



Auckland Visitor Survey (AVS) Insights Report

YE March 2022

Insight into visitors' characteristics, behaviour, experience and perceptions of the Auckland region

Prepared May 2022

By Jaimee Raymond, Research & Insights

aucklandunlimited.com

Contents

INTRODUCTION	3
METHODOLOGY	4
KEY FINDINGS	5
VISITOR EXPERIENCE SNAPSHOT	6
TRAVEL BEHAVIOUR DATA	
DOMESTIC VISITORS	8
ACCOMMODATION DATA	
NIGHTS IN REGION	10
ACCOMMODATION TYPE & SATISFACTION	11
TRANSPORT DATA	
DOMESTIC VISITORS	13
VISITOR PROFILE	
AUCKLAND & NORTHLAND	15
ATTRACTIONS & ACTIVITIES DATA	
SATISFACTION – ALL REGIONS	17
TOP 10 ATTRACTIONS & ACTIVITIES IMPROVEMENT	
CENTRAL AUCKLAND	18 – 22
KEY ATTRACTIONS	23
NORTH AUCKLAND	24 – 27
EAST AUCKLAND	28 – 31
SOUTH AUCKLAND	32 – 35
WEST AUCKLAND	36 – 39
HAURAKI GULF & ISLANDS	40 – 43
VISITOR EXPERIENCE DATA	
AGREEMENT SCALES	45
SATISFACTION IMPROVEMENT	46 – 47
NET PROMOTER SCORE	48
SAMPLE DETAILS	49



Introduction

To support Destination AKL 2025, and with an increased emphasis on destination management, the Auckland Visitor Survey (AVS) was created to guide decision making, as well as to track visitor behaviour, experience and perceptions of the region.

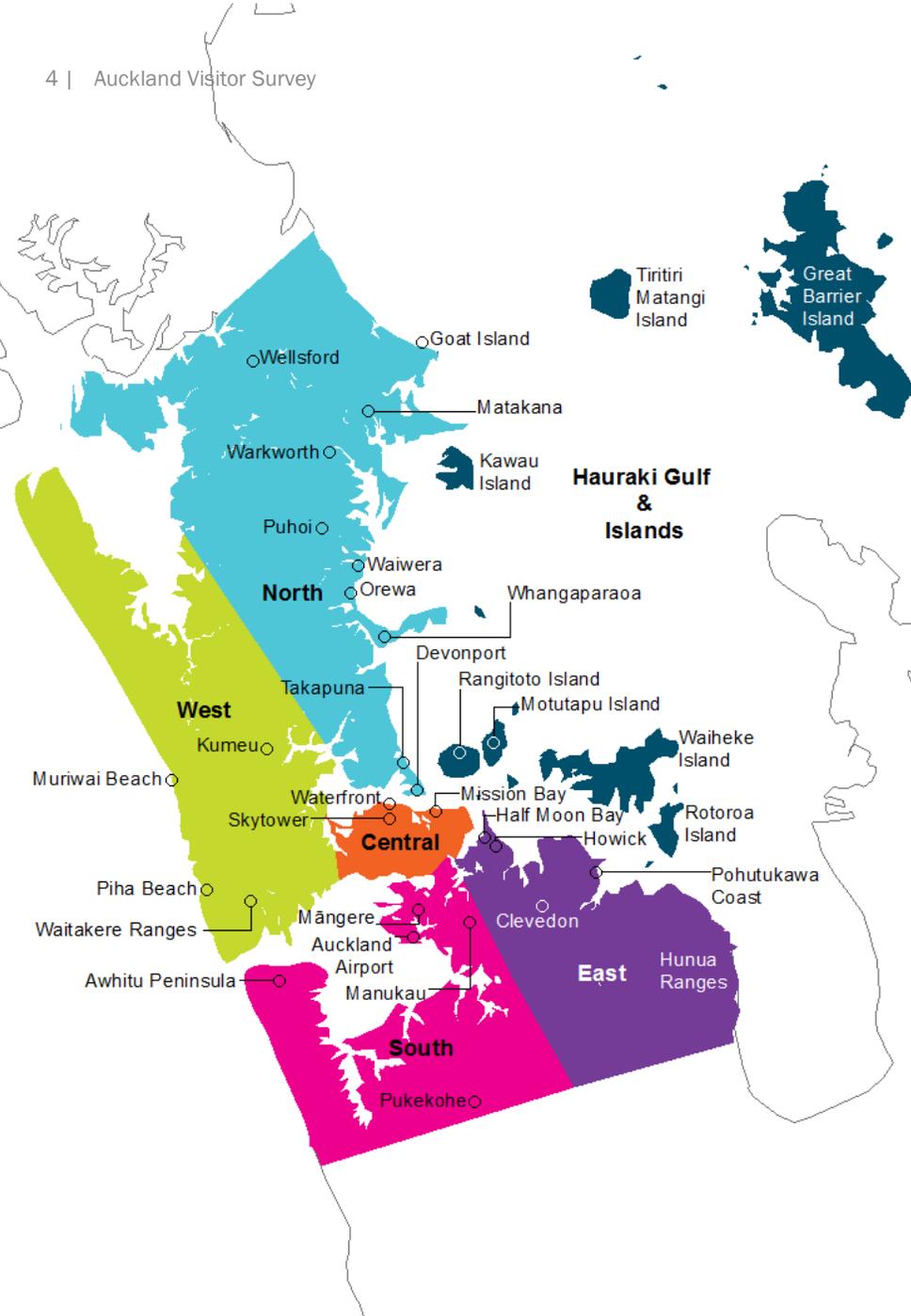
We use a variety of tourism datasets to monitor Auckland's performance. The AVS supplements these high-level statistics with more specific regional data and information. The key features of the AVS are that it provides more detailed sub-regional information instead of just an overall Auckland view and that the survey includes both international and domestic visitors. The AVS complements rather than duplicates existing visitor datasets and includes all common visitor categories.

The vision for the AVS is to become a valuable tool for both the public and private sector to gain more insights for destination planning and development.

Due to border closures and while the international component of the AVS is paused, only domestic visitor data will be captured until further notice. Presented here is a high level summary report of year-end March 2022 findings. More detailed information is available by request.



Methodology



The Auckland Visitor Survey includes domestic and international visitors to the Auckland region. It covers visitors to all six sub-regions (Central, North, South, East, West, and Hauraki Gulf and Islands). N=800 interviews are completed in each year of the year, aggregating to a total of n=3,200 interviews per annum. The sample is split 50% domestic and 50% international.

Note: Due to international travel restrictions and lockdowns, no data collection occurred in quarter 2, 2020. From quarter 3 2020 onwards, data is for domestic visitors only. In this report, year-end March 2022 results are compared to year-end December 2021 domestic visitor results.

Domestic respondents are sourced from a consumer panel. They need to live outside Auckland and have visited Auckland overnight in the past three months, as well as be 18+ in order to qualify. Qualifying panelists complete the same survey as international visitors, but as an online mobile-optimised survey.

International respondents are recruited at visitor sites around the Auckland region, on randomly selected days each year. A combination of sites are used to ensure a good cross-section of visitors is included. To qualify, respondents must be 19+, usually live outside New Zealand, and have stayed at least one night in the region at the time of participating in the survey. International respondents participate by completing a questionnaire on an iPad or online survey.

The current report looks at one year's sample. For the year to March 2022, the total sample size was n=1,493 with only domestic visitors and no international visitors.

The previous reports including international visitors can be found [here](#).

