

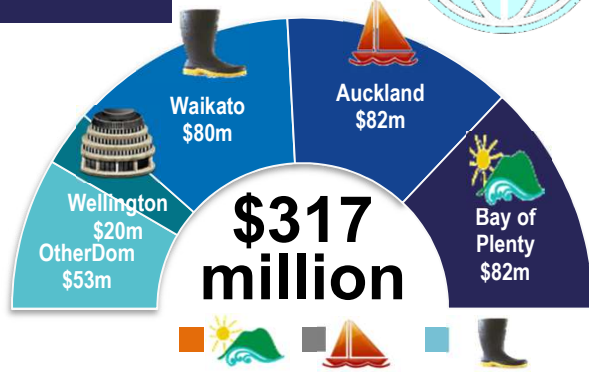
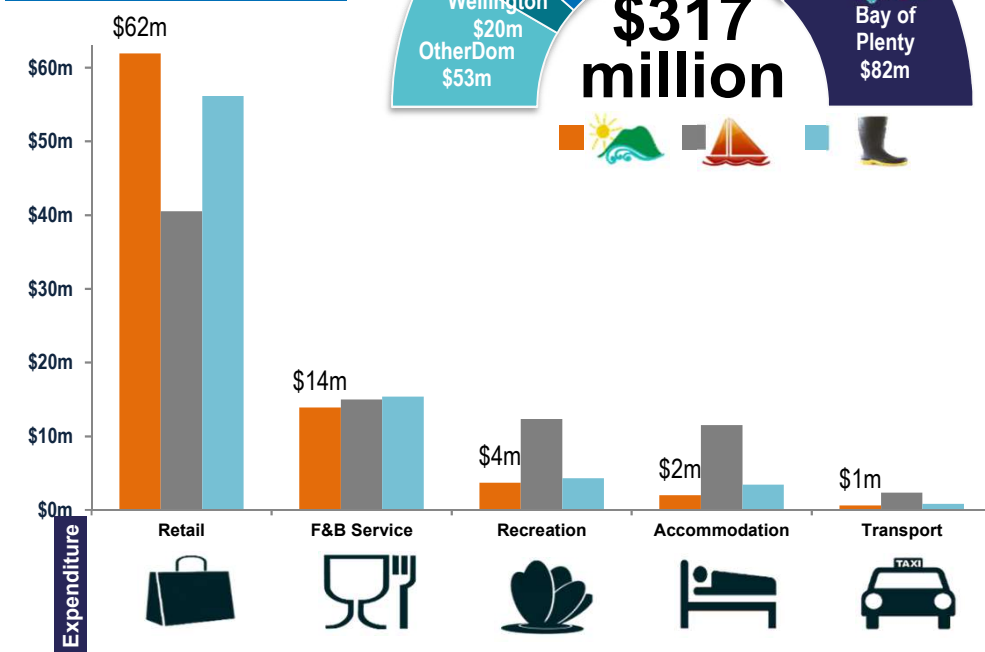
VISITOR ELECTRONIC EXPENDITURE IN ROTORUA

