



MEDIA RELEASE

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Kiwi Holiday Figures 25% up for Polynesian Spa, Rotorua

Very positive domestic kiwi tourism has meant Rotorua's leading international hot pool and spa Polynesian Spa experienced a 25% increase in kiwi visitors between Christmas and 4 January.

"It's an increase in kiwis, especially from Auckland and the Waikato, who have stayed close to home on holiday this year," says Polynesian Spa owner and managing director Martin Lobb. "Rotorua is again appealing to kiwis from the North Island as a destination delivering action, quality and value, possibly at the expense of South Island destinations. We're the jewel in the crown of North Island holiday spots this summer and we always are in winter too."

Mr Lobb said that anecdotally he knew camping in and around Rotorua had been very solid. While tour groups were down, camper vans and camping was up overall.

"On top of controlling their accommodation budgets, people are clearly wanting to pay for fun and experience of activities in Rotorua. There is a huge variety here, including our spa. We've noticed that people are willing to pay for top of the line spa therapies which include mud wraps and massages for \$140 an hour including deluxe bathing. We've also had an increase in demand for our higher priced deluxe private pools and luxury lake spa which both look out over the lake," says Mr Lobb. "Our type of natural health spa which has a mix of family pools and top quality therapy experiences is benefiting from visitors who want quality."

The Spa includes a purpose built wing offering spa therapies with thirteen spa therapists on site. There are also large public pools for soaking, family pools with lifeguard supervision for children.

Mr Lobb said that the Spa's exclusive Spa Essentials store, which specialises in swimwear and spa products, and has an online shop, experienced a 'significant Christmas increase'. "Our Spa Essentials store, which does not carry traditional souvenirs but has a wide range of swimwear and skincare products many of which have New Zealand mud and manuka honey as ingredients, have experienced sales in the holiday period which exceeded last year," he says.

Polynesian Spa was nominated by the exclusive Conde Nast Traveller magazine as one of the top ten spas of the world 2004-2007.

Polynesian Spa www.polynesianspa.co.nz has 26 natural mineral hot pools and a range of spa therapies, gift shopping and a café. It is located on the shores of Lake Rotorua. It was begun in 1972 by the Lobb family and has since become an iconic visitor destination in Rotorua – amongst Rotorua's top three choices of activities.

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