

MEDIA RELEASE
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For immediate release

Stray returns to Hahei, bringing 1000's of travellers to the region

From November, Stray's hop-on, hop-off travel network returns to the iconic New Zealand holiday hot spot of Hahei in the beautiful Coromandel. Stray has partnered with the local operators of The Hahei Holiday Resort to create a unique two-night experience in a custom built facility exclusive to Stray customers.

Ideally situated on Hahei's beautiful water front, The Hahei Holiday Resort offers the classic New Zealand campground experience, as well as luxury accommodation, providing the perfect base to access the area's popular attractions including Cathedral Cove and Hot Water Beach.

Grant Kilby, General Manager of The Hahei Holiday Resort, and his team have developed a stylish purpose built backpacker facility which sets a benchmark for what budget accommodation in New Zealand can look like. The site, which comfortably hosts up to 100 people, includes six new cabins along with a major refurbishment on the original facilities.

Designed with the sociable traveller in mind, Stray guests will enjoy generous common areas including an enclosed deck with comfortable furnishings, exclusive picnic and BBQ areas, gazebo with a brazier and a bespoke designed ablution block. Kilby's wife Cathryn, owner of CK Interior Design, worked on the project to create a 'coastal chic' boathouse feel that utilizes natural timber and upcycled materials from the original site.

Stray's CEO Brett Hudson says, "We see Hahei becoming a flagship destination for Stray passengers. Not only will our guests be situated on arguably one of New Zealand's most spectacular beaches, they can look forward to a luxurious night's sleep in spacious cabins with top-class bedding. We are pleased to be working with visionary Operators who share our customer-centric aspirations to deliver quality accommodation in unique destinations.

This kind of initiative not only aligns with Stray's 'off the beaten track' ethos, but also supports Tourism New Zealand's goal to encourage greater regional dispersal."

Stray has committed to a two night stay in Hahei to ensure customers can make the most of the wide range of activities on offer. There is no shortage of options with Cathedral Cove and Hot Water Beach nearby, as well as kayaking, boat tours, snorkelling and walks to historical Maori sites in the area.

With Stray's new season 16-17 rates remaining unchanged, the addition of Hahei to Stray's existing route offers passengers a whole new region at no extra cost. *"We're committed to providing our passengers an experiential service that enables them to 'see more and do more' than the average tourist,"* says Hudson.

Stray's success as an off the beaten track operator has been built around its ability to innovate and collaborate with quality partners in remote parts of New Zealand. Hahei is a great fit for Stray building on its already extensive support of regional destinations such as the East Cape, Raglan, Lake Aniwhenua, Blue Duck Station, Marahau (Abel Tasman) and Gunn's Camp (Fiordland).

Stray operates a guided Hop-on Hop-off Adventure Travel Network across New Zealand and Southeast Asia year round. Its services appeal to a new age traveller who wants the freedom to travel at their own leisure, meet like-minded travellers and access adventurous destinations along the way.

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