



ROTORUA^{NZ}

3RD QUARTER REPORT

NON-FINANCIAL

2023-24 Key Performance Measures

Achieved **3**

On Track **9**

Not Available **2**

Off Track **2**

Not Achieved **0**

Measures	YE Result June 2023	YE Target June 2024	Actual Jul2023-Mar2024	Progress	Comment
Marketing and communications - Strengthening Rotorua's reputation and building brand equity					
Domestic visitor card expenditure in Rotorua (based on Marketview Tourism Tool dataset)	\$323m	>= \$315m	\$244.7m	On Track	Domestic visitor card spending for the nine months to March 2024 is down one percent on the same period of the previous year, which can be at least partly attributed to reduced discretionary spending as a result of the escalating cost of living in New Zealand .
International visitor card expenditure in Rotorua (based on Marketview Tourism Tool dataset)	\$109m	>= \$129m	\$114.8m	On Track	The post-COVID return of the international travel market is contributing to strong growth in visitor card expenditure.
% of commercial accommodation occupied (based on MBIE ADP dataset)	54%	>= 55%	58.4%*	On Track	* 58.4% occupancy for the eight months to February 2024. Rotorua's occupancy has increased almost five percentage points over the same period of the previous year, which is largely driven by a strong increase in demand as a result of all COVID restrictions being discontinued .
% of local visitor economy stakeholders satisfied with RotoruaNZ services (Survey of Rotorua attraction, hospitality, food & beverage businesses)	67%	>= 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)	12%	>= 15%	12%*	Off Track	* 12% overnight stayed in Rotorua for year ending December 2023. Rotorua's market share of overnight domestic visitors is unchanged over the the previous survey period (year ending June 2023).
% of domestic travellers find Rotorua highly appealing as a destination for a short break or holiday (based on Angus & Associates, VIP dataset)	34%	>= 37%	35%*	Off Track	* 35% find Rotorua highly appealing for year ending December 2023. Rotorua's domestic traveller appeal has lifted slightly from a low of 34% in the previous survey period (year ending June 2023).
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)	New measure	>= +11	+12*	On Track	* +12 recommend Rotorua for year ending December 2023. Rotorua's domestic visitor Net Promoter Score of +12 for year ending December 2023 has lifted from +8 in the previous survey period (January to June 2023).
% of domestic travellers who definitely or probably will visit Rotorua within the next 12 months (based on Angus & Associates, VIP dataset)	33%	>= 33%	34%*	On Track	* 34% intend visiting Rotorua for year ending December 2023. Domestic traveller intention to visit Rotorua is comparable to recent previous survey periods following falling to a low of 31% for year ending December 2022 when COVID border controls were discontinued, enabling New Zealanders to more easily travel internationally .



NON-FINANCIAL

Destination sales and visitor services - Delivering sales across international, business events, education and groups, and in-destination					
i-SITE to be financially self-sufficient	-\$189,880	>= \$0	\$226,328*	On Track	* \$226,328 profit for the eight months to February 2024. The post-COVID return of the international travel market is contributing to strong growth in revenue and overall has resulted in a financially self-sufficient position for the first eight months of the financial year.
Business events - value of bids won in financial year (based on MBIE CDS dataset and RotoruaNZ lead sheet confirmed conferences)	\$15.2m	>= \$9m	\$13.718m	Achieved	There is strong demand for business events. Rotorua has been confirmed for events valued at \$13.718 million as at 9 months to March 2024. Additionally, there are \$4.2 million of sales leads for which Rotorua has submitted a proposal and is awaiting a decision.
International visitor card spend per day in Rotorua (based on Marketview and DataVentures VLPE datasets)	\$197	>= \$150	\$195*	On Track	* \$195 international visitor card spend per day for Jul-Dec 2023 Metric discontinued effective December 2023 following MBIE discontinuing the TECT dataset (July 2023); and DataVentures discontinuing the VLPE dataset (December 2023). While Marketview Tourism Tool is a suitable replacement for the MBIE dataset there is no suitable visitor volume replacement for DataVentures dataset.
Education and Group Bookings - annual value of school bookings through the Rotorua Education Network	\$1.8m	>= \$1.4m	\$1.286m*	On Track	* \$1.286m revenue for the eight months to February 2024. There has been strong growth in the value of school group bookings with schools confidently making plans now that all COVID restrictions have been discontinued.
Business Growth, Insights, and Innovation - Implementation of the Destination Management Plan and associated activities that support the delivery of a world class visitor experience					
The number of Te Arawa economic development projects directly supported by RotoruaNZ	4	>= 2	2	Achieved	<ul style="list-style-type: none"> Tiny house has gone up into the forest above Te Putake o Tawa and is operational through Canopy Camping website. Concession document signed. Soft launched with CNI and Mana Whenua. Supporting large iwi accommodation development opportunity through the provision of data and insight.
The number of actions supported or delivered by RotoruaNZ in the Forest Futures Action Plan	New measure	>= 2	0	On Track	<ul style="list-style-type: none"> Plan has been presented to council and launched. Cluster discussions are ongoing and session booked at Scion with industry
The number of projects identified in the Rotorua Destination Management Plan directly delivered or supported by RotoruaNZ	New measure	>= 4	4	Achieved	<ul style="list-style-type: none"> Destination Management Dashboard created and launched on website. First one of its kind in NZ. Draft workforce development strategy completed. Manaaki program launched. Online training platform to provide simple training for Rotorua tourism and hospitality employees. Draft wayfinding strategy completed.
% of local businesses satisfied with the quality of RotoruaNZ's destination data and insights developed to support decision making by business (Survey of all Rotorua businesses)	74%	>= 75%	N/A	N/A	Survey conducted once annually in April-June quarter.



