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Massey may drop tourism

"IT is ironic!" says ATTTO CEO Gayle Sheridan. "Just after the release of the Tourism Workforce and Skills Projections Report in November, highlighting a requirement for 17,250 new entrants across the broader industry a year, Massey University announces it may stop offering vocational courses in tourism, travel, hospitality and catering from 2006." She adds: "This is very disappointing and I wonder what consultation was done with industry, who are key stakeholders in the programmes being offered by the institute.

"Those of us who have been around a while are probably not surprised, as the move away from vocational training was raised as an objection at the time Massey University took over Wellington Polytechnic and assurance was given that this would not be the case."

* Massey's argument pg4

Managing Paradise: annual conference for SkyCity

THE annual New Zealand Tourism Conference will be at the new SkyCity Auckland Convention Centre from September 19-21.

The theme is 'Managing Paradise' and keynote speakers will address challenges facing the industry. TNZ's international market update will be on the opening day.

Partnering is answer to quality research - Henry

AN industry that contributes 10 percent of New Zealand's GDP, 17.8 percent of export earning and which is in a rapid growth phase cannot afford to develop without support of quality data and forecasts, and investigative research into better management, mitigation and growth opportunities. So says Tourism Research Council (TRC) chairman Lex Henry.

Progress

"We are making progress. For instance, the Ministry of Tourism, TIANZ and Lincoln University are engaged in a major three-year project to research yield in the tourism sector and to generate recommendations and tools on how we can generate better performance from tourism."

He adds: "A key aspect of this project is the strong industry contribution and I recognise the

leadership role played by TIANZ in putting this support in place to partner the public sector and academic investment.

"This is certainly the approach we will be seeking to establish for a number of other projects and I am sure that this is best way for ensuring the provision of relevant research to the tourism industry." Mr Henry was commenting in the latest *Tourism Leading Indicators Monitor* which points out that, overall, we had a strong year in 2004.

"International visitor arrivals reached a new annual high of 2.348 million, an increase of 11.5 percent on 2003."

Double growth

It continues: "This is nearly twice the average annual growth of six percent for international visitor arrivals that New Zealand has enjoyed over the past few decades. "Near a quarter of a million additional international visitors is a formidable achievement.

"But, it is clear that Australia has been the key driver, contributing 64 percent of the overall growth.

"The Australian market increased by 22 percent to a record 856,000 visitors and consolidates its position as our largest market with its share of total visitor arrivals increasing to 36.3 percent, up from 33 percent in 2003 and 29 percent in 1996.

"However, even without the tremendous performance from Australia, the overall (over)

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Pages Past...

TEN years ago in IT...

THE Courvoisier Book of the Best, edited by US TV personality Loyd Grossman, is meant as "an insight into the best of everything worldwide...emphasising excellence and value-for-money." So it was a surprise to find excellence didn't extend to the reporting! The 1995 issue says that among the best restaurants in Wellington is The Terrace Coachman. Unfortunately, chef-owner Des Britton closed it in 1992. Pierre's also considered "tops" has been out of business 18 months.

JOHN Allred, chef at Wellington's James Cook Centra Hotel has won the inaugural Huka Lodge Hospitality Scholarship for Tourism.

GISBORNE folk DO know what day it is! Eastland Promotion Council's Graham Breckell says they should. They see it first.

He was referring to comments that while his organisation reckons the second millennium is on January 1, 2001, Ngati Porou claim it's a year earlier.

Says a diplomatic Mr B: "We will be celebrating both. We don't do things by half. And we expect we will need a year to recover!"

KIWIHOST is four years old with 65,000 trainees having gone through the course. The target was 50,000.

BASED on market trends and the growth in the coach market, at least 1,200 new rooms are needed in the regions, pitched at three and four star travellers, according to Albert Stafford who is leaving NZTB (now TNZ) after two years as manager policy planning and investment.

WITH increasing tourism comes increased "impacts" on society and the environment, reminds NZTB PR manager Chris Ryan. As more people take to the outdoors so the likelihood of accidents increases. "So with increased visitor arrivals comes increased responsibility which has to be managed properly."

THE Tourism Policy Group says tourism should receive more money from the Public Good Science Fund and StatisticsNZ should conduct a review - of tourism statistics. The industry generates 5.6 percent of GDP and supports 200,000 jobs. But it's not supported by enough research. (See pg1 lead)

NZTB is confident growth will continue from our major markets this year. CEO Ian Kean is not yet concerned about any shortfall in seating on inbound flights.

Partnering is answer to quality research - Henry

(from pg1) growth level for the rest of New Zealand's overseas markets was 6.2 percent - a healthy rate of growth and in line with our overall growth rate."

At the same time, outbound travel increased 26 percent to 1,733,000 trips. "Just as the competitive aviation market has bolstered inbound travel, particularly from Australia, so too have the travel patterns of New Zealanders changed.

"The practical impact of this activity is that it can serve to counter the strong inbound performance so that tourism activity within New Zealand may not actually be experiencing the level of activity that the international arrivals might suggest. For example, demand for commercial guest nights increased by 5.1 percent for the year ended November 2004."

* In November, 2,652,000 guest nights were spent in commercial accommodation, up 137,000 or 5.5 percent on the same month the previous year.

The South Island recorded a higher growth in guest nights (up 93,000 or 8.6 percent) than in the North Island (up 45,000 or 3.1 percent).

All accommodation types recorded an increase in guest nights in November, led by caravan parks and camping grounds (up 52,000 or 13.9 percent), then motel (up 41,000 or 4.8 percent), backpacker (up 28,000 or 8.6 percent), hotel (up 8,000 or 0.9 percent) and hosted (up 7,000 or 14.3 percent).

Most RTOs recorded an increase in guest nights. Christchurch and Canterbury (up 46,000 or 13 percent) recorded the largest increase, followed by Queenstown/Central Otago (up 14,000 or 6.2 percent), West Coast (up 12,000 or 12 percent), Bay of Plenty (up 11,000 or 17 percent), Marlborough (up 8,000 or 14 percent), Wellington (up 7,300 or 4.2 percent), Taranaki (up 7,300 or 21 percent), Northland (up 7,100 or 5.6 percent), Taupo (up 5,700 or 6.8 percent) and Ruapehu (up 5,500 or 27 percent).

RTOs recording fewer guest nights: Auckland (down 8,000 or -1.7 percent), Wairarapa (down 3,000 or -18 percent), Hawke's Bay (down, 1,400 or -2.1 percent) and Waikato (down 1,000 or -1.3 percent).

Queenstown worried at Lions fans' vans AN email circulating in the UK suggests it costs too much for campervans to use New Zealand holiday parks.

