

## Media Release

# Explore NZ wins Tourism Award

Explore NZ is delighted to win the Visitor Attraction and Experience Award (Large) in the 2010 Tourism Industry Awards.

Innovation is what Explore NZ has built its success on, from its beginning until today the innovation and commitment from the passionate crew has not waned. Founded in 2000 with a world first, taking people sailing on an America's Cup yacht to driving an ecological restoration programme, 'Project Island Song', to last year introducing bio-fuel across the fleet, the business continues to evolve.

The experiences on offer are all world class and uniquely New Zealand. The highest standards are constantly strived for, as is the company's sustainability commitment. In 2010 Explore NZ achieved Qualmark - Enviro Gold accreditation, one of only two activity operators to achieve this in Auckland and in Northland.

Managing Director, William Goodfellow says, "I am extremely proud for the company to have received this award, it is a commendation of the effort and delivery of all the great people in this business. This and the integration of our environmental commitment into our already outstanding product has set us a step above the rest."

Over the past year, Explore NZ has driven two exceptional innovations.

1. Entire fleet conversion to sustainably and locally produced bio fuel.

Explore NZ took a well researched leap of faith by adopting the new bio fuel technology while it was still in its infancy. The boats and the company's reputation was put on the line because we believe in the bigger picture and what the end result could achieve.

2. Partnering with the major ecological restoration programme 'Project Island Song.'

This partnership is hugely important to Explore NZ in a product sense but also for the Bay of Islands in general, reasons include the conservation and biodiversity significance of the area and economic development for the region. The partnership between Explore NZ, DOC, community group 'Guardians of the Bay of Islands', and local iwi is being widely recognised and is creating a new reason to visit Northland and New Zealand.

The range of different projects and innovations Explore NZ has been involved with and championed over the past two years is unrivalled in the New Zealand tourism industry. Explore NZ has initiated new and exciting opportunities where the benefits go well beyond the company. They will benefit the regions in which we operate and the country as a whole. The bio fuel initiative has the potential to revolutionise the marine, coach and public transport industries, changing the way individuals think when considering transport and excursion options.

Business Development Manager, Melissa Prentice says "Whilst completing the entry for this award it became apparent just what Explore NZ has achieved recently, the number of innovations wouldn't fit within the word limit. We won't stop here, we will continue to innovate and evolve working with the industry to ensure New Zealand strives to become the number one international destination."

William Goodfellow continues "Explore NZ will continue to demonstrate extraordinary leadership within the communities and regions in which we operate, providing a responsible tourism example and economic development opportunities far beyond our own business."

ENDS

For further information;

[www.explorenz.co.nz](http://www.explorenz.co.nz)

[www.boiguardians.co.nz/project.html](http://www.boiguardians.co.nz/project.html)

[www.carbongreen.co.nz](http://www.carbongreen.co.nz)

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### **Company Profile**

Explore NZ is a progressive, dynamic and sustainable company offering an exciting range of premier tours, cruises and island activities in the Bay of Islands and Auckland.

In the beautiful Bay of Islands Explore NZ offers the unforgettable experiences of Otehei Bay Resort, swimming with dolphins, cruising to the 'Hole in the Rock' and dolphin viewing, sailing on New Zealand's fastest commercial catamaran or discovering the majestic Far North including Cape Reinga and Ninety Mile Beach.

In Auckland race an original America's Cup yacht, view whales and dolphins all year round in the stunning Hauraki Gulf or sit back, relax and enjoy the Pride of Auckland's world famous sailing and dining experiences.

[www.explorenz.co.nz](http://www.explorenz.co.nz)