

Quarterly Report

Rotorua District

Summary

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

Crime Rate

913

▼ -3.8%

As of Jun 2026, the crime rate in Rotorua District is 912.6, decreasing by 3.8% since Mar 2026.

Deprivation Score

1,085

▼ -0.09%

As of Jun 2026, the deprivation score in Rotorua District is 1,085.4, which has decreased by 0.09% since Mar 2026.

Job Seeker Support

11%

▲ 0.91%

As of Jun 2026, the percentage of claimants receiving job seeker support in Rotorua District is 11%, which has increased by 0.91% since Mar 2026.

Median Rent Price

\$537

▲ 1.9%

As of Jun 2026, the median rent price in Rotorua District is \$537, which has increased by 1.9% since Mar 2026.

Median Sale Price

\$612K

▼ -0.57%

As of Jun 2026, the median sale price in Rotorua District is \$612K, which has decreased by 0.57% since Mar 2026.

New Business Registrations

56

▲ 9.8%

As of Jun 2026, the number of new business registrations in Rotorua District is 56. This has increased by 9.8% since Mar 2026.

Total in-store spend

\$103M

▼ -12%

The total in-store spend in Rotorua District for Jun 2026 is \$103M. This has decreased by 12% since Mar 2026.

Total domestic tourist in-store spend

\$11.8M

▼ -7.2%

The total in-store spend in Rotorua District by domestic tourists for Jun 2026 is \$11.8M. This has decreased by 7.2% since Mar 2026.

Total international tourist in-store spend

\$4.07M

▼ -70%

The total in-store spend in Rotorua District by international tourists for Jun 2026 is \$4.07M. This has decreased by 70% since Mar 2026.

Economy

Key pillar changes

Total in-store spend

\$103M

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New Business Registrations

56

▲ 9.8%

As of Jun 2026, the number of new business registrations in Rotorua District is 56. This has increased by 9.8% since Mar 2026.

Business Deregistrations

28

▲ 155%

As of Jun 2026, the number of new business deregistrations in Rotorua District is 28. This has increased by 155% since Mar 2026.

Businesses Currently Registered

10.2K

▲ 0.5%

As of Jun 2026, the number of businesses currently registered in Rotorua District is 10179. This has increased by 0.5% since Mar 2026.

Total in-store spend over time



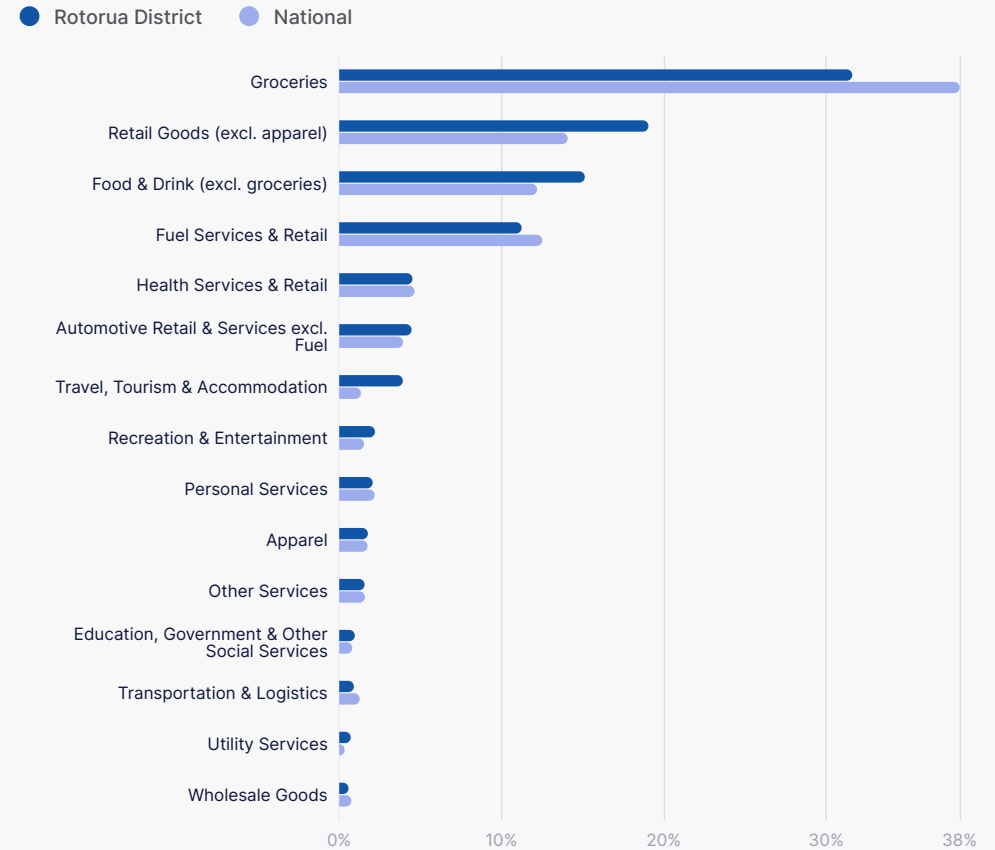
In Jun 2026, \$103M was spent in Rotorua District from all spenders. This has decreased by 12% since Mar 2026.

