

WELLINGTON CABLE CAR MUSEUM

Finalist in New Zealand Tourism Industry Awards May 21 2007

The Wellington Cable Car Museum has just been announced as a finalist in the prestigious New Zealand Tourism Industry Awards, joining three other Wellington-based ventures in the final line-up. The museum already has a tourism award under its belt, winning the category last year for visitor activities and attractions: culture and heritage tourism.

John Gilberthorpe, Chief Executive of the Wellington Museums Trust (which manages the museum), says it is a real achievement to be announced as a finalist.

“The entry process for these awards is rigorous, as you have to submit a very detailed plan documenting all aspects of your business from leadership and strategic planning through to organisational effectiveness and financial results. Judges review this entry as well as paying site visits to all the finalists.

“However, we’ve found that subjecting our operation to this degree of external scrutiny has brought real benefits not just to this museum but to all our other facilities.”

The Wellington region finalists for the 2007 Tourism Industry Awards are:

- Wellington Cable Car Museum (for the category visitor activities and attractions: culture and heritage tourism)
- Interislander (visitor transport)
- Karori Wildlife Sanctuary (DOC conservation in action)
- Sports Impact - UCI Mountain Bike & Trials World Championships 2006 (visitor activities and attractions: events, meetings and incentives)

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