



PRESS RELEASE



KIA ORA - PCC IS NOW WORKING WITH TOURISM NEW ZEALAND

Possibly the most beautiful country in the world, New Zealand's diverse and dramatic landscapes offer visitors every holiday they could ever want in one destination.



A STUNNINGLY BEAUTIFUL PLACE WHOSE EMBRACING PEOPLE, FASCINATING STORIES AND CAPTIVATING EXPERIENCES AWAIT

Possibly the most beautiful country in the world, New Zealand's diverse and dramatic landscapes offer visitors every holiday they could ever want in one destination. New Zealand continues to be a favourite for British travellers, as more than 189,000 Brits visited last year and continue to explore the country for an average of 29 days.

Whilst it's easy to think you 'know' New Zealand, beyond the breathtaking array of rainforests, ocean beaches, majestic mountains and wide open spaces, it's the embracing people and unique Maori concept of 'Manaakitanga' (hospitality) that makes a trip to the youngest country on earth truly unique.

For backpackers there is no more diverse, fun or vibrant destination, with New Zealand offering a 24 month working holiday visa scheme for British visitors looking to combine a once in a lifetime work and holiday experience. For those looking for the gap year they never had, there's no better destination to condense a diversity of experiences into one single shorter visit.

Where else after all could you see rare Yellow Eyes penguins walking through a town centre (spotted last month in Kaikoura); stargaze in an International Dark Sky reserve, wobble your way around a beer tasting brewery bike tour or take on a pack rafting adventure through hidden fjords in one holiday?

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A burgeoning festival scene...Beyond the scenery, the arts, cultural and foodie scene is burgeoning. World-class festivals range from music events such as Caitlins River Festival and Wellington's Homegrown, to a huge array of food, wine and beer festivals such as Hawke's Bay Food and Wine Classic held in November to showcase the best of boutique producers and for the more active, April's annual Forest Graperide Tour attracting thousands of recreational cyclists as they sip, savour and pedal through the Marlborough region.

Internationally acclaimed food and wine...New Zealand chefs and producers are putting their restaurants and innovations on the map – from Peter Gordon's imminent Sugar Club launch in Auckland's Sky Tower to the wine producers creating Sauvignon flavoured popcorn, visitors can truly eat their way around the country with its unique Asia Pacific fusion flavours and Maori influences. The country's urban areas are also developing an innovative food scene to rival international cities with the Christchurch RESTART development attracting upcoming restaurateurs and Auckland's \$15 million downtown regeneration creating new hipster zones and a food scene to match.

From luxury lodges to Gypsy caravans...Some of the world's best boutique luxury lodges are joined by everything from campervan tours to new glamping experiences in remote farmland locations. New launches for 2013 include the luxury development Village Queenstown on the shores of Lake Wakatipu, whilst in Wairarapa three new bespoke designed Gypsy caravans offer visitors the chance to experience their own private section of the beautiful Ruamahanga river.

Two wheels, two feet or two paddles...The country is a walkers', sailing and cyclists' paradise. The multi-million dollar Nga Haerenga New Zealand Cycle Trail (NZCT) is set to complete in 2014, creating a national network of trails to provide a haven for cyclists of all levels with local communities working to open up new areas to tourists. The Queenstown mountain bike scene will also see a boost with a \$75,000 new mountain bike trail set to be ready for the 2013/14-summer season. For those who prefer their feet on the ground, endless trekking opportunities abound, from one of the nine multi-day Great Walks such as Stewart Island's Raikura Track, to a 'bucket list' day trek like the Tongariro Alpine Crossing. And on the water, take on a new multi-day kayaking adventures with Auckland Sea Kayaks, sail an 18th century tall ship to the Bay of Islands or head to Queenstown to take on a new 'pack rafting' adventure.

Major Sporting Events...Following the Rugby World Cup in 2011, major sporting events such as the Cricket World Cup in 2015 and the British and Irish Lions tour in 2017 look set to attract a wealth of British visitors. For golf enthusiasts the New Zealand Open will return to Queenstown in 2014 and is set to be the biggest golfing event hosted in New Zealand in many years.

The Hobbit: The Desolation of Smaug released December 2013... The booming film location industry has seen visitors flock to experience the real Middle Earth. The second of Peter Jackson's The Hobbit Trilogy will premiere in December 2013 with a host of new tourism experiences including cast led tours around the country joining the ever-popular Hobbiton tours.

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More information on Tourism New Zealand
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