

ProGuides Newsletter

25 August 2025



From the Committee

Only a few days until our yearly meeting will take place. PG-Chair Helen Tait has put all relevant documents and information on the [ProGuides Website](#). The committee encourages you to read the reports from the Chair and the Membership secretary as well as all other updated documents listed on the website. It's a perfect opportunity to get informed before the Annual General Meeting in Palmerston North.

Inspiring Food for Thoughts

There will be a morning session with a number of topics concerning the tourism industry before the AGM commences on Saturday, August 30, at 2pm. ProGuides members are invited to discuss the future for our

association and newbies have the opportunity to share their aspirations. We will also have a look into how the tourism levy is spent and New Zealand's unique agricultural industry.

Tour Guides Get Together

Check out all the activities the committee and its helpers have compiled around this year's AGM, from get togethers to dinners and tours into the surroundings. Friday's famil starts in Wellington and includes visits at a farm in Wairarapa, Greytown, a heritage museum as well as a wildlife rehabilitation facility. The itinerary on Sunday offers a guided tour through the Rugby Museum and a visit in Orlando Country, one of the region's major event venues. An informal meeting on Friday evening is also on the list. [Click here for the programme.](#)



Auckland August Famil

A group of more than 10 intrepid guides were joining our fabulous famil fairy Sharron Hickman (photo left) and her sidekick Anja Gallas (photo right) on Friday, August 1. Exploring the hidden wonders around Auckland's K'Road and surroundings was the aim of the tour under the motto '**I did not know that was there**'. The guides visited local fashion stores and tattoo studios as well as the hospitality scene and met designers such as Liz Mitchell (in the middle of the photo). A write-up, including photos, will be on the PG-website in due course.

Industry News



Intrepid buys Haka

International tour operator Intrepid Travel has fully acquired local tour operators Haka Tours and ANZ Nature Tours for an undisclosed sum, as the business reiterates its commitment to growth in New Zealand. Following Intrepid's initial investment in 2021, Haka Tours will now operate as Intrepid DMC New Zealand Limit. [More information here.](#)

Celebrating Excellence

The tourism industry came together in the Bay of Islands on August 6 to honour exceptional leadership, innovation, and commitment at the annual 2025 TECNZ Conference. The prestigious awards recognize the individuals and businesses that have made a significant impact on New Zealand's tourism export sector over the past year. Amongst the winners were Master Travel Group, Beachcomber Cruises and Leisure Time Group. [Click here to see who also won.](#)

And more Awards

Amisfield was voted restaurant of the year at the Cuisine Good Food Awards. The hospitality spot between Arrowtown and Queenstown gained top scores together with five other restaurants, among them Auckland's Ahi, Cocoro, Paris Butter and Tala as well as Hawke's Bay's Craggy Range. Earlier this year, Amisfield has been named the third best in the world by an influential US magazine. [Click here for more inspiration.](#)



Parking Fees

The Conservation Department has offered a compromise over parking fees at Punakaiki's Pancake Rocks, after strong objections from locals. The paid parking pilot was planned to start in October 2025 and continue for nine months until the end of June 2026. Paid parking is also planned to be introduced at White Horse Hill, Aoraki/Mount Cook in December 2025. [Click here for more information.](#)

To our concessionaires: this is still under review, not yet finalised. We are lobbying to get exempt from paying parking, as per the terms of our concession. Further information will be communicated in due time.

Save the Penguin

The Department of Conservation informs, that there are only **143 known hoiho/yellow-eyed penguin nests** on mainland New Zealand (including Stewart Island), an 80 percent decline from the 739 nests found in 2009. A new multi-threat risk assessment for the species is underway and ministers are responding to a plea for immediate intervention to save the endangered species. [Read more here.](#)

Notes from the Road



Handcrafted Sweets

Talia Cheyne owns a [rock candy store](#) in Christchurch and encourages small tour groups to stop by and watch candy being made while in the area.



West Coast Salad Bar

A salad bar taking Hokitika by storm is branching out to include meat options. Heidi McLean opened [Alchemy & Storm](#) in February, committed to locally sourced produce.



Homestead earns Award

Riccarton House and Bush in Christchurch has earned global acclaim after being [named in Tripadvisor's](#) top 10 attractions worldwide.



Australia says G'day

Ruby the Roo is back for a new marketing campaign to support Australia's new tourism campaign. [Click here](#) for more information and the video.

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