

Quarterly Report

Rotorua District

Summary

Take a look at what's been going on in your district this quarter

Crime Rate

961

▼ -1.6%

As of Dec 2025, the crime rate in Rotorua District is 961, decreasing by 1.6% since Nov 2025.

Deprivation Score

1,089

▲ 0.01%

As of Sept 2025, the deprivation score in Rotorua District is 1,088.9, which has increased by 0.01% since Aug 2025.

Job Seeker Support

11%

▼ -0.09%

As of Sept 2025, the percentage of claimants receiving job seeker support in Rotorua District is 11%, which has decreased by 0.09% since Aug 2025.

Median Rent Price

\$523

▼ -0.05%

As of Oct 2025, the median rent price in Rotorua District is \$523, which has decreased by 0.05% since Sept 2025.

Median Sale Price

\$612K

▼ -0.49%

As of Dec 2025, the median sale price in Rotorua District is \$612K, which has decreased by 0.49% since Nov 2025.

New Business Registrations

52

▼ -8.8%

As of Dec 2025, the number new business registrations in Rotorua District is 52. This has decreased by 8.8% since Nov 2025.

Total in-store spend

\$146M

▲ 21%

The total in-store spend in Rotorua District for Dec 2025 is \$146M. This has increased by 21% since Nov 2025.

Total domestic tourist in-store spend

\$20.3M

▲ 51%

The total in-store spend in Rotorua District by domestic tourists for Dec 2025 is \$20.3M. This has increased by 51% since Nov 2025.

Total international tourist in-store spend

\$17.9M

▲ 41%

The total in-store spend in Rotorua District by international tourists for Dec 2025 is \$17.9M. This has increased by 41% since Nov 2025.



Economy

Key pillar changes

Total in-store spend

\$146M

▲ 21%

The total in-store spend in Rotorua District for Dec 2025 is \$146M. This has increased by 21% since Nov 2025.

Total domestic tourist in-store spend

\$20.3M

▲ 51%

The total in-store spend in Rotorua District by domestic tourists for Dec 2025 is \$20.3M. This has increased by 51% since Nov 2025.

Total international tourist in-store spend

\$17.9M

▲ 41%

The total in-store spend in Rotorua District by international tourists for Dec 2025 is \$17.9M. This has increased by 41% since Nov 2025.

New Business Registrations

52

▼ -8.8%

As of Dec 2025, the number new business registrations in Rotorua District is 52. This has decreased by 8.8% since Nov 2025.

Business Deregistrations

92

▲ 67%

As of Dec 2025, the number new business deregistrations in Rotorua District is 92. This has increased by 67% since Nov 2025.

Businesses Currently Registered

10.1K

▼ -0.39%

As of Dec 2025, the number of businesses currently registered in Rotorua District is 10148. This has decreased by 0.39% since Nov 2025.

Total in-store spend over time



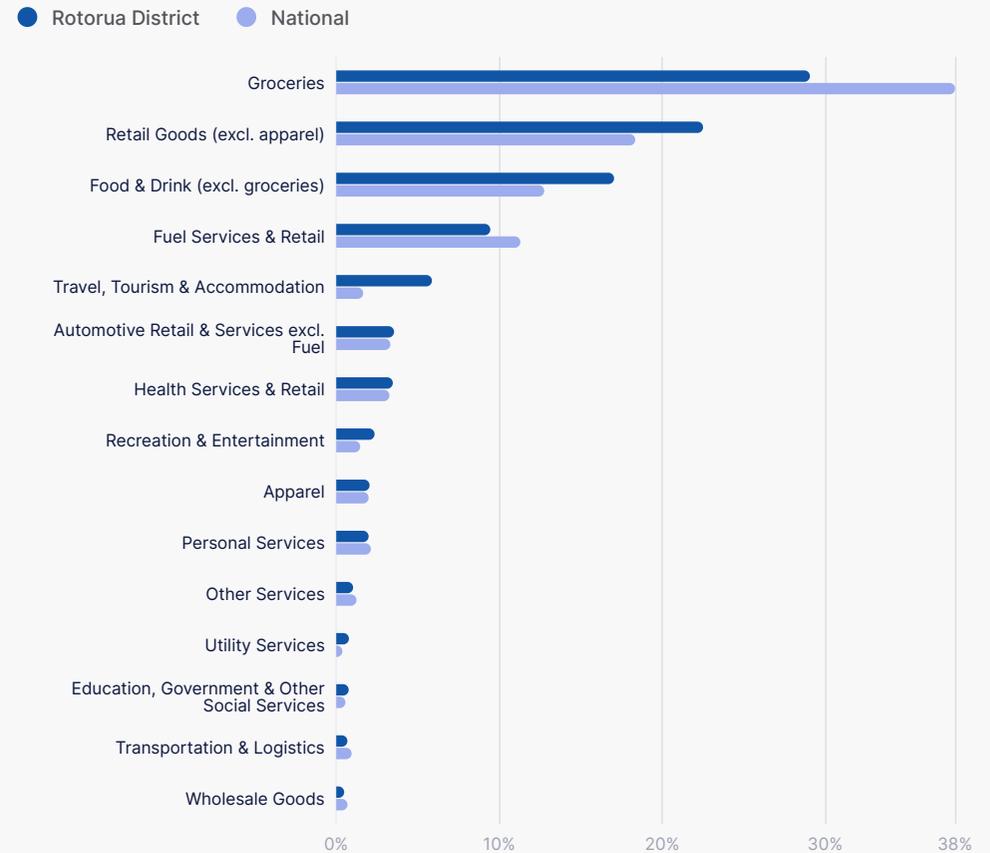
In Dec 2025, \$146M was spent in Rotorua District from all spenders. This has increased by 21% since Nov 2025.

Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$42.5M	▲ 19%
Retail Goods (excl. apparel)	\$32.9M	▲ 24%
Food & Drink (excl. groceries)	\$24.9M	▲ 26%
Fuel Services & Retail	\$13.8M	▲ 19%
Travel, Tourism & Accommodation	\$8.58M	▲ 38%

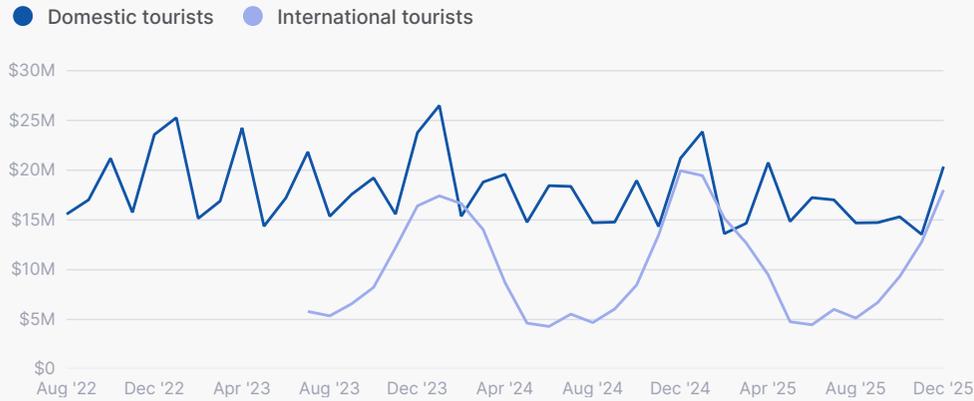
The largest spend category in Rotorua District in Dec 2025 was Groceries, with a total of \$42.5M. This is 19% higher than Nov 2025.

All spend by industry (local, domestic, international)



In Rotorua District, people across all spender types (local, domestic, and international) had spent the most on Groceries as of Dec 2025, making up 29% of all spend. Nationally, Groceries made up 38% of total spend across all spender types.

Tourism spend over time



In Dec 2025, \$38.2M was spent by tourists in Rotorua District from domestic and international visitors. Domestic tourism contributed to \$20.3M of this spend and has increased by 51% since Nov 2025, while international tourism contributed \$17.9M and has increased by 41% over the same period.

Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$146M	▲ 21%
All local spenders	\$103M	▲ 13%
All domestic tourists	\$20.3M	▲ 51%
All international tourists	\$17.9M	▲ 41%

In Dec 2025, Local spenders contributed \$103M to the total in-store spending in Rotorua District. This has increased by 13% since Nov 2025.

i Note that some portion of total spend comes from cardholders without known addresses and therefore is not assigned to any of the three main spending groups.

Visiting regions with the greatest spend

Visiting Region	\$ Amount ↓	% Change
Auckland	\$5.98M	▲ 91%
Tauranga City	\$1.66M	▲ 22%
Taupo District	\$1.12M	▲ 23%
South Waikato District	\$978K	▲ 15%
Wellington City	\$967K	▲ 157%

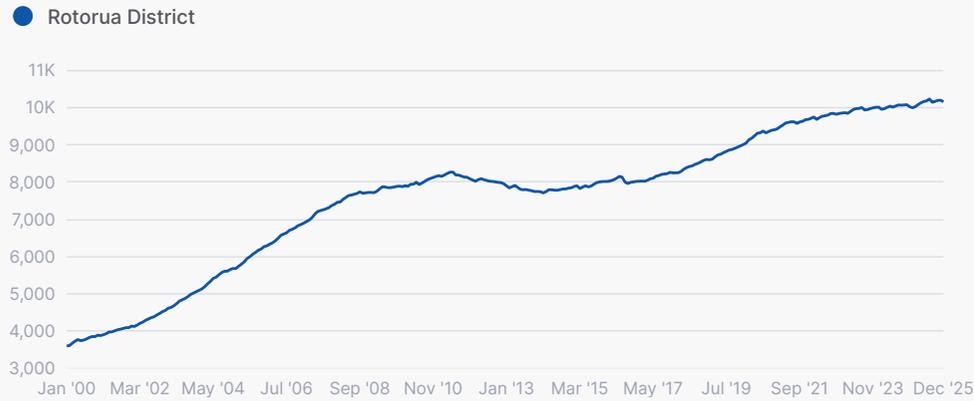
The largest spend from domestic tourists visiting Rotorua District came from Auckland, with tourists spending \$5.98M. This is 91% higher than Nov 2025.

Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$5.93M	▲ 62%
USA	\$3.87M	▲ 33%
Rest of Europe	\$3.13M	▲ 32%
UK	\$1.63M	▲ 36%
Rest of Asia	\$1.43M	▲ 104%

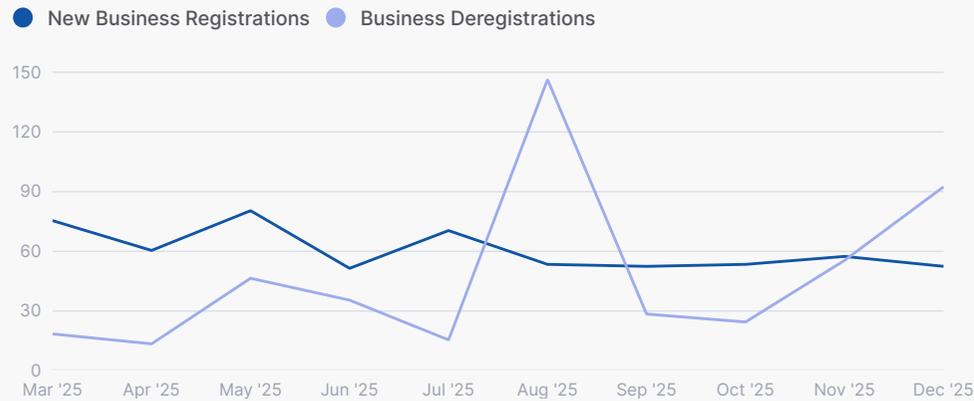
The largest spend from international tourists visiting Rotorua District came from Australia, with tourists spending \$5.93M. This is 62% higher than Nov 2025.