Categories with the greatest spend

Category	\$ Amount ↓	% Change
Groceries	\$32.6M	▼ -8.9%
Retail Goods (excl. apparel)	\$19.7M	▼ -3.5%
Food & Drink (excl. groceries)	\$15.6M	▼ -23%
Fuel Services & Retail	\$11.6M	▼ -15%
Health Services & Retail	\$4.66M	▼ -4%

The largest spend category in Rotorua District in Jun 2026 was Groceries, with a total of \$32.6M. This is 8.9% lower than Mar 2026.

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 Jun 2026, making up 32% of all spend. Nationally, Groceries made up 38% of total spend across all spender types.

Tourism spend over time



In Jun 2026, \$15.9M was spent by tourists in Rotorua District from domestic and international visitors. Domestic tourism contributed to \$11.8M of this spend and has decreased by 7.2% since Mar 2026, while international tourism contributed \$4.07M and has decreased by 70% over the same period.

Spend by origin

Origin	\$ Amount ↓	% Change
All origins	\$103M	▼ -12%
All local spenders	\$83.3M	▼ -3.6%
All domestic tourists	\$11.8M	▼ -7.2%
All international tourists	\$4.07M	▼ -70%

In Jun 2026, Local spenders contributed \$83.3M to the total in-store spending in Rotorua District. This has decreased by 3.6% since Mar 2026.

 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	\$2.78M	▼ -2.3%
Tauranga City	\$1.14M	▼ -9.4%
Taupo District	\$738K	▼ -5.3%
Hamilton City	\$689K	▲ 0.26%
Whakatane District	\$628K	▲ 1.7%

The largest spend from domestic tourists visiting Rotorua District came from Auckland, with tourists spending \$2.78M. This is 2.3% lower than Mar 2026.

Visiting countries with the greatest spend

Visiting Country	\$ Amount ↓	% Change
Australia	\$1.84M	▼ -55%
USA	\$960K	▼ -72%
Rest of Asia	\$515K	▼ -24%
Rest of Europe	\$335K	▼ -83%
UK	\$158K	▼ -89%

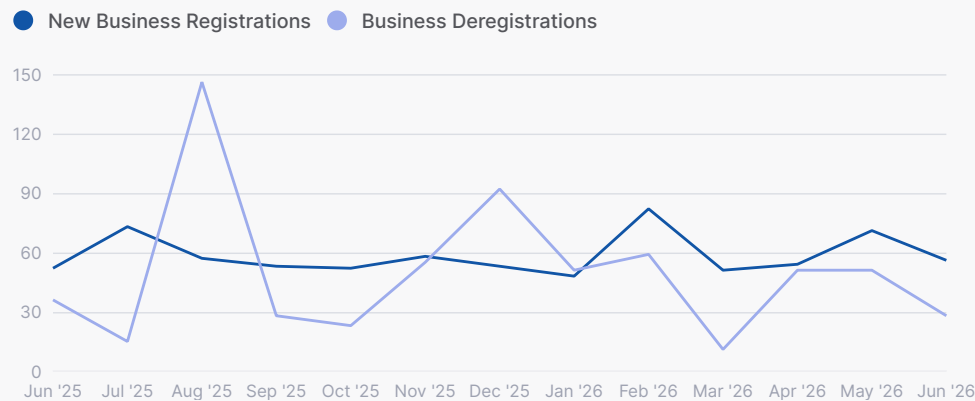
The largest spend from international tourists visiting Rotorua District came from Australia, with tourists spending \$1.84M. This is 55% lower than Mar 2026.

Total number of businesses registered to date



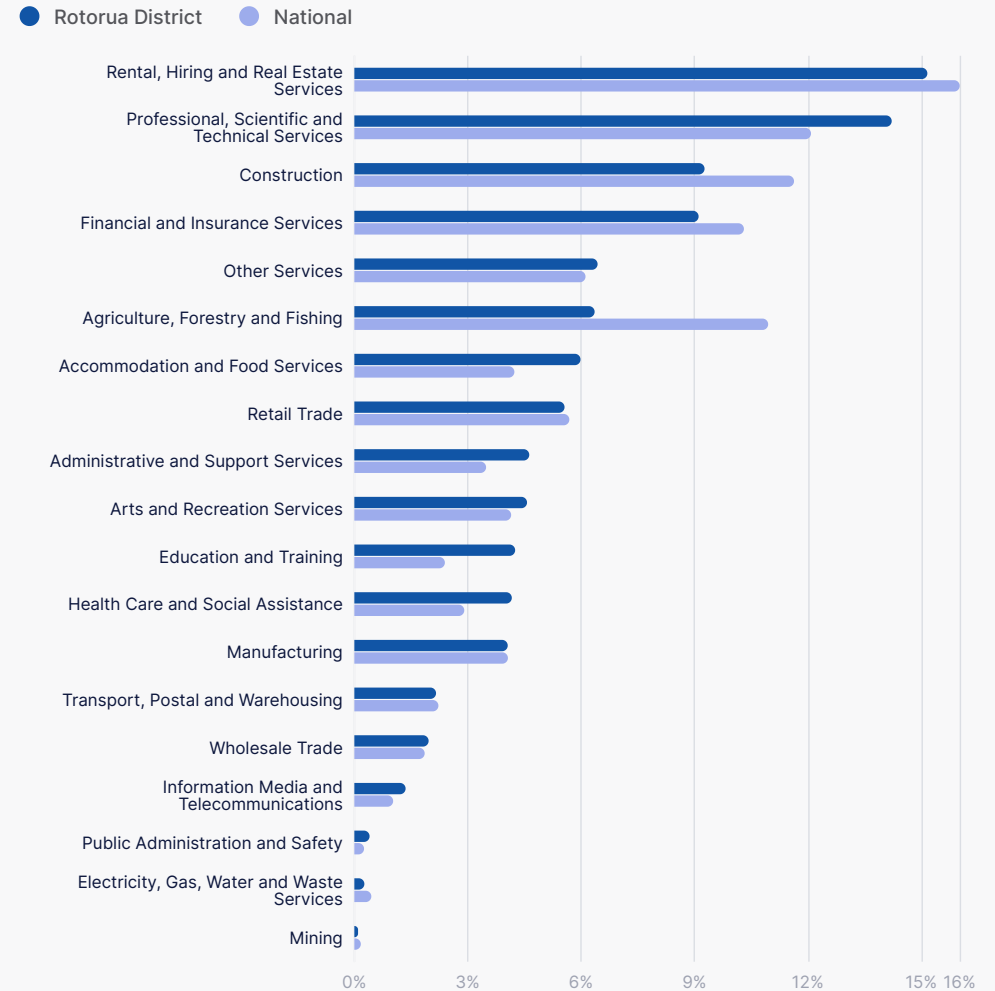
As of Jun 2026, there were 10.2K registered businesses in Rotorua District. This is 98% higher than the national median. Over the last 12 months, the number of registered businesses in Rotorua District has increased by 0.97%.

