



## PRESS RELEASE



# NEW ZEALAND NAMED 'FAVOURITE COUNTRY' AT 2013 TELEGRAPH TRAVEL AWARDS

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Presented today at a ceremony held at The Shard, London's newest iconic landmark, the Telegraph Travel Awards are recognised as one of the UK travel industry's most respected accolades. Chosen entirely by well-travelled Telegraph newspaper readers, the awards attracted a record high of 75,000 votes this year.

Competing against every tourism destination in the world, New Zealand beat off finalists Burma and the Maldives to take the prestigious title.

Tourism New Zealand Regional Manager UK & Europe Danielle Genty-Nott said, "This award is a huge honour and we would like to thank voters for their ongoing support of New Zealand. It's hugely exciting to know that our beautiful and diverse country is providing inspiration to readers and that their experiences of New Zealand are ones they treasure."

New Zealand has proven a firm favourite for Telegraph readers over the past few years, winning the favourite country award in 2012 and achieving runner up status in the category in 2011.

For more information on the Telegraph Travel Awards and a full list of winners visit <http://www.telegraph.co.uk/travel/>

FOR MORE INFORMATION VISIT:



More information on New Zealand  
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