

Tātaki
Auckland
Unlimited



TāmaKi Makaurau Auckland Destination Overview

August 2025

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

Prepared October 2025

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Key Visitor Data




2.94^m

International Guest Nights
YE August 2025
-0.2% (to YE August 2024)



4.62^m

Domestic Guest Nights
YE August 2025
+6.4 (to YE August 2024)



7.55^m

Total Guest Nights
YE August 2025
+3.7% (to YE August 2024)



2.28^m

Total International Visitor
Arrivals
YE August 2025
+2.9% (to YE August 2024)



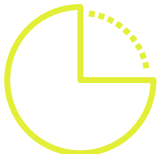
1.01^m

International Holiday Visitor
Arrivals
YE August 2025
+8.9% (to YE August 2024)



64.0%

Hotel Occupancy Rate
YE August 2025
-3.7% (to YE August 2024)



Key Visitor Data



INTERNATIONAL

- **Monthly international visitors (140.2k)** were up 5.3% compared to August 2024.
- **The year to August 2025** saw 2.28m international visitor arrivals, an increase of 2.9% on the previous year.
- **Australian visitors (51.7k)** were up 3.0% compared to last August. **The year to August 2025** saw 779.1k Australian visitor arrivals, up 8.5%.
- **Holiday visitors (1.01m)** contributed the most to annual visitor numbers and **increased 8.9%** on the previous year. **Monthly holiday numbers (56.0k)** were up 12.0% compared with the month of August 2024.
- **VFR visitors (789.2k)** were up 4.1% for the year, with monthly numbers (46.5k) down 1.3%.
- **192.1k international guest nights in commercial accommodation** for August (up 6.2%) and **2.94m international guest nights for the year** (down 0.2%).

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 **388.0k domestic guest nights in commercial accommodation** for the month of August (up 16.8%) and **4.62m domestic guest nights for the year** (up 6.4%).
- At present, we cannot display current spend data from the Tourism Electronic Card Transactions (TECT) as the data set has been discontinued. MBIE is currently procuring a new data set to replace the TECT as a permanent measure of tourism spending. Reporting will commence as soon as this becomes available.

OVERALL

- There were **580.1k total guest nights in commercial accommodation in August** (up 13.0%) and **7.55m total guest nights for the year** (up 3.7%).
- **On average, visitors stayed in Auckland for 1.9 nights** in August 2025 (no change compared to 2024).
- **Average monthly hotel Occupancy** was 59.9% up 4.9%. The **monthly Average Daily Rate (ADR)** was \$180 (down 3.5%) and **RevPAR** was \$111 (down 1.1%).
- **Average Occupancy for the year** was 64.0% (down 3.7%), while **ADR** was \$207 (down 5.1%) and **RevPAR** was \$138 (down 7.1%).
- Percentage changes for **Occupancy, ADR and RevPAR** peaked on **Monday 18th August 2025**. On this date, **Tyler, The Creator** performed at **Spark Arena**. Also, **Counties Manukau** played **Waikato** in the **Bunnings NPC rugby Championship** at the **Navigation Homes Stadium**.
- Looking forward over the next three months, Occupancy rates are mostly higher compared to 2024.
- **Occupancy-on-the-books** is set to peak at **94%** on **Wednesday 19th November 2025**, when **Metallica** perform at **Eden Park** for their **M72 World Tour**.



Auckland Tourism – Visitor Arrivals Data

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

- The month of August saw 140.2k international visitors, up 5.3% compared to August 2024.
- The year to August 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 8.9% on the previous year. Monthly holiday numbers (56.0k) were up 12.0% compared with the month of August 2024.
- VFR visitors (789.2k) were up 4.1% for the year, with monthly numbers (46.5k) down 1.3%.
- There were 152.7k business visitors (up 1.2%) in the year to August 2025, and 13.4k for the month (up 11.5%).

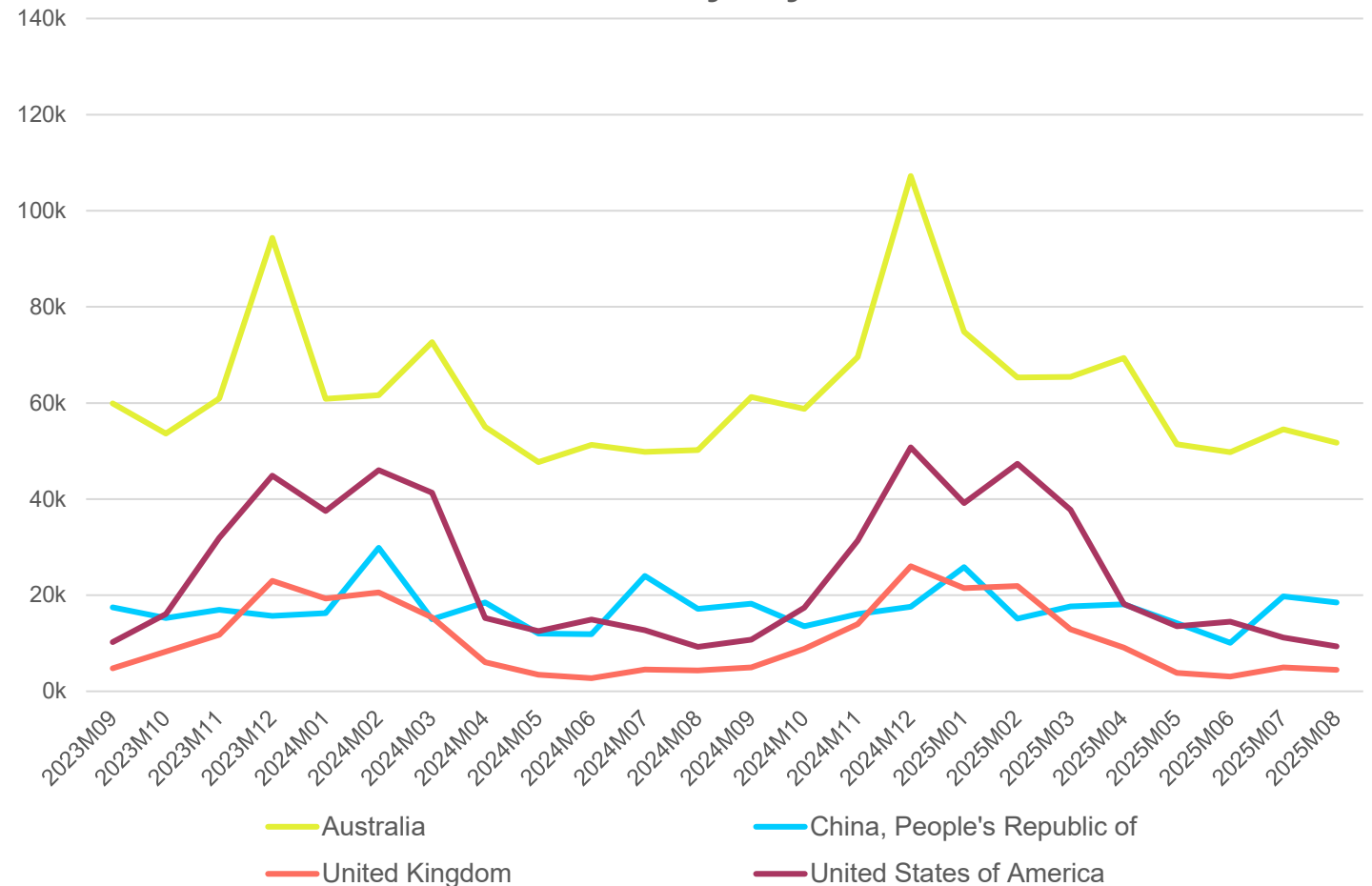


	Visitor arrivals	vs. previous year / YE
August 2025	140,212	5.3%
YE August 2025	2,280,734	2.9%

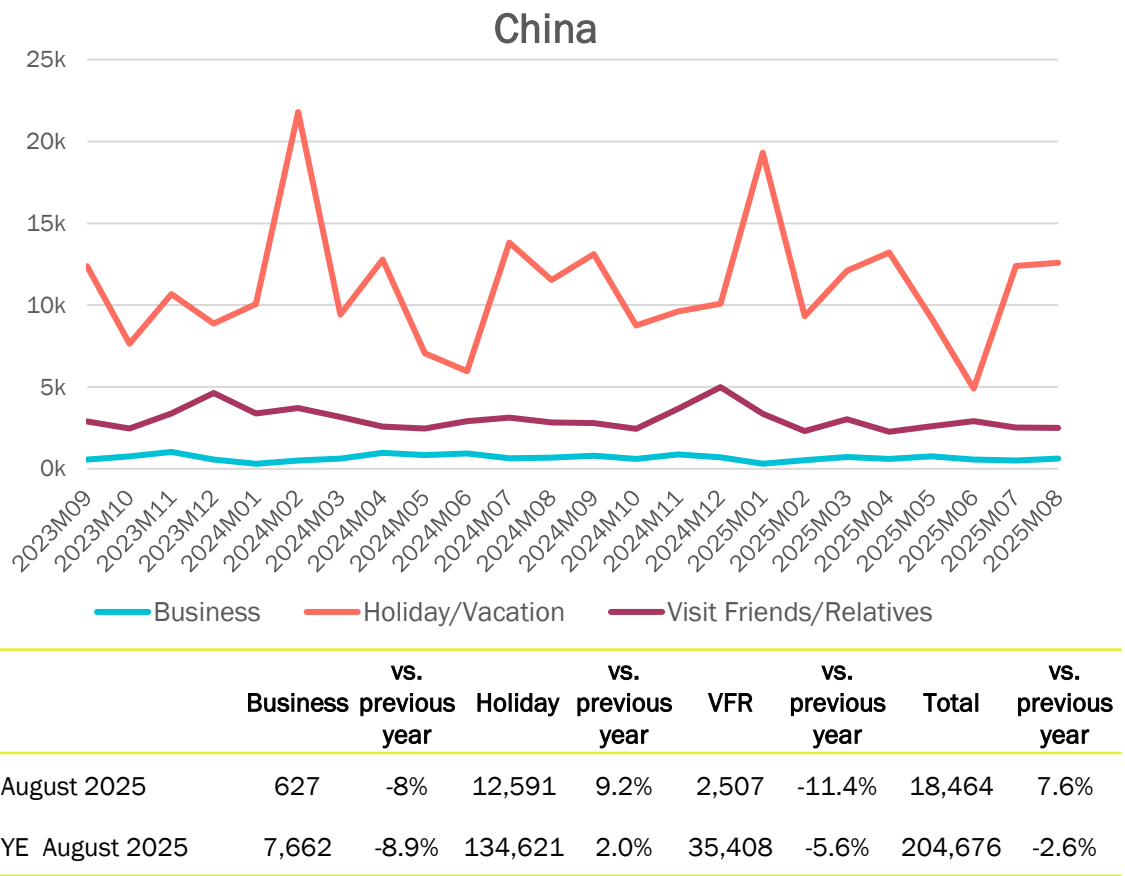
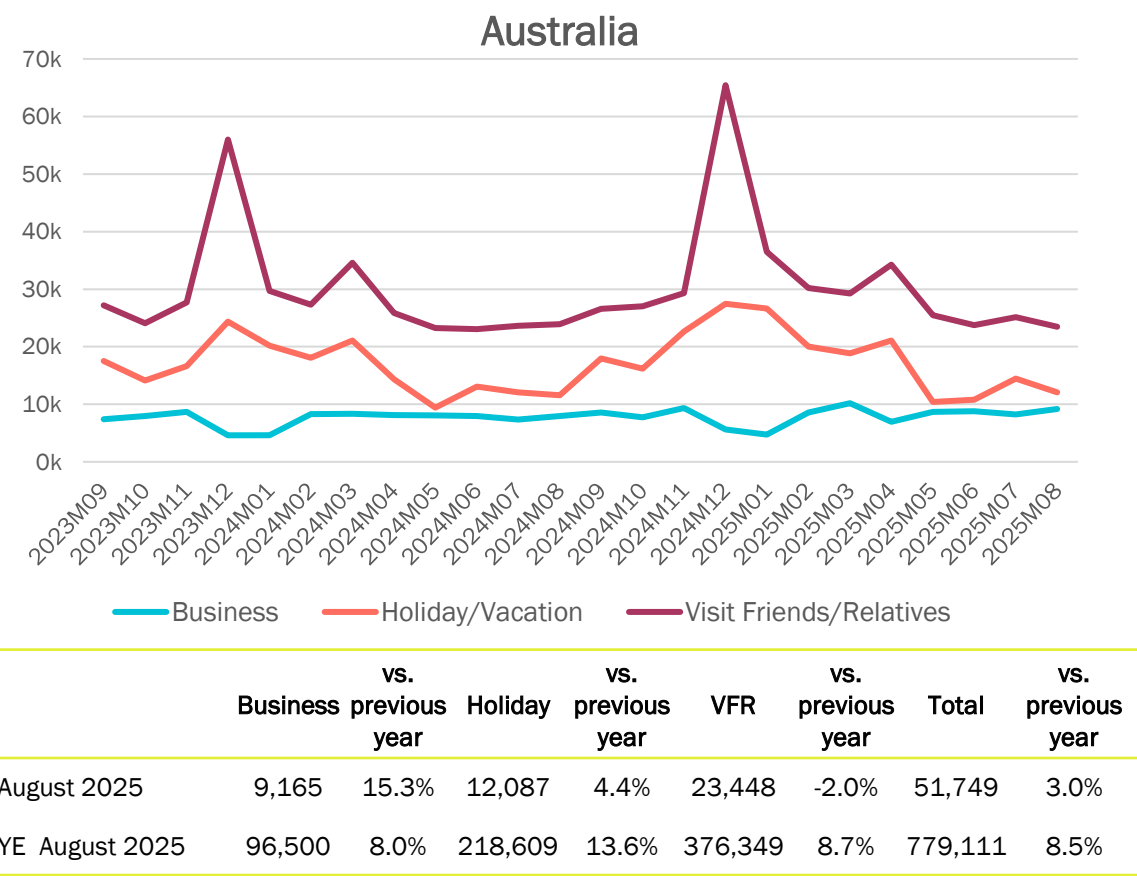
779.1 visitors from Australia for YE August 2025, up 8.5%

- Australian visitors (51.7k) were up 3.0% for the month compared to last August. The year to August 2025 saw 779.1k Australian visitor arrivals, up 8.5% compared to last year.
- The year to August 2025 saw 301.3k visitors from the US (up 2.9%), with 9.4k visitors for the month (up 1.5%).
- Visitors from China (204.7k) were down for the year (2.6%), and up (7.6%) for the month of August (18.5k).
- For the year to August 2025, there were 135.5k visitor arrivals from the UK (up 9.3%) and 4.5k visitors for the month (up 3.4%).

