



## **Hanmer Springs**

To arrive at Hanmer Springs is a wonderful escape. The locals talk of the calm and peace that comes over them as they traverse the Waiau Ferry Bridge, through the cutting and look down over the magnificent Hanmer Basin. Visitors say they do not want to leave. The beauty of the valley you drive down into from the Bridge is immense with a brilliant green landscape of forests and paddocks overlooked by the majestic mountains. In autumn, the colours simply take your breath away.

Your journey here will take you via the winding road in through the beautiful Waiau Valley, with the river flowing serenely alongside you, as you gently climb towards the Hanmer Springs turnoff, leaving the state highway behind. Just 150 kms from Christchurch and approximately 350 metres above sea level you will find yourself in New Zealand's only Alpine Spa village, with mountains towering 1800 metres around you, many a favourite for trampers and walkers alike. The streams are snow-fed, the Heritage Forest is diverse and the farm pastures a mixture of green and gold.

Hanmer Springs' Alpine Spa village is famous for the healing hot springs that are fed from the famous thermal springs deep below. The Thermal Pools and Spa Resort are world famous and can claim many awards equal to celebrated European Spas. The village is a busy alpine thermal resort getaway with a unique mix of attractions, (skiing, mountain biking, hiking, jetboating and golf), making it a genuine year-round destination. Future developments are already in the pipeline to ensure the village remains a favourite for Cantabrians & kiwis alike. Fresh mountain air, the silent nights, the clear starry night sky, the scent of lush forests and streams - this and more is beautiful Hanmer Springs.

## **Business Overview – a trusted iconic Hanmer Springs brand**

Hanmer Apartments (HA) opened in 2009 having been designed & custom purpose built as a 4 ½ star property. Regular guest reviews confirm the business has continually achieved a very high rating from inception. The business is highly rated on booking sites such as Booking.com & Expedia. It has also achieved 8 times, a Trip Advisor "Travelers Choice Award". TripAdvisor gives a "Travelers Choice Award" to accommodation that consistently earns great reviews from travelers to be ranked within the top 1% of properties on TripAdvisor globally. Five times HA has been ranked in the top 2 Family Hotels in NZ, including being ranked number 1 in NZ in 2018 & number 2 for the entire South Pacific (Family category stopped after 2018). Every other year HA has won a Tripadvisor "Certificate of Excellence" which ranks the property in the top 10% globally. HA has a 5 out of 5 satisfaction result (rated excellent) from over 750 Trip Advisor customer reviews and is always ranked in the top 2 motels in Hanmer Springs. Amy & Shane, the current & original owners, have worked very hard over the past 15 years (since built) to ensure that HA maintains the very high standards that the business reputation is based on.

With a focus by the owners on quality, personal service & eminent customer satisfaction, it is easy to see why HA has established such an enviable reputation & won numerous awards. All systems are in place to run this 4 ½ star rated turnkey business with ease. Every aspect of maintenance, décor, fit out, chattels are superbly presented, future proofing for new owners to make this "move in ready". A great option for early retirement, you can operate the motel when you like, and keep the enormous space for extended family use when you don't. The present owners take many holidays themselves; they block off periods when they'll be away.

### **Accommodation features**

Unique in the accommodation industry is the size of HA, just 4 two-bedroom apartments available to guests, plus luxury home for personal residence. The 4 motel apartments (all 2-bedroom) are split into 3 with a mezzanine bedroom above the lounge and 1 as an access (no stairs) apartment. The Mezzanine interior has soaring ceilings rising to an apex of over 5m, flooded with natural light by expansive windows & skylights. The layout provides for an open plan lounge, dining kitchenette, hallway, 2 bedrooms & bathroom. Each bathroom features good quality fixtures & fittings including corner showers (with built in seat), wall mounted vanity units & heated towel rails. All four apartments were professionally decorated (plaster / paint & new carpet) in June 2024, so no outlay is required as they look just like new. All 4 apartments are ground floor entry, making them ideal for guests who don't like stairs. Each apartment has its own patio area (with outdoor tables, chairs and umbrellas for guests' enjoyment) & leads out to a huge backyard which features some playground equipment. There are barbecues available for hire. There is a dedicated car park for each unit plus 2 for the owner as well as an oversized double garage which incorporates the laundry & a 3rd separate toilet for the house (or cleaners if required). All units are double glazed and fitted with separate heat pumps for superb comfort both summer and winter. Kitchenettes are a feature in all units allowing guests to prepare "in-house" meals if they wish. In-room items include a generous selection of teas, coffee & hot chocolate. Smart TVs in each apartment include free Netflix subscription & free WIFI. Each apartment ticks off all the Healthy Homes standards & requirements.

