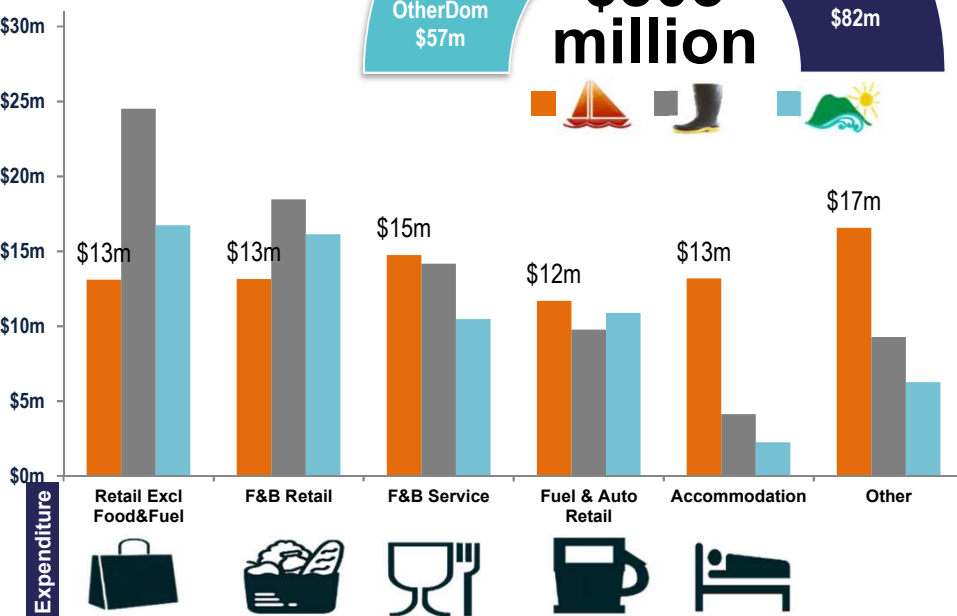


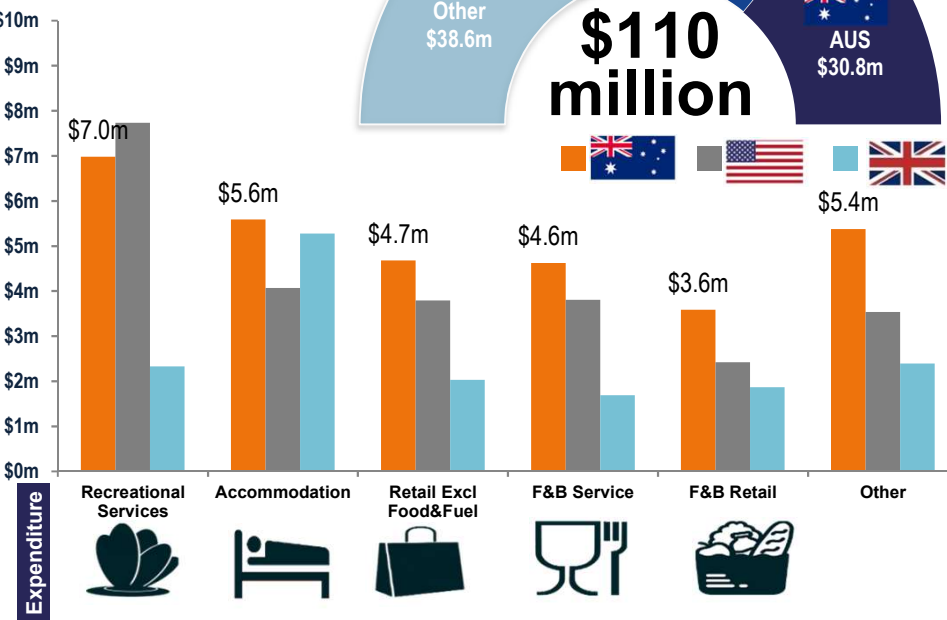
VISITOR ELECTRONIC EXPENDITURE IN ROTORUA

\$413m
visitor card
expenditure

Domestic Card Expenditure



International Card Expenditure



The TECTS represent only part of total visitor spend as they are based almost exclusively on physical electronic card transactions, and do not include other payment channels such as cash and pre-purchases.
Source: MBIE, Tourism Electronic Card Transactions (TECT)