Total number of businesses registered to date



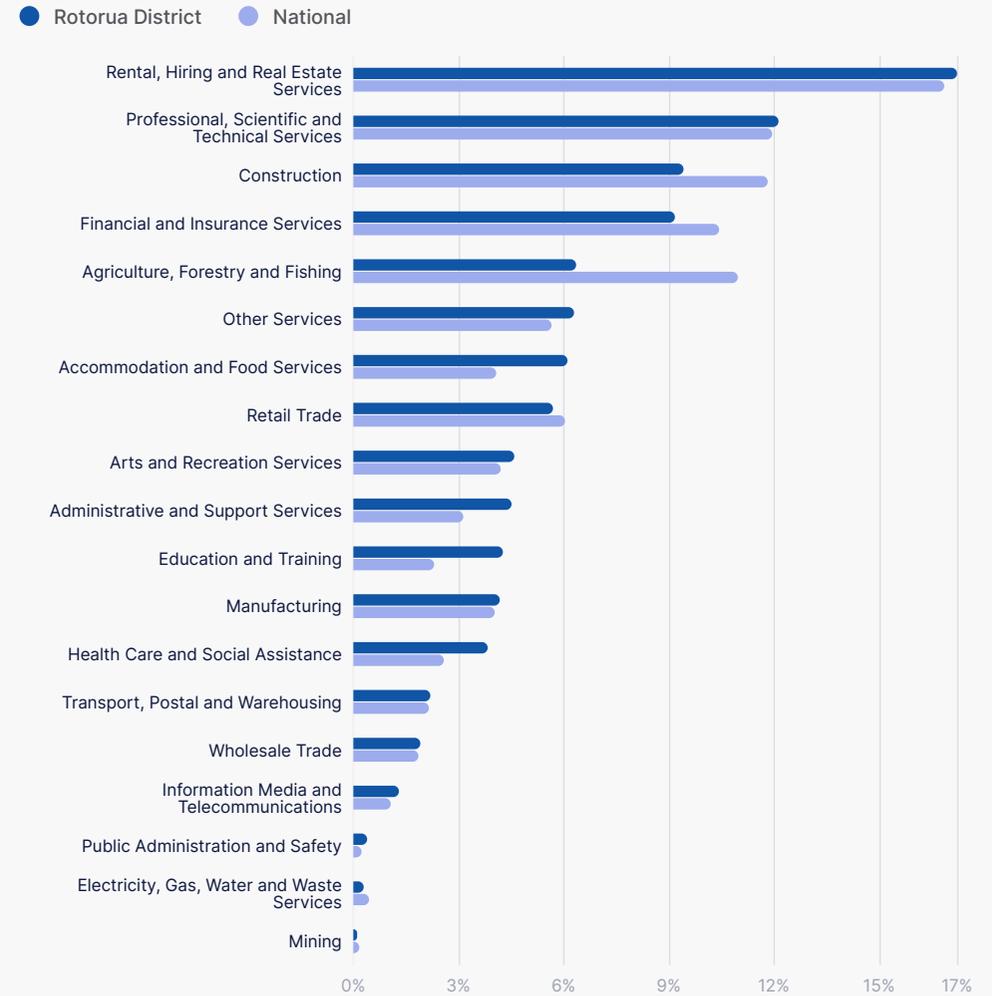
As of Dec 2025, there were 10.1K registered businesses in Rotorua District, This is 99% higher than the national median. Over the last 12 months, the number of registered businesses in Rotorua District has increased by 1.3%.

Business openings and closings in the last year



In Rotorua District, there were 52 new business registrations, decreasing by 8.8% since Nov 2025. There were also 92 business deregistrations, increasing by 67% over the same period.

Distribution of registered businesses by industry



Rental, Hiring and Real Estate Services is the largest industry operating in Rotorua District, with 17% currently registered businesses as of Dec 2025. This is higher than the national proportion of 17% for the same industry.



Demographics

Key pillar changes

Estimated total population

78K

▲ 0.7%

As of Jun 2025, the total population in Rotorua District is 77,950, which has increased by 0.7% since Jun 2024.

Age group with the highest population

15-19

▲ 2.2%

As of Jun 2025, the age group with the highest population in Rotorua District is 15-19, making up 7.4% of the population. This has increased by 2.2% since Jun 2024.

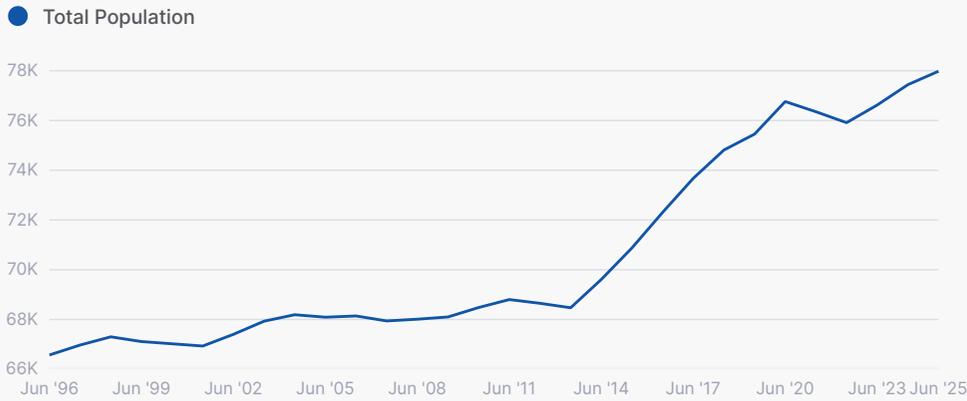
Ethnic group with the greatest change in population

MELAA

▲ 27%

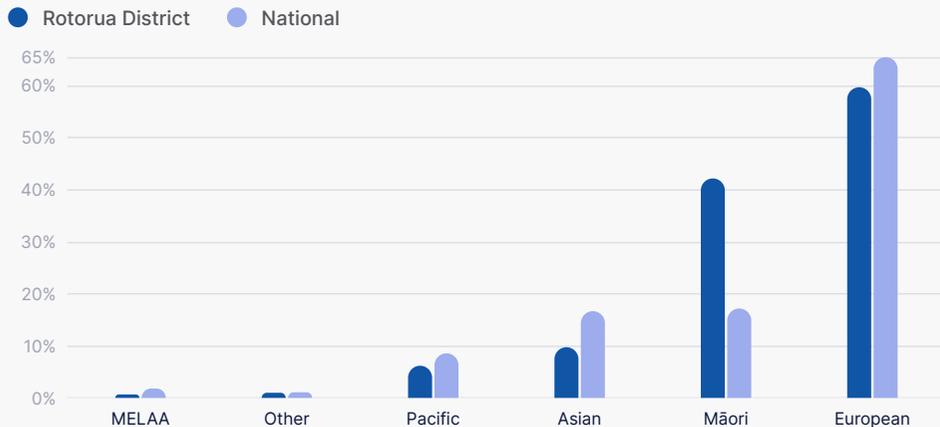
As of Mar 2023, the ethnic group with the greatest change in population in Rotorua District is MELAA, making up 0.66% of the population. This has increased by 27% since Mar 2018.

Estimated population



The estimated population of Rotorua District as of Jun 2025 is 77,950. This has increased by 540 people since Jun 2024.

