



ROTORUA^{NZ}

1st quarter report

Non-Financial

2024-25 Key Performance Measures	Achieved 0	On Track 9	Not Available 6	Off Track 0	Not Achieved 0
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Measures	YE Result June 2024	YE Target June 2025	Actual Jul-Sep 2024	Status	Comment
Marketing and communications - Strengthening Rotorua's reputation and building brand equity					
Domestic visitor card expenditure in Rotorua (based on Marketview Tourism Tool dataset)	\$323.5m	>= \$320m	\$73.2m	On Track	Domestic visitor card spending has continued to show resilience in the September recent quarter even as inflationary pressures persisted. The recent announcement of the cash rate easing is expected to result in good demand during the summer season.
International visitor card expenditure in Rotorua (based on Marketview Tourism Tool dataset)	\$128.4m	>= \$135m	\$17.6m	On Track	International visitor card spend is returning to a pre-COVID seasonal pattern of summer peaks and winter lulls. With the return of all pre-COVID Chinese airlines to Auckland airport earlier this year the expectation is for strong growth in international visitor card spending during the summer season.
% of commercial accommodation occupied (based on MBIE ADP dataset)	55.9%	>= 57%	42.4%*	On Track	* 42.4% occupancy for the two months to August 2024 The 2024 occupancy to date is typical of the seasonal winter pattern and is expected to increase considerably during the summer season.
% of local visitor economy stakeholders satisfied with RotoruaNZ services (Survey of Rotorua attraction, hospitality, food & beverage businesses)	80%	>= 75%	N/A	N/A	Survey conducted once annually in April-June quarter.
% of domestic travellers that have visited Rotorua overnight within the past 12 months (based on Angus & Associates, VIP dataset)	11%	>= 15%	N/A	N/A	Metric reported six monthly and therefore results available only for the year ending periods June and December.



Non-Financial

Measures	YE Result June 2024	YE Target June 2025	Actual Jul-Sep 2024	Status	Comment
Marketing and communications - Strengthening Rotorua's reputation and building brand equity					
% of domestic travellers find Rotorua highly appealing as a destination for a short break or holiday (based on Angus & Associates, VIP dataset)	36%	>= 37%	N/A	N/A	See note above - metric reported six monthly.
Net Promoter Score (NPS) of domestic visitors to Rotorua within the past 12 months who would recommend Rotorua as a travel destination (based on Angus & Associates, VIP dataset)	+21	>= +12	N/A	N/A	See note above - metric reported six monthly.
% of domestic travellers who definitely or probably will visit Rotorua within the next 12 months (based on Angus & Associates, VIP dataset)	37%	>= 35%	N/A	N/A	See note above - metric reported six monthly.



Non-Financial

Measures	YE Result June 2024	YE Target June 2025	Actual Jul-Sep 2024	Status	Comment
Destination sales and visitor services - Delivering sales across international, business events, education and groups, and in-destination					
i-SITE to be financially self-sufficient	+\$177,654	>= \$0	-\$11,128*	On Track	* \$11,128 loss for the two months to August 2024 Demand is typically low during the winter months and it is expected the current loss will be offset during the summer season.
Business events - value of bids won in financial year (based on MBIE CDS dataset and RotoruaNZ lead sheet confirmed conferences) * Events are typically won more than 12 months in advance of the event date. As business events occur the tentative room nights held are adjusted to reflect actual room nights and therefore the value published herewith and in the Statement of Intent will not reconcile to the latest value in RotoruaNZ business records for the June 2024 year.	\$12.603m*	>= \$10m	\$1.582m	On Track	Demand for business events in Rotorua remains strong, with RotoruaNZ confirming business events valued at \$1.582 million during the 3 months to September 2024.
Education and Group Bookings - annual value of school bookings through the Rotorua Education Network	\$2.073m	>= \$1.45m	\$679,710*	On Track	* \$679,710 for the two months to August 2024 There is strong demand for school group bookings with good growth over the same period of the previous year.



