

**NEW ZEALAND
100% PURE**

newzealand.com



Official Program
Society of American Travel Writers
56th Annual Convention

November 7-12, 2011
Wellington, New Zealand



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Welcome



Kia ora. It is a great pleasure to extend a warm welcome to the Society of American Travel Writers. We are delighted to have you here in Wellington, New Zealand for your 2011 convention.

Whether it's our breathtaking scenery, our unique culture and Kiwi hospitality, our fresh food and delicious wine, or the thrills on offer in one of the world's greatest adventure playgrounds, the New Zealand experience is one of a kind.

There's so much to see—from glaciers and fiords, volcanoes and geysers, to ancient Kauri forests, and rugged coastlines sporting whales, dolphins, and seals.

There's so much to do—from visiting a marae and learning the stories and traditions of Maori, playing golf on one of over 400 courses, or enjoying Wellington's café and bar culture.

There's so much to taste—some of the freshest and most delicious food in the world and an array of delicious wines from almost every corner of the country.

And there are so many ways to get a thrill—from bungee jumping and jet boating, to white-water rafting through some truly majestic scenery.

I wish you all the best for a successful convention and a great time in New Zealand. We'd love to welcome you back anytime.

Best wishes,



Rt Hon John Key
Prime Minister



Kia ora. It's my pleasure to welcome you to Wellington.

You couldn't have picked a better place to convene—Wellington is the cultural capital of New Zealand and one of the most visited cities in the country. Recently voted the “Coolest Little Capital in the World” by Lonely Planet, we are a great place to live and a wonderful place to visit.

There will be plenty of opportunities for you to connect between meetings and networking and staying connected to the wider world couldn't be easier with free Wi-Fi along our waterfront.

We have some of the best restaurants, bars, theatres, galleries, sporting facilities and shopping in the nation—all of it at your doorstep. We are a compact, cosmopolitan and connected city and I am sure your delegates will feel right at home.

Wellingtonians love to read. We are home to many top-notch publishing companies, some wonderful independent booksellers, premiere academic institutions, and we have an extensive library system including the Alexander Turnbull Library and National Archives.

We are a city that celebrates our writers; from the Katherine Mansfield birthplace museum to the Writers' Walk sculpture installation along our waterfront.

As poet Lauris Edmond put it: “It's true you can't live here by chance, you have to do and be, not simply watch or even describe. This is the city of action, the world headquarters of the verb.”

Again, welcome and enjoy all the ‘coolest little capital’ has to offer. We are delighted to have you here.



Celia Wade-Brown
Mayor of Wellington



Kia ora. Welcome to Wellington, and what promises to be a convention filled with unique opportunities. That's because the destination and its people are unique—and delightfully quirky. I say that with great respect, for the Kiwis are kind and generous, but also endowed with great senses of humor and adventure. After all, they dive from high places with rubber bands attached to their ankles, and have invented most of the world's other extreme sports.

In short, New Zealanders embrace life spiced with a dash of adrenaline. Warning: It's an infectious attitude. Even if you don't bungee jump or ride a current over a waterfall or go glacier-walking, I'll bet you find an irresistible adventure that's just your speed. At the very least, the country's natural beauty will absolutely fill your senses.

Wellington itself is a feast for the eyes, from the parks above town to the lovely harbor on its doorstep. I urge you to get out and walk, taking in the sights and small-town ambiance of this capital city. Our hosts have some fantastic, 100% New Zealand meals planned for us, and our two Dine-Arounds will give you further opportunities to experience the country's outstanding wine and cuisine.

Even though the world has become "smaller," New Zealand remains a remote paradise with an international population and distinct Māori culture and customs. You'll quickly realize that the Kiwis are a proud people dedicated to preserving their heritage and natural resources—and to sharing those riches with visitors.

In the coming days we'll experience *manaakitanga*, which means both "kindness to guests" and "respect for hosts," which is the essence of a memorable convention in an unforgettable place.

Dale Leatherman

Dale Leatherman
SATW President



IMAGE: ZORR ROTORUA

Kia Ora – Welcome to New Zealand

Where else in the world can you snorkel in crystal clear waters in the morning, and view the snow-capped peak of an active volcano in the afternoon? With only four million people, there's a lot of room for scenery in New Zealand—as filmmakers from around the world have discovered.

Explore, relax, and rejuvenate. New Zealand has something tailored just for you. Be swept off your feet by chains of stunning alps, volcanoes, lakes, fiords, native forest and perfect beaches. From its breathtaking mountains and fascinating geothermal activity, to its award-winning vineyards and cuisine, you'll experience plenty of unforgettable activities.

For the seasoned travel writer New Zealand offers a myriad of stories to explore—whether it's the unique indigenous Māori culture, the thrilling adventure activities, the burgeoning wine and film industries, or the country's world-leading efforts in conservation.

Nowhere else has so much diversity packed into such a small geographical location. Add to that the warm and friendly people, with their “can do” attitude, and you will find that New Zealand is truly one of the world's special places.

Our History

New Zealand was the last landmass on earth to be discovered, making it the youngest country on earth. The Māori people were first to migrate to New Zealand and subsequently each lake, river and mountain has Māori history and legend behind it. Our distinctive place names, art, architecture and stories reflect this unique culture.

New Zealand was first sighted by Europeans when Dutch explorer Abel Tasman sailed here in 1642. More than 120 years later, Lieutenant James Cook of the British Royal Navy re-discovered New Zealand and European migration began.

In the beautiful Bay of Islands in 1840, the British and Māori people signed a treaty which established British law in New Zealand, while guaranteeing Māori authority over their land and culture.

Wellington's coffee culture is addictive, and irreverent **Caffe L'affare** is where all the roasting started
laffare.co.nz



Today New Zealand is a vibrant modern economy with dairy, meat and engineering forming the primary industries. New Zealand is also becoming known for producing premium outdoor clothing, especially high quality merino wool, and of course first-rate wines that are exported all over the world.

The population of New Zealand is 4.3 million, with Auckland being the largest city and the center of commerce. Wellington as the nation's capital is the seat of government and also has a lively arts scene, while Christchurch is the main hub for the South Island.

Don't Leave New Zealand Without...

- Meeting the locals—soak up our legendary hospitality, whether in an authentic Maori cultural show or in a country pub.
- Throwing yourself off a bridge—with a bungy cord attached of course. Or alternatively, share the thrill by watching a friend.
- Sipping a Marlborough Sauvignon Blanc and slurping greenshell mussels.
- Getting out on the water in a kayak, with seals, dolphins and even whales leaping around you.
- Watching the power of nature's forces bubbling, steaming and hissing from the inner earth in the many geothermal regions of the country.

How to Get Here

New Zealand is just an overnight flight away from North America, with flights departing the West Coast in the evening and arriving in New Zealand early in the morning two days later.

But you'll get that day back when you return—as you cross the international dateline en route. Flights depart in the evening from Auckland and arrive earlier the same day in North America.

Air New Zealand flies twice daily from Los Angeles to Auckland, once daily from San Francisco and up to four times weekly from Vancouver.



IMAGE: TOURISM NEW ZEALAND

Kia Ora – Welcome to Wellington

Feel the creative pulse of a compact city embraced by ocean and hill. Hear the songs of tui and the strum of guitars. See prolific public art and a palette of colorful characters. Taste coffee nurtured as an art form, cocktails crafted to perfection, and food so fine it will have even the fullest of stomachs begging for more.

Wellington is a magnet for creative thinkers and is widely regarded as New Zealand's arts and culture capital. There's heaps of art, fabulous and funky boutiques, and a show on pretty much every night.

But as well as all that arty stuff, Wellington is loved for its gastronomic delights. Our businesses took out the supreme title in Cuisine New Zealand Restaurant of the Year for four out of its first five years and the region is home to the country's largest culinary festival, Visa Wellington On a Plate.

If you need to walk off all that tasty goodness, you're also in luck. Wellington is a capital city right on nature's doorstep, with a peaceful walk through native bush or along a gold sand beach never far from the urban hub.

International guests also love the stories of nationhood and heritage as told at Museum of New Zealand Te Papa Tongarewa, Parliament Buildings and the region's many other boutique museums.

Others just like to take their shoes off and sit on the sand on Oriental Bay with a good strong coffee. Who could blame them?

Some interesting bits

Wellington is the southern-most city on New Zealand's North Island, is at the center of the country, and is the gateway to the South Island.

Population: Wellington City 180,000 and the wider Wellington region 440,000. The "coolest little capital in the world" has over 7 million visitor nights per year.

The earliest Maori name for Wellington is Te Upoko o Te Ika a Maui—which means "the head of Maui's fish" and stems from the Maori legend that Polynesian navigator Maui fished up the North Island.

Coffee Culture

With as many as 13 roasteries, Wellington is a caffeine lover's mecca. This means the coffee is good, but it's also mighty strong. So if your palate's not used to it, you might want to ask for a single shot ...and ease yourself up to a double (which is the norm in these parts). To drink coffees as the Kiwis do, order a flat white. "Trim" is our version of "skinny" milk.



Get Hooked on Wellington

Positively Wellington Tourism's media team is on hand to help you with story ideas, imagery and other such things that hopefully make your life that little bit easier. Want to know the story behind the famous Absolutely Positively Wellington brand, what local flavors make up our own Red, White and Blue or learn about the USA's wartime links to the capital of cool? Visit WellingtonNZ.com/media or get in touch with us by emailing media@WellingtonNZ.com.

Don't Leave Town Without...

- Riding the Cable Car—it's iconic, it takes a great picture and there are great views at the top.
- Taking a photo of the Solace to the Wind sculpture on the waterfront—he's a hit with the ladies.
- Perusing the views from the top of Mount Victoria—it's very pretty up there.
- Sampling the three Cs: coffee, cocktails and cuisine—it's all about culinary tourism in this town.
- Promising the Wellington Tourism team you will find an alternative alliteration to "Windy Wellington" for your story headline—it'll be a breeze.



The pōwhiri ceremony - New Zealand's welcoming spirit

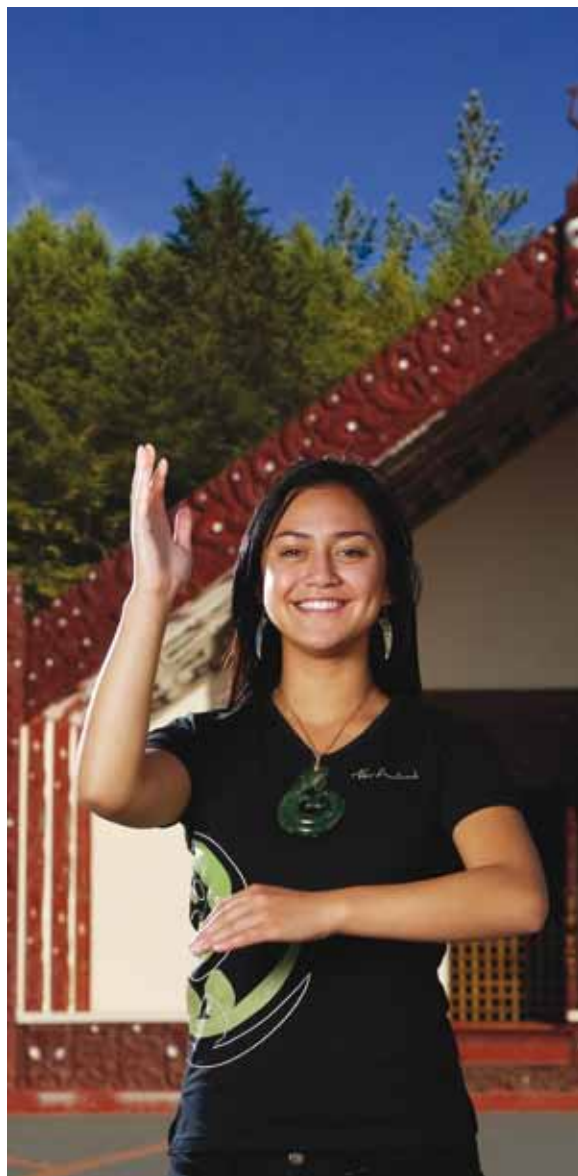


IMAGE: DESTINATION ROTORUA

Māori are the indigenous people of Aotearoa (New Zealand), first arriving in *waka hourua* (voyaging canoes) over 1000 years ago. Today, Māori make up more than 14 percent of this island nation's population. Their language and culture has a major impact on all facets of life.

While in New Zealand you will have the opportunity to experience a formal Māori welcome called a *pōwhiri*, a ceremony that signifies two groups coming together, negotiating the terms of their engagement and finishing with guests joining their hosts as one. It is a spiritual or religious journey where gods, heaven and earth are acknowledged, ancestors remembered and kinship ties reinforced. It is also when intentions are ascertained, issues debated and lobbying carried out.

The *pōwhiri* at a *marae* (meeting house) begins with *wero* (challenge). A warrior from the *tangata whenua* (people of the land) will challenge the *manuhiri* (visitors). He may carry a *taiaha* (spear) then lay down a token, often a small branch, that the *manuhiri* will pick up to show they come in peace.

Women from the *tangata whenua* will perform a *karanga* (call/chant) to the *manuhiri*. Women from the *manuhiri* will then respond as they move onto the *marae* in front of their men. Once inside the meeting house, *mihimihi* (greetings) and *whaikōrero* (speeches) are made.

To reinforce the good wishes of the orations, *waiata* (songs) may be sung. It is usual for the *manuhiri* to then present a *koha* (gift) to the *tangata whenua* after greeting the hosts with a *hongi*—the ceremonial touching of noses. The hosts and their visitors are now united, and *hākari* (a meal) is shared.

Join us for the dramatic *pōwhiri* on Tuesday morning, preceding breakfast and the opening ceremony of SATW's 2011 convention.



IMAGE: CHRIS SISARCH

Common Māori pronunciations:

Pōwhiri – po-fee-ree
Waka – wok-a
Marae – mah-rye
Tangata Whenua – tung-a-ta fen-oo-ah
Manuhiri – mun-oo-hee-ree
Taiaha – tie-ah-haa
Karanga – kah-rung-ah
Mihimihi – mee-hee-mee-hee
Waiata – wye-ah-taa
Koha – coh-ha
Hongi – hong-ee

Ristretto
70ml demitasse
30ml dbl shot



Wellington Convention Schedule

Monday, November 7

Morning	Delegate arrivals <i>Host hotels</i>
8:00 a.m. – 7:00 p.m.	Voucher/help desk, Hospitality Lounge, Internet Café <i>Michael Fowler Centre</i>
12:00 p.m. – 1:30 p.m.	Board of Directors Lunch <i>Museum Art Hotel</i>
1:30 p.m. – 3:00 p.m.	Incoming Board of Directors Meeting <i>Museum Art Hotel</i>
2:00 p.m. – 4:00 p.m.	Capital by Coach tour <i>Fletcher Challenge Foyer, Michael Fowler Centre</i>
3:00 p.m. – 4:30 p.m.	Capital on Foot tour <i>Fletcher Challenge Foyer, Michael Fowler Centre</i>
3:30 p.m. – 5:00 p.m.	Indianapolis Convention Meeting <i>Civic Suites, Wellington Town Hall</i>
4:30 p.m. – 5:30 p.m.	SATW Foundation Meeting <i>Square Affair, Wellington Town Hall</i>
Late afternoon	Pre-convention tours arrive <i>Host hotels</i>
5:45 p.m. – 7:30 p.m.	Coach transfers (for InterContinental delegates only) <i>InterContinental Wellington</i>
6:00 p.m. – 7:00 p.m.	First-Timer's Reception (by invitation only) <i>Te Raukura Te Wharewaka O Ponēke</i>
7:00 p.m. – 10:00 p.m.	Welcome Reception <i>Te Raukura Te Wharewaka O Ponēke</i>
9:00 p.m.	Return coach transfers (InterContinental delegates only)

