TONE OF VOICE

This document is used in conjunction with the official Brand Guidelines and provides guidance to Skyline’s Tone of Voice for Queenstown specifically. Any changes are to be considered by the Marketing Manager before being published.

BRAND ESSENCE (from Brand Guidelines):

Welcome

The Skyline brand is a bold portrayal of the word ‘Welcome’. Staff and visitors should always be shown up close, with wide smiles and an obvious sense of enjoyment connected to whatever activity they represent.

The Skyline brand should be remembered by visitors as welcoming, fresh, innovative and inspiring.

KEY WORDS

Welcoming, Top, View, Fresh, Bright, People, Fun, Excitement, Discovery, Spectacular Views, Stunning, Sunshine, Blue Skies, Enjoyment, Contemporary, Family.

BRAND VALUES

FUN; for people of all ages and abilities

MEMORABLE; we aim to give everyone a positive lasting impression of their Skyline experience

SOLID; trusted, solid reputation for service and professionalism
SOCIAL TAGS

@skylinequeenstown
#skylinequeenstown #queenstowngondola
#lookingoutforqueenstown (Sponsorship theme for volunteer crews)

@skylinestargazing
#skylinestargazing #stargazingqueenstown

@skylinemtb
#rideqt #skylinemtb #ridemorenz

KEY IMAGES WITH CAPTIONS

› LOGO: Skyline Queenstown
› LOGO: “There’s more to enjoy at Skyline Queenstown”
› LOGO: “Once is never enough”
› Gondola “Take a ride in the iconic Skyline Gondola and discover a view you’ll never forget”
› Luge “Enjoy the thrill of the downhill Luge and you’ll quickly find that once is never enough”
› Stratosfare “Enjoy a dining experience that is out of this world at Stratosfare Restaurant and Bar”
› Stargazing “Journey into the hidden world of the Southern night sky with a Stargazing tour at Skyline Queenstown”
› Mountain Biking “Take on the legendary trails of the Queenstown Mountain Bike Park with our gondola-assisted MTB lift.” (Open from September to May)
› Market Kitchen “Pick and Go from a selection of fresh, local fare at Market Kitchen” or alt pic
› Gift Shop “Find that unique gift for that special someone at the Skyline souvenir shop”
MARKETING COPY

25 words
Take a scenic ride on Queenstown’s iconic Skyline Gondola and discover unforgettable views, mouth-watering cuisine, the thrill of the downhill Luge, and more.

50 words
Take a scenic ride in the iconic Skyline Gondola and discover spectacular views of Queenstown and beyond. At the top, enjoy the thrill of the downhill Luge, a Queenstown 'Must-Do'! Treat yourself to delicious cuisine at Stratosfare Restaurant & Bar or discover the hidden world of the night sky with a Stargazing Tour.

75 words
Take a ride in the iconic Skyline Gondola and enjoy a spectacular panoramic view of Queenstown and the surrounding mountains. But there's more to enjoy than just the view! Get your fix of downhill fun with the Luge, treat yourself to delicious cuisine at Stratosfare Restaurant & Bar or discover the hidden world of the night sky with a Stargazing Tour. Situated an easy five-minute walk from Queenstown, a visit to Skyline is a must.

100 words
Take a ride in Queenstown’s iconic Skyline Gondola and enjoy a spectacular panoramic view of Queenstown and the surrounding mountains. But there’s more to enjoy! When you get to the top, discover a host of family-friendly activities on offer. Get your fix of downhill fun with the Luge, settle in for a relaxing evening with the best of New Zealand and international cuisine at Stratosfare Restaurant & Bar, or journey into the hidden world of the Southern night sky with Skyline’s guided Stargazing experience. Situated an easy five-minute walk from Queenstown, a visit to Skyline is a must!

150 words
Take a ride with the Skyline Gondola to the top of Bob’s Peak and enjoy panoramic views of Queenstown and the surrounding mountains. There is plenty to keep you entertained while you take in the scenery. When you get to the top, discover a host of family-friendly activities on offer. Get on a chairoilf to the Luge Top Station, get on our purpose-built Luge carts and take an exciting, downhill ride on over 800 metres of banked corners, tunnels and dippers to a backdrop of stunning views – you’ll find out that once is never enough! Or settle in for a relaxing dining experience with the best of New Zealand and international cuisine at Stratosfare Restaurant & Bar. After dark, journey into the hidden world of the night sky with Skyline’s guided Stargazing tours. Located an easy five-minute walk from the centre of town, a visit to Skyline Queenstown is a must do!
One of the first sights to captivate visitors on their arrival to Queenstown is the distinctive outline of the Skyline complex, perched high above the town on Bob’s Peak. Exclusively accessed by scenic Gondola rising 450 vertical meters, Skyline Queenstown is a ‘must-do’ attraction during your visit to Queenstown, New Zealand. The 220 degree panoramic views from Coronet Peak to The Remarkables and across Lake Wakatipu to Cecil and Walter Peak, are truly breath-taking.

