



JOHN ARMSTRONG

CITY TUTOR

I've been part of the travel and tourism industry for many years, and my passion for it really began back in the 1980s. A lot of my friends were working for airlines, and I was inspired by their stories and their love of travel. At the time, the industry felt incredibly glamorous and exciting, and I knew I wanted to be part of it. I loved the idea of helping people create memorable experiences and making their journeys special.



I started my career in the finance department at Air New Zealand, but it didn't take long for me to realise I wanted to be closer to the action. Within a few months, I moved into reservations, and from there progressed into leadership roles, eventually becoming Travelcentre Manager in Newmarket.

Since joining ITC as a tutor in 2005, I've had the privilege of sharing that passion with students. For me, it's all about inspiring them to see travel as more than just a job, it's about creating joy and unforgettable moments for others. There's nothing better than seeing former students succeed around the world, whether they're working at airports, in the air, or guiding tours overseas.

What I love most about my role is working with students and helping them discover their own potential. Travel is about people, and the most important skills are empathy, listening, adaptability, and genuinely caring about each customer's experience.

My advice? Make a real difference. Don't just go through the motions, be present, be human, and give your best to every traveller you help.