



# ENTRY FORM

THE EFFIE AWARDS AOTEAROA IN ASSOCIATION WITH TVNZ – ENTRY FORM

**ENTRY ID** 584-A12 – Social Marketing / Public Service

**ENTRY TITLE** How a 'Robe Trip' revitalised a region

**CLIENT** RotoruaNZ

**PRODUCT** Domestic Tourism Campaign

**FIRST MEDIA APPEARANCE DATE** 17/2/25

**CAMPAIGN START DATE** 17/2/25

**CAMPAIGN FINISH DATE** 30/3/25

**CATEGORY** A12 – Social Marketing/Public Service

**CATEGORY DESCRIPTION** Includes campaigns to promote social or behavioural change. Typically involves government departments, local bodies, or community service campaigns.

**WORD COUNT: 2500 MAX**

**WORD COUNT: 2500**

**EXECUTIVE SUMMARY [0%]**

Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.

(Maximum: 100 words in total – not included in total word count)

The Challenge:	Perceptions of Rotorua were beyond negative. 'Outdated', 'run-down', 'not relaxing', and 'not luxurious'. Unsurprisingly then, 'consideration' to visit was extremely low.
The Insight:	Our audience are busy, stressed, tired, and desperately in need a relaxing break. Yet paradoxically, don't believe they have <i>time</i> for one. However, 'road trips' are easy to plan and short - you can always squeeze one in.
The Strategic Idea/Build:	Re-position Rotorua as a quick, relaxing, romantic and luxurious holiday destination.
Bringing the Strategy & Idea to Life:	We encouraged people to Go on a Robe Trip to Rotorua.
The Results:	The campaign changed perceptions of Rotorua, increased visitations, and generated a ROI of 1:7.
Why is this entry an outstanding example for effective marketing in this Effie entry category?	
(Maximum 90 words – this is not included in total word count)	
<p>RotoruaNZ is a public services organisation tasked with promoting tourism to the Rotorua region. It was a hard task too, because perceptions of Rotorua were extremely negative. It wasn't a place people were considering visiting.</p> <p>To overcome this, we made some bold strategic decisions: targeting an unexpected audience, with an unexpected message, using an unexpected creative device.</p> <p>But was all that 'unexpectedness' actually effective? Yes!</p> <p>The campaign changed perceptions of Rotorua, increased consideration to visit, and increased actual visitations). Plus delivered a campaign ROI of \$7.11 for every \$1 invested.</p>	

**01.****Challenge, Context & Objectives [20%]**

This section covers your strategic context for your marketing activity, alongside your key challenge and objectives.

Please provide the necessary context for the environment you operate within, competitors or barriers to success, and organisation so the judges, including those unfamiliar with your organisation, can evaluate your entry. Outline the degree of ambition represented by your objectives. Including historical data may be useful here to provide judges with a clear picture of the situation the organisation found itself in.

01A	<p>Before your effort began, what was the state of the organisation’s position and the barriers it faced to achieve its objectives? What was the strategic challenge that stemmed from this situation? Provide context on the degree of difficulty of this challenge.</p>
<p>Rotorua is a region in the North Island of Aotearoa, with RotoruaNZ the organisation responsible for promoting domestic tourism to the area. Unfortunately, that had been tough work over the last few years, with significant challenges to overcome.</p> <p>From a macro perspective, the region’s visitation levels hadn’t bounced back to pre-Covid levels.<sup>1</sup></p> <p>Part of the reason was Tourism New Zealand’s marketing activity focussing on international audiences,<sup>2</sup> and the South Island.</p> <p>Yet a larger reason was the increasingly negative perceptions of Rotorua, fuelled by negative media reports. Plus the truth it was a Covid quarantine location, with motels used for public housing.<sup>3</sup></p> <p>Research identified that many New Zealanders saw Rotorua as: “outdated”, “run-down”, “unsafe”, “not premium”, not as “picturesque/full of natural beauty” as other locations, and only for overseas tourists, or families after a ‘high energy’ holiday (ie: not relaxing!).<sup>4</sup></p> <p>Be honest: does that sound like somewhere you’d like to holiday?!</p> <p>Research also identified that most New Zealanders felt they’d already been to Rotorua anyway, with nothing new, interesting, or exciting enticing a visit.<sup>5</sup></p> <p>Based on these findings, the objective was as clear as it was challenging: we needed to change the perceptions of Rotorua.</p> <p>In traditional ‘marketing speak’? Force reappraisal of the Rotorua ‘brand’.</p>	
01B	<p>What were the objectives you set to address your challenge? For each objective, include: KPI, benchmarks, previous outcomes and the rationale for why it was selected.</p> <p>Please outline one organisational objective and a maximum of 3 marketing and 3 advertising/comms objectives.</p>
<p>The overarching objective was changing perceptions of Rotorua. Thereby increasing consideration to visit. Thus increasing visitations. Easy!</p> <p>Qualitative research highlighted the overwhelmingly negative things people said about Rotorua.<sup>6</sup> However, we needed a numerical benchmark to measure ourselves against, for changing perceptions. Therefore, quantitative research was conducted by RotoruaNZ for the first time. Sadly, it confirmed the qual work, in numbers.<sup>7</sup></p>	

<sup>1</sup> The Rotorua Ripple Effect: Mai Rotorua Strategy, conducted by external research agency.

