

Summary Report

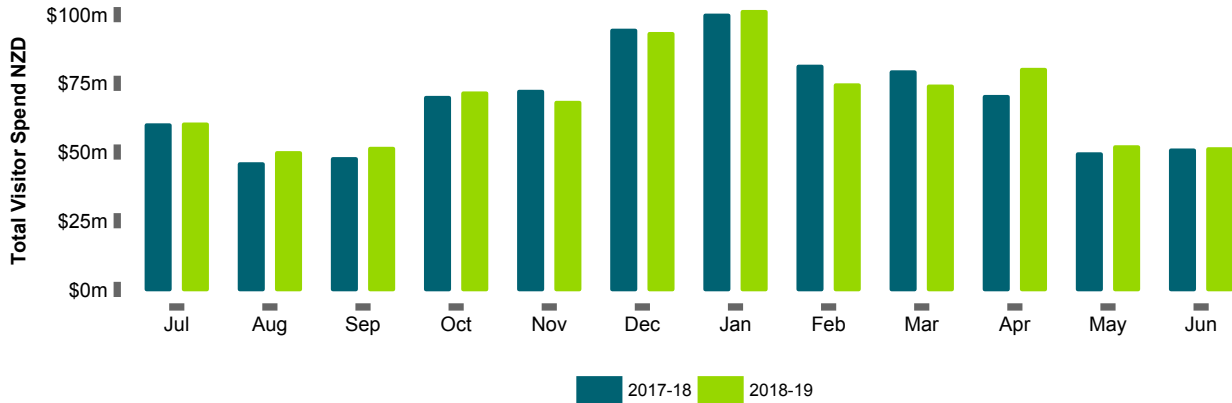
August 2019

Destination Rotorua



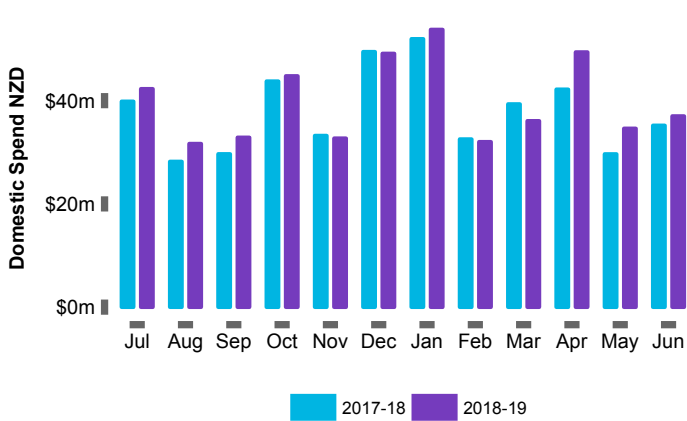
Data Source: Monthly Regional Tourism Estimates (MBIE), Accommodation Survey (Stats NZ)

1. Monthly Total Spend



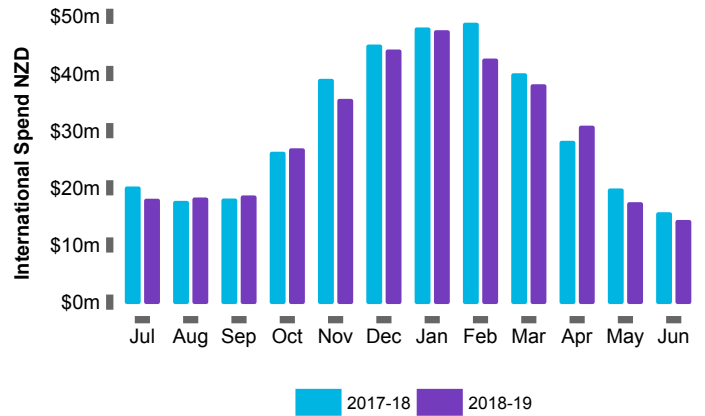
Source: Monthly Regional Tourism Estimates

