



# AJ Hackett Bungy New Zealand – Nevis Thriller

## About this Programme

AJ Hackett Bungy are pushing the boundaries of innovation again with a new, world-first activity at the famous Nevis Bungy and Swing site.

The 'Nevis Thriller' will raise the bar in world-leading, adrenalin-pumping, safe personal challenge activities, enhancing New Zealand's position as the iconic adventure tourism destination.

The project is aligned to the Tourism Industry Association's Tourism 2025 growth framework, by driving value through outstanding visitor experiences.



## The Challenge

New Zealand is marketed as an adventure destination with "everyday a different journey" in New Zealand. Increasing numbers of international tourists expect to find world-class, "different journeys" when they visit. While New Zealand led the way with Bungy, jet boating and skydiving, these are now all readily available in other countries and destinations. Visitors are now looking for new personal challenges that they cannot do elsewhere.

This new product will meet that need while growing tourism spend and enhancing New Zealand's appeal as the World's preferred adventure tourism destination.

## The Solution

AJ Hackett is developing and engineering a 'world first extreme adventure' activity that will deliver on the company's promise of intensely personal challenges that test peoples' nerves, while safely achieving something that they never thought they could. It is this sense of adventure and achievement that has differentiated the company in the past, and will continue to do so with the Nevis Thriller.

Located 140 metres above the Nevis Valley floor the new activity will operate alongside the existing Nevis Swing. The product is a new bungy launch system that combines height, speed and flight. It will provide a very different experience to the Nevis Bungy and Swing activities and others on offer in New Zealand. When launched, it will cement the Nevis Valley as one of the world's most remote and extreme adrenalin pumping adventure tourism destinations. It will appeal to seasoned and first-time tourists alike – delivering a world first product that will maintain New Zealand's position as the world-leader in adventure tourism.

## Key Facts

**Programme start:** June 2015

**Length of TGP Funding requirement:** 2 years

**TGP funding:** \$500,000

**Industry funding:** \$1,493,000

**Commercial partners:** Holmes Solutions, Mountain Project Management

**Estimated potential economic benefits to New Zealand:** \$30-40 million