

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

FOR IMMEDIATE RELEASE:

*Cardrona Alpine Resort*

*Wanaka, NZ*

*March 1st, 2016*

**RE: CARDRONA WINTER SEASON PASSES ON SALE AND VALLEY VIEW BASE UPGRADE**

Cardrona Alpine Resort’s 2016 ‘Earlybird’ season pass sale has just been released, with developments announced for the base area of Valley View Quad for season pass holders.

Cardrona’s many Winter 2016 developments include a new ‘ski-in, ski-out’, 200 vehicle carpark on skiers’ left of Valley View Quad base. This means that any guest who already has a lift pass can save 10 minutes on their trip to Cardrona, with the new car park only 25 minutes’ drive from Wanaka and 50 minutes from Queenstown.

The Valley View base area will have a small new café named ‘Little Meg’, for anyone needing breakfast and coffee before hitting the slopes. Little Meg Café will also include toilet facilities. More exciting developments for Winter 2016 will be confirmed over the coming weeks.

“The Valley View developments will be an awesome bonus to every season pass holder this winter – getting to leave your car further down the road, be the first to get your coffee and jump on the lift before anyone else,” says Cardrona’s General Manager Bridget Legnavsky.

Continuing from last year, Cardrona are offering both Unlimited and Saver season passes. The Unlimited Pass is valid for skiing and snowboarding for the entire season, while the Saver Pass includes the whole season except the NZ/Australian July school holidays (July 2nd – July 24th).

**MORE**

Saver and Unlimited pass holders are eligible for discounted skiing and snowboarding at other resorts across New Zealand including Mt Ruapehu, Porter Heights, Rainbow, Mt Lyford and Mt Dobson. Unlimited pass holders will also receive Real Journeys Real Rewards discounts, 21 free days skiing/snowboarding in Colorado (7 days at Winter Park, Steamboat and Copper) and discounts on coffee, retail and rental up Cardrona.

Cardrona are also excited to announce a new relationship with Hoshino Resort Tomamu, which offers Gold and Unlimited pass holders 7 free days of skiing/snowboarding in Hokkaido, Japan. Terms and conditions apply.

For the all-round alpine enthusiast, the Cardrona Gold Pass is available to purchase for the 2016 winter and the 2016/17 summer seasons. The Cardrona Gold Pass includes skiing, snowboarding, mountain biking and walking across all four seasons.

Cardrona holds the longest ski season in the Southern Lakes, opening from Saturday June 11th to Sunday October 9th.

Adult winter season passes start from $599. For more information on winter season passes and pass holder benefits, visit [www.cardrona.com/earlybird](http://www.cardrona.com/earlybird).

**ENDS**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Media Enquiries:*

Bridget Legnavsky

General Manager

Cardrona Alpine Resort

bridget@cardrona.com

Phone 0275 500 818

**About Cardrona Alpine Resort**

Cardrona Alpine Resort is a New Zealand-owned ski resort nestled in the Crown Range between Wanaka and Queenstown. With a fun-filled, family atmosphere coupled with wide, open runs and an abundance of intermediate terrain, Cardrona is welcoming and enjoyable to ride. Cardrona is also the home of the NZ Park and Pipe team, with world-class freestyle facilities including a World Cup Slopestyle Course and Australasia’s only 22ft World Cup Halfpipe. Cardrona has on-mountain accommodation, 5 distinctly different cafes, four kids' centres, and a highly qualified and experienced ski and snowboard school. In the summer months Cardrona is open for mountain biking and other alpine adventure activities. Cardrona Alpine Resort is a wholly owned subsidiary of Real Journeys Ltd.