UNLOCK POTENTIAL IN ROTORUA

INVESTMENT PROSPECTUS

ROTORUA

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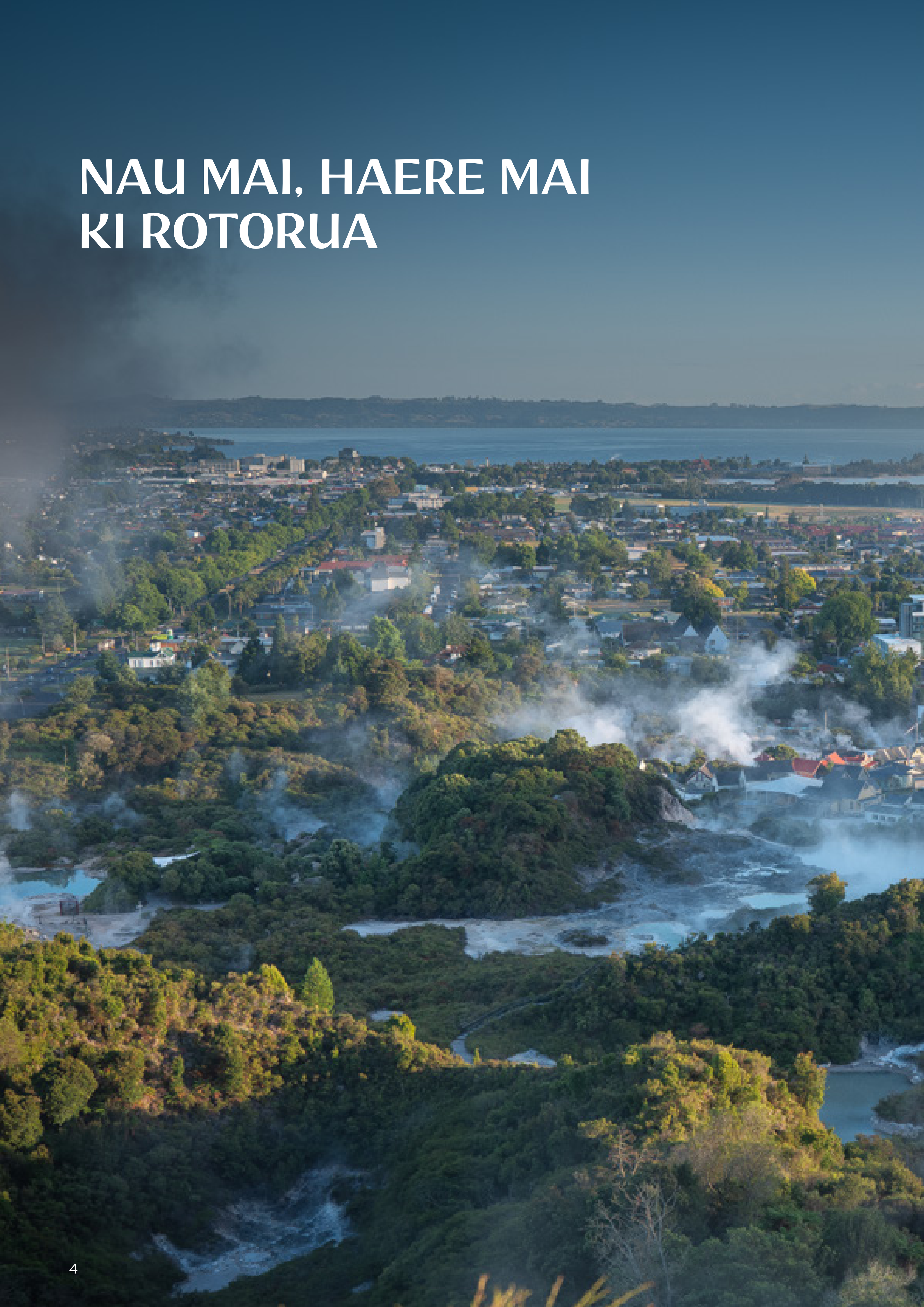
NAU MAI, HAERE MAI KI ROTORUA



Welcome to Rotorua

Rotorua is on the rise - a connected, export-focused region aiming to double export earnings within the next decade. With a bold vision for growth, Rotorua is strengthening its established sectors; tourism, forestry, and wood processing, while accelerating new opportunities in advanced manufacturing, clean energy and the circular bioeconomy.

Here, investors gain immediate access to renewable geothermal energy, a skilled and adaptable workforce and strategically located industrial land linked to New Zealand's national transport corridors. Strong local leadership and partnerships with iwi provide a clear pathway for sustainable, inclusive growth.

Rotorua's population and housing are expanding fast with households projected to grow by 23% over the next 30 years, driven by a lower cost base, a dynamic business environment and a lifestyle that attracts and retains top talent.

Whether you're expanding your operations, developing new assets or partnering for growth, Rotorua gives you a powerful platform for success - where people, place and potential come together to create real impact.

Rotorua overlooking Whakarewarewa | Photo by Reuben Nicklin

ROTORUA IN NUMBERS

At the heart of the Central North Island, Rotorua combines cultural strength, economic diversity and natural assets.

78,000
Rotorua population

27%
predicted population growth in 30 years

6.3 million
cumulative visitor days

$4.9
billion GDP
(2025)

8,025
business units
(2025)

+60%
net outlook
for business confidence in the next 12 months (October 2025 Business Pulse Survey)


City outlook | Photo by Paul Michael

1.91
million
guest nights
in commercial accommodation

$898
million visitor card expenditure

5,538
accommodation capacity

Central Location
50% of New Zealand's population live within a 3 hour drive.

Green Spaces
18 lakes, 110 public reserves, world renowned gardens and parks, and the 5600 ha Whakarewarewa forest.

Māori Culture
New Zealand's first bilingual city, three living villages and dynamic Māori tourism experiences.

Hell's Gate | Geothermal field
Photo by Graeme Murray

Te Pā Tū

Geothermal
Home to one of New Zealand's largest geothermal fields.

Spa & Wellness
Generating over $277.6 million and projected to rise to $408.2 million by 2028.

40%
of New Zealand's total forest harvest
within 100km of Rotorua

#1
biggest sawmill in the Southern Hemisphere

190,000 ha
largest production forest in the Southern Hemisphere

Red Stag Timber

*All figures for year end June 2025 unless stated

NATURAL ADVANTAGE

Investors in Rotorua benefit from active local leadership, iwi partnership and a community that values progress. Add in strategic infrastructure, pre-zoned development land and an enviable lifestyle - the advantage is clear.

Photo by Graeme Murray

Diversified & Growing Economy

Rotorua's economy is built on a broad base of forestry, tourism, manufacturing, health, education and the emerging bioeconomy, providing resilience and opportunity across sectors.

Strong Vision & Pro-Growth Leadership

Local leaders and iwi partners are committed to unlocking investment and enabling smart, sustainable growth alongside investors.

Partnering with Māori

Māori bring a unique blend of economic insight, cultural values and long-term vision, shaping development that delivers both commercial and community benefit. As guardians of significant land and resources, iwi are catalysts for innovation and strategic investment across industries. In Rotorua, the Māori economy is a significant and growing contributor.

Central North Island Location

Rotorua connects to major freight routes, ports and airports, reaching more than half of New Zealand's population within three hours, without the pressure of big-city congestion or overheads.

Available, Pre-Zoned Land

Investors can access significant parcels of pre-zoned industrial land in strategic locations, ready to accommodate businesses seeking space to grow and connect with key freight routes.

