

Tātaki  
Auckland  
Unlimited



# Tāmaki Makaurau Auckland Destination Overview

December 2025

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

Prepared February 2026

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# Contents

<b>KEY FINDINGS</b>	<b>3 – 4</b>
<hr/>	
<b>VISITOR ARRIVALS DATA</b>	
DOMESTIC VISITORS	6
INTERNATIONAL VISITORS	
REASON FOR VISIT   MARKET	7 – 13
AUCKLAND VS. OTHER PORTS	14
<hr/>	
<b>ACCOMMODATION DATA</b>	
COMMERCIAL GUEST NIGHTS   TYPE	16 – 17
AVERAGE LENGTH OF STAY	18
HOTEL OCCUPANCY, ADR AND REVPAR	19 – 20
FORWARD BOOKING DATA	21
FORECAST ACCOMMODATION DATA	22 – 24
AIRBNB INSIGHT	25
<hr/>	
<b>ACCOMMODATION DATA BY AREA</b>	
HOTEL OCCUPANCY, ADR AND REVPAR - CENTRAL CITY V AIRPORT	27 – 30
<hr/>	
<b>SPEND DATA</b>	
INTERNATIONAL & DOMESTIC TOURISM SPEND DATA	32 – 38
GDP & CITY CENTRE SPEND	40 – 42
<hr/>	
<b>MAJOR &amp; BUSINESS EVENTS DATA</b>	
MAJOR EVENTS INSIGHTS	44 – 45
BUSINESS EVENTS INSIGHTS	47 – 51
<hr/>	
<b>FIVE YEAR TRENDS IN KEY MARKETS</b>	
REASON FOR VISIT BY MARKET	53 – 58



## Key Visitor Data

  
**3.02<sup>m</sup>**

International Guest Nights  
YE December 2025  
+2.6% (to YE Dec 2024)



  
**4.72<sup>m</sup>**

Domestic Guest Nights  
YE December 2025  
+6.9% (to YE Dec 2024)



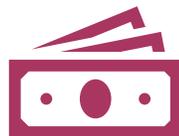
  
**7.74<sup>m</sup>**

Total Guest Nights  
YE December 2025  
+5.2% (to YE Dec 2024)



  
**\$1.30<sup>b</sup>**

International Tourism Spend  
YE December 2025  
+9.9% (to YE Dec 2024)



  
**\$2.38<sup>b</sup>**

Domestic Tourism Spend  
YE December 2025  
-1.4% (to YE Dec 2024)



  
**65.5%**

Hotel Occupancy Rate  
YE December 2025  
+1.1% (to YE Dec 2024)



# Key Visitor Data



## INTERNATIONAL

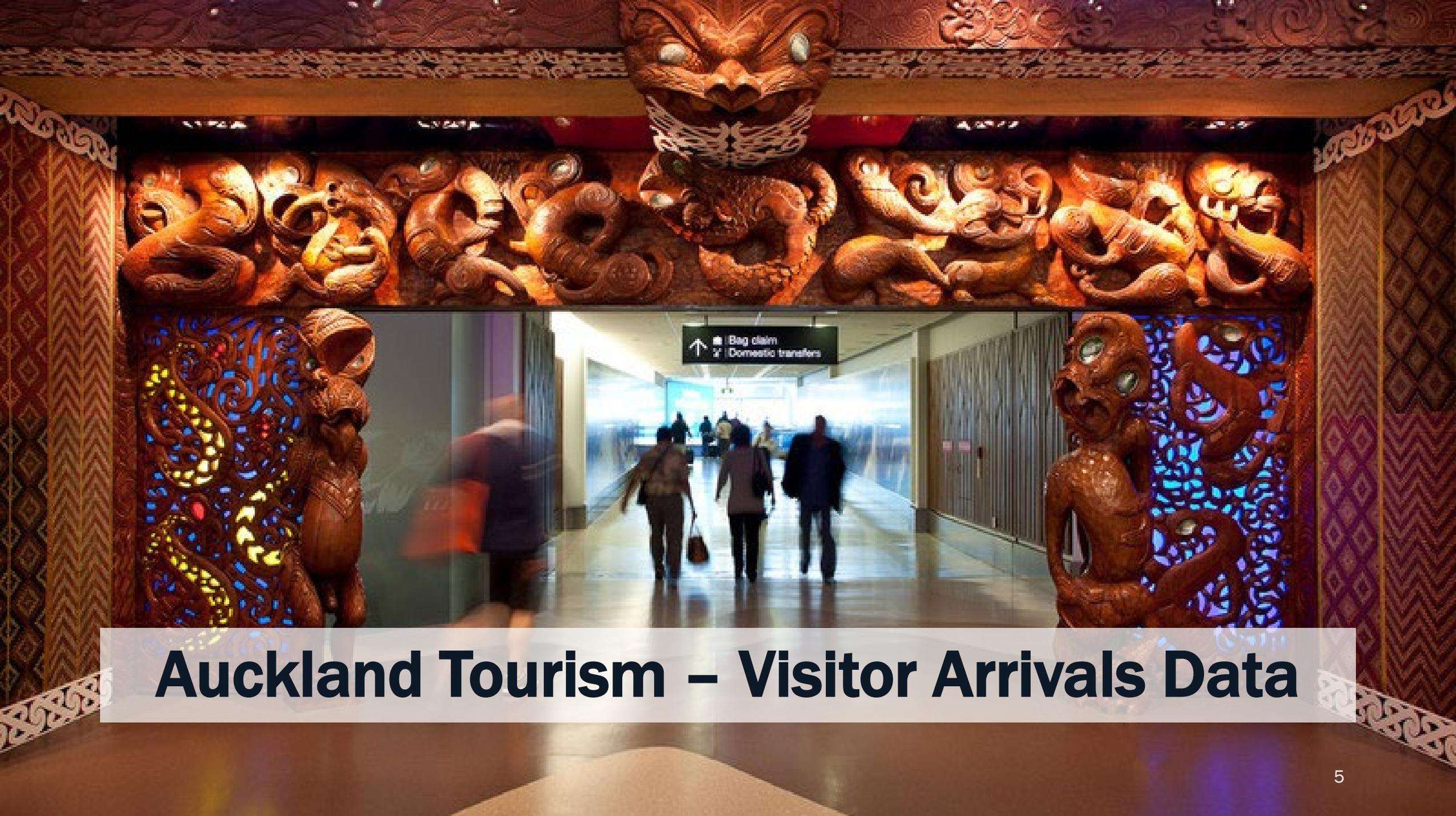
- **Monthly international visitors (336.4k) were up 2.8%** compared to December 2024.
- **The year to December 2025 saw 2.31m international visitor arrivals, an increase of 2.6%.**
- **Australian visitors (110.4k) were up 3.0%** compared to last December. **The year to December 2025 saw 792.3k Australian visitor arrivals, up 6.2%.**
- **Holiday visitors (1.04m) contributed the most to annual visitor numbers and increased 6.9%** on the previous year. **Monthly holiday numbers (146.6k) were up 5.6%** compared with the month of December 2024.
- **VFR visitors (795.9k) were up 2.9% for the year, with monthly numbers (152.5k) up 2.9%.**
- **346.8k international guest nights in commercial accommodation for December (up 17.2%) and 3.02m international guest nights for the year (up 2.6%).**
- **International spend was \$1.30b for the year, up 9.9% and \$149.9m for the month (up 4.8%).**
- **In the year to December 2025, tourism spend from the US was \$432.4m, up 30.4% on the previous year.**

## DOMESTIC

- **For December 2025, Auckland's monthly unique domestic visitor count was 936.4k, a decline of 1.1%** compared with December 2024.
- **Auckland recorded 10.8m domestic visitors in the year to December 2025, down 5.3% on the previous year..**
- **There were 448.1k domestic guest nights in commercial accommodation for the month of December (up 13.9%) and 4.72m domestic guest nights for the year (up 6.9%).**
- **Domestic spend for the year was \$2.38b, down 1.4% on last year and \$231.3m for the month of December (down 2.7% compared to December 2024).**
- **Canterbury visitors spent \$17.5m in December 2025, up 5.7%.**

## OVERALL

- **There were 794.8k total guest nights in commercial accommodation in December (up 15.3%) and 7.74m total guest nights for the year (up 5.2%).**
- **On average, visitors stayed in Auckland for 2.1 nights in December 2025 (up 5.0% compared to 2024).**
- **Average monthly hotel Occupancy was 68.7% up 8.4%, average daily rate (ADR) was \$214 (up 0.4%) and revenue per available room (RevPAR) was \$152 (up 9.0%).**
- **For the year, average Occupancy for the year was 65.5% (up 1.1%). while ADR was \$207 (down 3.7%) and RevPAR was \$141 (down 1.7%).**
- **New Year's Eve (Wednesday, 31 December 2025) drove strong accommodation performance, with occupancy increasing 7.5% to 88.8%, ADR up 8.5% to \$380, and RevPAR rising 16.6% to \$337.**
- **Looking forward over the next three months, Occupancy rates are higher compared to last year.**
- **Occupancy-on-the-books is set to peak at 95% on Friday 20<sup>th</sup> February 2026, which is when The, Royal Edinburgh Military Tattoo is on at Eden Park (from 19-20 Feb).**

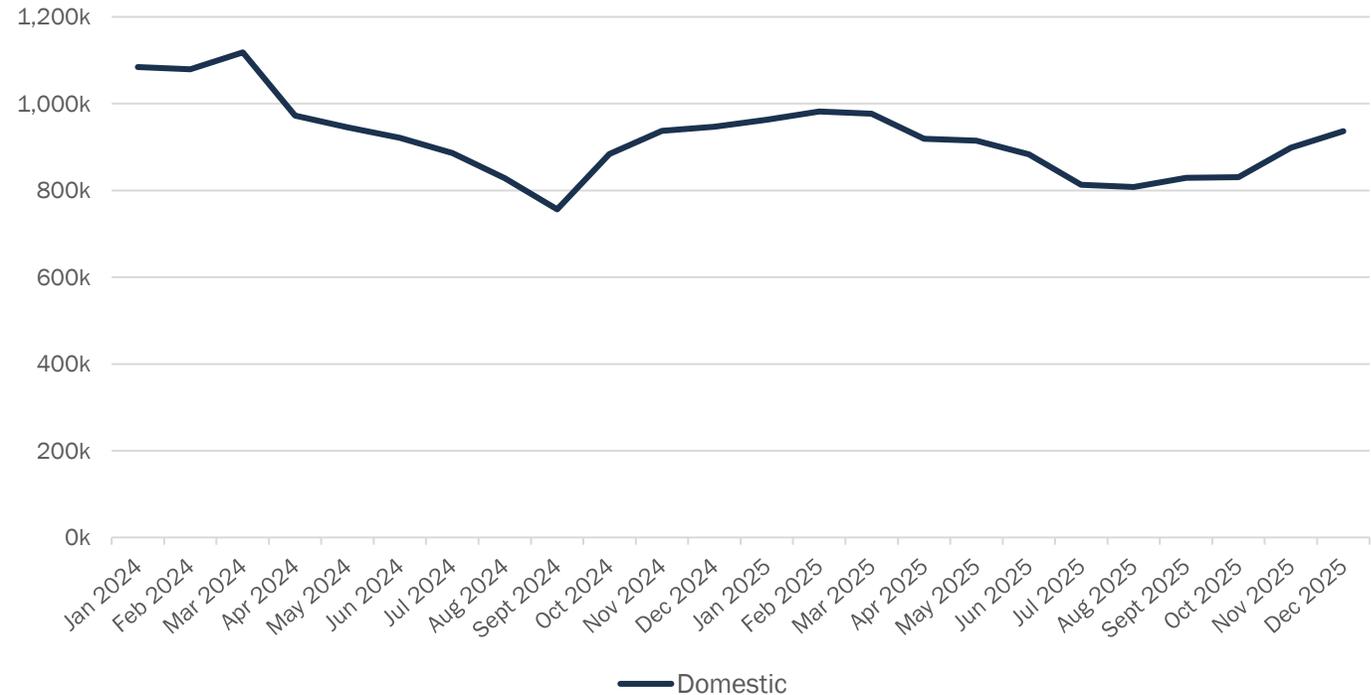


# Auckland Tourism – Visitor Arrivals Data

# 936.4k Domestic visitors in December 2025

- 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 December 2025, Auckland’s monthly unique domestic visitor count was 936.4, a decline of 1.1% compared with December 2024.
- Auckland recorded 10.8m domestic visitors in the year to December 2025, down 5.3% compared to the previous year.

Domestic visitor monthly unique counts



	Total Domestic	vs. previous year / YE
December 2025	936,400	-1.1%
YE December 2025	10,754,000	-5.3%

# 2.31m International visitor arrivals for the year to December 2025, up 2.6%

- The month of December saw 336.4k international visitors, up 2.8% compared to December 2024.
- The year to December 2025 saw 2.31m international visitor arrivals, an increase of 2.6% on the previous year.
- Holiday visitors (1.04m) contributed the most to annual visitor numbers and increased 6.9% on the previous year. Monthly holiday numbers (146.6k) were up 5.6% compared with the month of December 2024.
- VFR visitors (795.9k) were up 2.9% for the year, with monthly numbers (152.5k) up 2.9%.
- There were 154.7k business visitors (up 2.1%) in the year to December 2025, and 8.7k for the month (down 6.9%).



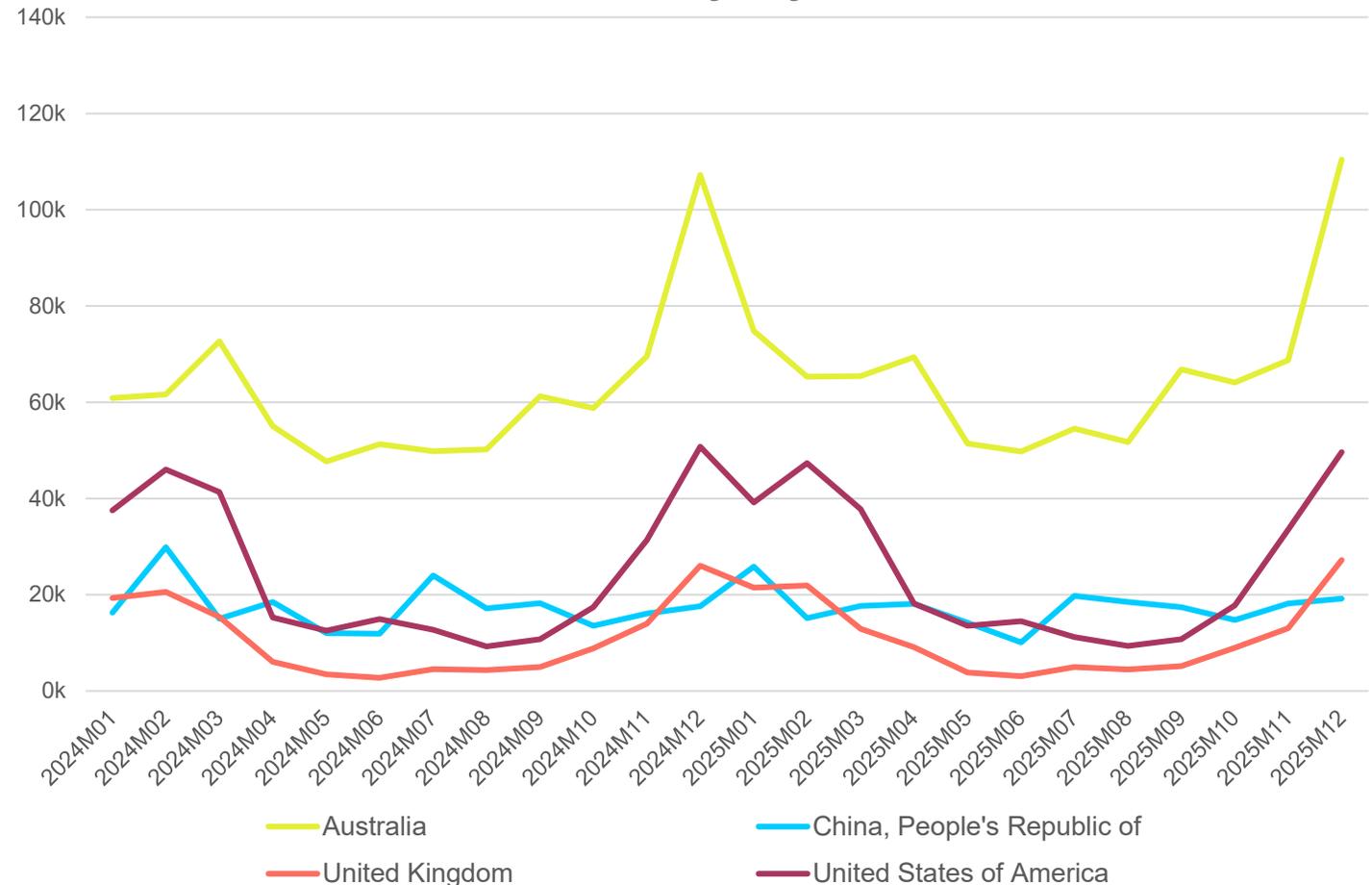
	Visitor arrivals	vs. previous year / YE
December 2025	336,406	2.8%
YE December 2025	2,314,047	2.6%

# 792.3k visitors from Australia for YE December 2025, up 6.2%

- Australian visitors (110.4k) were up 3.0% for the month compared to last December. The year to December 2025 saw 792.3k Australian visitor arrivals, up 6.2% compared to last year.
- The year to December 2025 saw 302.7k visitors from the US (up 1.0%), with 49.6k visitors for the month (down 2.2%).
- Visitors from China (208.6k) were down slightly for the year (0.8%), but up (8.8%) for the month of December (19.2k).
- For the year to December 2025, there were 136.0k visitor arrivals from the UK (up 4.5%) and 27.2k visitors for the month (up 4.5%).

