

## **NZ Govt announces plans to transform tourism industry**

8 April 2020

The Government has announced plans to transform tourism and how it is governed in the wake of the pandemic.

The industry has been one of the hardest hit, hemorrhaging staff and money as visitors dried up and the lockdown started.

Tourism Minister Kelvin Davis said the industry needed to be rebooted to face new challenges, opportunities and a different way of working.

Tourism New Zealand will lead the project, working with the government, industry and businesses.

The project will include reimagining the way tourism is governed, how its marketed domestically and internationally, and how visitors are managed.

"A post-Covid tourism industry will play an important role in New Zealand's economic recovery, but it will be different to the one that we are accustomed to. There will be new challenges, new opportunities and a new way of working," Davis said.

"We have an opportunity to rethink the entire way we approach tourism to ensure that it will make New Zealand a more sustainable place, enrich the lives of all our people and deliver a sector which is financially self-sustaining in the longer term.

"Given international travel is likely to be heavily restricted for some time, and features of our tourism industry such as cruise ships are currently banned, this will need to be a phased approach, looking at how we can focus on and promote domestic tourism in the short term and how we can target an international offering.

## **New Zealand tourism shake up as Government promises to manage growth**

16 May 2019

The Government's new tourism strategy aims to manage visitor growth better and make sure more New Zealanders share the benefits.

Tourism Minister Kelvin Davis and Conservation Minister Eugenie Sage launched the new strategy at the Trenz tourism trade show in Rotorua on Thursday, promising improved planning and more sustainable funding to tackle the pressure of increased visitor numbers.

Davis said the Government will take a more active role in tourism, so it continued to support national and regional economies, and create jobs.

"We must ensure that we're set up to continue enjoying these benefits, while better managing the challenges that growth can bring." Forecasts just issued by the Ministry of Business Innovation and Employment suggest moderate growth in international arrivals which are expected to rise on average by 4 per cent annually, so we can expect 5.1 million visitors a year by 2025, up from 3.9m last year.

To cope with that the tourism strategy sets out five key priorities which involve Government agencies working more closely with Maori, local government, communities and the tourism and conservation sectors.

*JOHN BISSET/STUFF*

The Government's new tourism strategy aims to manage visitor growth better and make sure more New Zealanders share the benefits.

They will focus on improving productivity, protecting New Zealand's natural environment, culture and historic heritage, providing good visitor experiences, making sure communities are better off economically, and distributing tourism around the regions.

The draft strategy released last year received more than 250 submissions, just over half of them from members of the public.

Many wanted more focus on communities and social wellbeing ahead of ever increasing visitor numbers.

There were also calls for more investment in transport and visitor infrastructure.

Sage said that it was important that the tourism industry was sustainable so heritage was protected for future generations.

"As visitor numbers rise we must ensure the tourism industry is part of the solution for our biggest conservation challenges; including climate change, impact of pest species, and habitat loss and degradation.

*ROSA WOODS/STUFF*

Tourism Minister Kelvin Davis and Conservation Minister Eugenie Sage promised to tackle the pressure of increased visitor numbers.

"Tourism can be a champion for the restoration of the natural environment, and show other industries and sectors how it can be done successfully.

"Previously we've had a bit of an ad hoc response to increasing visitor numbers, now with this strategy it will be a much more sophisticated approach as to where infrastructure is needed, so that we can get ahead of the growth in visitor numbers."

At a regional level the strategy will put added emphasis on improving destination management and visitor data so the industry has a better handle on where people travel, why they come and what they want to do,

The plan includes an investment strategy to decide where resources should go, and Davis said they would develop priorities over the next few months with hopes of making an announcement by September.

Davis said the strategy would help inform spending from the Provincial Growth Fund which as of April had poured \$253m into tourism projects.

Long term funding will also come from the \$35 a head tourism and conservation levy that many international tourists will begin paying later this year, raising an estimated \$80m annually.