

the West Coast of the Southern Alps™

Tourism West Coast

Media & Trade Update – June 2011

NEW West Coast Products/Information:

- **The Denniston Experience** – Developed by **The Department of Conservation**, this new interactive visitor attraction at Denniston (15 km north of Westport) will offer visitors a unique set of experiences in a historic, spectacular location.

Situated high on a mountain plateau, the experience will offer panoramic coastal views as the visitor journeys along a **historic mine railway** which traverses the breathtaking Waimangaroa gorge before plunging deep into the darkness of the region's first mountain coal mine.

Adventuring into the mine unearths a world of 1880's underground life and the stories of human hardships and endeavour. The visitor may even meet the Banbury ghost! For further information contact John Gurney info@denniston.co.nz or +64 21 936 091.

- **Monteiths Brewery Re-development:** A multi-million re-development of the brewery is to be undertaken to ensure a visitor experience that fully reflects the heritage and personality that is unique to the West Coast and Monteith's (concept drawing below) contact Anne Thomas anne.thomas@monteiths.co.nz or ph: +64 3 768 4820.

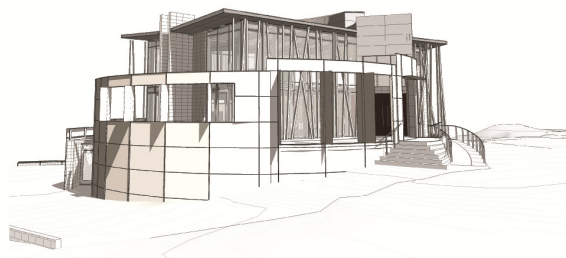


- **Shantytown Heritage Park:** 21st century technology cloaked in a 19th century venue. Shantytown Holographic Show. Set in our 20 seat opulent Victorian themed theatre. This 10 minute show tells a tale of the trials and tribulations Thomas Broham the West Coast's first police officer and the terrible murder of George Dobson. The show runs 3 times per hour with no extra charge. It is a fantastic addition to the Shantytown Heritage Park Experience, for further information contact Janet Luxton, Marketing Manager marketing@shantytown.co.nz or Ph: +64 3 7626634.

- **Skydive Franz:** Located at Franz Josef, Skydive Franz is now the highest tandem skydive in the southern hemisphere! For further information contact James Meldrum, CEO on 027 655 8167 or alternatively email info@skydivefranz.co.nz.
- **West Coast Wildlife Centre, Franz Josef:** The West Coast Wildlife Centre, New Zealand is a new all weather attraction located in the centre of Franz Josef. It is the official home to the incubation and captive rearing programme for New Zealand's rarest Kiwi – the Rowi. The Rowi is only found around the town of Franz Josef in the Okarito Forest. For further information contact Director; Richard Benton richard.benton@iceberg.co.nz or ph: +64 3 353 7751.

Activity / Attractions update:

- **Heaphy Track, Karamea:** One of New Zealand's great walks the Heaphy Track has been opened up to Mountain Biking from the 1st May 2011 for a 5 month trial. The trail will run over a 3 year period until September 2013. Karamea has a great range of accommodation and activities and is also home to the Oparara Arches, Australasia's largest limestone Arches. For further information please visit <http://www.westcoastnz.com/visit/visit-trade/>.
- **Remote Adventures** are offering a package including mountain bikes and passengers specifically for the Heaphy Track click here for further information contact Jim Larsen email flyaway@remoteadventures.co.nz, ph: +64 3 525 6167.
- **The Bay House:** Has relocated from Cape Foulwind to The Town House, Corner Cobden & Palmerston Streets, Westport. For further information contact Emily emily@taurangabay.com or ph: +64 3 789 8676.
- **Norwest Adventures at Charleston** are busy with a **significant upgrade** to their facilities, due to open in time for the 2011-12 season (see image below). This will consist of a 600sq meter building to be called "The Charleston Adventure Centre" and will become the operating Base for their ever popular "Underworld Adventures". For further information please contact Geoff Schurr at Norwest Adventures norwest@orcon.net.nz or ph: +64 3 788 8168.



- **Wilderness Wings:** Operate scenic flights to Mt Cook and the Glaciers plus Milford Sound flights from Hokitika Airport. They are looking to add an additional flight experience for people looking for something different to do. *A flight to Manuka Point Lodge a 18,500 acre high country station which is situated on the eastern side of the Southern Alps. This experience will include a fantastic scenic flight past glaciers and across the Alps. Landing at a private airfield situated amongst 10,000 ft mountain peaks. Experience a exclusive luxury lodge and everyday high country farming activities. Fly back to Hokitika or alternative airport.* For further information contact Ben ben.pat@xtra.co.nz or ph: +64 3 755 8118.

