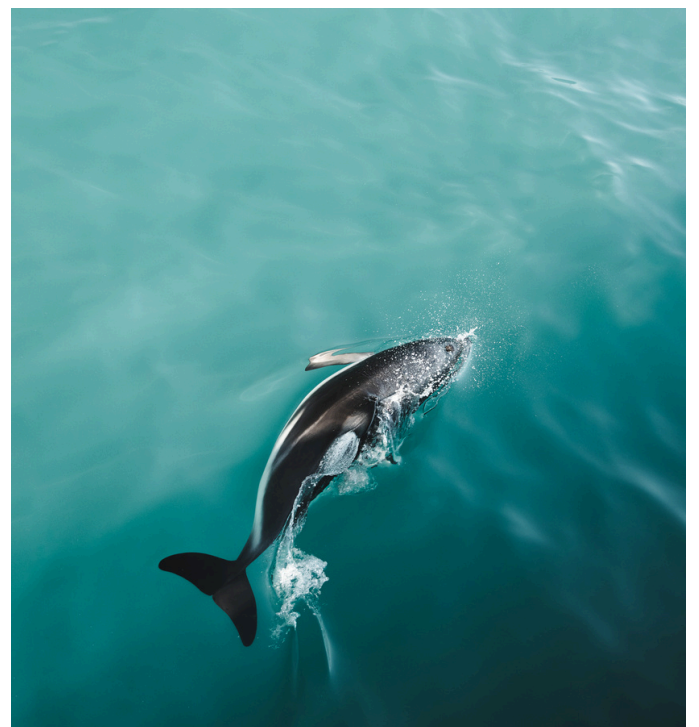
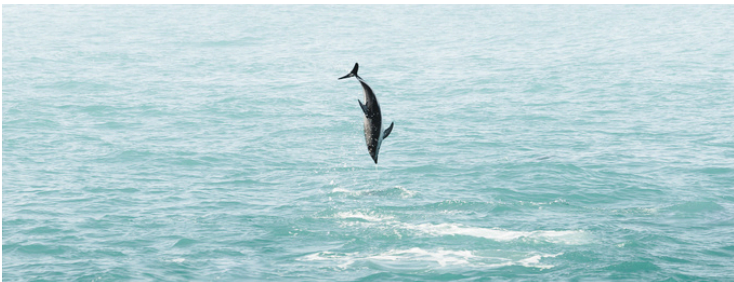


# TRADE MANUAL

## WHALE WATCH KAIKOURA

### 2024 - 2025



ARE



Whale Watch is a multiple award winning nature tourism company owned and operated by the indigenous Kāti Kuri people of Kaikōura, a Māori sub-tribe of the South Island's larger Ngai Tahu Tribe.

WE

Whale Watch was formed in 1987 at a time when Maori were casualties of Kaikōura's declining economy. At this time of difficulty, Kāti Kuri leaders like the late Bill Solomon believed the local Sperm Whales held the answer to the unemployment problems of the Māori community. They knew their ancestor Paikea had journeyed to a new life in New Zealand on the back of the whale Tohorā. It seemed appropriate for Paikea's descendants to again ride on the back of the whale to a new life.

And so it proved to be.

The founders of Whale Watch mortgaged their houses to secure a loan to start the business. In the early day's passengers travelled aboard a small inflatable vessel. In time, the inflatable was replaced by a larger boat with an upper viewing deck - the Uruao - until today the Whale Watch fleet numbers 3 modern catamarans each specially designed for whale watching. The expansion of the Whale Watch fleet required the building of an entire marina in South Bay. It is from here that all whale watching tours now depart.

Paikea and Tohorā still form the symbolic centre of Whale Watch. They represent the spiritual bond between the human world and the natural world and speak of the possibilities that reveal themselves when the world of nature is revered rather than exploited.

WHO  
WE



# WHALE WATCH AT A GLANCE



Whale Watch Kaikōura is located 2.5 hours north of Christchurch & 2 hours south of Picton. We are considered New Zealand's ultimate marine life experience.

**Key Points:** Vessels crewed by skilled staff capable of providing an indigenous, scientific and local interpretation making it a totally unique experience.

95% success rate in sighting whales backed up by an 80% refund if the tour does not sight a whale.

Tours operate all year round along stunning coast environment with amazing mountains as a backdrop.

