VISITOR ELECTRONIC EXPENDITURE IN ROTORUA ROTORUA COMMERCIAL ACCOMMODATION **ROTORUA TOURISM Snapshot** \$413m visitor card **Year Ending June 2023** 73% 696k domestic expenditure 29% 27% guest internationa expenditure international nights expenditure 71% domestic **Domestic** nights **61%** Waikato Bay of Card \$80m **Plenty Expenditure ROTORUA^{NZ}** \$303 54% Auckland 2.1 nights 2.0 35% \$82m **AVERAGE DAILY VISITOR POPULATION IN ROTORUA** avg. length of stay avg. occupancy \$30m Source: MBIE, Accommodation Data Programme (ADP) Graphics above exclude data from establishments exclusively contracted for Managed Isolation/Quarantine (MIQ) and **Busiest Day** MSD emergency housing. Additionally, data from stays greater than 30 days at mixed use establishments is also \$25m excluded. The 'backpackers' and 'lodges' sectors are collectively reported in the above graphics as 'Other'. All other 1,534 26,478 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. \$20m King's Birthday Weekend ROTORUANZ DIGITAL ENGAGEMENT Sunday 4 June 2023 12,288 Average Daily \$13m \$15m \$13m \$12m **Quietest Day** Rotorua^{NZ} Rotorua^{NZ} Rotorua^{NZ} \$10m 7,794 23,936 232,397 807,130 \$5m Monday 5 September 2022 web sessions F&B Retail F&B Service Fuel & Auto Source: DataVentures, TNZ Visitor and Local Population Estimates Source: Google Analytics; Facebook Insights; and Instagram Analytics Food&Fuel Estimates generated from cell phones polling off cell towers in Rotorua region DOMESTIC CONSUMER PERCEPTIONS OF ROTORUA 50 ã International 42% Some Card USA 34% \$25.4m **Expenditure** High **Scenic** 76% rate \$10m \$38.6m Rotorua as appealing \$9m million \$8m \$7m Maori \$5.6m \$5.4m \$6m \$4.7m \$4.6m \$5m **Domestic Consumer** \$3.6m \$4m associations @ \$3m with Rotorua Geothermal \$2m \$1m 26% Retail Excl Food&Fuel 24% F&B Retail F&B Service Likely Visit 35% 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 intend visiting The TECTS represent only part of total visitor spend as they are based almost exclusively on physical electronic card Will Visit Rotorua* transactions, and do not include other payment channels such as cash and pre-purchases. Source: Angus & Associates, Visitor Insights Programme Sample filtered to intending NZ travel within 12 mths Source: MBIE, Tourism Electronic Card Transactions (TECT)