

A collage of two images. The left image shows a white house with green window frames and a paved patio area with wooden furniture. The right image shows a large bush of purple flowers in a garden.

ROTORUA PRIVATE HOUSEHOLD VISITOR MONITOR

A photograph of a woman in a blue sweater and a man in a striped shirt sitting on the ground with two large spotted dogs.

prepared for

A photograph of a paved driveway leading to a house, with a white car parked in the background and lush greenery in the foreground.

DESTINATION ROTORUA

A photograph of a large, white, multi-story house with a gabled roof and many windows. A street lamp and a tall tree are visible in the foreground.

July 2020

Highlights

Key observations

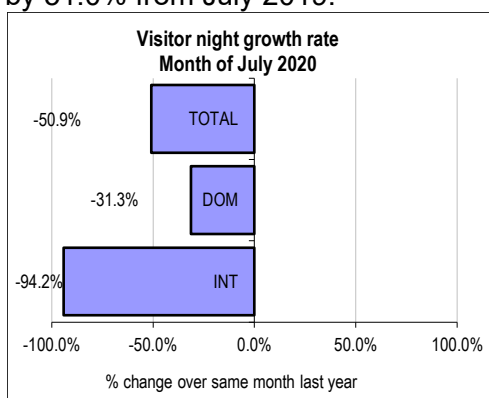
COVID-19 Global Pandemic

Note that the July report period occurred during the global COVID-19 pandemic. The Level 4 lockdown, where people were required to remain home ended at 11:59pm on 27 April. The country then moved to Level 3, where people still had to remain in their bubbles and maintain 2-meter social distancing, but they could extend their bubbles slightly to visit close family and friends and could return to work, if they could do so safely.

At 11.59pm, on 13 May 2020, the country moved to Level 2, allowing travel within the same region and gatherings of up to 10 people. Limited sporting activities could commence if no more than 10 people were in attendance. New Zealand remained at Alert Level 2 until midnight on 9th June 2020, where the country moved to Alert Level 1. Note that July had unrestricted travel within NZ and there was a focus on many tourism businesses changing their offerings towards domestic tourism.

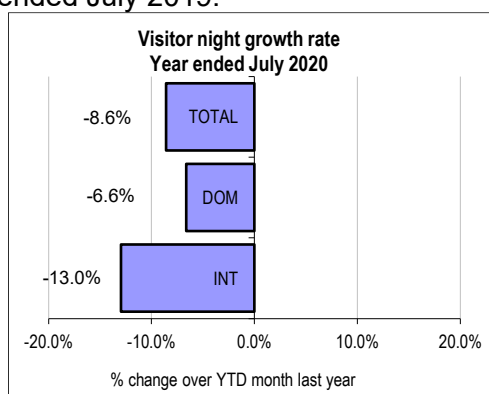
For the month of July 2020:

- Domestic visitor nights decreased by 31.3% compared to July 2019.
- International visitor nights decreased by 94.2% compared to July 2019.
- Total guest nights decreased by 50.9% compared to July 2019.
- Total visitor numbers decreased by 51.0% from July 2019.



For the year ending July 2020:

- Domestic visitor nights decreased by 6.6% from the year ended July 2019.
- International visitor nights decreased by 13.0% over the same period.
- Overall total guest nights decreased by 8.6% from the year ended July 2019.
- Auckland was the biggest domestic market, with 325,842 visitor nights in Rotorua for the year ended July 2020. This was a decrease of 5.1% from the July 2019 level of 343,236.
- Australia was the biggest international market with 203,352 visitor nights for the year ended July 2020, a decrease of 3.1% from the year ended July 2019.

