



AHIPARA
LUXURY TRAVEL

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News

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[He Tangata, He Tangata, He Tangata](#)



There is a Maori saying. "What is important in life?" The answer is "He Tangata, He Tangata, He Tangata". "It is the people, the people, the people." Tourism is no different. A lodge is basically a pile of building blocks without people. An activity is less. And guiding cannot exist without people. Over the years we have seen various changes in our top accommodation. Management teams... > [Read more](#)

1 Apr 07

[Flexibility - Again!](#)



We had quite a challenge last month - a VIP who wanted things to happen after the last moment, who wanted top quality, and who wanted costs carefully managed. It's very difficult to deliver all of those at the same time. Typically quality comes with a cost and resurrecting expired deadlines takes even more cost. However, we managed and were very pleasantly surprised with the efforts all... > [Read more](#)

8 Mar 07

[Luxury Service - Progress](#)



Five years ago we would have to explain to operators that some people would prefer to go in a raft on their own rather than with a group of others. This idea would take some adjustment, and pricing was invariably a function of boatloads and... [> Read more](#)

5 Mar 07

Auckland Rugby Expertise



A few months ago we put a programme together for 200 Caltex delegates, involving Grant Fox, Kerre Woodham and rugby training specialists from Auckland Rugby. The event went very well of course. Mark Ama, the man who organised the rugby... [> Read more](#)

3 Mar 07

What is an Operator?



When the idea of the new New Zealand Luxury Travel Show came up, we were invited to participate but declined based on a number of structural issues which we took up with TIANZ. After ignoring our points for a number of weeks we were then asked... [> Read more](#)

1 Mar 07

Luxury is more than an expensive property!



One of our themes over the last few years has been flexibility. Typically, the individuals at the top end of the travel market are used to flexibility in their day to day existence. Meanwhile luxury tourism in New Zealand delivers a high quality... [> Read more](#)

18 Jan 07

Two New Management Teams



changed ownership and management immediately prior to our visit. We're happy to say that both visits were a great success. Layonie and Denholm at The Convent in... [> Read more](#)

15 Jan 07

Specialty Guides



After two highly successful overseas marketing trips, we decided to start worrying about capacity. What would we do if people followed through with an increased level of business? The obvious answer is increase capacity - add some more... [> Read more](#)

10 Jan 07

Personal Service - A Growing Trend



While at ILTM in Cannes (the No1 international luxury tourism trade show) we were delighted to meet a growing number of top-end players who are talking increasingly about "personal service" as the goal of luxury clients and operators. The... [> Read more](#)

19 Dec 06

A Beach is a Beach - right?



Well, not quite. Like many things, they seem similar on the surface but once one gets below the surface they're all different. Consider these different beaches we have used (and yes, most of them were deserted): - a beach in the far north... [> Read more](#)

13 Dec 06

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