100% PURE
NEW ZEALAND

02 February 2001

Mr Chris Birt
Whirinaki Guided Walks Ltd
P O Box 1491
Taupo 2730

Dear Chris

I was interested to learn of your plans to expand your operations and consider offering new product in the Whirinaki Forest Park.

Given the ever increasing interest in walking in New Zealand and the international activities of the Guided Walks Marketing Network, I feel the time is right for an expanded operation in the North Island. The Network has clearly identified the differences in each of our great walks and the North Island has a unique distinction over the South Island that will continue to attract greater interest as we increase our marketing efforts. It is appropriate that we consistently look to increasing and improving the range of walks.

The Multiday Guided Walks Network has a target to increase the number of walkers significantly over the next five years. We will also be looking for different product to suit new emerging markets. As a member of the Multiday Guided Walks Network, you are aware of the high standards we have set. You have also agreed to abide by the charter that the network operates under, ensuring a quality product offering.

Your experience in international marketing will greatly benefit the region in attracting more visitors. As a suggestion, this would be easier if you could operate outside of the constraints your current weekly departure place on you.

Discussions with offshore wholesalers have confirmed an interest in three to five day walks - but frequency of departures is essential for this to succeed.

I look forward to discussing this with you.

Kind regards

Euan J Purdie
Manager Marketing Networks

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