



# Auckland Visitor Survey (AVS) Insights Report

YE December 2021

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

Prepared January 2022

By Jaimee Raymond, Research & Insights

# Contents

---

INTRODUCTION	3
METHODOLOGY	4
KEY FINDINGS	5
VISITOR EXPERIENCE SNAPSHOT	6
<hr/>	
TRAVEL BEHAVIOUR DATA	
DOMESTIC VISITORS	8
<hr/>	
ACCOMMODATION DATA	
NIGHTS IN REGION	10
ACCOMMODATION TYPE & SATISFACTION	11
<hr/>	
TRANSPORT DATA	
DOMESTIC VISITORS	13
<hr/>	
ATTRACTIONS & ACTIVITIES DATA	
SATISFACTION – ALL REGIONS	15
TOP 10 ATTRACTIONS & ACTIVITIES   IMPROVEMENT	
CENTRAL AUCKLAND	16 – 20
KEY ATTRACTIONS	21
NORTH AUCKLAND	22 – 25
EAST AUCKLAND	26 – 29
SOUTH AUCKLAND	30 – 33
WEST AUCKLAND	34 – 37
HAURAKI GULF & ISLANDS	38 – 41
<hr/>	
VISITOR EXPERIENCE DATA	
AGREEMENT SCALES	43
SATISFACTION   IMPROVEMENT	44 – 45
NET PROMOTER SCORE	46
SAMPLE DETAILS	47



---

# 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.

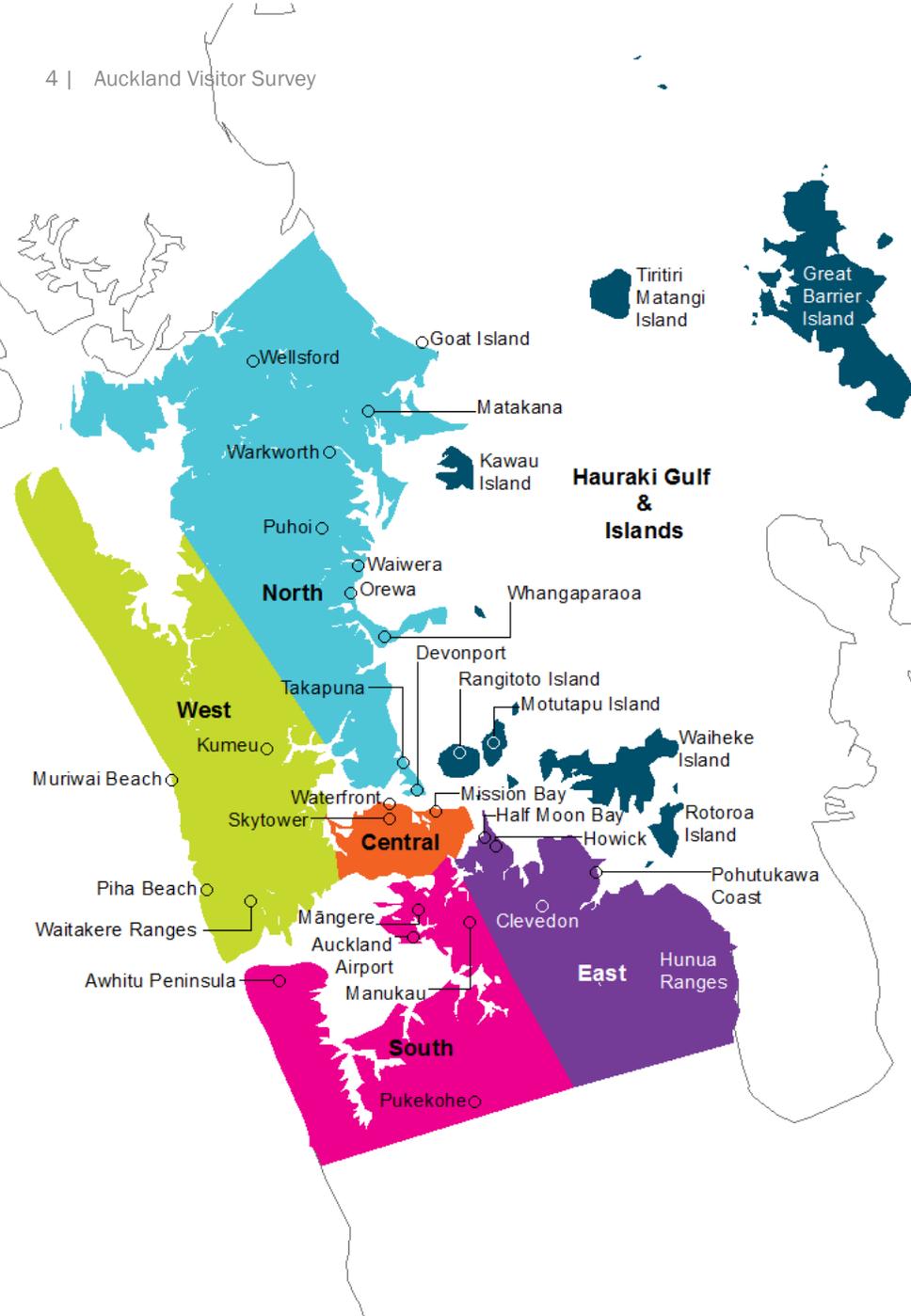
We use a variety of tourism datasets to monitor Auckland's performance. The AVS supplements these high-level statistics with more specific regional data and information. The key features of the AVS are that it provides more detailed sub-regional information instead of just an overall Auckland view and 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 December 2021 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 December 2021 results are compared to year-end September 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 December 2021, the total sample size was n=1,506 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 December 2021 with the year ending September 2021.
- For domestic visitors in YE Dec 2021, **NPS was +2**, (down 3 points). The NPS for VFR visitors held (+3), and for those visiting Auckland for a holiday, vacation or short break, the NPS decreased 1 point (now +13).
- Quarterly results suggest Auckland's NPS has improved since Q3 2021 for some domestic visitor groups (in Q3 2021 Auckland entered a regional lockdown as a result of COVID-19). In Q4 2021, the NPS for VFR visitors increased 12 points (to +13) and for those visiting for a holiday, vacation or short break the NPS increased 16 points (to +18).
- **Domestic visitors most likely to recommend Auckland** as a visitor destination include those aged 30-44 years, Canterbury and Otago residents, those whose main reason to visit was for a conference, convention or other business event and those who included Northland in their itinerary.
- Overall, domestic visitor's patterns of visitation to Auckland's sub-regions, activities and attractions and transport use by domestic visitors to Auckland have generally held steady.
- In the year to December 2021, almost half of domestic visitors travelled to Auckland to visit family and friends (47%), while a quarter (25%) visited for a holiday, vacation or short-break.
- In Q4 2021, 16% of domestic visitors visited Auckland for business, the largest proportion since reporting began (likely a result of the regional lockdown). Comparing Q4 2021 with the preceding quarter (Q3 2021) shows an 11-point increase in the proportion of domestic visitors travelling alone (to 35%), and an 11-point decrease in those travelling with a partner, husband or wife (to 45%).
- 16% of visitors combined their visit with Northland and 22% with Waikato/Hamilton (up from 20%), while 61% visited just Auckland (down from 63%).
- Over half of visitors travelled with their partner/spouse (53%). A quarter travelled alone (26%) or with a child/children (25%).
- Domestic visitors stayed an average of 3.5 nights in Auckland.
- 44% of domestic visitors to Auckland stayed in commercial accommodation overall, while 56% stayed in other types of accommodation (e.g., private homes and Airbnb, etc.\*).
- The main mode of transport for domestic visitors visiting Auckland was a private or rented vehicle (78%), followed by public bus or train (16%).
- Auckland Zoo received 16% of domestic visitors in the sample for Central Auckland, followed by the Auckland Museum (12%), Auckland Art Gallery (7%), NZ Maritime Museum (6%), MOTAT (6%) and Torpedo Bay Navy Museum (5%) 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](http://aucklandnz.com)