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Visitor arrivals in Auckland by key international markets



# 24-month visitor arrivals from individual markets

Australia



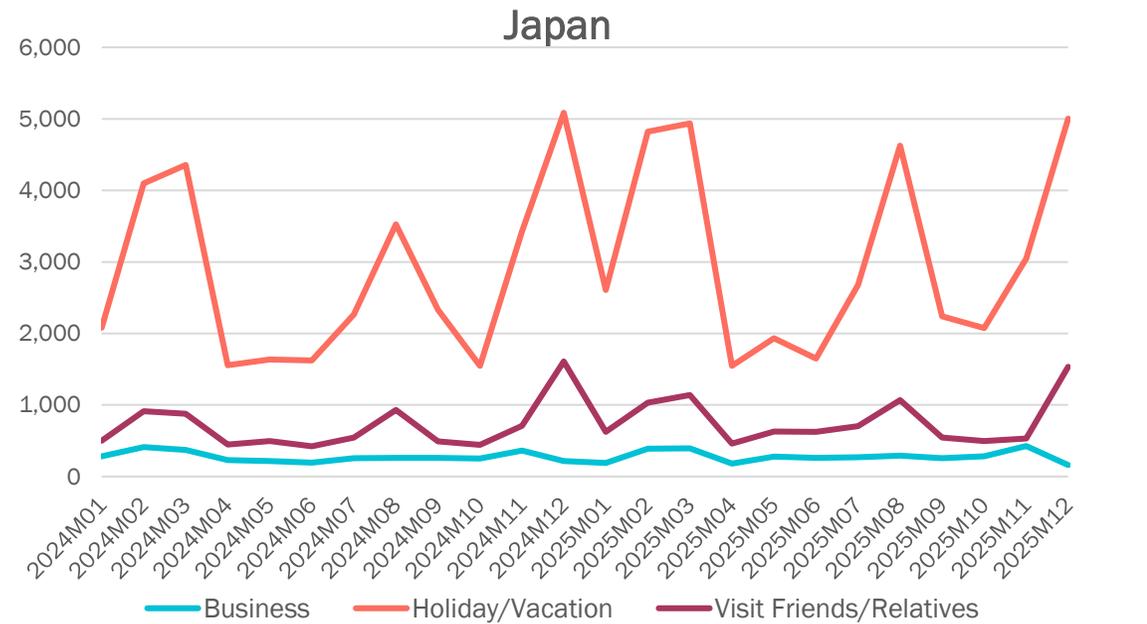
China



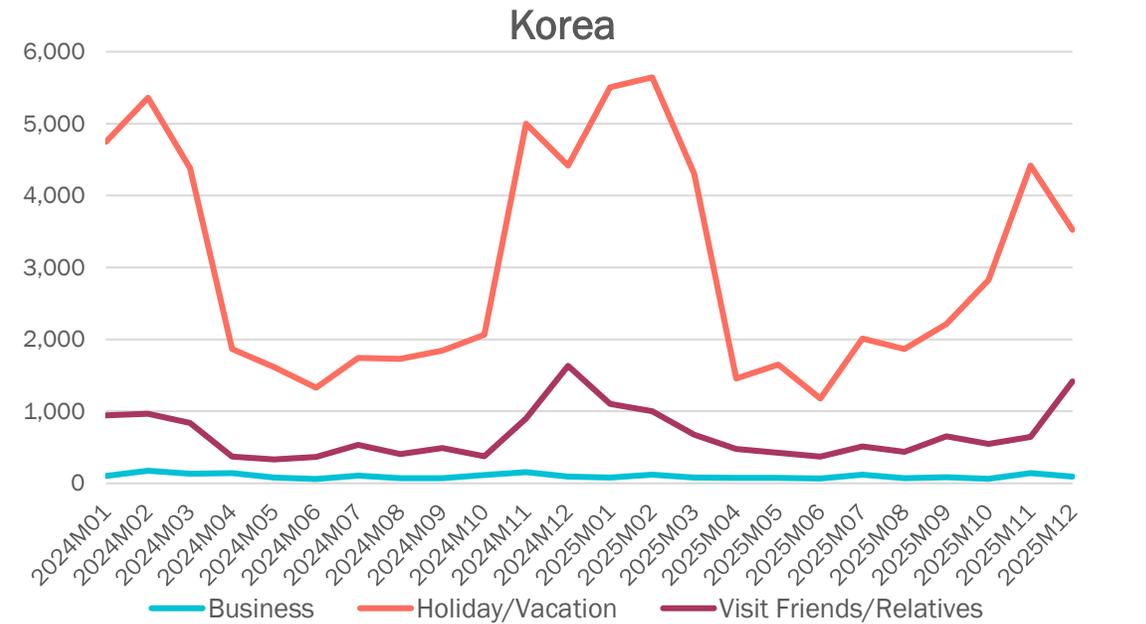
		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2025	5,344	-4.5%	29,923	9.0%	67,046	2.5%	110,423	3.0%
YE December 2025	98,051	6.7%	225,318	10.4%	381,985	6.2%	792,328	6.2%

		vs. Business previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2025	644	-9%	11,967	18.7%	4,834	-3.1%	19,171	8.8%
YE December 2025	8,017	-5.7%	139,744	4.3%	33,978	-10.8%	208,592	-0.8%

# 24-month visitor arrivals from individual markets



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2025	161	-25.8%	5,005	-1.6%	1,533	-4.7%	7,166	-5.2%
YE December 2025	3,379	1.7%	37,165	10.8%	9,393	12.1%	62,688	6.3%



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2025	95	0.0%	3,527	-20.1%	1,417	-13.2%	5,407	-17.4%
YE December 2025	1,078	-17.7%	36,590	1.4%	8,268	1.3%	51,508	0.3%

# 24-month visitor arrivals from individual markets

Germany



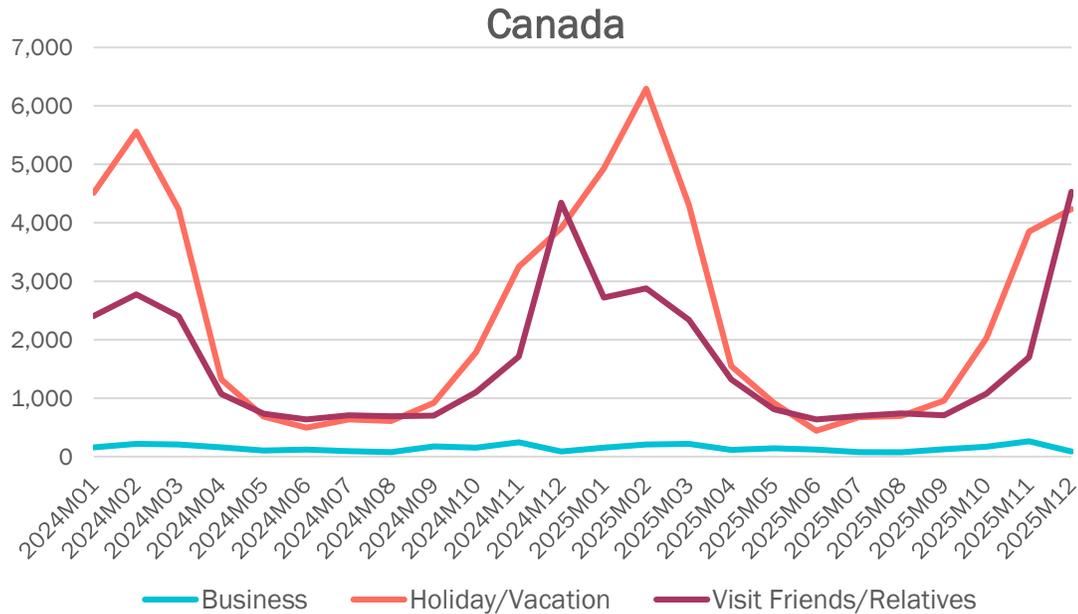
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2025	60	-47.8%	6,926	-0.3%	2,088	3.3%	9,414	-0.8%
YE December 2025	1,604	4.2%	36,509	3.7%	7,754	1.7%	50,817	2.8%

UK



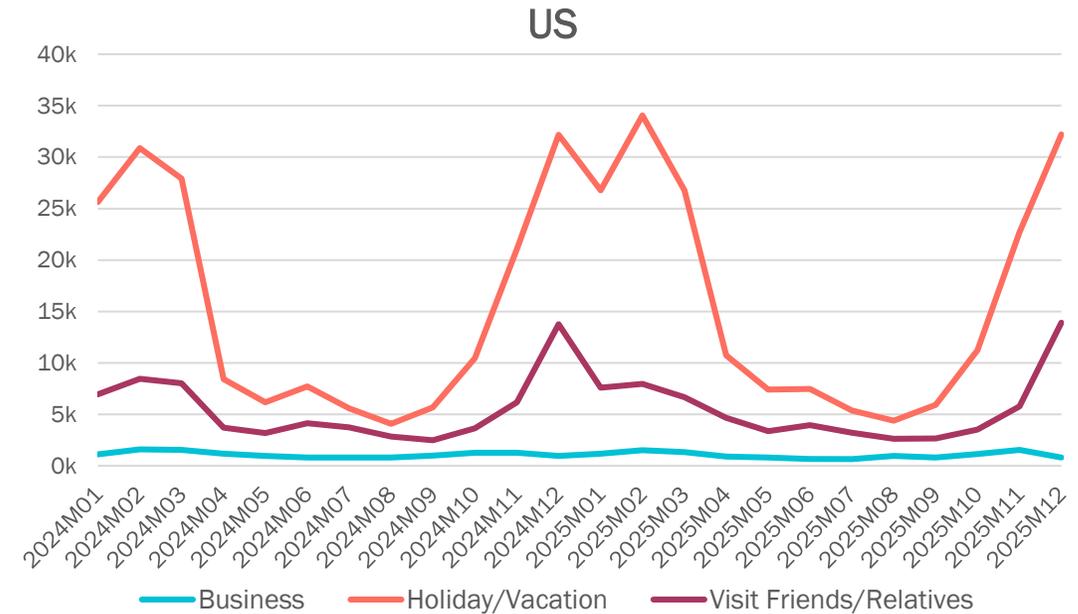
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2025	224	-30.7%	7,563	6.0%	18,375	5.4%	27,205	4.5%
YE December 2025	4,822	-2.2%	54,844	7.4%	68,224	4.9%	135,997	4.5%

# 24-month visitor arrivals from individual markets



	Business	vs. Business previous year	Holiday	vs. previous Holiday year	VFR	vs. previous VFR year	Total	vs. previous Total year
December 2025	90	1.1%	4,237	8.3%	4,530	4.3%	9,314	5.1%
YE December 2025	1,763	-2.5%	30,878	10.6%	20,159	4.6%	58,235	7.4%

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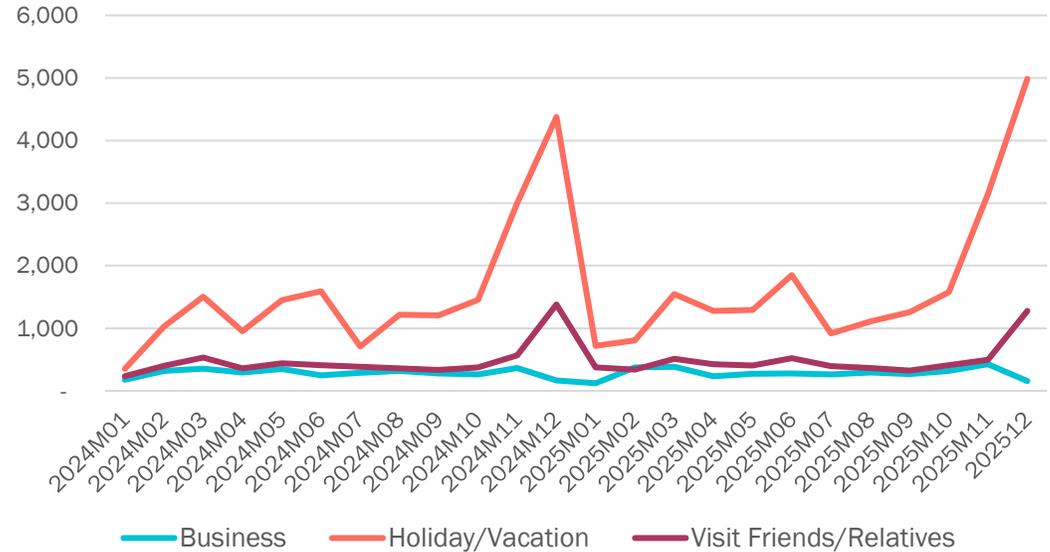
	Business	vs. Business previous year	Holiday	vs. previous Holiday year	VFR	vs. previous VFR year	Total	vs. previous Total year
December 2025	808	-15.4%	32,217	0.1%	13,911	1.0%	49,621	-2.2%
YE December 2025	12,292	-7.6%	195,017	5.0%	65,948	-1.8%	302,714	1.0%

# 24-month visitor arrivals from individual markets

India



Singapore



	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2025	78	-6.0%	2,919	26.5%	3,801	3.1%	7,552	6.9%
YE December 2025	2,053	10.2%	17,978	3.4%	34,142	2.4%	64,915	-4.5%

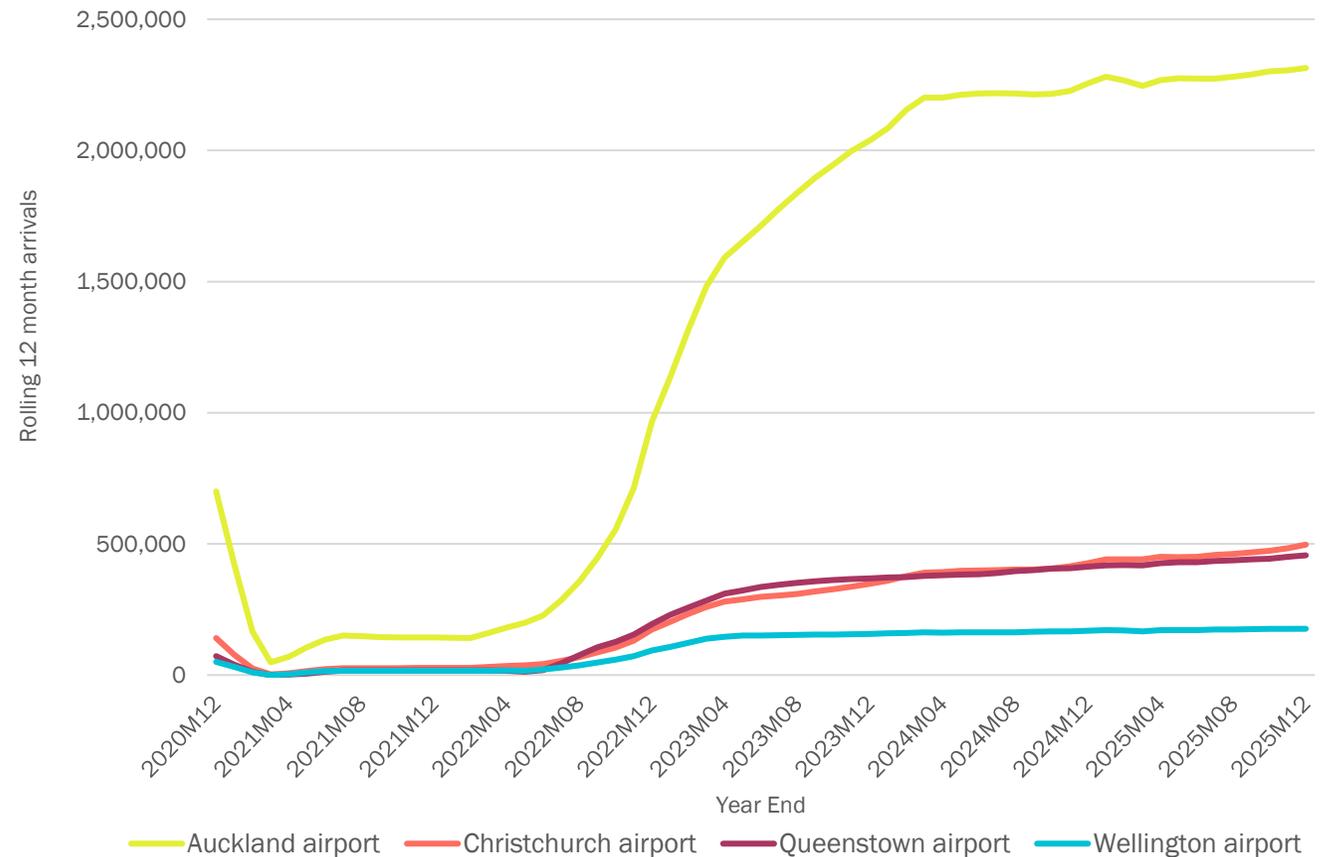
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
December 2025	158	-3.7%	4,986	13.9%	1,279	-7.3%	6,629	8.5%
YE December 2025	3,384	-0.8%	20,484	8.7%	5,833	1.2%	32,497	6.7%

# 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 December 2025, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 10.5%, Christchurch was up 16.4% and Wellington was up 4.3% compared to last year.

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12 month rolling visitor arrivals





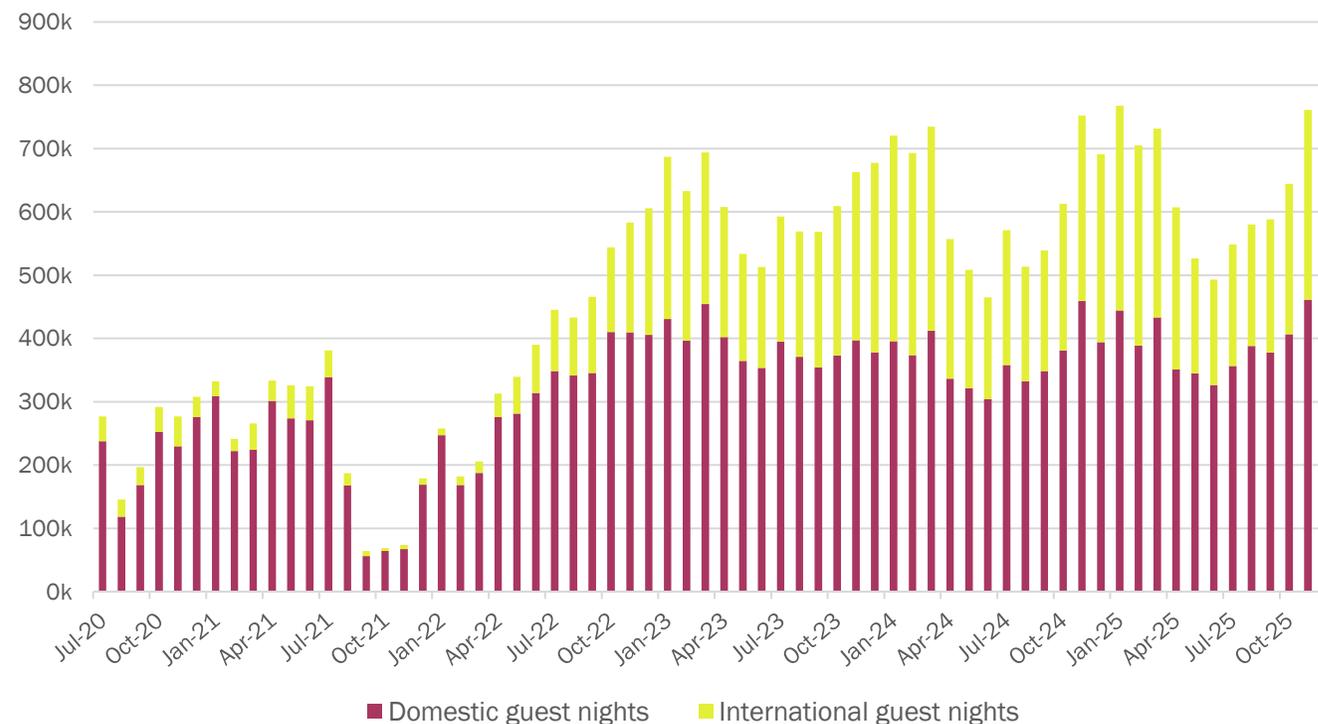
# Auckland Tourism – Accommodation Data

# 794.8m total guest nights in commercial accommodation in YE December 2025, up 15.3%

- For the month of December 2025, there were **794.8k total guest nights** in commercial accommodation in Auckland, up **15.3%** on the same month last year.
- There were **448.1k domestic guest nights** in commercial accommodation (up **13.9%**), and **346.8k international guest nights** (up **17.2%**) in commercial accommodation in December 2025.
- The year to December 2025 saw **7.74m total guest nights** in Auckland (up **5.2%**) with **4.72m domestic guest nights** (up **6.9%**) and **3.02m international guest nights** (up **2.6%**).
- For New Zealand overall, there were 4.32m guest nights in commercial accommodation in December 2025, up 5.0% compared to December 2024.

