

# AUCKLAND VISITOR SURVEY (AVS) INSIGHTS REPORT

December 2019

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

Prepared January 2020, by the Research & Insights Unit

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

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# Introduction

To support Destination AKL 2025, 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 will supplement 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.

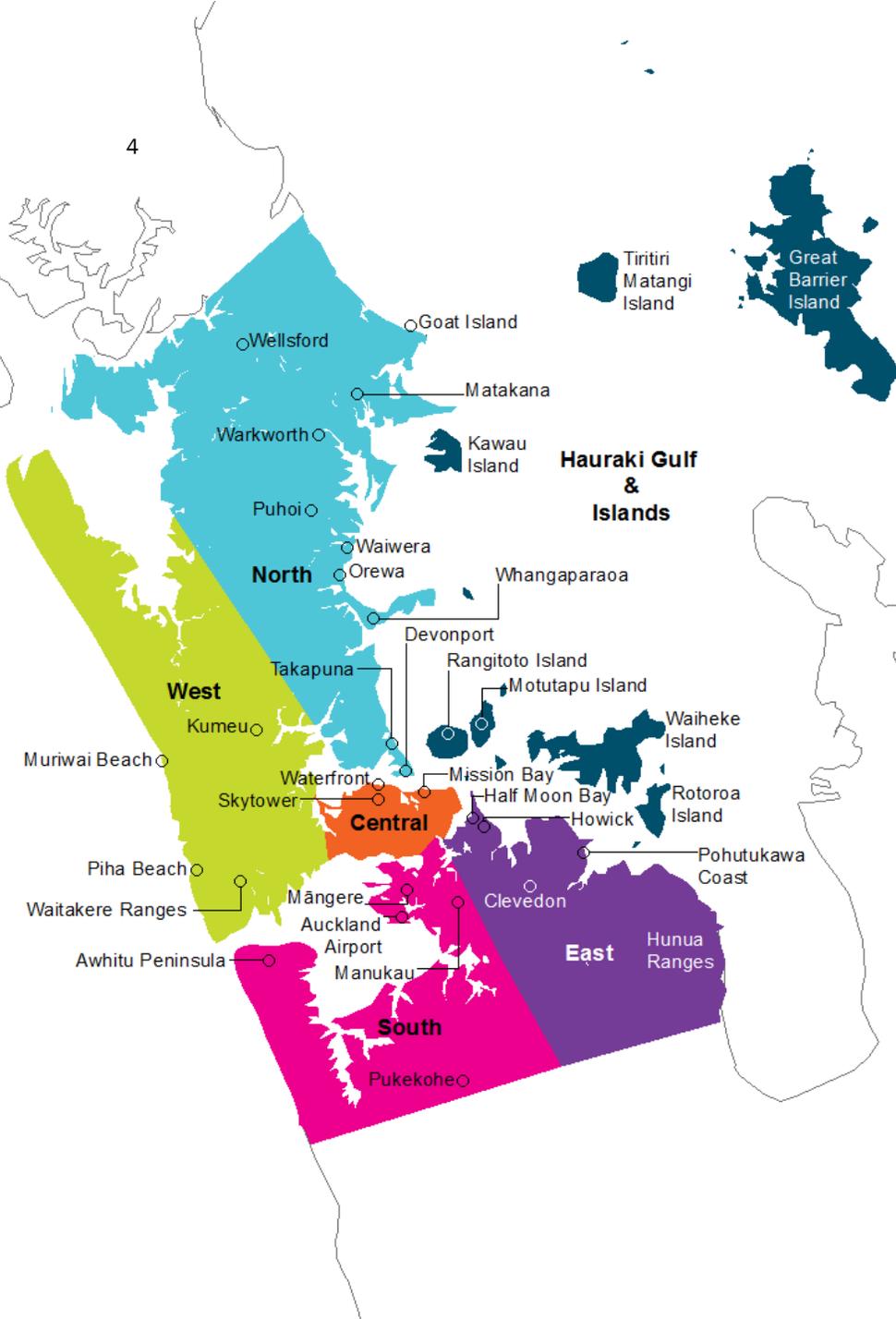
The AVS complements rather than duplicates existing visitor datasets and includes all common visitor categories.

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

This initial snapshot report on the first 12 months of data collection serves to provide some key findings from the full available dataset and a benchmark moving forward. New results will be available on a quarterly basis.



# 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 quarter of the year, aggregating to a total of n=3,200 interviews per annum. The sample is split 50% domestic and 50% international.
- 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 quarter. 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, however if the visitor is willing to complete the survey but not at the time they are approached they can supply an email address for later completion of the survey.
- The annual sample size is n=3,200 has a margin of error of +/-1.6%, and the quarterly sample size of n=800 attracts a margin of error of +/-3.4%. The survey is available in English as well as simplified Chinese.
- In the year to December 2019, the total sample size was n=3,296 with international visitors n=1,627 and domestic visitors n=1,669.

# Visitor Experience

  
**7.8 / 10**

International Satisfaction  
Overall experience in  
Auckland  
YE December 2019



  
**7.2 / 10**

Domestic Satisfaction  
Overall experience in  
Auckland  
YE December 2019



  
**7.8 / 10**

Total Satisfaction  
Overall experience in  
Auckland  
YE December 2019



  
**42 NPS**

International  
Net Promoter Score  
YE December 2019



  
**1 NPS**

Domestic  
Net Promoter Score  
YE December 2019



  
**21 NPS**

Total  
Net Promoter Score  
YE December 2019



# KEY FINDINGS

## INTERNATIONAL

- Of the international visitors on holiday in Auckland for year end December 2019, a quarter (25%) of these visitors visited Auckland only on their trip.
- In the year to December 2019, almost three quarters (73%) of international visitors on holiday in Auckland stayed in commercial accommodation in Central Auckland.
- More international visitors (n=146) experienced Māori cultural attractions in Central Auckland compared to domestic visitors (n=48).
- The Hauraki Gulf & Islands activities and attractions received the highest satisfaction rating of all regions (9.1/10) from the international market.
- In general, international visitors were more satisfied with all aspects of their visitor experience and had a more positive perception of Auckland than domestic visitors.
- For the year ending December 2019, international visitors rated their overall experience in Auckland 7.8 out of 10 and recorded a Net Promoter Score (NPS) of +42.

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

## DOMESTIC

- Of the domestic visitors to Auckland visiting friends and relatives for year end December 2019, the majority (71%) visited Auckland only on their trip.
- For the year ending December 2019, three quarters of domestic visitors to Auckland (75%) used a private or rented vehicle to get around, while 18% used public transport such as the bus or train.
- The ease of parking (5.3) and ease of driving around (6.8) in Auckland were rated the lowest by domestic visitors, who predominantly drive around the Auckland region (75%).
- The majority of domestic visitors (78%) visited Central Auckland and rated the attractions and activities 8.2 out of 10. In comparison to the international market, domestic visitors visited the Auckland Zoo, Sky City Casino, Kelly Tarlton's and K' Road in Central Auckland.
- For year end December 2019, domestic visitors rated their overall experience in Auckland 7.2 out of 10 and recorded a Net Promoter Score (NPS) of +1.

## OVERALL

- Other types of accommodation such as private homes and Airbnb, etc. are very popular amongst domestic and international visitors to Auckland, particularly those staying in North, East, South and West Auckland; other types of accommodation exceeding those in commercial.
- Issues with driving in the city, such as traffic, congested roads, parking and public transport are top of mind when asked how the region can improve.
- In total, the overall visitor experience in Auckland was rated 7.1 out of 10.
- The year end December 2019 Net Promoter Score (NPS) for Auckland overall was 21. Auckland NPS score highlights a vast difference between domestic (+1) and international (+42) visitors.
- While it's not feasible to expect domestic visitor NPS to reflect international visitors, looking at the differences in experiences may help explain this disparity.



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

# Travel behaviour

## International holiday visitors

- The majority of international visitors to Auckland visit for holiday reasons (1.28m).
- Of the international visitors on holiday in Auckland for year end December 2019, a quarter (25%) of these visitors visited Auckland only on their trip.
- Almost a third (31%) of international holiday visitors visited Northland, while a quarter (25%) visited Waikato/Hamilton. Over half (59%) visited other New Zealand regions during the same trip.
- Forty percent of international holiday visitors stayed in Auckland only on their trip, while 57% of international visitors stayed in Auckland two or more times on their trip.

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

No. of stays in Auckland on trip	%
0 (Day trip)	3%
1	40%
2	30%
3+	27%

n= 824



# Travel behaviour

## Domestic visitors

### VFR

- The majority of domestic visitors to Auckland visit friends and relatives (VFR).
- Of the domestic visitors to Auckland visiting friends and relatives for year end December 2019, the majority (71%) visited Auckland only on their trip.
- A small number of domestic visitors on holiday (12%) visited Northland, while 16% visited Waikato/Hamilton during the same trip. Only 8% of domestic visitors went to other New Zealand regions.
- Forty percent of domestic visitors visiting friends and relatives stayed in Auckland only on their trip, while sixty percent of domestic visitors visited Auckland two or more times on their trip.

