



## PRESS RELEASE



# NEW ZEALAND LAUNCHES WORLD FIRST ADRENALIN EXPERIENCE

A world first adventure sports tourism product, the 5X1NZ, will become available to adrenalin seekers from around the world



Via a global partnership between Tourism New Zealand and STA Travel, visitors to New Zealand will now be able to book an adrenalin seeker's ultimate dream - the chance to complete five of the world's most exhilarating adrenalin sports, within a single day.

This unique, world first tourism experience will enable you to join an elite club of adrenalin seekers. Through the 5X1NZ you'll be able to skydive, snowboard, mountain bike, bungy and jetboat, all within a single day, one adrenalin filled epic experience after the other.

To demonstrate the new experience, Tourism New Zealand challenged Film Director Justin McMillan and skydive athlete Chuck Berry to film a non-stop action sequence, during which Chuck completed all five sports within a single hour. Both the video and further details of the experience are available to view on [www.newzealand.com/5X1NZ](http://www.newzealand.com/5X1NZ).

Chuck Berry commented about the challenge, 'I'm used to jumping out of planes, but the idea of free-fall followed by boarding, biking, bungy and boats was enough to make my blood pump. As far as I know, no one else has ever done it and now anyone that's mad enough can give it a go. I couldn't take the smile off my face for days afterwards.'

New Zealand's Queenstown is famous for being the adventure sports capital of the world. Travelers go there to try their hand at everything from skydiving through to jet boats, heli-skiing and downhill-mountain biking. It is even home to the first commercial bungy jumping operation. But what makes Queenstown unique, is not just the spectacular landscapes or

For further information and images please contact Paul Charles / Louise Ferrall / Sarah Rigler at Perowne Charles Communications

+44 (0) 20 7792 8884  
[newzealand@verypcc.com](mailto:newzealand@verypcc.com)

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the buzzing party scene in town, it's how many of these adventure sports you can do within a 50km radius.

Kevin Bowler from Tourism New Zealand said, 'Last year we had over 500,000 young travellers to New Zealand. People come here because they know they'll have a life experience worth remembering and because there's so much to do in such a small space that their trips will be packed full of memories. The 5X1NZ is just one more thing to add to people's bucket list of things to do whilst they're here.'

Emma Hudson, STA Travel Group's market development consultant added: "The 5X1NZ is a very exciting new way to experience a raft of adrenaline sports! These sports are incredibly popular with our customers all over the world and now our exclusive 5x1NZ pack offers the chance for anyone to experience the thrill."

The 5X1NZ adventure package will be available exclusively from STA Travel from 23rd September 2014. The product includes an NZONE tandem sky dive, downhill mountain bike trails at Rabbit Ridge Bike Resort, a Shotover jet boat trip, AJ Hackett bungy and a variety of ski combo pass options as add-ons for those travelling in NZ's winter season - plus an organised day itinerary.

FOR MORE INFORMATION VISIT:

[www.media.newzealand.com](http://www.media.newzealand.com) (Media Resource)

[www.newzealand.com/5X1NZ](http://www.newzealand.com/5X1NZ) (Consumer Resource)