- **Air Safaris 'Trans-divide excursions', Franz Josef:** With the West Coast and Lake Tekapo a short flight away Air Safaris can offer the opportunity to fly over the Main Divide for a ½ day trip. This flight gives people the opportunity to 'see what is on the other side' without the necessity to complete the 8 hour drive between Lake Tekapo and Franz Josef. On the West Coast at Franz Josef people have a range of activities to choose from including nature tours, heli-hiking, quad bike adventures, glacier walks, or a soak in the hot pools. On the eastern side at Lake Tekapo people can enjoy the hot pools, go skiing, ice skating, curling (during the winter), and there are also great walking and mountain biking activities available.
Trans-divide trips are generally operated on an 'as demand' basis.
The current price for a return Trans-divide ½ day trip is nz\$495.00 per person (minimum number of 2 passengers). Air Safaris staff can assist with arranging activities on either side of the Divide. For bookings, please contact Air Safaris & Services (NZ) Ltd sales@airsafaris.co.nz or ph: +64 3 680 6880.

Accommodation update:

- **Rough and Tumble Lodge:** As of May 1, 2011 Rough and Tumble has become a facility for self-catering groups, a very special vacation rental. Ownership remains the same. Rates and further information available by contacting godeep@roughandtumble.co.nz or Ph: +64 3 782-1337.
- **Breakers Boutique Accommodation:** Winter rates - valid for 1 June to 31 July. Breakthrough \$205, Breakwater \$255, Driftwood or Sunset \$275. All rooms have now been redecorated and this winter we are now working on our vegetable garden and hot tub area! For further information contact Jan stay@breakers.co.nz. Or ph: +64 3 762 7743.
- **58 On Cron, Franz Josef:** Now have a total of 11 TV channels including 3 sport channels.
- **Te Waonui Forest Retreat:** Welcome new General Manager, Karl Snyman from South Africa as well as a new Executive Chef, Rudolf Segers from Saudi Arabia and Front Office Manager, Cheree Wright from South Africa.

Te Waonui Forest Retreat has also been awarded 5 Stars by Qualmark - New Zealand tourism's official quality assurance system. For further information contact karl.snyman@tewaonui.co.nz or +64 3 752 0555.

RWC2011/ Real NZ Festival 2011 update:

Planning is well advanced for the West Coast Whitebait Festival as part of the wider REAL NZ 2011 Festival and Rugby World Cup 2011. A range of coordinated events and activities up and down the Coast are being finalised and implemented. These include a whitebait menu challenge and a whitebait photography competition to compliment some great community initiatives and venues. For example, Hokitika Museum will be holding a whitebait themed exhibition showing the history and importance of whitebait to the West Coast economy and community. The iconic Shantytown will also be hosting activities as part of the festival including exhibitions, food and beverage activities. The Department of Conservation and Tai Poutini Polytechnic will be involved through educational activities, culinary activities and hospitality services. There are a number of other activities being finalised throughout the Coast from Haast to Karamea which we will announce as more information becomes available. In the meantime, please contact Dominic on 0276816555 or morantourism@xtra.co.nz for more information.

Glacier Country

NEW ZEALAND WEST COAST



The Glacier Experience Rugby Competition

With the West Coast of the South Island feeling left out of the Rugby World Cup, not being allocated any pool games or the hosting of any teams, the Glacier Country Tourism Group decided to take matters into their own hands. With the original idea of holding their own rugby match being formed over a few beverages at a local pub, this soon turned into a larger than life project, involving several large campaign sponsors including Heineken, Telecom, Tourism West Coast, Greymouth Information Centre and TranzAlpine, with a \$50,000 prize package; inviting individuals and teams throughout the world to take a video of their rugby game.

Chris Alexander, Director of the Glacier Country Tourism Group, stated that “this competition is aimed at putting the Glacier Country and West Coast areas firmly in the minds of the large influx of international tourists that the Rugby World Cup 2011 will bring to our shores. This is the perfect opportunity for the West Coast to recover from a year of trials and tribulations and to celebrate the land, the people and the culture that is the West Coast of New Zealand’.

To view the promotion video and competition details visit -
<http://www.facebook.com/glaciercountrytourism>

West Coast Official Visitor guide and Trade Manual

We are currently working on our 2011/12 West Coast visitor guide and trade manual and this will be available Early August, our current trade manual is available on the trade section of our <http://www.westcoastnz.com/visit/visit-trade/>

Need more information?

For more information on what we've been up to please don't hesitate to contact Anita at 03 768 6675 or email anita@westcoastnz.com.

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