  
**30%**

Promoters  
Net Promoter Score  
YE December 2021  
-2



  
**28%**

Detractors  
Net Promoter Score  
YE December 2021  
+1



  
**2 NPS**

Total  
Net Promoter Score  
YE December 2021  
-3



  
**7.3 / 10**

Total Satisfaction  
Overall experience in  
Auckland  
YE December 2021  
-0.1





# **Auckland Visitor Survey – Travel Behaviour Data**

## Domestic visitor travel behaviour

- In the year to Dec 2021, almost half of domestic visitors travelled to Auckland to visit family and friends (47%), while a quarter (25%) visited for a holiday, vacation or short-break.
- 61% of visitors visited Auckland only, while 16% combined their visit with Northland and 22% with Waikato/Hamilton.
- 53% travelled with their partner/spouse, and 26% travelled alone or with a child/children (24%).
- In Q4 2021, 16% visited Auckland for business, the largest proportion since reporting began (likely a result of the regional lockdown). Comparing Q4 2021 with Q3 2021 shows an 11-point increase in the proportion of domestic visitors travelling alone (to 35%), and an 11-point decrease in those travelling with a partner, husband or wife (to 45%).

### Travel Party

**53%** 

Travelled with partner/spouse

**26%** 

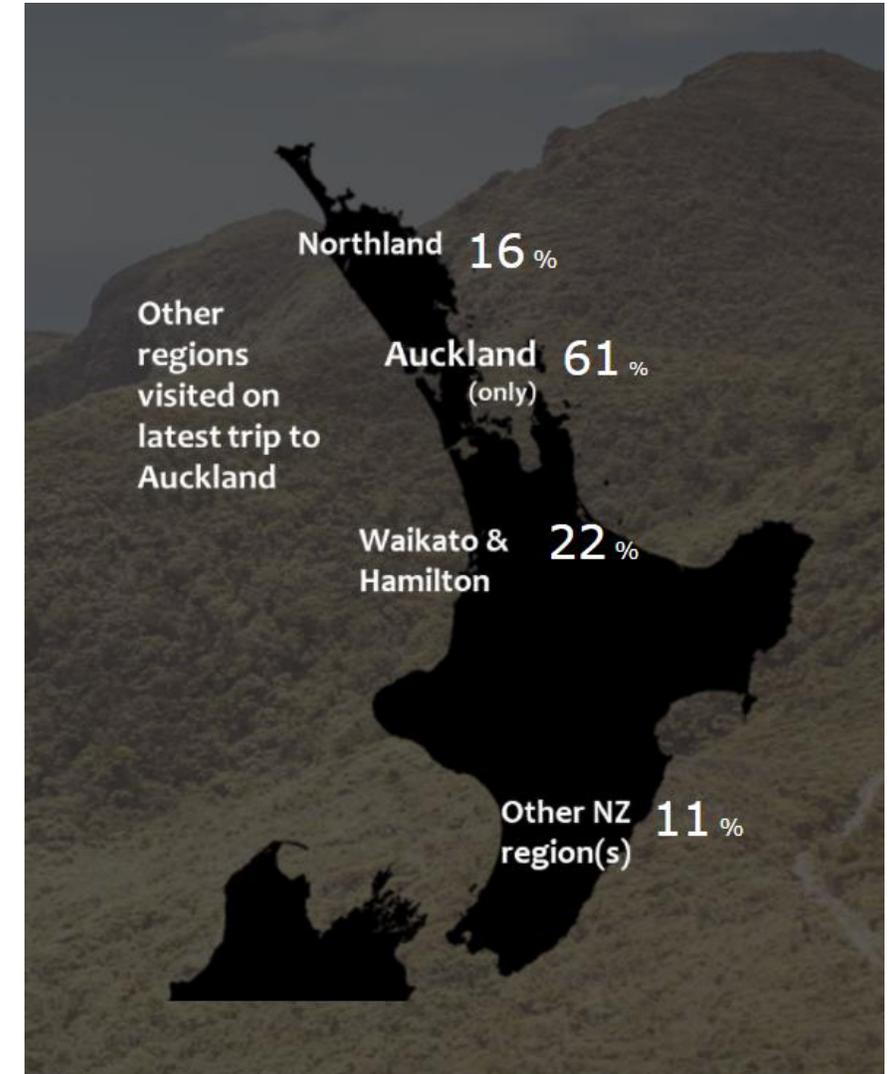
Travelled alone

**24%** 

Travelled with children

No. of stays in Auckland on trip	%
0 (Day trip)	0%
1	47%
2	30%
3+	23%

n= 1,506



A photograph taken from inside a tent, looking out onto a lush green forest. A man and a woman are standing on a wooden deck outside the tent, smiling. The man is wearing a blue shirt and sunglasses, and the woman is wearing an orange top and sunglasses. The tent has a wooden interior and a hanging lantern. The forest outside is dense with green trees and a hillside in the background.

# Auckland Visitor Survey – Accommodation Data

# Domestic visitors stayed an average of 3.5 nights in Auckland

- For the year to December 2021, domestic visitors stayed an average of 3.5 nights in Auckland.
- The region with the highest average length of stay was Central Auckland, with an average stay of 1.3 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 0.2 nights in the Hauraki Gulf and Islands.
- Results were similar to year-end September 2021.