So when up to 15,000 British Lions tour fans arrive - with many booking vans - the author says they should parks in the streets.

Queenstown - which charges \$14 pp for a night in a park - is concerned. And a working party may be set up by Destination Queenstown and Queenstown Lakes District Council to find ways to cope with the influx.

The Barmy Army contingent is expected to visit Queenstown when the Lions play Otago in Dunedin on June 18, Southland in Invercargill on June 21 and the first test in Christchurch on June 25.

Centre Stage dissolves - two alliances form

GREATER Wellington region and Wairarapa and Nelson and Marlborough have formed two separate marketing alliances following the dissolution of the Centre Stage group in December.

Each will build on the achievements of Centre Stage which operated for six years.

Centre Stage was owned by Wellington, Regional Wellington, Wairarapa, Marlborough and Nelson. Positively Wellington Tourism GM marketing Chris Lamers says Centre Stage helped grow international visitor numbers sometimes above the national average.

“Centre Stage helped the regions mature as tourism destinations. All the regions now have more product, more industry experience and an existing presence within the travel trade.

Targeted

“The regional tourism organisations involved agreed last year that a new trade marketing programme was needed to exploit the successes of Centre Stage. So we formed smaller, more targeted alliances which are better able to represent each individual region.”

Wairarapa tourism manager Ron Murray says: “The new marketing alliance recognises the complimentary fit between Wairarapa and Wellington. Two years ago Wairarapa re-branded itself as New Zealand’s Capital Country in recognition of the product mix and consumer appeal.”

Latitude Nelson CEO Paul Davis and Destination Marlborough CEO Paul Yeo say: “Factors which helped bring about the change include: rapid growth in the Australian market, with greater opportunities for holidays focused in fewer regions on one island; changing entry patterns into New Zealand, with a greater proportion of arrivals arriving through Christchurch; a refocus of Positively Wellington’s

international marketing priorities; an increasing divergence in the market mix; a need to gain higher individual profile for the regions involved, now that Centre Stage had achieved its objective of higher international profile for the regions as a group.”

Messrs Davis and Yeo add: “RTOs in Nelson and Marlborough will operate an international marketing programme tightly focused on travel trade distributors in Australia, UK, US and Europe.

Resources

“Combining resources means more effective spend of international marketing budgets and a simpler message about the combined regions, which gives easier cut through with the international travel trade.”

The programme will focus this year on offshore sales calls to sell the Nelson Marlborough regions to travel wholesalers and at travel trade shows with TNZ. A joint programme of wholesaler and inbound operator trade familiarisation visits will also be run.

The development of joint Nelson Marlborough collateral and shared - rather than joint - initiatives will evolve during the year, as suppliers become more familiar with the programme.

Conference

An added advantage for the alliance is its hosting of this year’s ITOC annual conference in Nelson from July 26-29

* Latitude Nelson tourism marketing manager Nona Jackson and Destination Marlborough marketing manager Tom Humphries are contacts for the alliance.

Centre Stage international sales manager Meredith Elley has already left while marketing projects manager Sarah Peacock has been made trade training manager for Positively Wellington Tourism.

* There is so far no news as to what Nature Coast, which was also part of Centre Stage, plans to do.

Aussies get serious about “road-based tourism”

AUSTRALIA has set up a Caravan Safari Trail with an A\$250,000 government grant. Minister for Small Business and Tourism Fran Bailey says the project will showcase “the delights the Australian caravan industry has to offer.”

It will promote the caravan experience and encourage first-timers to set out on their own.

“Hiring a caravan and setting out on a great Australian safari is becoming increasingly popular for families, retirees and tourists from around the globe. This funding will be used to

support this burgeoning industry and the significant contribution this tourism makes to regional communities,” she adds.

The trail will offer a detailed programme with guided tours of tourism ‘must-sees’, and a no-frills self-drive tour for participants preferring to travel at their own pace.

Ms Bailey emphasises government’s commitment to the burgeoning road tourism industry.

“Road-based tourism is one of the fastest growing and most important niche markets in the Australian tourism industry, which is why I have committed to developing a National Road Tourism Strategy in

2005,” she adds. “The National Road Tourism Strategy will promote sustainable growth in road tourism, with a focus on the camping and caravan sectors. It will also investigate the synergies of themed routes, for example, The Great Green Way in North Queensland and The Savannah Way across Australia’s Top End.

* Tourism in Australia is a A\$73,000 million industry, employing more than half a million Aussies and generating A\$17,000 million in export earnings. More than 48 cents in every tourist dollar is spent in rural and regional areas.

Massey says it's up to university council whether to drop tourism

WHETHER Massey University is to stop offering tourism courses next year has yet to be decided by the university council, says deputy vice-chancellor - Wellington and strategic external relations Prof Ken Heskin.

He was commenting on claims that Massey will not offer any courses in tourism, travel, hospitality or catering in 2006 - and that 15 staff are to be made redundant.

Proposal

"A proposal to permanently discontinue the Diploma in Catering and Hospitality and the Diploma in Tourism and Travel is still to be considered...However, a decision has been made that there will be no new intake in these programmes in 2005. The programmes will continue for second year students in 2005."

Prof Heskin says the number of affected staff depends on final approval of the proposals by the council. "Three staff involved in these programmes have been given notice following the decision not to have an intake in 2005."

Basis

He says the proposal to discontinue the diplomas in Catering and Hospitality, and Tourism and Travel is based on:

*** The fact that these are stand-alone sub-degree programmes that are not foundation courses nor do they staircase directly into Massey's degree programmes.**

"The proposal is part of a wider development plan to ensure academic offerings are in line with Massey's role as a research-led university - as required by legislation - that they meet the needs of the Wellington

region and follow the clear direction from the government for further differentiation in the tertiary education sector. The proposals are part of a continuing development of the campus since the merger with Wellington Polytechnic five years ago."

*** Similar programmes are available from other providers, including Whitireia Polytechnic and WelTec.** "In particular, WelTec has recently opened a campus in Wellington city and offers tourism-related programmes as well as a new Wellington-based programme in catering and hospitality. A number of other private providers also offer such programmes." Asked if the proposal flies in the face of what is happening with the country's largest export earner, being desperately short of staff and managers, Prof Heskin adds: "The proposals stem from a review of the academic fit of programmes within Massey's portfolio. We note that Massey serves the tourism industry in many ways and that graduates from Massey University enter the tourism industry with a range of qualifications."

TIANZ says: "We've had a look at the material from Massey and on balance it looks like a business decision. As long as there are other providers of tourism courses - which there are - it shouldn't impact negatively on the industry at large.

"The objective for tourism is to have enough high quality courses that are closely linked to industry needs and workplace requirements. Obviously Massey is more concerned long term with students going into degrees rather than practical courses leading into work placements."

