

## Moulin Rouge Evening (Included in Registration Fee)

AT THE BRUCE MASON CENTRE, NORTH SHORE CITY

The Bruce Mason Centre is a modern convention centre located on the North Shore, close to vibrant restaurants, beautiful beachfront and the new Spencer on Byron Hotel.

Great food and a great night themed to Moulin Rouge, are lined up for the final gala dinner at the Bruce Mason Centre. From the backdrop of images of Moulin Rouge and Paris scenes, guests will feel they are at an authentic Parisian nightspot. A showcase of top entertainment will reach a pinnacle with the traditional and colourful can-can dancers wowing the crowd.

"Be there to be part of a sensational evening" says Gillian Houser, Chief Executive, Bruce Mason Centre.



## 2002 ITOC Golf Tournament Optional Extra

AT GULF HARBOUR COUNTRY CLUB

Please refer to the registration form for full details on the ITOC Golf Tournament.



Gulf Harbour Country Club, set along the spectacular southern coasts of the Whangaparaoa Peninsula, caters to golfers of all abilities and challenges the best of them.

Anyone who has ever played the course knows the need for accuracy is paramount. Get it right and your round could be up there with the scenery. Get it wrong... well, enjoy the scenery anyway!

World-renowned golf course designer Robert Trent Jones II has included the spectacular views and the natural topography during the design process. Forty minutes north of Auckland City by car, Gulf Harbour was host course to the 1998 World Cup of Golf.

**Cost - \$65.00 + GST**

Includes:

- round of golf
- golf cart
- starter pack
- BBQ lunch
- prize giving function
- transport to and from Gulf Harbour

## Activities and Sightseeing Optional Extra

### Bridge Climb

Tel: (09) 377 6543

Website: [www.aucklandbridgeclimb.co.nz](http://www.aucklandbridgeclimb.co.nz)

Two and a half hour adventure on, around, up and over Auckland's Harbour Bridge. Auckland Bridge Climb are offering a complimentary climb for full ITOC members and a 50% concession for partners and allied members.

### Tiritiri Matangi Island

Tel: (09) 367 9111

Website: [www.fullers.co.nz](http://www.fullers.co.nz)

Experience a day trip to Tiritiri Matangi and see endangered Kiwi and Tahake in their wild habitat. Price: Adults - \$36.00 (ferry only) Guided Walk: Adults - \$5.00

**Dates of Travel:** 18th July or 20th July only.

All bookings can be made through our call centre and inform booking staff that you are booking as part of the ITOC Conference. Credit card details also will be required at time of booking. Price is based on a 20% discount.

### Vertigo

Tel: 0800 VERTIGO

Website: [www.4vertigo.com](http://www.4vertigo.com)

A two hour guided tour up the inside of the Sky Tower's mast. Vertigo are offering ITOC delegates a 20% concession. Delegates must state at the time of booking that they are an ITOC full member or allied member. Upon arrival delegates need to present their ITOC ID.

### NZL40

Tel: 0800 SAIL NZ (724569)

Website: [www.sailnewzealand.co.nz](http://www.sailnewzealand.co.nz)

Experience the thrill of sailing in an America's Cup Yacht. NZL40 are offering a discounted rate \$40 (usually \$85) for ITOC delegates on their regular 2 hour sailings during the conference period. Please state at the time of booking that you are an ITOC attendee.

## Concession Air Travel

ITOC would like to thank Air New Zealand and Qantas for their support of our conference.

**AIR NEW ZEALAND** are kindly offering a 50% discount on firm bookings and a 75% discount on sub-load bookings for travel to and from Auckland between 15 - 21 July 2002. Fares must be booked in N class, discounts are based on reductions from normal domestic fares, will be subject to availability and are only available to ITOC Full and Allied Members. Please quote Authority DOM 3769/2 when making your bookings.

**QANTAS AIRWAYS** are pleased to offer a special fare for ITOC members to attend the Conference as follows:

Queenstown/Auckland/Queenstown	NZD \$399 return
Dunedin/Auckland/Dunedin	NZD \$337 return
Christchurch/Auckland/Christchurch	NZD \$289 return
Wellington/Auckland/Wellington	NZD \$219 return
Palmerston North/Auckland/Palmerston North	NZD \$170 return

Taxes are excluded.