Key Findings



- This summary compares Auckland Visitor Survey insights from the year ending March 2022 with the year ending December 2021.
- For the year ending March 2022, **Auckland's Net Promoter Score (NPS) for domestic visitors was +1**, a decrease of one point compared to the year ending December 2021. Amongst those visiting Auckland to see family and friends, the NPS fell three points (to 0), and for those visiting for a holiday, vacation or short break, the NPS increased one point (to +14).
- **Domestic visitor satisfaction with their overall experience held steady, at 7.3 out of 10.**
- **Domestic visitors most likely to recommend Auckland** as a visitor destination include those aged 30-44 years (NPS +10), Canterbury and Otago residents (NPS +13 and NPS +21 respectively), those whose main reason to visit was a conference, convention or other business event (NPS +18) and those who also included Northland in their itinerary (NPS +17).
- Overall, domestic visitor's patterns of visitation to Auckland's sub-regions, activities and attractions and transport use have generally remained consistent.
- 52% travelled with their partner/spouse, and 27% travelled alone or with a child/children (23%).
- 61% of domestic visitors visited Auckland only, while 15% combined their visit with Northland and 23% with Waikato/Hamilton.
- Profiling those who included Northland in their itinerary shows that this visitor group are more likely to be visiting Auckland for the first time (11% vs 6% overall), passing through Auckland multiple times on their trip (72% vs 51% overall) and staying in Auckland for longer (5.4 nights vs 3.4 nights for visitors overall). One in four use a public bus or train while in Auckland and compared to all domestic visitors, they have a higher level of satisfaction with 'local transport options and services', 'ease of driving around' and 'ease of parking your vehicle' – the last two metrics are two pressure points for domestic visitors to Auckland.
- By demographic, this group is more likely to be from Wellington (& Wairarapa) (24% vs 17% overall) or Otago (10% vs 5% overall), aged 18-29 years (28% vs 20% overall) and travelling to Auckland for a holiday or vacation (31% vs 24% overall).
- Exploring satisfaction metrics, Auckland is also performing relatively well on 'ease of walking around' (rated 7.3 out of 10 on average), 'Auckland Airport passenger terminal' (rated 7.3 out of 10 on average), 'level of customer service experienced' (rated 7.2 out of 10 on average) and 'availability of information during your visit about things to see and do in the Auckland region' (rated 7.2 out of 10 on average). Performance on the latter two metrics has also improved slightly on pre-COVID levels.
- Auckland Zoo received 20% of domestic visitors in the sample for Central Auckland, followed by the Auckland Museum (15%), Auckland Art Gallery (9%), NZ Maritime Museum (8%), MOTAT (7%) and Torpedo Bay Navy Museum (4%) in North Auckland.
- **Satisfaction with the activities and attractions** in each region was high across the board, with all sub-regions **scoring 8 or above** on a 10-point scale.
- In order to improve the overall visitor experience, domestic visitors frequently mentioned the **need to improve the traffic, parking, roads, public transport, and cost** in all regions.

Visitor Experience



aucklandnz.com


30%

Promoters
Net Promoter Score
YE March 2022
No change




29%

Detractors
Net Promoter Score
YE March 2022
+1




1 NPS

Total
Net Promoter Score
YE March 2022
-1




7.3 / 10

Total Satisfaction
Overall experience in
Auckland
YE March 2022
No change



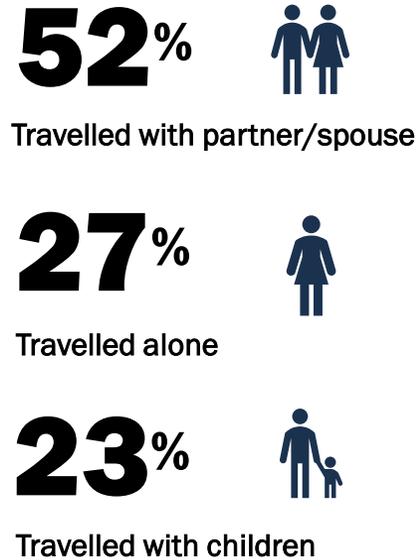


**Auckland Visitor Survey – Travel Behaviour
Data**

Domestic visitor travel behaviour

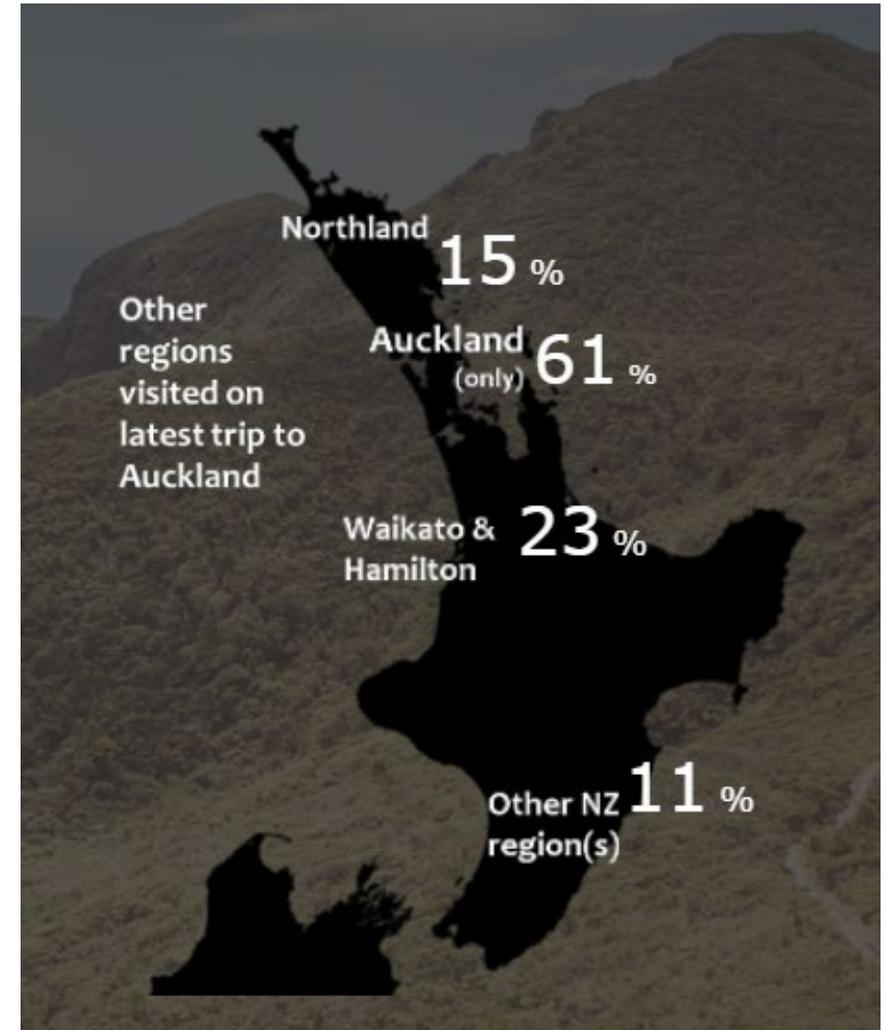
- In the year to March 2022, half of domestic visitors travelled to Auckland to visit family and friends (49%), while a quarter (24%) visited for a holiday, vacation or short-break.
- 61% of visitors visited Auckland only, while 15% combined their visit with Northland and 23% with Waikato/Hamilton.
- 52% travelled with their partner/spouse, and 27% travelled alone or with a child/children (23%).
- 49% stayed in Auckland only on their trip, while 51% stayed two (30%) or more (21%) times during the same trip.
- 49% had visited Auckland many times prior to this trip, 24% had visited 1-3 times before, 21% used to live in Auckland and 6% visited Auckland for the first time.

Travel Party



No. of stays in Auckland on trip	%
0 (Day trip)	0%
1	49%
2	30%
3+	21%

n= 1,493



A photograph of a couple standing on a wooden deck inside a tent. The tent has a high, peaked roof and is illuminated by warm, glowing lanterns. The couple, a man in a blue shirt and a woman in an orange top, are smiling and looking towards the camera. Outside the tent, a lush green forest with tall trees and a hillside is visible under a bright sky. A white umbrella is also visible in the background. The overall atmosphere is cozy and scenic.

Auckland Visitor Survey – Accommodation Data

Domestic visitors stayed an average of 3.4 nights in Auckland

- For the year to March 2022, domestic visitors stayed an average of 3.4 nights in Auckland.
- The region with the highest average length of stay was Central Auckland, with an average stay of 1.2 nights.
- Domestic visitors stayed an average of 0.8 nights in North Auckland, 0.5 nights in South Auckland, 0.4 nights in West Auckland, 0.3 nights in East Auckland and 0.3 nights in the Hauraki Gulf and Islands.
- Results were similar to year-end December 2021.

