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FOR IMMEDIATE RELEASE:

*Cardrona Alpine Resort*

*Wanaka, NZ*

*4th April, 2016*

**RE: CARDRONA CELEBRATES SUCCESSFUL SUMMER SEASON**

Cardrona Alpine Resort are celebrating a successful summer season, after operations closed yesterday. With more year-round staff, developments for the upcoming winter season and a range of summer products, the 2015/16 season has been the beginning of Cardrona’s goal to become a true year-round resort.

Following four weeks of mountain biking in the 2014/2015 summer, Cardrona has been open for its longest ever summer season – from December 27th 2015 through to April 3rd 2016.

After the launch of the Bike Park last summer, this year Cardrona offered more trails built for every level and opened the McDougall’s Quad for easier access to beginner trails. A new pump track in the base area proved a favourite for both beginner and experienced mountain bikers. Cardrona also hosted successful mountain biking events, including the 2016 Altherm Window Systems NZ Mountain Bike Nationals and the Cardrona Mega Avalanche.

This summer Cardrona introduced a Southern Hemisphere first – mountain carting. The three-wheeled carts were designed in Germany with a low centre of gravity and hydraulic disc brakes especially for the mountain environment. With help from the carts’ designer, Cardrona built specialised beginner and intermediate/advanced trails that hundreds of visitors enjoyed over summer.

This summer has also seen hundreds of guests flock to the mountain to take in the views of the Southern Alps by walking and sightseeing, in both day and night. Newly-built walking tracks included a short stroll to the Cardrona summit and a more adventurous loop track to Captain’s Basin. Alpine by Night allowed visitors to experience Cardrona by night and stargaze at the top of McDougall’s Quad.

**MORE**

“We started as a bike park but we’re more than that now,” says Cardrona’s Head of Sales Mat Woods. “We now have a vast array of products that appeal to the entire summer market.”

With the inclusion of the summer season, Cardrona has now doubled its permanent, year round staff numbers from 15 to 30. Around 100 staff were employed for summer operations.

The summer operations have had a huge impact on winter developments, including trail building, carpark developments and Base/Captain’s Basin building upgrades. Work that is usually outsourced and normally takes place in April/May, is now spread across the summer by Cardrona’s year-round staff.

“We’re beyond excited about how much we’ve been able to do and offer this summer,” says Cardrona’s General Manager Bridget Legnavsky. “With a greater number of full time, year-round staff, we’ve managed to do so much more and stay ahead of the game for winter.”

Next summer Cardrona hope to extend their summer offering further with more beginner mountain bike trails and extending their current network of intermediate and advanced trails. Cardrona also hope to extend carting trails to the bottom of Whitestar Express for a full-mountain carting experience.

For more information on summer at Cardrona, visit <http://www.cardrona.com/summer-at-cardrona>

**ENDS**

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**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.