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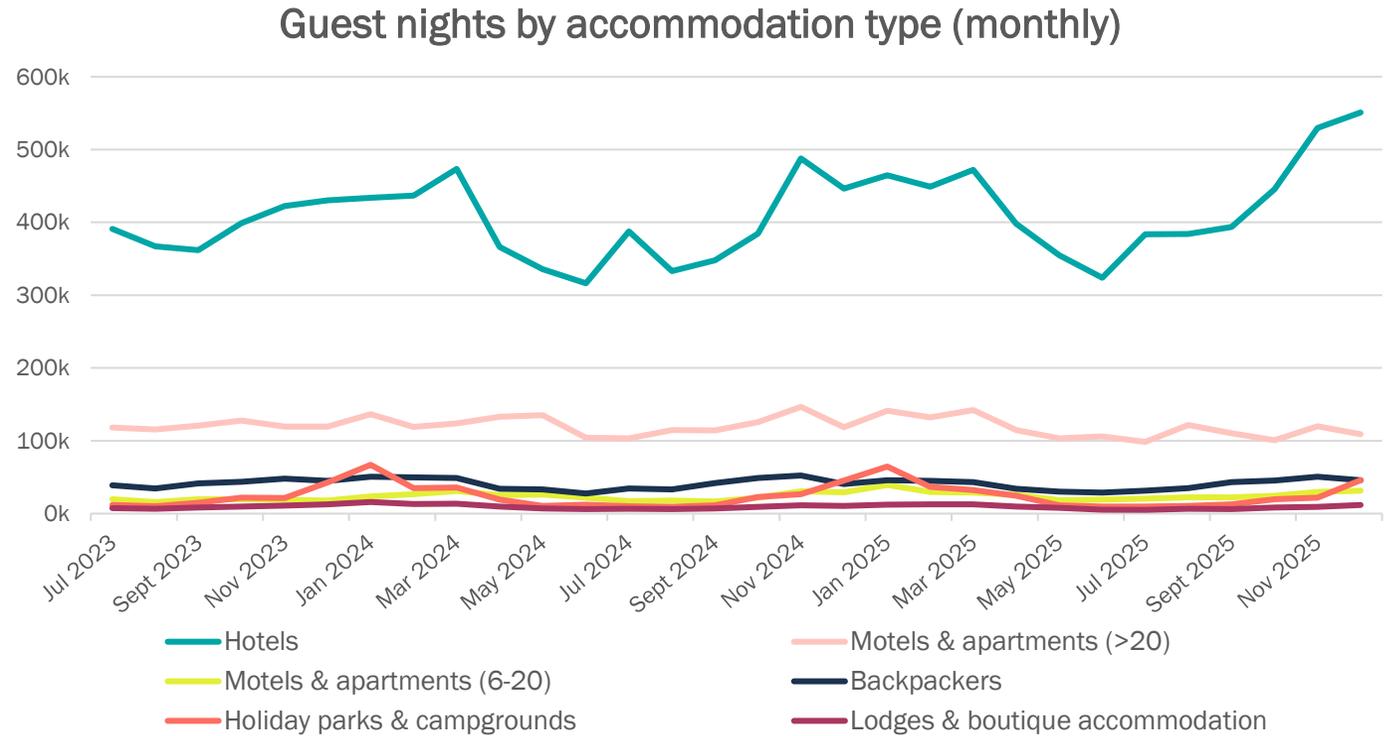
Guest nights in commercial accommodation - Auckland



December 2025	Auckland	% change	New Zealand	% change
Total guest nights	794,800	15.3%	4,324,900	5.0%
Domestic guest nights	448,100	13.9%	2,624,700	3.4%
International guest nights	346,800	17.2%	600,000	7.6%

# 550.9k guest nights in hotels for the month of December 2025, up 23.4%

- For the month of December 2025, there were **550.9k guest nights in hotels, up 23.4%** compared to last year.
- There were **108.9k guest nights in motels and apartments (>20), down 8.2%** on the previous year.
- Guest nights in motels and apartments (6-20) (31.6k) were up (7.5%).**
- Guest nights in backpacker accommodation increased (up 12.3% to 45.8k) in December 2025.**
- Guest nights in holiday parks and campgrounds (46.0k) were up (1.8%) for the month.**
- Guest nights in lodges and boutique accommodation were up (11.4% to 11.7k) for the month.**

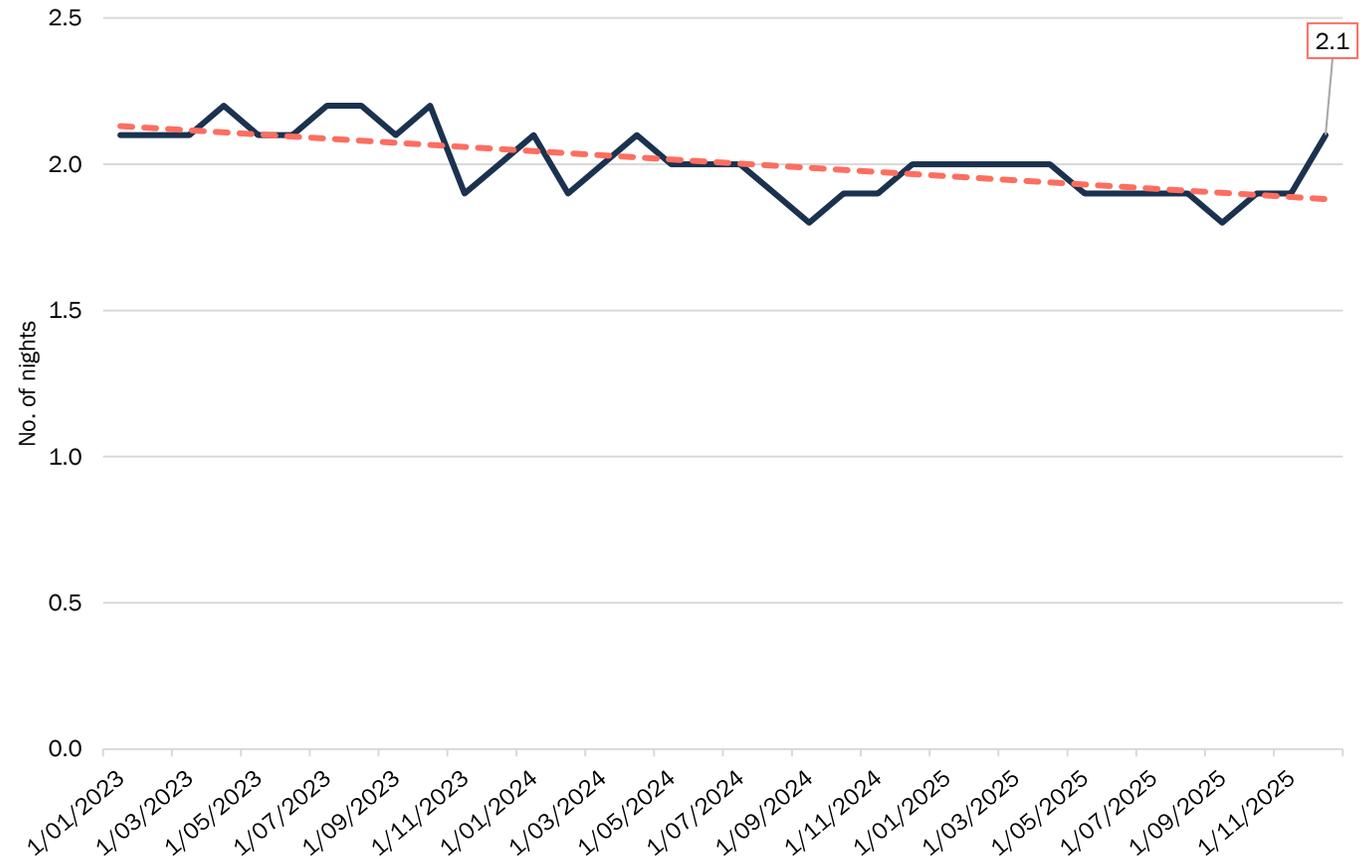


December 2025	Auckland	% change
Hotels	550,900	23.4%
Motels & apartments (>20)	108,900	-8.2%
Motels & apartments (6-20)	31,600	7.5%
Backpackers	45,800	12.3%
Holiday parks & campgrounds	46,000	1.8%
Lodges & boutique accommodation	11,700	11.4%

# On average, visitors stayed 2.1 nights in Auckland for the month of December 2025, up 5.0%

- On average, visitors stayed in Auckland for 2.1 nights for the month of December 2025 (up 5.0% compared to the previous year).
- Average length of stay for visitors to Auckland has levelled out over the last three years.

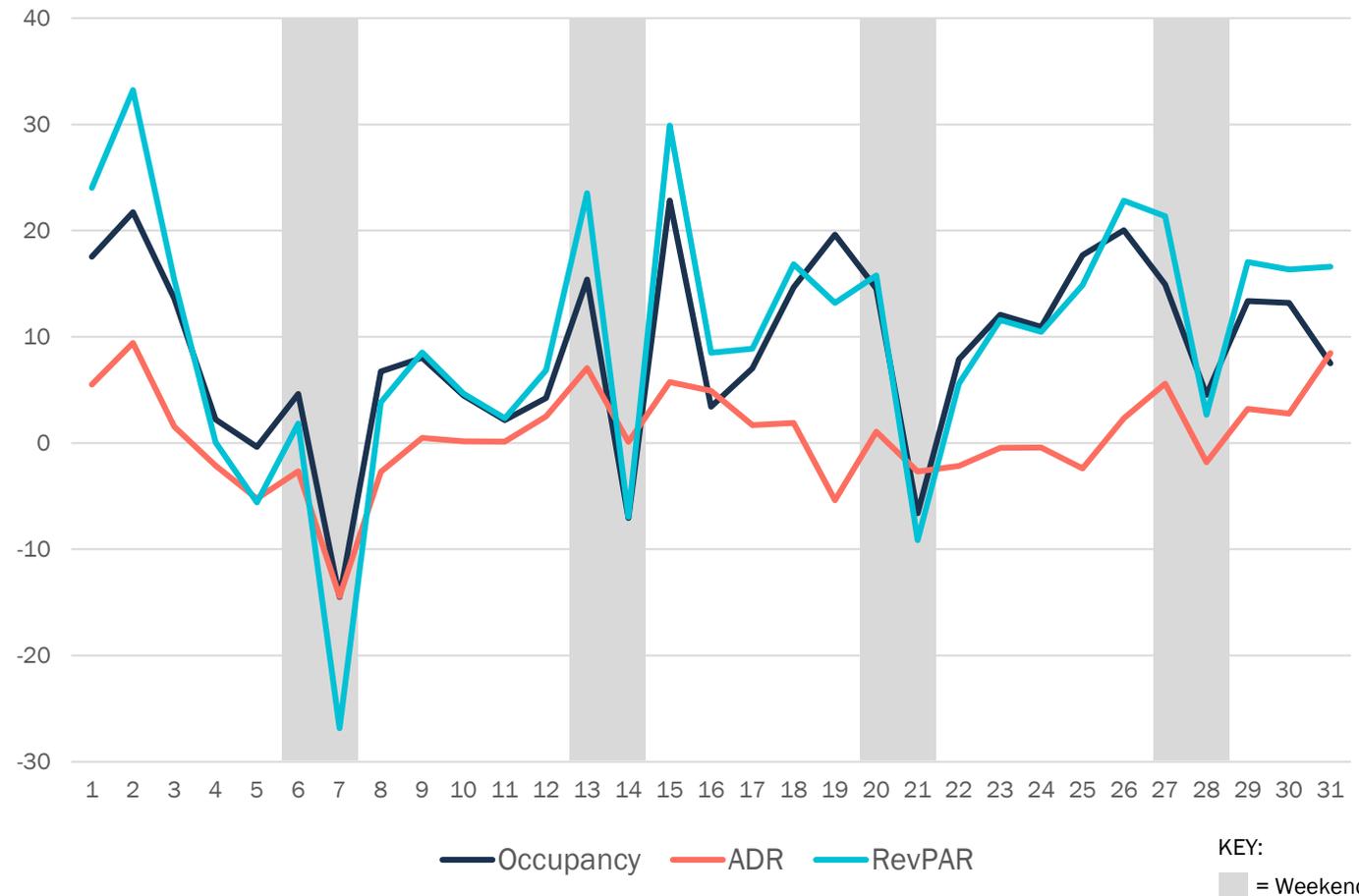
Average length of stay for visitors to Auckland



# Average Occupancy for December 2025 was 68.7%, up 8.4%

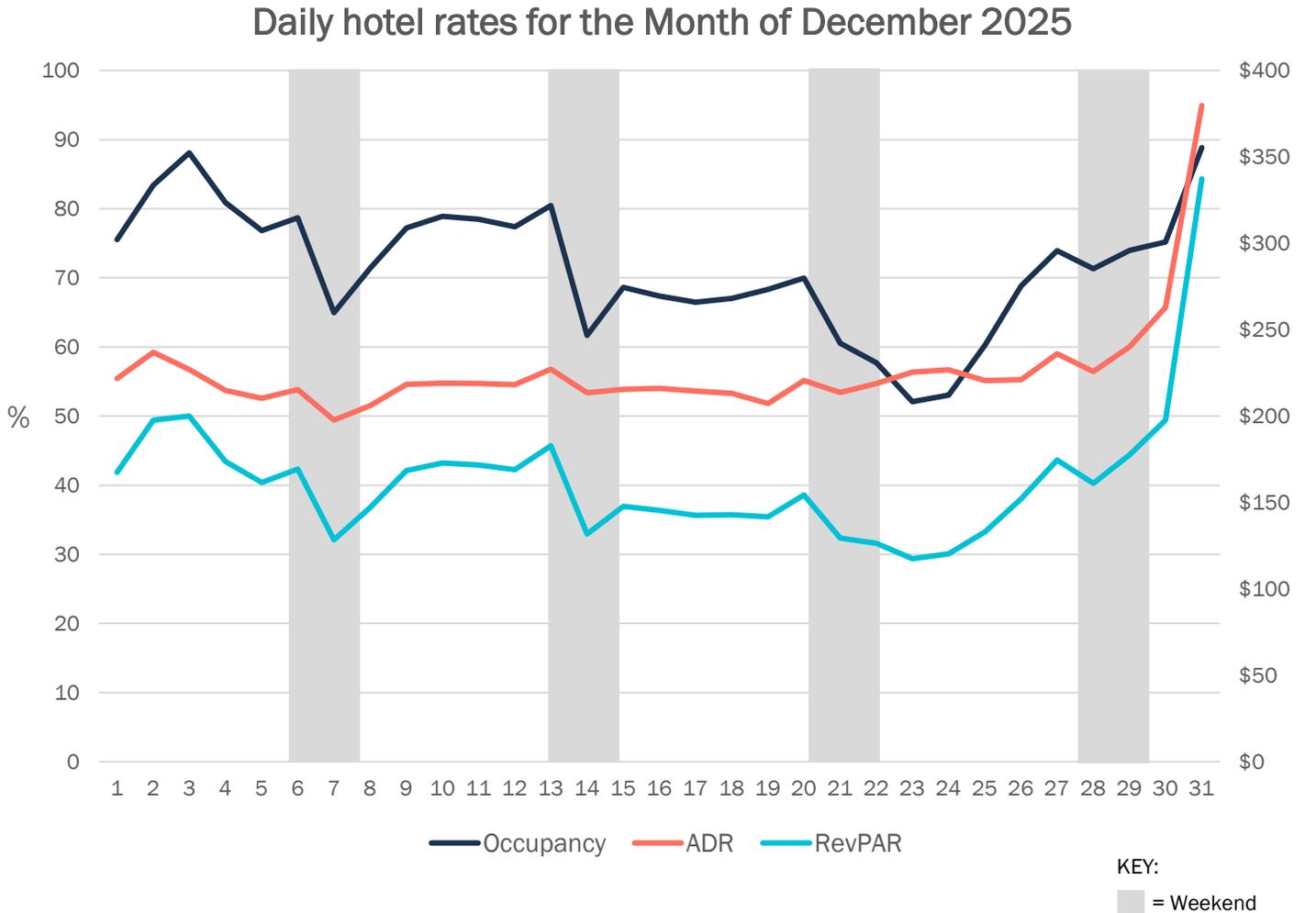
- For the month of December 2025, the **average Occupancy was 68.7%, 8.4% higher** compared to December 2024.
- The **Average Daily Rate (ADR) for the month was \$214, up 0.4%** on last year.
- **Monthly Revenue per available room (RevPAR) for December was \$152, 9.0% higher** compared to last year.
- Percentage changes for ADR and RevPAR peaked on **Tuesday 2<sup>nd</sup> December 2025**, while Occupancy peaked on **Monday 15<sup>th</sup> December 2025**.
- **Average Occupancy for the year to December 2025 was 65.5% (up 1.1% compared to 2024)**, while ADR was \$207 (down 3.7%) and RevPAR was \$141 (down 1.7%).

Percent Changes for the Month of December



# New Year's Eve lifts Occupancy, ADR and RevPAR performance

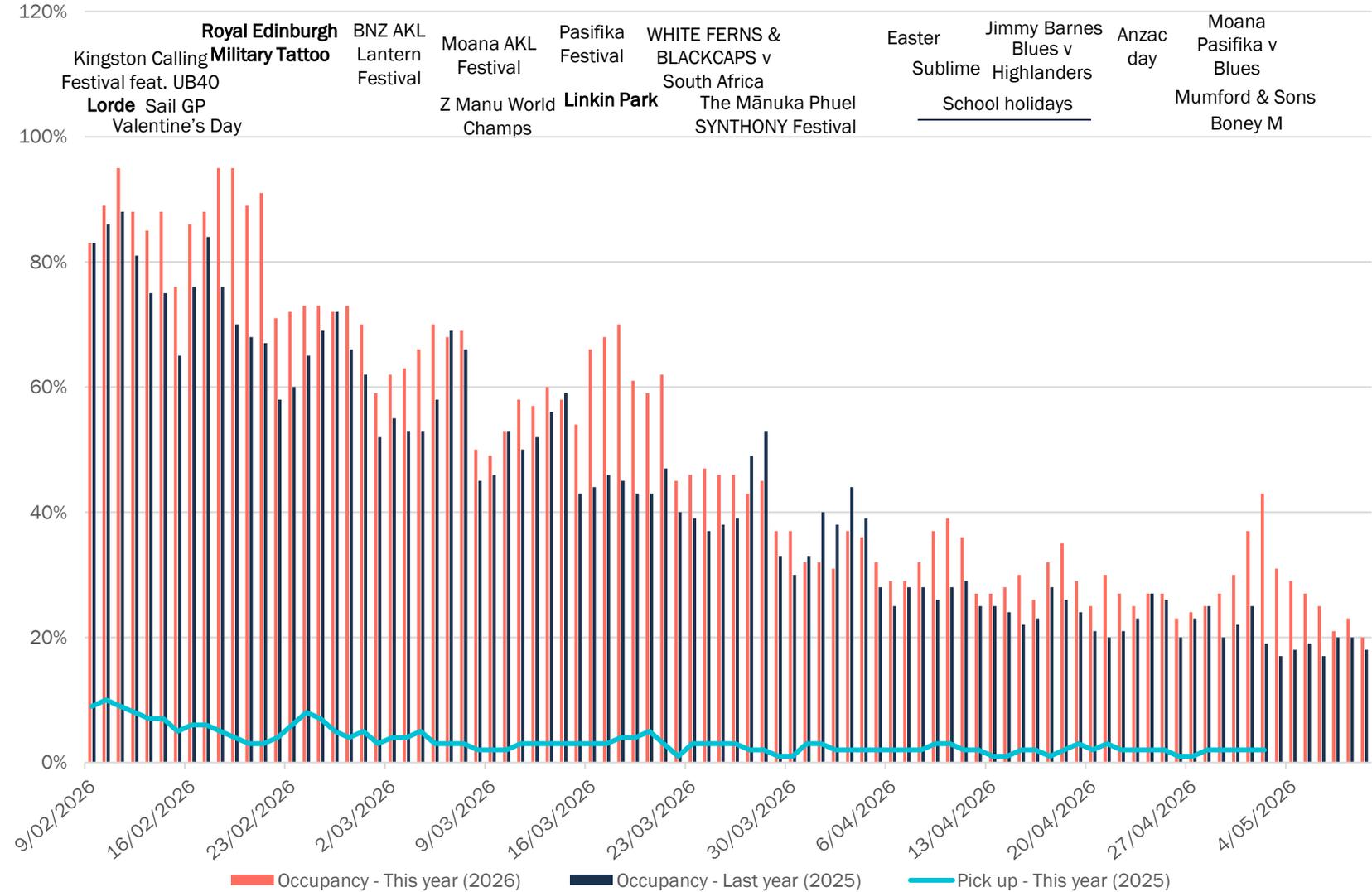
- The **Average Daily Rate (ADR)** for hotels in Auckland was the highest for the month at **\$380** on **New Year's Eve (Wednesday 31<sup>st</sup> December)**, up 8.5% on the previous year.
- **Hotel occupancy** reached **88.8%** on **Wednesday 31<sup>st</sup> December 2025** (up 7.5% on the previous year).
- **Revenue per available room (RevPAR)** peaked to **\$337** also on **Wednesday 31<sup>st</sup> December 2025** (up 16.6% in comparison to last year).



