



Lonely Planet names Queenstown a "must-see Kiwi destination"

The new edition of the internationally popular Lonely Planet guidebook released today (Tuesday 19 August), rates Queenstown highly in the travellers handbook.

"If Queenstown didn't exist, someone would have to invent it. With a cinematic background of mountains and lakes you actually have seen in the movies, and a 'what can we think of next?' array of adventure activities, it's little wonder that the South Island's premier tourist town tops many travellers' Kiwi itineraries." (p. 609)

Widely considered as a 'travel bible', the 14th edition of the New Zealand guide describes Queenstown as *"looking like a small town, but displaying the energy of a small city."* (p. 610)

"More gung-ho visitors to Queenstown might be happiest dangling off a giant rubber band, but as they're submerged in the icy Kawarau River, they'll be missing out on some of Central Otago's most interesting vineyards just up the road. A glass of the area's outstanding Pinot Noir, or a mouthful of river water? Mmm...tough choice." (p. 622)

Destination Queenstown General Manager, Marketing Graham Budd says the new edition is a true reflection of what Queenstown has to offer.

"Queenstown does have the reputation as the adventure capital of the world, but we are also a sophisticated and cosmopolitan resort, with excellent food and wine, day spas, and golf courses.

"The message that you don't have to be an extreme adventurer to enjoy your time in Queenstown is an important one, and a key part of our identity that's successfully hitting home with many visitors."

Mr Budd said Lonely Planet was considered an objective travel guide, and an important and influential marketing tool.

“Whilst we have no control over the content, we do know that next to word of mouth, guidebooks are the second most influential resource in the travel planning process.”

In a recent Lonely Planet poll of 17,500 travellers worldwide, New Zealand was voted 5th most popular destination for travellers to visit next, rising from 9th place in last years' survey.

Ends

Contact:

Please contact Naomi Lindsay at Browns Sotheby's International Realty for all information regarding the attached, any of our properties and photography.

M +64 21 942 502
T +64 3 450 0482
E Naomi.lindsay@sothebysrealty.com
Brownssothebysrealty.com
Po Box 1595
Queenstown
New Zealand