

## Tourism adventure Business for Sale Queenstown Wanaka Central Otago Ad ID: 48816

Location: South Island  
Asking: **\$1,300,000**  
**+GST**  
Type: Tourism/Leisure



**This is a highly profitable tourism adventure business for sale as a Freehold Going Concern. Forward booking for the season are dramactically increasing!**

### Business for Sale Description

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Cycle Surgery Rail Trail Ltd and Luxury Rail Trail Tours Ltd for sale in Otago are the **Otago Central Rail Trail Specialist companies** situated on the Otago Central Rail Trail based in Middlemarch.

**Cycle Surgery** is a **highly profitable business** has been providing bike hire on the Otago Central Rail Trail since it's inception in 2000 and the company mission statement is "Is to provide the ultimate cycling experience in New Zealand".

**Luxury Rail Trail Tours** specialises in high end tours delivering a first class experience on the Otago Central Rail Trail. **Pure Indulgence, Pure Luxury!**

These two businesses incorporates 3 websites - two freehold buildings, extensive plant and equipment, a custom designed on-line booking system for bike hire, bag transfers and shuttles including operational daily driver run sheets and mechanics bike hire reports and provide the only fully custom designed Rail Trail Hire Bikes designed for comfort and reliability on the Rail Trail.

The **Otago Central Rail Trail is 150km** of cycling fun, spectacular scenery and rich New Zealand history and this business currently provides:

- The **first custom-made rail trail bike** designed specifically for the Otago Central Rail Trail conditions, including a fleet of Luxury Hire Bikes for exclusive use by Luxury Rail Trail Tours clients. (Note: the owners design, develop and supply the perfect bike to handle the unique conditions that the Otago Central Rail Trail

has to offer. This opportunity will continue for the new owner of the business).

- **Bike Hire** - Including new 2015 Rail Trail Step Thru Bikes, new 2015 RailTrail 29ers, standard Step Thru and MTB Hire, kids bikes, tandem bikes, kids trailer, kids seats and tag-a-longs
- **Luggage Transfers** - Clients luggage transferred from accommodation to accommodation
- **Shuttle Transfers** - Middlemarch to Clyde and return and Middlemarch to Pukerangi Railway Station and Return
- **Tour Itineraries** - We do all the planning so all you do is turn up and enjoy the ride!

The business Cycle Surgery has been involved in the cycling industry for over 20 years and providing bike hire on the Otago Central Rail Trail for over 10 years. The Rail Trail Shuttle runs daily between Clyde and Middlemarch and back again, and the company pick up guests as required along the trail.

## Business Resources

### The company goals:

- To provide a fantastic cycling holiday and offer our clients more bang for their biking buck.
- To provide a friendly, no fuss service where we always try our hardest to meet you requirements.
- To be the best at our job so our clients have the best Rail Trail experience possible!

### The company offers:

- A range of Package Options from Cheap and Cheeful to a Premier Luxury Rail Trail Tour. They can also customise a package tailored to individual clients preferences.
- A top quality, comfortable and affordable range of bikes for hire and those nifty cycle bags called panniers, which means the guest can carry their gear with them.
- A snazzy Mercedes Benz shuttle to carry the guest's gear along the trail (so the guest does not carry it all!)
- A ticketing agent facility for various transport options to get guests to and from the Otago Central Rail Trail.
- A flexible can-do attitude to any guest requirements. Whether the guest just wants to hire a bike and have their luggage carted or a planned and plotted package deal – this company does it!

### Awards include:

- Qualmark - both Luxury Rail Trail Tours and Cycle Surgery Rail Trail are Qualmark Endorsed Visitor Activities.
- Cycle Surgery Rail Trail Limited 2014 Westpac Business Awards Tourism Awards – Finalist
- Trip Advisor - 2015 - Certificate of Excellence Winner

### Tourism and Hospitality Broker's Comment:

This highly profitable business has been set up in such a way to streamline the business operation including the design / supply of cycles, reservation / logistics software IP (both available ongoing under licence arrangements for new owners).

I have a sole agency on this sale and I welcome your contact. I specialize in helping buyers and sellers of tourism adventure businesses and properties in New Zealand.

**Price:** Business \$1,300,000 incl. extensive stock or FHGC \$1,900,000 (plus GST if any)

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