Visitor Economy

Rotorua is the birthplace of tourism in Aotearoa, now hosting an average of 18,000 visitors per day. Demand is fuelled by international holidaymakers, a strong domestic market and a growing pipeline of business and major events.

Housing Momentum

Rotorua is growing fast. Bucking the national trend of declining construction, in 2024, 522 new homes were built. Plan Change 9 and a proactive council are enabling higher-density development to meet demand for 9,700 additional households over the next 30 years.

Unmatched Lifestyle

200+ km of mountain biking trails, 18 lakes, geothermal parks and forest reserves, all within minutes of the city, plus world-class surfing beaches just an hour away.

"As a council, we're excited to be working alongside developers to ensure that growth meets the needs of our people, strengthens our city's future and provides good return on investment."
Andrew Moraes, CEO, Rotorua Lakes Council

Hamurana Springs | Photo by Reuben Nicklin

A CITY TRANSFORMING

Explore projects where investment is transforming Rotorua and unlocking potential. Each demonstrates investor confidence and a market ready for the next wave of growth.


Taheke 8C

Geothermal Power

A proposed and consented new $135 million geothermal power plant by Taheke 8c will deliver 25 - 40 megawatts of renewable baseload electricity to the national grid, enough to power 25,000 homes. As global demand grows for sustainable energy solutions, Taheke 8C showcases the potential to scale geothermal innovation while delivering long-term value to iwi and the regional economy.


Peka Industrial Park

Industrial Growth Zones

Rotorua is emerging as a prime location for industrial development, supported by a growing network of zoned and consented sites across the district. Key developments include Eastgate Business Park, a 23-hectare site near the airport, and the 140-hectare Peka Industrial Park in the south. These and other industrial growth areas provide scalable footprints with infrastructure in place, offering flexible options for investors and reducing time-to-market.

"The Peka Industrial Park will create significant economic development for our iwi & hapu, as well as Rotorua as a whole. The park offers existing heavy industry the opportunity and space to expand and/or consolidate, whilst also attracting new business and industry"
Helen Beckett, Chair, Peka Trust

Wai Ariki Hot Springs & Spa

Wellness Precinct

Wai Ariki Hot Springs and Spa, a $70 million luxury destination inspired by Ngāti Whakaue healing traditions exemplify the recent investment in wellness. Together with Rotorua's established geothermal bathing network, this solidifies our identity as an award-winning global wellness destination.

5-Star Noho Hotel

Noho is a luxury hotel development proposed for 17,000 square metres on the Rotorua lakefront. Designed to reflect cultural values while offering a high-end guest experience, the project signals confidence in Rotorua's ability to attract premium domestic and international travellers.

Civic Spaces

Rotorua Lakes Council has invested over $40 million in the Lakefront Redevelopment, transforming the area with new boardwalks, event spaces, play zones and pathways to create a world-class public realm. The Sir Howard Morrison Centre reopened in 2023 following a $36.5 million redevelopment and is attracting international and domestic shows. A $70 million restoration of the Rotorua Museum is underway, with the iconic heritage building scheduled to reopen in 2027.

Government Gardens | Photo by Reuben Nicklin

Bioeconomy Science Institute

The Biofactory

A proposed biofactory is a cornerstone in unlocking what could become a $30 billion industry for New Zealand. The purpose-built facility will be designed to convert low-value forestry and other renewable resources into high-value bioproducts. At a cost of $63m, with initial funding of $8m and $30m of private investment pending, the Biofactory presents a unique opportunity to transform and grow the New Zealand and Rotorua economies.

UNLOCK INVESTMENT OPPORTUNITY

The Rotorua economy is growing, creating fresh opportunities for investors. This section showcases where investment can deliver strong returns and lasting impact. If you're looking for where to invest next, start here.

Photo by Graeme Murray

KEY INVESTMENT SECTORS

- Tourism, Events & Film
- Bioeconomy, Forestry & Wood Processing
- Industrial, Logistics & Manufacturing
- Renewable Energy
- Place-Based Investment: Rotorua Inner City

TOURISM, EVENTS & FILM

Rotorua is one of Aotearoa New Zealand's most iconic tourism destinations. With visitor expectations shifting, the city is repositioning to deliver more premium, diverse and year-round experiences.

Rotorua's visitor economy is underpinned by consistent demand drivers. With hotel Average Daily Rate (ADR) in 2025 increasing by 48% since 2019, the city hosts an average of 18,000 visitors every day, with peaks surpassing 36,000 during major events. More than a quarter of all overseas holiday makers to New Zealand stay overnight in Rotorua.

Multiple NZ Screen Awards reinforce Rotorua's status as a thriving centre of Māori-led film, television and digital storytelling, making the region one of the most compelling and high-potential destinations for future screen investment.

Established Investment

Skyline Rotorua has hosted 15.5 million visitors since its inception in 1985, with numbers increasing 50% since 2012 and up to 5,000 gondola riders per day in peak season.

Rotorua Canopy Tours was named the #1 experience in New Zealand in the Tripadvisor Best of the Best Awards in 2025 and has earned 8 major awards in the past decade.

Pullman Rotorua, the city's first 5-star hotel, opened in 2020. Operated by **Accor** (also managing Novotel and Ibis), it joins other global hotel brands including **IHG Hotels & Resorts** and **Rydges.**

Recent investments include the $70 million **Wai Ariki Hot Springs and Spa**, proposed 5-star hotel **Noho**, $2 million **Redwoods Glowworms** and **3Mirage**, a multi-sensory, all-weather attraction in the city.

Skyline Rotorua | Photo by Graeme Murray

Rotorua Canopy Tours

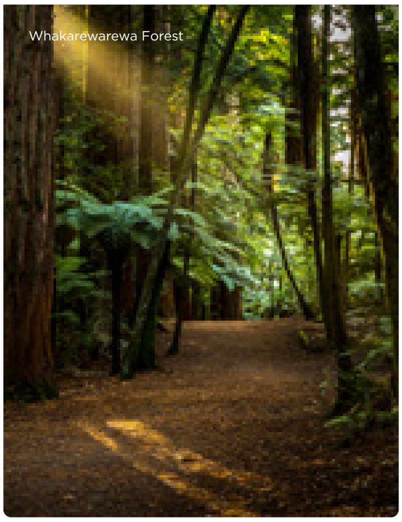
Rotorua's visitor identity is built on Māori culture and geothermal experiences. **Te Puia** received the Supreme Winner title at the 2025 New Zealand Tourism Awards, reaffirming its national significance. **Whakarewarewa - The Living Maori Village, Hell's Gate, Te Pā Tū** and Rotorua's geothermal spa network further strengthen this established investment base.

Rotorua hosts world-class events such as **Crankworx Rotorua,** with over 600,000 global viewers in 2025 and the **Tarawera Ultra-Trail by UTMB**, which drew 5,600+ athletes from 80 countries in 2026.

RotoruaNZ manages the **Energy Events Centre** and **Sir Howard Morrison Centre**, as well as an **Event Investment Fund**, delivering more than $20 million in economic impact per year.

MAIRANGI Media, Hīkoi NZ and **Miro Productions** all produced recent award-winning films. Rotorua is home to a new film studio by **Local Gecko Productions** adding to local production capacity.

