

Media Releases

For further information visit www.rankers.co.nz or contact:

Cymen Crick
Rankers.co.nz
P: +64 21 468 995
E: cymen@rankers.co.nz

IMMEDIATE RELEASE

Rankers Awards 2014 - They've won the heart of the traveller

Gisborne, New Zealand - 10 November, 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".

Nick Morrison, the other co-owner of Rankers says "These awards 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 10,000 votes cast, six Supreme winners, 37 Tourism operator winners and 9 Free experience winners were found". View all winners here - <https://www.rankers.co.nz/awards>

What do these winners' photos have in common?



Wai-O-Tapu Thermal Wonderland - Top Voted Volcanic / Geothermal Experience

Like walking on another planet.

[Download full resolution press photo*](#)



Okarito Kiwi Tours - Top Voted Bird Watching



Experience

Good Nature

[Download full resolution press photo*](#)



Kaikoura Kayaks - Top Voted Sea Kayaking Experience

Up close and personal with Marine Mammals

[Download full resolution press photo*](#)

* Publication of these images is permitted providing they are associated with the 2014 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:

"Passion is best served shared..."

- [Okarito Kiwi Tours](#)

"It helps to have the bestest, coolest people at the front desk!"

- [Gisborne i-SITE](#)

"Every staff member who touches our customer at any part of their journey with Haka Tours has customer feedback as a performance indicator. Why wouldn't it be?"

- [Haka Tours](#)

"Welcome them with open arms and treat them like a long lost friend."

- [Kaikoura Kayaks](#)

"We truly believe that NZ is the best country in the world to have a self drive holiday."

- [Anzed Rentals](#)

"People dream of seeing our underwater world, we like to show them something beyond those dreams."

NZ's Top Voted Visitor Centres

Travellers love local Visitor Centres. This inspired Rankers to create this category last year. Congratulations to Gisborne i-SITE for winning the Supreme Visitor Centre award.

Congrats also to Te Anau, Fiordland DOC, winner of the DOC visitor centre award for the second year running.

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:

Cymen Crick
Rankers.co.nz
P: +64 21 468 995
E: cymen@rankers.co.nz

About Rankers.co.nz

Starting up eight years ago, www.rankers.co.nz has fast become New Zealand's most established Independent Travel Review website with over 55,000 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. Evidence of their worth is shown by the uptake of Rankers related Apps. Currently the highest rated NZ travel app (30+ reviews) on the Google Play store.

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.

###