

News Release

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Nanjing Rotorua town project ready to open

Rotorua businesses, tourism operators and residents are being invited to join an official city delegation to China's Nanjing province in November to mark the opening of the Nanjing Rotorua Town project.

Stage one of the Nanjing Rotorua Town project is complete and is to be officially opened in November. The project was inspired by a perception that Rotorua is a world class example of people living in harmony with nature. More than 2000 properties are included in the development and each includes return visits to Rotorua in the purchase price. It is estimated at least 5000 visitors will come to Rotorua as a result of the housing project.

The project also features a Rotorua / New Zealand business centre which will be utilised by Rotorua businesses to help launch into the Nanjing market. Nanjing is home to 6.4 million people and the new development gives Rotorua a valuable presence in the province.

Rotorua representatives, including Mayor Kevin Winters, Deputy Mayor Trevor Maxwell, city officials and local business people leave for China on Tuesday November 7. The itinerary also includes Shanghai, Wuzhong district of Suzhou – Rotorua's sister city - and Beijing.

Mayor Kevin Winters says it is an opportunity to celebrate the successes of Rotorua's Sister City, the Nanjing Rotorua Town project and Air New Zealand's new service to China.

"China is one of the fastest developing economies in the world and is currently developing a free trade agreement with NZ. The Nanjing Rotorua Town project targets the growing more affluent sector and international immigrants, providing Rotorua with opportunities to target China's higher yield independent traveller market. The visit will also provide an opportunity for Rotorua businesses to develop strong relationships with key contacts in China around the Nanjing Rotorua Town development, and at a broader government and business level in other cities."

"The timing allows us to be part of the second ever Air New Zealand direct flight from Auckland to Shanghai, reflecting the growing business ties between the two countries.

"We will also be visiting our sister city Wuzhong district, in Suzhou City, and this also provides potential for our growing visitor market."

A draft itinerary for the delegation and more information on securing a place within the delegation is available online from www.rotorua-business.com or from Mark Rawson at Destination Rotorua Economic Development on 07 348 4199.

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