Skyline features a world class restaurant and bar – Stratosfare - offering premium cuisine with views to match. For something more casual, enjoy delicious tastes from around the world made fresh by our talented chefs in the Market Kitchen.

Or, take a chairlift from the Skyline complex to access the Luge Top Station and start of the scenic and advanced Luge tracks where the young and young-at-heart, can experience the thrill of the downhill Luge in our non-motorised Luge carts.

After dark, explore the beauty of the night sky with our Stargazing tours, for a unique and awe-inspiring experience. Or check what’s on at the Moonlight Theatre.

We offer extensive private function facilities that can cater for any occasion, with all our function spaces designed to capture the magnificent views. Plus we are a Qualmark Enviro Gold & Endorsed Visitor Activity.

With over 50 years of operation, Skyline Queenstown has welcomed over 10 million visitors since the original Gondola was installed in 1967. From humble beginnings, the proudly New Zealand owned and operated company has evolved into a world class facility, offering guests a unique and fun filled experience.

**Stargazing – Skyline Queenstown**

The night sky is as fascinating as it is beautiful. Explore the galaxy and learn about the stars, nebulae and planets that make up our solar system and beyond. Our knowledgeable and experienced stargazing guides will meet you at the top of the Gondola before leading you up Bob’s Peak where, with our powerful telescopes, you can be amazed by sights not visible to the naked eye. A Canada goose down jacket will keep you cozy and warm, even on the crispest winter evenings then finish the night in our bar lounge. A truly unique and memorable experience, Skyline Queenstown’s Stargazing tour is a must do.

**Stratosfare 60 words**

Located at the top of the iconic Skyline Gondola in Queenstown, Stratosfare Restaurant & Bar is the perfect place to enjoy a sumptuous buffet-style dinner. The stunning views are a perfect match for our menu of iconic New Zealand and international cuisine- from fresh seafood to prime cuts and a wide choice of vegetarian dishes, there's something for everyone.
Luge

Accessed via a scenic trip up the iconic Skyline Queenstown Gondola, the Luge is a fun and exciting, downhill ride on a gravity powered cart. Get on a chairlift to the Luge Top Station, get on our purpose-built Luge carts and take an exciting, downhill ride on over 800 metres of banked corners, tunnels and dippers to a backdrop of stunning views! With a scenic and more relaxed Blue Track, as well as the thrilling Red Track, there is something for everyone – you’ll find out that once is never enough!

Child friendly Luge

Take a trip on the iconic Skyline Queenstown Gondola for a day of family fun!

The Luge is a gravity powered ride that is fantastic fun for all ages. The unique design of the braking and steering system gives the rider full control whilst twisting and turning down the specially designed Luge tracks. With a scenic and more relaxed Blue Track, as well as the thrilling Red Track, there is something for everyone – you’ll find out that once is never enough!

Age and Height restrictions:

- Children must be at least 6 years old and 110cm or taller to be allowed to ride the Scenic Luge Track unaccompanied.
- Children must be 135cm or taller to be allowed to ride the Advanced Luge Track unaccompanied.
- Children under the age of 6 years old or under 110cm can ride the Luge in tandem, with an adult aged 15+ years at a cost of $2 per ride (Future Luge Rider).

Market Kitchen

Pick and Go from a selection of fresh, local fare at Market Kitchen. From quality barista made coffee to authentic Italian pizza and indulgent cakes; there’s something for everyone, and it’s all served alongside sensational views.

Skyline Queenstown & Rotorua Blurb

Located in Queenstown and Rotorua, Skyline New Zealand has something for everyone!

As well as the tranquil uphill Gondola ride, Skyline offers plenty of other attractions for all the family. Get your heart racing with a thrilling downhill Luge ride or take in a powerful Maori cultural performance. Stratosfare Restaurant & Bar offers sumptuous fresh local cuisine that can be enjoyed whilst taking in the stunning views, or treat yourself to something light and tasty from our Market Kitchen. Explore the galaxy with evening Stargazing tours that are a truly unique and memorable experience. Skyline is home to some of the most spectacular views in the country and is a must-do during your visit to New Zealand.
With over 50 years of operation, Skyline has welcomed millions of visitors since the original Gondola was installed in 1967. From humble beginnings, the proudly New Zealand owned, and operated company has evolved into a world class facility, offering guests a unique and fun filled experience.

**Marketing Slogans and Lingo**

“There’s more to enjoy”

“Once is never enough” (Skyline Luge)

“Combos” (Gondola + Luge Combo, Gondola + Dinner Combo, etc.)