

Superyachts NZ arm receives endorsement from NZ tourism

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Press Release – Asia Pacific Superyachts NZ

Asia Pacific Superyachts New Zealand's luxury concierge arm receives formal endorsement from New Zealand tourism bodies

Auckland, New Zealand... May 6, 2015—New Zealand-based superyacht agent, Asia Pacific Superyachts New Zealand (APSNZ), is proud to announce that effective immediately it has been registered as an official New Zealand Inbound Tour Operator (ITO) with the Tourist Export Council of New Zealand and has been Qualmark approved. As New Zealand tourism's quality assurance organisation, Qualmark provides a trusted guide to quality travel experiences, with only the best in trade permitted approval. This news is a formal recognition of APSNZ's long-term commitment to excellence and acknowledgement of the high-quality standard of services provided.

"Having always worked to provide the ultimate custom itineraries for all our clients, we are delighted to have achieved this additional certification of our concierge offerings," said Duthie Lidgard, Managing Director of Asia Pacific Superyachts New Zealand. "These internationally recognised endorsements will give potential clients, both sea and land-based, further confidence in the high-end services we provide."

The approach APSNZ takes is to give guests a full sensory experience; immersing them in the country's culture through touch, taste, sight and smell in order to differentiate the experience from those in other cultures.

APSNZ takes great pride in creating unforgettable itineraries for their clients that showcase the best that New Zealand has to offer, from authentic cultural experiences, to unprecedented access to landmarks and beauty spots. With a network of highly experienced guides and an unrivalled contacts list, the team is able to craft thoughtful, customised experiences for every client including introductions to winemakers, politicians, movie makers and other personalities who feature in the company's comprehensive black book.

"Being my first visit to New Zealand it was a comfort to have Asia Pacific at my side. Their local knowledge is outstanding and their list of contacts seems endless. All the contractors recommended performed admirably. Perhaps most important of all, a team member was always available, 24/7. We tested this several times; the phone was always answered," said the captain of a sailing yacht client of APSNZ. "Of note is the special relationship that Asia Pacific Superyachts New Zealand has with key individuals of the Maori People. This allowed us to experience a unique and sincere insight to an amazing culture."

As a multi-faceted superyacht agency, the luxury concierge division is just one arm of the services provided by APSNZ, with other offerings including full yacht support, refit management, parts supply, and crew placement. "We want to re-enforce the message that we are able to look after every aspect of a visiting yacht's requirements, from spare parts, to overseeing a works period, through to securing access to New Zealand's best experiences," said Lidgard.

The team at APSNZ believes that one of their biggest strengths is their ability to provide these full-support spectra of services to their clients, ensuring the best possible overall experience during their time in New Zealand and the wider Pacific. "Our goal is to look after our clients so well that when they leave New Zealand they not only want to return, but they encourage their fellow yachts to visit as well," concluded Lidgard. "Then we know we have done our job."

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