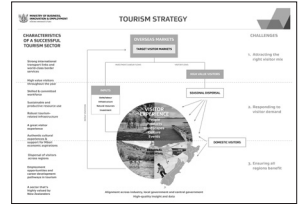


Tourism Strategy 2016



Key data

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Jointly held with:	Not applicable
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2018 GDS Index

GDS063

I. Strategic approach:

The approach is to ensure all regions benefit from tourism and increase visitor demand by attracting the right visitor mix and responding to visitor preferences.

II. Rank:

110= out of 148 GDSs

12 out of the 14 GDSs in the Ministry of Business, Innovation, and Employment

15 out of 19 GDSs in the Economic Development and Infrastructure sector