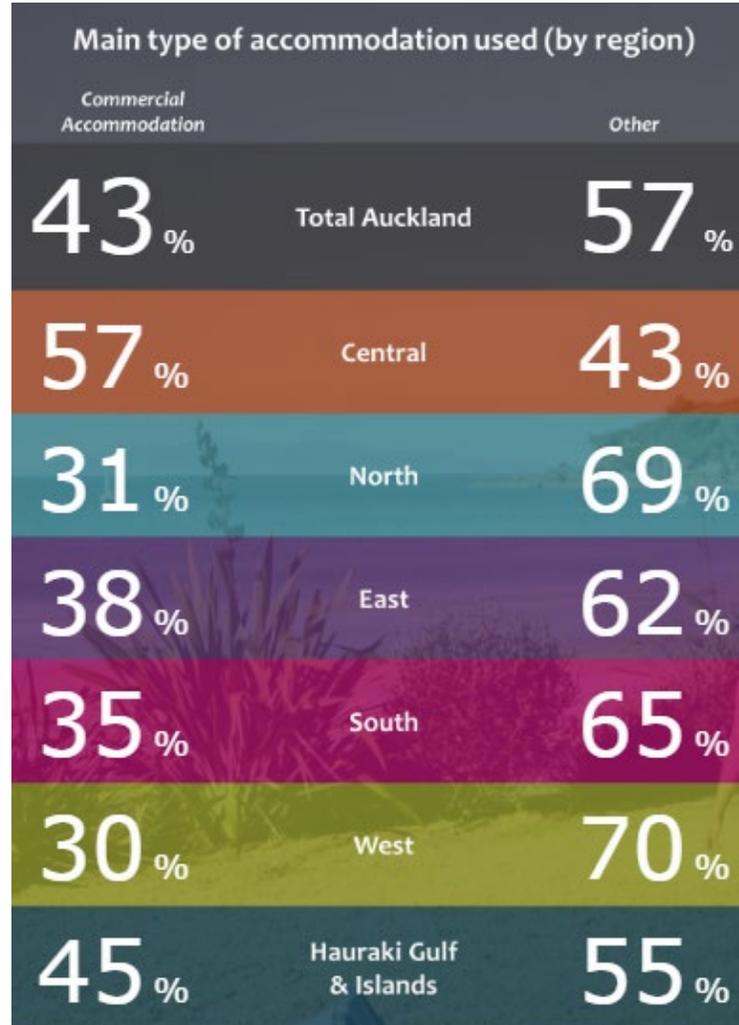
aucklandunlimited.com



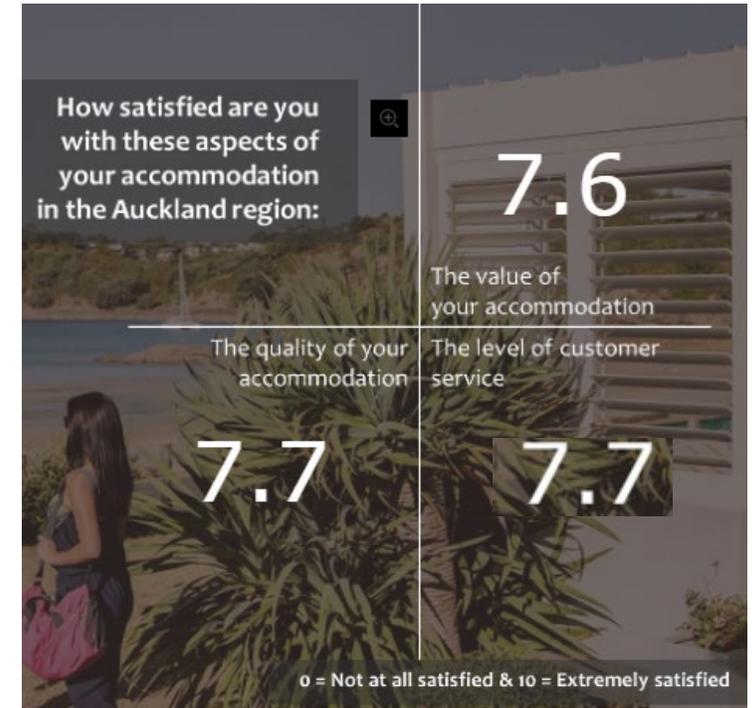
Accommodation Type & Satisfaction

- In YE March 2022, overall 43% of domestic visitors to Auckland stayed in commercial accommodation, while 57% stayed in other types of accommodation (e.g., private homes and Airbnb, etc.*)
- A larger proportion of visitors stayed in other types of accommodation in West (70%), North (69%), South (65%), and East (62%) Auckland compared to commercial accommodation, while a slightly higher proportion of visitors stayed in commercial accommodation in Central Auckland (57%) compared to other accommodation.
- Overall, domestic visitors were most satisfied with the level of customer service and quality of accommodation (rating these aspects 7.7 out of 10). The value (7.6) of their accommodation was also well rated. Ratings were similar to YE December 2021.

aucklandunlimited.com



n= 819



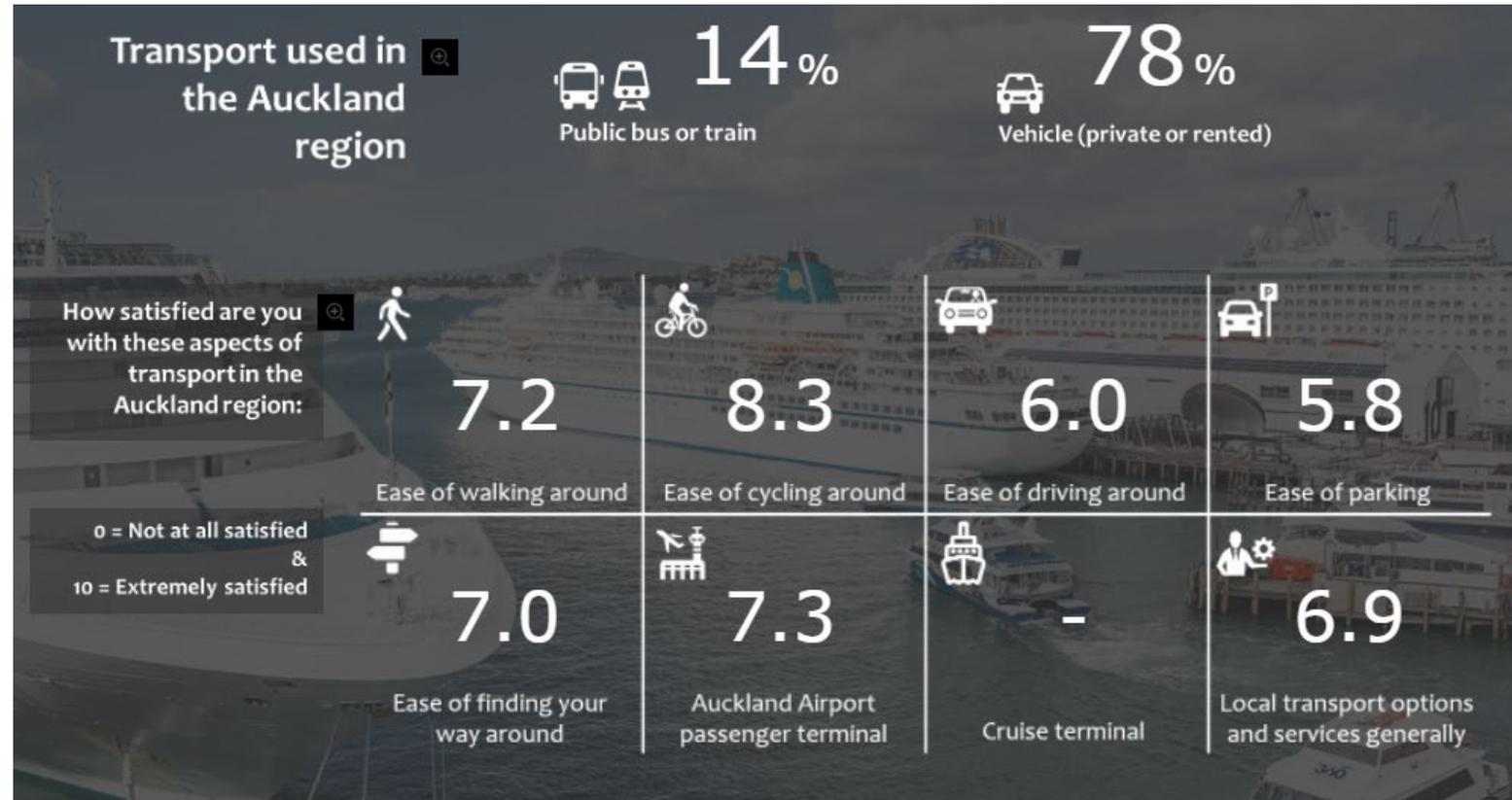
* Please note: A detailed breakdown of the included accommodation categories is available.



