

**PRESS RELEASE: NOVEMBER 16 2016**

# TOURISM HEAVYWEIGHTS JOIN FORCES – OFFER NEW EXPERIENCES FOR VISITORS

## **SOUTH ISLAND ADVENTURE TOURISM LEADERS**

**Fox Glacier Guiding** and **INFLITE's Mt Cook Ski Planes and Helicopters**, the area's pre-eminent tourism aviation experts, have teamed up to create new glacier-guiding experiences for visitors to Mt Cook National Park.

Their pedigree for the new venture is indisputable – **Fox Glacier Guiding** has been guiding visitors for over 40 years, while **Mt Cook Ski Planes and Helicopters** has been flying sightseers for over 60.

The new partnership is operating as **Mt Cook Glacier Guiding**, with its operational base at the Aoraki Mount Cook Airport. The company offers heli-hiking, snowshoeing and ice climbing on the Haupapa/Tasman Glacier, New Zealand's largest.

Anticipation and excitement for the new joint venture is understandably high.

"The decision to go into partnership was an easy

one given the experience, long history and resource capability we share," says Rob Jewell, **Fox Glacier Guiding** CEO. "It all adds up to ensure our visitors receive the most authentic and safest glacier-guided experience possible."

Mr Jewell sees other advantages too. "**Mt Cook Glacier Guiding** is a natural fit with our operations in Fox Glacier, giving our visitors real options on both sides of the Southern Alps. It also gives our guiding team members at Fox Glacier the chance to apply their unique skills in a different location."

**INFLITE** CEO Adam Joyce, owner of **Mt Cook Ski Planes and Helicopters**, is also looking forward to the partnership.

"It's been a privilege for us to operate in the heart of the Aoraki Mount Cook and Westland National Park for the last 60 years. This is the home of New Zealand's big mountain scenery, it's definitely got the "wow" factor.

"Having **Mt Cook Glacier Guiding** joining us at our airport base will give our visitors the option of incredible scenic flights and glacier guiding. They can really immerse themselves in the beauty and serenity of the area."

From a strategic perspective, Mr Joyce says the ability to offer world-class glacier guiding to visitors further enhances the company's vision to deliver unforgettable New Zealand experiences.

The new **Mt Cook Glacier Guiding** team is raring to go.

"We're looking forward to showcasing and educating visitors about this special place, so they can take home a great story," says Mr Jewell.



*Rob Jewell (L) and Adam Joyce (R) – offering visitors the WOW factor in Aoraki Mt. Cook National Park.*