Tuesday, November 8

7:00 a.m. – 7:00 p.m.	Hospitality Lounge <i>Michael Fowler Centre</i>
8:00 a.m. – 1:30 p.m.	Voucher/help desk <i>Michael Fowler Centre</i>
8:00 a.m. – 7:00 p.m.	Internet Café <i>Michael Fowler Centre</i>
8:30 a.m. – 9:15 a.m.	Pōwhiri, a traditional Māori welcome <i>Auditorium, Michael Fowler Centre</i>
9:15 a.m. – 10:15 a.m.	Breakfast <i>Renouf Foyer, Michael Fowler Centre</i>
10:30 a.m. – 11:00 a.m.	Opening Ceremony <i>Auditorium, Michael Fowler Centre</i>
11:00 a.m. – 11:45 a.m.	SATW Business Meeting <i>Auditorium, Michael Fowler Centre</i>
12:00 p.m. – 1:15 p.m.	Lunch and Keynote Speaker <i>Auditorium, Wellington Town Hall</i>
1:30 p.m. – 5:30 p.m.	Half-Day Tours <i>Transfer area, Michael Fowler Centre</i>
4:00 p.m. – 7:00 p.m.	Voucher/help desk <i>Michael Fowler Centre</i>
7:00 p.m. – 10:00 p.m.	Dine-Around Wellington <i>Various—please refer to your Tuesday dining voucher</i>

Wednesday, November 9

5:00 a.m. – 7:30 a.m.	First Light Photo Shoot, Zealandia: The Karori Sanctuary Experience <i>Host hotels; check convention newsletter for pickup time</i>
6:00 a.m. – 7:15 a.m.	Wellington Harbour run <i>Michael Fowler Centre</i>
7:00 a.m. – 7:00 p.m.	Hospitality Lounge <i>Michael Fowler Centre</i>
7:00 a.m. – 1:30 p.m.	Voucher/help desk <i>Michael Fowler Centre</i>
7:45 a.m. – 9:00 a.m.	Chapter Breakfasts <i>Various, Wellington Convention Centre</i>
8:00 a.m. – 7:00 p.m.	Internet Café <i>Michael Fowler Centre</i>
9:15 a.m. – 1:00 p.m.	Professional Development <i>Various, Wellington Convention Centre</i>
1:00 p.m. – 1:30 p.m.	Box lunch pickup <i>Fletcher Challenge Foyer, Michael Fowler Centre</i>
1:30 p.m. – 5:30 p.m.	Half-Day Tours <i>Transfer area, Michael Fowler Centre</i>
4:30 p.m. – 7:00 p.m.	Voucher/help desk <i>Michael Fowler Centre</i>
6:45 p.m. – 7:30 p.m.	Coach transfers <i>Host hotels</i>
7:00 p.m. – 10:00 p.m.	Offsite Dinner at The Rock <i>The Rock, Wellington</i>
9:00 p.m.	Return coach transfers begin

Thursday, November 10

7:00 a.m. – 7:00 p.m.	Voucher/help desk, Hospitality Lounge, Internet Café <i>Michael Fowler Centre</i>
7:45 a.m. – 9:15 a.m.	Council Breakfasts <i>Various, Wellington Convention Centre</i>
9:30 a.m. – 12:00 p.m.	Professional Development <i>Various, Wellington Convention Centre</i>
12:30 p.m. – 2:30 p.m.	Awards Lunch <i>Auditorium, Wellington Town Hall</i>
3:00 p.m. – 5:30 p.m.	Marketplace <i>Renouf Foyer, Michael Fowler Centre</i>
7:00 p.m. – 10:00 p.m.	Dine-Around Wellington <i>Various—please refer to your Thursday dining voucher</i>
10:00 p.m.	Wellington After Hours Pub Crawl <i>Embassy Theatre Foyer, Courtenay Place</i>

Friday, November 11

7:00 a.m. – 7:00 p.m.	Hospitality Lounge, Internet Café <i>Michael Fowler Centre</i>
7:00 a.m. – 8:00 a.m.	Buffet breakfast <i>Host hotels</i>
All day	Full-Day Tours—times vary <i>Host hotels—please refer to your FD voucher for details</i>
6:50 p.m. – 7:30 p.m.	Coach transfers (for InterContinental delegates only) <i>InterContinental Hotel</i>
7:00 p.m. – 10:00 p.m.	Farewell Gala Dinner <i>Museum of New Zealand Te Papa Tongarewa</i>
9:00 p.m.	Return coach transfers (InterContinental delegates only)

Saturday, November 12

Morning	Breakfast for those departing on post tours <i>Host hotels—please refer to newsletter for details</i>
7:00 a.m. – 7:00 p.m.	Hospitality Lounge, Internet Café <i>Michael Fowler Centre</i>
Morning	Post-convention tours depart <i>Host hotels—please refer to newsletter for details</i>
9:30 a.m. – 11:30 a.m.	Air New Zealand's Great Kiwi Champagne Breakfast <i>Amora Hotel</i>
Afternoon	Delegate departures for flights to Auckland <i>Host hotels—please refer to newsletter for details</i>



IMAGE: TOURISM NEW ZEALAND

Maps



IMAGE: IAN TRAFORD



IMAGE: TOURISM NEW ZEALAND

Flat White
150ml cup
40ml dbl shot
110ml lightly
textured hot milk





Wellington
WellingtonNZ.com New Zealand

- KEY ATTRACTIONS**
- Beehive and Parliament Buildings
 - Museum of New Zealand Te Papa Tongarewa
 - Wellington Cable Car
 - Botanic Garden
 - Westpac Stadium
 - Museum of Wellington City & Sea
 - Te Raukura Te Wharewaka o Poneke
 - Wellington Zoo
 - ZEALANDIA: The Kauri Sanctuary Experience
 - Weta Cave
- TRANSPORT**
- Wellington Domestic & International Airport
 - Railway Station & national bus services
 - Inter-island Ferries
 - Local Bus Terminal
 - Cruise Ship Terminal
 - Queens Wharf Helipad
 - State Highways
 - One way streets
 - Pedestrian streets
- AMENITIES**
- Wellington Hospital
 - Public Toilets
 - Public Showers
 - Accessible Playground
- ROUTES**
- Civic Square to Te Papa
 - Accessible Walkway & Writers Walk
 - Railway Station to Westpac Stadium
 - Accessible City Route

DRIVING DISTANCES			ATTRactions		ACCOMMODATION (plus walk times from venue)	
Wellington to Makara	25 mins	11 km	A Colonial Cottage Museum	N Michael Fowler Centre	1 Museum Art Hotel - 6 minute walk	
Wellington to Porirua	20 mins	21 km	B National War Memorial & Carillon	O Capital E	2 Amora Hotel Wellington - 2 minute walk	
Wellington to Petone	15 mins	13 km	C New Zealand Cricket Museum	P Department of Conservation	3 InterContinental Wellington - 8 minute walk	
Wellington to Lower Hutt	20 mins	16 km	D Mount Victoria Lookout	Q Wellington Cable Car Museum		
Wellington to Upper Hutt	35 mins	33 km	E Embassy Theatre	R Carter Observatory		
Wellington to Greytown	1 hr 10 mins	76 km	F Downstage Theatre	S Old Government Buildings		
Wellington to Martinborough	1 hr 15 mins	81 km	G BATS Theatre	T TSB Bank Arena		
Wellington to Masterton	1 hr 35 mins	100 km	H St James Theatre	U Reserve Bank Museum		
			I The Film Archive	V Archives New Zealand		
			J Freyberg Pool	W National Library		
			K Circa Theatre	X Alexander Turnbull Library		
			L The Opera House	Y Wellington Cathedral		
			M Wellington Town Hall & Wellington Convention Centre	Z Old St Paul's		
				AZ Katherine Mansfield Birthplace		
					SATW CONVENTION VENUE	
					★ Wellington Convention Centre	

Wellington Convention Centre

Michael Fowler Centre



★ Internet Café

The Internet Café is located in the Fletcher Challenge Foyer on the ground floor of the Michael Fowler Centre to the left of the voucher/help desk. There are 4 computers connected to internet and two printers available for your use during posted hours. You are asked that you limit your time to 10 minutes if there are people waiting. Tables and wireless internet access is also available in this area for those who brought their own laptops.

Internet Café Hours:

Mon., Nov 7	8:00 a.m. to 7:00 p.m.	Tue. – Sat. Nov 8 – 12	7:00 a.m. to 7:00 p.m.
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★ Hospitality Lounge

The Hospitality Lounge, located in the Lion Harbour View Lounge on the second level of the Michael Fowler Centre, will be set up for your convenience and comfort. There will always be a helpful hand and smile waiting for you.

Snacks, refreshments, brochures and information will be available at all times.

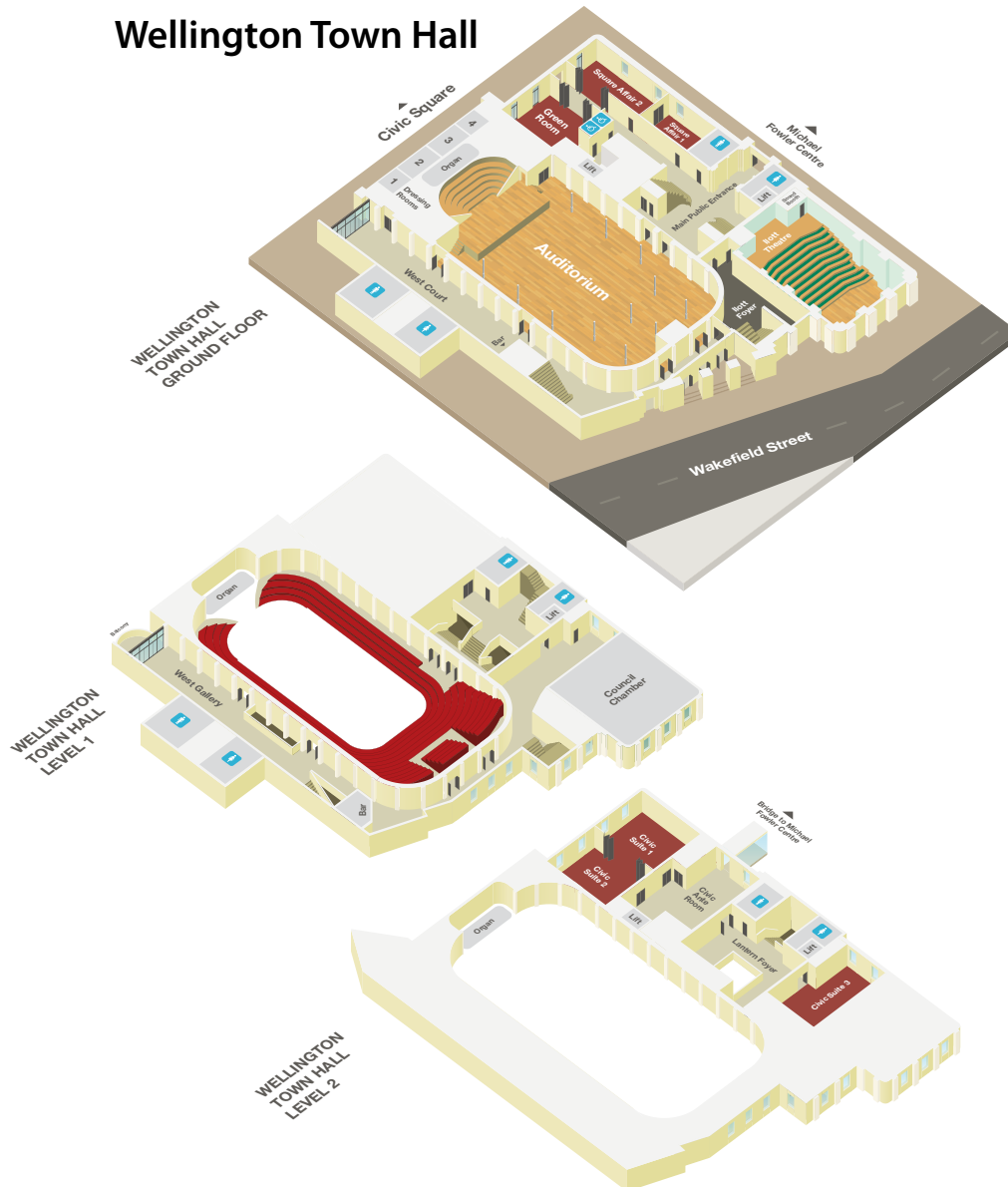
Hospitality Lounge Hours:

Mon., Nov 7	8:00 a.m. to 7:00 p.m.
Tue. – Sat. Nov 8 – 12	7:00 a.m. to 7:00 p.m.

Professional Development

Wednesday, November 9

Wellington Town Hall



9:15-10:15 a.m.	10:30-11:30 a.m.	11:45-1:00 p.m.
Generation Next: Publishing and Content Trends Shaping The Future of Editorial (CS1)	Let's Get Digital: Learning to Conquer the Digital Realm (CS1)	It's Not Easy Being Green, Sustainability in A Budget Conscious Age (GR)
Picture This: Intricacies of Photography Cooperatives (GR)	Turning Your Travel Stories Into Money-making E-books (CS2)	Guidebooks In A GPS Age (SA)
Candid Camera: An Honest Take On Making The Cut In Television (SA)	Candid Camera: An Honest Take On Making The Cut In Television (<i>Repeat</i>) (SA)	So, What's The Big Idea?: Breakthrough Marketing Campaigns (CS1)
Raising Your Q Score: Ten Tips For Branding Yourself in a Social Society (CS2)	WWGD? (What Would Google Do?): Understanding How to Leverage Google Assets (IL)	Lights - Camera - Action - Lighting On Location (CS2)
Indianapolis: The Inside Scoop on SATW Host City 2012 (CS3)	There's an App for That: Harnessing the Power of the Digital App Surge (GR)	
It's Your Right! (DR2)	It's Your Right! (DR2)	It's Your Right! (DR2)
Writing That Sells (DR1)	Writing That Sells (DR1)	Writing That Sells (DR1)

Thursday, November 10

9:30-10:30 a.m.	10:45-12:00 p.m.
WWGD?: What Would Google Do?: Understanding How to Leverage Google Assets (<i>Repeat</i>) (IL)	There's an App for That: Harnessing the Power of the Digital App Surge (<i>Repeat</i>) (GR)
Kiwi Confidential: Selling Travel Content to New Zealand Media Outlets (CS1)	Catching the Photo Editor's Eye - What Makes a Successful Image? (SA)
When Disaster Strikes - Helping Tourism Rebound after a Crisis (SA)	Coffee Talk: PR Round-Tables For Associates (CS1, CS2)
Raising Your Q Score: Ten Tips For Branding Yourself in a Social Society (<i>Repeat</i>) (CS2)	Indianapolis: The Inside Scoop on SATW Host City 2012 (<i>Repeat</i>) (CS3)
It's Your Right! (DR2)	It's Your Right! (DR2)
Writing That Sells (DR1)	Writing That Sells (DR1)

KEY

For writers

For photographers

For associates

For all

CS1: Civic Suite 1

CS2: Civic Suite 2

CS3: Civic Suite 3

GR: Green Room

SA: Square Affair

IL: Ilott Theatre

DR1: Dressing Room 1

DR2: Dressing Room 2

Convention Hotels



Amora Hotel, 170 Wakefield Street, Wellington, 6011

Tel: +64 4 473 3900, Fax: +64 4 473 3929

www.wellington.amorahotels.com

Amora Hotel Wellington

The Amora Hotel is headquarters for SATW New Zealand 2011. Located in a spectacular position overlooking the harbor, the Amora is just across the road from the Wellington Convention Centre and 2 minutes walk from the Museum of New Zealand Te Papa Tongarewa. Perfectly positioned in the central business and shopping district with all of the theaters, shops and cafés Wellington has to offer close by.

James Cowan, Director of Sales; DDI: +64 4 495 3995; Mobile: +64 0274 571 141;

Email: dos@wellington.amorahotel.com



Museum Art Hotel, 90 Cable Street, Wellington 6011

Tel: +64 4 802 8900, Fax: +64 4 802 8909

www.museumhotel.co.nz

Museum Art Hotel Wellington

The Museum Art Hotel is a 165 room luxury hotel located in the center of Wellington city opposite Wellington's beautiful harbor and New Zealand's national museum, Te Papa. On site leisure facilities include a well equipped fitness centre, sauna, indoor heated swimming pool, spa pool, and Cathy Davys Hair Design and Day Spa. Also not to be missed is the hotel's award-winning restaurant, Hippopotamus.

