



ROTORUA^{NZ}

3RD QUARTER REPORT

NON-FINANCIAL

The 2024-25 Key Performance Measures

Achieved	18
On Track	5
Not Available	1
Off Track	4
Not Achieved	2



FINANCIAL

Profit & Loss

RotoruaNZ Limited

For the period 1 July 2024 to 31 March 2025

	YTD Actual	YTD Budget	Var NZD
Income			
Total Income	\$9,240,484	\$9,496,510	-\$256,026
Expenses			
Operating Expenses (Admin, Operating, Bank, Directors, R&M)	\$1,759,877	\$2,628,606	-\$868,729
Programme Delivery	\$2,767,200	\$2,128,950	\$638,250
Staff Costs	\$4,004,257	\$4,202,431	-\$198,174
Total Expenses	\$8,531,334	\$8,959,987	-\$428,653
Non-Operating Expenses	\$80,406	\$67,226	\$13,180
Net Surplus/(Deficit)	\$628,744	\$469,297	\$159,447



ROTORUANZ



TRENZ 2025

- New Zealand's largest international tourism business event.
- New Zealand tourism businesses showcase their products and services to high quality international and New Zealand travel buyers.
- Over 1200 delegates and 305 tourism businesses (sellers) at TRENZ 2025, which was last held in Rotorua in 2019.
- 340 international and local buyers from 26 markets around the world. Including New Zealand's largest visitor markets - Australia, China, USA, UK and Japan, and developing markets e.g. India.
- RotoruaNZ hosted three market-specific famils targeted at India, Western & Eastern Markets. 19 buyers participated. Feedback positive, buyers repositioning Rotorua prominently in their itineraries.



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MAJOR EVENTS

National Secondary Schools Waka Ama Champs

March 2025 3,000 attendees

Lakeside Concert

March 2025 15,000 attendees

Wander Women Adventure Race

March 2025 1,000 attendees

Xterra Rotorua Festival

April 2025 1,200 attendees

Anzac Day Civic Ceremony

April 2025 700 attendees

Teina/Kōtiro/Rangatahi Māori Rugby League

April 2025 3,000 attendees

Rotorua Marathon

May 2025 5,000 attendees

TRENTZ 2025

May 2025 1,200 attendees

Highlander MTB Race

May 2025 550 attendees



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MAJOR EVENTS - SHMC

March 2025

Royal NZ Ballet - Tutus on Tour

650 tickets sold

April 2025

Supergroove Phenomenon Tour

Show 1 SOLD OUT, second show added

Teen Tech Sound & Lighting 2-day Workshop

Full Capacity

May 2025

Marlon Williams Te Whare Tīwekaweke Tour

700 tickets sold

Coming up:

July 2025

Dracula's Sanctuary

3/5 shows SOLD OUT

January 2026

Jimmy Carr

Show 1 SOLD OUT, second show added



ROTORUANZ

GO ON A ROBE TRIP TO ROTORUA.^{RT}

CAMPAIGN SNAPSHOT + RESULTS | 17 FEBRUARY - 31 MARCH 2025



CREATIVE

GO ON A ROBE TRIP
TO ROTORUA.®



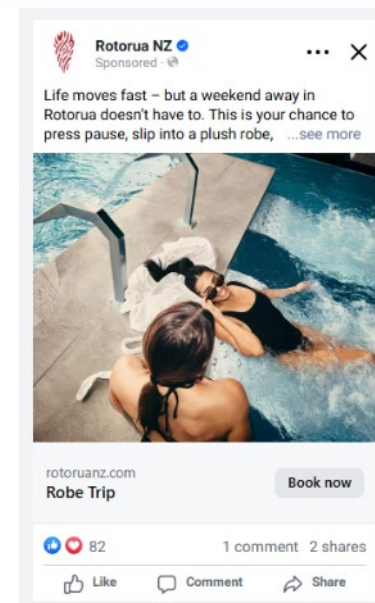
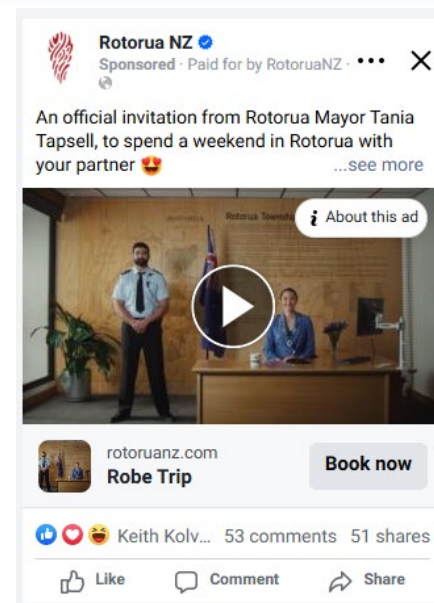
Book your Robe Trip
today at RotoruaNZ.com



