

Sale of Tūroa ski field

On 6 April 2024 the Minister for Conservation announced that Pure Tūroa Limited (PTL) has been granted a 10-year concession to operate the Tūroa ski field. On 12 April, the sale of Turoa ski field to PTL was completed. Whakapapa ski field remains under the ongoing management of RAL's receivers.

We have contacted the management team at PTL and will be meeting with them in early May.

While we understand that opinions on the split of the ski fields vary within the ski community, the granting of the concession to PTL offers some certainty of future operations of the ski field which is vitally important to the local community and snow sports in the North Island.

For clubs with lodges at Ohakune it is a return to the previous situation of separate entities operating Whakapapa and Tūroa ski fields. However, there are now more year-round opportunities (and fewer restrictions) for clubs to maximise use of their lodges at Ohakune - in particular, around mountain-biking and kayaking activities.

Marketing

We've all struck up conversations with people on the lifts who don't know what all the buildings dotted around Iwikau village are for. We are currently putting together a modest marketing plan to raise awareness of the clubs at Ruapehu and that they are open for anyone with an interest in mountain activities to join. This will support clubs' individual marketing efforts. We'll let you know what we have planned soon, but in the meantime, we urge clubs to look at how they are attracting and retaining members. Word-of-mouth is a very powerful marketing tool and if you come across anyone interested in joining a club, invite them in for a look around – in real life or a visit to your website.

The Ruapehu mountain clubs offer a unique experience at an accessible price point for most. There are few places in the world where members and visitors can experience the magic of staying, skiing, and climbing on the slopes of a volcano in a dual world heritage area. We are extremely humbled and fortunate to be in such a position. Let's make the most of it by encouraging people to visit and join our clubs.

Season pass sales

Both RAL Whakapapa and Pure Tūroa have announced their season pass offerings. Visit their websites to find out more:

[Whakapapa](#)

[Tūroa](#)

2024 RMCA AGM and election

This year there will be an election for the full council. We'll let you know the timeline for nominations and the date of the AGM shortly.

Contact us

RMCA is here to advocate for and assist our member clubs. Please don't hesitate to contact us on secretary@rmca.org.nz if there is anything we can help you with.