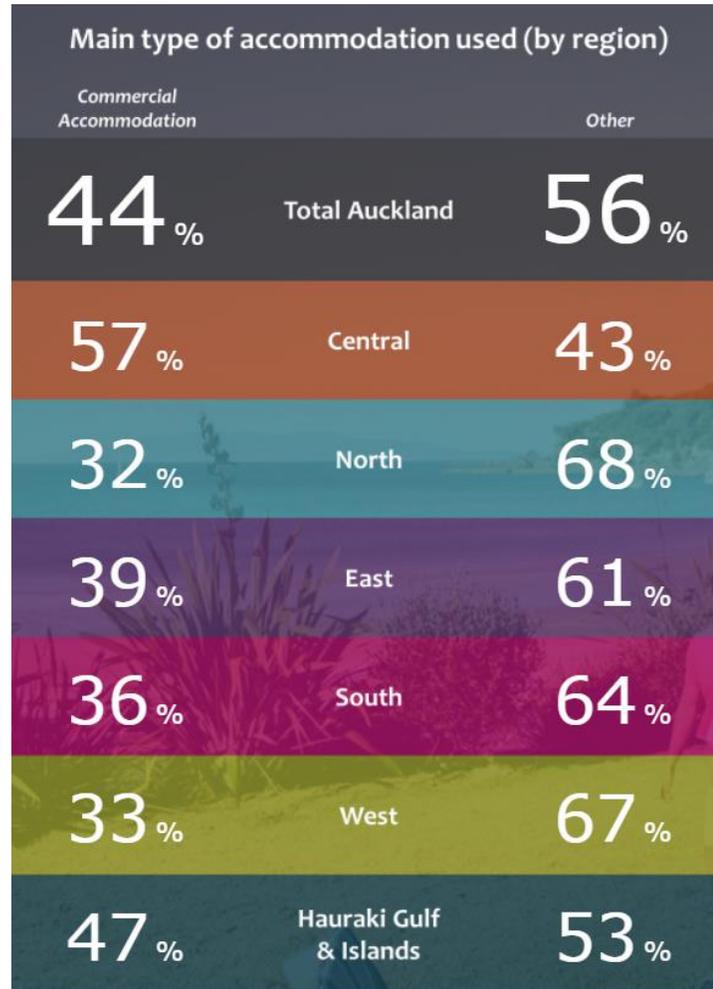
[aucklandunlimited.com](http://aucklandunlimited.com)



# Accommodation Type & Satisfaction

- In YE December 2021, 44% of domestic visitors to Auckland stayed in commercial accommodation overall, while 56% 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 North (68%), West (67%), South (64%), and East (61%) 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 their accommodation (rating both aspects 7.6 out of 10). The value (7.5) of accommodation was also well rated. Ratings were similar to YE September 2021.

[aucklandunlimited.com](http://aucklandunlimited.com)



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



# Auckland Visitor Survey – Transport Data

# Transport Domestic visitors

- In the year to December 2021, the main mode of transport for domestic visitors visiting Auckland was a private or rented vehicle (78%), followed by public bus or train (16%).
- Domestic visitors were most satisfied with the ease of cycling around (7.9 out of 10) and the Auckland Airport passenger terminal (7.3 out of 10).
- Ease of parking (5.6) and ease of driving around (5.9) were the lowest rated transport aspects.
- YE December 2021 results were similar to YE September 2021.

[aucklandunlimited.com](http://aucklandunlimited.com)



n= 1,506



# Auckland Visitor Survey – Attractions & Activities Data

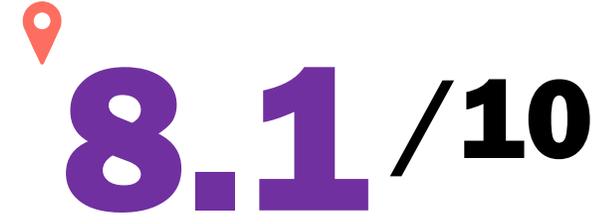
# Satisfaction with Activities and Attractions



**CENTRAL AUCKLAND**  
YE December 2021  
-0.1



**NORTH AUCKLAND**  
YE December 2021  
No change



**EAST AUCKLAND**  
YE December 2021  
-0.1



**SOUTH AUCKLAND**  
YE December 2021  
-0.2



**WEST AUCKLAND**  
YE December 2021  
-0.2



**HAURAKI GULF & ISLANDS**  
YE December 2021  
-0.1



# Attractions & Activities Central Auckland



Filter results by:

YE SEP 19	Q3 2020
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

REASON FOR VISIT

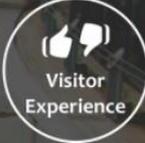
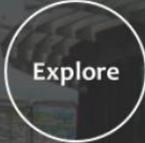
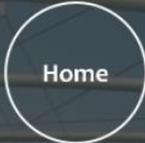
Visitors on holiday

Visit friends & family

 ORIGIN

Domestic Visitors 

International Visitors 



What, if anything, could have improved your experience of Central Auckland?  
(Comments from Q4 2021 respondents – DOMESTIC only)

LESS HOMELESS PEOPLE  
**VALUE FOR MONEY**  
TOO MANY PEOPLE  
**CLEANER & MORE VIBRANT AREAS**

ROADING & INFRASTRUCTURE  
IMPROVE SERVICE LEVELS  
**PARKING**  
WAYFINDING  
PUBLIC TRANSPORT

**REDUCE TRAFFIC**  
LESS CONSTRUCTION & ROAD WORKS  
**NO COVID**

“Lots of homeless people about, doesn't feel very safe”

“Less road works in holiday time”

“Better traffic flow - short and badly phased traffic lights made our journey longer than it should have”

“Some of the road signage was missing or was hidden by vegetation or was not far enough away from the exit to be able to change lanes in time”

“Fairer rates with parking. The parking fees are crazy which makes a lot of families not go in.”

“Maybe public transport around Auckland especially a direct train from airport to city”

“It's dirty, the council has not done an appropriate job of maintaining walkways and roads. Parking is a nightmare and so expensive.”

“Need some proper public toilets in central Auckland, there is nowhere to find a toilet! Can't even use the toilets in McDonalds.”