Business openings and closings in the last year



In Rotorua District, there were 56 new business registrations, decreasing by 21% since May 2026. There were also 28 business deregistrations, decreasing by 45% 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 15% currently registered businesses as of Jun 2026. This is lower than the national proportion of 16% 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%

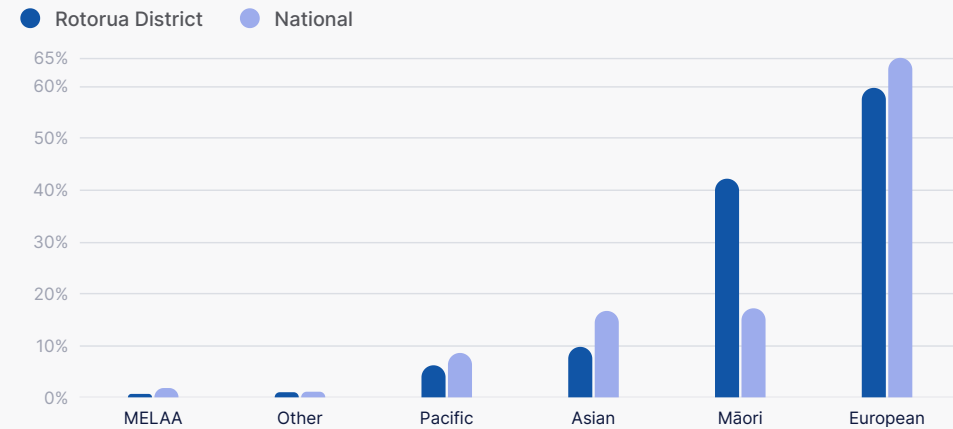
As of Mar 2023, the ethnic group with the greatest change in population in Rotorua District is MELAA, making up 0.66% of the population. This has increased by 27% since Mar 2018.

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



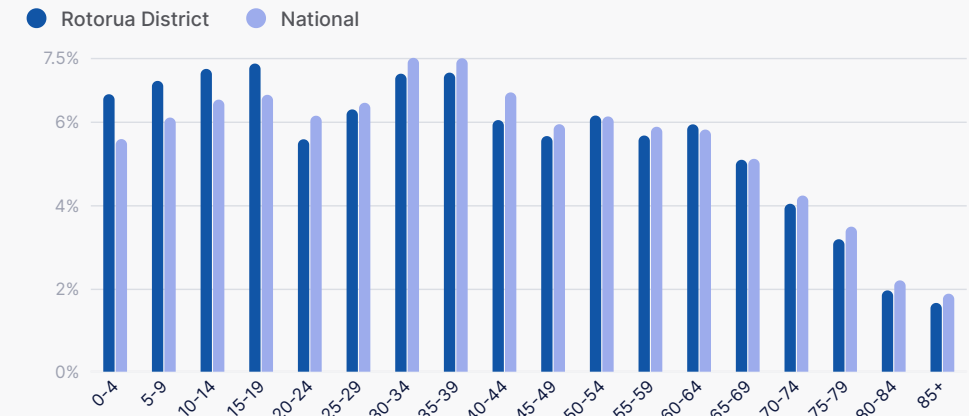
As of Mar 2023, the largest ethnic group in Rotorua District is European, making up 60% of the population. This is 5.8% lower than the national distribution. The ethnic group that has had the greatest change since Mar 2018 is MELAA, which has increased by 27%.

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	▼ -2.7%
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

\$98.6K

— No Change

As of Jun 2026, the median household income (adjusted for inflation) in Rotorua District is \$98.6K, which is ranked 19 out of 66 available districts.

Job Seeker Support

11%

▲ 0.91%

As of Jun 2026, the percentage of claimants receiving job seeker support in Rotorua District is 11%, which has increased by 0.91% since Mar 2026.

Means Tested Benefit

4.8%

▲ 1.1%

As of Jun 2026, the percentage of claimants receiving supported living payment or other main benefits in Rotorua District is 4.8%, which has increased by 1.1% since Mar 2026.

