

Introducing Hotel Council Aotearoa

Hotel Council Aotearoa (HCA) is the only stand-alone body representing the interests of hotels and hoteliers in New Zealand. Our point of difference is our single-minded focus on issues that matter.

We are dedicated to educating and influencing key decision-makers on matters of importance to the New Zealand hotel industry.

HCA's board and advisory panel is well respected with extensive expertise in the hotel and tourism industry, both in New Zealand and internationally. We span a dynamic mix of hotel owners, operators and consultants including the Scenic Hotel Group, SKYCITY Hotels, Sudima, Millennium and Copthorne Hotels, C.P. Group New Zealand, and Heritage Hotels. Our board members are hotel sector specialists with deep knowledge on hotel-specific issues and challenges.

Since incorporating in December 2020, HCA represents more than 140 New Zealand hotels, together comprising over 15,600 guest rooms or 5.6 million available room-nights per annum.

Alongside airlines, airports and physical transport networks such as road and rail, hotels form our "tourism backbone", which attracts and delivers high-value international tourists to New Zealand. The tourism backbone benefits smaller, less capital-intensive businesses in our cities, towns and other tourist destinations. Government's role includes monitoring and safeguarding the health of our tourism backbone.

Hotel voices must be heard if we are to deliver positive change for our sector.

HCA champions the issues and achievements of our hotels and hoteliers.

Key HCA Objectives

- Provide strong leadership and advocacy for all those in the hotel sector
- Maximise the growth potential of the hotel sector and tourism industry
- Provide expert advice into decision-making on issues impacting tourism including economic and financial policy

Advocacy

- Advocating for fair and equitable tourism infrastructure funding options, to be implemented only after genuine consultation and on reasonable time frames
- Ongoing engagement with local and central government including key ministers, politicians, treasury and government agencies such as MBIE, Ministry of Health and Tourism New Zealand
- Working alongside national and regional economic development agencies to reinvigorate tourism and avoid duplication in the public and private sector
- Providing the forum for knowledge sharing, education and networking
- Leadership on peer-to-peer accommodation regulation to create a level-playing field
- Lobbying for indefinite removal of the Auckland Targeted Provider Rate (APTR), currently scheduled to re-start in mid-2022
- Opposing Queenstown and Lakes District's 5% bed tax on accommodation, signposted to commence in 2024
- Monitoring and lobbying against disproportionate or unfair local government rate increases including future targeted rates and bed taxes

HCA Values



Hotel Benchmarking

Robust analysis for benchmarking hotel sector performance is vital. HCA is sponsoring the cost of the annual industry survey for the 2020-2021 operating year to ensure the sector has full and complete information about the impact of COVID. The annual survey is anticipated to provide valuable information in support of future advocacy efforts.

HCA Membership

Annual membership includes a base fee of \$250 per hotel, plus an amount calculated on room numbers per hotel: \$25 per room for the first 100 rooms, \$20 per room for rooms 101-200, \$15 per room for rooms 200+.

Fees are in New Zealand dollars (NZD) and are exclusive of GST.

Our People



HCA Main Board



Lani Hagaman

Scenic Hotel Group
Executive Chair

—
Scenic Hotel Group is New Zealand's largest privately owned and operated hotel business, spanning 18 hotels throughout NZ and the Pacific.



Terry Ngan

CP Group
Asset Manager

—
C.P. Group is the largest hotel owner in NZ with 21 hotels. Terry has 35 years' experience in the hotel sector, as a consultant and as an asset manager for hotel owners in New Zealand, French Polynesia, Samoa and Fiji.



Les Morgan

Sudima Hotels
Chief Operating Officer

—
Sudima Hotels/Hind Management has annual turnover in excess of \$60 million, and is expanding with new hotels under development.



Ken Orr

Millennium and Cophorne
Vice President Operations

—
MCK is one of New Zealand's largest owner-operators of hotels and the only listed accommodation provider on the NZX. MCK owns/leases or operates 21 hotels nationwide.



Graham Yan

Heritage Hotel Management
Chief Executive Officer

—
Graham is responsible for Heritage Hotels' extensive portfolio of 17 properties trading under Heritage, CityLife and Heritage Collection throughout NZ.



Brad Burnett

SKYCITY Hotels
Group General Manager

—
Brad oversees The Grand and SkyCity, as well as the recently opened Eos by SkyCity in Adelaide, and the soon to be opened Horizon Hotel which is part of the NZ International Convention Centre project.



Michael Patterson

Commodore Airport Hotel
General Manager and Director

—
Michael grew up in the hotel business when his family founded the Commodore in December 1971. He works in partnership with his brothers, Ken and Thomas, with the Patterson family strongly committed to the hotel industry.



Simon White

EVENT Hospitality and Entertainment
General Manager Hotel Operations NZ

—
Event Hospitality and Entertainment operates cinemas, hotels and resorts in Australia and NZ. The Hotel brands include QT Hotels and Resorts, Rydges Hotels and Resorts and Atura Hotels.



Karl Luxon

—
Karl has extensive hotel management and operational expertise. Former Vice President Operations New Zealand MCK and New Zealand Tourism Future's Taskforce advisor, Karl continually advocates for greater understanding and appreciation of the real value tourism adds to New Zealand's economic growth, job creation and positive international image.

HCA Strategic Director



James Doolan

James has recently returned to New Zealand after 13 years in Hong Kong including 10 years at Marriott International where he was Regional VP Hotel Development responsible for new growth across multiple brands in Australia, New Zealand, the Pacific Islands, Vietnam and Thailand. Prior to joining Marriott James practised as a corporate lawyer with Bell Gully in Auckland and Norton Rose in Hong Kong. He is also principal of boutique hospitality consultancy, Fantail Advisory.

HCA Advisory Panel



Gillian Millar

Accor
**Senior Vice President
Operations New
Zealand, Fiji and
French Polynesia**

—
Gillian is responsible for managing Accor's interests in the region. In New Zealand this comprises 40 hotels, in excess of 4500 rooms over a suite of brands. The portfolio ranges from the luxury of the Sofitel and SO/ through to the ibis family of economy brands as well as the Pullman, MGallery, Sebel, Grand Mercure, Novotel, and Mercure brands.



Chris Ehmann

Hilton Queenstown
and Doubletree by
Hilton Queenstown
General Manager

—
Chris Ehmann moved to Queenstown in April 2014 to take up the position of General Manager of Hilton Queenstown and Doubletree by Hilton Queenstown. A Vancouver native with more than two decades experience in Europe, the Middle East and Australasia, Ehmann has a solid grasp and personal enthusiasm for the tourism industry.



Kevin Gough

Qualmark
**Accommodation
Specialist**

—
Kevin Gough has 40 years' experience of working across many sectors of New Zealand tourism. He has a strong career profile in tourism management, leading teams in sales and marketing, with a recent focus on commercial accommodation.

Contact us

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