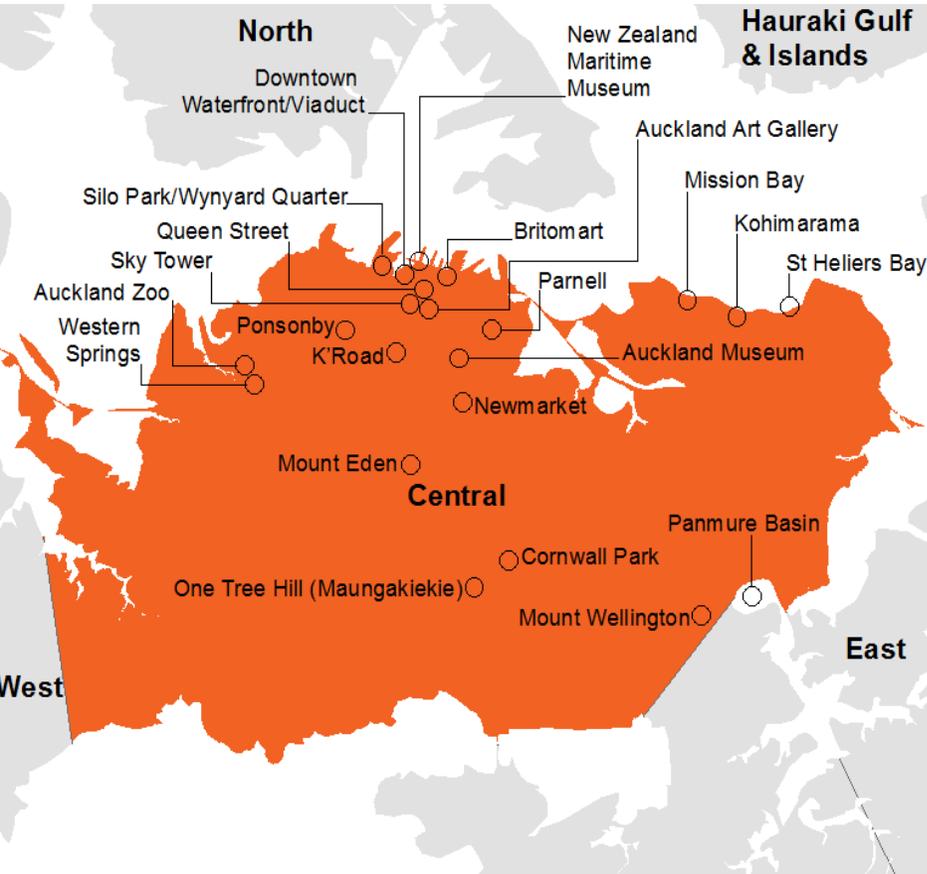
“Clean up some of the garbage, clean the pavements and streets, remove barricades so that you can walk on the footpath, move on some of the filthy creatures that swear and perve at you”



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

# Top 10 Attractions - YE December 2021

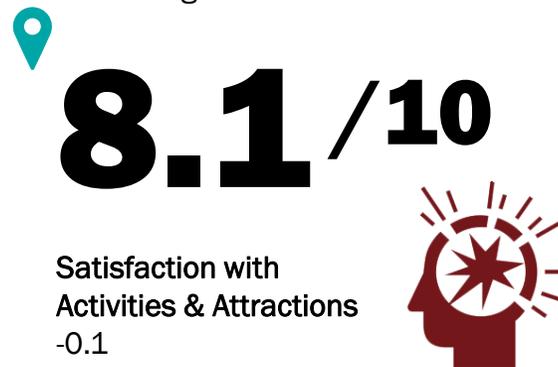
## Central Auckland



- The majority of domestic visitors to Auckland (77%) visited Central Auckland in the year to December 2021. The average satisfaction with Central Auckland’s activities and attractions was 8.1 out of 10. These results are similar to YE Sep 2021.
- 34% of visitors went to Queen Street, 33% visited the Sky Tower and 26% visited the Downtown Waterfront and Viaduct. YE Dec 2021 top ten attractions in Central Auckland were the same as YE Sep 2021.



Share of domestic visitors in Auckland  
No change



Satisfaction with Activities & Attractions  
-0.1

Rank	Attraction	%
1	Queen Street	34%
2	Sky Tower	33%
3	Downtown Waterfront/ Viaduct	26%
4	Newmarket	21%
5	Auckland Zoo	21%
6	Sky City Casino	20%
7	Britomart	20%
8	Ponsonby	17%
9	Auckland Museum	16%
10	K’Road	15%

[aucklandunlimited.com](http://aucklandunlimited.com)

n = 1,156

Note: YE December 2021 findings are based on domestic visitors only and are compared to YE September 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 December 2021, the most popular activities were visiting a restaurant or café (55%) followed by shopping (47%), going to a bar, pub or nightclub (27%), general exploration (26%), visiting a market (23%) and going to the beach (22%).
- YE December 2021 results were similar to YE September 2021.

[aucklandunlimited.com](http://aucklandunlimited.com)

n = 1,156

### DOMESTIC

#	Activity	%
	1 Restaurant or café	55%
	2 Shopping	47%
	3 Bar, pub or nightclub	27%
	4 General exploration	26%
	5 Visited a market	23%
	6 Went to the beach	22%
	7 Sightseeing	21%
	8 Visited art galleries, museums, historic sites	17%
	9 Casino or gambling	16%
	10 Walking, hiking, climbing, trekking, tramping	16%

## Māori Cultural Attractions Central Auckland

- Of the survey respondents who partook in Māori cultural activities or experiences in Central Auckland in the year to December 2021, over half experienced artefacts, art or crafts (55%) and visited a marae (53%).
- 34% saw a live performance (down from 39%), 32% experienced a guided tour, 26% ate traditional Māori food (down from 32%), and 13% observed another Māori cultural activity (up from 9%).
- Nb. Current sample sizes are relatively small for these categories.*

[aucklandunlimited.com](http://aucklandunlimited.com)



Rank	Activity	YE Sep 2021	YE Dec 2021
1	Experienced artefacts, art or crafts	55%	55%
2	Visited a marae	52%	53%
3	Saw a live performance	39%	34%
4	Experienced a guided tour	32%	32%
5	Ate traditional food	32%	26%
6	Another Māori cultural activity	9%	13%
	<b>n=</b>	<b>44</b>	<b>38</b>





# Key Attractions Auckland

- In the year to December 2021, Auckland Zoo received 16% of domestic visitors in the sample for Central Auckland, followed by the Auckland Museum (12%), Auckland Art Gallery (7%), NZ Maritime Museum (6%), MOTAT (6%) and Torpedo Bay Navy Museum (5%) in North Auckland.
- YE Dec 2021 visitation was down across all key attractions in comparison to the previous YE (Sep 2021).

[aucklandunlimited.com](http://aucklandunlimited.com)

#	Attraction	YE Sep 2021	YE Dec 2021	% change
1	Auckland Zoo	21%	16%	-5%
2	Auckland Museum	18%	12%	-6%
3	Auckland Art Gallery	10%	7%	-3%
4	NZ Maritime Museum	8%	6%	-2%
5	MOTAT	8%	6%	-2%
6	Torpedo Bay Navy Museum	6%	5%	-1%

Central Auckland YE Sep 2021 n = 1,324  
 Central Auckland YE Dec 2021 n = 1,156  
 North Auckland YE Sep 2021 n = 821  
 North Auckland YE Dec 2021 n = 720

# Attractions & Activities

## North Auckland



**Filter results by:**

YE SEP 19	Q3 2020
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

**REASON FOR VISIT**

Visitors on holiday

Visit friends & family

**ORIGIN**

Domestic Visitors

International Visitors

**48%**

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

**8.3**

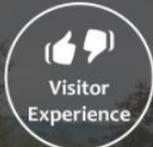
Average Satisfaction with Attractions and Activities (out of 10)

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 Q4 2021 respondents – DOMESTIC only)

VALUE FOR MONEY      PARKING

**ROADING & INFRASTRUCTURE**

**REDUCE TRAFFIC**

BETTER PUBLIC TRANSPORT

IMPROVE SERVICE LEVELS

"Better control of motor ways"

"Better public transport and train systems"

"Better cafe hours in Wellsford - a lot of people want more than McDonald's choices or Jester's pies"

"Of anything could improve would be the traffic. There was quite a lot of traffic which made it quite difficult to drive around a lot of places."

