Rotorua Business Pulse Survey

April 2025

Rotorua business confidence continues to improve as regulatory challenges become less of a concern and the use of AI becomes more mainstream. While Rotorua's reputational rebuild continues to be a high priority for the Rotorua business community, respondents are eager to collaborate with stakeholders in progressing transformational change projects to position Rotorua as an appealing place to live, work, visit and do business.

Select Survey Period: April 2025

(1)

Background

The Rotorua Business Pulse programme is a joint initiative between RotoruaNZ and Rotorua Business Chamber. The programme provides Rotorua business leaders (owners, CEOs, GMs) an opportunity to share their thoughts on the local economy and how their business is faring across key metrics. The survey is run on a half-yearly basis with the first survey conducted in April 2022.

This dashboard provides an overview of the topline metrics for all survey periods. <u>Click here>>></u> to view the current and previous Rotorua Business Pulse Survey reports in pdf format.

Click here>>> to participate in future Rotorua Business Pulse Surveys.





Explainer

Business confidence questions are based on the perception of situations deteriorating, remaining the same or improving. For these questions, the results are presented as a net score, subtracting the deterioration percentage from the improvement percentage. Other results are presented as a percentage of respondents. Change values are versus the previous survey period.

Key themes

96 Rotorua business people participated in the April 2025 survey. Key themes for the April 2025 report are a result of the responses collected during the survey period from 3rd April 2025 to 30th April 2025:

- Perception of the economic situation during the past 12 months has improved considerably over the previous survey period, but remains challenging with negative net scores for New Zealand (-28% up from -42%) and Rotorua (-11% up from -29%).
- Business confidence for the upcoming 12 months continues to be strong with double-digit positive net scores for New Zealand (+18%), Rotorua (+30%) and respondents' own businesses (+41%). Respondent confidence in achieving profitability within their business has again increased strongly for the second consecutive survey period and is possibly driven by increased confidence in 'price of product' and improved 'affordability of doing business'.
- Respondents are most positive about their business strategy (28%) and organisational culture (25%), with more than 40% of
 respondents commenting on the continuing recovery of the international tourism market and 20% of respondents enjoying being
 involved in a collaborative business community.
- Geopolitical volatility is the highest ranked concern following U.S. tariffs being imposed on New Zealand and other trading partners.
 Positively, respondents are increasingly less concerned with central and local Government regulatory challenges as policy enacted by previous regulators is revised.
- Comparable to the previous survey period, almost a third of respondents rated their workplace stress as being at least 8 out of 10 and indicated that the ability to generate profitability was most likely to keep them awake at night, while finding and retaining skilled staff was increasingly less of a concern.
- Exceeding more than 50% of respondents for the first time, AI tools are increasingly being embraced by businesses and is now the highest ranked sustainability statement.
- There was very strong support for the CBD/inner city to be Rotorua's next mixed-use location for enhancement, with bold transformative suggestions to address the changed retail environment resulting from online shopping.
- Respondents were most agreeable that Rotorua's inner city was 'clean and well-maintained' and least agreeable of the inner city being 'attractive to new business investment/expansion'. Visionary transformative reforms to attract boutique retail and creating vibrant spaces with popup vendors/entertainers was an often suggested improvement as was resolving safety concerns.
- About two thirds of respondents reported the most significant challenges of using Rotorua Airport were frequent cancellations and insufficient direct flight times to allow for same day return travel. Of moderate challenge was prohibitive ticket prices and too few destinations with direct flights. About a quarter of air travellers found the challenges of using Rotorua Airport too great and were opting to drive or use other airports.
- With almost half of respondents describing Rotorua in a positive sentiment, a common theme of final comments was a call for collaboration between the business community, local Government, media and other stakeholders to restore Rotorua's reputational image, transform the inner city into a space fit for purpose and stimulate the local business community.



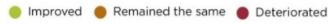
Rotorua proudly hosts TRENZ 2025

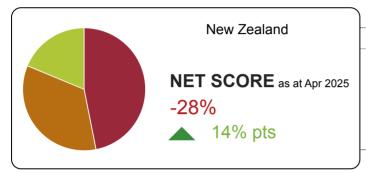
TRENZ is New Zealand's largest international tourism business event and most important event of the year on the tourism events calendar. As the birthplace of tourism, Rotorua is proud to once again host the world's tourism leaders and share our people, our culture, and our stunning environment.

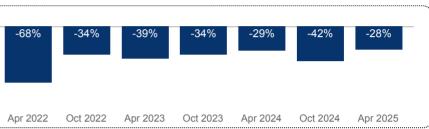
Held over three-days (6-8 May 2025) at the <u>Rotorua Energy Events Centre</u>, the event connects international buyers with New Zealand's leading tourism operators to build relationships, forge partnerships and shape the future of our visitor economy. The event plays a pivotal role in supporting the growth of the tourism sector across the country.