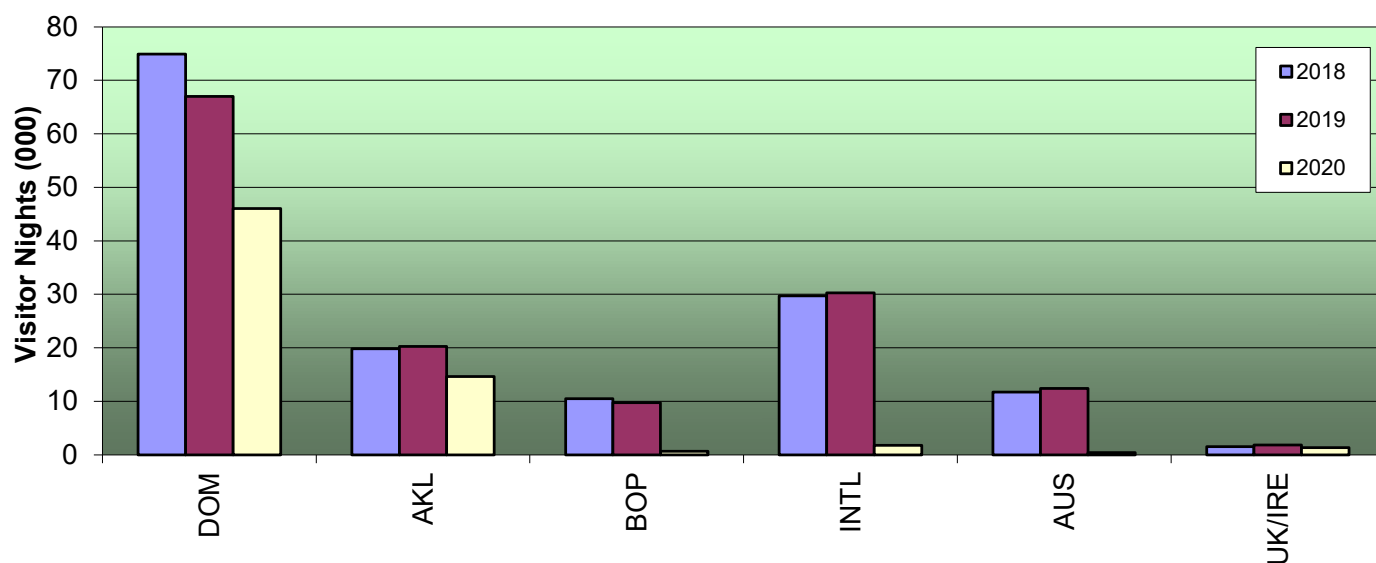


Visitor Nights Origin (month of July 2020)

	Month ending July			% Change		
	2018	2019	2020	2018/2019	2019/2020	2018/2020
Total Domestic	74,886	67,022	46,033	-10.5%	-31.3%	-38.5%
Auckland	19,815	20,265	14,647	2.3%	-27.7%	-26.1%
Waikato	11,301	10,882	2,511	-3.7%	-76.9%	-77.8%
BOP	10,488	9,726	628	-7.3%	-93.5%	-94.0%
Gisborne/Hawkes Bay	5,027	4,575	3,976	-9.0%	-13.1%	-20.9%
Wellington	12,665	9,653	6,277	-23.8%	-35.0%	-50.4%
South Island	4,281	3,192	15,693	-25.4%	391.6%	266.6%
Other (New Zealand)	11,309	8,729	2,301	-22.8%	-73.6%	-79.7%
Not specified domestic	*	*	*	n/a	n/a	n/a
Total International	29,703	30,292	1,771	2.0%	-94.2%	-94.0%
Australia	11,736	12,421	416	5.8%	-96.7%	-96.5%
Japan	937	1,167	*	24.5%	n/a	n/a
Taiwan	*	*	*	n/a	n/a	n/a
Korea	*	628	*	n/a	n/a	n/a
China/Hong Kong	736	904	*	22.8%	n/a	n/a
Other Asia	338	2,307	*	582.5%	n/a	n/a
USA/Canada	1,102	1,965	*	78.3%	n/a	n/a
United Kingdom/Ireland	1,526	1,844	1,355	20.8%	-26.5%	-11.2%
Germany	2,718	1,852	*	-31.9%	n/a	n/a
Other Europe	4,927	3,025	*	-38.6%	n/a	n/a
Other Overseas	5,683	4,179	*	-26.5%	n/a	n/a
Not specified international	*	*	*	n/a	n/a	n/a
Total Guest Nights	104,589	97,314	47,804	-7.0%	-50.9%	-54.3%
Total Visitor Arrivals	28,562	27,184	13,307	-4.8%	-51.0%	-53.4%
Average Length of Stay	3.7	3.6	3.6	-2.2%	0.4%	-1.9%