Auckland Visitor Survey – Transport Data

Transport Domestic visitors

- In the year to March 2022, the main mode of transport for domestic visitors visiting Auckland was a private or rented vehicle (78%), followed by public bus or train (14%).
- Domestic visitors were most satisfied with the ease of cycling around (8.3 out of 10), followed by the Auckland Airport passenger terminal (7.3 out of 10).
- Ease of parking (5.8) and ease of driving around (6.0) were the lowest rated transport aspects.
- YE March 2022 results were similar to YE December 2021.





Auckland Visitor Survey – Visitor Profile

Visitor Profile – Auckland & Northland



- Profiling those who included Northland in their itinerary shows that this visitor group are more likely to be visiting Auckland for the first time (11% vs 6% overall), passing through Auckland multiple times on their trip (72% vs 51% overall) and staying in Auckland for longer (5.4 nights vs 3.4 nights for visitors overall). One in four use a public bus or train while in Auckland and compared to all domestic visitors, they have a higher level of satisfaction with ‘local transport options and services’, ‘ease of driving around’ and ‘ease of parking your vehicle’ – the last two metrics are two pressure points for domestic visitors to Auckland.
- By demographic, this group is more likely to be from Wellington (& Wairarapa) (24% vs 17% overall) or Otago (10% vs 5% overall), aged 18-29 years (28% vs 20% overall) and travelling to Auckland for a holiday or vacation (31% vs 24% overall).



From Wellington (& Wairarapa) or Otago



Average length of stay

Behavior / Demographic	%
Included Northland on trip	15%
1 st Auckland visit	11%
Passed through Auckland multiple times	72%
Stayed 5.4 nights	
1 in 4 use public bus or train	
High satisfaction with transport options, driving around and parking	
From Wellington (& Wairarapa) or Otago	34%
Aged 18-29 years	28%
Reason for visit: holiday or vacation	31%



Auckland Visitor Survey – Attractions & Activities Data

Satisfaction with Activities and Attractions



8.1 / 10

CENTRAL AUCKLAND
YE March 2022
No change



8.2 / 10

NORTH AUCKLAND
YE March 2022
-0.1



8.0 / 10

EAST AUCKLAND
YE March 2022
-0.1



8.0 / 10

SOUTH AUCKLAND
YE March 2022
No change



8.1 / 10

WEST AUCKLAND
YE March 2022
No change



8.3 / 10

HAURAKI GULF & ISLANDS
YE March 2022
No change



Attractions & Activities Central Auckland



Filter results by:

YE DEC 19	Q4 2020
YE MAR 20	Q1 2021
YE JUN 21	Q2 2021
YE SEP 21	Q3 2021
YE DEC 21	Q4 2021
YE MAR 22	Q1 2022

REASON FOR VISIT

Visitors on holiday

Visit friends & family

ORIGIN

Domestic Visitors

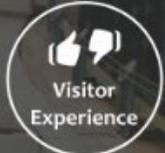
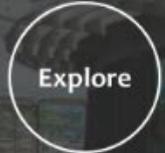
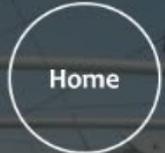
International Visitors

75%
of visitors to the Auckland region visited or thought they visited Central Auckland

8.1
Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited

Activities Done
Break down of Māori Cultural Activity or Experiences done



What, if anything, could have improved your experience of Central Auckland?
(Comments from Q1 2022 respondents – DOMESTIC only)

LESS HOMELESS PEOPLE
VALUE FOR MONEY
CLEANER & MORE VIBRANT AREAS
WAYFINDING
SAFETY & SECURITY
NO COVID
PUBLIC TRANSPORT
TOO MANY PEOPLE
IMPROVE SERVICE LEVELS
PARKING
REDUCE TRAFFIC
LESS CONSTRUCTION & ROAD WORKS

"Traffic congestion is still there. High wait time for bus, but people are good at keeping distance and mask on everywhere."

"Better security at nightclubs to control drunk patrons"

"The homeless people keep me away from some parts of Auckland"

"Better road signs - navigation is very hard without google maps (and even with it)"

"Clean up Queen Street. Its a slum. Feels so awful there now. Homeless aggressive people its truly messed up that your city has fallen so far and so quickly. I remember when downtown used to be a fun place, it wasn't that long ago"

"More parking and reduce the parking fee"

"Knowing how to navigate Albert St roadworks. We ended up walking around and around and onto the road on Albert St because we didn't know where we were going."

"Better parking and bring life back to Queen street"

"Parking was expensive and hard to find"



Note: In Q2 2020, no data collection occurred. From Q3 2020 onwards, data is domestic only. In Q4 2021 and Q1 2022 respectively, only 60% and 98% of the quarterly sample was collected. Please click here to the 'About' page for information.

Top 10 Attractions - YE March 2022

Central Auckland



- Three quarters of domestic visitors to Auckland (75%) visited Central Auckland in the year to March 2022. The average satisfaction with Central Auckland’s activities and attractions was 8.1 out of 10. These results are similar to YE Dec 2021.
- 33% of visitors went to Queen Street, 32% visited the Sky Tower and 26% visited the Downtown Waterfront and Viaduct. YE Mar 2022 top ten attractions in Central Auckland were the same as YE Dec 2021.



Share of domestic visitors in Auckland
-2%



Satisfaction with Activities & Attractions
No change

Rank	Attraction	%
1	Queen Street	33%
2	Sky Tower	32%
3	Downtown Waterfront/ Viaduct	26%
4	Sky City Casino	21%
5	Auckland Zoo	20%
6	Newmarket	19%
7	Britomart	19%
8	Ponsonby	16%
9	Mission Bay	15%
10	Auckland Museum	15%

aucklandunlimited.com

n = 1,114

Note: YE March 2022 findings are based on domestic visitors only and are compared to YE December 2021 domestic visitor results. No data collection occurred in Q2 2020.

Top 10 Activities Central Auckland

- Of the domestic visitors that visited Central Auckland in the year to March 2022, the most popular activities were visiting a restaurant or café (54%) followed by shopping (47%), going to a bar, pub or nightclub (26%), general exploration (24%), visiting a market (23%) and going to the beach (21%).
- YE March 2022 results were similar to YE December 2021.

DOMESTIC

#	Activity	%
	1 Restaurant or café	54%
	2 Shopping	47%
	3 Bar, pub or nightclub	26%
	4 General exploration	24%
	5 Visited a market	23%
	6 Went to the beach	21%
	7 Sightseeing	19%
	8 Casino or gambling	17%
	9 Visited art galleries, museums, historic sites	16%
	10 Walking, hiking, climbing, trekking, tramping	15%

Māori Cultural Attractions Central Auckland

- Of the survey respondents who partook in Māori cultural activities or experiences in Central Auckland in the year to March 2022, half of domestic visitors experienced artefacts, art or crafts (51%).
- 40% visited a marae (down from 53% in YE Dec 2021), 40% saw a live performance (up from 34%), 26% experienced a guided tour (down from 32%), 26% ate traditional Māori food (no change), and 19% observed another Māori cultural activity (up from 13%).
- Nb. Current sample sizes are relatively small for these categories.*

aucklandunlimited.com



Rank	Activity	YE Dec 2021	YE Mar 2022
1	Experienced artefacts, art or crafts	55%	51%
2	Visited a marae	53%	40%
3	Saw a live performance	34%	40%
4	Experienced a guided tour	32%	26%
5	Ate traditional food	26%	26%
6	Another Māori cultural activity	13%	19%
n=		38	43



Key Attractions Auckland

- In the year to March 2022, Auckland Zoo received 20% of domestic visitors in the sample for Central Auckland, followed by the Auckland Museum (15%), Auckland Art Gallery (9%), NZ Maritime Museum (8%), MOTAT (7%) and Torpedo Bay Navy Museum (4%) in North Auckland.
- YE Mar 2022 visitation was up across almost all key attractions in comparison to the previous YE (Dec 2021).

aucklandunlimited.com

#	Attraction	YE Dec 2021	YE Mar 2022	% change
1	Auckland Zoo	16%	20%	+4%
2	Auckland Museum	12%	15%	+3%
3	Auckland Art Gallery	7%	9%	+2%
4	NZ Maritime Museum	6%	8%	+2%
5	MOTAT	6%	7%	+1%
6	Torpedo Bay Navy Museum	5%	4%	-1%

Central Auckland YE Dec 2021 n = 1,324
 Central Auckland YE Mar 2022 n = 1,156
 North Auckland YE Dec 2021 n = 720
 North Auckland YE Mar 2022 n = 708

Attractions & Activities North Auckland



Attractions & Activities



North

Filter results by:

