

ProGuides Newsletter

15 January 2025



From the Committee

Welcome to our first newsletter of the year with a whole package of useful information. It starts with the announcement of several events on important topics, including some walking tours in and around Auckland. Tourism NZ has refreshed its 100 % Pure New Zealand programme to educate travel sellers, and the government is consulting on proposals to modernize the country's conservation management system. Read about the latest developments in our industry and what fellow guides want to share. Happy guiding.

Dates to consider



Auckland Walk

Auckland members and visitors are invited to an hour-long historical walking tour in Auckland on **21 Jan from 4pm**. New member Terry Hobin has offered to show us some hidden gems before we sit for drinks at the Queens Rooftop bar. Are you interested? Meet in **Komititanga Square**, outside the Queens Rooftop Bar entrance, Queen Street at 4pm next Tuesday.

Pukorokoro Shorebird Centre Miranda

The Waikato-based centre invites to an introduction to the world of shorebirds and offers a 90-minute guided tour on **January 26th from 3.00 pm**. There are only few spots left. If you are interested [book online](#).

Unearthing Sydney

As some of us are also doing tours in Australia, this might be an informative workshop for you. It takes place at the National Trust Centre, Observatory Hill in **Sydney on May 15** and aims to bring together expert speakers who will reveal fascinating insights into the city's

underexplored histories and cultures. Please contact the [Institute of Australian Tour Guides](#) directly if you are interested.



DOC Matters

The Department of Conservation (DOC) has opened public consultation on [modernising how it manages its land](#). Tourism New Zealand reckons this aligns with their actions of Tourism 2050 and urges its members to have their say. Submissions are due by 28 February 2025. [Click here for your input](#). Our ProGuides-chair also wants to hear your opinion on the topic. Please send your feedback per email to chair@proguides.co.nz

DOC is offering sessions to members of the tourism industry:

Exploring charging for access to public conservation land Wednesday
29 January, 1.30pm – 2.30pm;

Modernising conservation land management

Friday 31 January, 10.00am – 11.00am

If you are interested, please get in touch with Frances -
fmacdonald@doc.govt.nz

Refreshed programme

Tourism New Zealand (TNZ) has refreshed its [100% Pure New Zealand Specialist Programme](#) to educate travel sellers on New Zealand as a year-round destination. It was first launched in India in October 2024 and will now target markets in North America, the UK, Germany, Australia, Southeast Asia, Korea, Japan, Hong Kong, and Taiwan.

Visitor Numbers

New data from the International Visitor Survey reveals that international visitors contributed \$11.7 billion to New Zealand's economy in the 12 months to September 2024. This is a significant increase of 30% - or \$2.7 billion - compared to the previous year. [Read more here.](#)

October Numbers

Overseas visitor arrivals were 240,200 in October, an increase of 14,200 from October last year but [15% down on pre-pandemic levels](#). Stats NZ figures show the annual arrival total to October was just over 3.2 million, down around 17% on the bumper 2019 year and just ahead of numbers last seen in 2015.

Hospitality Summit

The government is investing \$50,000 in a \$100,000 hospitality industry insights. This was revealed at the inaugural Hospitality Summit in December in Wellington, which brought hospitality industry stakeholders and government representatives together to tackle the sector's challenges. [Read more here.](#)

Things to Ponder



Surprising Facts about Possums

Did you know that possums eat juvenile kea? Brought into New Zealand to start a fur trade in 1837, the brushtail possum population exploded beyond settlers' wildest dreams (or nightmares) to an estimated peak of 70 million in the 1980. They are found from Rakiura to Cape Reinga.

[Click here to read](#) more about our popular pest.

Why are Kiwis called Kiwis

The Kiwi is a national icon, sure but isn't it a little unusual to use that as a nickname? One would never say "My friend is a Kangaroo" in place of "My friend is Australian", right? Yet, for some reason, we opt to call New Zealanders "Kiwis". Seems odd, don't you think? [Click here to read more about this curiosity.](#)

Book recommendation

Museum collections manager Robert Vennell is very passionate about trees and the New Zealand forest. In his book 'The Meaning of Trees' he explores the history and use of native plants. It is out in stores now and can be purchased in all book selling units. [Check it out here.](#)

Looking for exchanges

Traccar Safaris is an organisation based in Uganda, Eastern Africa, the home of the world's rare mountain gorillas, the beginning of the river Nile and Fox's weaver birds and other tourist attractions. They are interested in tour guide exchanges for fostering sustainable tourism. If you are interested in exchanging ideas, [contact them per email](#) to find out more.

Notes from the Road



Summer Roadworks

The Desert Road Closure between Turangi and Waiohuru from early January until the end of February might impact traffic considerably. But it is not the only obstacle. more than 1800 lane kilometres are expected to be renewed which



means road closures during summer will affect us all. [Check out the major disruptions here.](#)

Treasures from the South

A recently found map drafted by German geologist Julius von Haast in the 1860ties will be on display when the new Canterbury Museum opens in 2029. In the meantime, [click here to read about](#) the adventures of this scientist and see more of his beautiful maps.

Netflix comes to Oamaru

If you have a tour through Oamaru in the middle of January, you might be affected. Netflix series 'East of Eden' will be filmed in the Waitaki District. Oamaru's Scottish Hall and the historic railway station are film locations. [Click here for more.](#)

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