2. Monthly Domestic Spend



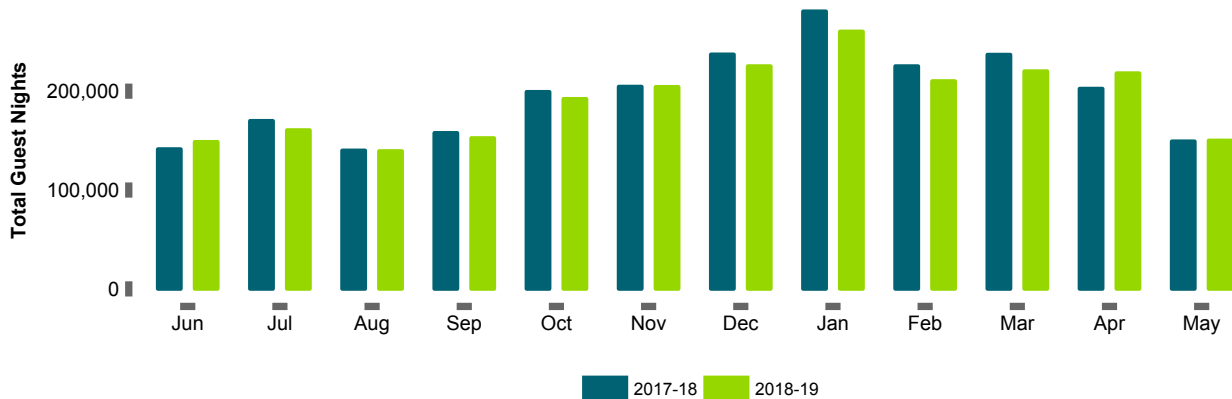
Source: Monthly Regional Tourism Estimates

3. Monthly International Spend



Source: Monthly Regional Tourism Estimates

4. Monthly Total Guest Nights



Source: Accommodation Survey

5. Annual Percentage Change In Total Visitor Spend

| | Domestic 2018-19 | International 2018-19 | Total 2018-19 | *Domestic % | *International % | *Total % |
|-----|------------------|-----------------------|---------------|-------------|------------------|----------|
| Jul | \$42.3m | \$17.8m | \$ 60.1m | 6% | -10.6% | 0.5% |
| Aug | \$31.7m | \$18.0m | \$ 49.6m | 12.4% | 3.4% | 8.8% |
| Sep | \$32.9m | \$18.3m | \$ 51.2m | 10.8% | 2.8% | 7.8% |
| Oct | \$44.8m | \$26.6m | \$ 71.4m | 2.3% | 2.3% | 2.4% |
| Nov | \$32.7m | \$35.2m | \$ 67.9m | -1.5% | -9% | -5.7% |
| Dec | \$49.1m | \$43.9m | \$ 93.0m | -0.8% | -1.8% | -1.3% |
| Jan | \$53.8m | \$47.2m | \$101.0m | 3.5% | -1% | 1.3% |
| Feb | \$32.0m | \$42.3m | \$ 74.3m | -1.5% | -13% | -8.4% |
| Mar | \$36.1m | \$37.8m | \$ 73.9m | -8.1% | -4.8% | -6.5% |
| Apr | \$49.4m | \$30.5m | \$ 79.9m | 17.1% | 9.3% | 14% |
| May | \$34.6m | \$17.2m | \$ 51.8m | 16.5% | -12.2% | 5.3% |
| Jun | \$37.0m | \$14.0m | \$ 51.1m | 5.1% | -9.1% | 1% |

Source: Monthly Regional Tourism Estimates.

6. Annual Percentage Change In Total Guest Nights

| | Total Guest Nights 2018-19 | *Guest Nights % |
|-----|----------------------------|-----------------|
| Jun | 148,716 | 5.2% |
| Jul | 160,624 | -5.5% |
| Aug | 139,435 | -0.4% |
| Sep | 152,579 | -3.3% |
| Oct | 192,212 | -3.6% |
| Nov | 204,371 | -0.1% |
| Dec | 225,338 | -5% |
| Jan | 260,408 | -7.3% |
| Feb | 210,223 | -6.7% |
| Mar | 220,211 | -7.1% |
| Apr | 218,176 | 7.7% |
| May | 150,135 | 0.6% |

Source: Accommodation Survey.

