

QUEENSTOWN AT A GLANCE

LOCATION

Nestled in the Southern Alps of New Zealand on the shores of Lake Wakatipu, Queenstown is the premier four season lake and alpine resort in the Southern Hemisphere and is rated as one of the world's top destinations.

It is situated 310m (1,017ft) above sea level at latitude 45 degrees south and longitude 169 degrees west.

CLIMATE

A popular holiday spot at any time of the year, Queenstown is renowned for its four distinctive seasons.

The alpine climate means winter brings crisp, clear blue-sky days amongst snow-capped mountains, spring retains the snow but blooms into longer, warmer days, summer offers hot days averaging 26°C and long twilights, and autumn's brilliant red and gold colours are a special feature across the region.

<u>Summer</u>: Hot and dry, daytime high 18-30°C, nights generally cool <u>Autumn</u>: Clear warm days, daytime 12-25°C, nights cool to cold

<u>Winter</u>: Crisp clear days, daytime 5-10°C, nights cold <u>Spring</u>: Crisp morning and evening, 9-20°C, nights cool

Annual rainfall: 913mm (36 inches)

Average annual snowfall: It snows down to lake level (downtown) on average about 3 times in winter

Coronet Peak 2.03m (about 6.5ft) per annum The Remarkables 3.67m (about 12ft) per annum

Cardrona 2.7m (about 8.9ft) per annum

POPULATION

- According to New Zealand's last census in 2006, Queenstown and its surrounds of Arrowtown, Glenorchy and Kingston are home to a permanent population of approximately 17,000. (Note: the 2011 census was postponed)
- lacktriangle At the height of the summer and winter visitors can outnumber locals by as many as 3 to 1

VISITOR NUMBERS

- Queenstown hosts around 2 million visitors a year 48% international and 52% domestic
- Queenstown's peak seasons are late December to March and the months of July and August

Destination Queenstown

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HOW TO GET HERE

Air

Queenstown has an international airport located a 10-minute drive from the town centre.

Air New Zealand and Jetstar provide scheduled daily domestic flights to/from the international gateways of Auckland, Christchurch and Wellington. Air New Zealand, Jetstar, Virgin Australia and Qantas operate regular trans-Tasman flights direct to Queenstown.

Air Travel Times:

Auckland to Queenstown 1 hour 50 mins
Wellington to Queenstown 1½ hours
Christchurch to Queenstown 45 mins
Sydney to Queenstown 3 hours
Brisbane to Queenstown 3½ hours
Melbourne to Queenstown 2½ hours

Queenstown Airport is also New Zealand's busiest helicopter base and is heavily used for tourist 'flightseeing', especially to Milford Sound and Mount Cook, using both fixed-wing and rotary-wing aircraft.

Coach

Queenstown is well serviced by coaches which provide daily services to/from Christchurch. Daily services also operate to/from Wanaka, Dunedin, Invercargill, Te Anau, Milford Sound and the West Coast.

Self Drive - car travel times

Queenstown to Arrowtown 20 minutes Queenstown to Glenorchy 45 minutes Queenstown to Kingston 45 minutes Queenstown to Wanaka via Crown Range 34 to 1 hour Queenstown to Wanaka via Cromwell 1¼ hours Queenstown to Cromwell 1 hour 1¼ hours Queenstown to Alexandra Queenstown to Invercargill 2 hours Queenstown to Dunedin 3½ hours Queenstown to Christchurch 6-7 hours Queenstown to Te Anau 2½ hours Queenstown to Milford Sound 4 hours

GETTING AROUND

Airport shuttles run regularly and there are also a number of rental car companies, luxury limousine and taxi services based in Queenstown.

The CBD is quite compact and walking is a great way to discover the retail outlets, souvenir stores, art galleries, bars and restaurants.

Connectabus, the local bus service, is a great way to explore the area and operates from early morning to late at night. Connectabus services all major hotels and motels every 20 minutes. Routes cover Queenstown, Frankton, Arthurs Point, Arrowtown, Millbrook Resort, Lake Hayes, Remarkables Park, Queenstown Airport, Fernhill and Sunshine Bay. There is also a night bus.

Most activity and accommodation providers offer free shuttles to/from the town centre.

During the winter season, there are a number of shuttle buses which operate daily from town to Coronet Peak, The Remarkables and Cardrona Alpine Resort.

SERVICES

- All New Zealand banks and major rental car companies have offices in Queenstown. Most banks are open Monday to Friday from 9am-4pm and some are open in the weekends too
- Visitor information and sightseeing bookings are available seven days from any of the downtown booking centres and at most accommodation and activity operators
- Money can be exchanged seven days a week
- The downtown post office (NZ Post) is on Camp St and is open Mon-Fri 8.30am-5.30pm, Sat 9am-4pm
- Queenstown has four petrol stations open 24/7 one in town and three on Frankton Rd
- Full medical, hospital and dental services are readily available
- * Tennis, squash, bowling, fitness and swimming facilities are all located close to the town centre

SUSTAINABLE DESTINATION

- 99.9% of the energy generated in Queenstown is from renewable resources, mainly hydro, with small amounts from wind and solar (ref: Aurora Energy April 2010)
- New Zealand's first biodiesel consortium was formed in Queenstown in March 2010. The initiative was led by the Centre for Sustainable Practice, the Energy Efficiency and Conservation Authority, Allied Petroleum, and Biodiesel NZ
- The Centre for Sustainable Practice, run by Otago Polytechnic, is a sustainable practice hub in Otago and its work is becoming increasingly recognised at a national and international level
- ❖ Approximately 140 local businesses have participated in the Centre's sustainable business programmes
- As of 30 September 2010, 54 local tourism operators have successfully achieved Qualmark Enviro Green ratings (20 Bronze, 28 Silver, 6 Gold)

CONFERENCE FACILITIES

- Because of its compact town centre, Queenstown is an extremely popular destination for conferences, seminars and meetings
- Event venues can cater for up to 1,700 delegates and many accommodation properties provide meeting facilities, the largest catering for up to 550 delegates
- ❖ The Queenstown Convention Bureau is a specialist division of Destination Queenstown which helps convention and incentive organisers with free and impartial advice. For more information please contact Louise Jennis (louisei@queenstownnz.co.nz).

