

Summary report of the Rotorua Attractions & Activities Monitor

This summary report of the Rotorua Attractions & Activities Monitor is published by Rotorua Economic Development Ltd and is freely available from www.rotoruanz.com/research-and-statistics. The full report of the APR Consultants, Rotorua Attractions & Activities Monitor contains visits segmented by: region of origin for domestic visitors and by country of origin for international visitors; and by admission type (ie. adult and child). The full report is only available on a monthly basis to those businesses that participate in the monitor by submitting a timely monthly return detailing the visits to their site. Ad hoc copies of the full report are available on a case by case basis by contacting Rotorua Economic Development Ltd.

 VISITS TO ROTORUA ATTRACTIONS & ACTIVITIES MONITOR SITES		Month Ending			% growth	Year Ending		% growth	
		Jul-18	Jul-19	Jul-20	2019-20	Jul-19	Jul-20	2019-20	
Rotorua Attractions & Activities Monitor For the Month ending Jul-2020 there were 166,480 visits to the Attractions & Activities Monitor (down - 51,167 or -23.5% over the previous year). Domestic visits up +64.4% and international visits down - 94.3%.		Dom	97,763	97,063	159,596	64.4%	1,020,691	911,619	-10.7% ▼
		Intl	123,764	120,584	6,884	-94.3%	2,395,808	1,557,403	-35.0% ▼
		TOTAL	221,527	217,647	166,480	-23.5%	3,416,499	2,469,022	-27.7% ▼
 Rotorua Attractions Monitor For the Month ending Jul-2020 there were 154,560 visits to the Attractions Monitor sites (down -52,566 or -25.4% over the previous year). Domestic visits up +61.0% and international visits down -94.3%.		Dom	92,629	91,903	147,975	61.0%	957,341	856,013	-10.6% ▼
		Intl	117,382	115,223	6,585	-94.3%	2,297,560	1,494,408	-35.0% ▼
		TOTAL	210,011	207,126	154,560	-25.4%	3,254,901	2,350,421	-27.8% ▼
 Rotorua Activities Monitor For the Month ending Jul-2020 there were 11,920 visits to the Activities Monitor sites (up 1,399 or +13.3% over the previous year). Domestic visits up +125.2% and international visits down -94.4%.		Dom	5,134	5,160	11,621	125.2%	63,350	55,606	-12.2% ▼
		Intl	6,382	5,361	299	-94.4%	98,248	62,995	-35.9% ▼
		TOTAL	11,516	10,521	11,920	13.3%	161,598	118,601	-26.6% ▼

Source: APR Consultants, Rotorua Attractions & Activities Monitor

Survey Sample:

All of Rotorua's largest attractions businesses are participants in the monitor and along with the other participating businesses, the Rotorua Attractions and Activities Monitor is estimated to capture at least eighty percent of visitor activity occurring at Rotorua's visitor attractions and activities businesses.

Attractions Sector Sample:

Attractions businesses are typically medium to large sized businesses, which commonly have the capacity to host large groups and deliver a standardised volume based service to their guests. Some Attractions businesses also offer a premium priced personalised 'first name' experience for small groups and individuals. The Attractions sector sample currently comprises: Agrodome, Buried Village, Hells Gate, Lakeland Queen Cruises, Polynesian Spa, Rainbow Springs, Rotorua Simulator (proxy return - ceased trading 2004), Skyline Rotorua, Tamaki Maori Village, Te Puia, The Redwoods Visitor Centre, Waimangu Volcanic Valley, and Wai-O-Tapu Thermal Wonderland.

Activities Sector Sample:

Activities businesses are typically small to medium sized businesses with a focus on delivering a personalised 'first name' experience to their guests, who are often required to play an active part in delivering their own experience. Activities businesses often have a higher proportion of independent travellers than they do group travellers. The Activities sector sample currently comprises: Katoa Lake Rotorua (formerly known as Kawarau Jet Rotorua), NZ River Jet, Off Road NZ, QE Health (replaced Mokoia Island Tours, NZONE and Pure Cruise Jul 2016), Raftabout (replaced Wet n Wild Rafting Sep 2015), River Rats Adventure, Rotorua Canopy Tours (replaced Paradise Valley Ventures Nov 2012), Rotorua Duck Tours, Te Urewera Treks, Velocity Valley Adventure Park Rotorua (formerly known as Agroventures), Volcanic Air Safaris and Zorb Rotorua (Ogo Rotorua replaced Quadzone Jan 2012; Ogo Rotorua purchased Zorb Rotorua May 2019; Ogo Rotorua rebranded as Zorb Rotorua Sep 2019).

Survey Method:

Rotorua Attractions and Activities Monitor businesses submit their monthly visitor data directly to APR Consultants, who report the aggregated results. On those occasions when a business does not make a monthly return, the monitor model estimates a return for that business based on the seasonal pattern and current growth of its most recent returns. Those businesses that have permanently ceased trading or opted out of the monitor are replaced by a business with a comparable annual visitor volume, but until a suitable replacement can be found the monitor model submits a proxy return based on the former businesses' seasonal visitor pattern and volume during its last 12 months of participation in the monitor. For the month of Jul-2020 the response rate of the Attractions sector was 100% and the response rate of the Activities sector was 83%.

Unit of Measure:

The unit of measure is a 'visit' as defined by each individual business and remains constant for the duration of their participation in the monitor. In most instances a visit represents a visitor. The aggregated number of visits reported in the Rotorua Attractions & Activities Monitor likely exceeds the number of visitors, as visitors who visit more than one site are counted at each site.

Disclaimer:

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