

## **New website set to benefit NZ ecotourism industry**

**Media Release – for immediate use.**

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The organisation aimed at growing and promoting New Zealand's ecotourism industry has launched a new website.

Ecotourism NZ this week unleashed [www.ecotourismnz.com](http://www.ecotourismnz.com) which aims to support tourism operators, stimulate debate and raise awareness of issues relevant to New Zealand's ecotourism industry.

West Coast-based Ecotourism NZ is New Zealand's foremost centre for ecotourism education and industry-based training. Initiated by Tai Poutini Polytechnic in 2002, it has grown to become a centre of excellence to support the burgeoning ecotourism sector through education, training and business support initiatives.

Ecotourism NZ chairman Brian MacKenzie says ecotourism is the fastest growing sector of the New Zealand tourism industry, with 2000 to 3000 new jobs expected to be created in the next five years.

"The challenge for the industry now is to prove it can keep ahead of that demand."

He says [www.ecotourismnz.com](http://www.ecotourismnz.com) will be a useful tool for operators, environmentalists and individuals interested in ecotourism.

The website is designed to be interactive and informative. It includes links to sites of interest, web logs from national and international ecotourism and environmental experts, and YouTube postings of relevant short movie clips. An operator directory and a forum to discuss issues facing the industry is also planned

The website launch comes ahead of Tai Poutini Polytechnic's annual Ecotourism in New Zealand Conference to be held in Greymouth from 1 to 3 August.

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021 166 0708; or Sarah Caseley - 03 768 0411 or 027 252 4447. Or check out  
[www.ecotourismnz.com](http://www.ecotourismnz.com)**