ROTORUA KEY TOURISM AREAS


Whakarewarewa Forest

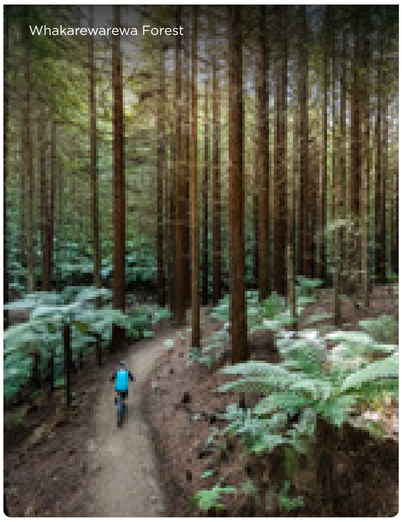
Nature & Outdoors


Kaituna Cascades Rafting

Adventure


Hell's Gate

Geothermal


Whakarewarewa Forest

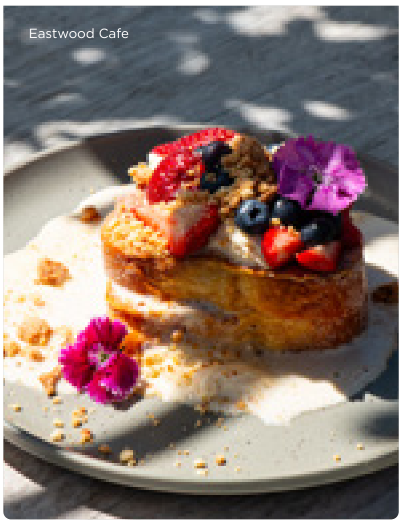
Mountain Biking


Te Puia | NZMACI

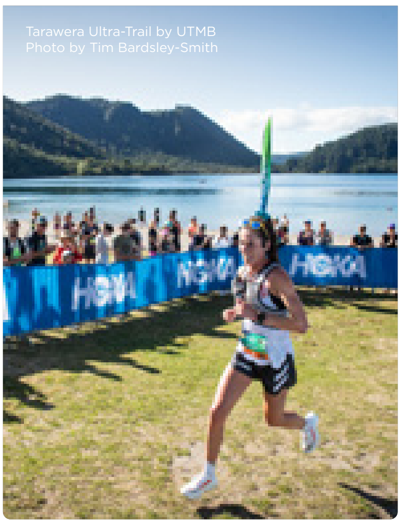
Māori Culture


Polynesian Spa

Spa & Wellness

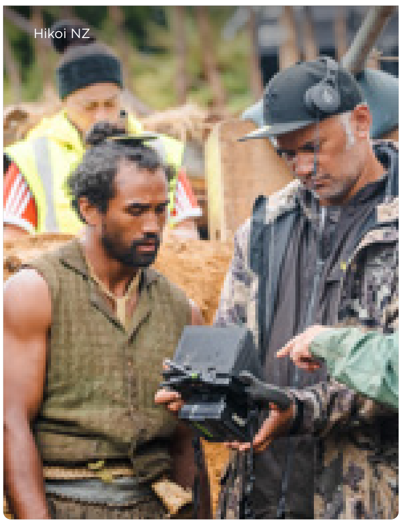

Eastwood Cafe

Food & Beverage



Tarawera Ultra-Trail by UTMB
Photo by Tim Bardsley-Smith

Events


Hikoi NZ

Film

OPPORTUNITIES

High-End Lodge or Boutique Accommodation

Demand is strong for exclusive accommodation that rivals Queenstown and Taupō. Sites exist both within the city and in secluded natural settings.

Upscale Hotels

Premium rooms make up only ~10% of Rotorua's total supply. New, modern hotels, particularly in the inner city or lakefront, are needed to meet demand and lift average spend.

Destination Dining

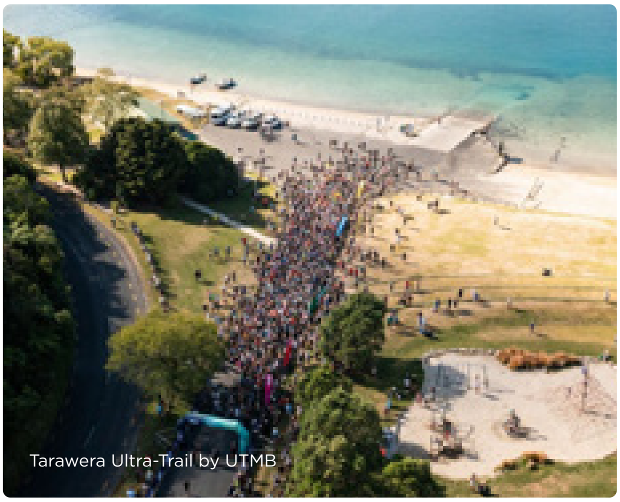
Rotorua has room for standout hospitality offerings. High-quality, chef-driven restaurants and elevated bar experiences can enhance the city's appeal.

Night-Time & Indoor Experiences

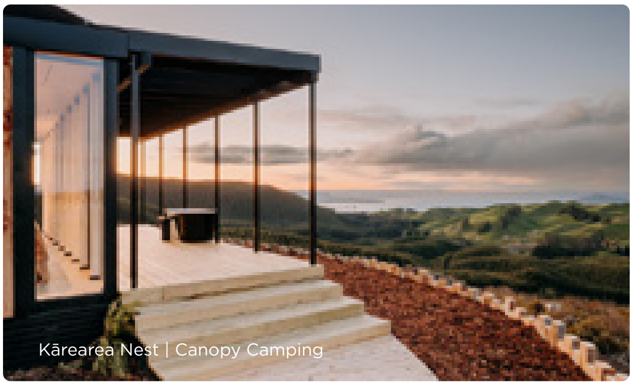
Gaps exist in after-dark and all-weather offerings. There are clear opportunities for interactive, cultural or immersive experiences that extend stay and increase spend.

Spa & Wellness Expansion

Spa tourism is projected to generate $408.2 million by 2028 in Rotorua. With Rotorua's geothermal landscapes and the opening of Wai Ariki Hot Spings and Spa, Rotorua is well placed to become the spa and wellness capital of the Southern Hemisphere.



Tarawera Ultra-Trail by UTMB



Kārearea Nest | Canopy Camping

Treetops Lodge & Estate

Destination Events

Outdoor assets remain underutilised for ticketed events, particularly in trail sports, wellness and immersive experiences.

Screen Production

Rotorua offers natural locations, iwi support and logistical ease. A new studio facility, Rotorua's scenic versatility and government film rebates add to its appeal.

Nature-Based Ventures

With 200+ km of forest trails and 18 lakes, Rotorua is primed for nature-based ventures. With mountain bike spend projected to reach $213.4 million by 2026, opportunities exist to commercialise forest and lake experiences through new ventures in recreation, accommodation, and supporting services.

Venue-Linked Events

Rotorua is actively seeking anchor entertainment, business and sporting events and content for its upgraded venues, with multi-year partnerships a focus.

FACTS

- Rotorua is in the top 5 most visited destinations in New Zealand.
- Rotorua welcomes 18,000 visitors on average per day (82% domestic, 18% international), with peaks over 36,000 and 6.6 million cumulative visitor days annually.
- The tourism sector contributed $466 million to Rotorua's GDP (year end June 2025).
- Ka Whawhai Tonu produced by Rotorua-based Hikoi NZ Ltd became the top box office film in Aotearoa cinemas in 2024 and won Best Feature Film at the 2025 NZ Screen Awards.
- RotoruaNZ's Event Investment Fund is available to co-invest in major event delivery.
- Average length of stay remains shorter than in comparable destinations - a clear opportunity to grow yield.

