

CCO – ROTORUA ECONOMIC
DEVELOPMENT LIMITED
TRADING AS
DESTINATION ROTORUA
Q3 REPORT

January 2019– March 2019

Financial Management as at 31 March 2019

\$000	2018/19 Budget	2018/19 YTD Actual	% Variance
Income	5,314,407	5,278,054	-0.68%
Direct Expenditure	5,105,997	4,891,517	-4.20%
Total	208,410	386,537	85.47%

6 month summary

- Revenue Variance - driven by lower than budgeted iSITE commission sales.
- Cost of sales - driven up by increased retail sales at iSITE.
- Salaries, wages – driven down due to unfilled vacancies across the group.
- Significant expenditure in April to be invoiced in May.
- Large projects coming up next quarter.

Highlights for the quarter

Destination Development

In Rotorua App for BUSINESS

The *In Rotorua* App is a centralised information platform that provides details on Conference and Events happening in Rotorua.

Leverage delegates coming to Rotorua at a destination level.

Highlights:

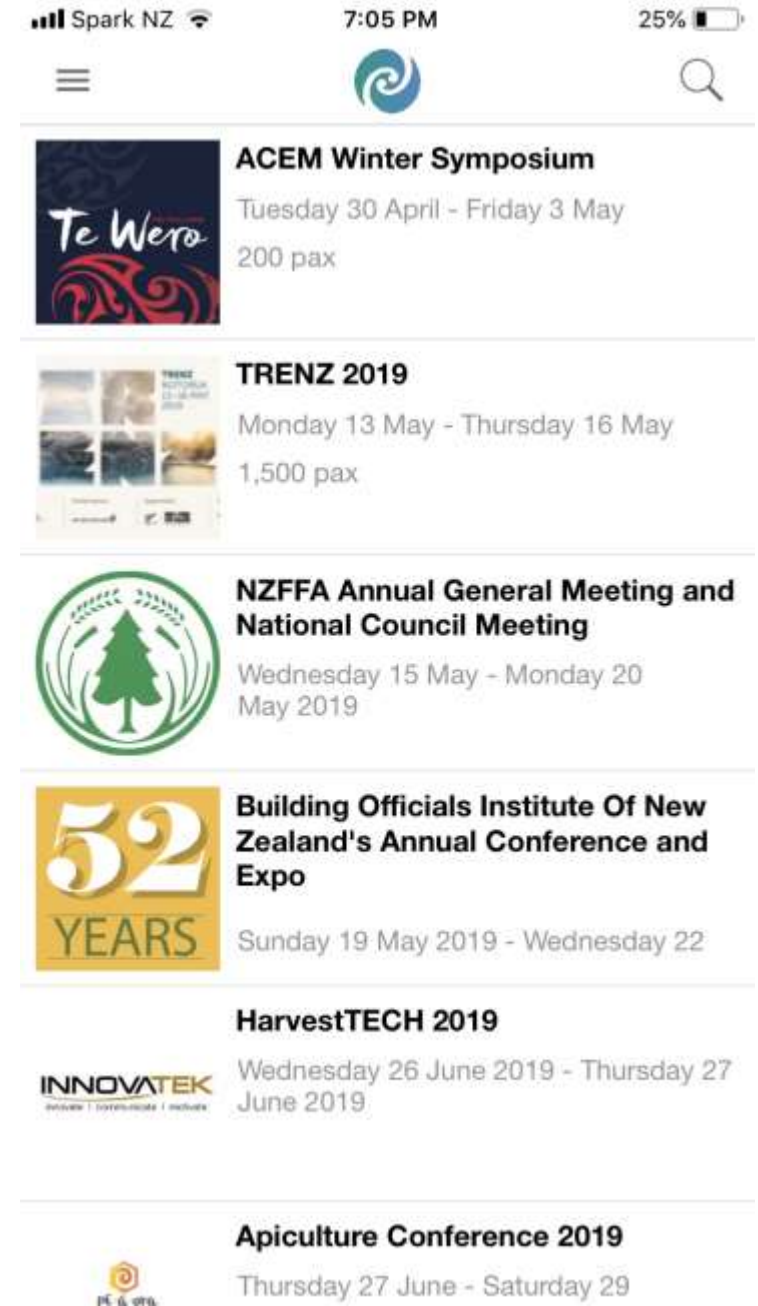
- Start and finish dates
- Timings of social functions
- Free nights
- Numbers of delegates