Ethnic distribution



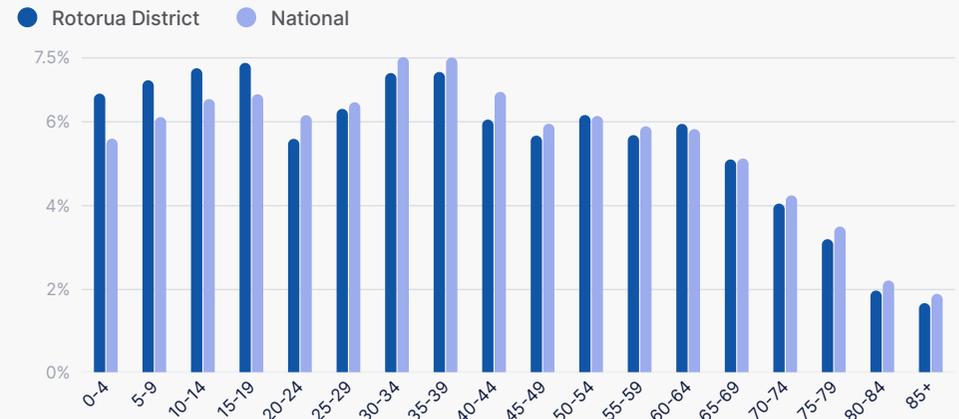
As of Mar 2023, the largest ethnic group in Rotorua District is European, making up 60% of the population. This is 5.8% lower than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is MELAA, which has increased by 27%.

Estimated population by community

Community	Amount	% Change ↓
Waiohewa	1,286	▲ 3.3%
Ngapuna	380	▲ 2.7%
Springfield North	1,810	▼ -2.7%
Kuirau	1,100	▼ -2.6%
Ōwhata West	3,500	▲ 2.6%

As of Jun 2025, the community with the highest estimated population in Rotorua District is Ōwhata West, making up 3,500 of the population. This is 2.6% higher than Jun 2024.

Age distribution



As of Jun 2025, the largest age band in Rotorua District is 15-19, making up 7.4% of the population. This is 0.75% higher than the national distribution. The age band that has had the greatest change since Jun 2024 is 85+, which has increased by 7.6%.

Employment

Key pillar changes

Median Household Income

\$97.9K

— No Change

As of Dec 2025, the median household income (adjusted for inflation) in Rotorua District is \$97.9K, which is ranked 19 out of 66 available districts.

Job Seeker Support

11%

▼ -0.09%

As of Sept 2025, the percentage of claimants receiving job seeker support in Rotorua District is 11%, which has decreased by 0.09% since Aug 2025.

Means Tested Benefit

4.6%

▼ -0.09%

As of Sept 2025, the percentage of claimants receiving supported living payment or other main benefits in Rotorua District is 4.6%, which has decreased by 0.09% since Aug 2025.

Sole Parent Support

5.1%

▼ -0.09%

As of Sept 2025, the percentage of claimants receiving sole parent support in Rotorua District is 5.1%, which has decreased by 0.09% since Aug 2025.

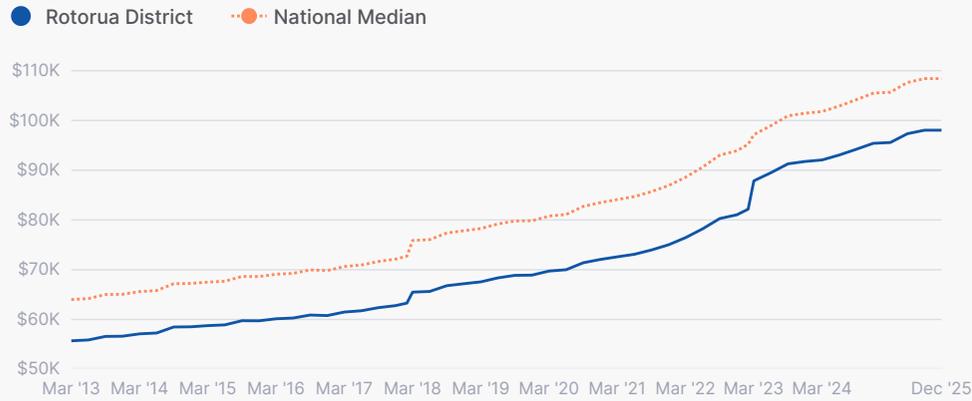
Employment Rate

94%

▲ 2.5%

As of Mar 2023, Rotorua District has an employment rate of 94% and is ranked 60 out of 66 available districts by Employment Rate. A rank of 1 means the district has the highest Employment Rate.

Median household income over time



As of Dec 2025, the median household income (adjusted for inflation) in Rotorua District is \$97.9K. This is 9.6% lower than the national median of \$108K.

Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	17%	▼ -0.09%
Pacific Peoples	10%	▼ -0.23%
European	5.4%	▼ -0.08%
Other	2.9%	▼ -0.08%

In Sept 2025, the Māori ethnic group had the highest proportion of job seeker support claimants in Rotorua District, at 17%.

Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	9%	▼ -0.09%
Pacific Peoples	5%	▼ -0.23%
European	2.3%	▼ -0.08%
Other	0.81%	▼ -0.07%

In Sept 2025, the Māori ethnic group had the highest proportion of sole parent support claimants in Rotorua District, at 9%.

Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	5.9%	▼ -0.09%
Pacific Peoples	3.4%	▼ -0.23%
European	3%	▼ -0.08%
Other	1.9%	▼ -0.07%

In Sept 2025, the Māori ethnic group had the highest proportion of means tested benefit claimants in Rotorua District, at 5.9%.

Housing

Key pillar changes

Median Sale Price

\$612K

▼ -0.49%

As of Dec 2025, the median sale price in Rotorua District is \$612K, which has decreased by 0.49% since Nov 2025.

Median Rent Price

\$523

▼ -0.05%

As of Oct 2025, the median rent price in Rotorua District is \$523, which has decreased by 0.05% since Sept 2025.

Years to Save for Deposit

8.7 yrs

▼ -0.49%

As of Dec 2025, the number of years to save for a deposit in Rotorua District is 8.7, which has decreased by 0.49% since Nov 2025.

Purchasing affordability (% of income spent on mortgage)

29%

▼ -0.49%

As of Dec 2025, the purchasing affordability in Rotorua District is 29%, which has decreased by 0.49% since Nov 2025.

Rental affordability (% of income spent on rent)

28%

— No Change

As of Dec 2025, the rental affordability in Rotorua District is 28%, which has not changed since Nov 2025.