## **Customer Profile**

HA appeals to a wide range of the travelling public, both domestic and international. Guests of all ages from young adults to retirees enjoy the unique friendly personal experience. The primary market is for families (50%) often enjoying a special occasion or just "timeout". Couples (35%) also stay and really enjoy HA's quiet modern spacious apartments. The other 15% of stays is made up of friends meeting up. The village is limited in 2brm apartments of this high standard.

## **Promotion & Marketing**

All promotions & marketing are performed by the owner in very little time at no cost. Bookings are managed with the "Freeonlinebooking" software, which is an integrated channel management system that creates a fully automated booking service. The motel features live inventory on over 10 web sites such as Expedia, Booking.com etc. with easy access to add more if desired. The seamless automated booking process is managed on-line. This system allows the motel operator to manage rates and availability 24/7 based on supply and demand at the click of a button. Rate yield is an important part of the business operations and the automated system makes it very easy to manage for both forward business and last minute "on the day" sales. Thereby maximizing the yield on each apartment everyday.

An easily managed, low-cost website, is included which can be altered within minutes if or when required. Regular search engine optimization (SEO) has been performed on this website to gain excellent visibility to potential visitors over the years.

There are many ways in which the business is marketed at no cost, such as the following:

- Twice yearly newsletters to the guest database (only domestic) – over 1,640 emails, using the free service within MailChimp.
- "Special deals" on the NewZealand.com website which link back to our website [www.hanmerapartments.co.nz](http://www.hanmerapartments.co.nz)
- Gift Vouchers promoted on the website which sell well.
- Social Media templates already set up to promote various features via free channels (scheduled on Facebook).

## **Guest Services**

HA are somewhat unique in providing many services to guests free of charge. For example, towels for the thermal pools, Wi-Fi internet access to each unit, and a very popular Netflix. We also have a safe storage unit for our guests' mountain bikes.

## **Cleaning & Laundry**

HA is committed to caring for our environment and planet. You will find our Sustainability Policy at the end of this document.

The laundry inside the double garage has two washing machines (one for guests to hire) and two dryers. Sheets and pillowslips are laundered off-site by Linen Master based in Christchurch. Bath towels, hand towels, bathmats, facecloths, tea towels and dishcloths are laundered on site.

### **Reception / Office**

Walk into the beautiful Riverstone lined reception area to a fully equipped office with a multi-function printer (scanning, printing and photocopying) & computer. Cloud backup is installed to ensure the essential reservation system keeps functioning during a power outage & when you may be away on holiday. The computer has the Microsoft office suite of software as well as other essential software for motel operations (e.g. photo editing etc.).

### **Financial Performance – established income stream**

Extensive records are available with bank statements going back to 2009. In summary the business has performed consistently well through variable commercial environments over this time. Occupancy has been maintained at a high level. Separate documentation will be provided with detailed financial data covering the past 4 years, once a non-disclosure statement has been signed.

### **The benefits of having a strong New Zealand domestic customer base**

- Over 1,640 domestic customer database.
- The length of stay is 2-3 times longer than internationals.
- The demands on staff are lessened.
- Housekeeping costs are lower due to less room turnovers.
- They tend to book directly with us which equates to a better net rate (less commissions)

### **Post Covid-19 Pandemic**

HA performed incredibly well during the 2020-21 financial year. After being closed for most of April & May 2020. Numbers have steadily returned since the pandemic & look like continuing.

Unlike other South Island tourist destinations, Hanmer Springs has traditionally appealed to the New Zealand domestic market, topped up by international visitors over the summer months. Annually international guests historically make up approximately 20% of the Hanmer Springs visitor numbers. This mix of guests has ensured that the business has thrived in the new "post-Covid" trading environment. The overseas visitors are the "icing on the cake."

Looking forward, we see continued growth, as the international tourist market has recovered to 80% of pre-covid levels & will continue to rise in the future.

### **A very desirable Location & Building**

Architecturally designed two level colonial style building having a total floor area of 497m<sup>2</sup> (inc mezzanines / attic is 610m<sup>2</sup>). Divided into two separate wings, functional accommodation & a captivating 4brm, 2 living + office dwelling. Impeccable throughout, located at the start of a quiet street off the main throughfare, it enjoys a sunny aspect, 360 degrees views and minimal noise disruption from the busy activities of an alpine tourist village. Guests can walk 1km to the Thermal Pools, shops and restaurants in under 15 minutes. The original landscaping, now matured, creates a special environment with excellent street appeal via beautiful riverstone features & attractive linear board. Colourful hedging and many flowering shrubs & fruit trees create a unique timeless environment.