YE DEC 19	Q4 2020
YE MAR 20	Q1 2021
YE JUN 21	Q2 2021
YE SEP 21	Q3 2021
YE DEC 21	Q4 2021
YE MAR 22	Q1 2022

REASON FOR VISIT

Visitors on holiday

Visit friends & family

 ORIGIN

Domestic Visitors

International Visitors

47%

of visitors to the Auckland region visited or thought they visited North Auckland

8.2

Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited

Activities Done

Break down of Māori Cultural Activity or Experiences done

What, if anything, could have improved your experience of North Auckland?
(Comments from Q1 2022 respondents – DOMESTIC only)

ROADING & INFRASTRUCTURE

BETTER WAYFINDING

VALUE FOR MONEY

REDUCE TRAFFIC

PARKING

"Traffic through Matakana - would have done more day trips if it wasn't so hard to get through"

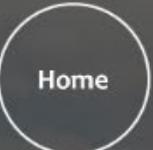
"More parking spaces at the beach"

"Better parking in Takapuna"

"Standard of accommodation could have been better"

"Being able to get between Devonport and Takapuna better (Lake Road is a nightmare)"

Better road between Warkworth and Whangarei"



Home



Explore



Visitor Experience



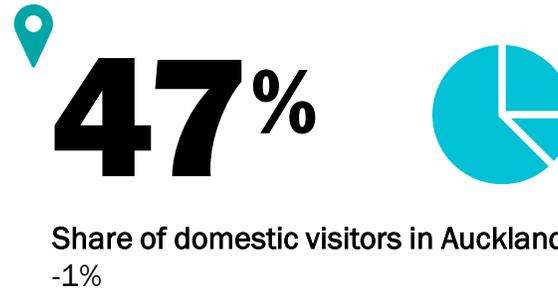
Note: In Q2 2020, no data collection occurred. From Q3 2020 onwards, data is domestic only. In Q4 2021 and Q1 2022 respectively, only 60% and 98% of the quarterly sample was collected. Please click here to the 'About' page for information.

Top 10 Attractions – YE March 2022

North Auckland



- In the year ending March 2022, almost half of the domestic visitors to Auckland (47%) visited the northern region. The average satisfaction with the activities and attractions in North Auckland was 8.2 out of 10 (similar results to YE December 2021).
- Year-end March 2022 top attractions for domestic visitors who visited North Auckland were Albany (20%), Takapuna (19%), and Devonport (18%). YE Mar 2022 results were similar to YE Dec 2021.



Rank	Attraction	%
1	Albany	20%
2	Takapuna	19%
3	Devonport	18%
4	Orewa	14%
5	Warkworth	13%
6	Silverdale	13%
7	Wellsford	10%
8	Whangaparaoa Peninsula	9%
9	Mt Victoria	9%
10	Matakana	8%

Note: YE March 2022 findings are based on domestic visitors only and are compared to YE December 2021 domestic visitor results. No data collection occurred in Q2 2020.

Top 10 Activities North Auckland

- Of the domestic visitors that visited North Auckland in the year to March 2022, the most popular activities were visiting a restaurant or café (41%) followed by shopping (30%), going to the beach (29%), general exploration (21%) and visiting a market (16%).
- Year-end March 2022 results were similar to Year-end December 2021 results.

DOMESTIC

#	Activity	%
	1 Restaurant or café	41%
	2 Shopping	30%
	3 Went to the beach	29%
	4 General exploration	20%
	5 Visited a market	16%
	6 Bar, pub or nightclub	16%
	7 Walking, hiking, climbing, trekking, tramping	14%
	8 Sightseeing	11%
	9 Visited art galleries, museums and historic sites	7%
	10 Bird and wildlife experience	6%

Improvement North Auckland

- Most of the survey respondents who visited North Auckland were positive about their visitor experience, confident that “Nothing” would have improved their visit.
- However, the top themes to improve the visitor experience in North Auckland were:
 - Less traffic.
 - More parking (e.g., at beaches).
 - Improve roads (e.g., in Warkworth).
 - Better wayfinding/road signage.
 - Reduce costs.
 - Better public transport.



Attractions & Activities East Auckland



Filter results by:

YE DEC 19	Q4 2020
YE MAR 20	Q1 2021
YE JUN 21	Q2 2021
YE SEP 21	Q3 2021
YE DEC 21	Q4 2021
YE MAR 22	Q1 2022

REASON FOR VISIT

Visitors on holiday

Visit friends & family

ORIGIN

Domestic Visitors 

International Visitors 

33%

of visitors to the Auckland region visited or thought they visited East Auckland

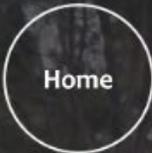
8.0

Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited

Activities Done

Break down of Māori Cultural Activity or Experiences done



What, if anything, could have improved your experience of East Auckland?
(Comments from Q1 2022 respondents - DOMESTIC only)

IMPROVE SAFETY

PUBLIC TRANSPORT

WAYFINDING

TRAFFIC

MORE SHOPS OR ATTRACTIONS

PARKING

"Parking closer to activity areas"

"Better parking and road signage"

"The Sylvia Park Mall should have at least some covered parking. I am disabled so had to get from the car to the mall, and back, in the rain, where covering would have saved that."

"Reduce public transport cost in East Auckland"

"Clean the beaches"

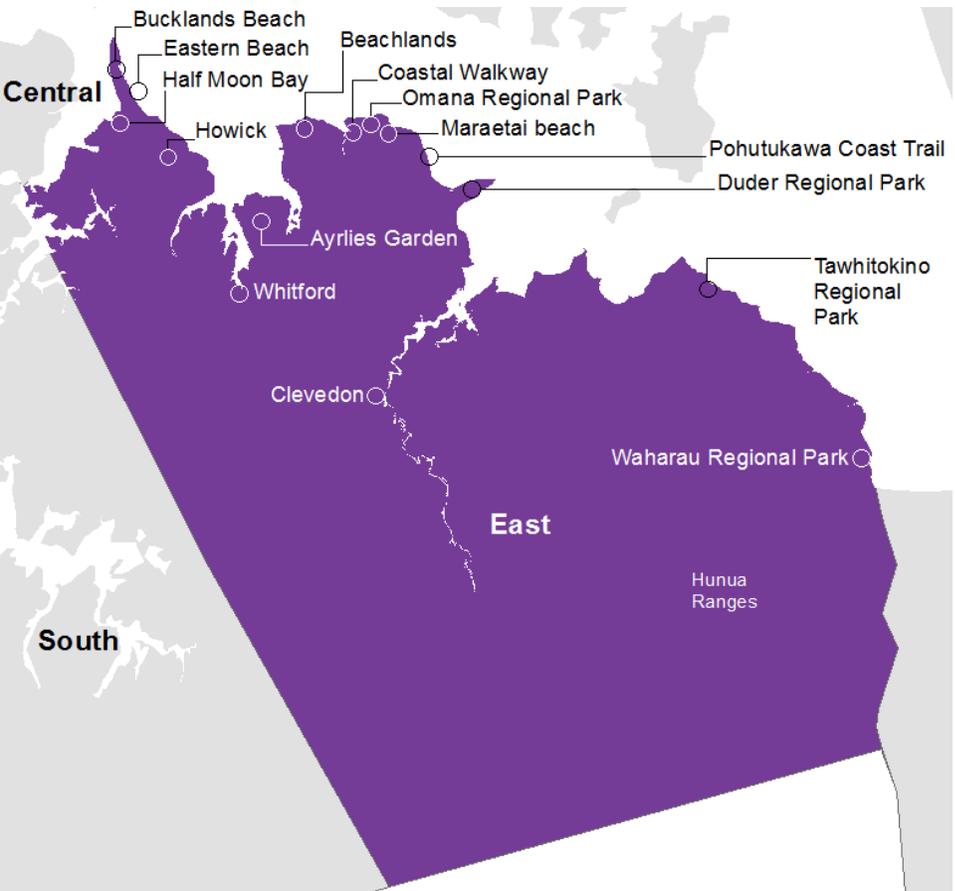
"Better signs indicating where to go and road markings indicating well before traffic lights which lane to be in. Didn't like bus services - hated being in among so many people and drivers should call out the stops."



Note: In Q2 2020, no data collection occurred. From Q3 2020 onwards, data is domestic only. In Q4 2021 and Q1 2022 respectively, only 60% and 98% of the quarterly sample was collected. Please click here to the 'About' page for information.