* Data not reliable due to sample size

Visitor Nights in Private Homes (month ending July 2020)

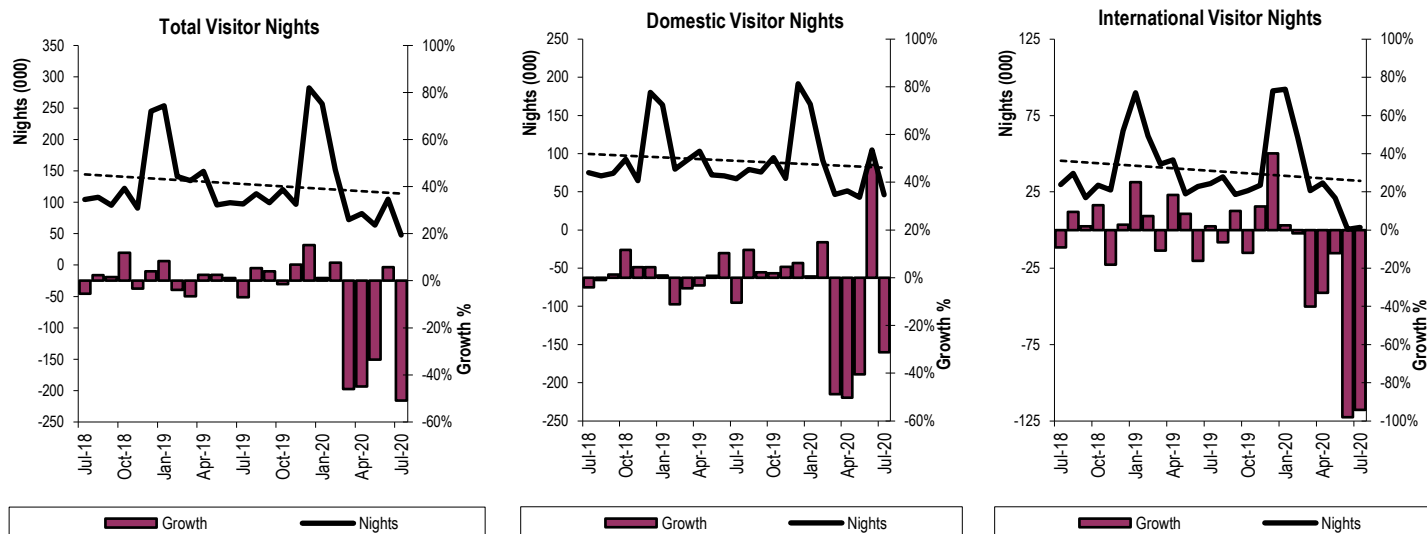


Visitor Nights Origin (year ending July 2020)

	Year ending July			% Change		
	2018	2019	2020	2018/2019	2019/2020	2018/2020
Total Domestic	1,127,307	1,130,666	1,055,862	0.3%	-6.6%	-6.3%
Auckland	337,615	343,236	325,842	1.7%	-5.1%	-3.5%
Waikato	186,813	193,642	174,561	3.7%	-9.9%	-6.6%
BOP	126,010	115,552	134,995	-8.3%	16.8%	7.1%
Gisborne/Hawkes Bay	90,441	80,853	79,346	-10.6%	-1.9%	-12.3%
Wellington	131,280	150,057	136,248	14.3%	-9.2%	3.8%
South Island	104,313	104,437	87,767	0.1%	-16.0%	-15.9%
Other (New Zealand)	150,835	142,889	117,103	-5.3%	-18.0%	-22.4%
Not specified domestic	*	*	*	n/a	n/a	n/a
Total International	477,902	501,977	436,855	5.0%	-13.0%	-8.6%
Australia	210,145	209,858	203,352	-0.1%	-3.1%	-3.2%
Japan	17,075	20,069	17,199	17.5%	-14.3%	0.7%
Taiwan	1,967	2,317	1,857	17.8%	-19.9%	-5.6%
Korea	6,370	6,035	3,612	-5.3%	-40.1%	-43.3%
China/Hong Kong	18,135	24,858	16,815	37.1%	-32.4%	-7.3%
Other Asia	20,151	26,734	21,167	32.7%	-20.8%	5.0%
USA/Canada	38,367	39,206	22,477	2.2%	-42.7%	-41.4%
United Kingdom/Ireland	69,626	68,093	76,337	-2.2%	12.1%	9.6%
Germany	18,981	19,649	14,769	3.5%	-24.8%	-22.2%
Other Europe	42,228	54,552	32,912	29.2%	-39.7%	-22.1%
Other Overseas	34,857	30,606	26,358	-12.2%	-13.9%	-24.4%
Not specified international	*	*	*	n/a	n/a	n/a
Total Guest Nights	1,605,209	1,632,643	1,492,717	1.7%	-8.6%	-7.0%
Total Visitor Arrivals	425,886	434,188	362,979	1.9%	-16.4%	-14.8%
Average Length of Stay	3.8	3.8	4.1	-0.2%	9.4%	9.1%