ROTORUA TOURISM Snapshot

Year Ending June 2023



AVERAGE DAILY VISITOR POPULATION IN ROTORUA



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

Busiest Day

26,478

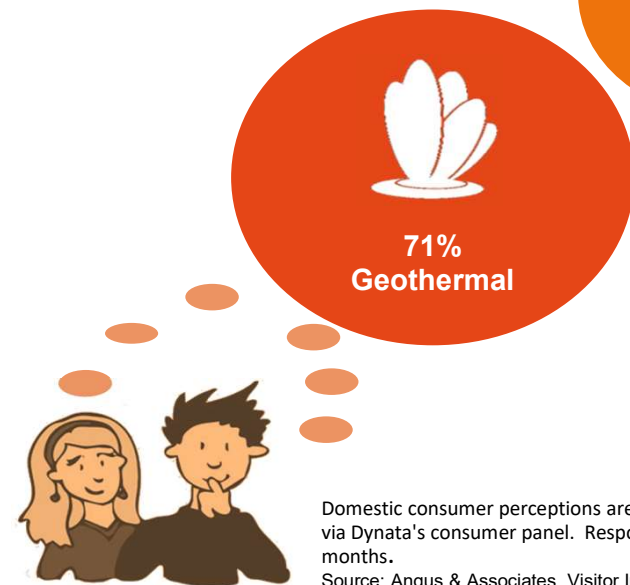
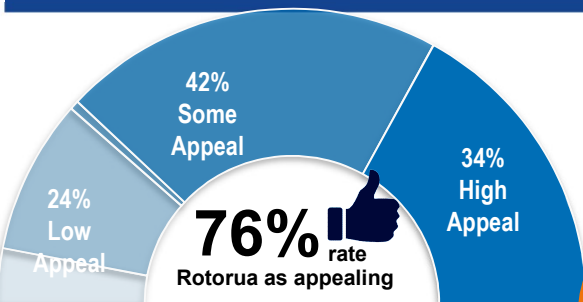
King's Birthday Weekend
Sunday 4 June 2023

Quietest Day

7,794

Monday 5 September 2022

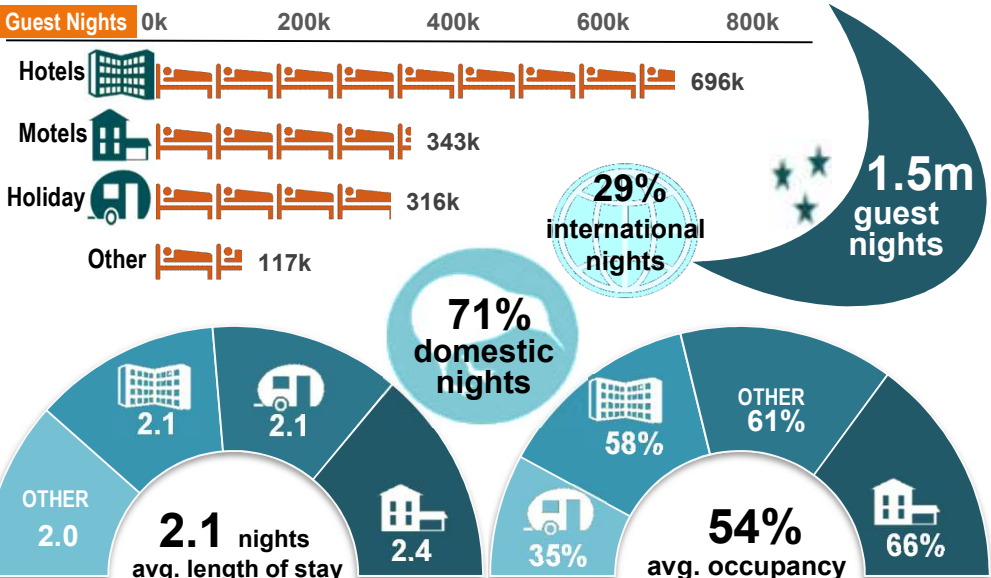
DOMESTIC CONSUMER PERCEPTIONS OF ROTORUA



Domestic consumer perceptions are gathered via an online survey of New Zealand and Australian travellers recruited via Dynata's consumer panel. Respondents must be aged 18+ years and have travelled overnight within the past 12 months.

Source: Angus & Associates, Visitor Insights Programme

ROTORUA COMMERCIAL ACCOMMODATION



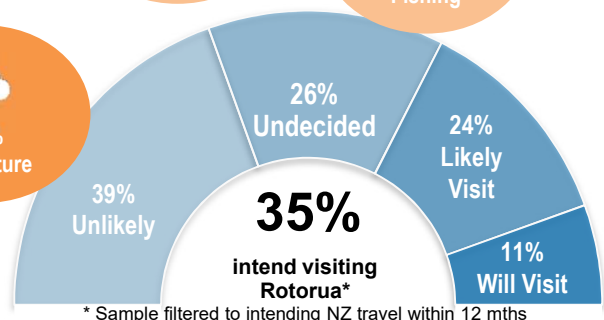
Source: MBIE, Accommodation Data Programme (ADP)
Graphics above exclude data from establishments exclusively contracted for Managed Isolation/Quarantine (MIQ) and MSD emergency housing. Additionally, data from stays greater than 30 days at mixed use establishments is also excluded. The 'backpackers' and 'lodges' sectors are collectively reported in the above graphics as 'Other'. All other forms of accommodation such as holiday homes, school camps, AirBnB, freedom camping, maraes, staying with friends and family are excluded from the Accommodation Data Programme.

ROTORUA^{NZ} DIGITAL ENGAGEMENT



Source: Google Analytics; Facebook Insights; and Instagram Analytics

Domestic Consumer associations with Rotorua



* Sample filtered to intending NZ travel within 12 mths