

19 August 2016

## Media Release

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# Hot pools to hobbits – Tourism Awards finalists named

From hot pools to hobbits and hotels, the finalists in the 2016 New Zealand Tourism Awards are a shining example of why this industry is enjoying record growth.

The 28 finalists will compete for awards in two individual categories and eight business categories, says Chris Roberts, Chief Executive of Tourism Industry Aotearoa which runs the annual awards programme.

“New Zealand’s tourism industry is enjoying rampant growth – it’s the country’s most valuable export industry and in total generates \$30 billion in annual visitor spend.

“These prestigious awards celebrate the industry’s success and recognise the individuals and businesses doing an outstanding job, generating economic wealth and supporting jobs in communities throughout the country.”

Mr Roberts says the finalists showcase the industry’s diversity.

“They come from Paihia to Queenstown, range from big corporates to small, locally-based businesses and cover the many sectors that make up this exciting industry – from ski fields to campervan rentals to a tour company specialising in Chinese independent travellers.

“We have several finalists who have been in business for decades and others who have established themselves as industry leaders in a matter of years.”

The Awards are closely aligned with the industry’s **Tourism 2025** growth framework, which aims to increase total annual tourism revenue to \$41 billion.

The winners will be announced at a black-tie dinner in Auckland on Thursday 29 September. The winner of the Air New Zealand Supreme Tourism Award will receive international air travel to any Air New Zealand destination valued at \$10,000 (+GST) to help them grow their tourism business.

## Awards finalists

### Emerging Tourism Leader Award, supported by PATA New Zealand Trust

- Jared Adams - Rotorua TOP 10 Holiday Park, Rotorua
- Bradley Garnett – SKYCITY Entertainment Group, Auckland

### Tourism Industry Champion Award, supported by Sudima Hotels & Resorts

- Graeme Abbot - Hanmer Springs Thermal Pools & Spa, Canterbury
- Olivier Lacoua - CQ Hotels Wellington, Wellington
- Lisa Li - China Travel Service (NZ) Ltd, Auckland

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**Business Excellence Award – annual turnover less than \$6 million, supported by Westpac**

- Auckland Seaplanes, Auckland
- Black Cat Cruises, Canterbury
- Takaro Trails Cycle Tours, Hawke’s Bay

**Business Excellence Award – annual turnover more than \$6 million, supported by JLT & AIG**

- CQ Hotels Wellington, Wellington
- Hanmer Springs Thermal Pools & Spa, Canterbury
- Hobbiton Movie Set & Farm Tours, Waikato
- NZSki Ltd, Queenstown

**Environmental Tourism Award, supported by Mercury Energy**

- Rotorua Canopy Tours, Rotorua
- The Langham Auckland, Auckland
- *thl* – Tourism Holdings Ltd, Auckland

**Industry Alignment Award, supported by the Ministry of Business, Innovation & Employment**

- AA Traveller – The New Zealand Cycle Trail Guide, National
- Auckland Tourism, Events and Economic Development Ltd, Auckland
- Destination Rotorua, Rotorua

**Maori Cultural Tourism Award, supported by Auckland Tourism, Events & Economic Development**

- TIME Unlimited Tours, Auckland
- Waitangi Treaty Grounds, Northland

**Tourism 2025 Enabler Award, supported by Auckland Airport**

- Angus & Associates Ltd, Wellington
- FORWARD Insight & Strategy, Auckland

**Tourism Marketing Campaign Award, supported by Spark Business**

- Haka Tours Ltd, Auckland
- Hobbiton Movie Set & Farm Tours, Waikato
- The Department of Conservation & Air New Zealand, National

**Visitor Experience Award, supported by ServiceIQ**

- Haka Tours Ltd, Auckland
- Rainbow's End Theme Park, Auckland
- Rotorua Canopy Tours, Rotorua

**Thanks**

TIA thanks key New Zealand Tourism Awards 2016 Partners Air New Zealand and the Ministry of Business, Innovation & Employment, and Supporters PATA New Zealand Trust, Sudima Hotels & Resorts, Westpac, JLT & AIG, Mercury Energy, Auckland Tourism, Events & Economic Development, Auckland Airport, Spark Business, ServiceIQ and the Department of Conservation.

Go to [www.nztourismawards.co.nz](http://www.nztourismawards.co.nz) for more information on the New Zealand Tourism Awards 2016.

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**KEY FACTS**

- Tourism in New Zealand is an \$81.6 million per day industry. Tourism delivers around \$32 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$49 million in economic activity every day
- Tourism is one of New Zealand's biggest export industries, earning \$11.8 billion or 17.4% of New Zealand's foreign exchange earnings (year ended March 2015)
- 12.1% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 295,908 people are working in the visitor economy
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

Visit [www.tia.org.nz](http://www.tia.org.nz) for more information

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