Non-Financial

Measures	YE Result June 2024	YE Target June 2025	Actual Jul-Sep 2024	Status	Comment
Business Growth, Insights, and Investment Attraction – Deliver activities associated with priority sectors – tourism and forestry – and facilitating broader business growth initiatives					
The number of Te Arawa economic development projects directly supported by RotoruaNZ	2	>= 2	1	On Track	<ul style="list-style-type: none"> Supporting Marae / Papakainga / Cultural tourism project through regional infrastructure fund process.
The number of actions supported or delivered by RotoruaNZ in the Forest Futures Action Plan	2	>= 2	1	On Track	<ul style="list-style-type: none"> Action 13: Identify and drive opportunities for the uptake of wood-based bio-products (e.g., biofuels, biochemicals, bio plastics etc.) - Leading the project with Scion on the creation of Bio-innovation park as part of the regional infrastructure fund application
The number of projects identified in the Rotorua Destination Management Plan directly delivered or supported by RotoruaNZ	4	>= 4	2	On Track	<ul style="list-style-type: none"> In-depth Auckland qualitative and quantitative market research conducted, aligned to our tourism strategic objective to grow key markets Tourism forecasts have been completed, mapping out Rotorua's potential market growth over the next 10 years



Financial

Profit & Loss

RotoruaNZ Limited

For the period 1 July 2024 to 30 September 2024

	YTD Actual	YTD Budget	Var NZD
Income			
Total Income	\$2,057,114	\$2,102,239	-\$45,125
Expenses			
Operating Expenses (Admin, Operating, Bank, Directors, R&M)	\$342,230	\$390,122	-\$47,892
Programme Delivery	\$798,612	\$577,848	\$220,764
Staff Costs	\$998,780	\$1,043,781	-\$45,001
Total Expenses	\$2,139,622	\$2,011,751	\$127,871
Non-Operating Expenses	\$20,834	\$18,744	\$2,090
Net Surplus/(Deficit)	-\$103,342	\$71,744	-\$175,086



ROTORUANZ

THE ROTORUA RIPPLE EFFECT: COMMUNICATIONS STRATEGY / PLAN ON A PAGE



Comms Positioning	ROTORUA IS ON THE COMEBACK TRAIL. WE'RE CREATING A NEW RIPPLE EFFECT BY SHARING POSITIVITY AND GROWING PRIDE.		
Vision	<i>Positively transforming Rotorua from the inside out</i>		
Objectives	<ul style="list-style-type: none"> Get Rotorua residents to recognise how lucky they are to call this place home, how important tourism is to the fortunes of their city and share some of the things the city has to offer. Create a specific point in time that locals can point to and show when things started to improve. We want to create a line in the sand that Rotorua can move on from. Change domestic perceptions by telling positive stories, creating momentum and giving people reasons to come back. 		
Challenges	Local pride has declined	Domestic reputation has suffered	Economic momentum has been lost
Strategic Direction	Pride starts from within Create positive change through community engagement and positive local media.	Local positivity starts to ripple out The rest of the country starts to notice the changes and talk about improvements.	Rotorua is back, baby! Get more people to experience the city for themselves and close the gap between perception and reality through whānau, fun and FOMO.
Tactics	YEAR 1 Incentivise involvement from locals, businesses and media in campaign(s), awards, activities and events, and harness user-generated content. Seek out and showcase positive stories through a new (owned) community media platform that encourages input from the whole community.	YEAR 1-2 Regular stories about success and momentum in Rotorua are featured in owned media, social media and national mainstream media, creating a sense of momentum and change. Proactive PR on any new tourism products and Rotorua events (BAU).	YEAR 2-3 Community-backed events and incentives bring people back to the city to close the perception gap. A community-led, multi-channel place brand campaign based around a competition featuring local residents and offering families a chance to win a free trip to Rotorua. Celebrity endorsements from those with connections to Rotorua
Channels	Owned media (new multi-channel platform created that enables the positive stories and thought leadership to be told and shared) Earned media (could also be Paid): Editorial series in partnership with local media. Also to include Thought leadership. Could also extend out to national readership (syndicated). Shared media: RNZ social media channels amplify the Owned media platform Shared media: User-generated content for community engagement campaign(s) Paid media: Local print, radio and digital to promote activations and events	Owned becomes Earned media: Stories and thought leadership of national interest proactively shared with national media Owned media: RotoruaNZ magazine increases to bimonthly/quarterly, distributed via NZME to wider region. Promoting positive success stories as opposed to tourism destination focus. Earned media: BAU journalist (focus on key influential NZ journalists) and trade famils. Shared media: video series designed to be promoted via social media channels. Paid media: Suggest delaying any paid marketing activity until obvious improvements, but utilise Paid budget for BAU/Events and NZ journalist and trade famils	Owned media: Now Always On Paid, earned and shared: creating and promoting 'family famil' place-brand campaign to national audience and generating entries Shared media: Content marketing - capturing experiences of winners and sharing them Events & Activations: More budget for new events/ drawcards
	Always On: Government relations, RotoruaNZ BAU		
Outcomes	All stakeholders are in alignment and willing to collaborate Local attitudes to the city become more positive and behaviour starts to change Locals show what they love and share what they love with the nation Media, government and national audiences buy into the comeback narrative and negative issues are seen as being in the past Rotorua is seen as a resurgent, vibrant, multifaceted destination and more people want to live, play and stay there.		

