



# Life's more fun on Snowplanet

Media kit



# About Snowplanet.

New Zealand's only indoor snow dome, just a 30 minute drive from the heart of Auckland.

Located in Silverdale on Auckland's North Shore, Snowplanet offers 8,000m<sup>2</sup> of indoor snow fun for skiers, snowboarders or people who just want to have fun in the snow.

It's a truly immersive experience that allows visitors to enjoy real snow without having to travel to mountain ranges. And because it's all indoors, the snowy slopes are open all year round.

General enquiries: [info@snowplanet.co.nz](mailto:info@snowplanet.co.nz)

Media enquiries/interviews:

**John Howsam**, GM Sales & Marketing

[john@snowplanet.co.nz](mailto:john@snowplanet.co.nz) or 09 427 0164

Download images at [snowplanet.co.nz/press-kit-gallery](https://snowplanet.co.nz/press-kit-gallery)

Download images

## Fast facts

- We keep the temperature down to a suitably chilly -5°C.
- The slope is 200m long and 40m wide.
- We make fresh Snow 3 nights a week.
- The snow is groomed every night to keep it in top condition.
- When Snowplanet opened in 2005 it was the first Snowdome in the Southern Hemisphere.
- Snowplanet is easy to get to. We're right next to the motorway, just 35 kilometres from Auckland's CBD.
- We're ranked as one of Auckland's top attractions.
- We're open 365 days a year.



# Skiing and snowboarding.

Snowplanet is a great place to learn, or improve techniques, with slopes for beginners through to experts.

General enquiries: [info@snowplanet.co.nz](mailto:info@snowplanet.co.nz)

Media enquiries/interviews:

**John Howsam**, GM Sales & Marketing

[john@snowplanet.co.nz](mailto:john@snowplanet.co.nz) or 09 427 0164

Download images at [snowplanet.co.nz/press-kit-gallery](https://snowplanet.co.nz/press-kit-gallery)

Download images

## Fast facts

- Visitors can rent skis, snowboards, boots, gloves, pants, jackets, helmets – in fact, pretty much everything they need except socks and beanies.
- We change our Terrain Park regularly to keep things interesting for advanced skiers and snowboarders.



# Winter Wonderland.

Winter Wonderland is a family-friendly alpine village with snow-capped trees, sparkling lights and fun activities for young and old.

General enquiries: [info@snowplanet.co.nz](mailto:info@snowplanet.co.nz)

Media enquiries/interviews:

**John Howsam**, GM Sales & Marketing

[john@snowplanet.co.nz](mailto:john@snowplanet.co.nz) or 09 427 0164

Download images at [snowplanet.co.nz/press-kit-gallery](https://snowplanet.co.nz/press-kit-gallery)

Download images

## Fast facts

- Winter Wonderland is set apart from serious skiers and snowboarders to provide a safe environment for kids and grown-ups to enjoy a unique experience on the snow.
- The Wonderland includes two snow tubing tracks and a tobogganing area.
- Our Snow Play space is perfect for children under five.
- Kindy Group Snow Fun packages provide pre-schoolers with a magical snow experience.



# Lessons, programs and athlete training.

Snowplanet offers a range of programs and lessons for skiers and snowboarders of every ability, from the novice to the elite. It's a great place to learn from scratch, or hone skills that will take serious players to the next level. We run a series of athlete training programs to mentor New Zealand's snow sports athletes of the future.

General enquiries: [info@snowplanet.co.nz](mailto:info@snowplanet.co.nz)

Media enquiries/interviews:

**John Howsam**, GM Sales & Marketing

[john@snowplanet.co.nz](mailto:john@snowplanet.co.nz) or 09 427 0164

Download images at [snowplanet.co.nz/press-kit-gallery](https://snowplanet.co.nz/press-kit-gallery)

Download images

## Fast facts

- Our private and group lessons include sessions for first timers and child-friendly lessons for under-fives.
- Rippers 'n Riders is a weekly program that runs throughout the school term, teaching students the fundamentals of skiing and snowboarding.
- School Holiday programs offer children aged 5 to 16 a great environment to learn and progress in the world of snow sports.
- Skiers and snowboarders who take their snow seriously can participate in a range of athlete training programs and race camps.
- We regularly host competitions and events, including the Auckland Secondary Schools Snowboard Championships and the Auckland Primary and Intermediate Schools Snowsports Championships.



