

# THE TROPHY CHEST

Nov 2008	<b>Best Destination:</b> <i>Telegraph</i> (UK)	Oct 2005	TUANZ (NZ) awards: Travel Planner wins <b>Best Information Site</b>	Jan 2004	<i>Washington Post</i> : <b>No.8</b> in list of top 10 international destinations that are hot for 2004
Nov 2008	Virgin Holidays Responsible Tourism Awards: <b>Overall Winner</b> and <b>Best Destination</b>	Sept 2005	<i>Condé Nast Traveller</i> (UK): <b>Best Country</b>	Jan 2004	Lonely Planet: <b>Hot Destination for 2004</b> (second year running)
Sept 2008	<i>Getaway</i> , Australia: <b>Country of the Year</b>	Aug 2005	Anholt-GMI Nation Brands Index (NBI): <b>10th best tourism brand in the world</b>	Jan 2004	The Hospitality Sales and Marketing Association International: <b>Gold awards</b> for 100% Pure New Zealand campaign and the Royal Tour documentary, and the <b>Platinum award</b> for 100% Pure campaign
Sept 2008	Conde Nast, UK: 1st place, <b>Best Destination</b>	Feb 2005	Lonely Planet: Voted in <b>top five tourism destinations in the world</b>	2003	<i>NetGuide</i> 2003 awards: Newzealand.com <b>Best Travel and Tourism Site</b>
Aug 2008	<b>PATA Gold Award:</b> (Youngest Country TVC)	Feb 2005	<i>Wanderlust</i> magazine UK: <b>Safest country</b> , third in <b>Top Country</b> section	Dec 2003	Readers of <i>Unlimited</i> magazine: nominated 100% Pure New Zealand brand as <b>second best New Zealand brand</b> after the All Blacks
Aug 2008	<b>PATA Gold Award:</b> (Giant Rugby Ball, Paris 2007)	Jan 2005	<i>Ottawa Citizen</i> : <b>Second-top destination for 2005</b>	2003	<i>Wanderlust</i> magazine vote New Zealand <b>Top destination</b> and <b>Safest destination</b> for third time running
Feb 2008	<i>Wanderlust</i> magazine: 1st place for 2007 for <b>Top Country</b> for the second year running	Jan 2005	Irish travel industry: <b>Best Adventure Destination</b>	2003	<i>Sunday Times' Travel</i> magazine (UK) Awards: runner-up for <b>Country on the Up</b>
Nov 2007	Golden Backpack Awards Australia/NZ: www.newzealand.com voted <b>Highly Commended</b>	Oct 2004	<i>Telegraph</i> Awards (UK): <b>Best Destination</b>	2001	Fédération Nationale des Offices de Tourisme et Syndicats d'Initiative (F.N.O.T.S.I) awards (France): <b>Gold Medal</b> for 100% Pure Campaign. Also wins Heritage/Cultural image section (Hongi image)
Dec 2006	Lonely Planet Bluelist 2007: <b>Best Destination</b> (No. 2)	Oct 2004	TUANZ (e)-vision awards: Haka module won the <b>Event marketing/integrated marketing campaign</b> award. The interactive map won the <b>Information/Reference</b> category	2001	<b>Gold Quill Award:</b> for strategy development and implementation of the 100% Pure New Zealand Campaign
2006	Anholt-GMI Brand Index 2006: <b>8th best country brand in the world</b>	Oct 2004	New Zealand 'Effie' Awards 2004: <b>Silver</b> for 100% Pure New Zealand advertising in the 'sustained' category	2000	<i>Condé Nast Traveller</i> Awards: <b>Second most highly rated holiday destination</b>
Nov 2006	Country Brand Index 2006 (CBI): <b>Best country for natural beauty and outdoor activities</b>	Sept 2004	<i>Condé Nast Traveller</i> (UK) Reader Awards: <b>Third top destination</b>	2000	<i>The Australian</i> magazine Creative Excellence Awards: Tourism New Zealand advertisement (the Piano) wins <b>Creative Excellence</b>
Nov 2006	2006 British Travel Awards: <b>Dream Destination</b>	July 2004	Broadcast Design International Awards (US): <b>Gold Award</b> for TNZ vignette on Discovery Channel. Promo for interactive newzealand.com wins the <b>art direction and design award</b>	Dec 1999	<i>Condé Nast Readers' Travel</i> Awards: <b>Top Country</b>
Oct 2006	<i>Guardian &amp; Observer</i> readers: <b>Best long-haul destination</b>	May 2004	Chelsea Flower Show: Tourism New Zealand garden — '100 % Pure New Zealand Ora — Garden of Well-being' — wins <b>Gold</b>		
Oct 2006	<i>Viagem e Turismo</i> magazine, Brazil: <b>Best Ecotourism Destination</b> (5th time)	2000,2002, 2003, 2004	<i>Guardian/Observer</i> awards (UK): New Zealand <b>Best long haul destination</b>		
Sept 2006	CoolBrands (UK): <b>Cooldest Destination</b>	May 2004	New Zealand Pride in Print Awards: Hongi image wins <b>Supreme Award</b>		
May 2006	Webby Awards: newzealand.com <b>Best Tourism Website</b> (second year in a row)	Feb 2004	<b>PATA Grand Award:</b> 100% Pure New Zealand campaign		
April 2006	<b>PATA Gold Award:</b> 'Make Yourself 100% At Home' campaign - Lions rugby tour				
Feb 2006	<i>Wanderlust</i> magazine awards (UK): <b>Bronze Award</b> in the <b>Top Country</b> category. <b>Safest Destination</b> (fifth year in a row)				
Dec 2005	Lonely Planet: Second in <b>Best-value Destination</b> category				
Oct 2005	<i>Daily Telegraph</i> (UK): <b>Best Destination</b>				