# 90-Day Forward Booking Occupancy Data

- Looking forward over the next three months, overall occupancy rates are higher compared to last year.
- Occupancy-on-the-books peaked at **95%** on **Wednesday 11<sup>th</sup> February 2026**. On this date, Lorde played at Spark Arena.
- Hotel occupancy hit **88%** on **Saturday 14<sup>th</sup> February 2026**, which is when **Sail GP** was on in the Waitematā Harbour, the **Blues** played the **Chiefs** at Eden Park and it was also **Valentine's day**.
- Occupancy is set to peak at **95%** on **Friday 20<sup>th</sup> February 2026**, which is when **The, Royal Edinburgh Military Tattoo** is on at Eden Park.
- Occupancy will increase to **70%** on **Wednesday 18<sup>th</sup> March 2026**, when **Linkin Park** perform at Spark Arena.

Occupancy - 90 Day Forward Outlook

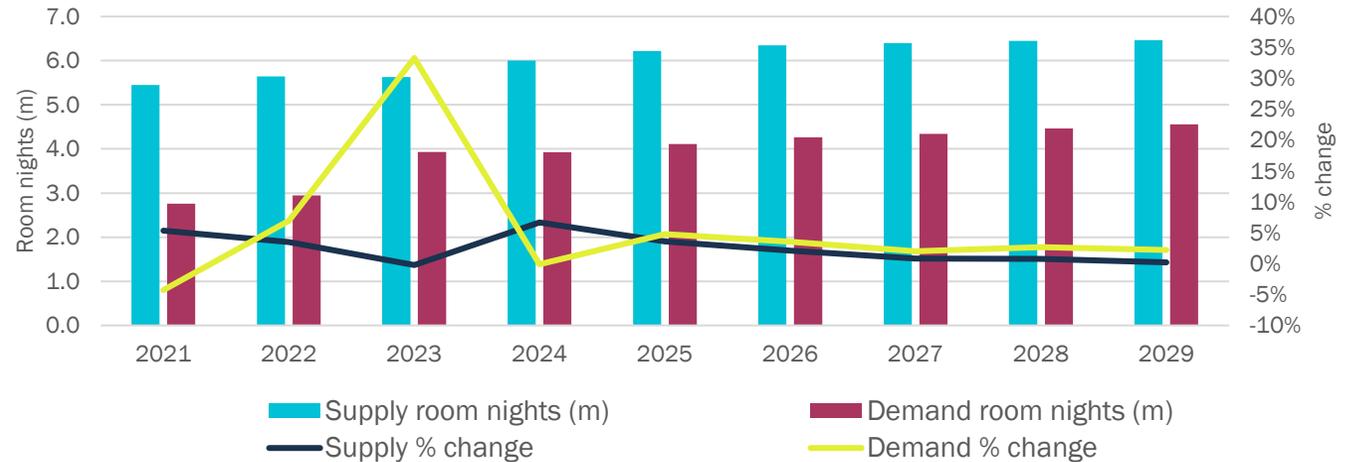


Source: STR Global - Nb: This is the 90-day outlook at the time of publication. 'Pick-up' refers to the number of reservations made in a recent period for future guest stays. In this context Pick-up reflects the % change in occupancy from the last reported period. For the next 90 days that is the previous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

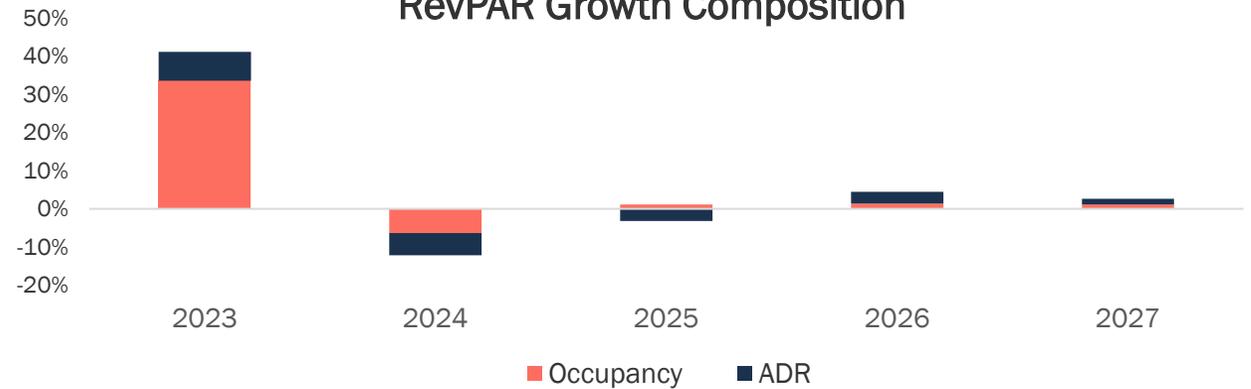
# Longer term projections

- 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 Q3 supply expanded 2.2%. Demand expanded 4.1%, resulting in an occupancy gain of 1.9%. Occupancy is expected to grow by 4.1% in 2025 Q4, with supply expanding 1.4% and demand expanding 5.6%.
- After declining -6.3% in 2024, occupancy is expected to expand 1.1% in 2025. ADR is expected to decrease -3.2%, resulting in RevPAR decline of -2.1% in 2025. RevPAR is expected to grow by 4.5% in 2026.
- Over the next three years, occupancy is expected to expand at an average annual rate of 1.2%, while ADR is expected to expand at an average annual rate of 0.4%.

Supply and Demand Growth



RevPAR Growth Composition



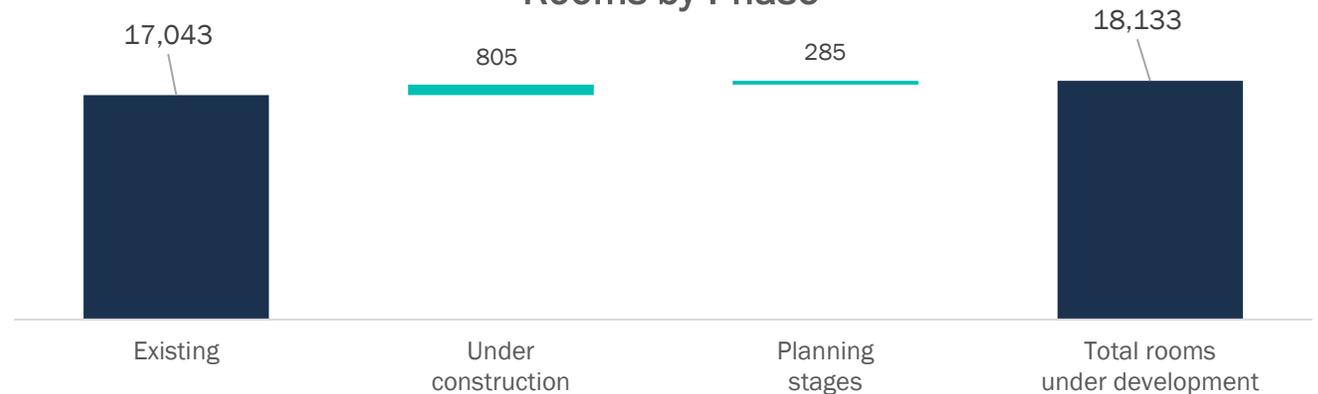
# 17.0k average daily rooms available in 2025, with 17.4k rooms forecast for 2026

- In Q3 2025, on average there were 17.0k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 3.6%, which will supply an additional 590 rooms (compared to 2024) .
- Looking to 2026, average room supply is expected to expand by 2.1%, supplying 357 new rooms and bringing the total number of daily rooms available to 17.4k.
- Observing rooms by phase data, there was a total of 18.1k rooms (from 226 properties) in the pipeline.
- This comprised of 17.0k existing rooms (from 219 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.
<b>Actual</b>	2021	14,932	5.4%	759
	2022	15,455	3.5%	523
	2023	15,420	-0.2%	-35
	2024	16,448	6.7%	1,029
<b>Forecast</b>	2025	17,038	3.6%	590
	2026	17,395	2.1%	357
	2027	17,537	0.8%	143
	2028	17,674	0.8%	137
	2029	17,715	0.2%	40

**Rooms by Phase**



*\*Total of: Existing, Under Construction & Planning stages*

# In total, 3.77m visitors are projected to visit New Zealand in YE December 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 9.3% from 2024 to 2029 (for Q3 2025), resulting in a possible 3.77m international visitors by YE December 2029.
- 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 1.6%. 1.62m Australian visitors are expected to visit New Zealand in the year to December 2029.



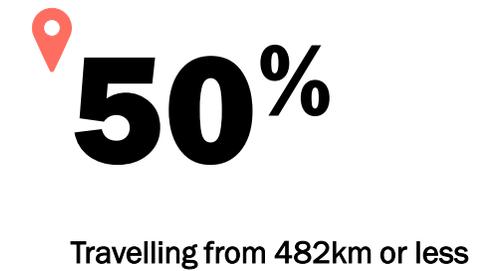
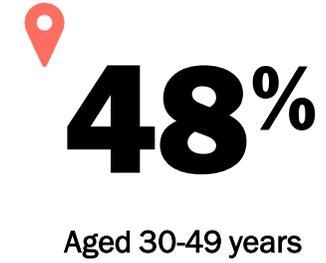
\* International visitation by city is based on the Global City Travel (GCT) database maintained by Tourism Economics. GCT tracks overnight visits by international visitors to 300 global cities. The data is tracked by country of origin on an annual basis, including historical and forecast years. The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

- Feb 2026



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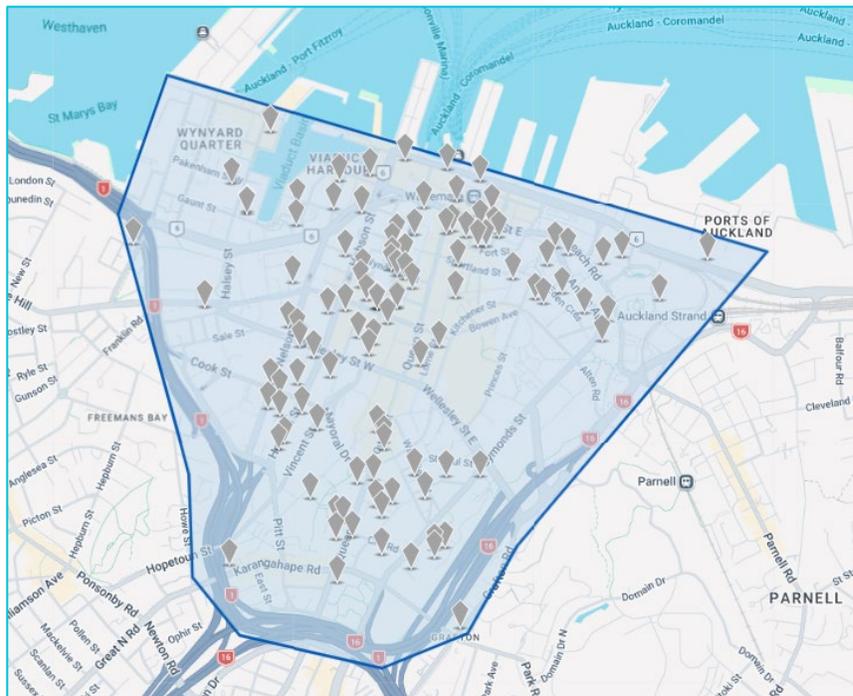


# Accommodation Data Insights by area

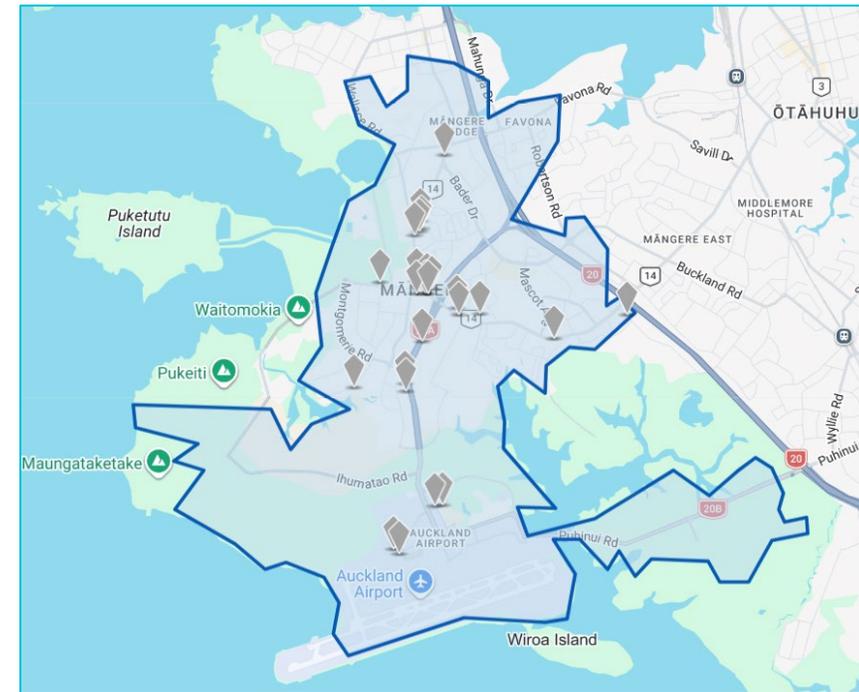
# Background

- 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



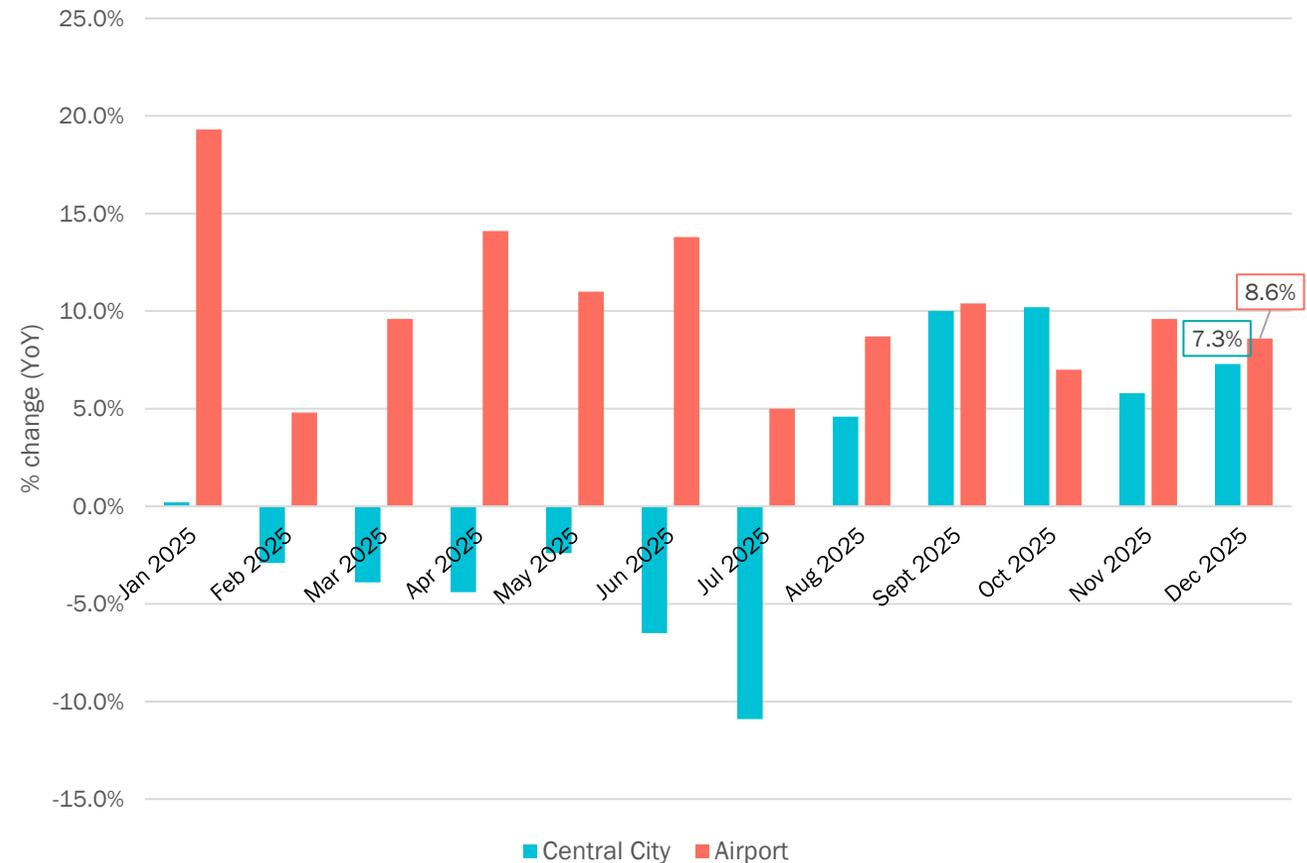
## Airport



# Airport leads Occupancy growth while Central City recovers amid supply pressure

- Airport occupancy YoY change led with consistently positive growth peaking at +19% early in the year, while the Central City struggled through a negative 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 capacities increase. 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) into direct occupancy gains.
- The overall 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.

Occupancy - AKL Central City v Airport



# ADR under pressure before December rebound

- ADR change remained under sustained pressure for most of the year, with both markets hitting a shared low of approx. -17% in November. Performance rebounded into positive territory by December, led by a 5.2% increase in the Central City and a 1% rise at the Airport.
- The -17% "downturn" in November is caused by 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 AKL 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 suggests that the pricing pressure seen throughout the year finally eased as the summer peak began.

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Average Daily Rate - AKL Central City v Airport



Source: Co Star

\*ADR (Average Daily Rate) measures the average price of sold rooms, while RevPAR (Revenue per Available Room) measures revenue generated across all available rooms, factoring in occupancy.

## Diverging RevPAR trends and year-end recovery

- 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 -18% 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 -18% 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.



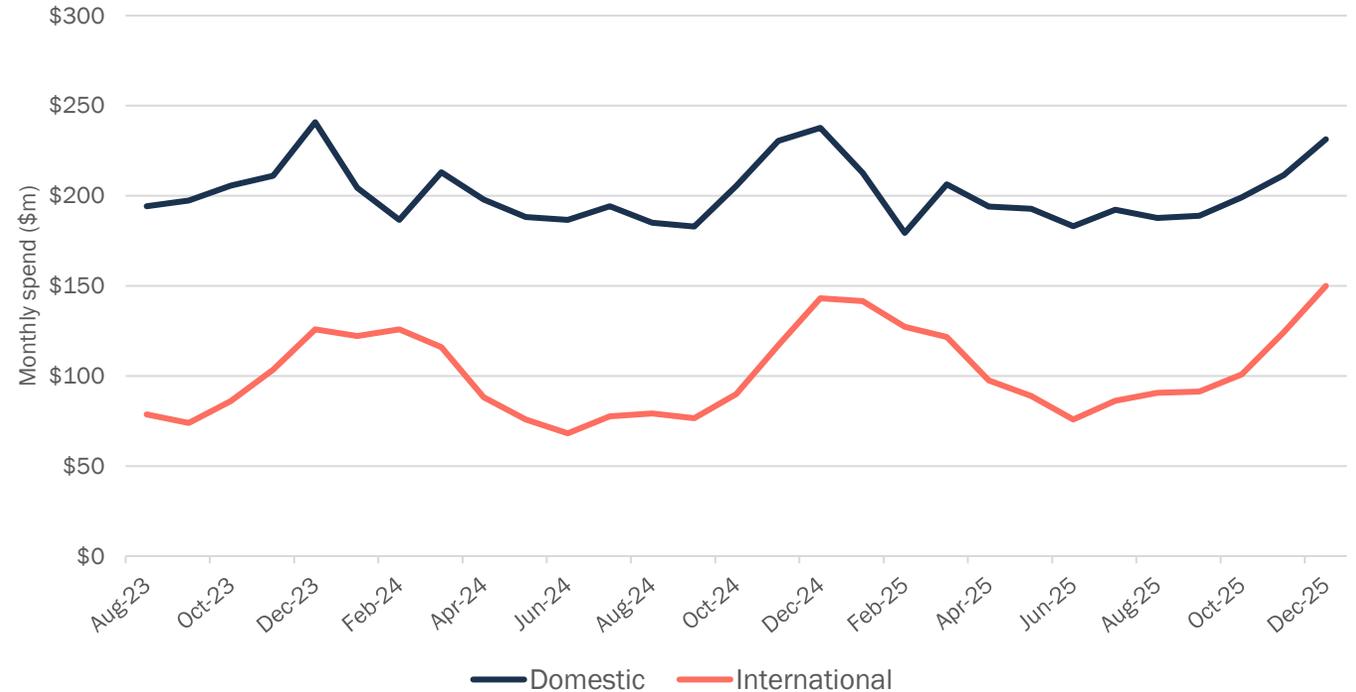


# Auckland Tourism – Spend Data

# \$1.30b in International tourism spend for year-end December 2025, up 9.9%

- The Tourism Electronic Card Transactions (TECTs), produced by MBIE, were an interim replacement for the Monthly Regional Tourism Estimates (MRTes) to understand tourism spend activity in New Zealand. After a revision in July 2025, the TECTs have restarted in December 2025.
- Due to limitations of the new data collection method, domestic and international market totals should not be added together and should be used separately. More information can be found on MBIE's [website](#).
- In the year to December 2025, domestic tourism spend in Auckland was \$2.38b, down 1.4% on last year.
- International tourism spend was \$1.30b, up 9.9% for the year.