**Highlights:** Close encounters with the Giant Sperm Whales. A typical Whale Watch tour may encounter NZ Fur Seals, pods of Dusky Dolphins, and the endangered Wandering Albatross.

Dependent on the season you may also see migrating Humpback Whales, Pilot Whales & Southern Right Whales, as well as Orca.





# DID YOU KNOW?

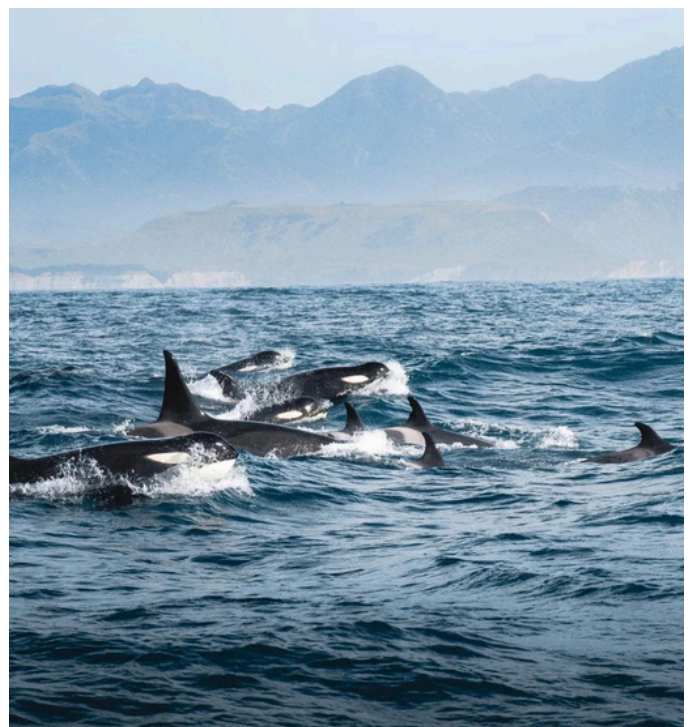


The Giant Sperm Whale is the star of the show and is resident in the area all year round. In addition to the Sperm Whale, a number of different species of whales have been sighted off our coastline, including Blues, Humpbacks, Rights and Orca.

As well as sighting whales, a typical trip will cruise by colonies of New Zealand Fur Seals and perhaps take in groups of dolphins, depending on the season



In addition to the marine mammals, Kaikōura has a wide variety of off-shore birds. These include Albatross, Shearwaters, Petrels, Gulls, Penguins and Gannets.





# WHALE WATCH WAKA



Our vessels are designed specially for whale watching, our modern catamarans are equipped with engines that minimise underwater noise and toilets that never pollute the sea.

The passenger cabins are enclosed with large outside decks offering great viewing and photo opportunities.



Spacious air-conditioned interiors are fitted with comfortable seating while large TV screens display our award-winning marine wildlife animations and 3D animated live tracking system.

Passengers numbers for each tour are kept well below our vessel carrying capacity to ensure your tour experience remains a personal one

Whale Watch Kaikōura Ltd complies with all aspects of safety, as required by governing bodies. Maritime New Zealand New Zealand Department of Conservation Occupational Safety and Health Authority



# WHEKETERE & TE AO MARAMA



Passenger capacity: 116pax  
Captains Cabin: 12 seats  
oceans cabin: 104 seats

Our fleet of catamarans carry a full range of safety equipment.

Each vessel holds a current Certificate of Survey and operates a Safe Ship Management Programme.

Whale Watch vessels are crewed by experienced teams familiar with local sea conditions and well versed in all safety procedures.

All skippers hold appropriate marine qualifications. All crew hold First Aid Certificates.

Whale Watch staff constantly monitor the weather and respond professionally to any changes.

This may mean a tour is cancelled or safety restrictions placed on children or passengers with medical problems.

Passenger comfort and safety are always our priority.



