



Famously  
**ROTORUA**

The Birthplace of Tourism in New Zealand

新西兰旅游业的发源地

# Pohutu Geyser

普胡图间歇喷泉



# A heart of tourism for the central North Island



新西兰北岛  
旅游中心

**VISION  
2030 >>**

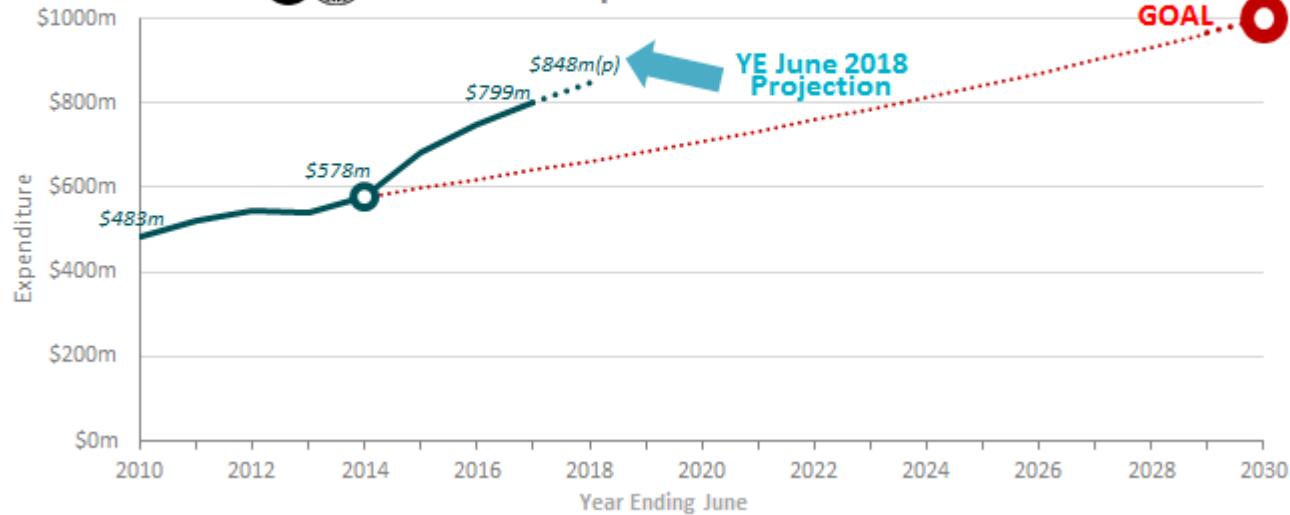
## \$1.0B VISITOR EXPENDITURE

Destination  
**ROTORUA**  
A Rotorua Lakes Council CCO



### Total Visitor Expenditure In Rotorua

**\$1.0 BILLION  
GOAL**



传统文化与  
新兴文化



Historical  
and  
emerging  
cultures

现代  
毛利文化



# Contemporary Māori Culture

# Partnership

合作伙伴



合作关系

Tatau  
Tatau  
We together





心动不如行动！请浏览[RotoruaNZ.com](http://RotoruaNZ.com)

ROTORUA  
LAKES COUNCIL