\$443m
visitor card
expenditure

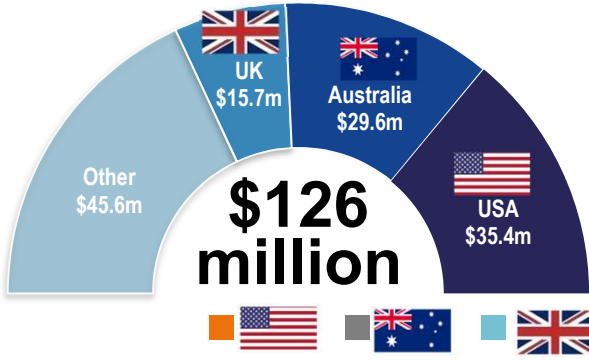
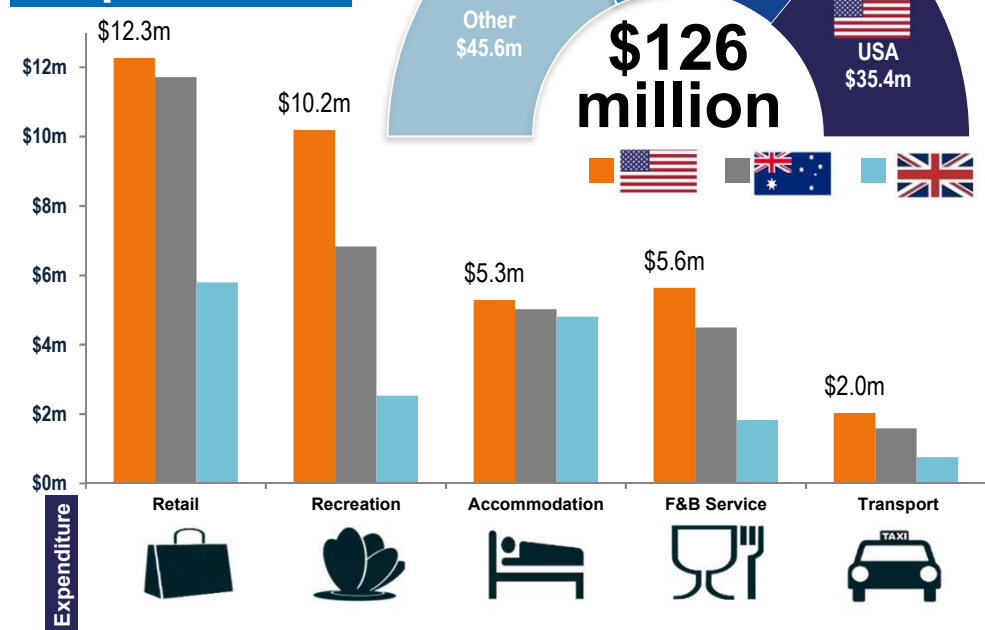
71%
domestic
expenditure

29%
international
expenditure

Domestic
Card
Expenditure



International
Card
Expenditure



Data for the estimation of the electronic card transactions and spend at Rotorua merchants is based on Worldline Point of Sale (POS) transactions and spend (which has a market share of ~70%) and is scaled up to 100% to include other POS networks. Electronic card transactions do not include cash and online.
Source: Marketview, Tourism Tool

