

# FORWARD CASE STUDY: ORGANIC EXPLORER

## Investigating new territories for Organic Explorer

Travelers everywhere need detailed information to plan their excursion. A class of eco-conscious traveler is emerging worldwide, one that is discerning in their choice of accommodation, activities, and food. Catering to this niche market in New Zealand is Organic Explorer, a directory of eco-destinations, eateries, and cultural experiences nationwide. Forward got involved to launch of their second edition, and to investigate potential new avenues for the business owners.

*"Sharp, reliable and skilled communicators. I have found the results from involvement in every project to be quickly measurable and very effective. I highly recommend their services."*

- Leonie Johnsen, Owner, Organic Explorer

### Situation

It was time to launch the second edition of the acclaimed Organic Explorer (OE) Guide. Featured everywhere from *Lonely Planet* to *Intrepid Travel* and the *Sunday Star Times*, it is the guide to sustainable travel options in New Zealand. Beyond the fanfare for the second edition, the business owners were simultaneously looking into selling the business, and/or recruiting a new managing partner.

### Challenge

Both the launch event and the larger business development plans needed some strategic thinking, and tactful execution. Forward was enlisted on both fronts to ease facilitation and provide independent perspective.

### Solution

The launch event was carefully organized with the involvement of OE owners, a venue specializing in organic cuisine, a tourism-focused PR agency, prize sponsors, and a network of interested participants. Forward brought the crowd, assisted with promotion, managed the event, and helped drive sales of the guide book. A great time was had, and the guide gained in popularity ([click here to see event images](#)) following the event.

On the larger business development front, we identified an independent publishing company that had numerous "green" titles in their stable. They were already big fans of OE and looking to expand their offerings. We assisted OE in preparing and revising a detailed business plan and facilitated a meeting with the publishers in view to selling the business.



### Evaluation

After careful consideration by both parties, it was decided the sale should not go through. With the renewed and ever expanding interest in OE following the second edition's launch, as well as revisiting the business model, the owners decided to retain ownership and continue to pursue new avenues for future development. Forward's involvement helped OE build profile, examine new opportunities, and clarify the business' strategic position.

**Client:** Organic Explorer (OE)

**Project:** launch event planning and management; business development

**Service:** event management, strategy, and business development

**Industry:** Travel + Tourism

**Challenge:** Boost exposure for the brand and critically examine new business angles

**Results:** Working closely with the owners, Forward helped:

- Plan the launch party for the second edition
- Secure venue sponsorship
- Work alongside the PR team to maximise interest
- Mobilize the network to draw a crowd of key influencers
- Investigate and pursue potential routes for the sale of the successful business

**For more information, visit:**

Organic Explorer  
[www.organicexplorer.org.nz](http://www.organicexplorer.org.nz)

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