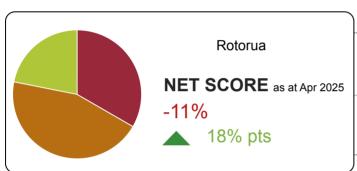
Rotorua previously hosted TRENZ in 2019, 2016, 2015, 2008 and 2007 following the opening of the Rotorua Energy Events Centre in March 2007.

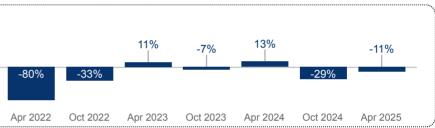
Compared to 12 months ago, how do you think the economic situation has changed for ...?

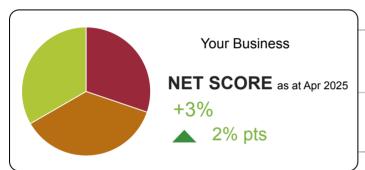


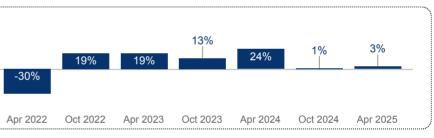








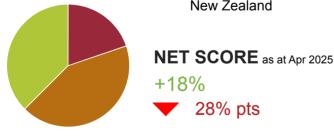


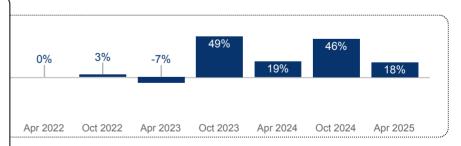


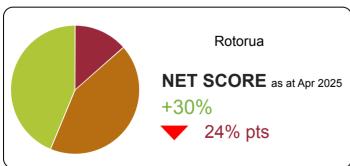
In 12 months' time, how do you think the economic situation will have changed for ...?

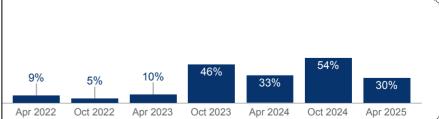


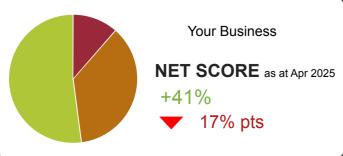
Improved 🔴 Remained the same 🐞 Deteriorated

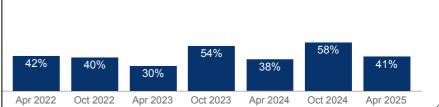








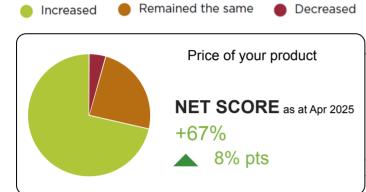


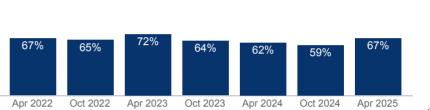


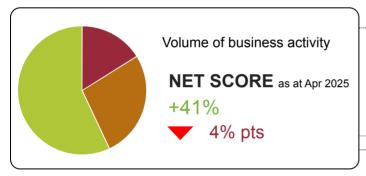
Confidence in achieving profitability in the upcoming 12 months has again increased strongly for the second consecutive survey period and is driven by increased confidence in 'price of product' and improved 'affordability of doing business'

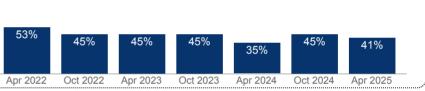
Select Survey Period: April 2025

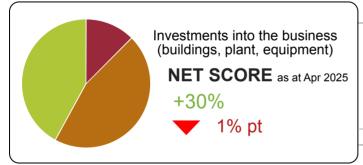
Across the following measures, how do you expect your business to have changed in 12 months' time?

