



Tourism in Queenstown



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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. horses / cart
2. car
3. boats

First tourists, Nature based – Victorian Era, Eco-tourists

Activities:

1. coach
2. climbing
3. Picnic
4. Golf
5. camping

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

- u-boats on the bay
- shuttle to the chalet
- the gondola
- shotover Jet
- the Earnslaw (steam 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

- Heli skiing
- Para gliding
- Fly by wire
- canyon string
- bungee jump
-

Problems associated with adventure tourism

Safety problems

Solutions

alcohol drug test of operators
comply with safety rules
safety standard policy

Emerging Niche Markets

international market

Accommodation and food

STAGE FOUR: 2005 to PRESENT

Accommodation and food

over 100 motels
137 hotel / apartments
180 restaurants

Adventure tourism activities

Shot over
skiing - night skiing

Retail

creating more work for tourist so
they stay longer
Five mile retail -

Housing

new housing
restates
expensive house close together housing

Queenstown CBD

Changes to landscape

Queenstown airport

now has night flights

FACTORS THAT HAVE BROUGHT ABOUT CHANGE

Technology

- **Activities -** what is able to see what is available in Queenstown
economy
- **Internet -** booking making plans looking at attractions
Peoples perception - what is in the news
People listen to all the bad
- **Transport -** accessibility - now the roads are more developed and cars are more reliable

Economy - 2008 recession

- **Impact on tourist numbers -**
economy people don't want to go is that are struggling or if they see on the news.
- **Importance of films after 2008 -**

Other factors that can bring change

- new - all the negative news no positive
- natural events - earthquakes

Social perceptions of Queenstown

- high crime rate (tourist - tourist)
-
-
-

EFFECTS OF TOURISM

Natural/Physical landscape

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

Cost of living - extremely expensive rates (approx 17,000)

- Accommodation –
- Cost of food –
- Rates –

Pressure on local infrastructure

- Roads
- Waste water and sewerage
- Parks and facilities

Local Maori

- Ownership everything gets consulted with the local iwi
- Consultation any land that comes up gets offered to them first

airport - fourth busiest won best scenic approach.
opened international flights from Australia
65% international passengers
35% domestic passengers
night flights was a huge milestone



WHERE TO NOW?

Destination Queenstown (DQ)

This is an organisation that promotes Queenstown worldwide.

*were devised in the 30s.
70s was the first time the government
gave Queenstown money to promote Queenstown
Rotorua biggest competition
Facebook (social media) new website.*



