

INSIDER KNOWLEDGE

Black Label Experience, New Zealand

IF YOU WERE asked to describe what it is that Tania Stoyanof, the Founder of Black Label, actually does for a living, you could say that she organises holidays in New Zealand for high-net-worth individuals. And yet, on reflection, that doesn't quite do her, or her company, justice.

"I was contacted by a VIP who wanted to visit New Zealand during the recent British and Irish Lions rugby tour," she explains. "One plan included fishing on a yacht with all the on-board food prepared by a famous chef, using ingredients sourced from the wilderness – and with a former All Blacks coach coming along for the ride."

As a former Head of Premium Marketing for Tourism New Zealand and an organiser of high-profile events where the guest list has included the Prime Minister of New Zealand, Tanya has insider knowledge and important contacts. But she is also the only female luxury Destination Management Consultant in New Zealand with Maori heritage.

"My heritage opens doors to me," says Tania. "For instance, one of my Secret Black Book experiences is with the iwi people, a tribe that is linked to my own. It is set on their private tribal land, one that encompasses New Zealand's largest native Kauri forest and includes some breathtakingly beautiful coast land. Local iwi people can provide a private guided tour, sharing their legends, stories and history. They know how to live off their land in the traditional way so clients can share as they forage and prepare the freshest seafood delicacies – lobster, abalone, mussels, oysters and so on – for their own premium wildfood feast."

Black Label's clients range from celebrities to CEOs of global enterprises and even royalty. Clients have experienced private designer fashion shows

complete with catwalk models; they've enjoyed bespoke menus from VIP chefs; and they've been helicoptered to ski on untouched powder on the Southern Alps of the South Island. Tania can source elite professional instructors for extreme sports enthusiasts, wilderness guides for unique outdoors experiences, or find that rare bottle of Champagne to accompany your heli-picnic. "Budgets are not a concern," she says. "I'm only limited by the client's imagination."

Tania launched Black Label in 2014 after inspiration struck on a private beach on the Mercury Islands in the Coromandel Peninsula – a rainforest-covered region famed for its pristine beaches and outdoor activities. She and a friend spent the morning swimming and the afternoon eating fresh scallops they'd caught themselves. "Most people would not realise this existed because only the locals know about it," she says. "You'd also need a private boat to get there."

Spread across diverse landscapes of natural beauty, New Zealand's 13 national parks boast everything from glacial lakes to volcanoes, including native forest, coastal inlets and rare wildlife. New Zealand's best spots, however, are closely guarded secrets, meaning that Tania's insider knowledge has made Black Label a highly successful business, with a team of globally based experts.

Tania's passion for luxury travel means she gets to experience some of the same incredible itineraries as her clients. "Next week I'm off to an island that no tourist has ever visited," she says. "It looks like it'll be spectacular. It could be one for my Secret Black Book experiences." — www.blacklabelexperience.com



Glacier Southern Lakes

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