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Whakatipu Demand Surges for \$3m Luxury Homes

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Demand for premium real estate in New Zealand’s Whakatipu Basin is outpacing supply by a significant margin, as wealthy Australians and international investors target the area’s exclusive \$3 million-plus properties. Leading Arrowtown real estate figure Cam Winter, managing director of Oliver Road Estate Agents, says the local market is experiencing a tenfold imbalance between qualified buyers and available

luxury listings. According to Winter, Lake Hayes has become a standout hotspot, with buyers routinely contacting the agency in search of high-value homes.

Buyers with budgets ranging from \$5 million to \$25 million are reportedly approaching the market with extreme precision, unwilling to compromise on their ideal property. Winter notes that these discerning clients are prepared to wait indefinitely for homes that meet specific architectural and locational criteria. “People with \$8 million to spend won’t just take the best available option,” he said, stressing the importance of exacting standards among affluent buyers. This has led to a climate where sellers with premium properties are in an enviable position, provided their homes meet the expectations of the market.

Winter, who was recently awarded New Zealand’s Best Real Estate Agent (2025–26) at the International Property Awards in Bangkok, has been instrumental in shaping the region’s high-end market. His agency, Oliver Road, also won awards for Best Real Estate Website in New Zealand and Top Marketing Campaign. The accolades come as Winter, alongside sales partner Omea Swanson, continues to elevate the agency’s profile through strong results and international recognition. Speaking on a panel at the event, Winter highlighted the unique value of the Queenstown and Arrowtown areas in attracting foreign interest.

As international confidence in New Zealand’s property sector remains strong, particularly in lifestyle and resort-adjacent regions, Whakatipu’s luxury market is expected to remain tight. Buyers from Australia and other parts of the Asia Pacific region continue to view the area as a secure investment and lifestyle destination. For those with deep pockets and patience, the challenge lies not in financing but in finding a property that

aligns with their vision. With Lake Hayes and Arrowtown firmly on the radar, the prestige market shows no signs of slowing down, only growing more competitive.

