



9 Guinness Street
Greymouth

21 February 2011

MEDIA RELEASE

West Coast Tourism Operators host key NZ Industry Group

The NZ Inbound Tour Operators Council (ITOC) representing the lucrative NZ Inbound Tourism Industry will hold its quarterly Board meeting in Hokitika on February 24th.

Invited by Tourism West Coast, Board members will fly into Westport and travel down the Coast to Hokitika where they will host an industry function with over 50 tourism operators from up and down the coast attending.

The NZ Inbound Tour Operators Council represents 250 tour operators and suppliers throughout the country who package, distribute and market New Zealand tourism products and services internationally.

Matt Ewen, General Manager of Tourism West Coast states, "We are very pleased to have been able to bring the Board of ITOC to the West Coast. They are some of the most influential people in the New Zealand tourism industry and this provides the opportunity for the West Coast to further enhance its position as a fantastic visitor destination."

ENDS:

For more details contact:

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Photo Opportunity: Westport Motor Hotel, 0950hrs 23rd February
 Monteiths Brewery, 1300hrs 23rd February
 Beachfront Hotel, 1700hrs 23rd February