

VISITOR ELECTRONIC EXPENDITURE IN ROTORUA

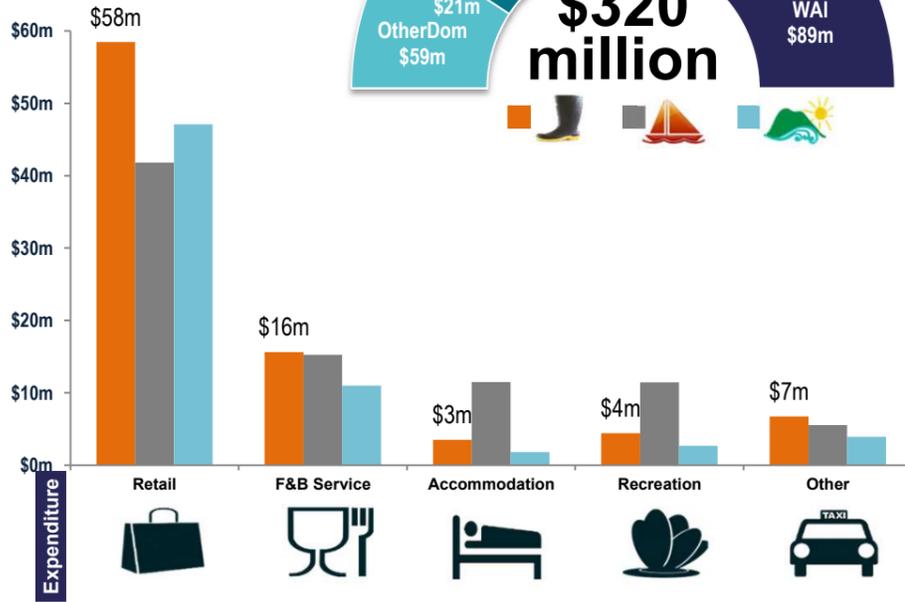
\$447m

visitor card expenditure

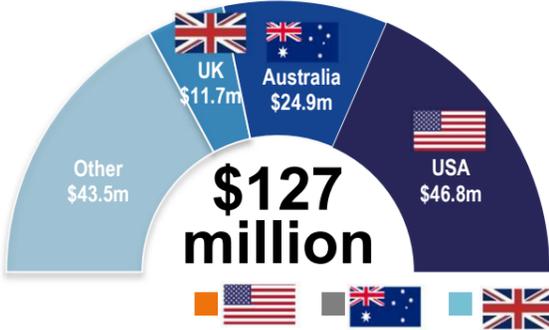
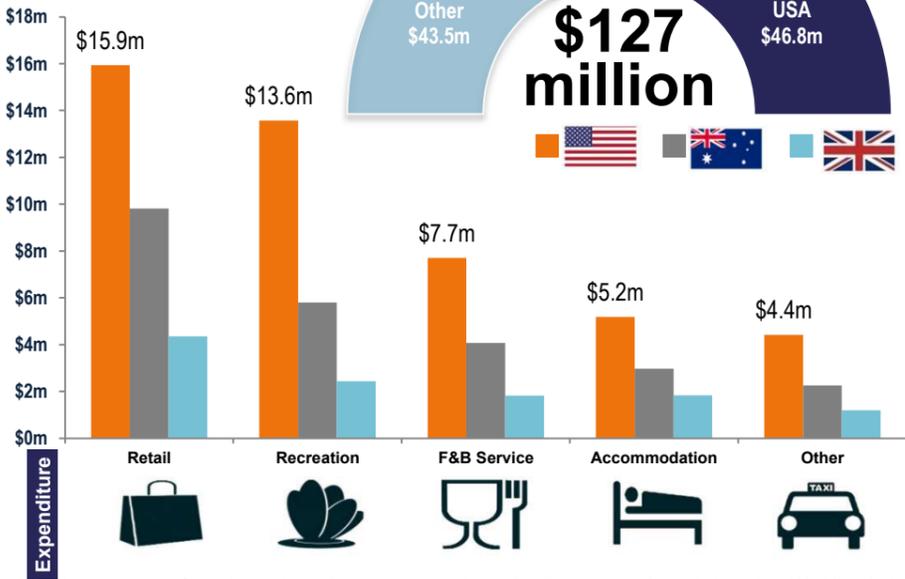
72% domestic expenditure

