

keynote address



Winston Marsh

"Cyber Strategies for Success"

In what promises to be a spellbinding presentation, marketing guru Winston Marsh who delighted and enthralled so many of the delegates at the Travel Agents Association of New Zealand Conference in 1996, will show you how you can profitably and successfully apply ingeniously simple business ideas to today's high technology business world. You'll find it will give you a host of tips and techniques you can take away and use immediately to give you loads more business, tonnes more profits and heaps more fun.

As we compete in a rapidly shrinking world in businesses that becomes more competitive every day, Winston's street smart strategy is just the recipe you need to get ahead of the pack to look at success in the long haul. Whatever you do, don't miss this extremely powerful and enormously entertaining session!

our thanks to the following sponsors

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Limousine Services
Pacific Tourways
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registration fees

Full and Allied Members \$490.00 plus GST \$61.25 = \$551.25
Partners \$300.00 plus GST \$37.50 = \$337.50

Special registration fee for senior staff of Full and Allied Members

Thursday, day programme only (including lunch) \$80 plus GST \$10 = \$90

The above registration fees for the conference include:

- all meals (as stated in the programme)
- social functions and entertainment
- transfers to and from hotels as stated in the programme

refer registration form for full details

air travel concessions

Air New Zealand are kindly offering a 50% discount on firm bookings and a 75% discount on sub-load bookings for travel to and from Queenstown between 10-16 September. Fares must be booked in N class, discounts are based on reductions from normal domestic fares, will be subject to availability and are only available to ITOC Full and Allied Members. Please quote Authority DOM 3769/1 when making your bookings.

Qantas Airways are pleased to offer a special fare for ITOC members to attend the Conference. Seats have been reserved flying to Queenstown on the morning of the 12th September and returning on the afternoon of the 15th September from Auckland and Wellington. Variations from these dates are on application. Seats are firm and can accrue Frequent Flyer points.

Fares from:	AKL/ZQN/AKL	NZD \$337
	WLG/ZQN/WLG	NZD \$249
	CHC/ZQN/CHC	NZD \$169*

* No seats reserved ex CHC - available on application

Please email Ruth McIntyre at: rmcintyre@qantas.com.au with your travel request.

optional sight-seeing

Optional sight-seeing for delegates and partners.
Please refer to insert with conference brochure.

overnight optionals

Pre or Post Conference

- Fiordland Travel's Milford Mariner overnight cruise, Milford Sound
- Edgewater Resort, Wanaka

Please refer to insert with conference brochure.

dress code

Conference - Smart Casual
Gala Dinner - Suits and Evening Wear

registration desk

The registration desk will be situated at the Millennium Hotel Queenstown.

how to register

Please complete the attached registration form and return it with your registration fees to :

Melanie Tijssen, Conference Coordinator
Inbound Tour Operators Council of New Zealand (ITOC)
Level 5, Tourism & Travel House, 79 Boulcott Street
PO Box 1888, DX SX10033
WELLINGTON

Telephone: 04 499 0104 Facsimile : 04 499 0786

Email: melaniet@itoc.org.nz

You can also register via the ITOC website:

www.itoc.org.nz



INBOUND TOUR OPERATORS COUNCIL
OF NEW ZEALAND INCORPORATED

ITOC 30th Anniversary Conference

"The Big Picture - where do I fit in"

Queenstown



2001

12-14 September



We invite all members to join us in Queenstown for our special 30th Anniversary Conference and Annual General Meeting Forum. This is a very special occasion for us and we have arranged a great programme to celebrate this event.

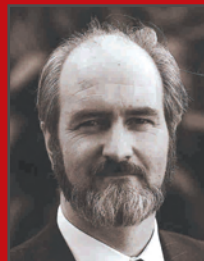
Over the past 30 years ITOC has developed into a well focused and innovative trade association, representing the inbound sector of the tourism industry. We are member driven and our goal is to provide membership benefits of real value to your business. ITOC is all about building business relationships, networking and our role is commercial at the sharp end of the marketplace.