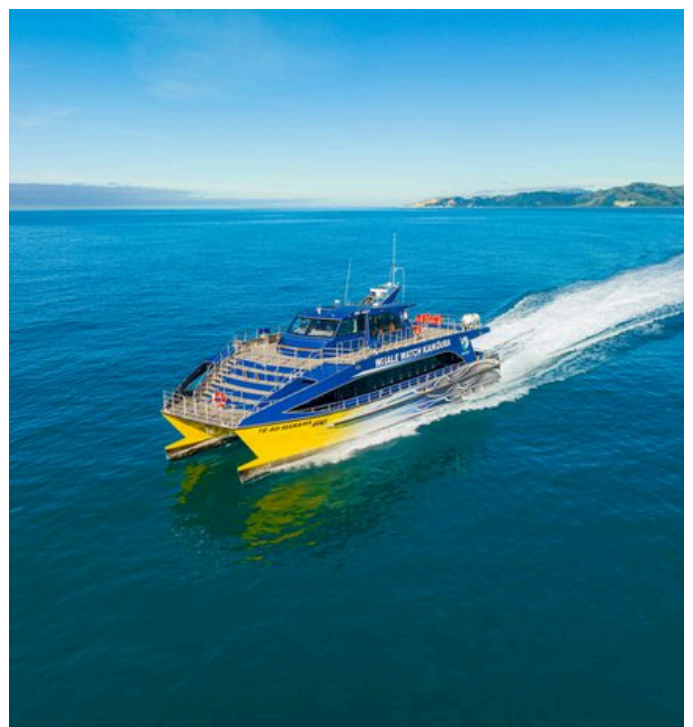


# OUR FLEET



Passenger comfort and safety is top of mind in the design of this vessel with the hope that all who join with us have an amazing and comfortable experience.

Incorporating current and new technology to improve visitor experience, such as: Sickle Bow hull design to improve sea keeping capabilities Adjustable hydrofoil system to improve vessel performance and sea keeping capabilities Naiad Dynamic Active Interceptor Ride Control System to improve sea keeping capabilities by reducing pitch and roll motion.





# OCEANS CABIN



This passenger cabin is enclosed, with seating for 104 passengers.

There are three large screen displays throughout the cabin that showcase our award-winning marine wildlife animations along with our latest 3D animated live tracking system.

Passenger's life jackets are found underneath their seats, a lifejacket donning demonstration is provided as the vessel leaves the marina.





# VIP CAPTAINS CABIN



The VIP Captains Cabin is situated in the wheelhouse alongside the skipper and watch-keeper.

This cabin provides our guests with exclusive transfers to and from the marina with priority embarking and disembarking of the vessel. VIP Captain's Cabin guest have an exclusive viewing deck situated on the upper deck, as well as a dedicated guide for the duration of their tour.



Capacity is 12 passengers maximum- locally sourced food boxes and non-alcoholic beverages are also served in the captains cabin.





# SEE LEVEL



See-LEVEL is a patented breakthrough solution that harnesses the power of virtual reality to alleviate seasickness - fast.

Developed in New Zealand and tested in Antarctic waters, See-LEVEL offers proven relief in minutes. The headset is easy and intuitive to use. Simply put it on, watch the scene inside and wait for your nausea and other symptoms to subside (usually less than 10 minutes).

Once you're feeling well again, you're free to remove the headset and enjoy your journey.

Should seasickness symptoms recur, simply reapply the headset.

Small, lightweight and portable, each See-LEVEL headset can provide up to two hours of treatment on a single charge.

We are currently carrying 10 headsets on each boat.

DRUG FREE  
IMMEDIATE RELIEF  
REDUCES NAUSEA FAST  
NO EXTRA COST  
AVAILABLE ON ALL TOURS  
STAFF ASSISTANCE ON USE



# WHEEL CHAIR ACCESSIBLE



Whale Watch Kaikoura has a Gold Trax Seal of Approval, New Zealand's benchmark of adaptive adventure travel & inclusive tourism. The Gold Seal is the ultimate inclusive company.

THE SEAL INDICATES THAT THE COMPANY IS WILLING AND ABLE TO PROVIDE A TAILORED ADAPTIVE EXPERIENCE FOR DIFFERENT ABILITIES WHEN POSSIBLE.

TE AO MARAMA & WHEKETERE - Once wheeled on to the bow of the vessel there are 3 steps down on to the lower deck. There is a raised lip as we enter into the main cabin, This lip has a rubber cover that allows a wheelchair to enter with ease.

The two front seats on either the port or the right of the vessel allows for great viewing. Your captain will do their best to keep the windows clear and place marine life sightings on the side of the vessel you are seated. There is space between the rows of seating to wheel a chair through the cabin with plenty of space on the back deck (the stern to move around) keeping in mind there will be other guests on board.

We have a specially built toilet for easy access for our guests in a wheelchair.



