

**MEDIA RELEASE**

**Inspired Destinations. Unique Experiences. New Zealand**

**(May 2007), NEW ZEALAND. *In New Zealand, you'll experience true luxury, discovery, adventure, and mystery. It's there to be found. In the land, in the people, in the spirit.***

*Navigate Oceania*, a new collection of 25 inspired destinations and unique experiences was unveiled at the award winning Treetops Lodge and Wilderness Estate at the ultimate showcase of New Zealand's luxury tourism product – *Pure Luxury 2007* and *TRENZ 2007 19-24 May 2007*. *Navigate Oceania* launches a collection of luxury accommodations and experiences from New Zealand's best boutique hotels and luxury lodges, an exclusive private island, villas, spa destinations and inspired experiences.

"Attended by 43 of the world's most prestigious luxury travel industry buyers, *Pure Luxury 2007* and 323 *TRENZ* buyers provide the ultimate launch for this new luxury brand of the very best of boutique accommodations and experiences in New Zealand", said director of *Navigate*, Karine Thomas.

Demand to provide a consumer brand, *Navigate Oceania*, an extension of the successful marketing and public relations company *Navigate South* founded by Karine Thomas in 2003, will provide an umbrella brand to promote further this New Zealand collection to the world. In line with *South's* company philosophy, no reservations will be taken directly by *Navigate* but will instead be driven through the new *Navigate Oceania* website to 'Travel Partners'; those international and New Zealand based specialists that are already so supportive to the *Navigate* brand. Karine Thomas comments, "*Navigate Oceania's* concept of driving business back to those who are our ultimate supporters is a first in the world, no other collection of hotels or tourism activities does this. It has always been *Navigate's* business philosophy not to cut out the New Zealand specialist wholesaler or travel agent, but to provide support to our largest producing business partners".

There will be no change to the services provided by *Navigate South*; *Navigate Oceania* has been launched only as a tool for consumers. The *Navigate Oceania* Guide to New Zealand will soon be launched and again in *Navigate's* entrepreneurial spirit, this will encapsulate a world first based on experiential themed experiences, not the traditional focus on accommodation.

Whether a beachside retreat, a lodge in a beautiful bush setting, a luxury Bed & Breakfast or your very own private island, *Navigate Oceania* considers only the very best.

For any media enquiries, please contact Ana Hensley, Marketing Communications Manager or Karine Thomas, Director at *Navigate Oceania* on ++64 9 307 3633 or email: [ana@navigateoceania.com](mailto:ana@navigateoceania.com) or [karine@navigateoceania.com](mailto:karine@navigateoceania.com)

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**Editor's Notes:**

- **Navigate South was launched in 2003 by Karine Thomas, a luxury tourism industry veteran of over 20 years. Her vision saw a need to provide professional marketing and public relations advice for the small luxury sector of the travel industry. See [www.navigateoceania.com/company.php](http://www.navigateoceania.com/company.php) for full bio.**
- Pure Luxury is a showcase focusing on the very best luxury products and experiences New Zealand has to offer. International agents and destination specialists with a focus on the luxury sector and New Zealand have arrived from all over the world to take part in the show which is hosted award winning Treetops Lodge & Estate in Rotorua, ([www.treetops.co.nz](http://www.treetops.co.nz)), on 19 & 20 May 2007.
- Tourism Rendezvous New Zealand (TRENZ) is New Zealand's annual international tourism tradeshow. This event delivers unique business opportunities for an extensive range of New Zealand tourism operators and international tourism buyers from around the globe and is hosted at Energy Events Centre, Rotorua 21-24 May 2007.

#### **New clients launch for Pure Luxury 2007 & TRENZ 2007:**

- **Cavalli Island Retreat & Spa, Northland Cavalli** Island Spa Retreat offers exclusive reign over a private island escape together with a 72 ft luxury motor yacht. Experience the opulence of a luxury spa. Explore the natural beauty of the island's untouched beaches and native fauna. Sample the best in indigenous fare and seafood harvested directly from its shores. Recreational activities and equipment include jet skis, kayaks, amphibious boat, motorised dinghy, fishing, snorkelling & diving equipment and an 8 wheel Argo. Up to 20 staff are on hand 24/7. Rate from US\$15,000 per day.
- **Bolton Hotel, Wellington** Situated in the heart of the capital city's CBD and political centre, this luxuriously appointed boutique hotel offers 142 rooms including 94 one and two bedroom self contained suites. Conference facilities are available together with a business centre, restaurant and café. The Hotel has a five star Qualmark rating.
- **Doubtless Bay Villas, Northland** Doubtless Bay Villas offers chic and luxurious accommodation, uninterrupted, panoramic ocean views and direct beach access on a private and peaceful slice of far Northland coastline. The 50, almost identical condominiums, all with spectacular views over the ocean, offer one bedroom suites and two and three bedroom apartments. Guest facilities include fresh water infinity pool, spa, and all weather tennis court.