We look forward to welcoming members to Queenstown to discuss important issues in order to drive the tourism industry forward into the new Millennium. Investment in tourism, international marketing, improved yields, better research, working closely with Tourism New Zealand and RTO's, sustainability, quality performance, training and standards - it all adds up to delivering a quality New Zealand experience to our customers.

keynote speakers



John Moriarty
Chief Executive
Tourism Industry Association



Hon Mark Burton
Minister of Tourism



Don Gunn
President of ITOC,
Director General Travel
New Zealand



Oscar Nathan
Chief Executive
Tourism Rotorua



Tim Hunter
General Manager Operations
Tourism New Zealand



Ian Macfarlane
General Manager Marketing
Tourism New Zealand



Mark Quickfall
Conference Chairman,
Board Member ITOC,
Managing Director
Totally Tourism



Mark Sainsbury
Facilitator,
Immediate Past President,
Chairman Pan Pacific
Travel Corp

conference venue:

Millennium Hotel Queenstown

conference theme:

"The Big Picture - where do I fit in?"

Conference MC: Emma Lange

wednesday 12th september

1300 ITOC Board Meeting

1400 Registration Desk opens at the Millennium Hotel Queenstown

am/pm Full Members and Allied Supplier Members arrive in Queenstown

1630 Full Members Meeting at the Skyline Restaurant, Gondola and Luge

1800 Cocktail Function at the Skyline Restaurant, Gondola and Luge. Kindly sponsored by Skyline Enterprises. Welcome by Queenstown Maori Concert & Feast.

- History of Queenstown tourism theme kindly sponsored by Lakes District Museum
- Welcome from Conference Chairman, Mark Quickfall, Managing Director of Totally Tourism, ITOC Board Member
- Welcome from Chairman of Destination Queenstown, Peter Smith

1930 Dine around in Queenstown (Individual arrangements. Please refer to insert with conference brochure)

2130 All delegates are invited to enjoy live entertainment and drinks at Sky Alpine Queenstown Casino (Delegates will receive a drink and gaming voucher on arrival courtesy of Sky Alpine Queenstown Casino) Sky Alpine Queenstown Casino invites delegates to take part in a mock gaming competition in the Casino's private room. Places are limited so please register by emailing: shillman@skycity.co.nz

thursday 13th september

0730 Breakfast at individual hotels

0830 Transfers to Millennium Hotel Queenstown for Conference

- Tea/coffee served on arrival

0915 Official Opening of Conference at the Millennium Hotel Queenstown

- Welcome from the Mayor of Queenstown, the Honourable Warren Cooper
- Presidential Address - Don Gunn, President of ITOC, Director, General Travel New Zealand

1000 Keynote Address and Official Opening - the Honourable Mark Burton, Minister of Tourism

1030 Morning Tea - kindly sponsored by Millennium Hotel Queenstown

1100 • Keynote Address Winston Marsh "Cyber Strategies for Success." Travel kindly sponsored by Air New Zealand
• Winston Marsh is Australia's best marketer, communicator and motivator. Refer over page for keynote address details.

1230 Networking Lunch

1330 Plenary Session: "The Big Picture - where do I fit in?" Overview of the Tourism Industry - a TIANZ Perspective
• John Moriarty, Chief Executive, Tourism Industry Association

1400 Overview of the Marketplace - a Tourism New Zealand Perspective
• Tim Hunter, General Manager Operations, Tourism NZ

1430 "The New Zealand Tourism Strategy - where do I fit into its implementation?"

