

TOURISM  
OUR INDUSTRY  
NEW ZEALAND'S  
FUTURE



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# BACKGROUND

- Reconnecting
- Economic Development Unit
- Tourism Rotorua
- Lived here for 14 years
- Family still here
- I feel at home here



# FUTURE STATEMENT

The Government works closely with the tourism industry to fully develop the industry's potential and productivity to help grow New Zealand's economy and raise New Zealand's ranking in the OECD



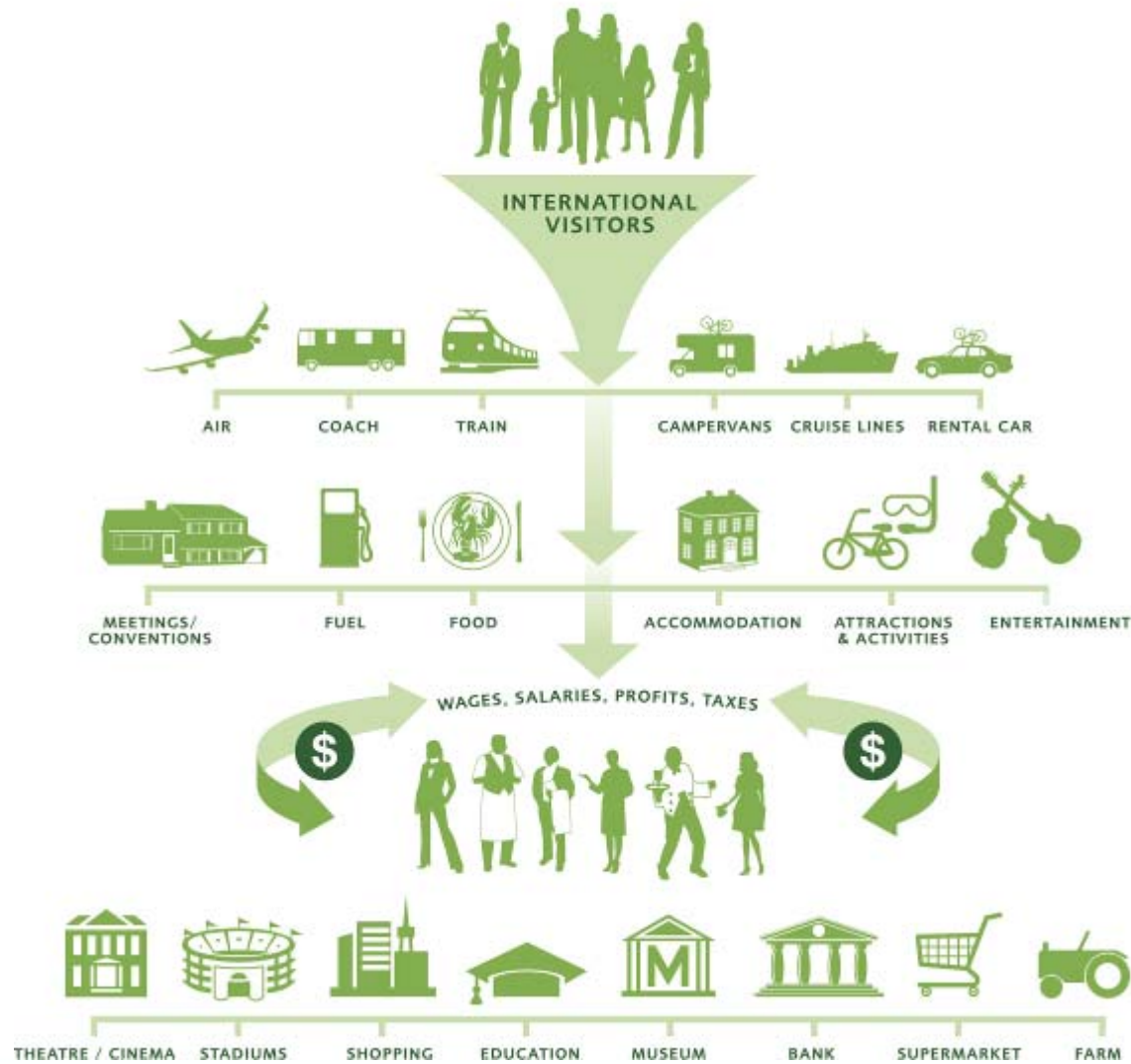
# TOURISM IS

- a **bedrock** industry that won't easily go offshore
- the world's "**front window to New Zealand**"
- a **fundamental contributor** to New Zealand's economy and way of life
  - \$20.1 billion a year industry
  - 18.3% of New Zealand's foreign exchange earnings
  - \$50 million per day industry
- an **investment** not a cost
- a leading sector in New Zealand's **economic transformation**



# THE POWER OF TOURISM

## HOW TOURISM DOLLARS SUPPORT NEW ZEALAND



# DELIVERING THE MANIFESTO



# LIFTING OUR GAME

- A robust partnership between tourism the government is essential to growing New Zealand's economy and enhancing "**Brand New Zealand**"
- Slowing growth in tourism is **not business as usual** and if we don't act now, it will be harder to maintain the market share New Zealand tourism exports enjoy today



# TOURISM'S TOP PRIORITIES

1. Recognising tourism as a bedrock of New Zealand's economy
2. Marketing Destination New Zealand
3. Investing in vital infrastructure
4. Improving New Zealand's environmental performance
5. Investing in training and work skills initiatives
6. Boosting the return from major events



# RECOGNISING TOURISM AS A BEDROCK OF NEW ZEALAND'S ECONOMY



- Establish a Tourism Industry Taskforce to drive a whole-of-government approach to issues affecting the industry
- Ensure the tourism portfolio is managed by a top ranking Minister, if not the Prime Minister



# MARKETING DESTINATION NEW ZEALAND



- Increase public sector investment for:
  - targeted offshore promotions to markets of strategic importance to New Zealand
  - improved market understanding and activity in the domestic market



# INVESTING IN VITAL INFRASTRUCTURE



- Investing in:
  - A national convention centre
  - Improved cruise ship port facilities



# IMPROVING NEW ZEALAND'S ENVIRONMENTAL PERFORMANCE



- Enhance New Zealand's environmental performance and the capabilities of its tourism industry to deliver on the 100% Pure New Zealand brand promise
- Extend the *Love New Zealand Public Recycling* programme nationally
- Review the Resource Management Act and consider tourism industry needs under the proposed Emissions Trading Scheme



# INVESTING IN TRAINING AND WORK SKILLS INITIATIVES



- Ensure that New Zealand's tourism businesses have the people they need to do business
- Work with the tourism industry to implement the Tourism and Hospitality Workforce Strategy



# BOOSTING THE RETURN FROM MAJOR EVENTS



- Maximising the return to New Zealand of the Rugby World Cup 2011 and other major event opportunities
- Identify opportunities for the tourism industry to gain leverage from the Rugby World Cup 2011 and other major events, and ensure these opportunities are acted upon
- Work with the tourism industry to ensure that the right people, skills and facilities are available at the right time to deliver an outstanding experience for visitors at Rugby World Cup 2011



# OUR INDUSTRY... NEW ZEALAND'S FUTURE

## TIA BRAND PROMISE

- **Credible** and **Influential** voice
- **Fiercely** advocate for overall **wellbeing** of its members
- **Value** to membership
- Make sure that tourism is **visible**
- **Educate** and **Inform**
- Government /Private Sector approach to **strategy**
- A **team** that **responds** to **members**



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