



Image Source: Jil Beckmann (Unsplash)

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Foot-stamping accompanied by crisp sounds of thigh-slapping, letting out a roar of the ego to display bravery and intimidate the enemy: the world-famous Maori war dance called Haka. In peaceful times, the Haka performance, besides to intimidate, is also a unique form of Maori entertainment. It is a way of celebrating special achievements and giving warm welcome. By retaining the very interesting Maori culture, Auckland has undoubtedly become one of the most vibrant and passionate cities in the world.

New Zealand's magnificent natural scenery has been featured in several movies. Tens of thousands of visitors from around the world also visit the country every year. Its tourism and international trade sectors are strong and known to be stable compared to other countries. Only with this year's pandemic and global economic turmoil did the country see its first recession in ten years. However, looking at economic development across the world, this year's recession seems to be unavoidable.

As a former capital, major city, and the largest city in North Island, Auckland is home to 30% of New Zealand's population. Attracted by its beautiful scenery, excellent urban planning, and quality living environment, people from across the world have flocked to the city. Auckland's excellence is reflected in the feedback of its urban residents. According to the 2020 World Happiness Report (see note), Auckland is ranked 16th out of 186 world cities in the assessment of quality of life. The approval of Auckland's urban residents is obvious to all.

Besides excellent living environment, Auckland is also famous for its educational standards. In the latest QS World University Rankings, the University of Auckland got the 81st place to firmly secure itself in the world's top 100 universities. It is the highest ranked university in New Zealand. Also, in the Impact Rankings conducted by Times Higher Education (THE), the University of Auckland stood out from 768 universities in 85 countries to finish in first place and become the world's most impactful university.

The fame of the University of Auckland is an important factor in the city's strong and long-term attractiveness for investors. Combined with New Zealand's relatively low mortgage rates recently, the housing market has therefore received a boost. Auckland is nicknamed the "City of Sails" and claims to have the highest proportion of sailboat-owning residents in the world. Visitors to the beautiful harbor city, besides strolling in the streets and alleys to feel the local customs, should also catch a sailboat in their free time. Riding the wind and wave as well as sailing in the vast ocean, they can enjoy the wonderful leisure life.

Note: The World Happiness Report is for a sustainable development program from the United Nations to measure happiness. The international report, published on the Internet, provides an explanation on the measurement of happiness and its effective application in national development.