(See ATTTO comments pg1)

Hosting alfresco 'nightmare' was really one sweet dream...

HOW do you feed and entertain 560 of the world's wealthiest people in the middle of a field two kilometres from the nearest road when you have no electricity, water or sewage? That was the headache facing Rings Scenic Tours MD Russell Alexander when told passengers from the luxury liner Crystal Serenity would be visiting Hobbiton Movie Set and Farm, Matamata, on Saturday. But they did it. In fact passengers and crew agreed it was a highlight of their 105 day world cruise. Mr Alexander tells *IT*: "We contacted Activities Unlimited in Rotorua who themed the whole event and provided generators and lighting. Tauranga Party Hire were contracted to take care of the toilets and marquees. There were 11 entertainers from sword swallowers to fire eaters to jugglers, stilt walkers and dancers." He adds: "We also had archers...a solo singer...and four trumpet players welcomed the guests. We had top dog handlers as well as pet sheep, and horses, which were a highlight in themselves. The climax was an amazing fireworks display."

Mr Alexander says 15 coaches travelled in convoy from Tauranga - and just unloading everyone took 45

minutes! The visitors drank twice as much beer and wine as was anticipated - but there was enough to go around. 120 staff in medieval costumes were on hand during to assist guests and serve food and drinks. Mr Alexander says his nightmare was that it would rain. But the evening ended up warm and still. Next day he had to host a 190 strong Filipino incentives group for lunch, plus the usual six FIT tours. "Over the weekend we must have entertained and fed 1,000 of the most discerning people in the world." The secret to success? "Communication! And keeping that communication going. That's why everything went like clockwork both days. The secret is to plan, plan and plan some more...Every staff member is contactable and knows the times, their job...having a phone list at your fingertips is a must."

* Passengers on Crystal Serenity can pay up to US\$285,000 for their voyage.

* Rings Scenic Tours Ltd started two years ago by guiding visitors over what is left of the movie set for the *Lord of the Rings* movie trilogy. They had 11,500 visitors in year one and 41,000 last year and now employ 10 staff. The set is on a 500ha farm looked after by Mr Alexander's brothers Craig and Dean.

Head of Sales & Accounts

Qualmark New Zealand Ltd



Auckland based

Qualmark is New Zealand tourism's official quality assurance agency. It is owned by Tourism New Zealand and the New Zealand Automobile Association and supported by leading industry organisations.

Qualmark New Zealand licenses tourism operators to use the Qualmark®, New Zealand tourism's official quality mark. It operates a star grading system for accommodation and an endorsement system for a range of tourism operations as diverse as sea kayaking, horse trekking, charter boats, cultural attractions, wineries and retail shops. This is an exciting time to be part of this visionary, dynamic and expanding company.

We have an opportunity for an energetic individual to direct and lead the sales and account management team. This new role focus's on revenue generation and retention strategies to achieve the budgeted sales volume and gross profit targets. This is a senior position that also contributes to the leadership and development of the Qualmark business.

The successful applicant will have:

- * Significant sales management experience in the tourism industry
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- * Experience working with senior executives in the tourism industry
- * Qualification in marketing or sales
- * Commercial experience and strong business acumen

This role has a strong communication and change management focus growing our existing relationships with Qualmark Licence Holders, Tourism New Zealand, NZ AA, RTO and i-SITE staff, key industry executives and major client groups. A strong understanding of the New Zealand tourism industry is essential.

We offer a stimulating and enjoyable environment with a strong focus on individual and team development.

Please apply with CV and covering letter to Michele Eagle by email to michele@qualmark.co.nz, mail to PO Box 1448, Auckland or Fax 09 377 2132.

Applications close 5:00pm 11th February 2005.

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Head of Client Services

Qualmark New Zealand Ltd



Auckland based

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- * Significant people management experience
- * Experience with customer services and client liaison
- * Experience with developing process improvements to work flow processes
- * Experience working within the service sector with staff who have strong technical expertise
- * Tertiary qualification in Management or similar
- * Commercial experience and strong business acumen

This role has an important communication focus on growing our existing relationships with Qualmark licence holders. A strong understanding of the New Zealand tourism industry is essential.

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Industry keenly interested in outcome of DoC meeting over Milford

DOC'S proposals to control aircraft flying into and out of Milford Sound have hit a watershed with the department now realising the whole visitor industry is interested in the outcome - and not just a small group of airlines.

Tourism Flight Operators (TFO) chairman Geoff Ensor adds that the outcome will be a template for other national parks where flightseeing is popular. "We have a great responsibility to get things right."

He says the industry is putting forward a counter proposal in readiness for a meeting with DoC this month.

When the idea of limiting aircraft size and the number of flights was first mooted in November Mr Ensor wrote to DoC that TFO is alarmed at the methods used to underpin the draft provisions.

Changes

He wrote: "It appears the dramatic changes proposed within the draft provisions are largely in response to 70 submissions received on the draft Fiordland National Park Management Plan.

"It is entirely reasonable that both DoC and the aviation industry recognise and respond constructively to submitters who are concerned about the effects of aircraft. It is entirely inappropriate, however, to 'cut and slash' an industry on the basis of these submissions without first canvassing the views of Milford Sound's largest user - the tourist."

TFO believes it would be a travesty of justice to decimate an industry on the basis of 70 submissions, all of which are subjective, without first canvassing a cross-section of opinions from the many thousands of visitors who frequent the area."

Support

Mr Ensor says support has come from TIANZ, Destination Queenstown, the Queenstown Milford Users' Group and the Ministries of Tourism and Transport.

"All put in submissions to say, in effect, that more research and consultation is required....there needs to be more noise monitoring and research done on the basis of tourists who are visiting Milford and what their feelings are."

There is a lack of statistical information, he points out. "We all agree that the aviation industry has to be more

responsible at Milford and has to work towards reducing the effect. The problem we had with the DoC proposal was the level of reduction and the timeframe in which it had to be done."

What can't be changed are the airports themselves, the weather which can close-out Milford more frequently than many realise and the topography which contributes to the level of noise. It will always be the case that visitors will want to fly into the fiord.

"So there will always be a level of aircraft noise in the foreseeable future. There will also be a level of aircraft visibility and whilst we manage risk, we can not eliminate it.

Perceptions

"What we can change are visitor perceptions. There needs to be clear noise thresholds established...If you are doing a survey of visitor perceptions then these should include everything at Milford, not just aviation."

Mr Ensor says a range of aircraft are already using Milford which meet noise emission criteria.

