

Nau Mai Haere Mai Wānaka

Wānaka Travel Trade 101



1. Destination Management Plan
2. Wai – Water
3. Whenua - Land
4. Maunga - Mountains
5. Rangi – Sky / Air
6. Wairua – Spirit
7. Kai / Manaakitanga
8. Love Wānaka Community Fund
9. Accommodation
10. Resources

A DESTINATION MANAGEMENT PLAN
FOR OUR DISTRICT.

REGENERATIVE TOURISM; CARBON ZERO BY 2030.

NEW PRODUCTS / OFFERINGS

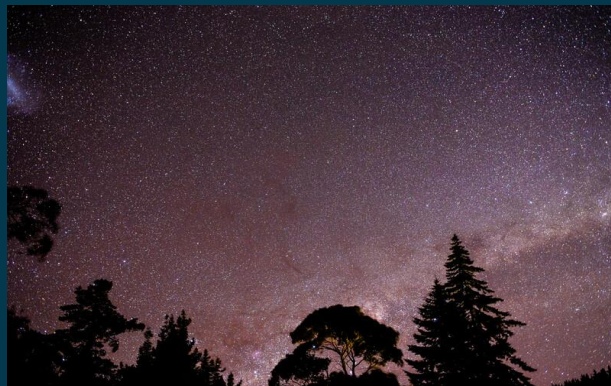
1. Heli Snow-Shoe Tour with Best Food Forward and Wānaka Helicopters.
2. Star Gazing – Lake Hāwea Station
3. Cardrona – Expansion into Soho
4. Star Gazing – by boat to Stevenson Island with Wānaka Adventure
5. Sustainable Farm Tour – Lake Hawea Station
6. Alpine Archery
7. Verve Wine Bar
8. Sofi, Mediterranean Restaurant

NEW PRODUCTS / OFFERINGS



Heli Snow-Shoe Tour

- Bespoke guided snowshoe experience on Pisa Range at 1200m elevation
- Scenic helicopter flight over Lake Wānaka
- Post-activity retreat at Lowburn Station chalet, including gourmet platter and mulled wine
- Suitable for medium fitness levels and all ages



Stargazing – Lake Hāwea Station

- The night sky of the lower South Island is among the clearest in the world, enabling you to see deep into space with just the naked eye
- Learn about celestial navigation, the motion and cycles of space, shooting stars and Māori interpretations of the cosmos
- Cosy up around a fire pit with hot water bottles, blankets, sweet treats and local Pinot



Cardrona Soho Expansion

- Cardrona's newest lift edition
- 150ac of new terrain and a brand new 6-seater detachable Doppelmayr chairlift ready to open for Winter 2025
- Terrian will be perfect for intermediate to advanced skiers and riders. Similar to Captain's; fun and playful with both groomed runs and off-piste areas.

NEW PRODUCTS / OFFERINGS



Star Gazing – Adventure Wānaka

- Take a boat to Stevenson Island with panoramic view of majestic mountains
- Only tour on a NASA launch pad
- Learn about the stars, spot constellations and if you're lucky, see the Aurora Australis.



Sustainable Farm Tour – Lake Hāwea Station

- Learn about LHS's approach to climate positive farming, watch a sheep muster and plant a tree in the remnant kōwhai grove
- Slow down with your guide Richie, an experienced outdoor educator. Commentary is accompanied with tea prepared with locally sourced organic produce
- Tour is 2.5hrs, minimum two people



Alpine Archery

- Outdoor archery range suitable for all skill levels
- Lessons for adults, children, and groups
- Equipment Hire: Includes bows, arrows, and safety gear for those without their own equipment.
- Special Features: Regular workshops and events, such as themed archery challenges and competitions.

NEW PRODUCTS / OFFERINGS



Sofi Wānaka

- Drawing inspiration from the vibrant Mediterranean coast, Sofi is about slow gatherings to share meals, drinks & stories. Crafting dishes with fresh, seasonal produce, where every bite tells a story of tradition, flavour, and connection
- Lakefront views



Verve

- A short stroll from the lakeside, Verve is the newest bar to join Wānaka's downtown scene. A vibrant drinking experience, featuring rotating craft beer taps and an extensive selection of wines by the glass, Verve invites you to explore low-intervention and local selections.
- Indoor only, the bi-folding windows work their magic to invite the outdoor world in – so you can enjoy the natural beauty of Wānaka with every sip

WĀNAKA MAP

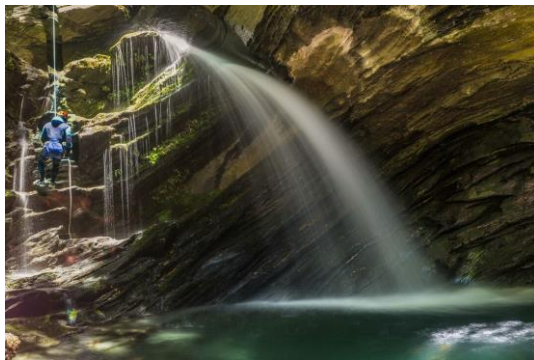


An aerial photograph of a person in a white kayak with a yellow top, paddling in vibrant turquoise water. The water is surrounded by dark, craggy rock formations and lush green trees. The scene is captured from a high angle, looking down at the kayaker.

