

ProGuides Newsletter

28 March 2025



From the Committee

Welcome to our March newsletter. The guiding season is nearly coming to an end, and the committee is already looking to into the next season and our AGM, which will take place in **Palmerston North on August, 30**, with famils planned before and after that date. Please note the date. It would also be great if you could consider to become a committee member. You can help to take our association to the next level. Female guides might be interested in the **new women programme** that TIA offers. Also get informed about the new DOC concession and

membership renewals. Maybe you are also interested in a ProGuides gathering in Auckland. Enjoy the read!

Topics for Consideration



Membership and DOC Concession Renewals

With regards to the DOC concession, note that it is not carried over from one year to the other, as used to be the case previously. **You need to reapply each year.** First step, you will have to fill the activity form that will be sent for the purpose of recording how many times you have visited Conservation Land with manuhiri. Note that you will be invoiced based on the information provided. The [new application form](#) is on our website in the "Everything Doc" folder.

The current DOC concession is valid till the end of May, while ProGuides membership goes to 30 June.

The membership team will endeavor to send out the ProGuides membership renewal invoice for season 1 July 25 to 30 June 26 early May, new membership cards will then be sent in June or upon receipt of payment.

The DOC concession follows a different process and invoices will be sent separately.

Gathering in Auckland

ProGuides is planning a get together in Auckland, on **Tuesday, April 8.** If you are based in or around New Zealand's biggest city, we would like to hear from you. We would like to start at 2pm with a famil (to be

determined), followed by drinks at 4pm and dinner at 6pm. Please let us know if you are interested to join. You can either click on our Facebook page or contact membership@proguides.co.nz. We are looking forward to catching up.

TIA supports Women

Tourism New Zealand has announced a partnership with Grow Tourism and Powrsuit to support the launch of their new [‘Women in Tourism Career Accelerator’](#) programme. Designed specifically for women in the tourism industry, it aims to provide practical tools, knowledge, and connections to help women. **ProGuides is keen to nominate** a female tour guide to take part in the offer. [Check it out](#). Are you interested? We would love to hear from you **by April 8**. Please contact chair@proguides.co.nz

Tourism Event in Auckland

TECNZ has opened registrations for New Zealand sellers (accommodation, product and experience suppliers and tourism service providers) and New Zealand buyers (Inbound Tour Operators, DMC’s) and their teams to participate in a comprehensive industry event on **9th & 10th April 2025** at the Viaduct Events Centre in Auckland. [Click here for more information](#).

Building Marketing Capacities

Without clear insights, it’s hard to know if your marketing is driving results or wasting budget. Join Dave Hockly from DataStory for a webinar to uncover a proven, data-driven process to track ROI, balance trade and direct revenue, and focus your efforts for better results on **April 10th, 2025 02:00 PM**. [Click here to register](#)

From our Industry Partners



Visitor spend increases

The International Visitor Survey (IVS), released at the beginning of this month, reported that annual visitors spent \$12.2 billion for the year-ending December 2024, up 23% 2023 figures. TIA Chief Executive, [Rebecca Ingram](#), says it is encouraging to see both arrivals and spend on the rise. Although the amount the travellers spent in New Zealand has climbed back to pre-Covid levels, industry leaders see [potential for more growth](#).

