

Tim Alpe

Tim Alpe is the chief JUCYFIER (CEO) and co-founder of JUCY Group Limited, which has branches in New Zealand, Australia, the USA and Canada. Tim and his brother Dan started JUCY in Auckland in 2001. Starting small, with only 35 vehicles, the entrepreneurial brothers have grown JUCY to be one of the biggest tourism companies in Australasia, with over 4,000 vehicles and more than 400 employees. Each year, more than 300,000 customers “live JUCY.”

Tim has over 20 years’ experience in the tourism industry. In 2010, Tim was named Ernst & Young Entrepreneur of the Year, and represented NZ at the Entrepreneur of the Year Awards in Monaco. In 2014, he was a recipient of the Sir Pete Blake Leadership Award, recognised for his dynamic and motivational leadership. In 2017, Tim graduated from the Owner/President Management Programme from Harvard Business School, Boston, USA.

Tim speaks candidly about his JUCY journey, from the days he and his brother were the only two staff on board, accidentally double-booking rental cars; his successes and failures as a business owner; how JUCY has disrupted the market by continually innovating with original concepts such as JUCY Cruize, a Milford Sound cruise boat; and JUCY Snooze, a series of ultra-modern pod hotels. Tim’s story of constantly existing on the edge of the tourism industry is a fascinating one, that he tells with warmth, humility and hilarity – and he always leaves an audience inspired to come up with innovations of their own!



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