

# Redwoods Treewalk Night Lights

## Redwoods Outdoor Activities NZ Ltd

The night lights project will be a year round night experience. It will feature lighting of the 110-year-old Redwood trees and forest floor flora with custom designed elements from New Zealand design and sustainability champion David Trubridge. In addition, a purpose-built entry platform will replace the current staircase that will highlight the unique relationship between Trubridge and the natural elements of the Treewalk. The project aligns with the Tourism Industry Aotearoa's Tourism 2025 framework, by targeting for value through an outstanding visitor experience.

### The Challenge

- Commercial ventures that operated out of the Redwood Forest in Rotorua were limited. The forest was offering many opportunities for recreational users including mountain biking and walking tracks.
- The challenge was to create an inspiring eco-experience that operates outside of traditional daylight operating hours.

### The Project

- Redwoods Treewalk will develop a year round night lights experience that starts with a Trubridge-designed feature entrance, suspended itself from the Redwood trees. This will lead visitors to a viewing platform, from which the tree walk commences. The night lights experience will feature bespoke lighting and illumination of the 110-year old giant redwood trees and the forest ferns.
- In addition, suspended from the tree tops will be various Trubridge custom lights creating a gallery within the tree canopy.
- This new attraction will appeal to a diverse range of international visitors including incentive and business groups. The Redwoods Treewalk night lights experience is a unique opportunity to showcase and promote kiwi design in an inspiring natural setting, providing growth in export income for both tourism and manufacturing.

## Key facts

Programme start: June 2016

Length of TGP Funding: 2 years

TGP funding: \$328,445

Industry funding: \$345,445

Estimated potential economic benefits to New Zealand: \$2 million in first three years.

