



External



# Tourism in Queenstown



NAME: Rachel Kissack

For Geography students visiting the Lakes District Museum & Gallery.

**PLEASE NOTE:**

This talk provides you with an overview of tourism in Queenstown. It is presented in the same style that occurs at tertiary institutions. Relax and listen. Make only key points under the headings provided. The summarized maps will help you the most and we will spend time working on these.

I am happy to answer questions at the end and throughout.

## QUEENSTOWN OVERVIEW:

- The processes of tourism in this area focus on the 'Big Idea' of location, perspectives, interactions, change, and sustainability.
- Change in the level of accessibility and distance have influenced the patterns of distribution of attractions, accommodation, and infrastructure.
- Geographically Queenstown is 282 km North West of Dunedin, 187 km North of Invercargill and 481 km South West of Christchurch.
- Queenstown is a resort town on Lake Wakatipu with a current population of approximately 20,000 from population of 32,700 who live in Queenstown-Lakes District area (Queenstown, Arrowtown, Frankton and Wanaka).
- It is administered by the Queenstown-Lakes District Council and attracts 2.9 million visitors annually.
- At present, there is an approx. 65/35 split between international and domestic visitors.
- Asia is continuing to be a growth area with visitor numbers all up from China, Malaysia and Singapore.
- Tourism is Queenstown's main income earner and there are approx. 220 activities and attractions that operate all year round.





## STAGE ONE: late 1800s to 1930s

### Early Access – Different transport methods (Gold rush 1862)

1. Horse & cart
2. Cars
3. Boats

### First tourists, Nature based – Victorian Era, Eco-tourists Activities:

1. Climbing
2. Golf
3. Coach
4. Camping
5. Picnic

### Accommodation

- Hotels – Eichardt's est. 1869 luxury hotel, day trips to Frankton
- Boarding Houses



### 1900s improved access to Queenstown

- Mount Cook Company cars and buses took tourists on short trips and also longer journeys.
- Roads improved.
- Transport Law – 1898 the law allowed vehicles to take paying passengers.

## STAGE TWO: 1940s to 1970s

### 1947 Coronet Peak Ski field

- Impact of skiing on tourism –
- 1950s & 1960s – Examples of attractions

- Jet boating - u boat
- Shuttle to Chalet
- Gondola
- Shotover jet
- Earnslaw (steamer boat)
- Queenstown Airport



## Accommodation

•

## Restaurants – move away from British ‘motherland’

•

## Improved access

- Airport development in Frankton
- Packaged tours
- International marketing campaigns

### STAGE THREE: 1980s to 2005

## Technology & adventure activities

- Distribution of activities widespread across the basin
- Changes in traveller type, from mainly package tours to F.I.Ts (Free Independent Travellers)



## Examples of adventure activities

- Fly by Wire
- Canyon Swing
- Bungy Jumping
- Heli Skiing
- White Water Sledging
- 

## Problems associated with adventure tourism

Safety Risks

## Solutions

Drugs & alcohol screening  
Moresafety awarness

## Emerging Niche Markets

International Market

## Accommodation and food

### STAGE FOUR: 2005 to PRESENT

## Accommodation and food

Over 100 motels  
137 hotels/apartments  
180+ restaurants

## Adventure tourism activities

Shotover

C

Ski Fields

## Retail

tourists get retail jobs  
new shops

## Housing

starting making estates - expensive, close together

## Queenstown CBD

## Changes to landscape

## Queenstown airport

# FACTORS THAT HAVE BROUGHT ABOUT CHANGE

## Technology

- Activities -
- Internet - bookings, attractions, learn,
- Transport -

## Economy - 2008 recession

- Impact on tourist numbers -  
people don't want to go on holiday
- Importance of films after 2008 -

## Other factors that can bring change

- news - negative
- earthquakes
-

## Social perceptions of Queenstown

- 
- 
- 
- 

## EFFECTS OF TOURISM

### Natural/Physical landscape

- Largely unrestricted growth & commercial development was permitted in 1970s & 1980s
- RMA and its impact on tourism developments –

Local Maori get the right of refusal when business or land is up for sale

Maori have become more engaged in tourism

### Cost of living

- Accommodation –
- Cost of food –
- Rates – Queenstown rate payers pay significantly more than other places in NZ

### Pressure on local infrastructure

- Roads
- Waste water and sewerage
- Parks and facilities

### Local Maori

- Ownership
- Consultation

### Airport

- 4th busiest in NZ
- 2015 won scenic approach award
- 65% are international, 35% domestic passengers



## WHERE TO NOW?

### Destination Queenstown (DQ)

This is an organisation that promotes Queenstown worldwide.

