

Media Release | 30 January 2013

New Zealand and Auckland Airport recognised in 2013 Chinese Luxury Travel Awards

Shanghai Travellers Club announces their 2013 awards as voted by their elite members

Auckland Airport today welcomed the recognition of New Zealand by the Shanghai Travellers Club in their 2013 Awards for Best Luxury Travel Experiences.

Glenn Wedlock, General Manager Aeronautical Commercial for Auckland Airport, said, "This is great news for New Zealand tourism. While China has already become our second largest inbound market in terms of volume, the importance of positioning New Zealand as a premium destination to the very affluent high net-worth Chinese visitors who are increasingly interested in luxury travel is vital for our economy."

New Zealand was awarded the most coveted of the award categories, World's Best Luxury Destination 2013, while Auckland Airport was awarded the World's Best Airport, beating off competition from destinations and airports around the world.

Martin Snedden, Chief Executive Officer for the Tourism Industry Association New Zealand (TIA), congratulated Auckland Airport on their win in the 2013 Chinese Luxury Travel Awards.

"Auckland Airport has been working hard to attract high-value Chinese visitors to New Zealand. This award is recognition of the success of their efforts and strategic direction and will benefit the wider New Zealand tourism industry."

The members of the elite Shanghai Travellers Club vote on the awards. Members are typically very wealthy, experienced, independent travellers, with a taste for sophisticated, high quality and luxury travel experiences.

The award comes only a few weeks after the visit to New Zealand in December of 250 of China's top travel agents as part of the annual China Southern Airlines agent incentive trip.

"That visit showcased premium New Zealand experiences, and was a massive opportunity to influence a large group of travel opinion leaders to promote our country through their networks to the affluent Chinese visitors we want to target," said Mr Wedlock.

"Their visit was very much in line with our focus on our Ambition 2020 goals to develop more New Zealand experiences and build higher quality offerings for Chinese visitors."

"Global markets are now increasingly Asia-centric and likely to become more so. A global race is on to capture Chinese visitor growth and benefits from the massive rise in the Asian middle-class that is projected. New Zealand's visitor industry, because of its remote location and small scale, is disadvantaged in global terms, despite its powerful appeal as a destination. So we have to work a little harder to capture more of the value", said Mr Wedlock, "which is why these types of awards matter."

Mr Wedlock said the award announcement also reinforces the decision made by the Immigration New Zealand in November last year to look at ways to streamline the visa process targeting high-value, frequent travelling, low-risk Chinese tourists who want to visit New Zealand.

"World tourism is a very competitive industry, and the fact is that our tourism revenues are not keeping pace with our tourism numbers. Anything New Zealand can do to attract the premium end of the visitor market, meaning those who like to fly in the premium end of planes and sample the best New Zealand has to offer, will boost our economy and will make vital air-services more sustainable."

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FOR IMMEDIATE RELEASE
SHANGHAI, CHINA, JANUARY 23, 2013



*PRESS RELEASE
SHANGHAI, CHINA, JANUARY 23, 2013*

FOR IMMEDIATE RELEASE

The U.S. and New Zealand, Favorite luxury travel destinations for affluent Chinese tourists.

The Shanghai Travelers' Club has the pleasure to announce the results of the Luxury Travel Awards 2013.

The results come after a vote by the 3,400 Chinese members of the Shanghai Travelers' Club, who distinguished the very best luxury hotels, travel agencies, destinations and luxury lifestyle experiences all over the World according to the taste of affluent Chinese outbound travelers.

Awards have been presented in three categories: World's Best Luxury Travel Experiences, Asia-Pacific Best Luxury Travel Experiences and USA Best Luxury Travel Experiences.

New Zealand has been awarded the most coveted title of "World's Best Luxury Destination 2013", as well as three other New Zealand winners: Auckland Airport (World's Best Airport), Whare Kea Lodge (Best Asia-Pacific Boutique Hotel), and Millbrook Golf resort (Best Asia-Pacific Golf Course).

The U.S. is also a very popular luxury travel destination for affluent Chinese tourists, who distinguished great luxury shopping experiences (South Coast Plaza, Best USA Luxury Shopping Mall), historical hotels (Waldorf-Astoria, Best USA hotel), luxury lifestyle experiences (Crowds on Demand, World's Best Luxury Lifestyle Experience), or travel agencies (Luxe Travel Hawaii, Best USA Luxury Travel Agency), to quote a few.

As said Pierre Gervois, President of the Shanghai Travelers' Club: "The new generation of affluent Chinese outbound travelers have demonstrated in their vote that they are now very mature and experienced World travelers, far from the clichés of the "Group tours"."

Mr Gervois added: "It's time for the luxury travel industry in Europe and in the United States to realize that their future Chinese guests are now no more looking for discounted trips, but expect a high quality of service in the very best hotels and luxury retailers. They enjoy travelling independently, making their own itineraries, and trying more sophisticated luxury lifestyle experiences."

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World's

Best luxury travel experiences

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World's

Best luxury travel experiences 2013

CATEGORY	WINNER	COUNTRY
WORLD'S BEST LUXURY DESTINATION	NEW ZEALAND	NEW ZEALAND
WORLD'S BEST WELCOMING CITY	GSTAAD	SWITZERLAND
WORLD'S BEST AIRLINE	UNITED	USA
WORLD'S BEST HOTEL	LE MEURICE	FRANCE
WORLD'S BEST SPA RESORT	SHANTI MAURICE	MAURITIUS
WORLD'S BEST LUGGAGE BRAND	MOYNAT	FRANCE
WORLD'S BEST WEDDING AGENCY	MARRY CARIBBEAN	USA
WORLD'S BEST AIRPORT	AUCKLAND AIRPORT	NEW ZEALAND
WORLD'S BEST GOLF TRIPS AGENCY	BOND STREET GOLF	UK
WORLD'S BEST PRIVATE JET CHARTER AGENCY	PRIVATE JET JOURNEYS	USA
WORLD'S BEST LUXURY LIFESTYLE EXPERIENCE	CROWDS ON DEMAND	USA
WORLD'S BEST VILLAS RENTAL AGENCY	VILLAS OF CROATIA	CROATIA

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Asia-Pacific
Best luxury travel experiences





Asia-Pacific

Best luxury travel experiences
2013

CATEGORY	WINNER	COUNTRY
BEST ASIA-PACIFIC HOTEL	PALAZZO VERSACE	AUSTRALIA
BEST ASIA-PACIFIC BOUTIQUE HOTEL	WHARE KEA	NEW ZEALAND
BEST ASIA-PACIFIC GOLF COURSE	MILLBROOK	NEW ZEALAND
BEST ASIA-PACIFIC LUXURY SHOPPING MALL	PARAGON	SINGAPORE

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USA

Best luxury travel experiences

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USA

Best luxury travel experiences 2013

CATEGORY	WINNER	STATE
BEST USA HOTEL	WALDORF-ASTORIA	NEW YORK
BEST USA BOUTIQUE HOTEL	NOMAD HOTEL	NEW YORK
BEST USA GOLF COURSE	TRUMP NATIONAL GOLF, D.C.	WASHINGTON, D.C.
BEST USA LUXURY SHOPPING MALL	SOUTH COAST PLAZA	CALIFORNIA
BEST USA LUXURY TRAVEL AGENCY	LUXE TRAVEL HAWAII	HAWAII



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