

# ITOC CONFERENCE & ANNUAL GENERAL MEETING

27/29 JULY 2005  
NELSON



art wine  
food

*nelson*  
live the day

adventure

# programme 05



**Stuart Neels**  
President of ITOC



**Hon. Mark Burton**  
Minister of Tourism



**Fiona Luhrs**  
Chief Executive of TIANZ



**Mark Hingerty**  
Managing Director, Australian  
Tourism Export Council



**Ray Salter**  
General Manager,  
Ministry of Tourism

- Venue:** Rutherford Hotel - A Heritage Hotel, Trafalgar Square, Nelson  
All sessions & registration desk
- Conference Theme:** **Managing Quality 100% Pure – Walking the Talk**
- Conference Chairman:** **Martin Horgan (Vice President, ITOC)**  
Managing Director, Southern World New Zealand
- Conference Host Committee:** **Paul Davis, Chief Executive Latitude Nelson**  
**Astrid Fisher, Manager Nelson Convention Bureau**  
**Nona Jackson, Tourism Marketing Manager, Latitude Nelson**

## **Peter Lowry: Farewell Conference**

We hope that you can join us for our 34th annual conference which is full of celebration as we say farewell to our Chief Executive Peter Lowry after 27 years as Chief Executive of the Association. Peter has seen the industry grow from the days of six week sea voyages and saving for the big overseas trip to today's age of mass travel where more and more people travel for leisure and travel has become an affordable commodity wanted by the consumer. Peter has been part of this great industry and leaves with many good memories and life long friends. ITOC, now in its 34th year of development as the trade association representing inbound tourism has grown from small beginnings into a well-respected, financially-sound and forward-looking organisation. We congratulate Peter for his dedication and leadership and wish him and Karin a happy and well-deserved retirement.



## **WEDNESDAY 27 JULY 2005**

Venue for all meetings – Rutherford Hotel, Trafalgar Square, Nelson

- 0830-1100** Board meeting
- 1000-1730** Registration Desk Open at the Rutherford Hotel
- 1100-1300** ITOC China market portfolio group meeting  
Waimea Room  
• Presentations from Tourism New Zealand and New Zealand Immigration Service
- 1100-1300** Japan Operators Committee meeting  
Wairau Room  
• Presentations from Tourism New Zealand and New Zealand Immigration Service
- 1300-1400** Welcome to Conference  
Riwaka Room and Ground Floor Foyer  
• Networking lunch  
• Welcome from the President of ITOC, **Stuart Neels**
- 1400-1600** Full and Allied Member Forums  
• Full: Waimea Room  
• Allied: Maitai Room
- 1600-1630** Afternoon tea/coffee  
Riwaka Room  
• Display of allied supplier member brochures
- 1630-1730** Combined Members Forum (Maitai Room)
- 1730** Transfers from Conference Venue to Accommodation
- 1830 app.** Transfers from Accommodation to Olivia's on the Quay
- Evening** Welcome Function - Sublime Seafood on the Waterfront  
Nelson's fast developing waterfront area is perfect for casual seafood dining with its stunning outlook. The function will focus on providing a taste of the Nelson region's hallmarks in a 'Hooked on Seafood' style event. Olivia's on the Quay wharf-side restaurant will provide both indoor and outdoor dining extended onto the waterfront with marquees. Chefs will delight and entertain guests with a seafood performance based on a delectable menu of local delicacies from the sea, prepared specially for ITOC members.  
Transfers from Olivia's on the Quay to Accommodation.

**SPONSORS:** ITOC would like to thank the following sponsors: Abel Tasman Kayaks, Abel Tasman Wilsons Experiences, Air New Zealand, Bay Tours, De Lorenzo's Studio Apartments, Happy Valley Adventures, Höglund International Glass Centre, Hotel Monaco. ITOC Golf Tournament Sponsors: JJ's Tours, Kingsgate Hotel Beachcomber, Latitude Nelson, Leisure Lodge, MacMillian's Handthrown Ceramics, Nelson Golf Club, Rutherford Hotel Nelson, Trailways Motor Inn, Telecom New Zealand, Waimea Estates Café in the Vineyard, Mitchell Corp. New Zealand, Totally Tourism Limited.

# EXPO

Nelson tourism operators will be exhibiting in an Expo style event in the foyer/Riwaka room of the Rutherford Hotel during the refreshment/lunch breaks. Creative workshop demonstrations will take place during lunch breaks.

