

# PurePods

## PurePods Limited

The PurePods concept is a suite of luxury glass cabins set in remote locations. The PurePods are self-contained and have a low environmental footprint. Tourism Growth Partnership funding will be used to establish 30 Pods throughout New Zealand in the next three years. This project is aligned to the Tourism Industry Aotearoa's Tourism 2025 framework of targetting for value and enhancing the visitor experience.

### The Challenge

- New Zealand's night sky is unique. Light pollution blots out the Milky Way for one-third of the world's population. The location and design of each PurePod is ideal for stargazing.
- New Zealand's natural environment is a drawcard for international visitors. A PurePod provides a unique and immersive New Zealand experience while also supplementing on-farm income for rural communities.
- PurePods are designed to cater for all seasons, including shoulder and off-peak visitors, via the innovative and patented heating systems.

### The Project

- Pure Pods will be identifying and partnering with landowners throughout New Zealand who have spectacular locations suitable for PurePods. Working with these partners to establish additional on-property experiences to further enhance the PurePod experience.
- Developing an integrated reservations and logistics system to provide a seamless guest experience regardless of the remoteness of each PurePod location.
- Building system productivity improvements to speed up the construction process in these remote locations.
- Targeting high-value visitors to explore New Zealand's regions across the year.

## Key facts

Programme start: October 2016

Length of TGP Funding: 3 years

TGP funding: \$475,000

Industry funding: \$475,000