Mai Rotorua



MONOPOLY

BRAND

ROTORUA EDITION

ROTORUA ISITE

The Monopoly games were delivered to Rotorua on the 22nd and 23rd of October, they were delivered to the businesses as soon as they arrived.



by Sabrina and Ngawiki



SIR HOWARD MORRISON CENTRE

All featured businesses and RotoruaNZ staff were invited to attend the launch of Monopoly on Wednesday the 23rd of October. Around 100 attendees celebrated the launch at the Sir Howard Morrison Centre.



Hosted by RotoruaNZ



ROTORUA NIGHT MARKET TAKEOVER

We completed a night market takeover on Thursday the 24th of October. This included the selling of board games at the special rate of \$69.90 before they hit the shelves at a retail price of \$79.90.



run by the isite crew





I AM Rotorua



I AM Rotorua

“Tania has helped locals preserve treasured family memories in unique ways, from framing beachy casket arrangements to displaying old number plates. Her work is about capturing the moments that matter. Follow along as I am Rotorua shares more heartwarming stories”.



I AM Rotorua

“Chevez, a proud old boy, returned to Rotorua Boys High to give back as a teacher. “There’s something special about this place, and it’s hard to walk away from that.” Follow I am Rotorua for more stories from people making a difference in our community”.



I AM Rotorua

“For Renee and Bev, Aotearoa Dive has become a beacon of water safety in Rotorua. They’re passionate about teaching others the importance of safety and leadership in the water. Their range of kaupapa not only empower wāhine but also teaches the next generation of divers to lead”.



I AM Rotorua

“Meet Digraj, a former chef turned top local produce supplier in Rotorua. After spending 12 years in the kitchen, he now delivers fresh produce like microgreens, pikopiko and Māori potatoes to local restaurants and tourism destinations”.

I AM Rotorua

We have engaged a photographer to capture a new series of “I AM ROTORUA” content focused on raw and real people of Rotorua and their stories. This approach was inspired by the Humans of New York movement. The new content launched on October 21st via our social media channels and the website. We plan to launch a nomination process to get the community involved, by putting people forward and suggesting members of the community who they think we should feature after the first 8 stories launch.

#MaiRotorua #IAMROTORUA #ProudToBeLocal #RotoruaLocals

MEETINGS 2024

ROTORUA

Hosting MEETINGS 2024 provided significant benefits to Rotorua, and moving forward, it presents further opportunities.

Immediate Benefits

- **Economic Impact:** MEETINGS 2024 generated a projected business value of \$110 million over the next five years
- **Increased Exposure:** The event attracted 197 Hosted Buyers, including international buyers from North America, Southeast Asia, and Hong Kong, elevating Rotorua's profile as a premier business events destination
- **Local Partnerships:** Collaboration with RotoruaNZ and Ngāti Whakaue enhanced cultural and logistical aspects of the event, fostering a unique experience that showcased Rotorua's heritage
- **Media Reach:** Coverage across 26 outlets valued at approximately \$670,000 in advertising, promoting Rotorua's tourism and event-hosting capabilities



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MEETINGS 2024

ROTORUA

Over the week, we highlighted key venues and experiences, strategically positioning Rotorua as a destination capable of hosting diverse, large-scale business events.

