

Paddle Business for Sale Queenstown



For Sale

Location: **Queenstown**
Asking: **\$245,000**
+ GST (if any)
Type: **Tourism/Leisure**

Paddle Queenstown – A Premier Water Sports Business

Ready to own a leading water sports business in breathtaking Queenstown? Paddle Queenstown offers prime locations, a loyal customer base, and endless growth potential. Paddle Queenstown, a leading name in kayaking, paddleboarding, and aqua-bikes, offers a unique opportunity to own a well-established and thriving business in one of New Zealand's most picturesque locations. Operating from two stunning Queenstown sites, Paddle Queenstown has been a staple in the local tourism industry since its inception in 1999.

Originally founded as Watersports Queenstown and later merging with Queenstown Sea Kayaks, Paddle Queenstown rebranded in 2016, continuing to serve locals and tourists with an exceptional range of water sports experiences. The brand is renowned for its high-quality equipment, unparalleled customer service, and safety standards.

Prime Locations: Operations are based at two premium locations:

Main Town Beach: Perfect for short, 20-55 minute rentals with direct access to Queenstown's bustling waterfront.

Moke Lake: Ideal for extended, 3-hour experiences, offering self-guided kayaking and paddleboarding with a morning tea service.

Market Position & Customer Base:

Paddle Queenstown holds a dominant market position with minimal competition. Serving over 6,000 customers per season and boast an impressive 4.9-star rating. Their reputation for creating memorable experiences is unmatched.

Growth Opportunities: Several avenues for growth and expansion are available:

- Reintroduce traditional guided tours.
- Develop tailored corporate events.
- Implement a dedicated sales and marketing strategy.
- Extend operational hours.
- Reintroduce operations at the previously utilized One Mile Creek location.
- Explore new areas such as 12 Mile Delta to Bobs Cove.

Licenses & Consents: Paddle Queenstown holds:

A License to Occupy (LTO) at Main Town Beach until September 2032, a unique advantage in Queenstown's waterfront.

Resource consents for renting equipment and conducting guided tours from various locations.

DOC concessions expiring December 2032 for activities at Moke Lake, 12 Mile Delta, Glenorchy Road Recreational Reserve, and Lake Wakatipu.

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The business holds a Qualmark Silver level certification and have a custom web-based operational platform for tracking and managing business activities. The businesses fleet of watersports accessories includes Mission kayaks, Red Paddle Co boards, American-made Aqua-Cycles, IRBs, lifejackets, and more. The business set up also includes two vehicles, a COF Van and Ute and trailer set-up with custom racks to carry all the gear.

Why Buy Paddle Queenstown?

Owning Paddle Queenstown means more than just acquiring a business; its about embracing a legacy in a thriving tourism market. The opportunity to take over a brand with established operations, prime locations, and substantial growth potential is rare. Whether youre an adventurous entrepreneur or a tourism industry professional, Paddle Queenstown offers an exciting chance to build upon a successful foundation. Embrace the adventure and make Paddle Queenstown your next business venture!

For more information and to explore this unique opportunity, contact specialist Tourism Business Broker Adrian Chisholm, AREINZ, on 021 727 888 or email adrian@tourismproperties.com.

