Rotorua Tourism

**Key Facts and Figures**

For the year ending December 2010 the Tourism Strategy Group of the Ministry of Tourism estimates there were 3.2 million visitor arrivals to Rotorua, who collectively are estimated to have spent $551 million during their stay in Rotorua.

Of the 3.2 million visitor arrivals to Rotorua there were 1.5 million **overnight visitors**who collectively stayed 3.4 million visitor nights in Rotorua, which is equivalent to an average of 2.2 nights per overnight visitor.  The average length of stay for international visitors was 2.1 nights, while for domestic visitors it was 2.3 nights.

Auckland is Rotorua's**single largest source market** – it accounts for approximately 25% of total visitor days (ie. visitor nights plus day visitors). Other key domestic markets for Rotorua are Bay of Plenty and Waikato.

Australia is Rotorua's**largest international market** – it accounts for approximately 7% of total visitor days. Other key international markets for Rotorua are United Kingdom, USA, South Korea, Germany, China and Japan.

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| --- | --- | --- | --- | --- | --- | --- |
| **Visitor Origin** | **Visitor Expenditure** | **Total    Visitors** | **DayVisitors** | **Overnight Visitors** | **Lengthof Stay** | **Visitor  Nights** |
| Auckland |   | 688,000 | 275,000 | 413,000 | 2.4 nights | 1,002,000 |
| Waikato |   | 658,000 | 500,000 | 158,000 | 1.9 nights | 296,000 |
| Bay of Plenty |   | 652,000 | 577,000 | 75,000 | 2.1 nights | 161,000 |
| Wellington |   | 120,000 | 48,000 | 72,000 | 2.2 nights | 159,000 |
| Other NZ regions |   | 273,000 | 112,000 | 161,000 | 2.5 nights | 399,000 |
| **Total Domestic** | **$295 million** | **2,391,000** | **1,512,000** | **879,000** | **2.3 nights** | **2,017,000** |