

## Top recognition for Peter Barlow

TAANZ's Andrew Bowman and Andrew Olsen have been elected on to the World Travel Agents Associations Alliance (WTAAA) board.

The new board was selected at the organisation's annual general assembly and bi-annual board meeting in Geneva, Switzerland, from September 4 to 6.

During the function, the WTAAA bestowed life honorary membership to New Zealander and founding delegate Peter Barlow, who served 10 years. He is only the second member to receive this honour.

Outgoing Chair Jayson Westbury has served his two-year term, and is to be replaced by the Association of Southern African Travel Agents chief executive officer Otto de Vries.

## Nutting out the pros and cons of Kiwi Tourism

Industry leaders and stakeholders will meet in Wellington this November to analyse the advantages and challenges facing New Zealand tourism.

The Tourism Summit Aotearoa, organised by Tourism Industry Aotearoa (TIA), is a one-day event that will host speakers from across the globe.

Michelle Allen from Google Australia will talk about how tourism businesses can stay ahead in a fast-changing online world, while Maud Olofsson, chair of Swedish tourism organisation Visita, will share a Scandinavian perspective on managing visitor growth. Kim Walker, Thailand-based chief executive of Silver Group, a consultancy that helps businesses respond profitably to the ageing population, will also talk.

TIA chief executive Chris Roberts says the rapid growth of New Zealand's tourism

## Three cities in China

Exotic Holidays' Best of China is an eight-day trip priced from \$2813.

It takes clients to the three most popular cities of China – Beijing, Xian and Shanghai.

Within Beijing, the Forbidden City, Summer Palace, Temple of Heaven Park, Lama Temple and the Great Wall are visited.

In Xian, the itinerary includes the Museum of the Terracotta Warriors and Horses, the Mausoleum of Emperor Qin Shi Huang and the City Wall of the Ming Dynasty which is the largest and most intact Ming Dynasty castle in the world.

Shanghai's colonial past is visited at The Bund, a sophisticated riverside area, and Frenchtown.

[CLICK HERE](#) for details.

industry has presented many opportunities but also some difficulties for certain communities.

'As an industry we are exploring ways to support these regions so they can continue to provide welcoming, high quality experiences for our visitors,' says Roberts.

He says at the summit ITA will share its plans to launch a new online tool that will help New Zealand tourism operators identify target audiences – including their demographics, travel motivations, travel behaviors and other interests.

'Finding ways to grow domestic tourism will help address regional dispersal and seasonality – two of our industry's thorniest issues,' says Roberts.

Tickets to the summit cost \$525 plus GST for TIA members and \$625 plus GST for non-members.

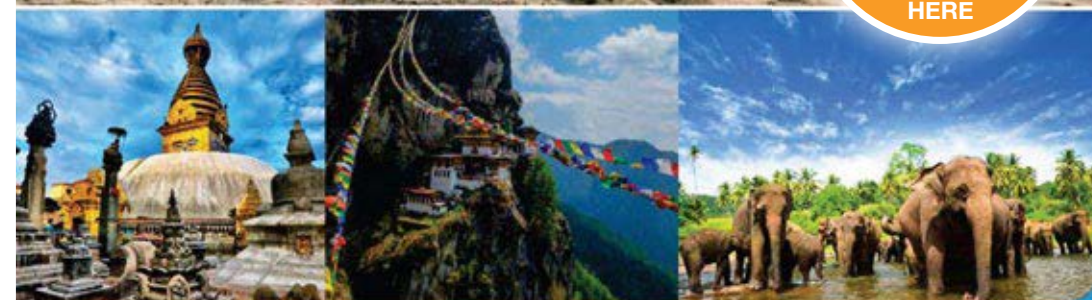
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