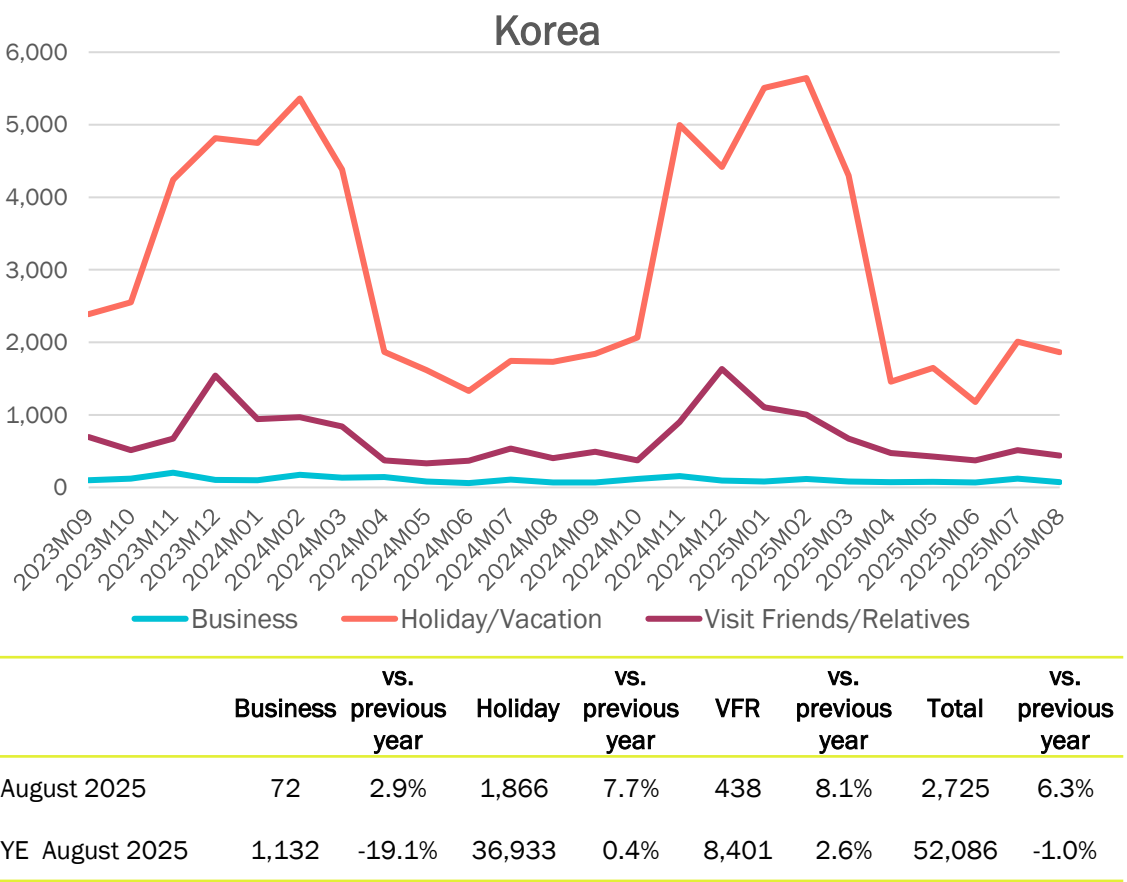
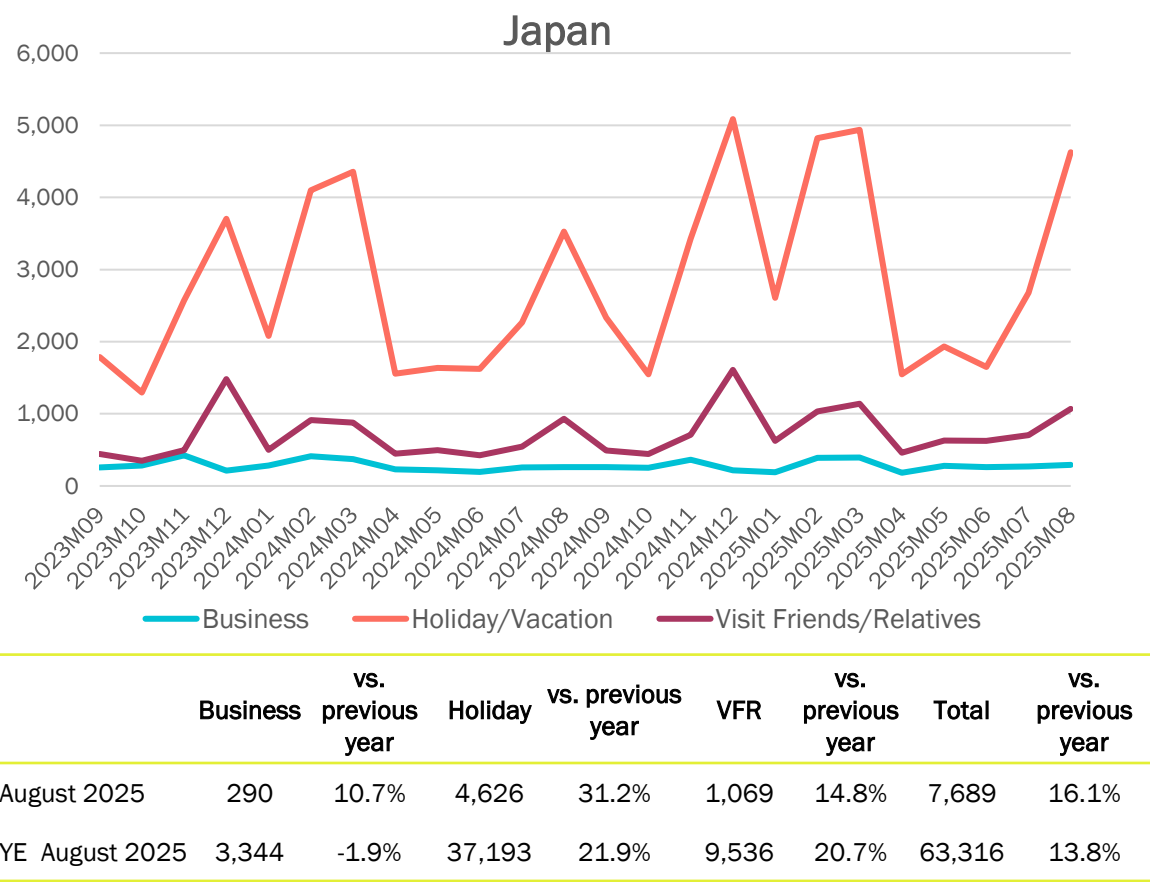
Visitor arrivals in Auckland by key international markets



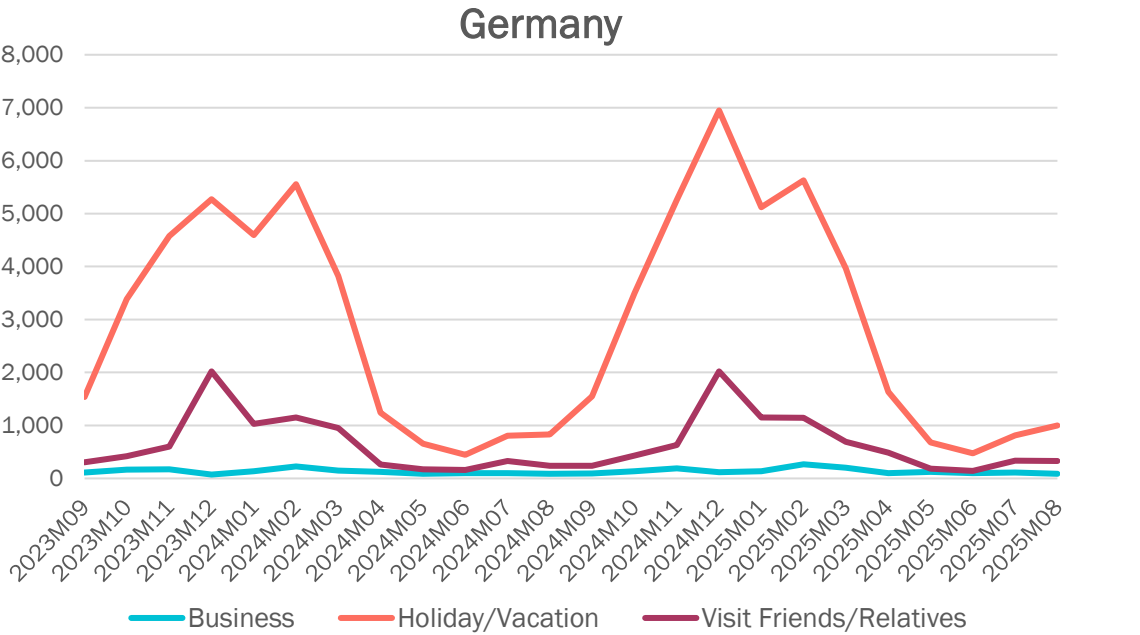
24-month visitor arrivals from individual markets



24-month visitor arrivals from individual markets

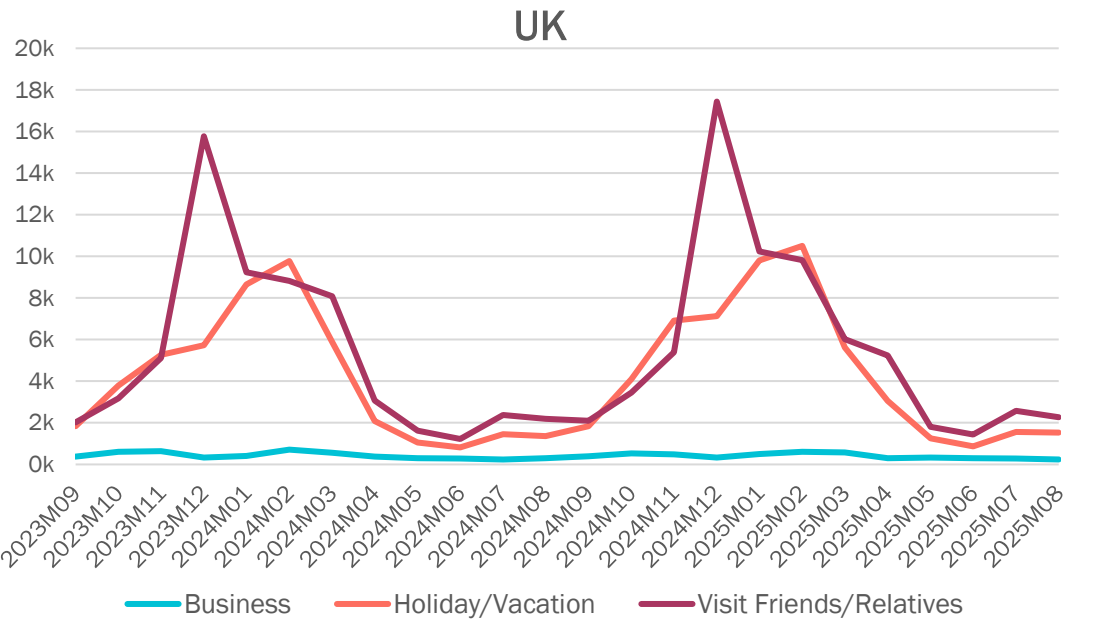


24-month visitor arrivals from individual markets



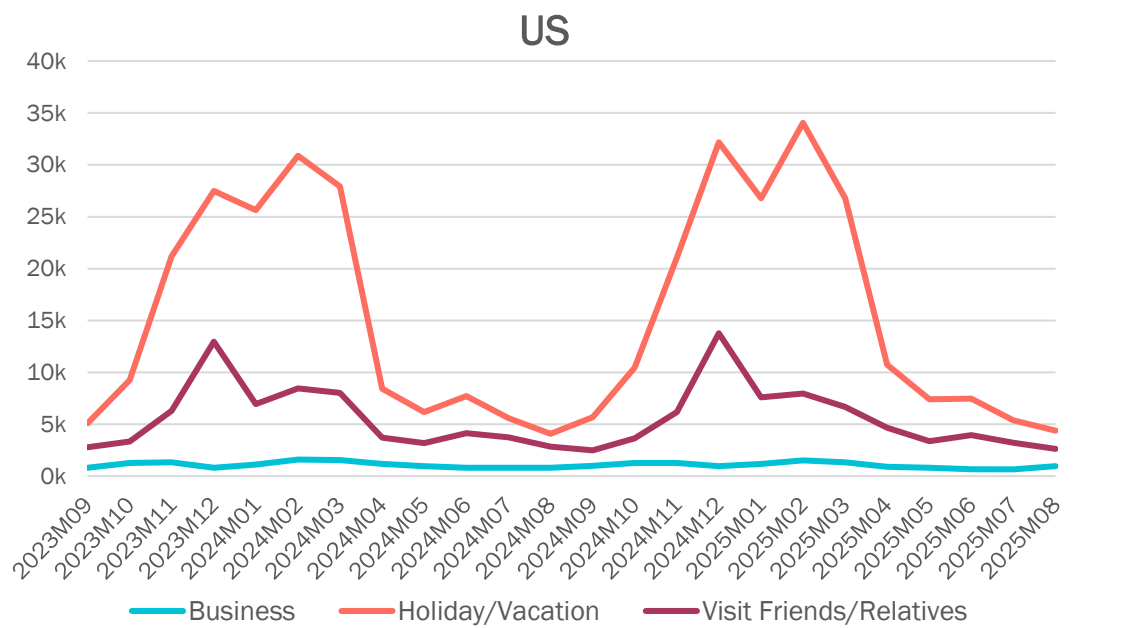
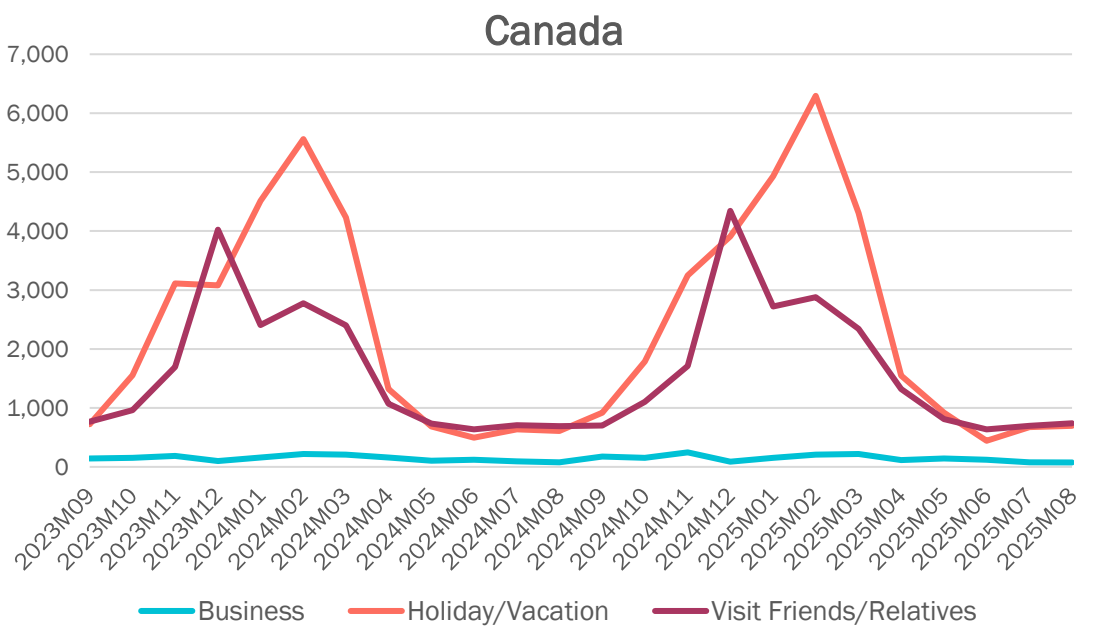
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2025	89	2.3%	998	20.2%	327	37.4%	1,638	16.3%
YE August 2025	1,662	8.8%	36,574	11.7%	7,784	1.8%	51,058	8.6%