Sole Parent Support

5.2%

▼ -0.1%

As of Jun 2026, the percentage of claimants receiving sole parent support in Rotorua District is 5.2%, which has decreased by 0.1% since Mar 2026.

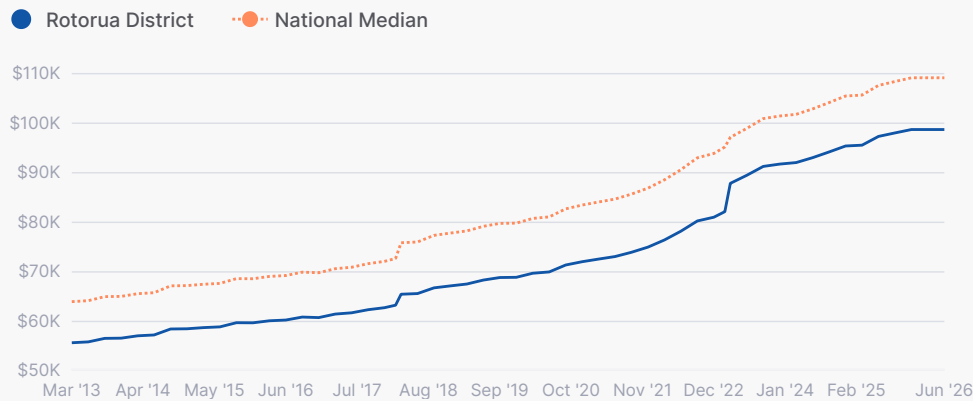
Employment Rate

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 Jun 2026, the median household income (adjusted for inflation) in Rotorua District is \$98.6K. This is 9.6% lower than the national median of \$109K.

Job seeker support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	18%	▲ 1.1%
Pacific Peoples	10%	▼ -3.2%
European	5.5%	▲ 0.78%
Other	3%	▲ 7.6%

In Jun 2026, the Māori ethnic group had the highest proportion of job seeker support claimants in Rotorua District, at 18%.

Sole parent support claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	9.2%	▲ 0.05%
Pacific Peoples	5.4%	▲ 3.5%
European	2.2%	▼ -0.68%
Other	0.71%	▼ -7.4%

In Jun 2026, the Māori ethnic group had the highest proportion of sole parent support claimants in Rotorua District, at 9.2%.

Means tested benefit claimants by ethnicity

Ethnicity	% Amount ↓	% Change
Māori	6.3%	▲ 2%
Pacific Peoples	3.4%	▲ 2.6%
European	3.2%	▲ 0.03%
Other	1.9%	▼ -1.2%

In Jun 2026, the Māori ethnic group had the highest proportion of means tested benefit claimants in Rotorua District, at 6.3%.

Housing

Key pillar changes

Median Sale Price

\$612K

▼ -0.57%

As of Jun 2026, the median sale price in Rotorua District is \$612K, which has decreased by 0.57% since Mar 2026.

Median Rent Price

\$537

▲ 1.9%

As of Jun 2026, the median rent price in Rotorua District is \$537, which has increased by 1.9% since Mar 2026.

Years to Save for Deposit

8.7 yrs

▲ 0.16%

As of Jun 2026, the number of years to save for a deposit in Rotorua District is 8.7, which has increased by 0.16% since Mar 2026.

Purchasing affordability (% of income spent on mortgage)

28%

▼ -0.57%

As of Jun 2026, the purchasing affordability in Rotorua District is 28%, which has decreased by 0.57% since Mar 2026.

Rental affordability (% of income spent on rent)

28%

▲ 1.9%

As of Jun 2026, the rental affordability in Rotorua District is 28%, which has increased by 1.9% since Mar 2026.

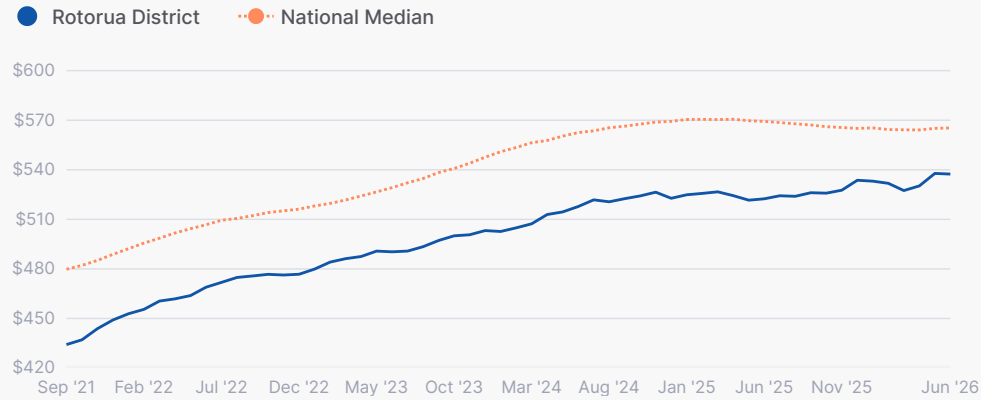
Home ownership rate (% of individuals who own their home)