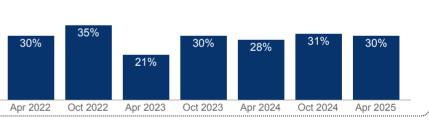


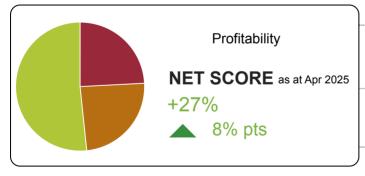


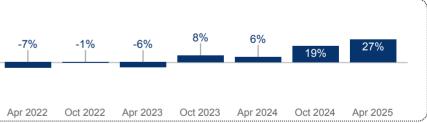


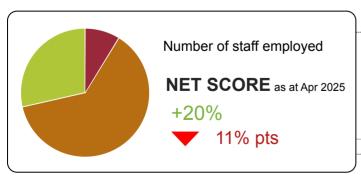


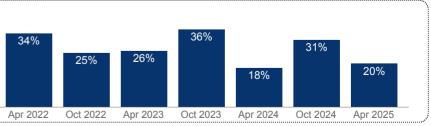


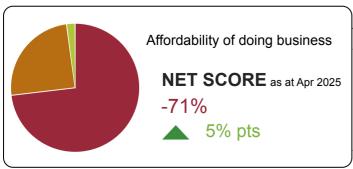


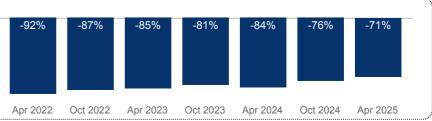












Respondents are most positive about their business strategy (28%) and organisational culture (25%), with more than 40% of respondents commenting on the continuing recovery of the international tourism market and 20% of respondents enjoying being involved in a collaborative business community.

Select Survey Period: April 2025

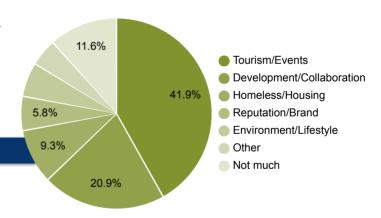
What is the number one thing you feel most positive about currently for your business?

	Apr 2022	Oct 2022	Apr 2023	Oct 2023	Apr 2024	Oct 2024	Apr 2025	Apr 2025 change from prior period
Business strategy	16%	16%	29%	24%	25%	25%	28%	▲ 3% pts
Organisational culture	20%	22%	21%	28%	16%	27%	25%	2% pts
Ability to generate profitability	4%	5%	10%	5%	9%	10%	11%	1% pt
Business survival (staying afloat)	9%	8%	7%	11%	18%	9%	11%	2% pts
Forward work/sales in the pipeline	23%	27%	17%	18%	21%	13%	9%	→ 4% pts
Retaining skilled staff	5%	4%	2%	4%	0%	6%	5%	─ 1% pt
Ability to invest capital in the business	1%	3%	2%	3%	4%	3%	3%	0% pts
Debt levels	5%	5%	5%	2%	3%	3%	2%	▼ 1% pt
Retaining unskilled staff	1%	0%	1%	0%	0%	0%	1%	▲ 1% pt
Other	12%	3%	3%	3%	3%	3%	3%	0% pts
I am NOT POSITIVE about anything for our business	3%	5%	1%	1%	3%	1%	1%	0% pts

What are you most positive about for Rotorua over the next 12 months?

Click on a theme in the adjacent chart to filter the comments below to the selected theme

Gemini Al assisted in categorising comments to themes



Scroll down within the table to see more comments

86 Comments

We need to focus on making Rotorua a better, less angry place for visitorsthe ground here is angry, the people also seem to be as well.

International visitor growth, lower interest rates

Tourism Growth and Recovery

There's strong momentum behind growing New Zealand's visitor economy, with government support for attracting international tourists and highlighting regional destinations. However, real impact requires on-the-ground experiences that are ready to receive those visitors. Projects like Thrills on Ropes are fully consented and designed for both families and the event sector – but currently face a lack of suitable funding options. Unlike in Germany, where development banks like KfW or LfA offer targeted support, New Zealand relies almost entirely on conservative private capital – a clear bottleneck for growth.

Nothing

Tourism coming back, nice to see the busses in Town

Not a lot

The handling of the homeless situation that has improved immensely and the construction of numerous new homes to help address the root cause of the problem.

Increased immigration.

Strong Tourism and events sector

spirit homeless taking getting things growth again making businesses housing natural rebound rotorua focus visitor interest there supports visitors reduction within right mayor support people fant great tourists fentació ground international potential positive motels place strong momentum lakefront investment events needs business brand increase amazing collaborative development increasing clear rates sector zealand community campaigns emergency culture e destination encouraging generally

Geopolitical volatility is the highest ranked concern following U.S. tariffs being imposed on New Zealand and other trading partners. Positively, respondents are increasingly less concerned with central and local Government regulatory challenges as policy enacted by previous regulators is revised.

