



AHIPARA  
LUXURY TRAVEL

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## News

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### [Cavalli Island Retreat](#)



We used this place in February of this year as the setting for a billionaire's birthday party. We think it is unique in giving luxury clients a taste of how New Zealanders would spend their luxury dollars if they had enough of them. Eco-friendly design, just 6 beds on a private island of 80 acres, excellent fittings, and the best view from a spa bed I have ever seen, all combine to make... [> Read more](#)

9 Dec 06

### [Helicopters in Tourism](#)



In many parts of the world, helicopters are restricted to flying set routes on a set flight plan, submitted days before the event. This has resulted in the development of fixed helicopter product. In New Zealand we are blessed with very few restrictions. It is possible to use a helicopter like a personal vehicle. Two weeks ago I was with some clients and we had no ground transport... [> Read more](#)

6 Dec 06

### [Destination Management - A Primer](#)



The luxury segment of the tourism industry in New Zealand is unfortunately still only partly understood. Governmental and industry bodies have at least come some way since considering a minibus with seats as "luxury". However, they are still... [> Read more](#)

16 Nov 06

## Silver Pine - Another Unique Place



That little ridge in the centre of the photo is where you can find Silver Pine. Obviously the location (on the cross-bar of the H formed between the junction of Lake Wanaka and Lake Hawea) is quite special. If you have a look on their website,... > [Read more](#)

6 Nov 06

## "Ahipara Days" - The Pitfalls of Successful Marketing



At least our marketing is working at home! My daughter surprised me in July when she asked for an "Ahipara Day" as a special treat for her birthday. I was delighted and put together something based around her interests - a helicopter tour over... > [Read more](#)

6 Nov 06

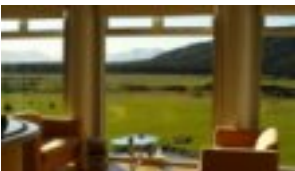
## Russian Marketing



Our marketing trip to Russia at the end of September went very well. As we expected, there was an almost desperate requirement for any sort of information as to what was available in this country. The Russian monied classes have travelled most... > [Read more](#)

22 Oct 06

## Takaro Lodge - A Highly Unusual Place



Takaro Lodge is not what one would expect. Not a "discerning" place for the lodge trophy hunters. No ties for dinner. No lists of sanctioned local activities. No "children not allowed" rules. And no spa which only pays lip service to modern spa... > [Read more](#)

18 Oct 06

## High Quality New Zealand Experiences



Zealand's South Island. This also gave us the opportunity to catch up with some existing suppliers and some new suppliers. We will occasionally profile some of these in... [> Read more](#)

16 Oct 06

## Auckland City Takes Tourism Initiative



We were delighted when Jean-Michel was asked onto the Steering Committee looking at the future of tourism for Auckland. Quite apart from the recognition this showed, it also allowed small innovative businesses a voice in this process. The... [> Read more](#)

8 Oct 06

## Tourism "Experiences"



"Experience" is the latest buzzword to fall foul of tourism marketing people. Research tells them that "experiences" are what travellers want, therefore, as good marketing professionals, everything they look at suddenly become "experiences". ... [> Read more](#)

19 Sep 06

- [> Page 1](#)
- [> Page 2](#)
- [> Page 3](#)
- [> Page 4](#)
- [> Page 5](#)
- [> Page 6](#)