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Media Release

Tourism industry calls Rotorua plan proactive and progressive

Tourism Industry Aotearoa is backing Rotorua Lakes Council's plan for a multimillion dollar redevelopment of the Rotorua lakefront which aims to put it on a par with other internationally-renowned waterfronts.

The project will furnish spaces for recreation, adventure tourism, cultural experiences, accommodation and entertainment zones.

The project is being floated in the Council's Draft Long-Term Plan, and will be funded by \$21.1 million from the Council as well as public-private partnerships, potentially including those co-ordinated by a proposed new council-controlled organisation, the Rotorua Lakefront/CBD Development Company.

"This plan is progressive, pro-active and clear-sighted in its recognition of the enormous economic potential that tourism holds for the Rotorua district and for New Zealand," says TIA Chief Executive Chris Roberts.

The Draft Long-Term Plan also includes \$7.5 million for a revamp of the iconic Kuirau Park and the same amount again for an extension of the Whakarewarewa Forest and Te Ara Ahi Cycleway.

"Kuirau Park has been delighting domestic and international visitors since the 19th century, and the reconfiguration of the parking and commercial facilities around the park planned by the Council will lay the groundwork for it to be sustainably enjoyed for decades to come."

"Rotorua Lakes Council has got some great ideas in this plan, and they have our backing," says Mr Roberts.

To read TIA's full submission, go to:

<https://tia.org.nz/assets/Uploads/TIA-Submission-LTP-Rotorua-District-Council.pdf>

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KEY FACTS

- Tourism in New Zealand is a \$99 million per day industry. Tourism delivers around \$40 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$59 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$14.5 billion or 20.7% of New Zealand's foreign exchange earnings (year ended March 2017).
- 14.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 399,150 people are working in the visitor economy.
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

Visit www.tia.org.nz for more information

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