"The checkpoints were a hassle"

"Better weather"

"The driving experience, and the price of petrol up in Auckland"

"It was pretty good, a whole lot better and cleaner than Auckland City. Perhaps better parking near the beaches?"



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

# Top 10 Attractions – YE December 2021

## North Auckland



n = 720

- In the year ending December 2021, almost half of the domestic visitors to Auckland (48%) visited the northern region. The average satisfaction with the activities and attractions in North Auckland was 8.3 out of 10 (the same as YE Sep 2021).
- YE Dec 2021 top attractions for domestic visitors who visited North Auckland were Albany (21%), Devonport (20%) and Takapuna (19%). YE Dec 2021 results were similar to YE Sep 2021 however, Whangaparaoa Peninsula (9%) was in the top 10 domestic visitor attractions in North Auckland for YE Dec 2021, while the Matakana Village Farmers Market (9%) was in the top ten attractions in YE Sep 2021.



**48%**

Share of domestic visitors in Auckland  
No change



**8.3 / 10**

Satisfaction with  
Activities & Attractions  
No change

Rank	Attraction	%
1	Albany	21%
2	Devonport	20%
3	Takapuna	19%
4	Orewa	14%
5	Silverdale	14%
6	Warkworth	13%
7	Wellsford	9%
8	Whangaparaoa Peninsula	9%
9	Matakana	9%
10	Mt Victoria	9%

Note: YE December 2021 findings are based on domestic visitors only and are compared to YE September 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 December 2021, the most popular activities were visiting a restaurant or café (41%) followed by shopping (32%), going to the beach (29%), general exploration (21%) and visiting a market (18%).
- Year-end December 2021 results were similar to Year-end September 2021.

### DOMESTIC

#	Activity	%
	1 Restaurant or café	41%
	2 Shopping	32%
	3 Went to the beach	29%
	4 General exploration	21%
	5 Visited a market	18%
	6 Bar, pub or nightclub	17%
	7 Walking, hiking, climbing, trekking, tramping	16%
	8 Sightseeing	14%
	9 Visited art galleries, museums and historic sites	9%
	10 Wineries or breweries	7%



# Attractions & Activities

## East Auckland



Filter results by:

YE SEP 19	Q3 2020
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

REASON FOR VISIT

Visitors on holiday

Visit friends & family

ORIGIN

Domestic Visitors

International Visitors

**35%**

*of visitors to the Auckland region visited or thought they visited East 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 East Auckland?  
(Comments from Q4 2021 respondents – DOMESTIC only)

"Parking - it's hard to find A park in Auckland"

"Better public transport"

"House prices are high"

"More wide roads"

"More space for walking and greenery"

"More space for walking and greenery"

"The transport hub being on time"

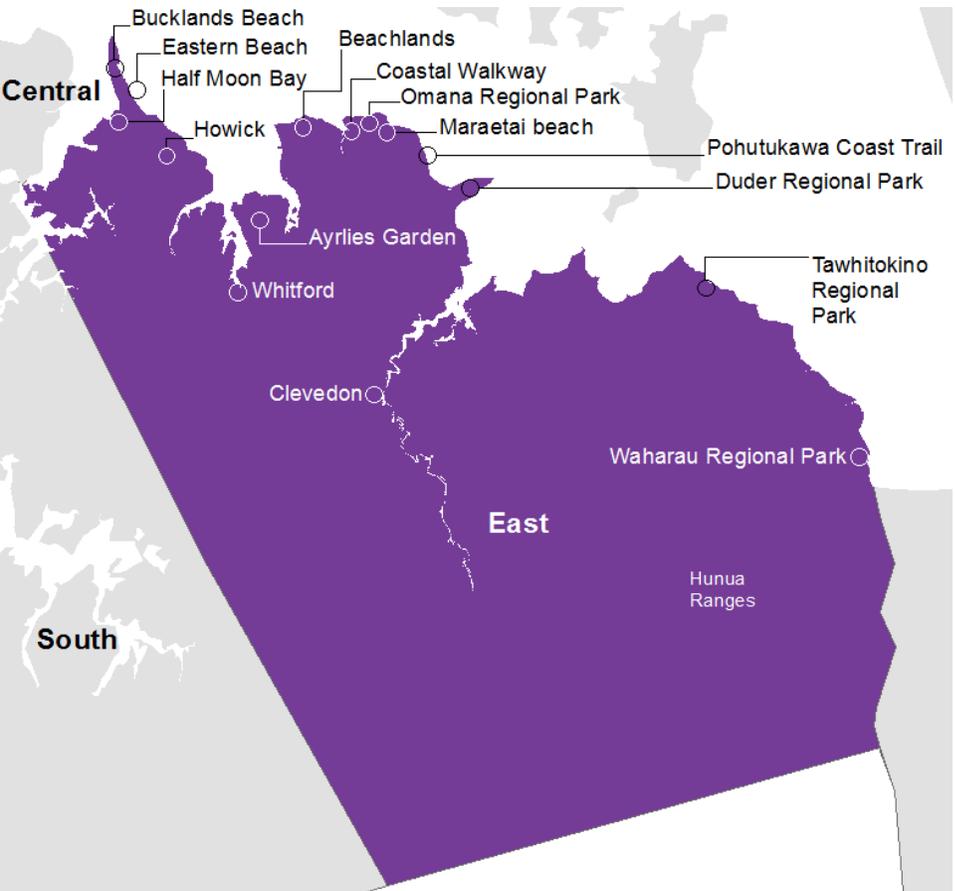
"More attractions"



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

# Top 10 Attractions - YE December 2021

## East Auckland



- In the year to December 2021, 35% of domestic visitors to Auckland visited East Auckland. The average satisfaction with East Auckland’s activities and attractions was 8.1 out of 10. YE Dec 2021 results were similar to YE Sep 2021.
- The top three attractions in East Auckland were Sylvia Park (29%), Howick (14%), and Bucklands Beach (14%). Howick Historical Village (8%) was featured in the top 10 attractions for domestic visitors who visited East Auckland in YE Dec 2021, while Beachlands (8%) made the top ten list in YE Sep 2021.



