

Tourism Export Council recognises Scenic Excellence

Scenic Hotel Group is honoured to be recognised by the Tourism Export Council of New Zealand as Operator of the Year 2012. Steve Shearer, the Group's Director of International Sales and Brand Development says that as the largest 100% New Zealand owned and operated hotel chain in the country, Scenic Hotel Group is proud to accept the award as recognition of exceptional dedication to New Zealand tourism.

Scenic Hotel Group underwent a successful rebranding campaign in 2009 to industry acclaim, clearly differentiating the 3-star Heartland Hotels, 4-star Scenic Hotels and standalone 5-star Te Waonui Forest Retreat.

"While the distinct brands come with differing levels of experience and price points, our core commitment to 'quintessentially Kiwi hospitality' prevails across all our properties," says Mr Shearer. "Warm smiles, specialised regional knowledge from local and passionate staff, genuine interest and exceptional levels of service all contribute to making our guests feel welcome and valued.

"Scenic Hotel Group has a strong drive to support local and national service providers and trade wherever possible," says Mr Shearer. "All our products, fixtures and furnishings are sourced, created and provided by the best New Zealand companies and suppliers wherever possible."

Investing over \$12 million in the last year alone in refurbishment and renovation, Scenic Hotel Group has a strong, strategic growth plan. The recent addition of Scenic Hotel Tonga during a global economic downturn is an indication of the optimism the Group has for continued growth and the future of tourism in New Zealand and across the Pacific region.

"Family values driven by the entrepreneurial and philanthropic Hagaman family underpin the highest levels of service and commitment to the best in tourism and hospitality," says Mr Shearer. "We are delighted that our dedication to sustainable tourism and true kiwi hospitality has been recognised with this success."

For further information including TECNZ criteria for the award, please contact

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