

Quarterly Report

Rotorua District

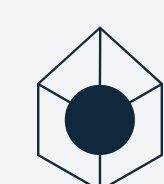
Summary

Below we've presented a summary of Rotorua District's key metrics this quarter:

 New Business Registrations this month

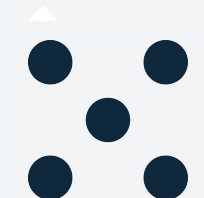
 **46.0**

As of June 2024, Rotorua District saw 46.0 new business registrations, a decrease of 8% compared with March 2024.

 Rental affordability (% of income spent on rent)

 **30.4%**

As of June 2024, residents of Rotorua District spent 30.4% of their household income on rent, an increase of 0.68% compared with March 2024.

 Gambling spend per capita

 **\$100**

As of March 2024, an average of \$100.0 was spent by individuals over 18 years in Rotorua District through electronic gaming machines, a decrease of 11.2% compared with December 2023.

 Crime rate

 **82.3**

In June 2024, Rotorua District had a crime rate of 82.3 incidents per 10,000 people, a decrease of 0.47% compared with March 2024.

 Deprivation Index

 **9.0**

As of June 2024, the deprivation within Rotorua District is 9.0 and this is unchanged since May 2024.

 Job seeker support rate

 **10.3%**

In June 2024, 10.3% of the working population (15-64 years) in Rotorua District claimed Job Seeker Support, an increase of 5.15% compared with June 2023.

 Trending Up  Trending Down  Improving  Worsening  No Change

Key Pillar Changes

New Business Registrations this month Jun 2024 **46.0** ▼ **8%** % change is from March 2024

Business Deregistrations this month Jun 2024 **77.0** ▲ **156.67%** % change is from March 2024

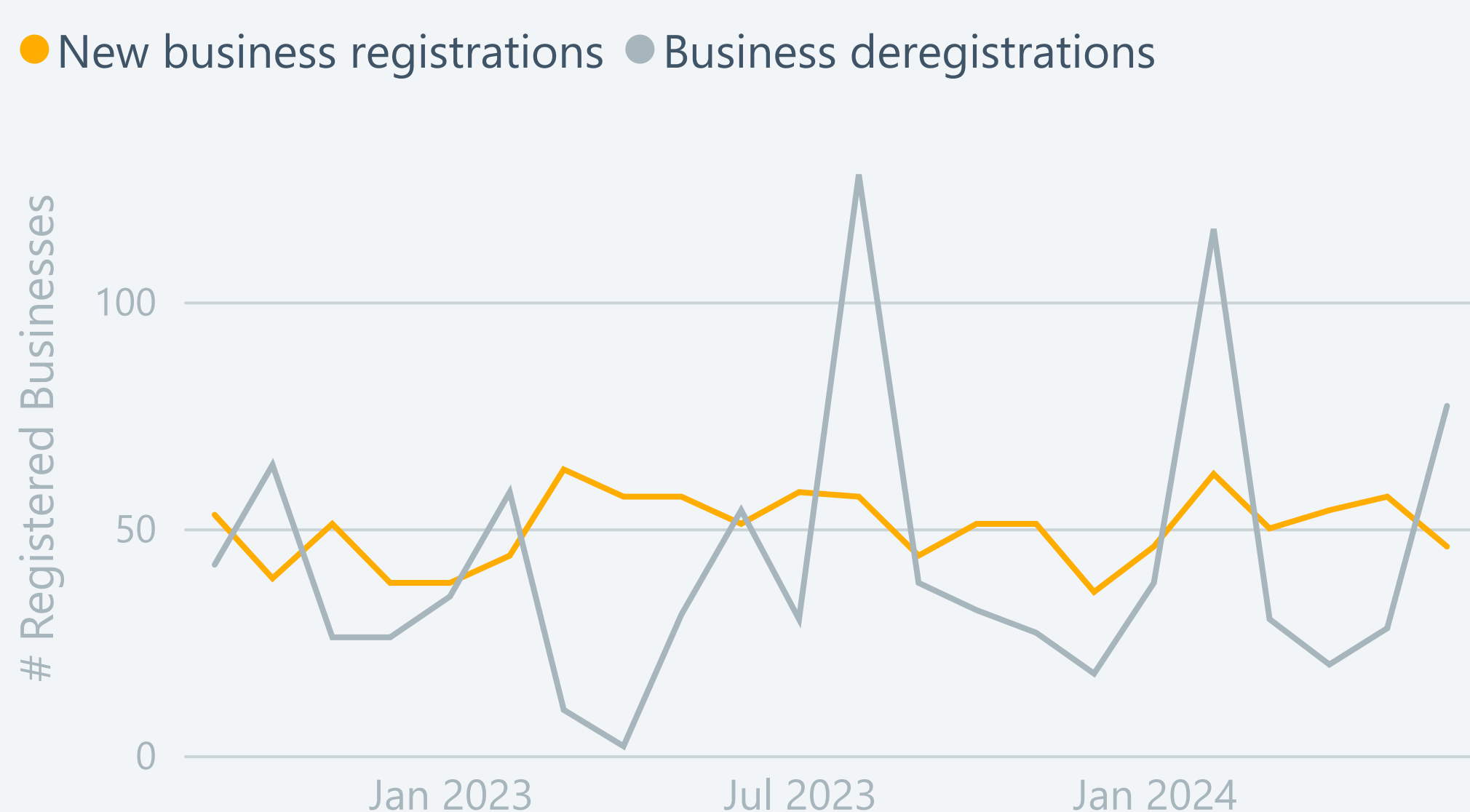
Total tourism spend this quarter May 2024 **\$105.1M** ▼ **23.52%** % change is from February 2024

Total number of businesses registered to date



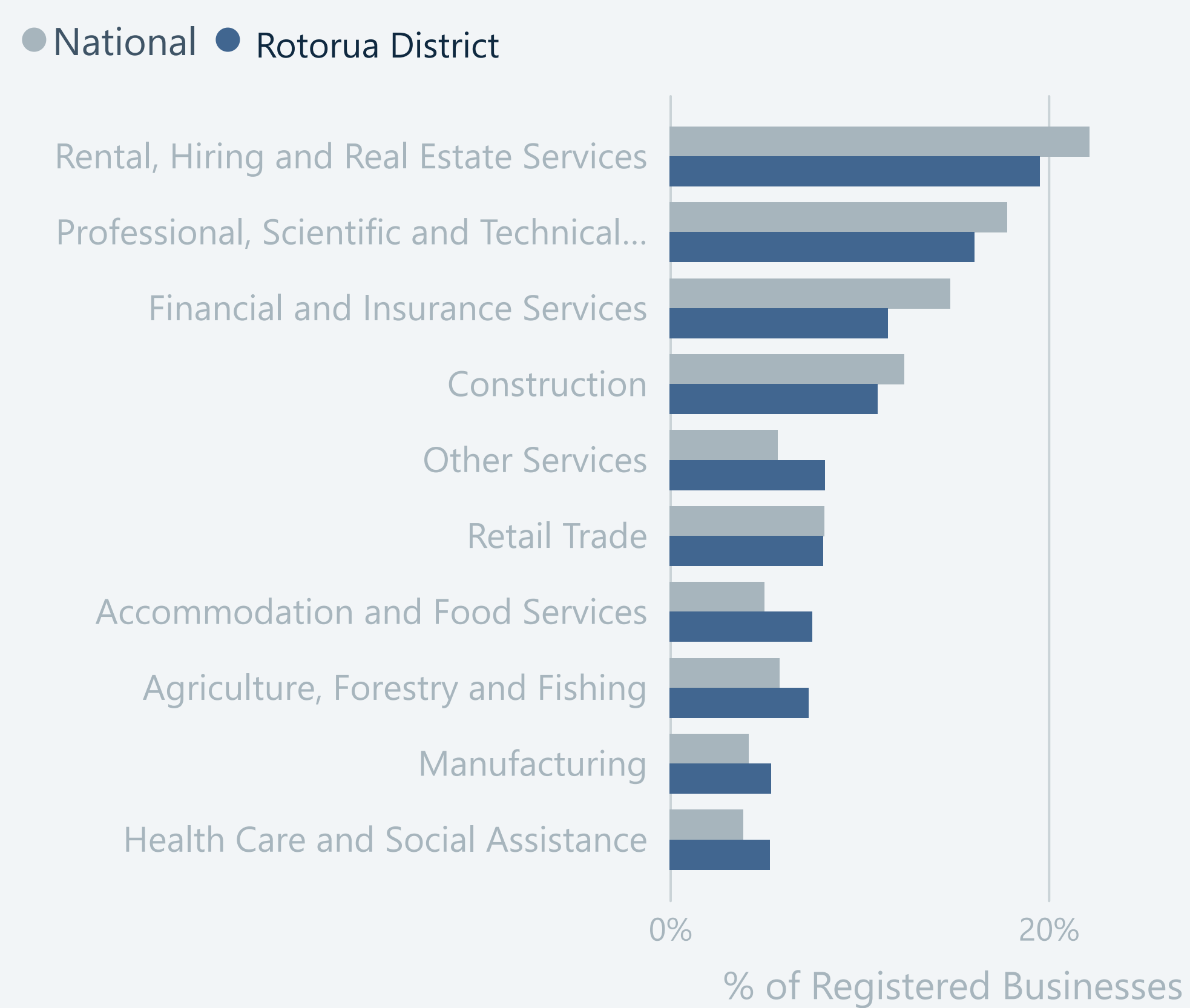
As of June 2024 there were 10111 registered businesses in Rotorua District. Over the last 12 months the number of registered businesses has increased by 30. Nationally, the number of registered businesses has increased by 0.94%.

Business openings and closings in the last year



Comparing June 2024 with June 2023 Rotorua District has seen a decrease in the number of new business registrations of 9.8% and an increase in the number of business deregistrations of 42.6%.

Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Rotorua District and makes up 16.2% of all currently registered businesses.

Tourism spend this quarter



In May 2024, \$26.9M was spent in Rotorua District from domestic and international visitors to the district. Domestic tourism made up 77.5% of total tourism spend, and has increased by 5.29% since the same time last year, whereas international tourism has increased by 2.69% in the same time period.

Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▼ \$1.2M	\$6.3M
Rest of Asia	▲ \$569K	\$2M
Rest of Europe	▲ \$306K	\$3.3M
United Kingdom	▲ \$510K	\$3.9M
United States of America	▲ \$3.3M	\$10.3M

This quarter, the largest spend from international tourists visiting Rotorua District came from United States of America, with tourists spending \$10.3M. This represents an increase of \$3.3M since the same quarter last year.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▲ \$588K	\$15.9M
Manawatu-Wanganui	▲ \$96K	\$2.8M
Auckland	▲ \$200K	\$20.3M
Waikato	▲ \$467K	\$20.4M
Wellington	▼ \$204K	\$4.2M

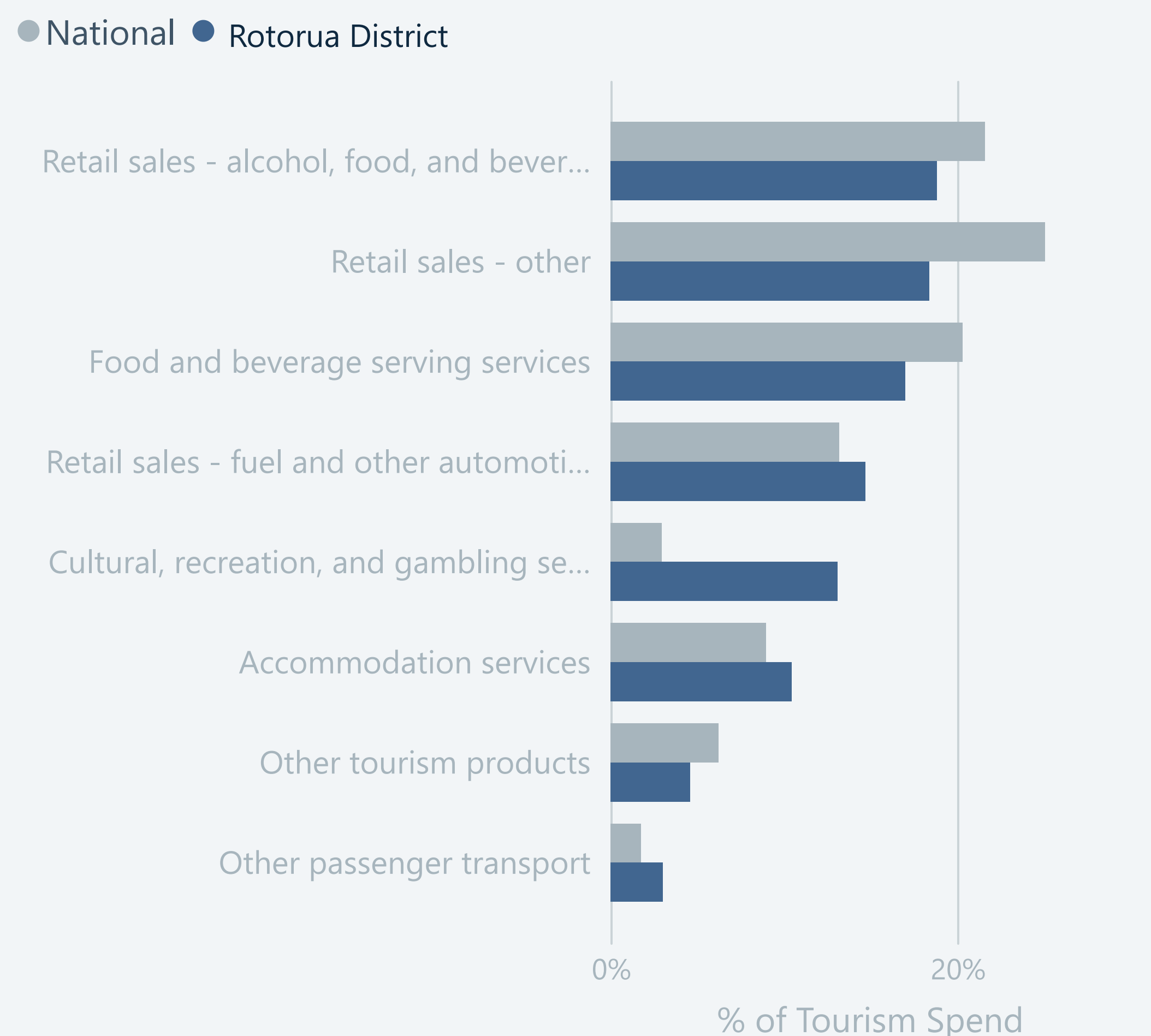
This quarter, the largest spend from domestic tourists visiting Rotorua District came from the Waikato region, with tourists spending \$20.4M. This represents an increase of \$467K since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Rest of Americas	▲ \$514K	\$835K
Korea	▲ \$137K	\$380K
Rest of Oceania	▲ \$79K	\$106K

This quarter, Rotorua District saw the greatest % change in international tourism spend from those visiting from Rest of Oceania since the same quarter last year, with a \$79K increase in spend.

Tourism spend by industry



In Rotorua District tourists spent the most on Retail sales - alcohol, food, and beverages this quarter, which was 18.8% of all tourism spend. This is 13% smaller than the national proportion.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Marlborough	▲ \$36K	\$140K
Nelson	▲ \$37K	\$159K
West Coast	▲ \$43K	\$99K

This quarter, Rotorua District saw the greatest % change in domestic tourism spend from those visiting from the West Coast region since the same quarter last year, with a \$43K increase in spend.

i Domestic tourism spend is calculated using the monthly spend of in-person electronic card transactions in the district, which come from individuals living outside of the district and whose own home district's largest urban centre is at least 40km away.

Note that our source of tourism spend data has been deprecated and no longer updating. DOT are seeking an alternative replacement.

