland, YE January

Germany

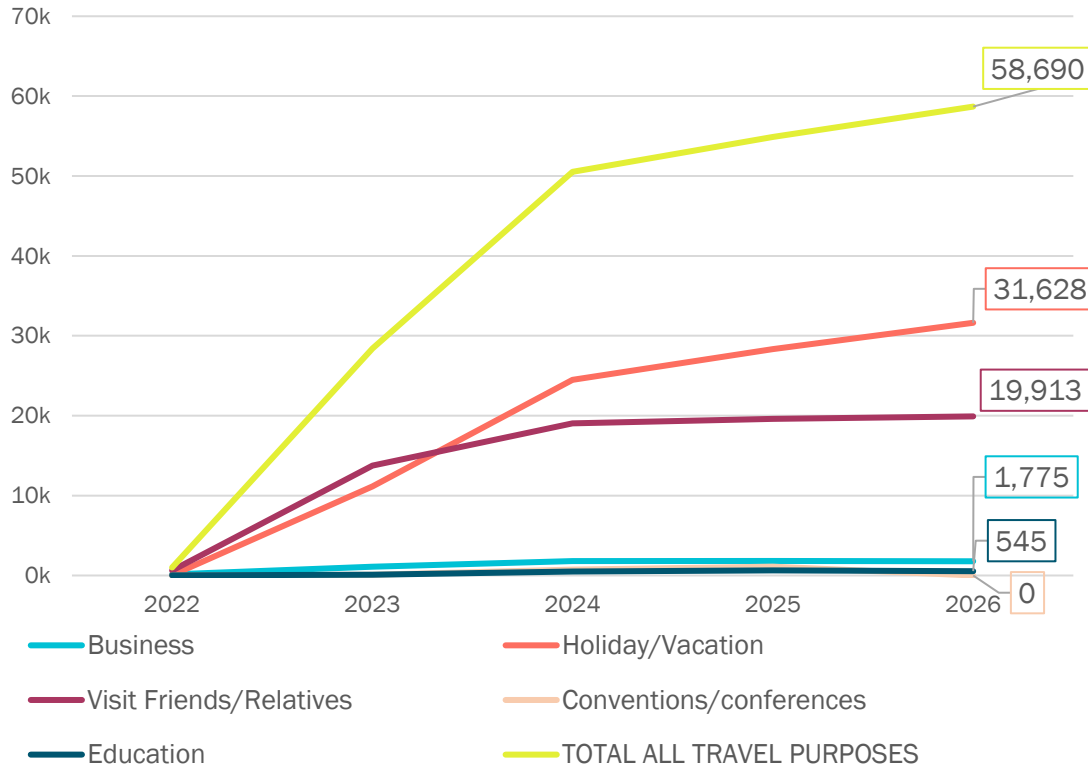


UK

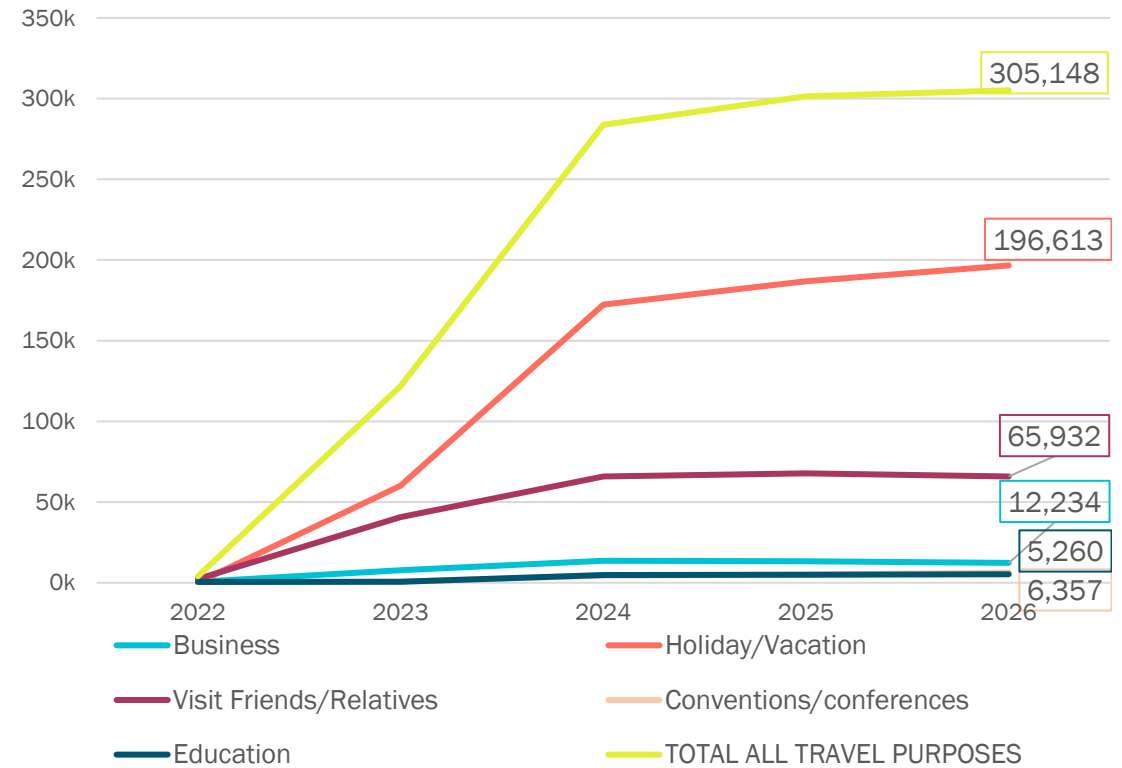


Five-year visitor arrivals to Auckland, YE January

Canada

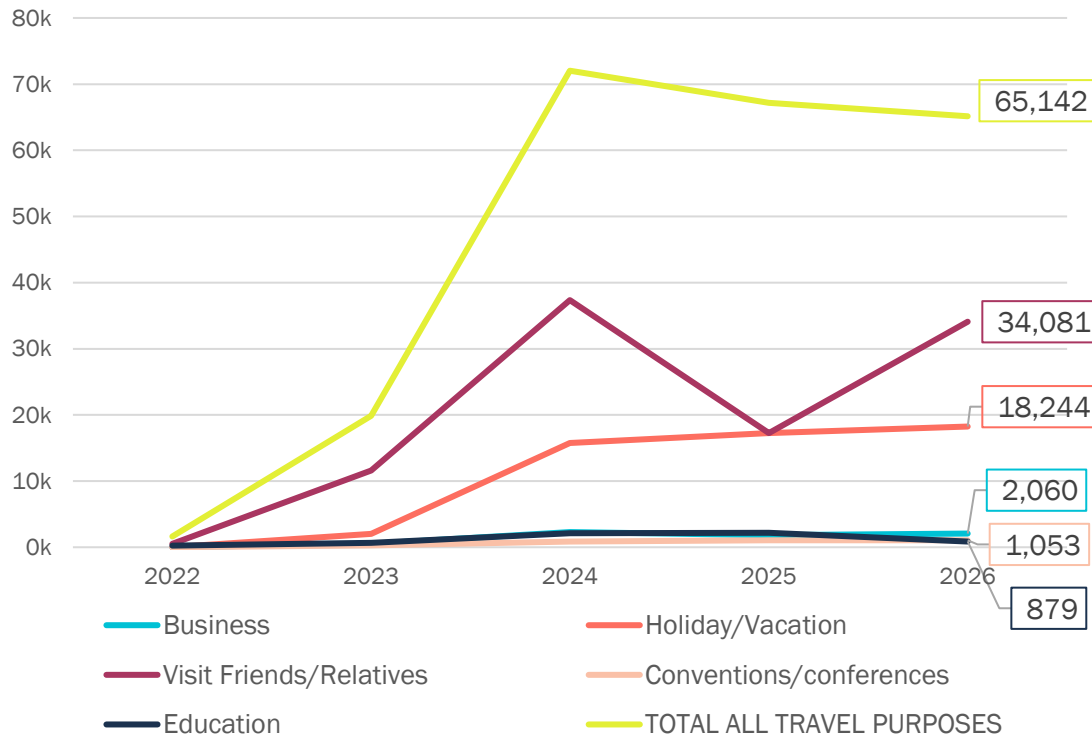


US

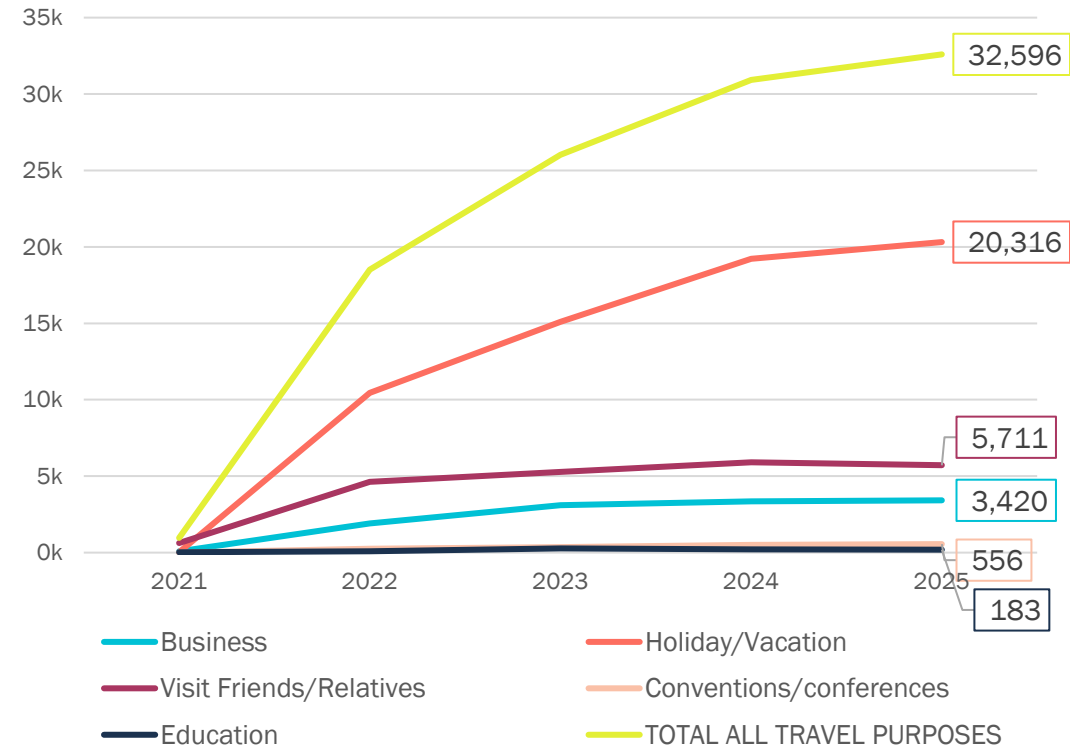


Five-year visitor arrivals to Auckland, YE January

India



Singapore



Ngā mihi Thank you

- KEY CONTACT

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Research & Insights Specialist

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