Year-end tourism transactions in Auckland

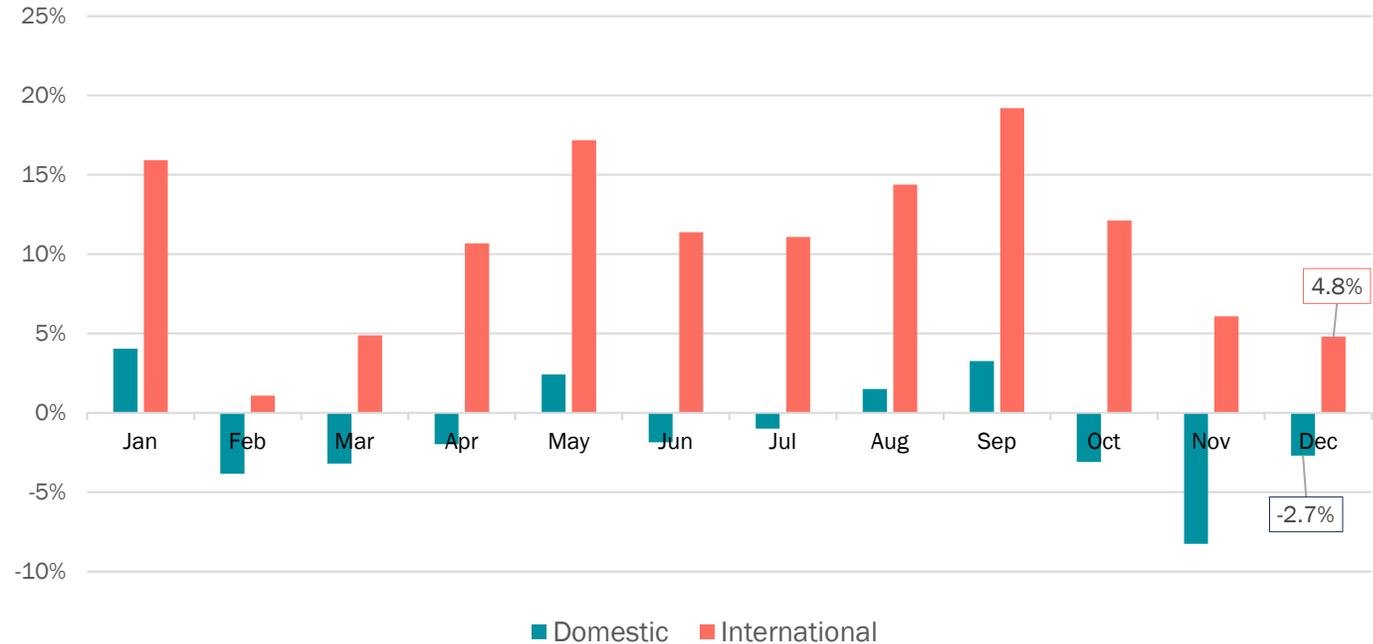


Tourism Transactions	YE December 2025 (\$b)	YE % change
Domestic	2.379	-1.4%
International	1.296	9.9%

# International tourism spend was \$149.9m for December 2025, up 4.8%

- For the month of December 2025, domestic tourism spend (TECTs) was \$231.3m, down 2.7% compared to the same month last year.
- International tourism spend in December 2025 was \$149.9m, up 4.8% compared to December 2024.

Monthly % change in tourism transactions in Auckland

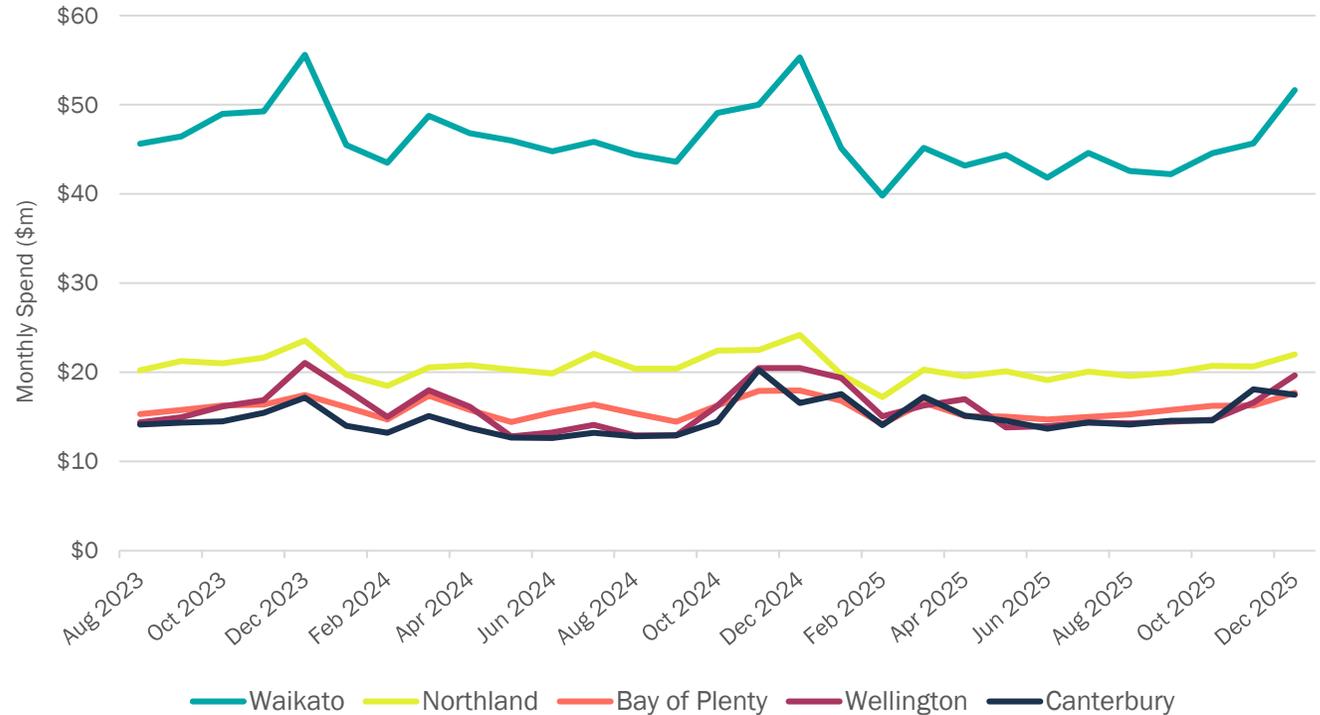


Tourism Transactions	December 2025 (\$m)	% change
Domestic	231.3	-2.7%
International	149.9	4.8%

# Canterbury visitors spent \$17.5m in December 2025, up 5.7%

- Tourism spend from **Waikato-based visitors** was **\$51.6m** for the month of December, **down 6.6%** compared to the same month the previous year.
- **Northland visitors** spent **\$22.0m** in December 2025, **down 9.0%** on the previous year.
- Spend from the **Bay of Plenty** (**\$17.7m**) was also **down (1.4%)**.
- Spend from **Wellington** (**\$19.6m**) was **down (4.1%)**.
- However, spend from **Canterbury** (**\$17.5m**) was **up (5.7%)**.

Monthly tourism domestic spend in Auckland, by market

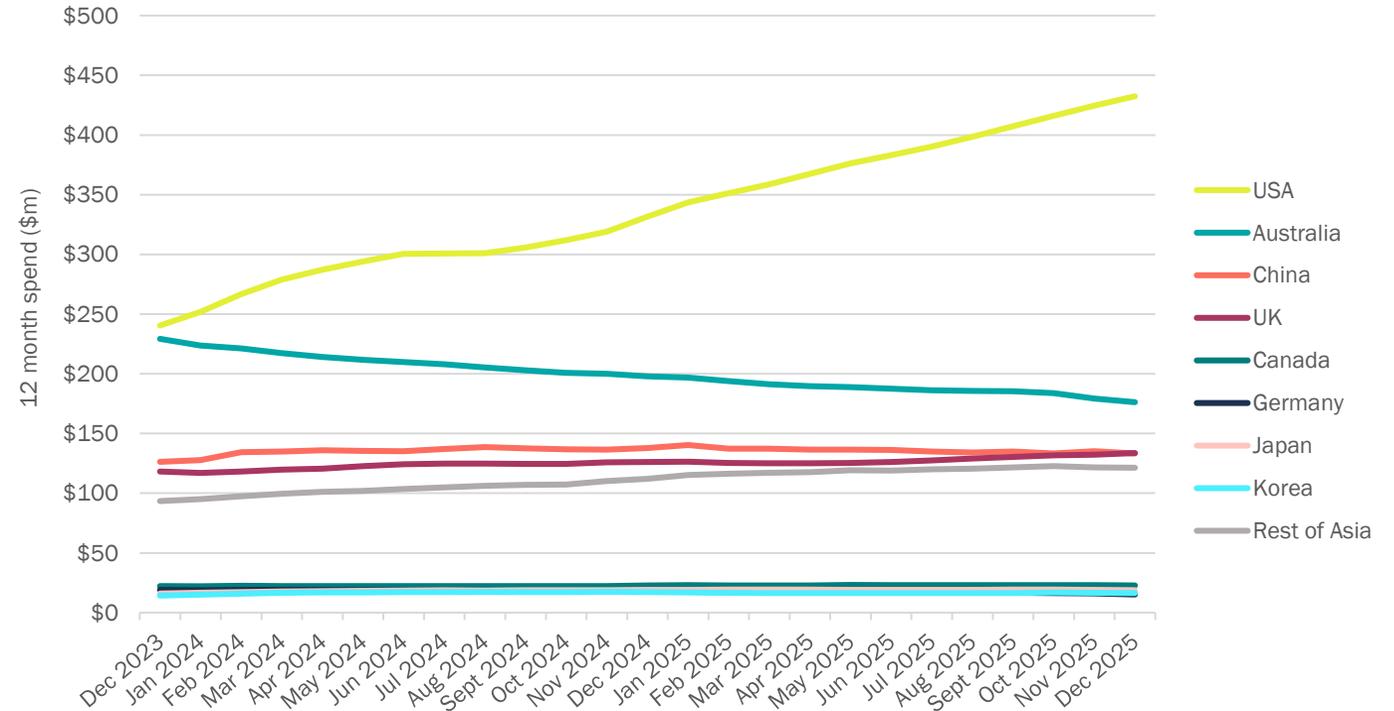


	Waikato	vs. previous year	Northland	vs. previous year	Bay of Plenty	vs. previous year	Wellington	vs. previous year	Canterbury	vs. previous year
December 2025	51.6	-6.6%	22.0	-9.0%	17.7	-1.4%	19.6	-4.1%	17.5	5.7%

# Visitors from the US spent \$432.4m in the year to December 2025, up 30.4% on the previous year

- In the year to December 2025, tourism spend from the US was \$432.4m, up 30.4% on the previous year.
- Australian tourism spend (\$176.3m) was down 10.9%.
- Chinese visitors spent \$133.4m in the year to December 2025, down 3.2% on the previous year.
- Spend from the UK was \$133.7m, up 5.8% for the year to December 2025.
- Spend from Japan (down 0.4% to \$18.9m) and Korea (down 4.7% to \$16.4m) was down on the previous year, however, spend from Canada (\$22.9m) was up (0.3%).
- Spend from German visitors (\$15.2m) was down (14.0%).

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 December 2025	176.3	-10.9%	133.4	-3.2%	133.7	5.8%	432.4	30.4%	15.2	-14.0%

# Visitors from the US spent \$55.0m in December 2025, up 16.8% on the previous year

- For the month of December 2025, tourism spend from the US (\$55.0m) was up 16.8% compared to last December.
- Visitors from Australia spent \$18.1m in December, down 14.1% on the previous year.
- Visitors from China spent \$9.8m in December, down 16.1% compared to last year.
- There was an increase in tourism spend from UK visitors (up 8.8% to \$16.6m) but spend from German visitors (\$1.8m) was down (31.6%) for the month of December 2025.



	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
December 2025	18.1	-14.1%	9.8	-16.1%	16.6	8.8%	55.0	16.8%	1.8	-31.6%

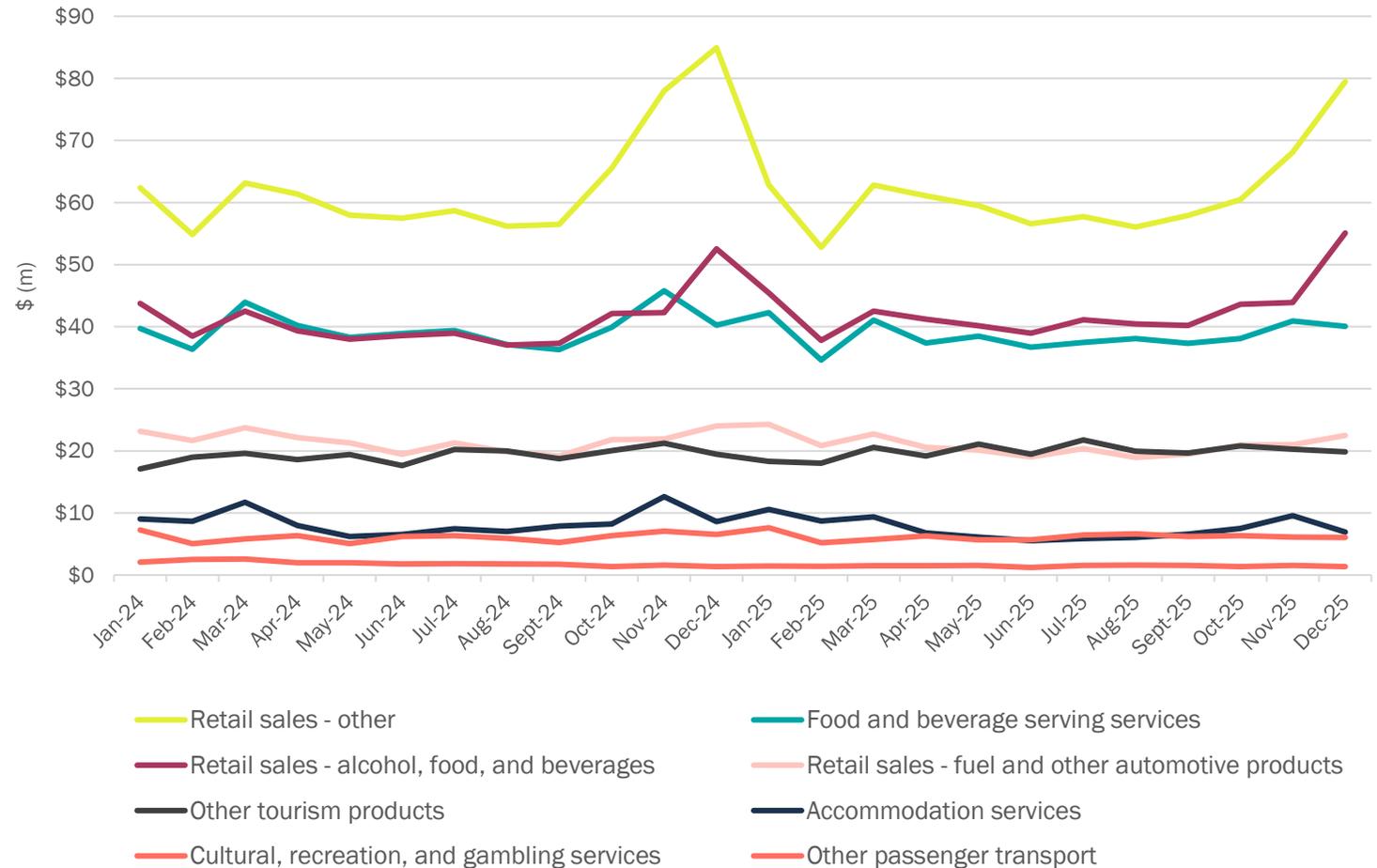
# \$55.1m spent in Retail sales - alcohol, food, and beverages by domestic visitors in December 2025, up 4.9%

	Spend (\$m)	% change
Accommodation services	6.9	-19.3%
Cultural, recreation, and gambling services	6.1	-7.0%
Food and beverage serving services	40.0	-0.6%
Other passenger transport	1.3	-0.2%
Other tourism products	19.9	2.0%
Retail sales - alcohol, food, and beverages	55.1	4.9%
Retail sales - fuel and other automotive products	22.5	-6.4%
Retail sales - other	79.5	-6.4%
<b>Grand Total</b>	<b>231.3</b>	<b>-2.7%</b>

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Source: MBIE TECTS.

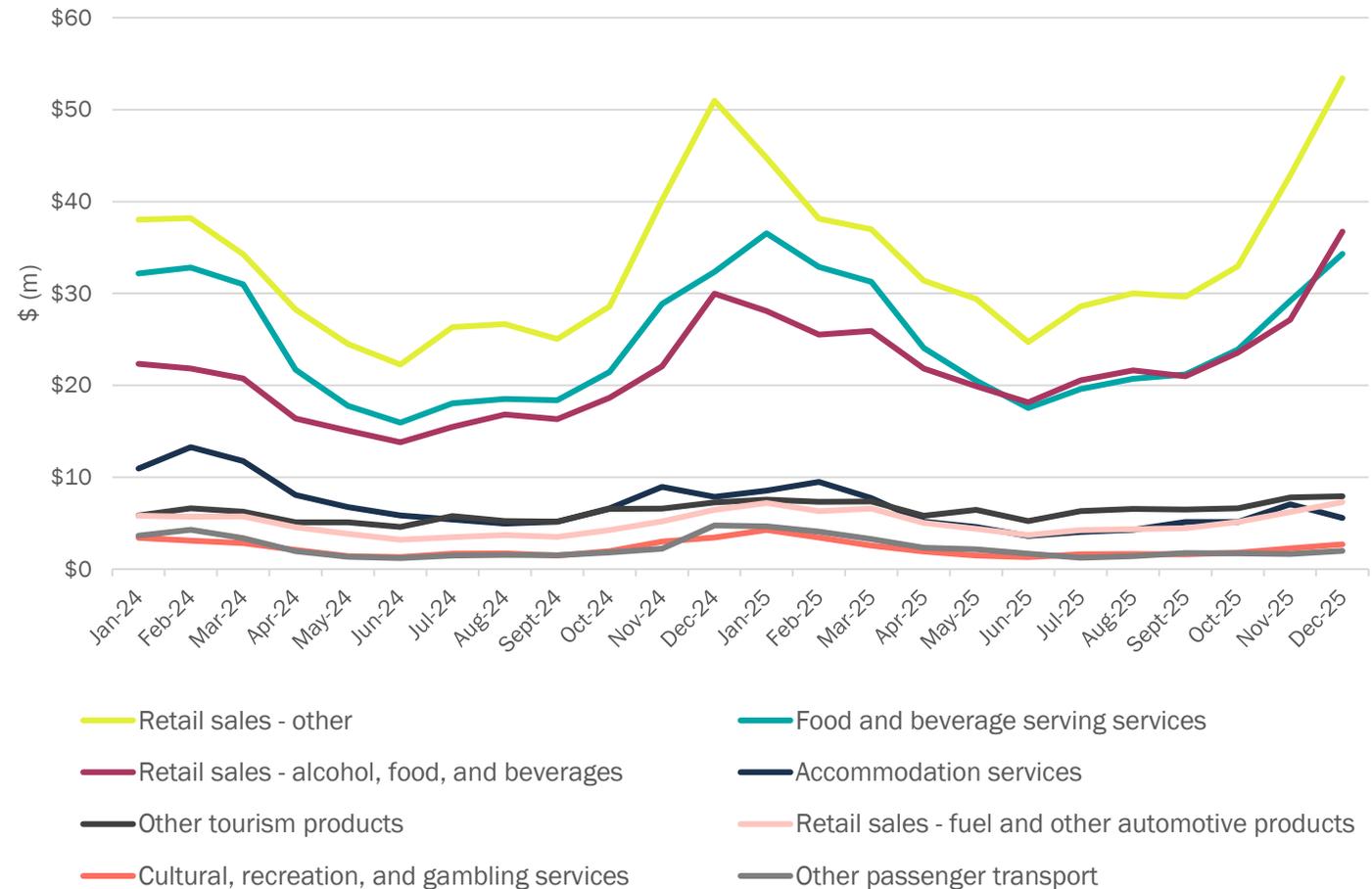
Domestic monthly tourism transactions in Auckland, by product



# \$53.4m spent in Retail sales (other) by International visitors in December 2025, up 4.8%

	Spend (\$m)	% change
Accommodation services	5.6	-29.1%
Cultural, recreation, and gambling services	2.7	-20.9%
Food and beverage serving services	34.3	6.0%
Other passenger transport	2.0	-58.1%
Other tourism products	7.9	9.0%
Retail sales - alcohol, food, and beverages	36.7	22.5%
Retail sales - fuel and other automotive products	7.3	13.2%
Retail sales - other	53.4	4.8%
<b>Grand Total</b>	<b>149.9</b>	<b>4.8%</b>

International monthly tourism transactions in Auckland, by product





**Tempo – City Centre Data Insights  
Oct 2025**

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# 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).