Home ownership rate (% of individuals who own their home)

43%

▲ 0.67%

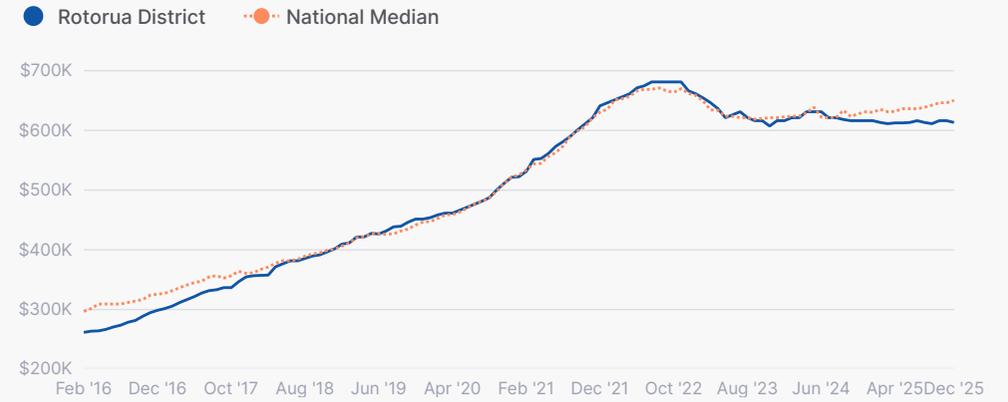
As of Mar 2023, the home ownership rate in Rotorua District is 43%, which has increased by 0.67% since Mar 2018.

Median rent prices over time



As of Oct 2025, the median rent price in Rotorua District was \$523. This is 0.87% higher than the same time last year when it was \$518. Compared to the national median, the median rent price in Rotorua District is 7.9% lower than the national median of \$568.

Median sale prices over time



As of Dec 2025, the median sale price in Rotorua District was \$612K. This is 0.49% lower than the same time last year when it was \$615K. Compared to the national median, the median sale price in Rotorua District is 5.7% lower than the national median of \$649K.

Rental affordability by community

Community	% Amount ↓	% Change
Victoria	39%	— No Change
Western Heights (Rotorua District)	38%	— No Change
Glenholme North	38%	— No Change
Fenton Park	37%	— No Change
Ngongotahā South	35%	— No Change

Victoria was the least affordable place to rent, with rents taking up 39% of income as of Dec 2025. Ngapuna was the most affordable, with rents taking up 10% of income.

Education

Key pillar changes

School with the greatest change in NCEA level 3 pass rates

Reporoa College

▼ -52%

Reporoa College students in Rotorua District had the greatest change in NCEA Level 3 pass rate, decreasing by 52% since Jan 2023.

Ethnicity with the greatest change in NCEA level 3 pass rates

Pacific Peoples

▲ 6.9%

Pacific Peoples students in Rotorua District had the greatest change in NCEA Level 3 pass rate, increasing by 6.9% since Jan 2023.

Secondary school students leaving with no NCEA qualification

17%

▲ 2.4%

17% of all students in Rotorua District left school with no NCEA qualification, increasing by 2.4% since Jan 2023.

Secondary school retention rate

69%

▲ 0.84%

As of Jan 2024, the secondary school retention rate in Rotorua District is 69.3, which has increased by 0.84% since Jan 2023.

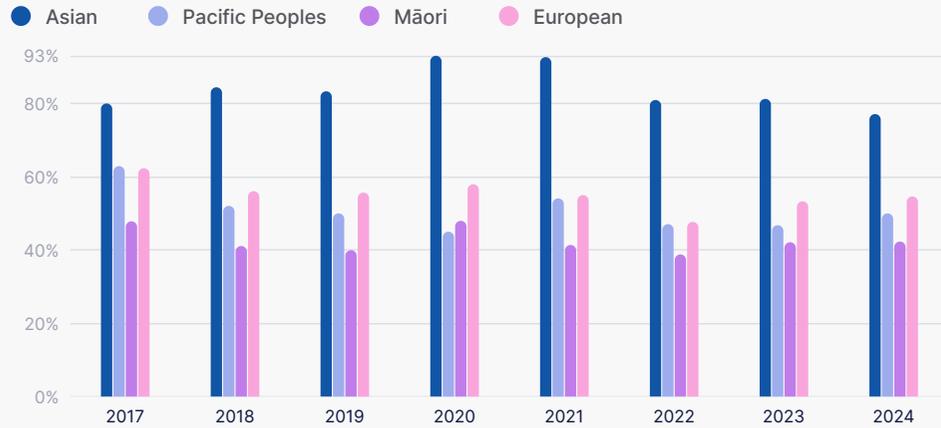
Ethnicity with the greatest change in secondary school retention

Asian

▼ -4.3%

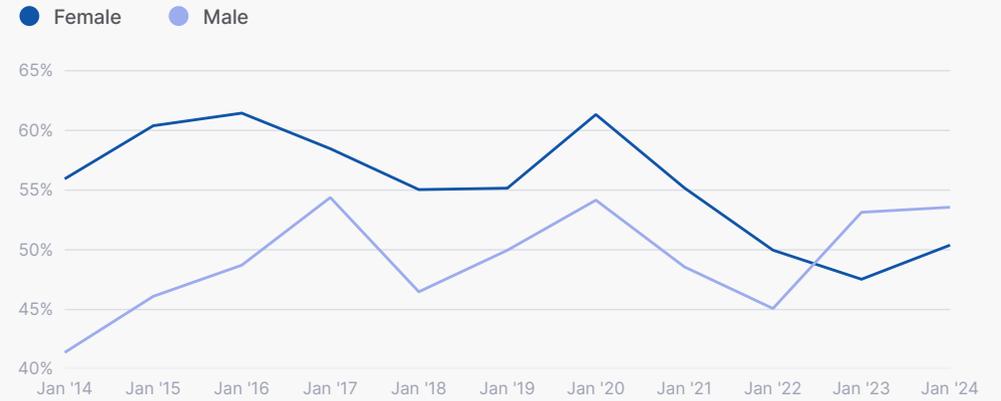
The ethnicity with the greatest change in secondary school retention is Asian, which has decreased by 4.3% since Jan 2023.

School leavers with NCEA level 3 by ethnicity



In Jan 2024, Asian students in Rotorua District had the greatest proportion of students leaving with NCEA Level 3. Pacific Peoples have seen the greatest change in NCEA Level 3 pass rates since Jan 2024, increasing by 6.9% to 50%.