Select Survey Period: April 2025

Please rate your current level of concern about the following in relation to your business

	Apr 2022	Oct 2022	-	oct 2023		Oct 2024	Apr 2025	Apr 2025 change from prior period
Geopolitical volatility						34%	43%	9% pts
Finding skilled staff	68%	63%	61%	53%	38%	42%	42%	0% pts
Inflation - cost of goods / services	71%	68%	57%	52%	41%	33%	36%	▲ 3% pts
Energy price increases						29%	33%	▲ 4% pts
Ability to generate profitability	40%	31%	39%	30%	30%	24%	33%	9% pts
Retaining skilled staff	48%	53%	51%	39%	25%	26%	28%	2% pts
Regulatory and policy challenges - central Government		47%	50%	35%	35%	32%	25%	7% pts
Regulatory and policy challenges - local Government		40%	31%	30%	33%	29%	25%	4% pts
Climate change				43%	25%	34%	21%	13% pts
Ability to invest capital in the business	23%	24%	24%	24%	20%	19%	21%	2% pts
Export conditions	19%	20%	11%	8%	14%	13%	21%	▲ 8% pts
Forward work/sales in the pipeline	21%	20%	17%	23%	26%	14%	18%	▲ 4% pts
Security of energy supply						14%	16%	2% pts
Immigration settings			30%	21%	18%	26%	14%	12% pts
Business survival (staying afloat)	15%	8%	14%	13%	14%	18%	14%	4% pts
Debt levels (cost of borrowing)	19%	19%	24%	22%	23%	11%	12%	1% pt
Supply chain / shortages	33%	29%	27%	15%	11%	12%	11%	1% pt
Retaining unskilled staff	25%	24%	24%	13%	6%	7%	9%	2% pts
Finding unskilled staff	27%	25%	24%	17%	6%	8%	5%	3% pts



Scroll down within the table to see more comments



8.2% Business/Economy 9.4% 25.9% Perception/Image Tourism/Events CBD/City Centre Housing/Accommodation Infrastructure/Development Safety/Social Issues 85 Comments

Make geothermal part of the Rotorua story for people to get cheap heat during the economic crisis.

The city is looking tired - CBD - leadership on getting the place and businesses and homes looking sharp, State houses to have lawns mowed and gardens cared - GOVT needs to push landlord KO to do better

Off-Peak Tourism: Encouraging off-peak travel through targeted storytelling and showcasing unique cultural experiences.

Leveraging Major Events.

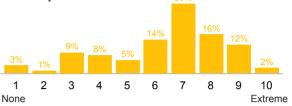
Collaboration with Local Stakeholders: Engage with RotoruaNZ, iwi, and other stakeholders to align business goals with city-wide initiatives.

Developing new, experience-driven attractions that reflect Rotorua's natural and cultural strengths. For over a decade, few significant additions have been made beyond the Redwoods Treewalk and a handful of zipline products. Domestic visitors and families are increasingly looking for affordable, interactive activities. Supporting projects like Thrills on Ropes, which is shovel-ready and fits well with Minister Upston's call for tourism-led growth, should be a top priority.

Comparable to the previous survey period, almost a third of respondents rated their workplace stress as being at least 8 out of 10 and indicated that the ability to generate profitability was most likely to keep them awake at night, while finding and retaining skilled staff was increasingly less of a concern.

Select Survey Period: April 2025

How do you rate your current level of workplace stress / pressure?



What is the number one thing that keeps you awake at night with regards to your business?

	Apr 2022	Oct 2022	Apr 2023	Oct 2023	Apr 2024	Oct 2024	Apr 2025	Apr 2025 change from prior period
Ability to generate profitability	16%	3%	11%	16%	18%	23%	22%	1% pt
Forward work/sales in the pipeline	8%	13%	7%	8%	14%	13%	13%	0% pts
Business survival (staying afloat)	8%	5%	7%	7%	11%	10%	12%	▲ 2% pts
Finding skilled staff	24%	21%	17%	12%	11%	11%	9%	2% pts
Geopolitical volatility						3%	5%	▲ 2% pts
Regulatory and policy challenges - central Government		8%	6%	4%	10%	7%	4%	3% pts
Ability to invest capital in the business	0%	4%	0%	1%	4%	4%	4%	0% pts
Retaining skilled staff	4%	7%	15%	7%	5%	4%	3%	1% pt
Inflation - cost of goods / services sold	5%	5%	5%	6%	6%	0%	2%	▲ 2% pts
Regulatory and policy challenges - local Government		1%	1%	2%	3%	4%	2%	2% pts
Export conditions	0%	0%	0%	3%	1%	1%	2%	1% pt
Climate change			5%	4%	0%	1%	1%	0% pts
Finding unskilled staff	1%	4%	0%	1%	0%	1%	1%	0% pts
Debt levels (cost of borrowing)	0%	0%	6%	5%	1%	1%	0%	1% pt
Retaining unskilled staff	0%	0%	1%	1%	3%	0%	0%	0% pts
Energy price increases	370					0%	0%	0% pts
Security of energy supply						0%	0%	0% pts
Other	25%	17%	8%	9%	3%	6%	9%	▲ 3% pts
NOTHING keeps me awake at night	8%	11%	13%	13%	11%	10%	10%	0% pts

MINETRIET TOOSS PURE NEW ZEALAND TOOSS TOO

<u>Te Puia</u> is one of only six playable NZ locations in the Minecraft universe!