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



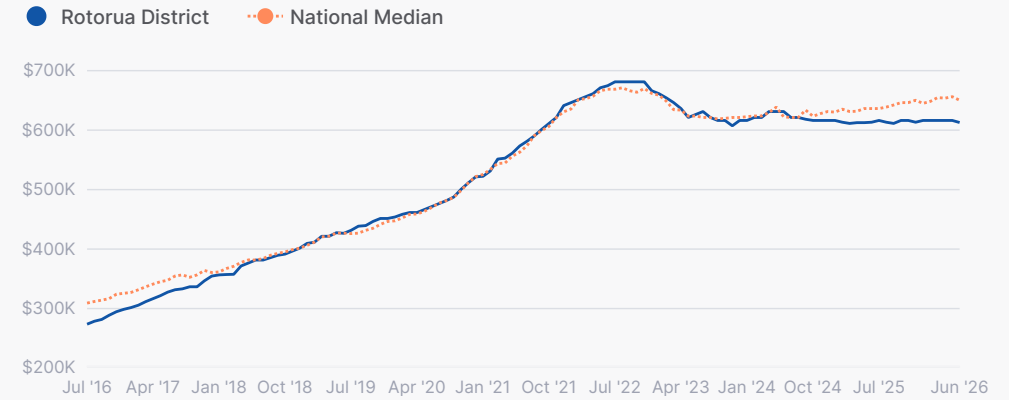
As of Jun 2026, the median rent price in Rotorua District was \$537. This is 2.9% higher than the same time last year when it was \$522. Compared to the national median, the median rent price in Rotorua District is 4.9% lower than the national median of \$565.

Rental affordability by community

Community	% Amount ↓	% Change
Fenton Park	40%	▲ 0.35%
Western Heights (Rotorua District)	39%	▲ 0.39%
Glenholme North	39%	▼ -0.28%
Victoria	38%	▼ -0.05%
Kuirau	35%	▼ -0.25%

Fenton Park was the least affordable place to rent, with rents taking up 40% of income as of Jun 2026. Ngapuna was the most affordable, with rents taking up 10% of income.

Median sale prices over time



As of Jun 2026, the median sale price in Rotorua District was \$612K. This is 0.08% lower than the same time last year when it was \$612K. Compared to the national median, the median sale price in Rotorua District is 5.8% lower than the national median of \$649K.

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.

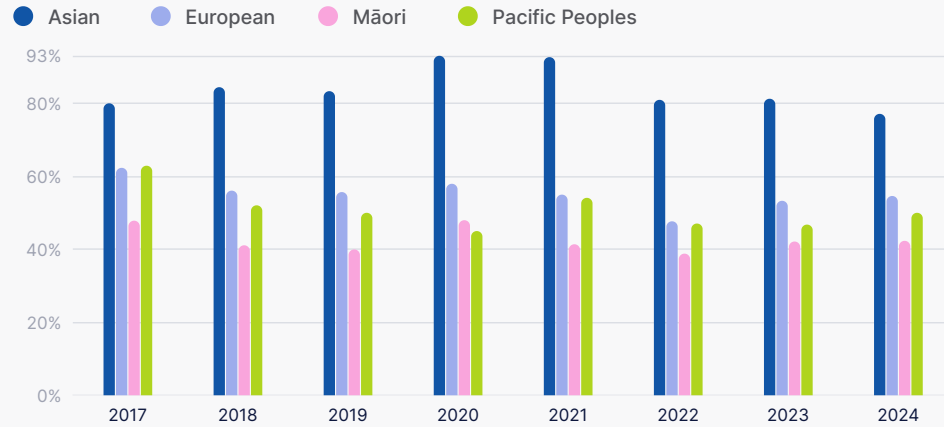
Ethnicity with the greatest change in secondary school retention

Asian

▼ -4.3%

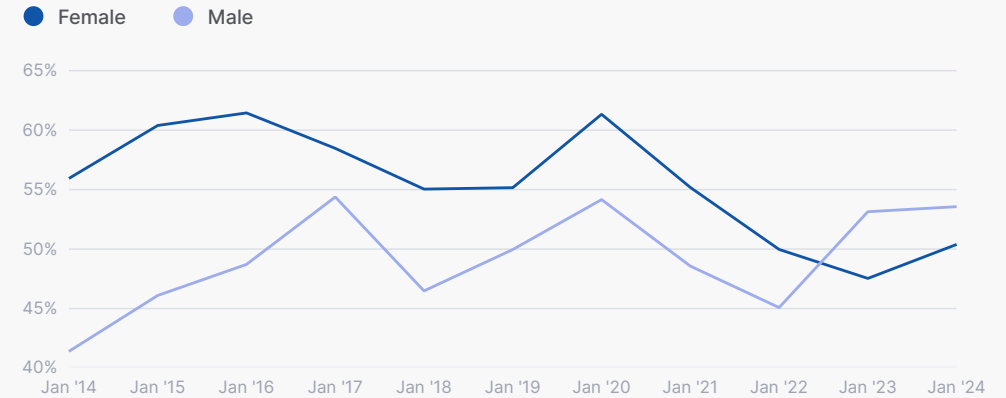
The ethnicity with the greatest change in secondary school retention is Asian, which has decreased by 4.3% since Jan 2023.

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 2023, increasing by 6.9% to 50%.