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	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2025	243	-20.1%	1,527	12.5%	2,264	3.2%	4,472	3.4%
YE August 2025	4,870	-5.5%	54,147	13.6%	67,766	8.1%	135,499	9.3%

24-month visitor arrivals from individual markets



		vs. Business	vs. previous Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2025	75	-3.8%	698	14.1%	741	7.2%	1,746	6.2%
YE August 2025	1,774	2.2%	29,678	11.9%	20,003	6.0%	56,224	7.9%

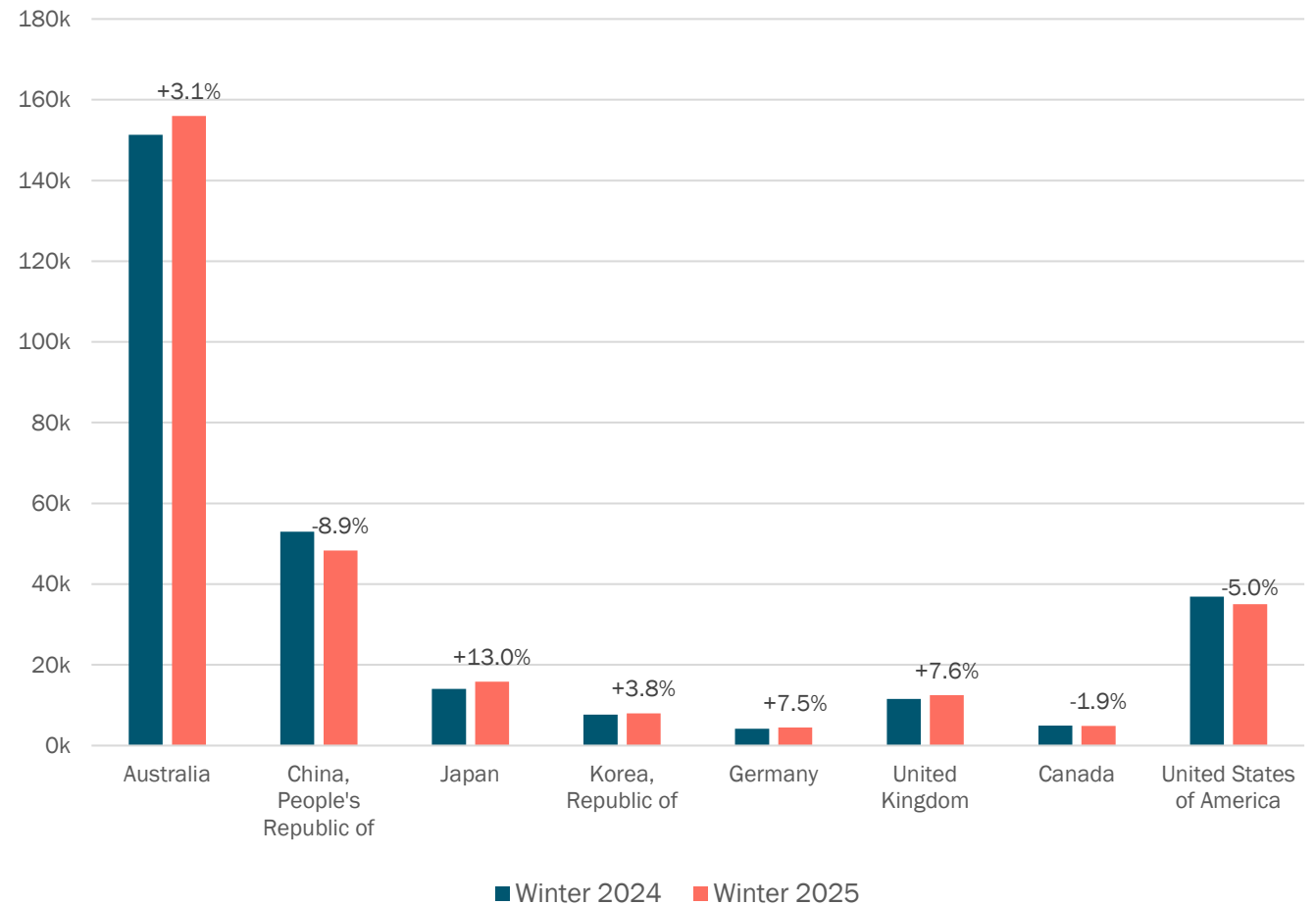
		vs. Business	vs. previous Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
August 2025	965	18.3%	4,375	7.3%	2,637	-7.3%	9,381	1.5%
YE August 2025	12,481	-4.4%	192,298	7.2%	66,126	-0.5%	301,283	2.9%

408.3k international visitor arrivals in winter 2025, up 1.4% on last winter

- There were 408.3k international visitor arrivals in winter 2025, up 1.4% on the previous winter.
- Holiday (154.3k, up 5.1%) and VFR (142.1k, up 0.8%) visitors were up compared to last winter however, business (38.0k, up 6.7%) visitation was down for the season.
- Visitation from Australia (156.0k, up 3.1%) increased in comparison to the previous winter, with VFR (72.4k, up 2.5%) and holiday (37.3k, up 1.6%) visitors up.
- US visitors (35.1k) were down (5.0%) in winter 2025, compared to last winter.
- Chinese visitors (48.3k) were down (8.9%) this winter, compared to last winter.
- Visitors from the UK (12.5k) were up (7.6%) compared to last year.

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Seasonal international arrivals in Auckland by key markets

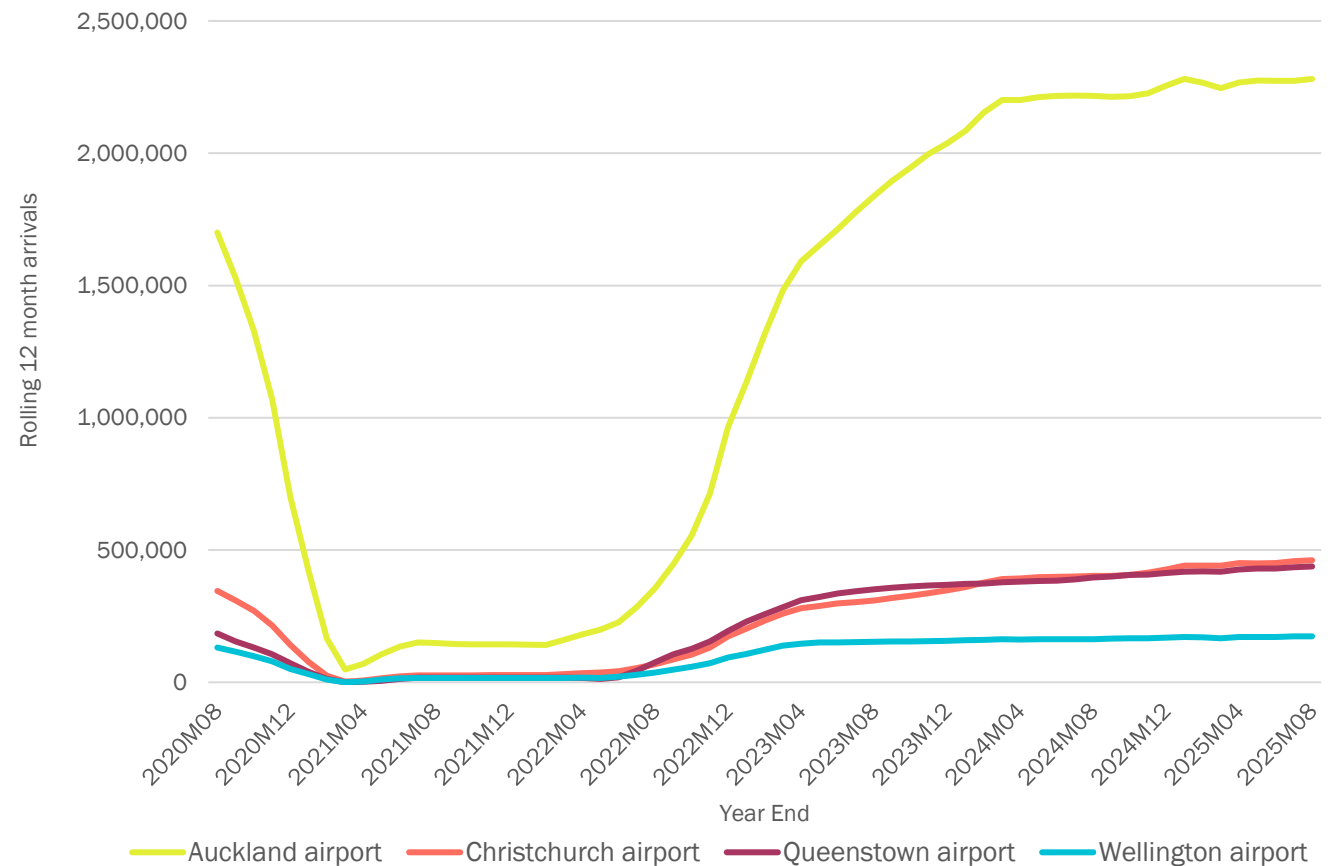


Auckland has seen a 2.9% increase in international visitor arrivals over the last year

- 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 August 2025, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 10.4%, Christchurch was up 14.8% and Wellington was up 6.3% compared to last year.

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12 month rolling visitor arrivals





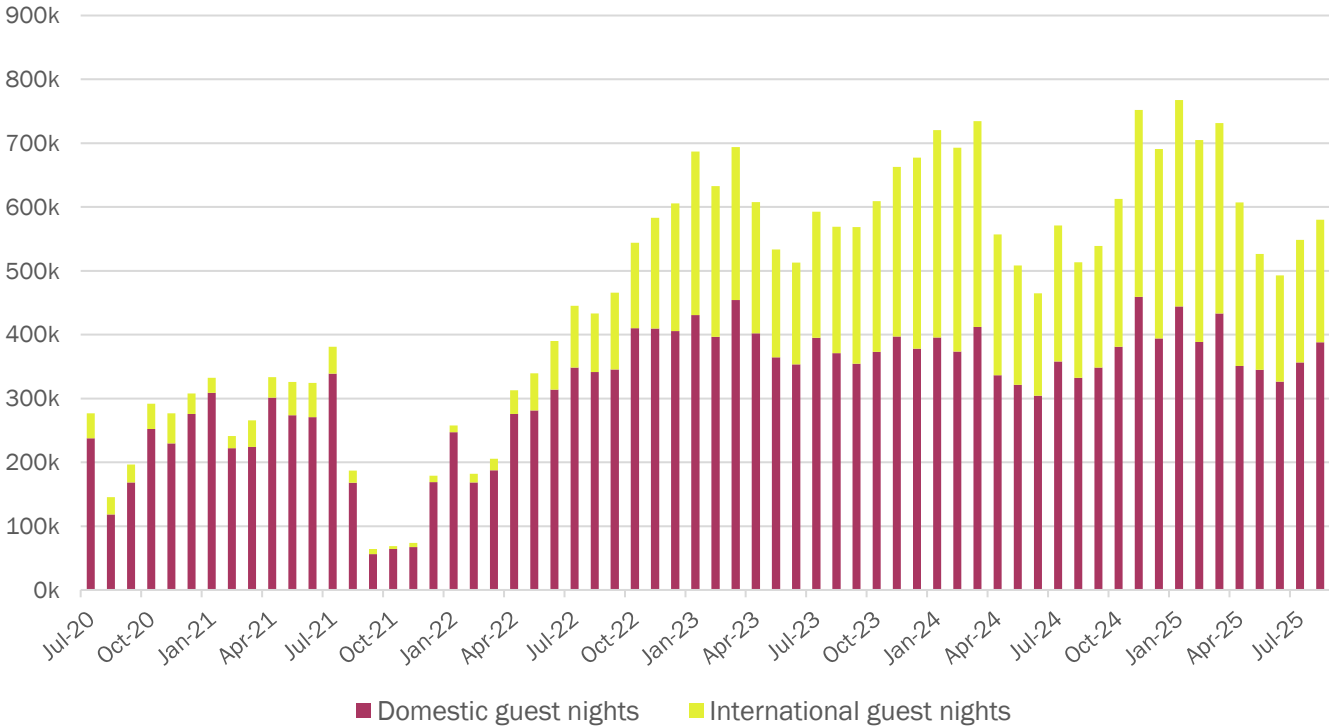
Auckland Tourism – Accommodation Data

388.0m domestic guest nights in commercial accommodation in YE August 2025, up 16.8%

- For the month of August 2025, there were **580.1k total guest nights** in commercial accommodation in Auckland, up 13.0% on the same month last year.
- There were **388.0k domestic guest nights** in commercial accommodation (up 16.8%), and **192.1k international guest nights** (up 6.2%) in commercial accommodation in August 2025.
- The year to August 2025 saw 7.55m total guest nights in Auckland (up 3.7%) with 4.62m domestic guest nights (up 6.4%) and 2.94m international guest nights (down 0.2%).
- For New Zealand overall, there were 2.52m guest nights in commercial accommodation in August 2025, up 6.3% compared to August 2024.

