

**CARDRONA**  
ALPINE RESORT / NEW ZEALAND

**TREBLE  
CONE**



**WINTER 23**

# ***Media Pack***



**A Real Experience**

## **Important** INFO

### **Cardrona's winter season:**

June 17 - October 15, 2023

### **Treble Cone's winter season:**

June 24 - October 1, 2023

### **General media and influencer requests:**

Jen Houltham (RealNZ PR & Partnerships Manager)

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### **Cardrona/Treble Cone media spokesperson:**

Laura Hedley (General Manager of Experience)

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Filmmakers and photographers will need to fill out [this online form](#) before arrival.

Find our lift pass and package pricing [here](#).


## **Social** MEDIA

### **Check in:**

Cardrona Alpine Resort, NZ / Treble Cone Ski Area

 [Cardrona Alpine Resort, NZ](#)

 [Treble Cone Ski Area](#)

 [@cardronanz](#)

 [@cardronaparksnz](#)

 [@trebleconenz](#)

### **Hashtags:**

#cardronanz / #cardronaparksnz / #treblecone

## **Imagery** for MEDIA USE

**Photos** (low res - high res available on request):

[Cardrona](#) / [Treble Cone](#)

**Video:** [Cardrona](#) / [Treble Cone](#)





## **About** TREBLE CONE

Treble Cone is an intermediate and advanced skier's dream, with the most challenging in-bounds terrain in New Zealand. Overlooking Lake Wānaka and the Matukituki Basin, Treble Cone has the country's most spectacular ski area view, and skiers come from far and wide to experience it. Since the purchase of Treble Cone by Cardrona Alpine Resort, consistent investment has been put into the ski area to improve season length reliability, including snowmaking and power upgrades. Treble Cone is a stalwart of the Wānaka winter scene, with a loyal tribe of local skiers and snowboarders who call TC home.



## ABOUT ***Cardrona Alpine Resort***

Founded in 1980, Cardrona Alpine Resort is New Zealand's most popular ski area, where everyone's a VIP - from beginners and families, to Olympic and X Games athletes.

Cardrona's 3 vast basins are home to NZ's first cabin-style lift - the McDougall's Express Chondola and the Southern Hemisphere's most extensive terrain parks and pipes. Wide, open trails offer some of NZ's best snow conditions, thanks to high altitude and an innovative snow management system. Take an easy drive from Queenstown or Wānaka and be welcomed with genuine Kiwi hospitality.

In the summer months Cardrona is open for mountain biking, carting, conferences and other alpine adventure activities.

## ABOUT ***Cardrona Parks***

Cardrona is the home of the New Zealand Park and Pipe team, with world-class freestyle facilities. Cardrona has 4 terrain parks at progressive levels, including a World Cup Slopestyle course. Cardrona is also home to Australasia's only 22ft Olympic standard Halfpipe, a 12-14ft International Halfpipe, a giant Big Air jump and a world-class gravity cross course. Cardrona Parks hosts many events, including the Winter Games NZ.

The North Face Cardrona Park Crew are dedicated to producing progressive and internationally recognised terrain park features & courses. They regularly build, test and maintain all features.



## WINTER 2023 ***at Cardrona and Treble Cone***

In 2023, Cardrona and Treble Cone become the first New Zealand ski areas to actively manage capacity, addressing on-mountain experience challenges from the past couple of winters. The full update can be found online [here](#).

### **Buying online**

In 2022 Cardrona and Treble Cone launched a new online system, making it easier for our guests to buy online. It also means anyone visiting our mountains will be able to pick up their RFID lift passes at a kiosk, instead of lining up at Guest Services. That also means anyone who needs to chat to our team will be seen quicker... it's a win-win!

### **The big guns**

Investment in snowmaking continues at both Cardrona and Treble Cone, with both snowmaking guns and water storage improvements for 2023. This ensures season length reliability at both mountains.

### **A place to share**

As well as being our Wānaka home for ticketing, rentals and retail, Cardrona and Treble Cone also look after a full café/restaurant/bar at 50 Cardrona Valley Road. Après Wānaka has a unique indoor/outdoor setting and is also available for venue hire. If you're visiting us this season, we'd love you to come check it out and enjoy a cold one while we get you sorted ahead of a day on the slopes.



## OUR MOUNTAINS, *our future.*

Our sustainability initiatives remain a key focus for Cardrona and Treble Cone in 2023.

