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IT'S HEATING UP AT PEGASUS

Local and overseas visitors will be able to enjoy one of New Zealand's most popular tourism activities when they visit Pegasus, with an outdoor hot mineral pool complex soon to be developed within the town's recreation precinct.

The final installment to the town's 14-hectare feature lake, the Pegasus hot pools will be a key attraction of the new town, just 20 minutes drive from Christchurch.

Relaxing in the country's soothing hot pools and thermal resorts is a significant tourism drawcard, with many local operators experiencing high numbers of overseas visitors.

According to Ministry of Tourism International Visitor Survey data, New Zealand hosted a total of 2.2 million international visitors aged 15 years and over in the year ended March 2007. About 350,000 of these tourists cited hot pools as a reason for visiting.

"New Zealand's relaxing thermal retreats have long appealed to international visitors, so Pegasus will offer all the leisure and luxury travelers look for in an overseas holiday, and more," says Infinity Investment Group chief executive, Bob Robertson.

Encompassing 11 sandy beaches, an artificial wave-effect, heated swimming bay, central island and waterfall, the lake at Pegasus will be a feature amenity of the new North Canterbury town.

Located on the edge of the swimming bay, the cluster of hot mineral pools will be constructed out of natural rock, and will vary in temperature – from 28 to 38 degrees Celsius. They will also provide direct access to the temperature controlled swimming bay and beach.

Combining public changing and toilet facilities, the hot pools will be open all year round providing both day and evening experiences and offering the ideal respite for locals and visitors, Bob Robertson says.

"We wanted to provide a bit of indulgence for the residents of Pegasus, and what better way to relax after a game of golf at the Mapleham golf course or cycling the 26 kilometers of trails through the town and wetlands than in the comfort and idyllic surroundings of the Pegasus hot pools overlooking the swimming bay and the feature lake."

Located in the heart of the town's entertainment hub – offering a range of waterfront dining, cafés and bars – the Pegasus lake will provide a wide range of recreational activities. As well as walking bridges connecting the waterfront to the central island, the lake will also contain sandy and pebble beaches and offer activities such as sailing and diving.

Pegasus has been conceived for the traditional Kiwi family, with recreation and entertainment some of the major drivers of the town's development.

A recent survey conducted by Infinity Investment Group has shown the first purchasers of property at Pegasus come from a cross section of working backgrounds and many of them like water sports or a game of golf.

Over half of the initial purchasers of sections at Pegasus took part in the study, which was undertaken to gain an understanding of the characteristics and aspirations of the community.

"Family-focused activities are being built into the very fabric of Pegasus Town," Bob Robertson says. "Our ultimate goal has always been to provide people living and visiting Pegasus with a wide range of living, working, education and entertainment options, and a sustainable way of life."

Pegasus is New Zealand's newest township and will eventually be home to 5000-7000 people.

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