



School of Management – Tourism Management Group

TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2013 series:

Fergus Brown

Chief Executive of the Holiday Accommodation Parks Association of NZ (HAPNZ)

From Camping Grounds to Holiday Parks to Resorts

Wednesday 7th August 2013, 12:30 - 13:30, followed by coffee
Rutherford House, 23 Lambton Quay, Level 12, Boardroom

Fergus Brown talks about the future of holiday parks in New Zealand. He looks at the major changes they have undergone throughout the years and what value this industry sector currently holds. Focusing on both domestic and international visitors, this seminar addresses the impact of the change in the international visitor mix on holiday parks and the role that domestic travellers will play in the future. Due to changes in the visitor profile, future holiday park customers will differ from the ones of the past, and their expectations towards a holiday park experience will be highlighted.

Born in Wellington, Fergus worked for the New Zealand Tourism Department from 1975 and Tourism New Zealand from its inception. He spent two years as Private Secretary to the Minister of Tourism and has represented New Zealand in postings to Australia and Asia. In Asia he established the New Zealand Tourism Board's Asian regional operation opening offices in Taiwan and South Korea before returning to New Zealand to take up an executive position in the TNZ's Wellington Head Office. With his wife Renny they owned and operated a motor lodge and licensed restaurant for five years. During this time Fergus was Deputy Chairman of Go Wairarapa, the regions economic development and regional tourism organisation. Fergus is currently Chief Executive of the Holiday Accommodation Parks Association of NZ (HAPNZ) which is a full member of TIA and an allied member of TECNZ. He has been a Board member of the Tourism Industry Association of NZ since 2007 and is a trustee of the PATA New Zealand Trust.

For more information, please email tourism@vuw.ac.nz