ROTORUA TOURISM Snapshot

Year Ending December 2023



AVERAGE DAILY VISITOR POPULATION IN ROTORUA



Busiest Day
30,213

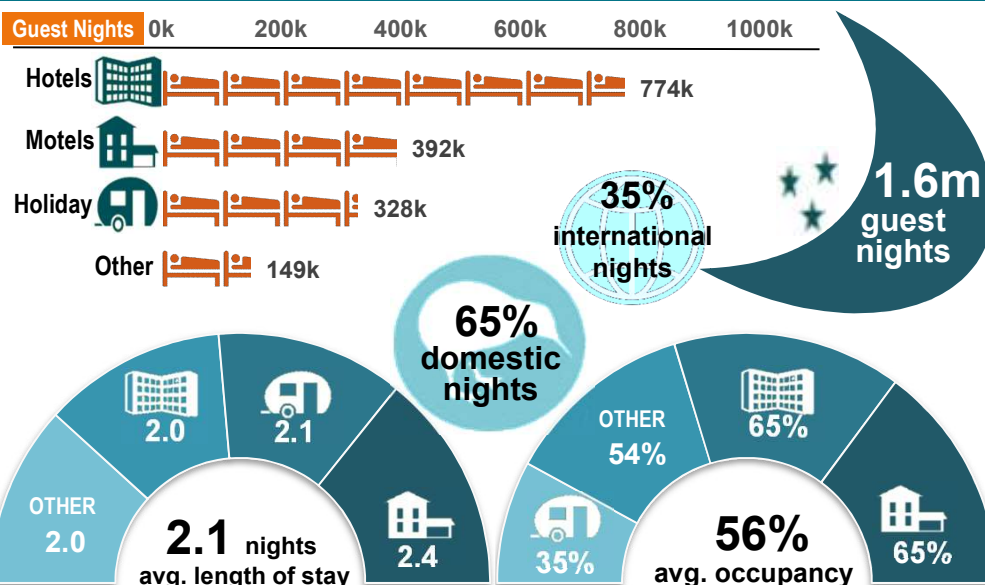
Thursday 28 December 2023

Quietest Day
7,833

Monday 29 May 2023

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

ROTORUA COMMERCIAL ACCOMMODATION



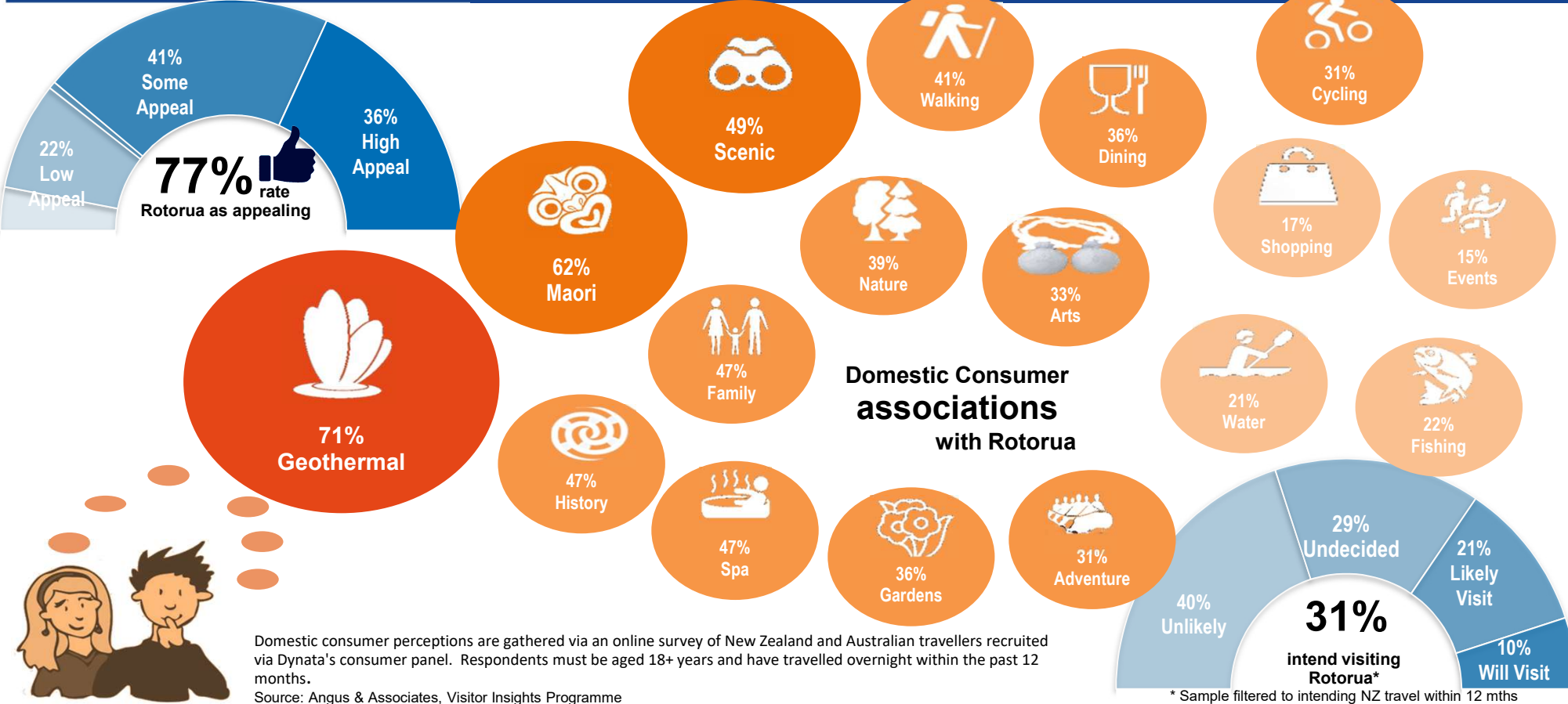
Source: MBIE, Accommodation Data Programme (ADP)
Graphics above exclude data from establishments exclusively contracted for Managed Isolation/Quarantine (MIQ) and MSD emergency housing. Additionally, data from stays greater than 30 days at mixed use establishments is also excluded. The 'backpackers' 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, marae, 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 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

* Sample filtered to intending NZ travel within 12 mths