



MEDIA RELEASE

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CONDE NAST PRAISE FOR NEW ZEALAND SPA

Tourism stats may reflect gloom - one of New Zealand's major tourist attractions is anything but.

Arguably the world's most prestigious travel magazine – Conde Nast - has named Polynesian Spa (Rotorua) in their UK edition amongst the top ten thermal, natural or medical spas in the world, as voted by their readers in the 2009 Annual Spa Awards. Polynesian Spa was the only spa outside Europe to receive this accolade.

http://www.cntraveller.co.uk/SpaAwards/2009/Medical_Thermal_Natural_Spas/

Conde Nast Traveller is amongst a stable of esteemed magazines which include Vogue, Tatler and Vanity Fair.

"It's prestigious and gratifying. This sort of publicity definitely boosts interest in New Zealand tourism," says Martin Lobb, managing director of Polynesian Spa. The spa made the top ten in four consecutive years from 2004 to 2007, but missed out following major renovations in 2008. Now, they are back on top, listed as 9th in the world.

"We deliver very high quality spa therapies. Our 13 therapists are skilled, and some of the therapies we deliver such as mud wraps are unique to Rotorua and very appealing to visitors. Bookings for the therapies are consistently high. Despite the reported falloff in tourism, that remains the case," says Mr Lobb. In addition, the spa has 26 natural mineral thermal pools, with varying temperatures and mineral composition.

"Pools such as the Priest's pool, named after a Catholic priest who bathed at the spa in the 1870's, have a legacy of therapeutic benefit. Visitors truly love them, and have done for over a hundred years," says Mr Lobb. "The therapies, which include body wraps, exfoliations, massages and replenishments are projected to increase even more in demand. This year we've commenced a feasibility study to build more capacity."

Conde Nast's honour is awarded each year. Readers are invited to rate their favourite spa according to criteria that include ambience and decor, body treatments, cuisine and service, annually.

Polynesian Spa (www.polynesianspa.co.nz) has 26 natural mineral hot pools as well as a range of spa therapies, spa gift shopping and a café. Set on the shores of Lake Rotorua (adjacent to a conservation reserve and an area known as 'Sulphur Point' because of its thermal activity), it is nestled in native bush. The spa was started in 1972 by the Lobb family and has become one of the most popular attractions for visitors to Rotorua accounting for hundreds of thousands of visitors a year.

In 2008, Conde Nast Readers' Travel Awards nominated New Zealand as 'number one destination'.
<http://www.cntraveller.co.uk/readersAwards/2008/countries/>

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