School leavers with NCEA level 3 by gender



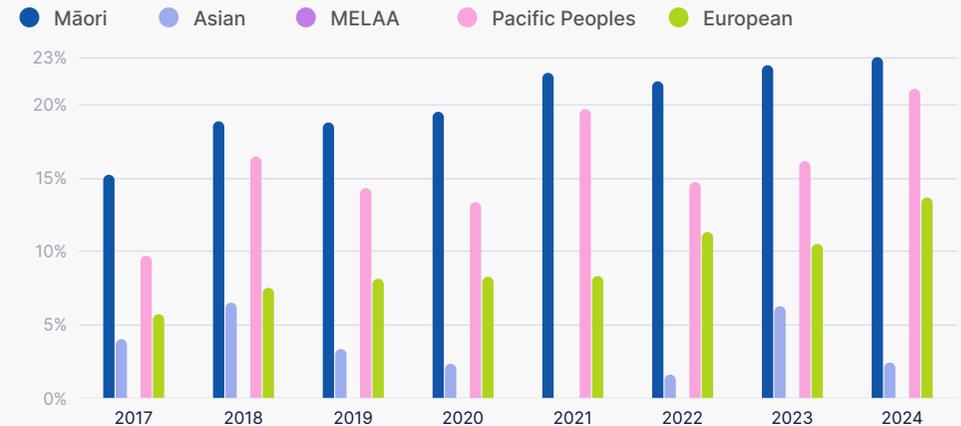
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in Rotorua District was 50%. This is lower than the 53% pass rate for male students. Compared to Jan 2023, the pass rates have increased for female students and increased for male students.

Schools with greatest change in NCEA level 3 pass rate

Pass Rate	% Amount	% Change ↓
Reporoa College	13%	▼ -52%
Rotorua Girls' High School	39%	▲ 26%
Western Heights High School	48%	▲ 23%
John Paul College	83%	▲ 8.6%
TKKM o Te Koutu	79%	▼ -8.3%

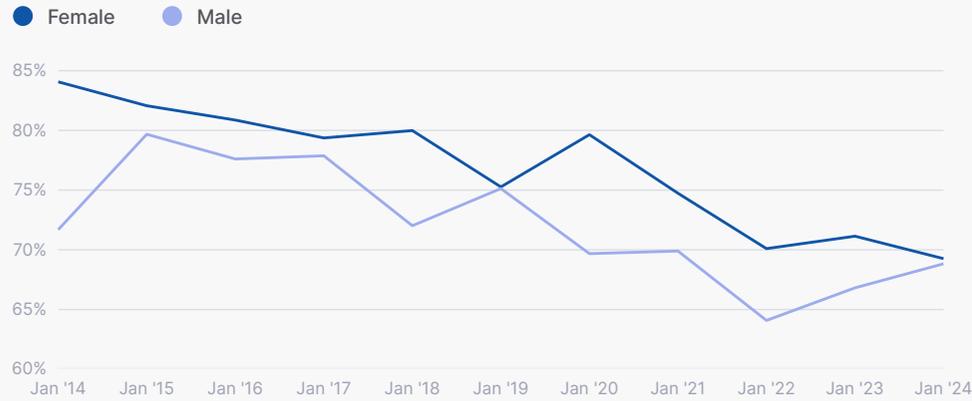
The NCEA Level 3 pass rate of Reporoa College has decreased by 52%, representing the greatest change in Jan 2024 compared to Jan 2023.

School leavers with no NCEA qualification by ethnicity



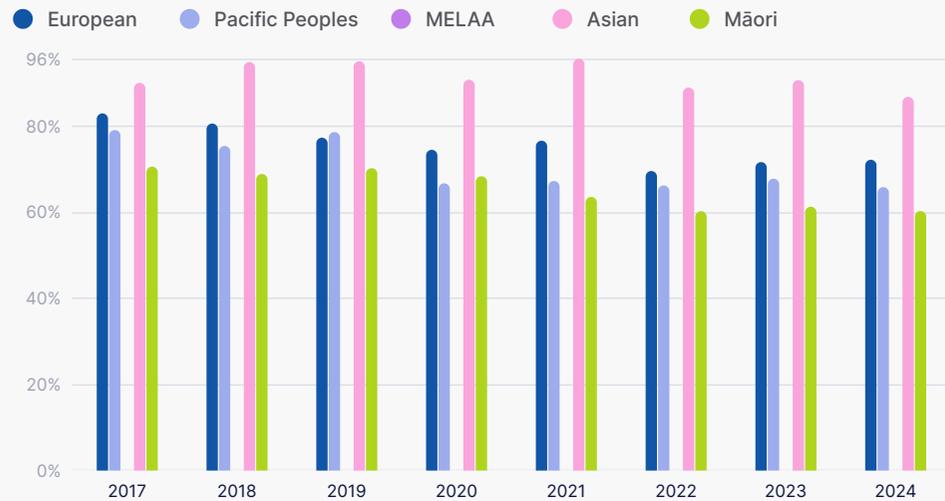
In Jan 2024, Māori students in Rotorua District had the greatest proportion of students leaving with no NCEA qualification. Asian have seen the greatest change in no NCEA qualification rates since Jan 2024, decreasing by 61% to 2.4%.

School retention by gender over time



As of Jan 2024, the percentage of female students retention in Rotorua District was 69%. This is higher than the 69% retention rate for male students. Compared to Jan 2023, the retention rates have decreased for female students and increased for male students.

Secondary school retention by ethnicity



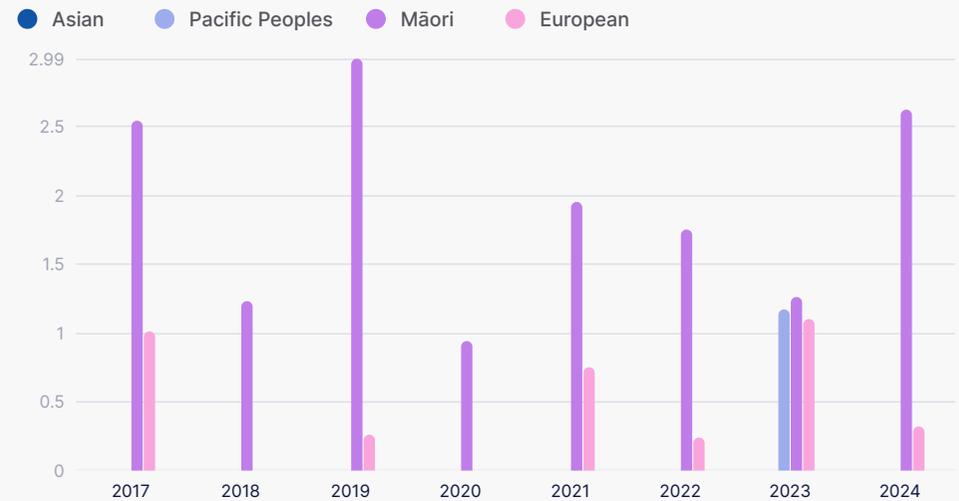
In Jan 2024, Asian students in Rotorua District had the greatest retention rate of 87%. Asian have seen the greatest change in retention, decreasing by 4.3% since Jan 2024.

