

INFO PACK

SATURDAY 3 & SUNDAY 4 APRIL 2021



If it's got wheels or tracks it will be on display!



Wheels AT Wanaka

EASTER WEEKEND 2021



SATURDAY 3 & SUNDAY 4 APRIL 2021

Wheels at Wanaka is a biennial event, held at our founding partner's property Three Parks, Wanaka. The event alternates every odd Easter weekend with Warbirds Over Wanaka International air show.

Wheels at Wanaka combines individual vehicle shows including; Vintage Fair: steam and stationary engines, tractors and farming heritage, cars, motorcycles and trucks – vintage, classics and exotics, earthmovers and heavy machinery.

Buzzing with energy, Wheels at Wanaka is huge! With over 50 acres of entertainment, outputting tonnes of horsepower, tractor dancing and pulling, 4WD, motor bike and rally car displays and earthmoving pit extravaganza and a full-on parade ground programme.

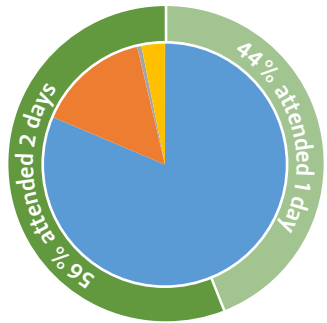
**A weekend is barely enough
to see everything.**



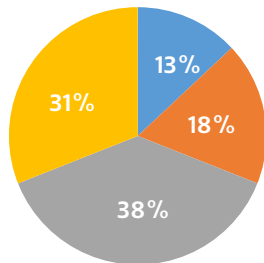
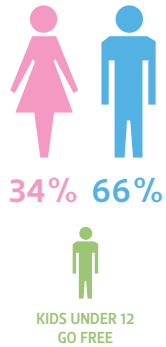
BUILDING ON OUR SUCCESS

2019 RESULTS

PEOPLE 12,000 Visitors over two days



- General Public – 81%
- Vehicle Exhibitors – 15%
- Stall Holders – 1%
- Crew/Volunteers/Tractor Drivers – 3%



A financial surplus helped us give significant donations to local community causes including Coastguard Wanaka, rural fire services, rotary and vintage clubs.

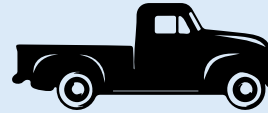
2019 Show Taster:
<https://www.youtube.com/watch?v=UOAdjimOX8Q&t=20s>

EXHIBITOR 1,200 Vehicle Displays – all in motion!

416 Cars



129 Trucks



538 Tractors



78 Earthmovers



8 Traction/Steam Engines



Trade, Market & Food Stalls

Shakedown in the Shed



400+

Exhibitors attended our Saturday awards night

MEDIA COVERAGE



3,377 Likes
Expect 10,000 by 2021

103,500 Reach

380 Enthusiasts
In our exhibitors group



Editorial

- Contractor Magazine
 - New Zealand Trucking
 - Truck Journal NZ
 - Sky Sport NZ
 - Radio National – RNZ
 - ODT Front Page
- Plus many more!

2021 Vision: To become New Zealand's biggest and best show on wheels!

We expect to double our attendance figures in 2021, with up to 20,000 people attending over the two days.

THANK YOU TO OUR 2019 PARTNERS

Platinum Partner



Three Parks
WANAKA | NEW ZEALAND



Gold Partners



Gold Community Grants



Silver Partners



Founding Partners



SATURDAY 3 & SUNDAY 4 APRIL

CONTACT:

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SEE YOU IN 2021!