

# A Black Label *Experience*



Hair & Make up: Bex Fennessy  
Designer black dress: Liz Mitchell.

## WHEN IT COMES TO LUXURY TRAVEL, EVERYONE WANTS THAT RARE EXPERIENCE, PERFECT PHOTO AND UNSURPASSABLE STORY TO GO WITH IT.

**T**ania Stoyanof is an expert at finding and creating these one-of-a-kind experiences for her discerning customers as they seek gold standard holidays in New Zealand.

With this in mind, Black Label Experience was born, creating personalised, luxury vacations. Tania's extensive industry knowledge, Maori heritage allowing for authentic Maori experiences and general know-how make her a stand-out as New Zealand's premium Vacation Stylist.

Tania has an illustrious career to back herself up, with over 15 years in marketing, events, sponsorship and now luxury tourism.

With a love for this nation, she is intimately familiar with all that New Zealand has to offer and closely associated with those Kiwis in the know, from a wealth of personal and professional experience. Tania is not only able to find unique experiences but able to create ones that her competitors could only imagine.

Despite having a successful corporate career, Tania chose to leave the comfort of this environment, trade it in to establish her own venture.

When Black Label Experience was launched in 2015, Tania had no intention of replicating her competition.

"I knew I wanted to be different and have a point of difference, plus I was privy to a lot of competitor and market information in my role so I was well equipped to seize opportunities".

As an evidence to this Black label Experiences recently launched their exclusive recently launched their exclusive Youth Packages, "Back to Nature" targeting teenagers overseas aged 12-18. Together with leading outdoor education specialists, Black Label has created 10 unique educational programs in New Zealand's most scenic destinations, to provide youths with an unforgettable, authentic outdoor adventure, designed to encourage personal development. The packages can be combined with Black Label's other luxury itineraries, to enable the whole family to explore New Zealand together. When it comes to creating experiences, Tania says she is only limited by her imagination. She is passionate about what she does and motivated to constantly seek new ways of evolving the growing luxury travel sector in New Zealand.

**Are you thinking about visiting New Zealand? Contact Black Label to find out how you can make your dream trip a reality / To learn more about Black Label and their NZ experiences, please visit their website or contact Tania directly.**

**blacklabelexperience.com  
tania@blacklabelexperience.com  
+64 9 3780087 or +64 27 236 4927**





# A BLACK LABEL EXPERIENCE

## 奢华进阶， 体验至上

每当谈到豪华旅游，每个人都渴望拥有一个罕见的独特经历，一张完美的照片和一个超乎想象的故事。Tania Stoyanof是寻求创造这些独一无二豪华体验的专家，为客户们在新西兰缔造一个黄金标准的五星假期。

Black Label Experience的理念是为客户创造个性化豪华度假体验。Tania广泛专业的行业知识与对新西兰毛利遗产深刻了解的结合，使她成为一个脱颖而出的新西兰高级度假策划者。

Tania的职业生角立杰出，拥有着超过15年的市场营销、活动策划和赞助招商经验，如今从事豪华旅游事业。她在奥克兰名声显著，并在新西兰全国拥有着一个丰富广泛的人际网络。

随着多年的经验，她对新西兰这个国家十分熟悉，并与当地许多著名人士有着密切联系。Tania不仅能策划独一无二的旅游行程，更能为您打造出难以置信的奢华终极体验。

尽管拥有着一个成功的职业背景，Tania选择离开她舒适的工作环境，并建立起一个属于自己的企业：Black Label Experience。

### Black Label Experience

Tania为我们回忆起一个完美的夏日，她和朋友们开着载满美酒佳肴的小船前往水银群岛（Mercury Islands）上的一个宁静安谧的海滩。当Tania躺在令人陶醉的白色沙滩上放松身心

时，她意识到了她的这个完美体验对于那些不拥有小艇或者对新西兰不了解的人们来说，是一个十分罕见的经历。

在设立Black Label企业之前，Tania在从事项目咨询顾问行业，并为三星（Samsung）和新西兰旅游局（Tourism NZ）等知名品牌策划了许多振奋人心的大型项目。

Tania解释道：“这些为品牌策划项目的机会就好像是命中注定的一样，为我后期创立一个属于自己的企业奠定了坚实的基础。”

“受新西兰旅游局聘请作为一名顾问，并为他们最新成立的豪华旅游部Luxury Sector制定首个全球营销计划（Global Marketing Plans）的经验，促使我更认真地对待为大众策划创造出更多独特体验的这个想法。”

当Black Label Experience在2015年成立时，Tania并没有取代任何竞争行业的丝毫想法。

“我深信我能为大家带来与众不同的新体验，并与许多竞争对手分享了我所获的市场信息和想法。我把握住了这个机会创立属于我自己的企业，而非非想要取代任何人。”

Tania对打造全新体验的想象力极为丰富。她对她的工作充满热情，并时刻拥有动力不断去寻求促进发展新西兰豪华旅游业的新途径。

Tania是新西兰名副其实的唯一一个毛利遗产豪华旅游目的地管理专家（Destination Management Consultant）。这进一步增强Tania为客户带来独一无二的真实体验的本领，再结合上她广泛的人际网络，使她拥有通往新西兰各地无限的无限能力。

如今Tania在不断地扩大她在全球的人际网络——她与欧洲领先超级私人游艇Superyacht and Private Jet代理商合作，并还与在伦敦为英女王举行90大寿庆祝的圣詹姆斯（St James' s House）代理商合作。

Tania和她的Black Label企业成为全球奢侈品牌之一，受邀前往劳斯莱斯之家古德伍德工厂（Goodwood Estate），参加其私人会员俱乐部庆祝劳斯莱斯制造15周年的纪念活动。

Black Label Experience也将成为世界上唯一一个记录在劳斯莱斯15周年纪念册上的豪华旅游商业品牌。然而，这本纪念册也将成为这些高层人士的奢华生活策划指南。

对于Black Label和新西兰奢华旅游业来说，能为如此一个全球知名的精英团队呈现新西兰的最美魅力，是一个非常罕见的机会。

“能受邀成为世界奢侈品牌劳斯莱斯的合作伙伴，我感到万分荣幸。” Tania表示道。

“劳斯莱斯是世界上仅有的极具影响力的品牌之一，能够使各商业领袖与各高层权威人士汇聚一堂。我能有幸受邀，无疑是个振奋人心的商业机会。”

### 新西兰豪华体验新眺望

Tania对新西兰豪华体验策划毫不“手下留情”。与其满足于新西兰现有的体验项目，Tania决定将奢华之旅的境界进一步提升，使其更上一层楼。

“我进一步开发设立了独家合作伙伴关系，这意味着我可以为大众提供绝无仅有的新西兰体验。”她表示道。

“每个人都渴望拥有一个刻骨铭心的体验回忆。而我所能提供的，是新西兰最令人赞叹和无与伦比的人文事物，来为每个人的独特体验增添一笔光彩。”

随着Tania如今的脚步发展，世界各地将会有无数多个独特新颖的故事与体验。对于Tania来说，限制并不存在——想象力有多大，世界就有多大。

+64 9 3780087  
+64 27 236 4927  
TANIA@BLACKLABEL  
EXPERIENCE.COM  
BLACKLABELEXPERIENCE.COM

