



**Flying To The Limit**

**Competitor Research**





Imagine... Autumn days  
full of colourful adventures

*March to May*

Official website of Queenstown New Zealand

Queenstown, New Zealand, is the Southern Hemisphere's premier four season lake and alpine resort.

Surrounded by majestic mountains and set on the shores of crystal clear Lake Wakatipu, the natural beauty and the unique energy of the region create the perfect backdrop for a holiday full of adventure, exploration or relaxation.

You'll find everything you need to plan your next trip to Queenstown, from [accommodation](#) options to the endless array of [activities](#) and [attractions](#), as well as a full calendar of [events](#) for the year.

Welcome to Queenstown



Search

Trip Planner

Select a Category

Select a Location

Type Keyword

Go



Find your inspiration in Queenstown...



### Enjoying Queenstown's outdoors

[View all videos](#)

Latest news



Mountain Collective, a contingent 12 of the best ski resorts from around the world have welcomed Queenstown's Coronet Peak and The Remarkables to its internationally acclaimed network.



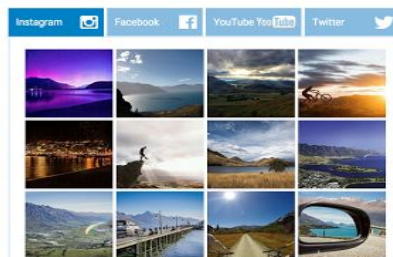
Love is in the air in Queenstown and with Valentine's Day being celebrated over the weekend there are no doubt a few newly engaged couples around town. Kick start your wedding plans and find a little inspiration with these stunning wedding locations.



Queenstown's golf experiences on par with world's best 26 Jan 2016

[View all Queenstown news](#)

Connect with Queenstown



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Follow us on Instagram 

Visit our Business & Media sites

**Destination Queenstown (DQ)** is the regional tourism organisation responsible for the marketing of Queenstown as the Southern Hemisphere's premier four season lake and alpine resort.

Connect with us       Ratings provided by  **tripadvisor**

[More about IQ](#) [Visit our mobile site](#) [Link to us](#) [Legal](#)

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PO Box 353 (2K ZX10313) Queerstown | Phone +64 3 441 0700 | Official website of Queerstown NZ

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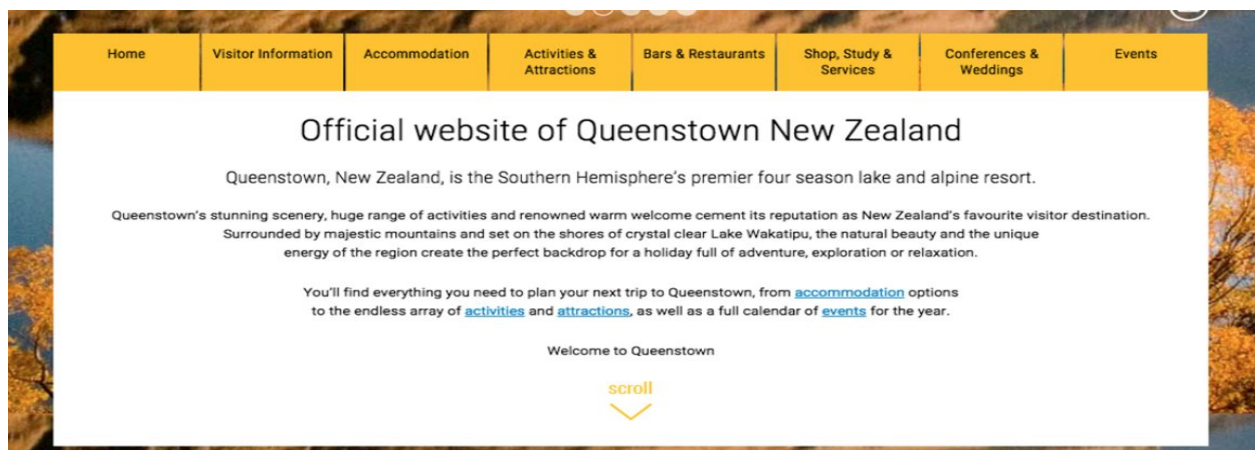


The first thing I noticed when investigating the <http://www.queenstownnz.co.nz> website is the changing background. The background image fades into another image approximately every 7 seconds. This simple feature adds a lot to the site and makes it a more enjoyable experience.

Very consistent design. Each page of the site seems to load right on top of the previous page. The different sections of the site are arranged as tiles making it very easy to tell where one part ends and another begins.

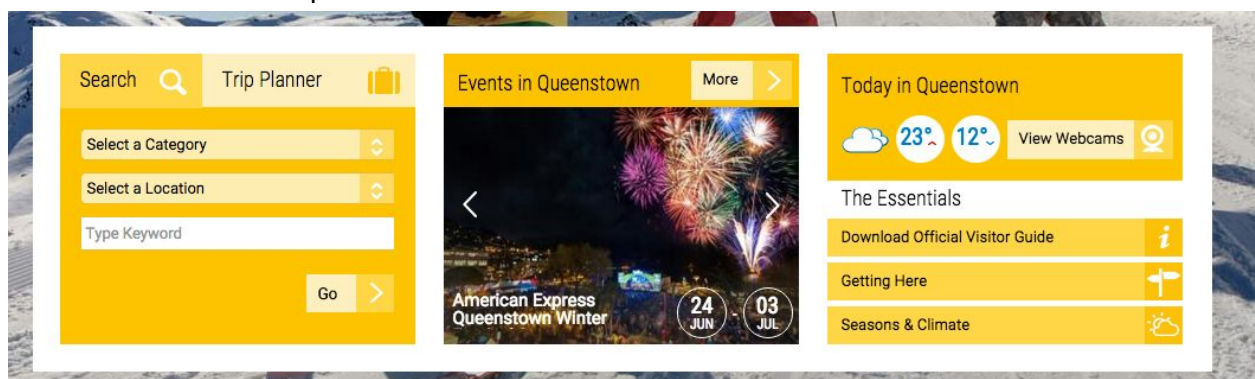
The content of the site is contained within a maximum width of about 50% or less of the total page width and is displayed in the center.