Claire Taylor, Sales Executive; DDI : +64 4 802 8910; Mobile : +64 (0) 2103 78890;

Email: Claire.taylor@museumhotel.co.nz



InterContinental Hotel, 2 Grey Street, Wellington 6011

Tel: +64 4 472 2722, Fax: +64 4 472 4724

www.intercontinental.com/wellington

InterContinental Wellington

InterContinental Wellington is the only internationally branded 5 Star hotel in Wellington. The hotel is located adjacent to the waterfront, within close walking distance to popular attractions and is at the center of the capital's political, commercial and corporate worlds—only a short walk from history, culture and shopping. Te Papa, Wellington's iconic Cable Car, Westpac Stadium and a host of art galleries are nearby. Experience two restaurants and bars, Chameleon Restaurant and Arizona Bar and Grill, fitness center and swimming pool.

Jacob Fleming or Jeremy Hennig, Duty Managers; DDI : +64 4 472 2722;

Mobile : +64 (0) 27 470 5014; Email: wellington@interconti.com



Short Black /
Espresso
70ml demitasse
50ml dbl shot



Professional Development Sessions

Wednesday, November 9

9:15-10:15 a.m.

Room: Civic Suite 1 (CS1)

Generation Next: Publishing Trends that Shape the Future of Editorial

Actives/Associates

Today's top magazines and websites are looking beyond standard stories for new and different angles. In this session, Samir Husni and Bob Morris will address what intrigues editors and audiences today and will look at what the future may hold for journalists and publicists. They'll unveil ways to reinvent the pitch in a rapidly changing world. Dr. Husni directs the Magazine Innovation Center at the University of Mississippi School of Journalism. Bob Morris has written for newspapers and edited magazines such as *Caribbean Travel & Life* and *Aqua*.

Panelists:

Samir Husni, aka "Mr. Magazine"TM

Bob Morris, magazine editor, novelist, custom magazine publisher

9:15-10:15 a.m.

Room: Green Room (GR)

Picture This: Intricacies of Photography Cooperatives Actives (Photographers)

This session will feature Alan Capel, the head of content for Alamy. He will present the latest stock library trends, sales structures, intricacies of photographers' cooperatives and how photographers can best use these platforms successfully. Launched in 1999, Alamy revolutionized stock photography by creating the world's first open, unedited collection of images. Its pictures come from anyone who wants to sell—a diverse mix of professional photographers, enthusiastic amateurs, stock agencies, news archives, museums and national collections. The site has a stock of more than 23 million pictures from 25,000 photographers and picture agencies.

Speaker:

Alan Capel, head of content, Alamy

9:15-10:15 a.m.

Room: Square Affair (SA)

Candid Camera: An Honest Take on Making the Cut in Television Associates

The broadcast landscape has virtually transformed overnight. From network television to traditional cable and digital cable, the opportunities for destinations to take center stage have multiplied 10-fold in the past decade. But with this growth, reaching the "right" producers with the right message and spokespersons has become more difficult. Panelists will include a leading broadcast journalist, a producer/world-wide production consultant and a top talent booker. The session will be moderated by Megan Conway, vice president of communications and PR, Travel Portland.

Panelists:

Betsy Goldman, president, Premier Booking

Julian Grimmond, managing director, Global Film Solutions

Richard Roth, broadcast journalist

Wednesday, November 9

9:15-10:15 a.m.

Room: Civic Suite 2 (CS2)

Raising Your Q Score: Ten Tips for Branding Yourself in a Social Society

Actives/Associates

In a society where perception is reality, this session will offer marketers, travel writers and photographers 10 solid tips for increasing one's profile among target audiences. Marketing expert Bobby Zafarnia will showcase how to leverage online strategies and social media platforms (Facebook, Twitter, Tumblr, Google Plus) to best advantage. He will also point out how to avoid pitfalls often linked to these platforms. This session is a sure-fire way to increase your Q score, personal brand and marketability.

Speaker:

Bobby Zafarnia, president, Praecere Interactive

9:15-10:15 a.m.

Room: Civic Suite 3 (CS3)

Indianapolis: The Inside Scoop on SATW Host City 2012

Actives/Associates

It's been 25 years since SATW's annual convention has been held in the American heartland. In 2012, Indianapolis will host the Super Bowl in February and then host SATW September 9-14. Chris Gahl with the Indianapolis IC&VA will lay out what's in store for the next convention—from driving 200 mph around the famed Indy 500 track to exploring an organic dairy farm producing products for Whole Foods; from playing at the world's largest children's museum, to staying at the world's largest JW Marriott. Get story ideas and demystify the stereotypes of one of the top 25 most visited cities in the United States.

Speaker:

Chris Gahl, director of communications, Indianapolis Convention & Visitors Association

10:30-11:30 a.m.

Room: Civic Suite 1 (CS1)

Let's Get Digital: Learning to Conquer the Digital Realm

Actives/Associates

In the digital age, mobile and social media are radically reshaping the industry and the requirements of media professionals. This perfect storm is creating both challenges and opportunities for those open to conquering the digital realm. By examining the latest trends, Chris Adams, director of online marketing for Miles Media, will point out the most important digital media and how to create new business opportunities. Examples from the media, hospitality and tourism industries will be used to illustrate best practices from around the world.

Speaker:

Chris Adams, director of online marketing, Miles Media

Wednesday, November 9

10:30-11:30 a.m.

Room: Civic Suite 2 (CS2)

Turning Your Travel Stories into Money-making E-books

Actives

In this session, Bob Morris, an e-book author, novelist, custom magazine publisher and editor, will lead a workshop on how to make money writing electronic travel books. Morris has written and edited newspapers and magazines, yet he still believes well-crafted books with narrative and visual impact are the strongest motivators for travel. Come learn how to transform travel writing features into e-books that sell.

Speaker:

Bob Morris, magazine editor, novelist, custom magazine publisher

10:30-11:30 a.m.

Room: Square Affair (SA)

Candid Camera: An Honest Take on Making the Cut in Television (Repeat)

Associates

The broadcast landscape has virtually transformed overnight. From network television to traditional cable and digital cable, the opportunities for destinations to take center stage have multiplied 10-fold in the past decade. But with this growth, reaching the “right” producers with the right message and spokespersons has become more difficult. Panelists will include a leading broadcast journalist, a producer/world-wide production consultant and a top talent booker. The session will be moderated by Megan Conway, vice president of communications and PR, Travel Portland.

Panelists:

Betsy Goldman, president, Premier Booking

Julian Grimmond, managing director, Global Film Solutions

Richard Roth, broadcast journalist

10:30-11:30 a.m.

Room: Ilott Theatre (IL)

WWGD? (What Would Google Do?): Understanding How to Leverage Google Assets

Actives/Associates

People used to pick up the phone to start researching. Now, they’re more likely to pull up Google. In “WWGD? (What Would Google Do?),” Kate Mason, Google’s Australia and New Zealand communications pro, will show how to use the site’s technology to revitalize business. She will explain Google tools that can make independent writers and photographers more effective marketers and provide tips on leveraging Google Maps on assignment.

Speaker:

Kate Mason, PhD, communications and public affairs manager, Google

Wednesday, November 9

10:30-11:30 a.m.

Room: Green Room (GR)

There's an App for That: Harnessing the Power of the Digital App Surge

Actives/Associates

Apps today are a dime a dozen. But which ones offer opportunities for you? Navigating amid a landscape that features thousands of apps, lengthy proposals from developers and specific editor requirements can challenge even the savviest minds. This panel session, moderated by SATW Active Reid Bramblett, will explore how apps can offer new business opportunities for travel writers and photographers. It will also provide a new destination marketing platform for associates. The panelists will share their inside secrets on how to make the most of the opportunity that surrounds the surge of digital apps.

Panelists:

David Carnoy, executive editor, CNET

Chris Gray Faust, writer

Stuart McDonald, creator of travelfish.org

Caffe Latte
220ml glass or cup
40ml dbl shot
180ml lightly
textured hot milk



11:45 a.m.-1:00 p.m.

Room: Green Room (GR)

It's Not Easy Being Green: Sustainability in a Budget- Conscious Age

Actives/Associates

In 1999, New Zealand launched its “100% Pure” global brand, and the environmental association was immediate and enduring. This panel session, moderated by Tania Armenta, Vice President of Marketing, Communications & Tourism at the Albuquerque CVB in New Mexico, will look at how the New Zealand tourism industry has become a leader in environmental sustainability—particularly in a global tourism industry more focused on price and budget. Four leaders from New Zealand’s tourism industry will offer insights, recommendations and practical advice for any destination or organization embarking on “green travel” initiatives. This session will also provide an overview of the new United States Visitor Care Code, being launched in 2011 by the Center for Sustainable Tourism and explain how it will benefit destinations across the country.

Panelists:

Chris Adams, Moderator, Miles Media and Center for Sustainable Tourism

Tim Cossar, CEO, Tourism Industry Association New Zealand



David Morgan, general manager, Air New Zealand Airline Operations and Safety

Justin Watson, general manager, marketing communications, Tourism New Zealand

David Wilks, director, commercial business unit, New Zealand Department of Conservation

Wednesday, November 9

11:45 a.m.-1:00 p.m.

Room: Square Affair (SA)

Guidebooks in a GPS Age

Actives

Kindles, iPads and other mobile devices have transformed the traditional guidebook. This panel will focus on how Amazon, Apple, online libraries and self-publishing are revolutionizing travel guides. Panelists include the author of *Frommer's New Zealand* guidebooks, one of New Zealand's largest selling nonfiction authors, a leading e-book author, a top online editor and the creator of a leading travel site. Each will discuss how to break into this emerging market.

Panelists:

Ian Brodie, New Zealand photographer and author

David Carnoy, executive editor, CNET

Stuart McDonald, author, creator of travelfish.org

Bob Morris, magazine editor, novelist, custom magazine publisher

Adrienne Rewi, author of *Frommer's New Zealand*

11:45 a.m.-1:00 p.m.

Room: Civic Suite 1 (CS1)

So, What's the Big Idea?: Breakthrough Marketing Campaigns

Associates

Uncover the secrets of successful campaigns with this panel session profiling the top travel marketing and public relations campaigns of the past two years. Moderated by Karyl Leigh Barnes, senior vice president/partner, Development Counsellors International, the workshop will feature:

Country Campaign: The evolution of one of the world's leading travel brands—"New Zealand, 100% Pure"

U.S. State Campaign: Colorado's groundbreaking social media campaign—"Snow at First Sight"

U.S. City Campaign: Greater Philadelphia Tourism Marketing Corp.'s "With Love, Philadelphia XOXO," the 2010 HSMAI Adrian Platinum Award Campaign Winner

Hotel Campaign: Hilton Hotels & Resorts' deal with Paramount Pictures for prominent placement in the Oscar-nominated George Clooney flick *Up in the Air*, the 2010 HSMAI Adrian Best in Show Campaign Winner



Panelists:

Robert V. Allegrini, vice president, communications-the Americas and luxury brands, Hilton Worldwide

Catherine Bates, general manager, brand and international public relations, Tourism New Zealand

Meryl Levitz, president, Greater Philadelphia Tourism Marketing Corp.

Charles Mardiks, co-founder, MMG Mardiks, on behalf of Colorado Tourism

Wednesday, November 9

11:45 a.m.-1:00 p.m.

Room: Civic Suite 2 (CS2)

Lights – Camera – Action: Using Lighting on Location

Actives (photographers)

This session for intermediate to advanced photographers will showcase the use of flash on location, both as fill and as a primary lighting source. Expert photographer Simon Woolf will show how to use flash subtly to ensure proper exposure. He will also demonstrate profile exposure compensation with flash and discuss when and how to use rear-curtain synch. Using bounce flash, video and torchlight, he'll explain how to use light to create drama, a third dimension and add an X-factor to images. The use of small portable strobes, both on camera and off-camera using "slaves," will also be demonstrated in an effort to showcase how such techniques can enhance environmental portraits, landscapes and architecture.

Speaker:

Simon Woolf, principal, Photography by Woolf

Thursday, November 10

9:30-10:30 a.m.

Room: Ilott Theatre (IL)

WWGD? (What Would Google Do?): Understanding How To Leverage Google Assets (Repeat)

Actives/Associates

People used to pick up the phone to start researching. Now, they're more likely to pull up Google. In "WWGD? (What Would Google Do?)," Kate Mason, Google's Australia and New Zealand communications pro, will show how to use the site's technology to revitalize business. She will explain Google tools that can make independent writers and photographers more effective marketers and provide tips on leveraging Google Maps on assignment.

Speaker:

Kate Mason, PhD, communications and public affairs manager, Google

9:30-10:30 a.m.

Room: Civic Suite 1 (CS1)

Kiwi Confidential: Selling Travel Content to New Zealand Media Outlets

Actives

In this session, moderated by SATW Active Annette Thompson, travel editors from New Zealand's top two publications will offer insight into market potential, journalistic trends and current opportunities for selling your travel stories in their island nation. They'll also share their know-how on pitching stories and photos to Kiwi publications and how to close the sale. Among the publications discussed will be New Zealand's glossy travel magazine, *Let's Travel*, and the leading newspaper, *The Dominion Post*—new business opportunities for savvy SATW writers and photographers.

Panelists:

Gary Dickson, editor at large/travel editor, *Let's Travel* magazine

Cameron Williamson, travel editor, Fairfax Media's *The Dominion Post* and *Stuff*

Thursday, November 10

9:30-10:30 a.m.

Room: Square Affair (SA)

When Disaster Strikes: Helping Tourism Rebound After a Crisis Associates

Earthquakes, hurricanes, oil spills, pandemics, tornadoes, crime, boycotts, recession: The tourism industry in North America and around the globe has been buffeted by one crisis after another in recent years. Experts in handling crisis communications will discuss, among other things, New Zealand's recent earthquakes and Mexico's negative headlines. The session will be moderated by Peggy Bendel, author of the forthcoming book, *"It's a Crisis: Now What?"* Panelists will offer tips from their experiences.

Panelists:

Mark Glickman, president, Glickman Group

Luis Felipe Nuño Ramirez, director of tourism, Guadalajara

9:30-10:30 a.m.

Room: Civic Suite 2 (CS2)

Raising Your Q Score: Ten Tips for Branding Yourself in a Social Society (Repeat)

Actives/Associates

In a society where perception is reality, this session will offer marketers, travel writers and photographers 10 solid tips for increasing one's profile among target audiences. Marketing expert Bobby Zafarnia will showcase how to leverage online strategies and social media platforms (Facebook, Twitter, Tumblr, Google Plus) to best advantage. He will also point out how to avoid pitfalls often linked to these platforms. This session is a sure-fire way to increase your Q score, personal brand and marketability.

Speaker:

Bobby Zafarnia, president, Praecere Interactive

10:45 a.m.-12:00 p.m.

Room: Green Room (GR)

There's an App for That: Harnessing the Power of the Digital App Surge (Repeat)

Actives/Associates

Apps today are a dime a dozen. But which ones offer opportunities for you? Navigating amid a landscape that features thousands of apps, lengthy proposals from developers and specific editor requirements can challenge even the savviest minds. This panel session, moderated by SATW Active Reid Bramblett, will explore how apps can offer new business opportunities for travel writers and photographers. It will also provide a new destination marketing platform for associates. The panelists will share their inside secrets on how to make the most of the opportunity that surrounds the surge of digital apps.

Panelists:

David Carnoy, executive editor, CNET

Chris Gray Faust, writer

Stuart McDonald, creator of travelfish.org

Thursday, November 10

10:45 a.m.-12:00 p.m.

Room: Square Affair (SA)

Catching the Photo Editor's Eye: What Makes a Successful Image?

**Actives (Photographers/Editors)/
Associates**

Editors, photographers, public relations professionals and travel marketers are often faced with finding the best image to tell a story or convey a scene. In this session, participants will learn what makes a worthy photo and how to select supporting imagery. Moderated by SATW photographer, Michael Snell, Catherine Bates of Tourism New Zealand, expert photographer Simon Woolf and Alan Capel, head of content for leading stock agency Alamy, will address how a photographer can choose a winning selection for a publisher, how editors can identify images that support a story and what qualities Associates should seek when purchasing photos for their image library. The SATW New Zealand Shootout photos will be showcased as examples as we discuss color, lighting and composition, and how to connect the reader with the medium, in print or online.

Panelists:

Catherine Bates, general manager, brand and international public relations, Tourism New Zealand

Alan Capel, head of content, Alamy

Simon Woolf, principal, Photography by Woolf

10:45 a.m.-12:00 p.m.