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Guest nights in commercial accommodation - Auckland



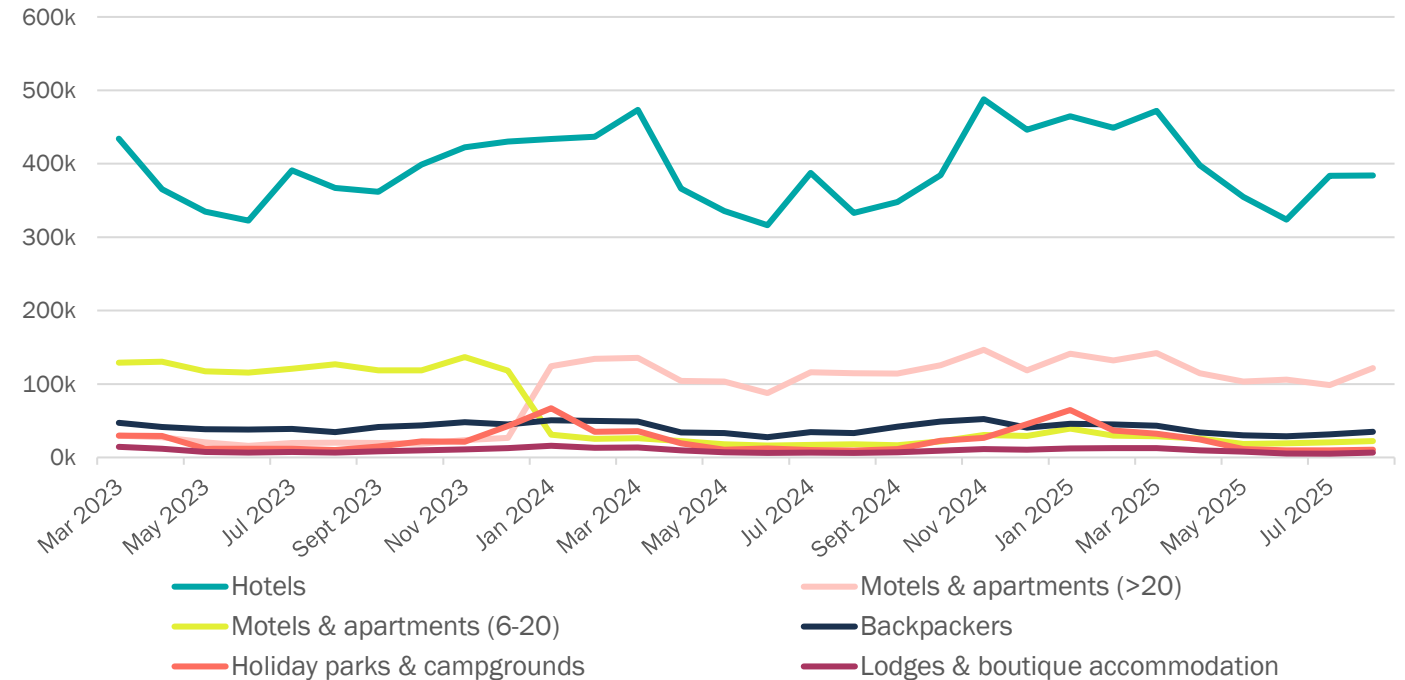
August 2025	Auckland	% change	New Zealand	% change
Total guest nights	580,100	13.0%	2,518,900	6.3%
Domestic guest nights	388,000	16.8%	1,750,200	5.5%
International guest nights	192,100	6.2%	600,000	8.4%

384.0k guest nights in hotels for the month of August 2025, up 15.3%

- For the month of August 2025, there were **384.0k guest nights in hotels**, up **15.3%** compared to last year.
- There were **121.7k guest nights in motels and apartments (>20)**, up **6.1%** on the previous year.
- Guest nights in motels and apartments (6-20) (22.3k) were up (23.2%).
- Guest nights in backpacker accommodation increased (up 5.7% to 35.1k) in August 2025.
- Guest nights in holiday parks and campgrounds (10.5k) were up (12.9%) for the month.
- Guest nights in lodges and boutique accommodation were also up (3.2% to 6.4k) for the month.

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Guest nights by accommodation type (monthly)



August 2025	Auckland	% change
Hotels	384,000	15.3%
Motels & apartments (>20)	121,700	6.1%
Motels & apartments (6-20)	22,300	23.2%
Backpackers	35,100	5.7%
Holiday parks & campgrounds	10,500	12.9%
Lodges & boutique accommodation	6,400	3.2%

Average Occupancy for August 2025 was 59.9%, up 4.9%

- For the month of August 2025, the **average Occupancy was 59.9%, 4.9% higher** compared to August 2024.
- The **Average Daily Rate (ADR) for the month was \$180, down 3.5%** on last year.
- Monthly Revenue per available room (RevPAR) for August was \$111, 1.1% lower** compared to last year.
- Percentage changes for **Occupancy, ADR and RevPAR peaked on Monday 18th August 2025**. On this date, Tyler, The Creator performed at Spark Arena. Counties Manukau also played Waikato at the Navigation Homes Stadium.
- Average Occupancy for the year to August 2025 was 64.0%** (down 3.7% compared to 2024), while **ADR was \$207** (down 5.1%) and **RevPAR was \$138** (down 7.1%).

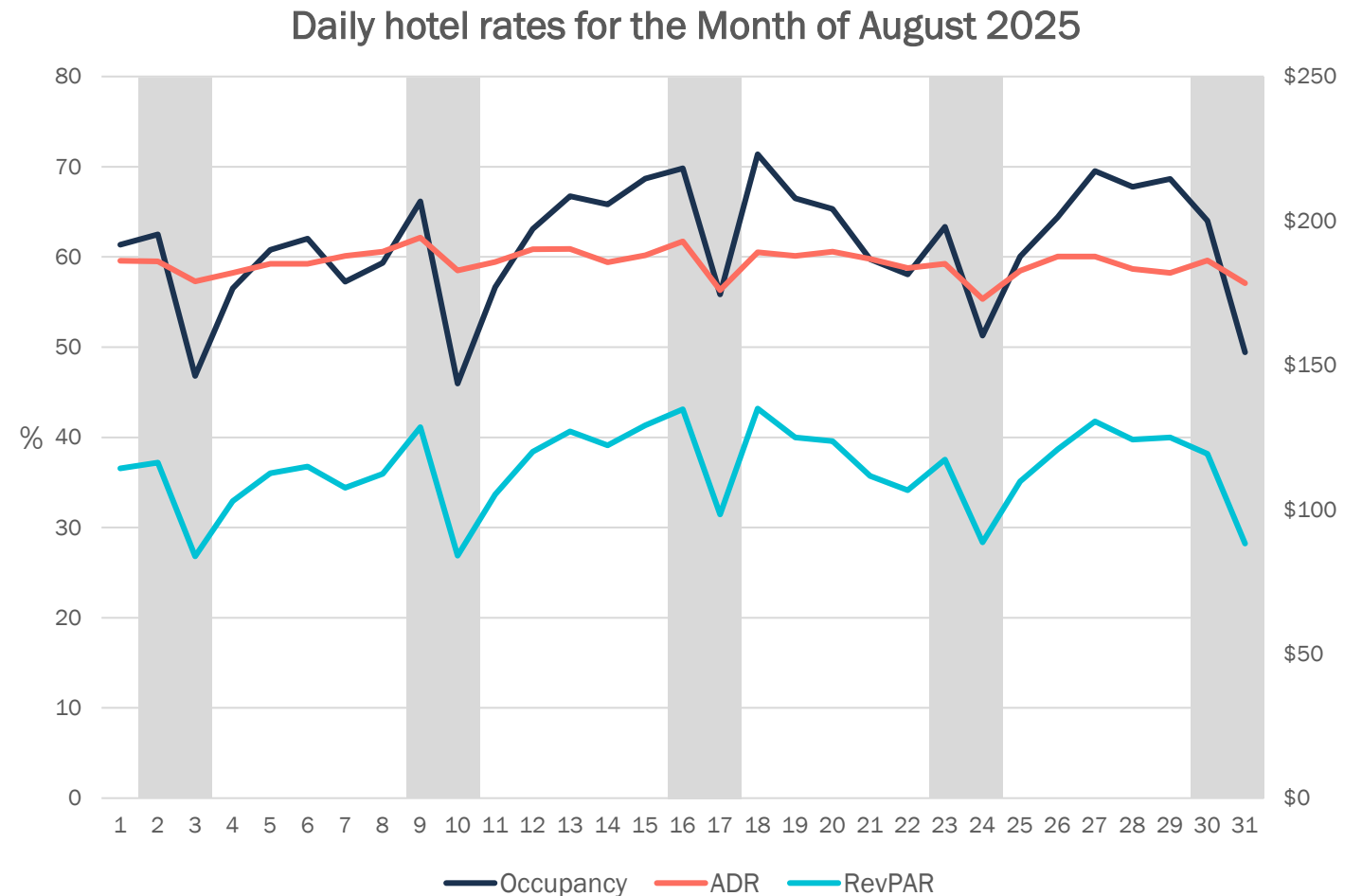
Percent Changes for the Month of August



Occupancy peaked at 71.4% on Monday 18th August 2025, up 49.0%

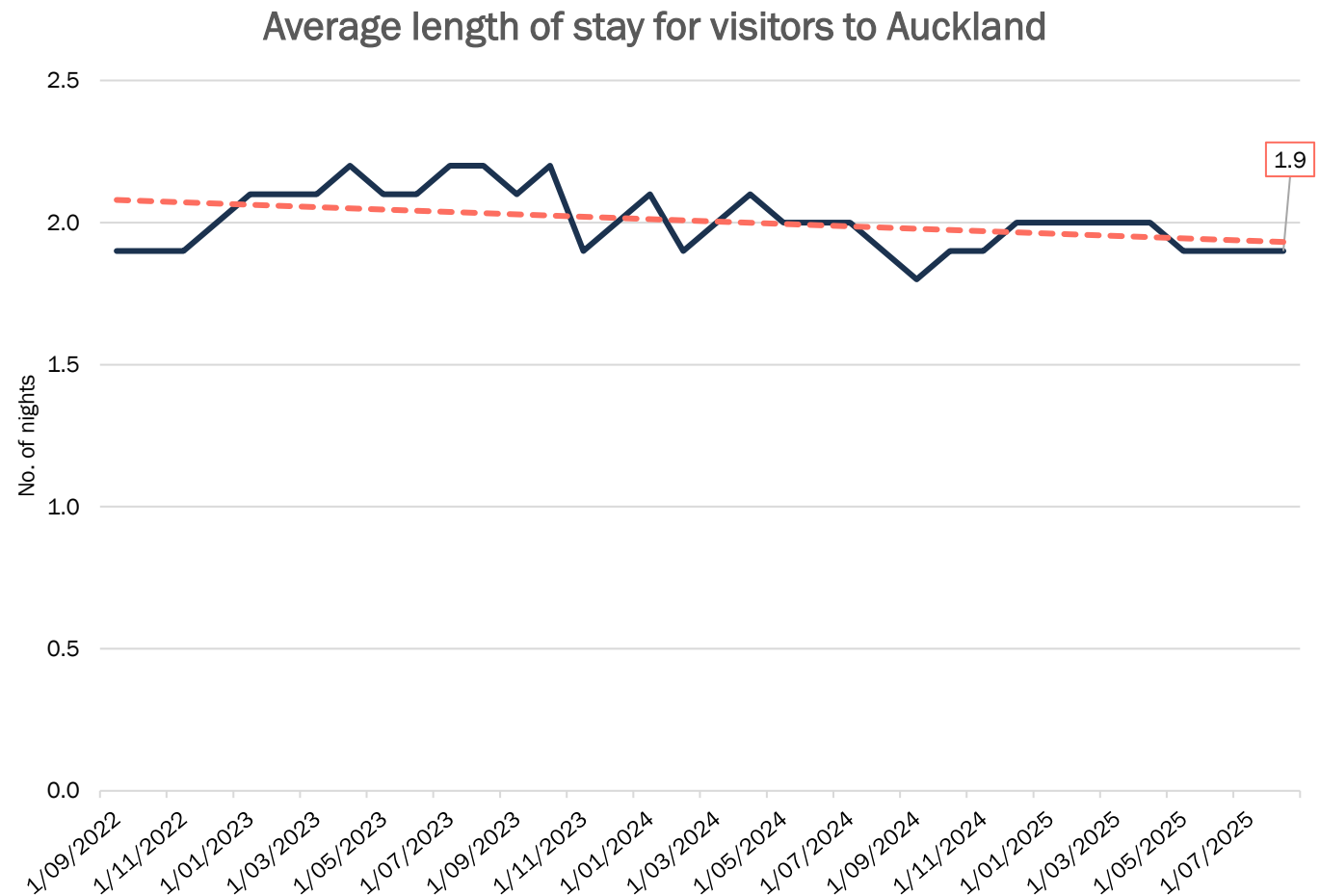
- The **Average Daily Rate (ADR)** for hotels in Auckland was the highest for the month at **\$194** on **Saturday 9th August** (up 0.3% on the previous year). On this date, **Auckland played Wellington** in the **Bunnings NPC rugby match** at **Eden Park**.
- **Hotel occupancy** reached **71.4%** on **Monday 18th August 2025** (up 49.0% on the previous year).
- **Revenue per available room (RevPAR)** peaked to **\$135** also on **Monday 18th August 2025** (up 53.4% in comparison to last year).
- On **Monday 18th August 2025**, **Tyler, The Creator** performed at **Spark Arena**. **Counties Manukau** also played **Waikato** in the **Bunnings NPC rugby Championship** at the **Navigation Homes Stadium**.

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

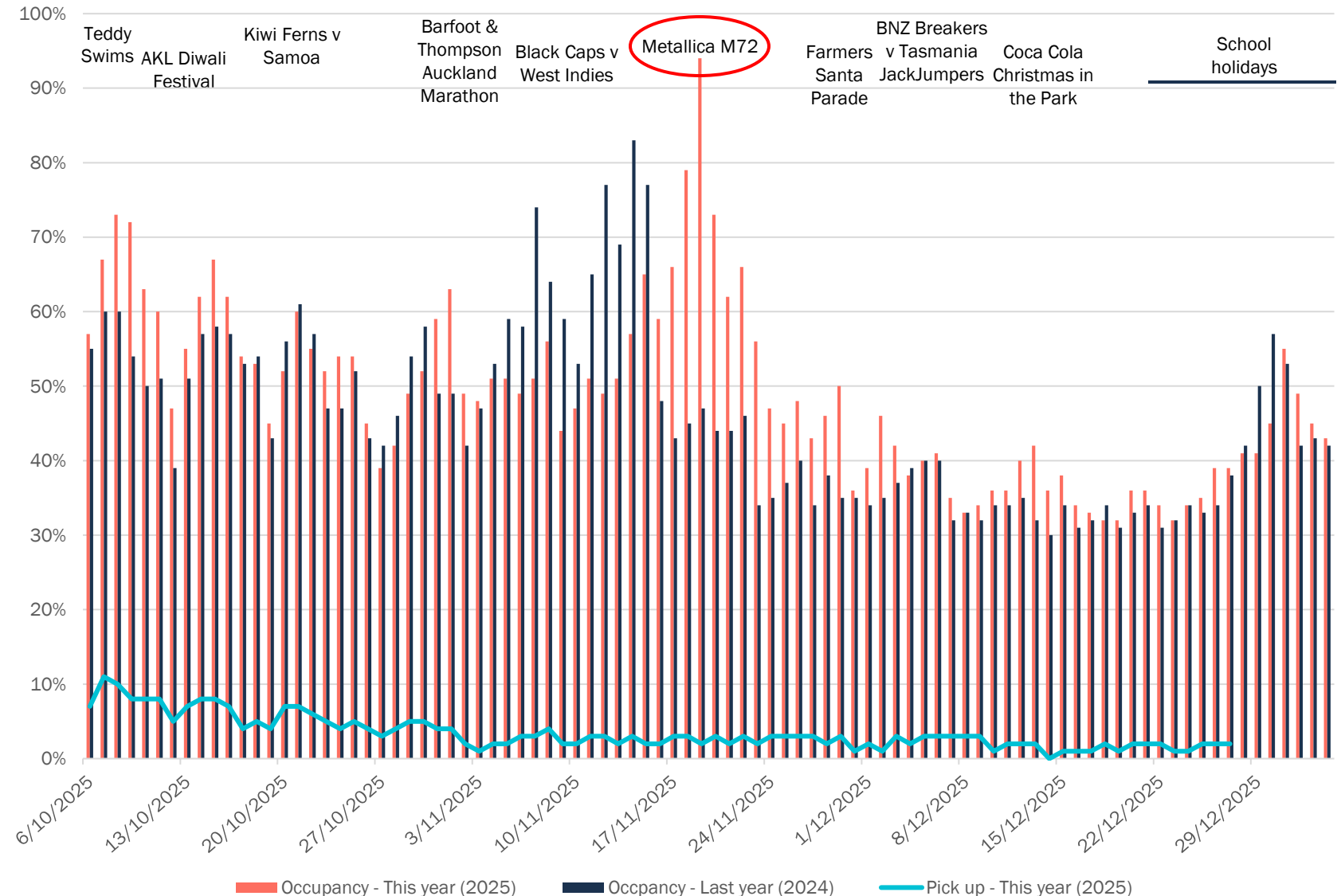
- On average, visitors stayed in Auckland for 1.9 nights for the month of August 2025 (no change compared to the previous year).
- Average length of stay for visitors to Auckland has levelled out over the last three years.



