

Canterbury Trails receives prestigious awards

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Local tourism company Canterbury Trails has been named as one of three finalists for the prestigious ITOC (Inbound Tour Operators Council) Operator of the Year 2009 Award.

The awards recognise New Zealand tourism operations that offer an outstanding tourism experience for inbound travellers and are selected by leading inbound operators based on feedback they receive directly from international clients.

Christchurch-based Canterbury Trails was founded 15 years ago by **Brian Lucas** and provides a personal guiding service for discerning travellers.

Christchurch & Canterbury Tourism chief executive Christine Prince says Canterbury Trails is an outstanding local tourism operation and leads the region by example.

“Brian and his team are to be congratulated on being chosen as one of the top three New Zealand operators, and we are thrilled they are representing Canterbury in the award finals, which will be presented at the ITOC Conference in Gisborne on Wednesday 12 August.

“The fact that they have been chosen independently by a group of influential retail and wholesale operators is testament to the high quality service and creatively presented tours they consistently provide,” she says.

Mr Lucas says he was surprised and delighted to receive a letter from ITOC chief executive Paul Yeo announcing his company’s recognition. “Our recognition reflects the passion we have for the beauty and heritage of New Zealand. We take great pride in producing bespoke tours that really showcase the wonders of the South Island on an individual and personal level,” he says.

“Our team of guides’ broad local knowledge enhances their ability to provide magical tours that give guests a truly memorable experience of their New Zealand visit.

Catering for those who do not want to be part of a large tour group or who do not want to be totally on their own, we offer an exceptional alternative to the self drive and coach tours,” Mr Lucas says.

Canterbury Trails’ day tours from Christchurch visit Akaroa and Banks Peninsula, Arthur's Pass National Park, Kaikoura and Hanmer Springs.

Extended tours include a nine-day Wilderness South Expedition and 14-day Natural New Zealand. They are deluxe small group nature and wilderness safari tours for those who seek a guided, active experience with first class service and accommodations and tailor-made tours and exclusive private tours to suit guests’ wishes and time frame. ‘Eco-limo’ tours offer nature touring on a luxury scale.

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