Room: Civic Suites 1 and 2 (CS1 and CS2)

Coffee Talk: PR Roundtable for Associates

Associates

Professionals in travel and tourism public relations share a unique set of challenges and opportunities. In this roundtable session, moderated by Leslie Cohen, executive vice president/partner, LDPR, discuss the complexities facing the industry in today's competitive marketplace. The workshop will uncover concepts and resolutions that can help transform your work day, increase the effectiveness and reach of your communications efforts and drive visitor arrivals and bookings.

10:45 a.m.-12:00 p.m.

Room: Civic Suite 3 (CS3)

Indianapolis: The Inside Scoop on SATW Host City 2012 (Repeat)

Actives/Associates

It's been 25 years since SATW's annual convention has been held in the American heartland. In 2012, Indianapolis will host the Super Bowl in February and then host SATW September 9-14. Chris Gahl with the Indianapolis IC&VA will lay out what's in store for the next convention—from driving 200 mph around the famed Indy 500 track to exploring an organic dairy farm producing products for Whole Foods; from playing at the world's largest children's museum, to staying at the world's largest JW Marriott. Get story ideas and demystify the stereotypes of one of the top 25 most visited cities in the United States.

Speaker:

Chris Gahl, director of communications, Indianapolis Convention & Visitors Association

Long Black
150ml cup
90ml hot water
50ml dbl shot



One-on-One Sessions

Wednesday, November 9:

9:15 a.m.-1:00 p.m.

Thursday, November 10:

9:30 a.m.-12:00 p.m.

Writing That Sells

Room: Dressing Room 1 (DR1)

Actives

This one-on-one session with journalism PhD, Dr. Grant Hannis, head of the school of journalism at Wellington's Massey University, will provide writers with the insight needed to reach one's creative potential. While most time slots have been booked prior to the convention, and writing samples submitted, one might still be able to meet with Dr. Hannis. Actives (and interested Associates) should directly contact Dr. Hannis on the convention floor.

Writing Coach:

Dr. Grant Hannis, head of school of journalism, Massey University

It's Your Right!

Room: Dressing Room 2 (DR2)

Actives/Associates

This one-on-one session with a legal representative will detail what rights and protections you and your work have in both traditional and digital media. During 15-minute sessions, SATW's legal counsel, Anthony Elia, will be available to address your legal needs. While most time slots have been booked prior to the convention, there is additional availability. Actives (and interested Associates) are invited to book appointments directly with Mr. Elia on the convention floor, until all appointment slots have been filled.

Consultant:

Anthony Elia, attorney at law



IMAGE: CHRIS MCLENNAN

Speakers and Panelists



Chris Adams

director of online marketing, Miles Media Group

(milesmedia.com;
sustainabletourism.org)

Chris Adams is director of online marketing for Miles Media Group, the world's largest destination media company. He also serves as chairman for the U.S. Center for Sustainable Tourism, a leading university research and education center based in North Carolina. Adams has served as CEO, New Zealand Visitor & Convention Bureau; head of marketing for Jasons Travel Media Ltd; and Assistant to the General Manager at Sky Television in London. He has an MBA from the University of Colorado at Boulder and a bachelor of management studies with honors from Waikato University. Adams is currently based in Auckland, New Zealand and was runner up Feature Writer of the Year at the Qantas New Zealand Media Awards.



Robert V. Allegrini

vice president, communications—the Americas and luxury brands, Hilton Worldwide

(hilton.com)

Robert Allegrini is a hospitality executive who manages the public relations team serving all the Hilton family of brands' full-service, corporately managed properties throughout the Western hemisphere. In 2005, Allegrini authored the book

Chicago's Grand Hotels, which was subsequently made into a documentary narrated by Bill Kurtis. Allegrini's services to the Italian American community have been recognized both by Italy's former royal family, the House of Savoy, which made him a Cavaliere (Knight) in 1991, and by the Republic of Italy which made him a Commendatore (Knight Commander) in the Order of Merit in 2002. He is a graduate of Northern Illinois University and completed a graduate fellowship at the University of Florence in Italy.



Tania Armenta

vice president of marketing, communications & tourism, Albuquerque Convention & Visitors Bureau

(itsatrip.com)

Tania Armenta is vice president of marketing, communications & tourism, for the Albuquerque Convention & Visitors Bureau (ACVB). In 2010, her division won the 2010 HSMAI Best in Show Award for digital marketing. Armenta is the chair of the Heart of New Mexico Regional Marketing Board and board member/past president of the Tourism Association of New Mexico. She is active in the community, volunteering with the Albuquerque International Balloon Fiesta® and United Way, which lead to her being named one of the top "40 Under 40" in New Mexico Business Weekly's PowerBook. Armenta earned her Bachelors of Journalism with an emphasis in Advertising and Public Relations from the University of Nebraska.



Karyl Leigh Barnes

partner/senior vice president, Development Counsellors International

(aboutdci.com)

Karyl Leigh Barnes joined DCI in 1998, and today is the managing partner of DCI's tourism practice. Since 1960, DCI has represented more than 400 countries, regions, states and cities, directing marketing campaigns that drive investment and visitor arrivals. Today, DCI Tourism encompasses public relations/marketing, travel trade marketing, meeting and incentive sales, and tourism investment attraction. Barnes holds a master's degree in global marketing communications and advertising from Emerson College, Brussels, Belgium, and is professionally accredited in marketing communications by the International Advertising Association.



Catherine Bates

general manager, brand and international public relations, Tourism New Zealand

(newzealand.com)

Catherine Bates is responsible for the integration of Tourism New Zealand's brand, international PR and marketing insights. She also leads www.newzealand.com, the country's consumer travel website. Having worked for Tourism New Zealand for 16 years, Bates has extensive

tourism marketing and management experience. She has an excellent track record of delivery in tourism marketing in strategy, brand, research, online, and campaign planning management and implementation. Graduating from Massey University in 1994, Bates has a BBS Hons, majoring in Management, and DBS, majoring in Business Communication.



Peggy Bendel

president, Bendel Communications International

(bendelcommunicationsintl.com)

Peggy Bendel is a globally-recognized expert in travel marketing, crisis communications and media training. A principal in the iconic “I Love New York” campaign, she joined Development Counsellors International in 1985 and launched Bendel Communications International in 2009. Recognized with a “Lifetime Achievement” award by the Hospitality Sales and Marketing Association International, Bendel contributes to a range of industry publications, including *Travel Marketing Decisions*, *PR Tactics* and *O'Dwyer's PR Report*. She is the author of the forthcoming book *It's a Crisis! Now What? A Step-by-Step Crisis Communications Handbook for the Global Hospitality Industry*.



Reid Bramblett

writer

(reidsguides.com)

Reid Bramblett's trip-planning site, Reidsguides.com, has been recommended by *CNN*, *USA Today*, *SmartMoney*, and *National Geographic Traveler*. It won the Lowell Thomas Silver award for Best Internet Site and was declared “Among the best” by Arthur Frommer. He is the author of ten guidebooks, Contributing Editor to *Budget Travel* magazine and Condé Nast's *Concierge.com*, a former daily travel reporter for MSNBC.com, and has written for *TravelandLeisure.com*, *The Miami Herald*, *Modern Bride*, *Dallas Morning News*, and *Newsweek*. Bramblett lectures regularly at the Smithsonian and serves as occasional guest host of “The Travel Show” on WOR710am. He has also appeared as a travel expert on CNN, FOX News, CNNfn, NPR, and the Travel Channel's “Great Cruises” series.



Ian Brodie

photographer and author

(ianbrodie.net)

Ian Brodie is an accomplished photographer and author based in the rural town of Matamata on the North Island of New Zealand. One of New Zealand's best-selling non-

fiction authors, his *The Lord of the Rings Location Guidebook* was one of the inaugural Booksellers Platinum Award titles. *Cameras in Narnia*, simultaneously published in four countries, had one of the largest initial print runs of any New Zealand book. Brodie has now published 18 books featuring New Zealand, its varied landscapes, warbirds and film. Yet photography is his passion and he loves nothing better than his time behind the lens.



Alan Capel

head of content, Alamy

(alamy.com)

While working as a freelance cartoonist, Alan Capel stumbled across the world of stock photography. Starting as a picture researcher at Tony Stone Images, he then ran the physical library in the days before digital. He was instrumental in the switch from analogue to digital, including the development of the sophisticated keyword approach implemented by Getty Images. Capel joined Alamy shortly after its inception in 2000. As head of content, he is responsible for Alamy's images and the recruitment and management of contributors. The site has more than 23 million stock, news and historical pictures from more than 25,000 photographers and picture agencies. He much prefers drawing to taking pictures and has co-authored four cartoon books.

**David Carnoy***executive editor, CNET*

(cnet.com)

For more than 11 years, David Carnoy has been an executive editor at the leading technology site CNET. Here, he covers a wide range of gadgets and gizmos and writes the Fully Equipped column, which carries the tag line “The electronics you lust for.” An expert on eBooks and e-reading devices, he’s also the author of the novel, *Knife Music* (Overlook Press), a bestseller on the Kindle. Carnoy’s insight is sought after by broadcast media, and he often jokes that he sometimes plays a “tech expert” on TV. He has a MFA in creative writing from Columbia University.

**Leslie Cohen***executive vice president/partner,
LDPR*

(ldpr.com)

Leslie Cohen is a PR and consumer marketing specialist with a proven track record of generating awareness for her travel and tourism clients and overseeing complex multi-faceted national media programs. Since she joined LDPR in 2000, Cohen has worked alongside Laura Davidson to expand the agency’s client roster and develop their talented staff. Previously, she was a senior vice president at Porter

Novelli in New York, where she ran the firm’s Travel Group. Cohen led the Princess Cruises team to unprecedented back-to-back PRSA (Public Relations Society of America) Silver Anvil awards as well as the CIPRA awards (Creativity in Public Relations from Inside PR magazine) and the best of Show and Platinum awards from HSMAL.

**Megan Conway***vice president of communications &
public relations, Travel Portland*

(travelportland.com)

Megan Conway is the vice president of communications and public relations for Travel Portland, the destination marketing organization for Portland, Ore. Between a previous stint with Travel Portland as a public relations manager and her current role, Conway served as a senior PR manager with Adidas, which has its American headquarters in Portland. There she worked on major global initiatives such as the Beijing Olympics and the 2010 World Cup in addition to leading running, soccer and football new product launches. Conway’s experience spans the tourism and consumer products industries as she spent the early part of her career as an Account Supervisor at Weber Shandwick, representing clients such as Jim Beam, Coca-Cola and Microsoft.

**Tim Cossar***chief executive, Tourism Industry
Association (TIA)*

(tianz.org.nz)

In July 2008, Tim Cossar began his role as the chief executive of the Tourism Industry Association of New Zealand. Here, he strives to ensure that TIA is recognized as a central player and valued contributor to tourism development and growth. Prior to joining TIA, Cossar was chief executive of Positively Wellington Tourism, where he was instrumental in developing the award-winning “Have a Love Affair with Wellington” campaign. He has served as CEO of the QEII National Trust, General Manager of Tourism Rotorua (now Destination Rotorua Tourism Marketing), and been active on industry steering groups, including the New Zealand Tourism Strategy Ministerial Advisory Group and the Regional Tourism Organizations of New Zealand (RTONZ), which he chaired.

**Gary Dickson***editor at large/travel Editor, Let’s
Travel magazine*

(letstravelmag.com)

Gary Dickson has been in magazine publishing for more than 12 years and in the past five of those years he has successfully launched three titles of his own. He has been

Macchiato
70ml demitasse
50ml dbl shot
A touch of
textured hot milk



travelling the globe since he was 21 and still gets a buzz when visiting fresh destinations for the first time. *Let's Travel* magazine is without a doubt New Zealand's most read and best consumer travel magazine. The glossy bi-monthly title has carved a niche for itself in the market and regularly features articles from New Zealand to Namibia and from Australia to Alaska.



Anthony Elia
attorney, SATW
(anelaw.com)

Anthony Elia is a New York City attorney whose practice focuses on intellectual property and general litigation. He negotiates publishing deals, options and licenses, but also makes frequent visits to state and federal courts on behalf of his clients. With respect to his writer clients, Elia negotiates contracts, provides counsel regarding liability issues, reviews manuscripts and handles publisher/writer disputes. As the Attorney of Record for SATW, he provides the Society with legal advice on a range of issues and specializes in commercial litigation, copyright, libel, publishing, trademark and intellectual property law. Elia regularly writes on copyright and publishing issues, including for the *SATW Traveler*. Anthony practices and lives in New York City.



Chris Gray Faust
digital writer
(caroundtheworld.com)

Travel journalist, Chris Gray Faust, is the author of the Philadelphia Essential Guide app for iPhone and iPad, a weekly columnist at Frommers.com a contributor to CruiseCritic.com, and a former travel editor at *USA Today*. Her destination travel blog, Chris Around the World, won a Lowell Thomas Travel Writing award for blogging in 2010 and is syndicated on *USA Today's* travel website as part of their Travel Alliance. Faust has a bachelor's degree from Northwestern University's Medill School of Journalism, a master's degree from Brown University and stints as a reporter for the *Times-Picayune* and editor for the *Philadelphia Inquirer* to her credit. She currently lives in Seattle with her husband, photography enthusiast Don Faust.



Chris Gahl
communications director, Indianapolis
Convention & Visitors Association
(visitindy.com)

Chris Gahl serves as director of communications for the Indianapolis Convention & Visitors Association. Before representing Indy, he was part owner of a communications firm in Honolulu, Hawaii, helping the state's various visitor bureaus with marketing/PR. He is a member of the Super

Bowl 2012 Host Committee and will help Indianapolis execute its game plan from a public relations standpoint. During his travels, Gahl has stepped onto five continents and 43 islands. He holds a degree in broadcast journalism from Butler University.



Mark Glickman
president, The Glickman Group Inc.
(theglickmangroup.com)

Mark Glickman is a respected public relations and marketing advisor with more than 25 years of corporate and hospitality experience. When it comes to crisis management, he has a successful track record of providing rapid response and crisis communication counseling to clients on everything from lawsuits and litigation to ski deaths, a massive earthquake, plane crashes, fires and hurricanes. Glickman was recently selected as one of the "Top 25 Most Extraordinary Minds in Sales & Marketing" by the Hotel Sales & Marketing Association International (HSMIAI). His domestic and international experience includes stints as Director of Sales and Marketing at Mauna Lani Resort in Hawaii's The Big Island, Wintergreen Resort in Virginia and El Cid Resorts in Mazatlan, Mexico.

**Betsy Goldman***president, Premier Booking*

(premierbooking.net)

Since founding Premier Booking, Betsy Goldman has focused on generating national broadcast media coverage for clients, with a special focus on national morning shows. Prior to this, Goldman was a senior editorial producer at MSNBC in charge of editorial content for Deborah Norville Tonight. She spent 15 years at CNN, where she was a booker for Newsstand and The Point with Greta Van Susteren, and a senior editorial producer for Anderson Cooper 360, Connie Chung Tonight and Paula Zahn Now. Goldman has covered hard news including the Rodney King riots, the O.J. Simpson trial and the William Kennedy Smith trial. A graduate of the University of North Carolina at Chapel Hill, Goldman also co-hosted ESPN2's Purina Dog Challenge for a year.

**Julian Grimmond***managing director, Global Film Solutions (pending approval)*

(globalfilmsolutions.com)

Julian Grimmond is an executive producer, screen production consultant, multiple Primetime Emmy * Award winning producer and nominee for the Producer Guild of America's Producer of the Year. He has overseen productions on all

continents. Today, Julian's business interests include Global Film Solutions, screen industry risk management specialists, with clients covering most of the US networks and studios; BG Media, a television commercial production and media communications company; and Mountain Film Unit, a television and film company producing content for New Zealand, USA and UK networks. Since 2008, he has also been Chairman of Film New Zealand. This government-backed agency markets and promotes New Zealand as one of the world's best destinations, an industry worth \$2.8 billion annually to New Zealand.

**Dr. Grant Hannis***professor, Massey University*

(massey.ac.nz)

Dr. Grant Hannis runs the journalism program at Massey University in Wellington, New Zealand. The Massey program is the country's leading journalism school, with its graduates regularly winning top industry awards. Among other things, Hannis teaches feature writing and freelancing, business journalism, reporting on other cultures and grammar for journalists. Before coming to Massey, he spent 14 years as a senior writer at *Consumer* magazine, the New Zealand equivalent of *Consumer Reports*. Hannis has published hundreds of articles over the years, including freelance travel pieces, and has travelled extensively. He spent the second half of 2010 in the United States as a Fulbright Senior Scholar based at San Francisco State University.

