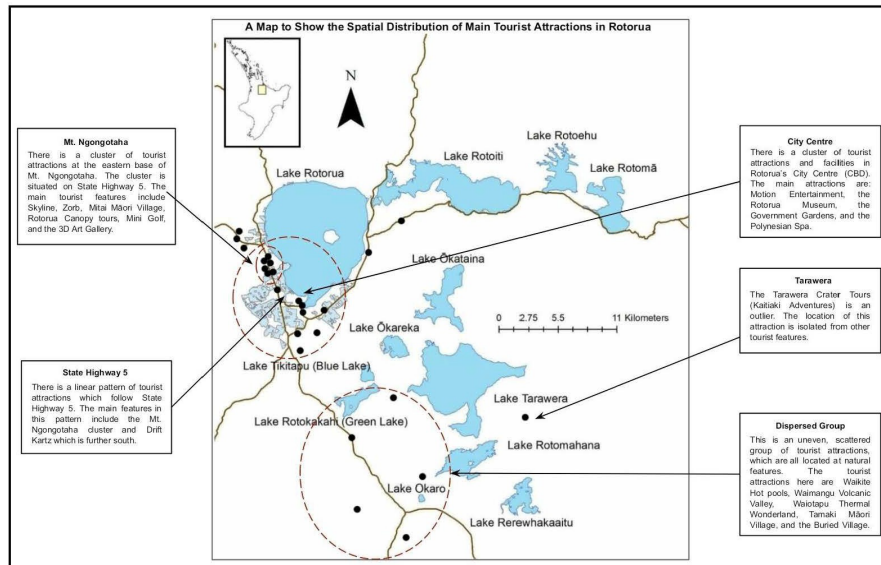


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Map showing the Spatial Distribution of Main Tourist Attractions in Rotorua

There is a concentration of tourist attractions in and around the City Centre of Rotorua, and tourist attractions dispersed around the wider region of Rotorua. There is a cluster of tourist attractions at the base of Mount Ngongotaha. This cluster also connects to the linear pattern along State Highway 5. Most of the tourist attractions in Rotorua are located at natural features to utilise the resources they grant and/or the beauty they possess. Some natural features which provide use to the tourism industry are Lake Rotorua, Mount Ngongotaha, Mount Tarawera, and the other surrounding lakes. Due to Rotorua's unique location in a volcanic plateau, there are also many tourist attractions which rely on the rare geothermal features.

#### The Spatial Distribution of the Tourist Activities in Rotorua

Rotorua is a major tourist hot-spot in New Zealand. The cluster of tourist attractions at the base of Mt. Ngongotaha is because of the relief of the mountain, and how accessible and convenient the area is to tourists. State Highway 5 runs through this cluster, providing accessibility. Convenience also comes from the amount of tourist attractions in the area. Skyline (Luge, Gondolas, Skyswing), Zorb, and 4WD Offroading rely on the hilly terrain and steep slope of Mt. Ngongotaha (the summit is at 757m).

There is a linear pattern of tourist attractions along State Highway 5. This is because of its constant usage by both locals and tourists: State Highway 5 goes through many heavily developed areas in Rotorua, it is used by locals everyday and by people driving to other main cities in New Zealand such as Auckland, Tauranga, and Taupō. Tourist attractions located on this road have a higher likelihood of getting noticed by potential tourists driving past them.

The cluster of tourist attractions in the city centre derives mainly from the first tourist infrastructure built at the lakefront to establish Rotorua's tourism industry in the late 1800s: the Government Gardens and the former Bath House. That and newly built tourist attractions that have made use of the pre-existing tourist hot-spot. There is also an abundance of tourist-based infrastructure built in the city centre making the area easily accessible for tourists.

Many tourist attractions around Rotorua are located randomly. This is mainly because they are located at natural features. Due to Rotorua being part of the Taupo Volcanic Zone, there's a great number of lakes, mountains, and geothermal activity. Most of these natural features are used to attract tourists: the lakes are used by Duck Boat Tours and other tourist activities, Mount Tarawera is used by Kaitiaki Adventures and Volcanic Air which provide tours to the Tarawera craters, and the geothermal activity is used for spas and sightseeing, e.g. Waikite Hot Pools, Waimangu Volcanic Valley, Wai-Ariki Hot Springs, and Hell's Gate.

#### Impacts of Tourism in Rotorua

The most important impacts of tourist attractions in Rotorua are the employment opportunities and the money generated, as they are both long-term impacts and essential to Rotorua's economy. The social and environmental impacts are not the most important as some effects of the impacts may only be short-term, or do not hold large value to the economy.

Tourist attractions in the Rotorua District contributed \$260.4m towards GDP in Rotorua in 2023, 5.9% of Rotorua's economic output. For example: around \$34.9 million profit was generated from Skyline in 2022. This money directly contributes towards the development of Rotorua: infrastructure, road management, public services, local events etc. Without the money generated from tourist attractions, there would be a significant amount of pressure put on other sectors in Rotorua to produce more money. Rotorua's economy relies heavily on tourism; which may be negative if the tourism industry in Rotorua was to collapse. During the nationwide lockdown, New Zealand's economy suffered losses due to tourists not visiting New Zealand, in the first year over 72,000 employed in tourism lost their jobs, and there was a 91.5% decline in international visitor spend.

Nearly 3,500 people were directly employed in the tourism sector in Rotorua in 2023, 9.5% of Rotorua's total employment. This does not take into account those employed in Retail Trade (3248), and Accommodation and Food Services (3452), which also benefit from tourists. The Duck Tours directly employs 10 people. This impact is long-term as it directly aids those employed in these tourism attractions, and contributes tax to the economy.

There is an abundance of tourism attractions which provide entertaining and informative experiences about Maori culture (e.g. Te Pa Tu, Mitai Maori Village, Te Puia). Tourists experiencing/learning about the culture keeps it alive, and spreads knowledge of the Maori culture world-wide. It also allows Maori to actively connect with their cultural identity. Te Puia attracts around 500,000 visitors annually. This has a social impact. Another social impact is that locals in Rotorua get to interact with people from all over the world and learn about different cultures from overseas. 86% of Rotorua residents say they have experienced benefits from tourism in Rotorua.

The tourism industry contributes damage to the natural environment (waste, pollution, land erosion) and to the urban environment (traffic, congestion). During Crankworx, the congestion around the Mount Ngongotaha cluster of tourist attractions massively increases. 38% of Rotorua residents believe that there is more litter and waste generation because of the tourism industry. Though there is no data to prove this, it is not unlikely that there is a large quantity of tourists who litter, or disrespect the environment when doing outdoor tourist attractions. Some tourism based companies actively combat this issue. For example: Rotorua Canopy Tours are major contributors to improving the environment, they do this through pest management, increasing biodiversity in the forests they use, and are the major financial supporters of the Canopy Conservation Trust. Another example is the Duck Boat Tours, their vehicles cause pollution and so to combat this they take care of the environment through educating tourists, preventing the spread of aquatic pests, and planting trees to improve their carbon footprint.