This year our guests can also donate to our Cardrona Foundation projects when they buy online!



### Catch the bus

We know that one of our biggest footprints comes from our access roads, with tens of thousands of cars driving up and down to Cardrona and Treble Cone every winter. To mitigate this environmental impact, our access road shuttles (from the bottom of each mountain) are free of charge. Our guests can take the bus up and get dropped off right outside the Ticket Office.



To encourage our guests to carpool, we have assigned safe ridesharing locations on both mountain access roads, and we work closely with ridesharing app [Snowriders.nz](https://www.snowriders.nz/)



### Pack in, pack out

We no longer supply landfill bins at either Cardrona or Treble Cone. We will have various recycling and food scrap bins, and we don't sell anything in our food and beverage outlets that has packaging that needs to go to landfill. Guests are more than welcome to bring their own lunch, but we ask them to take any landfill rubbish home. Even better - pack a lunch with reusable, recyclable or compostable packaging! In 2021, this initiative reduced our waste to landfill by 41.15% at Cardrona, and 67.23% at Treble Cone compared to 2020.





## OUR STORIES *Winter 2023*

### Buying online

Like Country Calendar, but for snow sports.

The training ground for current and future Olympians, Cardrona Parks is home to the Southern Hemisphere's most extensive terrain parks and halfpipes. Follow the Cardrona Parks NZ crew for a behind-the-scenes look at how they are created, and watch New Zealand and the world's best push them to their absolute limits.

Watch Moving Mountains online [here](#).

### Have It All

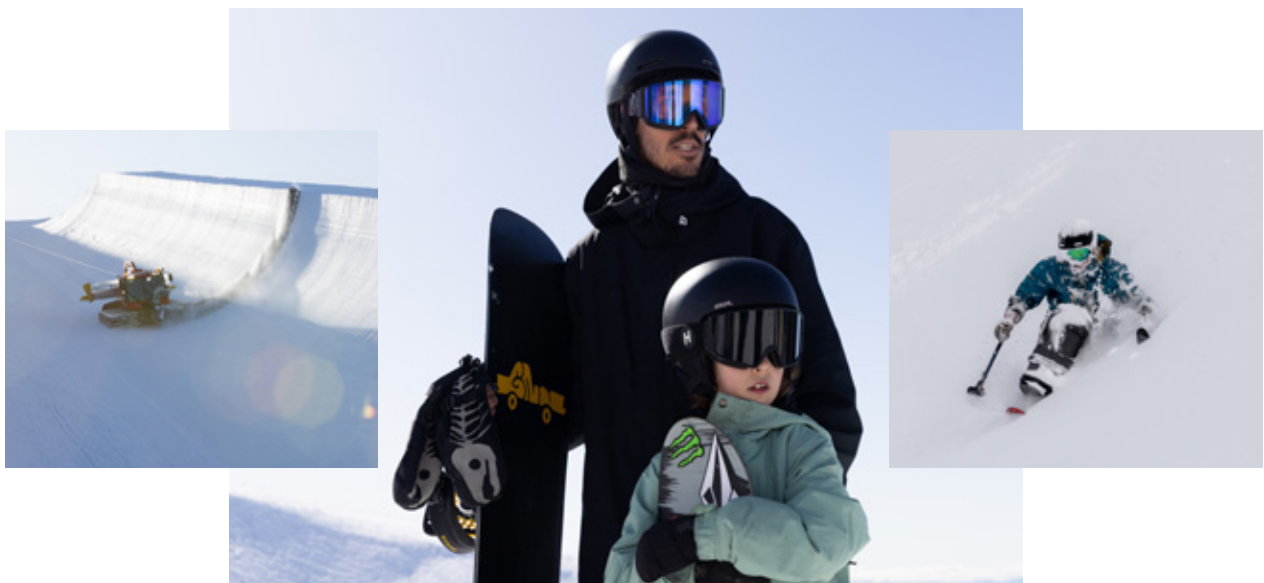
For local Wānaka legends Abby and Will Jackways, having it all means experiencing it all. From being young professional snowboarders at the top of their game, to escaping into the mountains with friends and family, and lately, seeing their own kids start making core, unforgettable memories in the mountains. For Abby and Will, having it all at Cardrona and Treble Cone has been a lifelong journey that has helped shape who they are as people. Having it all is more than skiing and snowboarding. It's the gift of being in the mountains.

Watch Have it All online [here](#).

