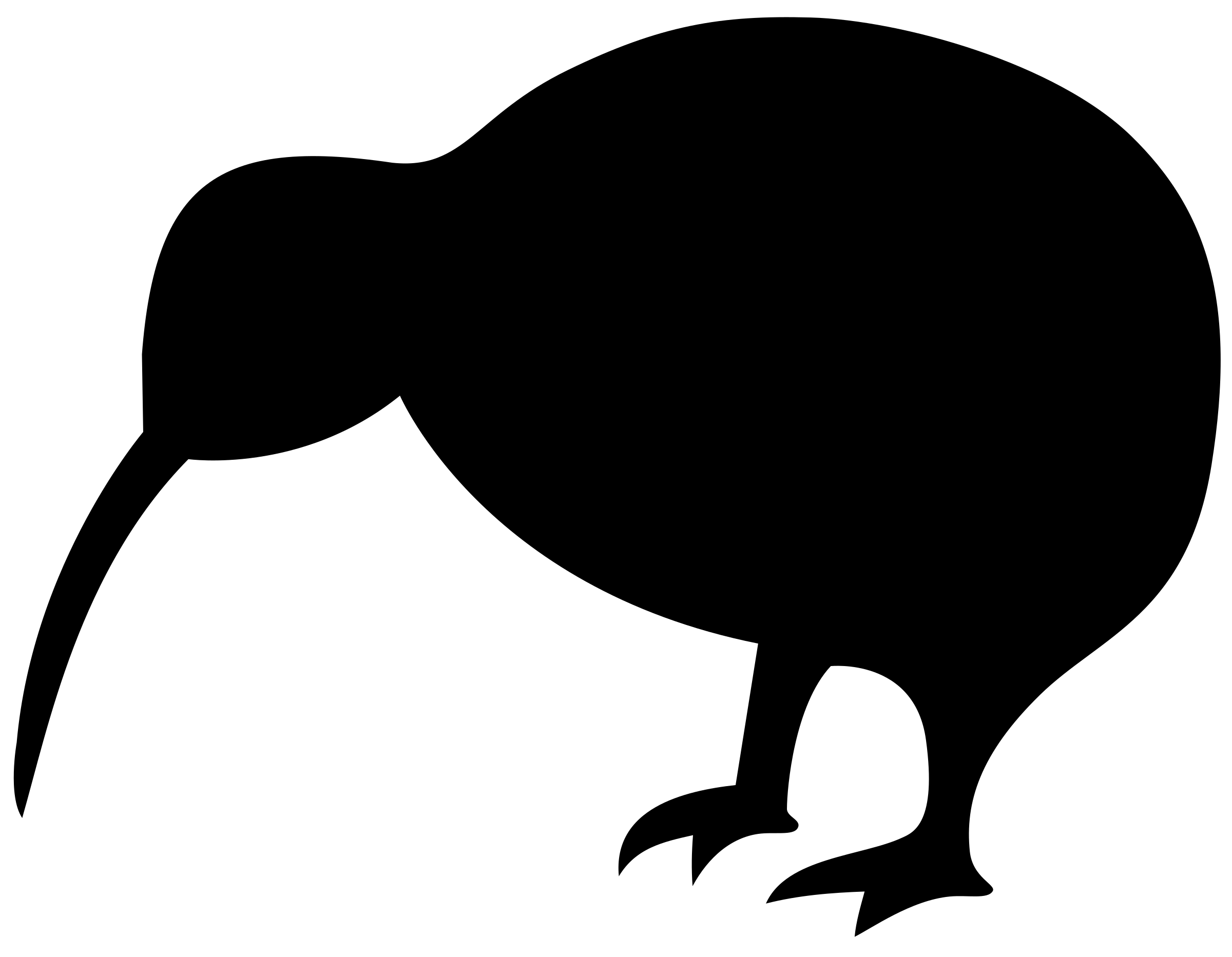
Walking in New Zealand

Recommendation Report for Classic Walking Adventures

# Introduction

Since 1980, Classic Walking Adventures has conducted tours in the United States, Europe, China, and Canada for individuals, groups, couples, and families who seek active vacations. New Zealand offers a wealth of cities and locales for spectacular vacation experiences. This report examines the benefits of New Zealand as a walking tour destination and recommends three initial tours and tour dates.

# About New Zealand

New Zealand is a remote island country located in the South Pacific Ocean, more than 1,000 miles southeast of its closest neighboring country, Australia. It is made up of two main islands (the North Island and the South Island) and many small islands. Its capital city, Wellington, is located on the North Island. Auckland is another urban city that is also located on the North Island. The official language is English. The population of New Zealand is 4.4 million, with 86% of citizens residing in rural areas. New Zealand has a wealth of breathtaking scenery including beautiful fjords, mountains and beaches, active volcanoes, and sweeping green valleys. New Zealand is about 1,000 miles from north to south and 280 miles east to west. The country has a rich culture. The majority of inhabitants descend from Europe and a smaller percentage are Maori, the indigenous Polynesian people. The national symbol of New Zealand is the flightless kiwi bird. (Encyclopaedia Britannica, Inc.)

# Tourism in New Zealand

Tourism is an important industry for New Zealand, typically attracting about 2.6 million tourists every year. Visitors come to enjoy the spectacular scenic beauty, the climate, and the people. There is very little crime in New Zealand; it is a safe place to visit. (Tourism New Zealand) There are a wide variety of activities for people of every age group. There are National Parks to explore, delicious foods to taste, vineyards to experience, kayak trips to take, and mountain slopes to ski down. Best of all, there are an abundance of trails to walk—through cities, up and down mountains, and through valleys. More than 150 locations in New Zealand were featured in the filming of *The Lord of the Rings* film trilogy, because it is so magnificent and other-worldly. (Heaton) In the April 2016 issue of *Walking Stick News*, veteran hiker Joelle Chambers raved about her vacation to New Zealand. “The views are breathtaking and the people are welcoming and friendly.” (Chambers)

# Reasons to Offer Tours in New Zealand

Results from our customer survey [[1]](#footnote-1)indicate that our customers want to explore New Zealand for a variety of reasons. First, New Zealand offers spectacular scenery. Second, our customers want to experience the rich cultures of New Zealand and engage with its friendly citizens. The area offers a balanced variety of beautiful places to walk, interesting sites to see, fun activities for all ages and experience levels, and delicious food. Classic Walking Adventures can offer a variety of different tours to New Zealand that will appeal to a wide range of customer groups. We can create a variety of family tours, thrill seeker tours that provide opportunities for extreme adventures; and senior tours that offer more relaxed activities.

# Recommended Tour Dates

The table below provides proposed pricing and a schedule for tours in the summer of 2016.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Tour name | Tour type | Start date | End date | Price |
| Wellington Walks | seniors | June 8 | June15 | $1,999 |
| National Parks | family | June 15 | June 22 | $1,499 |
| Kiwi Adventures | Hiking and kayaking | July 8 | July 15 | $2,499 |

# Works Cited

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1. Survey was conducted in May of 2015 and completed by 237 customers. [↑](#footnote-ref-1)