### **Superb Freehold Opportunity**

With established income stream from a trusted iconic Hanmer Springs brand, Hanmer Apartments. Here is your chance to realise a long-held lifestyle dream, in a very desirable location.

The property is freehold with no lease over it. You can do with the property whatever you like, including many options to expand.

## **Owners' Residence**

The owners' residence is separated from the apartments by an oversized double garage (inc 3<sup>rd</sup> toilet, laundry & internal access) plus backyard fence. A 4-bedroom, 2 living, +office, luxury modern home to release your inner comforts & lifestyle. It is warm & comfortable in the winter with a log fire in one of the lounges & a heat-pump in the other lounge. A heat transfer system along with an HRV system complements the air circulation. Internal storage has been well thought out with all bedrooms having a double built-in wardrobe (main has walk-in robe) plus 2 double cupboards (for linen) & an extra walk-in linen cupboard for accommodation linen. Complementing this is a walk in storage cupboard as well. The attic also acts as storage for everything else. A spacious open plan layout features 2 living areas separated by a magnificent kitchen, comprising stone benchtops, lacquered cabinetry, integrated high end stainless appliances including a double wall oven, four plate induction hob (plus plumbing for gas), rangehood, Fisher & Paykel double dishwasher, central island stone workbench & a walk in pantry. Quality appliances and stylish choices make this kitchen not only functional but also a focal point of the home for any promising master chef. The master suite is a luxurious haven, complete with ensuite which includes a bath (next to window) as well as shower. The 3 other oversized bedrooms provide plenty of space for everything you may need. Both bathrooms feature a bath & separate shower. Quality carpet throughout the living areas with bamboo flooring in the kitchen & dining room. An extra wide concertina flyscreen & bifold doors enhance the indoor-outdoor flow to a covered sheltered Al Fresco dining area (including permanent outdoor heater) with postcard perfect alpine views & outdoor entertainment area capturing all day sun.

## **An alpine village lifestyle dream, all day sun with postcard perfect views**

Are you wanting an alpine village lifestyle where you can live & work on-site (2pax for 20 hours/week) with no staff required?

Work in the mornings, have lunch, then afternoons are free for mountain-biking, walking, skiing or swimming!

This property is "move in ready", architecturally designed with uncompromising quality to create a "one of a kind" lifestyle investment.

This is a rare opportunity to live, work & play in NZ's best village, just 90 minutes from Christchurch. On show here is a "one of a kind" lifestyle with plenty of options & scope for expansion, this really is a great well-being investment. Hanmer Village is just 1km away, close enough to be part of the action but far enough away for privacy.

## Features:

- 497m2 Floorplan (610m2 inc mezzanines / attic)
- 2695m2 land (fully fenced)
- Fully consented by council for all improvements made
- All day sun with postcard perfect views 360 degrees
- Just 1km from village, cafes, golf course & thermal pools
- Certified Fire Alarm system
- Self-contained owners accommodation, flowing layout (4brm 2 living) together with separate 2brm apartments combining to create spacious floorplans with luxurious finishes
- Mix of painted Linea weatherboard, Rockcote plaster & Riverstone exterior walls combine to show off a truly stunning building complex
- Powder coated double glazed aluminium window joinery & roofing of coloursteel tile construction
- Attractive colonial style gable areas featuring timber post & stone pillars extend from the building providing for covered entranceways & outdoor living areas
- Glass covered walkway over the apartments provides all weather access with concrete patios extending off the all day sun northern side
- Large concrete curbed asphalt sealed driveway extends to internally accessed garaging facilities & car parking spaces
- Ensuite with oversized main bedroom
- Outdoor entertainment area
- 5 patios
- Garden shed, firewood storage & compost areas
- Instant gas hot water
- 6 heat pumps, heat transfer kit
- Certified fireplace in house
- HRV system in house
- Bamboo floorboards in kitchen / dining
- Broadband connection
- Built in double robes in 3 brms & walk in robe in main brm
- 2 double cupboards plus walk in cupboard for all linen storage as well as another walk in cupboard for general storage
- Attic acts as overflow storage
- High end stainless steel appliances throughout exceptional kitchen
- Chattels list extensive inc Hot Springs Spa (for personal use only) & fully furnished in all 4 apartments
- Oversized double garage plus 6 car parks
- Minimal noise, situated in quiet area
- Mature easy-care landscaping & garden provide privacy & relaxation
- Fruit garden includes raspberry, blueberry, boysenberry & fejoas, as well as plum & apple trees in established garden
- Quality street appeal, some say the best in the village
- Ticks all Healthy Homes standards & requirements
- Replacement valuation for building alone is over asking price (before land) based on independent registered valuer used by insurance company
- Private sale, deal with owner, not a real estate agent