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

No. of stays in Auckland on trip	%
0 (Day trip)	0%
1	40%
2	30%
3+	30%

n= 722

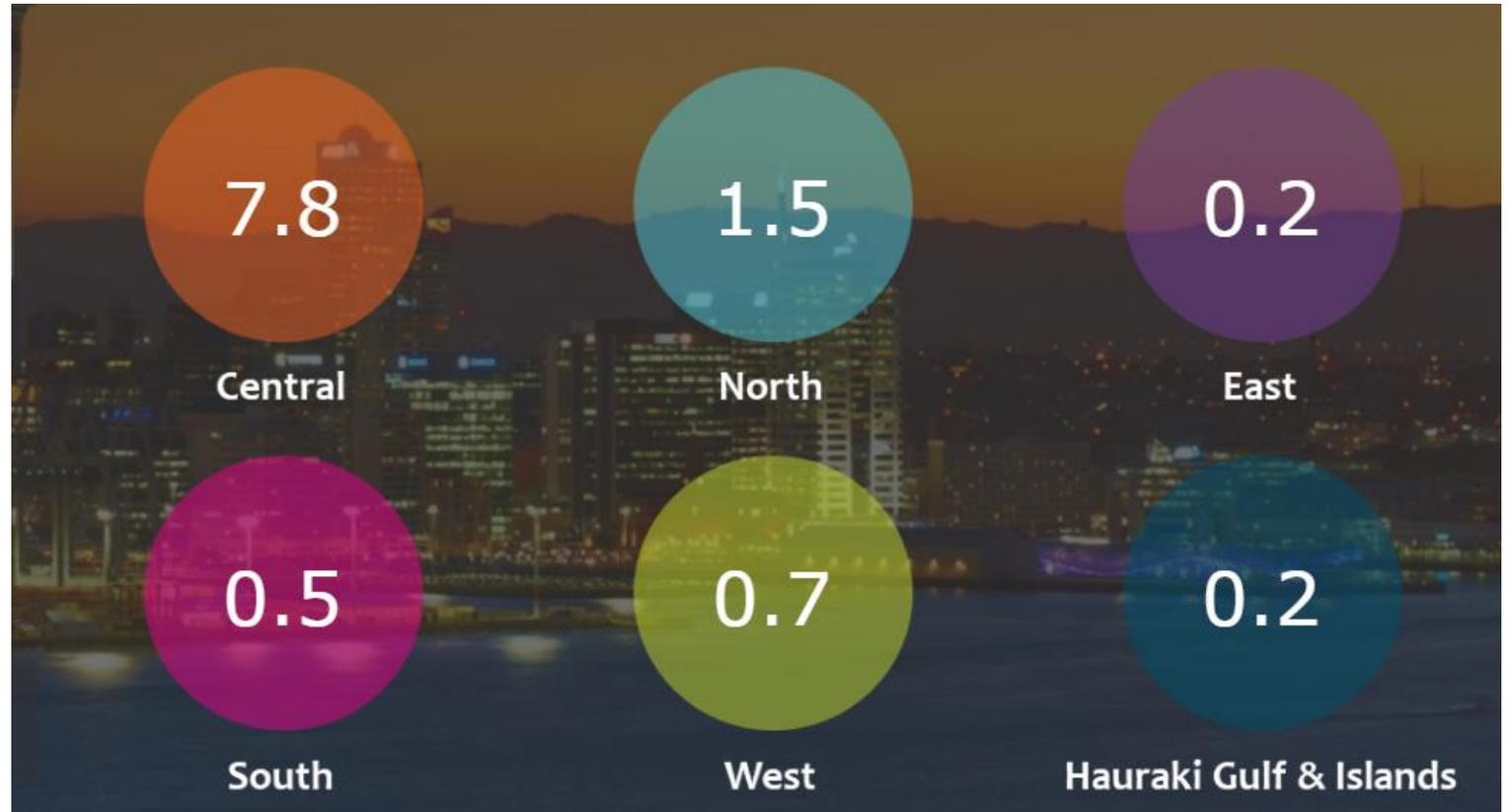




# Auckland Visitor Survey – Accommodation Data

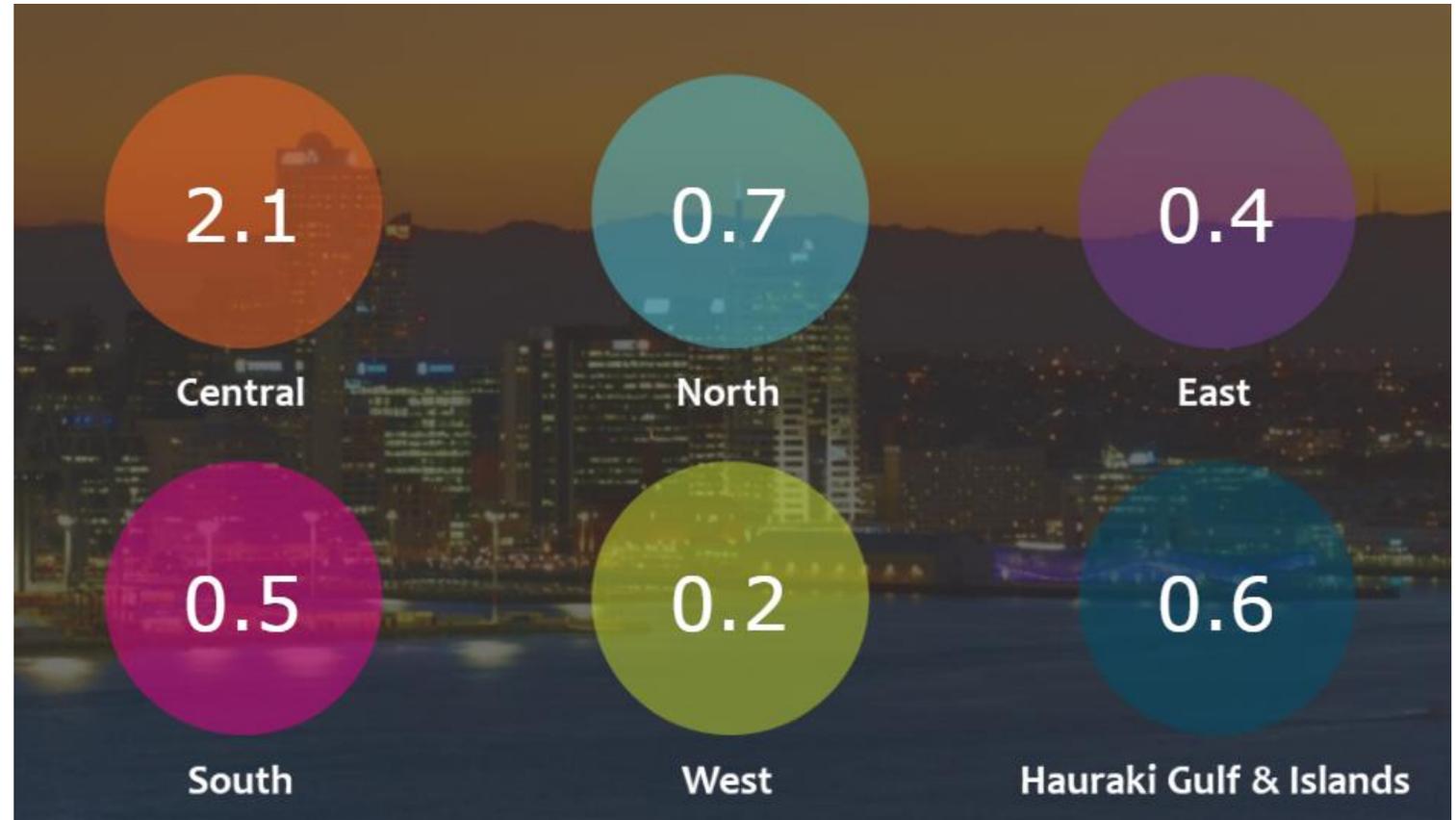
## Nights in region - International visitors on holiday

- In the year to December 2019, the region with the highest average length of stay of international visitors was Central Auckland, with an average of 7.8 nights, followed by North Auckland (1.5 nights).
- International holiday visitors stayed in West Auckland 0.7 nights, South Auckland 0.5 nights, East Auckland 0.2 nights and Hauraki Gulf and Islands 0.2 nights.
- Please note, this contrasts to the official datasets (IVS) due to differing methodologies.



## Nights in region – Domestic visitors on holiday

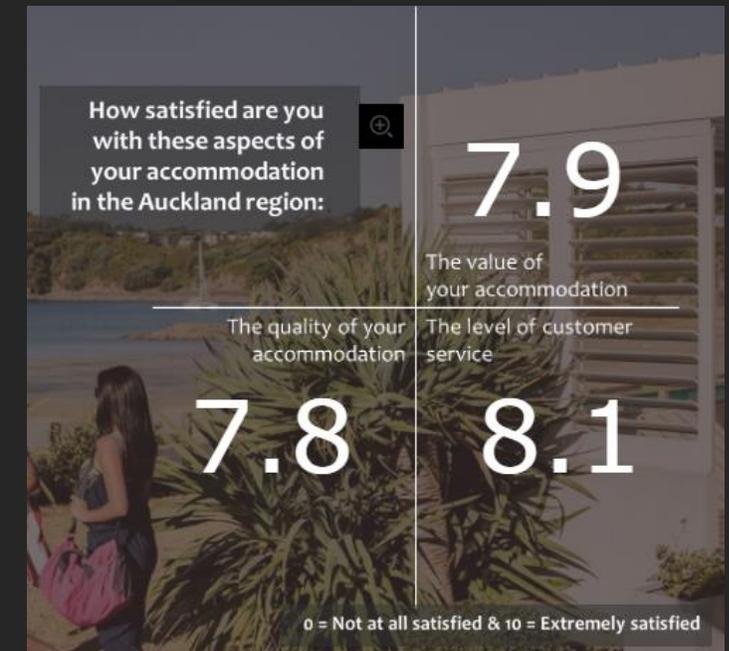
- For year end December 2019, the region with the highest average length of stay of domestic visitors was Central Auckland, with an average of 2.1 nights.
- Sequentially, domestic visitors stayed 0.7 nights in North Auckland, followed by 0.6 nights in Hauraki Gulf and Islands, 0.5 nights in South Auckland, 0.4 nights in East Auckland and 0.2 nights in West Auckland.
- Please note, this contrasts to other datasets due to differing methodologies.