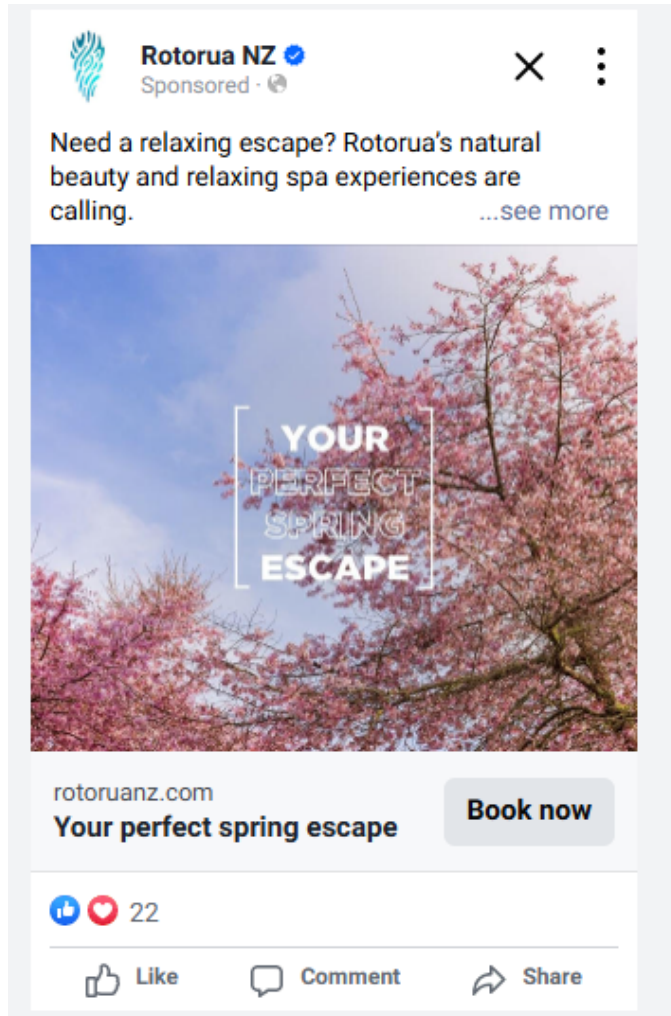
Each activation showcased Rotorua's unique cultural and leisure offerings, reinforcing its appeal as a versatile and memorable event location.



- Hosted Buyers Pre-Famil – 33 Buyers
- SITE NITE – 80 Buyers
- Hosted Buyers Host City Famil – 140 Buyers
- Pōwhiri Welcome Function – 650+ Attendees
- MEETINGS Tradeshow – 400+ Buyers
- Matariki Dinner – 400 guests
- Celebration Evening – 700 guests
- Industry Famil – 20 Operators



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Spring Campaign High Level Summary





Rotorua NZ 
Sponsored · 




Need a relaxing escape? Rotorua's natural beauty and relaxing spa experiences are calling. [...see more](#)

YOUR PERFECT SPRING ESCAPE

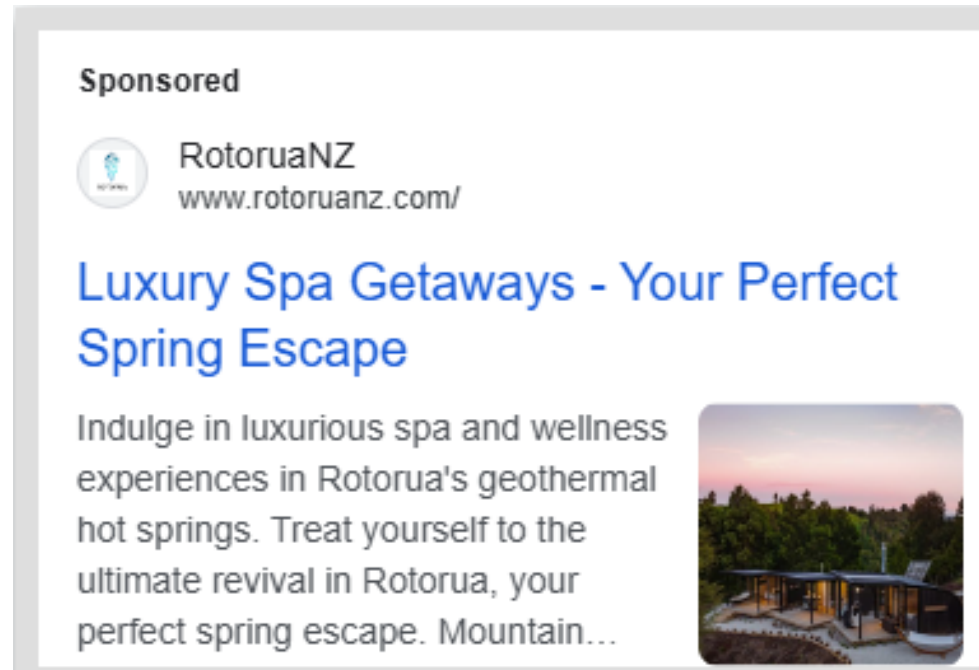
rotoruanz.com **Book now**

Your perfect spring escape


  22

 Like  Comment  Share

- Spring Campaign September – November 2024
- Geotargeting Auckland, Wellington, Waikato, and Bay of Plenty excluding Rotorua.




