Re – creating the Health & Wellness Capital of the South Pacific.

A journey of the people
Health & Wellness Capital

• What does that mean for us?
  – There are aligned Visions and Aspirations
  – We work in true Partnership – Iwi, Council, Business
  – It's about growing our Maori Economy and expressing our culture
  – It's about creating much needed quality jobs for our rangatahi (youth)
What have we got to start with?

Rotorua – NZ’s natural, cultural and thermal wonderland
Rotorua - a distinctive landscape
volcanic, thermal, lakes & forests
18 lakes
Open spaces
Open hearts
Open minds
the birthplace of tourism in New Zealand
natural hot springs, home to world first evening experiences
natural hot springs, home to world class attractions
Heart of Maori culture in NZ
natural hot springs, home to living Maori villages
natural hot springs used for leading health & wellbeing treatments
Home to world class attractions, activities and events
Mountain Biking mecca
natural hot springs, home to world class geothermal bathing
Marketing Strategy

• ‘Famously Rotorua’ $2m/annum marketing campaign
• Targeted at domestic (65% of visitors) and Australia (50% of international visitors)
• Television, magazines, social media, news
• Leverage everywhere we can – Tourism New Zealand, Air New Zealand
• Integrated messages across other initiatives – e.g. International Education, Major Events
Where are we up to so far?

• Lakefront Development Master Plan
  – Global Spa (including Maori culture and people)
  – High-end hotel
  – Apartment complex
  – QE Health new facility

• Historical Lakehouse backpackers development
Where are we up to so far?

• Kuirau Park Master Plan
  – Family Thermal Water Park
  – Morphs into a backpackers destination evenings
  – Japanese Onsen Kitchen/restaurant
  – Upgraded Aquatic Centre
  – Cycle ways and landscaping linked to CBD
  – Part of the ‘Green Corridor’ network
Rotorua Tourism Success

• Famously Rotorua partnership marketing program
  – Rotorua highest GDP growth in NZ Q2 2015
  – International visitor spending up 26% on a year earlier
  – 4 new hotels in the pipeline
  – Tree walk and MTB Park under construction
  – Migration inflow of 443 compared to 10-year average of -213
Anything but conventional Destination
Rotorua's Coolest Hot Spot

Nau Mai Haere Mai

RotoruaNZ.com