# Accommodation Type & Satisfaction

## International holiday visitors

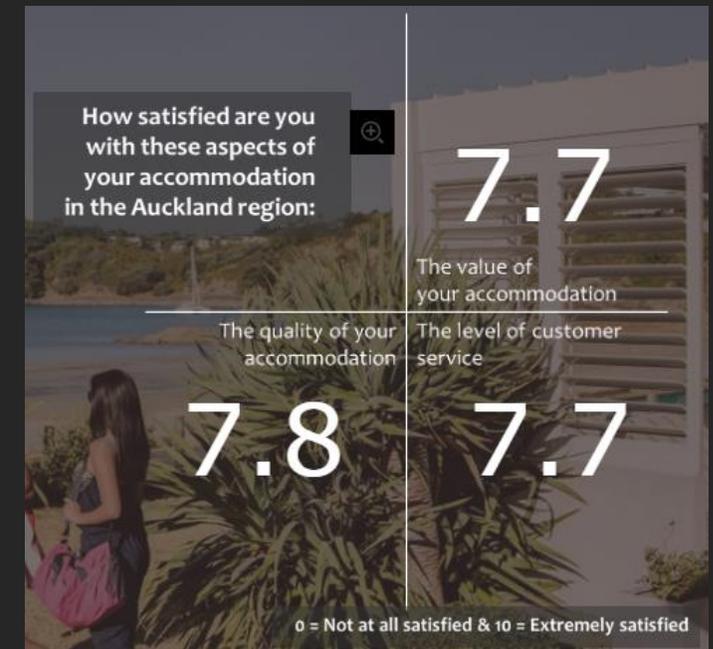
- In the year to December 2019, almost three quarters (73%) of international visitors on holiday in Auckland stayed in commercial accommodation in Central Auckland, while over a quarter (27%) stayed in other accommodation such as private homes and Airbnb, etc.\*
- In all other regions, the regional dispersal of international visitors between commercial and other types of accommodation is fairly even.
- Over half of international visitors stayed in other types of accommodation in West (55%) and East (52%) Auckland, while over half of visitors stayed in commercial accommodation in South (56%), North (55%) and the Hauraki Gulf and Islands (52%).
- Overall, international holiday visitors were most satisfied with the level of customer service with accommodation in Auckland rating it 8.1 out of 10. The value (7.9/10) and quality (7.8/10) of accommodation in Auckland was also highly rated by the international market.



# Accommodation Type & Satisfaction

## Domestic holiday visitors

- In the year to December 2019, over two thirds (68%) of domestic visitors on holiday in Auckland stayed in commercial accommodation in Central Auckland, while a third (32%) stayed in other types of accommodation such as private homes and Airbnb, etc.\*
- Similarly, of the domestic holiday visitors that visited the Hauraki Gulf and Islands, the majority (62%) stayed in commercial accommodation in comparison to other accommodation (38%).
- Over half of domestic visitors on holiday stayed in commercial accommodation in Central (68%), Hauraki Gulf & Islands (62%), South (58%), West (58%) and East (53%) Auckland.
- Other types of accommodation were popular for domestic visitors in North (52%), East (47%), West (42%) and South (42%) Auckland.
- Overall, domestic visitors were most satisfied with the quality of their accommodation rating it 7.8 out of 10. Domestic visitors rated the value of their accommodation and level of customer service 7.7 out of 10. These ratings are similar to international visitor ratings.





# Auckland Visitor Survey – Transport Data

# Transport International visitors

- The main mode of transport for international visitors in the year to December 2019 was a private or rented vehicle (48%), followed by public bus or train (36%).
- International visitors were most satisfied with both the Auckland Airport passenger and Cruise terminals (both rated 8.4 out of 10), followed by the ease of walking around (8.2).
- Ease of wayfinding was rated fourth highest (8.1) while the local transport options and general services in Auckland were rated 7.9 out of 10.
- Ease of cycling was rated the lowest by the international market but was still above average at 7.1 out of 10.

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



n= 1,627

# Transport – Domestic visitors

- For the year ending December 2019, three quarters of domestic visitors to Auckland (75%) used a private or rented vehicle to get around, while 18% used public transport such as the bus or train.
- Domestic visitors were most satisfied with the ease of walking around Auckland rating it 7.2 out of 10, followed by the Auckland Airport passenger terminal (7.1) and ease of cycling around (7.0).
- The ease of parking (5.3) and ease of driving around (6.8) in Auckland were rated the lowest by domestic visitors, who predominantly drive around the Auckland region (75%).





## **Auckland Visitor Survey – Attractions & Activities**

# Satisfaction with Attractions & Activities



**CENTRAL AUCKLAND**  
Average Satisfaction with Activities & Attractions  
YE December 2019



**NORTH AUCKLAND**  
Average Satisfaction with Activities & Attractions  
YE December 2019



**EAST AUCKLAND**  
Average Satisfaction with Activities & Attractions  
YE December 2019



**SOUTH AUCKLAND**  
Average Satisfaction with Activities & Attractions  
YE December 2019



**WEST AUCKLAND**  
Average Satisfaction with Activities & Attractions  
YE December 2019



**HAURAKI GULF & ISLANDS**  
Average Satisfaction with Activities & Attractions  
YE December 2019



# Attractions & Activities – Total Central Auckland



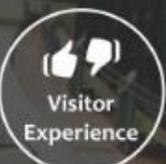
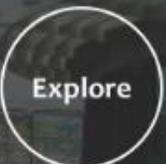
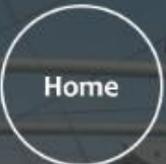
**85%**  
of visitors to the Auckland region visited or thought they visited Central Auckland

**8.6**  
Average Satisfaction with Attractions and Activities (out of 10)

Areas & Attractions Visited

Activities Done

Break down of Māori Cultural Activity or Experiences done



Filter results by:



YE SEP 19

YE DEC 19

REASON FOR VISIT



Visitors on holiday

Visit friends & family

Domestic Visitors



International Visitors



ORIGIN

What, if anything, could have improved your experience of Central Auckland?

(Comments from Q4 2019 respondents)

ROADING INFRASTRUCTURE  
VALUE FOR MONEY  
CROWDING & TOO MANY PEOPLE  
LESS HOMELESS PEOPLE  
IMPROVE SERVICE LEVELS  
CLEANER SPACES & RUBBISH  
WAYFINDING  
**REDUCE TRAFFIC  
MORE & CHEAPER PARKING  
PUBLIC TRANSPORT**

"Easier parking in CBD / cheaper parking"

"Construction not so obstructive"

"Less beggars on Queen St, some of whom could be taken as intimidating"

"Needs more buses in Auckland CBD"

"... parking is appalling and expensive"

"Less noise and congestion in the downtown area"

PEDESTRIAN ACCESS  
BETTER VISITOR INFO  
LESS ROADWORKS & CONSTRUCTION  
IMPROVE SERVICES & LOOK OF CITY

"Ease of access to wifi throughout the area- some places wifi is really slow"

"... Trains at the hub need to line up better to allow transfers from one train to another"

"Transportation, directions to sites of interest, signage should be better, especially on buses, give indications on public transport to indicate where sites of interest are, better ac in train."

"Less construction work, nicer view on the water from the harbour, more tourist attractions such as nice architecture or culture, clearer signs for public transport"



# Top 10 Attractions for International visitors

## Central Auckland



- Almost all international visitors (92%) visited Central Auckland in the year to December 2019. The average satisfaction with Central Auckland’s activities and attractions for the international market was 8.9 out of 10.
- Over half (48%) of international visitors who visited Central Auckland went to Queen Street, 41% the Sky Tower and 33% the downtown waterfront and viaduct. In comparison to the domestic market, international visitors visited Mount Eden (22%), Auckland Art Gallery (18%), iSites (18%) and Parnell (15%).



Market share of international visitors in Auckland YE December 2019



Satisfaction with Activities & Attractions YE December 2019

Rank	Attraction	%
1	Queen Street	48%
2	Sky Tower	41%
3	Downtown Waterfront/ Viaduct	33%
4	Britomart	25%
5	Mount Eden	22%
6	Auckland Museum	22%
7	Auckland Art Gallery	18%
8	iSites	18%
9	Newmarket	17%
10	Parnell	15%

# Top 10 Attractions for Domestic visitors Central Auckland



- The majority of domestic visitors (78%) visited Central Auckland. The average satisfaction with Central Auckland’s activities and attractions for the domestic market was 8.2 out of 10.
- The top three attractions were the same for domestic visitors as international visitors with almost half visiting Queen Street (43%), 42% the Sky Tower and 30% the waterfront/viaduct area. In comparison to the international market, domestic visitors visited the Auckland Zoo (28%), Sky City Casino (26%), Kelly Tarlton’s (20%) and K’ Road (18%) in Central Auckland.



