



VISITOR INSIGHTS PROGRAMME  
VISITOR PERCEPTIONS MODULE  
ROTORUA

YEAR ENDING JUNE 2020



**77%** of New Zealanders travelled in New Zealand in the past 12 months (overnight, for any reason)

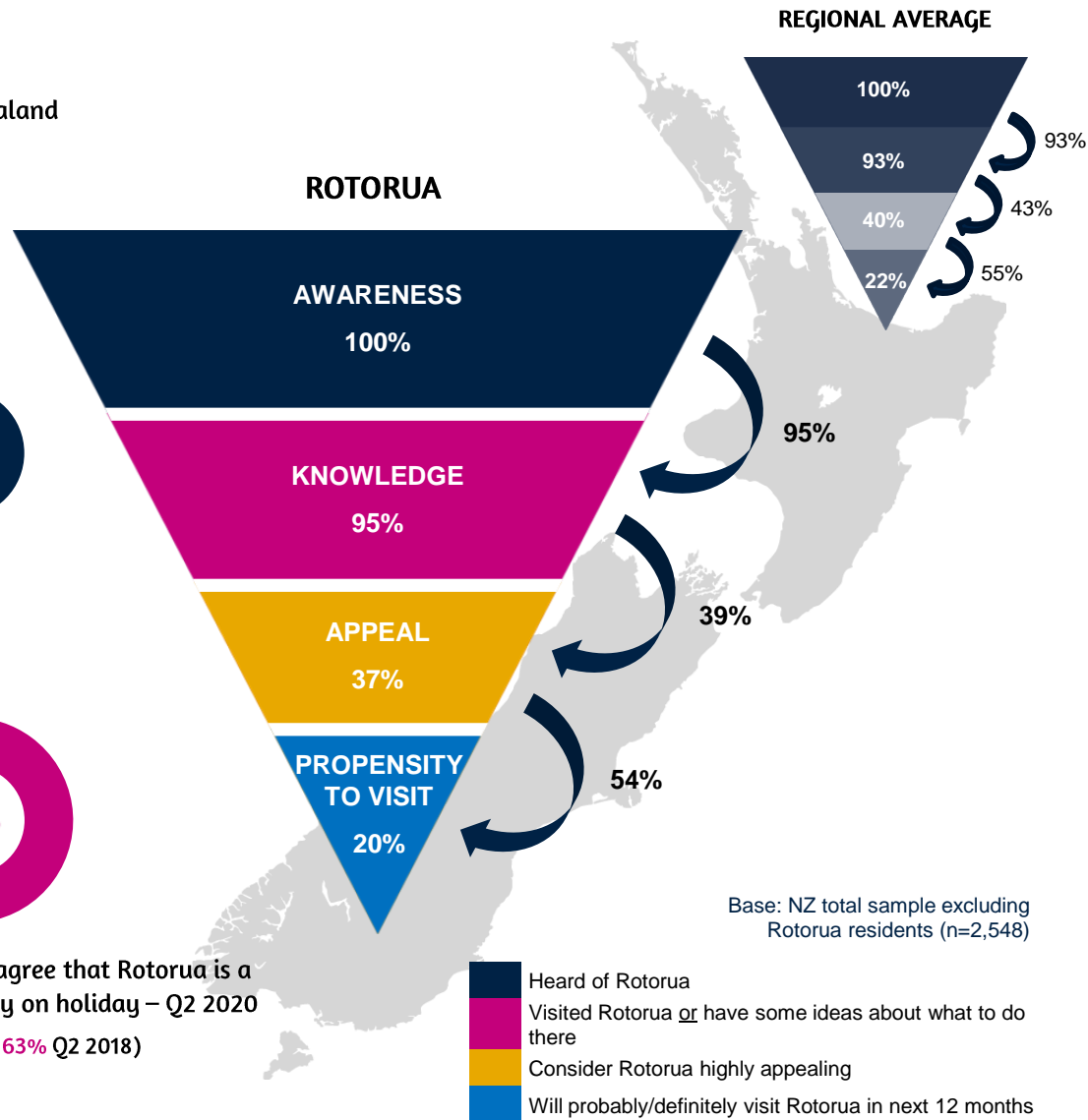
**26%** of New Zealanders who travelled domestically within the past 12 months visited Rotorua (excluding Rotorua residents)

New Zealanders associate Rotorua with...

- 75%** Volcanic & Geothermal
- 68%** Māori/Pacific Culture
- 58%** Scenic Sightseeing
- 53%** History & Heritage
- 53%** Spa & Wellness
- 49%** Family Activities



**60%** of New Zealanders agree that Rotorua is a good place to take the family on holiday – Q2 2020 (vs. 64% Q2 2019 & 63% Q2 2018)





AUSTRALIAN MARKET



14% of Australians travelled to New Zealand in the past 12 months

23% of Australians who travelled to New Zealand in the past 12 months visited Rotorua