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QUEENSTOWN HIGHLIGHTS

Day and night, 365 days a year, Queenstown offers all the fun and stimulation of a cosmopolitan resort. It is also complemented perfectly by its surrounds - the picturesque historic goldmining village of Arrowtown and the Crown Range sit to the north-east, the famous vineyards of Gibbston's 'valley on vines' and the Kawarau Gorge are to the south-east, the pretty lakeside township of Kingston lies at the southern end of Lake Wakatipu and the frontier town Glenorchy at the western end of the lake sits amongst the spectacular 'Lord of the Rings' scenery of snowcapped mountains, pristine lakes and rivers and national parks.

Food and wine

Queenstown may be small but it certainly packs a huge bite – literally! At the most recent count, Queenstown and nearby Arrowtown were home to more than 150 restaurants ranging from the highly salubrious to the cheap and cheerful.

Queenstown is a culinary melting pot where Pacific Rim cuisine is an art form. Award-winning fine dining establishments sit alongside cheerful cafes, a variety of ethnic restaurants and takeaways spots downtown while dining above the gondola provides awesome views of the Wakatipu Basin. Nearby Arrowtown is also home to some of New Zealand's most awarded restaurants.

In summer, all fresco diners line the streets and balconies across the district to enjoy a meal or a drink and catch the last rays of the day. In winter, roaring log fires are a feature and provide a cosy alpine ambience.

With 200 vineyards in the vicinity, there are plenty of chances to explore the Central Otago region and get an insight into its epicurean culture and award-winning wines. Central Otago is the southernmost wine growing region in the world and various 'cellar door' operations and wine tours provide a great way to enjoy its world renowned wines - most notably the Central Otago pinot noir.

Nightlife

The resort has a vibrant year-round social scene and is full of stylish bars, sophisticated clubs, Kiwi pubs and late night hot spots with DJs and bands entertaining the crowds. There are also several intimate bars that cater for those seeking a quieter experience. You'll find quirks such as a bar selling cocktails in tea pots and another where you can enjoy your drink under the stars when they open the roof. There are also two casinos and a top quality performance scene featuring local and visiting singers and musicians.

Retail

Queenstown is New Zealand's original seven-day, open all hours town and offers goods from the quirky to the quaint, the funky to the fabulous, and the practical to the seriously artistic.

The CBD is compact and easy to get around. There's a combination of shops featuring international labels and locally run boutiques where you'll find top quality New Zealand designs and the work of established contemporary New Zealand artists. Nearby Arrowtown also has a range of specialist shops to browse in a laid-back village atmosphere.

If your purchases are going overseas, it's worth knowing you'll be exempt from paying the 15% goods and services tax (GST).

Activities

Approximately 220 activities and attractions operate year-round in Queenstown.

Renowned as the Adventure Capital of the World, Queenstown offers more than 150 adrenaline-fuelled experiences including jet boating, bungy jumping, whitewater rafting, parapenting, skydiving, hang gliding, luging, horse trekking, 4WD safaris, hiking/guided walks, mountain biking, river surfing, canyoning, waterskiing, mountain climbing, skiing/snowboarding, heli-trekking...to name just a few

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- More relaxed activities include bushwalking, gondola rides, lake cruises, kayaking, scenic flights, hot air ballooning, wine and art trails, garden tours, parasailing, museums, nature parks, and fishing
- ❖ There are four major ski-areas between 20 minutes to 1½ hour's drive away as well as a dedicated freestyle park, a Nordic skiing area, and thousands of acres of snow-covered mountains for snowmobiling and heli-skiing. The ski season runs from early June until early October, conditions permitting
- Queenstown's world-class golf facilities, dramatic lake and alpine scenery and diverse courses are a must-do for keen golfers. It's easy to fit in a round six options, all within 25 minutes of the town centre, range from immaculately groomed 18 hole championship courses with rugged mountain backdrops to a family friendly 9-hole course and driving range. Clubs, trundlers and carts can be hired and guides are available
- Queenstown is also popular with bike enthusiasts, having undergone a quiet revolution to become an international cycling destination. New trails and a growing range of bike-friendly products have opened up iconic landscapes and experiences for bikers looking for everything from leisurely pedalling to high energy alpine descents. The new 110km Queenstown Trail, classed as a New Zealand Great Ride, is the perfect way to explore the popular tourism spots of Queenstown Bay, Frankton, Lake Hayes, Arrowtown or Gibbston's 'valley of vines'. More challenging biking options around the region include road rides, helibiking, a bike park and the Southern Hemisphere's only gondola assisted mountain biking. Bike operators and rental providers offer a range of hire packages and guided tour options whether it's for an hour or a multi-day trip
- Queenstown and its surrounds offer some of the world's best fly-fishing with perfect feeding conditions for rainbow trout, brown trout and quinnat salmon. The low lying river fishing season opens on 1 October and the alpine river fishing season opens on 2 November. A license is necessary and guides are available

Queenstown is also a convenient base for trips to explore some of New Zealand's most famous attractions like Milford and Doubtful Sounds, Aoraki Mount Cook, Franz Josef and Fox glaciers, Wanaka, the Catlins, and the World Heritage Fiordland (the largest in New Zealand) and Mt Aspiring National Parks. There is also easy access to multi-day walks including the Routeburn and Milford tracks, two of New Zealand's Great Walks

Heritage

The region has an abundance of early European heritage to explore including restored buildings and deserted towns from the goldrush of 1862, homesteads of the earliest European settlers, and the TSS Earnslaw vintage steamship (built in 1912 – the same year as the Titanic).

To delve more into the area's rich goldmining history, nearby Arrowtown is a must. Born in the goldrush of 1862, the picturesque old goldmining village has quaint tree-lined streets, old miners' cottages, a restored Chinese Village and the fascinating Lakes District Museum.

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ACCOMMODATION TO SUIT ALL TASTES

Queenstown's extensive infrastructure features a diverse range of accommodation which caters to all budgets and tastes.

Hotels & Lodges

Queenstown is home to several world-class hotels and luxury lodges featuring magnificent architecture, plush fittings and outstanding service. Several have won national awards and international accolades for their quality, consistent service and superb dining. In recent years Queenstown has enjoyed an accommodation boom, particularly in the premium end of the market. International-standard hotels have been built while several others have been expanded and upgraded.

Mid-range & Guest houses

Mid-range accommodation is well served by a variety of small hotels, lodges, apartment complexes and motels, many of which belong to international chains.

