



**ROTORUA**  
**LAKES COUNCIL**  
Te Kaunihera o ngā Roto o Rotorua

# **ATTACHMENTS**

**Council Meeting**  
**Under Separate Cover**  
**Wednesday, 26 March 2025**



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19 March 2025

Tēnā koe Your Worship

I would like to extend my sincere gratitude for your outstanding leadership and participation in the recent China Roadshow delegation. Your presence was instrumental in re-establishing Rotorua's profile in this critical market, and we deeply appreciate the time you dedicated to supporting this initiative.

The post-pandemic landscape has seen the southern regions of New Zealand gain significant market share in the China market. This roadshow was a strategic response to that shift, and the feedback we received was overwhelmingly positive. With continued effort, we are confident that we can restore the Upper North Island's position - an outcome that is vital for our tourism operators, local businesses, and the Rotorua economy as a whole.

Your presence and leadership was particularly significant on this roadshow, it not only elevated Rotorua's profile but also demonstrated a strong, unified commitment to the China market. This presence was critical in securing high-level engagement with key stakeholders, reinforcing confidence in Rotorua as a must-visit destination. It sent a powerful message that Rotorua is serious about rebuilding and strengthening relationships in this market.

Rotorua City's continued leadership and support in initiatives like this are crucial for long-term success. The collective effort shown on this roadshow highlights the importance of a coordinated approach to international tourism recovery and growth.

Once again, thank you for your dedication, leadership, and commitment. The roadshow's schedule was demanding, yet you showed up every time, demonstrating resilience and passion for Rotorua's success. It was an honour to have you there, and we are truly grateful for your time and efforts.

Ngā mihi,

**Andrew Wilson**  
Chief Executive  
RotoruaNZ