Build sustainable demand for tourism  
Digital campaign/social media



### How Queenstown competes internationally by providing:

- A range of activities within one setting
- A range of accommodation
- A four season destination

### Domestically against Rotorua

- Rotorua has been historically promoted by the Govt. since the early 1900's and has 5.8 million visitors annually.
- Queenstown has 2.9 million visitors annually.
- The two destinations have similar marketing campaigns – promoting the area with festivals, events, and its scenery.

## QUEENSTOWN:

### Summer –

Arrowtown Spring Arts Festival  
Queenstown International Marathon

### Autumn –

### Winter –

### Spring –

Future  
- new tourism products  
- increase in direct flights



# MAPS

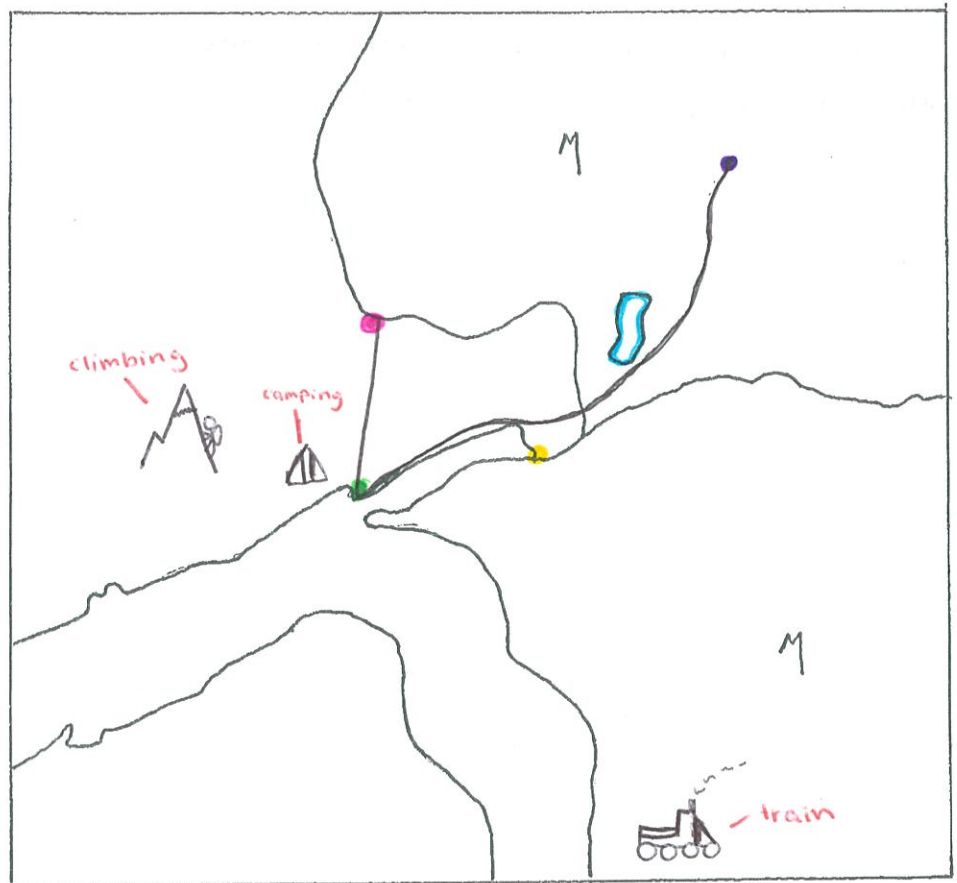
## Stage 1: Late 1800's to 1930's 1916 - 2000 visitors