School leavers with NCEA level 3 by gender



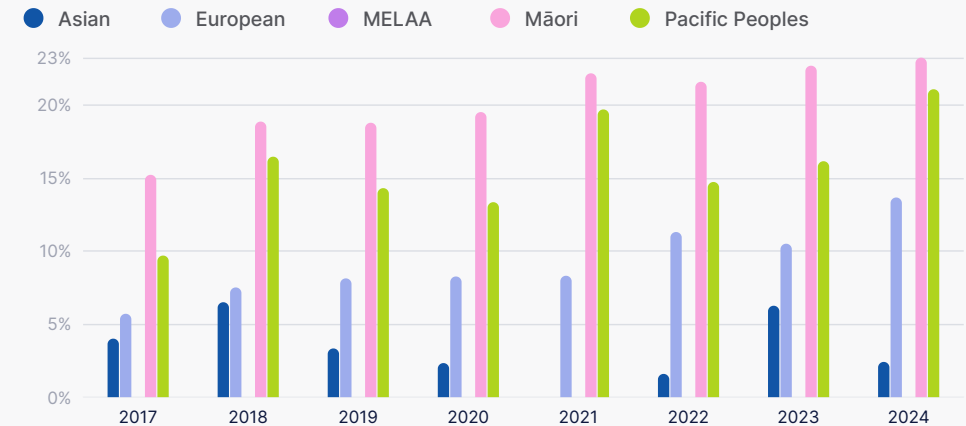
As of Jan 2024, the percentage of female students leaving with NCEA Level 3 in Rotorua District was 50%. This is lower than the 53% pass rate for male students. Compared to Jan 2023, the pass rates have increased for female students and increased for male students.

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%

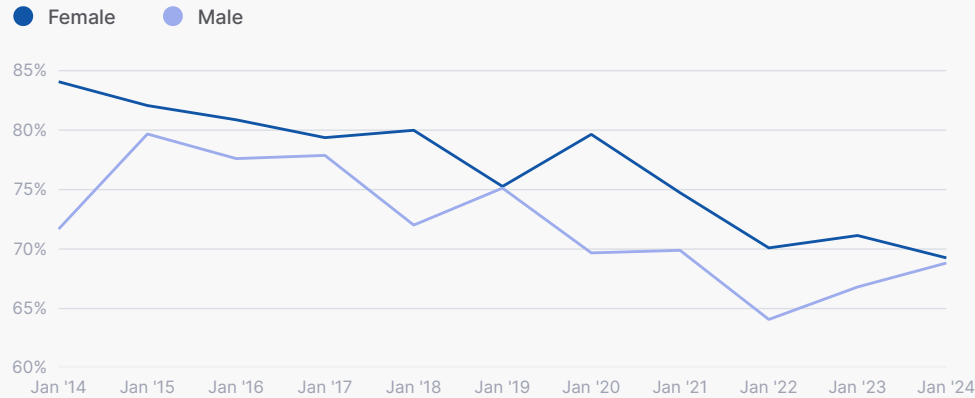
The NCEA Level 3 pass rate of Reporoa College has decreased by 52%, representing the greatest change in Jan 2024 compared to Jan 2023.

School leavers with no NCEA qualification by ethnicity



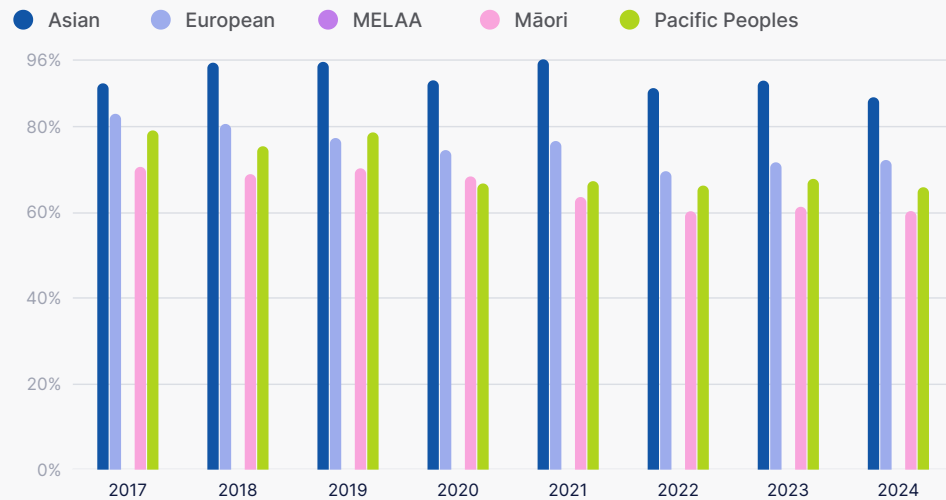
In Jan 2024, Māori students in Rotorua District had the greatest proportion of students leaving with no NCEA qualification. Asian have seen the greatest change in no NCEA qualification rates since Jan 2023, decreasing by 61% to 2.4%.