WAI / WATER

WAI / WATER

- » Explore Lake Wānaka, Lake Hāwea and the islands Mou Waho, Stevenson and Ruby with one of several local operators running boating, cruises and island tours and have a first-hand look at some of the operators that are regenerating the land and protecting our unique and pristine environment.



WHENUA / LAND

WHENUA / LAND

» Explore at your own pace – experience the land by foot, bike, horse, or 4WD. From big, steep multi-day excursions to casual lakeside strolls – always with a jaw-dropping view or two. Wānaka – the gateway to Mt. Aspiring National Park, and the surrounding mountains offer an endless outdoor playground with over 750km of tracks and trails.



MAUNGA / MOUNTAIN

MAUNGA / MOUNTAIN

- » Located in the spectacular Southern Alps of New Zealand, Wānaka is the gateway to Mt. Aspiring National Park, as well as the perfect base to enjoy the best skiing in New Zealand, with three diverse ski areas Cardrona, Treble Cone and Snow Farm all within a 40-minute drive from the town centre. It's also home to the largest heli-ski terrain in the Southern Hemisphere.





RANGI – SKY / AIR

RANGI / SKY, AIR

» Uncover the hidden secrets of Mount Aspiring and the Southern Alps from the air. Catch a plane or helicopter and take to the skies. Stay local or choose to go as far as Milford Sound or the legendary Aoraki Mount Cook National Park. Skydiving and paragliding may be the two most exhilarating ways to get a beautiful view of Wānaka from above.



KAI / FOOD

KAI / FOOD

Wānaka's food
and drink sector.



» Now home of 5 craft breweries, 8 wineries and the iconic Cardrona distillery, Wānaka is a hotbed for beer enthusiasts, wine lovers and spirit aficionados. *Over 15 new hospitality venues since we welcomed visitors – many with a focus on hyper-local supply chain.*



An aerial photograph of Wānaka, New Zealand, showing the town, Lake Wānaka, and the surrounding mountains. The text "WAIRUA / SPIRIT" is overlaid in the center.

WAIRUA / SPIRIT

A person with long hair, wearing a light blue cap, a dark sleeveless shirt, and a red backpack, is hiking through a dense forest. They are holding a camera and looking down at it. The forest is filled with tall trees and lush green ferns. Sunlight filters through the canopy, creating a dappled light effect. The text 'Love Wānaka' is written in a large, white, stylized font, with 'COMMUNITY FUND' in a smaller, white, sans-serif font below it.

Love Wānaka

COMMUNITY
FUND

TAIAO / ENVIRONMENT

"Our environment is at the heart of our home - and while it is beautiful, it is fragile."

We need to act now to ensure we protect and regenerate this precious taoka / treasure, so it thrives now and into the future."

- » Love Wānaka is a destination-wide tourism initiative that creates opportunities for visitors to give back and play a part in the protection and regeneration of our environment.
- » Through in-destination fundraising activity, visitor volunteer opportunities, and industry-wide business partnerships, Love Wānaka is accelerating local environmental action to ensure this place thrives long into the future.
- » Love Wānaka creates impact by:
 - Raising funds and awareness for local environmental mahi
 - Educating and inspiring our visitors
 - Creating a culture of giving within the visitor industry
- » Here's how you can help:
 - Include a donation to Love Wānaka in your trips / packages
 - Invite your guests to donate by sharing a message in your pre- or post-trip comms
 - Spread the word through your web + marketing channels
 - Support participating businesses



» Participating businesses

- Wild Wire
- Wānaka Mountain Guides
- Release Luxury Accommodation
- New Zealand Photography Workshops
- Racers Edge - Adventure Rental and Retail
- Copper Beech Lodge
- Brand + Butter
- Active Massage
- Edgewater Wānaka Hotel
- Whare Kea Lodge
- WanaHaka
- Wānaka Wine Tours
- Discover Wānaka
- Drink Sidetracks
- The Alpine Group
- Wānaka Skydive
- Wānaka Top 10 Holiday Park
- Queenstown Airport
- Wānaka iSite Visitor Centre



lovewanaka.co.nz

The image shows the interior of a modern accommodation, likely a geodesic dome. A large bed with white linens and several pillows is positioned on the left. Two people are sitting on the bed, looking out through a large, curved glass window that offers a view of a lush, green forest. The dome's structure is visible, with a white, quilted interior lining and a wooden wall on the left. The word "ACCOMMODATION" is overlaid in large, white, sans-serif capital letters across the center of the image.

ACCOMMODATION

The Lookout Lodge



Cross Hill Geo Domes



Wild Earth Lodge



Edgewater Hotel



Release Wānaka



Minaret Station



Mt Isthmus Lodge



Explore Life Glamping



Whare Kea Lodge & Chalet



Lime Tree Lodge



Poppy's Bed & Breakfast



Tin Tub Luxury Lodge



Kia ora, Thanks.

lakewanaka.co.nz

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