

ITOC NEWSLETTER



29 APRIL 2011

Hello and greetings to the Board, Full and Allied members

It has been a busy last few months since the earthquake and it is great that Christchurch seems to be getting back on it's feet with more activity operators and accommodation providers operational every day. While many inbound operators have changed their itineraries to exclude Christchurch for now, they are looking forward to the news when the CBD and hotels become available – particularly for tour groups. MED, TIA and TNZ have collated the information from the Earthquake Forum held March 21 and the industry look forward to these 'actions' being implemented as soon as possible.

For members wanting to know what the accommodation or operator status is in Christchurch and Canterbury region, visit these websites: <http://www.christchurchnz.com/plan-your-visit/christchurch-earthquake-update.aspx> and <http://www.aatravel.co.nz/christchurch-earthquake/>.

The post-phoned Board meeting of February to be held on the West Coast is now being held 5/6 May in Hokitika. The Board is excited about meeting with many of the West Coast operators during their time there and being able to experience some of the product for themselves. At this meeting we will also have an update from Tim Hunter from Christchurch & Canterbury Tourism and Paul Yeo from Tourism New Zealand.

Recently I attended the RTO-IBO Trade days held in Auckland, facilitated by Trish May and Tourism Auckland (now ATEED) which was a wonderful few days of meeting with Regional Tourism marketing staff and ITOC Full members. I have since heard that there are several other RTO Trade days with IBO's around the country and I encourage RTO's to keep me informed so that I can include these valuable trade sessions on my calendar.

DoC 'guiding' Concessions:

There have been a few enquiries from members about what is happening with the DoC guiding concessions. At the moment we have a moratorium between ITOC Full members and DoC re the concessions which means for this past season that DoC will not enforce any infringements or penalties for guided parties on the DoC estate. Please let me know if you are aware that this has happened.

At our meeting in March, DoC indicated that they would like to see a \$1.00 per person per day fee for any group being guided on the DoC estate for an hour or less. It would be \$5 pp pday for up to 4 hours and \$10 pp pday for over 4 hours. It was not the fee structure scenario we (ITOC) were expecting and both parties left the meeting with their expectations not being met. Aside from the fee structure there was also quite a laborious recording system that needed to be followed which was just not practical for drivers or guides.

Another meeting is planned with DoC representatives after Trenz where we hope to present a stronger case for an annual fee based on approx numbers each IBO may have for the year. Our goal is to successfully negotiate a fair fee structure for ITOC members and have it as 'benefit'. Non ITOC and off-shore wholesalers will need to go through their own negotiation process individually with DoC.

Upcoming events:

- **NZ Hotel Conference 12 May, Skycity Auckland**
ITOC has been asked to contribute and have a 'breakout session' on "how do New Zealand hotels stack up?" with the emerging markets from China and India. Panelists include: Matt Brady from Pan Pacific Group, Lisa Li from China Travel Service, Trish Abrahamson from Naturally New Zealand Holidays and Anna Black from General Travel. The conference programme looks outstanding so if you are intending to register, go to: www.nzhotelconference.com
- **ATEC 18-21 May**
The Australian Tourism Export Council conference is being held at Hamilton Island, Queensland which ITOC will be attending. We have enjoyed a long and close association with ATEC and we look forward to further developing that relationship and bring back news of how things are faring with Australian operators.
- **TRENZ 22-26 May, Queenstown**
ITOC has a booth at TRENZ this year once again and I look forward to 'doing the rounds' hoping to see as many members as possible.
- **ProGuides Conference 27-29 May, Auckland**
For members who contract tour guides and driver/guides, this is an excellent opportunity to recommend guides to join the national organisation of professional tour guides. For more information visit their website at: www.proguides.co.nz
- **ITOC Conference 15-17 August, Tauranga**
The conference programme is currently being finalised and registrations for the 'number one event of the year' will be available from mid June via the ITOC website. It is the 40th Anniversary celebration of ITOC so there will be a 'wee wander down memory lane' and a few extra 'wow' factors to the programme.

We enthusiastically welcome the following new 'allied' members:

Ziptrek Ecotours, Queenstown www.ziptrek.com ZJV (NZ) Ltd
Auckland Adventure Jet www.aucklandadventurejet.co.nz
CQ Hotels, Wellington www.cqwellington.com (Comfort and Quality Hotels)
Tourwriter, Wellington www.tourwriter.com (Trio Software Developments Ltd)

If members are in Wellington and have time, I would love to meet with you . We are at Level 3, 79 Boulcott St. Also in the office is the new CEO of TAANZ, Andrew Olsen, Charlie Ives from RTONZ and Anne Reid from NZITT. For members who have any issues, challenges or good news stories that we can share, please contact me by:

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QUOTE: Success is dependent on your backbone – not your wishbone!