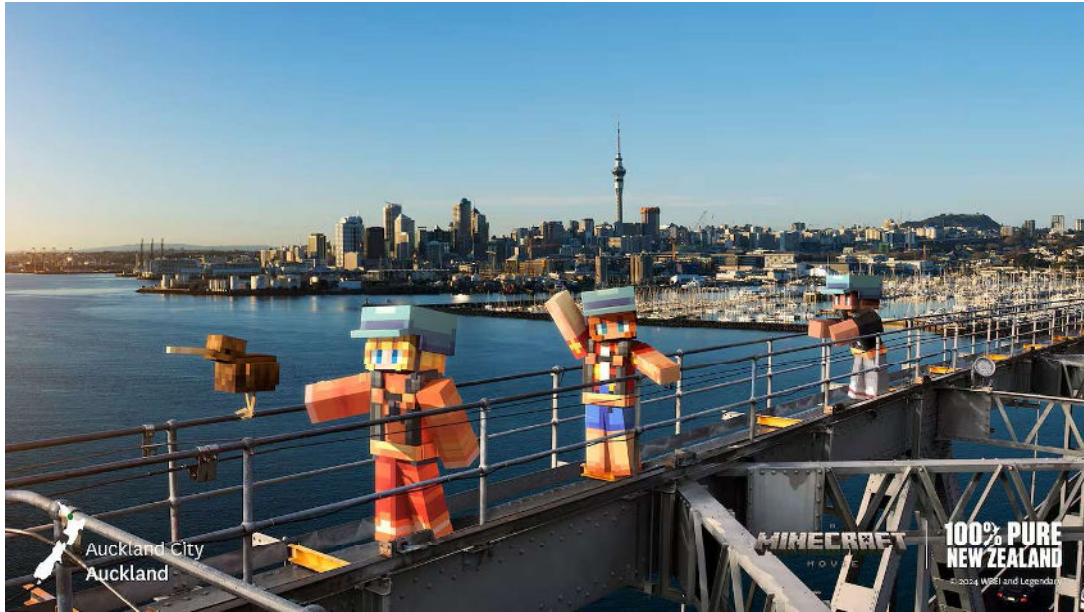
TIA supports Business Events

The announcement from the Minister of Tourism and Hospitality of an additional NZ\$ 3 Million to attract and secure more international business events is a [welcome boost to grow strong year-round visitation](#), says TIA. Business events and conferences are regarded high impact – they bring talent and ideas to New Zealand and provide opportunities for the business community to network, learn from and share ideas with international experts and business delegates.

Monthly Arrivals

Overseas visitor arrivals were 370,200 in January 2025, an increase of 43,800 from January 2024 according to Statistics New Zealand. The biggest changes were in arrivals from Australia (up 22,800), China (up 15,200) and the United Kingdom (up 3,300). [Read more here](#).

What to watch



Tourism and Minecraft

Tourism New Zealand is getting creative in its bid to raise international visitor numbers to pre-Covid levels. The Crown entity has unveiled a collaboration with [Minecraft to bring six of New Zealand's most landmark destinations](#) to the popular online game. The initiative aims to generate \$50 million in visitor spend and equivalent advertising value.

Saving Little Blue Penguins

West Coast Wildlife Centre in Franz Josef announced a new penguin encounter to open on 4th October 2025. The new facility will provide a safe home for injured korora / little blue penguins that cannot be returned to the wild - giving them a [second chance as conservation ambassadors](#). It will offer visitors to learn about conservation efforts to protect them.

Protecting Hector Dolphins

A DOC survey to better understand Hector's dolphins in the Otago region is underway. Hector's dolphins (*Cephalorhynchus hectori*) are endemic to New Zealand and have an estimated population of 15,700. The research aims to provide a clearer picture of [how Otago's Hector's dolphins are connected to other populations](#) and will help guide conservation efforts.

Notes from the Road



Exhibition extended

The successful [Gallipoli exhibition at Te Papa Museum](#) in Wellington has been extended again. The statues will have been on display for 17 years by the time the exhibition closes in 2032.



Partly restored

The restoration of the [Christchurch Cathedral](#) has been on hold since August, after construction costs escalated. The church requires further public support.



Rotorua Milestone

A five-star hotel is planned for Rotorua's lakefront, featuring a pool, rooftop bar and 197 guest rooms. The luxury [Noho Lakeside Hotel](#) is expected to create about 200 jobs.



Waikato Artillery Museum

A great little museum for anyone [interested in military history](#). Open every Saturday and is open for group bookings, just an hour south of Franklin.

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