### Key:

- Queenstown
- Frankton
- Arthurs Point
-  Gravel Road
- Arrowtown

### Key points:

- Very little spatial variation – all attractions centred around Queenstown
- Nature based – fishing, walking, boating, picnics
- Lake steamers made Glenorchy, Frankton, and Kingston accessible
- 1910 Mount Cook Company established
- By 1930's family holidays with motor car



## Stage 2: 1940's to 1970's 1952 - 100,000 visitors

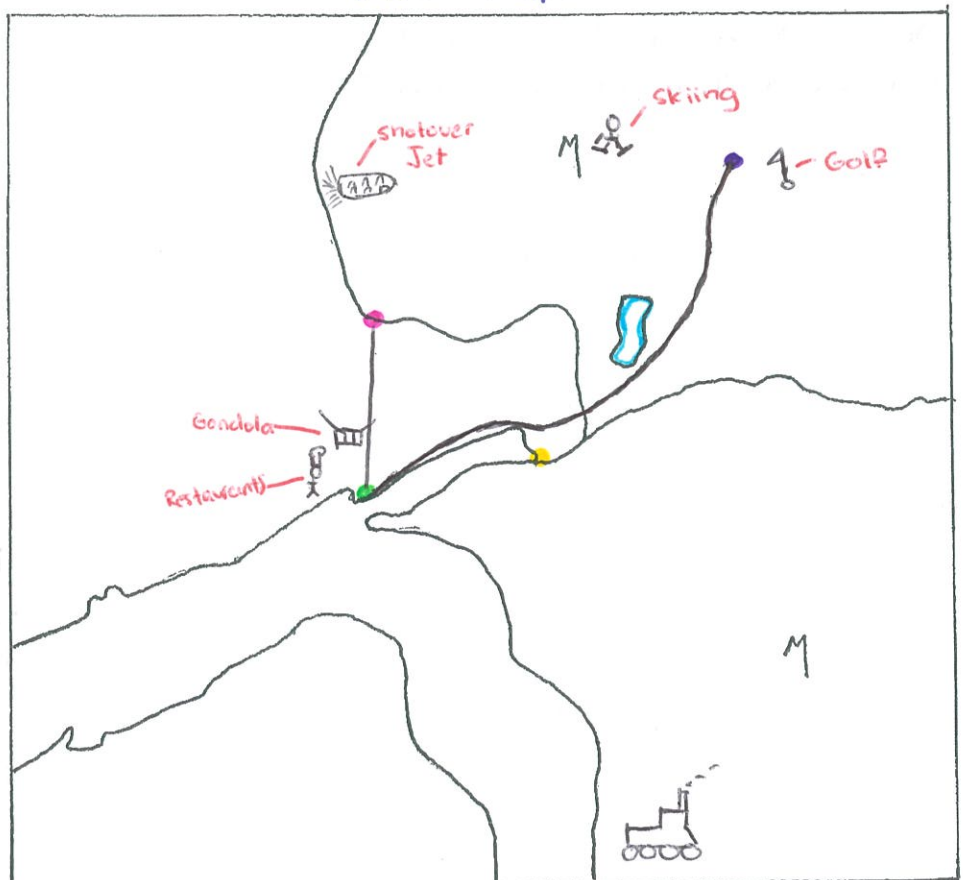
### Key:

- Queenstown
- Frankton
- Arthurs Point
- Arrowtown

 Tar sealed road

### Key points:

- Increasing spatial variation
- Queenstown increased in size but attractions are now also outside of town
- Two season destination – Summer & Winter
- Airport opens 1964 – domestic flights begin
- 1967 – Gondola opens
- Roads widened and most tar sealed