Rotorua steams into the Minecraft universe

To celebrate the release of "A MINECRAFT MOVIE", Tourism New Zealand partnered with Warner Bros. and Mojang Studios to create a world-first destination DLC (downloadable content) for Minecraft.

With over 300 million copies sold, Minecraft is the best-selling video game of all time and continues to grow after nearly 15 years since the game was first launched.

Pack your bundles and get ready for the virtual trip of a lifetime through six breathtaking New Zealand destinations including a Rotorua geothermal experience at <u>Te Puia</u>. You'll also meet a variety of NPCs (non-player characters), including kāumatua (elders) that'll guide you on your immersive adventure into New Zealand's Māori culture and heritage.

Get the <u>Aotearoa Minecraft DLC</u> for free to take your first step into a world brimming with natural beauty and Māori culture! And then plan an IRL game at <u>newzealand.com</u>

Exceeding more than 50% of respondents for the first time, AI tools are increasingly being embraced by businesses and is now the highest ranked sustainability statement.

Select Survey Period: April 2025

INTRODUCING

Gemini

There was very strong support for the CBD/inner city to be Rotorua's next mixeduse location for enhancement, with bold transformative suggestions to address the changed retail environment resulting from online shopping.



Which of the following statements are true for your business?

	Apr 2022	Oct 2022	Apr 2023	Oct 2023	Apr 2024	Oct 2024	Apr 2025		25 change ior period
Al technologies are being explored/used in our business			23%	49%	41%	49%	65%		16% pts
We have policies in place to reduce carbon emissions	26%	41%	31%	42%	40%	55%	51%	•	4% pts
We currently have vacancies that need to be filled	47%	52%	55%	47%	42%	44%	33%	•	11% pts
We expect to change our capital structure within 12 months			12%	14%	14%	15%	20%		5% pts
None of the above	39%	34%	25%	18%	28%	24%	16%	•	8% pts

Which mixed-use location do you believe should be the next focus for enhancement or revitalisation in Rotorua?

78 Comments Scroll down within table for more comments **CBD/Eat Street** Rotorua Stadium A proper stadium

CBD Restructure, Get ruthless and restructure how the CBD is formed.

Making inner city more vibrant and changing use of some areas to mixed zone - footpath trading, pedestrian zones, el fresco dining. Long term behaviour change but shifting to less car focused! Encouraging foot

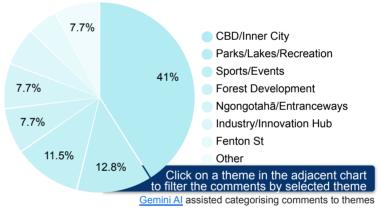
Teen Skate/Arts Crossover

International Sport/Concert/Event Stadium

Our CBD.

Random sort order of comments refreshed approximately every 15 minutes.

'Mixed-use location' Topical Question asked only in the April 2025 survey period



Rotorua Business Success Story



Some of the amazing wahine at Skyline Rotorua who go above and beyond to make every visit memorable, being acknowledged on International Women's Day.

Skyline celebrates 40 years of fun and innovation

Skyline Rotorua celebrated 40 years of operation in March 2025 with more than 15 million passengers having ridden the gondola at the 'iconic attraction' in the past four decades.

Opening in 1985, Skyline Rotorua offered scenic gondola rides and luging. Over the following 40 years they innovated a constant stream of new experiences with multi-generational appeal. In addition to the gondola and luge, Skyline Rotorua currently offers the Stratosfare Restaurant, Market Kitchen Cafe, Skyswing, Hyfly Ziplines, Volcanic Hills Wine Tasting, iNZspired and the Mountain Bike Park.

Ask Andrew Jensen, Skyline Rotorua general manager what successes the company has had, and he'll mention the various tourism, local, chamber, and sustainability awards over the years. But he saves the biggest success as being staff - staff who have joined in their early years while studying at school, university, and worked their way through.

In addition to being a celebration of the past, the anniversary is an acknowledgement of the bond Skyline has built with its customers and to mark the 40th year milestone Skyline Rotorua invited locals and visitors to share their memories.

Check out the Skyline Rotorua social media channels to see favourite photos and memories.













Rotorua inner city statement of 'clean and well-maintained' had the highest rating (3.10 out of 5) with almost 40% of respondents agreeable, while 'new business investment/expansion' was rated lowest (2.07 out of 5) with fewer than 4% of respondents agreeable. Respondents with inner city locations were more agreeable to each statement than those located outside the inner city, who were much less agreeable of the inner city being an attractive place for businesses and customers.

