



Immediate Release

New Zealand Luxury Wilderness Lodge, Treetops - Awarded Winner of Australasia's Responsible Tourism Award

(20th October 2010, Rotorua, New Zealand). Exclusive New Zealand wilderness lodge, Treetops Lodge & Estate have been recognised in the World Travel Awards as 'Australasia's Most Ecologically Responsible'. This is the second consecutive year ecology – inspired Treetops has won this prestigious international accolade.

Owner and passionate naturalist, John Sax commented on the win, "We are extremely excited about winning this award for the second consecutive year. It is a huge recognition to our staff and their ongoing efforts to prove yet again that eco-friendly definitely does not mean compromising luxury."

Nestled in 2,500 acres of 800-year old native forest, award-winning Treetops Lodge & Estate is a life-long dream realised by owner and passionate naturalist, John Sax. This uniquely New Zealand experience is a sanctuary and retreat of breathtaking terrain, offering the ultimate in world-class accommodation and adventure. Located in Rotorua the Maori heartland and trout fishing capital of the world the Lodge's elegant, ecology-inspired architectural style was derived from the country's pioneering past, with timber and stone finishes echoing the natural beauty and simplicity of the great outdoors. Treetops offer seven streams, on-site trout fishing, four lakes, and over 70 kilometres of adventure trails. New family experiences include photography safaris, helicopter tours, Geo-caching hunts, luxury treks to spectacular waterfalls, and a 4WD experience.

Established 17 years ago, the World Travel Awards are known as the 'Oscars' of the global travel industry, and continue to be recognised as the highest vote of excellence and compiled from the opinions of 185,000 industry professionals from around the world. The industry's elite – including CEOs, directors of leading travel companies, government ministers and various tourist board chiefs – come together and determine who will be crowned the very 'best of the best' during the most important evening of the year on the tourism calendar.

For more information or for graphics, contact Marketing Representative Karine Thomas on ++64 9 307 3633, or email karine@navigateoceania.com. Visit Treetops website at www.treetops.co.nz or call John Sax, owner Treetops Lodge on ++64 (0) 21 229 9001.

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Editors Note:

Since World Travel Awards 'burst' on to the international travel and tourism scene 15 years ago, the organisation has been making steady and significant, long term impact. It has taken a global lead on one of the most important aspects of travel and tourism – the quality customer experience. This is a key dimension, governing the overall success of companies and organisations. Separating the good from the outstanding, identifying companies that consistently excel beyond expectation and taking customer expectations to a new, unparalleled high. For more information on these awards visit world www.worldtravelawards.com