Sponsored

 **RotoruaNZ**
www.rotoruanz.com/

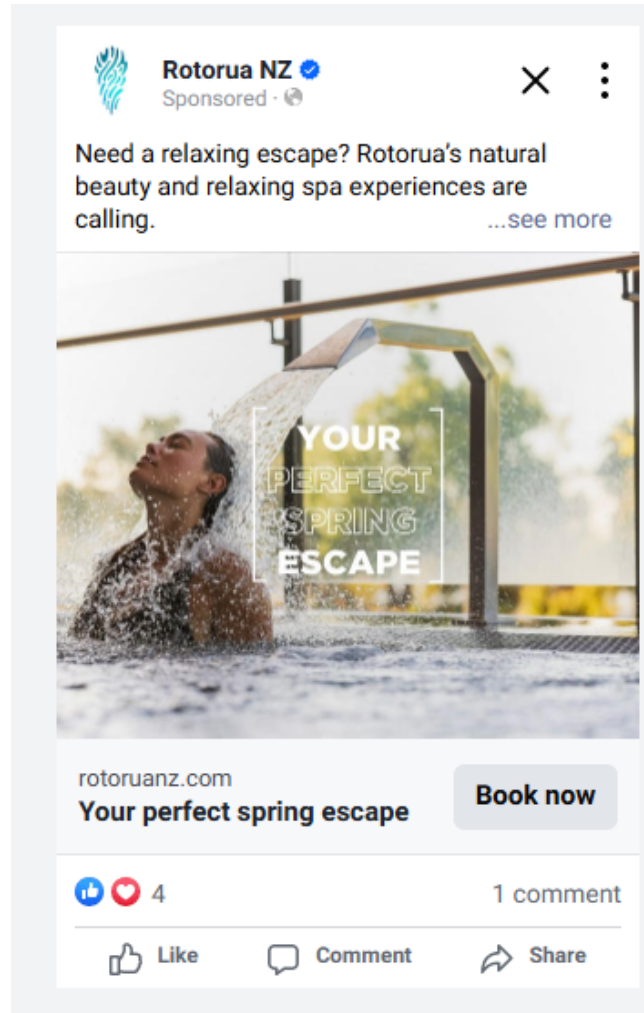
Luxury Spa Getaways - Your Perfect Spring Escape

Indulge in luxurious spa and wellness experiences in Rotorua's geothermal hot springs. Treat yourself to the ultimate revival in Rotorua, your perfect spring escape. Mountain...



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Spring campaign data



Google Search Ads primarily targeting people in the planning stage of the sales funnel:

- 2880 impressions
- Click through rate of 14.99%

Facebook Ads primarily targeting people in the dreaming stage of the sales funnel:

- 57,846 impressions
- 26,344 unique views
- Click-through-rate of 1.6%.