Many respondents suggested visionary transformative reforms to attract boutique retail and repurposing areas into vibrant pedestrian-friendly spaces with popup vendors/entertainers. Resolving safety concerns was the most pressing issue suggested for improvement, while inner city respondents often mentioned the need for better customer and staff parking.

Is your business located within the Rotorua inner city?

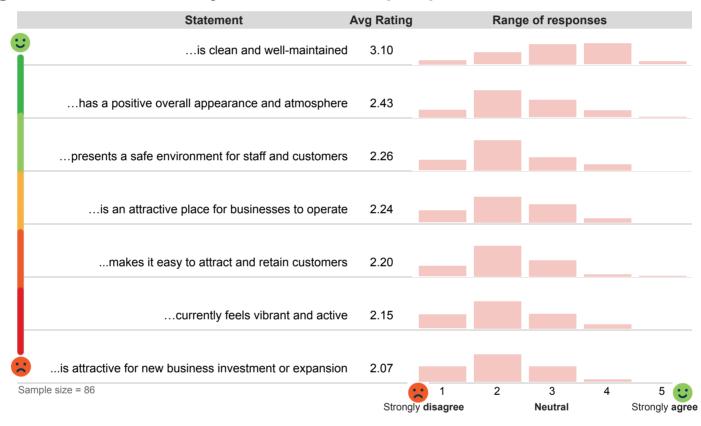
(Inner city defined as Victoria St to Lakefront; and Ranolf St to Hatupatu Dr/Sulphur Point)

Click on a circle in the adjacent map to filter the responses below by business location

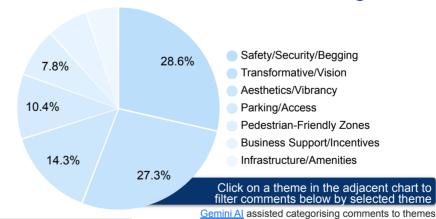
'Inner City' Topical Questions asked only in the April 2025 survey period



Please indicate your level of agreement with the following statements regarding the Rotorua inner city from a business perspective?



What improvements could be made to the Rotorua inner city to increase its appeal as a business location and enhance the customer experience?



Scroll down within the table to see more comments

unsafe for visitors and locals.

77 Comments

A more vibrant central hub, consolidation. Easy access free short term parking and a pedestrian only area

I don't think the city is unattractive as such, the biggest hurdle for business is the cost of leasing a premises.

Tidying up the social issues that are still present in the city center thus being

City needs to be zoned as to what shops can be located in certain streets. Need to relocate all social services to one back area of Rotorua CBD. Look to reduce rates costs on high performing eateries to encourage quality offerings for visitors and guests. Shops should be encouraged to change opening times from 8-5 to 10-7 or something similar to allow those who work to actually buy something and encourage a better evening energy in the city.

More events in inner city, pedestrian focused (not just eat street), more people in town walking, shopping and dining. Not just driving around

Easy flow for foot traffic and covered walking spaces to encourage local population to walk.

Create a supportive business environment, by prioritising pedestrian-friendly

infrastructure, safety and accessibility for all users, including pedestrians,

apartment police offerings homeless investment walking living pedestrian retail seating shopping space business options quarter crime focus street landlords staff events Inner spaces vibrancy empty tired increase better areas ity boutique community premises council enco unique locals stores vibrant development customers local public comment atmosphere safer security perception upgrade



More than half the respondents travel domestically for business at least monthly and a further third travel periodically during the year with Auckland and Nearby Cities being the most common places, but also steady demand to more distant places.

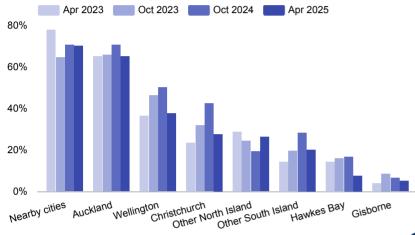
'Airport' Topical Questions asked only in survey periods: April 2023, October 2023, October 2024 and April 2025

About two thirds of respondents reported the most significant challenges of using Rotorua Airport were frequent cancellations and insufficient direct flight times to allow for same day return travel. Of moderate challenge was prohibitive ticket prices and too few destinations with direct flights. About a quarter of air travel respondents found the challenges of using Rotorua

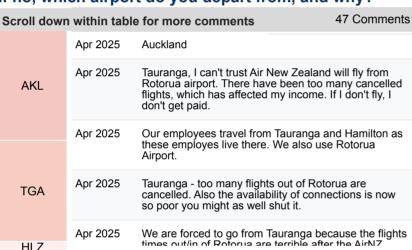
Airport too great and were either driving or using other airports.