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 –

*off road adventure
criston food & wine festival*

Autumn –

*Autumn festival
Bike festival*

Winter –

*ski week
winter games*

Spring –

*Spring arts festival
Innovation Marathon*

*Air port
increases domestic flights
new tourism products*

MAPS

Stage 1: Late 1800's to 1930's

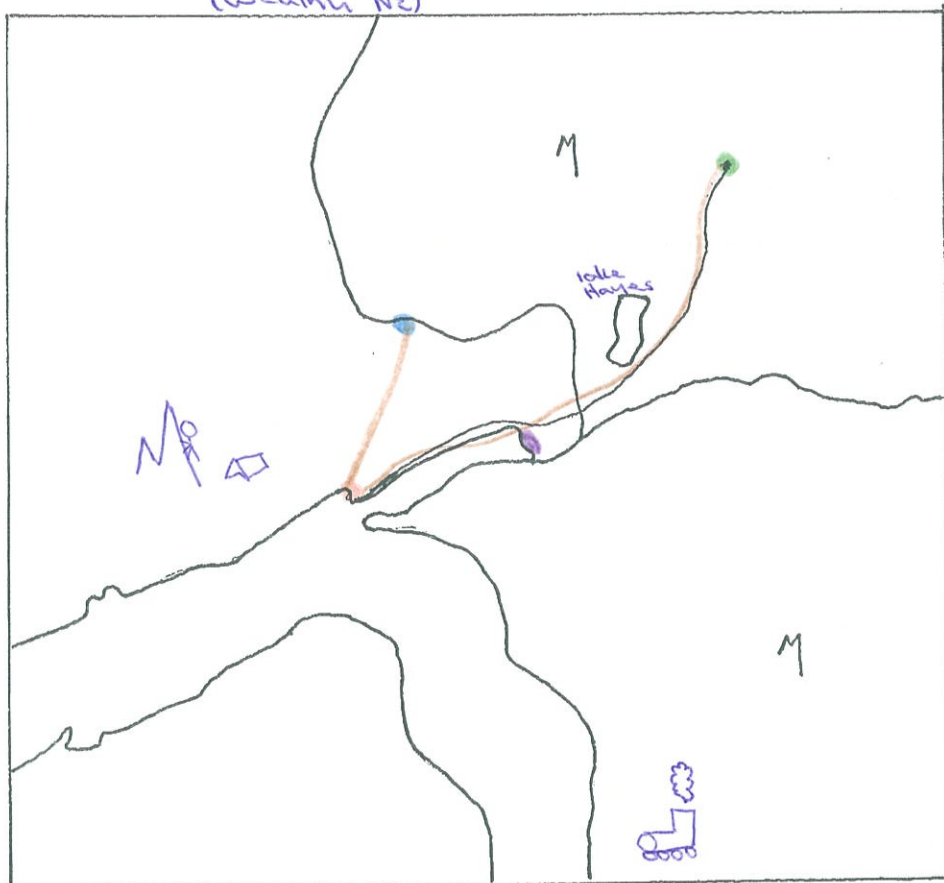
1916 shows 2000 visitors in Queenstown
(weather NZ)

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

(international)

1962 shows 100,000 visitors in Queenstown

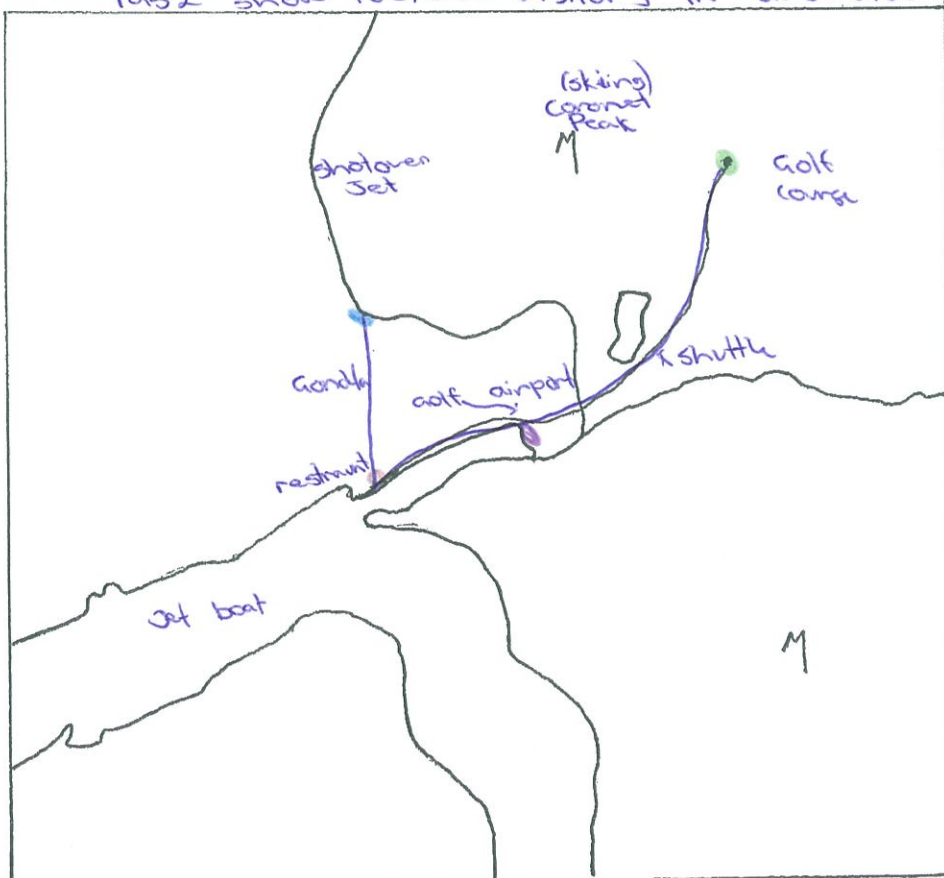
Key:

