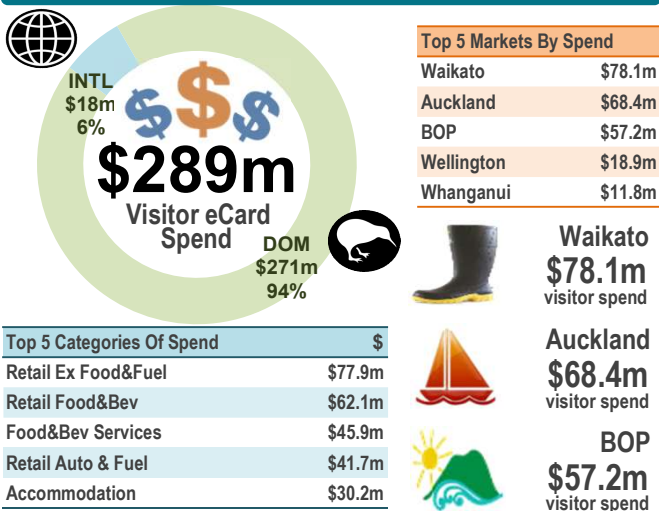


VISITOR ELECTRONIC EXPENDITURE IN ROTORUA

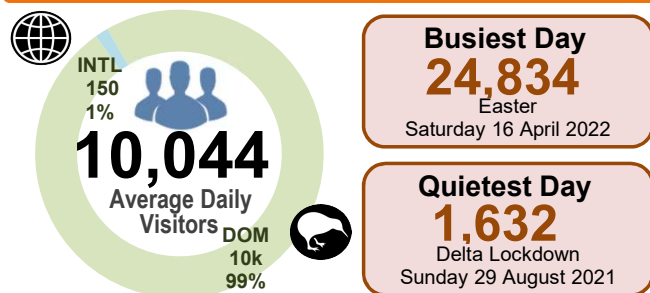


Key Points:

- Visitors spent \$289 million annually by electronic card at Worldline point of sale terminals during their visit to Rotorua
- 94% or \$271 million was from domestic visiting cardholders and \$18 million or 6% was from international cardholders
- The five biggest spending markets were: Waikato (\$78m), Auckland (\$68m), BOP (\$57m), Wellington (\$19m) and Whanganui (\$12m)
- The five largest categories of spend were: Retail Ex Food&Fuel (\$78m), Retail Food&Bev (\$62m), Food&Bev Services (\$46m), Retail Auto & Fuel (\$42m) and Accommodation (\$30m)

Source: MBIE, Tourism Electronic Card Transactions

AVERAGE DAILY VISITOR POPULATION IN ROTORUA



Key Points:

- The average midday visitor population in Rotorua was 10,044
- 99% or 9,894 were domestic visitors, and 150 were international
- The busiest day was Easter Saturday 16 April 2022 with 24,834 visitors and the quietest day was Delta Lockdown Sunday 29 August 2021 with 1,632 visitors

Source: DataVentures, TNZ Visitor and Local Population Estimates
 Estimates generated from cell phones polling off cell towers in Rotorua region.

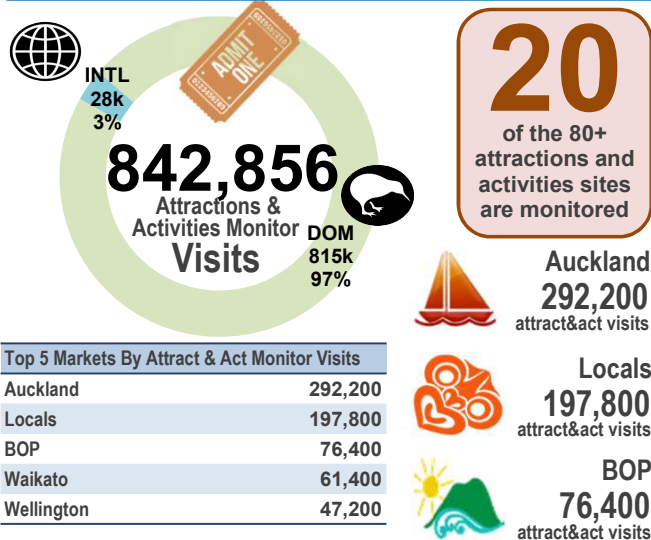
ROTORUA TOURISM Key Facts

Year Ending June 2022



Use this key fact sheet to assist with preparing speeches and presentations. Key facts are illustrated in infographics and narrated in bullet points. Factsheet is updated quarterly approximately 7 weeks after the end of each quarter.