**Samir Husni***aka "Mr. Magazine"*

(mrmagazine.com)

Samir Husni is the director of the Magazine Innovation Center at the University of Mississippi, School of Journalism and a Professor and Hederman Lecturer at the School of Journalism. *CBS News Sunday Morning* and *The Chicago Tribune* have dubbed him "the planet's leading expert on new magazines." Dr. Husni is the author of the annual *Samir Husni's Guide to New Magazines*, which is now in its 26th year. He has presented seminars on trends in American magazines to the editorial, advertising and sales staff of all the nation's top publishing houses, including Hachette Filipacchi, Hearst Corp., Meredith Corp., and the Swedish magazine group Bonnier and such societies as the National Society of Black Journalists, the Japanese Magazine Publishers Association, and the American Press Institute.

**Meryl Levitz***president and CEO, Greater Philadelphia Tourism Marketing Corp.*

(visitphilly.com)

As head of the GPTMC, Meryl Levitz has expanded Philadelphia's regional tourism, worth \$8.7 billion in economic impact and accounting for more than 85,000

regional jobs annually. For Levitz, the key to building the economic engine of tourism is partnership—increasing visitor spending by bringing together groups with similar interests to develop promotional programs that reach high-yield markets. GPTMC implements integrated marketing strategies to build image and visitation, using research, advertising, public relations and a strong online presence. Their successful, award-winning campaigns include the fun and well-loved With Love, Philadelphia XOXO®.



Charles Mardiks

co-founder, MMG Mardiks

(mmgmardiks.com)

Charles Mardiks brings 20 years of global travel and tourism public relations experience to a dynamic, results-driven marketing communications agency. Since the agency's inception in 2002, he has built the firm into one of the fastest growing travel specialty agencies. Mardiks directs a team of highly-skilled marketing and public relations solution providers. He and his team have orchestrated successful brand- and business-building campaigns for clients, such as the Hertz Corporation, MasterCard, Colorado Tourism, Sarasota Convention and Visitors Bureau, San Francisco Convention and Visitors Bureau, the Kennedy Space Center, Midwest Airlines, Travel Guard, Hotel Missoni, Radisson Blu Hotels and Resorts, Radisson Edwardian Hotels, Renaissance Hotels and Resorts, Regent Hotels and Resorts, Rocky Mountaineer and Regent Seven Seas Cruise Lines.



Kate Mason

Ph.D., communications and public affairs manager, Google

(google.com)

Kate Mason came to Google to learn how to speak a different kind of geek. Now she manages Google's consumer and policy communications for Australia and New Zealand, and is active in upholding Google's mission—to organize the world's information and make it universally accessible and useful. Mason has extensive experience in media training, research and writing, and is the former editor of *InSite*, the publication of The Centre for Policy Development. She completed her Ph.D. in literature at the University of New South Wales, in Australia, with a focus on contemporary American fiction and the post-9/11 political environment. It was funded by a PhD merit scholarship, awarded in 2005.



Stuart McDonald

author

(travelfish.org)

After years of working merely to fund his travel habit, Australian-born Stuart McDonald finally began a travel writing career by self-publishing guidebooks to Vietnam and Thailand in the mid-1990s. He loved the region so much he moved to Bangkok and launched Travelfish.org in 2004. The

site has developed into one of the largest dedicated Southeast Asia travel planning sites, serving 15 million page-views annually. Travelfish.org initially distributed PDF travel guides (with more than 50,000 downloaded), but McDonald sees the future of travel guides lying with mobile devices. The site now offers iPhone destination guides that have been praised by *The Telegraph* and called the “new benchmark in iPhone travel content” by Gadling. He now works from Bali, having swapped two backpacks for two children.



Captain David Morgan

*general manager, Air New Zealand
Airline Operations and Safety*

(airnewzealand.com)

David Morgan joined Air New Zealand in 1985, after a career in General Aviation. After flying various aircraft types on both line and training operations Morgan joined the Flight Operations management team in March 1996. He has held various senior operational management positions and in March 2008, was appointed GM Airline Operations and Safety. In this role, Morgan is responsible for determining the policy, procedures and standards by which our aircraft are operated, is accountable for the delivery of airline logistical support and for defining, implementing and reporting on operational safety. He also has group emergency management and security responsibilities.

Mochaccino
300ml cup
50ml dbl shot
Chocolate powder
or syrup
250ml lightly
textured hot milk



Bob Morris

magazine editor, novelist, custom
magazine publisher

(bobmorris.net)

Bob Morris's career has embraced all realms of the publishing industry, from newspapers and magazines to fiction and non-fiction books. A graduate of the University of Florida, he was a columnist for *USA Today*, the *Orlando Sentinel* and *The New York Times* regional newspaper group. Morris launched *AQUA*, a magazine for water-sports enthusiasts, which became part of *Sport Diver*. He has served as editor of *Caribbean Travel & Life* and *Robb Report Exceptional Properties* and contributes to *National Geographic Traveler*, *Bon Appetit*, and *Virtuoso Life*. Morris is the author of a series of mystery novels from St. Martin's Minotaur and was a finalist for the Edgar Allan Poe Award for best first novel. He also teaches creative writing at Rollins College.



Luis Felipe Nuño Ramirez

director, Guadalajara Visitors and
Convention Bureau

(vive.guadalajara.gob.mx)

Born in Guadalajara, Mexico, Luis Felipe Nuño Ramirez has more than 20 years of experience in research, sales and marketing. He is presently Director of the Guadalajara

Visitors and Convention Bureau, and is currently completing his doctoral studies at Malaga University, Spain. His research interests lie in visitor behavior, destination development, planning and marketing, with a focus on meetings and conventions. Sr. Ramirez was a professor of Tourism and hospitality management at the University of Guadalajara and University Autonoma of Guadalajara.



Adrienne Rewi

author

(adriennerewiimagines.blogspot.com)

Adrienne Rewi is the author of seven editions of *Frommer's New Zealand* and the forthcoming first edition of *Frommer's New Zealand Day By Day*. She has published three other non-fiction titles and assorted short stories and is a contributor to the Frommer's publication *Dream Vacations*. In a forty-year career that has included newspaper journalism, fifteen years spent as a full-time artist, freelancing, travel guide writing, short story writing, photography, blog writing and sub-editing, there isn't much Rewi hasn't written about. When not organizing her next overseas trip, taking photographs or writing her next book, she is based in Christchurch writing for numerous New Zealand and international magazines.



Richard Roth

journalist

(cbsnews.com/stories/2002/10/09/
broadcasts/main524930.shtml)

In a career spanning four decades and most of the globe, Richard Roth has covered wars and natural disasters, politics, football and haute couture fashion. As a correspondent for CBS News and NBC News, he has received major honors, including four Emmy Awards, an Overseas Press Club award, the George Foster Peabody Award and a DuPont-Columbia University Silver Baton. Roth was one of the original correspondents on the CBS News documentary *48 Hours on Crack Street*, precursor of the current weekly series. At NBC News, he was a lead correspondent during coverage of the death of Princess Diana and with the Vatican press corps, he traveled with the Pope on 21 foreign trips. He is a graduate of Columbia University (MS) and was honored an honorary doctorate from Union College.



Michael Snell

photographer

(www.michaelcsnell.com)

Photographer Michael C. Snell travels the world collecting experiences that he shares with others through his images. Having grown up with a darkroom in his basement,

photography has always been an integral part of his life. An avid traveler as well, Michael fused his two interests into a career when he began shooting locations on assignment for a variety of publications and licensing his travel photos through stock agencies. His images have appeared on the web and in travel guides, books, magazines, newspapers, brochures and calendars around the world. Michael and his wife, writer Sally M. Snell, are also partners in a video podcast called “Travel by the Pint” (www.travelbythepint.com) that features interviews with craft brewers and brewpub owners that they encounter in their travels.



Annette Thompson

writer

(annettethompsontravel.com)

Annette Thompson is a freelance journalist working out of Birmingham, Alabama. She spent a couple of decades writing about the American South for *Southern Living* magazine, where she created award-winning stories, web projects and books. Now she focuses on destinations around the entire U.S. and the world. Thompson has a master's degree in English literature from University of Alabama at Birmingham, where she has also lectured.



Justin Watson

general manager of marketing communications, Tourism New Zealand

(tourismnewzealand.com)

Justin Watson is responsible for the strategic development and deployment of Tourism New Zealand's international marketing campaigns. He joined Tourism New Zealand from McDonald's, where he played key marketing roles for five years, the last three and a half as the Director of Marketing. Watson's career has also included a variety of marketing roles with Coca Cola and DB. He has sound strategic marketing and management experience and a demonstrated track record of successfully achieving marketing and business outcomes, including equity building, new product/brand development, brand and channel strategies, media planning, research, communications and consumer and trade activations.



David Wilks

director, New Zealand Department of Conservation (DOC) Commercial Business Unit

(tourismnewzealand.com)

David Wilks recently joined the Department of Conservation to lead the newly formed Commercial Unit, providing a business perspective to the Department of Conservation's commercial activities and interests. In

his new role he will support the commercial activity that operates on conservation land, look for ways that DOC can improve revenue in partnership with these operators and encourage the private sector to increase its engagement in conservation activity. He came from Tourism New Zealand where he was the General Manager Tourism Development responsible for destination management support for New Zealand's 100% Pure marketing message. Prior to that Wilks has held marketing and sales roles with the TAB, Gallagher Group, Wrightson and Colgate-Palmolive.



Cameron Williamson

journalist

(stuff.co.nz)

Cameron Williamson is an accidental tourist, travel writer and editor. Despite a globetrotting childhood, he left New Zealand as a teen on a one-way ticket. He left his Swiss Army knife under the pillow on the Kho Samui ferry, his heart in San Francisco, a large quantity of blood in south London, some skin on the French Alps, and a few brain cells in Formentera. He left room for a career in journalism on Fleet Street and in New Zealand, edited outdoor magazines, newspaper features and travel articles in print and online, and is never far from an adventure in the hills, lakes, rivers or oceans near his home in Wellington. Today, Williamson is the travel editor of Fairfax Media's *The Dominion Post* and *Stuff*.



Simon Woolf

principal, Photography by Woolf

(woolf.co.nz)

Simon Woolf is a principal of leading Wellington image company, Photography by Woolf, one of New Zealand's longest-standing and most successful photographic studios. He is an Associate of the Australian Institute of Professional Photography, SWPP, and BPPA; holds an Accolade of Photographic Mastery – Wedding and Portrait Photographers International; was a James White Scholarship recipient in 2004 and in 1990 was awarded a Medal for Services to the Community. Woolf is a Fellow of The Photographic Society of New Zealand and holds Masters Qualifications in New Zealand and internationally.



Bobby Zafarnia

president, Praecere Interactive

(praecere.com)

Bobby Zafarnia brings more than a decade of experience in business public relations, political bodies and international circles to the front lines of media, branding and strategic consulting. As a communications specialist for key members of Congress and heads of state, licensed attorney and government relations expert, he has led global PR campaigns that blend traditional and social media to create winning strategies for clients. Prior to Praecere, Zafarnia was Director in the Issues & Crisis Group at Burson-Marsteller. He counseled Fortune 100 companies and international clients and advised on widely known brand products/

services. Zafarnia has a law degree from George Mason University, a Master's Degree in Public Administration from George Washington University, and a Bachelor's Degree from Vanderbilt University.



SATW Events

First Timer's Reception and Welcome Reception

Monday November 7; 6:00 p.m. (First Timer's), 7:00 p.m. (all delegates)

The first official function of the SATW Convention will be held at Te Raukura Te Wharewaka O Poneke. This is a wonderful opportunity for first time attendees to hobnob with their buddies and meet SATW's Board of Directors. Pick up hints and pointers on how to best make use of SATW and its conventions—and get a head start on networking. The entire delegation joins at 7:00 p.m. to partake in some of New Zealand's finest food and wine.

Built to house two ceremonial *waka taua* (war canoes) and *waka ama* (outrigger canoes), Te Raukura opened in February 2011. The site was previously harbor frontage for Te Aro Pa, one of Wellington's largest Māori communities until the 1880s.

The *waka taua* is the largest and most detailed of the single-hulled war canoes built by Māori, used for ceremonial purposes today. One of the two *waka taua* on display was carved from a kauri tree estimated to be more than 1,000 years old. The *waka taua* at Te Raukura can be launched directly into the harbor, along with the *waka ama*, New Zealand's traditional six-person outrigger canoes. The structure is overlaid with an exterior *korowai* (cloak), an outer layer covering the body of the building, draping down its sides—symbolic of waka sails.

Coach transfers depart the InterContinental Hotel (only) at 5:45 p.m. for First Timer's Reception and from 6:45 p.m. for the Welcome Function.

Return transfers to InterContinental Hotel (only) from 9:00 p.m.

Dine-Around Wellington

Tuesday and Thursday November 8 and 10, 7:00 p.m.

Wellington has long been recognized as both the cultural and culinary capitals of New Zealand. While Auckland is spread out, Wellington's central city, particularly on Cuba Street, Courtenay Place and the streets just off, is the hub for top restaurants, bars, cafes and cheap ethnic eateries, as well as cinemas, art galleries and theatres.

Dine-Around restaurant vouchers will be picked at the voucher/help desk located in the Wellington Convention Centre. As Wellington is a walking city, a map will be available on the reverse side of your voucher to assist with making your way to the restaurant.

Offsite Dinner at The Rock

Wednesday November 9, 7:00 p.m.

This cocktail function contains a little bit of everything to ensure you see New Zealand from every possible angle. Six different stations will provide tastes of Aotearoa's great bounty, accompanied by fine wine from a top regional vineyard. Entertainment is provided by acclaimed kiwi singer/songwriter/pianist Shaun Preston, followed by an eclectic and artistic production that is sure to wow you. The evening transpires in an iconic structure that has become Wellington's newest architectural landmark.

Coach transfers departing from all convention hotels at 6:45 p.m.

Return transfers to all convention hotels from 9:00 p.m.



Wellington After Hours Pub Crawl

Thursday, November 10, 10:00 p.m.

Award winning bars Matterhorn and Motel make the list on WorldsBestBars.com, and stack their trophy cabinets with local and international accolades. But within five minutes of these hallowed halls are basement dance clubs, boutique beer bars, 20's-style gentlemen's clubs, rum bars and disco dance floors. You can even find somewhere to pour your cocktails from teapots. Wellington has amazing bars and nightlife, but some of the best locations are the least obvious—you have to go looking. Or have some local insight.

If you want to enjoy Wellington After Hours, meet up in the lobby of The Embassy Theatre in Courtenay Place at 10p.m. (after the DineAround on Thursday). We've got a handful of night owls, bar-owners and mixologists who would guide you into places you would never find without some inside knowledge. First drink is on us.

**Bongo /
Piccolo Latte**
100ml glass
30ml dbl shot
70ml lightly
textured hot milk



IMAGE: LESS SILK

Farewell Gala Dinner

Friday November 11, 7:00 p.m.

The finale of SATW's New Zealand Convention promises to be something very special and will be held at Museum of New Zealand Te Papa Tongarewa.

Te Papa is New Zealand's internationally recognized national museum—a landmark in the heart of Wellington, with spectacular views of the harbor. Renowned for being bicultural, scholarly, innovative and fun, the collections span five areas: art, history, pacific, Māori and natural Environment. Explore the galleries, but don't miss the skill and craftsmanship of the Academy Award-award winning Weta Workshop that will be taking place live on the sidelines!

Coach transfers begin departing from the InterContinental Hotel (only) at 6:50 p.m.

Return transfers to the InterContinental Hotel (only) begin at 9:00 p.m.



Dine-Around

"As top Sydney chef Justin North recently noted, New Zealand has always had top class produce, but only in the last ten years has the country produced the restaurants to do justice to it. Wellington restaurants like Logan Brown and Martin Bosley's would hold their own against any in Sydney—or anywhere in the world."

-David Burton, restaurant critic of Cuisine Magazine and the Dominion Post newspaper and author of the recently published book New Zealand Food Cookery.



Tuesday and Thursday, November 8 & 10

Bettys Function House & Bar



Contact: Jed Coleman
Chef: Sahil Hussien
32 Blair Street
Tel: +64 4 803 3766

Betty's is an award-winning function house and bar situated in Wellington's Courtenay Quarter. Downstairs has a walk through wine cellar and a small private chef's table (Bettys Kitchen Table). The restaurant serves modern Kiwi cuisine and one of New Zealand's best cocktail lists.