<sup>2</sup> MBIE Cabinet Paper: Update on Tourism New Zealand’s role in Domestic Demand 14/08/2023

<sup>3</sup> The Rotorua Ripple Effect: Mai Rotorua Strategy, conducted by external research agency.

<sup>4</sup> Rotorua Brand Perceptions qualitative research, conducted by external research agency.

<sup>5</sup> Rotorua Brand Perceptions qualitative research, conducted by external research agency.

<sup>6</sup> Rotorua Brand Perceptions qualitative research, conducted by external research agency.

<sup>7</sup> Rotorua Brand Health Metrics quantitative research, conducted by external research agency.

In September 2024, new 'brand health metrics' for Rotorua<sup>8</sup> were measured, revealing that:

- Just 34% would “consider Rotorua for a holiday”.
- Just 34% saw Rotorua as “a vibrant and attractive destination”.
- Just 20% saw Rotorua as “a place for a romantic holiday”.
- Just 18% saw Rotorua as “a place for an indulgent/special holiday”.

Depressing!!

As this was the first time quant research had been conducted by RotoruaNZ, we had no benchmarks for improvement, however the research agency recommended a blanket increase of 10% points across all four metrics as a reasonable objective for marketing activity. So these became our primary KPIs.

If we achieved 10% uplifts - particularly for Consideration - we expected to see people wanting to learn more about Rotorua and the activities available, and therefore an increase in traffic to the RotoruaNZ website.

For the 12 months prior to our campaign, the average daily traffic was 2,524 unique visits (with a highest performing day of 5,160). During Rotorua's previous domestic tourism campaign, that ran from Nov 2023 to Jan 2024 ('Best Summer Ever') the average daily traffic increased to 2,733 unique visits (the highest performing day: 4,405).<sup>9</sup> We wanted to best that, so our KPI was set at a 10% increase over 2,733 for the average daily traffic during our campaign period (17 Feb, 2025 to 30th of March, 2025).

Lastly, we naturally wanted to see any increase in Rotorua's 'brand perceptions' (particularly 'Consideration'), and increased website traffic, actually lead to people *visiting* Rotorua. This is measured by card transaction data; evidence of people visiting, and *spending*, in Rotorua.

The objective was set at a 5% increase in card spend for 2025 vs 2024, (against the same time period a year ago.) As a point of reference, the spend increase for the same period for 2024 vs 2023 was stagnant at 0%. And during the aforementioned 'Best Summer Ever' campaign, spend *decreased!* So 5% was ambitious!<sup>10</sup>

In summary, our objectives:

**Attitude impact:** 10% increase across all four brand health metrics - particularly 'Consideration'.

**Behaviour impact:** 10% increase (vs previous campaign) for average daily traffic to RotoruaNZ.com, during the campaign period.

**Business impact:** 5% increase in card spend in Rotorua (vs the same time period year prior.)

02.

### Insights & Strategy [25%]

This section covers the key building blocks of your strategy. Explain to the judges how you arrived at your strategy and clearly articulate that strategy. Focus on the thinking or insight(s) that unlocked your solution and tied it to successfully addressing your objectives.

<sup>8</sup> Rotorua Brand Health Metrics quantitative research, conducted by external research agency.

<sup>9</sup> RotoruaNZ Google Analytics Report

<sup>10</sup> Marketview Tourism Tool & MBIE Accommodation Data Programme

**02A.**

Explain the thinking that led you to your strategy. Explain how any insights discovered were directly tied to your organisation/brand, your audiences behaviours and attitudes, your research and/or situation.

The audience was originally *Older Couples* (60+), and *Families* (with teenagers), across Aotearoa.<sup>11</sup>

However, we made the strategic decision to ‘bullseye’ Auckland’s *Young Couples* (25-35) instead.

While this was not intended to *exclude* other demographics, it was nonetheless a major decision, with three rationales:

1. Without a massive budget, we needed to use every marketing dollar wisely. By targeting Auckland, we lost national ‘reach’, but gained localised ‘frequency’/time in market, maximising our media spend. It also enabled our media *and* our message to be more targeted.
2. The data indicated this audience had the highest disposable income. Bluntly, they had the most money to spend, so we chased the ‘biggest share of wallet’.<sup>12</sup>
3. Research highlighted that *Young Couples* over-indexed on the most negative perceptions of Rotorua. Their attitudes were going to be the most challenging to shift. Yet change the mind of your biggest sceptics, and you can change anyone’s mind. So why not be brave, and ‘move the biggest boulder’?<sup>13</sup>

With Auckland’s *Young Couples* now squarely in our crosshairs, we could develop an appropriate strategy just for them.

Research revealed they work hard, they’re tired/stressed, and desperately need a relaxing break. Problem is, they don’t believe they have *time* for a desperately needed relaxing break.<sup>14</sup> Which led to our next big strategic decision: promoting the behaviour of having a long weekend/weekend getaway, something even the busiest of us can squeeze in.

This inspired us to encourage young Auckland couples to have a short ‘road trip’ down to Rotorua. ‘Road trip’ was perfect language, projecting the exact holiday they needed: easy/short.

