



MEDIA RELEASE

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For immediate release

Survey rates Rotorua an excellent place to live

A new survey shows people see Rotorua as a good place to enjoy the great outdoors, plus lots of entertainment and events, and a great place to live.

The BrightEconomy Board perception survey asked visitors, Rotorua citizens and business people what they thought of the district.

Survey respondents gave high marks to Rotorua's impressive lakes, scenery and geothermal attractions. It was rated as an excellent place to live, with a good work/life balance and a good place to set up and do business.

Tourism was seen as an excellent industry in a district with many other aspects to offer.

Rotorua's community spirit also received high marks.

The Rotorua public and business people showed some concern about crime and safety, but a majority of visitors rated the city as a safe place.

Young people generally gave the quality of education higher marks than adults did.

A total of 77% of businesses said Rotorua was average or better as a place to set up and do business, with 43% positive or very positive.

Housing in the district was generally rated as average, and employment opportunities were not rated highly.

This is the first survey of perceptions of Rotorua since 1996. The BrightEconomy Board will use the information to help to market Rotorua as a great place to live, work and learn, and to invest and do business.

The aim is to help economic growth in the district, to attract more people and businesses and to create more jobs and higher incomes.

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