Airlines are now flying quieter Cessna Grand Caravans and Gippsland Airvans. "So changes are happening. It's a mistake for DoC to stipulate aircraft size and types at this stage as we believe the industry is developing naturally and not artificially.

"This will ensure sound economic decisions are made for the right reasons.

"Noise emissions from existing aircraft can also be altered. There may be a time when the industry draws a line in the sand and says modifications have to be made to certain aircraft within a certain timeframe. It is not unreasonable for the industry to impose this on itself..."

Frequencies

Frequency of flights could also be investigated. Work is already in hand on changes to altitudes and routes.

"Operators have not received the recognition they deserve, having already made changes in these areas.

Quality standards could also be looked at.

"For example membership of TFO and Qualmark endorsement."

He adds: "*On our part, we also need to ensure there isn't a breakdown in our relationship with DoC. We have to keep working with the department, rather than them saying 'this is how it is' and we say 'no we are not going to do it', There must be middle ground.*"



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Monahan says ITOC could be licensing agency for IBOs

ITOC should be the licensing agency for all inbound operators, reckons Travel Time South Pacific MD Jim Monahan.

He says the council should seek approval from government as soon as possible.

Mr Monahan was commenting on Agrodome MD Warren Harford's appeal that all inbound operators be licensed, following the collapse of TAT Travel (IT532). Adds Mr Monahan: "I am very concerned about the proliferation of so called inbound operators who have no experience, lack a financial base, no understanding of the New Zealand product, culture or the way we do things..."

Easy

"Anyone can set up a business in a garage or their front room and call themselves inbound operators. It's that easy!"

He says: "These people operate at the lower end of the market, often with shonky coaches and touring patterns. It doesn't do anything for us as a destination. It certainly gives the industry a bad name because people go back dissatisfied and disillusioned."

Satisfaction

Mr Monahan quotes TNZ as saying the level of satisfaction in our Asian markets is much lower than it is from our English speaking ones. Yet the Asian markets could be the most lucrative if handled correctly. "You never see established operators going into liquidation. They are established people with staff expertise who have an understanding of Destination New Zealand and know the product, know what good itineraries are. They have quality controls and do not operate on fine margins.

"These companies are not selling on price. They are selling on quality and giving a good product - and meeting the direction TNZ is trying to go by having people interact with local people."

Controls

He adds: "I am not pro regulation but we will poo in our own nest unless we put some controls in and we insist on certain standards.

Mr Monahan, who has been in the industry 41 years including time as a TNZ Travel Commissioner in Australia, says at present "anyone can hang out a shingle.

"This is the soft underbelly of our industry and we need to be careful that all the good work that has gone on for many years building up the professionalism and high reputation New Zealand inbound operators enjoy is being put at risk."

* Examples of 'shonky' operators include those who charge Asian visitors \$5 each to visit Government Gardens, Rotorua, when it is free.

* And the coach driver who didn't have a hotel room booked for him - and who never expected one - who stayed overnight in his own coach.

"This is most unprofessional," one reader said. "He'd driven all day and then slept on the bus without even a

shower or change of clothing. Such practices are not a good look.

"Then he was, presumably, out there on the road next day entrusted with the lives of paying passengers. I wonder if OSH and the MoT would be giving the tick of approval to such practice."

Resources needed would be substantial and expensive - Brady

A government agency is unlikely to license inbound operators. So if licensing comes in it means the scheme would have to be self-sector operated, says Pan Pacific Travel MD Matt Brady.

"ITOC has lifted the bar recently to include a far more rigorous vetting and assessment programme with the appointment of two assessors.

"However, the resources required to take it to the next level would be substantial and expensive."

He adds: "ITOC has never suggested that being a full member is a guarantee of a full member's financial stability. That is stressed regularly.

"ITOC does, however, advise that there are entry requirements and now an annual assessment that provides a greater 'independent' comfort level than non ITOC members cannot offer."

Mr Brady points out that any allied suppliers with concerns over full members may take this to the ITOC CEO who will approach the full members immediately - "an early warning system as it were. This is an offer that is very rarely, if ever, taken up..."

Bonding

Should inbound operators be bonded? "A number of well established operators feel that they effectively 'self license' by ensuring that their businesses are well protected - Thomas Cook was a good example - and operate their businesses in a responsible and professional manner."

He adds: "Frankly - and personally, knowing the business practices of many, the idea of our organisation paying into a bond is almost a guarantee that we would end up propping up and paying for the mistakes and errors of the same people that are operating unethically and are driving down the standard of a New Zealand vacation."

Whilst many may consider bonding good for suppliers and the wider industry it is often these suppliers' own business weaknesses that have got them into a bad debt situation. "Naturally I feel for suppliers that have been impacted by TAT Travel's demise - many are partners and friends for many years. However, I do not see why we should impact on our profitability to pay into a bond that means we end up providing a safety net for others' operational issues."

Mr Brady says that many other sectors operate bonding schemes. But, in most instances, such as TAANZ and Master Builders, there is a broad sector so the cost to individuals of such a scheme is not prohibitive.

Luxury train being considered for twice daily Auckland-Rotorua service - Gunn delighted

A twice-a-day passenger service between Auckland and Rotorua is on the cards, according to Regional Rail Rotorua and Geyslerland Express Trust spokesman Scotty Watson. And Destination Rotorua Tourism Marketing CEO Don Gunn is delighted.

"I think this would be a great initiative. It would enhance itinerary planning for tour wholesalers similar to what we used to have when the Geyslerland Express was operating - i.e. coach to Rotorua via Waitomo, spend time in Rotorua and then take the train back."

A luxury train would target not only train enthusiasts but possibly also the indulgence market, passengers who would "enjoy a relaxed train trip with fine wine and cuisine and stay at one of Rotorua's luxury lodges and experience spa and relaxation products."

Mr Watson has told Rotorua District Council that plans are to buy a \$3 million diesel/electric train and carriages with seating for 180 - from China. The Auckland stop would be at Manukau, from which station passengers could be bussed to the airport or catch a connecting train into Auckland city.

Plans are to have the train running by 2006 - to take advantage of the world mountain bike championships in Rotorua that year, which is expected to attract 45,000 out-of-towners.

The train will take three and a half hours between Manukau and Rotorua, with stops at Hamilton and other Waikato stations as necessary.

TIANZ encouraging entries for two awards

TIANZ wants to encourage the industry to recognise and reward individuals by nominating people for the Horwath Asia Pacific Sir Jack Newman Award and the PATA Young Tourism Professional of the Year

They are open to anyone in the industry. Their company does not need to enter the New Zealand Tourism Awards to be nominated.

* The Horwath Asia Pacific Sir Jack Newman Award recognises an individual's outstanding contribution to New Zealand tourism.

