



New Zealand

Like you've  
never seen it



# Who we are

- 6 years old– opened in 2012
- Adventure, nature and conservation
- 2 adventure tourism experiences
  - Original Canopy Tour - 2012
  - Ultimate Canopy Tour - 2018
- 40 Staff in the peak of summer
- \$149 - \$220 price range



Our ongoing journey....

Unloved forest to iconic tourism  
experience



# What we set out to do

The Idea:

The most engaging zipline tour in the world

Create a story worth telling.....

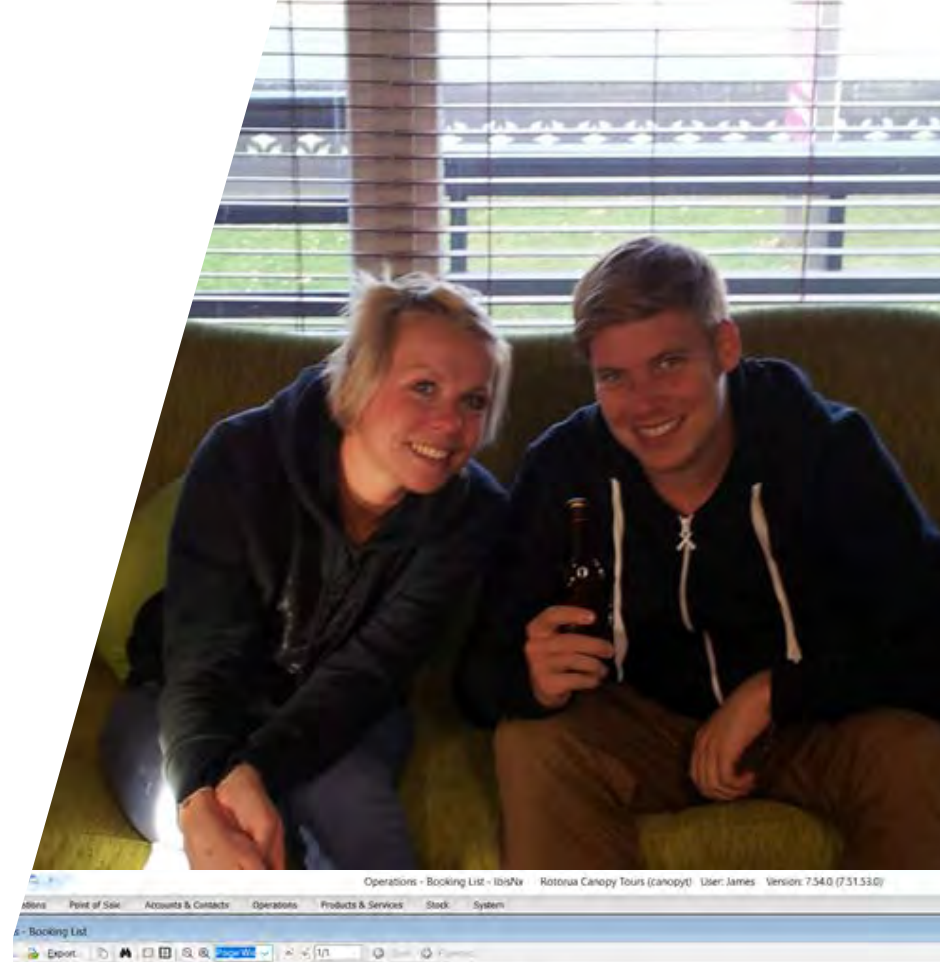


# Dansey Road

Unloved, uncared for, unknown



# Our first customers



## Booking list

Start date: Wed 15 Aug 2012

End date: Tue 21 Aug 2012

Selected by: All data (by product date)

Book ID	Pax name	Agent	Voucher	Product	Date/time	Amount
20	JAMIE MORTON FAI	Skyfly T/A Rotorua Canc		Famil Tour	19 Aug 12 10:00 am	0.00
22	JON & CHARLOTTE	Skyfly T/A Rotorua Canc		Rotorua Canopy Tour	17 Aug 12 2:00 pm	258.00
28	DON GUNN FAMIL	Skyfly T/A Rotorua Canc		Famil Tour	21 Aug 12 2:00 pm	0.00
37	ROSS & BERYL WILI	Skyfly T/A Rotorua Canc		Rotorua Canopy Tour	18 Aug 12 2:00 pm	198.00
42	WYETH FAMILY	Skyfly T/A Rotorua Canc		Rotorua Canopy Tour	18 Aug 12 2:00 pm	396.00
43	STEVE OSBORNE F	Skyfly T/A Rotorua Canc		Famil Tour	21 Aug 12 2:00 pm	0.00
46	STIAN VIKAN	Fitweb Sales	Web #101072	Rotorua Canopy Tour	19 Aug 12 2:00 pm	258.00
53	TOP 10 HOLIDAY PA	Skyfly T/A Rotorua Canc		Famil Tour	21 Aug 12 2:00 pm	0.00
55	JACLYN HAWKES	Fitweb Sales	Web #101179	Rotorua Canopy Tour	20 Aug 12 2:00 pm	258.00
Total						\$1,368.00

# But the People who came were giving us hope

"One of the Best things I have done in New Zealand and I have done a lot.

Great product, awesome team, and a wicked story. Perfect combo of adventure (but not crap yourself), history, culture and conservation.

My pick this will become one of the must dos not only in Rotorua but NZ."

TripAdvisor Review  
September 2012



# Canopy Tours is for everyone

Kids as young as 6

Oldest so far is Lewis, 93 years young!