FINANCIAL

Profit & Loss

RotoruaNZ Limited

For the period 1 July 2023 to 31 March 2024

	YTD Actual	YTD Budget	Var NZD
Income			
Total Income	\$5,218,828	\$4,778,128	\$440,700
Expenses			
Operating Expenses (Admin, Operating, Bank, Directors, R&M)	\$1,039,331	\$1,167,750	(\$128,419)
Programme Delivery	\$749,250	\$905,211	-\$155,961
Staff Costs	\$2,636,634	\$2,490,172	\$146,462
Total Expenses	\$4,425,215	\$4,563,133	-\$137,918
Non-Operating Expenses	\$44,567	\$73,503	(\$28,936)
Net Surplus/(Deficit)	\$749,045	\$141,492	\$607,553



ROTORUANZ

SUMMER DATA

VISITOR SPEND AT ROTORUA MERCHANT POINT OF SALE (POS) TERMINALS

Monthly Time Series - January 2021 to March 2024

\$26,630,293

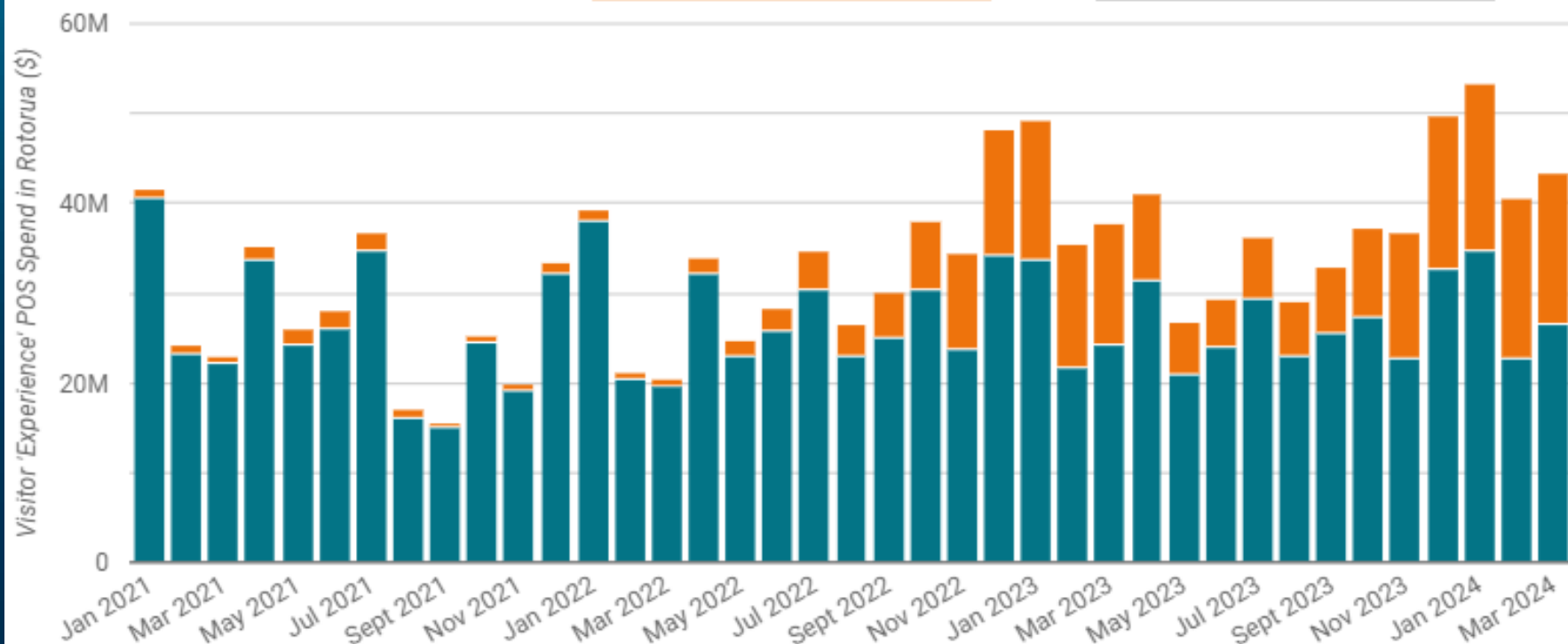
Domestic Visitor POS Spend
Monthly Avg for Jan 2021 to Mar 2024