. More detailed information can be found on our website : <https://whalewatch.co.nz/>





# FAQ'S

## DO I NEED TO BOOK IN ADVANCE?

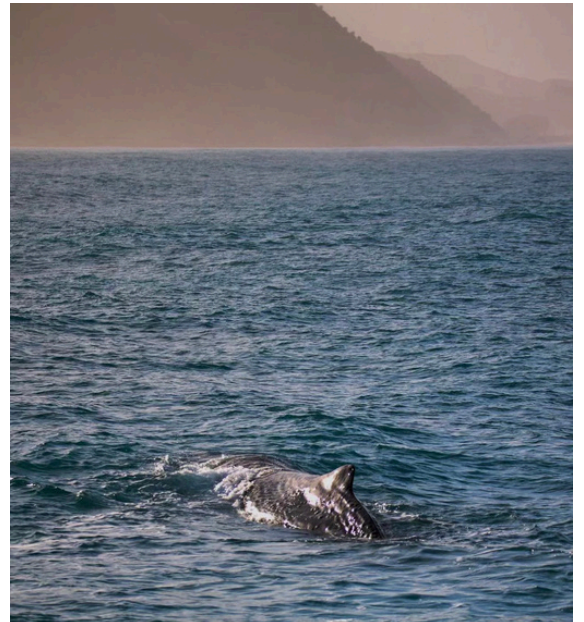
Yes - There is a high demand for most of our trips, so we advise that you book your seat 3-4 days ahead of time during peak season (November-April) at least 2 days ahead in the off-peak season.

## HOW LONG IS THE TOUR?

Time spent on the water is just over 2 hours. Including check-in time, safety briefing and bus transfers you should allow 3 hours 15 minutes in total

## WHAT HAPPENS IF THE SEA AND WEATHER CONDITIONS ARE NOT SUITABLE?

Our passengers safety and comfort are of paramount importance to us. If the conditions are not suitable, we will cancel the tour. Passengers, who are travelling to join us on the day of their tour, are advised to telephone the free phone number for a conditions update



## IF THE TOUR IS CANCELLED, ARE PASSENGERS AUTOMATICALLY TRANSFERRED TO THE NEXT ONE?

No - When a tour is cancelled, we will do our best to accommodate the guest on another one. The guest does need to request this.

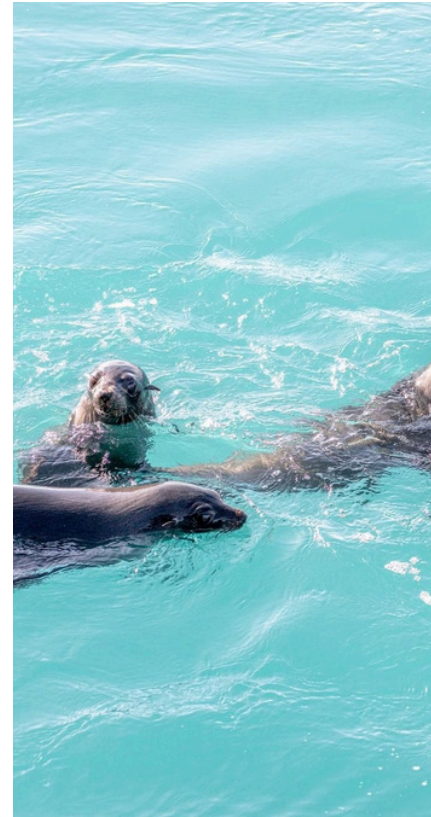
## WHAT ARE YOUR TOUR TIMES?

Summer months: 7.15am, 8:00am, 10.00am, 10:45am, 12.45pm, 1:30pm, 3:30pm, 4:15pm —these are check-in times only - please do not ask your clients to come earlier than the times specified.

During the winter months (May - Oct) we book the 10.00am tour first and then other tour times when demand dictates. Typically we would run maximum 7:15am, 10am, 12:45pm



# OUR VALUES THE 5 C'S



CUSTOMER - MANAAKITANGA

COMPANY- TINO RANGATIRATANGA

COMMUNITY - IWI WHANUI

CONSERVATION - KAITIAKITANGA

CULTURE - WHAKAPAPA



# TOUR LEADER



## EXCLUSIVE CHARTER

Exclusive tour charters are offered all year round but will be dependent on the availability of an entire vessel at the time being requested.

Exclusive tour charter bookings can only be made directly with customer services staff. Exclusive tour charters (unless otherwise agreed to by WWK) are only operated on standard WWK tour times.