How often do you, or your employees travel for work? 15.1% **Never travel** Couple of times a year 17.4% **Every few months** Monthly 23.3% Every couple of weeks 16.3% Once a week or more 20.9% 100% April 2025 80% 60% 40% 20% 0% Oct 2023 Oct 2024 Apr 2023 Apr 2025

If travel for work, where does your business travel domestically for work? (filtered to exclude 'Never travel')



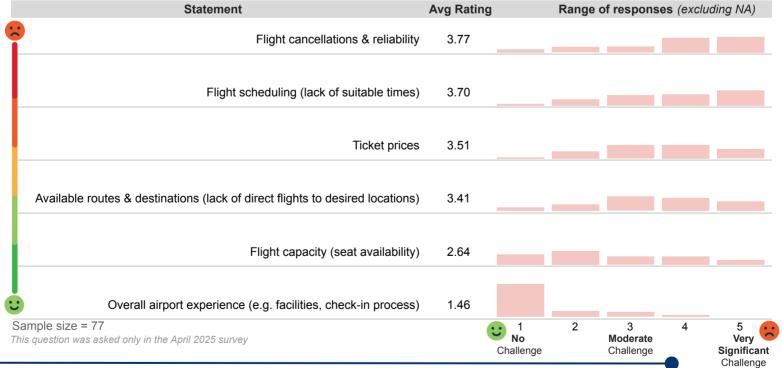
If no, which airport do you depart from, and why?



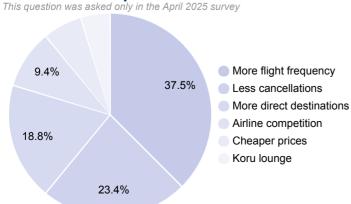
typically depart from Rotorua Airport? (filtered to exclude 'Never travel') 18.8% We don't travel by air 100% 62.5% 80% 60% 40% **April 2025** 20% 0% Apr 2023 Oct 2023 Oct 2024 Apr 2025

If travelling by air, do you or your employees

Thinking about using Rotorua Airport for business travel over the past 12 months, please rate the level of challenge each of the following factors has presented for you and/or business colleagues:







Click on a theme in the chart above to filter

comments in the adjacent table to the selected theme Gemini AI assisted categorising comments to themes. Random sort order of comments refreshed approximately

everv 15 minutes

Scroll down within the table for more comments

More destinations, more times.

64 Comments

A reliable airline, committed to the destination. Air NZ is currently (and sadly) neither. *** Comment has been withheld - identifies individuals '

More affordable and more frequent flights to Wellington, Auckland and Christchurch. Its sometimes easier to travel from Tauranga!!

Having a Koru lounge in Rotorua

less cancelations

connectivity to Queenstown needs to be improved to allow for tourism to thrive

Yes, our conference delegates (which number over 900 pax annually) often complain to us about poor connections to attend our conferences. So it has a direct impact on our business and ability to grow.

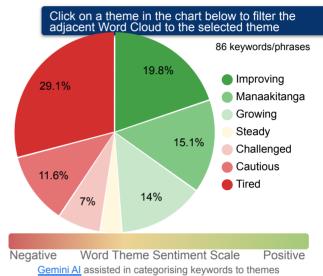
With almost half of respondents describing Rotorua in a positive sentiment, a common theme of final comments was a call for collaboration between the business community, local Government, media and other stakeholders to restore Rotorua's reputational image, transform the inner city into a space fit for purpose and stimulate the local business community.

Select Survey Period: April 2025

(1)

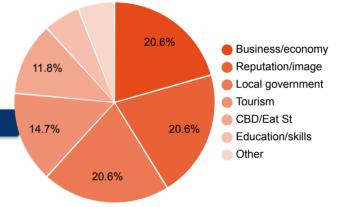
What is the ONE word that you would use to describe Rotorua currently?





Finally, do you have any other comments or thoughts on your business or the Rotorua economy?

Click on a theme in the adjacent chart to filter the comments below to the selected theme Gemini Al assisted in categorising comments to themes



Scroll down within the table to see more comments

34 Comments

Energy sparks growth and happiness globally- look a lot harder on how you can help residents of Rotorua lessen their winter power bills and thrive in warm healthy homes. It is almost like you are sitting on top of the solution...

Reputation Rebuilding: Although Rotorua has made significant progress in restoring its reputation as a vibrant destination for visitors and residents, continued focus on community wellbeing, safety, and infrastructure improvements will further enhance its appeal. Media still does not say very much about the positives the Rotorua has and this will need to be a focus.