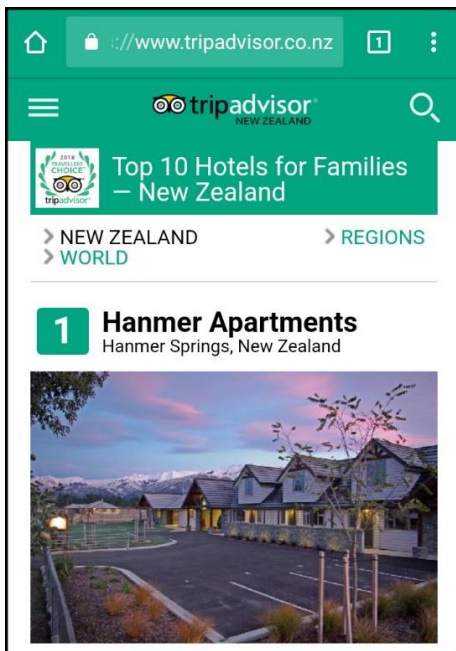
Only viewing this property will give you a full appreciation of what is on offer – make the call today to view the numerous opportunities presented here.

Phone Shane Cundy during business hours on 0272270236 or 03 3157135



# Hanmer Apartments

Rated "Top 25" for the entire South Pacific in the "Small Hotel" award. Ranked in top 1% of properties worldwide.



# Responsible Tourism Statement



**Hanmer Apartments** understands that all businesses create an environmental and social impact through their activities. Ours is no exception. We will try to actively reduce any adverse effects through buying wisely, using resources efficiently, disposing of waste responsibly, and providing an environmentally and socially responsible experience to our customers.

We undertake to:

- Train our staff to make them aware of our environmental commitment and how they can be involved.
- Inform our service providers of our environmental goals and ask for assistance in meeting targets and strive for continued improvement in this area.
- Promote the benefits of environmental and social responsibilities to our customers.
- Give employees a directive and the opportunity to recycle rubbish.
- Reduce the amount of waste going to landfill by separating it for recycling.
- Recycle all plant & fittings used in operations where possible (e.g., furniture, linen, appliances)
- Reduce waste by not purchasing products with excessive packaging and not printing unnecessary emails.
- Send all batteries and electronic equipment to recycle depots for safe disposal.
- Purchase consumables locally where possible, to help reduce carbon emissions from transport.
- Sponsor regional events and awards.

*We will also strive to be involved in community initiatives where we can influence positive outcomes by promoting our responsible tourism policies.*

We also pledge to apply the following principles across all aspects of our business:

- Avoid polluting land, air and water.
- Avoid depleting natural, non-renewable resources.
- Treat employees, suppliers and customers fairly and with respect.

***We welcome any comments to help improve our impact on the environment.***



# Sustainability



## *Our Environmental Promise to You:*

**Welcome to Hanmer Apartments. We hope you enjoy your experience with us.**

We believe in protecting the beautiful environment of Hanmer Springs and the Hurunui District that we live in and enjoy and want to ensure that both our children and your children and grandchildren can visit and enjoy it too. Hanmer Apartments is participating in Sustainable Tourism to ensure that our business and our guests experience can be the best it can through a sustainable viewpoint. We will try to actively reduce any adverse effects through buying wisely, using resources efficiently, disposing of waste responsibly, and providing an environmentally and socially responsible experience to our guests.

### *Hanmer Apartments is reducing our energy demand by:*

- Offering a towel and linen change agreement which ensures you are helping the environment by reducing energy and water use.
- Hot water system is “on-demand” use only to save energy when not being used.

### *Hanmer Apartments is reducing our waste by:*

- Giving you the opportunity to recycle your rubbish.
- Sorting & disposing of all our recyclable material at the local recycling refuse station.

### *Hanmer Apartments is conserving water by:*

- Using devices in taps and shower heads to reduce water volume.
- Using dual-flush toilets in all bathrooms.
- Using timers on all irrigation systems and watering at appropriate times to minimise evaporation.

### *Hanmer Apartments understands the importance of a wise buying policy by:*

- Purchasing locally, which helps reduce carbon emission from transport.
- Buying toilet paper and in-room amenities made in New Zealand.
- Buying as many of our consumable products that are made in New Zealand.

### *Hanmer Apartments understands that we are part of our local community and participate in it by:*

- Supporting local Schools - both primary and high school in many ways.
- Donating accommodation to local event organisers for various occasions.
- Donating our downgraded linen to local youth adventure camp operators
  - Donating surplus bedding & kitchen items to various charitable organisations.