However, whilst we’d identified the type of holiday this audience needed, we still hadn’t addressed the actual problem: the negative perceptions of Rotorua. Specifically, that it wasn’t considered a relaxing, romantic or luxurious holiday location - exactly what this audience *wanted*.<sup>15</sup>

So we decided to highlight unexpected Rotorua experiences: day spas, 5-star hotels, fine dining, etc.

By identifying the type of break our audience ‘needed’ (easy/short), and highlighting the type of break our audience ‘wanted’ (relaxing/romantic), we were pulling the two most important levers for changing behaviour: ‘*Ease*’ and ‘*Motivation*’, as per BJ Fogg’s behavioural model.<sup>16</sup>

**02B.**

What was the Core Idea or strategic build that enabled you to reach your solution?

(Be succinct. A maximum of 50 words.)

<sup>11</sup> RotoruaNZ (client) brief

<sup>12</sup> Qual and Quant research projects, both conducted by external research agencies.

<sup>13</sup> Rotorua Brand Perceptions qualitative research, conducted by external research agency.

<sup>14</sup> Rotorua Brand Perceptions qualitative research, conducted by external research agency.

<sup>15</sup> Rotorua Brand Perceptions qualitative research, conducted by external research agency.

<sup>16</sup> BJ Fogg Behaviour Model

*Go on a Robe Trip to Rotorua.*

03.	<b>Bringing the Strategy &amp; Idea to Life [20%]</b>
03A.	Describe the creative solution and how it helped the idea break out of the category and resulted in unexpected solutions.
<p>Tourism campaigns had become formulaic. Insert stunning location visual. Add quirky Aotearoa headline for some personality, making it 'unique' ... like every other Aotearoa tourism ad. <sup>17</sup></p> <p><i>'Go on a Robe Trip to Rotorua'</i> was different, helping it gain attention.</p> <p>It was magnetic, punny, and funny.</p> <p>It was unapologetic in communicating a 'short' holiday – exactly what our audience needed.</p> <p>As a device, 'robes' were a brilliant visual shortcut to relaxation, romance, and luxury - exactly what our audience wanted.</p> <p>'Robes' became a campaign DBA, providing connective tissue that ensured consistency across the work, and cognitive fluency for the audience.</p> <p>It enabled us to showcase unexpected experiences couples could enjoy (wellness treatments, 5-star hotels, fine dining, etc), all chosen as the antithesis of what people thought of Rotorua.</p> <p>Everything was designed to achieve the campaign objective of changing perceptions of Rotorua.</p>	
03B.	<p><b>WHAT WAS THE COMMUNICATIONS STRATEGY?</b></p> <p>This section relates to the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience. Include all significant touchpoints and channels in this section.</p>
<p><b>Outline the rationale behind your communications strategy.</b> Explain how the key elements worked together to drive results:</p>	
<p>Each channel's rationale is outlined below:</p> <p><i>Video:</i></p>	

<sup>17</sup> Agency Competitor Review

To kick the campaign off and generate earned media, we cast the actual Mayor of Rotorua, Tania Tapsell, for a 'Mayoral Address' welcome video.

The Mayor's inclusion was newsworthy, as she's not what people expect: young, progressive, articulate, and charismatic. Creating awareness she was Rotorua's Mayor would prompt much of our audience to reconsider Rotorua itself.

The 2-minute video was included in all press releases announcing the campaign launch. A 30sec version ran on TVNZ in week one, as TV remains an optimal way to reach a large audience.

(The average view rate of the 2-minute video was 62%, when the average view rate of a 90-second ad is just 12.1%!)<sup>18</sup>

#### *Broadcast Partnership:*

Launching the campaign and airing the video, Mayor Tapsell appeared on TVNZ's *Breakfast* program, part of a week-long broadcast partnership/integration.

This included *Breakfast's* Matty Gibb spending the week in Rotorua, with live crosses each morning to him (always in a robe!) enjoying unexpected experiences, like spa treatments.

The partnership launched the campaign with incredible reach.<sup>19</sup>

#### *Outdoor:*

Outdoor enabled us to maintain reach and frequency across Auckland, with heavy presences in Parnell, Ponsonby, and Karangahape Road, reaching 'cool' *Young Couples*.

The 'high-end fashion meets Instagram' style, crafted to ensure a distinctive magazine look, further helped change perceptions of Rotorua . . . a long way from 'outdated and tired'!

#### *Digital:*

A 6-week, high-impact, digital buy showcased the wide-ranging experiences available on your 'Robe Trip'.

#### *Radio*

Extending reach when we couldn't show a robe, radio told the story of a young couple travelling down to Rotorua on their Robe Trip. The husband sooooo relaxed, he forgot to tie his robe up while stopping for petrol!

#### *Press:*

Not content with *looking* like a magazine, we created an *actual* magazine. 58 stunning pages, showcasing our campaign on the cover (and throughout), and individual Rotorua experiences within it. Inserted in the NZ Herald – Aotearoa's most read publication<sup>20</sup> – it greatly increased reach.

<sup>18</sup> Innovid CTV Advertising Insights Report 2024

<sup>19</sup> Nielsen

<sup>20</sup> Roy Morgan readership results for New Zealand's newspapers and magazines for the 12 months to December 2024.