* Data not reliable due to sample size

Seasonal Trends



Purpose of Visit (month of July 2020)

a) Visitor Arrivals

	Month ending July			% Change		
	2018	2019	2020	2018/2019	2019/2020	2018/2020
Visiting Family or Friends	21,708	21,614	11,926	-0.4%	-44.8%	-45.1%
General Holiday or Leisure	5,133	2,923	628	-43.1%	-78.5%	-87.8%
Conference	298	461	*	54.7%	n/a	n/a
Business	476	816	125	71.4%	-84.7%	-73.7%
Sports, Hobbies or Recreation	615	793	*	28.9%	n/a	n/a
Special (organised) Events	332	204	*	-38.6%	n/a	n/a
Other (COVID)	*	373	628	n/a	68.4%	n/a
Total Arrivals	28,562	27,184	13,307	-4.8%	-51.0%	-53.4%

* Data not reliable due to sample size

b) Visitor Nights

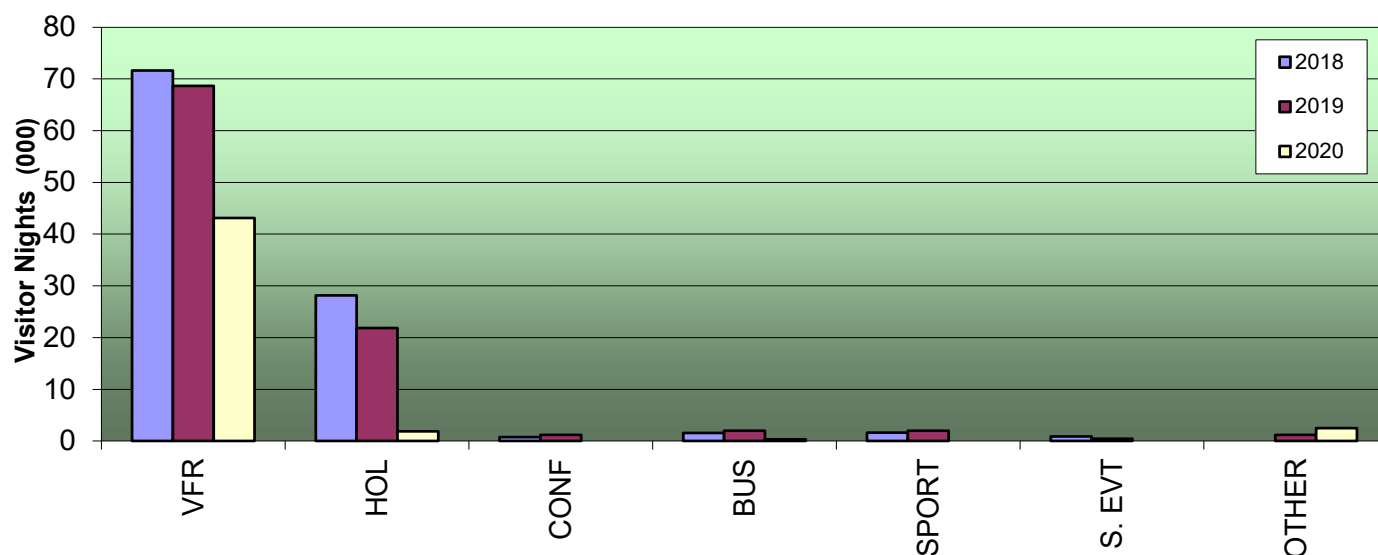
	Month ending July			% Change		
	2018	2019	2020	2018/2019	2019/2020	2018/2020
Visiting Family or Friends	71,647	68,637	43,104	-4.2%	-37.2%	-39.8%
General Holiday or Leisure	28,163	21,844	1,883	-22.4%	-91.4%	-93.3%
Conference	760	1,205	*	58.6%	n/a	n/a
Business	1,542	1,982	306	28.5%	-84.6%	-80.2%
Sports, Hobbies or Recreation	1,594	1,968	*	23.5%	n/a	n/a
Special (organised) Events	883	471	*	-46.7%	n/a	n/a
Other (COVID)	*	1,207	2,511	n/a	108.0%	n/a
Total Nights	104,589	97,314	47,804	-7.0%	-50.9%	-54.3%

