

## NEW TOURISM NETWORK LAUNCHES AT TRENZ

Auckland, 8<sup>th</sup> June 2009

New Zealand has a new tourism network being launched at TRENZ in June 2009.

**The Best Spas of New Zealand** is a collection of properties that offer a superior experience in the health and wellness sector.

Ranging from Natural Spring Spas through Destination Spas and Day Spas, the foundation members of the new network include Polynesian Spa, The Spa at Hanmer Springs, Bliss Reflexology, The Spa at Millbrook and the new Chuan Spa at the Langham Hotel in Auckland. Some of the properties offer a distinctly New Zealand encounter and others draw from international models with eastern flavours.

Network Chairman Martin Lobb (Polynesian Spa) says: “Health and wellness tourism is a growing segment in the global tourism industry and whilst New Zealand has traditionally offered access to healing waters and organic products, it is low in the awareness of international visitors. Our aim in presenting this cluster of premium spa businesses is to encourage every visitor to New Zealand to take part in a spa experience whilst they are here.”

There are some wonderful enriching treatments from extensive menus of natural therapies and locally sourced botanical products designed to relax, revive and rejuvenate.

Martin recommends a soak in the natural thermal pools followed by a relaxing massage as one of the best way to counter tiredness from travel, leaving the visitor fresh and ready to fully enjoy their holiday.

The Best Spas of New Zealand has developed a spa-specific quality criteria in conjunction with national quality assurance agency Qualmark and well established international spa benchmarks.

Membership of The Best Spas of New Zealand is a pre-requisite to assessment against the quality standards. Network coordinator Philippa King notes “four of the member businesses

are already well established in the New Zealand tourism industry and one is a new entrant who has applied for endorsement.”

Ms King is careful to point out that not all spas will meet the strict criteria to gain membership. “A lodge with one treatment room and offering therapies on demand from a casual therapist is not really the target for this group. A potential member would have at least 3 treatment rooms and appropriate levels of suitably trained staff.”

The Best Spas of New Zealand is appearing at TRENZ with The Best of Golf New Zealand and the Food & Wine Network. The three networks are compatible in appealing to similar demographics and style of travel to New Zealand.

Focus for the network will be on developing awareness and advocacy in the international as well as domestic markets.

All member spas offer commissionable product for the travel trade.

The Best Spas of New Zealand has been established with assistance from NZ Trade & Enterprise.

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