

Wellington Cable Car Museum announced as finalist in New Zealand Tourism Awards

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For immediate release

It's been an express ride for the Wellington Cable Car Museum: opened just over five years ago and already the second busiest museum in the city, it has just been announced as a finalist in the prestigious New Zealand Tourism Industry Awards.

The museum is located next to the cable car's upper terminus, in a prime tourist precinct with spectacular views over the city and at the upper entrance to the Wellington Botanic Garden. It is a key contributor to tourism in the region, with 70 per cent of its visitors being international tourists, and is virtually self-funding in spite of providing free admission, thanks to a highly successful retail operation.

John Gilberthorpe, Chief Executive of the Wellington Museums Trust (which manages the museum), is thrilled with the outcome. "We entered these awards as we know the museum is an integral part of the New Zealand tourism experience and our goal is best practice," he says. "Achieving finalist status certainly validates all the hard work that's been put in to preserve and promote an important part of our social history."

"Since opening, the Wellington Cable Car Museum has experienced dramatic growth to the point where we now attract more than 200,000 visitors a year, making us second only to Te Papa," John says. "In fact, the museum celebrated another milestone just last week, welcoming its millionth visitor."

John says that, as well as enjoying strong popularity with tourists, the museum is also attracting more repeat visits from Wellingtonians, especially since opening an extension late last year – which doubled the museum size - and restoring the historic Grip Car 3 (one of Wellington's three original cable cars) for display.

The museum has entered the Tourism Industry Awards in the cultural and heritage tourism category. In recent weeks it has also achieved finalist status for the Wellington Region Gold Awards for business enterprise and excellence, in the Vibrant Gold category (spotlighting excellence in facilities that help enliven the community and draw visitors to the region). Winners of the Gold Awards will be announced next week, while final results for the Tourism Awards won't be known until August.

For further information:

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