Schools with greatest change in retention

Retention Rate	% Amount	% Change ↓
Western Heights High School	71%	▲ 17%
Reporoa College	50%	▼ -12%
TKKM o Te Koutu	86%	▼ -7.7%
Rotorua Lakes High School	64%	▼ -6.9%
Rotorua Boys' High School	64%	▼ -3.6%

The secondary school retention rate of Western Heights High School has increased by 17%, representing the greatest change in Jan 2024 compared to Jan 2023. Note that the table only includes schools with more than 50 students.

Exclusion rate by ethnicity



In Jan 2024, Māori students in Rotorua District had the greatest exclusion rate of 2.6 for every 1000 students. Māori have seen the greatest change in exclusion rate, increasing by 108% since Jan 2024.

Deprivation

Key pillar changes

Deprivation Score

1,089

▲ 0.01%

As of Sept 2025, the deprivation score in Rotorua District is 1,088.9, which has increased by 0.01% since Aug 2025.

Community with greatest decrease in deprivation score

Ngapuna

▼ -0.03%

The community with the greatest decrease in deprivation score is Ngapuna, which has decreased by 0.03% since Aug 2025.

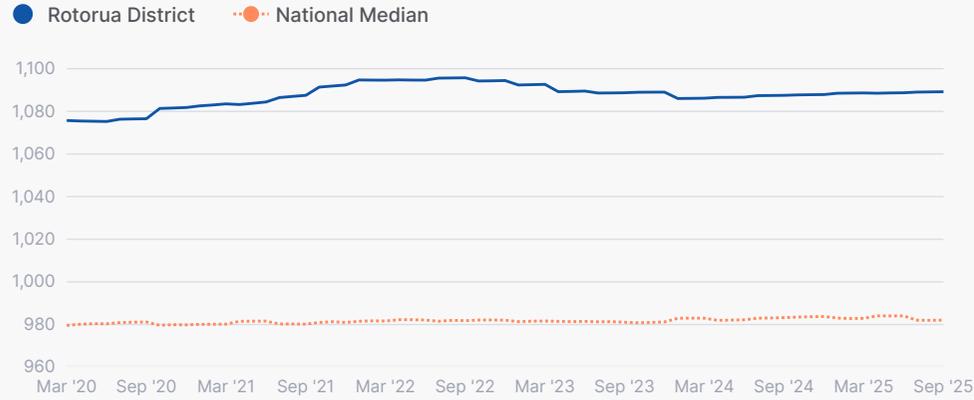
Community with greatest increase in deprivation score

Fenton Park

▲ 0.05%

The community with the greatest increase in deprivation score is Fenton Park, which has increased by 0.05% since Aug 2025.

Comparison to National Deprivation Score



As of Sept 2025, the deprivation score of Rotorua District is 1,088.9. This is 0.16% higher than the score of 1,087.2 at the same time last year Sept 2024. The deprivation score is 11% higher than the national median score of 981.6.

Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Fenton Park	1,199	▲ 0.05%
Fairy Springs	1,117	▲ 0.04%
Koutu	1,170	▲ 0.04%
Kawaha	1,108	▲ 0.03%
Ngapuna	1,237	▼ -0.03%

The deprivation score of Fenton Park has increased by 0.05%, representing the greatest change in Sept 2025 compared to Aug 2025.

Distribution of Deprivation Index



As of Sept 2025, 69% of Rotorua District's population live in highly deprived communities (deprivation index 8-10), whereas 4.8% live in high socio-economic performing communities (deprivation index 1-3).

Crime

Key pillar changes

Crime Rate

961

▼ -1.6%

As of Dec 2025, the crime rate in Rotorua District is 961, decreasing by 1.6% since Nov 2025.

Community with the highest crime rate

Mangakakahi Central

▼ -0.48%

The community with the highest crime rate is Mangakakahi Central, decreasing by 0.48% since Nov 2025.

Community with the lowest crime rate

Inland water Lake Rotorua

— No Change

The community with the lowest crime rate is Inland water Lake Rotorua, staying the same since Nov 2025.

Crime type with the greatest change in crime rate

Abduction

▼ -14%

The type of crime with the greatest change is Abduction, decreasing by 14% since Nov 2025.

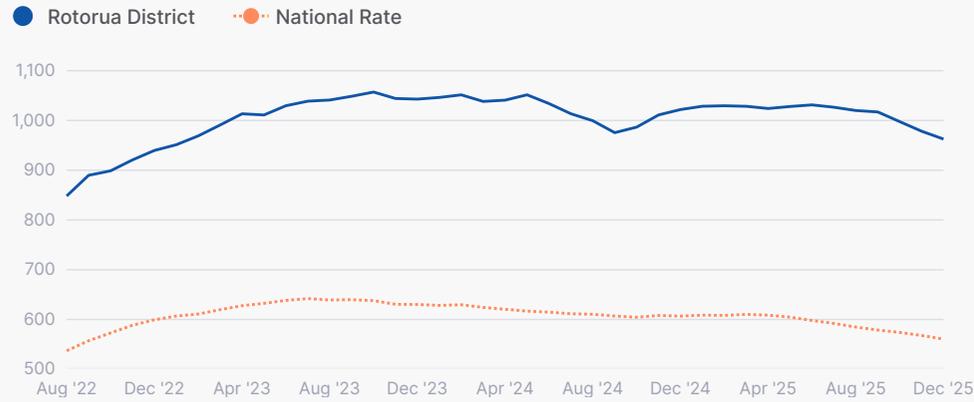
Community with the greatest change in crime rate

Tui Ridge

▲ 20%

The community with the greatest change is Tui Ridge, increasing by 20% since Nov 2025.