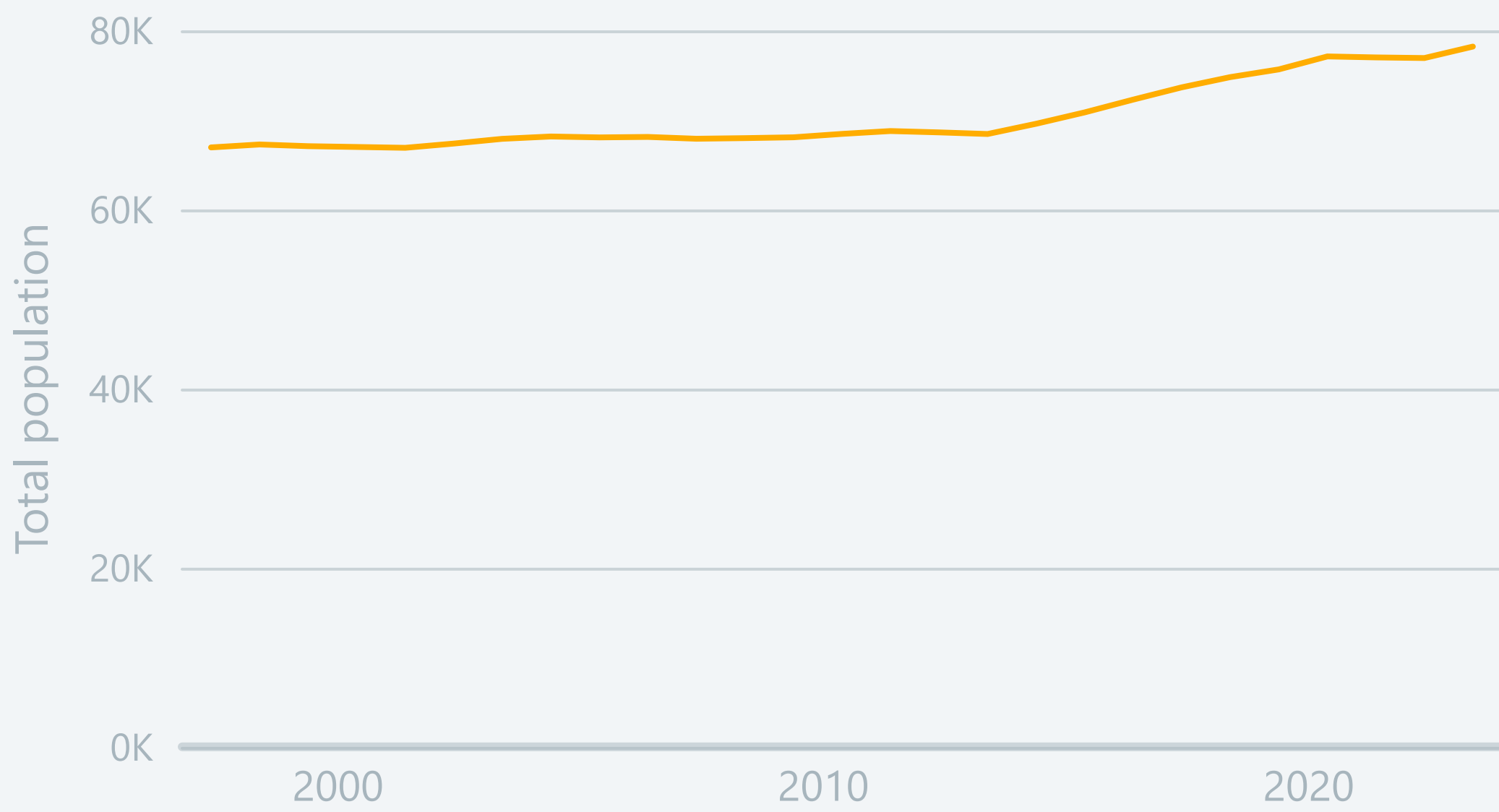


Demographics

Estimated population

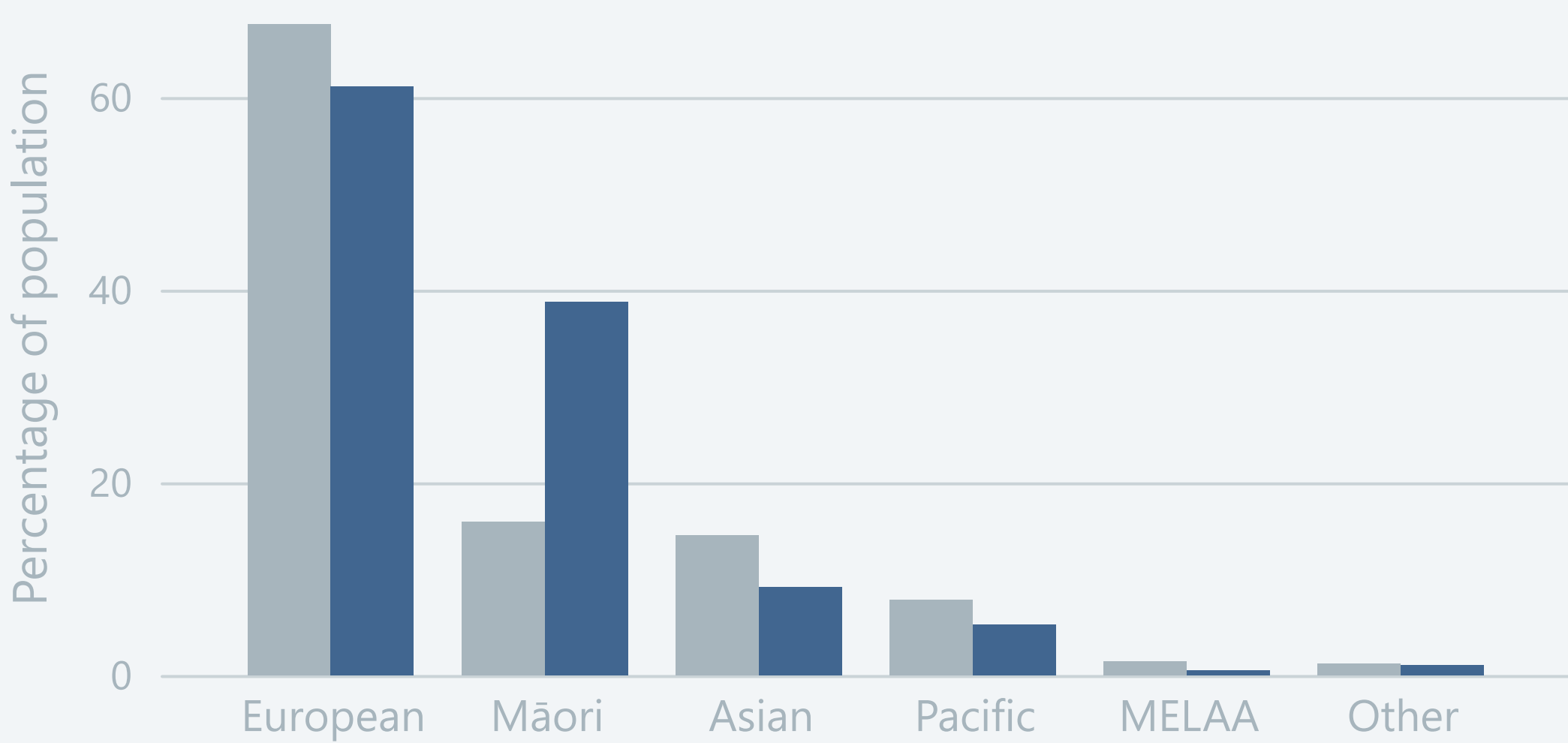
78.19K

Is the estimated total population in Rotorua District in 2023. The population in the area has increased by 1.66% or 1279 people since 2022.



Ethnic distribution

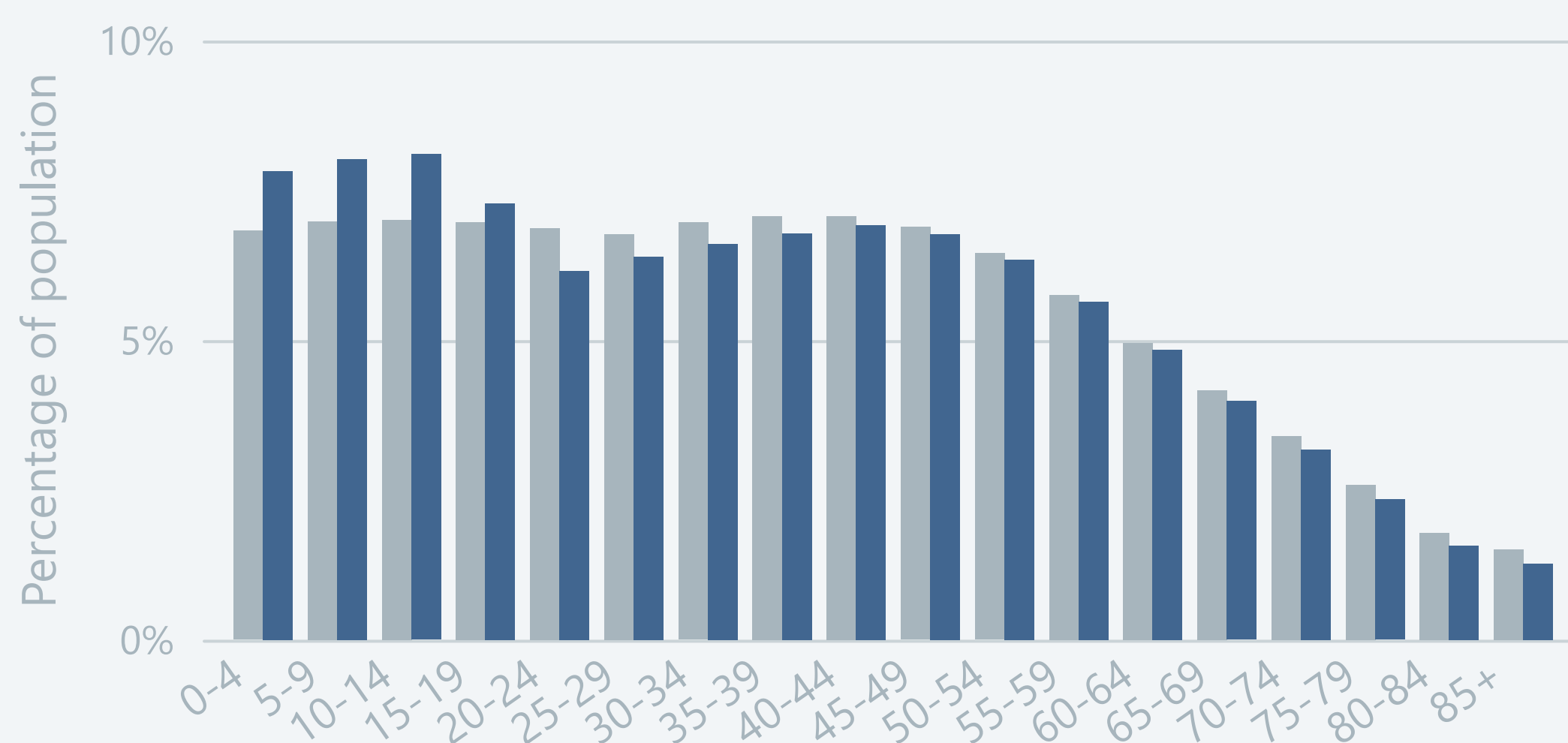
● National ● Rotorua District



As of March 2018 the largest ethnic group in Rotorua District is European (61.1%), 9.6% less than the national percentage. The ethnicity that has had the greatest change since March 2013 is Asian, increasing by 65.94%.

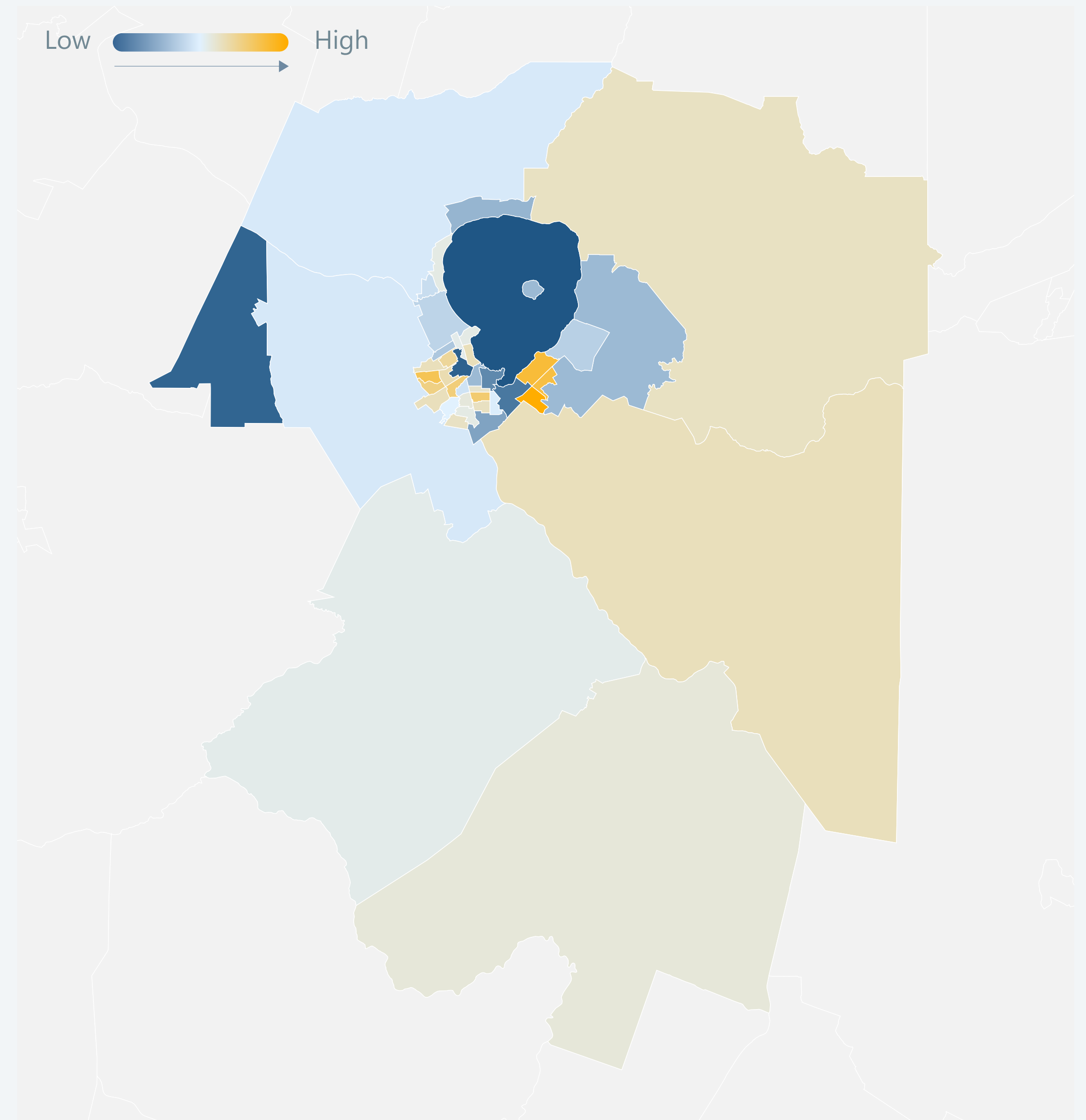
Age distribution

● National ● Rotorua District



As of June 2023 the largest age band in Rotorua District is 10-14 (7.8%), 18% larger than the national distribution. The age band that has had the greatest change since June 2022 is 35-39, increasing by 6.36%.

