

10 November 2025

Tēnā koutou,

Contiki New Zealand wishes to express its support for the proposed merger between Rotorua Rafting, Kaituna Cascades and Kaitiaki Adventures.

As a global tour operator delivering travel experiences across Aotearoa New Zealand, we have worked extensively with rafting operators over many years. Each has demonstrated exceptional professionalism, high safety standards, and authentic cultural engagement that reflects the manaakitanga and kaitiakitanga values central to our guests' experience.

Within Contiki's national itineraries, rafting in Rotorua is offered only as an optional add-on rather than a core inclusion. This means guests actively choose between a wide range of comparable adventure experiences throughout their journey; such as jetboating, bungy jumping, ziplining, skydiving, and geothermal sightseeing, depending on personal interest, price, and timing. From our perspective, this demonstrates that rafting in Rotorua competes directly with numerous adventure options across Aotearoa, and that consumer choice remains extensive and dynamic.

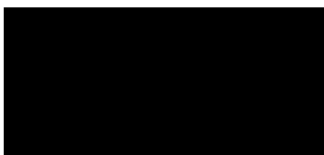
From our experience, this merger represents a positive and pragmatic step toward ensuring the sustainability of locally owned, Māori-connected adventure operations within Rotorua. It will allow the businesses to:

- maintain consistency of service delivery during fluctuating seasonal demand;
- retain skilled local guides and invest in training and development;
- continue providing world-class, safe, and culturally enriched rafting experiences; and
- strengthen Rotorua's positioning as New Zealand's premier adventure and cultural destination.

Importantly, this merger does not remove meaningful competition within the adventure tourism market. Travellers to Rotorua and Aotearoa New Zealand have a wide range of comparable and substitute adventure experiences that continue to provide strong competitive pressure.

We believe the consolidation will ensure that the high standards of safety, authenticity, and visitor satisfaction set by these operators remain industry-leading, while preserving employment and cultural integrity for the Rotorua region.

Kind regards,



Richie Pepene
Director of Operations
Contiki Holidays New Zealand Ltd