

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

Website harvest yields 2012 Rankers Traveller Voted Awards

Gisborne, New Zealand - 21 August, 2012 - 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.

As in the previous three years, owner / operator tourism businesses have won the heart of the traveller in the 2012 Rankers Awards. These awards reflect the voice of the people. This tells us that they appreciate the personal touch more than ever

From over 9 000 reviews over 12 months, the Rankers Awards have a point of difference. Over 4000 eligible NZ travel experiences qualify for inclusion by right. Travellers simply vote for their favourites, ranging from say, scenic flights to a short DOC walk.

Nick co-owner of rankers.co.nz says, 'The credibility of these awards relies on the credibility of the information, how the votes are collected. The vast majority of the feedback on rankers.co.nz is gathered from personal contact with travellers. We are an online travel review company, but we've found that by collecting information using the old fashioned meet and greet, shake of the hand and information shared using clip boards might not seem flash, but has integrity. You get the real deal, so here we are'.

Nick, goes on to say, 'We are proud these Awards show the diversity of NZ tourism. The scale makes it an ambitious undertaking, but that's the way we want it and she's evolving nicely. There's no need for busy operators to complete paperwork or pay for entry. It's more a case of all in, and may the people and places that hold the heart of the traveller win.'

Cymen, co-owner says, 'Rankers.co.nz is made by New Zealanders, for explorers of New Zealand, local and international. Travellers trust what other travellers say and because of this, Rankers has been the fastest growing NZ travel website since its inception 5 years ago.

'Look, our core beliefs remain strong: that there is no-one more honest than the customer. The harvest comes from there. Congratulations to the winners, cheers, go well, we say!'

4 Supreme Winners

- Supreme Attraction Winner - Okarito Kiwi Tours - West Coast
- Supreme Activity Winner - Haka Tours - Christchurch
- Supreme Holiday Park Winner - Jacksons Retreat Campervan Holiday Park - West Coast
- Supreme Transport Winner - New Zealand Frontiers.com - Auckland

Free Experience Winners

- Short Walk - Wharariki Beach Walk – Golden Bay
- Day Walk - Lake Tekapo Walkway to Mt John Summit
- Multi Day Walk - Milford Track
- Free Dolphin Watch - Curio Bay Dolphin Watching – Catlins Coast
- Free Bird Watching - Cape Kidnappers Walk – Hawkes Bay
- Free Penguin Watching - Moeraki Lighthouse Walk - Oamaru
- Free Seal Watching - Ohau Stream Walkway and Waterfall – Kaikoura

View the full list of winners here - [rankers.co.nz/awards](http://www.rankers.co.nz/awards)

See here for further details - <http://www.rankers.co.nz/awards/traveller-voted-awards-2012/faqs>

Rankers.co.nz | New Zealand's Word-of-Mouth Travel Website

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About Rankers.co.nz

Starting up six years ago, www.rankers.co.nz has fast become New Zealand's most established Independent Travel Review website with over 35,000 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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