4 hotels, 3 restaurants



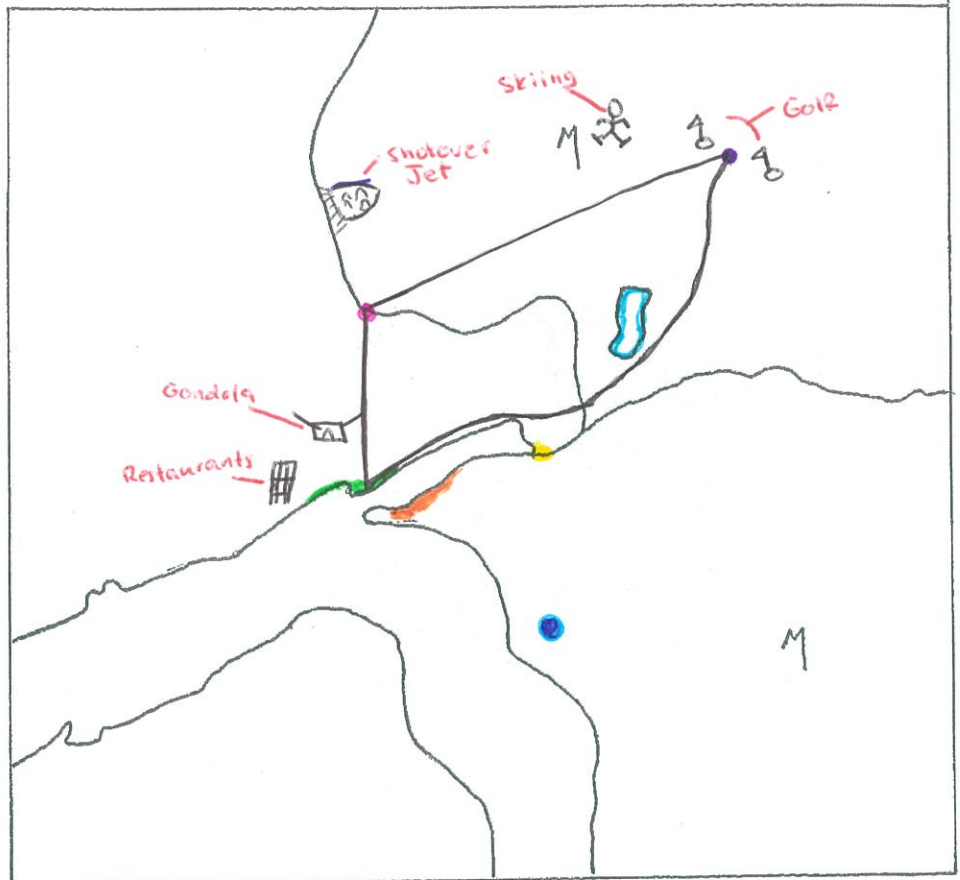
### Stage 3: 1980's to 2005 - 1 million visitors

#### Key:

-  Queenstown
-  Frankton
-  Arthurs Point
-  Arrowtown
-  Kelvin Heights
-  Jack's Point

#### Key points:

- Increasing spatial variation
- Queenstown increased in size but attractions are now also outside of town
- 4 seasons destination
- Growth in adventure tourism
- Airport upgrade – international flights begin 2001