READ

- Rotorua Destination Management Plan (RotoruaNZ)
- Rotorua Visitor Dashboards (RotoruaNZ)
- Accommodation Data Programme
- Economic Impact of Spa and Wellness Tourism in Rotorua (RotoruaNZ, 2024)
- Economic Impact of Mountain Biking (RotoruaNZ, 2022)
- RotoruaNZ Events Strategy to 2030
- Film Production Guide (Film Bay of Plenty)

Connect

- Tourism New Zealand
- New Zealand Events Association
- RotoruaNZ (Regional Tourism Organisation and Economic Development Agency)

Redwoods Nightlights Treewalk™

BIOECONOMY, FORESTRY & WOOD PROCESSING

Rotorua sits at the heart of New Zealand's forestry and bioeconomy opportunity. Nearly 40% of the national harvest comes from forests within 100 km of the city, including Kaingaroa Forest, the largest production forest in the Southern Hemisphere. The bioeconomy has the potential to generate $30 billion for New Zealand, creating up to 17 times more value per tonne than raw log exports.

Realising this potential means moving beyond traditional pulp and paper, which faces global headwinds, and investing in sustainable timber processing and circular bioproducts. With deep natural advantages, world-class science at the Bioeconomy Science Institute and strong infrastructure, Rotorua is positioned to lead this transformation.

Established Investment

Rotorua is already home to some of New Zealand's most significant forestry and timber businesses.

Central North Island Iwi Collective (CNI) owns 176,000 ha of forestry land and is actively investing across the value chain.

Kaingaroa Tipu manages 215,000 ha of forests on behalf of the Kaingaroa Forest Estate's joint owners who include Canada's Public Sector Pension Investment Board, an example of foreign direct investment.

Red Stag operates the Southern Hemisphere's largest sawmill, including a $50 million CLT (cross-laminated timber) plant.

Te Papa Tipu Innovation Park hosts over 40 science and technology organisations, including **Cetogenix**, a climate-tech company converting forestry residues into renewable fuels and chemicals, and emerging venture **Biowave**, which is developing a scalable drop-in marine biofuel, enabling lower-emissions shipping using existing fuel infrastructure.

Bioeconomy Science Institute (BSI)

Cetogenix

Donelly Sawmillers

Claymark, Donelley Sawmillers, Hume Pine and others support a strong wood processing industry.

"Supported by our owners, the NZ Superannuation Fund, Public Sector Pension Investment Board (PSP) of Canada and Kākano Investment Limited Partnership (representing six of our iwi landowners) we are seeking solutions to an age-old challenge: how to 'add value' to exports of logs. As the forest manager of the 215,000ha Kaingaroa Forest Estate, we will use the technologies deployed by the Bio Factory to convert forestry products into high-value ingredients that can replace the fossil fuels used in a broad range of products."
Ryan Cavanagh, Chief Executive, Kaingaroa Tipu

OPPORTUNITIES

Value-Added Processing

Over 60% of logs are exported raw representing a major opportunity for engineered timber and advanced manufacturing.

Manufacturing & Export Hubs

Rotorua offers zoned industrial land with access to road, rail and the Port of Tauranga, NZ's largest and fastest-growing export port.

Circular Economy Commercialisation

The Bioeconomy Science Institute enables R&D partnerships and pilot-scale production for startups and corporates.

Advanced Bio-Manufacturing

Rotorua offers a strong platform for next-generation bioproducts, supported by research capability, abundant feedstock and potential pilot-scale facilities. Investors can accelerate the shift from traditional processing to high-value materials, fuels and chemicals designed for global markets.

The Biofactory

A proposed pilot facility to accelerate commercialisation of high value bioproducts from forestry and other renewable resources. Investment-ready with a clear commercial model and strong industry demand.

Te Papa Tipu BioInnovation Park

Anchored by Bioeconomy Science Institute, this is a world-class precinct for multinationals to build and operate alongside research leaders. Long-term site access, established science ecosystem and direct link to biomass. There is also an opportunity to partner to deliver enabling infrastructure for the park.

FACTS

» $300M+ contributed annually to Rotorua's GDP by forestry and wood processing.

» 15%+ of the local workforce are employed in forestry or related industries.

» Rotorua is within 100 km of 40% of NZ's total forest harvest.

» The Central North Island is the country's most productive forestry zone, with significant future planting planned.

» Over 15 million tonnes of low-grade logs and wood waste available annually for high-value conversion.

» Māori have set a $10 billion aspiration for the forestry and bioeconomy sector by 2040.

» The bioeconomy could generate $30 billion for NZ - up to 17x more value per tonne than raw log exports.

» More than 300 people work at the Bioeconomy Science Institute in Rotorua, spanning science, engineering, technical and corporate expertise.

Biofactory | Illustration created using generative ai elements


Red Stag TimberLab

READ

- National Māori Forestry Strategy 2040 (Ngā Pou a Tāne, 2024)
- Rotorua Forest Futures Action Plan (RotoruaNZ, 2023 - 2026)
- Forestry and Wood Processing Industry Transformation Plan (MBIE, 2023)
- The BioFactory Business Case (BioFactory, 2025)
- Te Papa Tipu BioInnovation Park Business Case (TPP, 2025)
- Creating Real Value through Bioproducts From New Zealand Forests (New Zealand Product Accelerator, 2021, modified 2025)

CONNECT

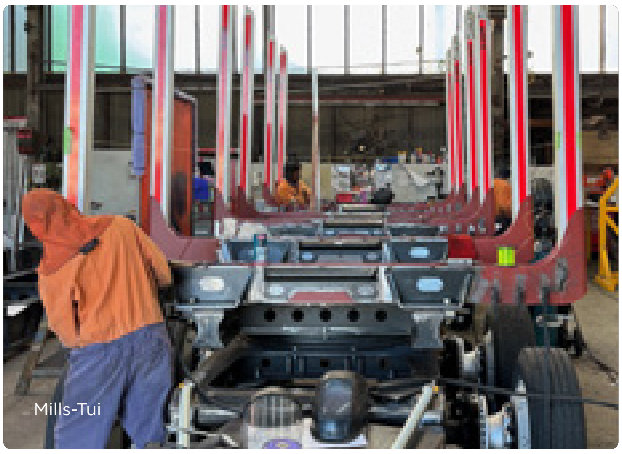
- Bioeconomy Science Institute
- Central North Island Iwi Collective
- Central North Island Wood Council
- Te Papa Tipu Innovation Park
- Te Uru Rākau (New Zealand Forest Service)

INDUSTRIAL, LOGISTICS & MANUFACTURING

Rotorua's central North Island location, land availability and strong transport links make it a strategic hub for industrial operations, logistics and manufacturing. As regional supply chains expand and demand for freight resilience grows, Rotorua offers well-connected, cost-effective opportunities for businesses ready to scale.

Patchell Group

Hayes International



Mills-Tui

Established Investment

Rotorua has a strong base of industrial, logistics and manufacturing operators that serve both local industries and national supply chains.

The **Patchell Group** is one of New Zealand's largest heavy transport engineering firms, supplying log transport and trailer systems nationwide. **Rotorua Forest Haulage** operates a major logistics fleet, supporting forestry and general freight movements across the upper North Island.

Mills-Tui, **Roadmaster** and **Kraft Engineering** manufactures specialist truck and trailer equipment including fire appliances and heavy transport bodies. **Hayes International**, a world leader in roll-forming machinery design and manufacture, export to 89 countries from their Rotorua base.

Rotorua is home to specialist manufacturers like **Damar Industries** and **Kilwell Fibrelab** whose products support sectors from aerospace and marine to advanced chemical production. Together, and with the support of companies like machine intelligence specialists **Tui Technology**, they highlight Rotorua's capacity to deliver high value, regionally connected industrial solutions.


KILWELL

OPPORTUNITIES

Industrial Growth Areas

Rotorua offers multiple zones for industrial development, from established parks to new greenfield sites progressing through consent. Locations across the district provide opportunities for a range of operations.