Top 10 Attractions - YE March 2022

East Auckland



- In the year to March 2022, a third of domestic visitors (33%) to Auckland visited East Auckland (down 2%). The average satisfaction with East Auckland’s activities and attractions was 8.0 out of 10 (a similar result to year-end December 2021).
- The top three attractions in East Auckland were Sylvia Park (27%), Howick (15%), and Half Moon Bay (13%). Beachlands (8%) was featured in the top 10 attractions for domestic visitors who visited East Auckland in YE Mar 2022, while Howick Historical Village (8%) made the top ten list in YE Dec 2021.



Share of domestic visitors in Auckland
-2%



Satisfaction with Activities & Attractions
-0.1



Rank	Attraction	%
1	Sylvia Park	27%
2	Howick	15%
3	Half Moon Bay	13%
4	Bucklands Beach	12%
5	Maraetai Beach	12%
6	Clevedon	10%
7	Hunua Ranges	9%
8	Eastern Beach	9%
9	Coastal Walkway	8%
10	Beachlands	8%

aucklandunlimited.com

n = 489

Note: YE March 2022 findings are based on domestic visitors only and are compared to YE December 2021 domestic visitor results. No data collection occurred in Q2 2020.

Top 10 Activities East Auckland

- Of the domestic visitors that visited East Auckland in the year to March 2022, the most popular activities were visiting a restaurant or café (29%), followed by shopping (25%), going to the beach (22%), general exploration (17%) and visiting a market (15%).
- Casino or gambling (8%) was featured in the top ten list of activities undertaken by domestic visitors who visited East Auckland in YE Mar 2022, while golf (7%) featured in the YE Dec 2021 top ten activities.

DOMESTIC

#	Activity	%
	1 Restaurant or café	29%
	2 Shopping	25%
	3 Went to the beach	22%
	4 General exploration	17%
	5 Visited a market	15%
	6 Walking, hiking, climbing, trekking, tramping	14%
	7 Sightseeing	10%
	8 Bar, pub or nightclub	9%
	9 Visited art galleries, museums and historic sites	8%
	10 Casino or gambling	8%

Attractions & Activities South Auckland



Attractions & Activities

South

Filter results by:

YE DEC 19	Q4 2020
YE MAR 20	Q1 2021
YE JUN 21	Q2 2021
YE SEP 21	Q3 2021
YE DEC 21	Q4 2021
YE MAR 22	Q1 2022

REASON FOR VISIT

Visitors on holiday

Visit friends & family

ORIGIN

Domestic Visitors 

International Visitors 

46%

of visitors to the Auckland region visited or thought they visited South Auckland

8.0

Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited

Activities Done

Break down of Māori Cultural Activity or Experiences done

Home

Explore

Visitor Experience

What, if anything, could have improved your experience of South Auckland?
(Comments from Q1 2022 respondents – DOMESTIC only)

"More parking in Māngere Bridge village"

"Better transport links to airport"

"Area was a bit rough, felt unsafe at times"

"Better parking, cleaner streets and less people hanging around on the streets intimidating"

REDUCE TRAFFIC
PARKING
TOO MANY PEOPLE
IMPROVE SERVICE LEVELS
IMPROVE SAFETY
MORE ATTRACTIONS & STORES
PUBLIC TRANSPORT
WAYFINDING CLEANER & MORE VIBRANT AREAS
ROADING & INFRASTRUCTURE

Less gangs"

"Better transport links from the central city. Trains were not running and were replaced by buses which was less convenient."

"Better weather. More cafes."

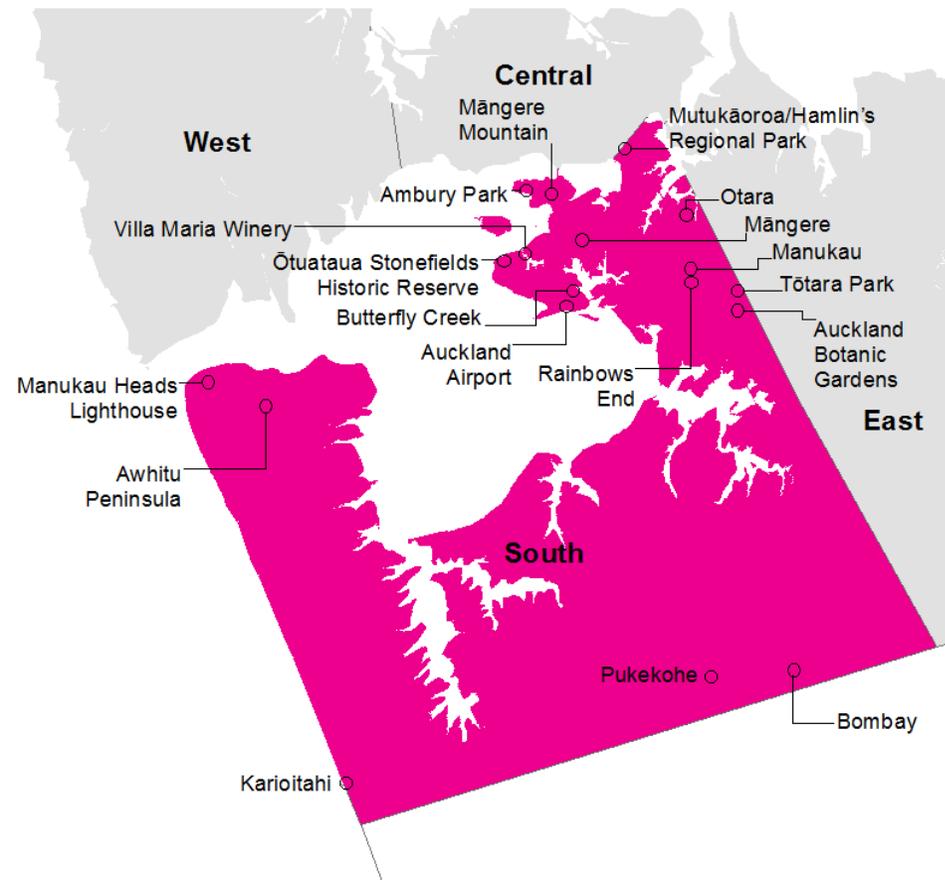
"Businesses should display clear signage as to what the restrictions and steps needed to get service are"



Note: In Q2 2020, no data collection occurred. From Q3 2020 onwards, data is domestic only. In Q4 2021 and Q1 2022 respectively, only 60% and 98% of the quarterly sample was collected. Please click here to the 'About' page for information.

Top 10 Attractions – YE March 2022

South Auckland



aucklandunlimited.com

n =685

- In the year to March 2022, almost half of all domestic visitors (46%) to Auckland visited South Auckland. The average satisfaction with South Auckland’s activities and attractions was 8.0 out of 10 (the same as YE December 2021).
- The top three attractions in South Auckland were the Auckland Airport (33%), Manukau (22%) and Rainbows End (17%). iSite at Auckland Airport (7%) featured in the top ten attractions this year, while Tōtara Park (7%) was in the top ten attractions in YE Dec 2021.



46%

Share of domestic visitors in Auckland
-2%



8.0 / 10

Satisfaction with Activities & Attractions
No change

Rank	Attraction	%
1	Auckland Airport	33%
2	Manukau	22%
3	Rainbows End	16%
4	Pukekohe/Bombay	13%
5	Botanic Gardens	13%
6	Butterfly Creek	11%
7	Otara market	9%
8	Māngere	8%
9	Otara	7%
10	iSite at Auckland Airport	7%

Note: YE March 2022 findings are based on domestic visitors only and are compared to YE December 2021 domestic visitor results. No data collection occurred in Q2 2020.

Top 10 Activities South Auckland

- Of the domestic visitors that visited South Auckland in the year to March 2022, the most popular activity was to visit a restaurant or café (28%), followed by shopping (27%), general exploration (16%), visiting a market (15%) and the beach (11%).
- YE Mar 2022 results were similar to YE Dec 2021.

DOMESTIC

#	Activity	%
	1 Restaurant or café	28%
	2 Shopping	27%
	3 General exploration	16%
	4 Visited a market	15%
	5 Went to the beach	11%
	6 Sightseeing	9%
	7 Walking, hiking, climbing, trekking, tramping	9%
	8 Bar, pub or nightclub	8%
	9 Event, concert or festival	7%
	10 Bird or wildlife experience	7%

Improvement South Auckland

- The majority of survey respondents that visited South Auckland were positive about their experience and stated that “Nothing” would have improved their visit to the region.
- However, the top themes to improve the visitor experience in South Auckland were:
 - Reduce traffic.
 - General clean up.
 - Upgrade the airport.
 - Better transport to the city (e.g., train).
 - Better drivers.
 - Better wayfinding/ road signage.
 - Improve feeling of safety. Less gangs and people on the streets.
 - More attractions.