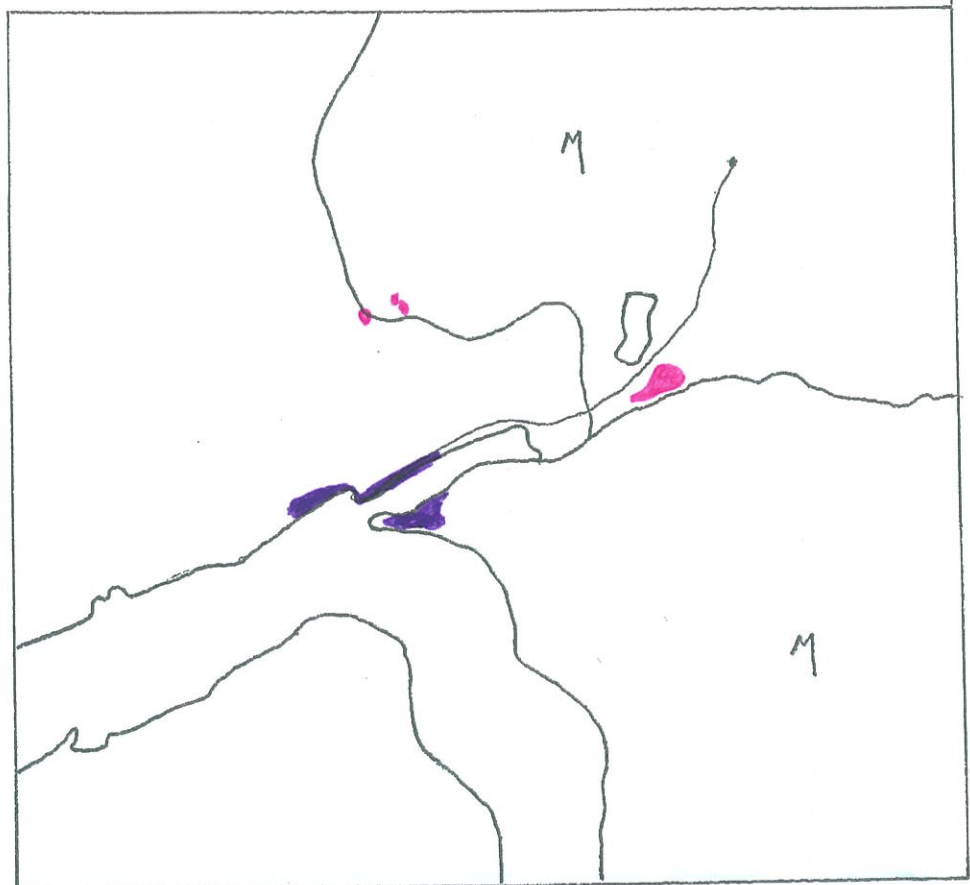
### Stage 4: 2005 to present 2015 - 2.9 million visitors

#### Key:

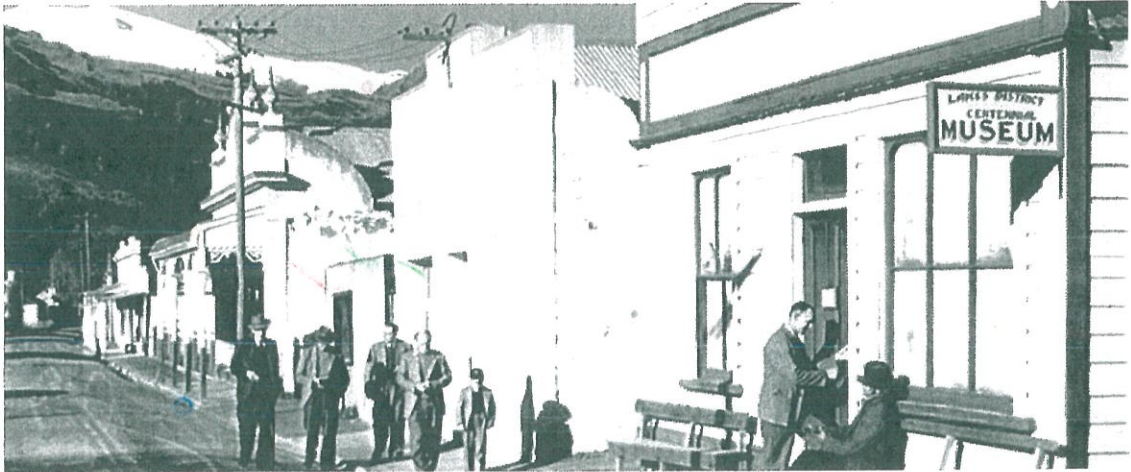
-  Old housing areas
-  New Housing Areas
-  New Retail

#### Key points:

- Airport expansion
- New schools
- New retail areas
- New housing areas
- Increased infrastructure



©Crown copyright, 2016  
LEOTC service supported by



THANK YOU  
WE HOPE YOU  
ENJOYED YOUR  
VISIT

**Contact us:**

49 Buckingham Street, Arrowtown, New Zealand.

Tel: 03 442 0317

Email: [info@handsonhistory.co.nz](mailto:info@handsonhistory.co.nz)

Web: [www.handsonhistory.co.nz](http://www.handsonhistory.co.nz)