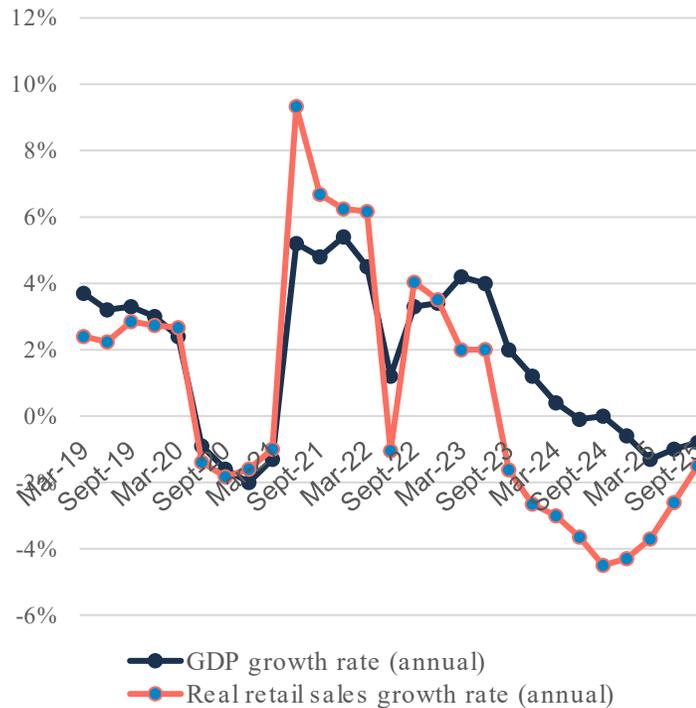
Please contact us for the full Tempo report, including foot-traffic trends, office vacancies and crime statistics.



# GDP and City Centre card spending



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

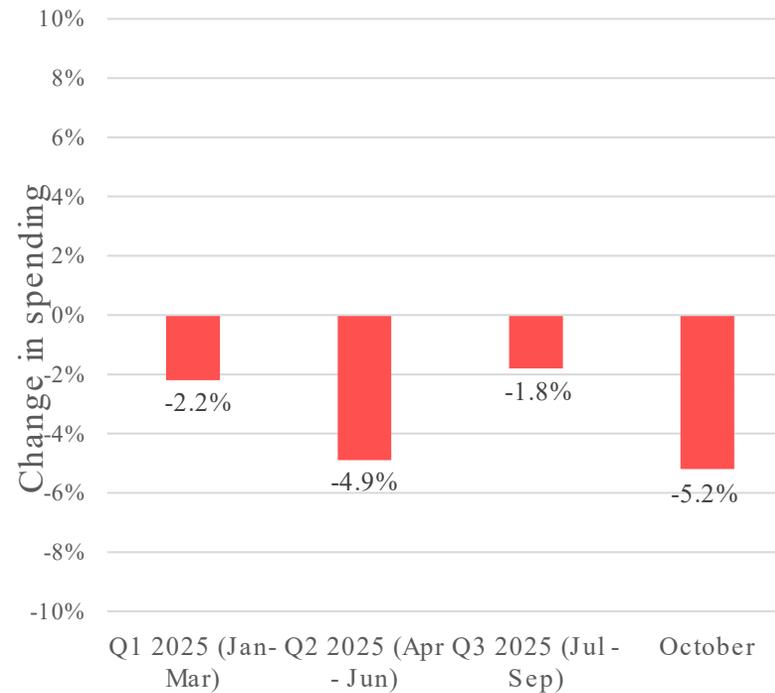


Source: Infometrics

\*real retail sales = controlling for inflation (CPI)

- Challenging economic conditions over last 24 months but retail sales and GDP up slightly in Q3 2025.

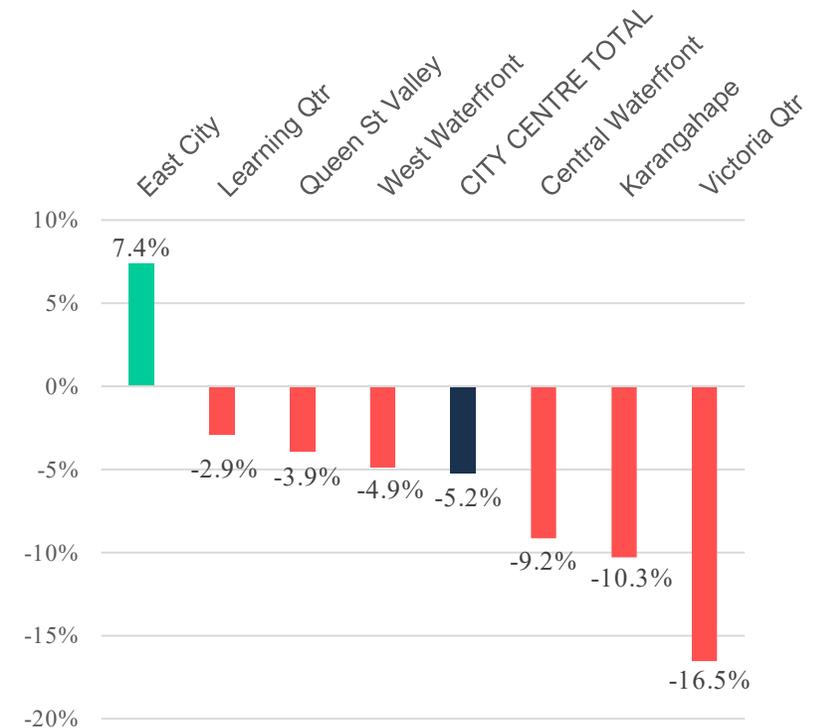
City Centre card spending compared to same period 12 months prior



Source: Marketview

- Spending ↓ 5% compared to October 2024.

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



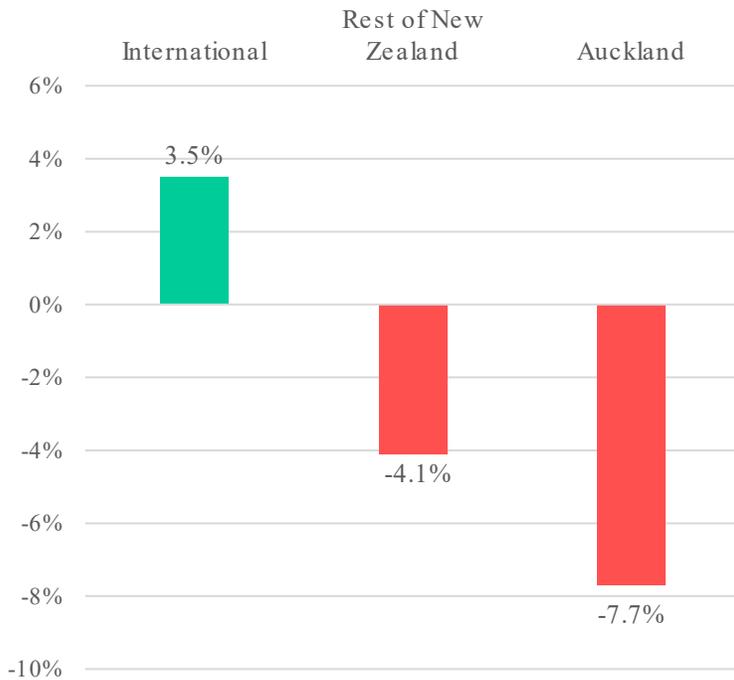
Source: Marketview

\*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)

- Varied change in spending by precinct.

# City Centre spending

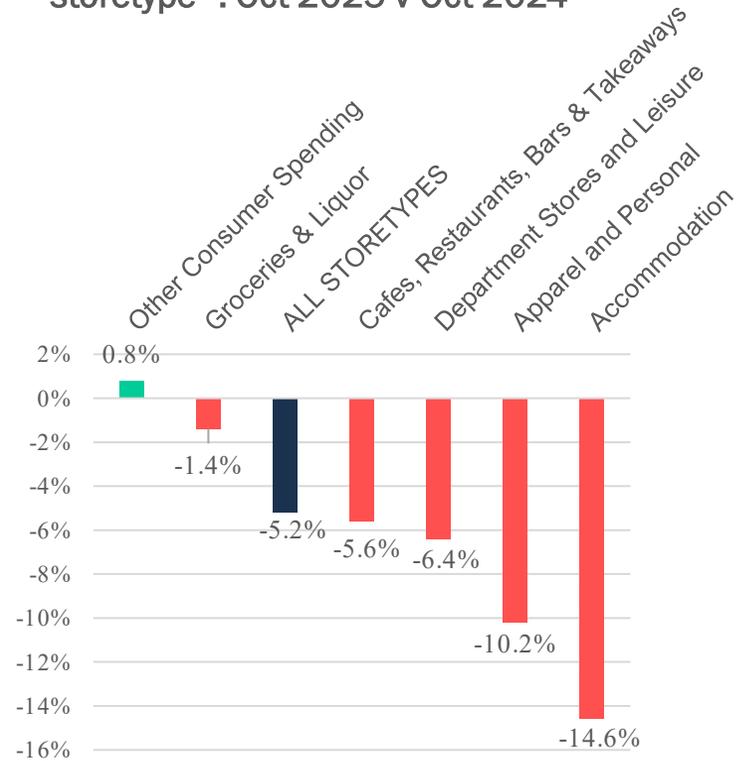
Change in City Centre card spending by customer origin: Oct 2025 v Oct 2024



Source: Marketview

- Spending by Aucklanders down more in October.

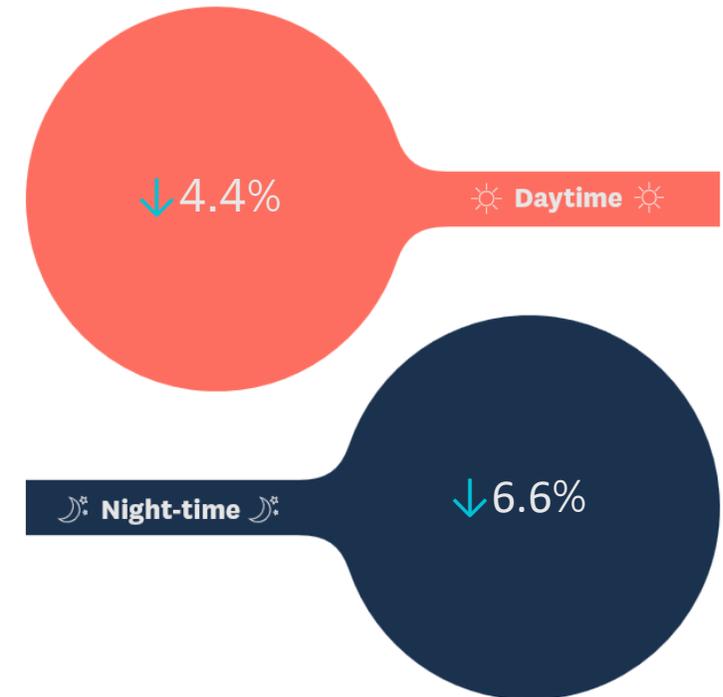
Change in City Centre card spending by storetype\*: Oct 2025 v Oct 2024



Source: Marketview

- Accommodation and clothing spending down most.

Change in spending: Oct 2025 v Oct 2024



Source: Marketview

- Daytime and night time spend down.



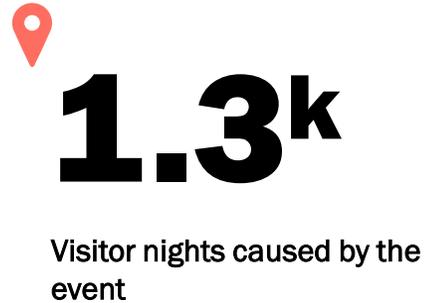
# Auckland – Major Events Data

# Major Events Insights – December 2025

Event	Date(s)	Venue	Findings
Ngā Huhua: Abundance	7 November 2025 – 1 June 2026	New Zealand Maritime Museum	
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	<ul style="list-style-type: none"> <li>For the month of December 2025, there were <b>794.8k total guest nights</b> in <b>commercial accommodation in Auckland</b>, up <b>15.3%</b> on the same month last year.</li> </ul>
Auckland Live Christmas in Aotea Square	28 November – 21 December 2025	Aotea Square	
A Christmas Carol by Charles Dickens	2 – 7 December 2025	The Civic	<ul style="list-style-type: none"> <li>There were <b>448.1k domestic guest nights (up 13.9%)</b>, and <b>346.8k international guest nights (up 17.2%)</b> in commercial accommodation in December 2025.</li> </ul>
The NutCracker	4 – 13 December 2025	Kiri Te Kanawa Theatre	
Christmas Sailing with Mrs Claus	13 – 14 December 2025	New Zealand Maritime Museum	<ul style="list-style-type: none"> <li><b>International tourism spend</b> in December 2025 was <b>\$149.9m</b>, up <b>4.8%</b> compared to December 2024.</li> </ul>
MOTAT Christmas Lights	5 – 22 December 2025	MOTAT	
BNZ Breakers v Tasmania JackJumpers	6 December 2025	Spark Arena	
Auckland FC vs Wellington Phoenix - Home Derby	6 December 2025	Go Media Stadium	
The Royal New Zealand Ballet	11 – 12 December 2025	Bruce Mason Centre	
Chasing the Fox	12 December 2025	Royal Auckland and Grange Golf Course	
Coca-Cola Christmas in The Park	13 December 2025	Auckland Domain	
Global Youth Sevens	19 – 21 December 2025	Dilworth School	
Love Actually In Concert	21 December 2025	The Civic	
New Year's Eve	31 December 2026	Various	

# Chasing the Fox

Date(s): 12 December 2025  
Venue: Royal Auckland and Grange Golf Course



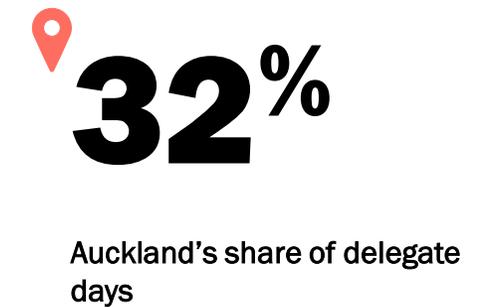
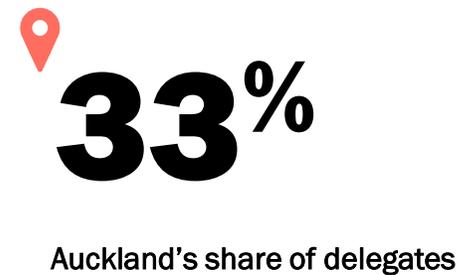


# Auckland – Business Events Data

# Business Events Insights Q4 2025

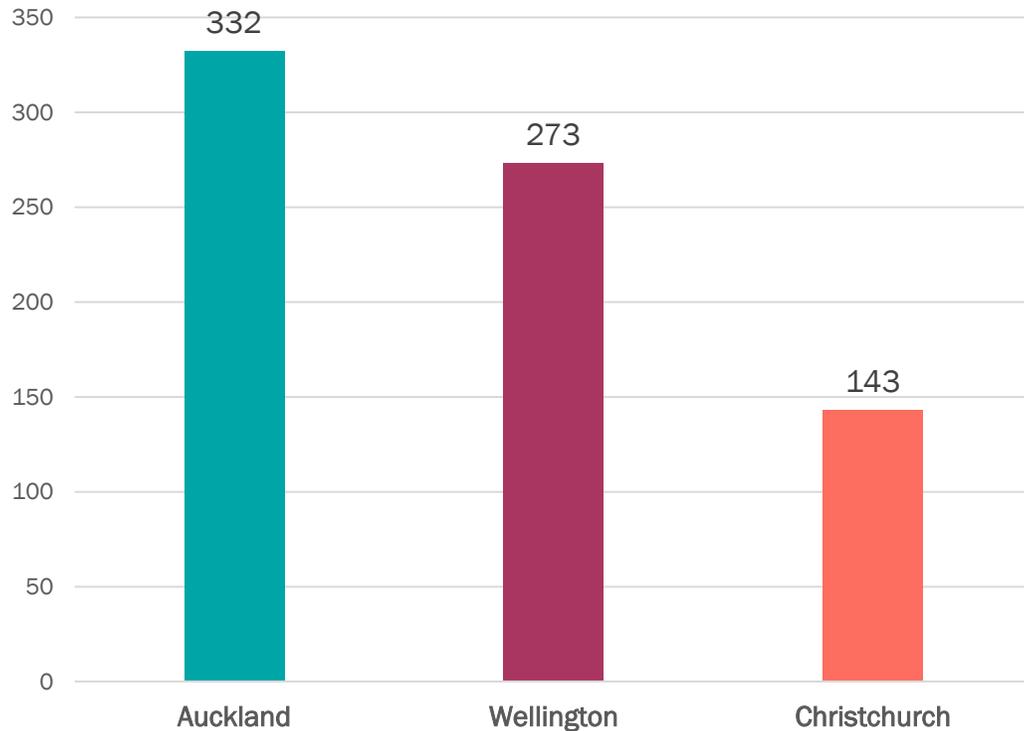


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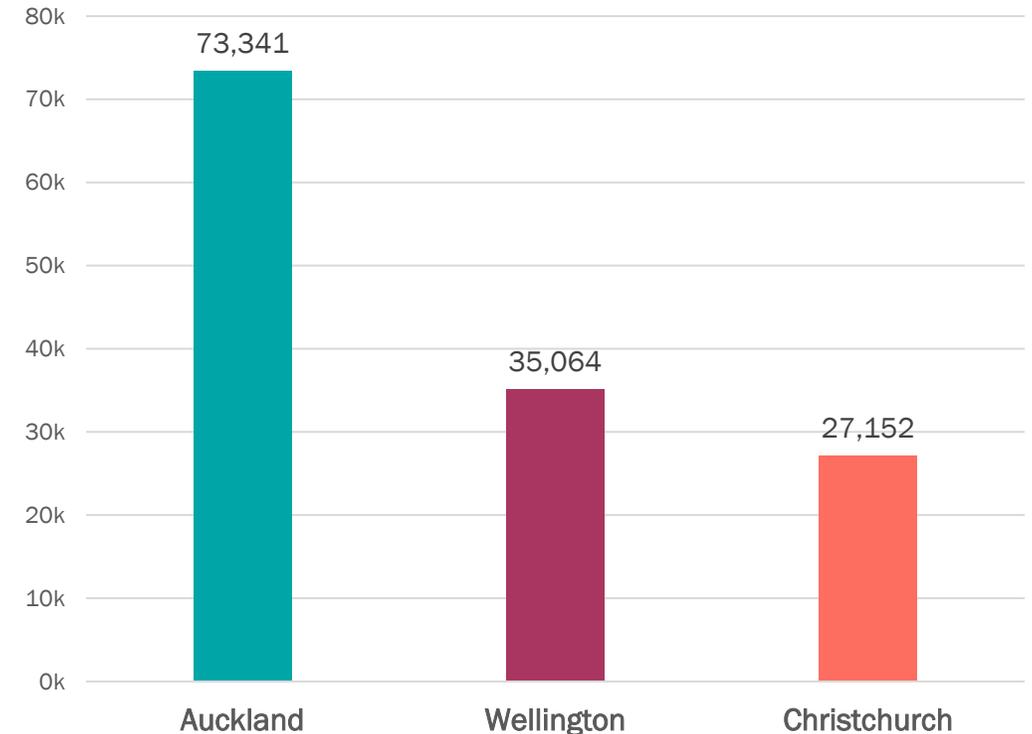