Rotorua's economic development would benefit from a more proactive, outward-facing approach. For example, on 11 April, Taupō tourism operators organised a meeting with Minister Louise Upston to discuss sector challenges and present new project ideas. It would be great to see similar initiatives led by Rotorua Economic Development—bringing stakeholders together, surfacing solutions, and actively supporting innovation in the visitor economy.

The economy is hampered by councils failure to work collaboratively with businesses at the functionality level rather than currently all supportive at Mayoral level but not in the departmental level...... *** Comment withheld - identifies individuals *** should stand aside and allow proactive and well skilled others to take their positions which would reduce unnecessary wasting of rates income

Rotorua used to be a thriving city, with a great CBD where you wanted to spend time, I know many cities face this issue but it is time we lead the change and make the CBD a great place to be, with a lot of activity, less empty buildings, remove buildings not fit for purpose, make green spaces, build accommodation.

Rotorua needs to keep working on it's image, to help attract more higher wealth spenders in housing, business and as visitors compared to nearby towns like Tauranga, Mt Maunganui, and Taupo, etc.

HOUSING, TOURISIM, = GDP = EMPLOYMENT.

Please reconnect with the businesses who reacted positively to Mr Ifor Ffowcs-Williams previous presentations. We WANT to make something happen to help grow the skills for potential employees in the future.

Let's get it together people! We need a co-ordinated vision and strategy for our city - not just the CBD, but for the whole city and for everyone - it needs to be ambitious but realistic, involve all the right people and stakeholders, and we just need to get it done! Tauranga have done a great job with their inner city blueprint - but it's taken 10 years - the longer we wait, the longer it will take!

lets hope Trump doesnt send the world into hell and a hand basket

Improve image and safety

Our business is doing well due to the teams hard work but this is very hard. Rotorua's survives on tourist revenue so we should be doing everything we can to recognise and support that including our community understanding that. A huge challenge for Rotorua is that we have a disproportionally high number of beneficiaries (not productive) many of which we believe want to work but due to intergenerational unemployment do not have pathways into an employment mindset - local and central government need to support businesses more to help these people (who want to work) into employment to break the cycle which is obviously good for them but also the city.

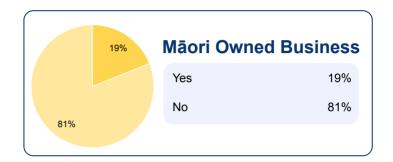
There is a better buzz around town which is great. Kudos to Rotorua NZ for the Robe Trip promotion and other mahi they do to attract visitors & conferences. I still find it frustrating that The New Zealand Herald continues to select only the negative stories about Rotorua to share nationally.

If Rotorua doesn't reinvent itself to create a more dynamic and desirable vibe in the city and provide a higher quality experience in its tourism and dining we will get left behind and end up as the dumping ground for unemployed and homeless.

We expect this to be a tough winter, but barring geopolitical upsets look forward to an increase in domestic spend later in the year.

There was a broad distribution of different sized businesses, from small SMEs to large 51+ employee operations. 19% of respondents were Māori owned businesses, an increase from 18% in the October 2024 survey.









Which industries does your business operate in? (one or more responses allowed)

	Apr 2022	Oct 2022	Apr 2023	Oct 2023	Apr 2024	Oct 2024	Apr 2025
Tourism and Accommodation	31%	28%	29%	38%	34%	39%	38%
Professional, Scientific and Technical Services	16%	10%	17%	18%	18%	16%	19%
Hospitality and Food Services	20%	12%	15%	14%	11%	19%	17%
Manufacturing	5%	11%	13%	8%	9%	11%	9%
Financial, Legal and Insurance Services	0%	0%	0%	0%	8%	6%	8%
Retail	9%	10%	10%	8%	8%	9%	7%
Building and Construction	4%	11%	10%	11%	8%	7%	5%
Education and Training	5%	1%	5%	5%	8%	6%	5%
Forestry, Farming and Fishing	4%	10%	11%	9%	9%	9%	5%
Other Services	16%	11%	14%	10%	6%	7%	5%
Agriculture	1%	2%	4%	5%	1%	1%	4%
Environmental	5%	5%	4%	4%	4%	5%	4%
Information Media and Telecommunications	4%	6%	8%	6%	8%	3%	4%
Administrative and Support Services							
Health Care and Social Assistance	<u>3%</u> 4%	1% 4%	3% 5%	3%	5% 5%	3%	3%
Transport, Logistics, Postal and Warehousing	3%	7%	4%	5%	5%	2%	3%
Wholesale Trade	5%	5%	7%	6%			
Arts and Recreation Services					3%	2%	2%
Electricity, Gas, Water and Waste Services	1%	0%	7%	2%	3%	5%	1%
Public Administration and Safety	1%	4%	4%		3%	3%	1%
	1%	4%	3%	3%	1%	2%	0%