This partnered a standard press buy in the Herald. Rather than ‘matching luggage’, we wrote a ‘Love Letter’, cheekily inviting couples on a ‘Robe Trip’.

*Social/Owned:*

RotoruaNZ's own channels - website, eDMs, Social – utilised GIFs, 6sec videos, posts and stories, keeping the campaign fresh.

*Influencer:*

RoadyNZ (Aotearoa-based travel platform with over 400k followers across Instagram and TikTok), went on a ‘Robe Trip’, documenting amazing Rotorua experiences.

*Tourism Operators:*

We created a toolkit for all local tourism operators (hotels, spas, etc) to hero their own experiences/offers, extending the campaign. *Rotorua Canopy Tours* even sent someone down their 400m zipline in a robe!

*Merchandise:*

Campaign-branded robes were given to influencers, lucky ‘winners’, and staff at RotoruaNZ. We also created campaign extensions, like door hangers and coasters.

**List all supplementary communications touch points** used in this campaign (the touchpoints that were not central to the campaign).

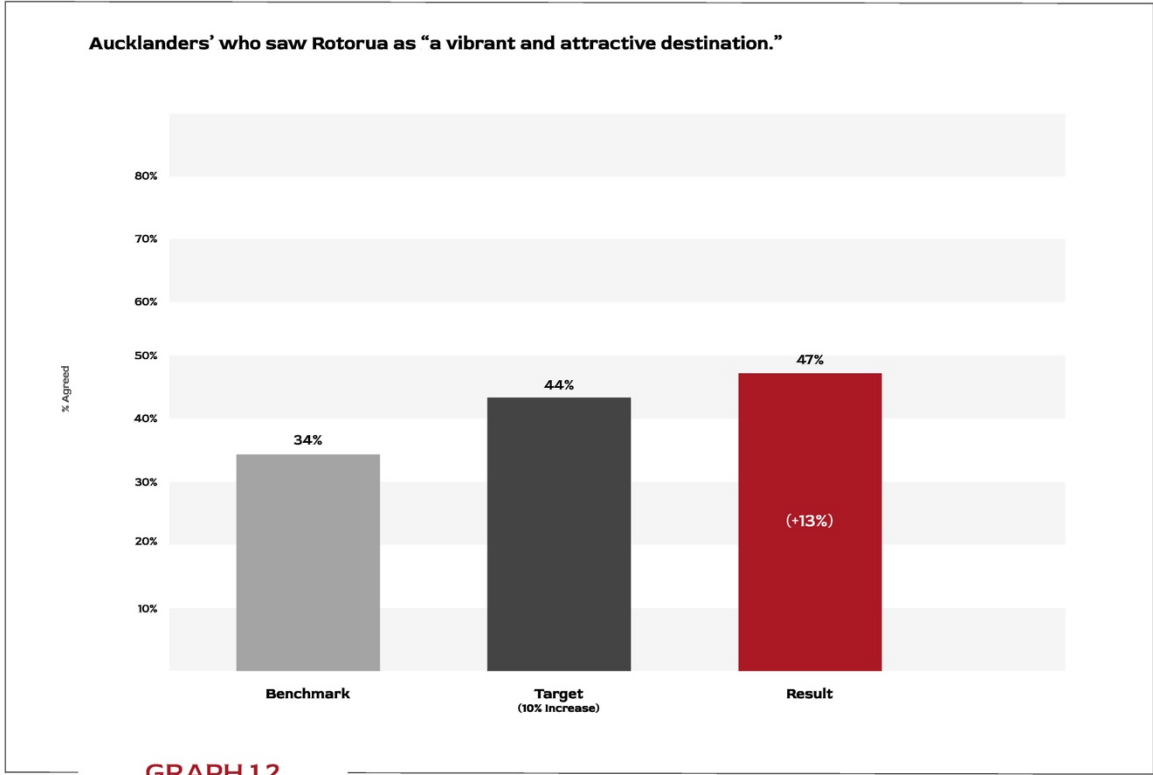
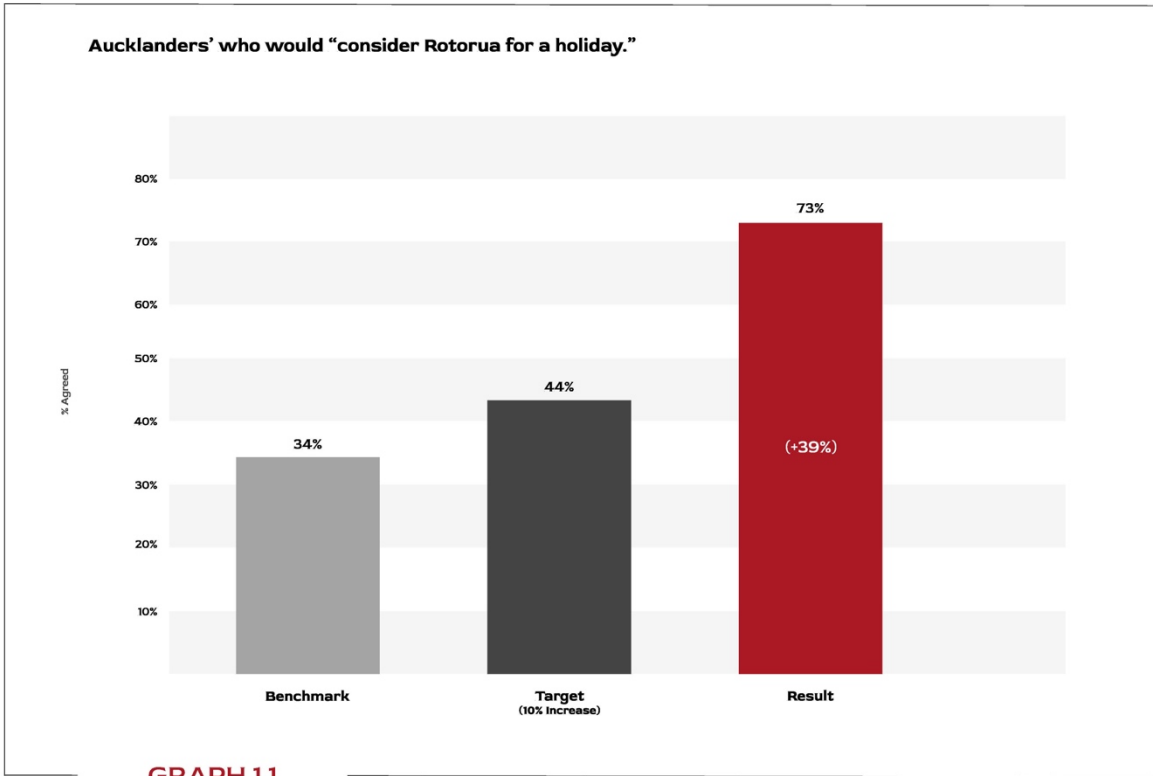
**What was the \$ Spend?** Outline the media and production spend on the campaign within the campaign period. Use actual spend rather than ratecard. In the case of donated media please list the rate card value separately from the paid media spend.

