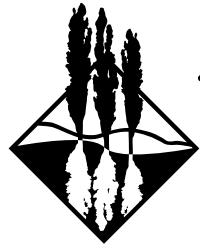


MEDIA & INFORMATION PACK



Three Parks

PROUDLY PRESENTS:

Wheels at Wanaka

AT
EASTER WEEKEND

Buzzing with energy, Wheels at Wanaka is huge! With over 50 acres of entertainment, outputting tonnes of horsepower – we've vintage tractors, steam engines, dirt bikes & ATV demos, an earthmoving extravaganza and a non-stop parade ground programme. **It's history in motion!**



Join us for New Zealand's **BIGGEST SHOW ON WHEELS**
Saturday 8 & Sunday 9 April 2023

If it's got wheels or tracks it will be on display!



HISTORY IN MOTION

1,800
MACHINES

25,000
Attendees

16
Traction
Engines

550
TRACTORS
& FARMING
HERITAGE

450
CARS

150
Oxford Rally
Land Rovers

270
TRUCKS

63
Clubs

100
EARTHMOVERS

**Wheels AT
Wanaka
EASTER WEEKEND**

2021



Three Parks
WANAKA • NEW ZEALAND

Economic Impact Analysis 2021

A significant impact to the economy with **\$10.3 million** of total direct spending & \$6.9 million attributed to event motivated expenditure. Trade sales estimated to be \$750k+.

Overall ratings of the Show were high:



98%
positive on
overall atmosphere



97%
positive on
overall experience



97%
positive on
enjoyment at the event



94%
positive on
value for money



63%
said the show **exceeded their expectations**,
34% said it met expectations and just 2% did not
have their expectations met.



82%
are likely to
attend next year

VOLUNTEERS



93%
rated the **volunteer
experience** as good
or excellent



75%
are likely to
volunteer again

EXHIBITORS



95%
rated the **overall
exhibitor
experience** as
good or excellent



91%
rated the **cost of
exhibiting** as good
or excellent



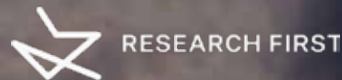
80%
are likely to
exhibit at the next
event



**HEARTLAND
TRACTOR TREK**

\$130k+
raised via
Wheels for
Heart Kids NZ

\$55K+
RAISED FOR
CHARITY



WHAT THEY SAID...

“ Let me say, what an event it was. In every respect, the 2021 event almost doubled in size from the first, which ran in 2019. There was something for everyone, the show living up to its promise of ‘the best trucking weekend of the year’. And we know that even some of the most die-hard truckies there were impressed.

I’ve never been to a show like it. Over three days, we collectively photographed hundreds of gigs of footage and images and walked tens of thousands of steps more than at the average truck show. It’s probably fair to say that Wheels at Wanaka is New Zealand’s new truck-show standard-bearer. ”

Dave McCoid, Editor, NZ Trucking Magazine

“ The overall organisation and commitment of all involved with this event was incredible.

We heard it was big, yet you have to go to appreciate it all. Good variety of food stalls, child amusement, shopping opportunities for the ladies, the chairs were an unexpected bonus thank you very much, the organisation to keep the parade on time was incredible as well.

Well worth the trip, cost, time and effort. Thank you, thank you so much. ”

Anonymous Patron



STRONG MEDIA UPTAKE

National, Regional & Local TV, Radio, Press & Social Media Coverage.

Media Partners 2021:

- NZME
- Allied Press Otago
- Radio Wanaka
- NZ Trucking Magazine

\$150K+
AD VALUE

WATCH 2021
WHEELS AT
WANAKA VIDEOS

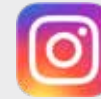
YouTube

DIGITAL MEDIA



Facebook

7,000 Likes
190,000 Reach
1,006 Enthusiasts



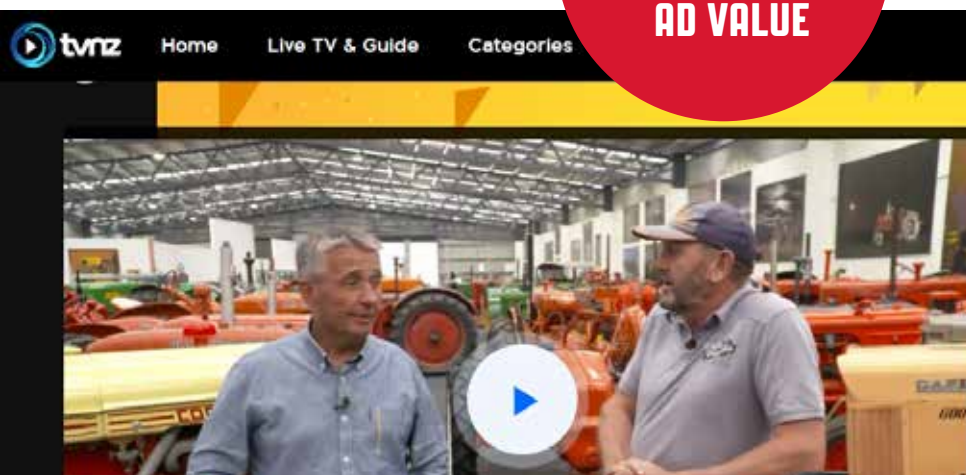
Instagram

1,000 Followers
and growing



Website

6,000 Visits/day



THE BEST TRUCKING WEEKEND OF THE YEAR... TRUCK YEAR!



Celebrate the rigs and rogues of the industry at New Zealand's biggest all-vehicle show.



Wheels at Wanaka, Easter Weekend 2021, Friday 2nd – Sunday 4th April
Buy tickets, register your rigs in the Southpac Truck Show and learn more at www.wheelsatwanaka.co.nz



Built for future generations

History is something that we have a good deal of experience from 80 years of operation. But we tip our hat to some of the history on display at Alan Clapp's Tractor Show in Wanaka. We built this project to not only provide a unique collection of tractor machinery from New Zealand's past, but to preserve it for future generations to enjoy.
See this tractor collection along with classic cars, trucks and well moving machinery in action at Wheels at Wanaka this Easter weekend. www.wheelsatwanaka.co.nz
Let's talk smarter property and building solutions. Calder Stewart



COME SEE
GREG MURPHY'S LIVE RZR DEMONSTRATIONS.

Join us at the Dirt Pit this Easter, Sat 3rd & Sun 4th April. Sign up for an action packed demo ride for a donation to Otago Rural Support. Your driver might even be Murph! An experience sure to get the adrenaline pumping.

NEW ZEALAND TRUCKING

Proud Platinum Media Partners of the Southpac NZ Truck Show – Wheels at Wanaka 2021



OUR POINT OF DIFFERENCE

- **Unique destination event – 25,000 domestic attendees,** travelling >2hrs+, growing international interest.
- **Not for profit, family friendly, community event** – kids under 12 go free.
- **History in motion** – our success is down to our passionate enthusiasts
- **Keeping it fresh** – including the latest and greatest models – it's great see first-hand how far we've come over the last century.
- **A celebration of nation builders** – we are the people and have the machines that made New Zealand great.
- **Characters & personalities** – we've got plenty of stories to tell.
- **Surprise and delight** – we aim to present “never been seen before” collections, all in motion. In 2021 we presented “125 Years of Grading in the Terra Cat Earthmoving Extravaganza, and the “Oxford” Land Rover Rally; both first run experiences.



DRAFT SITE PLAN 2023



To discuss media and promotional opportunities at Wheels at Wanaka please contact:

ANNABEL ROY

Media & Promotions Manager
media@wheelsatwanaka.co.nz

027 485 0028

THANK YOU TO OUR 2021 PARTNERS



WITH SPECIAL THANKS TO OUR HOST & PLATINUM PARTNER

Three Parks

WANAKA NEW ZEALAND

PLATINUM PARTNERS



GOLD PARTNERS



COMMUNITY GRANTS



SILVER PARTNERS



BRONZE PARTNERS



FOUNDING PARTNERS