The resort offers an array of homestays, guest houses and Bed and Breakfast options. Fabulous all inclusive country holidays are offered in renovated farm homesteads or brand new lodgings. Many offer a complete Kiwi holiday experience with room, meals and drinks and some include entertainment and tours.

Backpackers & Camping

queenstown NZ.co.nz

At the other end of the scale, the 'flashpacker' and backpacker markets are well catered for with a number of inexpensive properties ranging from shared bunkrooms or single/double rooms in the middle of town to converted older homes and purpose-built properties scattered throughout the region.

Camping has always been a popular option for New Zealanders and an increasing number of international visitors are now choosing to travel and stay in campervans. Excellent facilities are provided in a number of private and community-owned camping grounds and campervan parks. For those who like to get back to nature, Department of Conservation huts and camping sites are ideal and provide basic facilities in stunning locations.

QUEENSTOWN ACCOMMODATION TYPES

Hotels	31
Motels	54
Backpackers	20
Holiday Parks	7
Total Properties	112
Total Beds	8,852

Source: Statistic New Zealand's Commercial Accommodation Monitor

Please note: Queenstown can accommodate a further 6,500 privately as approximately 50% of the properties in Queenstown are holiday homes.

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QUEENSTOWN – A BRIEF HISTORY

During the last ice age 15,000 years ago, a huge glacier moving from the north-west carved out what is now Lake Wakatipu. Evidence of the glacial action can be seen on Cecil Peak in the form of deep "scratches" (striations) along the mountain.

The Maori first came to this area via the valley systems of Southland and Otago in search of food, fibre and stone resources. They hunted the large, flightless moa and they discovered sources of pounamu (greenstone) at the head of Lake Wakatipu. Expeditions into the area continued up until the middle of the 19th century but permanent settlement was generally limited to seasonal occupation. A few groups stayed two or three years before returning to the coast.

In 1860 William Gilbert Rees and Nicholas Von Tunzelman came to the area to develop its pastoral potential. They burned much of the beech forest and shrubland to open up grazing land. Later, trees such as Douglas fir, larch, sycamore, willow and poplar were planted to "enhance" the "barren" landscape. Fir has been favoured by local conditions and is now rapidly invading the alpine tussock lands. Today, wilding tree control is necessary to protect the natural landscape.

Thomas Low and John MacGregor discovered gold in the Arrow, which led to other discoveries in the Shotover in 1862. The goldrush peaked in 1863 and by 1865 many miners had left to join the Westland goldrush.

The gold finally ran out some years later and many of those early prospectors decided to stay in Queenstown, captivated by the beauty of the surrounding mountains and rivers. In fact, it was gold prospectors who hit on its very fitting name when they pronounced it a "town fit for a Queen".

During the 1900s Queenstown became a popular summer holiday retreat for lower South Islanders, many of whom had a "crib" (holiday home) here.

The first ski field was launched on Coronet Peak in 1947 and brought a whole new dimension to the town as a winter destination.

In the 1970s there was huge growth in international tourism to New Zealand which benefited Queenstown. The adventure tourism industry took off with the likes of Kawarau Jet (1960), Skyline Gondola (1968), TSS Earnslaw scenic cruises (1969), Shotover Jet (1970), Cardrona ski field (1978), The Remarkables ski field (1985), AJ Hackett Bungy (1988), Serious Fun River Surfing (1989), and NZONE tandem skydiving (1990), and Queenstown began to earn its reputation as the Adventure Capital of the World.

Today Queenstown is rated as one of the world's top destinations and the Southern Hemisphere's premier four season lake and alpine resort. It is the largest town in Central Otago and is easy to get to thanks to an international airport and excellent road access.

Not only is it a world-class destination in its own right, it's also a convenient base for trips to explore some of New Zealand's most famous attractions like Milford and Doubtful Sounds, Aoraki Mount Cook, Franz Josef and Fox glaciers, Wanaka, the Catlins, Mt Aspiring National Park and World Heritage Area and multi-day walks such as the Milford, Routeburn, Caples, Greenstone, and Hollyford tracks.

With so much variety packed into one place, people from all walks of life - from adventurers, filmmakers and wine enthusiasts to Hollywood stars and US Presidents - have fallen under Queenstown's spell.

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MAORI LEGENDS

Legend of the Lake

The original name of Lake Wakatipu was "Whakatipua" – "the hollow of the giant".

The "tipua" was a giant named Matau who stole a beautiful girl Manata from her father's home. Her lover Matakauri searched for her and found her bound by the banks of a river. He tried to cut through her bonds with his knife but the leather was magical and would not be cut. Manata started to cry and as the tears rolled down her face they fell onto the leather and it dissolved.

Hurriedly Matakauri and Manata fled the giant's lair. But Matakauri knew that Mata would want revenge so he waited until the northwest wind was blowing which lulled the giant to sleep. While Matau was sleeping on a bed of dry bracken, Matakauri set fire to it and watched as the smoke billowed. The fire was fanned by the wind and before long was burning fiercely – so fiercely that it burned a deep lightning bolt shaped hole in the ground where the giant had rested. Matau was reduced to ashes, all except for his heart which would not accept defeat and continued to beat slowly. The fire also melted the snow in the surrounding mountains and the water rushed in to fill the "whaka" of Matau, forming Lake Wakatipu.

Since that day the lake has continued to rise and fall to the beat of the giant's heart.

The Legend of Hakitekura

The Gardens Peninsula was the site of a Maori Pa occupied by the people of the Katimamoe tribe. Maori tradition tells of the first woman to swim across Lake Wakatipu -- a distance of some 3km.

Hakitekura, daughter of Tuwiriroa, a Katimamoe chief, asked for a kaueti (firestick) and a dry bunch of raupo. She bound them tightly in flax to keep them dry. Early the next morning, determined to out-swim all the girls in the village, she set out across the lake.

Hakitekura navigated by keeping an eye on Cecil and Walter Peaks whose tops, touched by dawn's first light, "twinkled and winked" at her; hence their name Kakamu-a-Hakitekura (the twinklings seen by Hakitekura). She landed on Refuge Point (Te Ahi-a-Hakitekura) and lit a fire, which is why, so the tradition goes, the rocks there are black to this day.

