

A unique place.  
An inspiring future.

He Wāhi Tūhāhā.  
He Āmua Whakaohoho.

VISION BEYOND 2050

We aspire to be a community that holds true to the values that collectively define what is unique about Queenstown Lakes District – our home. These vision statements underpin everything we do.



PRIDE IN SHARING PARADISE  
| KIA NOHO TAHI TĀTOU KĀTOA



THRIVING PEOPLE  
| WHAKAPUĀWAI HAPORI



BOLDLY EMBRACING  
MĀORITANGA  
| WHAKATINANA  
| TE AO MĀORI



FREE-THINKING,  
EXHILARATING OPPORTUNITIES  
| HE ŌHAKA TAURIKURA



SOARING CREATIVITY  
| WHAKAOHOHO AUAHATAKA



CLEAN CONNECTIVITY  
| TAIAO PARAKORE



A DEAFENING  
DAWN CHORUS  
| WARAKI



DISASTER-DEFYING RESILIENCE  
| HE HAPORI AUMANGEA



# Pride in sharing paradise

## | Kia noho tahi tātou kātoa

Our district is a place where we meet the challenges of growth through innovation and thoughtful management.

Our welcome is warm and genuine

Our experience is not diminished by growth

Our lives are enhanced by being the world's premier destination

We are the place the rest of the world cannot be – 100% authentic



# Thriving people | Whakapuāwai Hapori

Ours is the most accessible,  
barrier-free district in New  
Zealand for all people.

Our doors and minds are open; nobody feels like an outsider

Our young people seek a future here

Our health services are holistic and cater for all

Our people are inspired to be active and well

Everyone can find a healthy home in a place they want to be

Our community has a strong heart; whanau roots run deep





# Boldly embracing māoritanga | Whakatinana i te ao Māori



Queenstown Lakes is a truly bilingual district. Te Reo and English are spoken with one voice.

We celebrate the district's and Aotearoa's unique history

Our Māori ancestry and European heritage are both reflected

Our multicultural past and present enriches our district's future



# Free-thinking, exhilarating opportunities | He ōhaka taurikura

Our district is a place where the only limit  
to your career is your imagination.



Our economy is strong and diverse

Our local natural advantages are a springboard for learning, launching and leading

Our entrepreneurial free spirit sees opportunities from cradle to grave

We are enabled by technology; connecting locally, regionally and globally with ease



# Soaring creativity | Whakaohoho Auahataka

Queenstown Lakes is  
a place where arts and  
culture offer challenge,  
inspiration and  
opportunity.

Our breath-taking landscapes and diverse people are reflected in a strong arts culture

Our place is a byword for brilliance, where locally-distinct arts attract people to live, work and be inspired

Patronage and participation exists beyond venues and facilities



# Clean connectivity | Taiao Parakore

We travel around our district in the cleanest, greenest ways.

Our travel is innovative and progressive

Our trails inspire and demand respect

Our active travel is both accessible and exhilarating

Our towns, villages and people are linked

Our public transport is an irresistible choice





# A deafening dawn chorus

## | Waraki

Our forests flourish and are predator-free  
under our kaitiakitanga.

Our children become the future guardians of our incredible environment

Our people respect the privilege of accessing our rivers, lakes and mountains

Our forests flourish and are predator-free under our kaitiakitanga

Our waterways are drinkable

We set the standard for regenerative and low-impact living





An aerial photograph of a steep, rocky mountain slope. A paved road winds along the edge of the cliff. A large area of loose rocks and debris has slid down the slope, partially blocking the road. Several people are standing on the road near the landslide. The background shows more of the mountain and some distant structures.

# Disaster-defying resilience | He Hapori Aumangea

Queenstown  
Lakes is a place  
that is ready and  
prepared for  
every emergency.

Our people stand tall through any challenge

Our communities are resilient

We can respond, manage and care for others

Recovery empowers our people



We are only limited  
by our imaginations

