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## Before and after the AGM

The recovery of the tourism industry is in full swing and the mood at the ProGuides meeting in Auckland couldn't have been better. More than 30 guides from all over New Zealand and a good number of industry partners took part in our 3-day meeting. It started on Friday with a visit at the **K'Road railway station** and a look behind the scenes at the Auckland Museum as well as a gathering at Elliott Stables in Central Auckland.

On Sunday, the attendees had another family, heading out to the west of Auckland. At the Arataki Visitor Centre, guide **Olly Morgan** shared his extensive knowledge about preservation of the Waitakeres. After a scrumptious lunch and wine-tasting at **Westbrook Winery**, we had a quick stop at Omeru waterfalls before we visited **Swiss Bliss Chocolate** in Waitoki. Westbrook and Waitoki are suited for group visits, but you should get in touch beforehand. Final visit of the day was the **All Black Experience** at Auckland's Sky City. It was an action-packed weekend, enjoyable and encouraging.

## Overview from TNZ

Before the Association sat down for the actual AGM, **Sam Allen**, Head of Industry Partnerships at Tourism New Zealand, Wellington, informed about the state of the industry. The sector targets 5 billion NZ\$ within the next five years. The 2024 to 2028 tourism strategy aims to build New Zealand as a year-around destination and become a world leader in sustainability. Tourism New Zealand is forecasting a return to pre-Covid levels by March 2026. Allen also gave updates on the Australian, US and European markets. Qualmark assessments and Tiaki, the indigenous approach to influence visitor behaviour for positive impact, was also part of Allen's presentation. **Check it out here.**



## Tipps and Treasures

During the AGM and the accompanying famils, the attendees were asked to share “tips” and "treasures". Be it as simple as the best way to load or unload a coachload of passengers, or as complex as dealing with difficult travellers. Here's is our first tip:

**How to create a Whatsapp group** with foreign visitors. **Check it out.**

**Angela D’Aquaro has offered to organise a famil in the near future.** It could be a 2–3-day excursion, including the Overlander train from Auckland to Taumarunui (or from Wellington), meeting with Ngāti Hauaroa Kuia at Morero Marae, learning about Maori tikanga. A visit at Nevalea Alpacas and Te Kuiti is planned as well as the Glowworm + Cave of the Spirits with Spellbound (small group tour). Kiwi House at Otorohanga and a stop at Hamilton Gardens is also on the agenda. Suggestions regarding dates and add-ons are welcome.

**Contact Angela**  
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## **Meetings off season**

Plans are underway to arrange monthly meetings with ProGuides members in Auckland, Wellington, Christchurch and Nelson with the idea to discuss a relevant industry-related topic at the catch-up.

## Message from Service IQ

On the topic of how to recruit young people into the tour guiding business, the presentation from **Pippa Saxon** was quite encouraging. She is associated with Service IQ, a membership organisation, where she works as the Manager, Sector Retail & Retail Supply Chain. The company offers various tourism programs, including the New Zealand Certificate in Tourism with Operations and Visitor Information Endorsements – Level 4. **Check out their offers here.**

## AGM and more

ProGuides chair **Helen Tait** gave an overview about the progress of the Association. While it has been a slow start after the pandemic and a very lean committee, there have also been some positive steps in the past year such as the rollout of a new DOC concession and the strengthening of links with related organisations, particularly TEC and TIA.

Helen pointed out that there is a need for more committee members and commitments to take on roles within the Association. Click here for the **Chair’s Report**, the **Financial Report** and the **Membership Report**.

## Have your say

Led by the Ministry for Business, Innovation and Employment and the Department of Conservation, the government is seeking feedback on the International Visitor Conservation and Tourism Levy (IVL). **The deadline is June 11th of June, 5pm.**

ProGuides NZ committee is preparing a document with ideas regarding the levy. Our understanding is that the levy should be higher, however, the visitors should be informed what happened with their money, e.g. whether it’s spent on infrastructure, sustainability or supporting DOC (Department of Conservation).

ProGuides NZ and associated organisations such as TIA (Tourism Industry Aotearoa) or TECNZ (Tourism Export Council New Zealand) should also get feedback and clear information about where the money went. More to follow.

## New Industry Partners



## Enzoy Tours

**Enzoy tours** offers inbound New Zealand tours for small private groups of less than 4 people. They include personalized and exclusive travel experience tailored to the specific interests and preferences of the participants. Unlike group tours, private tours cater to the needs of a single individual, a couple, a family, or a small group of friends. The company is based in Auckland.

## Roam Wanaka

The company offers Wanaka day tours for small groups with local guides. **Roam Wanaka** provides fun, family friendly sightseeing tours with modern luxury vehicles, bottled water provided. Pick up and drop off from your Wanaka or Queenstown accommodation. The topics on offer cover wine tasting, sightseeing, lake cruises, amazing lunches, farm animals, lakeside beaches, action packed activities, fishing, jet boating, whisky tasting and more.