-  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 hotel and 3 restaurants in Queenstown

Stage 3: 1980's to 2005

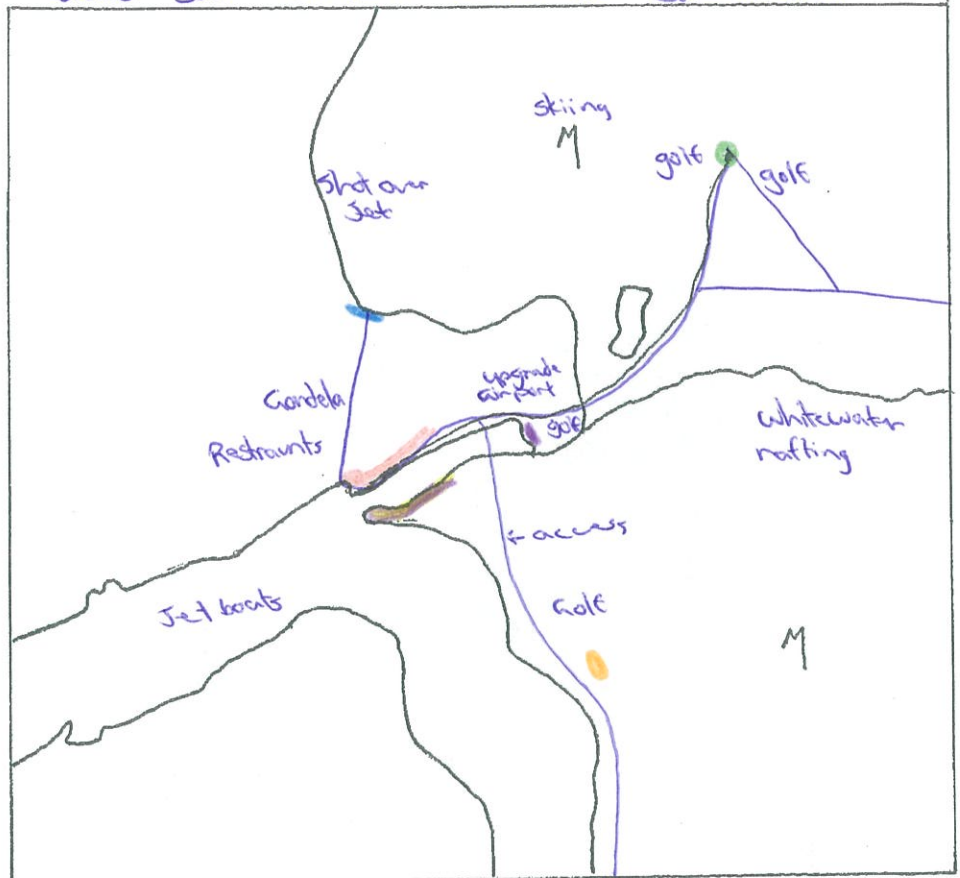
2005 saw 1 million visitors in Queenstown