Market share of domestic visitors in Auckland  
YE December 2019



Satisfaction with Activities & Attractions  
YE December 2019

Rank	Attraction	%
1	Queen Street	43%
2	Sky Tower	42%
3	Downtown Waterfront/ Viaduct	30%
4	Auckland Zoo	28%
5	Sky City Casino	26%
6	Britomart	23%
7	Newmarket	23%
8	Auckland Museum	23%
9	Kelly Tarlton’s	20%
10	K’ Road	18%

## Top 10 Activities Central Auckland

- Of the visitors that visited Central Auckland in the year to December 2019, the most popular activities for international and domestic visitors was visiting a restaurant or café (54% and 59% respectively) followed by shopping (44% and 55%).
- The third ranked activity for international visitors in Central Auckland was sightseeing (40%) while domestic visitors enjoyed going to a bar, pub or nightclub (36%).
- In comparison to international visitors, domestic visitors went to the casino or gambling (21%) which is a unique activity to Central Auckland. They also attended an event, concert or festival (20%).
- In contrast, international visitors went walking, hiking, climbing, trekking or climbing (28%) and cruising, boating or sailing (15%) in Central Auckland.

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

### INTERNATIONAL

#	Activity	%
 1	Restaurant or café	54%
 2	Shopping	44%
 3	Sightseeing	40%
 4	General exploration	36%
 5	Walking, hiking, climbing, trekking, tramping	28%
 6	Bar, pub or nightclub	26%
 7	Visited art galleries, museums, historic sites	25%
 8	Visited a market	21%
 9	Went to the beach	16%
 10	Cruising, boating or sailing	15%

n = 1,436

### DOMESTIC

#	Activity	%
 1	Restaurant or café	59%
 2	Shopping	55%
 3	Bar, pub or nightclub	36%
 4	General exploration	31%
 5	Sightseeing	29%
 6	Visited a market	26%
 7	Visited art galleries, museums, historic sites	22%
 8	Casino or gambling	21%
 9	Event, concert or festival	20%
 10	Went to the beach	18%

n = 1,218

# Māori Cultural Attractions Central Auckland

- More international visitors (n=146) experienced Māori cultural attractions in Central Auckland compared to domestic visitors (n=48) in the year to December 2019.
- Of the visitors who experienced Māori cultural attractions in Central Auckland, half of visitors (50%) saw a live Māori performance while just under half (44%) experienced Māori artefacts, art or crafts.
- Over a third of these visitors (35%) visited a marae, a quarter (27%) ate traditional Māori food, while 19% experienced a guided tour and 18% participated in another Māori cultural activity.



Rank	Activity	International	Domestic	Total
1	Saw a live performance	51%	54%	50%
2	Experienced artefacts, art or crafts	46%	46%	44%
3	Visited a marae	32%	46%	35%
4	Ate traditional food	21%	38%	27%
5	Experienced a guided tour	18%	21%	18%
6	Another Māori cultural activity	17%	17%	18%
	n=	146	48	194



## Improvement Central Auckland

- The majority of survey respondents were positive about their experience in Central Auckland stating that “Nothing” would have improved their visit.
- However, for those that did comment, the top five themes were to improve the:
  1. Parking
  2. Traffic
  3. Public transport
  4. Cost
  5. Homeless people (unique to Central Auckland)



# Attractions & Activities – Total North Auckland



**39%**  
of visitors to the Auckland region visited or thought they visited North Auckland

**8.4**  
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

Filter results by:



YE SEP 19

YE DEC 19

REASON FOR VISIT



Visitors on holiday

Visit friends & family

Domestic Visitors



ORIGIN

International Visitors



What, if anything, could have improved your experience of North Auckland?  
(Comments from Q4 2019 respondents)

SERVICE LEVELS & FACILITIES PUBLIC TRANSPORT VALUE FOR MONEY  
ROADING INFRASTRUCTURE  
**REDUCE TRAFFIC**  
PARKING

"The path between the two playgrounds at Orewa Beach is small and uneven, could be better"

"More budget attractions"

"More cultural experiences"

"Matakana market is too small now, needs more variety, used to be great"

"Better public transportation access"

"Cheaper transport and better availability of transport from airport"

"The traffic over the bridge leaving Auckland can be insane"



# Top 10 Attractions for International visitors

## North Auckland



n = 421

- In the year ending December 2019, over a third of international visitors (35%) visited North Auckland. The average satisfaction with North Auckland’s activities and attractions for the international market was 8.8 out of 10.
- Of the international visitors that visited North Auckland, the top attraction was Devonport (48%), followed by Takapuna (27%) and Albany (16%). In comparison to the domestic market, international visitors visited Goat Island (10%) and Pakiri Beach (9%).



Market share of international visitors in Auckland  
YE December 2019



Satisfaction with Activities & Attractions  
YE December 2019

Rank	Attraction	%
1	Devonport	48%
2	Takapuna	27%
3	Albany	16%
4	Mount Victoria	15%
5	Orewa	13%
6	Warkworth	11%
7	Goat Island	10%
8	Pakiri Beach	9%
9	Silverdale	8%
10	Matakana	8%

# Top 10 Attractions for Domestic visitors

## North Auckland



- For the year to December 2019, just under half of domestic visitors (43%) visited North Auckland. Their average satisfaction with the activities and attractions in this region was 8.2 out of 10.
- Of the domestic visitors who visited North Auckland, the top attraction was Albany (30%), followed by Devonport (27%) and Takapuna (27%). In comparison to the international market, domestic visitors visited Wellsford (17%) and Whangaparaoa Peninsula (13%).



Market share of domestic visitors in Auckland  
YE December 2019



Satisfaction with Activities & Attractions  
YE December 2019

Rank	Attraction	%
1	Albany	30%
2	Devonport	27%
3	Takapuna	27%
4	Warkworth	19%
5	Orewa	19%
6	Wellsford	17%
7	Silverdale	17%
8	Matakana	14%
9	Whangaparaoa Peninsula	13%
10	Mount Victoria	12%

# Top 10 Activities North Auckland

- Of the visitors that visited North Auckland, the most common activity undertaken by both international (39%) and domestic (50%) visitors was visiting a restaurant or café.
- The second most popular activity for international visitors to North Auckland was general exploration (31%) while domestic visitors participated in shopping (42%).
- There were no differences in activity between international and domestic visitors to North Auckland.

## INTERNATIONAL

	#	Activity	%
	1	Restaurant or café	39%
	2	General exploration	31%
	3	Walking, hiking, climbing, trekking, tramping	30%
	4	Went to the beach	28%
	5	Shopping	26%
	6	Sightseeing	25%
	7	Visited a market	13%
	8	Bar, pub or nightclub	12%
	9	Visited art galleries, museums, historic sites	12%
	10	Other water activities	10%

n = 454

## DOMESTIC

	#	Activity	%
	1	Restaurant or café	50%
	2	Shopping	42%
	3	General exploration	30%
	4	Went to the beach	27%
	5	Sightseeing	24%
	6	Visited a market	24%
	7	Walking, hiking, climbing, trekking, tramping	21%
	8	Bar, pub or nightclub	20%
	9	Visited art galleries, museums, historic sites	13%
	10	Other water activities	11%

n = 599



# Attractions & Activities – Total East Auckland



Attractions & Activities

East

Results for Year Ending  
DATE  
SEP 2019

Filter results by:

Reason for Visit

- Visitors on holiday
- Visit friends & family

ORIGIN

- Domestic Visitors

- International Visitors

28%  
of visitors to the Auckland region visited or thought they visited East Auckland

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

Areas & Attractions Visited

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Activities Done

Break down of Māori Cultural Activity or Experiences done

Home

Explore

Visitor Experience

What, if anything, could have improved your experience of East Auckland?

