

Tourism Activity Business for Sale Rotorua Central



Rotorua Duck Tours - Iconic Tourist Attraction For Sale Rotorua, New Zealand

Rotorua Duck Tours is a unique amphibious tour operation based in Rotorua, New Zealand. Established in 2003, it offers visitors an unparalleled experience combining land and water exploration in authentic World War II amphibious vehicles known as "Ducks." As the only such tour in New Zealand, it holds a monopoly in this niche market. The company provides a comprehensive view of Rotorua's diverse landscapes and rich history, including its geothermal wonders and Māori culture. Operating year-round, Rotorua Duck Tours caters to individual travelers, tour groups, and corporate clients. With its fleet of modernized WWII vehicles, the tour not only offers adventure but also historical significance, appealing to a wide range of visitors from children to history enthusiasts.

Business Resources

Rotorua Duck Tours offers a unique business opportunity with several key resources:

Fleet: Two operational WWII-era DUKW amphibious vehicles, plus a third for potential expansion.

Prime Location: Based in Rotorua, a major New Zealand tourist hub.

Brand Recognition: Established reputation among local and international tourists.

Intellectual Property: Including brand name, logo, and tour content.

Strategic Partnerships: Long-standing relationships with hotels, travel agencies, and tourism boards.

Operational Systems: Booking system and customer database.

Digital Assets: Website and social media accounts.

Experienced Staff: Skilled tour guides and administrative personnel.

Historical Value: Authentic WWII vehicles and related memorabilia.

Market Position: Unique offering as the only amphibious tour in New Zealand.

Scalable Business Model: Potential for expansion and diversification.

These resources combine to create a turnkey operation with significant growth potential.

Location: **Rotorua**

Asking: **Price on application**

Type: **Tourism/Leisure**

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