## THURSDAY 28 JULY 2005

Venue for all sessions – Rutherford Hotel



**Rodney Walshe**  
Chairman of Walshes World and Tourism



**George Hickton**  
Chief Executive,  
Tourism New Zealand



**Kerry Marshall**  
i-SITE Network Chairman



**John Anderson**  
Keynote Speaker



**Martin Horgan**  
Conference Chairman

- 0730 Breakfast • Own arrangements  
0830 Transfers from Accommodation to the Conference Venue  
0830-1700 Registration Desk Open (Riwaka Room & Foyer)  
0900 Conference Programme • Official Opening  
Maitai Room  
• Introductions by Conference Chairman, **Martin Horgan**  
• Welcome from the Mayor of Nelson, **Paul Matheson**  
• Presidential Address: **Stuart Neels**, President of ITOC  
• Keynote Address: **Hon. Mark Burton**, Minister of Tourism  
• Keynote Address: **Kerry Marshall**, i-SITE Network Chairman; Past President Local Government New Zealand; Member of the Government Tourism Strategy Group.
- 1030 ITOC Operator of the Year Award • Presentation  
Maitai Room  
• Presentation by the Minister of Tourism, the **Hon. Mark Burton**
- 1040 Morning Tea/Coffee  
Riwaka Room and Foyer  
• Display of allied supplier member brochures
- 1100 Plenary Session – The Marketplace  
Maitai Room  
• The management team from Tourism New Zealand  
Focus on Issues
- 1300 Networking Lunch (Riwaka Room & Foyer)  
1400 Plenary Session – The Marketplace  
Maitai Room  
• **Fiona Luhrs**, Chief Executive of TIANZ  
*TIANZ and ITOC working together – how to add value to the relationship.*  
• **Ray Salter**, General Manager, Ministry of Tourism  
*Key issues to address*  
• **Matt Hingerty**, Managing Director, Australian Tourism Export Council (ATEC)  
*The Australian Scene – Overview* (Travel sponsored by Air New Zealand)
- 1500 Open Forum Discussion – Theme “Managing Quality 100% Pure – Walking the Talk”  
Maitai Room  
Facilitator **Rodney Walshe**, Chairman of Walshes World and Tourism Auckland  
Panel: **Fiona Luhrs**, Chief Executive TIANZ; **Ray Salter**, General Manager Ministry of Tourism; **Matt Hingerty**, Managing Director ATEC.
- 1600 Afternoon Tea/Coffee (Riwaka Room & Foyer)  
1630 Keynote Note Speaker  
• **John Anderson**  
*How a Kiwi Lad Developed an International Brand* • Sponsored By Telecom New Zealand
- Note: *It is planned to have a joint ITOC/TIANZ conference in 2006 so there will be no bids for an ITOC conference in the North Island.*
- 1730 Notices of the Day  
Conference Chairman **Martin Horgan**  
(Farewell/thanks to Joanne Warren - moving to Tauranga)
- 1800 app. Transfers from Conference Venue to Accommodation  
1900 app. Transfers from Accommodation to World Of WearableArt and Collectable Car Museum  
1930 Gala Function - Bizarre Bras Amongst the Cars  
The contemporary gallery of the World of WearableArt and Collectable Cars Museum is an outstanding venue for a gala finale. The complex showcases the best of Nelson's creativity and vibrancy from paintings to sculpture, garments to classic cars.  
ITOC guests will peruse the fascinating galleries at their leisure throughout the first part of the evening whilst WearableArt models presenting garments from past shows mingle amongst the gathering, literally bringing the exhibition to life! Guests will then dine on local delicacies amongst the collectable cars, overlooking the elegantly-lit pond, and enjoy entertainment suited to the occasion.  
Board members will be transferred in style to the gala function from their accommodation by a selection of Classic Cars.  
Transfers from World Of WearableArt Complex to Accommodation.

## FRIDAY 29 JULY 2005

- 0730 Breakfast • Own arrangements  
0800 Transfers from Accommodation to Rutherford Hotel  
0830-1030 Annual General Meeting  
Venue: Rutherford Hotel, Trafalgar Square
- 1030 Conference Activities  
Option 1: ITOC Golf Tournament  
• Nelson Golf Club, Bolt Road, Tahunanui  
Option 2: Sightseeing and Adventure Activities  
• 4 Wheel Drive Adventure  
• Wine/Art Trail  
• Creative Tourism Workshops  
• Abel Tasman National Park

## Sublime Seafood on the Waterfront

Succulent scallops and seafood! As Australasia's largest fishing port, Nelson has an unfair share of fresh seafood, the perfect accompaniment to New Zealand's highest sunshine hours and our beautiful location.

Come and relax and enjoy what nature has to offer. We know you'll find it irresistible! Fresh juicy Tasman Bay Scallops, crisp Waimea Plains Sauvignon Blanc and a location to die for!

This year's welcome function at the ITOC Conference will feature four of Nelson's top chefs preparing delectable seafood delights in action, right in front of delegates - a performance you cannot afford to miss. Lose yourself in the festive carnival atmosphere on the stunning Nelson waterfront and enjoy carefully selected wines from Nelson boutique winemakers.



VENUE • Olivia's on the Quay  
Nelson Waterfront

Featuring four of Nelson's best restaurants – The Boat Shed, Smokehouse, Miyazu, and Harry's Bar – along with Nelson's boutique winemakers with matching wines.



## GALA NIGHT >>

### Bizarre Bra™ Amongst the Cars

The sparkle of a well-polished fender...the shimmer of theatre lights. The magic of World of WearableArt™ comes alive for ITOC Delegates at a show-stopping gala dinner held amongst a superb collection of classic cars.