### ACCESSIBILITY OF REGION

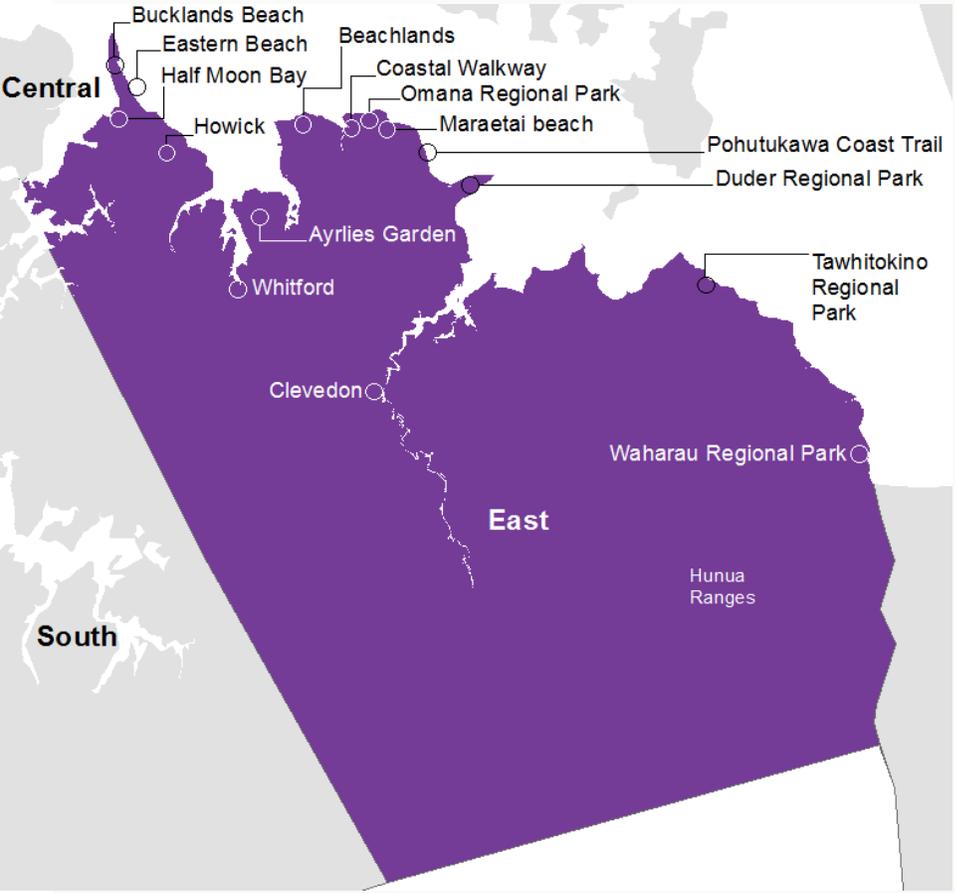
VALUE FOR MONEY  
MORE VISITOR INFORMATION  
IMPROVE SERVICES & FACILITIES

- Lack of parking
- More public transport
- Less traffic
- Parking and campervan sites
- There wasn't much to do in my opinion, it's just not as appealing as the other areas in Auckland
- Public transportation



# Top 10 Attractions for International visitors

## East Auckland



- In the year ending December 2019, almost a quarter of international visitors to Auckland visited East Auckland (23%). The average satisfaction with East Auckland's activities and attractions for the international market was 8.5 out of 10.
- Of those who visited East Auckland, Sylvia Park was the most visited attraction with a third (33%) of international visitation while a quarter (26%) visited Half Moon Bay and 19% visited Howick. In comparison to the domestic market, international visitors visited Coastal Walkway (16%) and the Hunua Ranges (12%).



Market share of international visitors in Auckland  
YE December 2019



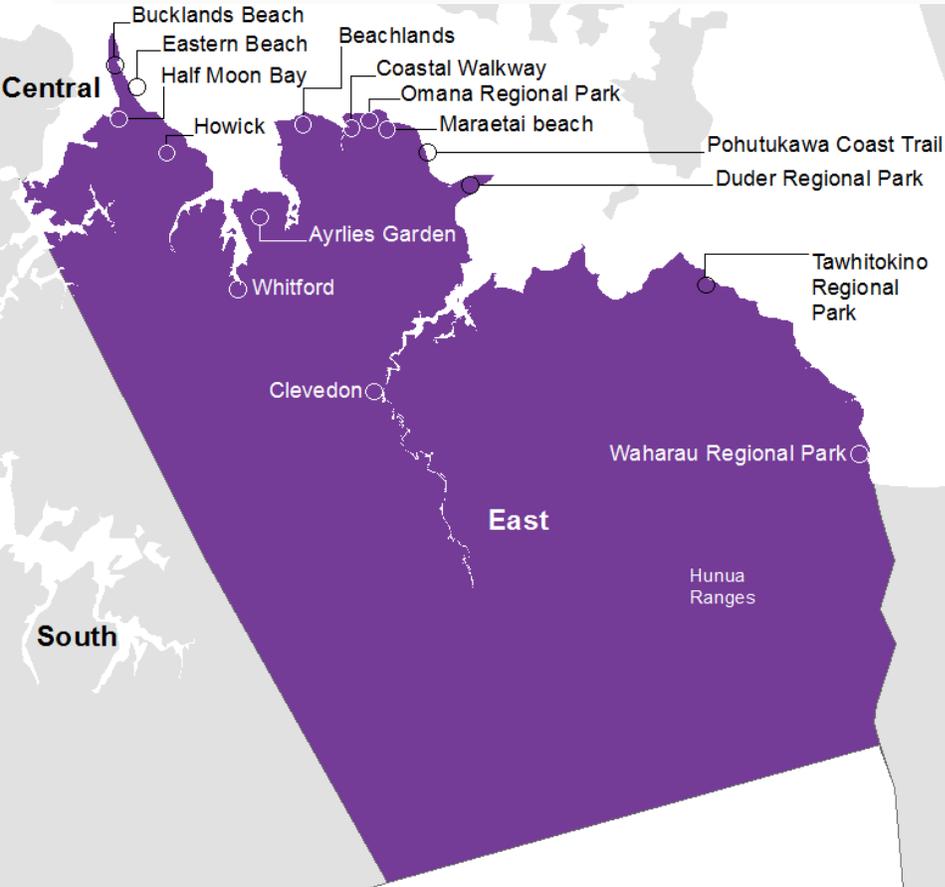
Satisfaction with Activities & Attractions  
YE December 2019



Rank	Attraction	%
1	Sylvia Park	33%
2	Half Moon Bay	26%
3	Howick	19%
4	Bucklands Beach	17%
5	Maraetai Beach	17%
6	Coastal Walkway	16%
7	Eastern Beach	15%
8	Clevedon	13%
9	Beachlands	12%
10	Hunua Ranges	12%

# Top 10 Attractions for Domestic visitors

## East Auckland



- A third of the domestic visitors (32%) to Auckland visited East Auckland in the year to December 2019. For the domestic market, the average satisfaction with East Auckland's activities and attractions was 8.2 out of 10.
- Almost half (46%) of domestic visitors that visited East Auckland went to Sylvia Park, a quarter (24%) visited Howick and 18% visited Half Moon Bay. In comparison to the international market, domestic visitors visit the Howick Historical Village (13%) and the Pakuranga Nights Markets (11%).



# 32%



Market share of domestic visitors in Auckland  
YE December 2019



# 8.2 / 10

Satisfaction with Activities & Attractions  
YE December 2019



Rank	Attraction	%
1	Sylvia Park	46%
2	Howick	24%
3	Half Moon Bay	18%
4	Bucklands Beach	18%
5	Eastern Beach	15%
6	Maraetai Beach	14%
7	Beachlands	14%
8	Clevedon	14%
9	Howick Historical Village	13%
10	Pakuranga Night Markets	11%

## Top 10 Activities East Auckland

- Of the domestic visitors that visited East Auckland in the year to December 2019, the top three activities to do was shopping (40%), visiting a restaurant or café (38%) and going to the beach (23%).
- For the international market, visiting a restaurant or café (29%), shopping (23%) and walking, hiking, climbing, trekking and tramping (21%) were the top three activities in East Auckland.
- In comparison to the international market, domestic visitors visited art galleries, museums, historic sites (10%) in East Auckland.
- In contrast to domestic visitors, international visitors partook in other water activities (8%).

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

### INTERNATIONAL

#	Activity	%
 1	Restaurant or café	29%
 2	Shopping	23%
 3	Walking, hiking, climbing, trekking, tramping	21%
 4	Went to the beach	21%
 5	General exploration	19%
 6	Sightseeing	18%
 7	Visited a market	13%
 8	Bar, pub or nightclub	10%
 9	Other water activities	8%
 10	Cruising, boating or sailing	8%

n = 233

### DOMESTIC

#	Activity	%
 1	Shopping	40%
 2	Restaurant or café	38%
 3	Went to the beach	23%
 4	General exploration	23%
 5	Visited a market	22%
 6	Sightseeing	19%
 7	Walking, hiking, climbing, trekking, tramping	17%
 8	Bar, pub or nightclub	17%
 9	Visited art galleries, museums, historic sites	10%
 10	Cruising, boating or sailing	9%

n = 392

## Improvement East Auckland

- The majority of survey respondents were positive about their experience in East Auckland stating that “Nothing” would have improved their visit.
- However, for those that did comment, the top five themes were to improve the:
  1. Traffic
  2. Parking
  3. Roads
  4. Public transport
  5. Signs



# Attractions & Activities – Total South Auckland



**39%**  
of visitors to the Auckland region  
visited or thought they visited  
South 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

Home

Explore

Visitor Experience

Filter results by:



YE SEP 19

YE DEC 19

REASON FOR VISIT



Visitors on holiday

Visit friends & family

Domestic Visitors



International Visitors



ORIGIN

What, if anything, could have improved your experience of South Auckland?

