

Business Awards Winners 2016

Visitor Experience
Award Winner 2016



VISITOR EXPERIENCE AWARD

In association with ServiceIQ

Rotorua Canopy Tours, Rotorua

Mixing thrills and conservation,

Rotorua Canopy Tours offers visitors a phenomenal nature experience – a three hour small group journey into an ancient native forest, using walking rails, treetop platforms, swinging bridges and ziplines.

This thriving business, just a 10 minute drive from downtown Rotorua, is an excellent combination of people, culture, environment and a fantastic activity for all ages to enjoy.

Visitor numbers have been growing rapidly year on year and outstanding environmental outcomes have been achieved as a result of passion, innovation and perseverance.

The judges said at the heart of Rotorua Canopy Tours' success is an exceptional visitor experience

Maori Cultural Tourism
Award Winner 2016



MAORI CULTURAL TOURISM AWARD

In association with Auckland Tourism, Events and Economic Development (ATEED).

Waitangi Treaty Grounds, Northland

A transformation over the past four years has seen the Waitangi Treaty Grounds develop into a major visitor attraction featuring historic buildings, guided tours, authentic cultural performances, hangi and concerts.

The recent completion of the multi-million dollar award-winning Te Kongahu-Museum of Waitangi enhances the cultural experience, telling stories of Waitangi and the origin of the nation.

The judges said Waitangi Treaty Grounds is a stand-out performer that has achieved financial and visitor growth beyond expectations. It is displaying a newfound pride in its rich Maori culture and is vital to the economic well-being of the local community.

that has raised the bar of personalisation, authenticity and fun, attracting a premium price tag.

Business Excellence Award Winner 2016 – Less than \$6m annual turnover

Business Excellence Award Winner 2016 – More than \$6m annual turnover

Environmental Tourism Award Winner 2016

People's Choice Award Winner 2016

Tourism Marketing Campaign Award Winner 2016

Industry Alignment Award Winner 2016

Tourism 2025 Enabler Award Winner 2016

Tourism Industry
Aotearoa



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