

## **ABOUT INTERCITY GROUP**

InterCity Group (ICG) has been at the forefront of the New Zealand tourism and transport industry for 25 years. Privately owned, InterCity Group operates the country's largest land transport network (InterCity) with a fleet of modern vehicles using industry-leading technology, as well as New Zealand's largest sightseeing day tour operator (Great Sights) and a boutique cruise ship experience (Hauraki Blue) in Auckland.

### **InterCity**

With 70 coaches in its fleet, InterCity is New Zealand's largest bus network, with 1.2 million passengers per year. It offers free Wi-Fi on all its services and has driver and customer mobile apps.

### **Great Sights**

New Zealand's largest sightseeing day tour operator provides tours to all of the country's iconic destinations. Its 12 Wi-Fi equipped deluxe coaches offer multilingual commentary and expert driver-guides.

### **Fullers Great Sights Bay of Islands**

One of New Zealand's leading marine tourism experiences, this venture has been operating for over 125 years. Its fleet of six beach coaches, four sightseeing vessels and five passenger/vehicle ferries offer a range of tourism products including Sightseeing Cruises, Dolphin Swimming, High Speed Island Tours, Off Road Adventures, Cultural Tours and Ferry Services.

### **Hauraki Blue Cruises**

The flagship vessel, Ipipiri, is the largest cruising ship based permanently in New Zealand. At 146 feet (44.5 metres), Ipipiri features four levels with 30 ocean view cabins, a spacious sundeck with 360 degree views and a 70-seat restaurant and bar. It operates from downtown Auckland on scheduled cruises and group charters for up to 110 people.

## **OUR VISION FOR GRAY LINE NEW ZEALAND**

### **Grow Gray Line New Zealand Tour Range**

- Maintain all current Gray Line tours and destinations
- Add new tours to the Gray Line portfolio (e.g. Rotorua City, Hobbiton, Cape Reinga)
- Increase fleet to 15 deluxe sightseeing coaches (current Gray Line fleet has 3 coaches) all with leather seats, Wi-Fi and multilingual commentary
- Explore Gray Line/Great Sights livery options with Gray Line Worldwide. NB. InterCity Group is currently implementing a refresh of its Great Sights brand (see attached).

### **Add Value to Gray Line Worldwide**

- Collaborate with Gray Line Worldwide operators (e.g. joint sales calls, hosting/trade introductions in New Zealand)
- Attend all worldwide and regional conferences
- Maximise grayline.com availability (explore API opportunities with GLWW)
- Explore regional opportunities (e.g. Australia + New Zealand sightseeing passes)

### **Increase Gray Line NZ Brand Presence**

- Create dedicated Gray Line brochures, posters and other branded collateral
- Create dedicated Gray Line online marketing campaigns and SEO work
- PR and media hosting (in collaboration with Tourism New Zealand and regional tourism bodies)

### **Enhance Gray Line APAC Trade Profile**

- Promote the Gray Line brand on all international sales calls
- Offer online agent portal with real-time availability
- Focus international trade sales activity on the Gray Line brand (ICG sales force visits approx 15-20 international destinations every year)
- Promote Gray Line to ICG's network of over 1400 NZ retail agents and 350 inbound/wholesale agents