### Just Another Summit Story

Hiking, skiing and snowboarding the Treble Cone summit is a rite of passage for many who visit our slopes. In Winter 2022, a new group of skiers took that rite of passage... because we believe this is an experience that should be accessible to all. #AllIn

Just Another Summit Story will premiere in June 2023 at Cardrona and Treble Cone's Wānaka Welcome to Winter film night.







## WINTER 2023 - *Events Schedule*

JUNE 17		<b>CARDRONA OPENING DAY</b>
JUNE 24		<b>TREBLE CONE OPENING DAY</b>
JUNE 25		<b>MOUNTAIN BIKES ON SNOW</b>
JULY 8		<b>MCPARK DOUBLE DOWN RAIL JAM</b>
JULY 9		<b>WĀNAKA SNOWSPORTS CLUB RACE YOUR MATES</b>
JULY 15		<b>CARDRONA KIDS' CUP SLOPESTYLE</b>
JULY 21		<b>PĪKI MAUNGA RANGATAHI (BIG MOUNTAIN YOUTH)</b>
JULY 22		<b>PARK ATTACK SLOPESTYLE</b>
JULY 26		<b>MOUNT ASPIRING COLLEGE CHAMPS</b>
JULY 30		<b>CARDRONA INTERFIELDS</b>
JULY 31		<b>OTAGO SOUTHLAND SECONDARY SCHOOL CHAMPS</b>
AUGUST 4		<b>CARDRONA ALPINE SKI MASTERS</b>
AUGUST 5		<b>TC ALPINE SKI MASTERS</b>
AUGUST 6-11		<b>FIS TECH SERIES</b>
AUGUST 12		<b>TC MINI MOUNTAIN</b>
AUGUST 13		<b>TC SNOWBOARD BANKED SLALOM</b>
AUGUST 15-20		<b>SPECIAL OLYMPICS NATIONAL WINTER GAMES</b>
AUGUST 20		<b>T-SKI GNARLOM</b>
AUGUST 21		<b>SSNZ SLOPESTYLE SHOWDOWN</b>
AUG. 25 - SEPT. 9		<b>WINTER GAMES NZ JUNIOR WORLD CHAMPS</b>

Subject to change



## WINTER 2023 - **Events Schedule** *CONTINUED*

SEPTEMBER 11-12		<b>NATIONAL JUNIOR &amp; PARA ALPINE CHAMPS</b>
SEPTEMBER 13-17		<b>JOSSI WELLS INVITATIONAL</b>
SEPTEMBER 19		<b>UPPER CLUTHA PRIMARY SCHOOLS RACE</b>
SEPTEMBER 21-23		<b>NZ ALPINE YOUTH CHAMPS</b>
SEPT. 27 - OCT. 3		<b>SSNZ CARDRONA FREESTYLE NATIONAL CHAMPS</b>
OCTOBER 1		<b>TREBLE CONE CLOSING DAY</b>
OCTOBER 15		<b>CARDRONA CLOSING DAY / THE FUN NEVER STOPS</b>



Subject to change

## Cardrona KEY STATS & FACTS

**Base Area Elevation:** 1670m

**Highest Lifted Point:** 1860m

**Vertical Rise:** 600m

**Terrain:** 400 hectares

- 25% Beginner
- 25% Intermediate
- 30% Advanced
- 20% Expert

**Lifts:**

- 1 express Chondola – 8-person gondola cabins, 6-seater chairs
- 2 quad express chairlifts
- 2 quad fixed chairlifts
- 3 surface conveyor lifts (1 covered)
- 1 platter tow lift



- Beginner ● Intermediate ● Advanced ● Expert ● Lifts
- Area Boundary ● Feature Size ● Slow Zone ● Terrain Park ● Hike to exit
- Ski Patrol ● Info Hub ● Ticketing ● Rental ● Snow Sports School
- Accommodation ● Toilets ● Retail Shop ● Parking ● Lockers
- Long Term Storage ● Free WIFI ● Workshop ● Restaurant
- Childcare ● Tools ● Coffee ● Bar





TREBLE CONE **Key Stats & Facts**

**Base Area Elevation: 1260m**

### Highest Lifted Point: 1960m

**Vertical Rise: 700m**

**Longest Run: 4km**

**Terrain: 550 hectares**

- 10% Beginner
- 45% Intermediate
- 45% Advanced

### Lifts:

- 1 express 6 seater
- 1 quad fixed chairlift
- 1 platter tow lift

