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IMMEDIATE RELEASE

Rankers Awards 2013 - They've won the heart of the traveller

Gisborne, New Zealand - 22 October, 2013 - Rankers.co.nz presents awards to this years outstanding experiences, as voted by travellers to New Zealand. A Rankers Award is quite different to any other. This time tourism operators have been assessed by the most important critic of all - the Independent Traveller.

The Rankers Awards are based on independent reviews. Rankers co-owner Cymen Crick says, "We meet travellers person to person, as they explore NZ and ask them about their experiences here. All tourism companies for each category are eligible. No-one pays to participate, everyone is in. Some of this year's winners hadn't even heard of Rankers".

Nick Morrison, the other co-owner of Rankers says "These awards cut through the bullshit and bring us back to old-fashioned values of hosting, looking after people and celebrating the individual."

"The Rankers Awards have been running for five years now. From the pool of over 4,000 experiences and with over 8,000 votes cast, six Supreme winners, 40 Tourism operator winners and 11 Free experience winners were found". View all winners here - https://www.rankers.co.nz/awards/traveller-voted-awards-2013

What do these winners' photos have in common?

The Lost Gypsy Gallery

Top Voted Museum/Gallery. Is art essential in our society? Answered.

Download full resolution press photo*

Whararikí Beach

The Top Short Walk in NZ for five years straight. Wine, cheese

The Top Short Walk in NZ for five years straight. Wine, cheese, crackers, sunset - go there!

Photo thanks to Judith Bishop.

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Niall and Anna from PiwiWiwi Surf Campervans

Supreme Transport Award winners. Can you deny that the greatest connection is people contact?

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Abel Tasman Canyons

Is adventure only for the adventurous? Or for those with spirit?

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* Publication of these images is permitted providing they are associated with the 2013 Rankers Awards.

Winner Speeches

At the heart of these awards lies a simple question; **"How did you win the heart of traveller?"** It was posed to the winners:

> "Often we are the first port of call to these visitors - don't just tell them about places they can experience, become part of that experience!"
>
> - Reana, i-SITE - Whangarei

> "My aim here is to reward the curious, to offer a creative place of wonder, beauty, gadgets and gizmos, made mostly from natural or recycled materials that will warm the heart of even the most cynical. An antidote to consumerism."
>
> - The Lost Gypsy Gallery

> "Show them the heart of New Zealand."

- Buller Canyon Jet

"If it's going to be a special experience for our guests then it must be more than routine for us."

- CharterLink

"People don't care how much you know until they know how much you care."

- Aimee, i-SITE - Whangarei

"We show them ours [heart] and keep it real."

- Maori Tours Kaikoura

NZ's Top Voted Visitor Centres

Travellers love local Visitor Centres and this inspired Rankers to create a new category for 2013. Congratulations to Whanagarei i-SITE for winning the Supreme Visitor Centre award.

Te Anau, Fiordland won the top-voted DOC Visitor Centre award.

Nick says, "We ran a sea-kayak company in the Abel Tasman for over 10 years and know how hard it is to look after the traveller, day in, day out. Chur chur to all the winners and here's to the health of NZ tourism."

For further information about the awards or www.rankers.co.nz visit http://www.rankers.co.nz/media/resources or contact:

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About Rankers.co.nz

Starting up seven years ago, www.rankers.co.nz has fast become New Zealand's most established Independent Travel Review website with over 45,000 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 Rankers 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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