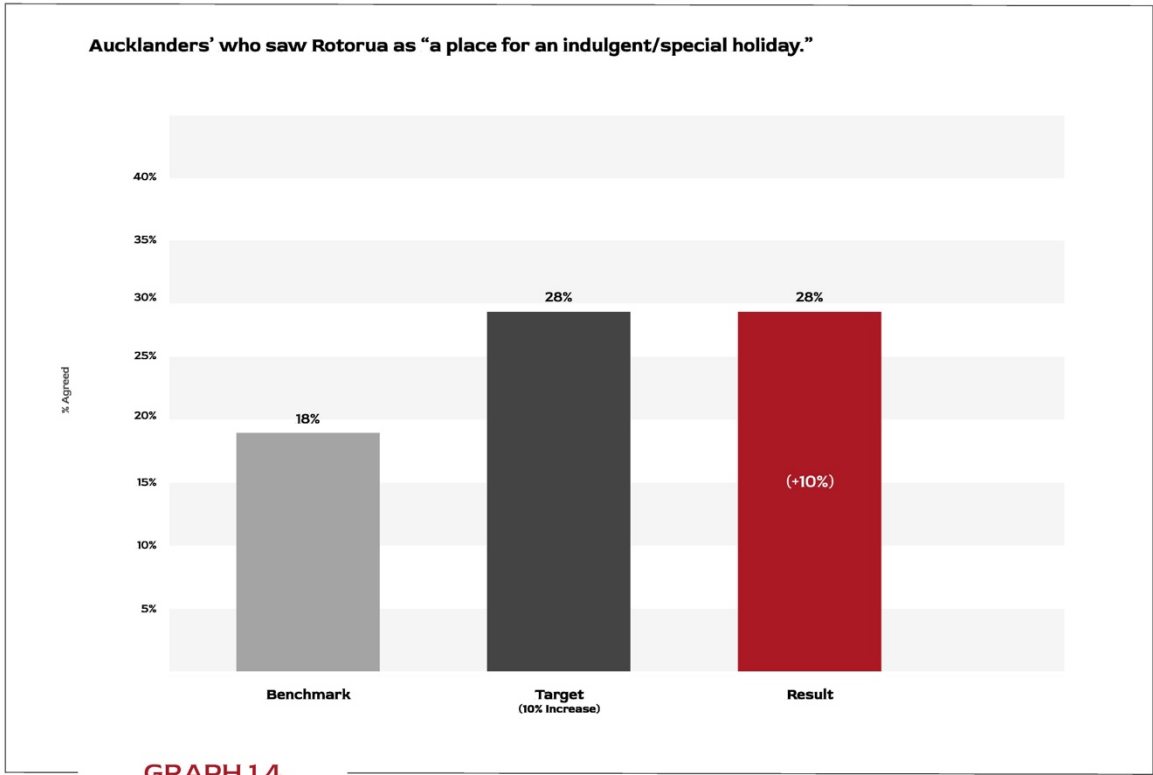
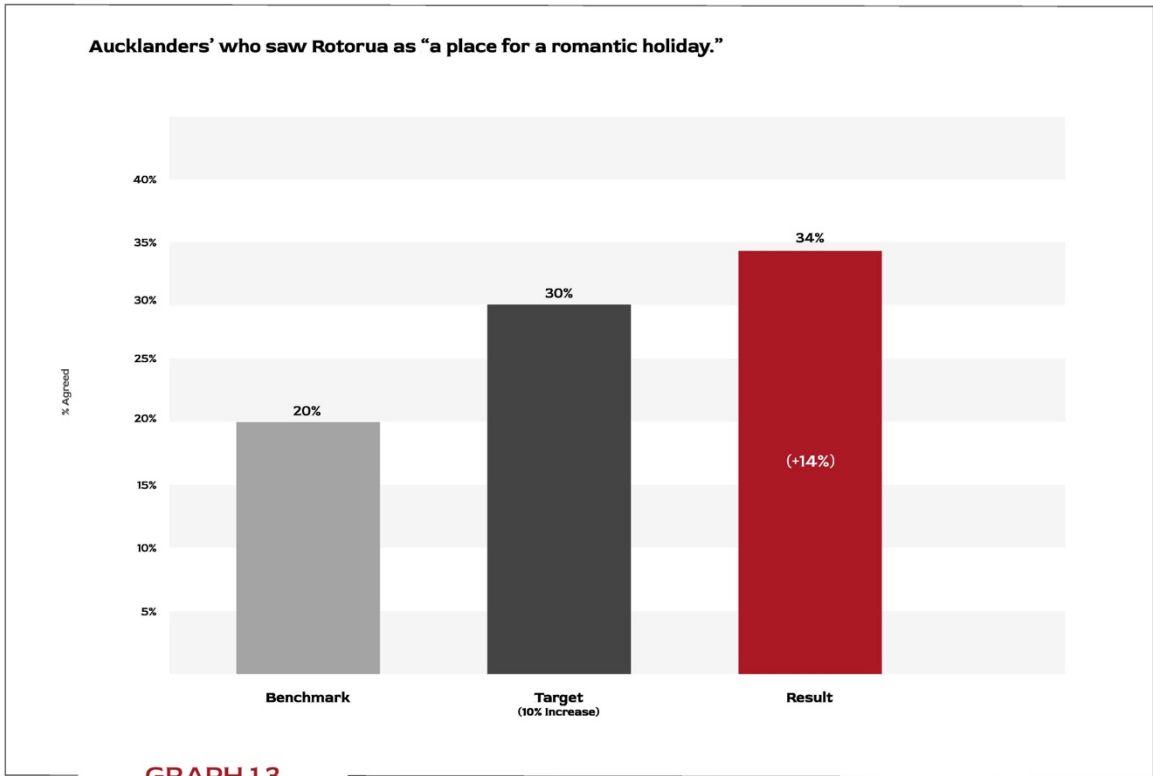
Media Spend	\$276,091
Outline the media spend in relation to competition and versus last year	<p>Rotorua's media spend the previous year was \$193,815.</p> <p>According to Nielsen, total (ratecard) media spend for domestic tourism campaigns by the other 28 Regional Tourism Operator's in Aotearoa, was \$5,687,379*. (From April, 2024 to March, 2025). <sup>21</sup></p> <p>(*Ratecard spend is the only data we can obtain for our competitors.)</p>
Creative Production Spend	<p>Creative: \$114,600</p> <p>Production: \$159,553</p>