TRENZ 2019

Date:	Monday 13 May – Thursday 16 May
Delegates arriving:	Saturday 11 & Sunday 12 May
Where:	Energy Events Centre
Pax:	1,500

Welcome Dinner:	Monday 13 May
Welcome Dinner Time:	5:30pm – 7:30pm
Welcome Dinner Location:	Te Puia



Highlights for the quarter

DOC hub opened at i-SITE Fenton Street

A new Department of Conservation (DOC) visitor information hub in Rotorua's central i-SITE opened officially 01 March

- Assist visitors to Rotorua enjoy our great outdoors in a safe and respectful way
- Provide information to our local community
- Made possible through a long standing collaboration
- DOC work with us to promote responsible tourism and support the Tiaki Promise
- DOC with landowners playing an active part in advising on restoration and preservation of the natural environment



Highlights for the quarter

Destination Development

Goal to champion food provenance and establish an indigenous food hub in Rotorua

- **Leading food provenance and indigenous food project**
- **Developing a local food economy**
- **Collaborating with BOPRC to undertake research into “impact” investing for alternative sustainable land use**
- **Undertaking collaborative research into the supply chain and demand metrics for locally sourced food and beverage**
- **Identifying local providers who have the technical skills and capability and providing assistance with their strategy development and governance**
- **We are showcasing local produce at TRENZ to the visitor industry with locally inspired canapés being developed by Natasha Whitewood.**



Highlights for the quarter

Skills, Education and Talent

International Education

- “Study in Rotorua” guide developed in collaboration with Education Rotorua
- International Students contributed 71 Million to the Rotorua economy (Feb 2018 MOE).

Development of the Kuaka program

- Rotorua i-Site is working with Te Wananga O Aoteroa to assist them with the New Zealand Certificate in Tourism – Maori (level 3) through internship opportunities.
- This programme is committed to high quality foundation education of focused skills, capabilities, knowledge and attributes.



Highlights for the quarter

Responsible Business Practices

i-SITE 'Care for New Zealand' initiative

Rotorua's central i-SITE is one of 10 sites around the country that took part in a Tourism New Zealand campaign to encourage people to plan their journeys, use the facilities that have been provided and leave no trace.



Priority project – Showcase innovation that supports development of a circular economy

- In April Rotorua hosted the Ōhanga Āmiomio: Ellen MacArthur Foundation Circular Economy Pacific Summit
- RED supported the event concept at development and proposal
- RED is engaged with SCION in support of the Te Ōhanga ecosystem
- Facilitated the connections to enable a case study led by Te Ohanga on the use of plastics at International events (Crankworx)



Highlights for the quarter

Growing the Visitor Economy

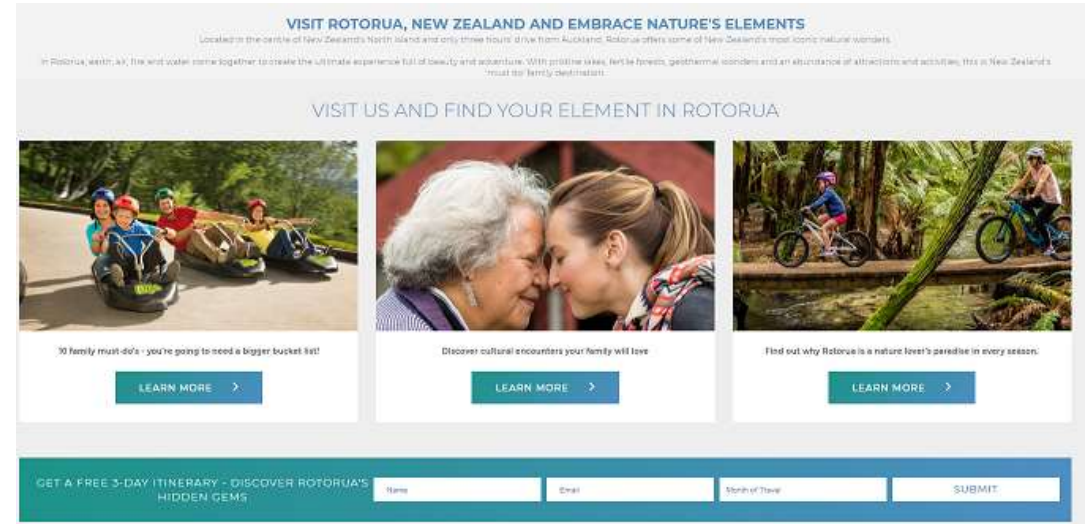
International consumer marketing pilot

RED is working on a direct marketing campaign to encourage people who have booked flights to New Zealand between September and November 2019 to include Rotorua in their travel plans.

