

Media release - for immediate release
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TWO AWARDS ON THE CARDS FOR ANGUS & ASSOCIATES

Angus & Associates is thrilled to have been selected as a finalist in two prestigious industry awards programmes this week. The Wellington-based marketing, research and strategic planning consultancy is a finalist for the third year running in the New Zealand Tourism Awards (having won its category in both 2016 and 2015) and in the same week has also been named as a finalist in the international 2017 SSI Quest Awards.

"We're delighted to be recognised both by our tourism industry and research industry peers." Managing Director Cristine Angus says.

The company is a finalist for the Sudima Hotels & Resorts Tourism 2025 Enabler Award at the New Zealand Tourism Awards (to be announced on 7 September) - a category that recognises excellence in supporting the tourism industry to achieve its aspirational annual earnings goal of \$41 billion by 2025. Angus & Associates won this award in both 2016 and 2015.

"We entered with a third project this year and it's a testament to the work of everyone in our team that each year our projects have been judged to be of such a high standard - we're going for a hat trick!" Research Director Carolyn Parker says. "We entered the Business Confidence Monitor that we undertake on behalf of the Holiday Parks Association of New Zealand. It's exciting that it has been recognised as delivering value to one sector of the industry and we see good potential to roll the Monitor out to deliver value to other sectors of the tourism industry as well."

Angus & Associates has also been named as the only New Zealand finalist for the coveted international 2017 SSI Quest Awards being announced on 12 September at the ESOMAR Congress in Amsterdam (ESOMAR is the global association of the data, research and insights community). These awards recognize companies that design respondent-friendly surveys, based on the score respondents give to each survey they take as well as a range of other 'survey performance' metrics monitored by SSI. As a global industry leader, SSI (Survey Sampling International) introduced the QUEST (*Q*uestionnaire *E*xperience *S*atisfaction *T*ool) Awards in 2010 to support the industry's continuing quest to improve respondents' survey experience and encourage creativity in developing surveys that delight.

The company is a finalist in the Asia-Pacific Tracker category for its Visitor Perceptions survey, which involves surveying 4,800 New Zealand and Australian travellers annually, and forms a key component of Angus & Associates' wider Visitor Insights Programme.

For more information:

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About Angus and Associates

Combining extensive technical knowledge and commercial experience Angus & Associates is a leading supplier of marketing, research and strategic planning services. Established in 2002, the company has been focused for some time on delivering informed insights for a range of private and public sector clients, particularly within the tourism and leisure sectors in New Zealand and offshore.

About the Awards Programmes

<https://tia.org.nz/assets/Uploads/NZ-Tourism-Awards-finalists-revealed2.pdf>

<https://www.surveysampling.com/about/news/2017/ssi-quest-award-finalists-announced/>