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



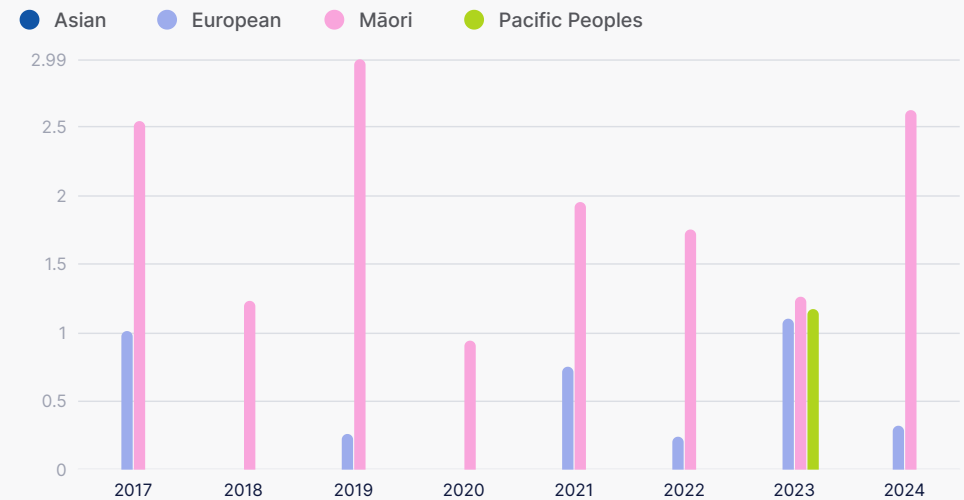
In Jan 2024, Asian students in Rotorua District had the greatest retention rate of 87%. Asian have seen the greatest change in retention, decreasing by 4.3% since Jan 2023.

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 2023.

Deprivation

Key pillar changes

Deprivation Score

1,085

▼ -0.09%

As of Jun 2026, the deprivation score in Rotorua District is 1,085.4, which has decreased by 0.09% since Mar 2026.

Community with greatest decrease in deprivation score

Arahiwi

▼ -5.1%

The community with the greatest decrease in deprivation score is Arahiwi, which has decreased by 5.1% since Mar 2026.

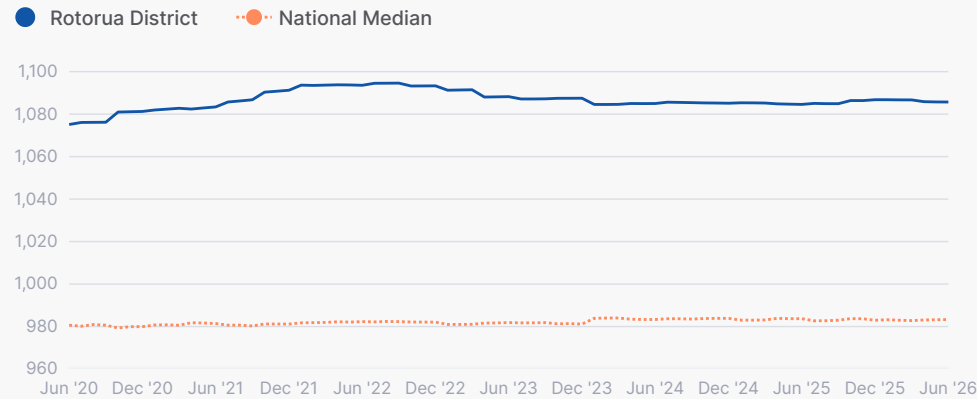
Community with greatest increase in deprivation score

Rotorua Central

▲ 3%

The community with the greatest increase in deprivation score is Rotorua Central, which has increased by 3% since Mar 2026.

Comparison to National Deprivation Score



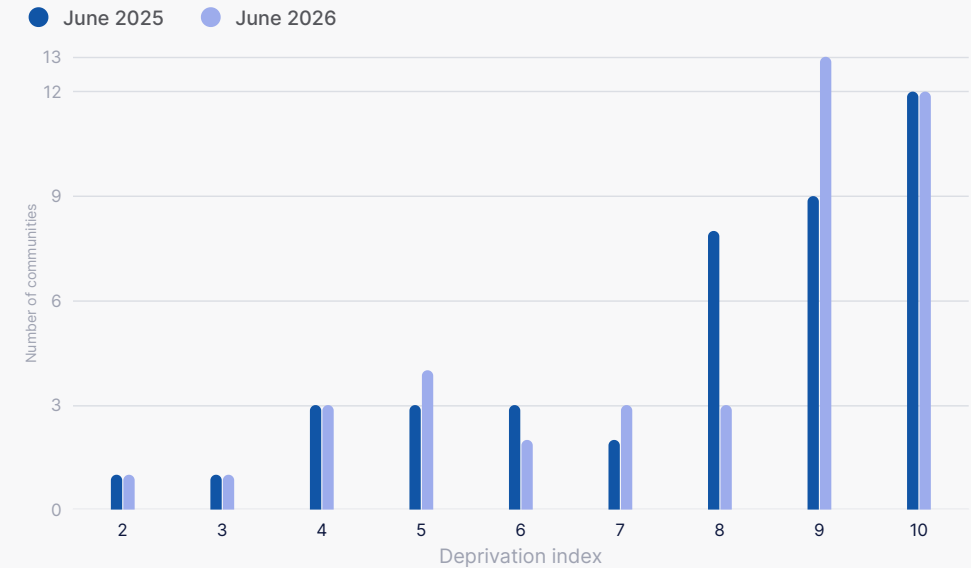
As of Jun 2026, the deprivation score of Rotorua District is 1,085.4. This is 0.1% higher than the score of 1,084.2 at the same time last year Jun 2025. The deprivation score is 10% higher than the national median score of 982.8.

Communities with the greatest change in deprivation score

Depr. Score	Amount	% Change ↓
Arahiwi	956	▼ -5.1%
Rotorua Central	1,122	▲ 3%
Ngapuna	1,219	▼ -2.4%
Ngakuru	975	▼ -2%
Ngongotahā South	1,093	▲ 1.7%

The deprivation score of Arahiwi has decreased by 5.1%, representing the greatest change in Jun 2026 compared to Mar 2026.