The World Of WearableArt and Collectable Cars Museum™ is one-of-a-kind and a premier venue for the final night of the ITOC Conference. The WearableArt™ gallery will be open throughout the evening for delegates to enjoy, so if you've never seen a WOW show before - now's your chance.

Dining amongst automobile design classics is a once-in-a-lifetime experience. All the vehicles in the museum are in running order and have been faithfully restored to be presented at their best.

The quality, creativity and ingenuity will amaze you - don't miss this opportunity to visit the home of WearableArt.™

Bring your bellbottoms...platforms...minis...afros...for a night of 60s and 70s classics!

After a divine dining experience and seeing WOW® close-up, it's time to slip on those dancing shoes and boogie the night away with favourites such as the Bee Gees, Roy Orbison and Freddie Mercury.

Prizes will be awarded for the best dressed and best dancefloor mover - so shake your stuff baby!



Outfits for hire available from:

Fantasmagoria, 2 Church Street, Nelson

Ph: 03 548 9843

Opening hours: Tues – Fri 12-5.30pm, Sat  
11am-2pm





Nelson boasts one of the most favourable climates in New Zealand and frequently tallies the highest sunshine hours, which also helps to explain why it is a popular golfing destination.

Set between the picturesque waters of Tasman Bay and Nelson's airport is Nelson Golf Club's 18-hole championship course. Ask any club member and they'll tell you there's no finer way to spend the day than on this fast and firm course, taking in the fresh air under the Nelson sun, then savouring a well-earned brew at the Club House. You'll enjoy a relaxing day while you take on the four par threes, four par fives (women five) and ten par fours (women nine). Don't forget you can warm up at the large practice areas with driving nets.

The activities for the day are due to commence at 10.30 with pick-up from your accommodation. The format will be an ambrose team giving both golfers and non-golfers the opportunity to mix and mingle and experience the fun of bringing 'different strokes' together for a team effort.

Lunch will be served afterwards, followed by prize giving.

# ITOC Golf Tournament

Friday 29 July

10.30am

Nelson Golf Club

38 BOLT ROAD, TAHUNANUI



## Accommodation & Sightseeing Key

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| 1 Rutherford Hotel                 | 10 Happy Valley Adventures            |
| 2 Leisure Lodge                    | 11 Höglund International Glass Centre |
| 3 Trailways Motor Inn              | 12 Waimea Estates Vineyard            |
| 4 De Lorenzo's Studio Apartments   | 13 JJ's Tours                         |
| 5 Hotel Monaco                     | 14 Bay Tours                          |
| 6 Kingsgate Hotel Beachcomber      | 15 MacMillans Handthrown Ceramics     |
| 7 Bronte Lodge                     | 16 Nelson Saturday Market             |
| 8 Abel Tasman Kayaks               | 17 The Suter Art Gallery              |
| 9 Abel Tasman Wilson's Experiences | 18 The Centre of New Zealand          |

## AIR TRAVEL

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Air New Zealand advises ITOC members attending the ITOC Conference in Nelson to book the Air New Zealand Express class fares as these fares offer the best value. A recommendation is made that you book and ticket your travel as early as possible as these fares are subject to availability. For further information please visit the website: [www.airnewzealand.co.nz](http://www.airnewzealand.co.nz)

## DRESS CODE

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Conference: Smart casual  
Seafood on the waterfront: Smart casual - dress warmly  
Bizarre Bras amongst the Cars: Dress for the Occasion - 60s/70s theme

## REGISTRATION DESK

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The registration desk will be situated at the Rutherford Hotel - A Heritage Hotel, Trafalgar Square, Nelson (at times stated in the programme).  
Name badges must be worn at all times throughout the conference.

## REGISTRATION FEES

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Full and Allied Members	\$550 + GST (68.75)	\$618.75
Partners (Life Partners not Business Partners)	\$500 + GST (62.50)	\$562.50
Golf:	\$46 + GST (5.75)	\$51.75

The above registration fees for the conference include: all meals as stated in the programme, social functions and entertainment, transfers to and from hotels and venues as stated in the programme.

Special registration fee for additional senior staff of full and allied members – Thursday day programme only (includes lunch). This rate also applies to Latitude Nelson International Marketing Group members. For registration forms please contact Joanne Warren – [joanne@itoc.org.nz](mailto:joanne@itoc.org.nz)

## COST

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Refer Registration Form for full details.  
Registrations will only be confirmed once the Registration Fee is received.

## HOW TO REGISTER

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

Joanne Warren, Conference Coordinator  
Inbound Tour Operators Council of New Zealand (ITOC)  
PO Box 1888, DX SX10033  
Level 5, 79 Boulcott Street  
WELLINGTON  
Phone: (04) 499 0104 Fax: (04) 499 0786  
Email: [Joanne@itoc.org.nz](mailto:Joanne@itoc.org.nz)

Additional registration forms can be obtained from the secretariat or can be downloaded from the ITOC website - [www.itoc.org.nz](http://www.itoc.org.nz)

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