Seats are subject to availability on application, are firm and can accrue frequent flyer points.

To apply for tickets, please email [inboundnz@qantas.com.au](mailto:inboundnz@qantas.com.au) with your preferred travel dates and times and bookings will be made at that time.

## Dress Code

Conference	Smart Casual
America's Cup Theme Dinner at The Spencer on Byron Hotel	Suits and Evening Wear
Moulin Rouge Dinner at the Bruce Mason Centre	Smart Casual

## Registration Desk

The Registration desk will be situated at The Spencer on Byron Hotel, Takapuna - at times stated in the programme.

## Registration Fees

### FEES:

Full and Allied Members	\$498.00 + GST (62.25)	<b>\$560.25</b>
Partners	\$400.00 + GST (50.00)	<b>\$450.00</b>
Golf	\$65.00 + GST (8.15)	<b>\$73.15 per person</b>

The above registration fees for the conference include:

- all meals as stated in the programme
- social functions and entertainment
- transfers to and from venues as stated in the programme

Special registration fee for additional senior staff of Full and Allied members Thursday, day programme only (including lunch)	\$90.00 + GST (11.25)	<b>\$101.25</b>
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Refer Registration form for full details.

Registration will be confirmed only after Registration Fee is received.

## How to Register

Please complete the attached registration form and return with your registration fees to:

Joanne Warren, Conference Co-ordinator  
Inbound Tour Operators Council of New Zealand (ITOC)  
PO Box 1888, DX SX10033  
WELLINGTON

Phone: (04) 499-0104 Fax: (04) 499-0786  
Email: [joanne@itoc.org.nz](mailto:joanne@itoc.org.nz)

You can also register via the ITOC Website [www.itoc.org.nz](http://www.itoc.org.nz)



INBOUND TOUR OPERATORS COUNCIL  
OF NEW ZEALAND INCORPORATED



INBOUND TOUR OPERATORS COUNCIL  
OF NEW ZEALAND INCORPORATED



# ITOC Conference Auckland

"The Future Challenge - Think Outside the Square"

**2002**  
17 - 19 July



# Programme

**Venue:** The Spencer on Byron Hotel, Takapuna, Auckland

**Conference Theme:** "The Future Challenge - Think Outside the Square"

**Conference Chairman:** Matt Brady, Managing Director, Pan Pacific Travel Corp (Vice President of ITOC)

**Conference Coordinators:** Jacqui Lloyd, International Marketing Manager, Tourism Auckland. David Comery, General Manager, The Spencer on Byron Hotel

## Wednesday 17 July

- 1000 - 1500 ITOC Board Meeting with working lunch
- 1500 - 1530 Afternoon tea/coffee and registration
- 1500 - 1700 Registration desk open at The Spencer on Byron Hotel
- 1530 - 1730 Full Members Forum "Issues for the Future"
- 1530 - 1730 Allied Supplier Members Forum "Issues for the Future"
- 1900 **Cocktails, Dinner and Entertainment**  
**The Spencer on Byron Hotel - America's Cup Theme**  
*The America's Cup will be held on the Hauraki Gulf - just off the East Coast Bays on Auckland's North Shore. The course can be viewed from many of The Spencers 249 rooms. Dinner guests will experience an America's Cup themed evening as they embark on a nautical journey. Choose your course as we sail through an evening of culinary delights.*
- Welcome and presentation from the Mayor of North Shore City - His Worship George Wood
  - Guest speaker - Yachting personality
  - Presentation of the ITOC Operator of the Year Award.

