

MEDIA RELEASE

3rd July 2008

NEW ZEALAND SPA TOURISM STUDY

A formal study detailing the New Zealand spa industry and the potential for a tourism marketing network has been completed.

The key objectives of the study were to address New Zealand's position in the global spa and wellness visitor industry and to determine if New Zealand has a group of established qualified sector participants who are keen to be part of a national network/collaboration.

The report examines definitions of the New Zealand spa and wellness experience, key visitor markets and the tourism influence within the industry. It also scopes capital and skill investments in the sector.

New Zealand has a strong spa and wellness tourism heritage for both men and women, from early colonial days when some of our first international visitors came to bathe in the thermal waters and natural mineral springs. This forms an important foundation to build a clearly defined and destination-specific series of traditional and contemporary experiences for visitors.

The feasibility exercise was commissioned by New Zealand Trade & Enterprise and undertaken by Geoff Burns and Philippa King who incorporated the results of a detailed survey of potential network members.

“We have prepared a draft strategic direction and budget and have received positive indications from key operators to make the set up of such a network viable, both economically and conceptually” said Geoff Burns.

New Zealand Trade and Enterprise's Nick Metson says:

“We are very pleased with the report. It underpinned anecdotal evidence that suggested New Zealand businesses are missing out on opportunities to capitalise on the growth within this tourism niche. We are supportive of setting up a network that will build strategic profile for the segment, in particular, promotion of spa treatments with a special New Zealand flavour about them that can make a visit here more memorable and more valuable.”

Nick Metson confirmed that NZTE will be providing some initial seed funding to fund the set up process and establishment of the network. Ongoing resources to manage and operate the network will come from sponsors and members.

Next steps for the project will be a meeting of interested parties, establishing quality criteria and clarifying the key return on investment for participants.

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Contacts:

Philippa King

Tourism Marketing Consultant

P: 027 2203060

E: pking@ihug.co.nz