



Matakana Estate

Matakana, Auckland

Services

Urban design
Masterplanning

Sector

Hospitality

Brief

Develop a masterplan for a five-star eco-tourism resort that captures the essence of the New Zealand experience and showcases the world-class culture of Matakana wine country.

Eco-tourism for a new generation of travellers

In the heart of the North Island's wine country sits Matakana Estate, an award-winning winery, function centre, and luxury accommodation – a mere hour north of Auckland's CBD.

Matakana Estate first opened its doors to overnight visitors in the early 2000s. The renovated lodge, which offers panoramic views across the valley, is only the beginning of a vision for a state-of-the-art resort unlike anything else currently on offer in the North Island.

Context is laying the groundwork for this vision, working closely and collaboratively with Matakana Estate to design a masterplan for a five-star eco-tourism resort spanning the 55-hectare site.

Designed for 50 to 60 units of varying typologies (including private villas, cabins, and glamping spots), our masterplan significantly improves upon the estate's current maximum occupancy of 11 guests. By

intensifying the resort's lodging scheme, we're helping Matakana Estate gain the scale needed to increase profits and establish a clear point-of-difference in the market.

In collaboration with our client, we specifically designed features and amenities to attract international visitors – something that will prove particularly important as world travel finds its feet again in a post-COVID-19 world.

Modern, eco-friendly facilities and activities meet the demand for authentic and sustainable tourism experiences. The masterplan includes a spa and yoga centre, as well as a new reception area, retail space, and scenic drive around the property.

Accommodation embraces a range of price points and traveller preferences – from villas with private outdoor spas and fireplaces to more rustic stays in cosy canvas bell tents.