ROTORUA ATTRACTIONS & ACTIVITIES MONITOR



Key Points:

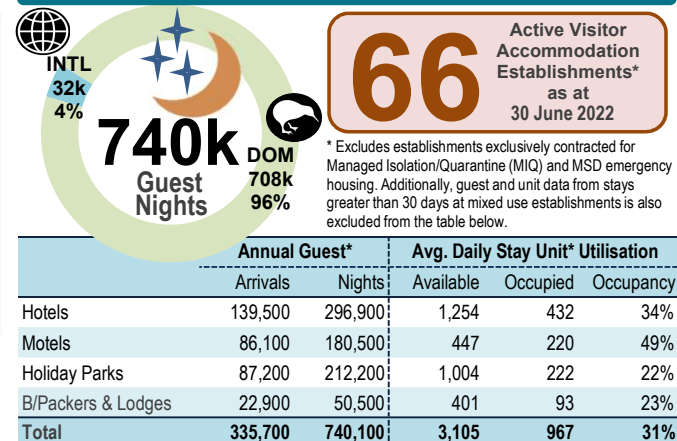
- There were 842,856 visits recorded annually to the 20 monitored sites in the Rotorua Attractions & Activities Monitor
- 97% or 815,356 visits were by domestic customers, and 27,500 visits (or 3%) were by international customers
- The five largest markets were: Auckland (292,200 visits), Locals (197,800 visits), BOP (76,400 visits), Waikato (61,400 visits) and Wellington (47,200 visits)
- The peak month of visits was July 2021 with 146,568 visits and September 2021 had the fewest with 22,653 visits

Source: APR Consultants, Rotorua Attractions & Activities Monitor
 Visits exceeds customers, as customers who visit more than one site are counted at each site. Visits to the 20 monitored sites are estimated to account for approximately 80% of the activity occurring at the 80+ paid Rotorua attractions and activities sites.

RotoruaNZ.com/research-and-statistics

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ROTORUA COMMERCIAL ACCOMMODATION



Key Points:

- There were 335,700 guest arrivals to Rotorua commercial accommodation establishments annually with an average stay length of 2.2 nights, which collectively resulted in 740,100 guest nights
- 96% or 708,200 nights were by domestic guests, and 32,000 nights (or 4%) were by international guests
- The peak month of guest nights was January 2022 with 118,200 nights and September 2021 had the fewest with 22,400 nights
- There was a daily average of 3,105 stay units available with 967 occupied, which resulted in an average occupancy of 31%
- The 'motels' sector had the highest occupancy with 49% and 'holiday parks & campgrounds' had the lowest with 22%

Source: MBIE, Accommodation Data Program.

PROPNESITY TO VISIT ROTORUA



Key Points:

- Kiwis intending to travel within New Zealand in the upcoming 12 months have a 32% propensity to visit Rotorua
- Aucklanders intending to travel within New Zealand in the upcoming 12 months have a 41% propensity to visit Rotorua
- Australians intending to travel to New Zealand in the upcoming 12 months have a 47% propensity to visit Rotorua

Source: Angus & Associates, Visitor Insights Programme
 Consumer perceptions are gathered from an online survey of New Zealand and Australian travellers recruited via Dynata's consumer panel.
 Propensity for NZ Travel = 'May or May Not', 'Probably Will' and 'Definitely Will'
 Propensity to Visit Rotorua = 'Probably Will' and 'Definitely Will'