<sup>21</sup> Nielsen Report – Tourism Category - 1/1/2024 to 7/9/2025

<h1>04.</h1>	<p><b>WHAT WERE THE RESULTS? [20% for 4A and 15% for 4B].</b></p> <p>Outline the results achieved by the campaign against the short and long-term objectives set, provide conclusive proof that it was the campaign that drove the results.</p> <p>In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance over time. Show the compelling evidence that will convince even the most cynical finance director.</p> <p><b>Please Note:</b> All results must be sourced to be judged; any unsourced results will not be considered by judges.</p>
<h1>04A</h1>	<p><b>Overall achievement against objectives [20%].</b></p> <p>Clear proof that the objectives established in section one have been achieved. Judges will be seeking quantified results. Successful entries ensure that results can easily be aligned against objectives established in section one.</p> <p>Note: Please ensure all data is sourced, and is specific to the results period outlined in the Call for Entry, and geographically isolated to Aotearoa.</p>
<p><b>Attitude Impact</b></p> <p>Research provided evidence the campaign made Aucklanders <b>think differently</b> about Rotorua.<sup>22</sup></p> <p>KPIs were set at a blanket increase of 10% for each metric, and the campaign met or exceeded all. Thus, the campaign achieved its overarching strategic objective: changing perceptions of Rotorua.</p> <ul style="list-style-type: none"> <li>- Aucklanders who would “<i>consider Rotorua for a holiday.</i>” (Graph 1.1) <ul style="list-style-type: none"> <li>o Benchmark: 34%</li> <li>o Target: 44%</li> <li>o Result: 73% <b>(+39% increase)</b></li> </ul> </li> <li>- Aucklanders who saw Rotorua as “<i>a vibrant and attractive destination.</i>” (Graph 1.2) <ul style="list-style-type: none"> <li>o Benchmark: 34%</li> <li>o Target: 44%</li> <li>o Result 47% <b>(+13% increase)</b></li> </ul> </li> <li>- Aucklanders who saw Rotorua as “<i>a place for a romantic holiday.</i>” (Graph 1.3) <ul style="list-style-type: none"> <li>o Benchmark: 20%</li> <li>o Target: 30%</li> <li>o Result: 34% <b>(+14% increase)</b></li> </ul> </li> <li>- Aucklanders who saw Rotorua as “<i>a place for an indulgent/special holiday.</i>” (Graph 1.4) <ul style="list-style-type: none"> <li>o Benchmark: 18%</li> <li>o Target: 28%</li> <li>o Result: 28% <b>(+10% increase)</b></li> </ul> </li> </ul>	

<sup>22</sup> Rotorua Brand Perceptions qualitative research, conducted by external research agency.





