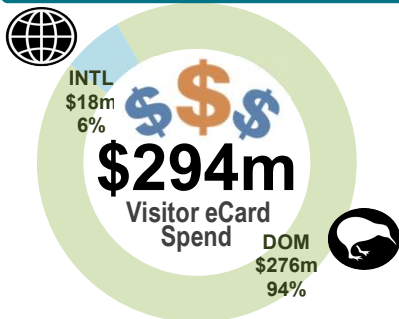


VISITOR ELECTRONIC EXPENDITURE IN ROTORUA



Top 5 Markets By Spend	
Waikato	\$77.7m
Auckland	\$70.4m
BOP	\$56.5m
Wellington	\$19.8m
Whanganui	\$12.6m

Waikato
\$77.7m
visitor spend

Auckland
\$70.4m
visitor spend

BOP
\$56.5m
visitor spend

Top 5 Categories Of Spend	\$
Retail Ex Food&Fuel	\$79.9m
Retail Food&Bev	\$62.6m
Food&Bev Services	\$48.0m
Retail Auto & Fuel	\$39.2m
Accommodation	\$31.6m

Key Points:

- Visitors spent \$294 million annually by electronic card at Worldline point of sale terminals during their visit to Rotorua
- 94% or \$276 million was from domestic visiting cardholders and \$18 million or 6% was from international cardholders
- The five biggest spending markets were: Waikato (\$78m), Auckland (\$70m), BOP (\$57m), Wellington (\$20m) and Whanganui (\$13m)
- The five largest categories of spend were: Retail Ex Food&Fuel (\$80m), Retail Food&Bev (\$63m), Food&Bev Services (\$48m), Retail Auto & Fuel (\$39m) and Accommodation (\$32m)

Source: MBIE, Tourism Electronic Card Transactions

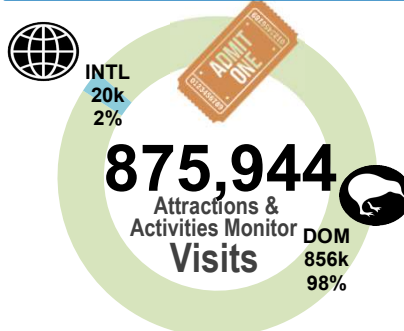
ROTORUA TOURISM Key Facts

Year Ending March 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



20
of the 80+ attractions and activities sites are monitored

Auckland
274,300
attract&act visits

Locals
205,700
attract&act visits

BOP
83,900
attract&act visits

Top 5 Markets By Attract & Act Monitor Visits	
Auckland	274,300
Locals	205,700
BOP	83,900
Waikato	67,600
Wellington	49,600

Key Points:

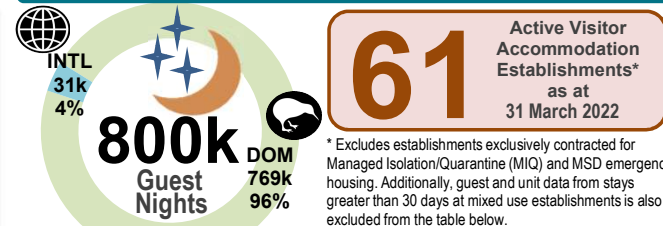
- There were 875,944 visits recorded annually to the 20 monitored sites in the Rotorua Attractions & Activities Monitor
- 98% or 855,768 visits were by domestic customers, and 20,176 visits (or 2%) were by international customers
- The five largest markets were: Auckland (274,300 visits), Locals (205,700 visits), BOP (83,900 visits), Waikato (67,600 visits) and Wellington (49,600 visits)
- The peak month of visits was April 2021 with 154,766 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



	Annual Guest*		Avg. Daily Stay Unit* Utilisation		
	Arrivals	Nights	Available	Occupied	Occupancy
Hotels	139,400	308,000	1,269	461	36%
Motels	99,700	200,900	490	249	51%
Holiday Parks	93,300	227,500	1,047	237	23%
B/Packers & Lodges	27,500	63,400	501	122	24%
Total	359,900	799,800	3,307	1,069	32%

Key Points:

- There were 359,900 guest arrivals to Rotorua commercial accommodation establishments annually with an average stay length of 2.2 nights, which collectively resulted in 799,800 guest nights
- 96% or 769,200 nights were by domestic guests, and 30,700 nights (or 4%) were by international guests
- The peak month of guest nights was April 2021 with 124,800 nights and September 2021 had the fewest with 22,400 nights
- There was a daily average of 3,307 stay units available with 1,069 occupied, which resulted in an average occupancy of 32%
- The 'motels' sector had the highest occupancy with 51% and 'holiday parks & campgrounds' had the lowest with 23%

Source: MBIE, Accommodation Data Program.

PROPNESITY TO VISIT ROTORUA



New Zealanders
32%
visit propensity



Aucklanders
41%
visit propensity



Australians
46%
visit propensity

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 46% 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'

AVERAGE DAILY VISITOR POPULATION IN ROTORUA



Busiest Day
28,782
Easter
Saturday 3 April 2021

Quietest Day
1,632
Delta Lockdown
Sunday 29 August 2021

Key Points:

- The average midday visitor population in Rotorua was 10,305
- 99% or 10,194 were domestic visitors, and 111 were international
- The busiest day was Easter Saturday 3 April 2021 with 28,782 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.