(Comments from Q4 2019 respondents)

IMPROVE SAFETY  
**LESS TRAFFIC**  
MORE & CHEAPER PARKING  
**PRESENT A CLEANER CITY**  
SENSE OF VALUE PUBLIC TRANSPORT  
ROAD INFRASTRUCTURE

"Less intimidation by locals"

"Too much litter too many homeless people having to beg"

"Transportation access to botanic gardens"

"Better transport options"

"Roads and signage, and quality of accommodation"

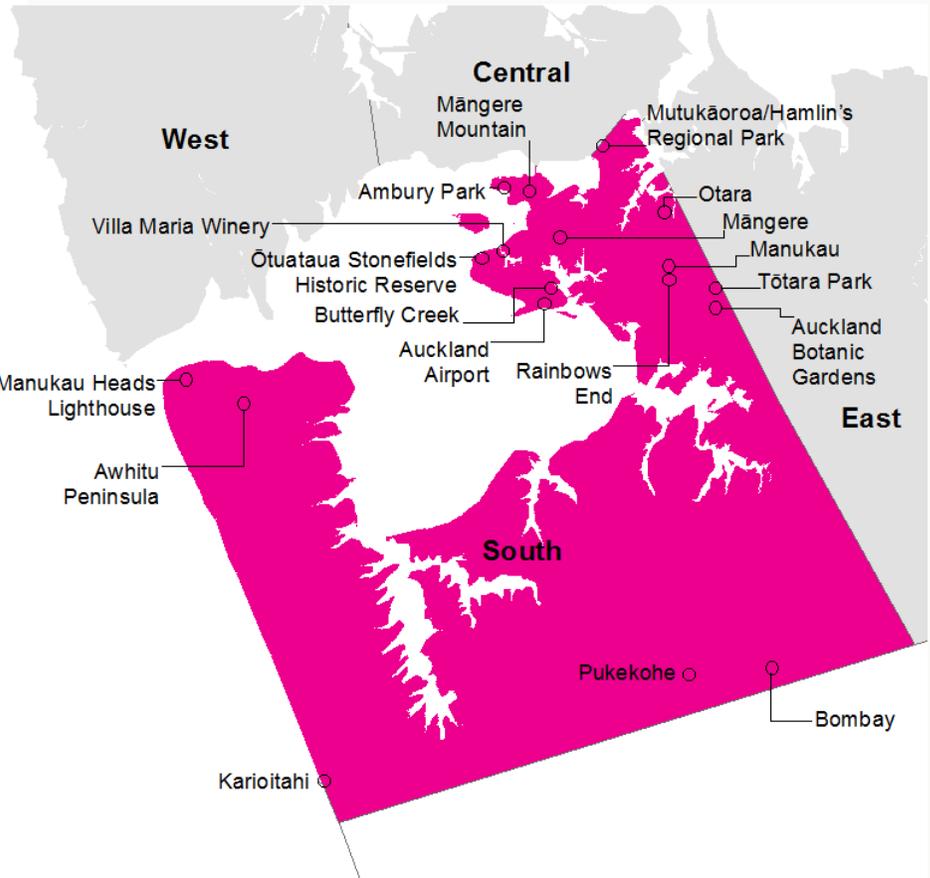
"Litter was the obvious problem"

"I think the area is what is expected. I think there should be more parks and green zones/places/gardens etc..."



# Top 10 Attractions for International visitors

## South Auckland



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

n = 300

- In the year ending December 2019, a quarter of all international visitors (26%) to Auckland visited South Auckland. The average satisfaction with South Auckland's activities and attractions for the international market was 8.5 out of 10.
- The majority of international visitors (70%) that visited South Auckland visited the Auckland Airport, while 22% visited Manukau and 18% visited Rainbows End. In comparison to the domestic market, international visitors visited Auckland SkyDive (7%) and Manukau Heads Lighthouse (7%).



Market share of international visitors in Auckland  
YE December 2019

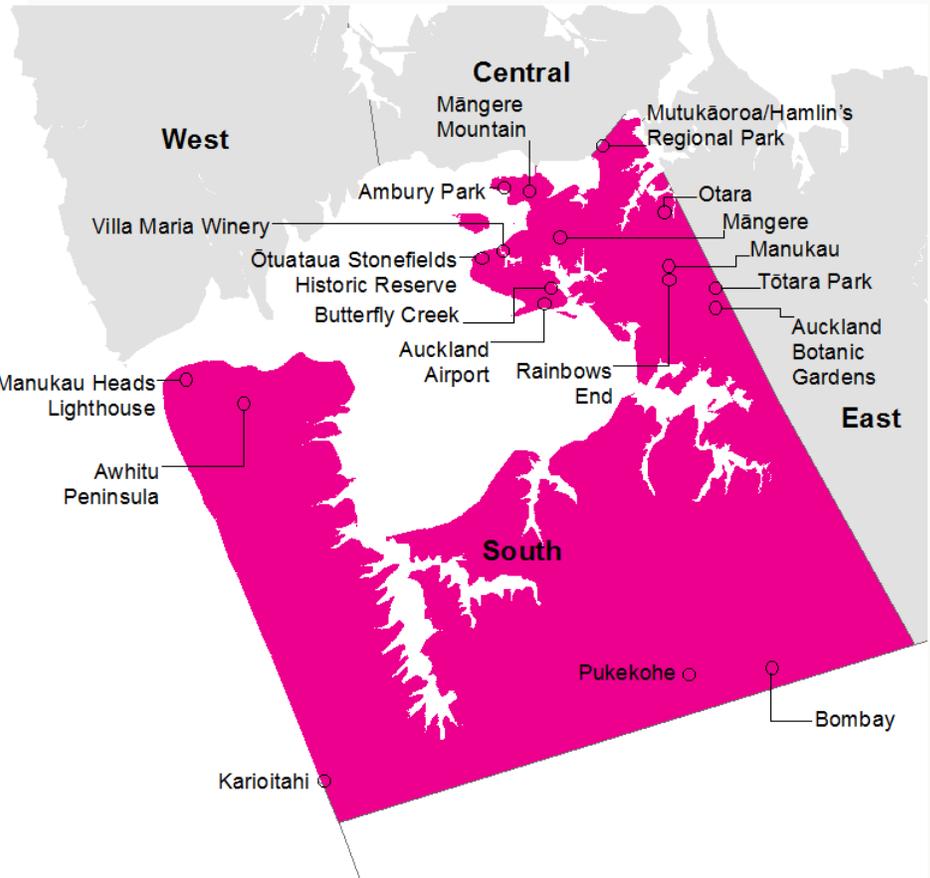


Satisfaction with Activities & Attractions  
YE December 2019

Rank	Attraction	%
1	Auckland Airport	70%
2	Manukau	22%
3	Botanic Gardens	18%
4	Rainbows End	11%
5	Pukekohe/Bombay	11%
6	iSite at Auckland Airport	10%
7	Māngere	9%
8	Butterfly Creek	9%
9	Auckland SkyDive	7%
10	Manukau Heads Lighthouse	7%

# Top 10 Attractions for Domestic visitors

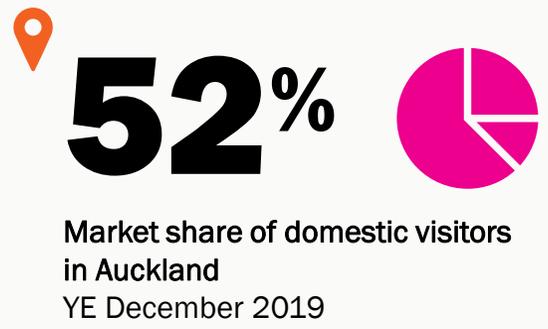
## South Auckland



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

n = 676

- Over half of the domestic visitors (52%) to Auckland visited South Auckland in the year to December 2019. For the domestic market, the average satisfaction with South Auckland's activities and attractions was 8.0 out of 10.
- Over half of domestic visitors that visited South Auckland visited the Auckland Airport (53%), a third (33%) visited Manukau and a quarter (26%) visited Rainbows End. In comparison to the international market, domestic visitors visited the Ōtara Market (13%) and Ōtara (10%).



Rank	Attraction	%
1	Auckland Airport	53%
2	Manukau	33%
3	Rainbows End	26%
4	Botanic Gardens	19%
5	Pukekohe/Bombay	16%
6	Ōtara Market	13%
7	Māngere	13%
8	Butterfly Creek	13%
9	Ōtara	13%
10	iSite at Auckland Airport	10%

## Top 10 Activities South Auckland

- Of the visitors that visited South Auckland in the year to December 2019, the top three activities for both international and domestic visitors was visiting a restaurant or café (ranked 1<sup>st</sup> and 2<sup>nd</sup> respectively), shopping (ranked 2<sup>nd</sup> and 1<sup>st</sup>) and general exploration (ranked 3<sup>rd</sup>).
- In contrast to domestic visitors, international visitors participated in other soft adventure and sports (8%) – an activity that is unique to the South.
- In comparison to the international market, domestic visitors went to an event, concert or festival (9%) in South Auckland.

### INTERNATIONAL

	#	Activity	%
	1	Restaurant or café	35%
	2	Shopping	28%
	3	General exploration	24%
	4	Walking, hiking, climbing, trekking, tramping	18%
	5	Sightseeing	16%
	6	Visited a market	14%
	7	Bar, pub or nightclub	12%
★ 	8	Other soft adventure and sports	8%
	9	Art galleries, museums and historic sites	7%
	10	Went to the beach	7%

n = 284

### DOMESTIC

	#	Activity	%
	1	Shopping	43%
	2	Restaurant or café	40%
	3	General exploration	23%
	4	Visited a market	22%
	5	Bar, pub or nightclub	16%
	6	Sightseeing	16%
	7	Walking, hiking, climbing, trekking, tramping	13%
	8	Went to the beach	10%
	9	Event, concert or festival	9%
	10	Art galleries, museums and historic sites	9%

n = 622



# Attractions & Activities – Total West Auckland



Filter results by:

DATE: YE SEP 19, YE DEC 19

REASON FOR VISIT:  Visitors on holiday,  Visit friends & family

ORIGIN: Domestic Visitors, International Visitors



# Top 10 Attractions for International visitors

## West Auckland

- In the year ending December 2019, almost a quarter of international visitors (23%) visited West Auckland. The average satisfaction with West Auckland’s activities and attractions for the international market was 8.9 out of 10.
- Almost half of the domestic visitors who visited West Auckland went to Piha Beach (48%), 28% visited the Waitākere Ranges and 21% visited Titirangi. In comparison to the domestic market, international visitors visited Karekare beach (19%) and the Arataki Visitor Centre (11%).