Peka Industrial Park

South Rotorua greenfield site with potential for large-scale heavy industrial development.

Waipa Valley Mixed-Use Precinct

Waipa Valley offers development land adjacent to Red Stag's industrial precinct and close to State Highway 5, within an established wood processing and recreation hub. The location supports growth in advanced wood manufacturing and associated industries, while enabling complementary commercial activity and recreation and hospitality uses as part of a developing multi-sector precinct.

Eastgate Business Park

Industrial-zoned land available near the airport and State Highway 30 corridor, ideal for distribution, trade services and light manufacturing.

Complementary Amenity

Demand will grow for improved amenity near Rotorua's emerging industrial precincts.

Rotorua Airport

The Rotorua Airport Master Plan provides for an 18-hectare industrial-zoned business park, creating opportunities for aviation and airport-related services, freight operations, and light industrial development.

Rotorua Airport

Engineering & Component Manufacturing

Opportunities to service Rotorua's forestry, wood processing and infrastructure sectors with locally produced components and transport systems.


Peka Industrial Park

FACTS

- Industrial land in Rotorua offers exceptional value, with purchase and lease prices between 50 - 200% lower than Auckland, Tauranga and Hamilton equivalents.
- Centrally located with freight access to 50%+ of New Zealand's population within 3 hours and close proximity to the Port of Tauranga, New Zealand's largest export port.
- Rotorua Airport is just 6 km (4 miles) from the city.
- Damar is the largest aerosol filler in New Zealand.
- The fastest growing or highly concentrated industrial sectors are related to Forestry and Wood Processing, Wood Product Manufacturing, Machinery and Equipment Manufacturing and Motor Vehicle and Parts Manufacturing.

"What sets Rotorua apart is how it lets you operate at scale without losing the local community and the lifestyle that keep people energised. At Patchell, our people design and build world-class transport systems right here in the city, and you'll just as easily find us swapping our steel-toed boots for mountain bike gear in Whakarewarewa Forest."
Brent Whibley, CEO, Patchell Group

READ

- Industrial Land Strategy & Implementation Plan DRAFT (Rotorua Lakes Council, 2025)
- Rotorua District Plan – Industrial Zones section (Rotorua Lakes Council, updated 2024)
- Regional Land Transport Plan (Bay of Plenty Regional Council, 2024 – 2034)
- Rautaki Hanganga o Aotearoa - New Zealand Infrastructure Strategy (New Zealand Infrastructure Commission, 2022–2052)

CONNECT

- RotoruaNZ
- Rotorua Business Chamber
- Rotorua Lakes Council
- Toi Ohomai – Trades & Engineering Training

RENEWABLE ENERGY

Rotorua sits at the heart of the Taupō Volcanic Zone, combining one of the world's most active geothermal systems with strong bioenergy and emerging wind potential. The district's diverse renewable portfolio, from geothermal and biomass to wind and hydro, positions Rotorua as a leader in clean energy generation and innovation.

The region's forestry sector produces millions of tonnes of woody residues each year, enough to supply up to 65% of New Zealand's 2050 sustainable aviation fuel target. This unique mix of geothermal, bioenergy and industrial heat users creates ideal conditions to test and scale clean energy solutions.

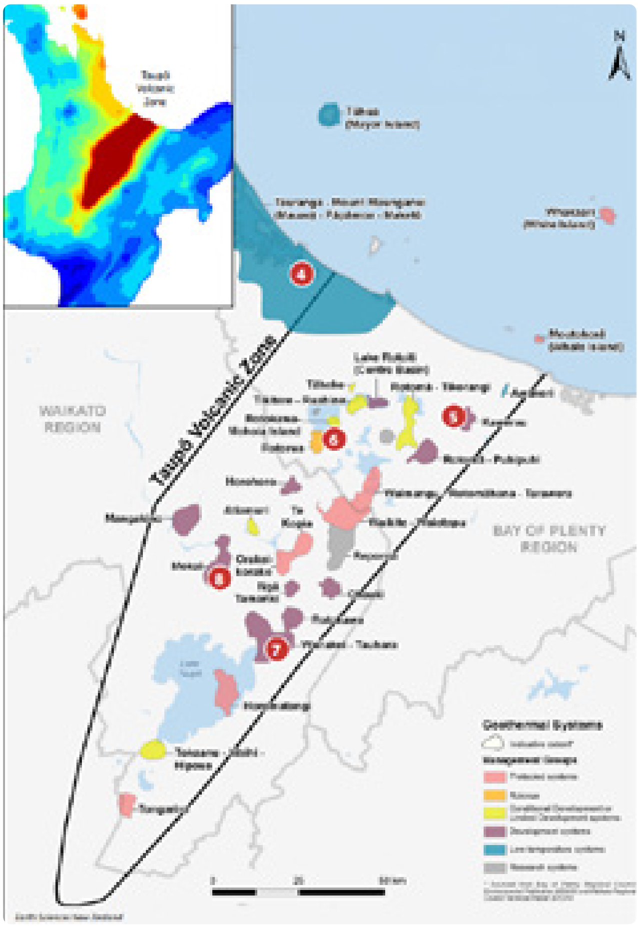
Established Investment

Rotorua's renewable energy network is long established and continues to grow. The **Whakarewarewa geothermal field** powers commercial and civic infrastructure through a reliable, low-cost heating network. **Taheke 8C** is progressing plans for a new geothermal development estimated at $135 million, with the potential to deliver 25 to 40 megawatts of renewable baseload electricity to the national grid, enough to power 25,000 homes. They are also exploring opportunities for a hydro project to further diversify local renewable generation.

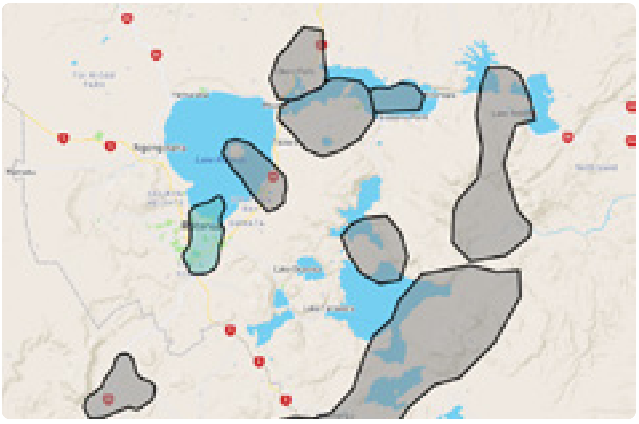
Mercury, one of New Zealand's largest electricity generators producing electricity from 100% renewable sources, has a Rotorua office and operates major geothermal assets across the Taupō Volcanic Zone. Its presence reinforces Rotorua's role as a hub for geothermal expertise and renewable energy development.

Companies such as **Upflow** are commercialising next-generation geothermal intelligence for commercial deliverability, while **Ecogas** converts food waste into renewable energy and biofertiliser. Together they contribute to a growing ecosystem of renewable generation, energy innovation and circular bioenergy.

A **Government geothermal strategy** released in 2026 aims to double geothermal energy use by 2040, supported by $60 million in funding for supercritical geothermal exploration across three sites in the Taupō Volcanic Zone. The strategy also highlights opportunities for investment and partnership, including in tourism and regional development, with areas identified within the Rotorua district such as Tarawera.



Map | Geothermal activity in the Taupō Volcanic Zone.
Source I *From the Ground Up: A draft strategy to unlock New Zealand's geothermal potential | The Ministry of Business, Innovation and Employment.*



Map | NZ Geothermal Fields
Source | *nzgeothermal.org.nz*

Rotorua's geothermal heritage is also a major tourism asset, with 27.5% of international visitors in 2024 experiencing a geothermal attraction whilst in New Zealand. Rotorua attractions such as **Te Puia**, **Whakarewarewa - The Living Maori Village** and the city's renowned spa network are a significant draw card.