- Pilot campaign went live in April
- Targeting West Coast of US and Australia
- Objective of campaign is to get in front of audiences at right time in travel planning journey
- USA market continue to perform strongly
- Aligned with TNZ and International Airline route development
- Key focus - building customer journey insights
- Tracking conversion

Crankworx Media Centre

- Delivered the media centre at Crankworx
- Hosted approximately 150 domestic and international media
- Supported Destination storytelling and event leveraging

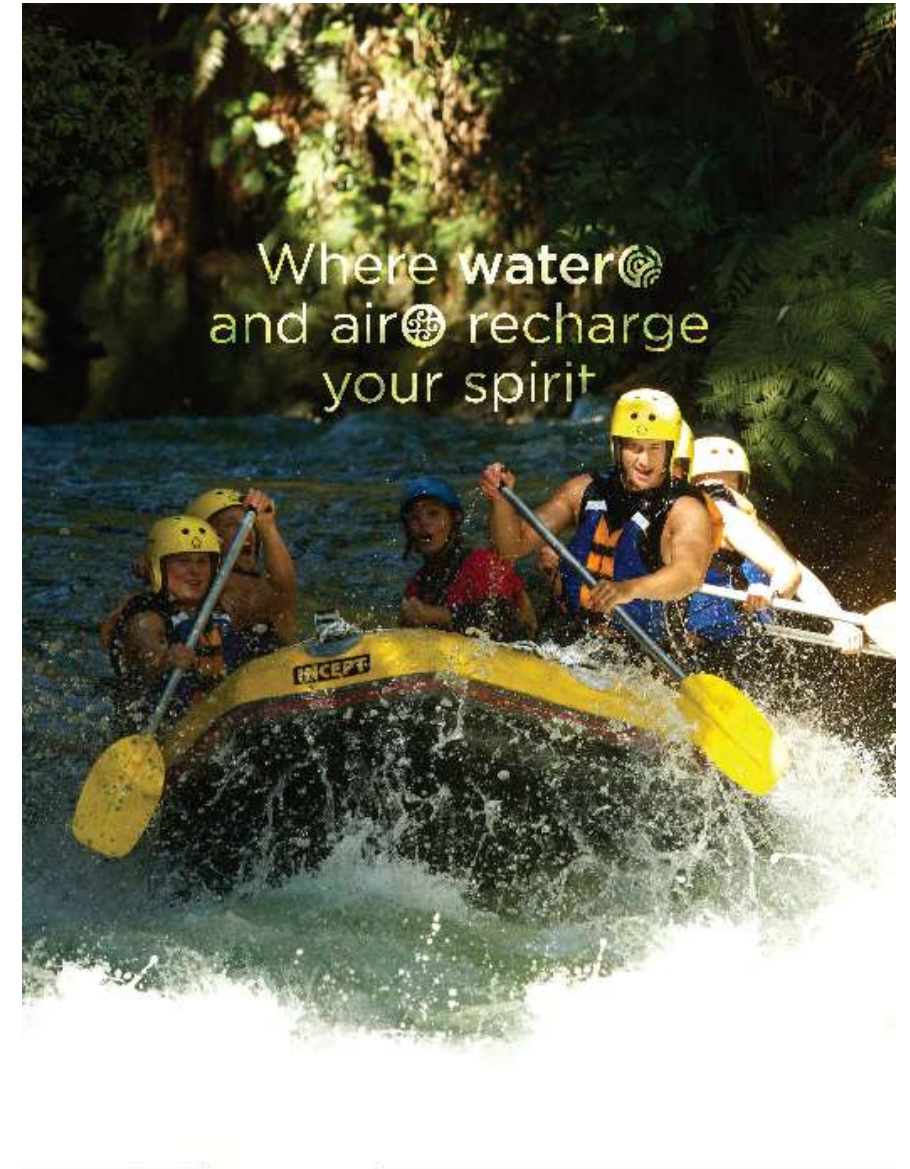


Highlights for the quarter

Growing the Visitor Economy

Consumer Marketing

- “Rotorua: Find your element” campaign rolled out domestically
- Auckland, Wellington and Christchurch
- Highlight: Collaboration with Christchurch Airport and Air New Zealand
- Raising awareness and frequency of flights between Christchurch and Rotorua.



