

GLENORCHY
MARKETPLACE PROJECT
PO BOX 135, GLENORCHY 9350

Environmentally Sustainable Visitor Lodging Project to Take Root in Glenorchy

All Profits to Benefit Glenorchy Community Trust

FOR IMMEDIATE RELEASE

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Glenorchy, New Zealand, 12 August 2014 – The rural community of Glenorchy will be getting a new general store and expanded range of accommodation options on the site of its old general store and Holiday Park. The multi-phase, three-year project will seek to serve as a model for environmental sustainability for accommodations in New Zealand. “It will bring construction jobs, local employment opportunities, and give tourists more reasons to stay overnight to explore our scenic community,” said Pete Reid of Pete Reid Contracting in Glenorchy.

Currently in the design, concept and consenting stage, the three-hectare project will offer a variety of visitor lodging options from tenting and RV/campervan sites to multi-bed bunkhouses and uniquely designed garden cottages. The general store will provide a full range of retail goods and services requested by locals and visitors. Input and feedback for the project design and services has been gathered from over 200 members of the 360-person Glenorchy community, as well as from visitors, Queenstown residents and New Zealand tourism and hospitality industry experts. The goal is to create an authentic, warm, welcoming place to rest, nourish and discover more about the Glenorchy area.

“More than 100,000 travelers visit Glenorchy’s stunning natural setting at the ‘head of the lake and the heart of the mountains’ each year, but many turn around and make it a day trip due to a limited range of accommodations and food options and a lack of understanding of the myriad of things to do in the area. This project will serve as a magnet to draw added attention and visitor dollars to Glenorchy and all it has to offer,” commented David Kennedy, Regional General Manager for Ngai Tahu Tourism.

The temporary working name for the old campground and general store site is the Glenorchy Marketplace Project. A formal name that will reflect the range of amenities that will be available is being sought.

In a first for the South Island, the project will be seeking NetZero energy certification for the much of the development, including Phase I, the campground, RV/campervan and affordable shared bunkhouse cabins for trampers, school groups and others. This comprehensive sustainability certification outlined in the [Living Building Challenge](#) is the highest standard for

environmental sustainability in the world today. The Phase I build-out, slated to begin in January 2015, will also include a community kitchen, dining room, public showers and a covered campfire shelter. The existing campground and store has been closed until the renovations are complete.

The project will be located on the site of a 40-year-old Holiday Park, incorporating five small adjacent parcels that have been acquired to allow for compliance with current QLDC requirements and restore a native landscape to provide natural beauty and additional green space for visitors. The planned facilities will mirror the previous business by providing accommodations for up to 100 overnight guests, but designed for year-round use and at lower density. In addition to low-cost shared accommodations the project will include: uniquely designed multi-bedroom garden cottages, a general store, a café serving healthy snacks and takeaway meals, a community classroom that can also serve as a theater, artist-inspired restrooms for day visitors, and an organic garden. The lush native plantings will help re-establish the native bird population in the area. A 'Head of the Lake' activities bookings desk will help reveal the myriad of things visitors can do in the Glenorchy area and learn more from community residents about the natural environs, history, local businesses and people that make this region so unique.

All profits from the operations of the project's accommodations, café and store will flow to a community trust that will be directed by local residents, to support community projects.

The land for the project has been purchased by Glenorchy homeowners Paul and Debbi Brainerd, U.S. citizens who have been visiting New Zealand for 18 years and who have a successful track record of sustainable, environmentally-sensitive, community-based projects in North America such as [IslandWood](#) and the [Brainerd Foundation](#). Locally, the Brainerds have spearheaded efforts over the past two years to bring high-speed Internet access to Glenorchy and instructional iPads to the students and teachers of Glenorchy School.

"I am really pleased that this project is focused around sustainability. It's a new direction for Glenorchy and having an example of the 'Living Building Challenge' unfurl on our doorstep will hopefully have big benefits for our community," said Amanda Hasselman, farmer.

The project lead is Queenstown businessperson and experienced tourism CEO Michelle Trapski, recently retired as CEO of AJ Hackett Bungy and Active Adventures. To guide the development of the NetZero environmental impact aspects of the project, the owners have retained sustainability design consultant Tricia Love, BEng, CEng MCIBSE, GSNZAP, who recently led the sustainability design team for the Te Wharehou o Tūhoe, the new Tūhoe headquarters in Taneatua, near Whakatane.

Pending a positive outcome from the consenting process, currently underway, groundbreaking for the project will commence in January 2015.

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For more information, please contact Leslie Van Gelder at leslie.vangelder@gmail.com or [03-441-2944](tel:03-441-2944). The project website, which will be updated on an ongoing basis, is www.glenorchymarketplace.co.nz.