Boulcott Street Bistro



Contact: John Lawrence
Chef: Rex Morgan
99 Boulcott Street
Tel: +64 4 499 4199
Web: www.boulcottstreetbistro.co.nz

The gourmet bistro dishes served at Boulcott Street Bistro highlight natural flavours and showcase the classic combinations that you will find on all the best bistro menus throughout the world. Since 1991, Boulcott Street Bistro has been serving modern innovative food as well as some classics such as fillet béarnaise and crème brûlée. In traditional bistro style, dinner is casual dining.

Chow Tory

Contact: Naomi Gose
Chef: Tony Dong
45 Tory Street
Tel: +64 4 382 8585
Web: www.chow.co.nz



Fresh Asian Cuisine in a relaxed modern environment. Vegan and vegetarian friendly with dairy and gluten free options. Open until at least midnight every night.

Crazy Horse The Steak House



Contact: Adam Cotter
Chef: Lucas Tock
129 Willis Street
Tel: +64 4 801 5152

Crazy Horse The SteakHouse has become an institution in New Zealand, winning multiple industry awards since it first opened in 2006. Crazy Horse The Steakhouse offers a celebration of New Zealand and Australian wines and meats bringing the best of New Zealand produce to the table with style.

Dockside Restaurant

Contact: Keegan Wierzbicki

Chef: Dylan Franklin-Clegg

Shed 3, Queens Wharf, 2-6 Jervois Quay

Tel: +64 4 499 9900



Dockside Restaurant offer the largest dining on deck experience in New Zealand and offer a beautiful seafood oriented menu which is updated daily and a fantastic wine list.

Duke Carvell's Swan Lane Emporium

Contact: Lorenzo Bresolin

Chef: Richard Samways

6 Swan Lane

Tel: +64 4 385 2240



Duke Carvell's is one of Wellington's hidden gems and a much loved and celebrated eatery. The evening menu is a selection of smaller tapas dishes which, combined, form a palate of tastes and encourages a very social and communal dining experience.

Foxglove Bar & Kitchen

Contact: Amy Fitzgerald

Chef: Colin Barclay

33 Queens Wharf

Tel: +64 4 460 9410

Web: www.foxglovebar.co.nz



The Foxglove team offers a contemporary gastro menu where attention is placed on sourcing the best sustainable products and applying simple classic flavours with modern cooking

techniques. The informal Foxglove menu boasts sustainable line caught fish & seafood, dry and wet aged Angus beef, a wide variety of imported cheeses from Spain, France and Australia and 12 flavours of house made chocolates, ice-creams and sorbets.

Fratelli

Contact: Ferdi Petagna

Chef: Blair Waddington

15 Blair Street

Tel: +64 4 801 6615

Web: www.fratelli.net.nz



Fratelli is Wellington's freshest authentic Italian restaurant and is true to its name (which translates as 'Brothers'). It's owned by two brothers who have chosen to specialise in 100% fresh homemade pastas, gnocchi risottos and wood fired pizza. Fratelli takes bits of the old traditional Italian cooking styles and assembles them in new modern ways, all served in its warm modern Italian themed dining room and accompanied by a range of fine Italian wines.

The General Practitioner

Contact: Kirsten Kelling

Chef: Andy Potts

Corner Willis & Boulcott Street

Tel: +64 4 499 6001

Web: www.thegp.co.nz



In a premium gastro pub environment, The General Practitioner takes its name from its history as the building was originally constructed for Dr. Henry Pollen in 1902.

The "GP" offers the best in craft beer and New Zealand wild food and the evening menu is written daily, allowing them to select the best ingredients available.

Hippopotamus Restaurant and Bar

Contact: Marion Hervo

Chef: Laurent Loudeac

Museum Art Hotel, 90 Cable Street

Tel: +64 4 802 8935

Web: www.hippopotamus.co.nz



At Hippopotamus you'll experience exquisite French influenced cuisine in a glamorous environment that boasts breathtaking views of the beautiful Wellington harbour.

Logan Brown Restaurant

Contact: Rahna Smith

Chef: Shaun Clouston

192 Cuba Street

Tel: +64 4 801 5114

Web: www.loganbrown.co.nz



Logan Brown Restaurant has been the Supreme Winner of the Restaurant of the Year Awards, and its menu exhibits the best of New Zealand produce in dishes that are always outstanding and never fussy. Swift unpretentious service, an exemplary wine list, an atmosphere that is elegant yet relaxed and delicious food make Logan Brown a most memorable dining experience.

Martin Bosley's Restaurant

Contact: John Paul

Chef: Martin Bosley

Royal Port Nicholson Yacht Club, 103 Oriental Parade

Tel: +64 4 920 8302

Web: www.martin-bosley.com



Martin Bosley's Yacht Club Restaurant has a fabulous waterfront location overlooking Clyde Quay Marina, offering panoramic views of Wellington and the harbour. For fine dining with a seafood bent, Martin Bosley's is a Wellington highlight.

Matterhorn Restaurant

Contact: Amy Fitzgerald

Chef: Dove Verheul

106 Cuba Street

Tel: +64 4 384 3359

Web: www.matterhorn.co.nz



Matterhorn Restaurant has several award winning accolades to its name as well as the NZ Bar of the Year Award (three years in a row). Matterhorn Restaurant serves full meals as well as boldly imaginative tapas and small plates for grazing into the small hours.

Monsoon Poon

Contact: Mike Egan

Chef: Raju Rai

12 Blair Street

Tel: +64 4 803 3555

Web: www.monsoonpoon.co.nz



Monsoon Poon is a vibrant and busy south-east Asian restaurant. Guests sit and view an open kitchen, watching the chefs wield their tools whilst preparing and cooking a fabulous array of food from Vietnam, China, Thailand, India, Indonesia and Malaysia. Eatertainment at its best.

Motel

Contact: Kyle Simpson/
Tom Edgerton

Chef:

Level 1, 4 Forresters Lane

Tel: +64 4 384 9084

Web: www.motelbar.co.nz



Serving quality cocktails and tapas bites for over a decade, the team at Motel is driven by service, attention to detail and a commitment to truly good libations. They're passionate and knowledgeable about what they do; just ask. They only play vinyl records on their turntables - Bespoke to you!

Osteria del Toro

Contact: Kelli Williams

Chef: John Allred

60 Tory Street

Tel: +64 4 381 2299

Web: www.osteriadeltoro.co.nz



Osteria del Toro is a Mediterranean restaurant drawing on the cuisine from Spain, Italy, Greece and Morocco. Osteria del Toro presents a culinary snapshot of the Mediterranean's wonderful cuisine, including fragrant Moroccan tagines, Spanish paellas, authentic Italian-style pizzas and many other delicious offerings.

Pravda

Contact: Glen Houston

Chef: Adam Rickett

107 Customhouse Quay

Tel: +64 4801 8858

Web: www.pravdacafe.co.nz



Located in the middle of the city, Pravda is a well established restaurant/cafe with a vibrant coffee culture and European influenced cuisine and décor.

Rata Cafe

Contact: Peter Laurenson

Chef: Chris Nicholls

ZEALANDIA Visitor Centre, 53 Waiapu Road, Karori

Tel: +64 4 922 1139

Web: www.visitzealandia.com



RATA is the picturesque cafe located within ZEALANDIA: The Karori Sanctuary Experience. The venue offers views over the historic lower lake and the space is light and airy.

Shed 5

Contact: Stephen and John

Chef: Geoff Ngan

Queens Wharf

Tel: +64 4 499 9069

Web: www.shed5.co.nz



Shed 5 Restaurant enjoys a stunning waterfront location and the menu has a seafood focus which is aptly matched with an extensive choice of local and international wines.

The Tasting Room

Contact: Ella O'Dowd

Chef: Janet Gray

2 Courtenay Place

Tel: +64 4 384 1159

Web: www.thetastingroom.co.nz



The Tasting Room is a modern interpretation of the traditional public house, known as a gastro pub; offering the best in food and drink. The venue incorporates elements of the West Coast past brought together in a sophisticated contemporary environment of leather, oak and stone.

The White House

Contact: Ian Hornblow

Chef: Paul Hoather

232 Oriental Parade

Tel: +64 4 385 8555

Web: www.whr.co.nz



For 18 years The White House has consistently ranked amongst the capital's finest restaurants with stunning views over the harbour. They use only the best organic, seasonal ingredients and while some of are imported, wherever possible they source from local producers, small boutique suppliers, and even their own roof top garden. Their cellar offers an extensive selection including some very rare vintages alongside exquisite local and boutique wines.

Affogato
300ml cup
Scoop of vanilla
ice cream
50ml dbl shot



Optional Tours

Monday, November 7

For those who arrive into Wellington in the morning (i.e., not on a pre-tour, all of which arrive late afternoon), two guided tours will introduce us to New Zealand's capital. Both of these options depart from the Fletcher Challenge Foyer at the Michael Fowler Centre, a short walk from the convention hotels—no advance signup required.

Capital by Coach

2:00-4:00 p.m.

A two-hour coach tour will explore Parliament, Old St. Paul's, the Mount Victoria lookout and more. Be aware that this tour will cover some of the same sights visited on HD-08 (Inspiration Tour) and HD-13 (Snapshot of Wellington). If you are booked on one of these half-day tours we recommend taking the walking tour below, visit Te Papa, or check with the Hospitality Lounge for alternate suggestions.

Capital on Foot

3:00-4:30 p.m.

This 90-minute downtown walking tour provides an insider's glimpse into Wellington. Our cheery guide Jennifer will point out local landmarks, the best places to shop, to grab a coffee and to take a photo. It's a chance to get our bearings in this compact convention city, allowing us to become immersed like a local before the opening night festivities.

On Your Own – Te Papa

While our closing night dinner is scheduled to take place at Te Papa, we guarantee it won't be nearly enough time to discover the national museum of New Zealand. Located just five minutes from the convention centre, the facility's five floors exhibit Kiwi art, culture, science, history and more—it's a perfect place to duck in if the weather isn't co-operating. Admission is free.



Wednesday, November 9

First Light Photo Shoot, Zealandia

5:00-7:30 a.m.

In a forested valley just minutes from downtown Wellington, some of New Zealand's rarest native animals thrive in a unique refuge. The Karori Sanctuary Trust is a not-for-profit community organization with an extraordinary 500-year vision: to restore a corner of mainland New Zealand as closely as possible to the way it was "the day before humans arrived." The sanctuary comprises a square mile of regenerating lowland forest and wetlands providing safe haven for some of the country's most iconic and endangered native animals, including tuatara, little spotted kiwi, saddleback, hihi and giant weta. In addition to guiding photographers to some of the best vantage points, Wellington photographer Simon Woolfe will outline the history of the valley and its diverse ecosystems. Coach pickup from the Museem Art Hotel departs at 5:00 a.m. with Amora and InterContinental Hotel pickups a few minutes later; return to the Wellington Convention Centre by 7:30 a.m. No advance signup required.

Wellington Harbour Run

6:00-7:15 a.m.

Join fellow delegates and our Kiwi hosts for a fun, informal daybreak run along the Wellington waterfront—what Lonely Planet calls "a beautiful harbour and walkable shoreline, hillsides clad in pretty weatherboard houses, and some of the freshest city air on the planet." Meet at Michael Fowler Centre; no advanced sign up required.

Half-Day Tours

Tuesday and Wednesday November 8 and 9



HD-01 – Boutique Beer Tasting

The perfect match for beer-lovers

This inner city walking tour will visit several Wellington bars and taverns for tastings of iconic New Zealand beers, accompanied by the stories, provenance, production methods and tasting notes for each. As the country develops more microbreweries and seasonal beers, food pairing is gaining in popularity. So, delicious food will accompany the beer. The tour will be hosted by Neil Miller, a highly regarded local beer writer and commentator—exactly the kind of Kiwi character with whom you want to sample the suds. NOTE: This tour operates on Wednesday only.



HD-02 – A Walk in the Native Bush

A world away, just around the corner

The Hutt Valley is the gateway to Wellington's outdoors, providing easy access to rivers and mountains. Just a 15-minute drive from the capital city, we'll be transported into the landscapes New Zealand is renowned for. A beautiful stream falls from the hills, through the gorge and empties into Wellington Harbour; our pathway follows a similar route, winding up at Korokoro Dam, the country's first concrete dam. The Hutt Valley was the site of the first organized settlement by the New Zealand Company in 1840, and many "firsts" are waiting to be discovered at the end of walkways threading through the region.



HD-03 – Capital Arts

Inside the art scene of the coolest little capital in the world

Wellington is the cultural capital of New Zealand, and a strong vein of film production, theatre, visual and performance art runs through the city. We'll focus on the collections of museums and galleries that feature the best of historical and contemporary New Zealand artists. We'll also visit private studios and galleries to see local artists at work, and learn about the culture and creative themes of the city's internationally renowned artists and craftspeople. With stimulating sculptures popping up throughout the city—many of them taking advantage of the region's breezy personality—we'll stroll the Wellington Writer's Walk along the harbor past large text sculptures.



HD-04 – Carter Observatory

Where Māori mythology meets Big Bang science

Travelers have always followed the stars. At Carter Observatory, we'll discover how the early Polynesian explorers navigated the Pacific Ocean, following the skies of the Southern Hemisphere. Here, Māori, Polynesian and Western astronomy is interpreted together, mingling to produce an experience different from anywhere else in the world. In Carter Observatory's digital full-dome planetarium, astronomers will give you a distinctly New Zealand view of the Southern Skies, mingling science and stories.



HD-05 – World Class Shopping, Kiwi Style

Meet designers and jewelers in New Zealand's City of Style

Creativity and design are showcased on this tour through the City of Style. Wellington is home to some of the very best shopping in New Zealand, and this inner city walking tour will visit leading designers in the fields of fashion, skin care, leather goods, merino clothing and precious gem jewelry. The focus is on Wellington designers and we'll meet with them to discover the faces behind the inspirations—retail therapy with a story. Top it off with a glass of New Zealand bubbly in a stylish venue to finish!



HD-06 – Efil Doog Garden of Art

A garden flowering with art; a gallery in touch with nature

A visit to Efil Doog, New Zealand's first "Garden of Significance," is an easy ramble through the artistic world of its owners. Pine plantations, stream bridges, rolling green lawns, natives and bonsai are all presented on 11 acres among the bush-clad hills of the Akatarawa Valley just north of Wellington. Dotted throughout the private gardens are artworks in a range of styles. These artworks are crowned by an on-site gallery presenting important early New Zealand original paintings. Nearby Hutt City was New Zealand's first garden city and the heritage continues through excellent private and public gardens dotted throughout the valley.



HD-07 – Gourmet Walking Tour

Discover Wellington through its food, coffee and wine

Your taste buds will enjoy every minute of this ramble. Explore New Zealand's culinary capital on a gourmet walkabout with Zest Food Tours, sightseeing with a friendly guide who'll share an insider's take on the best food in the places Wellingtonians know and love. We'll exercise our palates and discover Kiwi tastes and gourmet products—locally roasted coffee, regional cheeses and chocolate—and root through the city's bastion of flavor, Moore Wilson's Fresh Market.



HD-08 – The Inspiration Tour

Wellington in a nutshell

This is Wellington 101—a memorable overview of the city's icons. Take a trip on the Wellington Cable Car; from the top enjoy the far-reaching panorama over the city. In Thorndon, New Zealand's oldest suburb, visit Parliament buildings, Old St Paul's Cathedral and the famous Beehive, New Zealand's seat of government. Travel around the earthquake-scarred South Coast and see the distant ranges of the South Island, overlooked by houses perched on steep, rocky hills. We'll enjoy views of the harbor and Matiu-Somes Island, a deceptively pretty conservation island where prisoners of war were quarantined during World War II.



HD-09 – Māori Heritage

An immersion into Aotearoa's unique culture

New Zealand's *tangata whenua*, or indigenous people of the land, are Māori. Their rich heritage makes Aotearoa (New Zealand) special and on this tour you'll experience the *manaakitanga* (hospitality) offered to visitors to the "land of the long white cloud." You may never forget the one-of-a-kind experience of the welcome at a local *marae* (meeting place), then discovering art and tradition that spans three centuries. This unique tour will include demonstrations of Māori art and craft—an opportunity for us to create something special to bring home and to view work from leading Māori artists.