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Domestic marketing

The Spring / Summer Rotorua magazine

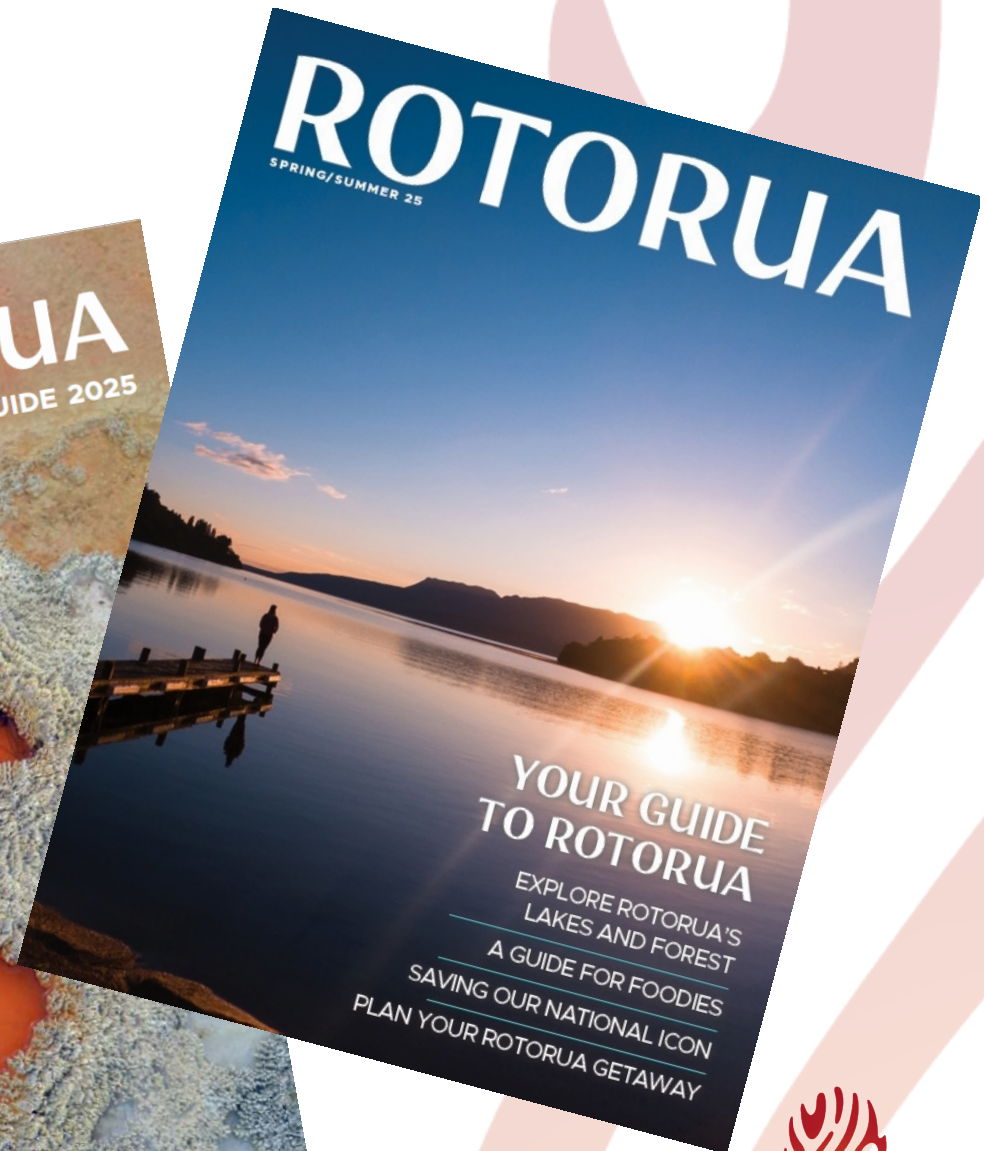
Distribution:

- 43,000 - Auckland insert via NZ Herald
- 15,500 - Wellington insert via Dominion Post
- 8,300 - Waikato Times
- 7,000 - BoP Times

Rotorua Visitor Guide

Distribution:

- 30,000 via Visitor Point
- 30,000 via Rotorua i-Sites and accommodation



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THE IDEA

Aussies overcomplicate Aotearoa, New Zealand.

They think because it's another country they need to make a fully-fledged holiday of it.

Take a bunch of leave. It's really not that hard.

It's 2 days off work. That gets you 2 great destinations - the buzz of Auckland. The chill of Rotorua.

It's 2 easy.

This idea will utilise the repetition and playfulness of the word "2" to show Aussies just how easy an amazing international holiday to Aotearoa can be.

Executionally we will play with all the different and fun ways "2" can be used in messages, products, offers, ambassadors/influencers, etc.



2-EASY.COM.AU




**2 NIGHTS AUCKLAND.
2 NIGHTS ROTORUA.
2 EASY.**




2-EASY.COM.AU

2-EASY.COM.AU



**A 2.5 HOUR DRIVE FROM
AUCKLAND 2 ROTORUA?
2 EASY.**



2-EASY.COM.AU

2-EASY.COM.AU



**2 NIGHTS AUCKLAND.
2 NIGHTS ROTORUA.
2 EASY.**



2-EASY.COM.AU

2-EASY.COM.AU



**A 2.5 HOUR DRIVE FROM
AUCKLAND 2 ROTORUA?
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Auckland-Rotorua Bi-weekly Reporting - 2 Easy Campaign

Meta & Trip Advisor Reporting period: 10th October 2024 – 3rd November 2024

Programmatic (YouTube): 15th October 2024 – 7th November 2024

- Meta ads generated 3,084,673 impressions, resulting in a total of 51,404 clicks and 21,013 conversions (partner link clicks). The impressions exceeded the planned delivery.
- TripAdvisor ads generated 2,069,426 impressions and a total of 15,765 clicks. Overall, the campaign is performing very well, with most line items achieving double the engagement rate compared to our benchmark of 0.09%.
- YouTube ads generated 8,293,736 impressions and a total of 3,138 clicks, with a click-through rate of 0.04%.



