

# ProGuides Newsletter

21 April 2025



## From the Committee

Thanks to everyone who joined our ProGuides gathering in Auckland on April 8. We learned a lot about the history of the Royal New Zealand Yacht Squadron and the America' Cup (photo below) thanks to the knowledgeable Chris Collins and Guy King, who organised the visit. Please feel inspired by this initiative and look for opportunities to organise a famil in your part of the country. The next event in Auckland is already shaping up. It will be an exclusive food tour in May.

The Government has just announced to turbocharge our industry with NZD 13.5 million for global marketing activity. It comes at a time

when visitors numbers are a bit down. Check also the latest news regarding new apps, restaurant nominations and destination ideas. Enjoy the read!



## Auckland Food Famil

Sharron Hickman is planning a culinary famil through Auckland's CBD on May 2, 2025. The tour will start at 4pm in Fort Street with a visit at Ima Cuisine. Kingi, Advieh, Bellini Bar and Harbourside are also included in the famil. The idea is to gather as much information as possible. The owners are happy to talk to us. Please get in touch with [Sharron](#) to let her know that you are interested.

## DOC Concession Renewals

Web Administrator Angela D'Aquaro has loaded the ACTIVITY RETURN FORM for 24-25 on the website - **Everything DOC** section - so that every concessionaire can fill their individual return and send it back to ProGuides in their own time. However, please make sure to send it **by 1 July at the latest**. If you have any questions, please contact [Angela](#). A few key notes: the current DOC concession is valid to 30 June 2025 (same as the ProGuides membership). You will need to reapply for 25-26 if you wish to retain the concession, the application is on the "Everything Doc" section on our website.

Once you have sent us your activity return ([doc@proguides.co.nz](mailto:doc@proguides.co.nz)), you will receive an invoice based on your declaration. Note that **you must send a return** even if you haven't used the concession, in that case NIL. We suggest you send the return + the new DOC application at the same



time, but the new concession will only be issued after all dues are paid.

## AGM in August

Our annual Annual General Meeting will take place a bit later in the year in **Palmerston North**. Mark the date: It's on **August, 30, 2025** with famils planned before and after the meeting. We also need new committee members. Are you keen? Please consider to be nominated.

## Industry News

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## Turbocharging Tourism

A major drive boosting New Zealand as an international travel destination will kick off with a **NZ\$ 13.5 million** turbocharge for global marketing activity. The initial investment would focus on encouraging visitors from China, Australia, the US, India, Germany and South Korea. **Hospitality NZ** believes that the investment will make a positive impact.

## Visitor numbers

Overseas visitor arrivals were down in February compared to the same time last year. Statistics NZ recorded 354.400 arrivals in the month, a decrease of 8400 from February 2024. However, there were substantial increases in visitors from the US, Australia and the UK. Visitor numbers from several major Asian markets, especially China, were down. [Click here](#) for more information.

## Culinary Awards

Congratulations to **Restaurant Amisfield**, just outside Queenstown. The dining place has been named the third best international restaurant in the world in Food & Wine magazine's **Global Tastemakers Awards**. The US-based awards canvas more than 400 chefs, travel experts and writers and wine specialists from around the world. Closer to home, **Te Anau's The Fat Duck** has just crowned New Zealand's best. The humble pub claimed top honours in the inaugural Hospitality NZ Awards for Excellence..

## What to watch



## Winter Musings

As autumn progresses, you might find time to sift through these amazing snippets of historic personalities. Check out the journey of Julius Vogel who was instrumental in much of Dunedin's early infrastructure. Learn more about personalities such as Thomas Brydone, Isabella Trotter, Charles Reeves, Christina Kelly (pictured above) and many more. [Click here for the clips.](#)

## Art Deco Destination Napier

The Art Deco Trust and Napier City Council are collaborating on a significant restoration initiative that aims to rejuvenate the heritage building known as the Memorial Square Community Rooms into a vibrant community facility. [Click here for a brief overview](#) of the project.

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## Notes from the Road



### Auckland Museum

Te Marae Ātea Māori Court at the Auckland Museum is temporarily closed due to essential work, until further notice. Both entrances to the Museum remain open.



### Hobbiton App

Popular destination Hobbiton has now a multilingual app (15 languages) to help foreign language visitors. It is recommended to [download the app](#) prior to arrival.



### Kupe Experience

A unique cultural encounter is offered in Northland. [Manea - Footprints of Kupe](#) is a multisensory journey of guided storytelling, recommended by fellow tour guides.



### Road Cones War

The Government has launched a hotline to report over-zealous use of road cones, addressing public frustration. However, some think it is an [unwinnable fight](#).

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