Rotorua overlooking Whakarewarewa | Photo by Paul Michael

OPPORTUNITIES

Renewable Project Partnerships

Rotorua's emerging renewable developments, including the proposed Taheke 8C geothermal and hydro projects and the Mamaku Wind Farm, illustrate opportunities for co-investment.

Biomass Fuel Supply Chains

Rotorua's forestry sector produces high volumes of woody residues. Investment in biomass processing infrastructure could unlock large-scale, low-emissions fuel, such as torrefied and white pellets, for industrial users across the Bay of Plenty, Waikato and wider New Zealand.

Clean Energy Demonstration Projects

Industrial heat users and district-scale energy consumers can partner to develop geothermal and hybrid systems.

Geothermal Direct Use & Integration

Potential to expand geothermal energy into light industrial, food processing or precinct-scale heating.

Wai-O-Tapu Thermal Wonderland

Taheke 8C

FACTS

- New Zealand's electricity demand is projected to grow by 68% over the next 25 years.
- Approximately 17% of New Zealand's total electricity generation comes from geothermal sources within the Taupō Volcanic Zone.
- Rotorua has one of the highest concentrations of geothermal energy use per capita in the country, and New Zealand is the 5th largest geothermal power producer globally.
- Three sites in the Taupō Volcanic Zone are funded with $60 million from the Regional Infrastructure Fund for supercritical geothermal exploration.
- Rotorua's forestry sector produces millions of tonnes of woody biomass residues annually.
- In 2024, more than a quarter of international visitors to New Zealand experienced a geothermal attraction.

Ecogas

READ

- From the Ground Up: A strategy to unlock New Zealand's geothermal potential (Ministry of Business, Innovation and Employment, March 2026)
- Bay of Plenty Geothermal Systems (GNS Science | Bay of Plenty Regional Council, 2021)
- Regional Feedstock Analysis and Potential Pathway for Biofuel Production in New Zealand (Genesis, 2025)
- Climate Change Response (Zero Carbon) Amendment Act 2019 (New Zealand Government)

CONNECT

- RotoruaNZ
- New Zealand Geothermal Association

Rotorua overlooking Whakarewarewa | Photo by Reuben Nicklin

PLACE-BASED INVESTMENT: ROTORUA INNER CITY

Alongside sector strengths, Rotorua is focused on unlocking value in key strategic locations. Rotorua's inner city is a priority area for transformation. Strategic public investment, iwi-led development and strong market interest are creating momentum.

Established Investment

Rotorua's inner city is seeing renewed momentum, with both public and private investment reshaping the urban core.

The **$40 million Lakefront Redevelopment,** the **$36.5 million upgrade of the Sir Howard Morrison Centre** the $70 million restoration of Rotorua Museum, and a new courthouse led by the Ministry of Justice in a PPP are reshaping the northern area and strengthening the wider civic centre.

Alongside this, private sector investment includes **R&B Property** Group's projects in the Haupapa area, with a **new A-grade office building and a four-storey hotel** adjacent to the isite, signalling ongoing investment in higher-quality office space and accommodation in Rotorua.

Further accommodation development is also underway, with the proposed five-star **Noho Lakeside Hotel** in prime waterfront location is set to complement the **Pullman Hotel**, opened in 2020.

Rotorua Lakes Council has allocated **$9.9 million through its Long-Term Plan** to continue improving the inner city.

Proposed transport changes, including upgrades at the southern end of Eat Street and a review of State Highway 30 routing, are being explored to support a more walkable, vibrant city centre.

R&B Property Group: GHA

FACTS

» Over $239 million invested in projects centred near the waterfront in the last three years.

» Rotorua's inner city is walkable, lakeside and anchored by civic, tourism and cultural assets.

» Home to iconic events such as the Rotorua Marathon, Run the Forest and finish line of Tarawera Ultra-Trail Marathon.

» Rotorua Lakes Council has a dedicated Development Support Manager to guide you from idea to completion.

» The Energy Events Centre and Sir Howard Morrison Centre hosted over 200 event days in 2025.

OPPORTUNITIES

Visitor Experiences

There is strong potential for immersive, walk-in experiences that encourage visitors to spend more time in town and offer an indoor option.

Mixed-Use Development

Infill and redevelopment opportunities in and around the inner city with flexible zoning.

Hospitality & Dining

Demand for higher-quality food and beverage offerings continues to grow, especially those that contribute to the night-time economy.

Revitalising Empty Spaces

Vacant and underutilised buildings offer real potential for transformations in high-visibility locations.

Poco Tapas & Wine | Photo by Neat Places

CONNECT

- RotoruaNZ
- Rotorua Lakes Council
- Rotorua Business Chamber

Red Stag Rotorua Marathon

Run the Forest

A LIFESTYLE TO EMBRACE

Rotorua is the only city in New Zealand to combine geothermal energy, a world-class forest network and lakeside luxury, all minutes from the city.


Urbo Homes

Lakeside, Urban and Rural Living Options

From lakeside retreats to vibrant urban neighbourhoods and peaceful rural lifestyle blocks, Rotorua offers living options to suit every pace and preference. With space to grow and house prices well below national urban averages, living well is attainable.


Whakarewarewa Forest Loop | Photo Graeme Murray

Cultural Immersion

Rotorua is the heart of Te Arawa culture - home to renowned kapa haka groups and generations of storytelling, performance and art. The newly reopened Sir Howard Morrison Centre hosts a full programme of local and national performances and with the Rotorua Museum reopening in 2027, our cultural offering is only getting stronger.

Nature on Your Doorstep

In Rotorua, the outdoors starts at your front gate. Explore 200+ km of mountain biking, walking, running and horse-riding trails. The lakes network for swimming, boating and fishing, and the geothermal valleys and lush forests, are all within minutes of the city.

Polynesian Spa

Wellness, Naturally

Rotorua has the highest concentration of geothermal spas and wellness experiences in New Zealand. What better way to unwind than in a spa, surrounded by native bush or lakeside views? In Rotorua, wellness isn't an add-on, it's woven into daily life.

Education for Every Stage

Rotorua is home to nearly 50 schools with a full range of education providers - public, private and Māori medium. Toi Ohomai offers tertiary pathways across trades, business and applied science. Strong industry connections ensure a steady pipeline of work-ready talent, with programmes shaped around local sector needs.

