



ROTORUA<sup>NZ</sup>

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# SATISFACTION SURVEY

Summary of FY21/22 results

# OVERVIEW

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- RotoruaNZ's first satisfaction survey
- Distributed to mailing lists at RotoruaNZ and the Rotorua Business Chamber
- Received 118 responses, largely from Tourism, Accommodation and Hospitality businesses
- Survey will be repeated on an annual basis



# SUMMARY

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## What we're doing well

- **Businesses** are broadly satisfied with the support provided by RotoruaNZ
- **Most Rotorua businesses** claim to have good awareness about what we do and the services we offer
- We're doing a good job of **inspiring visitors** to come to Rotorua
- Businesses are impressed with RotoruaNZ's **approachability, responsiveness, quality of work and promotion of their businesses**

## What we could do better

- We need to **better support businesses to attract talent** to the region
- We need to do **a better job of communicating** all of the work we do as an organisation
- We need to be **more transparent in the way that we work** and the decisions we make



# ACTIONS

Aligned to the three identified areas for improvement

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## 1. Support to attract talent

We acknowledge that the need for the destination to be recognised as a great place to live and work is more important than ever before so we will be working harder to provide tools and support to help businesses attract key talent. **Keep an eye on this space as we will be asking for feedback from Rotorua businesses about how we could add the most impact in this area.**

## 2. Communicating our work

We understand that there are gaps in our communication of the work we are doing outside of inspiring visitation. We'll be reviewing the way we share what we do and how we communicate with businesses so **if you have a view on how you'd like to receive more information from us then please let us know.**

## 3. Increased transparency

There's a clear need for us to be more transparent about the way that we work so that there is better understanding about why we focus on certain areas of mahi and how some of our processes work. **We're committed to a higher level of transparency so you can expect to see more communication in this area as well.**



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