Attractions & Activities West Auckland



Filter results by:

YE DEC 19	Q4 2020
YE MAR 20	Q1 2021
YE JUN 21	Q2 2021
YE SEP 21	Q3 2021
YE DEC 21	Q4 2021
YE MAR 22	Q1 2022

REASON FOR VISIT

Visitors on holiday

Visit friends & family

ORIGIN

Domestic Visitors

International Visitors



What, if anything, could have improved your experience of West Auckland?
(Comments from Q1 2022 respondents – DOMESTIC only)

- "Kumeu needs a better transportation system, too much traffic for a small major road"
- "Better roads to Western beaches"
- "Some dodgy intersections make driving pretty tricky in some places"
- "More options in terms of places to stay"
- "Better service in restaurants a little courtesy goes a long way"
- "Better parking"
- "Need more public transport"
- "Great place to visit but not enough information about tourist attraction of West Auckland"



Note: In Q2 2020, no data collection occurred. From Q3 2020 onwards, data is domestic only. In Q4 2021 and Q1 2022 respectively, only 60% and 98% of the quarterly sample was collected. Please click here to the 'About' page for information.

Top 10 Attractions – YE March 2022

West Auckland

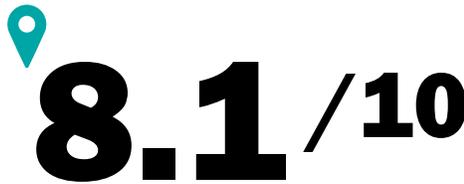
- 36% of domestic visitors to Auckland visited West Auckland in the year to March 2022. The average satisfaction with West Auckland’s activities and attractions was 8.1 out of 10.
- The most popular attraction in West Auckland for domestic visitors was Piha Beach (18%), followed by the Kumeu (13%) and the Waitākere Ranges (10%). This year Karekare beach (7%) featured in West Auckland’s top ten attractions while Hobsonville Point Farmer’s Market (9%) was included in YE Dec 2021’s top ten.



n = 544



Share of domestic visitors in Auckland
-1%



Satisfaction with Activities & Attractions
No change



Rank	Attraction	%
1	Piha Beach	18%
2	Kumeu	13%
3	Waitākere Ranges	10%
4	Bethells beach	10%
5	Hobsonville	10%
6	Avondale Sunday Markets	9%
7	Titirangi	8%
8	Muriwai Beach (Gannet Colony)	8%
9	Kumeu Farmer’s Market	7%
10	Karekare beach	7%

Note: YE March 2022 findings are based on domestic visitors only and are compared to YE December 2021 domestic visitor results. No data collection occurred in Q2 2020.

Top 10 Activities West Auckland

- Of the domestic visitors that visited West Auckland in the year to March 2022, the most popular activities were visiting a restaurant or café (27%), followed by going to the beach (21%), shopping (16%), visiting a market (15%) and general exploration (14%).
- Visiting a film location (6%) was a new feature in the top ten list of activities for West Auckland in YE Mar 2022, while visiting art galleries, museums and historic sites (7%) featured in the top ten for YE Dec 2021.

DOMESTIC

#	Activity	%
	1 Restaurant of café	27%
	2 Went to the beach	21%
	3 Shopping	16%
	4 Visited a market	15%
	5 General exploration	14%
	6 Walking, hiking, climbing, trekking, tramping	11%
	7 Sightseeing	11%
	8 Bar, pub or nightclub	11%
	9 Wineries or breweries	7%
	10 Visited a film location	6%

Attractions & Activities Hauraki Gulf & Islands



Filter results by:

YE DEC 19	Q4 2020
YE MAR 20	Q1 2021
YE JUN 21	Q2 2021
YE SEP 21	Q3 2021
YE DEC 21	Q4 2021
YE MAR 22	Q1 2022

REASON FOR VISIT

- Visitors on holiday
- Visit friends & family

ORIGIN

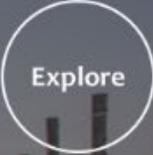
- Domestic Visitors
- International Visitors

23%
of visitors to the Auckland region visited or thought they visited the Hauraki Gulf & Islands

8.3
Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited
Dark Sky reason to visit Great Barrier Island

Activities Done
Break down of Māori Cultural Activity or Experiences done



What, if anything, could have improved your experience of the Hauraki Gulf & Islands?
(Comments from Q1 2022 respondents – DOMESTIC only)

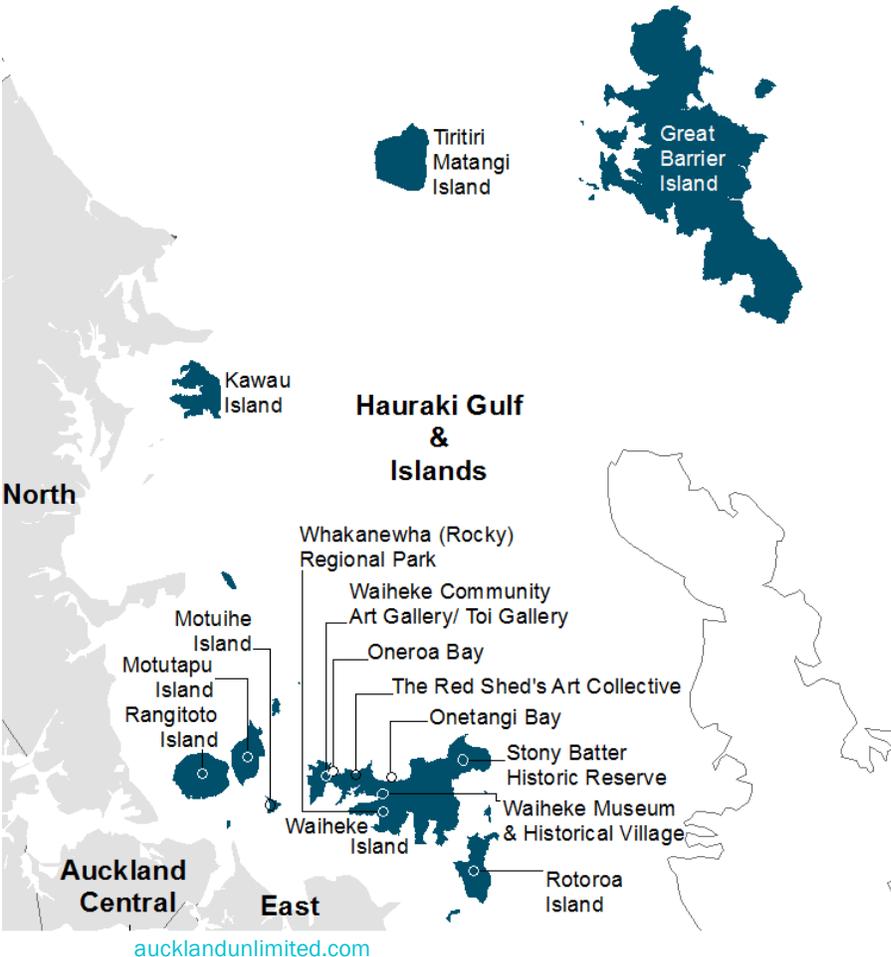
- "Cheaper travel options"
- "Cheaper taxis"
- "Transport is limited"
- "It was a great experience, the weather was good and we had plenty to do, not sure you can improve on our stay other than the ferry's were the service was poor and at times unfriendly so yes that needs improving"
- "We thought it was overrated. The main "shopping" area is full of real estate agents, but I guess we know Aucklanders have a fixation with their property values....."



Note: In Q1 2020, no data collection occurred. From Q3 2020 onwards, data is domestic only. In Q4 2021 and Q1 2022 respectively, only 60% and 98% of the quarterly sample was collected. Please click here to the 'About' page for information.

Top 10 Attractions – YE March 2022

Hauraki Gulf & Islands



- In the year to March 2022, almost a quarter of domestic visitors to Auckland (23%) visited the Hauraki Gulf and Islands. The average satisfaction with activities and attractions in this region was 8.3 out of 10. YE March 2022 results were the same as YE December 2021 results.
- Waiheke Island was the most visited attraction (29%), followed by Oneroa Bay (13%) and Onetangi Bay (12%) – both attractions on Waiheke Island. Kaitohe Hot Springs on Great Barrier Island (8%) featured in the YE Mar 2022 top ten attractions while Toi Gallery (Waiheke Island) was included in YE Dec 2021.



