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QUEENSTOWN TRAILS TRUST APPOINTS SPORTING EVENT SPECIALISTS TO MANAGE MOTATAPU

The Queenstown Trails Trust has appointed major sporting event specialist Lagardère Unlimited Oceania to manage the annual Motatapu event.

The Trust purchased the Motatapu last year running it for the first time under the Trust umbrella in March 2014, which also marked the tenth anniversary of the high profile off-road pursuit from Wanaka to Arrowtown, via the Motatapu Valley.

Trust CEO Mandy Kennedy says there was a record breaking 4,116 entries in the 2014 Motatapu.

“The positive feedback we have received from sponsors, entrants, volunteers and the community has been most encouraging. There is significant potential for the Motatapu to grow further and we have exciting and innovative plans to create new events to appeal to a wider cross section of people. With this in mind we also require the services of a professional sporting event company such as Lagardère to deliver the Motatapu and help us take it to an even greater level.”

Ms Kennedy says not only will the new partnership enhance the Motatapu experience but it will also increase profits back to the Trust.

“The Trust purchased the Motatapu as a means of providing ongoing funding for the development and maintenance of walking and cycling trails in the Wakatipu Basin and by partnering with Lagardère we are able to take advantage of their expertise and extensive national and international sporting connections. Through this network entries from the Auckland and Australian markets in particular are expected to grow and help increase the overall profit for the Trust.”

Ms Kennedy says that the appointment of the management company allows the Trust to focus on its core business of developing and maintaining trails in the Wakatipu.

“We are confident that with the solid reputation Lagardère has established as a sporting event specialist the Motatapu will be in excellent hands. “

Lagardère Unlimited Oceania will stage the inaugural Air New Zealand Queenstown International Marathon in Queenstown on November 22 2014 using some sections of the 100km Queenstown Trail and CEO Dave Beeche is upbeat about further cementing their relationship with the Trust.

“We had already named the Queenstown Trails Trust as our official charity for the marathon with a portion of each entry being donated to assist with work on the trails. Our new partnership agreement, which will see us managing and delivering the Motatapu on the Trust’s behalf, is an exciting development and we look forward to playing a more integral role in the Queenstown sporting event experience.”

Ms Kennedy says there has also been strong support from Motatapu sponsors who welcome the appointment of professional sports event specialists.

“Our family of sponsors also recognise the significant benefits for the Trust and the Motatapu event of engaging Lagardère’s expertise. It is a win-win for everyone involved.”

FOR FURTHER INFORMATION:

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