Search function easy to find in the top right of the screen with the language setting and trip planner. In short the most useful tools on the page are displayed in the top right corner.








The image above is of the sites home/about section and the main navigation tabs all contained inside a tile.


Consistent use of color pallet.



This image is of the next tile down and contains information about the product (in this case queenstown itself) showing temperature, upcoming events and allowing the customer to plan a trip right from here.



[HOME](#)
[MILFORD SOUND](#)
[QUEENSTOWN](#)
[SPECIALS](#)
[PHOTOS & VIDEOS](#)
[ABOUT US](#)
[BLOG](#)

# GLENORCHY AIR






Fly over majestic mountains to world-renowned Milford Sound

Home Milford Sound Scenic flights Glenorchy Air

For the best view of Milford Sound, take to the skies to experience this majestic region from every perspective.

A Fly/Cruise/Fly is the ultimate Milford Sound experience, taking in magnificent views of mountains, lakes, waterfalls, glaciers and forest. Your trip will take approximately 4 hours and include hotel pick up, return scenic flight and your cruise in Milford Sound. Your pilot will provide commentary on the untouched wilderness that can only be seen from the air.

Share this page


1 2 ▶

**1 October 2015 – 30 April 2016 (Summer)**

Departs	Cruise	Includes	Returns	Adult	Child	
8.45am	Encounter Nature Cruise		1.00pm	\$495	\$295	<a href="#">BOOK</a>
8.45am	Encounter Nature Cruise & Kayak	FREE Picnic Lunch	2.45pm	\$615	\$395	<a href="#">BOOK</a>
8.45am	Discover More Cruise	Picnic Lunch & Discovery Centre	1.45pm	\$535	\$305	<a href="#">BOOK</a>
10.00am	Scenic Cruise		1.45pm	\$485	\$295	<a href="#">BOOK</a>
12.30pm	Scenic Cruise		4.15pm	\$485	\$295	<a href="#">BOOK</a>
1.45pm	Encounter Nature Cruise		6.00pm	\$495	\$295	<a href="#">BOOK</a>
2.00pm	Scenic Cruise		6.00pm	\$455	\$295	<a href="#">BOOK</a>

**Terms & Conditions**

- Prices include return flights to/from Queenstown and hotel transfers from central Queenstown
- Flights are dependent on weather conditions. Times are approximate and flight paths/landings may change at the pilots discretion
- Milford Discovery Centre add on is not available on flights
- More terms and conditions can be found [here](#)

**Milford Sound**

Milford Sound Cruises

Encounter Nature Cruise

Discover More Cruise

Nature Cruise

Scenic Cruise

Cruise & Kayak

**Getting to Milford Sound**

Car/Campervan

Go Milford Day Trip

Coach Tours

Scenic Flights

Discover our Milford Sound

**Milford Sound Activities**

Milford Discovery Centre & Underwater Observatory

Kayaking

**Where to Eat & Sleep**

Discover Milford Sound

Milford Sound Lodge

**About Milford Sound**

Milford Road Walks

Fiordland National Park

Webcams

**Timetable**

Specials

Milford Sound Blog

**Queenstown**

**Queenstown Cruises**

Spirit of Queenstown Scenic Cruise

Queenstown Lake Cruise

**Queenstown Activities**

Mt Nicholas Farm Experience

Station 2 Station Cycle Trail

Jet boating

Scenic Flights

**Charters & Special Events**

**Timetable**

**Specials**

Queenstown Blog

**Specials**

Combos

Milford Sound Specials

Queenstown Specials

**Photos & Videos**

Image Gallery

Webcams

Your Photos

**About Us**

About Southern Discoveries

About our Milford Sound Vessels

About our Queenstown Vessels

Visitor Centres

**Reviews**

**Conservation**

Sinbad Sanctuary Project

Environmental Policy

**Contact Us**

Frequently Asked Questions

Employment

**Terms & Conditions**

Charters & Special Events

Trade & Media

Privacy Policy

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Website Design by MacStudio

<http://www.southerndiscoveries.co.nz/milford-sound/milford-sound-scenic-flights/glenorchy-air>

This site shares the full sized background image from the queenstown site as well as the approximately 50% of the width containing content centered in the middle. The site has a parallax effect where the content on screen scrolls while the background image stay anchored.

Content wise this client has decided to focus more on their prices than showcasing their services, this give me the impression that this option is aimed more towards the middle market as opposed to the upper market my client is wishing to attract.

Links to social media appear twice on the page but there is a very small amount of space for the gallery part of the site.

Like the previous site this one also has the traditional search bar in the top right corner of the screen.

Cover image source:

<http://www.natgeotraveller.in/site/assets/files/33693/above-lake-wanaka.jpg>