Arikikapakapa Rotorua Golf

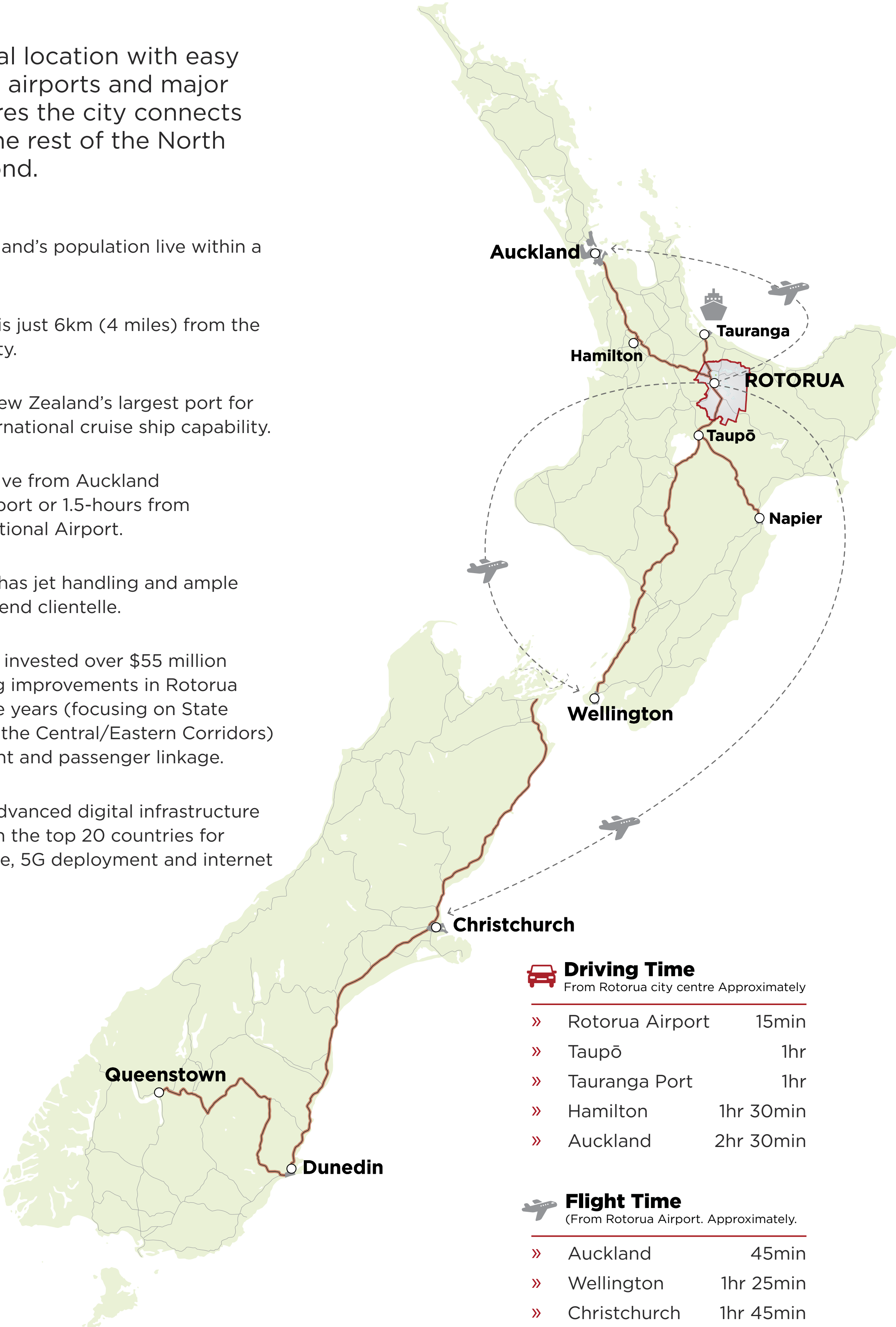
Built for Outdoor Activities

Our forest, lakes and geothermal trails are your year-round training ground, whether you're a weekend warrior or world-class athlete. Rotorua's sporting landscape also includes geothermal golf at Arikikapakapa, offering a unique playing experience close to the city. Signature events like the Rotorua Marathon, Whaka 100, Crankworx and the Tarawera Ultra-Trail by UTMB reinforce the district's reputation as a home for sport and outdoor adventure.

CENTRAL AOTEAROA GATEWAY

Rotorua's central location with easy access to ports, airports and major highways, ensures the city connects seamlessly to the rest of the North Island and beyond.

- 50% of New Zealand's population live within a 3 hour drive.
- Rotorua Airport is just 6km (4 miles) from the Rotorua Inner City.
- 1 hour drive to New Zealand's largest port for exports and international cruise ship capability.
- Only 2.5-hour drive from Auckland International Airport or 1.5-hours from Hamilton International Airport.
- Rotorua Airport has jet handling and ample parking for high end clientelle.
- Waka Kotahi has invested over $55 million dollars in roading improvements in Rotorua over the past five years (focusing on State Highway 30 and the Central/Eastern Corridors) to enhance freight and passenger linkage.
- New Zealand's advanced digital infrastructure places Rotorua in the top 20 countries for network coverage, 5G deployment and internet speeds.



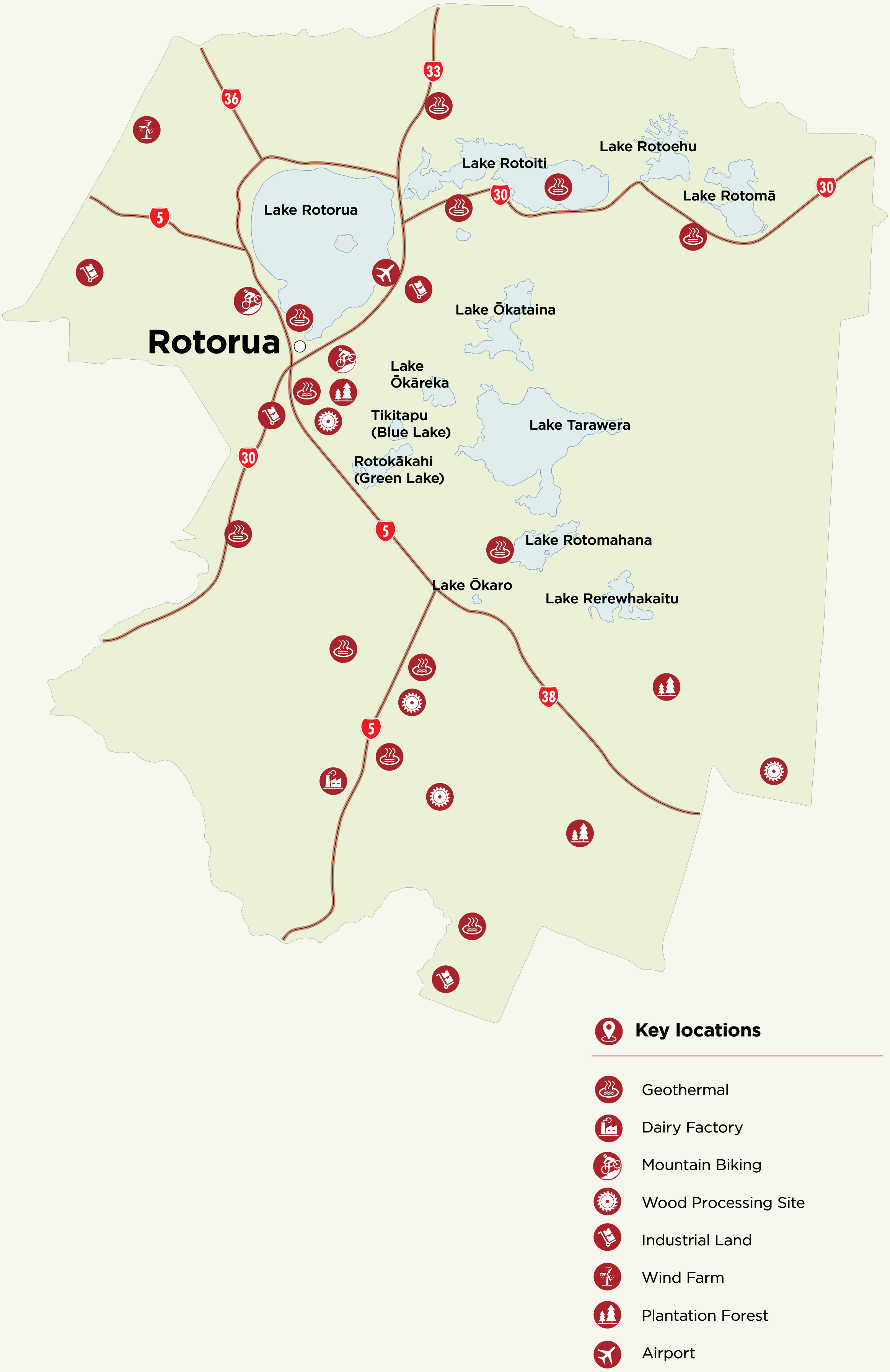
Driving Time
From Rotorua city centre Approximately

Rotorua Airport	15min
Taupō	1hr
Tauranga Port	1hr
Hamilton	1hr 30min
Auckland	2hr 30min

Flight Time
(From Rotorua Airport. Approximately.