Share of domestic visitors in Auckland  
No change



Satisfaction with Activities & Attractions  
-0.1



Rank	Attraction	%
1	Sylvia Park	29%
2	Howick	14%
3	Bucklands Beach	14%
4	Half Moon Bay	12%
5	Maraetai Beach	12%
6	Clevedon	11%
7	Eastern Beach	10%
8	Coastal Walkway	9%
9	Hunua Ranges	8%
10	Howick Historical Village	8%

[aucklandunlimited.com](http://aucklandunlimited.com)

n = 524

## Top 10 Activities East Auckland

- Of the domestic visitors that visited East Auckland in the year to December 2021, the most popular activities were visiting a restaurant or café (27%), followed by shopping (26%), going to the beach (22%), general exploration (17%) and visiting a market (16%).
- Golf (7%) was featured in the top ten list of activities undertaken by domestic visitors who visited East Auckland in YE Dec 2021, while the casino and gambling (6%) featured in the YE Sep 2021 top ten activities.

### DOMESTIC

#	Activity	%
	1 Restaurant or café	27%
	2 Shopping	26%
	3 Went to the beach	22%
	4 General exploration	17%
	5 Visited a market	16%
	6 Walking, hiking, climbing, trekking, tramping	13%
	7 Sightseeing	10%
	8 Bar, pub or nightclub	10%
	9 Visited art galleries, museums and historic sites	8%
	10 Golf	7%



# Attractions & Activities South Auckland



Attractions & Activities

South

Filter results by:

YE SEP 19	Q3 2020
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

REASON FOR VISIT

Visitors on holiday

Visit friends & family

ORIGIN

Domestic Visitors

International Visitors

<p>48%</p> <p>of visitors to the Auckland region visited or thought they visited South Auckland</p>	<p>8.0</p> <p>Average Satisfaction with Attractions and Activities (out of 10)</p>	<p>Areas &amp; Attractions Visited</p> <p>Activities Done</p> <p>Break down of Māori Cultural Activity or Experiences done</p>
---	--	--

Home

Explore

Visitor Experience

What, if anything, could have improved your experience of South Auckland?  
(Comments from Q4 2021 respondents – DOMESTIC only)

**PUBLIC TRANSPORT**

**PARKING**

**ROADING & INFRASTRUCTURE**

**WAYFINDING**

**BETTER AIRPORT EXPERIENCE**

**CLEANER & MORE VIBRANT AREAS**

**MORE ATTRACTIONS & STORES**

**REDUCE TRAFFIC**

"Parking should have been easier. Maps. We got lost."

"That domestic terminal is pokey and crowded"

"A general clean up, removal of graffiti"

"Customer service and Rainbow's End is getting boring"

"Less gangs roaming"

"Less rubbish and litter. Less pollution. Over population and bad drivers."

"More public transport options to get to and from the airport"

"So many people fishing need larger wharf for families"

"Better shopping areas"

"Fewer cars on the road, more public transport options"

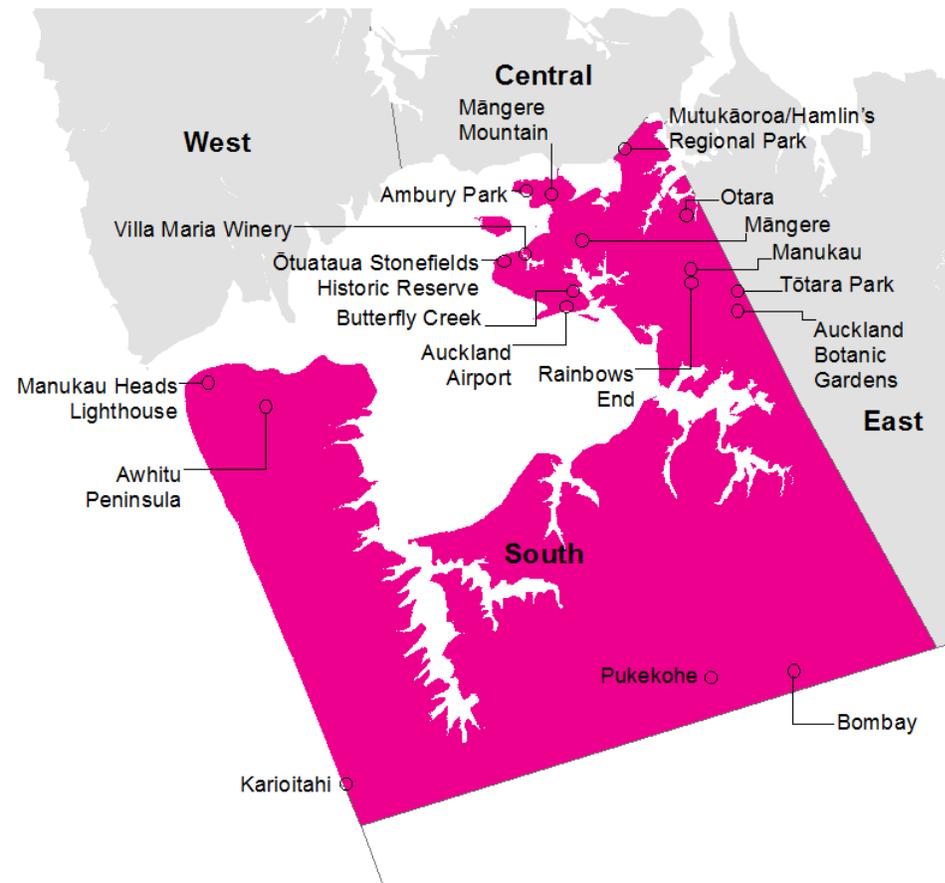
"The airport was disorganised and chaotic"



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

# Top 10 Attractions – YE December 2021

## South Auckland



[aucklandunlimited.com](http://aucklandunlimited.com)

n = 717

- In the year to December 2021, almost half of all domestic visitors (48%) to Auckland visited South Auckland. The average satisfaction with South Auckland’s activities and attractions was 8.0 out of 10 (down 0.2 on the year to September 2021).
- The top three attractions in South Auckland were the Auckland Airport (32%), Manukau (24%) and Rainbows End (17%). YE Dec 2021 results were similar to YE Sep 2021 results.



Share of domestic visitors in Auckland  
+1%



Satisfaction with Activities & Attractions  
-0.2

Rank	Attraction	%
1	Auckland Airport	32%
2	Manukau	24%
3	Rainbows End	17%
4	Pukekohe/Bombay	13%
5	Botanic Gardens	13%
6	Butterfly Creek	11%
7	Otago market	10%
8	Māngere	9%
9	Otago	8%
10	Tōtara Park	7%

## Top 10 Activities South Auckland

- Of the domestic visitors that visited South Auckland in the year to December 2021, the most popular activity was to visit a restaurant or café (30%), followed by shopping (26%), general exploration (17%), visiting a market (15%) and the beach (12%).
- YE Dec 2021 results were similar to YE Sep 2021 however, visiting art galleries, museums and historic sites (6%) featured in the top ten activities for YE Sep 2021 whereas having a bird or wildlife experience (7%) was included in YE Dec 2021.

