

MEDIA RELEASE

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NEW ZEALAND INTERNATIONAL SPA TOURISM STUDY

New Zealand Trade & Enterprise (NZTE) has announced a formal feasibility study will take place to address New Zealand's position in the global spa and wellness tourism industry.

Nick Metson, NZTE Sector Manager Creative and Tourism, noted

“There is strong anecdotal evidence to suggest that New Zealand businesses are missing out on the opportunities to capitalise on the fast growing global spa and wellness industry via inbound tourism channels. There have been some initial discussions amongst a range of industry stakeholders and there is strong support for developing a future growth strategy. “

Only a small number of spa operations in the country are export-ready and one of the cornerstones of the study will be an examination of benchmarks against international best practice and quality standards. This will offer some direction and guidance for smaller emerging businesses to work toward meeting international visitor expectations as they develop within the sector.

The study will also look at how the industry can differentiate itself on the global stage with New Zealand specific products and therapies.

Recent significant investment in the new Spa at Hanmer Springs, significant enhancements to the Polynesian Spa in Rotorua and at Millbrook Resort in Queenstown, and the opening of the Spa at Sofitel in Queenstown and Westin's Senses Spa in Auckland are leading the way for New Zealand spa tourism.

Geoff Burns and Philippa King have been engaged to undertake the study. Both have extensive experience in the international tourism industry and in the characteristics of successful tourism clusters.

The study will commence immediately and take place over the next four months. The researchers will be seeking information from many sources within the spa and inbound tourism sectors and enquiries can be directed in the first instance to Geoff Burns at geoff@fernmade.co.nz , or Philippa King at pking@ihug.co.nz .

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