

City Centre Insights - October 2022

The return of regular events, like Diwali and Late Night Art, and the reopening of our borders have both played a role in an increase in pedestrian count and spend over the last quarter. Accommodation forward occupancy is also tracking well.

Read on for more information.




HEART
OF THE CITY™
AUCKLAND


Key Data

Pedestrian Counts:


+14% increase

September Quarter 22
vs. June Quarter 22 

+53% increase


Diwali: Sat, 8 October
vs. Sat, prior 

+19% increase


Late Night Art: Thurs,
13 Oct vs. Thurs prior 

Spend:


+12.2% increase

September Quarter 22
vs. June Quarter 22 

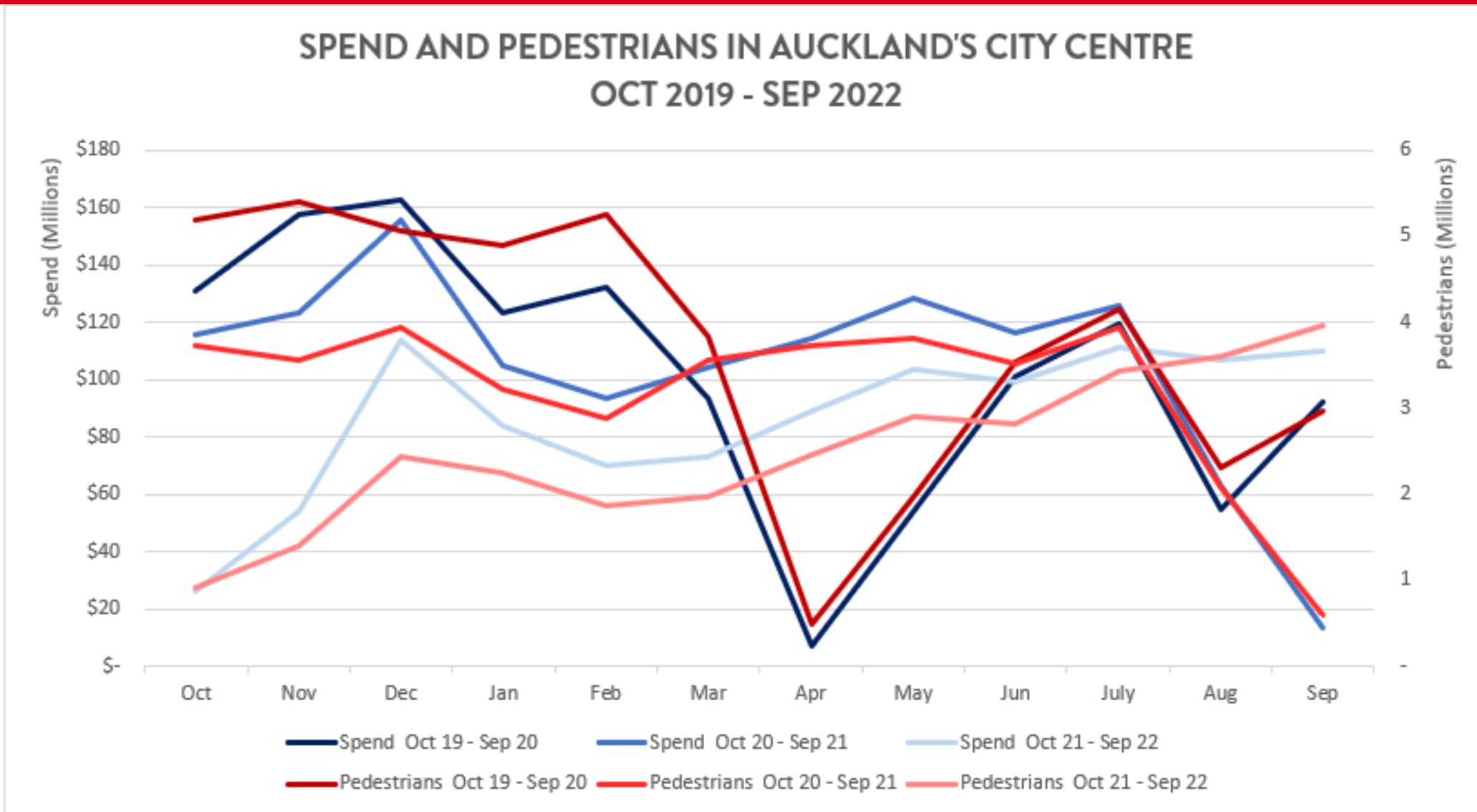
+74.6% increase

International spend
September Quarter 22
vs. June Quarter 22 

+4.3% increase

September 22
Average transaction
value vs. August 22 

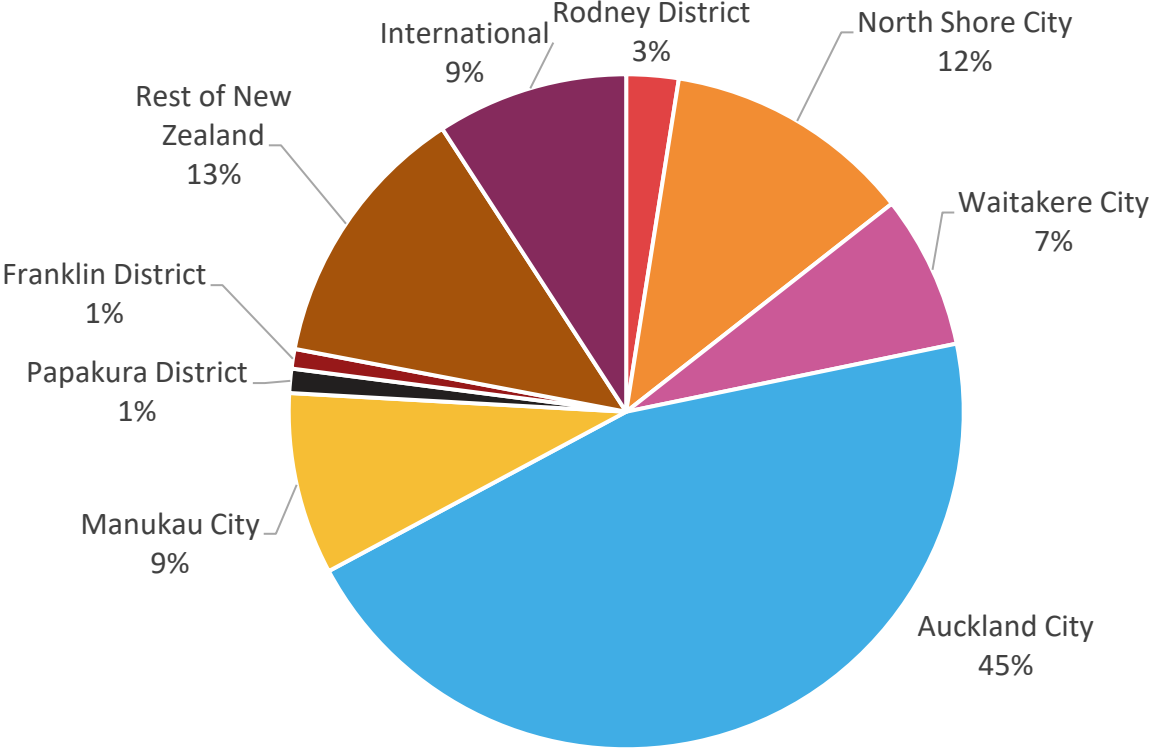
Quarterly Insights: October 2022



Source: HOTC Pedestrian Counts; Marketview Quarterly Insights.
Not for reproduction

