

Date: 11 November 2025

To: The New Zealand Commerce Commission

Subject: Support for the Proposed Merger of Kaituna River Rafting Operators

Tēnā koutou,

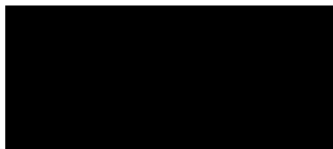
RotoruaNZ is pleased to provide this letter of support for the proposed merger of Rotorua Rafting, Kaituna Cascades, and Kaitiaki Adventures. As the regional tourism organisation for Rotorua, we recognise the important role these operators play in maintaining Rotorua's reputation as one of New Zealand's premier adventure destinations.

Rafting on the Kaituna River is a key experience within Rotorua's adventure tourism offering. It represents a specialised subset of a much broader and diverse adventure tourism sector, which includes a large number of operators across the district providing complementary experiences such as mountain biking, ziplining, and geothermal adventure activities. Together, these businesses form a strong and resilient adventure ecosystem that drives significant regional economic and social benefits.

The proposed merger reflects a proactive and collaborative approach to ensuring the long-term sustainability of the rafting sector, particularly in light of increased operational challenges such as higher concession fees and environmental factors affecting river access. By consolidating under one strong, unified brand, the merged entity will be better positioned to maintain high safety standards, deliver a consistent and high-quality visitor experience, and reinvest in both community and environmental initiatives.

RotoruaNZ supports this initiative as a positive step toward sustainable industry growth, improved resilience, and continued environmental stewardship of the Kaituna catchment. We view the merger as an opportunity to preserve and enhance a cornerstone of Rotorua's adventure tourism identity, while continuing to strengthen the wider adventure sector across the region.

Ngā mihi,



Andrew Wilson
Chief Executive
RotoruaNZ