## Thursday 18 July

- 0730 - 0845 Breakfast at the Hotel
- 0800 - 1730 Registration desk open
- 0900 Official opening and keynote addresses  
 "Think Outside the Square - The City of Sails, The Future Challenge"
- Don Gunn, President of ITOC
- Presidential Address
- 0915 The Hon John Banks, Mayor of Auckland
- Welcome from the City of Sails
- 0930 The Hon Mark Burton, Minister of Tourism
- The Government's Vision for Tourism
- 1000 Tony Thomas, Executive Director, Team New Zealand
- The Recipe for Success - The America's Cup Challenge
- 1030 - 1100 Morning tea/coffee hosted by Qualmark
- 1100 - 1230 Plenary Session - "The Future Challenge - Think Outside the Square" Issues to address both sides of the Tasman
- To discuss issues from Full & Allied Member Forums on Wednesday.
- Joint Facilitators Mark Sainsbury, Past President of ITOC and Peter Shelley, Managing Director of The Australian Tourism Export Council
- 1230 - 1315 Networking lunch
- 1315 **Keynote Address**  
 Ralph Norris, Chief Executive, Air New Zealand - "Air New Zealand's Future Role in Marketing New Zealand"

## Keynote Speakers



Don Gunn  
President of ITOC  
Director, General Travel NZ



Hon. John Banks  
Mayor of Auckland



Hon. Mark Burton  
Minister of Tourism



Tony Thomas  
Executive Director,  
Team New Zealand



Mark Sainsbury  
Conference Facilitator  
ITOC Immediate Past President  
Chairman Pan Pacific Travel Corp.



Peter Shelley  
Conference Facilitator  
Managing Director The Australian  
Tourism Export Council. (ATEC)



Ralph Norris  
Chief Executive,  
Air New Zealand



Stuart Neels, Open Forum  
Facilitator, General Manager  
Europe & USA, ATS Pacific



Mike Halton  
Chief Executive, The Australian  
Federation of Travel Agents (AFTA)



Wally Stone  
Chairman, Tourism New Zealand



Nick Crabb  
Manager Tourism Marketing  
Qantas Airways



Tony Christiansen  
The number one inspirational  
speaker in New Zealand

1345

### Keynote Address

Mike Hatton, Chief Executive of The Australian Federation of Travel Agents and member of the Global Consultative Council - "The Travel Agent and the Tour Operator at the Centre of Distribution"

1415 - 1515

### Open Forum

Tourism and Technology, the Future Challenge - Will you be part of it?

Facilitator Stuart Neels, General Manager Europe & USA, ATS Pacific Supported by - Chris Mitchell, Managing Director, Mitchell Corp NZ and Arthur Redditt, ITOC Technology Advisor, Digitise Internet Business Solutions.

- Pricing, strategy and yield management
- Websites
- Linkages between Full Members and Allied Members
- Control of inventories and allotments
- Terms of trade

1515 - 1545

Afternoon tea/coffee hosted by The Aviation, Tourism & Travel Training Organisation. (ATTTO)

1545

### Keynote Address

Wally Stone, Chairman of Tourism New Zealand - "The Road to the Future for New Zealand Tourism"

1615

### Keynote Address

Nick Crabb, Manager Tourism Marketing, Qantas Airways - "Issues Facing the Worlds Airlines"

1645 - 1745

### Keynote Address

Tony Christiansen - (The number one inspirational speaker in New Zealand) "Your Attitude Determines your Altitude in Life"

1900

Transfer from Spencer on Byron to the Bruce Mason Centre for "Moulin Rouge" evening:  
 Cocktails, Gala Dinner and Entertainment at the Bruce Mason Centre, North Shore City

## Friday 19 July

0730 - 0830

Breakfast at the hotel

0800 - 1030

Registration Desk open

0830 - 1030

ITOC Annual General Meeting

1030 - 1730

Transfer to Gulf Harbour Golf Club for the 2002 ITOC Golf Tournament

- Including a light lunch on arrival and sponsored holes (See overleaf for full details)

Sightseeing opportunities arranged by Tourism Auckland

1730 - 1900

Prize giving and farewell cocktail function at Gulf Harbour Golf Club.