# Kids party venue hire.

With Snowplanet's 'build-your-own' birthday offering, families can choose from a variety of activities, party spaces and party extras to make their child's special day truly memorable. [Party options can be viewed here.](#)

General enquiries: [info@snowplanet.co.nz](mailto:info@snowplanet.co.nz)

Media enquiries/interviews:

**John Howsam**, GM Sales & Marketing

[john@snowplanet.co.nz](mailto:john@snowplanet.co.nz) or 09 427 0164

Download images at [snowplanet.co.nz/press-kit-gallery](https://snowplanet.co.nz/press-kit-gallery)

Download images

## Fast facts

- We cater for all ages, from under-fives to older teens.
- Partygoers can celebrate in our 7 Summits Restaurant or book a space in our private party room (where they can bring in their own food or have the party fully catered).
- With a Snowsports Kids Party Package, a private instructor will teach children the basics before they head to the slopes for two hours of fun. Skis, snowboards, boots and helmets are included.
- The Freeride Kids Party is the perfect option for more experienced riders who can go it alone on the slopes. The 2 hour pass includes use of Snowplanet's rental gear.
- Kids over the age of four who don't ski will still get a kick out of the Winter Wonderland Snow Tubing Party. Boots and a helmet are included in the package.



# Team building.

Snowplanet has a range of team building activities and corporate packages to choose from – or organisations can have one created especially for their event. The bonus of snow, just 30 minutes from Auckland's CBD, gives a whole new (and unique) dimension to the team building event.

General enquiries: [info@snowplanet.co.nz](mailto:info@snowplanet.co.nz)

Media enquiries/interviews:

**John Howsam**, GM Sales & Marketing

[john@snowplanet.co.nz](mailto:john@snowplanet.co.nz) or 09 427 0164

Download images at [snowplanet.co.nz/press-kit-gallery](https://snowplanet.co.nz/press-kit-gallery)

Download images

## Fast facts

- Group Menus are available from the fully licensed 7Summits Restaurant & Bar and The Chalet private dining room. With sweeping views of the snowy slopes, sit back and enjoy!
- Team building gurus will lead you through structured snow games to improve teamwork and co-operation. Perfect for teams of 10 to 30 people.
- Snowlympics team building features on-ski challenges for groups of all levels. Perfect for teams of 10 to 30 people.
- SnowSports offers skiing and snowboarding packages for groups. Ask about adding a lesson for the team.
- Winter Wonderland Snow Tubing is suitable for all groups – no skill required, just a sense of fun!



# 7 Summits Restaurant and Bar.

Our fully licensed 7 Summits Restaurant and Bar has a distinctly alpine flavour (the views of snow-covered slopes certainly helps). It's a great venue for family celebrations, corporate functions or for catching up with friends.

General enquiries: [info@snowplanet.co.nz](mailto:info@snowplanet.co.nz)

Media enquiries/interviews:  
**John Howsam**, GM Sales & Marketing  
[john@snowplanet.co.nz](mailto:john@snowplanet.co.nz) or 09 427 0164

Download images at [snowplanet.co.nz/press-kit-gallery](https://snowplanet.co.nz/press-kit-gallery)

Download images

## Fast facts

- The venue is available for group bookings.
- The Chalet is designed in the traditional Swiss Stubli style and has room for 28 people. It can be closed off from the main restaurant for private functions and has its own menu.
- A traditional Swiss fondue adds to the cosy ambiance of the Chalet.
- The Chalet is also host to Le Petite Chef, a unique 3D Dining Experience that immerses the diner into a virtual world. Bookings are essential, with a minimum group size of four adults.



# Christmas at Snowplanet.

The Winter Wonderland is transformed in November into a Christmas-themed snowy landscape with Santa's Hut, his sleigh and his lead Reindeer, Rudolf. Over a hundred snow-capped trees adorn the area, sprinkled with fairy lights and Christmas decorations.

General enquiries: [info@snowplanet.co.nz](mailto:info@snowplanet.co.nz)

Media enquiries/interviews:  
**John Howsam**, GM Sales & Marketing  
[john@snowplanet.co.nz](mailto:john@snowplanet.co.nz) or 09 427 0164

Download images at [snowplanet.co.nz/press-kit-gallery](https://snowplanet.co.nz/press-kit-gallery)

Download images

## Fast facts

- The highlight of Christmas is having Santa and his Elves from November to Xmas Eve, where visitors can book a photo experience with Santa in the snow in Winter Wonderland
- Our Christmas Day lunch is a must for people who insist on having snow with their Christmas.
- Our 7 Summits and Chalet restaurants are available for Christmas bookings from November 1st until (and including) December 25th.
- Christmas parties can include time on the snow, or guests can simply relax in the restaurants.
- Bookings are essential.