

Wildwire Wanaka

Our Planet Limited

Based in Wanaka and located at the gateway to Mount Aspiring National Park, the Wildwire project is the only via ferrata waterfall climb in the Southern Hemisphere. Via-ferrata is climbing using fixed ladders, cables and bridges to be accessible for climbers and walkers of all abilities. The via-ferrata will climb to the top of a 700m twin waterfall, set amongst impressive views of both mountains and lakes and offering access to otherwise inaccessible places. The project is aligned to the Tourism Industry Aotearoa's Tourism 2025 framework, by enhancing the visitor experience.

The Challenge

- Visitor numbers in the Wanaka region are rapidly rising as a result of more direct flights coming into New Zealand and nearby Queenstown. This has resulted in opportunities for surrounding regions to provide adventure tourism products that offer a soft entry that is suitable for a range of visitors, from families to 'adrenaline junkies'.

The Project

- The Tourism Growth Partnership funding will be used for the construction of via ferrata to the top of the waterfall, trail development to the second waterfall and commercialisation of the Wildwire project. To ensure that visitors get to see iconic scenery in pristine conditions, a predator-proof fence is also being erected to keep the area in its natural state. Wildwire's appeal to a wide market extends beyond a traditional ski market to align with another of Tourism New Zealand's special interest markets - hikers and walkers..

Key facts

Programme start: October 2015

Length of TGP Funding: 2 years

TGP funding: \$124,281

Industry funding: \$124,281

Estimated potential economic benefits to New Zealand:

\$3.8 million over 5 years.

