

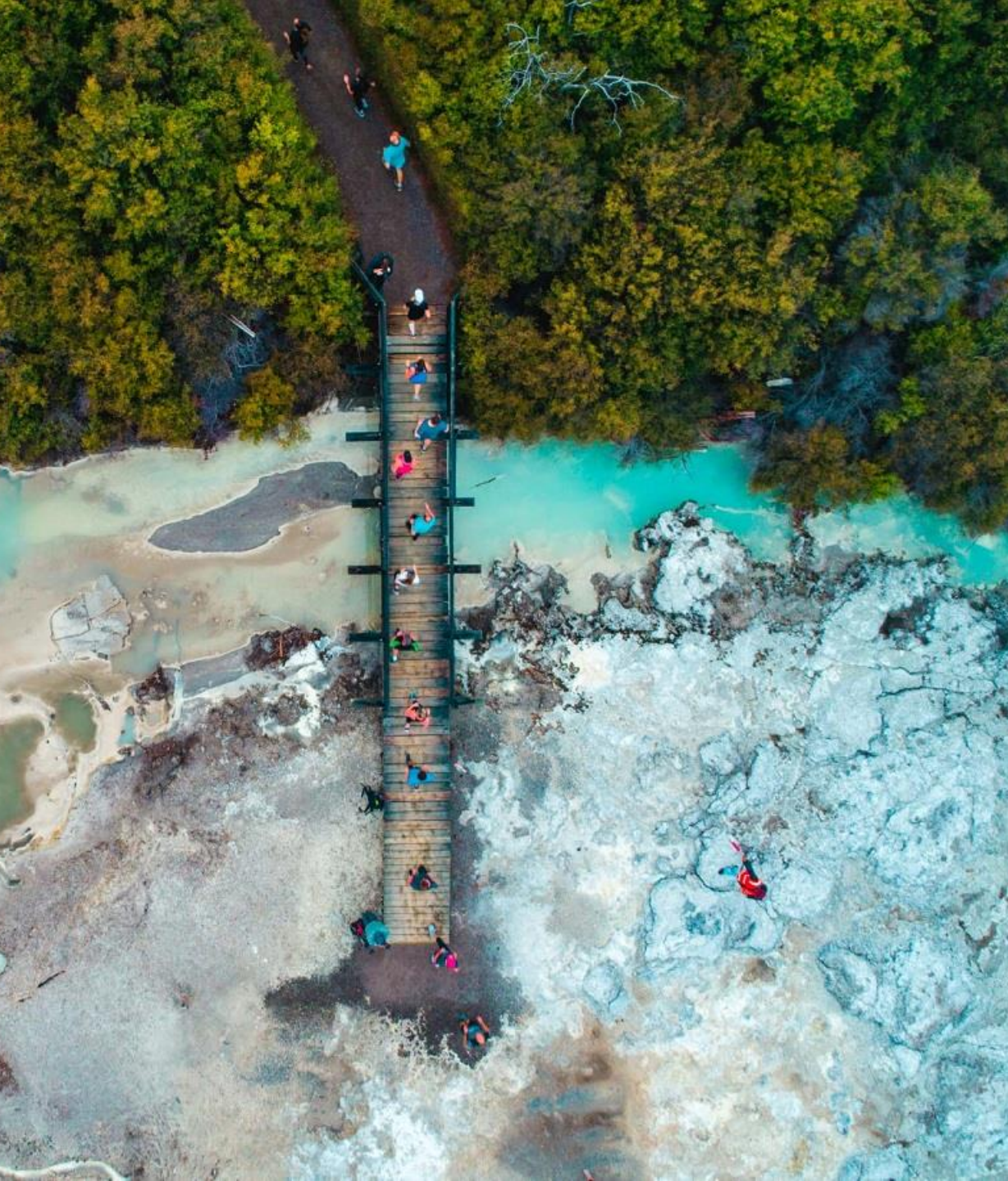


ROTORUA

**ROTORUA ECONOMIC
DEVELOPMENT LTD**

Quarterly Report January – March 2022





HIGHLIGHTS

- Te Mānuka partnership presentations to central government clients
- Partnering with SCION and Te Uru Rakau to develop strategic case for scale-up facilities
- Matariki Dish Challenge
- Rotorua Education Network
- Business Confidence Survey
- Budget on track
- Trading conditions remain tough
- Australian TV Coverage



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NOAH CROUCHER
LOCAL RIDER



TRAIL TOWNS

11th – 13th April

Trail Towns is a presenter-led lifestyle/travel series filmed part travelogue part adventure sport and takes viewers on an action-packed ride to encourage viewers to experience everything cycle-friendly towns have to offer on and off the bike. Trail Towns airs on SBS with an average viewership of 75,000 and on-demand viewership of 160,000 per season.



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SUNRISE TV

12th May

Sunrise TV has the largest breakfast audience in Australia with more than 1.2 million viewers each morning.



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THE LIVING ROOM

16th – 20th May

The Living Room is a triple award-winner for the most popular lifestyle program in Australia. The show has approximately 473K viewership.

Equivalent Advertising Value for Channel 10 broadcast is \$27,432 NZD/min. We are expecting coverage of 4x 7 minute segments on Channel 10 on Friday evening, followed by a repeat on Channel 10 on Saturday afternoons.



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SEVEN SHARP

26th May

Ben Hurley filmed a segment in Rotorua for TV One's Seven Sharp as part of his series – 7 Underrated Wonders of NZ.

The approximate viewership of Seven Sharp is 546,000 average nightly viewers.



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