



CHARACTERISTICS OF A SUCCESSFUL TOURISM SECTOR

Strong international transport links and world-class border services

High value visitors throughout the year

Skilled & committed workforce

Sustainable and productive resource use

Robust tourism-related infrastructure

A great visitor experience

Authentic cultural experiences & support for Māori economic aspirations

Dispersal of visitors across regions

Employment opportunities and career development pathways in tourism

A sector that's highly valued by New Zealanders



CHALLENGES

1. Attracting the right visitor mix

2. Responding to visitor demand

3. Ensuring all regions benefit

Alignment across industry, local government and central government
High-quality insight and data

OVERALL AIM

INCREASE THE ECONOMIC CONTRIBUTION MADE BY TOURISM AT A NATIONAL AND REGIONAL LEVEL

WHAT SUCCESS LOOKS LIKE

High-value visitors throughout the year Strong international transport links & world-class border services	A great visitor experience	Sustainable and productive resource use Authentic cultural experiences Skilled and committed workforce	Robust national and regional tourism-related infrastructure A sector that's highly valued by New Zealanders	Employment opportunities & career development pathways in tourism Dispersal of visitors across regions Support for Māori economic aspirations
Alignment across industry, local government and central government High-quality insight & data				

CHALLENGES

WHAT WE ARE ALREADY DOING

PRIORITY ACTIONS

WORK TO SUPPORT DELIVERY OF THE STRATEGY

ATTRACT THE RIGHT VISITOR MIX	RESPOND TO VISITOR DEMAND	ENSURE ALL REGIONS BENEFIT
<p>Improving visa settings/visitor facilitation (border agencies)</p> <p>Strengthening international transport linkages (MoT)</p> <p>Strengthening key international relationships eg, CNTA, TMM, Indonesian MOU (MBIE, MFAT)</p> <p>Leading work on convention centre strategy and construction</p>	<p>Using the TGP to develop high-quality visitor experiences (MBIE)</p> <p>Developing and disseminating China market research (MBIE)</p> <p>Facilitating the smart use of ICT by the tourism sector (MBIE)</p> <p>Developing a Landmarks brand (MCH, DOC)</p> <p>Improving the operation of the China ADS scheme (TNZ, MBIE)</p> <p>Lifting the success of Māori tourism (NZMT)</p>	<p>Implementing the tourism-related aspects of the Regional Action Plans</p>
Continuing to implement the Tourism Data Domain Plan (eg tourism dashboard)		
<p>Augment TNZ's investment in the key growth markets of India and the USA (TNZ)</p> <p>Maintain TNZ's focus on special interest, international business event and high-end premium travellers and growing shoulder season arrivals (TNZ)</p> <p>Establish a dedicated Major Events prospecting function (MBIE)</p>	<p>Commission work to get a better picture of infrastructure demand and supply (MBIE)</p> <p>Identify where opportunities for hotel investment lie and present these to potential investors in New Zealand and overseas (NZTE, TNZ, MBIE)</p> <p>Pursue initiatives aimed at lifting the quality and effectiveness of tourism-related ICT and roading infrastructure (MBIE, MOT, NZTA)</p> <p>Increase the yield from visitors to public conservation land to enable better investment in the quality of their experience (DOC, MBIE)</p> <p>Help the sector identify and address its labour and skills needs (MSD, MoE, TEC, MBIE)</p> <p>Improve overseas driver safety (NZTA, MoT, TNZ)</p>	<p>Enhance and extend the New Zealand Cycle Trail to continue encouraging visitor flows into the regions (MBIE, NZCT, NZTA)</p> <p>Establish a fund that helps communities and regions to realise their tourism potential by providing assistance to build facilities that enhance the visitor experience (MBIE)</p> <p>Investigate taking a regional development approach to public conservation land (DOC, MBIE)</p> <p>Review the use of regulatory levers to manage the impacts of freedom camping on the environment and local communities (DIA, TNZ, MBIE)</p> <p>Prioritise TGP investment into initiatives outside main centres (MBIE)</p>
Produce a 'New Zealand Tourism Insights' series of reports to support delivery of the tourism strategy (MBIE)		
Undertake a review of the 2015/16 peak season		
Gain a better understanding of the long-term implications of projected visitor growth		
Develop a framework to guide government's tourism-related investments in the regions		
Review any sector-generated options for funding visitor-related infrastructure and amenities at a national and regional level		