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KEY GEOGRAPHICAL FEATURES

Lake Wakatipu

- ❖ Lake Wakatipu is New Zealand's third largest lake
- ❖ It is 80km long, covers 283sg km and is 5km wide at its widest point
- The mountains run straight into the lake, forming a deep canyon
- Average depth 300m (1,247feet), 399m at its deepest point and its floor is as low as 100m (330ft) below sea level
- Temperature averages 8-10°C all year round
- Glacial formed, glacial fed lake –deep in the south end and shallower towards the north
- Shaped like a lightning bolt the Dart River flows into the northern end, then the lake runs south for 30 kilometres before turning to the east. Twenty kilometres further along, it turns sharply to the south, reaching its southern end 30 kilometres further south, near Kingston. The lake is drained by the Kawarau River, which flows out from the lake's Frankton Arm, 8km east of Queenstown
- Queenstown, Kingston, Glenorchy, and Kinloch are the main settlements around the lake shore.
 Queenstown is on the northern shore of the lake close to eastern end of its middle section
- Due to a standing wave also called a "seiche", the lake in Queenstown Bay rises and falls about every half hour by some 20cm
- ❖ The head of Lake Wakatipu was an important source of pounamu (New Zealand jade)

Crown Range and Cardrona Valley

The Crown Range lies between Queenstown and Wanaka and was named by William Rees after a "crown-like" group of rocks at its summit. A bronze plaque at the summit, which is 1,119.7m (392ft) above sea level, records the journey of William Rees and Nicholas von Tunzelman over the range in 1859.

- The road over the range, known as the Crown Range Road, is the highest main road in New Zealand and the rugged beauty of its scenery has made it a famous tourist route
- An historic landmark and popular stopping place on the Crown Range Rd is the Cardrona Hotel which was built in 1870 during the goldrush
- On the valley's western side lies Cardrona Ski Area

Quick facts about Cardrona ski area:

Ski area elevation: 1260m, 600m vertical drop

Skiable area: 345 hectares

Ski lifts: 2 fixed quad chairs, 2 quad express, 3 magic learner lifts, 1 platter beginner lift

Terrain: 25% beginner / 50% intermediate / 25% advanced

Season: Late June - early October

Average snowfall: 2.7m (8.9ft) per annum excluding snowmaking

Access:55 minutes from Queenstown, off the Crown Range Rd. Ski access road is unsealed

Coronet Peak

Coronet Peak mountain (1,649m or 5,410ft) was named after a rock formation on its peak by William Rees which looked like the "coronet at the end of the crown" (meaning the Crown Range). The mountain became home to Queenstown's first ski field in 1947.

Quick facts about Coronet Peak ski area:

Ski area elevation: 1649m, 462m vertical drop

Skiable area: 280 hectares

Ski lifts: 1 high-speed six seater chair, 2 quad chairs, 1 t-bar, 3 surface conveyor lifts, 1 handle tow

Terrain: 25% beginner / 45% intermediate / 30% advanced (includes Back Bowls)

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Season: Early June – early October











Average snowfall: 2.03m (6.5ft) per annum exclude snowmaking

Access: 18km sealed road, just 20 min from Queenstown

The Remarkables

The Remarkables mountain range was allegedly named because it is one of only two mountain ranges in the world which run directly north to south (the other is the Rockies). However, another more romantic explanation is that early Queenstown settlers saw the dramatic razorback mountain range in all its glory during a sunset one evening and named it The Remarkables. The view across the lake to The Remarkables has now become one of the most photographed in the Southern Lakes region.

The high point in the range is Double Cone (2,319m or 7,600ft) with Ben Nevis (2,230m or 7316ft) a little further south in the Hector mountains.

Quick facts about The Remarkables ski area:

Ski area elevation: 1943m, 357m vertical drop

Skiable Area: 220 hectares

Ski lifts: 3 quad chairs, 3 surface conveyor lifts, 1 handle tow **Ski terrain:** 30% beginner / 40% intermediate / 30% advanced

Season: Mid June - mid October

Average Snowfall: 3.67m per annum (excl snowmaking)

Access: 28km, 45min from Queenstown. Ski access road is unsealed

Cecil and Walter Peaks and Mt Nicholas

Three of Queenstown's iconic mountains - Cecil Peak, Walter Peak and Nicholas Peak – are located on the western shores of Lake Wakatipu across from town.

Cecil and Walter Peak were named after Cecil Walter Rees, the son of William Gilbert Rees, Queenstown's first European settler. Nicholas Peak was named after his friend, fellow explorer and brother-in-law Nicholas Von Tunzelman. Cecil Peak is 1,974m (6,476ft) high and Walter Peak is slightly lower at 1,649m.

Walter Peak Station is the destination for Queenstown's famous TSS Earnslaw steamship cruise.

Mt Earnslaw

At 2,819m (9,248ft), Mount Earnslaw (Pikirakatahi) towers over the Rees and Dart valleys and is a spectacular sight at the head of Lake Wakatipu. Glenorchy is the last frontier before the lush river valley moves into the eastern slopes of the mountain. This is truly Lord of the Rings country!