n = 209



Market share of international visitors in Auckland  
YE December 2019



Satisfaction with Activities & Attractions  
YE December 2019



Rank	Attraction	%
1	Piha Beach	48%
2	Waitākere Ranges	28%
3	Titirangi	21%
4	Muriwai beach (Gannet Colony)	19%
5	Karekare beach	19%
6	Hobsonville	12%
7	Bethells beach	11%
8	Arataki Visitor Centre	11%
9	Kumeu	11%
10	Avondale Sunday Markets	8%

# Top 10 Attractions for Domestic visitors

## West Auckland

- For the year to December 2019, over a third of domestic visitors (35%) to Auckland visited West Auckland. The average satisfaction with West Auckland’s activities and attractions for the international market was 8.2 out of 10.
- A third of the domestic visitors who visited West Auckland went to Piha Beach (34%), 20% visited Titirangi and 19% visited the Avondale Sunday Markets. In comparison to the international market, domestic visitors visited the Kumeu Farmer’s Market (14%) and Parakai Hot pools (13%) in West Auckland.



n = 354



Market share of domestic visitors in Auckland  
YE December 2019



Satisfaction with Activities & Attractions  
YE December 2019

Rank	Attraction	%
1	Piha beach	34%
2	Titirangi	20%
3	Avondale Sunday Markets	19%
4	Hobsonville	18%
5	Waitākere Ranges	18%
6	Kumeu	17%
7	Muriwai beach (Gannet Colony)	16%
8	Bethells beach	16%
9	Kumeu Farmer's Market	14%
10	Parakai Hot pools	13%

## Top 10 Activities West Auckland

- In the year to December 2019, walking, hiking, climbing and tramping was the top activity for international visitors that visited West Auckland (33%), while domestic visitors preferred visiting restaurants or cafés (37%).
- The second most popular activity for international visitors in West Auckland was general exploration (32%) followed by visiting the beach (31%). For domestic visitors, they enjoyed shopping (34%) and also, visiting the beach (26%).
- A unique activity for West Auckland undertaken by international visitors was having a bird or wildlife experience (9%) during their visit.
- In comparison to international visitors, the domestic market went cruising, sailing or boating in West Auckland (9%).

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

### INTERNATIONAL

#	Activity	%
	1 Walking, hiking, climbing, trekking, tramping	33%
	2 General exploration	32%
	3 Went to the beach	31%
	4 Restaurant or café	26%
	5 Sightseeing	22%
	6 Shopping	13%
	7 Other water activities	13%
	8 Visited a market	10%
	9 Bird or wildlife experience	9%
	10 Bar, pub or nightclub	7%

n = 249

### DOMESTIC

#	Activity	%
	1 Restaurant or café	37%
	2 Shopping	34%
	3 Went to the beach	26%
	4 General exploration	25%
	5 Visited a market	20%
	6 Sightseeing	20%
	7 Bar, pub or nightclub	16%
	8 Walking, hiking, climbing, trekking, tramping	12%
	9 Other water activities	10%
	10 Cruising, sailing or boating	9%

n = 412



# Attractions & Activities – Total Hauraki Gulf & Islands



Attractions & Activities

Hauraki Gulf & Islands

Filter results by:

DATE

YE SEP 19

YE DEC 19

REASON FOR VISIT

Visitors on holiday

Visit friends & family

Domestic Visitors

International Visitors

ORIGIN

21%

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

8.9

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 Maori Cultural Activity or Experiences done

Home

Explore

Visitor Experience

What, if anything, could have improved your experience of the Hauraki Gulf & Islands? (Comments from Q4 2019 respondents)

"More ferry times"

"Some of the shop keepers were very rude at the end of the day"

"Wife wanted greater range of shops"

"Better buses on Waiheke"

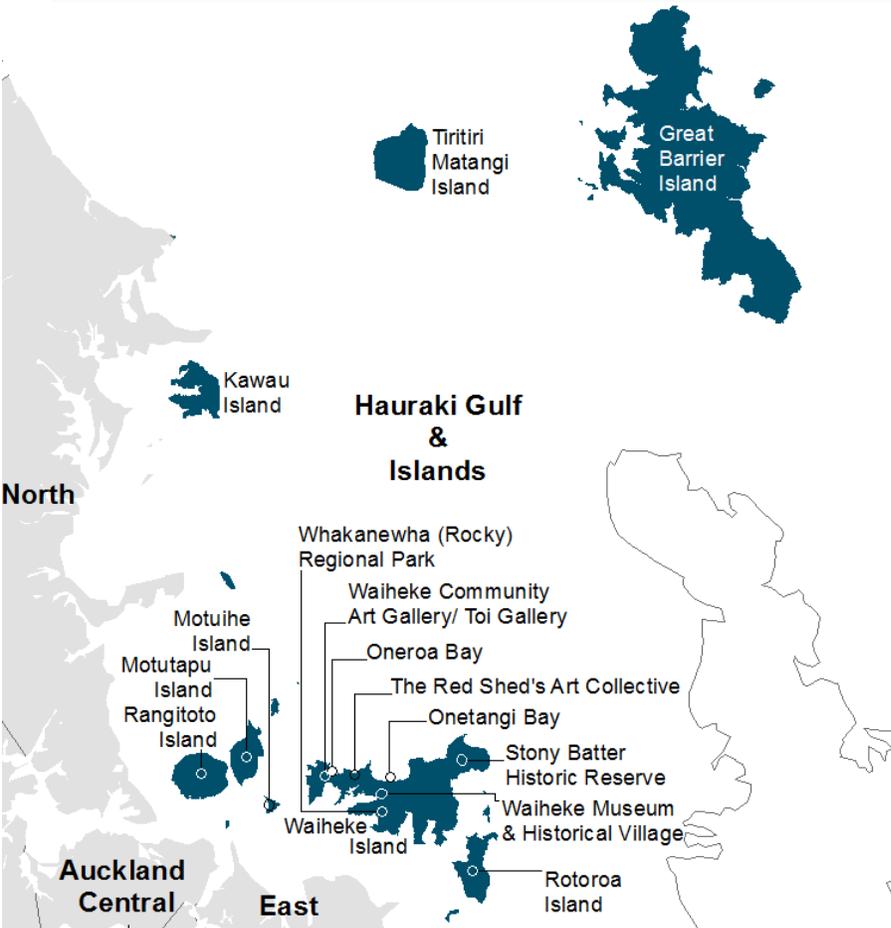
"The ferry was quite basic and the food for sale on board was pretty ordinary"

"More possible times like half day visits"



# Top 10 Attractions for International visitors

## Hauraki Gulf & Islands



aucklandnz.com

n = 279

- In the year ending December 2019, almost a quarter (22%) of international visitors to Auckland visited the Hauraki Gulf & Islands. The average satisfaction with Hauraki Gulf & Islands activities and attractions was 9.1 out of 10 for the international market – the highest satisfaction rating of all regions.
- Waiheke Island was the most visited attraction in Hauraki Gulf & Islands with over half (57%) of international visitation while a third (34%) visited Rangitoto Island and 12% visited other bays and beaches on Waiheke Island. In comparison to the domestic market, international visitors visited Tiritiri Matangi Island (8%) and Motutapu Island (4%).



**22%**

Market share of international visitors in Auckland  
YE December 2019

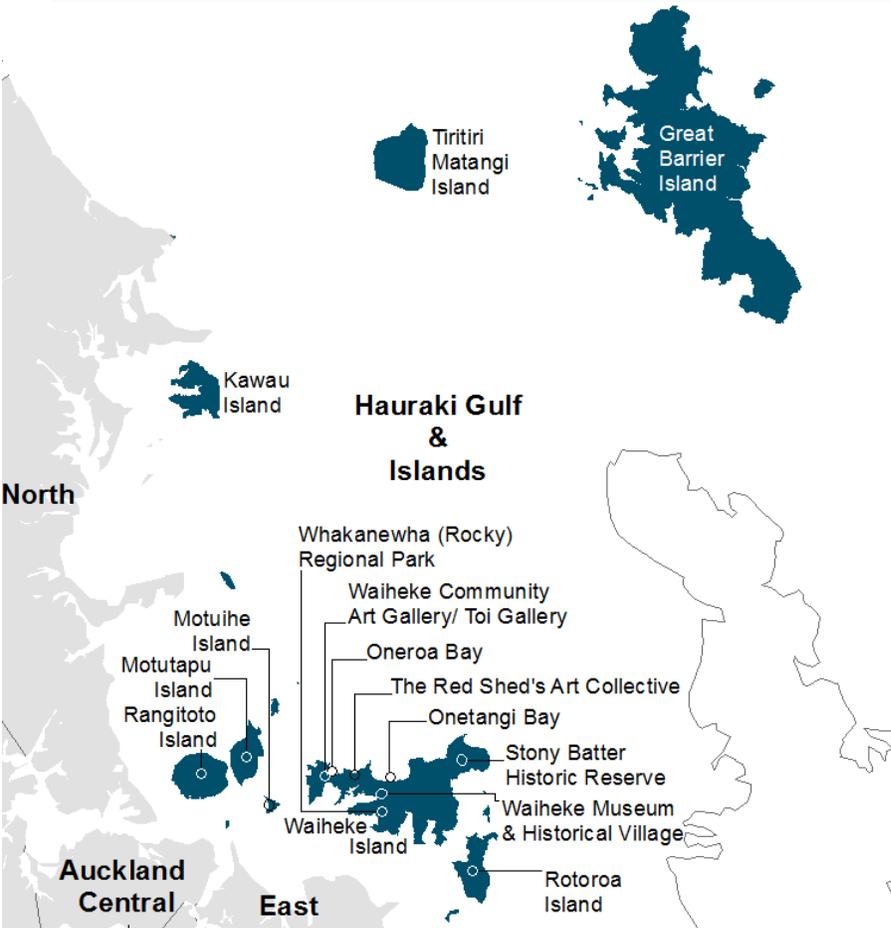


**9.1/10**

Satisfaction with Activities & Attractions  
YE December 2019

Rank	Attraction	%
1	Waiheke Island	57%
2	Rangitoto Island	34%
3	Other Waiheke Island bays and beaches	12%
4	Oneroa Bay (Waiheke Island)	8%
5	Waiheke Community Art Gallery	8%
6	Tiritiri Matangi Island	8%
7	Onetangi Bay (Waiheke Island)	7%
8	Rotoroa Island	6%
9	Great Barrier Island	5%
10	Motutapu Island	4%