## OUR THANKS TO OUR SPONSORS

- Air New Zealand
- Auckland Bridge Climb
- Aviation, Tourism and Travel training Organisation (ATTTO)
- Carlton Hotel
- CDL Hospitality Management Services
- DFS New Zealand
- Duxton Hotels
- Dynasty Hotel Group
- Fullers Auckland
- Hyatt Regency Auckland
- Johnston's Coachlines
- Kauri Cliffs
- Mitchell Corp New Zealand
- National Car Rental
- Qantas Airways
- Qualmark
- Rotorua Five Star
- Rydges Hotel and Resorts
- Scenic Circle Hotels
- Sheraton Auckland Hotel & Towers
- Sky City
- Six Continents Hotels
- The Spencer on Byron Hotel
- Telecom
- Totally Tourism
- Tourism Holdings
- Tourism Auckland
- Waipuna Hotel & Conference Centre



Matt Brady  
Conference Chairman, Vice President  
of ITOC, Managing Director  
Pan Pacific Travel Corp Ltd

## Welcome to Auckland - North Shore City



Drive north across Auckland's famous harbour bridge - or take a short ferry ride from the downtown terminal and you are in North Shore City, New Zealand's fourth largest city and one of the fastest growing areas in the country.

It's not hard to see why. The warm climate, beautiful beaches and spectacular scenery make North Shore City a popular lifestyle and work destination.

Surrounded by sea, the city has an unbroken coastline of 140 km - the longest in the country. Residents and visitors can enjoy an endless range of aquatic activities or venture inland, where there are numerous walkways through native bush.

The city is also home to high quality shopping centres, a thriving arts scene, hi-tech industrial parks, respected schools, universities and a growing number of first class sports and leisure facilities.

Takapuna is home to Auckland's newest Business Class Hotel, The Spencer on Byron. Conveniently located, the hotel is just a short stroll to the Bruce Mason Centre, nearby Westfield Shopping Mall, libraries, theatres, cafes, clubs and gourmet restaurants of Takapuna. The Shore's beaches where guests can enjoy long coastal walks, yachting, parasailing, balloon safaris, swimming and sunning are just a five-minute walk away.

Complementing each other, The Spencer on Byron Hotel and The Bruce Mason Centre create an ideal venue for conference organisers looking for a fully integrated Convention Venue and Hotel Complex.

We can offer your delegates a relaxing and tranquil Kiwi experience in an environment that is unique and untainted.

## Accommodation

### THE SPENCER ON BYRON HOTEL, TAKAPUNA



In order to maximise networking all members will be accommodated at this Hotel

**SPECIAL RATE: per room/per night \$105.00 plus GST (single, twin, double)**

### Hotel Facilities Include:

- The Dining Room Restaurant (120 seat) features Pacific Rim style cuisine - open for breakfast lunch and dinner
- The Bowl and Racquet Club Bar is located on the 1st floor
- The Library Bar located at lobby level, features express snack food, speciality coffee and cocktails after five
- 24 hour room service and reception
- Extensive conference facilities catering for up to 500 delegates
- Concierge facilities
- Valet parking
- Tour desk
- Outdoor 20 metre heated lap pool
- Outdoor spa pool.
- Gymnasium
- All weather tennis court.

### Studio Room

We offer a total of 72 studios available from the 2nd to the 19th floor.

- All rooms offer -
- California King bed or twin single beds
  - Ensuite bathroom and shower
  - Data line
  - Direct dial telephone
  - Cable TV & Movies on demand
  - Mini bar/refrigerator
  - Microwave
  - Tea/coffee making facilities
  - Stereo/CD player
  - Business desk.

### One Bedroom Suite

177 one bedroom suites also available from the 2nd to the 19th floors.

Rooms offer the choice of either a King bed or twin beds (121 rooms), or a Queen Size bed (56 rooms)

- All rooms offer -
- Ensuite bathroom with bath and shower (excluding the wheelchair access rooms which provide shower facilities only)
  - Data line Direct dial telephone
  - Cable TV & Movies on demand
  - Mini bar/refrigerator
  - Microwave
  - Dishwasher
  - Oven & cooktop/rangehood
  - Clothes washer & drier
  - Tea/coffee making facilities

### Two Bedroom Suite

A two bedroom suite consists of interconnecting studio and one bedroom suite. There are a total of 72 two bedroom suites available, located on all floors.

### Superior and Deluxe Rooms

The Superior studio and one bedroom suites are located from the 2nd to the 10th floors. Deluxe studio and one bedroom suites are located from the 11th to the 19th floor. Deluxe rooms offer sensational panoramic views, with value added services such as turn down service and bath robes in all rooms. The hotel also offers one room per floor suitable for wheelchair access.