# The biggest challenge – retaining a culture that customers feel

Labour intensive business –  
our staff are representing  
Rotorua and New Zealand to  
the world – they have to be  
the BEST



Taking care of the land so the  
business is sustainable



# Conservation – felt like the right thing to do

The beginning – June 2012



# 2013 – Reawakening the silent forest

The goal: Remove every predator and restore to pre-human eco-system



# Over Enthusiastic staff and customers

The goal: Remove every predator and restore to pre-human eco-system

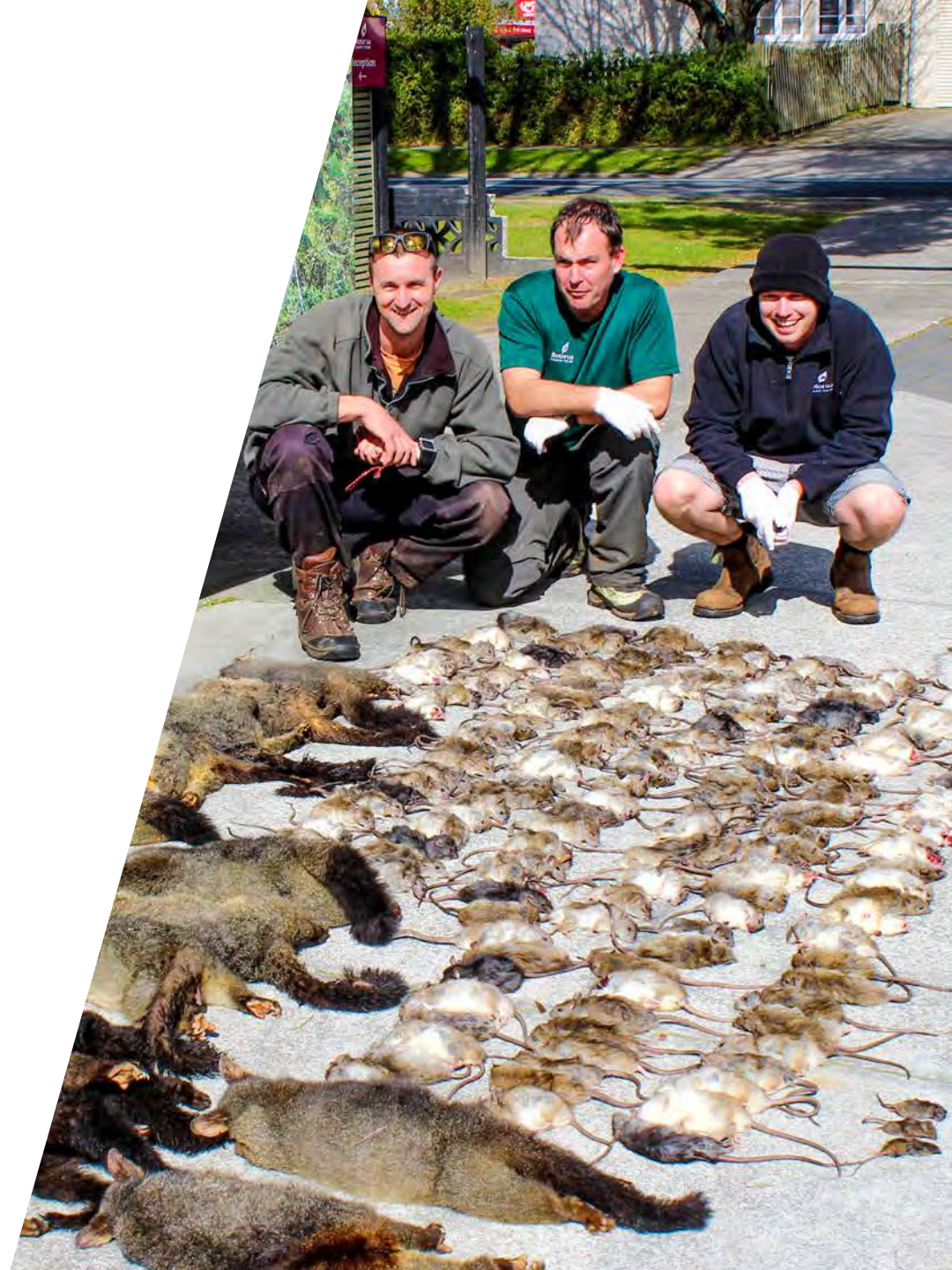


# Phase 1

- \$35,000
- 50 Hectares
- 515 Traps
- 700 hours
- 800 animals (1 week)

BUT ...

- Lots of animals
- Labour intensive
- Unsustainable



# But People loved it!

Schools heard about it and wanted to be part of it.

Customers wanted to buy traps

Businesses wanted to sponsor



# Working with DOC

Unique partnership to use tourism dollars to restore the environment



# New technology

Finding a sustainable pest control solution.



# Phase 2 2016

- Extending the network to 100 hectares



# Phase 3 and 4 2017

- Extending the network to 280 hectares



# Restored by tourism the next few years

Opening the reserve to the public as a destination in it's own right



So is it working...













# The commitment and the outcomes

- \$350,000 so far on pest removal
- 26 kilometres of trapping lines under our management as at June 2018
- Staff have a purpose and are part of the dream
- Obvious business and community outcomes
- The environment is better off because we exist – Restored by Tourism
- People are intrigued – and the brand grows



# Future



# Thank you

**Rotorua Canopy Tours**

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