\$6,325,245

International Visitor POS Spend
Monthly Avg for Jan 2021 to Mar 2024

\$32,955,538

Total Visitor POS Spend
Monthly Avg for Jan 2021 to Mar 2024



ISITE ROTORUA DATA INFOGRAPHIC

PERIOD 1ST JANUARY TO 31ST MARCH 2024

WHAT HAVE THE ROTORUA ISITES BEEN UP TO?



OTHER FACTS

We host over 20,000 students per year through school trips



Our Rotorua i-SITEs have the 1st and 2nd highest foot traffic in NZ



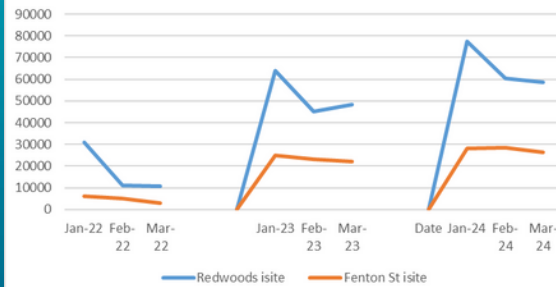
Redwoods



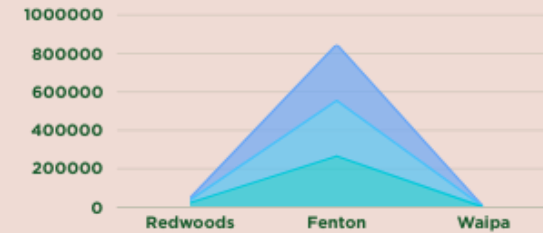
Fenton St

FOOT TRAFFIC

Redwoods & Fenton St



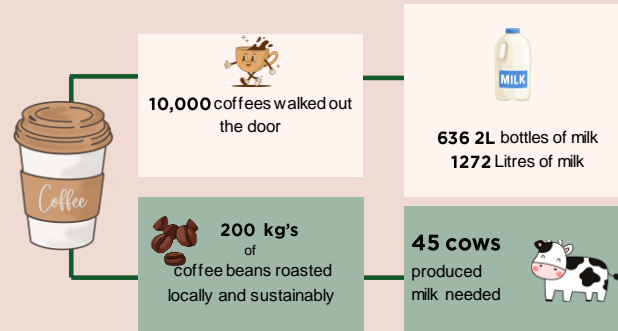
TICKETING



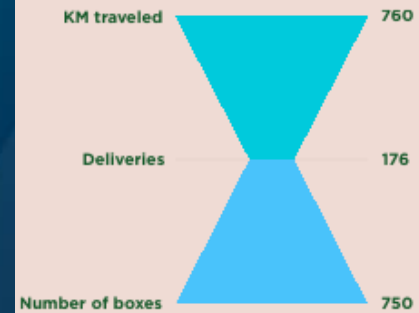
Ticketing is on the rise as a result of training all staff at the three i-SITES

COFFEE

The Café at The Redwoods has proven popular with amazing statistics below



RETAIL



\$1 MILLION

Retail sales have hit \$1 million in the first 12 weeks of 2024

ECONOMIC DEVELOPMENT

INTERNATIONAL FILM PROJECT

- ROTORUA AND BOP LOCATIONS CHOSEN FOR FILMING OF TOLLYWOOD FILM 'KANNAPPA'
- COLLABORATION BETWEEN ROTORUANZ, FILM BAY OF PLENTY (FBOP), AND LOCAL CO-PRODUCER/FILMMAKER PIRIPI CURTIS
- \$4 MILLION INTO LOCAL ECONOMY
- 400 NZ EXTRAS
- COLLABORATION WITH LOCAL MĀORI COMMUNITY
- TE PĀ TŪ COMPOSED SONG USED FOR THE FILM





