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## Media release

### **RealNZ takes top honour in New Zealand Tourism Awards 2024**

Loved South Island tourism operator RealNZ has been named supreme overall winner in this year's New Zealand Tourism Awards.

RealNZ was among the winners announced this evening at the New Zealand Tourism Awards 2024, hosted by Tourism Industry Aotearoa (TIA) at Cordis Hotel in Auckland.

In addition to winning the industry's highest accolade, the Air New Zealand Supreme Tourism Award, RealNZ has also won the Johnston's Coachlines Tourism Excellence Award (Large Business), and the KiwiRail Tourism Environment Award.

"We're really looking forward to continuing playing a small part in the future growth of New Zealand tourism," Mr Beeche said.

"We will continue to make sure that every visitor who comes to us leaves New Zealand with a great story to tell."

RealNZ provides authentic nature experiences with offerings including water adventures, dining, eco-experiences and skiing. RealNZ's purpose is to "help the world fall in love with conservation through extraordinary experiences in nature".

Celebrating 70 years since its founding by conservation pioneers Les and Lady Olive Hutchins, RealNZ has maintained a rich heritage of fostering appreciation for New Zealand's natural places, regenerating ecosystems and protecting Aotearoa's natural treasures for future generations.

Award judges applauded RealNZ's "unwavering commitment to sustainability", saying it was a jewel in the crown of the country's tourism industry.

Judges' comment included: "RealNZ have moved from a nature-based business to a conservation advocacy business. They've clearly moved the needle – and continued to evolve to meet the needs of customers."

The awards featured 11 winners in 14 categories. They were chosen from 47 finalists, with over 120 entries to the awards in total. Entrants ranging from Kiwi businesses operating at global scale to a deeply personal offering by a single guide, providing a unique experience of people, place and environment.

TIA Chief Executive Rebecca Ingram congratulated all involved, saying the night was an inspiring showcase of the diversity of the best tourism offerings in Aotearoa New Zealand.

"The sheer variety and quality of the entries this year shows an industry relentlessly finding new ways to provide wonderful visitor experiences. The passion for tourism and manaakitanga shining through all these entries is deeply affirming of the inspiring role the industry plays."

### **About the New Zealand Tourism Awards**

#### **TOURISM INDUSTRY AOTEAROA**

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The New Zealand Tourism Awards recognise businesses, organisations and individuals who are demonstrating business success, living the values of the New Zealand Tourism Sustainability Commitment and embracing kaitiakitanga (guardianship).

They are hosted by TIA with Award Partner Air New Zealand, and sponsored by: Akiaki, Auckland Airport, Booking.com, Johnston's Coachlines, Kiwirail Tourism, New Zealand Māori Tourism, New Zealand Media and Entertainment (NZME), Tourism Talent, Wayfinder, Tātaki Auckland Unlimited, and The Tourism Industry New Zealand Trust (TINZT). TIA thanks our valued partners and sponsors for their support.

The full list of winners is:

**Air New Zealand Supreme Tourism Award**

- RealNZ

**Tātaki Auckland Unlimited Tourism Excellence Award (Micro Business)**

- Terra and Tide

**Tourism Industry Aotearoa Tourism Excellence Award (Small-Medium Business)**

- Tauhara North Tourism - Te Pā Tū

**Johnston's Coachlines Tourism Excellence Award (Large Business)**

- RealNZ

**Wayfinder Community Engagement Award**

- iFLY Indoor Skydiving

**NZME Visitor Experience Award**

- Tauhara North Tourism - Te Pā Tū

**Tourism Talent Employer of Choice Award**

- GO Rentals

**KiwiRail Tourism Environment Award**

- RealNZ

**Toroa ā-uta, Toroa ā-tai Māori Tourism Award**

- Kohutapu Lodge & Tribal Tours Ltd

**Tourism Industry New Zealand Trust  
Industry Collaboration and Alignment Award**

- Tāpoi Te Moananui ā Toi | Tourism Bay of Plenty - Flavours of Plenty

**Booking.com Resilience and Innovation Award**

- Hobbiton Movie Set

**INDIVIDUAL AWARDS**

**Sir Jack Newman Outstanding Industry Leader Award**

- Fergus Brown

**Auckland Airport Tourism Industry Champion Award**

- David Kennedy, International Antarctic Centre

**Akiaki Emerging Tourism Leader Award**

- Anne Newman, Christchurch Adventure Park

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## KEY FACTS

- Tourism Industry Aotearoa (TIA) is Aotearoa New Zealand tourism's peak industry body. We are the only independent association that represents all sectors of the country's large and diverse tourism industry.
- TIA has about 1200 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA leads implementation of the industry's **Tourism Sustainability Commitment**, which aims to see every tourism business in Aotearoa New Zealand contributing positively to our people and cultures, our environment and our economy.
- TIA delivers a comprehensive and diverse range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and Tourism Summit Aotearoa.

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

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