

News Release



Hukafalls Jet celebrates 21st birthday with \$21 offer

Taupo, 10 November, 2011 – Hukafalls Jet turns 21 this month and to celebrate they're giving anyone who turns 21-years-old in November the opportunity to ride the thrilling Hukafalls Jet for only \$21 (usually \$105).

Hukafalls Jet, Sales and Marketing Manager, Ruth Crampton says, "It's a significant milestone for us as a business and we wanted to share the celebrations with other 21-year-olds. This very special offer gives 21-year-olds the opportunity to do something really exhilarating for their birthday at a very special price."

Anyone who has their 21st birthday in November can take up this offer during November. Ride-goers can simply turn up onsite in Taupo, book online at www.hukafallsjet.com or phone 0800 HUKA JET. Photo ID must be provided onsite when the ride is taken.

Hukafalls Jet takes passengers on a thrilling ride on the Waikato River, travelling at 80km per hour and zooming within centimetres of rock cliff faces. Passengers race past natural hot springs, down river to the Aratiatia Dam then back up to Huka Prawn Park and beyond to reach the mighty white water of Huka Falls and its spectacular views.

Hukafalls Jet opened for business in November 1990 as Huka Jet, with one boat and one driver and operating from a small wooden shed on the banks of the Waikato River in Taupo. In its first year of operation, Huka Jet carried around 1,200 passengers.

Today the Hukafalls Jet is one of New Zealand's iconic tourist attractions carrying about 50,000 passengers a year. It now operates four boats and has 17 full-time staff and its one millionth passenger is expected to step on board in the next 3-4 years.

The spectacular Huka Falls is one of New Zealand's most visited natural attractions and Hukafalls Jet is the only jet boat company permitted to take passengers on the stretch of river that includes the Huka Falls.

Hukafalls Jet is located just out of Taupo. The Lake Taupo region features a huge variety of adventure, cultural and sightseeing activities, a range of accommodation options and a vibrant culinary scene.

In 1999 Christchurch based Ngai Tahu Corporation invested in the Shotover Jet Group and since then has taken full ownership of the group and has also expanded it with new acquisitions. Ngai Tahu Tourism now includes Hukafalls Jet, Shotover Jet, Dart River Safaris, Rainbow Springs, Kiwi Encounter, Franz Joseph Glacier Guides, Kaiteriteri Kayaks, Aqua Taxis, the Hollyford Track and most recently a joint-venture with Agrodome in Rotorua.

www.hukafallsjet.co.nz

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