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EXPLORE > SOUTH PACIFIC > NEW ZEALAND

Adventure Lovers Will Adore This Cabin in the Forests of Rotorua, NZ

November 01, 2024

By Amanda Linnell

Share this article



Document Set ID: 015894
Version: 2, Version Date: 12/11/2024

Embrace life's simple pleasures at Kārearea Nest, Rotorua.

“Watch out for the wildlife,” says Tracey Reid, caretaker of **Kārearea Nest**, a luxury cabin on the edge of forest outside Rotorua on **New Zealand's North Island** (Te Ika-a-Māui).





91.1 HOT FM'S ULTIMATE NEW ZEALAND GETAWAY.



COMPETITION DATES

Opens **Monday 4th November** and closes **Monday 18th November**



ENTRIES CLOSE IN

7
DAYS

1
HOUR

19
MINUTES

Visitor data

Volumes:

Based on mobile phone data, in the past 12 months we have seen a **3%** increase in domestic and international manuhiri.

Values circled below are:

YE Sep 2024 = 6,550,428

YE Sep 2023 = 6,357,705



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Visitor data

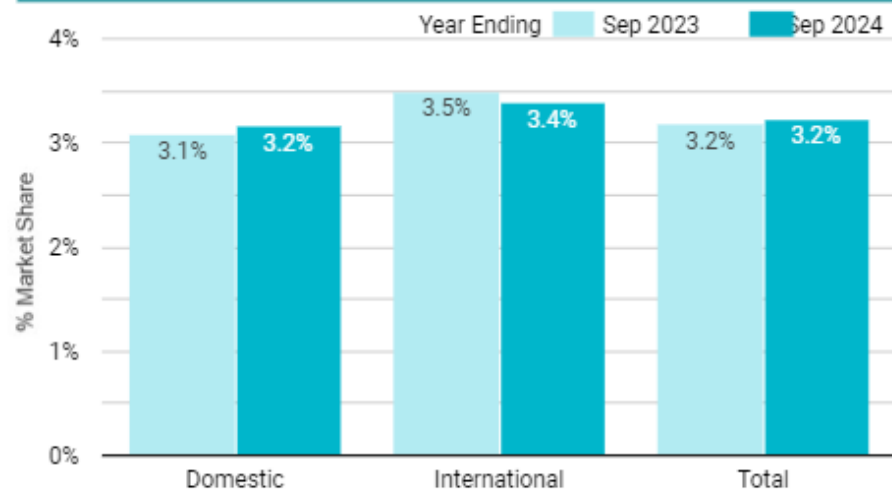
\$ Visitor POS Card Expenditure

Rotorua Visitor Spend Growth vs NZL Benchmark

Origin	Year Ending		% Growth 2023-24	
	Sep 2023	Sep 2024	Rotorua	NZL
Domestic	\$323,151,130	\$318,252,790	-1.5%	-3.9%
International	\$116,095,267	\$125,861,028	8.4%	11.8%
Total	\$439,246,397	\$444,113,817	1.1%	-0.1%

Rotorua % Growth Heat Map Key: ■ +ve growth above NZL benchmark; ■ +ve growth but less than NZL benchmark; ■ -ve growth but better than NZL benchmark; ■ -ve growth worse than NZL benchmark

