

## Media Enquiries

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## Rich Lister Families driving New Zealand's Luxury Lodge Guest Lists this Northern Summer

**(May 2007), Auckland New Zealand.** Rich Listers and their families are more than ever finding this southern land of gentle, evergreen wilderness the perfect choice for family action-holidays in spectacular surroundings. While the retail and consumer sectors may be slowing, spending by the rich and their families continues to soar to this quiet part of the world.

And why? New Zealand is so safe, completely free of dangerous animals, poisonous snakes, spiders or plants and its Tourism Councils' 100% Pure media campaign around the world has ignited that Rich Lister, Baby Boomer cross Gen Xer propensity for luxury travel at any cost. Two top retreat lodges are benefiting from these new arrivals are offering luxurious, secure bases for families to share new experiences in the last country on our planet to be populated.

Forget golden sandy beaches and swimming pools, if you're a hip and happening Rich Lister family looking for outdoor pursuits, look no further than **Treetops Lodge & Wilderness Estate** in the heart of 2,500 acres of virgin forest in Rotorua, the heart of New Zealand's world-famous region of sprouting geysers and bubbling mud, spiritual home to the indigenous Maori people. Treetops Lodge has just launched a specially targeted experience to the family market - **Geo Caching**, the new take on the old fashioned scavenger hunt. The adventure game played out over several days calls for participants to locate hidden caches using Global Positioning Systems (GPS) receivers within the 70 km of totally private virgin forest trails and too, experiencing deer, water buffalo, American buffalo and wild goats on their adventure. The kids love it because they are great with technology and let's face it; it brings out the kids in the adults too.

And just how often does the average family experience these magnificent animals roaming free? Of course the lodge offers hiking, horse trekking, 4WD or helicopter experiences which will introduce you to dramatic waterfalls, lakes, rivers, mountains and indigenous flora and fauna. An opportunity too, for fascinating insights into the native herbs and plants Maori traditionally used for culinary and medicinal purposes. Award-winning design and personalised hospitality are planned to de-stress and invigorate the whole family.

John Sax owner, philanthropist and visionary of Treetops, plus a New Zealander in this land of traditionally internationally owned mega lodges said, "Those who experience Treetops rediscover themselves. The time spent by families at Treetops encourages them to reflect on the things that are truly important, family, friends, community and that it is what brings us life's real joys and satisfactions".

**Claremont Country Estate**, on New Zealand's South Island, provides a luxury lodge setting with unequalled geological experiences. A 2,400 acre working deer and sheep high-country ranch, with the backdrop of the Southern Alps, families can share a unique, complimentary guided, off-road driving tour that is an odyssey into pre-historic New Zealand, to 65-million years ago, when dinosaurs roamed here. Stunning scenery, spectacular geological features and natural wonders including the rare opportunity to see and touch fossilised dinosaur remains and one-metre high 'God's Marbles'.

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Enjoyed separately or together, Treetops and Claremont offer families (Rich Lister or not), unique opportunities for healthy adventure and fun in pristine surroundings free of threat. With so much to see and do right on their doorsteps, these stunning retreats both offer a perfect mix of adventure, fun and education. And because their secure, secluded accommodation also offers superb dining and luxury there's genuine enjoyment for all the family - parents and children alike.

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

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### **Editor's Notes:**

- Both Treetops Lodge & Wilderness Estate and Claremont Country Estate are members of the Navigate Oceania Collection([www.navigateoceania.com](http://www.navigateoceania.com)), representing 23 luxury experiences in New Zealand.
- Both Treetops Lodge & Wilderness Estate and Claremont Country Estate have been stated in this month exclusive membership based travel club Andrew Harper Hideaway Report; as top lodges of New Zealand to visit.
- Both Treetops Lodge and Claremont offer luxury lodge accommodations and welcome families at any time of year. Apart from the more luxurious lodge accommodation, both retreats offer 3 bedroom cottages. Treetops offers 'The Pheasant House' a more homely environment than that of the luxury lodge surroundings of the main lodge, but with direct access to all Treetops experiences on offer. Rates start from NZ\$844 per night for a family of four. Claremont's 'Cottage' again offers more reasonable options for families to experience their famed dinosaur trails. From NZ\$720 per night for up to a family of five.
- Treetops Lodge & Wilderness Estate is a member of Small Luxury Hotels of the World. Visit Treetops at [www.treetops.co.nz](http://www.treetops.co.nz)
- Claremont Country Estate can be visited at [www.claremont-estate.com](http://www.claremont-estate.com)