QUEENSTOWN: AWARD-WINNING

The destination

- Queenstown earned international acclaim as one of the 'Top 5 Cities of the South Pacific' in Condé Naste Traveler's 2012 Readers' Choice Awards
- Queenstown polled as the number one destination for Kiwi travellers in a survey of 17,000 New Zealanders by Travelbug, the travel website run by Trade Me
- Queenstown ranked number 4 in the 'Top 10 Wine Destinations in the South Pacific' in Trip Advisor's 2012 Travellers' Choice Awards
- Queenstown polled as number one destination for Kiwi travellers in December 2011 and again in June 2012, according to a survey of 17,000 New Zealanders by Travelbug, the travel website run by Trade Me
- Queenstown was voted number one New Zealand destination in the South Pacific and ranked third among the top 25 destinations in the South Pacific (just behind Sydney and Bora Bora) at the 2012 Trip Advisor Travellers Choice Awards
- Queenstown and the Southern Lakes region ranked 8th in Lonely Planet's Top 10 Regions for 2012
- Queenstown was named one of Trip Advisor's Top 15 Destinations on the Rise in 2012
- The Malaysia Star named Queenstown as one of the world's top 10 places to visit in 2012
- ❖ The approach to Queenstown Airport was ranked by PrivateFly.com as one of the Top 10 Most stunning Airport Approaches in the World for 2012. Placed 7th, the airport was the only one in the Southern Hemisphere to make the international top 10
- Queenstown took top spot in New Zealand in the TripAdvisor Travelers' Choice 2011 Food and Wine Destination Awards for the South Pacific region, coming in just behind culinary big-hitters Melbourne and Sydney. The awards are based on the most highly-rated food and wine destinations as recommended by millions of travellers from around the globe
- Queenstown made it to National Geographic's Ultimate Adventure Bucket List 2011
- ❖ Based on millions of traveller reviews and opinions on the world's biggest travel website, Queenstown was ranked second in Trip Advisor's 2011 Travellers Choice Awards for 'Top 25 destinations in the South Pacific'. Queenstown came in just behind Sydney, moving up two places from the year before
- Queenstown was also the only New Zealand location to make Trip Advisor's 2011 Traveller Choice Awards 'Top 25 destinations in the world'. It ranked 12th - three places higher than the year beofre
- Queenstown was voted 'Best Incentive Destination 2010' by micenet Australia readers
- Queenstown was named No. 1 'Outdoor and Adventure Destination in the World' by Trip Advisor's 2010 Travellers' Choice awards
- Queenstown was voted second most popular world destination in 2009 by Trip Advisor, the world's largest travel community. Queenstown came second to another of our local tourism icons - Milford Sound
- Queenstown was voted third in the Australia, New Zealand and Pacific category in the 2009 Travel + Leisure Magazine World's Best Awards
- Lonely Planet New Zealand 13th edition named Queenstown as 'one of New Zealand's hottest destinations'
- ❖ The 18th Annual Conde Nast Traveller Readers' Choice Awards voted Queenstown third best Pacific Rim City behind Sydney and Melbourne

Events

The American Express Queenstown Winter Festival scooped two New Zealand Association of Event Professionals (NZAEP) Industry Awards, winning 'Best Marketing of Event' in 2010 and 'Best Established Event' in 2009
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Winter Games won the SPARC Event Excellence Award for its world-class organisation in 2011 and took out the Special Event category at the 2010 Public Relations Institute of New Zealand (PRINZ) awards.

Accommodation

- Queenstown accommodation was ranked among world's best at the 2013 Trip Advisor Travellers' Choice Awards:
 - The Dairy Private Luxury Hotel was rated 4th best in the world in the small hotel category after hotels in Greece, Belize, and South Africa.
 - Queenstown dominated the Top 25 New Zealand Hotels category with Millbrook Resort named NZ's No 1 Hotel as well as one of the Top 25 Hotels in the South Pacific and Top Luxury Hotels in New Zealand. It was followed by the Hilton Queenstown in 2nd place and the Pounamu Apartments in 3rd. The Sofitel Queenstown ranked 8th, Glebe Apartments 10th, St Moritz Queenstown 12th and the Crowne Plaza Queenstown 18th.
 - In the Top 25 New Zealand Small Hotels category The Dairy came in at no. 1, Eichardt's was 6th, Azur was 6th, Arrowtown House Boutique Hotel was 13th, Queenstown Park Boutique hotel was 18th, and Browns Boutique Hotel was 24th.
- Blanket Bay Lodge awards include:
 - Number One Lodge in New Zealand and Number Six in the world by USA-based Hideaways
 International in their annual 2012 reader's survey
 - Making it to the prestigious Condé Nast Traveller Gold List 2011 as one of 5 NZ lodges in a list of 108 best international resorts
 - The second-highest scoring property in the world and the top-scoring hotel in Asia, Australia and Pacific nations on Conde Naste Traveler's 2010 Gold List
 - Chef de Partie Joseph Clarke was named 2010 Chef of the Year at the Restaurant Association New Zealand Culinary Fare Awards
- Millbrook Resort awards include:
 - Best Asia Pacific Golf Course in the Shanghai Travelers' Club 2013 Luxury Travel Awards
 - Winning 'Leading Golf Resort in Australasia' for three years in a row (2012, 2011 and 2010) at the prestigious World Travel Awards
 - 'World's best golf resort' in Luxury Travel Magazine's 2011 Gold List Award for overseas golf resorts
 - Australian magazine Luxury and Style placed Millbrook Resort fourth on its Gold List of 'best overseas golf resorts' in 2010
- The Dairy Private Luxury Hotel was runner-up in the 'Best Hotel/Resort in New Zealand' category at the inaugural New Zealand Travel Industry Awards 2012
- ❖ Matakauri Lodge was one of just 65 hotels in over 31 countries to make Conde Nast Traveller Magazine's HOT LIST 2011
- Queenstown's Top 10 Holiday Park Creeksyde is the first holiday park in the world to be awarded a Platinum EarthCheck award – a recognised environmental management and certification programme designed for the travel and tourism industry
- ❖ Jacqui Spice, CEO of destination management company Touch of Spice, was selected by prestigious magazine American Condé Nast Traveler as one of the "Top Travel Specialists" for 2011
- Queenstown accommodation operators were voted the best in New Zealand in all three categories of awards at TNT magazine's 2012 Golden Backpack Awards:
 - Nomads Queenstown won the Best Hostel in NZ award for the 3rd year
 - AJ Hackett Bungy won Favourite Activity for the 3rd time

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- Big Night Out Queenstown won the Best Backpacker Night award for the 2nd time
- Awards for the Sofitel Queenstown Hotel & Spa include:
 - #15 ranking for the best hotels in Oceania on the Condé Nast Traveller Gold List 2011
 - Listed as one of the World's Best Value Hotels by respected American magazine Travel + Leisure in
 2012 one of only five hotels in the Australia, New Zealand and Pacific travel category to make the cut
 - 'New Zealand's Best Hotel' at the 2010 HM Awards which recognises accommodation excellence in New Zealand, Australia and the South Pacific.
- Several Queenstown businesses attracted international recognition at the HotelClub.com annual worldwide Hotel Awards for 2011:
 - The "Top Spots to Push You to the Edge in New Zealand" was a Queenstown clean sweep The Dairy Private Luxury Hotel took 1st place with Distinction Nugget Point Boutique Hotel, Pounamu Luxury Apartments, Queenstown Park Boutique Hotel, and Bellehaven Luxury Apartments all finalists
 - Millbrook Resort took out the award for Best Places to Get Hitched in New Zealand
 - The chic interior and furnishings of The Rees Hotel & Luxury Apartments won 'Outstanding Kiwi Chic,
 Design & Furnishings in New Zealand.' The property commissioned bespoke furniture from an
 Arrowtown company whose principal was formerly a designer with British Royal and celebrated
 cabinetmaker David Linley
- ❖ A number of Queenstown businesses also featured in the 2011 TripAdvisor Travellers' Choice Awards:
 - Azur Lodge was voted the best luxury accommodation in the South Pacific region for the second year in a row
 - Crown View B&B took 2nd spot for Top B&Bs and Inns in the South Pacific
 - Queenstown Park Boutique Hotel was ranked 5th in the Top 10 Hotels for Service in the South Pacific
- ❖ A Boutique Hotel Queenstown House won Best Guest Reviews in the 2011 Travelbug awards
- Hotel St Moritz manager Lynne McVicar won 'NZ General Manager of the Year' at the 2010 HM Awards
- The Spire Queenstown was voted Australasia's Leading Ski Resort at the 2010 World Travel Awards
- Nomad Backpackers was voted 2010 Best Hostel in New Zealand by Hostel World customers