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



soften policy in check
over 50 hotels
over 100 restaurants

Stage 4: 2005 to present

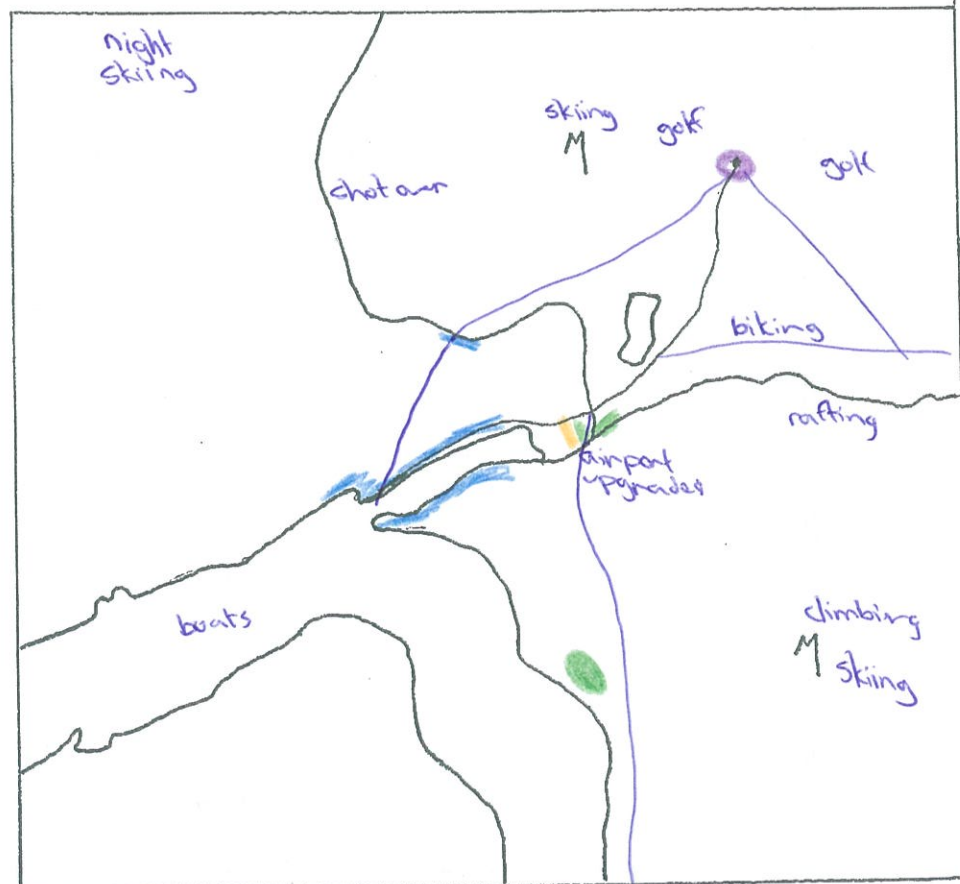
2015 saw 2.9 million visitors in Queenstown

Key:

-  Old housing areas
-  New Housing Areas
-  New Retail

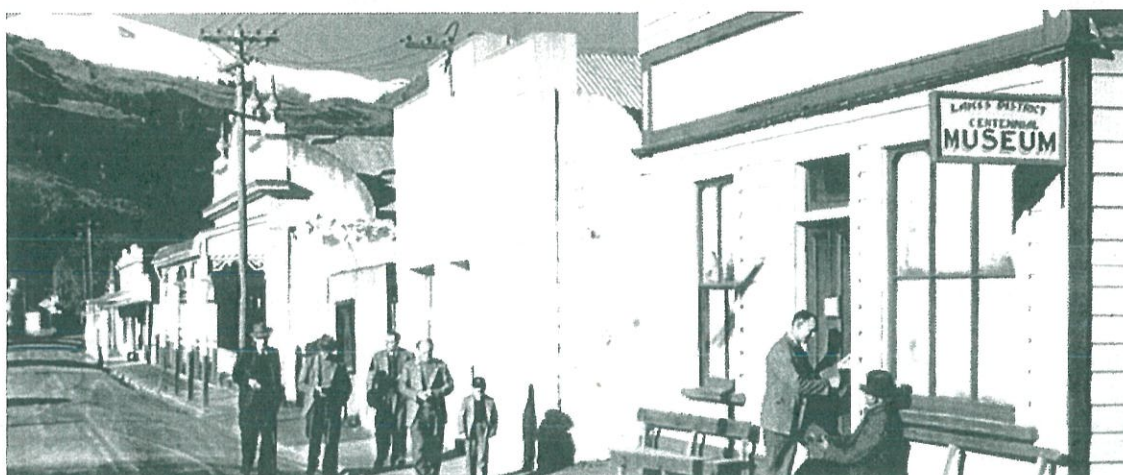
Key points:

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



over 100 hotels
137 hotels apartment
180 restaurants to cater for all

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