Rotorua Market Share of Visitor Spend Nationwide

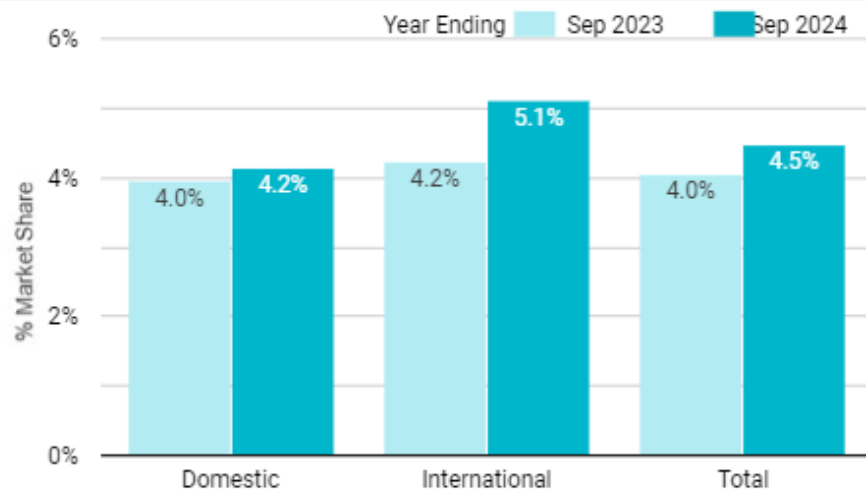


🛏 Guest Nights

Rotorua Guest Night Growth vs NZL Benchmark

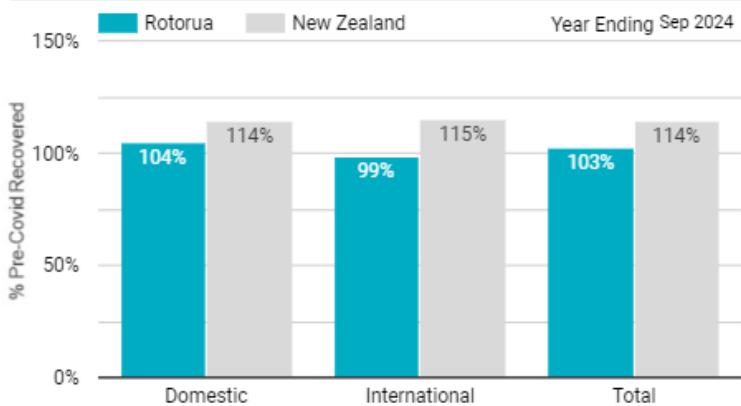
Origin	Year Ending		% Growth 2023-24	
	Sep 2023	Sep 2024	Rotorua	NZL
Domestic	1,067,100	1,065,200	-0.2%	-5.0%
International	477,300	678,600	42.2%	17.6%
Total	1,544,600	1,743,800	12.9%	1.7%

Rotorua Market Share of Guest Nights Nationwide

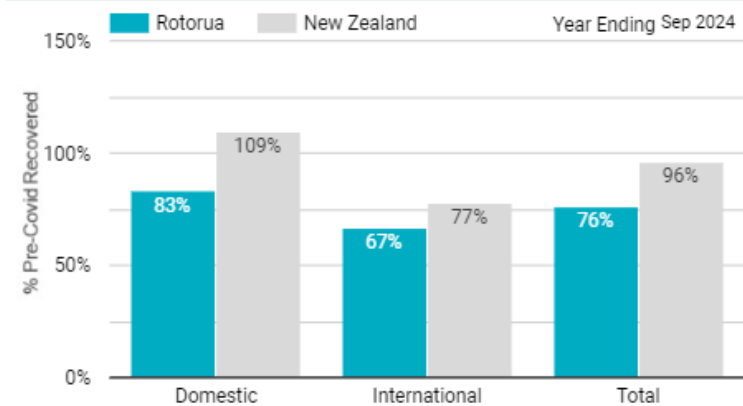


Visitor data

Progress Towards Recovering Pre-Covid Visitor Spend



Progress Towards Recovering Pre-Covid Guest Nights



Progress Towards Recovering Pre-Covid Spend					
	Pre-Covid YE Dec 2019	Post-Covid YE Sep 2023	Post-Covid YE Sep 2024	% Change 2023-24	% Pre-Covid Recovered YE Sep 2024 as % of YE Dec 2019
Domestic Market					
NZ:Auckland	\$92,162,818	\$83,052,631	\$80,223,929	-3.4%	87%
NZ:Waikato	\$72,166,009	\$80,722,656	\$83,306,762	3.2%	115%
NZ:Bay of Plenty	\$67,459,402	\$83,539,321	\$83,662,414	0.1%	124%
Domestic Total	\$304,691,199	\$323,151,130	\$318,252,790	-1.5%	104%
International Market					
Australia	\$32,616,760	\$30,418,159	\$26,261,690	-13.7%	81%
United States of America	\$21,607,769	\$28,093,579	\$40,518,173	44.2%	188%
United Kingdom	\$18,567,592	\$15,917,273	\$15,496,165	-2.6%	83%
International Total	\$127,670,481	\$116,095,267	\$125,861,028	8.4%	99%
Grand total	\$432,361,680	\$439,246,397	\$444,113,817	1.1%	103%



WHAT'S COMING UP?

- Domestic Marketing Campaign launching February 2025
- TRENZ25
- Integration of Events and Venues



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Questions



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