

Stray Wins Prestigious Tourism Award

We are thrilled to win the visitor Transport Award in the 2010 Tourism Industry Awards. To get recognition from the industry for our hard work and the quality of our products – but mostly to get an endorsement which will help us further grow our business. We strive to show our clients the real down-to-earth New Zealand and to compete from a position of being the top quality option in our market. It can be hard to communicate the benefits of our products in a value sensitive market - this award is sure to help us get our message across to agents and customers alike.

Stray has operated a 'hop-on hop-off' bus network throughout New Zealand for almost ten years. It is positioned as the small group and adventurous option in the market. 'Adventure Tours' was started by Stray in 2008 to further use its resources, gain additional international distribution, and generally strengthen its position in the market (by not being dependent on one customer group). Adventure Tours' itinerary is extremely adventure focused compared to its nearest direct competitors.

Stray's clients are predominantly European with 48% being British and an average age of 25. Adventure Tours' clients are predominantly European with 38% being Continental Europeans and 31% being British. The average age is 29.

The 'Adventure Tours' tour series is a significant innovation for Stray. It is a separate series of departures, which use Stray's administrative, operational and relationship resources while appealing to a different customer group and most importantly opening the company up to significant new distribution channels. It has allowed Stray to become significantly more profitable at a time when its market has become increasingly unstable with heavy discounting while operators attempt to maintain market share.

Our unique selling proposition is our 'further off the beaten track' focus. Our down-to-earth 'New Zealand' content rates very well with our clients. Experiences such as our overnight at the 'Blue Duck Lodge' wilderness area in Whakahoro are amongst our top rating features and - importantly - are exclusive to us.

We have two significant competitive advantages. By operating two tour series with one administration our relative overhead costs are cut nearly in half. We have uniquely large and cost effective distribution through our relationship with 'Adventure Tours Australia' – meaning that right from the start of operation 'Adventure Tours' had preferred support from every significant seller in its market in the world.

The most interesting thing about Stray is that over the past two years we have almost doubled the size of our business and hugely improved our profitability in a period of significant downturn globally. This is even more interesting when you take into account that we compete in a market which is value

sensitive, our competitors have been discounting significantly, and we have focused on quality product delivery, minimalising our impact on the environment and taking people further off the beaten track to experience a New Zealand which even locals rarely see.

Contact: Neil Geddes,

Executive Director

Ph. 09 526 2130

m. 021 677981

em. neil@spaceships.tv

web. www.straytravel.com