

## Media Releases

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**IMMEDIATE RELEASE**

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# Owner/operators Shine in 2011 Rankers TravellerVoted Awards

**Gisborne, New Zealand - 22 August, 2011** - Rankers.co.nz presents awards to this years outstanding experiences, as voted by travellers to New Zealand. A TravellerVoted Award is quite different to any other. This time tourism operators have been assessed by the most important critic of all - the Independent Traveller.

Each owner answered the phone directly - when Cymen Crick, co-owner of Rankers rang the four supreme winners with news of their win. "It seemed appropriate" said Crick. "Our experience of the Rankers awards - now in their third year - is that travellers appreciate the personal touch more than ever."

Crick says the Rankers awards represent the voice of the people. This is evidenced by more than 10,000 votes on the [www.rankers.co.nz](http://www.rankers.co.nz) website over 12 months. He adds, "The Rankers TravellerVoted Awards are a celebration of the people behind Aotearoa's tourism reputation."

The four supreme award winners for 2011 are:

- Supreme Attraction Winner: Okarito Kiwi Tours on the West Coast.
- Supreme Activity Winner: Green Glow eco-adventures in Waikato.
- Supreme Holiday Park Winner: Jacksons Retreat Campervan Holiday Park, West Coast.
- Supreme Transport Winner: New Zealand Frontiers.com in Auckland.

Crick says that he and his partner Nick Morrison were tourism operators themselves for more than 10 years, so they understand that winning the hearts of the traveller, day in day out, is a monumental feat. "This is what the Rankers TravellerVoted Award is all about and our hats go off to these winners."

"Travellers tell us that Department of Conservation walks and camping areas form a core part of their travel in New Zealand and to ensure we reflect the voice of the traveller and to celebrate the men and women in green, these awards now also show the top voted DOC sites around the country.

- Top DOC Campground- Purakaunui Bay in the Catlins.
- Top NZ Short Walk - Wharariki Beach at Golden Bay.
- Top NZ Day Walk - Lake Marian in Fiordland.
- Top NZ Multi Day Walk - Lake Waikaremoana.

You can view the full list of winners at <http://www.rankers.co.nz/awards>.

Rankers says its core belief is that there is no-one more honest than the customer. "Quite simply, the traveller has spoken," says Morrison

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# TravellerVoted Award Details

The Rankers TravellerVoted Awards have been running since 2009. The customers judge the awards. We assess the traveller reviews/ratings submitted to our site during the a 12 month period. These reviews are spread among 50 experience categories.

We then establish finalists in each category. Last year, some 80+ businesses were recognised in this way. Selected winners deserve their glory, but we believe it is important to present the range/quality of strongly-performing businesses, nation-wide. To give due credit, we name our many finalists. They are the strength of NZ tourism this year.

We then identify the winners in each category to establish the next tier of achievement.

Some experience categories don't make award status due to an insufficient number of votes.

From the category winners, we select the four Supreme Winners.

For more details read the FAQ's - <http://www.rankers.co.nz/awards/traveller-voted-awards-2011/faqs>

Rankers TravellerVoted Awards by numbers:

- 10,000+ Votes
- 4,000 Tourism Operators Qualify
- 4 Supreme winners
- 37 Category Winners
- 46 Category Finalists
- 6 DOC Experience Winners

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For further information about the awards or [www.rankers.co.nz](http://www.rankers.co.nz) visit <http://www.rankers.co.nz/media/resources> or contact:

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## About Rankers.co.nz

Starting up five years ago, [www.rankers.co.nz](http://www.rankers.co.nz) has fast become New Zealand's most established Independent Travel Review website with over 30,000 reviews. Rankers is owned and operated by locals, Nick Morrison and Cymen Crick.

## Change Has Come

The evidence is now clear. Independent traveller reviews have become by far the most influential online travel motivator. Studies show, in some countries, 50% of online users consult reviews before making their travel decisions.

## Power To The People

Nick and Cymen set up Rankers so people, not marketing budgets, are in the driving seat. Their proudest achievement is seeing the genuine tourism operators receiving the exposure they deserve through Rankers. Exposure that only big money could have previously bought. The TravellerVoted Awards are an extension of this achievement. The full Award-winners' list is available at <http://www.rankers.co.nz/awards>. Enjoy.

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