



AHIPARA
LUXURY TRAVEL

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News

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Market Segmentation



Last week I took a call from Seattle. A VIP with private jet wanted a quick four days in New Zealand filled with helicopters, caves and luxury lodges. We had the rough concept outlined and agreed in five minutes and fully costed, quoted and booked within 24 hours. Their trip was "in the system" with private jet handlers, helicopter operators, private guides and lodges all working together and... > [Read more](#)

6 Sep 07

Garbage In - Garbage Out



Our greatest risk is imperfect communication. We deliver what clients want. What if what we think they want isn't what they want? Then we deliver, beautifully, something they don't want, and we have an unhappy client. We don't like unhappy clients. Let me share a quandary I find myself in. I have a wonderful client coming over Christmas, a large family group using a number of helicopters,... > [Read more](#)

2 Sep 07

Passing Beauty



On an end of season tour I was lucky enough to spend some time in the Marlborough Sounds with clients who were interested in exploring the area. Previous occasions on my part had always been rushed. We spent two nights in the Convent - currently... > [Read more](#)

28 Jul 07

Luxury and Exclusivity - A Question



A number of very high quality "super-lodges" have historically occupied the high ground in terms of obvious places to stay booked by people with a limited depth of understanding as to what is available in New Zealand. The arrival of the internet... [> Read more](#)

25 Jul 07

National Geographic - Russian Edition



As part of our continuing push to develop understanding of New Zealand in the former Soviet Union, we recently hosted journalists representing the Russian Edition of National Geographic Traveler, the Russian Edition of the Robb Report, and a... [> Read more](#)

20 Jul 07

Don't You Get Tired of Spin?



I received an offer in the mail today. From my bank. It was for a platinum Visa card (thank you to all those clients I have chartered aircraft on credit for!). One of the advantages touted in the card was "24 hour concierge service. Take a... [> Read more](#)

17 May 07

Maori warriors on Anzac Day



We enjoy creating experiences for clients. Not special soap in a qualmarked lodge.

We're talking experiences. Up north we have been working for years with Hone Mihaka of Taiamai - www.taiamaitours.co.nz[1]. Hone shares a passion for the... [> Read more](#)

12 May 07

An Exclusive Experience



In case you know anyone putting together "exclusive experiences", often preceded by words such as "ultimate" and "discerning", it might be worth putting this one in front of them... Our clients wanted a taste of "real New Zealand". They... [> Read more](#)

10 May 07

Focus on Auckland



Now that the busy season is winding down in New Zealand, we have had a chance to think a little about how the market has moved on and how we can work with more people to everyone's benefit. One message which we are receiving at the moment is... [> Read more](#)

17 Apr 07

European Road Trip



We will be in Europe in June/July meeting certain contacts/agents and taking a holiday ourselves! If there is anyone who would like to sit down with us to discuss cooperation, please let us know and we will schedule a time into our itinerary... [> Read more](#)

10 Apr 07

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