# Auckland attracted the highest number of business delegates (73.3k) in New Zealand in Q4 2025

Total number of business events – Regional comparison



Total number of delegates – Regional comparison

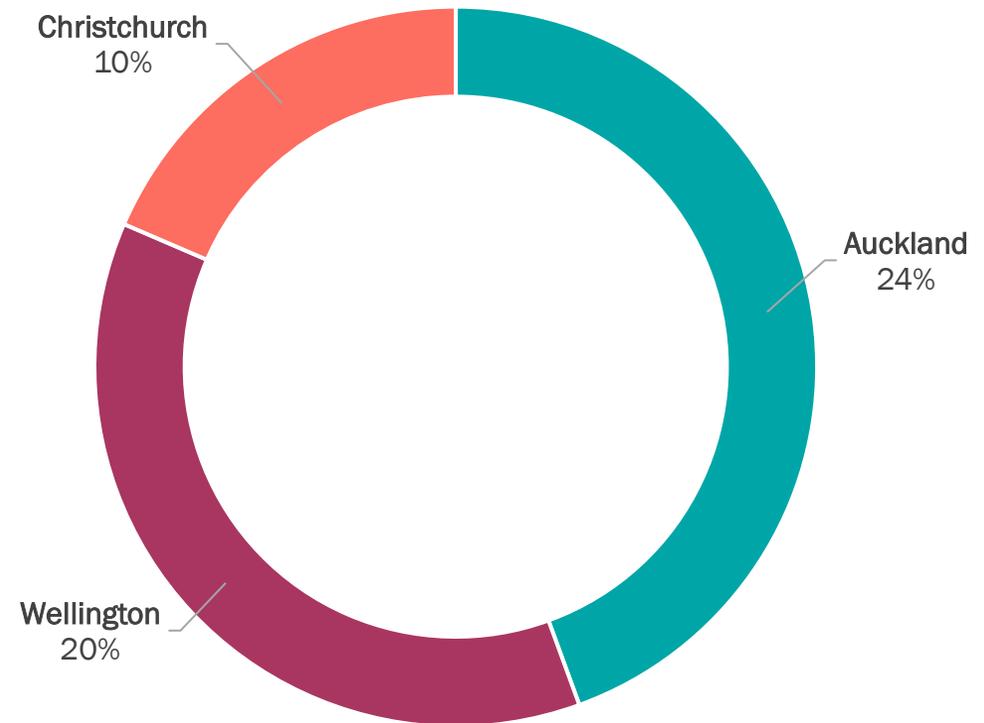


# Auckland had 24% of all business events in New Zealand in Q4 2025



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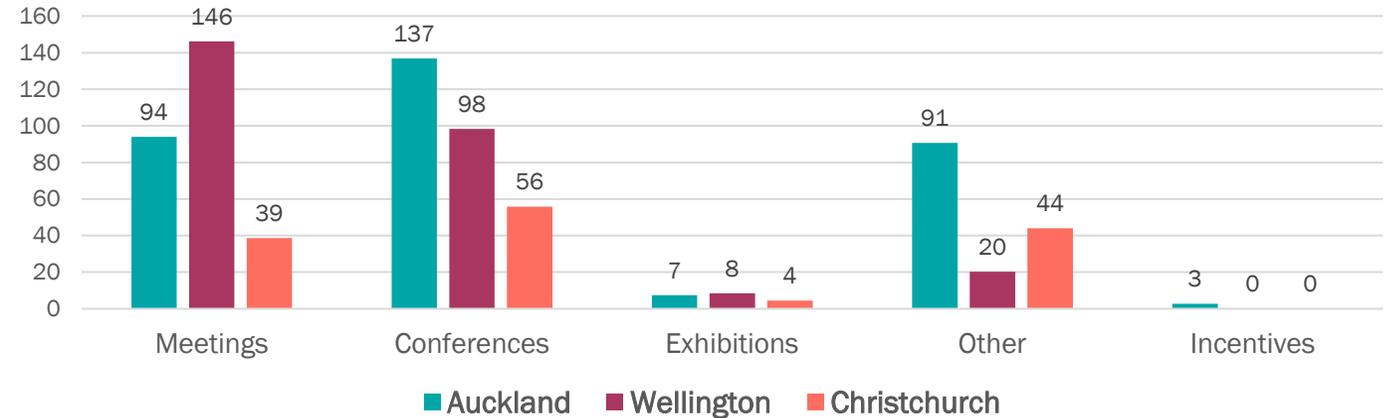
Business Event Market Share - Regional Comparison



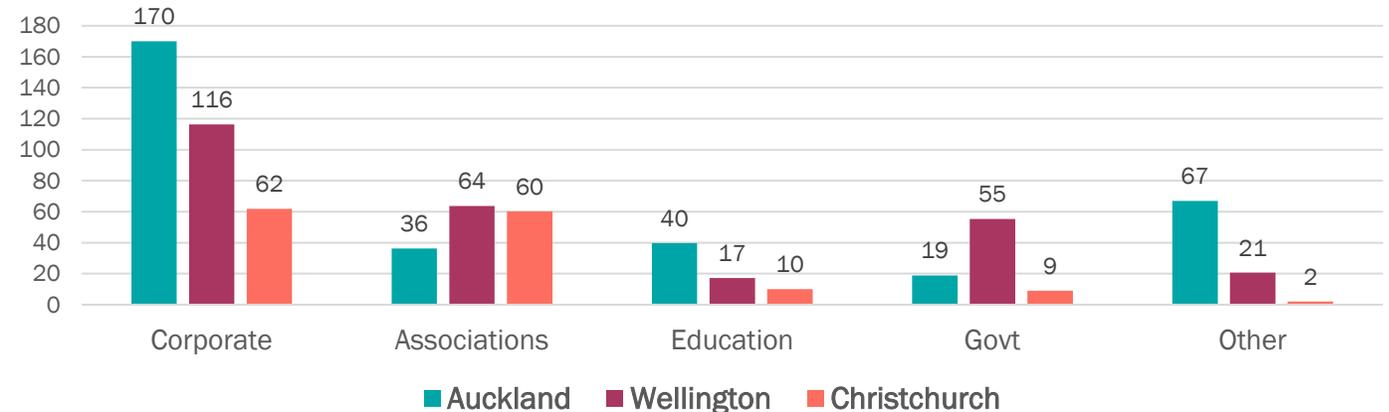
# Auckland hosted the most conferences and other business events in NZ for Q4 2025

- 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

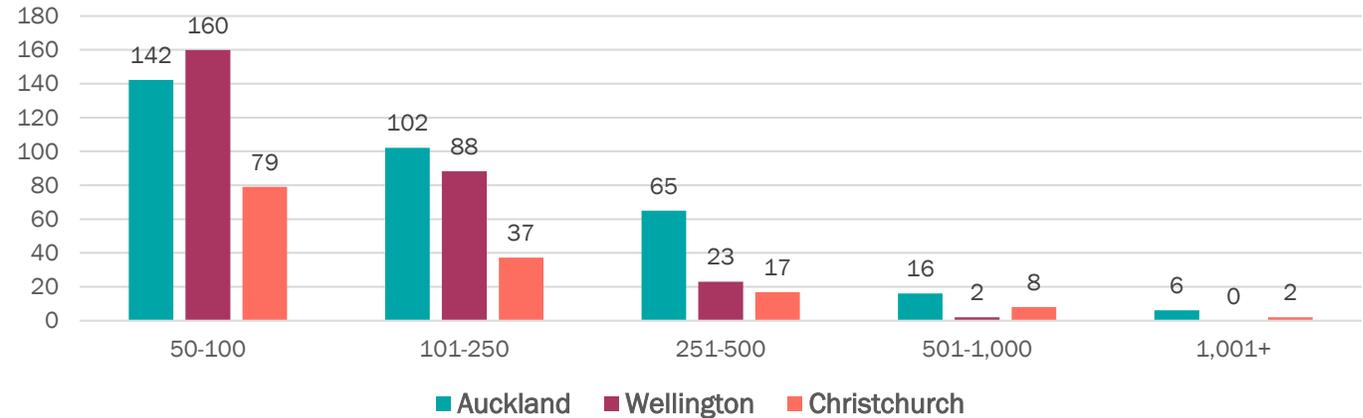


# 72% of all business events in Auckland were one-day events in Q4 2025

- 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



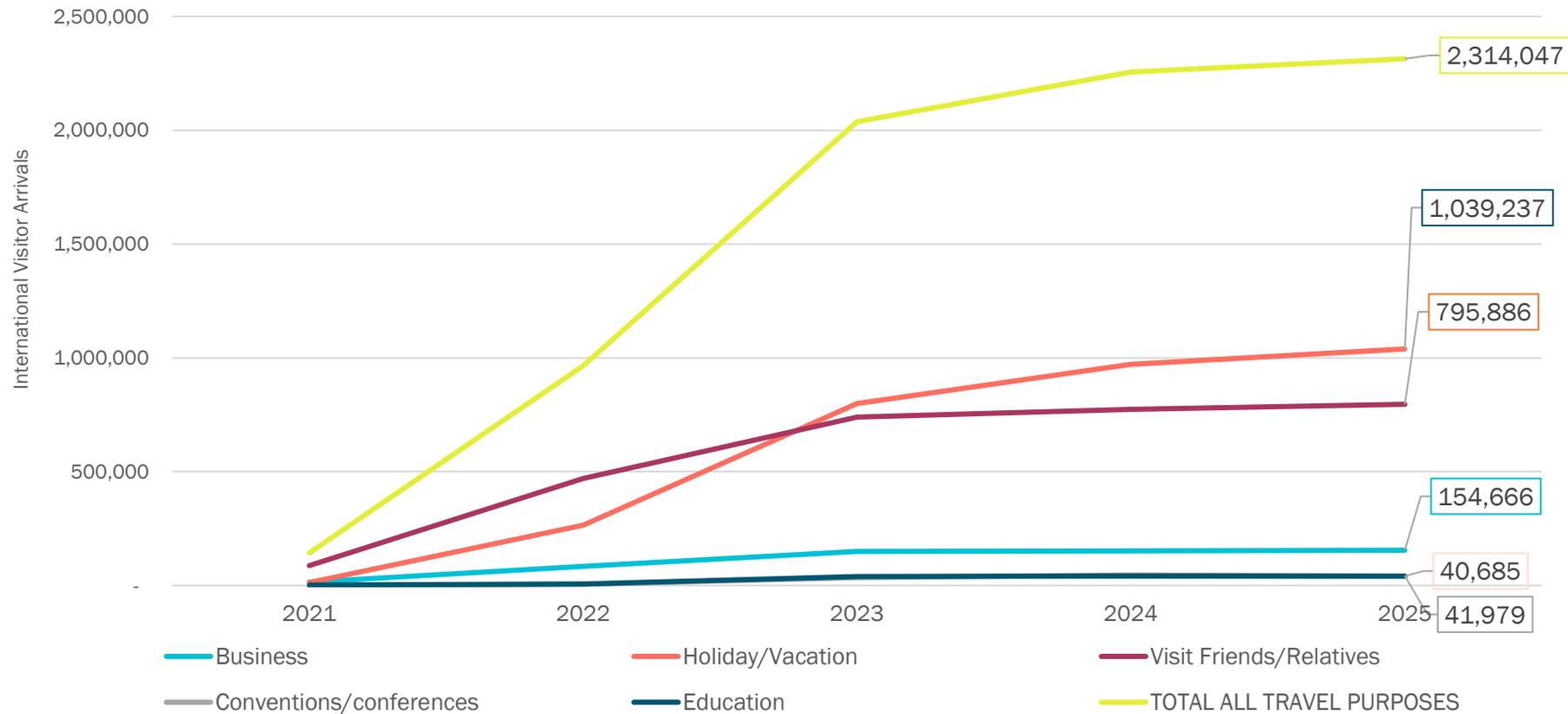
Duration of event - Regional comparison





# Five-year trends in key markets

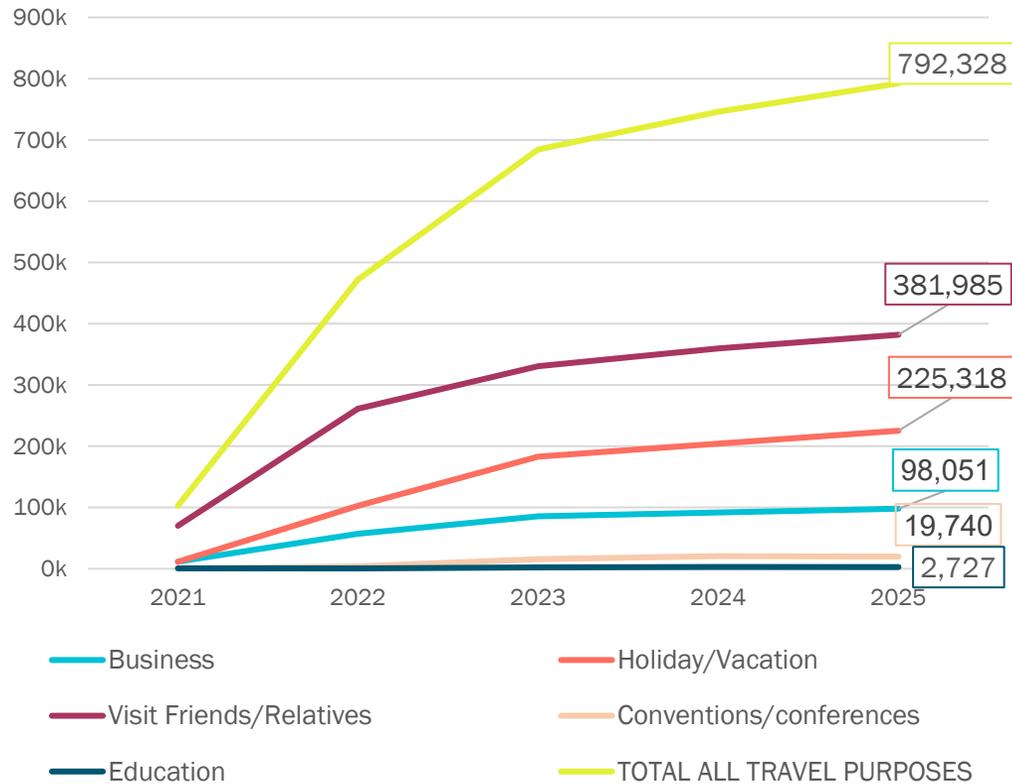
# Five-year visitor arrivals to Auckland, YE December



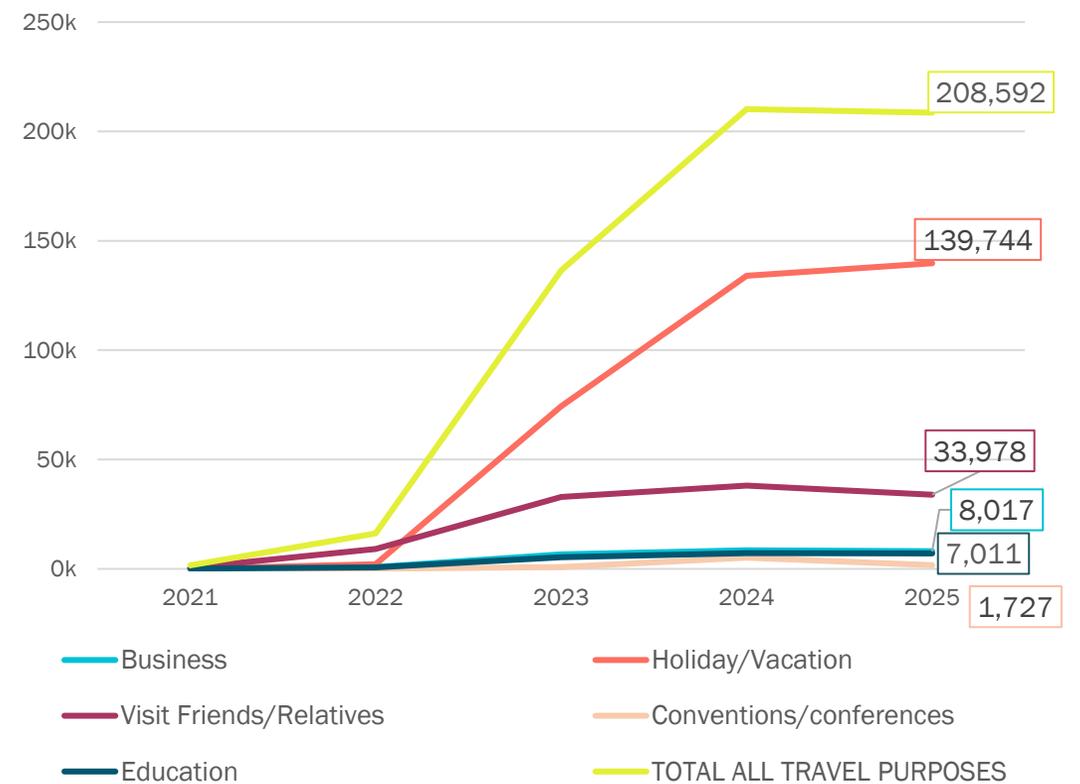
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# Five-year visitor arrivals to Auckland, YE December

