

# DOMESTIC VISITOR PERCEPTIONS OF AUCKLAND

June - July 2020

Insight into domestic visitors'  
perceptions of the Auckland region

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# Growing Domestic Visitors to Auckland

Qualitative research was conducted post COVID lockdown June 2020 to help us understand the current context of domestic travel and explore the motivations and tensions for domestic travellers considering Auckland as a holiday destination.

The context of what a holiday means right now is all about **discovering** and experiencing **unique** things in **new** places.



## City Break Barriers

- Perception of Auckland is defaulted to the CBD
- Driving in Auckland traffic is overwhelming and stressful
- A city is not a place to relax
- Believe that they know Auckland already
- Limited knowledge of wider Auckland region
- Auckland is a place that you only go for events
- Auckland is too crowded

**Auckland** is known for events, CBD, shopping and hero attractions e.g. Sky Tower and Rainbows End.

Hence why generally, people don't associate a city, and particularly Auckland, with a relaxing break.

The long-entrenched 'city only' perception of Auckland has overshadowed what the rest of the region has to offer.

To grow the perception of Auckland and future-proof it as a domestic holiday destination, other experiences outside of the CBD need to be profiled more.

## The Opportunity

**Auckland** has a story to tell beyond the city perception. The discovery-led holiday that people are currently looking for can be found in the Auckland region. They just don't know it, yet.

The hidden gems, adventures on islands in the Hauraki Gulf, wining and dining on Waiheke Island, hiking in the Waitakere Ranges or cruising around a local market.

## What they want

*"Show us that Auckland is more than just a city!"*

*"From this discussion I've realised that Auckland is so much more than just the CBD"*

*Tell us that Auckland can be relaxing"*

*"I'd spend longer in Auckland to do these experiences"*

*"This is the holiday I would be looking for I feel these fit into the perfect holiday"*

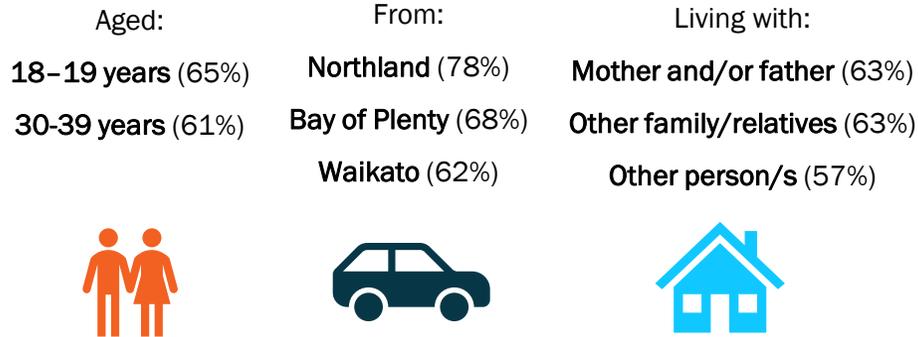


# Domestic Visitor Perceptions of Auckland

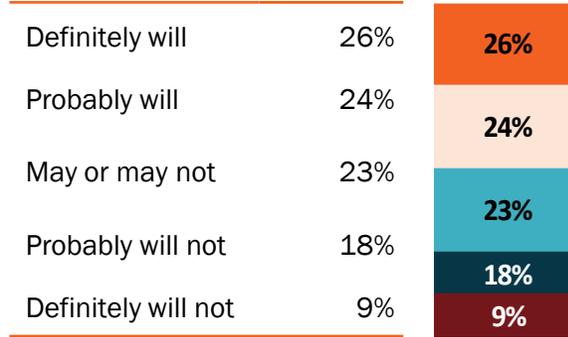


The Visitor Insights Programme (VIP) is ATEED's ongoing research programme that reveals how New Zealand's visitors think, feel and act. VIP provides insight from visitors throughout all five stages of travel - Dreaming, Planning, Booking, Experiencing, and Sharing. Research was conducted post COVID lockdown June 2020.

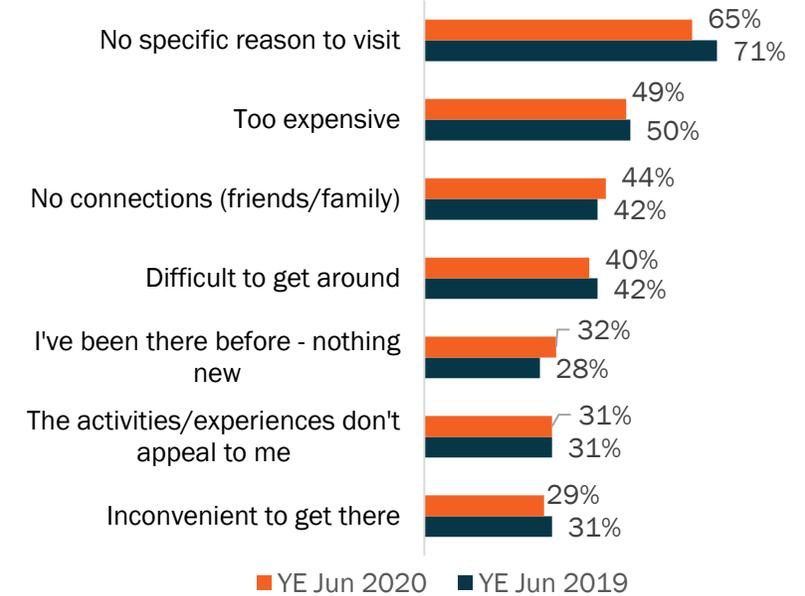
## Domestic Visitors are more likely to be...



## Propensity to Visit Auckland



## Barriers to visiting Auckland



## Experiences associated with Auckland



## Key characteristics of prospective domestic visitors to Auckland

- Tend to live in Canterbury, Wellington and Bay of Plenty
- VFR is a key driver of visitation
- Two thirds will fly to Auckland (68%)
- Half will stay in a private home (47%)
- Half plan to travel with their partner (49%) and one quarter alone (28%)
- Around half plan travel within the next three months

## Top 3 Accommodation types

Rank	Accommodation	Auckland	New Zealand
1	Private/Holiday Home - VFR	47%	27%
2	Hotel	27%	20%
3	Motel	17%	27%