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Niue Tourism is thrilled that previous Niuean resident and self-proclaimed '*Number One Fan*' Sarah Porter will now represent Niue Tourism within the travel industry.

Sarah, along with her husband Hayden and their two children, lived in Niue for over three years back in 2010 when Hayden led the Tourism sector in Niue. As well as enjoying the island lifestyle and all that was on offer, Sarah also spent two years managing the local supermarket on the island.

After returning to New Zealand in 2013, Sarah Porter joined Wild Earth Travel, and has spent close to ten years sharing her love and knowledge for small ship expeditions and destinations with the travel trade. Many know her as the vivacious, enthusiastic 'one stop small ship shop' who can sell ice to Eskimos.

It was a 'no brainer' when Sarah was approached to join the Niue Tourism team to help grow their presence in the NZ market. Sarah says, "It is a true privilege to share my knowledge and experience of Niue with the travel industry who I have been working with for so long now. Many industry colleagues know my connection with Niue, and often when a sales call has begun with Wild Earth Travel chat and adventures to Antarctica, it has often swung around to my fishing, diving and love of Niue. I can honestly say I have walked every single sea track, done 100+ dives, and even circumnavigated the island whilst out on a fishing mission!"

Along with Niue Tourism, Sarah will continue to also represent Wild Earth Travel as their Partnerships Manager. "It's wonderful to be able to 'double down' on my time spent with agents, brokers and clients. I know how precious everyone's time is at the moment, so promise to give you all a 'two for one' deal with my travel updates and sales calls!"

Sarah's husband Hayden is also back involved with Niue Tourism in a more strategic, planning and marketing role; after nine years as CEO at the Royal NZ Yacht Squadron.

Sarah says, "Niue has always been such a special place for our family. We feel so connected to the island, the people and everything that Niue has on offer. It truly is a privilege to be working with the Niue Tourism team to make sure the island is well represented now that Covid restrictions have lifted and the borders are open. I honestly can't wait to share my favourite place in the world with my industry friends... and the day I get one of Wild Earth Travel's expedition ships to Niue my stars would have totally aligned and I will be on the first zodiac to shore!!".



Niue Tourism Director Micah Fuhiniu-Viviani welcomes the Porter family back to Niue warmly, “Sarah and Hayden are ‘Niue locals’ and have an obvious love and passion for our island paradise. They helped launch tourism some ten years ago, and genuinely care for our country and our communities. We are confident that they will attract the right type of traveller to Niue, and we are thrilled to have them both back on board.”

CONTACT:

Sarah Porter

NIUE SPECIALIST

Niue Tourism

Phone: +21 995 226

Email: sarah@niueisland.com

Micah Fuhiniu-Viviani

DIRECTOR

Niue Tourism

Phone: +683 4224

Email: Micah.Fuhiniu-Viviani@gov.nu