[aucklandunlimited.com](http://aucklandunlimited.com)

n = 717

### DOMESTIC

#	Activity	%
	1 Restaurant or café	30%
	2 Shopping	26%
	3 General exploration	17%
	4 Visited a market	15%
	5 Went to the beach	12%
	6 Sightseeing	11%
	7 Bar, pub or nightclub	11%
	8 Walking, hiking, climbing, trekking, tramping	10%
	9 Event, concert or festival	8%
	10 Bird or wildlife experience	7%



# Attractions & Activities

## West Auckland



Attractions & Activities

West

Filter results by:

YE SEP 19	Q3 2020
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

REASON FOR VISIT

Visitors on holiday

Visit friends & family

Domestic Visitors

International Visitors

**37%**

of visitors to the Auckland region visited or thought they visited West 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 West Auckland?  
(Comments from Q4 2021 respondents – DOMESTIC only)

"Nice scenery, but again the council has done a poor job of maintenance - roads to West Auckland are chaotic"

"Visit to one friend's home required travelling on an unsealed road which was rutted and uneven scraping the bottom of the car"

"Improved traffic conditions"

"improve traffic congestion through Kumeu"

"Less people at the beach"

"On the last occasion was treated like in a prisoner of war camp, told what and when to eat, not allowed in shopping centres, and because of masks there was no smiles to be seen anywhere. Horrible experience, wish never to repeat it, and escaped from Auckland as soon as I was able to."

Home

Explore

Visitor Experience



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

# Top 10 Attractions – YE December 2021

## West Auckland

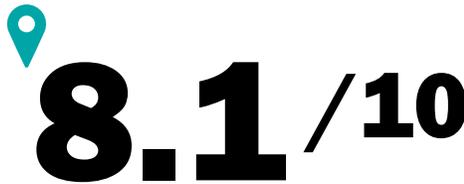
- In the year to December 2021, 37% of domestic visitors to Auckland visited West Auckland. The average satisfaction with West Auckland’s activities and attractions was 8.1 out of 10 (down 0.2 on year-end September 2021).
- The most popular attraction in West Auckland for domestic visitors was Piha Beach (20%), followed by the Kumeu (13%) and Hobsonville (12%). Year-end December 2021 results were similar to year-end September 2021 results.



n = 559



Share of domestic visitors in Auckland  
-1%



Satisfaction with Activities & Attractions  
-0.2



Rank	Attraction	%
1	Piha Beach	20%
2	Kumeu	13%
3	Hobsonville	12%
4	Waitākere Ranges	12%
5	Bethells beach	11%
6	Titirangi	10%
7	Avondale Sunday Markets	10%
8	Muriwai Beach (Gannet Colony)	9%
9	Kumeu Farmer’s Market	9%
10	Hobsonville Point Farmer’s Market	9%

Note: YE December 2021 findings are based on domestic visitors only and are compared to YE September 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 December 2021, the most popular activities were visiting a restaurant or café (26%), followed by going to the beach (23%), shopping (18%), general exploration (16%) and visiting a market (16%).
- Year-end December 2021 results were similar to year-end September 2021.

### DOMESTIC

#	Activity	%
	1 Restaurant or café	26%
	2 Went to the beach	23%
	3 Shopping	18%
	4 General exploration	16%
	5 Visited a market	16%
	6 Walking, hiking, climbing, trekking, tramping	13%
	7 Sightseeing	12%
	8 Bar, pub or nightclub	10%
	9 Wineries or breweries	8%
	10 Art galleries, museums, historic sites	7%



# Attractions & Activities

## Hauraki Gulf & Islands



Filter results by:

YE SEP 19	Q3 2020
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

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 Q4 2021 respondents – DOMESTIC only)

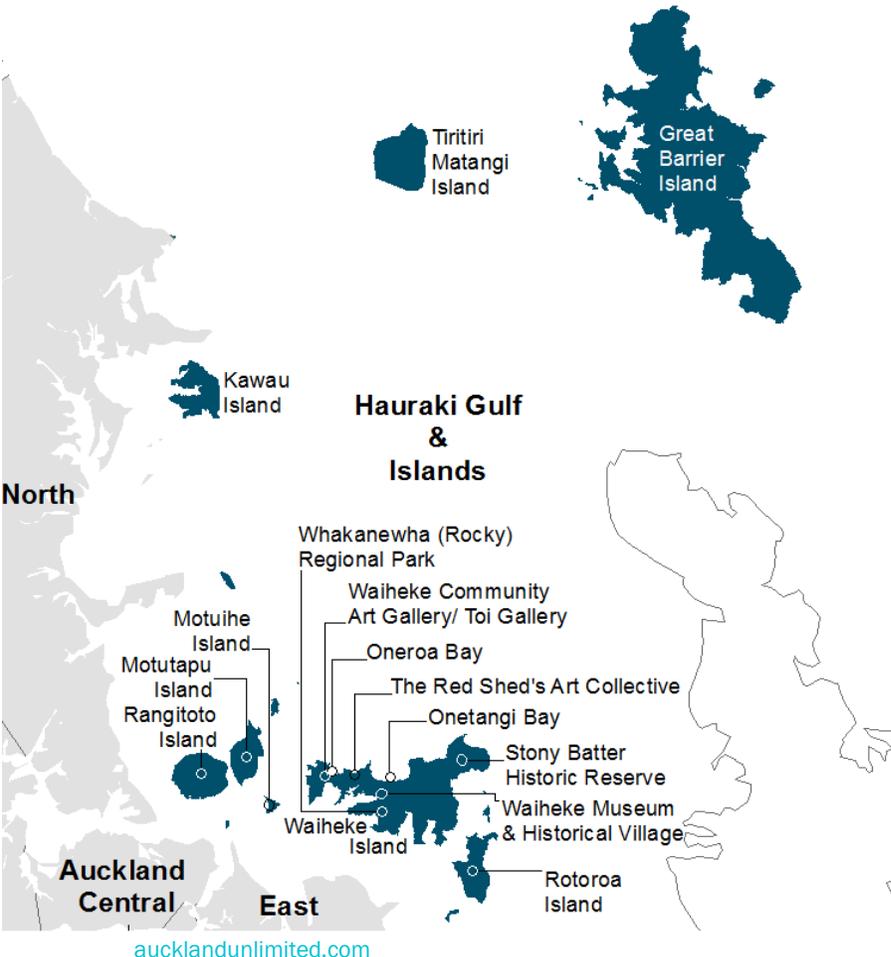
- "I wish I had more time to spend there"
- "Too far from the motorway"
- "Cheapest fares on the ferries"
- "Less more rubbish on the ground"
- "Cheaper ferries"
- "Not having the rest of Auckland with its COVID-19 risk nearby"

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



# Top 10 Attractions – YE December 2021

## Hauraki Gulf & Islands



- In the year to December 2021, 23% of domestic visitors to Auckland visited the Hauraki Gulf and Islands. The average satisfaction with activities and attractions in this region was 8.3 out of 10. YE December 2021 results were similar to YE September 2021 results.
- Waiheke Island was the most visited attraction (27%), followed by Onetangi Bay (12%) and Oneroa Bay (12%). Domestic visitors' top ten attractions in this region for YE Dec 2021 were the same as YE Sep 2021.