* Data not reliable due to sample size

c) Length of Stay

	Month ending July			% Change		
	2018	2019	2020	2018/2019	2019/2020	2018/2020
Visiting Family or Friends	3.3	3.2	3.6	-3.8%	13.8%	9.5%
General Holiday or Leisure	5.5	7.5	3.0	36.2%	-59.9%	-45.4%
Conference	2.6	2.6	*	2.5%	n/a	n/a
Business	3.2	2.4	2.4	-25.0%	0.8%	-24.4%
Sports, Hobbies or Recreation	2.6	2.5	*	-4.3%	n/a	n/a
Special (organised) Events	2.7	2.3	*	-13.2%	n/a	n/a
Other (COVID)	*	3.2	4.0	n/a	23.6%	n/a
Average Length of Stay	3.7	3.6	3.6	-2.2%	0.4%	-1.9%

Visitor Nights by Purpose of Visit



Purpose of Visit (year ending July 2020)

a) Visitor Arrivals

	Year ending July			% Change		
	2018	2019	2020	2018/2019	2019/2020	2018/2020
Visiting Family or Friends	322,183	326,876	279,022	1.5%	-14.6%	-13.4%
General Holiday or Leisure	70,363	72,710	52,648	3.3%	-27.6%	-25.2%
Conference	4,375	4,911	3,141	12.3%	-36.0%	-28.2%
Business	8,421	9,725	6,252	15.5%	-35.7%	-25.8%
Sports, Hobbies or Recreation	10,463	10,524	7,736	0.6%	-26.5%	-26.1%
Special (organised) Events	5,016	4,748	3,216	-5.3%	-32.3%	-35.9%
Other (COVID)	5,065	4,694	10,964	-7.3%	133.6%	116.5%
Total Arrivals	425,886	434,188	362,979	1.9%	-16.4%	-14.8%