The judges will consider nominees' service to the tourism industry, their degree of personal involvement over and above what is normally expected, their achievements, and benefits accruing to the industry through their efforts. Details: www.nztourismawards.co.nz/Awards-Categories/Supreme-and-Special-Awards.asp#sirjacknewman

* The PATA Young Tourism Professional Award recognises a young professional working in the industry - an upcoming "star." The judges will consider nominees' service to the tourism industry, their commitment to the development of tourism and their vision of future tourism in New Zealand. Nominees must be under 35. Details: www.nztourismawards.co.nz/Awards-Categories/Supreme-and-Special-Awards.asp#PATA.

NZ growth higher than world average

WORLD tourism grew 10 percent last year, according to the World Tourism Organisation (WTO). But StatisticsNZ figures for the same period show international visitor arrivals to New Zealand increased 11.5 percent to total 2,347,672. This represents an estimated boost of \$754 million to the New Zealand economy for the year.

TNZ CEO George Hickton says: "The economic contribution of tourism to the New Zealand economy should make all those involved in tourism proud."

He adds: "The tourism industry has been working hard to increase the quality, variety and authenticity of the New Zealand tourism experience, and this is reflected in those increasing arrival figures, but also in the incredibly high recommendation and satisfaction levels of those who have been here."

Fire risk closes Molesworth

THE road through New Zealand's largest farm, Molesworth Station, Marlborough, closed on Thursday - due to the extreme fire danger. Since it opened on December 27 some 1,641 vehicles and 4,007 people have passed through the station.

Number of changes...

MOBILE phone numbers have changed at Destination Rotorua Tourism Marketing. They are now: GM Don Gunn - 021-741890; convention and incentive manager Blair Graham - 021-741891; convention and incentive co-ordinator Sandra Rippey - 021-741895; communications manager Jill Marshall - 021-741897; marketing co-ordinator Melissa Craig - 021-741892; marketing co-ordinator Rachael Mather - 021-741894; Office (Stacey Neale) - 021-741899.

Robinson recognised

NCC (NZ) Ltd Australia sales executive Jo Robinson is the first New Zealander working in the industry to be made an Associate Fellow of the Meetings Industry Association of Australia. The only other to gain that recognition is Auckland academic Karen Williamson.

"This will give me more traction in the Australian market, and show my experience and credibility to that market," she says.

Associate Fellows must have at least three years' industry experience, and fulfil a list of stringent criteria, including references from suppliers and clients.

She joined NCC (NZ) Ltd in 1999, shortly after the Christchurch Convention Centre and Westpac Centre were opened.

Smith leaves Telecom

AFTER seven years with Telecom - and almost as many associated with the visitor industry - Greg Smith left on Tuesday. What he will be doing he has yet to advise.

Armada sells Christchurch gondola and tramway

ARMADA Tourism Ltd has reached agreement to sell the Christchurch Gondola and Christchurch Tramway to The Wood Scenic Line Ltd. MD Martin Mongan says the sale process is at an advanced stage, subject only to regulatory consents.

Wood Scenic Line MD Michael Esposito says: "We are delighted with the purchase of these outstanding Christchurch attractions. We are looking forward to continuing to build on the performance of both businesses and to further developing their importance to the New Zealand tourism industry." He says the company is owned and operated by New Zealanders based in New Zealand and Europe, and brings with it extensive marketing and financial expertise.

Armada bought the businesses in 2001, and in the case of the gondola, had transformed the business into one of Christchurch's "must see" attractions. The Tramway is now an integral part of Christchurch, and both businesses have performed outstandingly.

Mr Mongan says that with a strong tourism industry, the time is right for his company to move on, and allow new owners to take the attractions to the next level of success.

The reason the tram service has flourished is because it is unique in that it binds together the Botanic Gardens, the Arts Centre complex, the new Museum and Art Gallery, New Regent Street and Christchurch Cathedral, and links up with numerous cafes, restaurants and inner city retail shopping all within a 2.5 km radius.

* Armada Tourism is owned by Mr Mongan, and Queenstown businessman and former Shotover Jet chairman Jim Boulton.

* In the past decade, tram drivers have each given 40,000 commentaries, with each commentary lasting 25 minutes. The trams have driven 80,000 km - enough for 50 return trips to Australia.

Thieves pillage beaches

THIEVES have been stealing small but valuable belongings from clothes left unguarded on St Clair and St Kilda beaches, Dunedin. They have been targeting sunglasses, wallets, and mobile phones.

WOW factor at Sevens

OVER-dressing for the Sevens is a serious business, and this year the fashion stakes have been raised with the Montana World of WearableArt Awards helping to launch the event.

Past WOW winners, including garments created from rugby balls, were modelled at the Mayoral launch of the AXA New Zealand International Sevens. Next day Wellington's own brand of football fashion hit the streets with the Sevens Street Parade.

Positively Wellington Tourism CEO Tim Cossar says the creative capital - and new home to the WOW Awards - is the perfect city to host the most colourful leg of the Sevens Series.

"Getting dressed-up for the Sevens is something of a tradition here and I can't imagine any other city in the world taking it to the extremes Wellington is famous for."

Ex Qualmark staffer, back from OE, looks for work...

FORMER Qualmark customer service and sales manager Carolyn Parker is back from her OE - and looking for work in Wellington. Ms Parker describes herself as a tourism all-rounder with six years' experience in different sectors. Before going overseas, she also worked for Fullers Auckland as group co-ordinator. She majored in tourism management. Contact: 021-681042, 04-2379159 or parker_carolyn@yahoo.co.nz.

On the move...

ACCOR has appointed **Beverley Parker** to the new role of director sales and marketing for Sofitel. The brand makes its New Zealand debut in Queenstown in August.

WELLINGTON'S youngest and funkiest backpacker hostel, the 300-bed Base Backpackers, has welcomed an appropriately young and funky **Debbie Robertson** as its new GM. She was previously manager of Base Backpackers in Rotorua. **Kiri Wilson** has replaced her.

NICOLA Thomson is new manager of the YHA Lake Tekapo. The English-born New Zealander has lived in Japan, travelled the world and found her favourite work in Auckland as a Japanese-speaking tour guide for two years, followed by a year with JTB and Passport United. And **Jules McGinity** has been made manager YHA Wanaka Hostel. She is from Belfast and has a background in PR, marketing, customer service and sales. She speaks French and Spanish, and worked in music journalism and foreign exchange before discovering her calling in the tourism industry.

ONE of this country's most well known corporate hotel managers, **Heather Riley**, has joined the Intercontinental Wellington as hotel manager. She was previously with CityLife Wellington where she was GM for four years. During her 30-year career in travel, she has held a variety of general management, sales and marketing positions including business development manager at the Stamford Plaza Auckland, as conference manager at the Millennium Rotorua, product manager at wholesaler Travel Arrangements and as a director of Onetangi Hotel, Waiheke Island.

