

MARCH 2011

WELCOME & GREETINGS FROM NEW Chief Executive



Hello and greetings to the Board, Full and Allied members

Many thanks for all the well wishes that people have sent through over the last few days regarding my appointment. I'm honoured to be representing the inbound tour operators and product suppliers of New Zealand and look forward to meeting with as many of you as possible over the coming months.

What an incredible last few weeks that the people and operators of Christchurch have been through. It's not over yet and the industry will feel the effects of the earthquake for many more months. Our sincere support and thoughts go out to all those affected personally and also to the secondary businesses and families who are continuing to have to adjust their lives.

I'd also like to take the opportunity to thank the airlines, transport operators, accommodation providers and regional tourism organisations who responded so quickly with the necessary itinerary changes and movement of people that needed to be made at our busiest time of the year. It has been an outstanding effort and the Board and I are well aware that many of you went beyond the call of duty - and are still doing so. The anecdotal feedback from clients affected seems to be that they have been impressed with the response from organisations and operators, so well done!

ITOC full members were requested to answer a few questions in regards to group and FIT cancellations as a direct result of the earthquake short term and their responses for the first week seem to have been a loss of up to 12,000 bed nights with cancelled tours. It was an early estimate and we need to now evaluate the flow-on effect of those cancellations and any impending cancellations. On Monday 21 March in Wellington there is a combined government, business and tourism forum to discuss the long term effects of the earthquake on tourism and what we as an industry can do to keep moving forward. We will advise you of the outcome of the discussions as soon as we can so you can be prepare for the year ahead.

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/>.

Thanks to all members for their continued support of ITOC and recommending that new product suppliers to the industry join us. We have had a flurry of enquiries so I'll be busy communicating with prospective members in the next few months to increase our membership base. The Board and I will also be evaluating current and new benefits of belonging to ITOC for operators.

The February 2011 Board meeting was which was to be held in Hokitika the week of the earthquake was post phoned so our apologies to Tourism West Coast and operators. Members were looking forward to their west coast experience and we hope to visit later in the year. The next Board Meeting has been re-scheduled for Thursday 24 March, 1-5pm at the Copthorne Harbour City Hotel with a 'CEO meet and greet ' for full members from 5.30 -7.30pm.

For Allied members I hope to attend several of the TIANZ Leadership Roadshows 2011 starting Wed 23 Nov in Auckland and look forward to meeting with as many of you as I can.

Upcoming events:

- TIA Leadership and local government Roadshow Wed 23 March 12.30-4.30pm. Venue tba
- Full members 'CEO meet and greet' Thursday 24 March 2011, Copthorne Harbour City Hotel from 5.30-7.30pm
- Tourism Auckland *ITOC- RTO Trade Day* in Auckland at Rydges Hotel 13 - 14 April 2011. ITOC full members are encouraged to attend and receive latest RTO updates on new product from the regions. For more information contact: trish@maymarketing.co.nz
- Trenz 22-25 May 2011 in Queenstown
- ITOC conference being hosted in Tauranga 15-17 August

Congratulations to Paul Yeo on his move to Tourism New Zealand as General Manager of Tourism Operations. Paul oversees Tourism New Zealand's industry and trade relationships, infrastructure and quality covering Qualmark, i-Sites and the China Monitoring Unit. He is also responsible for Tourism New Zealand's kaupapa Maori capability.

If any 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. And finally, a huge thanks to Charlie Ives who has been diligently managing the ITOC, TAANZ and RTO responsibilities during the challenges of recent weeks in Christchurch.

For members who have any issues, challenges or good news stories that we can share, please contact me by:

DDI: 04 495 08210

Lesley mobile: 027 6644 836

Email: Lesley@itoc.org.nz