

# ProGuides Newsletter

25 June 2026



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## From the Chair

As this newsletter is being distributed to your inboxes, the **MEGA FAMIL** would have reached the North Island and we are getting close to the end of the trip. What an adventure ! We started in Christchurch on 14 June with 6 members (pictured above in Dunedin, with Bex Hill), collected a couple more in Queenstown for the West Coast section, and we will be finishing in Auckland & Waitangi on 29 June with 9 members, including 6 Affiliate Members.

I can't say how proud I am with the work we have done to make this happen, and I am taking this opportunity to congratulate our special local hosts and partners: Andre Booth & Helen Tait for Moa Trek in Christchurch and Canterbury, Bex Hill from Book A Tour in Dunedin, Henry Fiala & Go 2 New Zealand for Southland, Chas Morris driving the longest stretch on a deluxe Mercedes Sprinter graciously loaned to us by **Maugers** (pictured below) - including a long detour via Geraldine and Arthur's Pass when the Haast Pass closed due to flooding on the day we were supposed to travel to the West Coast... Does that ring a bell to anyone here?

Then Kirsten Rødsgaard-Mathiesen in Nelson, Wivian Malmstrom Buckrell in Wellington, Lu Tyree in Rotorua, David Hill in Auckland, and myself driving our Industry Partner Samuels' Mercedes Sprinter for the North Island.

Not to forget all the suppliers who have contributed and offered FOC and special rates for the content. **A BIG THANK YOU TO ALL**, and who knows... there may be another one next year if you missed out...

Nga mihi Angela



## AGM in Oamaru

It is now time to make your arrangements to attend our AGM in Oamaru on 19 Sep. The registration form is **LIVE in the MEMBERS PORTAL** as well as the itinerary for the famils and other documents. We are finalising the content of the conference itself, and this will be published

early July, but be sure that we have a high standard of speakers who will present on Oamaru Heritage, Gold Mining and Mental Health in Tourism.

## Renewal of Membership

On the Members Portal, you will also find the **Renewal Form for your 26-27 ProGuides Membership**. We no longer send reminders by email (time consuming), instead we have the form on the portal that all Full Members can access to renew their membership. An invoice will be automatically generated and emailed to you . Take this opportunity to check that your online profile is up to date and let us know if you have changed address in the past year. **Your current membership is expiring on 30 June**, so it is definitely time to renew if you haven't done it already.- Affiliate Members and Industry Partners, please contact us by email ([membership@proguides.co.nz](mailto:membership@proguides.co.nz)) and we will send your individual invoice.



## First Aid Safety with Bex Hill

16 members of ProGuides joined Bex Hill on Wednesday, June 10, to learn more about first aid training. Her business **The First Aid Trainers** specializes in interactive, hand-on scenario training utilizing realistic special effects to simulate real-emergencies. It was an interesting online lecture with a lot of useful advice and information. Thanks a lot for your time, Bex. During the discussion, we also heard about **Peak Safety courses**, which are quite useful for tour guides. At each course they hand out a business card sized fold out summary of first aid, designed to fit in your wallet or phone case.

## DOC Matters

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## Memo for Concessionaires

The **DOC concession** is expiring on 30 June. You need to send your activity return to Brian ([doc@proguides.co.nz](mailto:doc@proguides.co.nz)) and reapply for the 26-27 concession. It is not carried on automatically, and these 2 steps are essential if you want to stay a concessionaire next season. It takes up to 6 weeks for DOC to process the applications, and they only issue them once a month, so if you miss the deadline, it could be over 2 months before you receive the DOC-card.

## Queenstown Centre on the Move

Starting this summer, the Queenstown visitor centre will be based in Glenorchy, to be closer to the district's national park access. DOC will

also be **rolling out a new mobile unit** allowing rangers to move around key sites and proactively meet visitors to provide information before they head out into nature.

## From our Industry

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## Destination Marketing and AI

Artificial intelligence (AI) is changing how visitors discover destinations, plan trips and make booking decisions. Tourism NZ is hosting a series of practical, action-focused workshops designed to help operators ensure their product remains visible, competitive and bookable. Sessions will be held in Auckland (20 July), Rotorua (21 July), Queenstown (22 July), Christchurch (23 July), plus an online option on 24 July. **[Click here for more information.](#)**

## Tourism on Target

Tourism New Zealand is close to reaching its target of 3.7 million international visitor arrivals by the end of June. Chief Executive René de Monchy said the **past year had delivered strong momentum** for the sector. Growth have been driven by a combined push from industry, regions and marketing activities. The organisation will chase **110 conference bids worth a record NZ\$ 253 million** in the next financial year. The push for more international visitors will **not come at any cost, the tourism and hospitality minister says.** The government wants visitor arrivals to return to pre-pandemic levels this year and to double the value of tourism exports over 10 years.

## Complex Path to Sustainability

Tourism businesses across Aotearoa New Zealand are working to become more sustainable, but a new study by the University of Auckland shows the process is complex and rarely straightforward. The research, based on in-depth interviews, data analysis and site visits with established tourism operators across the country, examines how businesses move from good intentions to more sustainable ways of working. [Read more here.](#)

## Where does the IVL go

New Zealand's international visitor levy (IVL) generated a record NZ\$146 million. The government's [Tourism Growth Roadmap](#) targeted this revenue toward international marketing, the Great Rides and regional infrastructure for strategic destination management and tourism boost. [Five cycle trails](#) will receive funding to install e-bike charging stations. Facing questions over the spending of the international visitor levy, tourism minister Louise Upston said the government planned to [release its full tourism policy statement](#) by the end of June.

## Notes from the Road

### Hamilton Gardens gets dearer

Hamilton City Council has confirmed a range of fee increases for the coming year. Entry fee for non-Hamiltonians will increase from 1 October 2026 to NZ\$ 27.50. [Read more here.](#)



### Rotorua Icon visible again

The Museum in Rotorua, which has been covered in scaffolding since July 2024, will soon be photo-ready again, however, it is still unclear when the museum will finally open. [Read more here.](#)



### SkyRide at Sky Tower

Tourism pioneer AJ Hackett is set to launch the world's highest lift-and-descent ride at [Auckland's Sky Tower](#) this month. SkyRide is a new 192-metre-high vertical adventure.



### Omaka Aviation Extension

The New Zealand Aviation Museum Trust plans a significant extension of the [Omaka Aviation Heritage Centre in Blenheim](#), especially for rare aircraft.

