



The Essence of Central Otago

LAST, LONELIEST, LOVELIEST



HEAR THE DIFFERENCE

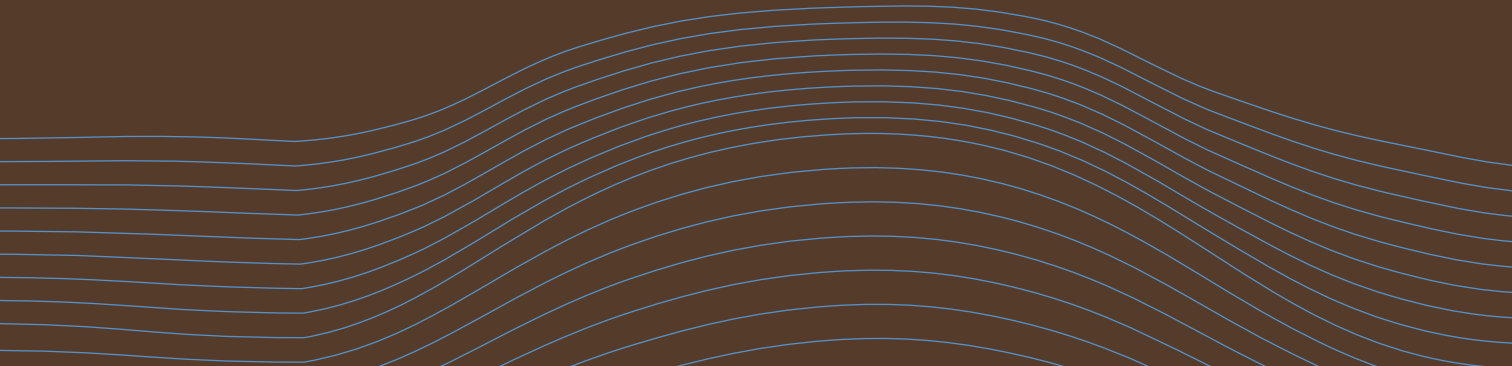


LAND



A place
where respect
for the
land
prompts
sustainable
solutions

Vast uncompromising beauty, the silence, the exhilaration of solitude



Noble-natured
people,
strength, bravery,
ingenuity,
high spirited,
evoking freedom
and pride



The child in all of us wants to soar like the Karearea on the summer winds high above

LIVING THE DIFFERENCE



the hills against a deep blue sky



SEE THE DIFFERENCE

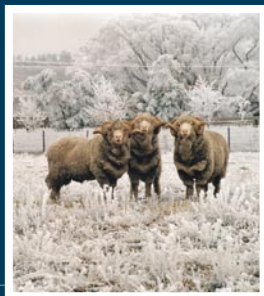
MAKING THE

From the
harshest of
climates comes
the finest
of produce



This is a place to plant your dreams and watch them prosper

DIFFERENCE



TASTE THE DIFFERENCE

A DIFFERENT LIFE



A DIFFERENT TIME





Central Otago
is thought
provoking and
restorative

The landscape and its people offer a lifestyle with refreshing openness and honesty. A way of life that shuns pretension, where true merits are valued and provide a deeper sense of satisfaction



A DIFFERENT

Visitors to this
environment reflect
on their complex lives
when they experience
the clear and
simple definitions of
nature in
Central Otago



The wanderluster who longs to land a trophy from the clear streams that finger their way across the vast, open spaces. They rediscover themselves amidst the rugged ridges and delight in the relaxation of dining at night below a star studded sky by a warm hearth accompanied by the evocative flavours of a hearty Pinot Noir.

ESCAPE



A DIFFERENT PAGE

IMAGINE

SEEING OUR WORLD AS THE KAREAREA MIGHT. A VAST LAND OF
UNCOMPROMISING BEAUTY. UNDULATING GOLDEN HILLS.
VAST OPEN SKIES. BRIGHT SEASONS' COLOURS  UPLIFTING









VALUES

WE HAVE INHERITED A MAGNIFICENT NATURAL AND HISTORIC WEALTH. A WORLD OF DIFFERENCE. WE MUST CELEBRATE AND PROTECT IT. TOGETHER WE CAN BUILD ON ITS UNIQUENESS AND MAKE A BETTER WORLD FOR THOSE THAT SUCCEED US.



Central Otago, affectionately called "Central" by those that know it well, covers an area of 10,000km and has fewer than 17,000 permanent residents. You will notice a change of pace when you come here.

-  Major Roads
-  Minor Roads
-  Unsealed Minor Roads
-  Dry weather Tracks or suitable for 4WD
-  Rail Trail
-  The Dunstan Trail



A WORLD OF DISCOVERY

Experience true solitude and get close to nature in an inspiring and timeless land. First time visitors are silenced and energised by this tumble of mountain, river, rock and tussock. See the grandeur of breathtaking vistas and be moved by their surging natural power. Central's clear light brings mountains within an arm's reach and displays a star-studded night sky. It is a place of extraordinary contrasts, our middle earth.

A WORLD OF LIFESTYLE

Increasing numbers of people are keen to trade the unrelenting roller coaster of big-city life for a place where they can determine their own pace of life. Central Otago's open spaces and clean living are unsurpassed anywhere in the world. Local people have the reassurance of a place that will protect the natural resources of the area for generations to come.



A WORLD OF ENTERPRISE

As a place of business, Central Otago attracts new thinking. Central offers a unique blend of commerce and lifestyle to value-added industries looking to establish or relocate. The regional infrastructure offers significant capacity for the expansion of commercial enterprise. With the advent of modern telecommunications there is really no barrier to the establishment of any type of business.



Regional Vision

Imagine Central Otago as a vast land of uncompromising beauty. People with noble hearts, strength, bravery, ingenuity, high spirits, freedom and pride that soars. A place that attracts new thinking. Central Otago will be a better world for those that succeed us.

A WORLD OF DIFFERENCE

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Photo: Evening Sky supplied by NIWA