Distribution of Deprivation Index



As of Jun 2026, 67% 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

913

▼ -3.8%

As of Jun 2026, the crime rate in Rotorua District is 912.6, decreasing by 3.8% since Mar 2026.

Community with the highest crime rate

Mangakakahi Central

▲ 0.3%

The community with the highest crime rate is Mangakakahi Central, increasing by 0.3% since Mar 2026.

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 May 2026.

Crime type with the greatest change in crime rate

Abduction

▼ -29%

The type of crime with the greatest change is Abduction, decreasing by 29% since Mar 2026.

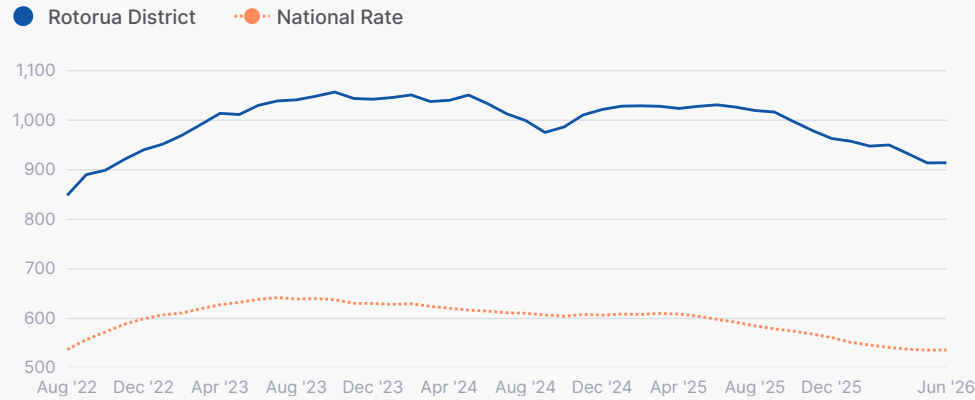
Community with the greatest change in crime rate

Arahiwi

▲ 49%

The community with the greatest change is Arahiwi, increasing by 49% since Mar 2026.

Comparison to National Crime Rate



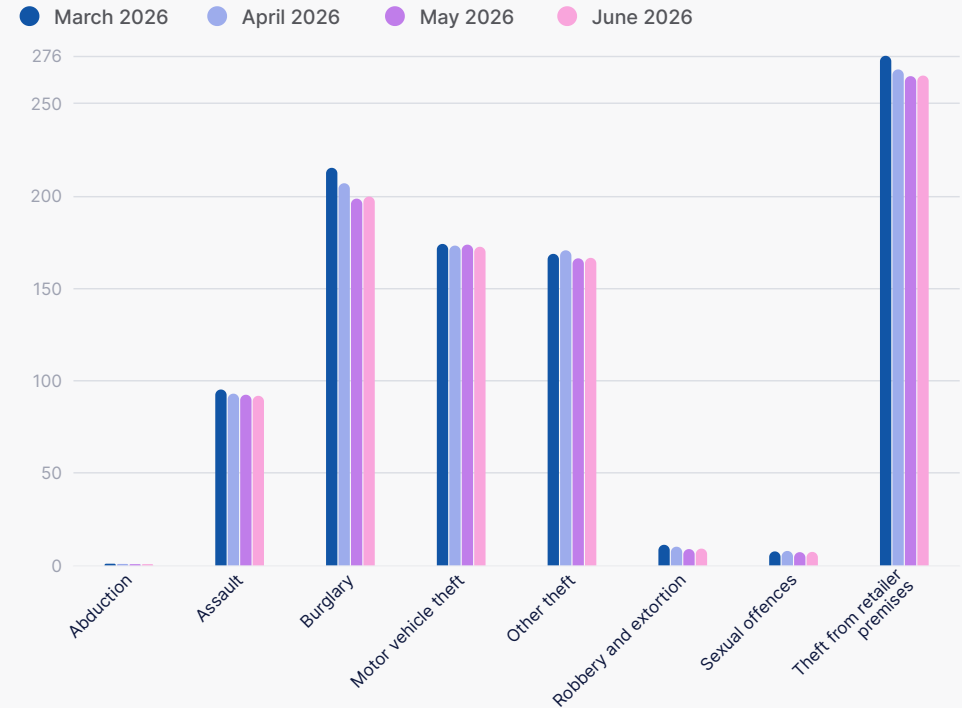
As of Jun 2026, the crime rate in Rotorua District is 912.6. This is 11% lower than the crime rate at the same time last year. The crime rate is 71% higher than the national rate of 534.2.

Communities with greatest change

Crime Rate	Amount	% Change ↓
Arahiwi	204	▲ 49%
Glenholme South	332	▼ -31%
Ngakuru	198	▲ 30%
Tui Ridge	186	▼ -24%
Pukehangi South	252	▼ -23%

The crime rate of Arahiwi has increased by 49%, representing the greatest change in Jun 2026 compared to Mar 2026.

Crime types with the greatest change



Within Rotorua District, the most prevalent crime type in Jun 2026 was Theft from retailer premises, with a crime rate of 265.2. The type of crime that has seen the greatest change since May 2026 is Robbery and extortion, which has increased by 2.8%.

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.

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