City Centre Insights: Spend

ORIGIN OF SPENDING IN AUCKLAND'S CITY CENTRE SEPTEMBER 2022



QUARTERLY SPEND SEPT 22 AVERAGE TRANSACTIONS VALUE

vs. June 22: +12.2%
vs. Sept 19: -18.7%

International Spend vs June Quarter 22:
74.6%

Average transaction value for Sept 22:
\$44.23

vs. Aug 22: +4.3%

MONTHLY SPEND SEPT 22

vs. Aug 22: +3.5%

vs. Sep 19: -16.6%

International Spend vs. Aug 22: +13.6%

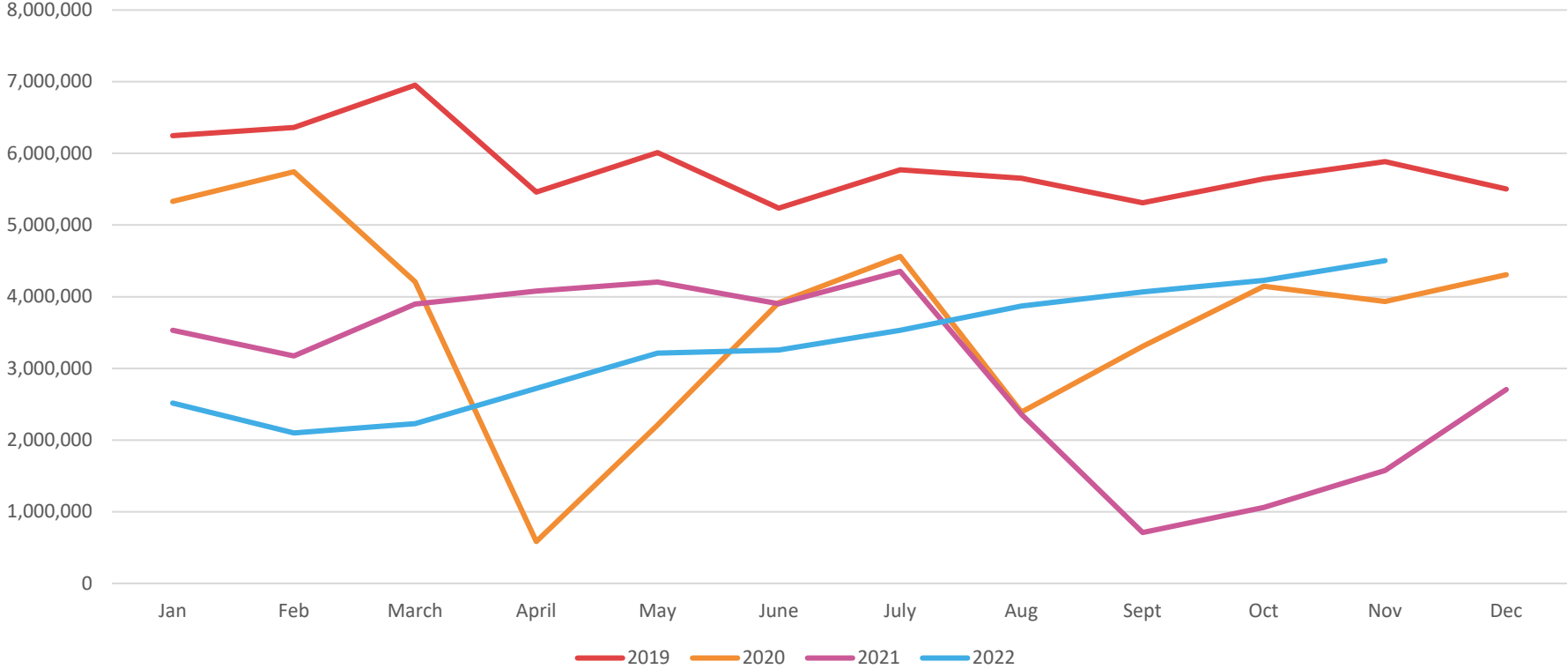


**HEART
OF THE CITY™
AUCKLAND**

Source: Marketview. Not for reproduction.

City Centre Insights: Foot Traffic

FOUR YEAR MONTHLY PEDESTRIAN COUNTS



Key Foot Traffic Trends:

Friday and Saturday are consistently the busiest days across the week.

Source: HOTC Pedestrian Counts; <https://www.hotcity.co.nz/city-centre/results-and-statistics/pedestrian-counts>



City Centre Insights: Transport

PEOPLE MOVEMENT INTO THE CITY CENTRE

In September 22, the total number of people entering the city centre by all modes during the AM peak period was 51,393: -32% vs September 19, +3% vs. August 22. Public Transport and active modes share 48% in September 22.

TRAVEL MODES INTO CITY CENTRE DURING AM PEAK

Number of People by Mode into City Centre



TRAVEL MODE % INTO CITY CENTRE DURING AM PEAK

Mode Share into City Centre



Source: Auckland Transport, September 2022



HEART
OF THE CITY™
AUCKLAND