

Attachment B: Lake Wanaka Photo Tours Proposal

Lake Wanaka Photo Tours

1. The concept:

This walk / bike is to celebrate nature's beautiful design: Lake Wanaka. Signs will be erected around Wanaka that perfectly frame the views from well known & unusual locations. This will be extended later to a driving route around the region.

We want people to take beautiful photos of the Lake Wanaka region and then share them on social media with their friends and family using the hashtags provided.

Will develop collateral around a town walk to the strategic photo points with a map provided at the i-SITE. There will be suggested short, easy routes through to longer more difficult routes that may also be ridden on a bike. There would be a page dedicated on the www.lakewanaka.co.nz website to explaining the walk and drive and the various points of interest.

A number of locations around town have been identified and at each point there would be a sign similar to the ones below. Together they would make a circuit walk around town of about half a day with shorter variations for people who have less time and energy.

2. Photo Points Around the Region:

The photo points identified around town are:

- #thatwanakaisite – start
- #thatwanakaseat – first seat on Millenium Walk
- #thatwanakatree - willow
- #thatwanakawharf - wharf
- #thatwanakamonument – war memorial
- #thatwanakahill – Mt Iron
- #thatpuzzle – Puzzling World
- #thatwanakabeach – Bremner Bay
- #thatcluthariver – Clutha River (Outlet Track)

The photo points identified around the region are:

- #thatripponvineyard - Rippon Vineyard
- #thatglendhuview – viewpoint at Glendhu Bay
- #thatcardronahotel – Cardrona Hotel
- #thathawealookout – Lake Hawea lookout
- #thathaweadam – the Lake Hawea Dam
- #thatneckview – the Neck
- #thatwilkinvalley – looking up Wilkin Valley from SH6
- #thatbluepool – the Blue Pools
- #thatredbridge – the Red Bridge
- #thatcluthanook – the Nook on the Clutha River

3. The Signs:

Below is an example of some signs used around the Wanaka region. They are about 1 metre tall and have a display panel on top. These ones are quite large but I envisage probably an A3 size display panel with information on the point of interest plus a QR code directing people to the website with the information on all the points of interest.



4. Suggested Wanaka Design Concept:



PhotoPoint



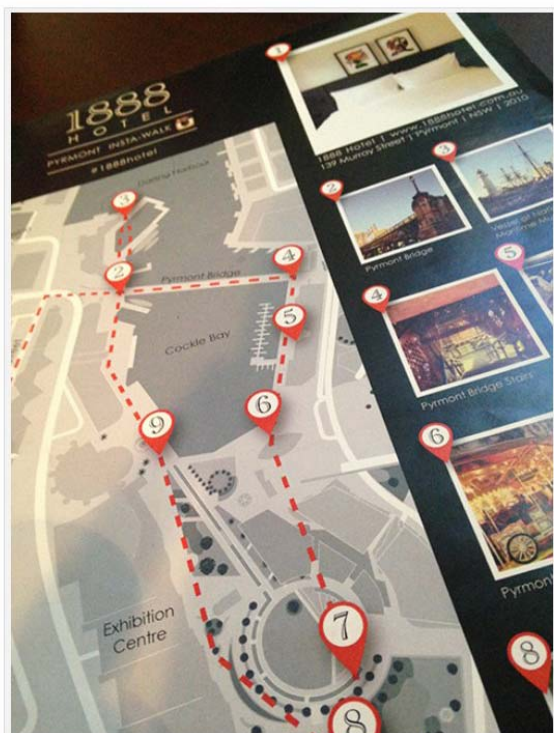


#thatwanakatree



5. Collateral Around the Walk and Drive:

- Develop a map like the one below to incorporate with our existing map and put in the Visitor Centre and on the notice board in town.
- Give various options from full walk to shorter walks.
- Develop a drive map to incorporate the touring routes which will encourage visitors to explore the region more
- Number the spots and have map co-ordinates
- Invite them to share their photos on social media and link them with # and @lakewanakanz to us
- Could use for photo contest at later date



Got some time before your room is ready? Take a stroll with Instagram!

What We Need:

Permission from council / community board to put signs up at the photo points identified in 2 above where possible. I understand that some will not be on Council land and we will need to get permission from the land owners e.g. DOC and NZTA.

If permission is granted I am happy to work with someone from the Community Board to help co-ordinate exactly where the signs will be located in various spots.

Lake Wanaka Tourism will pay for the signs, interpretation panels and installation.