

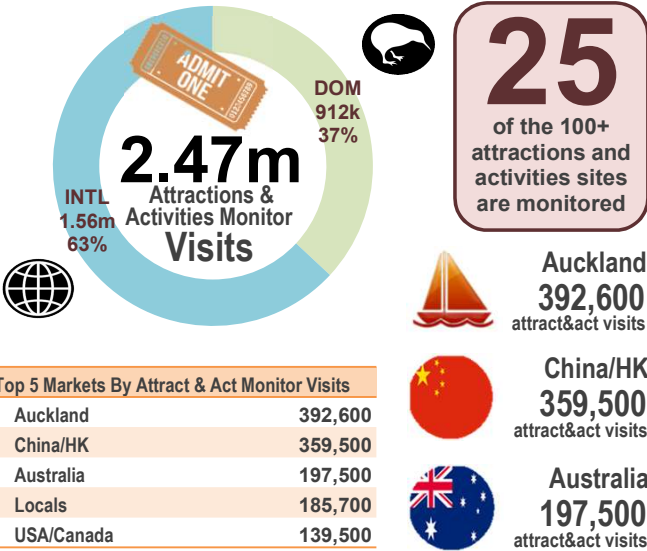
ROTORUA TOURISM Key Facts

Year Ending July 2020



Use this key fact sheet to assist with preparing speeches and presentations. Key facts are illustrated in infographics and narrated in bullet points. Factsheet is updated monthly approximately 7 weeks after the end of each month.

ROTORUA ATTRACTIONS & ACTIVITIES MONITOR

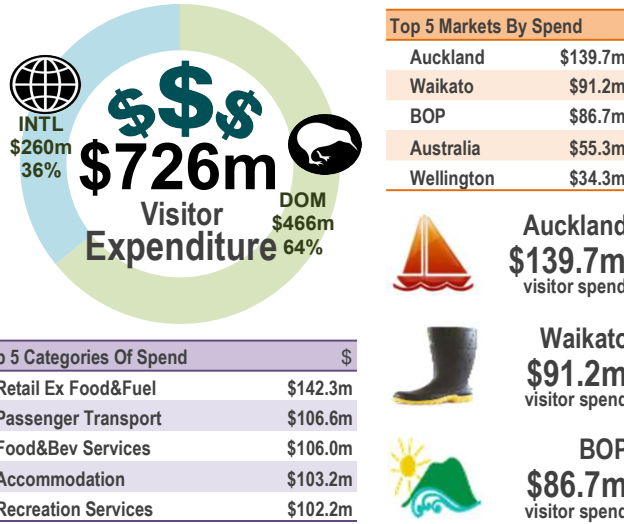


Key Points:

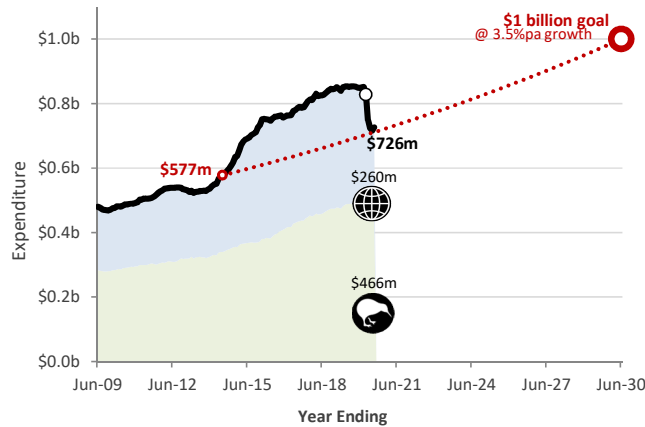
- There are 2.47 million visits annually to the 25 sites recorded in the Rotorua Attractions & Activities Monitor
- 63% or 1.56m visits are by international customers, and 912k visits (or 37%) are by domestic customers
- The five largest markets are: Auckland (392,600 visits), China/HK (359,500 visits), Australia (197,500 visits), Locals (185,700 visits) and USA/Canada (139,500 visits)

Source: APR Consultants, Rotorua Attractions & Activities Monitor
Visits exceeds customers, as customers who visit more than one site are counted at each site. Visits to the 25 monitored sites are estimated to account for approximately 80% of the activity occurring at the 100+ paid Rotorua attractions and activities sites.

VISITOR EXPENDITURE IN ROTORUA



Rotorua Visitor Expenditure Goal - Year 2030

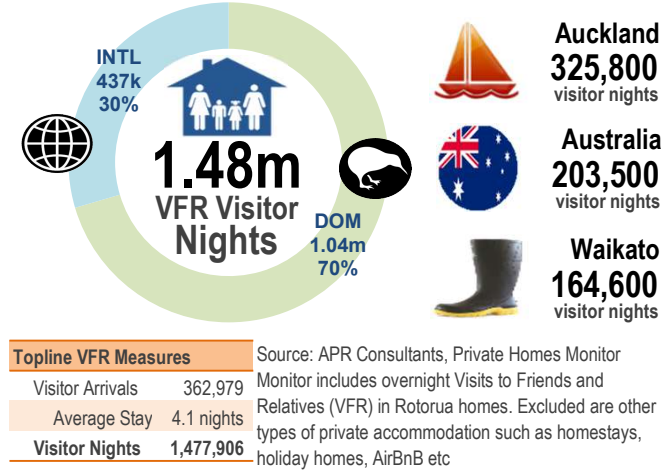


Key Points:

- Visitors spend \$726 million annually on goods and services during their visit to Rotorua. Rotorua Economic Development Ltd has a goal of growing this to \$1 billion by the year 2030.
- 64% or \$466 million is from domestic visitors, and \$260 million or 36% is from international visitors
- The five biggest spending markets are: Auckland (\$140m), Waikato (\$91m), BOP (\$87m), Australia (\$55m) and Wellington (\$34m)
- The five largest categories of spend are: Retail Ex Food&Fuel (\$142m), Passenger Transport (\$107m), Food&Bev Services (\$106m), Accommodation (\$103m) and Recreation Services (\$102m)

Source: MBIE, Monthly Regional Tourism Estimates

VISITING FRIENDS & RELATIVES (VFR)



Key Points:

- There are 363k visitors annually who Visit Friends and Relatives (VFR) overnight in their Rotorua private homes
- Collectively the visitors stay 1.48 million VFR nights, which equates to 4.1 nights average length of stay
- 70% or 1.04 million VFR nights are from domestic visitors, and 437k (or 30%) are from international visitors
- The five largest markets are: Auckland (325,800 nights), Australia (203,500 nights), Waikato (164,600 nights,) BOP (135,000 nights) and Wellington (131,300 nights)

PROPENSITY TO VISIT ROTORUA



Key Points:

- Kiwis intending to travel within New Zealand in the upcoming 12 months have a 35% propensity to visit Rotorua
- Aucklanders intending to travel within New Zealand in the upcoming 12 months have a 41% propensity to visit Rotorua
- Australians intending to travel to New Zealand in the upcoming 12 months have a 36% propensity to visit Rotorua

Source: Angus & Associates, Visitor Insights Programme
Consumer perceptions are gathered from an online survey of New Zealand and Australian travellers recruited via Dynata's consumer panel.
Propensity to Visit = 'Probably Will' and 'Definitely Will' visit Rotorua.

RotoruaNZ.com/research-and-statistics

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