90-Day Forward Booking Occupancy Data

- Looking forward over the next three months, overall Occupancy rates are generally higher in comparison to the same period last year.
- Occupancy hit 73% on Wednesday 10th September 2025. Teddy Swims performed at Spark Arena on Thursday 9th October 2025.
- Occupancy-on-the-books is set to peak at 94% on Wednesday 19th November 2025, when Metallica perform at Eden Park for their M72 World Tour.
- 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.

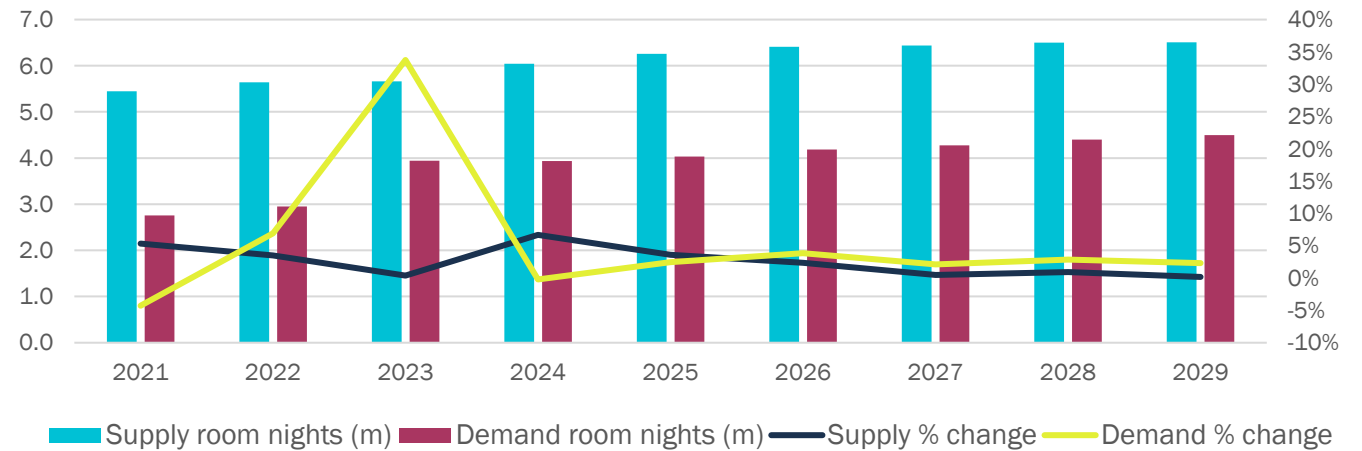
Occupancy - 90 Day Forward Outlook



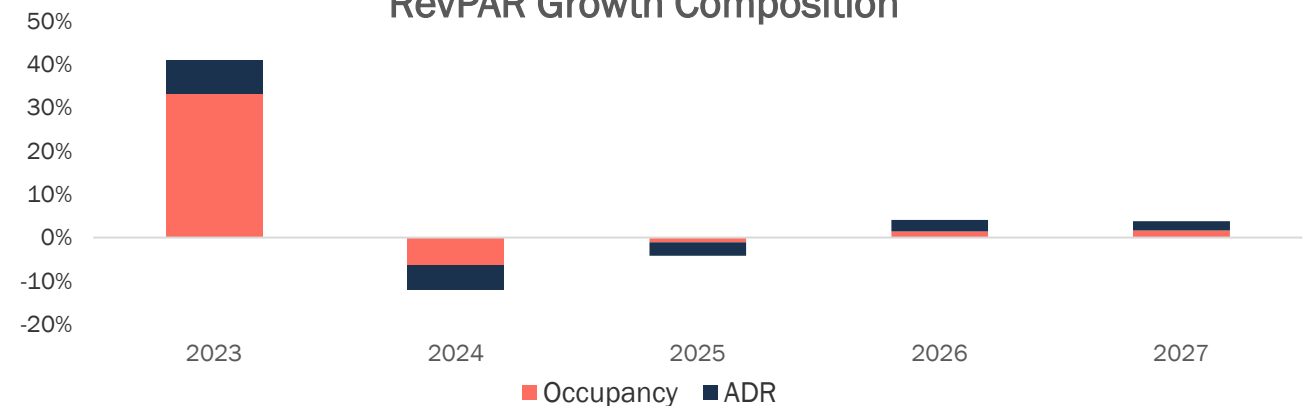
Longer term projections

- 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 Q2 supply expanded 5.0%. Demand expanded 3.7%, resulting in an occupancy decline of -1.3%. Occupancy is expected to decline by -2.3% in 2025 Q3, with supply expanding 2.2% and demand declining -0.1%.
- After declining -6.5% in 2024, occupancy is expected to decline -1.1% in 2025. ADR is expected to decrease -3.1%, resulting in RevPAR decline of -4.1% in 2025. RevPAR is expected to grow by 4.1% in 2026.
- Over the next three years, occupancy is expected to expand at an average annual rate of 0.6%, while ADR is expected to expand at an average annual rate of 0.5%.

Supply and Demand Growth



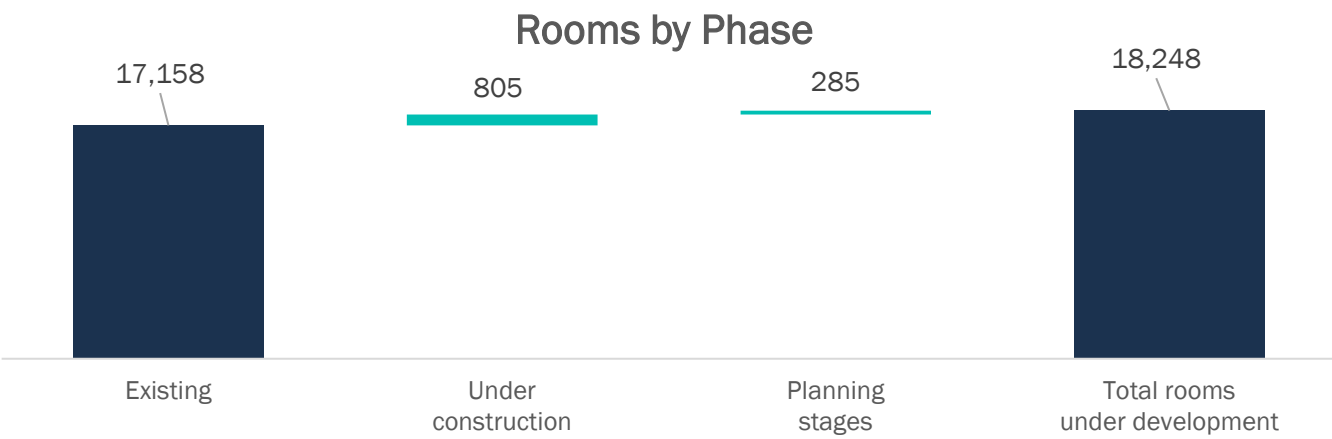
RevPAR Growth Composition



17.2k average daily rooms available in 2025, with 17.6k rooms forecast for 2026

- In 2025, on average there were 17.2k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 3.6%, which will supply an additional 596 rooms (compared to 2024) .
- Looking to 2026, average room supply is expected to expand by 2.4%, supplying 406 new rooms and bringing the total number of daily rooms available to 17.6k.
- Observing rooms by phase data, there was a total of 18.3k rooms (from 227 properties) in the pipeline.
- This comprised of 17.2k existing rooms (from 220 properties, 805 rooms under construction (from 5 properties), and 285 rooms in the planning stages (from 2 properties).

Average Supply				
(Avg. daily rooms during year)				
	Year	Rooms	% Chg.	Chg.
Actual	2021	14,932	5.4%	759
	2022	15,455	3.5%	523
	2023	15,517	0.4%	62
	2024	16,554	6.7%	1,038
Forecast	2025	17,150	3.6%	596
	2026	17,556	2.4%	406
	2027	17,639	0.5%	83
	2028	17,801	0.9%	161
	2029	17,832	0.2%	32



In total, 3.67m visitors are projected to visit New Zealand in YE August 2029

- International overnight visitor arrival projections until 2029 are available for New Zealand overall – of which Auckland receives the largest share.
- International visitor growth to New Zealand is forecast with a Compound Annual Growth Rate (CAGR) of 9.9% from 2024 to 2029 (for Q2 2025), resulting in a possible 3.67m international visitors by YE August 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%. 1.57m Australian visitors are expected to visit New Zealand in the year to August 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.

Airbnb Insight



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25%

Visiting friends & relatives



\$236

Average daily rate



48%

Aged 30-49 years



3

Average group size



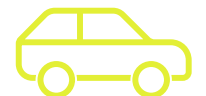
18%

Travelling with children



48%

Travelling from 482km or less



Spend data

- At present, we cannot display current spend data from the Tourism Electronic Card Transactions (TECTs) as the data set has been discontinued.
- MBIE is currently procuring a new data set to replace the TECT as a permanent measure of tourism spending.
- Reporting will commence as soon as this becomes available.



A photograph of two women walking and smiling in a modern city courtyard at dusk. The woman on the left wears a white dress and carries a tan bag, while the woman on the right wears a pink dress. In the background, there are potted plants, a building with 'FABRIC' signage, and people sitting at an outdoor cafe under a large umbrella. String lights are visible in the upper part of the scene.

Tempo – City Centre Data Insights Aug 2025

Background

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

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

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

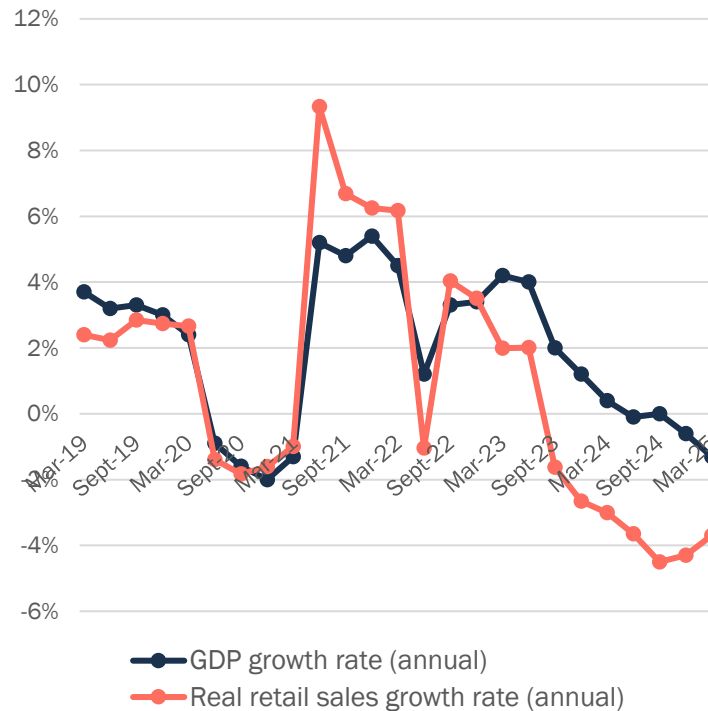
Despite the impact on consumer-facing industries, economy activity (GDP) in the city centre in 2024 was nearly 25% greater than it was in 2019. The rest of Auckland's economy only grew 12% over the same period – this is driven by a strong concentration of high-value service industries (e.g., finance,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

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



GDP and City Centre card spending

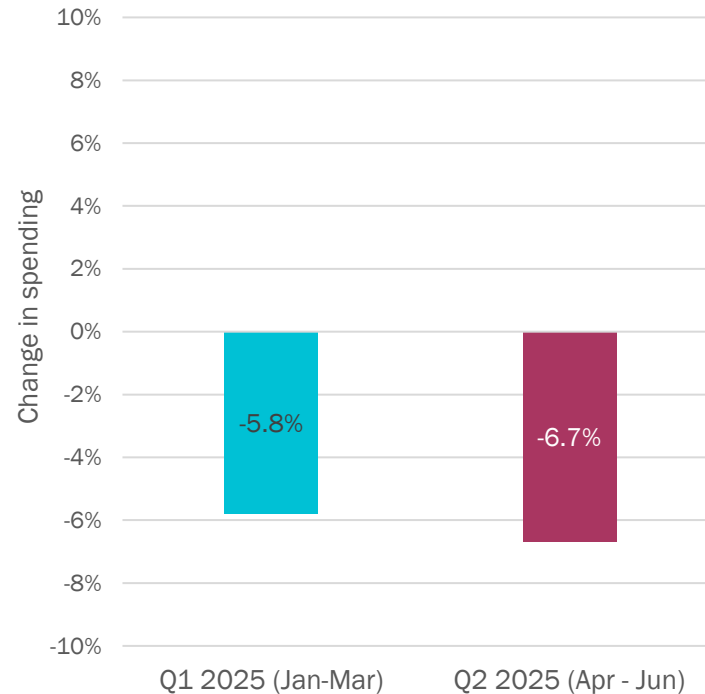
12-month GDP and consumer real retail sales* growth rate: Auckland



Source: Infometrics

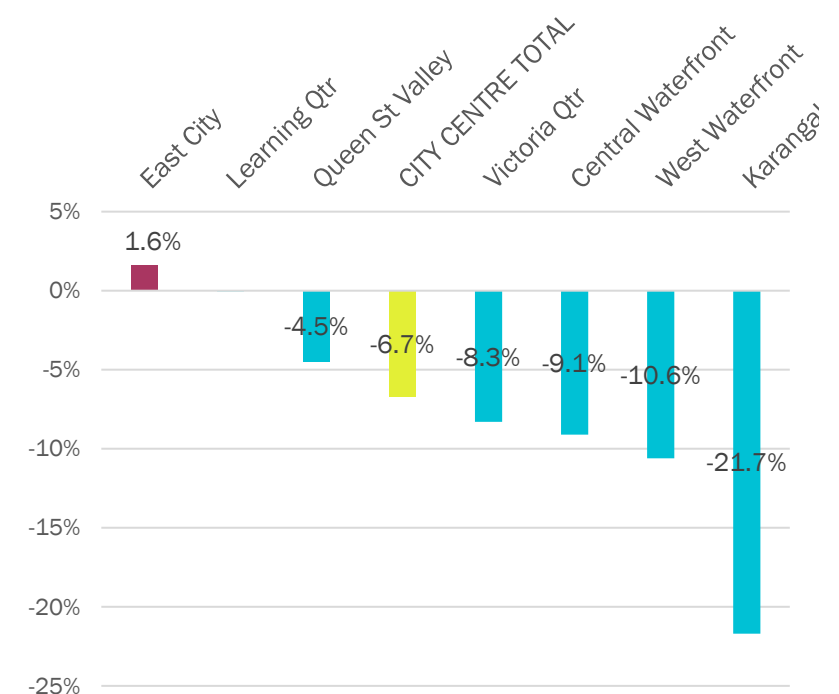
*real retail sales = controlling for inflation (CPI)

City Centre card spending compared to same period 12 months prior



Source: Marketview

Change in City Centre card spending by precinct: Q2 2025 v Q2 2024



Source: Marketview

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

- Challenging economic conditions over last 18-24 months.
- Spending ↓ 6.7% in Q2 2025 compared to 12 months ago.
- Spending down considerably more in Karangahape precinct.