Food and wine

- ❖ In 2012, renowned winemaker Grant Taylor won 'Best Pinot Noir' trophy for the 3rd time (a feat achieved by no other winemaker in the world) at the prestigious London International Wine and Spirits Competition for his Valli Gibbston Vineyard Pinot Noir 2010
- For the third consecutive year Appellation Central Wine Tours won a New Zealand award for 'Best of Wine Tourism Services' at the 2012 Best of Wine Tourism Awards.
- * Kate Florence, a chef at Blanket Bay was named 2012 New Zealand Commis Chef of the Year
- Akarua Winery won the 2012 Pinot Noir trophy and the 2012 Red Wine of the Show award at the Five Nations Wine Challenge
- ❖ Appellation Central Wine Tours won the 2011 Great Wine Capitals (GWC) International Best of Wine Tourism Award for the "excellent exposure and support it gave to wineries and other businesses in Central Otago, as well as the exceptional and memorable wine tourism experience offered to clients". The company also won the Wine Tourism Services award at the 2010 GWC Awards. The GWC awards serve as an industry benchmark for excellence in wine tourism
- Gibbston Valley Cheese Company took home four prizes at the 2012 Cuisine Champions of Cheese Awards, including one of the supreme prizes the Countdown Champion Feta Cheese Award for its Brinza sheep milk Feta

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- ❖ Gibbston Valley's 2009 Pinot Gris was awarded a Gold Medal at the 2010 New Zealand International Wine Show in Auckland, bringing the Gold Medal tally for this wine to three. It also won Best New Zealand Wine and Best New World White Wine at the 2010 Japan Wine Challenge. Gibbston Valley also took out the trophy for Best Pinot Noir at the 2010 Sydney International Wine Competition with its 2008 Gibbston Valley Reserve Pinot Noir
- ❖ Hawkshead's Pinot Gris 2011 and Riesling 2011 were awarded 5 stars in the 2012 aromatics tasting in Cuisine magazine. The Pinot Gris from Hawkshead's single vineyard Lark Block at Gibbston, Central Otago, was also rated the second best wine overall from the 167 Pinot Gris tasted.
- ❖ Waitiri Creek's 2008 Pinot Noir was voted Five Stars and ranked in Cuisine Magazine's Top Ten Pinots (November 2010)
- In 2010 Botswana Butchery restaurant was a finalist for the second time in the Cuisine NZ Restaurant of the Year Awards
- Amisfield's Pinot Noir 2008 won a gold medal in the 2010 International Wine Challenge. The same wine achieved the highest points ever awarded to a Central Otago Pinot Noir 93 points, by the highly rated American Wine Spectator magazine
- Saffron was a Cuisine NZ Restaurant of the Year finalist in 2006, 2007, 2008 and 2009. It was also listed in Conde Nast Traveler's 'Special Issue' Top 100 tables as one of the world's most exciting restaurants

Activities

- Guided Nature Walks won 'Best Tour Operator' at the inaugural New Zealand Travel Industry Awards 2012
- ❖ The Routeburn Track was chosen as one of the 10 best treks in the world for 2012 by Lonely Planet
- Ziptrek Ecotours won the Marketplace category of the 2012 Sustainable 60 Awards. The category recognises companies that have used sustainable business practices to gain market advantage or strategically address an opportunity or risk
- Millbrook Resort was named the world's best golf resort in Luxury Travel Magazine's 2011 Gold List Awards
- NZONE Skydive Queenstown topped TripAdvisor's 2011 "Things to do" list as the number 1 activity in the South Pacific
- Shotover Canyon Swing scooped a top award as one of New Zealand's best experiences at the 2010 Ranker Traveller Voted Awards. Dubbed 'the voice of the people', the Rankers Awards named the Queenstown giant rope swing experience 'Best Bungy/Swing' after collecting more than 10,000 reviews in the last twelve months from customers who have rated their travel experiences in New Zealand on www.rankers.co.nz
- Nomad Safaris was the first activity in New Zealand and Australasia to be given Green Globe certification and in 2010 was one of the few operators in New Zealand to be awarded Qualmark Enviro Gold status
- ❖ AJ Hackett Bungy won Golden Backpack awards for Best Tour/Activity in New Zealand in 2009 and 2011. The Golden Backpack Awards, run by leading backpacker publisher TNT Magazine, are Australia and New Zealand's only dedicated awards for the independent travel sector.

<u>Spa</u>

- Hilton Queenstown's eforea: spa at Hilton won the prestigious title of Australasia's Best Hotel Spa at the 2012 Australasian Spa Association (ASPA) Awards of Excellence
- ❖ Refer Millbrook Resort and Sofitel listings under Accommodation

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Movie star

The shooting of international television commercials and large-budget films has helped to build a legacy of world-class expertise in Queenstown and showcase its magnificent scenery and experiences to an international audience.

- Queenstown hit the big screens in Australia in February 2012 with a 10-minute cameo in 'Any Questions for Ben?', a fast paced comedy from the creators of the Australian hits 'The Castle' and 'The Dish'. Scenes shot in the resort perfectly capture the cosmopolitan buzz of Queenstown, its stunning lake and alpine scenery and world-renowned experiences such as skiing and bungy jumping.
- Queenstown was used as a film location for the 2010 Bollywood movie I Hate Luv Storys and features in the movie for a full 17 minutes. The film has officially been declared a 'superhit' and is expected to reach an audience of more than 150 million people worldwide
- The entire region became a film set for the Hollywood blockbuster Lord of the Rings trilogy and the Narnia movies
- Other movies that have used Queenstown as a film location include Wolverine, The Water Horse, 10,000 BC, and Vertical Limit

For more details visit www.filmotagosouthland.com.