## Behavioural Impact

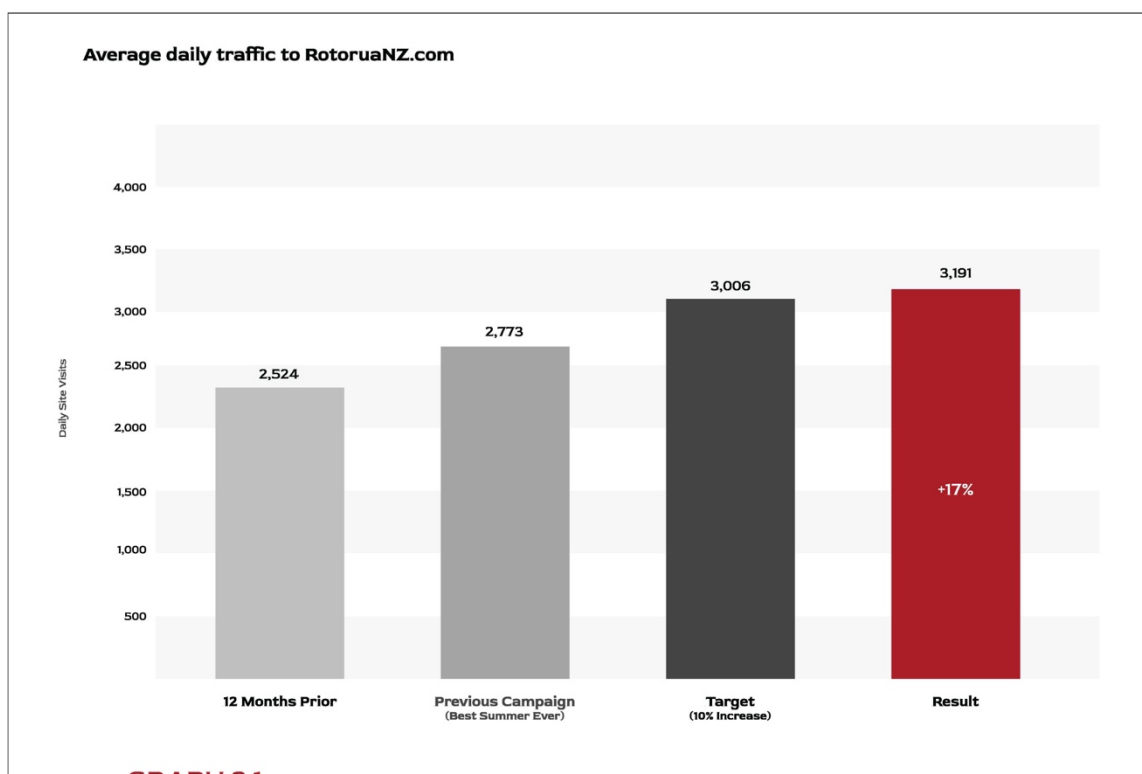
Changing attitudes is great, yet it's not truly effective marketing unless it **changes behaviour**. In this instance, people going to the RotoruaNZ website to learn more about the region.<sup>23</sup>

The objective was a 10% increase (vs previous campaign) in average daily traffic during the campaign period (Graph 2.1).

- Benchmark: 2,733 (previous campaign)
- Target: 3,006 (10% increase)
- Result: 3,191 (**17% increase**)

Over the 6-week period of the campaign, daily traffic to rotoruanz.com increased 27% against the average for the previous 12 months.

Additionally, the website had its highest day of traffic *EVER*, with 5,443 unique visits on Feb 19<sup>th</sup>, two days after our campaign launched.



**GRAPH 2.1**

## Business Impact

Most importantly, evidence the campaign had a **positive commercial impact**.

Measured by an increase in spend, courtesy of tracking electronic card transactions by New Zealanders in Rotorua<sup>24</sup>, versus the same time period the previous year.\*

- Benchmark: 0% increase between 2024 and 2023
- Target: 5% increase between 2025 and 2024
- Result: **7% increase between 2025 and 2024**

<sup>23</sup> RotoruaNZ Google Analytics Report

<sup>24</sup> Marketview Tourism Tool & MBIE Accommodation Data Programme

During the same time period, card spend in the rest of Aotearoa by New Zealanders *decreased* by 2.7%, indicating we 'stole share' from other regions of the country.

(\*For transparency, the "time period" covers the 6-week campaign period - 17 Feb, 2025 to 30<sup>th</sup> of March 2025 - and the 4 weeks immediately after, allowing for a 'lag effect' of the comms, plus the fact some assets, especially OOH, remained in market for a couple of weeks after the paid media date finished.)

## ROI

Calculated via the increase in electronic card spend by New Zealanders in Rotorua, 2025 vs 2024.