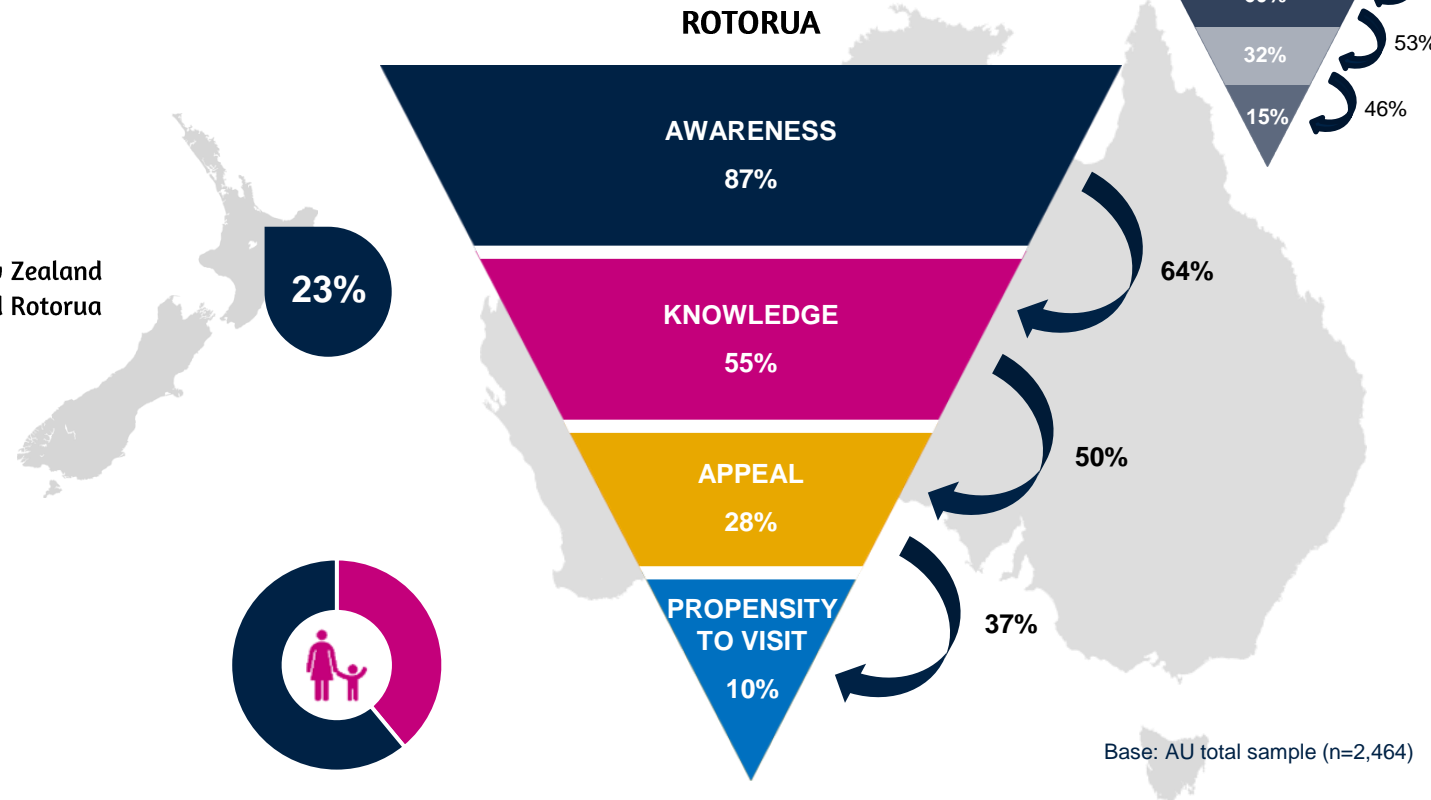
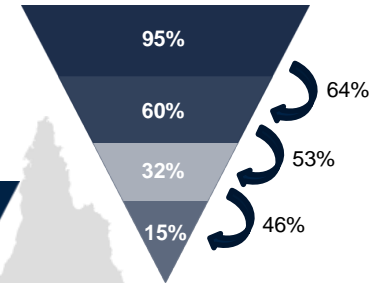
Australians associate Rotorua with...

- 48% Volcanic & Geothermal
- 38% Māori/Pacific Culture
- 36% Nature, Wildlife & Eco-tourism
- 36% Scenic Sightseeing
- 32% History & Heritage
- 30% Spa & Wellness



34% of Australians agree that Rotorua is a good place to take the family on holiday – Q2 2020  
(us. 39% Q2 2019 & 43% Q2 2018)

REGIONAL AVERAGE



- Heard of Rotorua
- Visited Rotorua or have some ideas about what to do there
- Consider Rotorua highly appealing
- Will probably/definitely visit Rotorua in next 12 months

Base: AU total sample (n=2,464)



Angus & Associates is an independent research and strategy consultancy specialising in tourism and leisure. The Visitor Insights Programme (VIP) is our ongoing programme revealing how New Zealand's visitors think, feel and act.

The Visitor Perceptions programme (the online component of the VIP) is designed to monitor perceptions of regional travel destinations within New Zealand to meet the needs of organisations across the industry, including Regional Tourism Organisations/Economic Development Agencies and individual operators. The Visitor Perceptions programme offers subscribers a cost effective approach to profiling visitors to their region and to monitoring and benchmarking brand perceptions, through a syndicated survey of the domestic and Australian travel markets.

The Visitor Perceptions programme is conducted online, including on mobile devices. A total sample of at least n=4,800 New Zealand and Australian travellers are included in the programme each year (a monthly sample of n=200 New Zealanders and n=200 Australians), recruited via Dynata's consumer panel.

Respondents must be aged 18+ years and must have travelled overnight within past 12 months to participate in the research. Quotas based on New Zealand and Australian census data (region of residence, gender and age) have been set to ensure a representative and consistent sample to accurately monitor changes over time.

For more information about the Visitor Perceptions programme please contact:-

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