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EVENTS FOR ALL SEASONS

Queenstown offers a fantastic range of fun, serious, artistic, sporting and cultural events which should be considered before planning a holiday in the resort.

Destination Queenstown's website <u>www.queenstownNZ.co.nz</u> is the first stop for checking out the events that make this town tick. The local population, known for their sense of adventure and enthusiasm for a party, don't allow any season to pass without a fitting celebration... or two.

Queenstown hosts a range of iconic events each year (see below) and there are also several popular festivals in the region which are held biennially as the Shotover Sunshine Festival, Warbirds Over Wanaka, Festival of Colour, and the Winter Games.

Arrowtown Long Lunch - 2 December

The historic gold mining village of Arrowtown will celebrate the start of summer with its annual Arrowtown Long Lunch. Along with live music and entertainment, tables featuring differently themed cuisine of local cafes and restaurants will span the length of Arrowtown's picturesque main street for diners to enjoy alfresco dining at its best. Profits from the event will be donated to the Queenstown Trails Trust for their valuable work on the tracks around Arrowtown. www.arrowtownlonglunch.co.nz

Twenty-20 cricket match - 31 December

New Year's Eve day kicks off with cricket action in a truly 'Remarkable' setting as the Otago Volts take on the Auckland Aces in an HRV Cup Twenty/20 match at the Queenstown Events Centre against the backdrop of the dramatic Remarkables mountain range. www.lakesleisure.co.nz

New Year's Eve Countdown – 31 December

New Year's Eve will go off with a bang in central Queenstown with a spectacular lakeside fireworks display, live music and parties in the streets. The celebrations launch the month-long Summerdaze Festival. www.summerdaze.co.nz

Summerdaze - 31 December-31 January

Long summer days are ideal for getting out and enjoying the annual Summerdaze Festival which has an action-packed month-long calendar of events from 31 December to 31 January. The fun begins with downtown New Year's Eve celebrations and a dazzling fireworks display to welcome in the new year and continues through January with a range of music, sport, arts and cultural events reflective of the diversity of people and interests in the region. www.summerdaze.co.nz

<u>Glenorchy Races – 5 January</u>

Glenorchy Race Day, held annually on the first Saturday after New Year, is a true southern Kiwi experience has become an iconic local event since its inception more that 40 years ago. Races range from the Walk Trot Gallop, Relay Race and highly entertaining Double Banking Race to the Open Gallop, Quarter Mile Sprint and the hotly contested Stockmans Race. Although anyone with a horse can register, the races are not for the faint hearted or inexperienced - many local horse trekking staff and stockmen/women enter each year so the competition is fierce! www.queenstownnz.co.nz

Pub Charity Rugby Sevens – 12-13 January

The hugely popular and colourful national Rugby Sevens tournament takes centre field in January and is considered one of the sporting highlights on the summer calendar. Held annually at the Recreation Ground in central Queenstown, the two-day event is a local favourite and is well known for its relaxed fun atmosphere, crowd entertainment and best of all – exciting, attacking and explosive style of rugby. Get in behind your favourite team, dress up and show your support! www.NZ7.co.nz

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Lake Hayes A&P Show - 12 January

Town meets country at the A&P Show at the Lake Hayes Showground. One of the longest running community events in the Wakatipu, this is an interactive fun-filled family day with plenty of entertainment including competitions, shearing, baking, side shows, candy floss and much more. www.lakehayesshow.com

Shotover Sunshine Festival - 9 February

Award-winning Kiwi artists including Tiki Taane, Kora, The Black Seeds, and Ladi6 will entertain the crowd at the biennial Shotover Sunshine Festival. This outdoor celebration, located ten minutes from Queenstown, is a favourite with locals and visitors alike. www.shotoversunshinefestival.co.nz

Super 15 pre-season rugby match – 15 February

See the Highlanders take on the Blues for a Super 15 pre-season match at the Queenstown Events Centre. www.lakesleisure.co.nz/events

Classic Hits Winery Tour 2013 – 19 February

The 7th annual Classic Hits Winery Tour is coming to Queenstown's Waitiri Creek Winery on 19 February with three of New Zealand music's biggest acts - Fat Freddy's Drop, Anika Boh and Hollie Smith. The four-hour concert will also feature music from The Adults, a collaboration of top Kiwi musicians including Jon Toogood, Julia Deans and Shayne Carter. www.classichits.co.nz

Gibbston Valley Winery Summer Concert - 23 February

Catch 3 music legends - America, Bachman & Turner and Pat Benatar - performing all their greatest hits against the stunning backdrop of the Kawarau River at Gibbston Valley Station, next to one of Central Otago's most internationally recognised vineyards.

Acknowledged as the leading female rock vocalist of the late '70s and '80s with hits like 'Hit Me with Your Best Shot' and 'Heartbreaker', Pat Benetar has forged a path for other female rock stars around the world over the last three decades.

Bachman & Turner, the heart of the group Bachman Turner Overdrive which sold in excess of 30 million records, are back with hits like 'You Ain't Seen Nothin' Yet' and 'Takin' Care of Business'.

America, who became a global household name in the '70s, will treat the crowd to a string of their hits including 'A Horse with no Name', 'I Need You', 'Ventura Highway', 'Tin Man', 'Lonely People' and 'Sister Golden Hair'. www.gibbstonvalleynz.com

New Zealand XI vs England cricket match - 27 February-2 March

See New Zealand XI take on England in a four-day warm-up cricket match at Queenstown Events Centre. http://www.blackcaps.co.nz/schedule/the-national-bank-series-v-england/130/series.aspx

New Zealand PGA Championship – 28 February-3 March

Some of the world's best golfers and well known celebrities will take to the fairways at The Hills for the four-day Championship including cricketing legend Sir Ian Botham and World Number 1 Women's Amateur Golfer, Lydia Ko. New to the programme this year is an all-ages concert featuring rising Kiwi star Jamie McDell adding to the atmosphere of the 19th hole, which will showcase the best in Central Otago food, wine and entertainment.