Population distribution



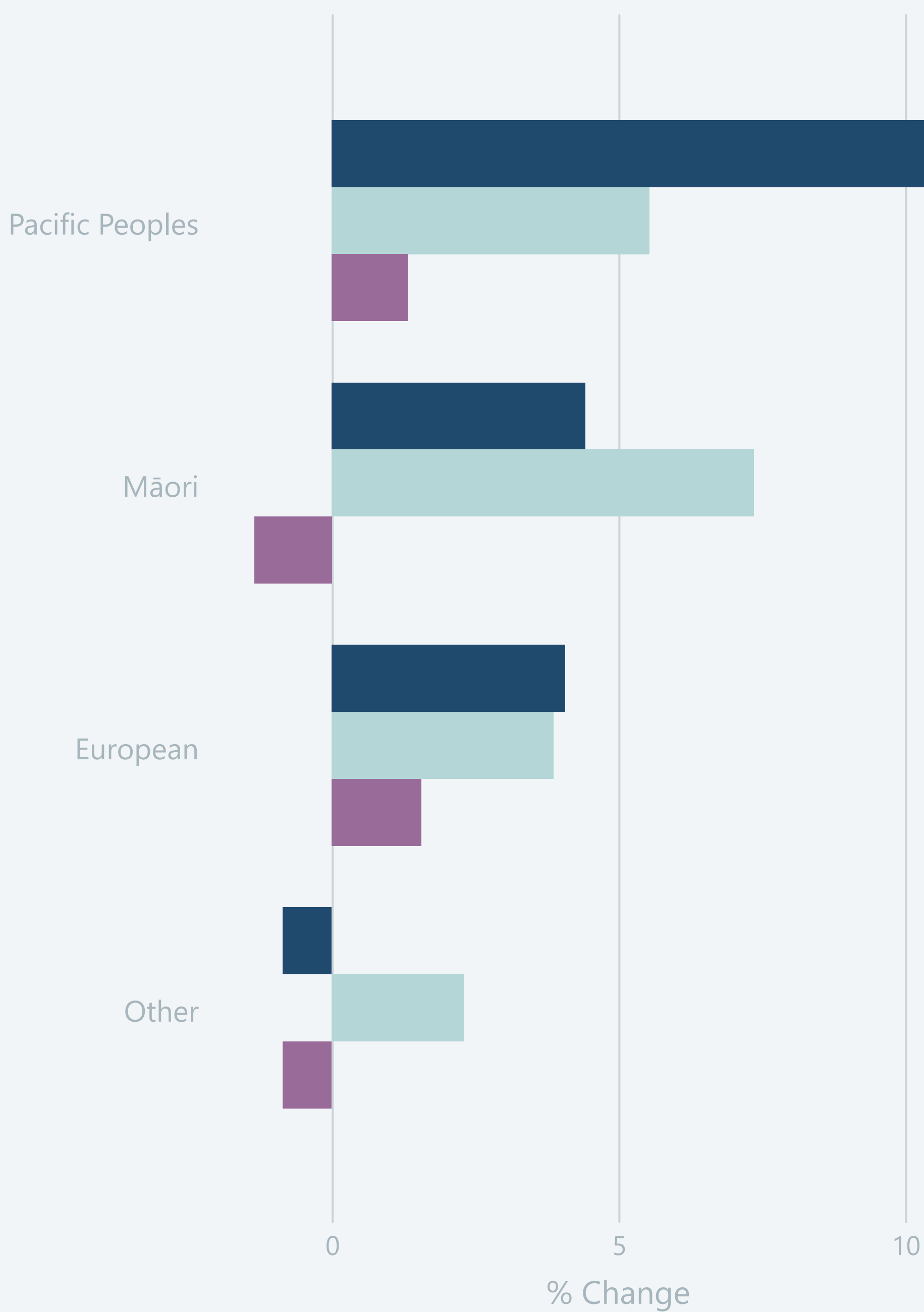
In June 2023, Ahihi saw the greatest change in population, with an increase of 6.7% since June 2022.

Key Pillar Changes

Job seeker support rate	Jun 2024	10.3%	▲ 5.15%	% change is from June 2023
Means tested benefit rate	Jun 2024	4.3%	▲ 6.11%	% change is from June 2023
Sole parent support rate	Jun 2024	4.9%	▼ 0.31%	% change is from June 2023

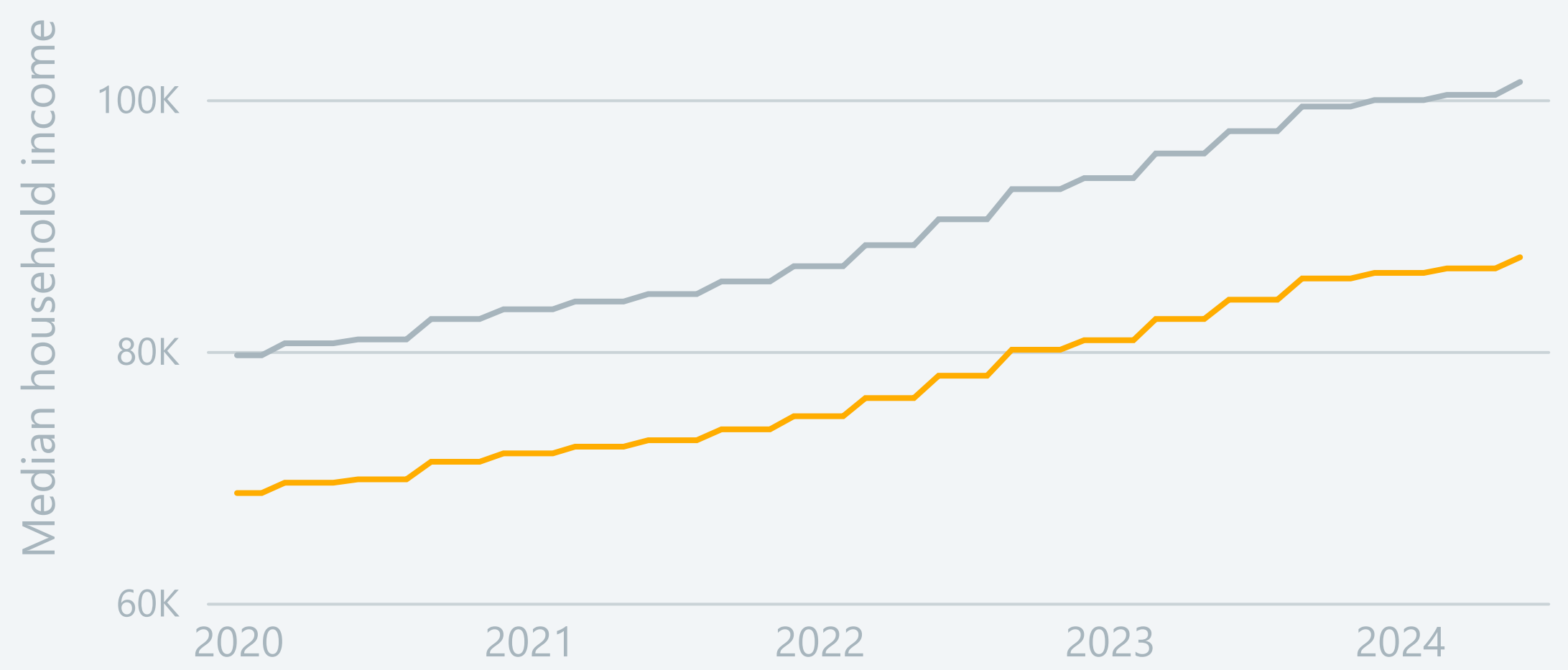
Change in benefit rates by Ethnicity

● Job Seeker Support ● Means Tested Benefit ● Single Parent Support



Median Household Income over time

● National ● Rotorua District



As of June 2024, the median household income (adjusted for inflation) in Rotorua District was \$87,451. This is 13.7% less than the national median.

Within Rotorua District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Job Seeker Support for Pacific Peoples, up 10.71% to a value of 10.14 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Māori saw the greatest decrease over the last 12 months, down 1.35% to 9.26 claimants per 100 working adults.