Comparison to National Crime Rate



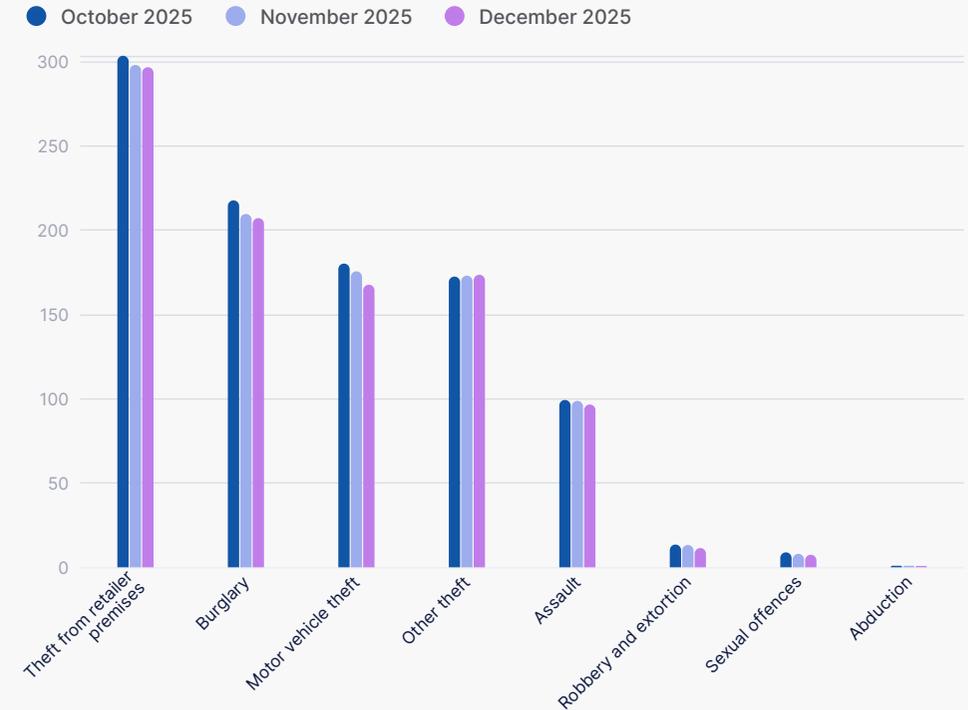
As of Dec 2025, the crime rate in Rotorua District is 961. This is 5.8% lower than the crime rate at the same time last year. The crime rate is 72% higher than the national rate of 558.4.

Communities with greatest change

Crime Rate	Amount	% Change ↓
Tui Ridge	250	▲ 20%
Sunnybrook	168	▼ -18%
Hamurana	145	▼ -15%
Mangakakahi West	472	▲ 15%
Holdens Bay-Rotokawa	301	▼ -14%

The crime rate of Tui Ridge has increased by 20%, representing the greatest change in Dec 2025 compared to Nov 2025.

Crime types with the greatest change



Within Rotorua District, the most prevalent crime type in Dec 2025 was Theft from retailer premises, with a crime rate of 296.6. The type of crime that has seen the greatest change since Dec 2025 is Abduction, which has decreased by 14%.

Definitions

International Tourism Spend

International tourist spend is defined by holders of internationally issued cards who have NZ transactions in fewer than four months or fewer than fourteen days in a 12 month period.

Domestic Tourism Spend

Domestic tourism spend is defined by in-person card transactions made in the district by individuals who live outside the district and whose home district's largest urban centre is at least 40 km away.

Local Spenders

A transaction is defined as local spend when it occurs in an area where the cardholder regularly makes purchases or where their last known home location is recorded. This may also include spending by regular travellers and commuters to the region.

Median household income

This metric is inflation-adjusted and reflects the median combined income of households.

Employment rate

The percentage of the working age population that are employed (either full or part-time).

Years to save for a deposit

The number of years it would take to save for a 20% deposit on a property (based on the median property value), saving at an annual rate of 20% of median household income minus the annual median rent price. This assumes that house prices and income remain the same.

Purchasing affordability

Purchasing affordability is the percentage of annual median household income that would be spent on mortgage repayment (based on purchasing at the median house price with a 20% deposit over 30 years assuming a fixed interest rate of 4%).

Rental affordability

The percentage of annual median household income that is spent on rent (the higher the %, the less affordable renting is).

Deprivation Index

The deprivation index of the area is calculated using Dot's Dynamic Deprivation Index (DDI), where an index of 1 represents the least deprived areas and an index of 10 represents the most deprived.

Deprivation Score

The deprivation score is a calculation of the socio-economic deprivation of an area, where a higher score represents higher levels of deprivation.

Crime rate

Crime rate is defined as the number of victimisations over the last 12 months per 10,000 people.

For more details on the data, definitions and update schedules

Open the glossary in the Community Compass app by clicking the button in the top right corner of a specific insight page.

Important Information

Private & Confidential

This document, any insights it contains, and any supporting data, (together, the insights) are made available to you by DOT Data Limited (DOT), on a private and confidential basis, for internal use only. They may only be provided to your directors, officers, employees, contractors agents, advisers and representatives (Related Parties) who need to know the insights for the purpose of evaluating them, and who are informed of their private and confidential nature.

Proprietary and Intellectual Property Rights

The Insights are the property of DOT Loves Data, and nothing may be construed as granting you any proprietary or other rights in the Insights.

Information only

The sole purpose of the Insights is to provide you with information on the topic and subject matter set out in these Insights. The Insights may not be used for any other purpose.

Independent Assessment

DOT Loves Data does not provide any financial, investment, legal or taxation advice in connection with the Insights. You should seek independent financial, investment, legal, taxation and other relevant advice in relation to the Insights.

Projections & Forecasts

The Insights may involve material elements of subjective judgement and analysis. Any of the views which comprise estimates, forecasts or other projections, are subject to significant uncertainties and contingencies that cannot reasonably be anticipated. On this basis, such views may not always be achieved or prove to be correct.

Indications of past performance in the Insights will not necessarily be repeated in the future.

Additionally, the Insights may contain 'forward looking statements'. Actual events or results or actual performance may differ materially from those reflected or contemplated in such forward looking statements.

Your Responsibilities

You must not:

- copy or reverse engineer the Insights or any data forming part of the Insights.
- attempt to re-identify or de-aggregate any of the Insights or any data forming part of the Insights.
- disclose the Insights, the data comprising the Insights, or the existence of any aspect of the Insights, to any other person without the prior written consent of DOT Loves Data Limited.

Disclaimer

DOT Loves Data has created the Insights in good faith, and believes the Insights to be correct at the time they were compiled. You agree to access and use the Insights at your own risk. To the extent permitted by law DOT Loves Data, its related companies and affiliates, and the Related Parties of each of them (together, Affiliates):

- do not make any representation warranty, assurance or undertaking as to the accuracy, completeness or currency of the data forming part of the Insights, or the views expressed within the Insights, including whether it is suitable or sufficient for you, fit for any particular purpose, or for any other person or purposes, or agrees to inform you of any matter that subsequently comes to their notice, which may affect the accuracy, reliability or completeness of the Insights; and
- are not liable or responsible for any loss, damage, claim, liability, proceedings, costs or expenses, arising directly or indirectly, and whether in tort (including negligence), contract, equity or otherwise, out of or in connection with the Insights.

Any questions or feedback on the latest report?

Get in touch at support@communitycompass.co.nz

