

6 September 2016

## Media Release

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### **New tourism award – Kiwis can vote and win!**

An exciting new 'People's Choice Award' gives Kiwis the opportunity to vote for their favourite New Zealand tourism experience and go in the draw to win a fantastic holiday prize.

From glowworm caves to ski field operators, check out today's NZ Herald Travel supplement to see the 14 finalists in the 'People's Choice Award', a brand new part of the New Zealand Tourism Awards 2016. Everyone who votes will go in the draw to win an Air New Zealand Holidays Mystery Break for two\*.

"We are delighted to launch the 'People's Choice Award' this year, asking New Zealanders to tell us which tourism business in their eyes is the country's best," says Chris Roberts, Chief Executive of Tourism Industry Aotearoa which runs the Awards.

This initiative is part of a new partnership between TIA and media company NZME to promote the Awards finalists and winners.

"All of the Award finalists have demonstrated through their actions their alignment with the **Tourism 2025** growth framework, which has a goal of growing total tourism revenue to \$41 billion a year by 2025.

"New Zealand's tourism industry is now generating more than \$30 billion annually and supporting several hundred thousand jobs in communities up and down the country. Our partnership with NZME provides a high profile platform to celebrate our industry's outstanding individual and business performers and to get the public involved."

Mr Roberts says the 14 'People's Choice Award' finalists come from Northland to Otago and reflect the wonderful diversity of New Zealand's tourism industry - from seaplane flights to Hobbits to five star hotels.

"What they all have in common is that they deliver an outstanding experience – for Kiwis and international visitors alike. The 'People's Choice Award' also highlights the importance of domestic tourism in New Zealand, which at \$18 million is significantly more than international visitors generate."

The public can vote in the 'People's Choice Award' on the NZME website [www.nzherald.co.nz/peoples-choice](http://www.nzherald.co.nz/peoples-choice). Voting closes 13 September.

The Award winner will be announced at the New Zealand Tourism Awards Dinner in Auckland on 29 September 2016.

#### **TOURISM INDUSTRY AOTEAROA**

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**The finalists in the People's Choice Award are:**

Auckland Seaplanes, Auckland  
[www.aucklandseaplanes.com](http://www.aucklandseaplanes.com)

Black Cat Cruises, Canterbury  
[www.blackcat.co.nz](http://www.blackcat.co.nz)

CQ Hotels Wellington, Wellington  
[www.hotelwellington.co.nz](http://www.hotelwellington.co.nz)

Haka Tours Ltd, Auckland  
[www.hakatours.com](http://www.hakatours.com)

Hanmer Springs Thermal Pools & Spa, Canterbury  
[www.hanmersprings.co.nz](http://www.hanmersprings.co.nz)

Hobbiton Movie Set & Farm Tours, Waikato  
[www.hobbitontours.com](http://www.hobbitontours.com)

NZSki Ltd, Queenstown  
[www.nzski.com](http://www.nzski.com)

Rainbow's End Theme Park, Auckland  
[www.rainbowsend.co.nz](http://www.rainbowsend.co.nz)

Rotorua Canopy Tours, Rotorua  
[www.canopytours.co.nz](http://www.canopytours.co.nz)

Takaro Trails Cycle Tours, Hawke's Bay  
[www.takarotrails.co.nz](http://www.takarotrails.co.nz)

The Langham Auckland, Auckland  
[www.langhamhotels.com/en/the-langham/auckland/](http://www.langhamhotels.com/en/the-langham/auckland/)

thl – Tourism Holdings Ltd, Waitomo Glowworm Caves, Waikato  
[www.waitomocaves.com](http://www.waitomocaves.com)

TIME Unlimited Tours, Auckland  
[www.newzealandtours.travel](http://www.newzealandtours.travel)

Waitangi Treaty Grounds, Northland  
[www.waitangi.org.nz](http://www.waitangi.org.nz)

For a full list of the 28 individual and business finalists in the 2016 New Zealand Tourism Awards visit the Awards website [www.tourismawards.org.nz](http://www.tourismawards.org.nz)

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## Thanks

TIA thanks key New Zealand Tourism Awards 2016 Partners & Supporters:

**Award Partners:** Air New Zealand and the Ministry of Business, Innovation & Employment

**Award Supporters:** PATA New Zealand Trust, Sudima Hotels & Resorts, Westpac, JLT & AIG, Mercury Energy, Auckland Tourism, Events & Economic Development, Auckland Airport, Spark, and ServiceIQ

**Event Supporters:** Department of Conservation, Mission Estate Winery, Black Market, Monteiths, Epay, PATA International & Official Media Partner, NZME.

\*See the NZME website for terms and conditions.

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[www.tourism2025.org.nz](http://www.tourism2025.org.nz)

## 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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