<b>Year</b>	2024	2025
<b>Number of Days</b>	73	73
<b>Start Date</b>	19/2/2024 (Monday)	17/2/2025 (Monday)
<b>End Date</b>	1/5/2024	30/4/2025
<b>Spend</b>	\$64,180,693	\$68,643,562
<b>Increase:</b>	<b>\$4,462,869</b>	

Therefore, we calculate our ROI as such:

- Increase in spend attributed to campaign: \$4,462,869
- Campaign costs (including media, production, agency fees): \$550,244
- Increase in spend minus campaign costs: \$3,912,625
- \$3,912,625 divided by \$550,244 = 7.11
- **ROI: For every \$1 invested, we generated \$7.11**

It's worth noting this ROI is quite conservative:

- It doesn't include hotel, Airbnb, and other accommodation revenue, as we don't have full access to this data.
- It's card data only, as we're unable to track the origins of cash transactions.
- And lastly, it relates exclusively to short-term, immediate impact, rather than projected long-term effects of 'forcing reappraisal of Rotorua'.

## Results Summary

The campaign changed perceptions of Rotorua. This, in turn, led to people going to RotoruaNZ.com to learn more about the region. Then, the card transaction data is proof New Zealanders actually visited and spent money in Rotorua. Which provided the campaign with a very healthy (yet conservative!) ROI.

All thanks to encouraging Robe Trips!

We're definitely at the beginning of this journey of reappraisal, but it's clearly off to a great start. Reiterated by the following public statements:

**Rotorua Mayor Tania Tapsell:** *"The campaign has been a massive success, and also resulted in new businesses opening recently."*

**RotoruaNZ CEO Andrew Wilson:** *"It has resonated particularly well with our Auckland target market, and initial feedback suggests it has struck a chord and helped keep Rotorua top of mind, particularly in Auckland."*

04B

**Convincing proof that the results were a direct result of your campaign [15%].**

Outline other external factors that could account for the results outlined in 04a and provide compelling evidence and rationale for why these did not contribute significantly to those results. There are almost always other factors that could have affected your results, such as product changes, pricing, distribution, stock levels, competitive activity, weather, etc. You need to convince the judges that these factors were not responsible for your results, or estimate their contribution and/or demonstrate how they needed the campaign to amplify their impacts.

**Were the results due to international tourists who didn't even see the campaign?**

Transaction data is isolated to Aotearoa cards - it's purely domestic spend. <sup>25</sup>

**Was spend up across the country?**

Card spend in the rest of Aotearoa was actually down 2.7%. <sup>26</sup>

**Other marketing activity in market?**

No other activity. In fact, it's the first major campaign since 'Best Summer Ever' (Nov 2023 to Jan 2024). <sup>27</sup>

**Seasonality?**

The results are versus the exact same time period the year prior, so no seasonality to account for.

**Better weather in 2025?**

Actually, Rotorua weather was warmer and drier in 2024! <sup>28</sup>

**Positive media coverage?**

Unfortunately, negative coverage of Rotorua was part of the problem! <sup>29</sup>

**Tourism NZ promoting Rotorua?**

<sup>25</sup> Marketview Tourism Tool & MBIE Accommodation Data Programme

<sup>26</sup> Marketview Tourism Tool & MBIE Accommodation Data Programme

<sup>27</sup> RotoruaNZ

<sup>28</sup> [worldweatheronline.com/rotorua-weather-history/nz](http://worldweatheronline.com/rotorua-weather-history/nz)

<sup>29</sup> The Rotorua Ripple Effect: Mai Rotorua Strategy, conducted by external research agency.

We wish! MBIE actually officially directed Tourism New Zealand to focus on international tourism in 2023.<sup>30</sup>

### Did we simply have a campaign in market?

During the previous major RotoruaNZ campaign - ‘Best Summer Ever’ – there was a 1% **decrease** in card spend.<sup>31</sup>

### Increase in marketing spend?

There was an increase in media spend: \$193, 815 to \$276,091.

### Do we know it was Aucklanders visiting Rotorua?

Technically, no. But the research – including ‘Consideration’ – was isolated to Aucklanders, and the vast majority of the campaign ran in Auckland. However, the intent was never to ‘exclude’ anyway.<sup>32</sup>

	<b>Guidance Notes</b> Please refer to the guidance notes below, to ensure your entry conforms to eligibility criteria.
	<p>Eligibility: Data presented must be isolated to Aotearoa, and work must have run between 1 June 2023 and 30 June 2025. Results may be included up to 22 July 2025. Results data that fails to isolate or identify data specific to the eligibility period and/or Aotearoa New Zealand risks low marks and/or being ineligible.</p> <p>Data Sources: All data referenced in the entry requires sources (recommended as footnotes on the page referenced or at the end of the entry).</p> <p>Charts and Graphs: Entrants are encouraged to display data via charts &amp; graphs within the limits allocated in each question. Sources required for all data including charts and graphs.</p> <p>Agency names: No agencies, of any kind, are to be included in the entry.</p>

<sup>30</sup> MBIE Cabinet Paper: Update on Tourism New Zealand’s role in Domestic Demand 14/08/2023

<sup>31</sup> Marketview Tourism Tool & MBIE Accommodation Data Programme

<sup>32</sup> Qual and Quant research projects, both conducted by external research agencies.