Pro♥d to be local

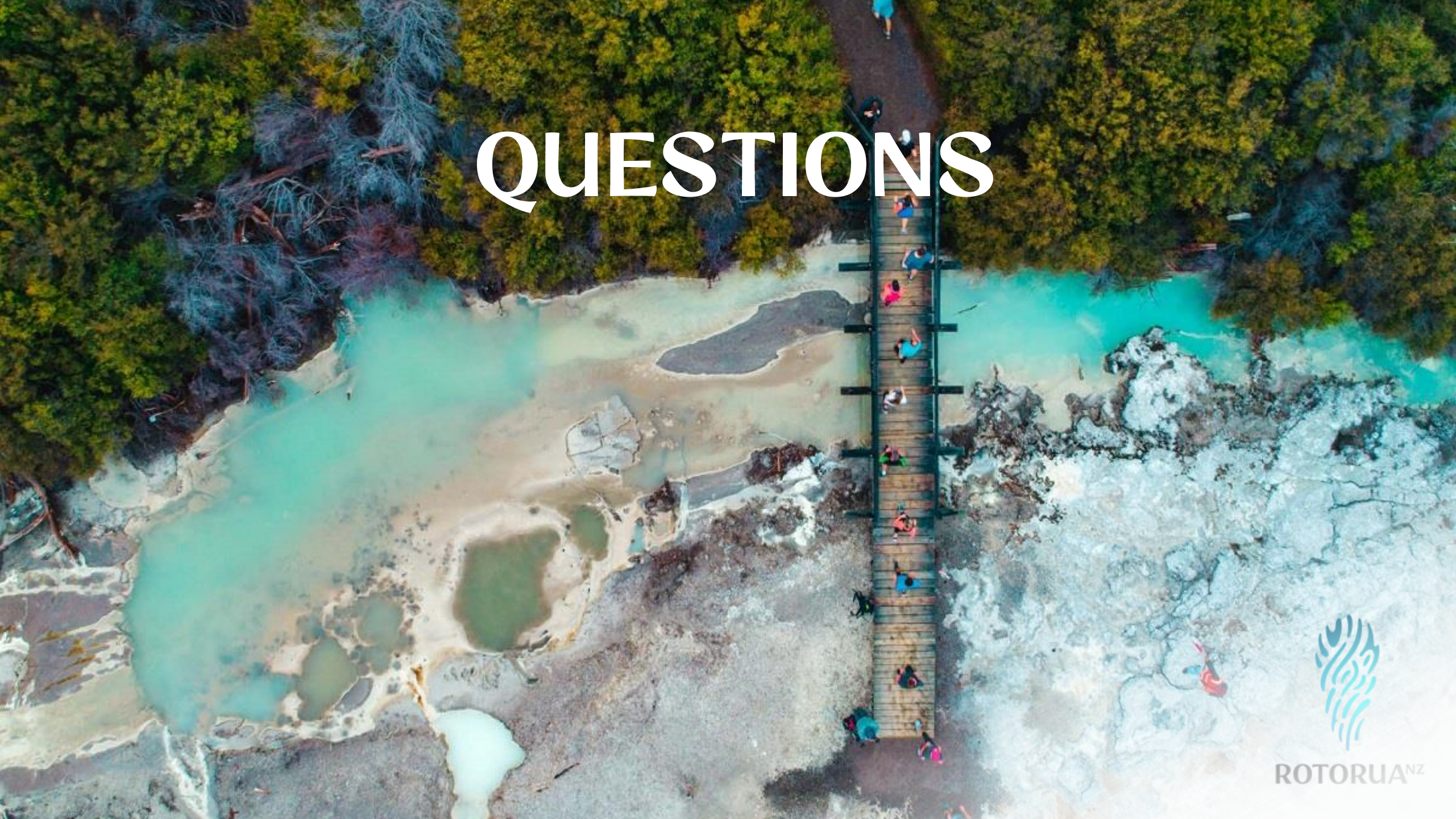
MAI ROTORUA

- 17 MAY, 5PM - SIR HOWARD MORRISON CENTRE
- NEW SET OF CHANNELS - WEBSITE/SOCIAL MEDIA SHARING GOOD NEWS STORIES
- ENCOURAGING LOCAL PARTICIPATION WITH A LOCALS CARD

WHAT'S COMING UP?

- **TRENZ 2024, WELLINGTON – 8 TO 10 MAY**
- **PULSE BREAKFAST – BUSINESS PULSE SURVEY LAUNCH – 15 MAY**
- **MAI ROTORUA LAUNCH - 17 MAY**
 - **COUNCILLOR INVITE**
- **ROTORUANZ BOARD AGM – 29 MAY**
 - **COUNCILLOR INVITE**
- **TOURISM NZ ENGAGEMENT HUI – 30 MAY**
- **MEETINGS, ROTORUA EEC – 18 TO 20 JUNE**
 - **COUNCILLOR INVITE**
- **ROTORUANZ AUS ROADSHOW- 23 TO 28 JUNE**

QUESTIONS



ROTORUA^{NZ}