Future Outlook

TRENZ

Rotorua will host New Zealand's biggest annual business-to-business travel and trade event from 13-16 May.

This is an opportunity to showcase Rotorua to trade and media visitors from around the world.

- Largest representation ever – 33 exhibitors on the Rotorua stand
- Window into New Zealand's \$39.1 billion dollar tourism industry
- Over 5,361 nights booked
- Showcase of local operators and destination
- Launch of Elements campaign
- Updated destination digital content
- Pre and post familiarisation tours with key accounts

Google DMO Partnership

The partnership is designed to provide tools and tactics to improve the completeness, quality and accuracy of destination content across Google products.

Objectives:

- Improve consumer perception of Rotorua
- Facilitate richer, more accurate content experiences for current and potential Rotorua visitors, investors, customers, talent, students
- Work with and support local businesses profile their business using these tools



Future Outlook

TECHweek MAY 20TH – 26TH

RED is coordinating the participation and profiling of Rotorua businesses, technology and talent locally in the nationwide event TECHweek

Launch Friday 17 May

Goals for attendees at Rotorua Techweek happening May 17 – 24:

- Engage more in technology,
- Learn how to harness tech to solve problems,
- Learn how to tell stories better through tech to retain human connection in an increasingly digitised world.

Techweek has been curated to highlight, bring together and recognise the amazing tech talent, entrepreneurship and ecosystem that we have in Rotorua.

Collaboration partners:



techweek 2019
Innovation that's good for the world

ROTORUA
20-26 MAY, 2019

A festival
of
innovation
and
discovery.

TECHWEEK.CO.NZ

@RotoruaTechweek

ROTORUA
Economic Development
Te Whanaketanga Ōhanga o Rotorua

RotoruaNZ.com

Future Outlook

TECHweek

Programme highlights:

- **Launch event considering the impact of Artificial Intelligence, Big Data and New Tech on Rotorua's future**
 - **Featuring Chris Auld from Microsoft and Ngapera Riley of Figure NZ**
- **eSports tournament and workshops educating parents, educators and children on wellbeing and resilience in gaming**
- **Rotorua Library – Te Aka Mauri are putting on events that encourage people of all ages to engage more with tech**
- **Storytelling and Tech Festival**
 - **Rangatahi (Youth) – encouraging students to consider careers in tech highlighting potential for high value jobs in Rotorua**
 - **Business - recognising the power of digital storytelling in engaging customers and stakeholders with their brand**
 - **Co-working Day at Digital Basecamp**

A promotional poster for a business event. The background is a vibrant mix of purple and blue with abstract, swirling patterns. The text is white and yellow. The event title is 'Storytelling and Tech Festival - Business'. It is scheduled for Thursday 23rd May, from 4.00pm to 7.00pm, at the Toi Ohomai - Mokoia Campus. The poster mentions that the event is free, but registration is required as spaces are limited. It is organized by Rotorua Economic Development and Te Whanaketanga Ōhanga o Rotorua, and is part of Techweek 2019, which runs from May 20-26. The event is proudly brought to you by Rotorua Economic Development and Te Whanaketanga Ōhanga o Rotorua, and is supported by the Toi Ohomai Institute of Technology.

Proudly brought to you by
ROTORUA
Economic Development
Te Whanaketanga Ōhanga o Rotorua

TOI-OHOMAI
Institute of Technology

**Storytelling and
Tech Festival -
Business**

Thursday 23rd May
4.00pm - 7.00pm
Toi Ohomai - Mokoia Campus

Hear from national and local experts on
how to effectively tell your brand story.

FREE | Register now, spaces are
limited!

techweek 2019
Innovation that's good for the world. Rotorua
20 - 26 May