On Te Ao Marama & Wheketere an exclusive tour charter can be for 1-12 pax in the Captains Cabin & 1-104 in the Ocean Cabin. The Captains Cabin (12 Seats) can be chartered exclusively on a tour. Standard booking and payment conditions apply. Commission can apply to bookings made through an approved agent. 80% no whale sighting refund policy applies. Standard group discounts or any other deals and promotions will not apply for Exclusive tour charters.

The following structure is based on confirmed numbers and also based on the current rack rate.

Number of pax in group for tour leader discount:

1-5 (incl) = 20%

5-10 (incl) = 30%

11-14 (incl) = 50%

15+ = 100% + 1 free seat

ONE SEAT FOC FOR CONFIRMED NUMBERS ABOVE 15PAX. THIS MUST BE REQUESTED AT THE TIME THE RESERVATION IS MADE.

A tour leader, escort, guide, and/or coach driver may book on a \*stand-by basis at any time.

During peak season (Nov - April) we recommend confirmed reservations be made for tour leaders, escorts, guides and/or coach drivers, as there is a very high demand for our tour.





# WHALE WATCH RATES

## OCEANS CABIN

Adult: NZ\$165.00 valid to the 30th September 2024

Child: NZ\$60.00 valid to the 30th September 2024

Please note child rate is for 3yrs - 15yrs inclusive

## CAPTAINS CABIN

Adult: NZ\$240.00 valid to the 30th September 2024

Child: NZ\$240.00 valid to the 30th September 2024



**1ST OCT 2024 - 30 SEP 2025**

**Adult Oceans Cabin: \$175.00**

**Child Oceans Cabin : \$60**

**Adult Captains Cabin: \$255**

**Child Captains Cabin: \$255**

## COMMISSION / WHOLESALE RATES:

Whale Watch operates using a performance based commission scale ranging from 5% to 20%. Rates are negotiated directly with the party concerned, annual passenger targets are set to determine where each partner should be in terms of commission rates. We believe performance should be rewarded, as annual passenger numbers increase, so does commission.

Contracts must be received in writing and we request: An understanding of the Distribution Network that would be used to sell the Whale Watch Product The provision of a complete Company Profile Once we have the above we take into consideration: The ability to meet our agreed payment terms All operational aspects Any pre-existing business relationship and past performance The likely volume of expected passengers The inclusion of the Whale Watch product in advertising/promotional material Any requirement, condition for marketing contribution Focus on the company's target market

Payment Options: Whale Watch can offer a range of payment options to meet your needs including: Charge back voucher (to approved Inbound Operators in NZ & Australia only) Cash OR Credit card We are happy to discuss the options with you and tailor - where possible - a system that will suit your requirements. For more information and to set up specific procedures please contact: Abba Kahu.



# CANCELLATION POLICY



If clients present a pre-paid voucher this will either: be transferred to another whale watch tour or they will be issued with a “verification of cancellation” form and return to you for a full refund.

Please note that sometimes your clients will not present their voucher at the counter when a tour is cancelled.

Should they return to you- requesting a refund - without the “verification of cancellation” form please contact us for verification.

Please note- bookings cancelled by passengers within 24 hours of tour departure will be charged full fare rate unless under extenuating circumstances.

our guests safety and comfort is always our priority.

We constantly monitor sea conditions along the coastline and respond professionally to any changes. This may mean:

Cancellation of a tour.

Restrictions may be placed on

passengers with medical or mobility problems.

The child age limit may be raised.





# KEY CONTACTS

**Bookings: Reservations**

**res@whalewatch.co.nz**

**+64 03 319 6767**

**Trade: Abba Kahu**

**abba@whalewatch.co.nz**

**+64 27 356 8102**

**Media: Moari Hollman**

**moari@whalewatch.co.nz**

**Accounts: Angela Cuff**

**accounts@whalewatch.co.nz**

**+64 03 319 7727**



**Postal Address: P O Box 89, Kaikoura 7340,  
South Island, New Zealand**

**Street Address: Railway Station Road,  
Kaikoura 7300, South Island, New Zealand**



NATURE'S ARTISTRY UNFOLDS IN  
KAIKOURA, WHERE EVERY VIEW IS A  
MASTERPIECE WAITING TO BE  
DISCOVERED

[HTTPS://WHALEWATCH.CO.NZ/KIA-ORA/](https://whalewatch.co.nz/kia-ora/)