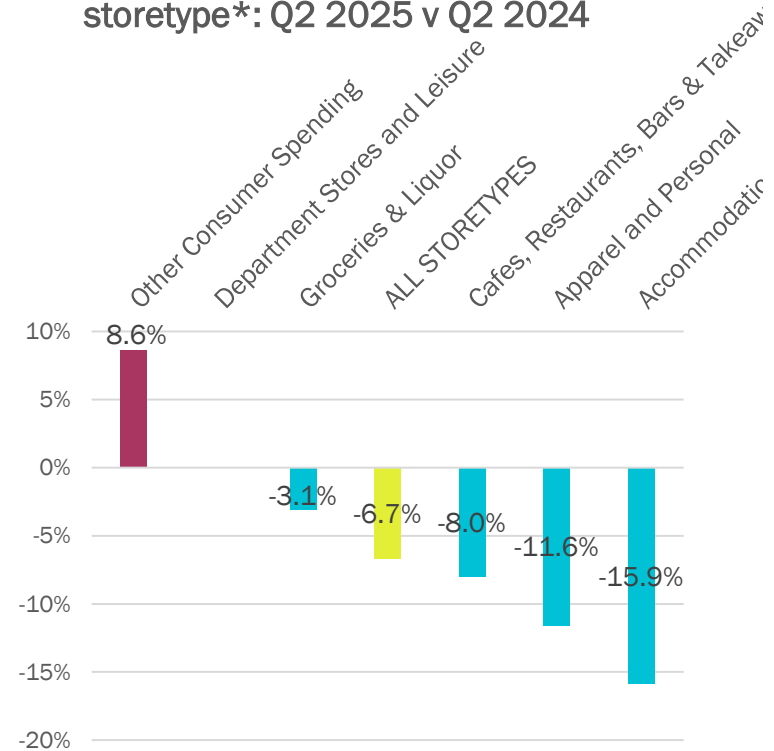
City Centre spending

Change in City Centre card spending
by customer origin: Q2 2025 v Q2
2024



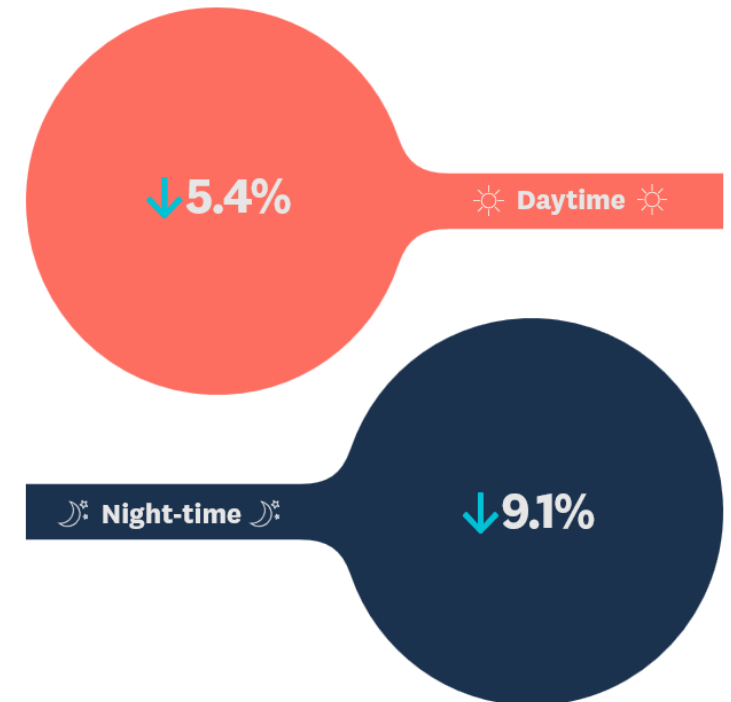
Source: Marketview

Change in City Centre card spending by
storetype*: Q2 2025 v Q2 2024



Source: Marketview

Change in spending Q2 2025
v Q2 2024



Source: Marketview

International visitor spending up, local spending down.

Accommodation and clothing spending down most.

Daytime and night time spend down.



Auckland – Major Events Data

Major Events Insights – August 2025




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Event	Date(s)	Venue	Findings
A Century of Modern Art	7 June – 28 September 2025	Auckland Art Gallery Toi o Tāmaki	<ul style="list-style-type: none"> There were 388.0k domestic guest nights in commercial accommodation (up 16.8%), and 192.1k international guest nights (up 6.2%) in commercial accommodation in August 2025. Percentage changes for Occupancy, ADR and RevPAR peaked on Monday 18th August 2025. On this date, Tyler, The Creator performed at Spark Arena. Counties Manukau also played Waikato at the Navigation Homes Stadium.
The Art of Banksy	7 July – 3 August 2025	Aotea Centre	
Whānau Mārama: New Zealand International Film Festival 2025	30 July – 10 August 2025	The Civic	
Chicago The Musical	31 July – 9 August 2025	Bruce Mason Centre	
NZ One Warriors v Dolphins	1 August 2025	Go Media Stadium	
Auckland Philharmonia 2025 - Daphnis et Chloé	7 August 2025	Auckland Town Hall	
Bunnings NPC: Auckland v Wellington	9 August 2025	Eden Park	
Bunnings NPC: North Harbour v Taranaki	9 August 2025	North Harbour Stadium	
NZ One Warriors v Dragons	15 August 2025	Go Media Stadium	
NZ One Warriors v Raiders	16 August 2025	Go Media Stadium	
Bunnings NPC: Counties Manukau v Waikato	18 August 2025	Navigation Homes Stadium	
Tyler, The Creator	18 August 2025	Spark Arena	
Hawaiki Tū - Autaia	21 – 28 August 2025	Kiri Te Kanawa Theatre	
Come Together: Pink Floyd - Dark Side Of The Moon	23 August 2025	The Civic	
Auckland Philharmonia 2025 - Wallace and Gromit in Concert	23 August 2025	Aotea Centre	
Bunnings NPC: North Harbour v Tasman	23 August 2025	North Harbour Stadium	
NZ Fashion Week	25 – 30 August 2025	Shed 10	
NZ One Warriors v Eels	29 August 2025	Go Media Stadium	

New Zealand Darts Masters

Date(s): 15-16 August 2025
Venue: Spark Arena


6.1^k
Visitor nights





7.1^k
Attendance



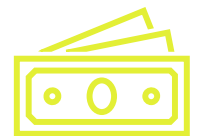

\$1.36^m
GDP




47%
Of attendees were visitors




\$1.67^m
Total spend by visitors





Auckland – Business Events Data

Business Events Insights Q3 2025



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422

Business events in Auckland



27%

Auckland's share of business events



87.7^k

Delegates hosted in Auckland



35%

Auckland's share of delegates



131.1^k

Delegate days hosted in Auckland



30%

Auckland's share of delegate days

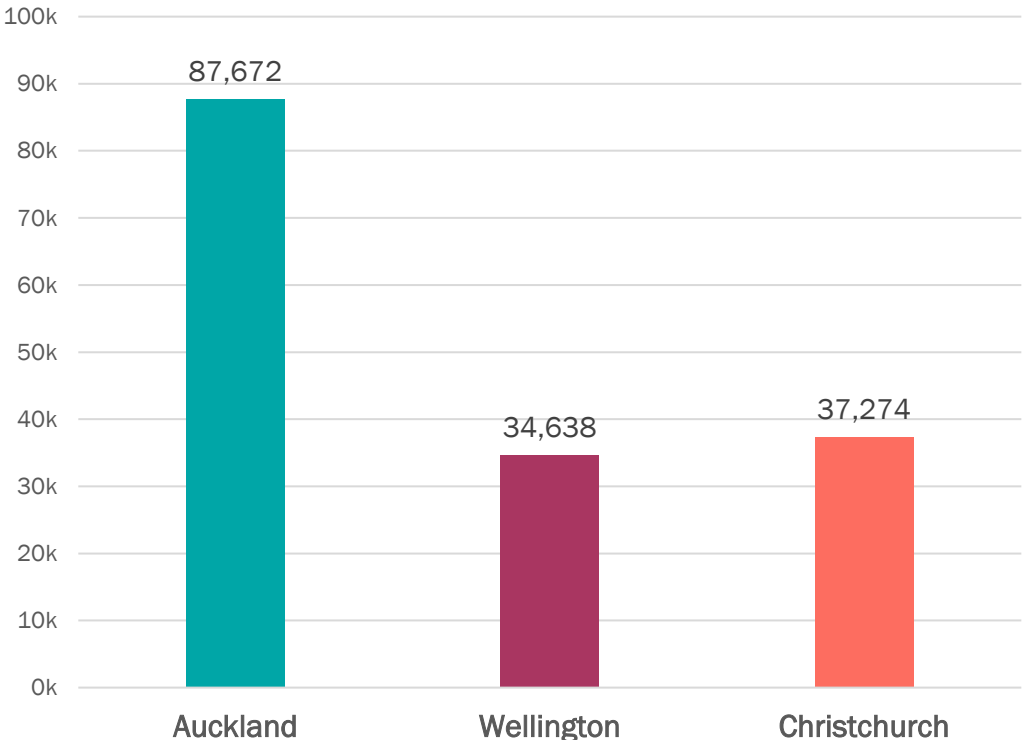


Auckland attracted the highest number of business delegates (87.7k) in New Zealand in Q3 2025

Total number of business events – Regional comparison

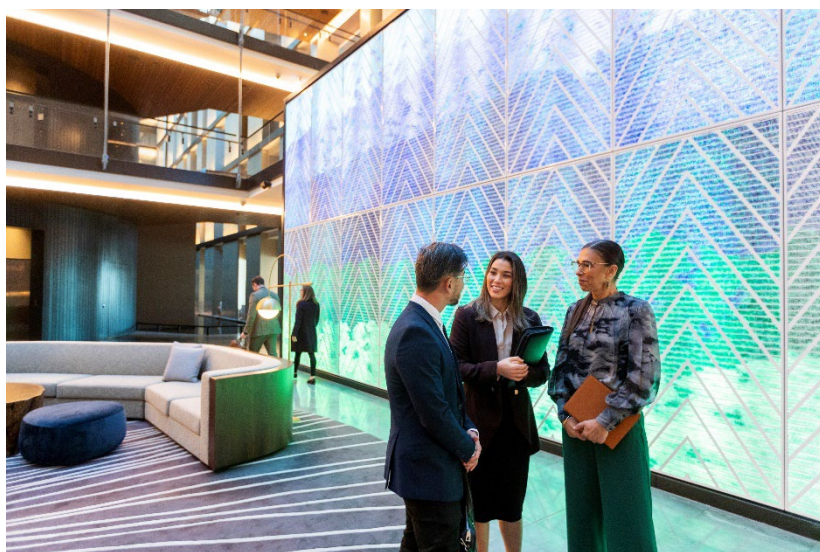


Total number of delegates – Regional comparison



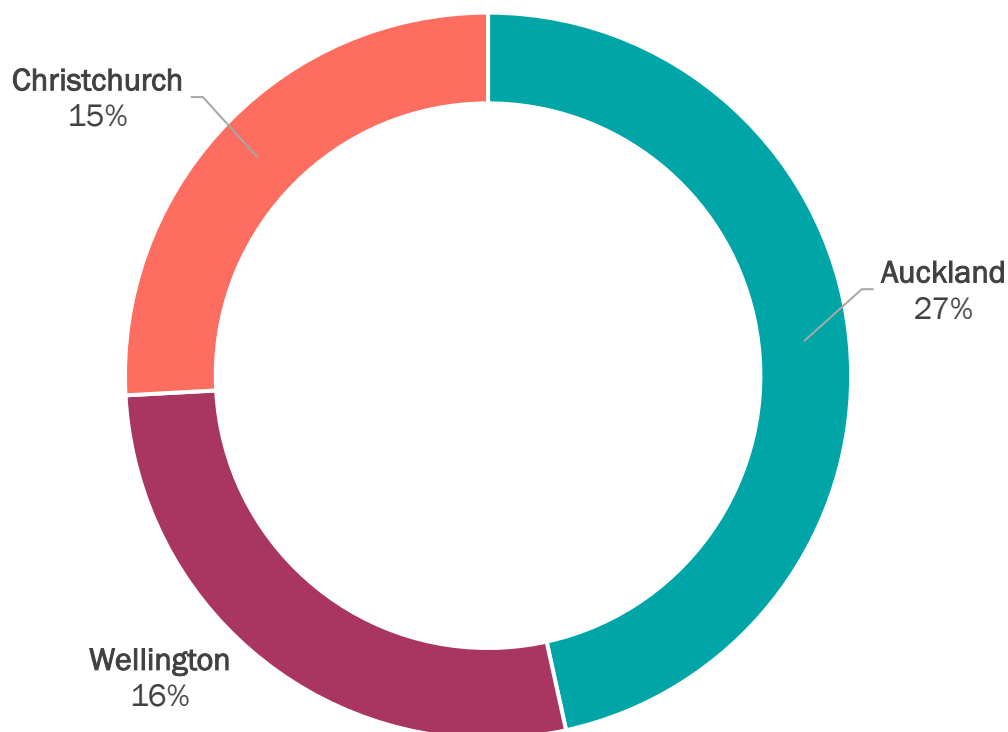
Source: Business Events Data Programme. Fresh Info. *Quarterly data.