28% international expenditure

Domestic Card Expenditure



International Card Expenditure



ROTORUA TOURISM Snapshot

Year Ending June 2025



AVERAGE DAILY VISITOR POPULATION IN ROTORUA



Busiest Day

36,851

Saturday 28 December 2024

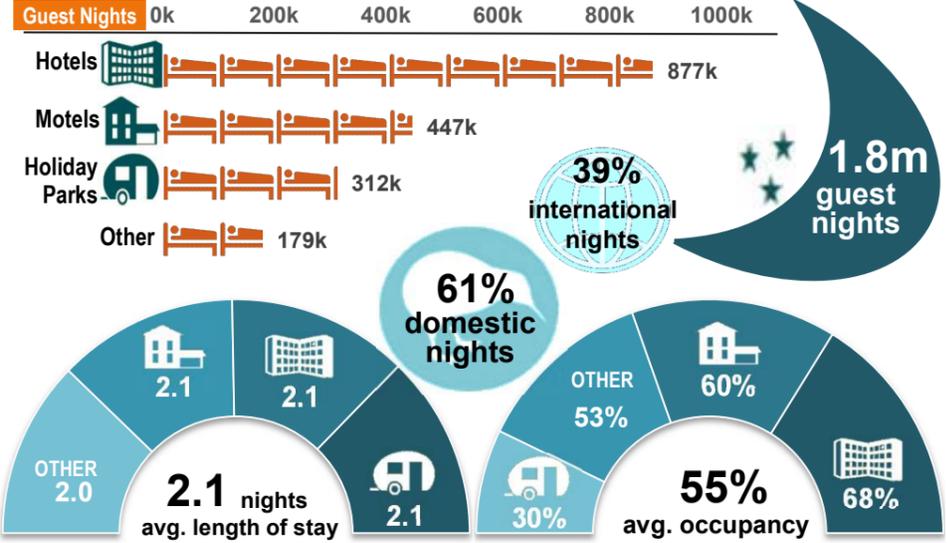
Quietest Day

11,655

Tuesday 30 July 2024

Source: Vistr, Visitor Volume Estimates
Estimates generated from cell phones polling off cell towers in Rotorua region.

ROTORUA COMMERCIAL ACCOMMODATION



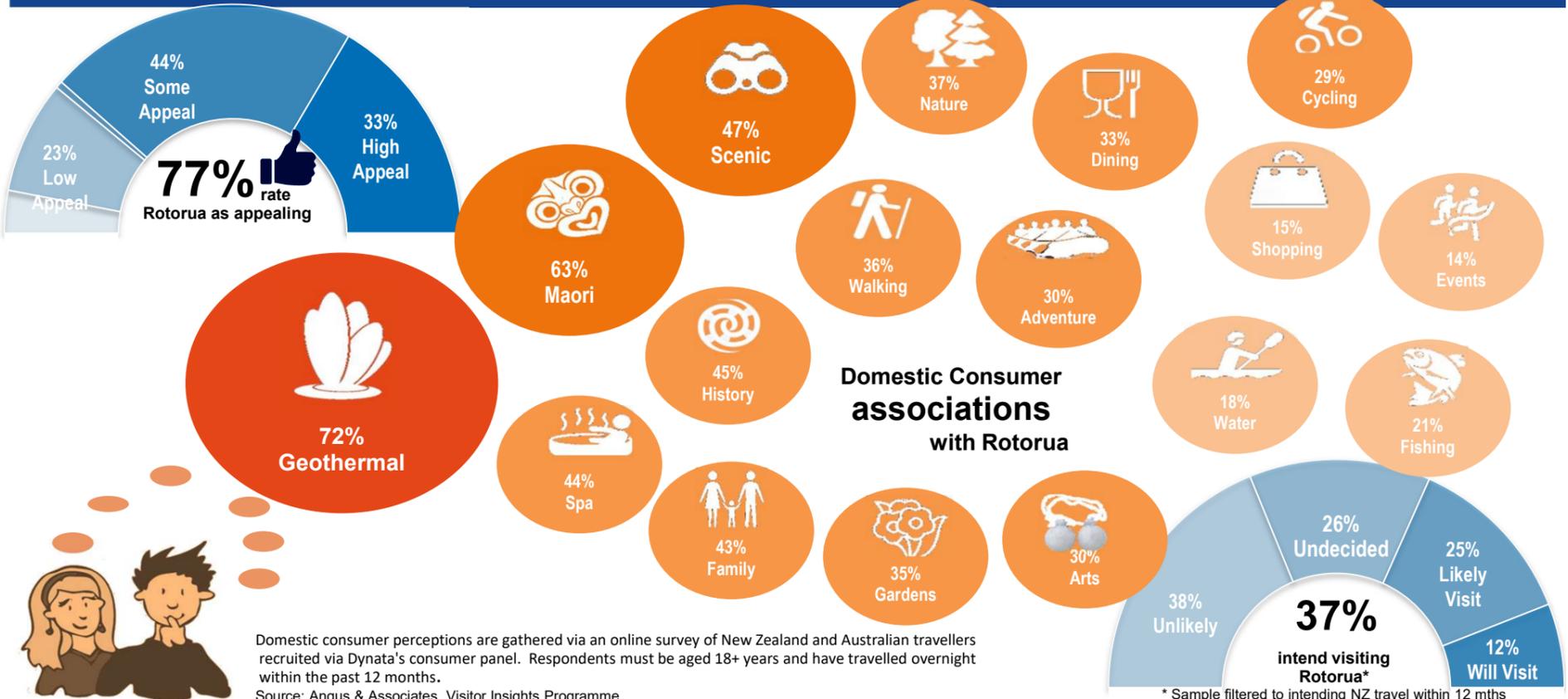
Source: MBIE, Accommodation Data Programme (ADP)
Graphics above exclude data from establishments exclusively contracted for Managed Isolation/Quarantine (MIQ) and MSD emergency housing. Additionally, data from stays greater than 30 days at mixed use establishments is also excluded. The 'backpackers'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

ROTORUANZ DIGITAL ENGAGEMENT



Source: Google Analytics; Meta Insights

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

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: MBIE, Tourism Electronic Card Transactions (TECT)