



Omaka Aviation Heritage Centre

Omaka Aviation Heritage Centre has established itself as Marlborough's premier tourism attraction, with its remarkable and innovative Knights of the Sky showcasing Sir Peter Jackson's WW1 aviation collection. It also hosts the acclaimed Classic Fighters Airshow. Now it is poised to expand and introduce an exciting new exhibition.



The Challenge

The current exhibition has received international acclaim, but the facility has unrealised potential in terms of the numbers of international tourists it could attract. It is also the ideal function venue to support Marlborough's Convention Centre and soon to be opened Theatre. Omaka has access to further rare aircraft, which will be combined in theatrical tableaux to create a new, globally unique exhibition. The challenge and opportunity is to expand Omaka's facilities and build on its current reputation to launch this new exhibition, and bring about a quantum change in visitor numbers and spend per visitor.

The Solution

The vision is for Omaka Aviation Heritage Centre to be one of the leading aviation museum experiences in the world. The extension of the current facility will house a new immersive visitor experience, featuring aircraft and locations from WWII. A new range of products will be developed which integrate with the existing WWI display but also extend to functions and flying activities.

The extension and new exhibition will enhance the value of the Omaka Aviation Experience brand as a premium visitor experience of global significance. It will also support growth in the number and value of partnerships the Centre enjoys within the tourism industry, along with growth in revenue from international visitors and new markets. There will be an option to operate as a function venue, and to become a catalyst for further innovation. There is also a strong alignment with the Tourism Industry Association's Tourism 2025 framework, by enhancing the visitor experience.

Key facts

Programme start: June 2015

Length of TGP Funding requirement: 3 years

TGP funding: \$1.5 million

Industry funding: \$1.58 million

Estimated potential economic benefits to New Zealand: \$7.3 million by 2020