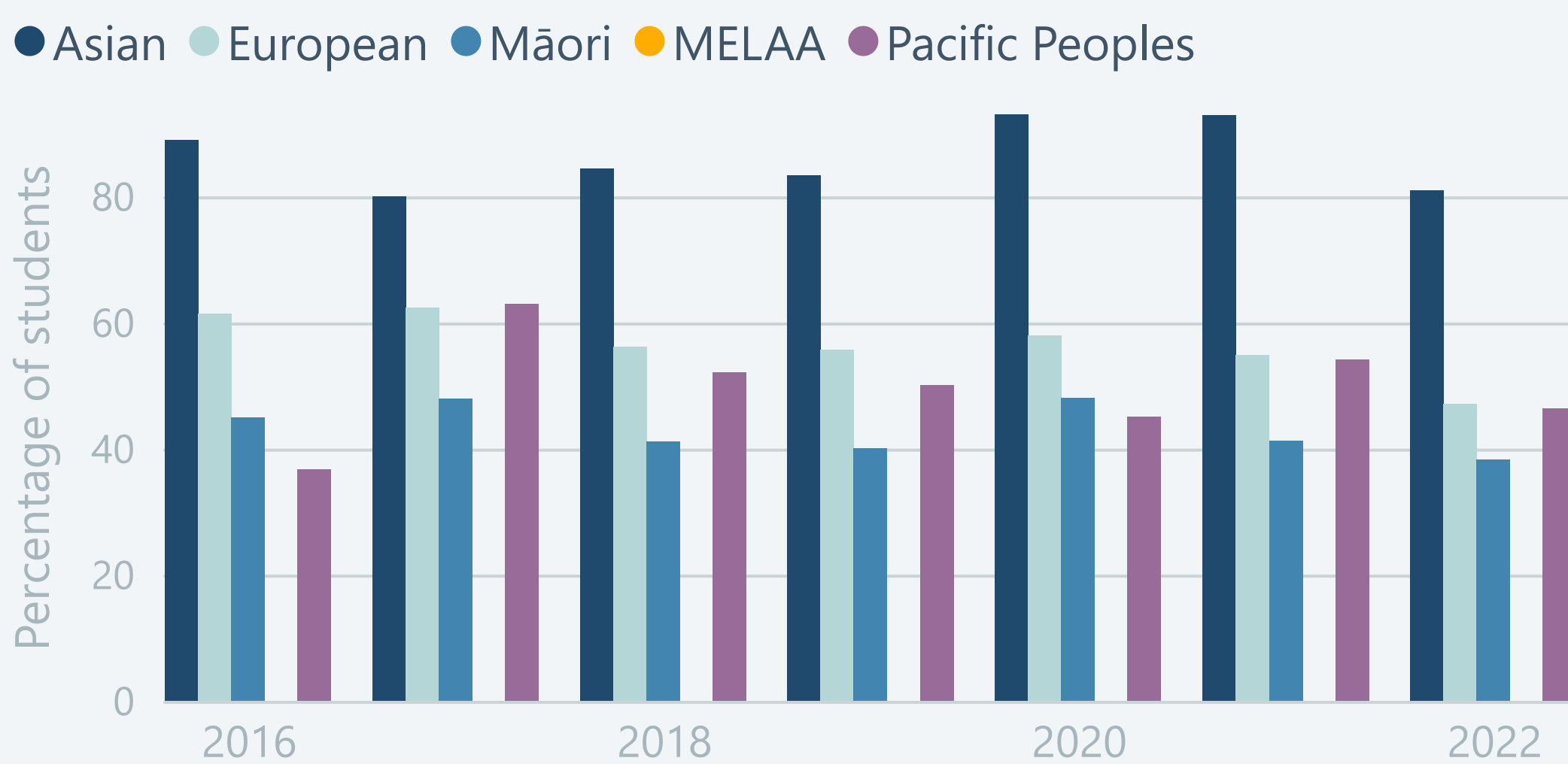
Key Pillar Changes

Secondary school retention Jan 2022 **66.0%** ▽ 7.93% % change is from January 2021

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2022 **John Paul College**

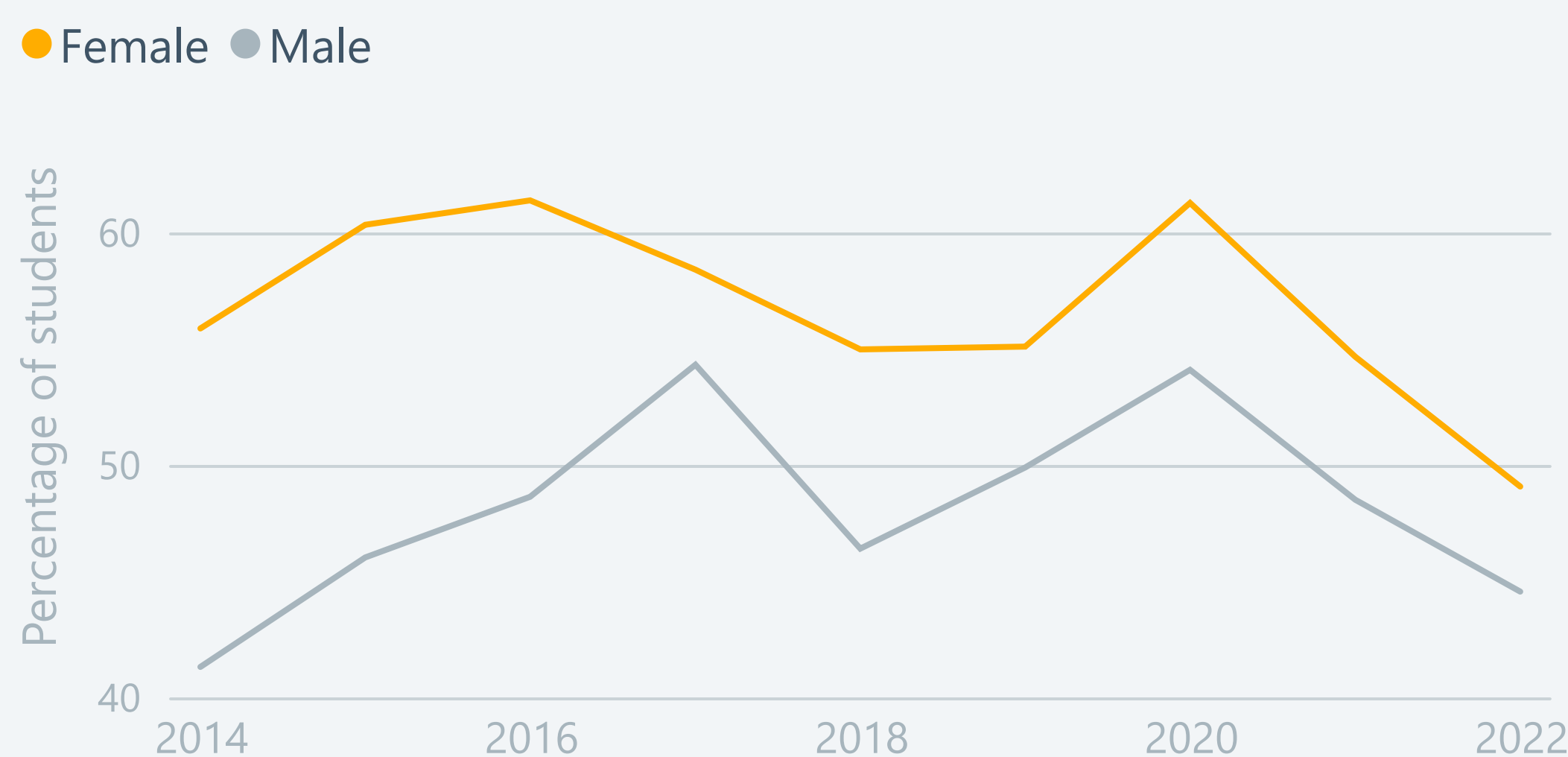
Ethnicity with greatest change in secondary school retention Jan 2022 **European** ▽ 9.77% % change is from January 2021

School leavers with NCEA3 level by ethnicity



In 2022, Asian students in Rotorua District had the greatest proportion of students leaving with NCEA3. This is 2.12 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. Pacific Peoples students have seen the greatest change in NCEA Level 3 pass rates, with an increase of 20.2%. Māori NCEA Level 3 pass rates in Rotorua District are 108% of National Māori rates.

School leavers with NCEA3 level by gender



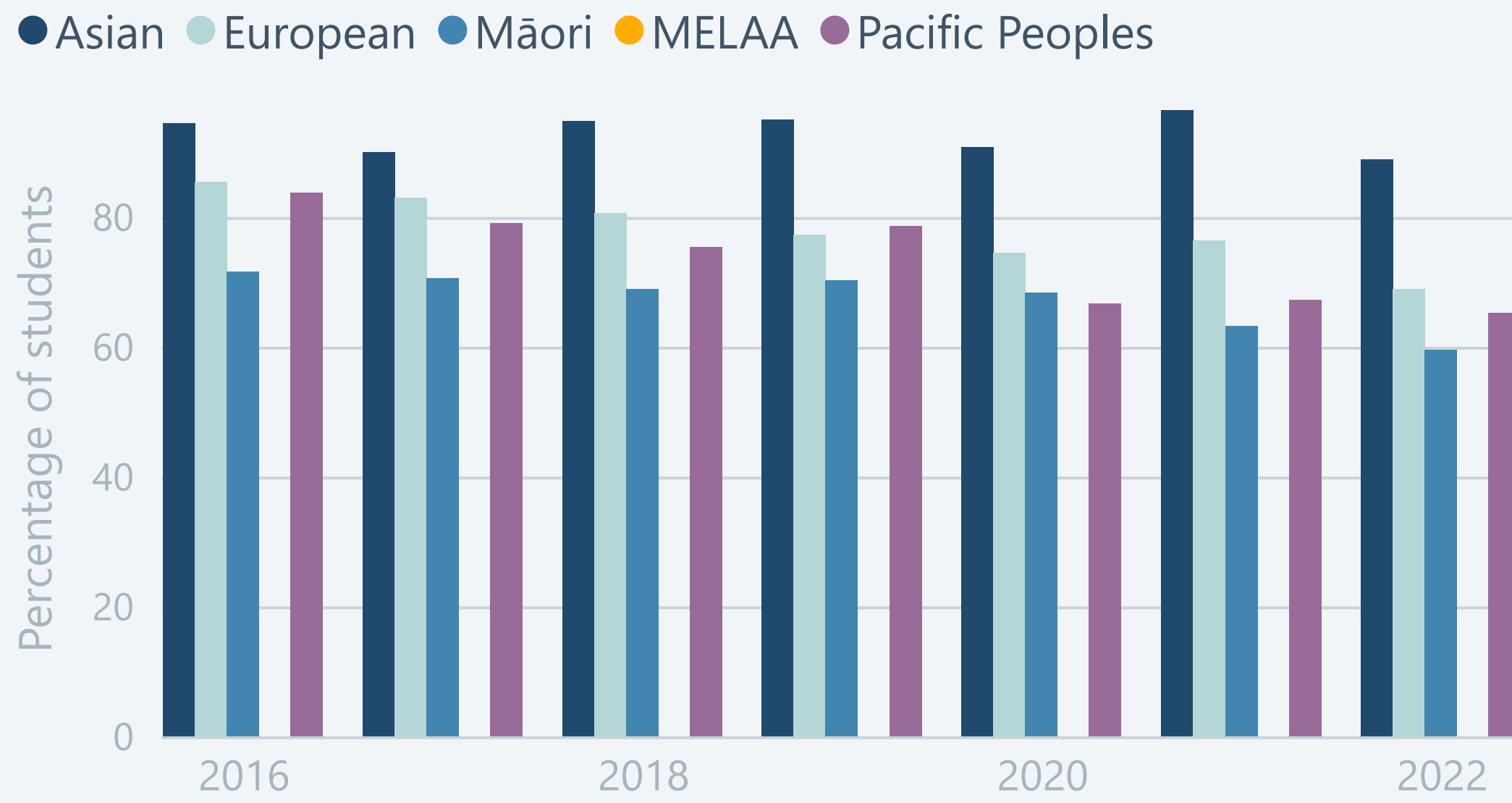
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Rotorua District for female students has been 1.18 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared to national figures, in 2022 the pass rate in Rotorua District were lower for both females and males.

