



For Sale

Location: **West Coast**
Asking: **\$500,000 + \$1,350,000 Premises**
Type: **Tourism/Leisure**

Fully Managed Business

Location: Charleston, West Coast, South Island, New Zealand

Price: NZ\$500,000 (Business Assets) + NZ\$1,350,000 (Premises)

Underworld Adventures is a well-established, award-winning adventure tourism operator specializing in unique cave and karst-based adventures within the pristine Paparoa National Park. With a 15-year Department of Conservation (DOC) concession valid until 2032, this business offers a portfolio of guided experiences including Underworld Rafting, GlowWorm Cave Tours, Adventure Caving, and Rainforest Train excursions.

Key Highlights:

- Established: 1989
- Revenue: Approx. \$1M p.a.
- EBITPDA: Circa \$300K
- EBIT: \$150K
- Core Offerings: Underworld Rafting, Charleston Glowworm Cave Tour, Te Tahi Adventure Caving, Nile River Rainforest Train, Cafe and retail shop.
- Awards: Best Adventure Tourism Operator, Outstanding Visitor Experience, Sustainable Tourism Practices.
- Infrastructure: Modern adventure centre, rainforest train, suspension bridge, formed tracks, and walkways.
- Staff: Core team of managers and guides, scaling up to 20+ in peak season.
- Marketing: Strong direct booking channels, partnerships with 50+ travel companies.

Included in Sale:

- Assets of all operating companies (land, buildings, train, vehicles, equipment)
- DOC concession (assignable)
- Intellectual property (branding, website, back-office databasing and booking systems)
- Forward bookings and established agency relationships

Premises: Stunning purpose-built adventure centre at current market valuation circa \$1,350,000. The centre includes changing rooms, showers, retail space, and a fully functioning cafe.

Contact:

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