Share of domestic visitors in Auckland  
-1%



Satisfaction with Activities & Attractions  
-0.1

Rank	Attraction	%
1	Waiheke Island	27%
2	Onetangi Bay (Waiheke Island)	12%
3	Oneroa Bay (Waiheke Island)	12%
4	Great Barrier Island	11%
5	Other Waiheke Island bays and beaches	10%
6	Waiheke Museum and Historical Village	10%
7	Waiheke (Island) Community Art Gallery	10%
8	Rangitoto Island	9%
9	Toi Gallery (Waiheke Island)	9%
10	Wild on Waiheke	9%

n = 353

Note: YE December 2021 findings are based on domestic visitors only and are compared to YE September 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 Gul and Islands in the year to December 2021, the most popular activities were visiting a restaurant or café (26%), followed by the beach (25%), shopping (18%), walking, hiking, climbing, trekking and tramping (17%), and general exploration (16%).
- Year-end December 2021 results were similar to year-end September 2021 findings.
- Wellness experiences (10%) were a new feature in domestic visitors' top ten activities in YE Dec 2021, while visiting art galleries, museums and historic sites (11%) made the top ten in YE Sep 2021.

[aucklandnz.com](http://aucklandnz.com)

n = 353

### DOMESTIC

#	Activity	%
	1 Restaurant or café	26%
	2 Went to the beach	25%
	3 Shopping	18%
	4 Walking, hiking, climbing, trekking, tramping	17%
	5 General exploration	16%
	6 Sightseeing	15%
	7 Bar, pub or nightclub	15%
	8 Visited a market	12%
	9 Wineries or breweries	11%
	10 Wellness experiences	10%





# Auckland Visitor Survey – Visitor Experience

## Agreement Scales

- In the year to December 2021, domestic visitors' perceptions of Auckland were similar to those who visited Auckland in the year-ending September 2021.
- Domestic visitor's felt relatively safe visiting Auckland (6.2), and they generally agreed that local people in Auckland were friendly (6.2). However, domestic visitors did not feel as strongly about Auckland caring for the environment (5.9) or the ease of being able to experience Māori culture in the region (5.8).

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

0= Strongly disagree. 10= Strongly agree.

YE Sep 2021 Domestic: n= 1,725

YE Dec 2021 Domestic: n= 1,506

# Satisfaction

- Overall, domestic visitors who visited Auckland in YE Dec 2021 were slightly less satisfied with almost all aspects of their visitor experience than those who visited in the YE Sep 2021.
- In YE Dec 2021, the total satisfaction with domestic visitors' overall visitor experience in Auckland was 7.3 out of 10 (down 0.1 from YE Sep 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 (7.1), and the level of customer service they received (7.1).
- Visitors were least satisfied with the availability of recycling bins (6.2) and clean toilets (6.3) in the Auckland region.

[aucklandnz.com](http://aucklandnz.com)

Item	YE Sep 2021	YE Dec 2021	% change
 Availability of clean toilets	6.3	6.3	–
 Availability of rubbish bins	6.9	6.8	-0.1
 Availability of recycling bins	6.3	6.2	-0.1
 Availability of Wi-Fi in public areas	6.9	6.9	–
 Cleanliness and presentation of city/region	6.6	6.6	–
 Availability of information about things to see and do while in the region	7.2	7.1	-0.1
 The level of customer service experienced	7.2	7.1	-0.1
 Overall experience in the Auckland region	7.4	7.3	-0.1

YE Sep 2021 Domestic: n= 1,725

YE Dec 2021 Domestic: n= 1,506

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 Q4 2021 respondents – DOMESTIC only)

TOO MANY PEOPLE  
 FELT UNSAFE & HOMELESS PEOPLE  
 ROADING & PARKING  
 POOR PUBLIC TOILET ACCESS & QUALITY  
 POOR PUBLIC TRANSPORT  
 WAYFINDING & SIGNAGE AROUND THE CITY  
 TRAFFIC CONGESTION  
 BAD SERVICE & UNFRIENDLY  
**DIRTY SPACES & RUBBISH**

"It's very crowded. I would like to see more te reo maori art."

"I visited just before the lockdown. At that point it seemed like an odd city. Half of it functional and pleasant. but it was let down by some horrible aspects of the cbd. For instance, Queen St is horrific now, such a grubby unsafe feeling with menacing beggars."

"Auckland seems a big impersonal city to me. Everyone looking out for themselves. I would not feel safe at night there at all."

"Expensive, not enough public toilets, trash bins, recycling, not a hugely friendly area"

"Auckland is overrated with little to do as a family without being ripped off going to visit less often from now on"

"Thought that it was a little untidy and overcrowded. Waited for a train and was given no information, had to walk for miles and still no info even when we asked train staff, they still put us wrong."

"Because of the council failures on maintaining the city which made it difficult to move around up there"

"I hate how difficult it is to drive around, there are too many people"

"Queen street and surrounding streets are disgusting mess"

"The motorway, public transport and the feeling of not belonging in certain areas"

"Lack of council care"

## 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 Dec 2021, NPS was **+2**, (down 3points). The NPS for VFR visitors held (+3), and for those visiting Auckland for a holiday, vacation or short break, the NPS decreased 1 point (now +13).
- Quarterly results suggest Auckland's NPS has improved since Q3 2021 for some domestic visitor groups (in Q3 2021 Auckland entered a regional lockdown as a result of COVID-19). In Q4 2021, the NPS for VFR visitors increased 12 points (to +13) and for those visiting for a holiday, vacation or short break the NPS increased 16 points (to +18).
- **Domestic visitors most likely to recommend Auckland** as a visitor destination include those aged 30-44 years, Canterbury and Otago residents, those whose main reason to visit was for a conference, convention or other business event and those who included Northland in their itinerary.

PROMOTERS

**30%**

YE December 2021

**-2**

Compared to  
YE September 2021

DETRACTORS

**28%**

YE December 2021

**+1**

Compared to  
YE September 2021

TOTAL NPS

**2**

YE December 2021

**-3**

Compared to  
YE September 2021

*Note: YE December 2021 findings are based on domestic visitors only and are compared to YE September 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 (46%) were aged 18-39 years, with 54% 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](http://aucklandunlimited.com)



### YE September 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	6%
7	Otago	5%
8	Hawke's Bay	5%
9	Taranaki	3%
10	Nelson	2%

n = 1,725

### 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

# Ngā mihi Thank you

---

- KEY CONTACT

Jaimee Raymond

Research & Insights Specialist

[jaimee.raymond@aucklandnz.com](mailto:jaimee.raymond@aucklandnz.com)