Schools with greatest change in NCEA3 pass rate

In 2022, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2021 was Rotorua Lakes High School, with a 15.99% decrease. Note that the table includes only those schools with more than 50 students.

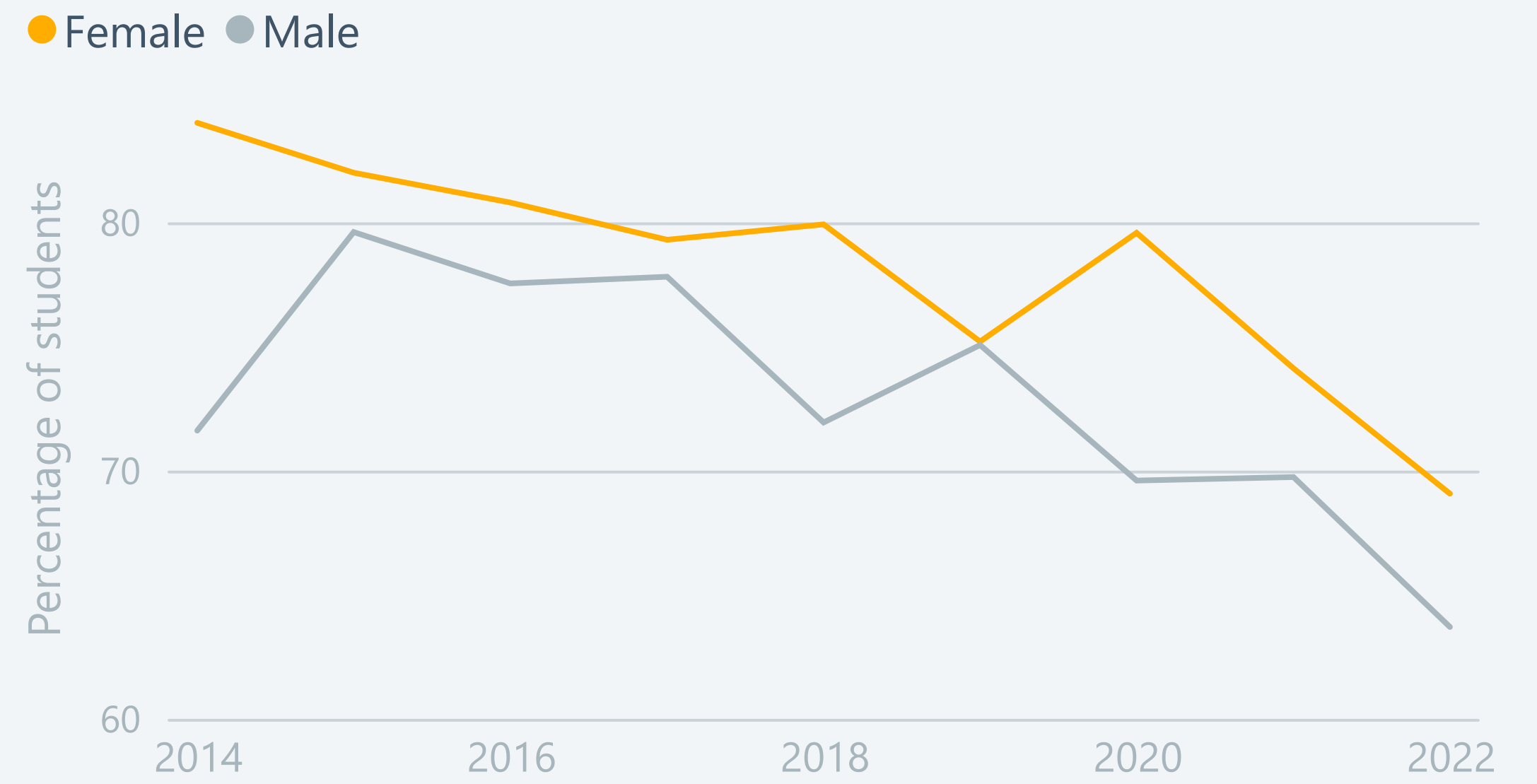
School	% Change	Pass Rate
Rotorua Lakes High School	▽ 15.99	36.36
John Paul College	▽ 8.39	73.02
Western Heights High School	▽ 5.37	38.38
Rotorua Girls' High School	▽ 4.10	42.18
Rotorua Boys' High School	▲ 3.54	48.68

Secondary school retention by ethnicity



In 2022, Asian students in Rotorua District had the greatest retention rate. This is 1.49 times larger than Māori students, who have the lowest retention rate. Asian students have seen the greatest change in retention, with an increase of 6.3%. Māori retention rates in Rotorua District are 92% of National Māori rates.

Secondary school retention by gender



On average, since 2014, the retention rate in Rotorua District of female students has been 1.07 times larger than male students. In 2022, the retention rates of female students compared with male students was higher than average.. Compared to national figures, in 2022 the retention rates in Rotorua District were lower for both females and males.

Schools with greatest change in retention

In 2022, the school with the greatest change in retention rate since 2021 was Rotorua Lakes High School, with a 16.28% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Rotorua Lakes High School	▼ 16.28	60
Rotorua Boys' High School	▼ 7.34	60
Rotorua Girls' High School	▼ 5.96	59
John Paul College	▼ 4.78	86
Western Heights High School	▼ 0.95	66

! Education data is released by Education Counts at the end of each year, and pertain to the year prior to release.

i Secondary school retention is defined as the percentage of secondary school leavers who are at least 17 years of age.

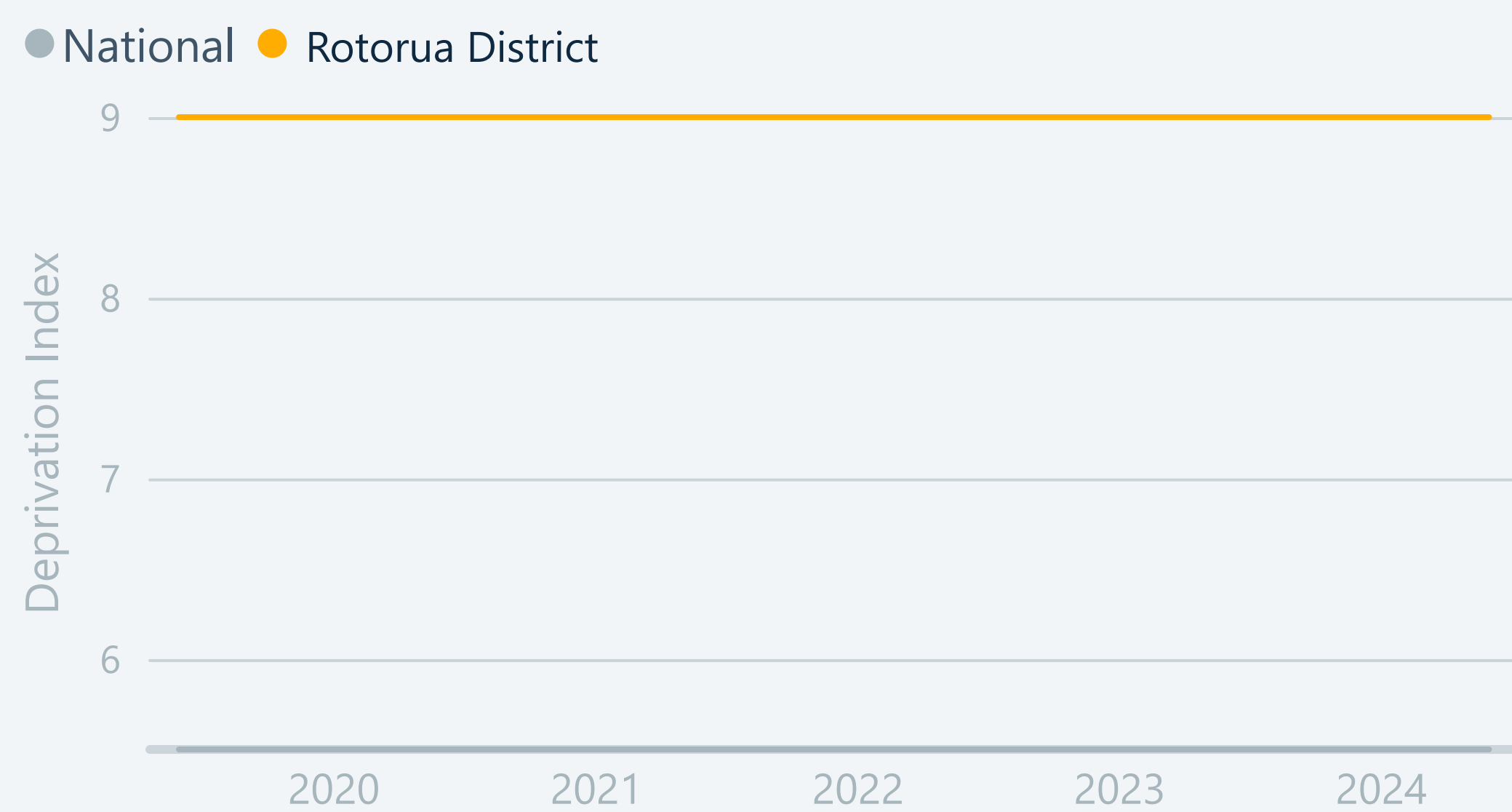
Key Pillar Changes

Deprivation Index Jun 2024 **9.0** — 0% % change is from May 2024

Community with greatest decrease in deprivation score Jun 2024 **Arahiwi** ▽ 10.32% % change is from June 2023