Lateral thinking Waitaki recruits MCK to promote Oamaru in Australia!

TOURISM Waitaki has enlisted the help of Millennium, Copthorne, Kingsgate Hotels and Resorts (MCK) to promote Oamaru and the district in Australia.

Manager Julie FAMILTON says MCK sales offices in Australia play a strong role in the room night and revenue production from the New Zealand wholesale, conference, corporate and coach market.

MCK will distribute promotional brochures and presentation CDs to key wholesale and reservation teams.

Qantas Holidays, ANZCRO, Value Tours, Concorde Holidays - including Newmans and AirNZ Holidays - as well as Kirra Tours and Go Holidays in Perth and Brisbane are just some who will learn the secret of Oamaru and Whitestone Waitaki - Heritage Heartland of New Zealand.

Ms FAMILTON says: "This gives us access to 75 percent of the FIT leisure market business crossing the Tasman."

Coach series operators will be specifically targeted to receive personalised product briefings with the aim being additional itinerary inclusions featuring Oamaru and Waitaki-based tourism product.

Whilst Tourism Waitaki is mainly targeting its traditional market - the 19 to 30 age group for eco tourism and over 50s for heritage tourism - the RTO is also seeking visitors looking for short-haul extended weekend holidays.

Time for new flag, says Burke

IT is time New Zealand had its own unique flag which is recognised instantly around the world, believes ANZCRO GM Cally Burke. She tells us: "Not to mention the fact that our industry would be one of the most obvious beneficiaries of such a change. So I am collecting signatures for the above.

"If anyone feels they would like to sign the petition I have forms here which I am happy to send out." Contact: 03-3795586, fax 03-379-0053 or cally@anzcro.co.nz.

Oakridge opens today

OAKRIDGE Pool and Spa Resort in Lake Wanaka opens its first accommodation today (Friday) and forward bookings are looking healthy for the destination. The company is promoting its product to the leisure, conference and ski sectors. It is an inclusion in many of the major ski wholesaler programmes for the 2005 season. Manager is Patrick Waser. Contact: 03-4437707, fax 4437750 or info@oakridge.co.nz.

Use gut feeling on scams, advises Tourism Online

WHAT to do about scams (IT531)? New Zealand Tourism Online GM Garry Bond suggests looking to see if the email address is a free hotmail or yahoo address.

"Have they got a website you can check? If so then what Google page ranking does it have? If it's zero, it may mean it's a new website or Google has deemed them not to be a desirable website."

Mr Bond says that to get a Google page rank indicator you'll need to install the google toolbar at <http://toolbar.google.com/>.

"Are they asking for something which is a bit out of the ordinary - even if it's not monetary?"

"Be wary of emails from African nations! Is the formatting of the letter odd, such as typed in capital letters? Check their names in a search engine. Be wary of words such as compensate, reimburse or in advance. Phone them up if a contact number is supplied.."

His final advice: "These points will give you an idea - but use your gut feeling. It's not often wrong."

Rainbow's End gets whole new look

RAINBOW'S End has a new face, two new rides and new product. Gone is the 25-year-old arcade building that used to greet visitors at the front of the park. In its place is a two storey entry pavilion. The building houses the latest in redemption and interactive games and a new retail outlet.

There is also the Calypso Café, and a 60-seat conference facility which is already proving popular. The park's support offices are on the pavilion's second floor.

The Jumpin' Star has joined the Cadbury Land Castle club. The ride can best be described as a bit of a fearfall for the littlies, taking six seated kiddies up to almost the height of the castle walls and then bouncing them gently down again.

Power Surge

The second new ride is at the other end of the thrills spectrum.

Designed by top Italian ride manufacturer Zamperla, Power Surge is an intense attraction combining all the best elements of your favourite theme park rides. It's fast, furious and disorientating and has proven popular. In addition to the traditional meeting room in the new entry pavilion, 2005 also sees the launch of Golf Harbour Conference Village.

The space offers three meeting chalets. The area can cater for groups of between six and 60 with a full range of add-ons, and can be found to the side of the park's 12-hole mini golf course. Contact: 0800-438672 or info@rainbowsend.co.nz.

* Rainbow's End made \$831,000 profit last June year, down from \$1.18 million the previous year. But the fall isn't bad news. The company had to pay \$408,000 in tax, up from \$70,000 in 2003.

UK airlines furious

UK airlines have reportedly reacted angrily to plans to introduce a tax on aviation fuel, meet its carbon emission targets, with some saying a third of European carriers would go bust within 12 months.

Stray builds buses with backpackers in mind

STRAY, reputedly New Zealand's fastest growing backpacker bus network, has unveiled the first of its new purpose built buses, tailored for the New Zealand backpacker market.

They have been designed and developed by Stray owner Neil Geddes in partnership with Ritchies Coachlines.

The coaches are 20 percent smaller than usual and have only 45 seats. The interior features larger luggage capacity, a DVD player with large screen, a CD player, tape player and MP3 player connection.

Mr Geddes says: "In only four years Stray has become New Zealand's leading backpacking bus network. Part of the formula to our success is understanding our market and ensuring we not only meet but exceed our customers' expectations.

Aim

"Our aim is to take people further off the beaten track and we have designed a bus which enables us to do just that."

Stray will take delivery of another four purpose-built buses this month. The company will gradually upgrade its whole fleet.

A Stray bus pass costs between \$90 and \$980 depending on the destination and the number of days travelled.

* Mr Geddes is the co-founder of Kiwi and Oz Experience and Stray Backpacker Travel Networks. Stray has grown at more than 30 percent a year since it was launched in 2000.

* A referral system for independent travellers has been launched by Stray and fellow company, Spaceships.

Stray Mates is for Stray customers and Space Travellers is for Spaceship customers.

It aims to channel people directly through to specialist backpacker travel agents via former customers of Stray and Spaceships.

"Word-of mouth referrals are invaluable to any business and we generate a great percentage of our business from this.

"The aim of our 'Stray Mates' initiative is to better facilitate these referrals by informing and motivating ex-customers," Mr Geddes says. Details: 09-3098772, 021-677981 or www.straytravel.com.

Mayor to open Point View Lodge

POINT View Lodge, Howick, is a new Qualmark graded five star accommodation in Manukau, to be opened by Mayor Sir Barry Curtis on February 23.

Three luxury suites have their own private bathroom, TV, DVD player, air conditioning, native timber furniture - and floor to ceiling windows to capture the views.