Cappuccino
190ml cup
30ml dbl shot
110ml lightly
textured hot milk





HD-10 – Bike around the Bay

Two wheels are better than four

An introduction to Wellington—by bike. The relaxed pace on flat, sealed roads and pathways makes this tour suitable for riders with limited cycling experience. We'll start with brief instruction from an experienced guide before heading off to discover some of Wellington top sites and great scenery. Riding past Te Papa Museum, historic waterfront buildings, Queens Wharf, Waitangi Park and Oriental Bay are just some of the highlights, while the views around Wellington Harbour surround us like an artist's backdrop. There will be time to stop for a coffee and/or ice cream and to chat with the guide about Wellington and other cycling opportunities in New Zealand.



HD-11 – Mountain Biking the South Coast

Confident riders rewarded

Wellington's rugged South Coast is a wonderful combination of raw country and scenic vistas. Experienced by four-wheel drive vehicles it's impressive; tackling it on a mountain bike makes the journey a stunner. Starting at the edge of Taputeranga Marine reserve, the tour heads off-road towards Sinclair Head. Along the way the magnificent views of the Cook Strait and South Island beyond will make it hard to keep your eyes on the track, and we may get lucky and see New Zealand fur seals. This tour is suitable for cyclists with some off-road biking experience; the route is largely by unsealed track. (An alternate route may be chosen in the event of inclement weather.)



HD-12 – Rugby Rules—Go All Blacks!

No helmets, no pads for New Zealand's national sport

This year's Rugby World Cup climaxed in Auckland on October 23, 2011. But for many Kiwis, rugby is considered to be more important than, well, anything! The sporting spirit will be apparent when we visit Petone Rugby Club, the site of the first rugby game in the North Island and the second most prolific contributor of players to the ranks of the All Blacks, New Zealand's national team (and the all-time leading point scorers in the World Cup). We'll get rugby skills training with experts from Rugby & Beyond, who include regional coaching coordinators and former All Blacks in their team. They'll introduce us to the game's basic principles and go through some drills of the finer points of rugby, but they've promised to go easy—all fitness levels, ages and sexes welcome! NOTE: This tour operates on Tuesday only.



HD-13 – Snapshot of Wellington

Wellington from a different angle

Capture Wellington's picturesque landmarks and learn creative photographic techniques on this tour. A local photographer-guide will ensure amateur photographers get the best views of the city's top sights, including Mount Victoria for harbor panoramas, and the rugged South Coast with the South Island on the horizon (weather permitting). Locations will cover both modern and historical architecture, a wide range of public art and sculptures, New Zealand's Parliamentary House and its "Beehive," as well as a scenic drive along the city's most popular beaches. Our guide will assist us with getting the best possible angles and answer questions on lighting, exposure, composition, and other photo-related topics, as well as entertain us with stories about Wellington.



HD-14 – The Container of Treasures

Art and other riches of New Zealand's national museum

Te Papa, the Kiwi national museum, also houses New Zealand's national art collection. An Art Curator or Collection Manager will escort us on a rare visit to areas of the collection not normally open to the public. We'll also see how this new generation museum uses interactive techniques to tell New Zealand's stories, invigorating the presentation of art and artifacts. Peek at the museum's Colossal Squid exhibit and experience the exhilarating OurSpace rides—take a virtual dive to an underwater volcano in The Deep Ride or a high-adrenaline, extreme sport experience on The High Ride.



HD-15 – Te Papa Māori Experience

Behind the scenes of the Māori collection

Te Papa is New Zealand's national museum, sharing the stories of Aotearoa New Zealand and the people who live here. We'll join a Māori curator or collection manager for an insightful behind-the-scenes visit of the collection. Explore *taonga* Māori (cultural treasures), and hear the stories of how these *taonga* are a living part of Māori history and culture. We will experience the richness of Māori heritage through the Mana Whenua exhibition and The Marae, a communal meeting place, and discover plants traditionally used for food, medicine and clothing in Bush City. The tour concludes with *kapu tī*—a hot drink and traditionally inspired food.



HD-16 – Middle Earth Filming Locations

Visit the sites where the movies were filmed

Wellington is the home to New Zealand moviemaking and was production central for Peter Jackson's *Lord of the Rings* trilogy, earning the capital the name "Wellywood." This tour reveals key film locations within an hour of central Wellington, hosted by a local *Lord of the Rings* expert who'll share entertaining behind-the-scenes insights. Highlights include the outskirts of the Shire, the Gardens of Isengard, River Anduin, Helm's Deep and Minas Tirith. Stroll where the hobbits raced to the ferry and hid from the Nazgul, through the elf kingdom of Rivendell and alongside the Fords of Isen. With *The Hobbit* now in production for 2012 release, New Zealand's film industry looks to be thriving for the foreseeable future—a solid angle for travel stories.



HD-17 – Wellywood

Visit the Weta Cave and the first Lord of the Rings filming location

Located on the outskirts of Wellington in Miramar, Weta Workshop and Weta Digital created the Academy Award-winning special effects for the *Lord of the Rings* trilogy, *Avatar*, *King Kong* (2005) and other movies. This tour visits the "Wooded Road," site of the start of principal photography for *The Fellowship of the Ring* (where the Hobbits hid from the Nazgul). Then it's on to the Weta Cave, where a video tour takes us behind the scenes with exclusive insights into the creativity and imagination that goes into crafting the art of Weta. We'll come face to face with some of the characters, props and displays from some of the movies in the mini museum and display area and we'll be able to purchase souvenirs.



HD-18 – The Original Wild Child

Twentieth-century Wellington through the eyes of Katherine Mansfield

The early 20th century wasn't a time for rebels in New Zealand society, but short story writer Katherine Mansfield was just that, emerging as perhaps the country's most distinguished author. It's amazing how much is left of Mansfield's Wellington, and we'll spend the afternoon following in her footsteps around Thorndon, Lower Hutt and the Eastern Bays of Wellington Harbour. The landscapes and many of the buildings—including her birthplace—still exist for us to see the influences captured in her enduring stories. NOTE: This tour operates on Tuesday only.



HD-19 – Seal Colony & Wind Farm Tour

Harnessing Kiwi Power

This tour—introduced in 2011—takes in some of New Zealand’s most spectacular scenery. We’ll travel past points of environmental interest before arriving at West Wind, New Zealand’s largest wind farm located on stunning Terawhiti Station. Travel around the farm in comfortable, air-conditioned vehicles with plenty of opportunities for photos, plus an entertaining commentary from our Kiwi guide. After taking in Terawhiti sheep station, the wind turbines, historic Wellington goldfields, the tour breaks for afternoon tea at a New Zealand fur seal colony.



HD-20 – Zealandia: The Karori Sanctuary Experience

A global leader in responsible tourism with a 500-year vision

Just 10 minutes from central Wellington, Zealandia: The Karori Sanctuary Experience is a groundbreaking eco-attraction. New Zealand’s unique natural history and world-renowned conservation movement is brought to life with a state-of-the-art indoor exhibition. Then step through the predator-proof fence into the valley, home to some of the country’s rarest birds, reptiles and insects, a sanctuary laced with 30 kilometers (20 miles) of walking tracks. Ranger Guides will help us spot native wildlife and explain why they are so threatened. With a goal to restore a corner of New Zealand as closely as possible to the way it was before humans arrived, Zealandia is a don’t-miss for those interested in nature, voluntourism and sustainability.



HD-21 – Jackson Street

Step inside a story, not just a store

When the New Zealand Company (of London) designated places for initial colonization, it chose Petone on the far side of Wellington Harbour as the site of the first organized settler village, in 1840. Today, Petone’s Jackson Street is a heritage-listed avenue lined with 1930s architecture that has become a major attraction for its owner-operated galleries, cafés, restaurants and boutique retail opportunities, a centerpiece of Hutt Valley tourism and urban renewal. A Jackson Street local will guide you through unique stores and landmarks with personal introductions from the area’s larger-than-life personalities.



HD-22 – Sustainable Wellington

Green initiatives in the heart of the city

Underpinning New Zealand's natural environment is the Māori concept of *kaitiakitanga*, or guardianship of the environment. Wellington is home to some world-class sustainable initiatives including Ohtel, an eco-driven boutique hotel built with the future in mind. A world away in style—but just across the road—is YHA Wellington, a hostel that was winner of the 2010 UK Virgin Responsible tourism award for “best large accommodation.” Visible throughout the city is the Wellington wind turbine and on the waterfront is New Zealand's first purpose built “green” office building. Wellington tourism operators were quick to adopt New Zealand's Qualmark Green, a sustainable business tool and criteria being championed in unusual places. Our sustainable tour of Wellington will provide an opportunity to meet the people passionate about all things green.

NOTE: This tour operates on Wednesday only.



HD-23 – Meet the Chef

Inside two top Wellington kitchens

Enjoy exceptional hidden culinary experiences as we head behind the scenes into the working kitchens of some of Wellington's top kitchens. See, smell, hear and taste the action in professional kitchens and share secrets with the chefs. Our group will be divided into two experiences. One will visit Floriditas Bakery (where the chefs eat when they're not helming their own kitchens!) and Logan Brown Restaurant, chosen the 2009 Supreme New Zealand Restaurant by Cuisine Magazine. The second group heads to Monsoon Poon (one of Wellington's first to have an open kitchen) and Martin Bosley's Restaurant, chosen the 2008 Supreme New Zealand Restaurant by Cuisine Magazine.



HD-24 – On Your Own

Spend the afternoon exploring Wellington at your own speed.

Full-Day Tours

Friday, November 11

WAIRARAPA

The Wairarapa is a region of big skies, wide valleys and small, charismatic towns. Just an hour's drive or train ride from Wellington, the Wairarapa Valley opens up before you fringed by mountains to the west and rugged coast to the east. The place Māori call "land of glistening waters" offers a true escape. The Wairarapa is one of New Zealand's top food and wine destinations, specializing in Old World-style pinot noir, and is at the heart of the Classic New Zealand Wine Trail touring route.



FD-01 – Agriculture and Farms of the Wairarapa

Including New Zealand's national museum of sheep and shearing

Masterton is the commercial heart of the Wairarapa and the commerce in this region is farming. Each year the International Golden Shears sheep shearing competition is held here, the pinnacle of achievement for the world's top shearers. The Wool Shed is New Zealand's national museum of sheep and shearing, explaining past and modern farming and shearing methods. After a tour of the museum, complete with a shearing exhibition, we'll get onto the land at a nearby working sheep farm to watch sheepdogs muster livestock. We'll try calling the dogs with our own shepherd's whistle and finish our stay with heartland hospitality in the form of homemade scones and billy tea.



FD-02 – Gardens and Crafts of the Wairarapa

New Zealanders making their mark on the landscape

The climate and soils of the Wairarapa are ideal for growing fine wine and produce and also provide fertile ground for keen gardeners. We'll travel by train into the Wairarapa region to visit two very different local gardens, Richmond and Assisi gardens, each recognized as one of New Zealand's "Gardens of Significance." The country town of Carterton is home to a thriving arts and crafts community and throughout the day we'll meet a variety of creative local artists in their studios. We'll lunch at Gladstone Vineyard, home to one of the world's three female Scottish winemakers.



FD-03 – Big Sky Wairarapa

The southern sky from two vantage points

We'll look skywards on this unique tour. Built to the same scale as Stonehenge in England, Stonehenge Aotearoa is a complete and working structure designed to help people explore the mysteries of our past and learn how early cultures—including New Zealand Māori—used the sun, moon and stars for life and survival. Visit Aratoi, the regional museum of art and history with a growing collection of Māori treasures. Then, at Vintage Aviator, we'll explore one of the largest airworthy collections of original and flying WWI aircraft in the world. Exclusively restoring and manufacturing aircraft from the 1914-18 period, guides will relay the history of each aircraft from a time almost 100 years ago when planes were built of wood and fabric and pilots did not wear parachutes!



FD-04 – Luxury Lodge and Farm Tour

A visit to Wharekauhau Country Estate

One of New Zealand's most spectacular farms, this "super lodge" is dramatically situated on a 5,500-acre sheep station overlooking Palliser Bay. Wharekauhau has provided relaxation and privacy for some of New Zealand's most exclusive visitors—and now us. Hosts Nico and Kristy de Lange will showcase the dreamy accommodations and then we'll make the most of a day spent on this working farm. Wharekauhau's long list of activities includes walking, mountain biking, clay target shooting, archery, horse riding and surfcasting along Palliser Bay. Bonus: Wharekauhau's kitchen is a regular award-winner.



FD-05 – Wairarapa Wine Exploration

Old World Burgundy meets New World Pinot Noir

The unique terroir of the Wairarapa makes it a gourmand's paradise. With a population of just 1,400, the boutique wine village of Martinborough has over 25 wineries within walking distance of its town square. The first vines were planted in 1883 and most of today's wineries are family businesses producing bottles of outstanding quality. This tour offers the chance to meet pioneer New World winemakers (even singing vintners!) while tasting Wairarapa's specialties of chardonnay, pinot gris, botrytis riesling and the region's star variety, pinot noir. We'll have time to sample some of the boutique food offerings too—the village is a popular weekend haunt for Wellingtonians.



FD-06 – Gourmet Greytown

Go slow and savor Victorian-era Wairarapa

New Zealand's first planned inland town, Greytown swells with Wellingtonians on weekends—they browse the antique stores and indulge a café lifestyle. We'll take time to interview enthusiastic specialty food producers as well as sample mouth-watering local treats, guided by hosts who believe a greater understanding of the people and skills behind the products really brings local food and wine alive. Our day in this quaint town will allow plenty of time to wander, taking in the Victorian-era atmosphere (Greytown claims to have the most complete main street of Victorian architecture in the country) and chic shopping.



MARLBOROUGH

Located at the northern tip of the South Island, the Marlborough region is crowned by the Marlborough Sounds, 1,500 kilometers (930 miles) of coastline, bays, beaches and native bush. This maritime playground offers some of the world's best boating and diving, fishing, eco-tours, scenic native bush walks and lodges. But Marlborough is also New Zealand's largest grape-growing region with 130 wineries producing internationally acclaimed wines (three-quarters of the country's total). World-renowned for sauvignon blanc, Marlborough has a growing reputation for aromatics varieties.



FD-07 – Swimming with Dolphins

Interact with wild dolphins in their natural environment

Revel in the Marlborough Sounds' natural beauty on this day with Dolphin Watch Ecotours. We'll be on the lookout for dusky, bottlenose, common and rare Hector's dolphins that thrive in the region's rich ecosystem. We'll view these mammals up close and, if conditions allow, head into the water to swim and play with the marvelous creatures—wetsuits, fins, mask and snorkel will be provided. The Marlborough area is also frequented by fur seals and a variety of seabirds, and we may be lucky enough to spot orcas that occasionally pass through. Your guides are passionate about the environment and will share stories about New Zealand's wildlife and conservation.



FD-08 – Marine Wildlife and Motuara Island

Birdwatcher's expedition to a conservation island

Cruise to Lochmara Lodge and Wildlife Retreat for a wine-matched lunch and a tour of the Kakariki (native parrot) breeding program. Lochmara Lodge is a New Zealand Tourism 2010 Winner of the Conservation in Action award. In the afternoon we'll cruise the Marlborough Sounds to Motuara Island where Captain Cook claimed sovereignty over the South Island in 1770 and what is now a Department of Conservation bird sanctuary. We'll take an easy tramp—that's Kiwi for hiking—through the island with local Wilderness Guide Steve Gibbons who'll explain the area's history, flora and fauna.



FD-09 – New World Winemaking

Three approaches to winemaking, farming and sustainability

Marlborough is the region that put New Zealand wines on the world map. On this tour, we'll explore very different wineries taking different approaches to New World winemaking. Lunch at Brancott Estate, where the Living Land wine series is helping to restore the local population of New Zealand's native falcon. The wineries visited practice organic, biodynamic and sustainable methods. We'll meet Marlborough's first grape growers and typically colorful New Zealand characters applying Kiwi ingenuity to winemaking.



FD-10 – Marlborough's Regional Highlights

A perfect day in the gourmet province

Three things on the "must do" Marlborough list can be experienced in one varied day. We'll lunch at Brancott Estate, where the Living Land wine series is helping to restore the local population of New Zealand's native hawk. Seresin Estate, owned by cinematographer Michael Seresin, is the next stop, where we'll tour his biodynamic vineyard. Then it's on to the superb Omaka Aviation Heritage Centre which showcases Sir Peter Jackson's collection of World War One aircraft in realistic sets created by Weta Workshop. We'll be guided through Omaka by an ex fighter pilot who will bring the stories to life.