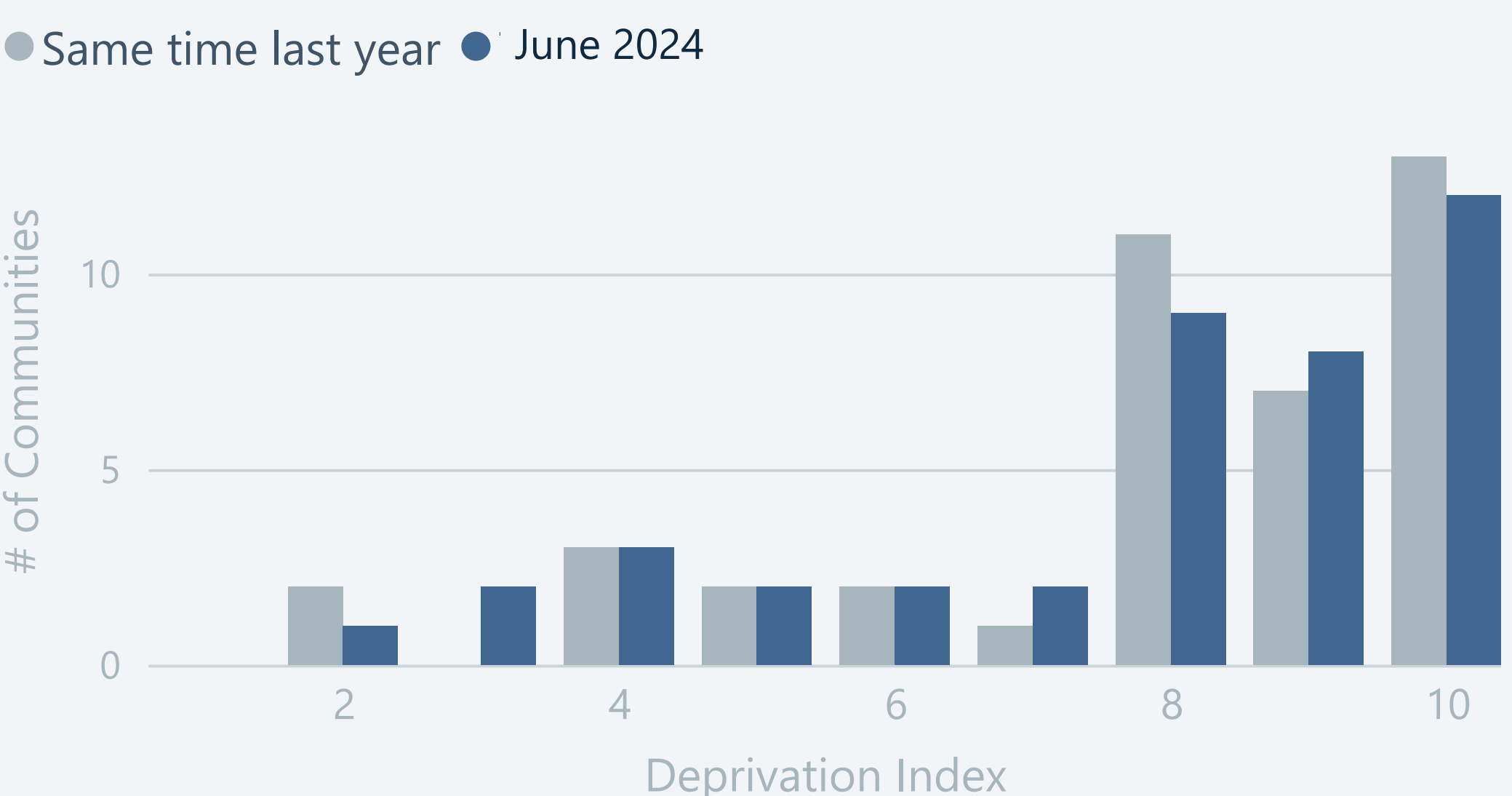
Community with greatest increase in deprivation score Jun 2024 **Tihiotonga-Whakarewarewa** ▲ 1.58% % change is from June 2023

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Rotorua District has seen no change, and is 9 as of June 2024. The deprivation index is 63.6% above the national median index of 5.5.

Distribution of Deprivation Index



In Rotorua District, 70.7% of the population live in highly deprived communities (deprivation index 8-10), whereas 7.3% live in high socio-economic performing communities (deprivation index 1-3).

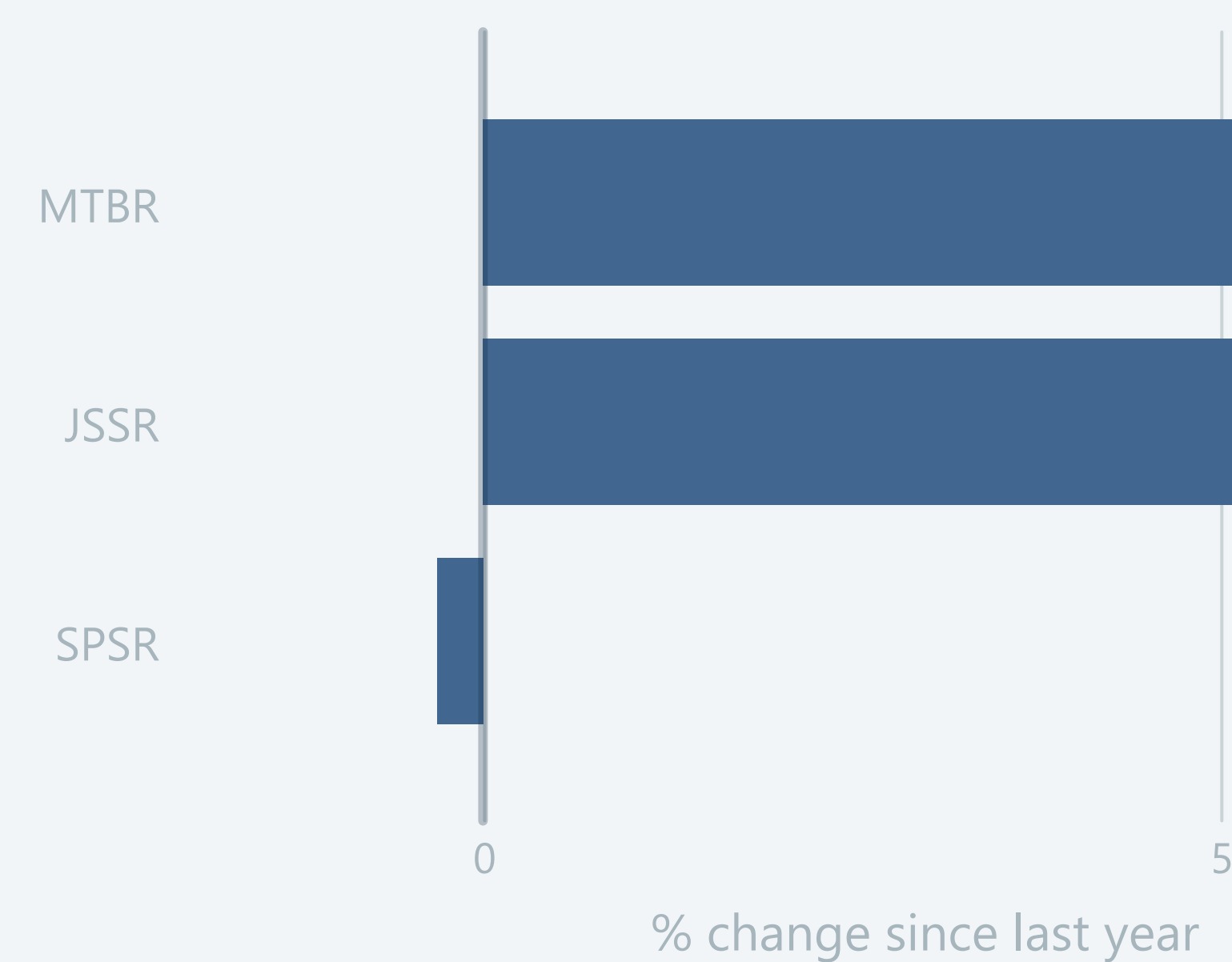
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Arahiwi	▽ 10.32	954.98
Rotorua Central	▽ 6.80	1,147.88
Kuirau	▽ 6.02	1,210.69
Victoria	▽ 1.76	1,259.09
Tihiotonga-Whakarewarewa	▲ 1.58	1,091.85

The community with the greatest change in deprivation score since the same time last year was Arahiwi, with a 10.3% decrease.

Benefit Deprivation Indicators



The benefit deprivation indicator that has changed the most in the last year is Means Tested Benefit Rate (MTBR) which saw a 6.11% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

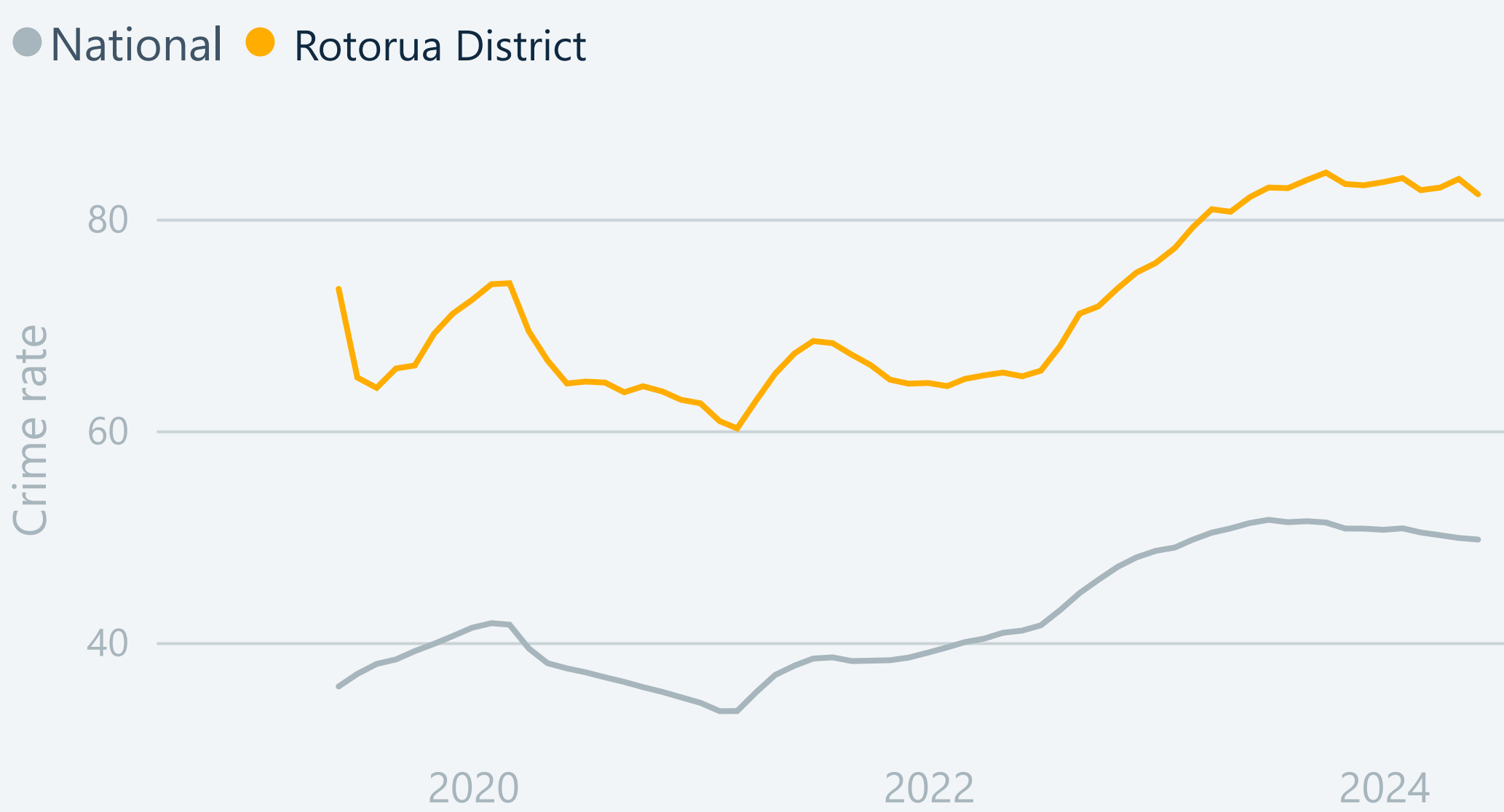
Key Pillar Changes

Crime rate Jun 2024 **82.3** ▽ 0.47% % change is from March 2024

Crime type with the greatest change in crime rate Jun 2024 **Abduction** ▲ 23.26% % change is from March 2024