GO ON A ROBE TRIP
TO ROTORUA.®



Book your Robe Trip
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Turn a robe into a campaign to illustrate to couples that Rotorua is the location of invigoration.

CHANNEL RESULTS

Digital Channel	Reach	Impressions	Clicks	CTR
Mediaworks Display		322,007	3,673	1.14%
Google Display	123,598	636,453	11,656	1.83%
YouTube	164,461	387,480	1,368	0.35%
Meta	122,707	219,100	10,552	4.82%
TikTok	45,129	56,428		
Out of home Digital	Reach	Impressions		
JCD	777,130	22,787,786		
LUMO	558,882	4,858,816		
Out of home Poster	Reach	Impressions		
Phantom		6,355,958		
Shout		25,185,993		
TVNZ	Reach	Impressions		
On demand	100,890	455,161		
Live TV	513,539	2,746,200		
Total	2,406,336	64,011,382		

Website		
Total page views	18,952	
Page views - Landing	17,080	
Page views - Lux	759	
Page views - Chill	663	
Page views - Explore	450	
Clicks to operator listings	400	
Engagement rate	43%	
Video views	5,468	
eDM (3,000 records)	Open	Clicks
Lux	47%	1.7%
Chill	44%	1.9%
Explore	43%	1.1%

ONE PICTURE RESULTS

The campaign made people think differently about Rotorua

Consideration

Aucklanders who said they would consider Rotorua for a holiday or breakaway.

- Pre-campaign: 34% / Post campaign: 73% **(39% increase)**

Associations

Aucklanders' who saw Rotorua as "a place for an indulgent special holiday."

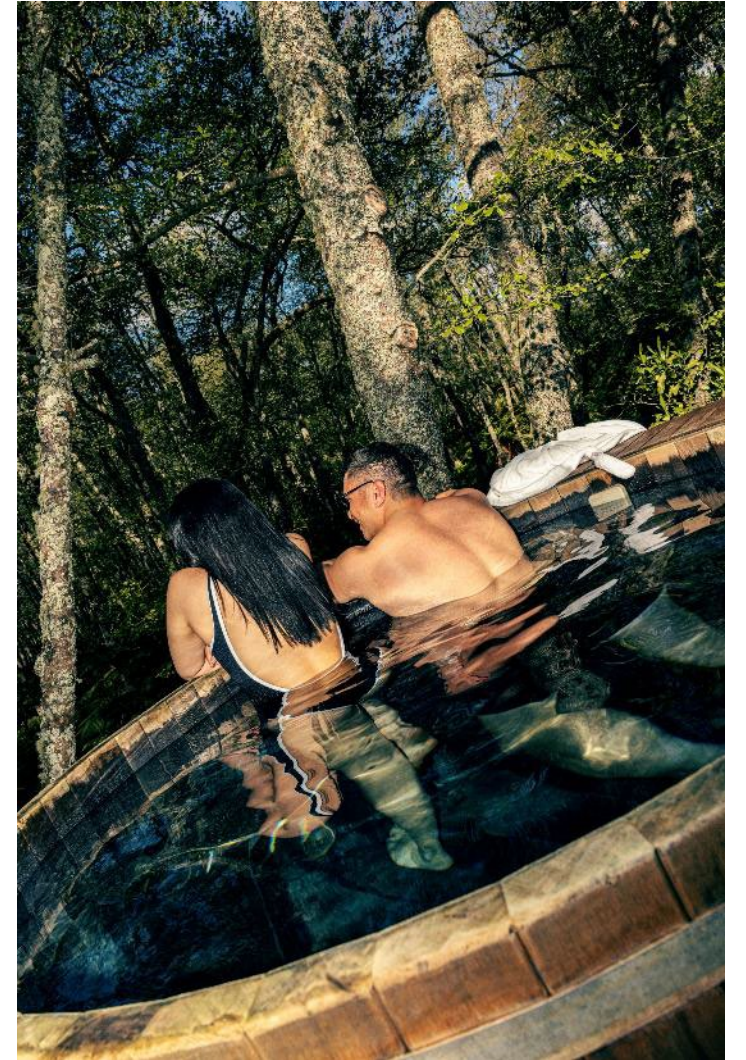
- Pre-campaign: 18% Post-campaign: 28% **(10% increase)**