Owners Tricia and Bruce Robertson say they look forward to being part of the growing tourism industry in Manukau. Details: 09-5375678, stay@pointview.co.nz or www.pointview.co.nz.

Rural retreat near Five Rivers

PAULA and Roger Thompson have opened a rural retreat at Kotahi Farm, near Five Rivers, between Queenstown and Invercargill. They have two "uniquely designed" king-sized rooms. Home cooked meals a speciality. Details: 03-2487668, info@fiveriversretreat.co.nz or www.fiveriversretreat.co.nz.

Raw sewage discharge days nearly over?

THE days of Auckland ferries discharging raw sewage into the harbour should be almost over. The Devonport ferry Kea became the first to use a new pump-out station at the downtown ferry terminal. Nine other stations are to be commissioned enabling the Waiheke ferries to use them, too.

Retiring doyen praises Minister

TIANZ, TAANZ and PATA former president/life member Duncan Hamilton has sold ARS Recruitment to Saba Recruitment of Australia and New Zealand.

Mr Hamilton launched ARS 13 years ago. He is retiring after starting in the industry in 1958 when he joined the Atlantic and Pacific Shipping and Air Agency in Christchurch. He remained with the company 33 years.

Mr Hamilton says the largest growth in tourism started at the time the then Sheraton Hotel and Towers opened in Auckland about 1983.

"Mike Moore was Minister.

Government had to give money to persuade them to build the thing...but tourism was growing even before that. About 1968 New Zealand passed 100,000 arrivals a year and by 1984 it had reached half a million. Now, 21 years later, we have 2.4 million travellers! We have all these wonderful hotels and luxury lodges and golf courses."

Is it all good news? "I think so. And the current Minister can take credit for the fact that he has acted in an excellent way in supplying support where and when needed.

"The proactive approach, and conservation approach, have been very good. Rather than starving DoC government has been giving them support. I just hope they don't lock the place up so no one gets to see our wonderful places."

Improving i-SITES

I-SITE staff are using the TNZ trade website to learn about New Zealand and what visitors can see and do. By completing the nine modules they increase their regional and product knowledge.

A total of 190 modules have so far been completed with 15 staff having completed all nine. Fiordland i-SITE has completed the most - 76.

* The Ashburton i-SITE has been temporarily moved 30 metres up the road, so a new centre can go up, which will be three times as big as the current one.

* And a new i-SITE will open in Methven on February 18.

Southland pins hopes on Australia - hence need for international airport

INTERNATIONAL flights to Invercargill are feasible because the fundamentals of market size and growth are robust, according to Venture Southland's John Grant.

He says the region is the country's most rapidly growing destination for Australian travellers who are increasingly looking for convenience. Invercargill airport is the most conveniently located international gateway to Fiordland, Queenstown and the Southern Lakes - other than Queenstown which, he points out, has operational constraints.

There's strong support from Australian-based travel wholesalers and a willingness to partner in joint venture product and promotional activity. When the runway is extended by 500m to 2210m in May, Mr Grant says it will then be one of the few regional airports that can accommodate unrestricted trans Tasman deployed aircraft such as the Airbus 320 and Boeing 737-800s.

Commitment

There's also strong commitment from local authorities, funding partners and industry operators that will ensure strong marketing support of the initiative. The idea is that services start with one flight a week from Sydney and Brisbane.

Mr Grant points out that international arrivals into Southland have been growing at twice the national rate for each of the last two years.

Between January and May last year Southland had 13 percent growth compared to New Zealand's increase of six percent.

Southland's Australian market is growing at 20 percent compared to the national increase of 15 percent. "Growth in visitor numbers is encouraging the tourism industry in Southland to invest in accommodation and other attractions and activities in areas such as the Catlins, Stewart Island, Bluff, Riverton, Tuatapere and Te Anau."

Key Australian wholesalers and tour operators say they welcome Invercargill as a gateway because it is closer to tourism hot spots - and it will provide an opportunity to develop south-north one way itineraries by having visitors arrive in Invercargill and leave from Christchurch. He says Invercargill will provide a better use of holiday time. There will be no backtracking. Ski holiday packages could include a side destination instead of a day spent driving.

Access

Invercargill provides access to fishing, arts and heritage, tramping and walking as well as skiing and snowboarding.

He says the New Zealand winter ski market attracts 55,000 from Australia with 20,000 from Sydney and up to 15,000 from Brisbane. But the numbers have historically been constrained by air capacity. Most currently land in Christchurch and drive or take connecting flights to Queenstown.

Invercargill is only 2.5 hours from Queenstown "making it a convenient and lower cost entry point than Christchurch."

Mr Grant says Australians provided Southland with 132,000 guest nights in the year to May which represents 75,000 visitors, a figure which has grown by 75 percent over the last four years.

UN Refugee Agency gets US\$100 per booking

US-based Western Road Trips is this month giving US\$100 for every booking received which will go towards the UN Refugee Agency. Co-owner Pete Van Slooten says: "We want to help those people displaced by the ongoing tragedy in the Sudan and the recent tsunami but we need the help of our customers. They are going on vacation anyway and we figured we could pass some of the money they give us on to other families that are in desperate need." We have been unable to find a single New Zealand company doing anything similar.

Six holiday parks - and a golf course - on market

BAYLEYS Real Estate is marketing six holiday parks for sale throughout the country. And tourism specialist Michael Miles says he is actively looking for businesses for sale at the top end of the market. This is for a buyer wanting real estate backed productive businesses capable of profitability under management.

"Basic parameters will be those businesses with turnovers in excess of \$900,000 and EBIT's of \$300,000 plus. The buyer wishes to become a long term player in the industry and will be investing in more than one location."

* Mr Miles has also just listed a privately owned Redstone Golf Park, Nelson. It is a nine hole course on 13 ha with New Zealand Golf Association accreditation and handicap ratings. "It's just like owning a holiday park - and it could be one as there are two hectares of spare land that could easily have accommodation built on it," Mr Miles tells HAPNZ members. Contact: 03-546 9455 or 027-2238875.

Our biggest risk? Indigestion!

TOP country as far as readers of *Wanderlust Magazine* are concerned is Namibia, followed by Jordan - and then New Zealand. But the results were close: we had a satisfaction rating of 93.9 percent, just 0.4 percent behind Jordan.

We won the award for 'Safest Country', scoring nearly three times as many votes as the nearest competitor - Australia.

Editor-in-chief Lyn Hughes says: "That's safe as in 'you can do anything and everything here safely', not safe as in 'boring'.

"In a country with great skiing, adrenalin sports, diving, trekking, surfing and sailing, it's a unique relief to be free from worrying about dangerous animals, political instability, ropery transport and the like - New Zealand's outstanding cuisine and fine wineries mean that the biggest risk is probably indigestion!"