Professionals play for the NZ PGA Championship over four rounds, but in a unique event format, 64 invited amateurs and celebrities are each paired with one of the 64 professionals that make the cut, playing together as a team for the NZ PGA Championship over the final two days.

The Hills hosted three consecutive New Zealand Open Championships since opening in 2007 and is one of New Zealand's most spectacular golf courses.

www.pgachampionship.co.nz

GODZone Adventure Race – 8-16 March

Some of the world's best adventure racing teams, including Australia's top team and current Adventure Racing World Champions 'Seagate' and crack Scandinavian racers 'AXA-Adidas', will take on nature's ultimate playground in the second annual GODZone Adventure Race in March 2013. The multi-day, non-stop, expedition-style adventure race will see competitors negotiate their way through backcountry terrain and stunning landscapes. A new Corporate Challenge will allow businesses do a shortened version of the race and raise money for Starship Children's Hospital.

www.godzoneadventure.com

Motatapu - 9 March

The Motatapu is New Zealand's premier mountain bike and off-road running event between Wanaka and Arrowtown in March each year. From recreational runners, riders and walkers to elite athletes, the Motatapu offers a challenge for everyone with a 47km Mountain Bike, 42km Off Road Marathon, 49km Adventure Run or 15km Miner's Trail – all through the magnificent landscapes of the Motatapu and its surrounding valleys. www.iconicadventures.co.nz/motatapu-home

Gibbston Wine and Food Festival - 16 March

Food and wine lovers can sample the 'best of the best' at the annual Gibbston Wine and Food Festival (16 March), a harvest celebration which showcases the famous winemaking region's finest wines, wine celebrities, local produce and talented chefs. Learn how wine and food can enhance each other at master classes run by industry leaders such as multi award-winning winemaker Grant Taylor, try grape stomping, or simply sit back, relax and enjoy the stunning wine, food and lineup of entertainment on offer. This year's event will be cohosted at the picturesque Mt Rosa and Brennan vineyards. www.gibbstonwineandfood.co.nz

Queenstown Bike Festival - 22 March-1 April

Grab your bike and helmet and head to Queenstown this Easter for the Queenstown Bike Festival. It's an exciting 10-day event for all ages and abilities and it gives you the chance to check out Queenstown's world-class cycle tracks, trails, roads and spectacular lake and alpine scenery.

Whether you're a biking novice, recreational cyclist or serious biker there's plenty of action. Events range from the spectacular Teva Slopestyle, Mega Avalanche and Dirtmasters Downhill to the Tour de Wakatipu, kids' mini cross, Coffee to Grape wine trail ride, and bike movies and parties.

www.queenstownbikefestival.co.nz

Arrowtown Autumn Festival - 12-21 April

The Arrowtown Autumn Festival provides a superb reason to get out and enjoy the slowing pace of autumn and the magnificent colours of the season. The region focuses on its gold mining history and celebrates its heritage in the streets of Arrowtown with a street parade and a programme of community-based events. www.arrowtownautumnfestival.org.nz

Southern Lakes Festival of Colour – 16-21 April

The biennial Festival of Colour is one of New Zealand's premier regional arts festivals with six exciting days and nights of performances and inspiring exhibitions set against the Southern Lakes region's spectacular autumnal backdrop. The festival, based in Wanaka with events in Queenstown, Glenorchy, Cromwell, Hawea and Luggate, features a broad mix of local, national and international live performances in dance, music, theatre as well as visual arts. www.festivalofcolour.co.nz

Routeburn Classic - 27 April

An amazing 32km 'adventure run' over New Zealand's world famous Routeburn Track. www.goodtimesevents.net

Queenstown Winter Festival – 21-30 June

Winter kicks off each year at the end of June with New Zealand's ten coolest days - the American Express Queenstown Winter Festival. This not to be missed 10-day festival, renowned as the Southern Hemisphere's biggest winter party, is a celebration of Queenstown's unique culture and community with street parties, fireworks, international and local acts, jazz, comedy, Mardi Gras, family fun, rail jams and plenty of action on

the ski slopes. It attracts more than 45,000 people from around the world who come to celebrate the arrival of winter in true Queenstown style. www.winterfestival.co.nz

100% Pure New Zealand Winter Games 2013 - 12-25 August

100% Pure New Zealand Winter Games is the ultimate testing ground where elite athletes can experiment and explore performance limits against world-class competition.

Winter Games NZ 2013 will run over 14 days and include FIS World Cup events in Snowboard Slopestyle, Snowboard Cross, Freestyle Ski Halfpipe, Freestyle Ski Slopestyle, as well as Snowboard Halfpipe. Three Super Continental Cups and seven Continental Cups will also feature in the competition. www.wintergamesnz.com

Gay Ski Week - 31 August-7 September

Hundreds of revellers come from around the world for Gay Ski Week, the Southern Hemisphere's biggest gay alpine party. The week-long festival features a variety of events on and off the slopes including the Welcome Party, Karaoke Casino Night, Dinner and Show, and a grand finale party. www.gayskiweekqt.com

Other winter events

Coronet Peak, The Remarkables, Cardrona and Snow Park ski areas also host various on and off-mountain events during winter. For event details refer their websites:

Coronet Peak and The Remarkables - www.nzski.com

Cardrona Ski Field - www.cardrona.com

Snow Park NZ - www.snowparknz.com

Queenstown Jazz Festival – 26-28 October

Local, national and international artists showcase their talents across all genres of jazz as they take part in a three-day musical feast around Queenstown at Labour Weekend. From cool blues and big band swing to funky R&B and Latin beats there's something to get everyone's toes tapping. www.queenstownjazzfest.co.nz

<u>Central Otago Pinot Noir Celebration – 30 January – 1 February 2014</u>

If you love Pinot Noir then this event is a must! Leading wine writers and commentators and wine and food enthusiasts from around the world come together annually for one of New Zealand's premier wine events - an informative fun-filled two-day programme of Central Otago's best wine, cuisine and sights. Listen to commentary from some of the world's key influencers on Pinot Noir, share views with Central Otago's top winemakers and partake in fine cuisine from New Zealand's leading chefs whilst enjoying the breathtaking Central Otago backdrop. www.pinotcelebration.co.nz

For a full list of events please check out www.queenstownNZ.co.nz.