Auckland had 27% of all business events in New Zealand in Q3 2025



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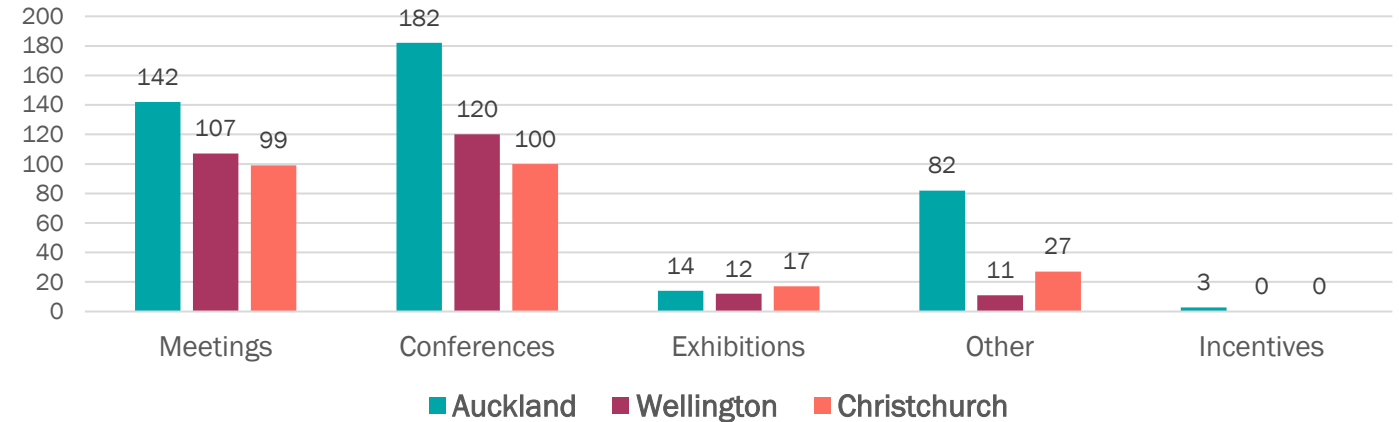
Business Event Market Share - Regional Comparison



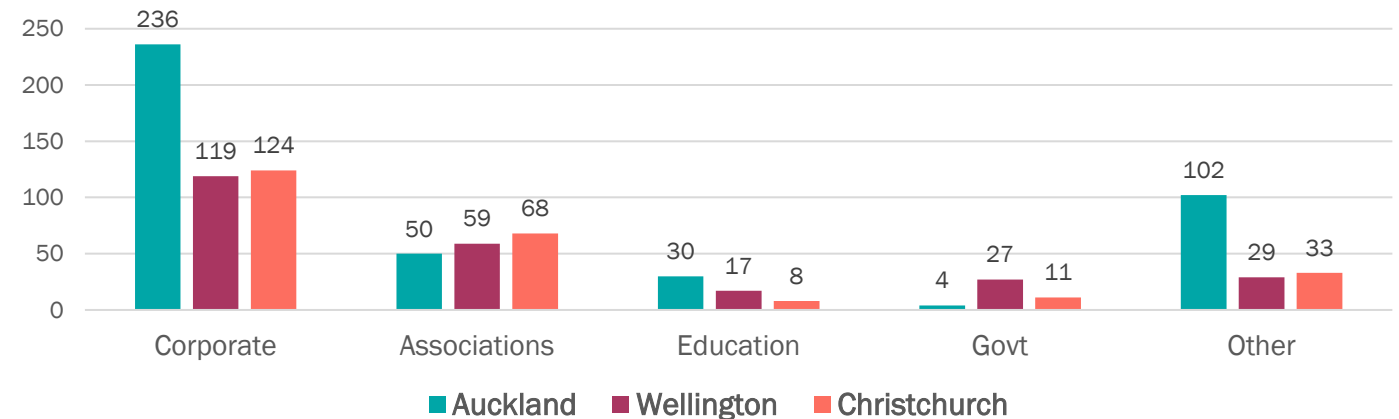
Auckland hosted the most conferences, meetings, and other business events in NZ for Q3 2025

- Looking at business event type, **Auckland hosted the most conferences (182), meetings (142), and other business events** like social functions and Gala dinners (82) out of the three regions in Q3 2025.
- The majority of business events in Auckland were for **Corporate customers (236)**, followed by **Other customers (102)**, then **Associations (50)**, **Education customers (30)** and **Government workers (4)**.
- Among the three regions, Wellington recorded the most **Government**-related business events (27).

Business Events By Event Type



Business Events By Customer Type

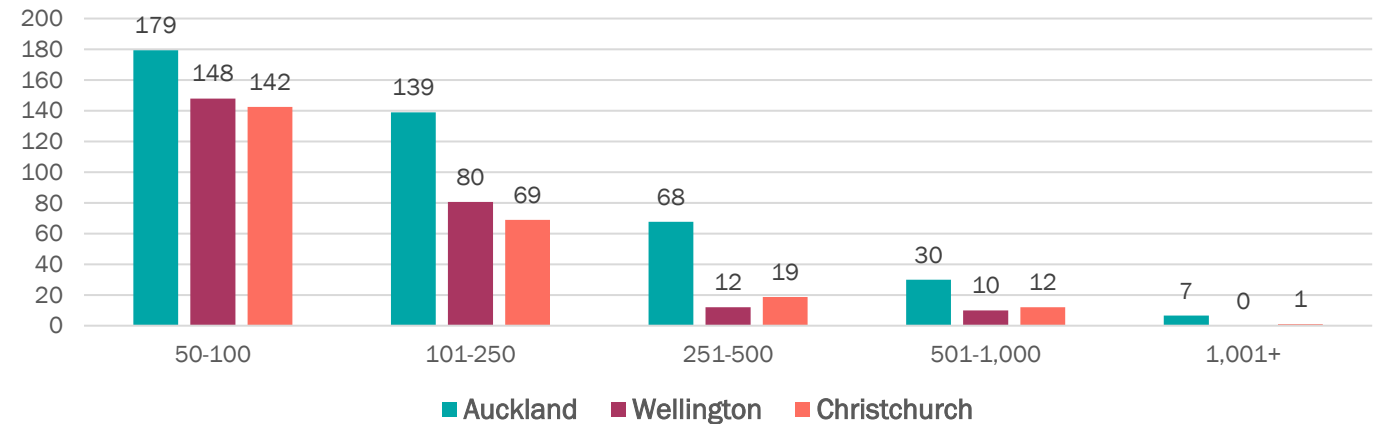


68% of all business events in Auckland were one-day events in Q3 2025

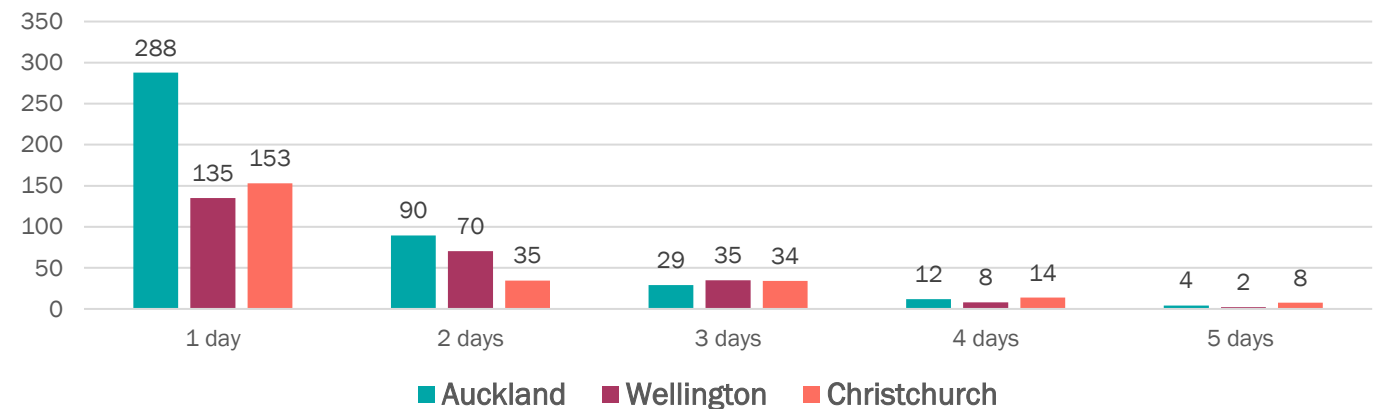
- In Q3 2025, 42% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (179 events). In comparison to other regions, Auckland hosted the most small business events.
- 33% of business events in Auckland were medium-sized events with 139 events that hosted between 101-250 delegates.
- 16% of business events (68) in Auckland hosted between 251-500 delegates.
- Auckland had 37 large-scale events that hosted 500+ delegates in Q3 2025.
- In Q3 2025, 68% of all business events in Auckland were one day events (288), while 32% were multi-day events. 21% were held for a duration of two days (90), and 11% ran over the course of three days or more (45).

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No. of business events - Regional comparison



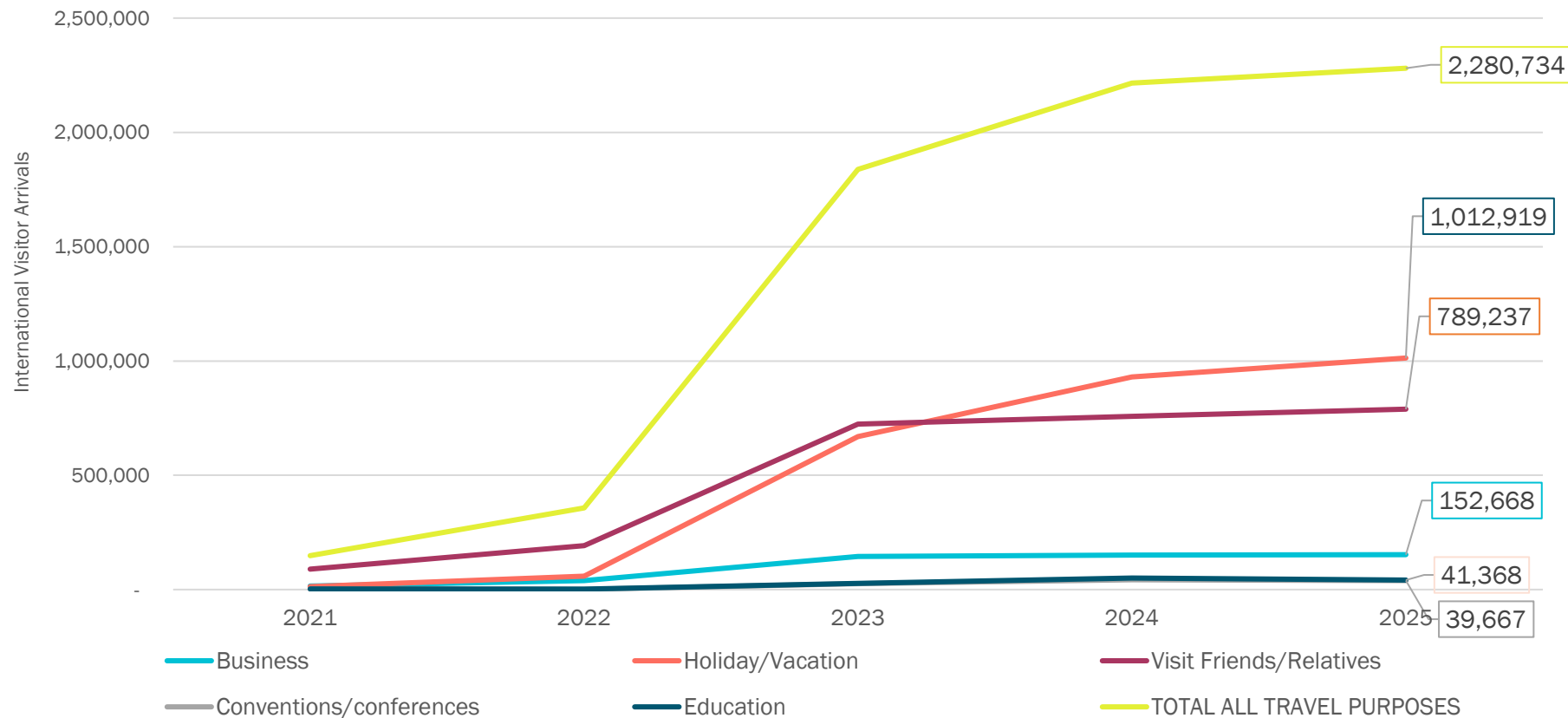
Duration of event - Regional comparison





Five-year trends in key markets

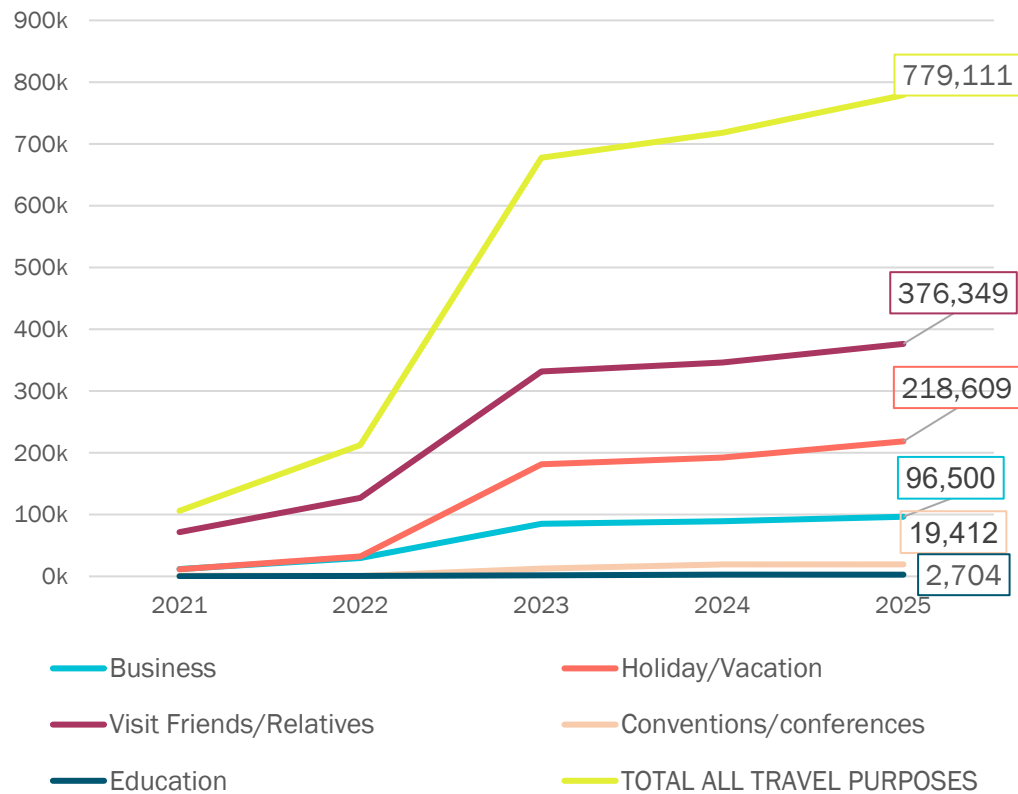
Five-year visitor arrivals to Auckland, YE August



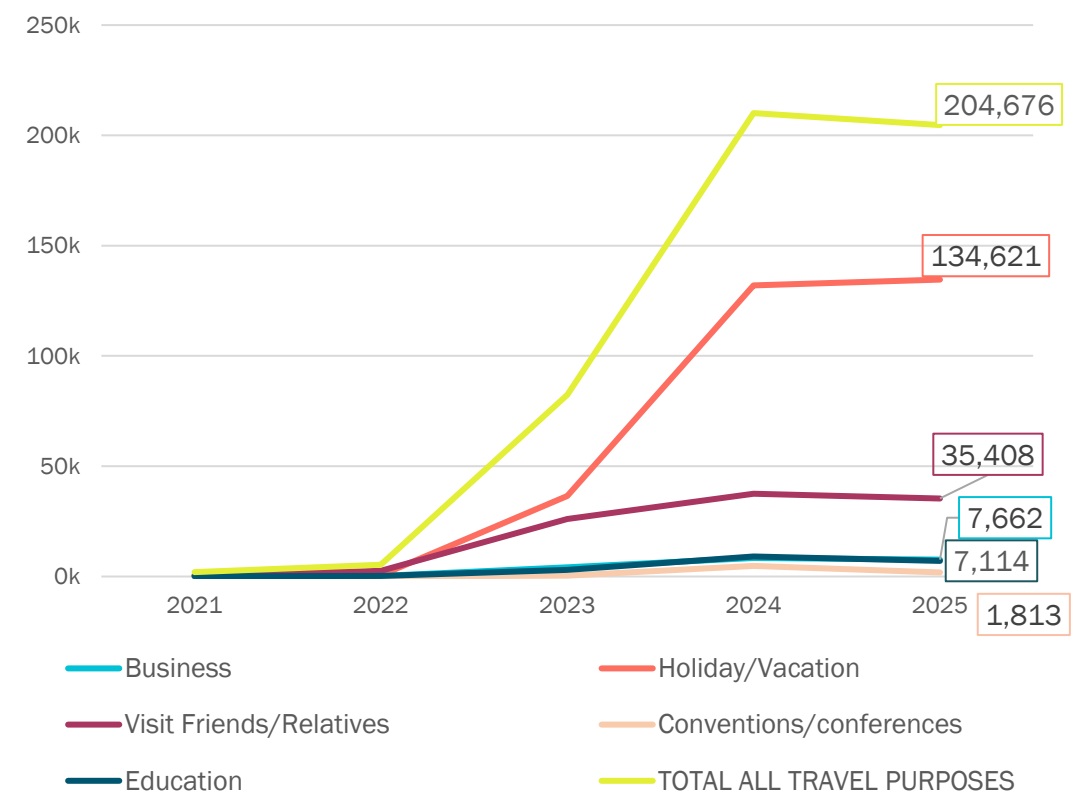
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Five-year visitor arrivals to Auckland, YE August

