



▶ AROUND THE BASIN

Contact Details: +64 508 QTCYCLE

Web Address: www.aroundthebasin.co.nz

Owners: Steve Norton and John Knight

Services Offered: Cycle Hire and Guiding

Around the Basin offers cycle and equipment hire, transport and guiding service for visitors to any of the cycle trails around the Wakatipu Basin. Established in 2012 in readiness for the southern summer, Around the Basin is located at the base of the Skyline Gondola. It provides a bike for every occasion – from the popular expedition class ‘Easy Rider’ to more technically suited bikes for experienced riders.

OPPORTUNITY

Identifying the opportunity

Owners Steve Norton and John Knight are keen multi-sporters and cyclists. The development of the Queenstown Trail and other local trails cemented their interest in offering awesome cycling experiences to short or long stay domestic and international visitors. With two lakes three rivers and gorgeous mountains on the doorstep, and four other New Zealand Cycle trails easily accessible, the guys see a great opportunity to provide visitors with bikes and expertise so they can experience Queenstown and its surrounds in a personal and memorable way.

SOLUTION

Offered Products

Around the Basin hires a variety of cycles and cycling equipment whether it's for a half day bike ride or five to ten day stay to explore the area. They will fit their customers to the perfect bike and kit them out with everything they need for their stay.

Transportation can be arranged to or from anywhere on the trail. After an exhilarating ride from Queenstown to Arrowtown and then to the Bungy Bridge (about 34 km) there is good interest in having transport arranged back to town from the local wineries.

Alternatively people can be driven to a start point to bike the whole trail or the parts that suit them best. Guided side-by-side riding is proving popular and German, French and Japanese guides easily arranged.

Marketing Focus

Around the Basin is an Official Partner of Nga Haerenga, The New Zealand Cycle Trail. Since establishment, Steve and John have been working closely with tourism operators in the area to ensure visitors can access exactly what they want. They have also decided to work with a promotion specialist to help raise awareness of their business.

- Promotion of their product has been centred on their website. Their product also features on The Queenstown Trail website in the operator directory.

- They have worked with a daily deal site to raise awareness of Around the Basin and its services.
- Working closely with the regional tourism organisation responsible for the marketing Queenstown, Destination Queenstown (DQ), has provided Around the Basin with the opportunity to be part of DQ's marketing programmes along with cycling focused businesses.

RESULTS

With just two months of operations underway, it's early days for Around the Basin.

- For now they have four part time staff currently involved in this new business and will draw on others on an as needed basis.
- Good referral business from their tourism networks is a priority.



Key to success:
"Customisation. We want everyone to be as comfortable as possible so they fully enjoy their exploration of the area in the best way for them."

Future focus area:
"This is Queenstown so a little bit of luxury is a must. We are putting together a three-day lux package for summer that will take in three of the Nga Haerenga trails, a night at Wanaka and trip on the Earnslaw to experience more fantastic southern cycling. A great way to enjoy the region is to have everything taken care of."

Words/Favourite one liner to share:
"Great hospitality and some of the cycling best scenery in the world, what more can you ask for?"