Auckland	45min
Wellington	1hr 25min
Christchurch	1hr 45min

KEY INDUSTRY LOCATIONS



HOW ROTORUANZ CAN HELP YOU

RotoruaNZ is the Economic Development Agency (EDA) and Regional Tourism Organisation (RTO) for the Rotorua district. We connect you with the right people, unlock local insights, identify investment-ready opportunities and provide tailored support to turn great ideas into real outcomes.

Pipeline of Investment Opportunities

Align investor-ready opportunities with investors to deliver long-term value.

Attracting Direct Investment

Actively position Rotorua on the national and international stage to secure strategic investment into key sectors.

Tailored Support

Expert guidance through each stage of the investment journey, helping navigate local processes and unlock opportunities.

Data and Insights

Provide local market intelligence, economic analysis and sector insights to inform confident investment decisions.

Rotorua | Eat Street

COLLABORATION PARTNERS

Rotorua Lakes Council

As a council-controlled organisation, RotoruaNZ works in close partnership with Rotorua Lakes Council across all major investment and development projects. We can help navigate planning processes, connect with infrastructure teams and identify the right people early to support your timeline.

Rotorua Lakes Council

Te Pā Tū

Mana Whenua

RotoruaNZ is proud to partner with iwi groups, whose identity and values are central to the future of Rotorua. We support early and genuine engagement with iwi entities, helping investors understand local priorities and identify shared opportunities. Whether you're seeking cultural guidance, joint venture potential or long-term partnerships, we'll help you build respectful and productive relationships.

Invest New Zealand

Invest New Zealand is the government's investment attraction agency and your national point of contact for high-value investment. They support offshore and domestic investors by streamlining access to market intelligence, partnerships and government agencies. RotoruaNZ works closely with Invest New Zealand to ensure alignment with national priorities and to help bring transformative investment into the region.

NEW ZEALAND INVEST

INVESTMENT IN AOTEAROA, NEW ZEALAND

With clear rules, strong governance and a pro-investment outlook, New Zealand is one of the world's easiest places to do business. New policy settings and Invest New Zealand's active support make investing faster and simpler. Rotorua builds on this strength, offering local opportunities backed by a trusted national brand.

Energy Events Centre

Recent National-Level Changes

- Fast-track Approvals Bill (2024): Halves processing times for qualifying projects.
- Overseas Investment Act amendments: Greater clarity and efficiency for foreign investors.
- Enhanced Active Investor Plus visa: Streamlined settings and reduced barriers make it easier for foreign investors.
- Establishment of Invest New Zealand to promote and facilitate investment across the country.

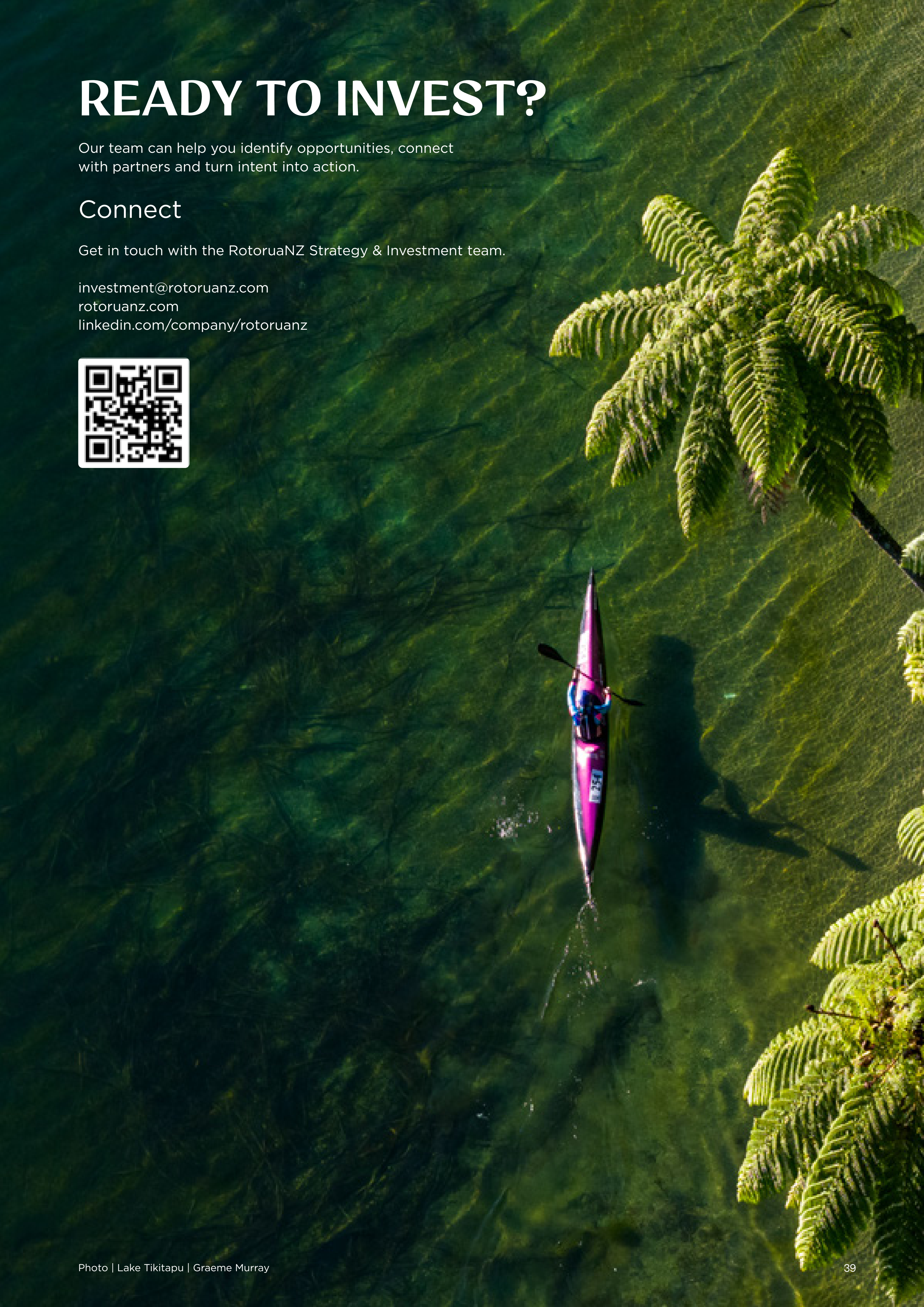
New Zealand's Competitive Edge

#1
for governance outside of Europe
(World Bank)

#2
in the world for ease of doing business
(World Bank Doing Business Report)

80%
Renewable energy leader
Over 80% electricity from renewable sources

For more about New Zealand investment conditions, visit investnewzealand.nz



READY TO INVEST?

Our team can help you identify opportunities, connect with partners and turn intent into action.

Connect

Get in touch with the RotoruaNZ Strategy & Investment team.

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rotoruanz.com
linkedin.com/company/rotoruanz

Photo | Lake Tikitapu | Graeme Murray

ROTORUA