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Offering visitors the full Marlborough experience

Marlborough Tour Company has purchased well-known Picton water transport company Cougar Line.

It comes after the locally-owned company, which has operated popular tours throughout Marlborough for more than 20 years, also bought Furneaux Lodge and Punga Cove in Queen Charlotte Sound in late 2018.

General marketing manager Scott McKenzie says Marlborough Tour Company's combination of accommodation, water transport and tours is designed to make the most of all Marlborough has to offer to its growing visitor market.

"Our purchase of Cougar Line brings us a step closer to creating seamless packages for our visitors across wine touring, road transport, water taxi, and cruising into the Queen Charlotte and Pelorus Sounds."

It will be business as usual for its operations and staff, says Scott.

"We are thrilled to welcome the Cougar Line staff to the Marlborough Tour Company family. Cougar Line has been a strong and dependable part of the Picton community for well over 20 years. They have a great reputation and a great team of people, which are all factors that fit very well with Marlborough Tour Company."

Marlborough Tour Company was established by the Godsiff family in the 1990s and last year expanded when Marlborough brothers Dennis and Trevor Burkhart came on board as 50% owners.

"The new ownership of Cougar Line continues the growth of Marlborough Tour Company as a whole, including our people. Because all our staff will be a vital part of the overall customer experience, it opens up a range of promising development options for them over the coming years," says Scott.

Marlborough Tour Company executive director Chris Godsiff says the purchase "opens up new and exciting opportunities to provide end-to-end packages to further promote Marlborough as an iconic tourist destination".

“Taking over Cougar Line demonstrates Marlborough Tour Company’s confidence in tourism growth in New Zealand and in Marlborough. Our tours, the lodges and now Cougar Line are all an integral part of the overall, wonderful, Marlborough experience that we are incredibly proud to market to the world.”

Jill Evans, the previous owner of Cougar Line with husband Mark, says she’s proud of all they’ve achieved with the company and look forward to what it will become under Marlborough Tour Company’s ownership.

“We always thought joining tours, water transportation and accommodation together was a brilliant idea, and now it’s a reality. We wish Marlborough Tour Company the very best.”

Ends.

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Attached image:

Credit: Marlborough Tour Company

Caption: From left, past owners Mark and Jill Evans with Marlborough Tour Company’s Sue and Chris Godsiff – the new owners of Cougar Line.

Cougar Line image library: <https://marlboroughtourcompany.smugmug.com/Cougar-Line/>