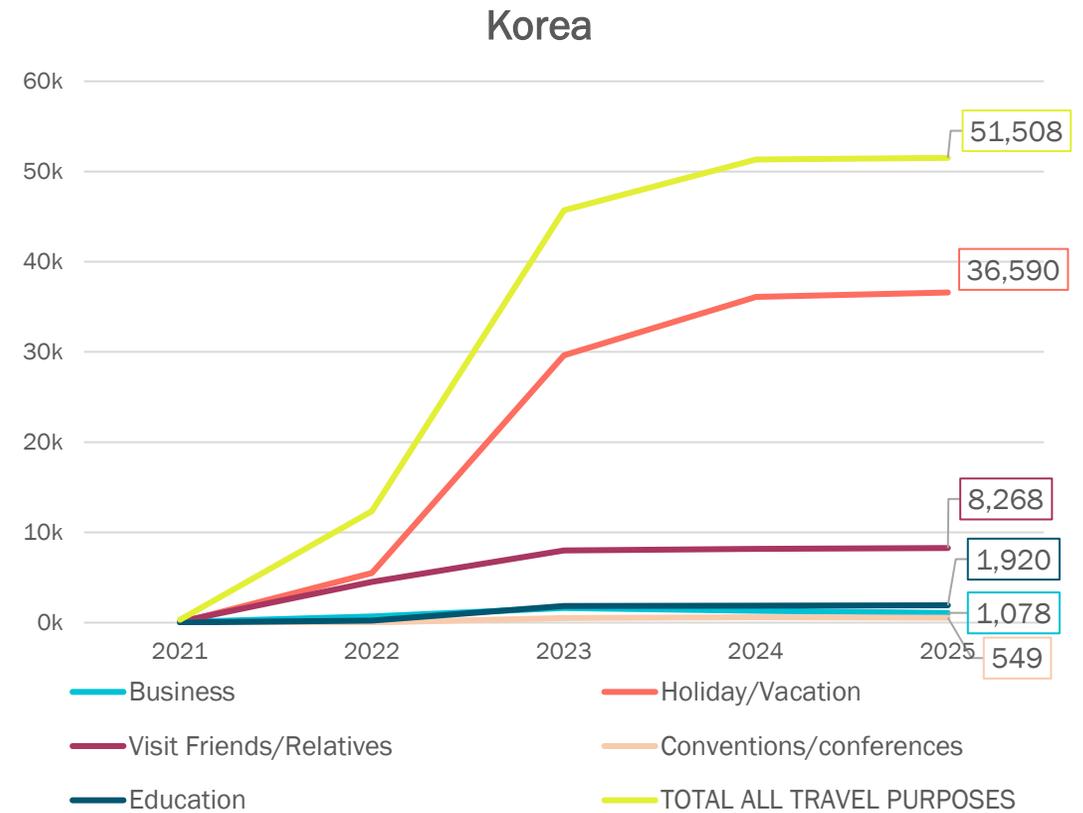
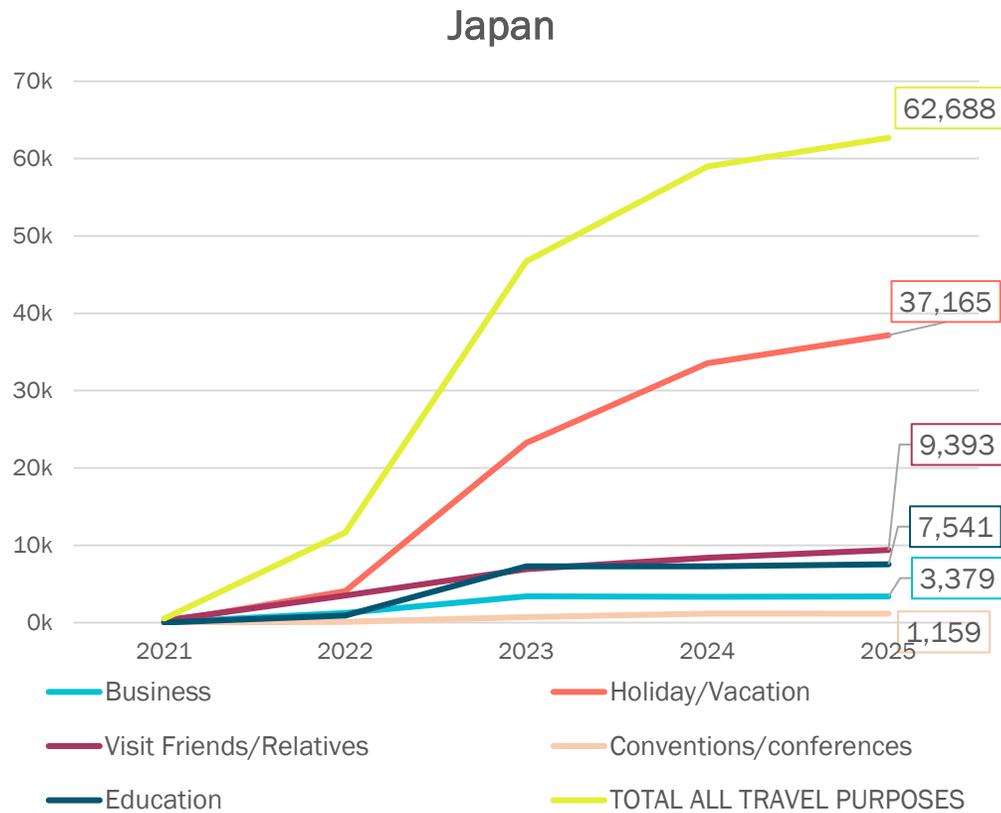
## Australia



## China

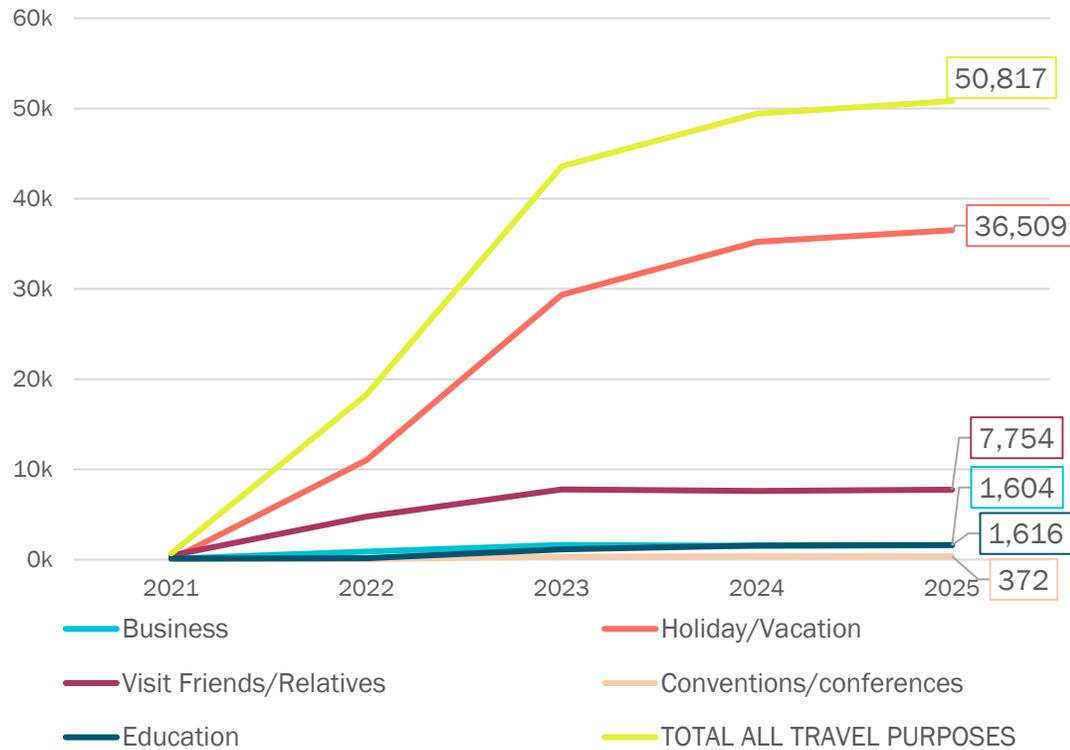


# Five-year visitor arrivals to Auckland, YE December

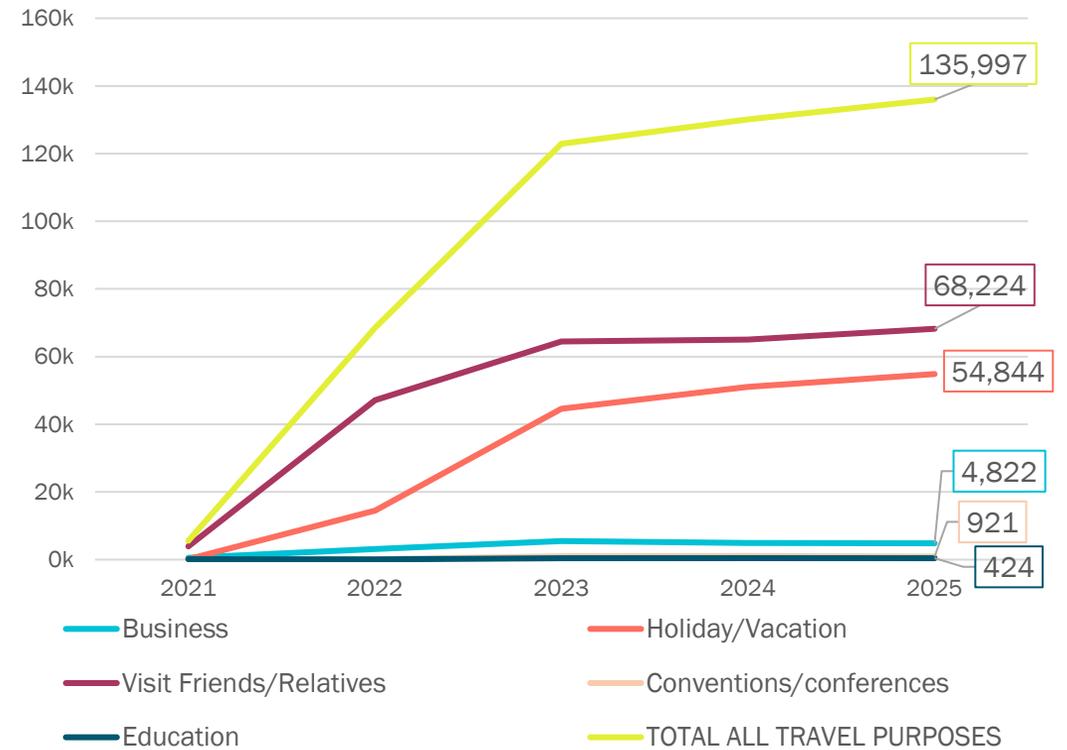


# Five-year visitor arrivals to Auckland, YE December

## Germany

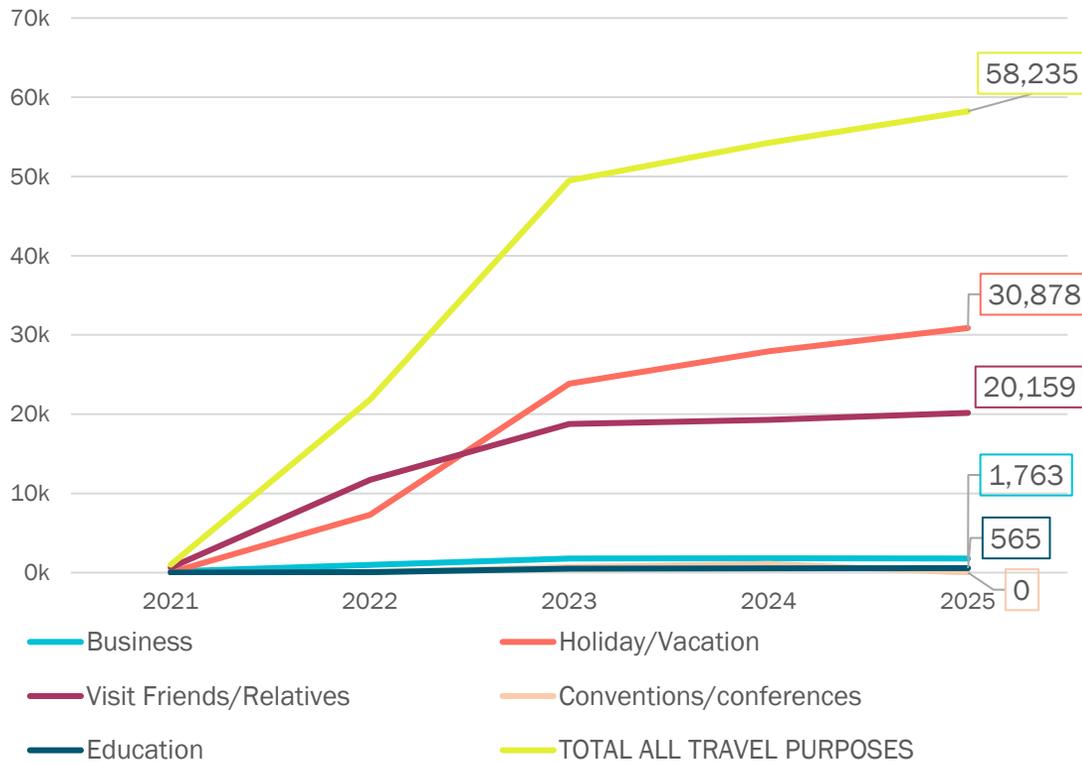


## UK

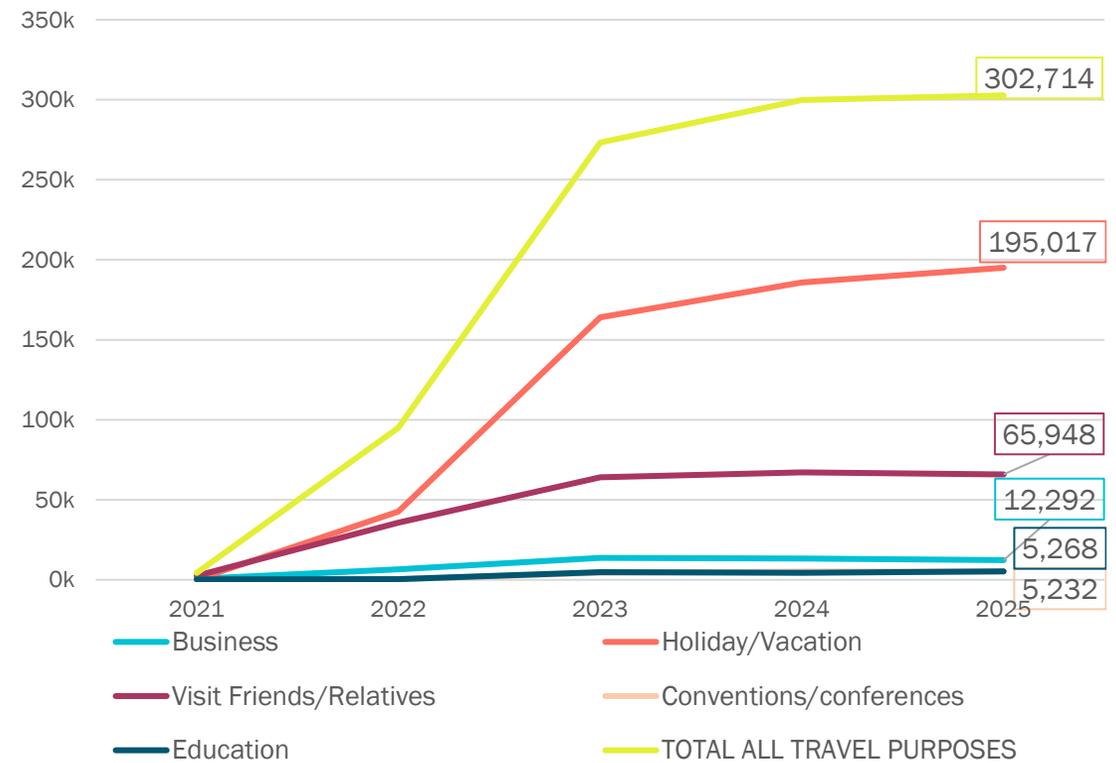


# Five-year visitor arrivals to Auckland, YE December

## Canada

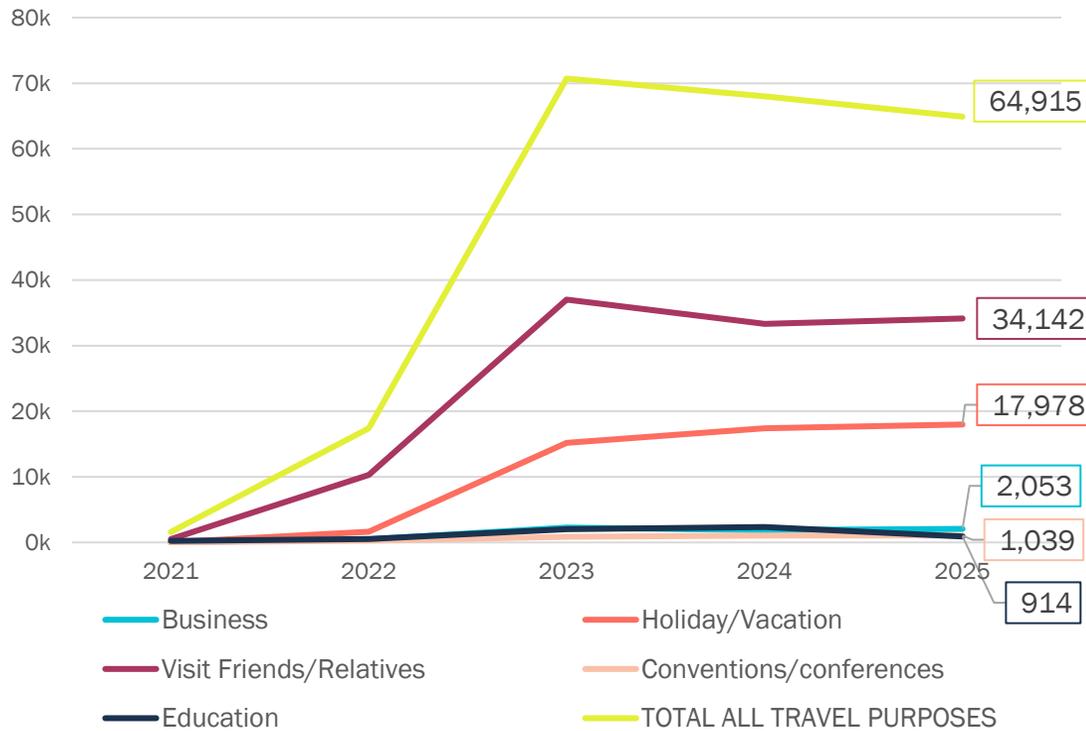


## US

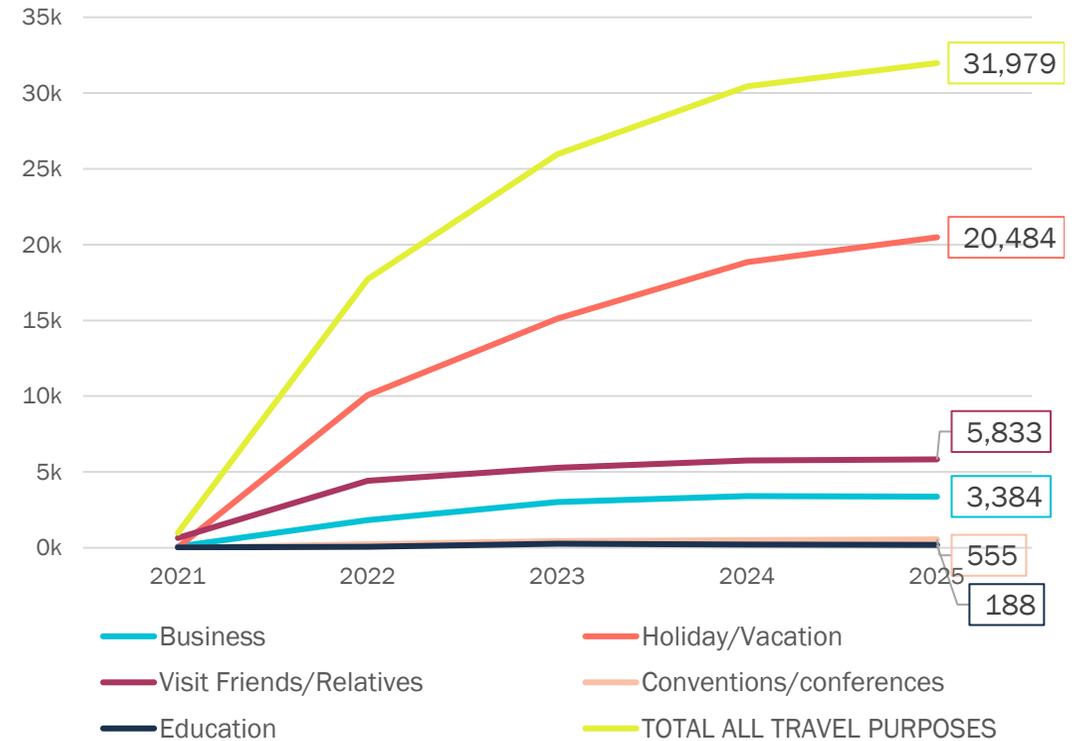


# Five-year visitor arrivals to Auckland, YE December

## India



## Singapore



# Ngā mihi Thank you

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