IMAGE: CHRIS MCLENNAN

WELLINGTON

These full-day tours give us plenty of reasons to linger in the Wellington region, “coolest little capital in the world” according to Lonely Planet’s Best in Travel 2011.



FD-11 – Pencarrow Station

Scenery and stories from the Shipwreck Coast

Pencarrow Station is a working historic sheep and cattle farm, dramatically situated high above the entrance of Wellington Harbour. The coastline includes a spectacular expanse of rocky beaches against a wild backdrop of native grass, flax, hills and is known locally as the “shipwreck coast.” We’ll journey from Wellington around the harbor past Petone, the first organized settlement established by the New Zealand Company, followed by the seaside village of Eastbourne and then onto private unsealed roads. Resplendent scenery is blended with stories of history, farming life, shipwrecks and nearby Pencarrow Lighthouse.



FD-12 – Quad Bike Adventure

Workhorses of New Zealand’s farms as steeds for scenery

This is an exhilarating off-road quad bike/4WD expedition over one of New Zealand’s most rugged coastal environments. From the seal colony at sea level to a 900-meter (2,950-foot) summit, the views are spectacular. We’ll look out to the snow capped Kaikoura mountains of the South Island, across Wellington Harbour and into Palliser Bay in the Wairarapa. The tour will be split into two parts and swapping over after lunch. Half the day will be in the comfort of four-wheel drives and the other half on quad bikes. Cameras and a sense of adventure are essential for the raw terrain, with expert quad bike riding tuition given for beginners.



FD-13 – Zealandia Volunteer for a Day

Get your hands dirty—be part of a 500-year conservation vision

This award-winning eco-attraction just 2 kilometers (1.3 miles) from central Wellington was the world's first fully fenced urban wildlife sanctuary. Home to some of New Zealand's rarest native animals living wild in a beautiful forested valley, it provides unrivalled opportunities to see "living dinosaur" the tuatara, the kiwi (New Zealand's national icon), playful forest parrot the kaka and dozens of other species found nowhere else in the world. This 2010 Virgin Responsible Tourism Award Winner is the shared passion of a strong community and over 400 volunteers. Zealandia is one of the biggest volunteer-supported conservation organizations in New Zealand. Our day as volunteers will contribute to the 500-year vision for this conservation project.



FD-14 – Kapiti Coast Cuisine

In the kitchen with Ruth Pretty

An interest in New Zealand's culinary scene and a healthy appetite are the only requirements for a day at Springfield. We'll spend the day at the home of Ruth Pretty, undertaking a hands-on class at her Kapiti Coast cooking school before enjoying lunch with matched wines. Expect a passion for local products with many ingredients likely to come fresh from Springfield's own sustainable garden. In 2010, Ruth tutored Prince William and New Zealand's Prime Minister at a Premier House barbeque and catered the New Zealand VIP Hospitality pavilion at Shanghai Expo.



FD-15 – Kapiti Island Nature Heritage

A conservation jewel of New Zealand

Less than an hour from downtown Wellington, Kapiti Island is one of New Zealand's most highly valued nature reserves and bird sanctuaries. Established in 1897, Kapiti Island is now one of the last repositories for a staggering range of New Zealand wildlife, flora, fauna and marine habitats. History and heritage abound; the famous Māori "Haka" was composed back in 1819 by Kapiti Island's most prominent resident, the great warrior chief Te Rauparaha. His descendants will guide us during our visit, which will include a mix of low-level bush hiking, bird and bush identification, Māori and whaling history and story telling.



FD-16 – Wellington’s Artists and Patrons

Connections and collections in the cultural capital

Wellington has arts and culture in abundance and on this tour we’ll locate some favorite treasures and meet both the capital’s artists and their supporters. We’ll focus on the collections of museums and galleries that feature the best of historical and contemporary New Zealand artists and visit private studios and galleries to see local artists at work. Our afternoon will be spent at the Museum Art Hotel, member of the Art Hotels of the World, where hotel owner and arts patron Chris Parkin will personally guide us on a tour of his contemporary New Zealand art collection and tell us about the hotel that rolled.



FD-18 – SATW 2011 Golf Tournament

Royal Wellington Golf Club

With more golf courses per capita than any country in the world, duffers won’t want to miss a chance to sample the links, and SATW’s 2011 tournament presents a fine opportunity for our semi-annual event. Founded in 1895, the Royal Wellington Golf Club is one of New Zealand’s most beautiful and historic golf courses. Located at Heretaunga, just half an hour north of the capital, the par 72 course measures 6,249 from the blue tees and has hosted seven New Zealand Open Championships as well as other competitions. The private club is highly regarded as one of the top courses in the country—certain to provide a memorable event for SATW’s golfers of all skills and abilities.



FD-19 – On Your Own

Spend the day exploring Wellington and the surrounding area.

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General Convention Information

Dress code and guidelines

In early November, weather in Wellington typically varies between nighttime temperatures in the low-50s (F) to daytime highs in the low-60s. On average, just over 3 inches of rain falls during the month of November.

But this is spring and the weather can be unpredictable. Be prepared for sudden changes, particularly if you will be hiking or participating in outdoor activities. For day tours during the core convention and the pre- and post-convention tours we recommend casual attire, but refer to the individual itineraries for specific attire suggestions (hint: layers are always a good idea in New Zealand). Bring comfortable walking shoes.

For the core convention programs and meals in Wellington we request business-casual attire. No formal events are scheduled.

Insurance

SATW members and guests are not automatically insured. You are insured only if you independently purchase a travel insurance policy. These policies are available from many carriers including specific SATW sponsors. SATW strongly recommends that members purchase optional trip insurance covering cancellation, interruption, illness, injury, and baggage loss or damage.

Baggage policy

Air New Zealand standard policy on both international and domestic New Zealand flights allow for one piece of carry-on luggage up to 15 lb and one checked bag up to 50 lb (two checked bags for those ticketed in Premium Economy).

Luggage tags

The bag tags you received from SATW headquarters should be placed on your bags no later than your final flight to Wellington. To minimize the potential for misplaced luggage the tags are color-coded for each of our host hotels:

- Amora Hotel
- InterContinental Wellington
- Museum Art Hotel

Airline tickets and connections

Any changes to tickets already issued are to be handled directly with Air New Zealand; a US\$100 fee will apply for reissued tickets, along with any fare difference. Please be aware that failure to use a sector of your confirmed itinerary may result in the voiding of your entire ticket without refund or rebooking option.

The phone number for Air New Zealand in Wellington is 0800 737 000.

Airport transfers

Our destination management company Conference Innovators will be in charge of the airport transfers. You will be advised of departure times for full-day and post-convention tours in your registration packet and the convention newsletter. A list will also be posted in the SATW Hospitality Lounge at the Convention Centre.



we will fill your fish list



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If you are attending as a Joiner you are welcome to utilize airport transfers if space is available. Transfers will operate between Wellington airport and our host hotels only on November 7 and November 12. Otherwise an airport taxi is easy to secure and the cost to downtown Wellington is about NZ\$35 (confirm before entering the taxi). Door-to-door airport transfers are also available from Super Shuttle (NZ\$16 for the first person).

Check-in time

For flights to North America out of Auckland, Air New Zealand recommends check-in no later than 2 hours prior to scheduled departure. Check-in time for Air New Zealand's domestic flights is no later than 30 minutes prior to departure, unless you will be connecting onto an international flight in which case check-in is 60 minutes prior to departure. Flight reconfirmation is not required.

Vaccinations

No vaccinations are required for entry into New Zealand.

Customs formalities

Most articles can be brought into New Zealand duty free providing all items are for personal use and will be going home with you when you leave. However, customs officials are ardent about keeping out diseases that might harm the local agricultural industry. Hiking boots and golf clubs are among the items that might be checked and may need to be cleaned before being admitted into the country. All food and drink must be declared and it is likely you will be asked to dispose of it upon entering the country.

Changes to your assigned half- and full-day tours or Dine-Around meals

Transportation, day tours and Dine-Around were scheduled before your arrival. However, you are welcome to trade your day tour or restaurant voucher(s) with another member. Please advise personnel at the Voucher/Help desk of any changes. A limited number of unassigned tour and Dine-Around vouchers will be available on a space-available basis at this desk on the opening day(s) of the conference.

If you do not wish to attend a half- or full-day tour or participate in one of the Dine-Around evenings, please take a moment to advise the Voucher/Help desk. Dine-Around vouchers are paid for by our host whether used or not—it is important to cancel ahead of time. In addition to being disrespectful to our hosts, no-shows are a violation of SATW's Code of Conduct.

Electrical connections

Electricity in New Zealand is 230 volts, alternating at 50 cycles per second—twice the voltage of American power systems. For laptops, battery chargers and other electronics, be sure to travel with a voltage converter (built in to many appliances today). You will also need a three-pin adapter to plug into New Zealand's electrical outlets—the same as Australia's (but different from British plugs). Remember: An adapter plug doesn't convert the voltage; it just converts the hardware.

Time Difference

Sitting just west of the international dateline, New Zealand is one of the first places on the planet to greet the sun. During the core convention, Wellington is 21 hours ahead of Pacific Standard Time and 18 hours ahead of Eastern Standard Time. So, when it's 8:00 a.m. on Monday in New Zealand, it's 11:00 a.m. on Sunday in Los Angeles and Vancouver, and 2:00 p.m. Sunday in New York and Toronto.

Note that those arriving in New Zealand prior to November 6 (when daylight savings time ends) will find New Zealand 20 hours ahead of PST, 17 hours ahead of EST.

Money exchange

Your best exchange rate is usually obtained by using a credit card or debit card, widely accepted by most businesses. To obtain New Zealand currency, use an ATM (at a bank, not a store) or go to a bank and exchange your U.S. or Canadian dollars. The hotel is your next best choice, followed by money exchange centers in major airports.

The Kiwi dollar is broken into dollars and cents just as U.S. and Canadian dollars are, with similar denominations in coins and notes. At press time the New Zealand dollar has approximately the following value against U.S. and Canadian currency:

US\$1=NZ\$0.78

CA\$1=NZ\$0.80

So, at press time an item priced NZ\$100 was the equivalent of about US\$78 or CA\$80.

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Tipping policy

Unlike in the United States, tipping is considered to be optional in New Zealand—wait-staff, maids, drivers, etc. do not depend on tips for income. But it's courteous to reward good service.

For pre- and post-convention tours the registration fees were “rounded up” to accommodate a tip for drivers and guides; additional gratuities are not expected.

Tips for day tours will vary depending on guide duties and transfers involved. Please be prepared to tip up to NZ\$2 on half-day tours and up to NZ\$3 on full-day tours. Although New Zealand dollars are encouraged for tips, US dollars will be welcome as well.

Credentials

Credentials must be worn at all times for entry into SATW convention events and programs (including meals, day tours and evening activities). Name badges are color-coded as follows:

- Active member
- Associate member
- Senior member
- Spouse
- Sponsors
- Host/Host sponsors
- Speakers/Guests/SATW staff

Additional information on badges denotes current SATW Board members, Past Presidents, Marco Polo designees and First-Time convention attendees.

Personal property

SATW, Tourism New Zealand, Positively Wellington Tourism and all of their partners and affiliates are not responsible for any theft, loss, pilferage and/or damage to any participant's personal property. Additional suppliers such as hotels and airlines print and/or post the limit of their respective liability to passengers/guests.

Transfers

Transfers have been organised for those delegates staying at the InterContinental (IC) Hotel to the Wellington Convention Centre, First Timers and Welcome Function (FTWF), Offsite Dinner at The Rock (TR) and the Gala Dinner (GD). Transfer times are as follows:

Monday 7 November

IC to WCC 12:00 p.m., 2:00 p.m.
WCC to IC 3:00 p.m., 4:45 p.m.
IC to FTWF 5:45 p.m., 6:45 p.m., returning from 9:00 p.m.

Tuesday 8 November

IC to WCC 7:00 a.m., 8:00 a.m., 11:30 a.m.
WCC to IC 11:30 a.m., 1:30 p.m., 4:00 p.m.

Wednesday 9 November

IC to WCC 7:15 a.m., 12:45 p.m., 2:00 p.m.
WCC to IC 9:15 a.m., 1:30 p.m., 4:00 p.m.
IC to TR 6:45 p.m., returning from 9:00 p.m.

Thursday 10 November

IC to WCC 7:15 a.m., 12:30 p.m., 2:30 p.m.
WCC to IC 9:30 a.m., 3:00 p.m., 6:00 p.m.

Friday 11 November

IC to WCC 8:00 a.m., 12:30 p.m.
WCC to IC 12:00 p.m., 4:00 p.m.
IC to GA 6:45 p.m., returning from 9:00 p.m.

Saturday 12 November

IC to WCC 8:45 a.m., 10:00 a.m.
WCC to IC 10:00 a.m., 11:30 a.m.

Please note these times will also be published at the Voucher/Help desk.



IMAGE: CHRIS SISARCH

Contacts

SATW

www.satw.org

Twitter: @SATW

Facebook: www.facebook.com/SATWofficial

Tourism New Zealand

www.tourismnewzealand.com

Twitter: @purenewzealand

Facebook: www.facebook.com/purenewzealand

Youtube: www.youtube.com/purenewzealand

Positively Wellington Tourism

www.wellingtonnz.com

Twitter: @Wellington_NZ

Facebook: www.facebook.com/wellington.newzealand

Air New Zealand

www.airnewzealand.com

Twitter: @AIRNZUSA

Facebook: www.facebook.com/AirNewZealandUSA

Youtube: www.youtube.com/AirNewZealand

Conference Innovators

www.conference.co.nz

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Ferrymead

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Christchurch 8023

Tel: 64 (03) 379 0390

Telephone Directory

Airlines	Air New Zealand	0800 737 000 (0) 9 357 8000
	United Airlines	0800 747 400
Ferries	Interislander	0800 802 802 (0) 4 498 3302
Hotels	Amora Hotel	(0) 4 473 3900
	Museum Art Hotel	0800 994 335 (0) 4 802 8900
	InterContinental Hotel	(0) 4 722 722
Transfers	Conference Innovators (Rachel)	021 918 524
	Corporate Cabs	(0) 4 387 4600
	Green Cabs Limited	0508 447 336
	Wellington Combined Taxis	(0) 4 384 4444
Venue	Registration and information desk	(0) 4 462 8448
	Wellington Convention Centre	0800 20 23 24 (0) 4 801 4231
	Conference Innovators after hours -Rachel Cook	021 918 524
General Numbers	Emergency services	111
	Wellington Police	(0) 4 381 2000
	Wellington i-site	(0) 4 802 4860
	City Medical Centre	(0) 4 471-2161
	Life Pharmacy	(0) 4 499 1466

To dial New Zealand from North America, use country code 64. Note that phone numbers starting with 0800 or 0508 are free calling numbers within New Zealand and may not be able to be dialled from mobile phones.



Thanks for supporting the SATW New Zealand 2011 Convention



2011 New Zealand Convention Committee

Convention Chair:	Yves Gentil
Vice-Chairs:	Elliot Gillies David Swanson
Registrar:	Cindy Lemek (SATW Executive Director)
Pre/Post Tours, Day Tours:	David Swanson
Professional Development:	Karyl Leigh Barnes
Airport reception/early arrivals:	Tracey Thomas, Conference Innovators
Transportation:	Lois Gerber
On-site Registration:	Nina Laramore
First-timers/Buddies:	Monica Campbell-Hoppe
Opening Ceremonies:	Yves Gentil
Protocol:	Tracey Thomas, Conference Innovators
Golf Tournament:	Laurie Armstrong Grant Fraser
Photo Shootout:	Eric Lindberg
Awards:	Donna O'Daniels Debra Wakefield
Marketplace:	Jeanette Moores Stephanie Fermin
Dine-Around:	Mike Hiller
Tour Captains:	Joan Brower
Newsletter:	Peggy Bendel
Board Meeting Manager:	Carol Beck-Edgar Suzanne Clouthier
Media/Hospitality/Internet Café:	Bea Broda
Clip Book:	Laura Daily
Promotion/Publicity:	Bobby Zafarnia, Praecere Public Relations
Sponsorships:	Cindy Lemek (SATW Executive Director)

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Notes

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IMAGE ROB BROWN