# Top 10 Attractions for Domestic visitors Hauraki Gulf & Islands



aucklandnz.com

n = 225

- In the year to December 2019, 20% of domestic visitors to Auckland visited Hauraki Gulf & Islands. The average satisfaction with Hauraki Gulf & Islands activities and attractions for domestic visitors was 8.5 out of 10 – the highest satisfaction rating from the domestic market.
- The top visitor attraction for the domestic market was Waiheke Island (44%), followed by Rangitoto Island (18%) and Onetangi Bay on Waiheke Island (18%). In comparison to the international market, domestic visitors visited the Kaitoke Hot Springs on Great Barrier Island (12%) and Whittaker’s Musical Museum on Waiheke Island (11%).



20%



Market share of domestic visitors in  
Auckland  
YE December 2019



8.5 / 10

Satisfaction with  
Activities & Attractions  
YE December 2019



Rank	Attraction	%
1	Waiheke Island	44%
2	Other Waiheke Island bays and beaches	18%
3	Rangitoto Island	18%
4	Oneroa Bay (Waiheke Island)	15%
5	Onetangi Bay (Waiheke Island)	15%
6	Waiheke Community Art Gallery	14%
7	Great Barrier Island	14%
8	Waiheke Museum & Historical Village	14%
9	Kaitoke Hot Springs (Great Barrier Island)	12%
10	Whittaker’s Musical Museum (Waiheke Island)	11%

## Top 10 Activities Hauraki Gulf & Islands

- For year end December 2019, the top activity for international visitors who visited the Hauraki Gulf and Islands was walking, hiking, climbing, trekking and tramping (42%), followed by general exploration (40%) and visiting a restaurant or café (34%).
- The top three activities for domestic visitors was visiting a restaurant (33%), general exploration (24%) and sightseeing (22%).
- Visiting wineries or breweries was a common activity shared by both the international (#4) and domestic (#7) markets and is unique to the Hauraki Gulf and Islands.
- In contrast to domestic visitors, international visitors interacted with birds or animals (12%), while domestic visitors visited art galleries, museums and historic sites.

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

### INTERNATIONAL

#	Activity	%
	1 Walking, hiking, climbing, trekking, tramping	42%
	2 General exploration	40%
	3 Restaurant or café	34%
★ 	4 Wineries or breweries	28%
	5 Sightseeing	27%
	6 Went to the beach	18%
	7 Shopping	16%
	8 Bird or animal interactions	12%
	9 Cruising, sailing or boating	11%
	10 Bar, pub or nightclub	9%

n = 275

### DOMESTIC

#	Activity	%
	1 Restaurant or café	33%
	2 General exploration	24%
	3 Sightseeing	22%
	4 Shopping	22%
	5 Walking, hiking, climbing, trekking, tramping	21%
	6 Went to the beach	21%
★ 	7 Wineries or breweries	19%
	8 Cruising, sailing or boating	17%
	9 Visited art galleries, museums, historic sites	16%
	10 Visited a market	15%

n = 242





# Auckland Visitor Survey – Visitor Experience

## Agreement Scales

- In general, international visitors had a more positive perception of Auckland than domestic visitors.
- For the year ending December 2019, international visitors felt more strongly than domestic visitors about the friendliness of Aucklanders (8.4 compared to 6.0), the feeling of safety in Auckland (8.3 compared to 6.1) and that Auckland cares about the environment (8.0 compared to 5.7).
- However, the ease to experience Māori culture in Auckland was not rated as highly (6.8) by international visitors but was this was still higher than domestic visitors (5.8).

Aspect	International	Domestic	Total
 Auckland cares about the environment	8.0	5.7	6.8
 It is easy to experience Maori culture in the Auckland region	6.8	5.8	6.3
 I feel safe while in the Auckland region	8.3	6.1	7.2
 Local people in the Auckland region are friendly	8.4	6.0	7.2

International: n= 1,627  
 Domestic: n= 1,669  
 Total: n= 3,296

0= Strongly disagree. 10= Strongly agree.

# Satisfaction

- In the year to December 2019, the total satisfaction with the overall visitor experience in Auckland was 7.8 out of 10.
- In general, international visitors were more satisfied with all aspects of their visitor experience in Auckland than domestic visitors.
- Overall, visitors were most satisfied with the availability of information about things to see and do while in Auckland (7.6) and the level of customer service experienced (7.6).
- Visitors were equally satisfied with the cleanliness and presentation of the city (7.3) and availability of rubbish bins (7.3).
- Visitors were least satisfied with the availability of recycling bins (6.8) and availability of Wi-Fi in public areas (6.9).

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

Item	International	Domestic	Total
 Availability of clean toilets	7.8	6.2	7.0
 Availability of rubbish bins	7.9	6.6	7.3
 Availability of recycling bins	7.6	6.0	6.8
 Availability of Wi-Fi in public areas	7.1	6.7	6.9
 Cleanliness and presentation of city/region	8.1	6.5	7.3
 Availability of information about things to see and do while in the region	8.3	7.0	7.6
 The level of customer service experienced	8.3	7.0	7.6
 Overall experience in the Auckland region	8.3	7.2	7.8

International: n= 1,627

Domestic: n= 1,669

Total: n= 3,296

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 2019 respondents)

PUBLIC TOILET FACILITIES  
ROADING & PARKING  
TRAFFIC CONGESTION  
BAD SERVICE & UNFRIENDLY LOCALS  
POOR VALUE FOR MONEY  
**RUBBISH & 'DIRTY'**  
CROWDING + TOO MANY PEOPLE  
FELT UNSAFE & HOMELESS PEOPLE

*"Just too much traffic and not enough public transport. Information on getting about is confusing and so are the signs taking you anywhere."*

*"... parking is appalling and expensive"*

*"I find driving around Auckland on its congested roads to be a challenge, especially if you are a little unsure of where you are going. Motorists tend to have no patience with anyone. It is not a pleasurable experience."*

*"The street are full of rubbish etc ... the berms not mowed in some streets that make the streets extremely untidy. I feel the council has really let the city down..."*



**POOR WIFI ACCESS**  
LACKING CUSTOMER SERVICE  
**RUBBISH & 'DIRTY'**  
UNCLEAN PUBLIC TOILETS

*"Auckland seems to be not a very interesting or beautiful city. It has too many cars and construction work and not enough nice buildings or cosy squares."*

*"Scooters are everywhere, which ran very fast"*

*"Insufficient rubbish bins"*

*"Short of public toilets"*

*"There was lots of rubbish on the floor in some areas"*



# 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.
- Auckland's NPS highlights a vast difference between domestic and international visitors. For year end December 2019, **International visitors** recorded an NPS of **+42**, while **domestic visitors** recorded an NPS of **+1**.
- The NPS for year end December 2019 remained steady from Year End September 2019's results.
- Positively, looking at the NPS scores of key international groups, Chinese visitors recorded a score of +49 (above the overall international visitor score), while Australians recorded a score of +42 (on par with the overall international visitor score).
- By New Zealand region of residence, South Island residents score slightly better (NPS +5) than North Island residents (NPS +1).



## Sample details

- The Auckland Visitor Survey sample comprises 50% domestic and 50% international survey respondents.
- The sampling aims to achieve a 50:50 gender split.
- The sample currently features a large proportion of younger demographics (60% of respondents were aged 18-39 years) with a wide variety in the older age groupings.
- 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 and international sample due to a lack of reliable reference data.

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

Please note. Sample sizes feature five quarters of data.



### INTERNATIONAL

#	Country of Origin	%
1	Australia	18%
2	United States	12%
3	United Kingdom	10%
4	Germany	9%
5	China	8%
6	Canada	6%
7	France	5%
8	India	3%
9	Japan	3%
10	Netherlands	2%

n = 2,027



Auckland  
Tourism, Events and  
Economic Development



### DOMESTIC

#	Region of Residence	%
1	Wellington (& Wairarapa)	19%
2	Canterbury	19%
3	Waikato	15%
4	Bay of Plenty	12%
5	Manawatu/Whanganui	8%
6	Northland	7%
7	Otago	6%
8	Hawke's Bay	5%
9	Taranaki	3%
10	Southland	2%

n = 2,078

# Ngā mihi Thank you

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