Share of domestic visitors in Auckland
No change



Satisfaction with Activities & Attractions
No change

Rank	Attraction	%
1	Waiheke Island	29%
2	Oneroa Bay (Waiheke Island)	13%
3	Onetangi Bay (Waiheke Island)	12%
4	Great Barrier Island	11%
5	Wild on Waiheke	9%
6	Rangitoto Island	9%
7	Waiheke (Island) Community Art Gallery	9%
8	Other Waiheke Island bays and beaches	8%
9	Waiheke Museum and Historical Village	8%
10	Kaitohe Hot Springs (Great Barrier Is.)	8%

n = 349

Note: YE March 2022 findings are based on domestic visitors only and are compared to YE December 2021 domestic visitor results. No data collection occurred in Q2 2020.

Top 10 Activities Hauraki Gulf & Islands

- Of the domestic visitors that visited the Hauraki Gulf and Islands in the year to March 2022, the most popular activities were visiting a restaurant or café (29%), followed by visiting the beach (25%), shopping (19%), walking, hiking, climbing, trekking and tramping (16%), and general exploration (16%).
- Wellness experiences (10%) were a new feature in domestic visitors' top ten activities in YE Dec 2021, while this year visiting art galleries, museums and historic sites (11%) made the top ten in YE Mar 2022.

aucklandnz.com

n = 349

DOMESTIC

#	Activity	%
	1 Restaurant or café	29%
	2 Went to the beach	25%
	3 Shopping	19%
	4 Walking, hiking, climbing, trekking, tramping	16%
	5 General exploration	16%
	6 Sightseeing	15%
	7 Bar, pub or nightclub	14%
	8 Wineries or breweries	12%
	9 Visited a market	11%
	10 Visited art galleries, museums and historic sites	11%



Auckland Visitor Survey – Visitor Experience

Agreement Scales

- In the year to March 2022, domestic visitors' perceptions of Auckland were slightly more positive in comparison to those who visited Auckland in the year-ending December 2021.
- Domestic visitor's felt relatively safe visiting Auckland (6.3), and they generally agreed that local people in Auckland were friendly (6.3). However, domestic visitors did not feel quite as strongly about Auckland caring for the environment (6.1) or the ease of being able to experience Māori culture in the region (5.9).

Aspect	YE Dec 2021	YE Mar 2022	% change
 Auckland cares about the environment	5.9	6.1	+0.2
 It is easy to experience Maori culture in the Auckland region	5.8	5.9	+0.1
 I feel safe while in the Auckland region	6.2	6.3	+0.1
 Local people in the Auckland region are friendly	6.2	6.3	+0.1

0= Strongly disagree. 10= Strongly agree.

YE Dec 2021 Domestic: n= 1,506

YE Mar 2022 Domestic: n= 1,493

Satisfaction

- Overall, domestic visitors who visited Auckland in YE March 2022 were slightly more satisfied with almost all aspects of their visitor experience than those who visited in YE December 2021.
- In YE Mar 2022, the total satisfaction with domestic visitors' overall visitor experience in Auckland was 7.3 out of 10 (the same as YE Dec 2021).
- In general, domestic visitors were most satisfied with their overall experience in Auckland (7.3), followed by the availability of information about things to see and do while in Auckland (7.2), and the level of customer service they received (7.2). Performance on the latter two metrics has also improved slightly on pre-COVID levels

aucklandnz.com

Item	YE Dec 2021	YE Mar 2022	% change
 Availability of clean toilets	6.3	6.4	+0.1
 Availability of rubbish bins	6.8	6.9	+0.1
 Availability of recycling bins	6.2	6.3	+0.1
 Availability of Wi-Fi in public areas	6.9	7.0	+0.1
 Cleanliness and presentation of city/region	6.6	6.6	-
 Availability of information about things to see and do while in the region	7.1	7.2	+0.1
 The level of customer service experienced	7.1	7.2	+0.1
 Overall experience in the Auckland region	7.3	7.3	-

YE Dec 2021 Domestic: n= 1,506

YE Mar 2022 Domestic: n= 1,493

0= Not at all satisfied. 10= Extremely satisfied.

What is the main reason you gave your overall experience this rating?

Asked if overall experience in the Auckland region was six or below

(Comments from Q1 2022 respondents – DOMESTIC only)



TOO MANY PEOPLE TRAFFIC CONGESTION EXPENSIVE BAD SERVICE & UNFRIENDLY ROADING & PARKING FELT UNSAFE & HOMELESS PEOPLE DIRTY SPACES & RUBBISH

"Great attractions and lots of activities for the whole family. main drawback is the busy-ness and hustle of the place, its very overwhelming

"It's a city at the end of the day, didn't have a wow factor, could use a better waterfront"

"Traffic conditions when entering city from South and travelling to the North area"

"I mean it's good to see Auckland trying to get back on its feet, it needs to. but its a city in distress, there's no denying that. It didn't help that Queen street is now so depressing, looks like a squatters camp. and that when we were there, there was a gang funeral going on or idiots driving around the cbd on bikes. Made things feel lawless and third world. get your act together Auckland."

"It's not the friendliest cleanest place and is hard to enjoy in the current covid climate"

"Frankly the overall experience made driving a frustration with many heavy traffic areas you definitely need a good GPS"

"People were a bit rude, some litter / lack of cleanliness affected trip"

Auckland has become the country's toilet - considering years ago it was a bustling city that was exciting, letting the homeless sleep on the streets has turned it into a dumpster's paradise it is horrible, the council has done nothing about it either"

"Free Wi-Fi is appalling"

"Everyone is in a hurry and not really terribly friendly"

Net Promoter Score

- The Net Promoter Score (NPS) is an index ranging from -100 to +100 that measures customer engagement and loyalty, based on the likelihood of customers to recommend a product or service.
- For domestic visitors in YE Mar 2022, NPS was **+1**, (down 1 point).
- The NPS for VFR visitors fell 3 points (to 0), and for those visiting Auckland for a holiday, vacation or short break, the NPS increased 1 point (to +14).
- **Domestic visitors most likely to recommend Auckland** as a visitor destination include those aged 30-44 years (NPS +10), Canterbury and Otago residents (NPS +13 and NPS +21 respectively), those whose main reason to visit was a conference, convention or other business event (NPS +18) and those who also included Northland in their itinerary (NPS +17).

PROMOTERS

30%

YE March 2022

--

Compared to
YE December 2021

DETRACTORS

29%

YE March 2022

+1

Compared to
YE December 2021

TOTAL NPS

1

YE March 2022

-1

Compared to
YE December 2021

Note: YE March 2022 findings are based on domestic visitors only and are compared to YE December 2021 domestic visitor results. No data collection occurred in Q2 2020.

Sample details

- Due to the global travel restrictions and absence of international visitors, the Auckland Visitor Survey sample comprises 100% of domestic survey respondents for this year.
- The sampling aims to achieve a 50:50 gender split.
- Just under half of the sample (45%) were aged 18-39 years, with 56% aged 40+ years.
- The domestic sample was sourced representative by age and gender as per census. However, because of the qualifying criteria the resulting sample is not representative.
- Weightings were not applied to the domestic sample due to a lack of reliable reference data.

aucklandunlimited.com



YE December 2021 DOMESTIC

#	Region of Residence	%
1	Canterbury	19%
2	Wellington (& Wairarapa)	18%
3	Waikato	17%
4	Bay of Plenty	12%
5	Manawatu/Whanganui	8%
6	Northland	7%
7	Otago	6%
8	Hawke's Bay	4%
9	Taranaki	3%
10	Nelson	2%

n = 1,506

YE March 2022 DOMESTIC

#	Region of Residence	%
1	Canterbury	20%
2	Waikato	18%
3	Wellington (& Wairarapa)	17%
4	Bay of Plenty	11%
5	Manawatu/Whanganui	7%
6	Northland	7%
7	Otago	5%
8	Hawke's Bay	4%
9	Taranaki	3%
10	Nelson	2%

n = 1,493

Ngā mihi Thank you

- KEY CONTACT

Jaimee Raymond

Research & Insights Specialist

jaimee.raymond@aucklandnz.com

Tātaki
Auckland
Unlimited



A
AUCKLAND
TĀMAKI MAKAURAU

