



Pukeroa Oruawhata Group and World Spa Ltd

Pukeroa Lakefront Holdings Limited and World Spa Ltd are exploring the options in building a large scale spa complex.

The Challenge

Rotorua has a long history of being a premier spa town, but its 3.2 million yearly visitors only make 500,000 commercial spa visits. The Rotorua

District Council has set a goal of 1.5 million commercial spa visits yearly, and this project will help achieve this.



The Solution

Building a new spa complex with innovative experiences will reignite excitement about the spa offerings in Rotorua, while significantly contributing to the Council's goal. It will be the first stage of a multi-million dollar redevelopment of the 11 hectares of prime lakefront property close to Rotorua's CBD. The spa and the overall redevelopment of the lakefront align well with the Tourism Industry Association's Tourism 2025 framework, by enhancing the visitor experience.

The developers will work with other wellness and healthcare providers to reclaim Rotorua's historic role as New Zealand's Wellness Capital.

The spa and wellness complex aims to have a variety of spa-oriented treatments from around the world and will tap into the global trend of wellness spa treatments. The spa will use innovative new technologies and introduce new methods of water management to support conservation of Rotorua's geothermal resource.

Key facts

Programme start: February 2015

Length of TGP Funding requirement: 1 year

TGP funding: \$350,000

Industry funding: > \$10 million

Estimated potential economic benefits to New Zealand: \$36-48 million per annum by 2020