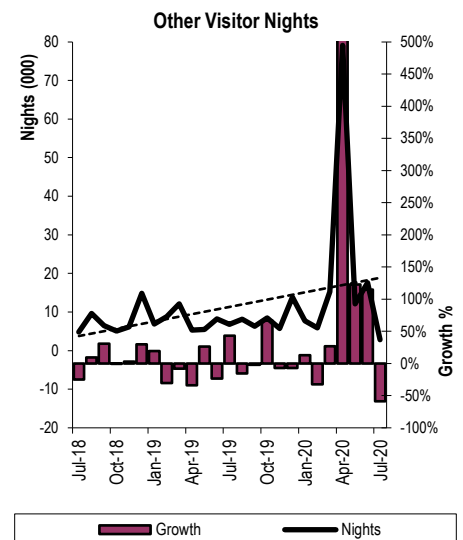
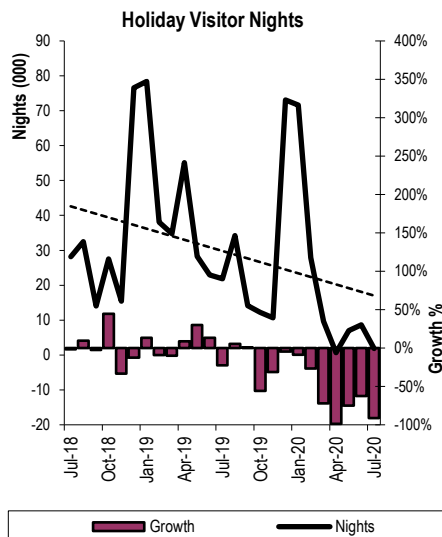
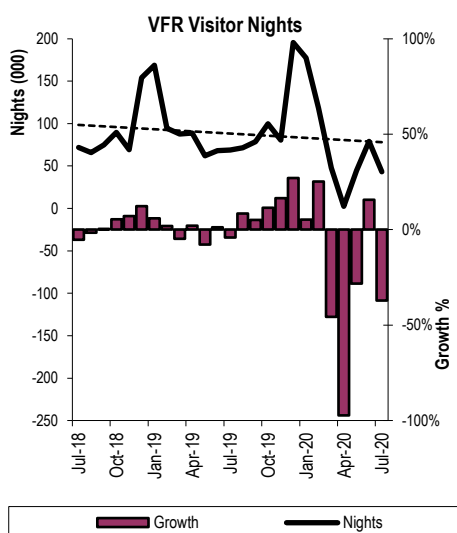
b) Visitor Nights

	Year ending July			% Change		
	2018	2019	2020	2018/2019	2019/2020	2018/2020
Visiting Family or Friends	1,065,449	1,091,705	1,038,212	2.5%	-4.9%	-2.6%
General Holiday or Leisure	444,244	445,393	271,584	0.3%	-39.0%	-38.9%
Conference	12,261	12,565	8,489	2.5%	-32.4%	-30.8%
Business	20,621	22,242	18,926	7.9%	-14.9%	-8.2%
Sports, Hobbies or Recreation	27,957	24,800	16,448	-11.3%	-33.7%	-41.2%
Special (organised) Events	13,394	12,670	11,055	-5.4%	-12.7%	-17.5%
Other (COVID)	21,283	23,268	128,003	9.3%	450.1%	501.4%
Total Nights	1,605,209	1,632,643	1,492,717	1.7%	-8.6%	-7.0%

c) Length of Stay

	Year ending July			% Change		
	2018	2019	2020	2018/2019	2019/2020	2018/2020
Visiting Family or Friends	3.3	3.3	3.7	1.0%	11.4%	12.5%
General Holiday or Leisure	6.3	6.1	5.2	-3.0%	-15.8%	-18.3%
Conference	2.8	2.6	2.7	-8.7%	5.6%	-3.6%
Business	2.4	2.3	3.0	-6.6%	32.4%	23.6%
Sports, Hobbies or Recreation	2.7	2.4	2.1	-11.8%	-9.8%	-20.4%
Special (organised) Events	2.7	2.7	3.4	-0.1%	28.8%	28.7%
Other (COVID)	4.2	5.0	11.7	18.0%	135.5%	177.8%
Average Length of Stay	3.8	3.8	4.1	-0.2%	9.4%	9.1%

Seasonal Trends (seasonal trends for July 2020)



Methodology

The Rotorua Private Household Visitor Monitor was developed to determine the numbers of visitors to Rotorua staying in private households. Phone surveys are undertaken from a monthly sample of 550 households in the Rotorua District. These numbers are generated randomly each month. The results from this sample are used to determine total visitor and visitor nights stayed in Rotorua.

The margin of error varies monthly depending on the number of residents that respond to the telephone survey and is typically between +/-7% and +/-8% with a 95% confidence level. For the July 2020 survey, approximately 250 households agreed to supply data for the survey.

The survey does not include day visitors to the district but does include children staying overnight in Rotorua.

Quality Assurance

All work undertaken by APR Consultants is undertaken in a professional and confidential manner and to the highest standards in accordance with the codes of ethics of relevant professional organizations (eg, Research Association of New Zealand, Royal Society of New Zealand and New Zealand Institute of Management).

Disclaimer

APR Consultants compiled the private household survey between July 1991 and June 1995, and from July 1996 onwards. No responsibility is taken for data produced by any other organisations outside of these periods.

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