

## Media Releases

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**IMMEDIATE RELEASE**

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# Rankers.co.nz TravellerVoted Awards 2010 Announced

**NZ holiday makers and overseas visitors tell us the places, adventures and attractions they rate the best in NZ. Check out the favourite places, attractions in your region!**

**Gisborne, New Zealand - 17 August, 2010** - There is no-one more honest than the customer

Cymen Crick, co-owner of rankers.co.nz, announces his company's 'TravellerVoted Awards for 2010.'

"We have a pool of over 4,000 qualifiers. From the past year, our database has over 10,000 traveller assessments. From this we've identified the winners in some 40 categories of the Awards."

"We've been tour operators ourselves," Cymen's partner, Nick Morrison, explains. "We ran a lively, successful sea-kayak operation for many years (Kaiteriteri Kayaks). We sold up and began this."

Cymen Crick says they initiated their Rankers website in 2007, sensing it to be "the way of the future." Cymen points out they now have over 20,000 rankings, with reviews. "That's a huge resource for NZ holiday makers and overseas visitors. Access to this and more is free on the rankers.co.nz site."

Nick Morrison observes, "There's an old saying, 'No-one is more honest than the customer.' Well, these awards come from the voice of the people."

Cymen mentions, "We see ourselves providing plenty for Kiwi holiday makers of all ages. Not just high adventure. For example, we've developed a section on good, free NZ attractions, like the many free walks all over the country. They can really enrich your holiday. Traveller's tips, too, we publish."

Cymen Crick claims this will be "The Maybe Shortest Awards Speech Ever":

"We've shown we're committed long-term advocates for NZ tourism. These awards are part of that. We're proud of them and our role in celebrating the winners and high-achievers. We're innovators in the new medium, and rankers.co.nz is already New Zealand's largest travel review website. I'll put the trumpet down."

Nick offers, "We just look forward to growing the site, hearing from people, or, better still, meeting up. Cheers."

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**About Rankers.co.nz**

Starting up three 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 20,000 reviews. Rankers is owned and operated by locals, Nick Morrison and Cymen Crick. These two good friends have been business partners for fifteen years. Nick and Cymen initially ran Kaiteriteri Kayaks, which became the busiest sea kayak company in NZ. They saw the need for honest, independent travel info - by the traveller for the traveller. So they sold the kayak business and rankers.co.nz was born.

Timing is everything and Nick and Cymen were sure that independent traveller reviews would become the future. They set out to spread the word around New Zealand. It turned out that many tourism operators weren't quite ready for the change that Rankers represented. Realising development would be a long haul, Nick and Cymen consolidated, growing the website and quietly gathering independent traveller feedback for when the time was right.

## **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/traveller-voted-awards-2010>. Enjoy.

## **Rankers in Summary**

- Owners: Cymen Crick, Nick Morrison
- Established 2007
- Website [rankers.co.nz](http://www.rankers.co.nz)

Previous tourism business experience:

- Kaiteriteri Kayaks - 14 years
- Abel Tasman Seal Swim - 5 years

Personal experience outdoors:

- Surfing
- Ski-ing
- Tramping

TravellerVoted Awards:

- Pool of 4,000 experiences
- Categories - 40
- Winners and Finalists - 90
- Next Awards July, 2011 - Live.

Rankers website:

- On site rankings - 20,000+
- Operator listings - Yes
- Links to sites - Yes
- Mentoring on site - Yes
- Traveller tips - Yes
- Free activities/walks NZ-wide - Yes

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