Laughter lines...

AFTER every flight, or so we are told, pilots complete a 'gripe sheet', which conveys to ground crew engineers any mechanical problems on the aircraft during the flight. The engineer reads the form, corrects the problem, then writes details of action taken for the pilot to review before the next flight. It is clear from these examples that ground crew engineers have a keen sense of humour...

(1 = Problem logged by the pilot.)
(2 = Action taken by mechanics.)

1 Left inside main tire almost needs replacement.
2 Almost replaced left inside main tyre.

1 Test flight OK, except auto-land very rough.

2 Auto-land not installed here

1 Dead bugs on windshield.
2 Live bugs on back-order.

1 Evidence of leak on right main landing gear.
2 Evidence removed.

1 DME volume unbelievably loud.
2 DME volume set to more believable level.

1 Friction locks cause throttle levers to stick.
2 That's what they're there for.

1 Number 3 engine missing.
2 Engine found on right wing after brief search.

1 Aircraft handles funny.
2 Aircraft warned to straighten up, fly right, and be serious.

Kiwiana festival

THE first national Kiwiana Festival is planned for the official "Kiwiana Town" - Otorohanga - on March 12. With the byline "Proud to be Kiwi", the family day will showcase the best of New Zealand traditions, icons, heroes and products. Patron is Sir Edmund Hillary. Events range from an "easy peasy" cooking demonstration by Jo Seagar, music by Brendan Dugan and other icons, to a "taste of kiwi" with 20 foodstalls and competitions around hanging out the washing, goal kicking in gumboots, hula hoops and races in horse drawn carriages. Details: www.kiwianatown.co.nz.

If you want to know about us, how to advertise, send news, or simply look up some back issues visit: www.insidetourism.com

ADVERT



Tourism New Zealand - Sydney Opportunity

Our Sydney office has a vacancy for an Office Manager with a marketing function. This person will be expected to work in a flexible, project based way, assisting the marketing team in their activities as well as manage the main administration and finance of the Sydney office.

The primary objectives of this position are:

- * Management of Tourism New Zealand's (Sydney Office) administration, finance and hr functions
- * Building and maintaining positive relationships with the travel industry
- * Support for marketing activities as required
- * Act as PA to the Regional Manager Australia.

Preferably the successful candidate will have two years previous experience in office management or secretarial support roles and knowledge of the New Zealand and Australian tourism industry will be advantageous.

To apply please send your CV and covering letter to Gregg Anderson, gregga@tnz.govt.nz before 5.00pm Tuesday 22 February 2005. A Job Description is available at www.tourismnewzealand.com, or for further information phone Rebecca Donoghue on +64 4 917 5443.

Nicklaus' friends here for the fishing - oh, and some golf

GOLFING icon Jack Nicklaus has been in Taupo to sign off on the rough shaping of his new signature course at Kinloch.

Golf Tourism Cluster facilitator Geoff Burns says: "His love of New Zealand is already well known, having travelled here to play in the 1970s and several more times to indulge his great passion - trout fishing."

Mr Nicklaus is quoted as saying: "I think there is now a critical mass being reached so people can come out from the United States which, let's face it, is only eight or nine hours away, and play several top resort courses. Everybody knows what a great country New Zealand is and how beautiful it is.

"But now my friends are coming here not just for the fishing, but the golf too."

Glacier watching is fun and exciting

MEDIA reports that guides are struggling to keep pace with rapid changes in the Franz Josef Glacier because of the combined effects of an ice advance and summer melt, are partly true says The Guiding Company's Dave Jordan.

"You have to remember the glacier is a river of ice - it always moves. It's an exciting time - but no different to any other advance."

He says guides cut steps on the glacier every day - two and a half hours before the first punters arrive.

"So there is nothing bad at all about it," he adds. "DoC has maintained rope barriers for the last six years to stop people going into any potential hazard area."

The glacier is now a dramatic sight. And well worth the effort to go and view.

"From the Tataru Bridge two kilometres north of the town you can see the glacier rising in height.

"Six months ago you could not see the glacier from that point. Now it is standing proud and tall for all to see," he tells *IT*.

"It's fun and exciting. Yes we have to be observant and monitor the daily changes. That's what we are here for. If we feel it's out of our control on any particular day we will not go onto it. It's just like a river of water. If it's in flood you don't raft it..."

VFR grows faster than holiday market

HOLIDAY arrivals increased 9.85 percent in the year to December.

But VFR jumped 15.28 percent to make up 28.25 percent of the 2,334,153 total from all markets.

Latest StatisticsNZ figures show the holiday sector reached 1,190,443 with VFR at 659,970 and business travellers totalling 248,821.

Australia increased 21.9 percent overall to 855,933 with 24.3 percent growth in holidaymakers (340,709) and 23.3 percent more VFR (302,715).

The US market grew 3.2 percent to 218,345 with virtually static growth in vacationers but 13.8 percent more VFR (41,579). Japan grew 9.4 percent (165,023) with an 8.3 percent increase in holidaymakers and 20.3 percent growth in VFR.

The total Korean market increased only 1.1 percent (113,908) with 80,058 holidaymakers, (up 6.2 percent) but a 9.4 percent drop in VFR (21,670).

Germany reached 55,736, up 6.1 percent. This included 41,351 holidaymakers (up 3.1 percent) and 6,102 VFR, up 20.4 percent.

UK/Ireland went up 7.6 percent in total to 301,320 which included 162,026 on holiday (up 5.3 percent) and 116,222 VFR (up 10.5 percent).

China provided 84,368 visitors in total (up 27.8 percent), which included 40,760 on holiday, (up 51.5 percent) and 11,889 VFR, an increase of 15.8 percent.

ADVERT

Tourism & Lifestyle Opportunities

PAIHIA WATERFRONT APARTMENTS - One bedroom apartment has just come available. Don't miss out on this rare opportunity to own a fully managed apartment in the heart of the Bay of Islands. Lloyd Budd 027 232 3439 or 09 309 6020.

ROTORUA - FHGC. The well known Cactus Jacks, accommodation for 76 plus managers flat. John Perrett 027 656 5464

DEVELOPERS DREAM - prime central Paihia location, 1733sqm, excellent redevelopment site, 7 spacious units, plus owners accom. Auction 9th March, Auckland. Nicki Kempthorne 0274 541175.

BRISTOL MOTEL -Upper Hutt. Selling the freehold of this 11-unit motel subject to a lease which expires on 31 March 2005. Great opportunity for moteliors or developers. Tenders close 2pm, 2 March 2005. John Welch 025 434 800 or 04 499 6044.

0800 BAYLEYS

www.bayleys.co.nz/tourism