- Ian Macfarlane, General Manager Marketing, Tourism NZ
- Oscar Nathan, General Manager, Tourism Rotorua

1500 Afternoon Tea

1530 Open Forum: "The Big Picture - where do I fit in?"
Facilitator: Mark Sainsbury, Immediate Past President, Board Member of ITOC, Chairman Pan Pacific Travel Corp
"The future looks good but we cannot fight against world trends. We must roll with the punches and turn developments like the Web to our advantage. We are far from many of our markets but the Web enables us to "seem" closer. The Web has not, however, lessened the importance of personal relationships in our business. A good combination of the two is where our business's must aim."

Peter Sefton, Representative of ITOC Full Members - Distribution, Director Australian Pacific Touring (NZ) Limited *"Packaging, distribution and adding value"*

Richard Benton, Representative of ITOC and Allied Supplier Members - large and small, Director of The Antarctic Attraction *"How do I get my product to market?"*

Darryll Park, Chief Executive of Christchurch & Canterbury Marketing, Representative of RTO's - Macro Regions *"How do we sell New Zealand better?"*

1700 Bids for the 2002 ITOC Conference - North Island

1720 The Big Picture - "What does the Visitor Expect?"
The voice of the visitor: Emma Lange

1930 ITOC 30th Anniversary Conference Cocktails, Gala Dinner and entertainment at the Millennium Hotel Queenstown
• Presentation of ITOC Operator of the Year Award

friday 14th september

0800 Breakfast - Rydges Queenstown

0915 Annual General Meeting - Rydges Queenstown
Breakfast and AGM kindly sponsored by Rydges New Zealand

1045 Morning Tea

1130 ITOC 30th Anniversary Golf Tournament at Millbrook Resort

Millbrook Resort invites all Full and Allied Members to celebrate ITOC's 30th Anniversary Conference by participating in a Ambrose Team Event. The event promises to provide golfers and non-golfers a fun day out at our International Resort Course. Prizes and each hole sponsored by ITOC Allied Members. Refer to registration for full details.

lunch Own arrangements

pm Optional sight-seeing (Individual arrangements. Please refer to insert with conference brochure)

1700 Prize giving at Millbrook Resort - all delegates welcome
1700 Optional night skiing and dinner at Coronet Peak (Individual arrangements. Please refer to insert with conference brochure)

ST MORITZ NOVOTEL SUITES

One Room Deluxe Suite \$165 plus GST
Deluxe Room \$130 plus GST
10-18 Brunswick Road
General Manager: Lynn McVicar

MILLBROOK RESORT

\$130 plus GST
Malaghan Road
Director Sales and Marketing
Vice President Operations: Sue Askham

QUEENSTOWN PARKROYAL

\$130 plus GST
Beach Street
General Manager: Rodney Hawker

HERITAGE QUEENSTOWN

\$110 plus GST
91 Fernhill Road
General Manager: Damien Keenan

MILLENNIUM HOTEL QUEENSTOWN

\$100 plus GST
32 Frankton Road
General Manager: John Clark

GARDENS PARKROYAL

\$100 plus GST
Cnr Earl Street/Marine Parade
General Manager: Ken Harris

RYDGES QUEENSTOWN

\$95 plus GST
38-54 Lake Esplanade
General Manager: Troy Cuthbertson

COPTHORNE LAKEFRONT RESORT

\$95 plus GST
Cnr Adelaide Street/Frankton Road
General Manager: Doug Flavell

NOVOTEL QUEENSTOWN

\$75 plus GST
Sainsbury Road
General Manager: Carl Braddock

A-LINE HOTEL

\$75 plus GST
27 Stanley Street
General Manager: Graham Horsley

AURUM HOTEL AND SUITES

\$75 plus GST
27 Stanley Street
General Manager: Graham Horsley

QUALITY RESORT TERRACES

\$75 plus GST
88 Frankton Road
General Manager: Greg Hewland

All accommodation reservations to be made through the Secretariat. Your hotel will be allocated on a first in first served basis.

The hotel rates stated are per room per night single / twin / double.

All accounts should be paid direct to the hotel by delegates. Refer registration form for booking details.