

Holiday Park Business for Sale Rotorua



For Sale

Location: **Rotorua**
Asking: **\$3,200,000**
+GST if any
Type: **Accommodation-Other / Accommodation-Motels**

Freehold Holiday Park in Rotorua

Rotorua Family Holiday Park presents an outstanding opportunity to acquire a well-established Freehold Going Concern holiday park in one of New Zealand's most recognised tourism destinations.

Set on substantial freehold land in the peaceful lakeside community of Ngongotahā, this successful accommodation business enjoys a unique point of difference—its location in Rotorua's sought-after sulphur-free zone. Guests appreciate the clean, fresh environment while remaining just 10 to 15 minutes from Rotorua's CBD and the region's iconic visitor attractions.

One of this property's greatest strengths is its diversified accommodation offering. Combining the proven appeal of a traditional holiday park with established long-term accommodation, the business generates income from multiple market segments rather than relying solely on seasonal tourism. Short-stay holidaymakers are catered for through powered sites, cabins and visitor accommodation, while permanent residents provide a stable year-round revenue base that helps smooth seasonal fluctuations and supports consistent cash flow. This balanced business model offers purchasers both the resilience of recurring income and the upside of Rotorua's strong domestic and international visitor market, creating an attractive investment with multiple avenues for future growth.

With a diverse range of accommodation options, excellent guest facilities and multiple income streams, the business appeals to families, domestic travellers, international visitors, fishing enthusiasts, campervan travellers and tour groups. The park has built a strong reputation for quality accommodation, friendly service and a relaxing atmosphere, resulting in repeat business and consistently positive guest reviews.

Highlights

1. Freehold Going Concern opportunity
2. Well-established holiday park in Rotorua
3. Located within Rotorua's desirable sulphur-free zone
4. Diverse accommodation options and multiple revenue streams
5. Strong repeat business and excellent online reputation
6. Extensive guest facilities and quality infrastructure
7. On-site fishing tackle shop and fishing licence sales
8. Close to Lake Rotorua, Ngongotahā Village and major tourist attractions
9. Established turnkey operation with proven systems
10. Significant future growth potential

Outstanding Location

Located only a short stroll from the shores of Lake Rotorua and minutes from Ngongotahā Village, the property enjoys convenient access to everyday amenities while being perfectly positioned for visitors exploring the wider region.

Many of Rotorua's most popular attractions are only minutes away, including Skyline Rotorua, Agrodome, Velocity Valley, ZORB Rotorua, Mitai Māori Village, the National Kiwi Hatchery and Rotorua's

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golf courses and event venues.

Future Potential

The business offers genuine opportunities for further growth. Subject to the appropriate approvals, purchasers may wish to modernise selected accommodation, introduce premium cabins or glamping options, further develop fishing and activity packages, or enhance digital marketing to capture additional domestic and international tourism demand.

An existing on-site residence also provides convenient accommodation for owner-operators or management staff.

Properties of this calibre in Rotorua are tightly held and rarely offered to the market. Combining freehold ownership, a successful tourism business, diversified income and an exceptional location, Rotorua Family Holiday Park represents an outstanding opportunity for owner-operators and investors seeking a quality accommodation asset in one of New Zealand's premier visitor destinations.

Contact Specialist Tourism Properties Business Broker Adrian Chisholm today for further information or to arrange a confidential discussion on 021 727 888 or adrian@tourismproperties.com.

Business Resources

A Proven Tourism Business

Rotorua Family Holiday Park offers purchasers a genuine turnkey operation with established systems, recognised branding and well-maintained infrastructure. The business benefits from year-round demand generated by Rotorua's thriving tourism sector, regional events and outdoor recreation.

Its proximity to the internationally renowned Ngongotahā Stream—one of New Zealand's premier trout fishing destinations—provides an additional competitive advantage, complemented by an on-site fishing tackle shop and fishing licence sales.

Diverse Accommodation Offering

The park caters for a broad range of travellers with accommodation to suit every budget, as well as short term and semi permanent accommodation including:

1. Spacious one and two-bedroom self-contained motel and family units
2. Self-contained studios and queen units
3. Standard and kitchen cabins
4. Powered campervan and caravan sites

This balanced accommodation mix provides flexibility across seasonal demand while maximising occupancy opportunities.

Quality Guest Facilities

Guests enjoy an extensive range of facilities designed to encourage longer stays and repeat visitation, including:

1. Solar-heated outdoor swimming pool
2. Covered hot spa pool
3. Children's adventure playground and trampoline
4. Covered BBQ and outdoor dining area
5. Modern communal kitchen and dining facilities
6. Clean amenities with free hot showers
7. Commercial guest laundry
8. Games room and TV lounge
9. Site-wide Wi-Fi
10. Campervan dump station
11. LPG bottle exchange service
12. On-site fishing tackle shop