

PROFILE:



Forgotten World Adventures

A multi-award winning tourism operator



We have 100 of these to giveaway for a year



+ \$1 million for advertising.



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When Ian Balme first saw the decommissioned Forgotten World rail line, inspiration struck – the scenery before him was raw, beautiful, and completely untapped.

Inspired by the Otago Rail Trail, Ian understood the sense of adventure traveling down a railway line creates. Following a comprehensive process of investigation, innovation and design and help from expert engineers, the Forgotten World rail carts were created.

Forgotten World Adventures, a multi-awarding winning tourism operator, gives visitors the exciting opportunity to experience jet boating on the Whanganui River and self-drive along the 142 kms of heritage rail tracks during the summer season of October-May, immersed in the remote and stunning New Zealand landscape.

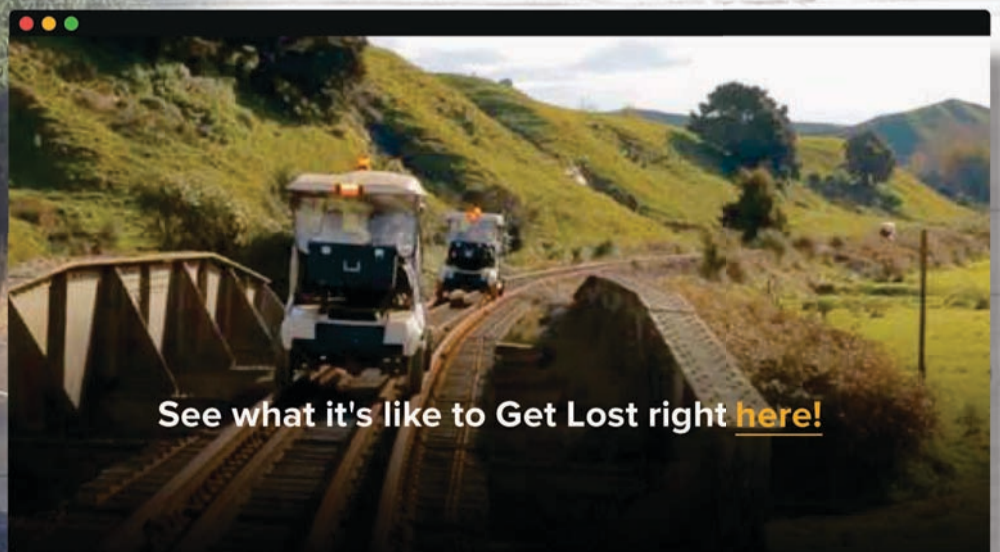
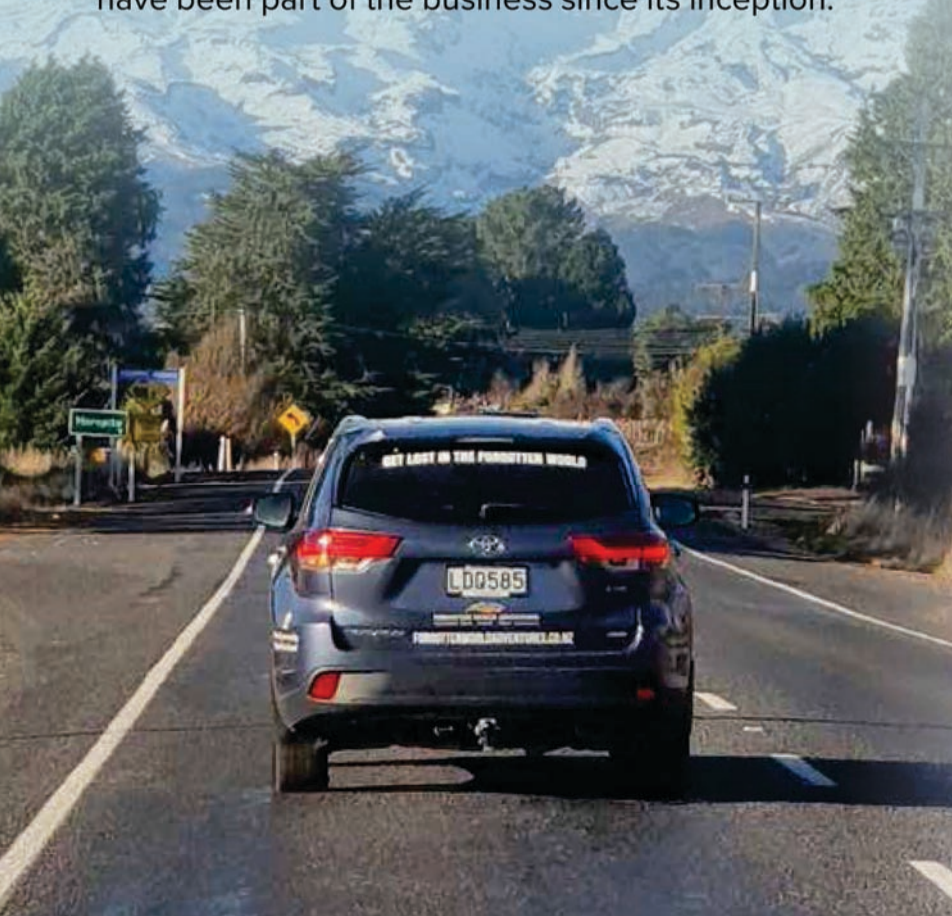
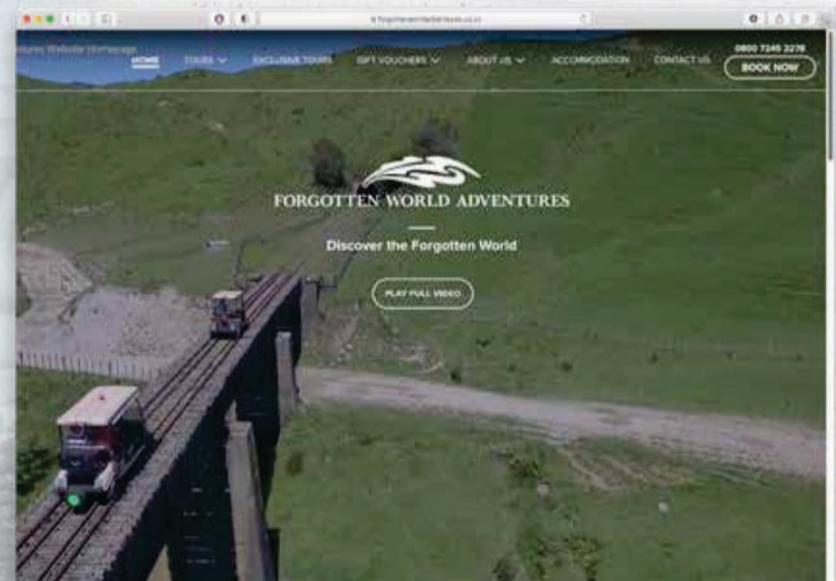
The abrupt closure of Forgotten World Adventures in March 2020 had a major impact on both cash flow and staff morale. All upcoming tours were immediately closed down, with hundreds of customer adventures postponed. The Forgotten World Adventures team were particularly disappointed that they were unable to host a thank you event to recognise their staff for their hard work and loyalty during the season.

Unfortunately, following the impact Covid-19 has had on Forgotten World Adventures, they have had to make some of their valued staff members redundant – hitting their family-owned business hard, as most employees have been part of the business since its inception.



Despite this, Forgotten World Adventures are feeling upbeat about growth in the domestic tourism market in Central North Island. As loyal Toyota drivers, Forgotten World Adventures were ecstatic to receive a Toyota Highlander as a part of the Toyota Small Business Driver – something that has enabled them to tackle the rough roads of State Highway 43 in comfort. The Mediaworks package has also allowed Forgotten World Adventures to leverage significant market reach to target the average Kiwi.

If you're looking for a fun, scenic and off-the-beaten-track adventure this summer, check out [Forgotten World Adventures' range of tours below](#)



See what it's like to Get Lost right [here!](#)