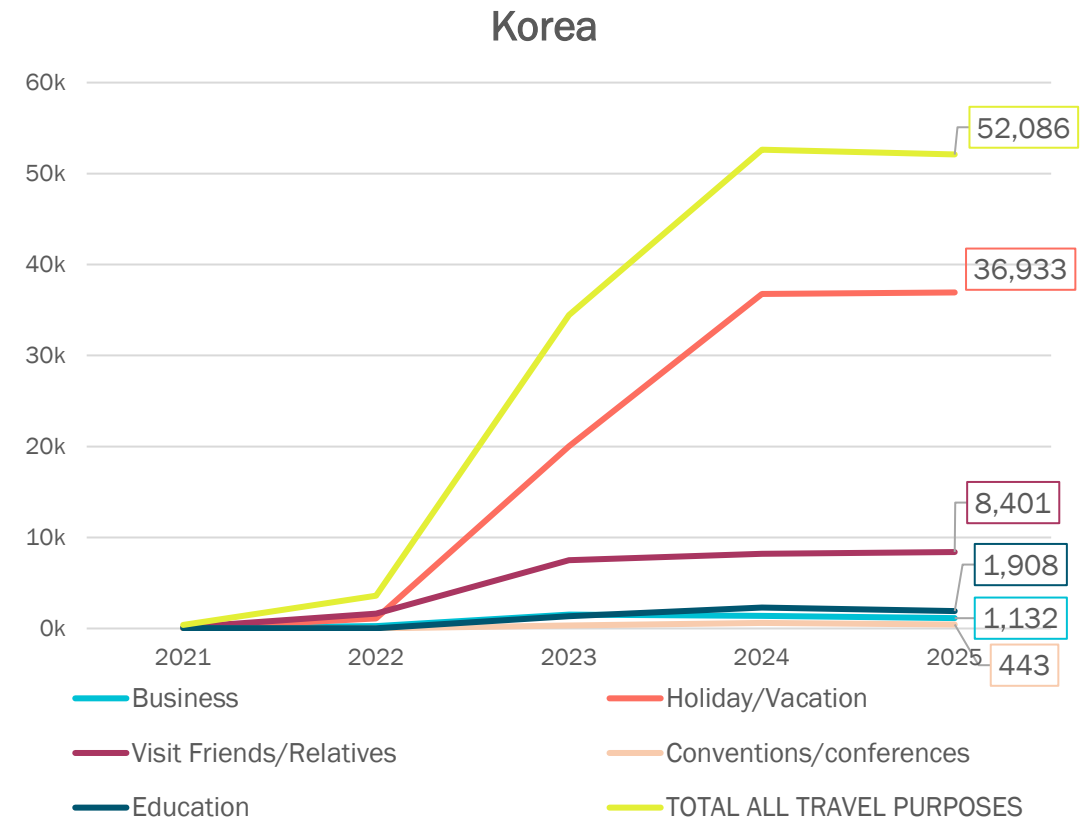
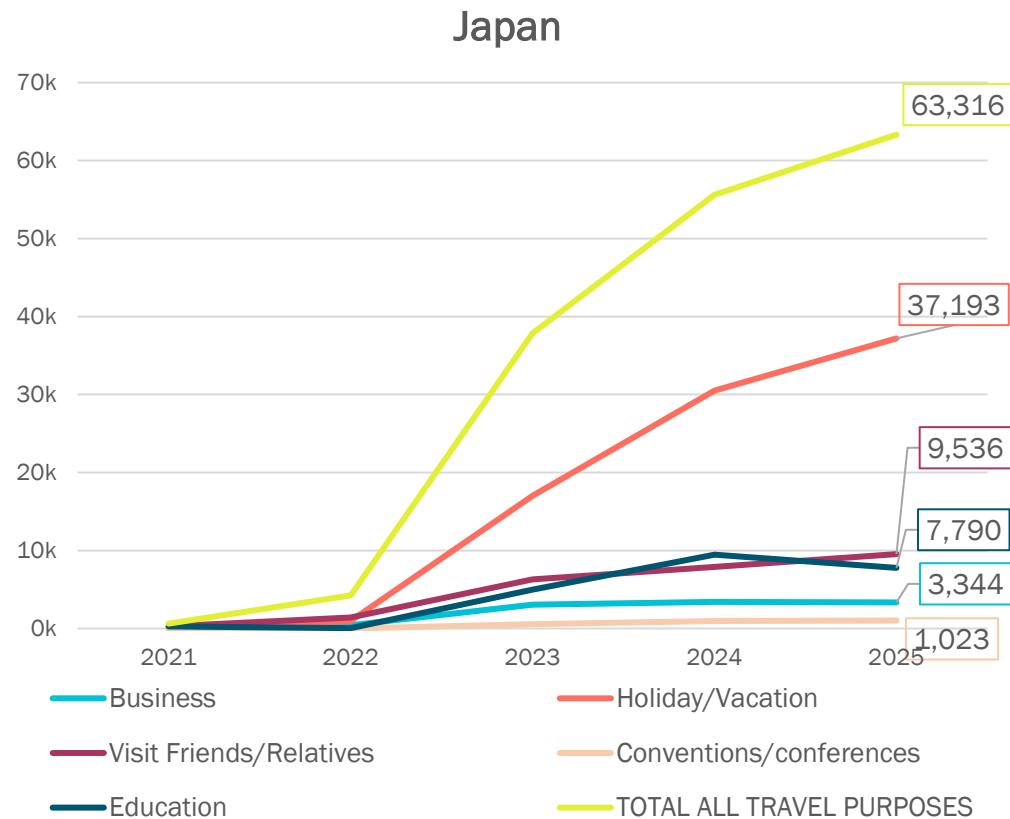
Australia



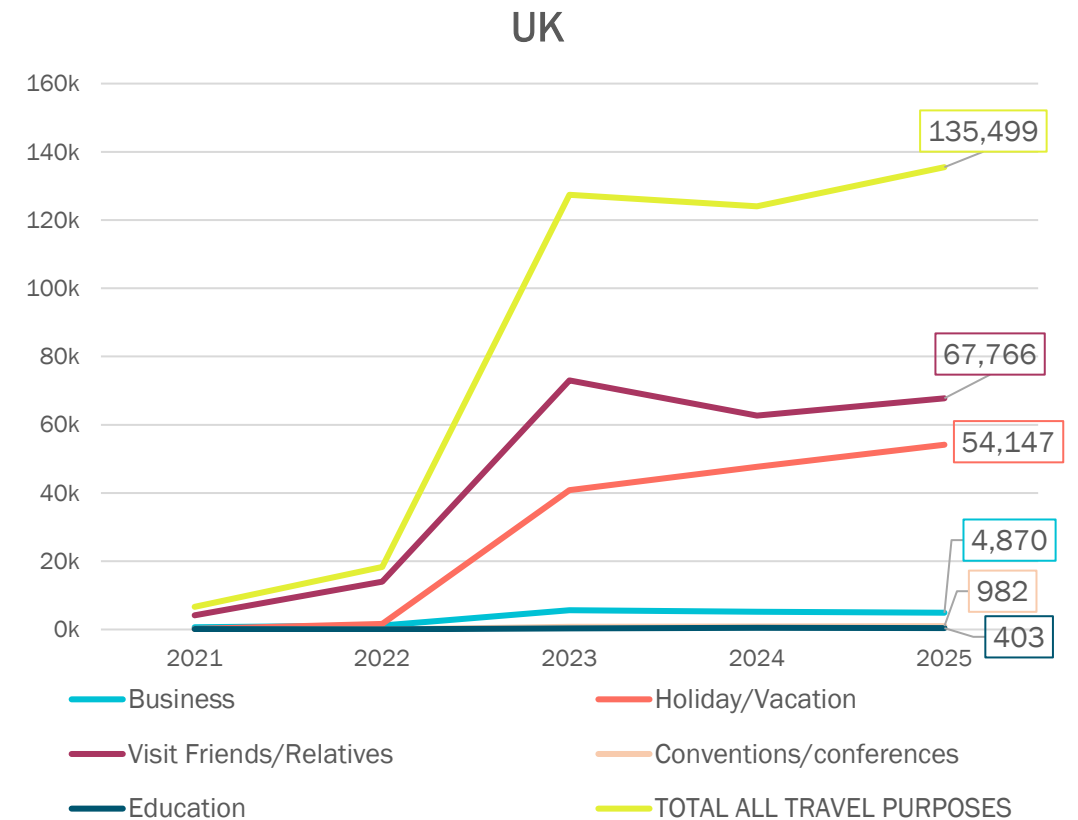
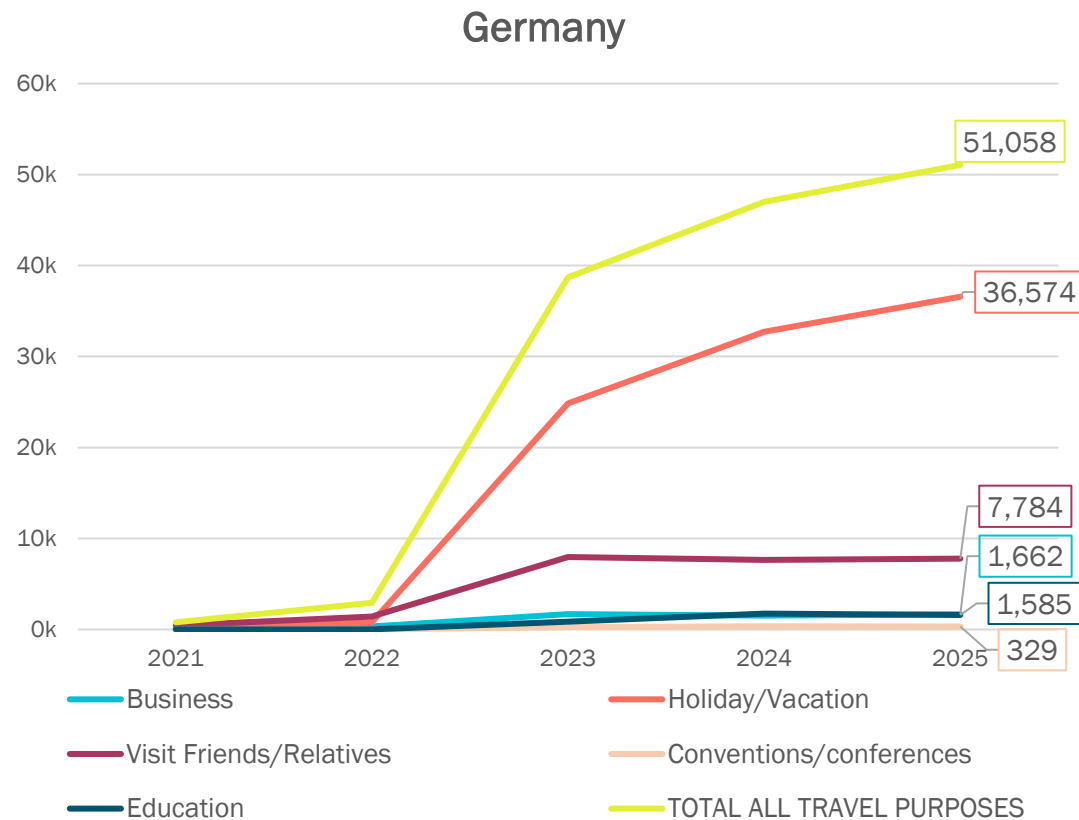
China



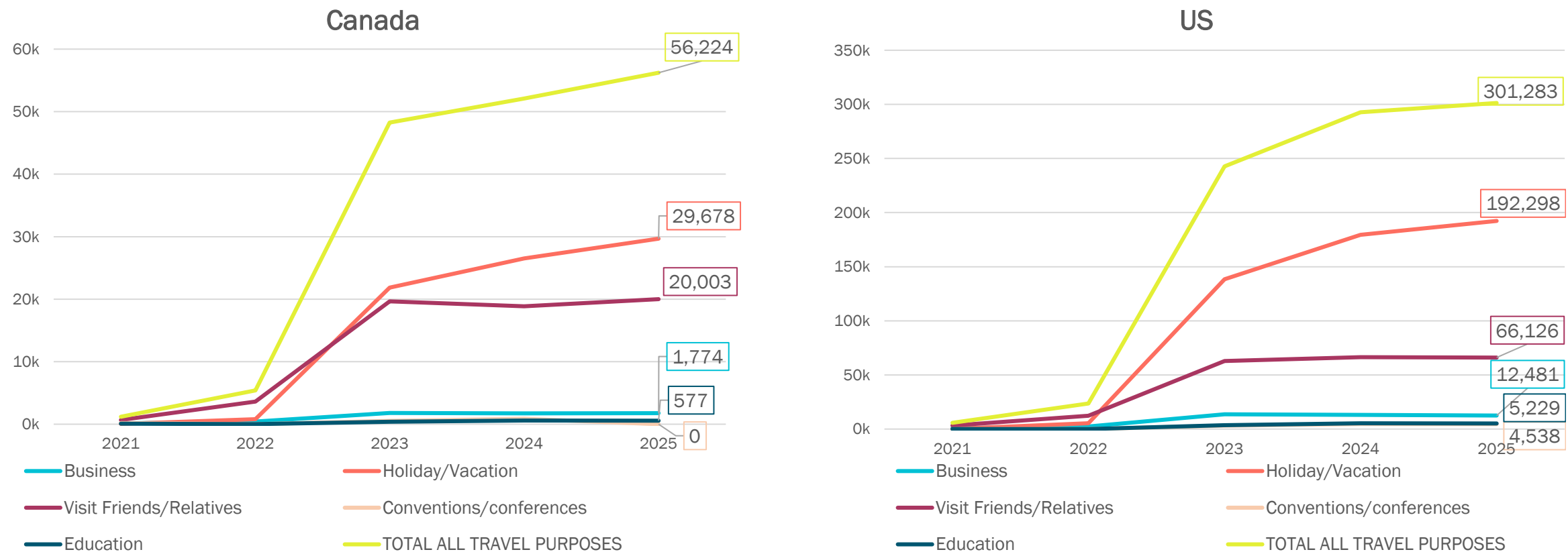
Five-year visitor arrivals to Auckland, YE August



Five-year visitor arrivals to Auckland, YE August



Five-year visitor arrivals to Auckland, YE August



Ngā mihi Thank you

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