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July, 2024

Everything DOC

One of our great successes of recent years, thanks to Kristin Kinney and Brian Farrant, is the **DOC concession**. It is only available to members of ProGuides NZ to join as an individual. It cannot be used by owner/operators of Small Tour Operators, unless you contract yourself as a tour guide - a small technicality but it makes the difference on whether or not you can apply.

It allows guiding and accompanying clients to a list of conforming tracks, as well as parking in dedicated areas. If you want to propose additional tracks to be added to the ProGuides concession list, please send a note to **doc@proguides.co.nz** as soon as possible. We are currently in discussion with DOC staff about the mechanism for achieving this. However, they must be tracks which are on DOC's conforming tracks list.

The detailed costs for this concession as well as all you need to know about the concession can be found in the **"Everything DOC" section of our website.**

Instructions for applying for a 2024-2025 DOC Concession **will be sent to all personal members** in the next few days.

TNZ new strategy

Tourism New Zealand has refreshed its 100% Pure New Zealand global brand campaign IF YOU SEEK with a focus on highlighting the country as a year-round destination. Tourism New Zealand's **new four-year strategy aims** to grow international tourism by NZ\$5 billion to NZ\$13.2 billion by 2028, with 70% (\$3.5 billion) of growth from off-peak visits. Tourism New Zealand's consumer website newzealand.com and trade channels will be refreshed with content focusing on



Tipps and Treasures

Miss Cocoa Cafe in Mandeville between Dunedin and Gore. The next door agrodome has a wonderful collection from restored classical small airplanes with the possibility to have a 10 min flight with an open yellow Tiger Moth. On weekends you can make a short train ride (200m) with the Kingston Flyer. This stop has apart from great coffee and snacks something for everyone

In the **Centre of Katikati**, close to public toilets, is a panel walk towards the river which explains the look, use and qualities of different subspecies of NZ Flax / Harakeke, including information about the **'flax milling' industry** in the early days. A brilliant opportunity for a guide to walk with guests through and explain.

TIA has been attending meetings in Wānaka with the Department of Conservation (DOC) and Lake Wānaka Tourism to encourage urgency on infrastructure. DOC has provided updates on important visitor attractions such as **Blue Pools, Makarora and Rob Roy**.

tourism experiences best suited to off-peak seasons. Resources to support and educate trade partners on how to best to sell a New Zealand holiday between March - November will also be published.

Have your say

Waka Kotahi, the NZ Transport Agency, invites to help improve their performance and want to know what customers think about the roads on Auckland's State highways and motorways. The roads they are focusing on span the Auckland region and part of the Waikato, so there are a lot to maintain. Feedback is important, so the agency encourages customers to take a short 5 minute survey. Survey ends Sunday 14 July at 5pm. **Click here to do the survey.**

Discussing Tourism

Little Red Book, one of **China's most influential social media platforms**, informs how you can tap into is the lucrative Chinese visitor market on Thursday, July 25, 3pm to 3.45pm.

On Thursday, August 1, from 2pm to 3pm, you can join a webinar about the **predator free movement**. Some tourism operators discuss with the Predator Free New Zealand Trust and look at new tools and technology.

An introduction to **Akiaki & How to guide** on August 8, 2pm to 2.30pm, offers the opportunity to take your sustainability efforts to the next level.

Check out all the webinars here.

Track Updates

Northlanders are relieved that SH 1 over **Brynderwyn Hills have re-opened** at the end of June following a four-month closure that's cost the region's economy hundreds of millions of dollars.

A short-term fix to reinstate walking access to Cathedral Cove on the Coromandel Peninsula will be ready in time for summer. The conservation ministry will spend **NZ\$ 5 million to plan, build and maintain the track.**

There is also some good news from the East Coast: After 11 years taking **exclusive tours of The Farm and coastline at Cape Kidnappers**, Fox and Amy Nilsson are now offering the opportunity to the public in partnership with Rosewood Cape Kidnappers Lodge.

Industry Partner News



Haka Tours

Industry Partner **Haka Educational & Sports Tours** has joined the **B Lab movement**, a community committed to transforming the global economy to benefit all people, communities, and the planet. The company also collaborates with the **National Kiwi Hatchery** in Rotorua by providing an exclusive opportunity for students to volunteer there.