Aucklanders' who saw Rotorua as "a place for a romantic holiday."

- Pre-campaign: 20% / Post-campaign: 34% **(15% increase)**

Aucklanders' who saw Rotorua as "a vibrant and attractive destination."

- Pre-campaign: 34% / Post-campaign: 47% **(13% increase)**



RESULTS

Occupancy up 5%

- Versus the same time period, the year prior, occupancy numbers in Rotorua's hotels were up 1% (February – March)
 - Accounting for Easter timing across 2024 and 2025, during our campaign period in 2025 hotel occupancy actually increased by 5%. That's an impressive short-term lift for a campaign designed for long-term perception shifts.
- Hotel occupancy in the rest of New Zealand was down 1.4%, meaning comparatively, Rotorua performed better.

Increased Auckland Consumer Spend 9.4%

- Total Spend Transactions by Aucklanders visiting Rotorua increased by 9.4%, versus the same 6-week period year prior.
- Total spend transactions of Aucklanders in the rest of New Zealand decreased by 4.4%, which suggests we 'stole' some share from other regions of the country.



ROBE 2.0

To drive conversion and leverage the strong campaign awareness - Robe 2.0 is a collaboration with operators & RotoruaNZ

- RotoruaNZ supported media packages to deliver media value
- Robe Trip landing page features
- Lux, Chill and Explore Meta ad campaign

Digital Display & Digital Billboard

- Polynesian Spa
- Te Pā Tū
- Hell's Gate
- On The Point – Lake Rotorua
- Capers Café & Pig and Whistle
- Wai Ariki

Digital Display

- Millennium Hotels
- Blue Lake Top 10
- Secret Spot
- 3D trick art

**GO ON A ROBE TRIP
TO ROTORUA.®**



Start your Robe Trip
today at Polynesian Spa



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GO ON A ROBE TRIP TO ROTORUA.®



Start your Robe Trip today at
Hell's Gate Rotorua



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PARTNERSHIP ACTIVITY



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NORTH ISLAND PARTNERSHIP

- North Island Tourism Promotion Collective
- MOU between 15 tourism organisations across the North Island
- Collaborating to promote North Island to key markets – Aus, NAM and China
- Supported primarily by Auckland Airport, also Wellington Airport and Hamilton Airport
- North Island Showcase – Australia Roadshow in September



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MEMORANDUM OF UNDERSTANDING

Celebrating a collective of North Island tourism leaders coming together

Northland Inc
Tātaki Auckland Unlimited
Destination Hauraki Coromandel
Hamilton & Waikato Tourism
Tourism Bay of Plenty

RotoruaNZ
Tairāwhiti Gisborne
Destination Great Lake Taupo
Visit Ruapehu
Venture Taranaki

Hawkes Bay Tourism
Whanganui and Partners
Central Economic Development Agency
Destination Wairarapa
WellingtonNZ

Founding partner Auckland Airport
Airport partners Wellington Airport and Hamilton Airport

May 2025

REGIONAL TOURISM BOOST FUND



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2 EASY 2 BOOK

Regional tourism boost fund campaign to drive visitation, disbursement to the regions and drive awareness for the new JetStar Hamilton connection - Australia target market