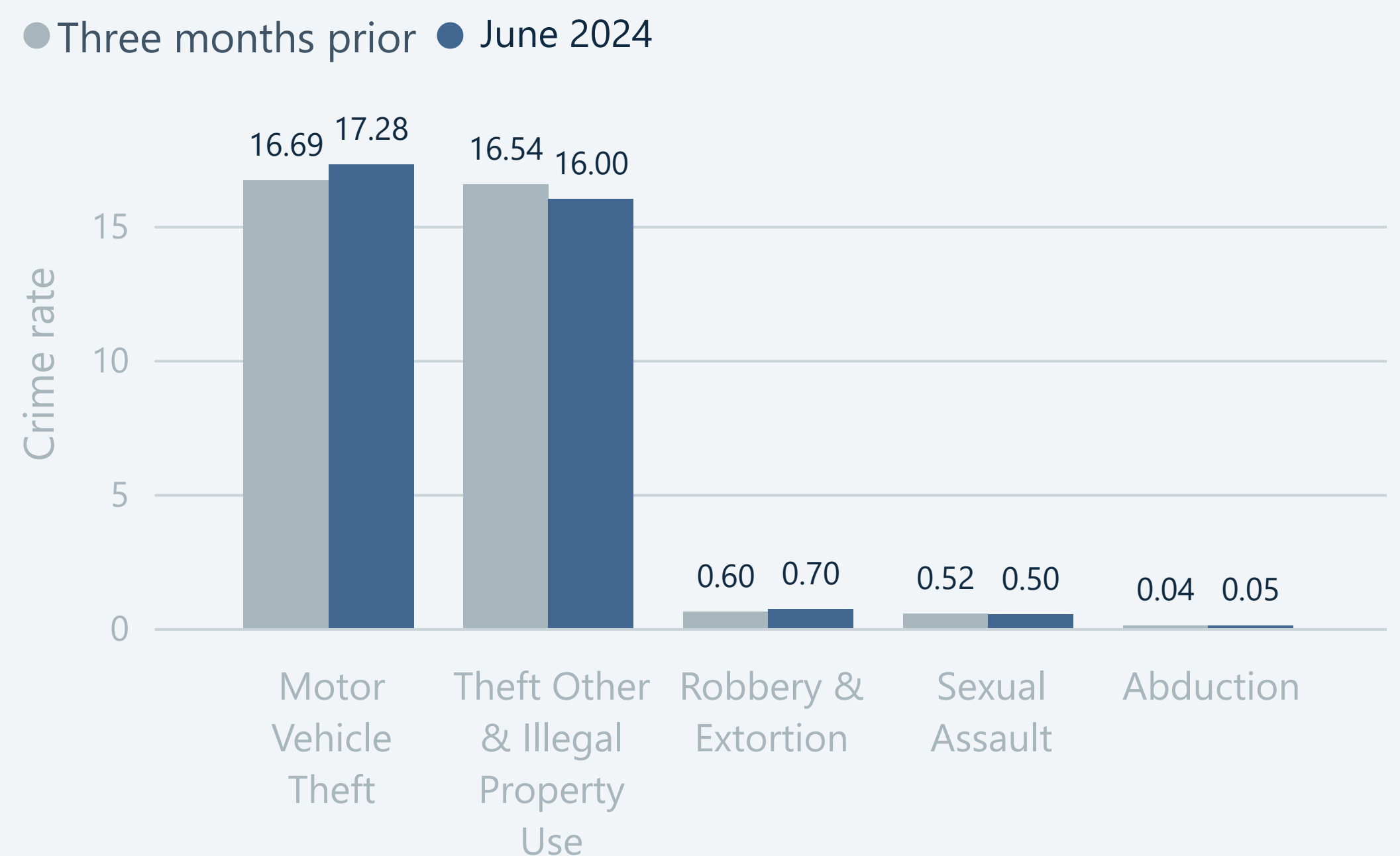
Community with greatest change in crime rate Jun 2024 **Arahiwi** ▲ 59.81% % change is from March 2024

Comparison to National Crime Rate



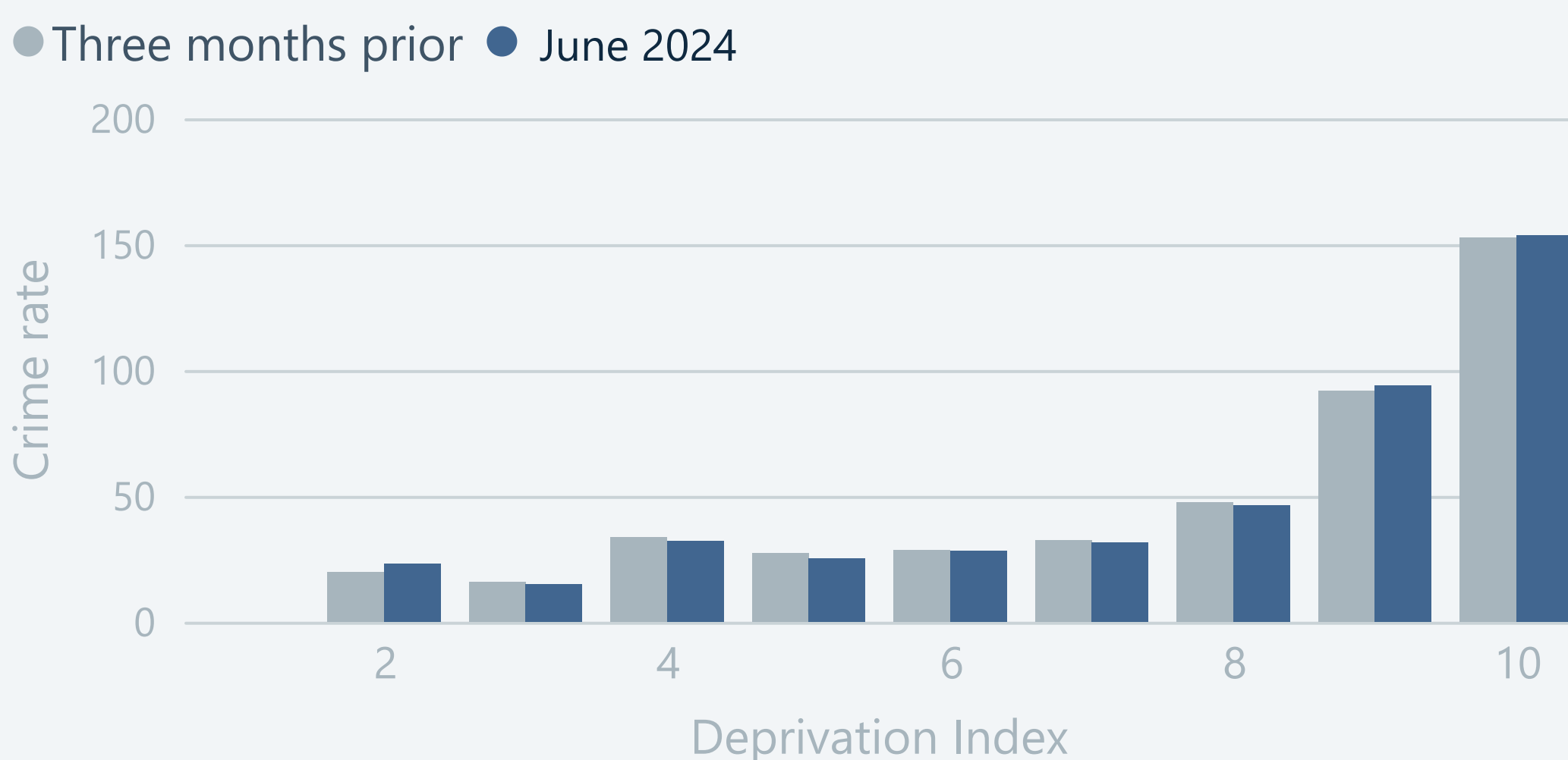
Compared with the same time last year the crime rate in Rotorua District has increased by 0.3%, and is 82.3 as at June 2024. The crime rate is 65.6% above the national rate of 49.7.

Crime Types with the Greatest Change



Within Rotorua District, the most prevalent type of crime in June 2024 was 'Motor Vehicle Theft and Related Offences'. The type of crime that had the greatest change in the last 3 months was 'Abduction', with an increase of 23.3%.

Crime Rate by Deprivation Index



In Rotorua District, communities with a deprivation index of 10 have the highest crime rate. The crime rate in these communities is 10.3 times higher than those with a deprivation index of 3, the group with the lowest crime rate. Communities with a deprivation index of 2 have seen the greatest change in their crime rate over the last 3 months, with an increase of 17.4%.

i Crime rate is defined as the the number of victimisations over the last 12 months per 10,000 people

Communities with Greatest Change

Community	% Change	Crime rate
Arahiwi	▲ 59.81	41.3
Holdens Bay-Rotokawa	▽ 21.52	27.4
Springfield South	▽ 21.14	22.5
Selwyn Heights	▲ 18.14	40.2
Mangakakahi West	▲ 17.41	36.5

Arahiwi saw the greatest change in crime rate over the last 3 months in Rotorua District, with an increase of 59.8%.

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