7. Monthly Occupancy Rate

| | Occupancy Rate |
|-----|----------------|
| Jun | 39% |
| Jul | 39% |
| Aug | 37% |
| Sep | 41% |
| Oct | 48% |
| Nov | 56% |
| Dec | 54% |
| Jan | 61% |
| Feb | 60% |
| Mar | 58% |
| Apr | 56% |
| May | 41% |

Source: Accommodation Survey.

8. Annual Spending and Total Guest Nights

| RTO | Domestic Spend | *Domestic Spend % | International | *International Spend % | Guest Nights | *Guest Nights % |
|------------------------------|----------------|-------------------|---------------|------------------------|--------------|-----------------|
| Northland Inc | \$847.5m | -1.3% | \$267.7m | +2% | 1,960,736 | +0.1% |
| Destination Coromandel | \$384.6m | +10.8% | \$111.4m | +9.7% | 962,523 | +4.4% |
| Hamilton & Waikato Tourism | \$1,196.3m | +2.9% | \$361.8m | +3.4% | 1,477,185 | +5% |
| Tourism Bay of Plenty | \$849.3m | +3.9% | \$232.6m | +10.8% | 1,491,504 | -0.8% |
| Destination Rotorua | \$476.3m | +4.7% | \$348.8m | -4% | 2,282,428 | -2.7% |
| Destination Great Lake Taupo | \$464.6m | +6.7% | \$219.1m | +11.1% | 1,139,230 | -2.1% |
| Visit Ruapehu | \$162.9m | +7.9% | \$48.3m | +5.6% | 491,451 | +2% |
| Venture Taranaki | \$325.9m | +4.6% | \$89.3m | +10.4% | 667,555 | -0.4% |
| Hawke's Bay Tourism | \$488.5m | +2% | \$171.5m | +4.7% | 1,232,366 | +2.2% |
| Visit Whanganui | \$108m | -1% | \$23.8m | +8.8% | 210,891 | +7.7% |
| CEDA | \$408.9m | +2.3% | \$76.9m | +8.5% | 500,578 | +7.6% |
| WREDA | \$1,688.4m | +5.4% | \$818.5m | +9.8% | 2,949,054 | +2% |
| Destination Wairarapa | \$156.4m | +6.7% | \$38.4m | +7.3% | 267,682 | +6.1% |
| NRDA | \$441m | +1.8% | \$228.7m | -0.9% | 1,477,399 | -0.8% |
| Destination Marlborough | \$267m | +0.6% | \$130.4m | +2.2% | 739,038 | -5.3% |
| Destination Kaikoura | \$57m | +18.5% | \$61.4m | +32.5% | 329,683 | +8.4% |
| Tourism West Coast | \$232m | -8% | \$272.9m | +1% | 1,339,444 | -4.7% |
| ChristchurchNZ | \$1,920.9m | +2.5% | \$1,199.5m | +6.6% | 3,912,877 | +2% |
| Mackenzie Region | \$102.2m | -4.4% | \$196.9m | +6.9% | 889,853 | +6.4% |
| Aoraki Tourism | \$179.4m | +3.8% | \$48.6m | +5.3% | 306,484 | -2.4% |
| Lake Wanaka Tourism | \$236.7m | +3.9% | \$337.6m | +6.5% | 948,378 | +0.7% |
| Tourism Waitaki | \$122.8m | +1.7% | \$61.7m | +11.7% | 426,539 | +1.3% |
| Destination Queenstown | \$846.4m | +1% | \$1,531.6m | +4.6% | 3,670,549 | +0.7% |
| Tourism Central Otago | \$162.8m | +9% | \$49.9m | +6.2% | 327,149 | -0.7% |
| Destination Fiordland | \$81.3m | +0.9% | \$156m | +7% | 728,512 | +1.8% |
| Enterprise Dunedin | \$540.4m | +0.3% | \$230.7m | +6% | 927,175 | -1.8% |
| Venture Southland | \$327.5m | +1.7% | \$108.1m | +5% | 473,733 | +1.9% |
| Destination Clutha | \$53.8m | +2.7% | \$15.1m | +5.5% | 96,396 | +9.3% |
| Not elsewhere classified | \$213.8m | +5.6% | \$39.4m | +4.5% | 523,286 | +4.5% |

Source: Monthly Regional Tourism Estimates, Accommodation Survey.

* Percentage change from same month last year

Destination Rotorua covers Rotorua District