Campaign Partners

- JetStar
- TripAdvisor/Viator
- THL Group/Apollo
- Budget

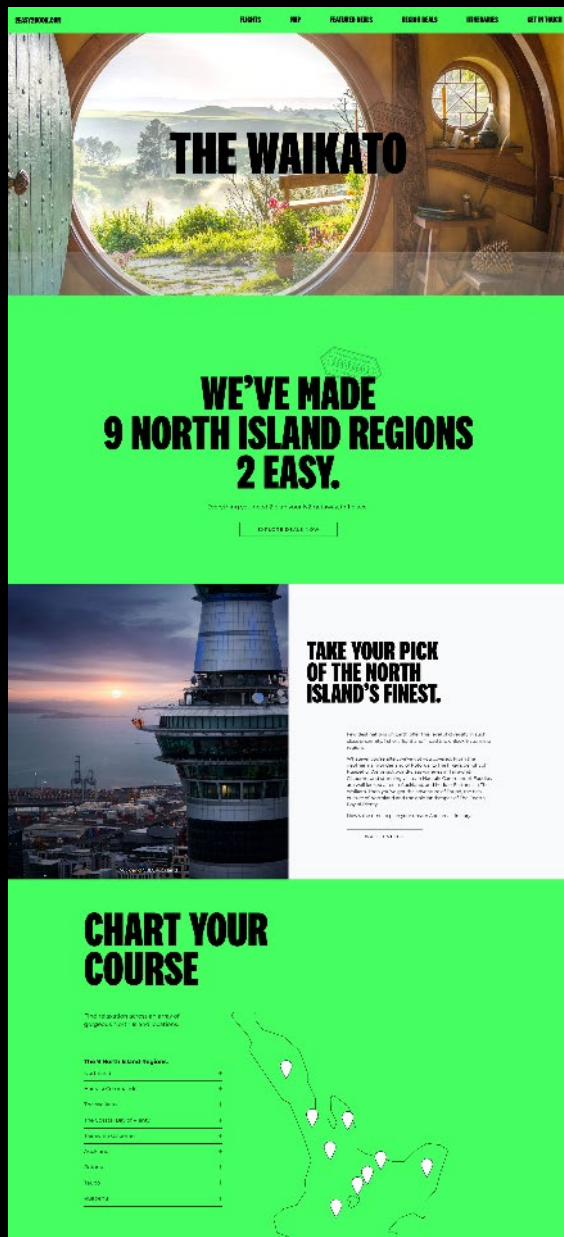
Collaboration with 9 North island RTOs

- RotoruaNZ
- Tātaki Auckland Unlimited
- Coastal Bay of Plenty
- Destination Great Lake Taupō
- WaikatoNZ
- Northland NZ
- Tairāwhiti Gisborne
- Hauraki Coromandel
- Ruapehu

Summary of results (mid campaign)

- **Website Performance**
 - 96,000 active users/134,000 sessions
 - 1002 clicks through to RTO website
- **THL Progress**
 - 57% of the way through the campaign with Auckland pickups up KPIs at 53%
 - Auckland pickups up 30% YoY, this is currently sat at 18% YoY for the period
- **TripAdvisor Progress**
 - 177,011 impressions/233 clicks from TripAdvisor to 2Easy
 - 320,973 impressions/43/065 clicks from offsite activity to 2Easy





NORTH AMERICA PARTNERSHIP

Objective: To attract more international visitors and drive regional dispersal across NZ

Market Focus: North America

Timing: Campaign April to July 2025, arrival target date by 30 September 2025

Investment: \$680,000 – national campaign let by Tātaki Auckland Unlimited with support from all RTO's

Goal: Deliver incremental arrivals from North America, supporting growth across regions

Partner: Air New Zealand

Offer: Extension to 19 domestic airports – USD\$50 round trip fare to 2nd city



ROTORUANZ

EXPLORE MORE
OF NEW ZEALAND
WITH AN EPIC SALE



📍 Forgotten World Highway

RAIL CARTS

📍 Taumarunui

A BRIDGE TO NOWHERE

📍 Whanganui National Park

FAMOUS GALLERIES

📍 Taranaki

AIR NEW ZEALAND 

**Explore
New Zealand
Sale**

USA to Auckland
flights from

\$885*

round trip per person
or to any other NZ city
for \$50* more

**BOOK
NOW**

Ends May 5, 2025 at 11:59pm PDT

*T&C's apply

A STAR ALLIANCE MEMBER 

QUESTIONS



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