



2021 Qualmark 100% Pure New Zealand Experience Awards Winner Profiles

[GCH Aviation](#), Canterbury

- GCH Aviation found a special place in the hearts and minds of the Canterbury, West Coast and Nelson communities through their helicopter air rescues and NZ Flying doctors' service during Covid lockdowns
- Since mid-2020 the GCHA Group have partnered with Uplift in Kind to provide aviation experiences for disadvantaged children in the community. Beneficiary charities include Canteen, Child Cancer Foundation, Heart Kids, Make a Wish Foundation and Pillars
- In 2020 as part of the Conversation with Business GCHA partnered with DOC Christchurch, via their UAV division using heat mapping technology to undertake a feral cat survey of the Kaitorete Spit

[Carino Wildlife Cruises](#), Paihia

- Carino Wildlife Cruises used the downturn in visitors over the past year, to focus on their local community, hosting kids who lived on the edges of the ocean around them, but had not had the privilege to explore or experience what it was like to be on the water nor did they have a relationship with the animals in their shared environment
- They want to inspire, inform and educate future generations of scientists and sailors
- In 2020 they created a regional partnership with DOC, eight local hapu and marine researchers to create a marine mammal project with the goal to teach a Bay of Islands based marine wildlife skills, transferable to the marine sector and so creating jobs that enables a community approach to protecting precious taonga o te pewhairangi

[Nightsky Cottage](#), Ruapehu Region

- Located on the edge of a dual World Heritage status Tongariro National Park, the Night Sky Cottage is a luxury eco retreat that encourages their guests to fully immerse themselves in zero-waste living and nature
- The aim of the Nightsky Cottage experience is to showcase how a 5-star product, in a unique, protected, isolated, location, can exist in harmony with its surroundings through a zero-waste approach
- During the past year, they offered a 50% discount to Essential Healthcare workers as well as removing their cancellation fee

[EcoZip Adventures](#), Waiheke Island, Auckland

- EcoZip Adventures is an eco-tourism & adventure company, offering a premium Zipline and Native Forest Experience on Auckland's Waiheke Island

- EcoZip Adventures' goal over the past year was to adapt to unprecedented change by taking care of staff, as well as ensuring the impact of Covid-19 didn't undo their environmental regeneration and conservation efforts
- Throughout the past year, EcoZip have taken on mentoring and leadership roles, actively funded projects that support Kiwi kids, and ramped-up their activity with and for the community including providing employment opportunities and enhancing local causes
- "Today we are a different business, but with no lesser commitment to our people, our customers and our communities. For our team, who've demonstrated commitment, resilience and aroha, a Qualmark 100% Pure award is a beacon at the end of 15 months of uncertainty"

Kaitiaki Adventures, Rotorua

- A globally recognised Adventure Tourism Company, specialising in white-water rafting, and sledging experiences on the Okere section of the historic Kaituna river
- The pandemic cemented their goals and priorities to create sustainable tourism, a resilient organisation, Māori prosperity & Environmental wellbeing, and enabling their operation to thrive indefinitely into the future
- Projects included the Rangatahi Tourism Training Program, and Project Whakahaumanu, Kaitiaki Adventures-led restoration and community projects

MDA Experiences, Rotorua

- Luxury and Premium Tour Guiding Specialists, offering amazing excursions including mountain biking, rafting, rock climbing and more
- They have delivered a number of community and environmental projects including 'Share the Ride with Whanau' where 10 disadvantaged families were given the opportunity to learn to ride a bike in the Whakarewarewa Forest; and 'Share the Ride in Schools' where each year, a local Rotorua school is chosen to take the whole school on a mountain bike tour free of charge

Owen River Lodge, Nelson

- A boutique, luxury South Island fishing lodge near Murchison
- Everything they do is aimed at giving guests a 100% Pure New Zealand Experience
- They support the community by not only employing locals and showcasing premium Kiwi brands, but also by staying committed to activities and initiatives despite Covid including opening the lodge for the 2020/21 season
- As part of a small, rural community with limited employment opportunities, they enabled their people to stay within their district instead of having to move further afield for work
- They are fully committed to operating sustainably and caring for the 6.5 hectares of gardens and farmland on the property

Rotorua Canopy Tours, Rotorua

- They are NZ tourism leaders in regenerative tourism. They lead a restoration project on 250 hectares of native forest that predates human existence. From 100% pest saturation in 2012, the possum count is down to 8% and rats as low as 9% at times.
- they are world leaders in visitor experience, it is their why and driver every single day.

- Post Covid, as well as creating a new tour option aimed at low decile schools, they reached out to New Zealanders to see what family options they wanted - the replies were so deep and emotional, and they were able to offer 15 flexible family options. The public is still supportive and families went from 24%, to 40% of total business

Skydive Franz Josef and Fox Glacier, West Coast

- Based in Glacier Country, Skydive Franz Joseph is the pioneer in high altitude skydiving in New Zealand and was the first operator in New Zealand to be certified by CAA to conduct skydives from 20,000ft
- The tourism industry in the West Coast has been devastated, but Skydive Franz and Fox Glacier knew the decision to close would have had significant implications for the broader community and the hospitality industry
- Their partnership with DOC has been a lifeline for the operation and its staff. Through the relationship they were able to offer staff the opportunity to earn a living wage, engage in meaningful and dignified employment, learn new skills and contribute to the community by creating a safe but challenging working environment, working on the Alex Knob track

Waiheke Dive and Snorkel, Waiheke Island

- Waiheke Dive & Snorkel is Aotearoa New Zealand's first and only 100% Conservation focused 'full service' dive shop, providing experiences and products in a way that genuinely contributes to the regeneration of Tikapa Moana / the Hauraki Gulf
- They share their love of the unique marine environment of Tikapa Moana / The Hauraki Gulf with island visitors, sharing her beauty and encouraging guests to actively regenerate & protect her – led by their 'no take' policy

Wildwire Wanaka, Wanaka

- Wildwire Wanaka is the highest waterfall cable climb in the world, featuring the world-famous Lord of the Rungs
- The sense of achievement and reward that people experience on Wildwire is what gets them out of bed in the morning
- They have taken the last 15 months as an opportunity to make their business better and stronger for the future
- Their purpose is to make a positive difference - to people through adventure, to the environment through conservation and to their whanau through 'self-development'

Ziptrek Ecotours, Queenstown

- A variety of spectacular and fun zipline adventures through the forest canopy high above Queenstown, on Bob's Peak
- The past 15 months have enabled them to develop new business opportunities - Treehouse Sessions, Weddings/Elopements, eco-education STEAM tours, world's first augmented reality ziplining and Line-6 tour stand-alone product
- Treehouse Sessions turned the Ziptrek tree houses into a new style of outdoor, socially-separated live performance location
- For NZ Music Month they gathered a range of local musicians and placed them in their treehouse network, so that guests zipped around the forest to the tunes of our community – the event was a sell out!