



Te Kāwanatanga o Aotearoa
New Zealand Government

2022

Government's Tourism Snapshot



My vision for tourism is for New Zealand-Aotearoa to be rated one of the top three aspirational tourism destinations in the world by the most discerning travellers.



Waitomo
Photo: Shaun Jeffers

Foreword from the Minister of Tourism

My vision for tourism is for New Zealand-Aotearoa to be rated one of the top three aspirational tourism destinations in the world by the most discerning travellers.

New Zealand-Aotearoa is a special place and visitors contribute significantly to our country.

Tourism is a vital part of the Government's economic strategy and creates inclusive growth by distributing economic opportunities and bringing social benefits across our regions, cities and communities.

Tourism was one of our largest and fastest growing sectors in 2019, but was severely impacted by COVID-19. The Government has invested heavily to support the sector through the pandemic and the border reopening means the sector can begin to recover. We are looking forward to welcoming visitors back to New Zealand-Aotearoa.

With adversity comes opportunity, and we now have the chance to reshape our industry and live up to our huge potential and global competitive advantage as Brand New Zealand.

To achieve my vision for tourism, the system must be regenerative, giving back more to people and places than it takes. Tourism must actively enrich our communities (contribute to the health and wellbeing of all our diverse communities) and help protect and restore our environment. Our visitors must become Brand New Zealand storytellers and New Zealand must be recognised for our unique experiences and welcoming communities.

New Zealand has the opportunity and the capability to become the most innovative and future focused tourism destination in the world. The Government will continue working with partners to lay the groundwork to affect real, systemic change as the tourism sector rebuilds.

Hon Stuart Nash
Minister of Tourism

The outlook for New Zealand-Aotearoa tourism

Prior to the COVID-19 pandemic, tourism was one of our largest and fastest growing sectors. In the year ended March 2020, tourism generated 5.5 per cent of New Zealand-Aotearoa's GDP and 20.1 per cent of exports¹. The sector also employed 225,000 people.

But the impact of COVID-19 on the tourism sector has been severe. International visitor arrivals to New Zealand decreased 98.6 per cent and the number of people directly employed in tourism decreased by a third.

The Government invested heavily in the sector to strengthen tourism for when the border reopened. Our economy also responded well, with people finding new employment outside tourism and some tourism firms pivoting to the domestic market or to alternative offerings.

Now that our border is open and we are welcoming back international visitors, the tourism sector is beginning to rebuild. Global and domestic challenges will continue to impact the recovery. There is uncertainty in the global economy, including inflationary pressures, high fuel and other travel costs, reduced air connectivity, labour shortages and constrained supply chains.

But worldwide we are also seeing tourism return at pace and there is pent-up demand from our key markets to travel internationally again.

¹ Tourism Satellite Account, Year ended March 2020



The impact of COVID-19 on the tourism sector has been severe.

Achieving the vision for tourism

Achieving the Government's vision requires fundamental change. Tourism's recovery phase provides the opportunity for tourism to transition to a **regenerative, lower carbon, higher skill, and higher wage industry** with the aim that the sector becomes more **productive, inclusive and innovative**.

Tourism also needs the social licence to operate and be underpinned by a sustainable funding model.

The role of government is to steer the system in the right direction. Government works **as a steward**, looking across the tourism system to make sure it is working effectively and **supporting the industry** to thrive.

The Government's vision for tourism draws on tikanga values that underpin sustainable growth in New Zealand-Aotearoa, they are:

- ōhanga/whairawa (economic prosperity and wellbeing)
- manaakitanga (shared respect, hospitality, generosity and care for others)
- kaitiakitanga (guardianship/sustainability)
- whanaungatanga (a sense of family and belonging, relationships built on shared experiences and working together).

Transitioning to a regenerative tourism model

Central to the Government’s vision for tourism, is the goal of transitioning to a regenerative tourism model. Regenerative tourism ensures that tourism gives back more to people and places than it takes. Tourism must add more than only economic value, it must actively enrich our communities and help protect and restore our environment.

Building a regenerative model for tourism is important for ensuring the long-term sustainability and resilience of tourism. As tourism is a significant sector of our economy, building a regenerative tourism sector will also contribute to wider efforts to decarbonise our economy.

Regenerative tourism will ensure that visitors to New Zealand-Aotearoa have a positive impact on our communities and leave as storytellers who are able to share our unique culture and heritage with the world.

Current work underway to deliver a regenerative tourism model is aimed at:

- transforming the foundations of the tourism system
- destination brand building and improving the visitor experience
- supporting communities to manage tourism
- working in partnership with others.

Our progress on these key initiatives is outlined over the following pages.



Regenerative tourism ensures that tourism gives back more to people and places than it takes.



Transforming the foundations of the tourism system

Becoming one of the most aspirational travel destinations and transitioning to a regenerative model requires fundamental change to the foundations of our tourism system. The pace and scale of visitor growth prior to COVID-19 in New Zealand-Aotearoa surpassed the capacity of the tourism system. While visitor growth increased the opportunities and benefits of tourism, it also highlighted the costs, including infrastructure pressures, overcrowding and environmental impacts. Foundational change is needed to ensure that sustainable tourism growth in New Zealand-Aotearoa continues to be underpinned by tikanga values.

Two key government initiatives underway that will drive some of those foundational changes are:

- the Tourism Industry Transformation Plan
- the Innovation Programme for Tourism Recovery.

Tourism Industry Transformation Plan

The Tourism Industry Transformation Plan is being designed and delivered by a partnership of government, industry, workers and Māori.

The goal is to identify actions all partners can take to address well-known challenges facing the tourism industry and to transform tourism in New Zealand-Aotearoa to a regenerative model.

The initial focus of the Tourism Industry Transformation Plan is on developing a **Better Work Action Plan** for the tourism and hospitality industry. Investing more into people, deepening our talent pool and ultimately providing better work for those in the tourism system is a key component of regenerative tourism.

Next, the Tourism Industry Transformation Plan will focus on addressing challenges and harnessing opportunities related to how the tourism industry interfaces with our **natural environment**.

The Final Better Work Action Plan is expected to be delivered in late 2022 (following consultation on a draft Action Plan), and the scoping for the environment phase is expected to be completed in mid-2022.

Innovation Programme for Tourism Recovery

This Programme is designed to deliver transformational outcomes for the tourism sector. \$54 million has been allocated to fund the Programme as part of the Government's work to shift the sector towards a regenerative model and to support an innovative recovery from COVID-19. Increased innovation will also drive aspiration in the sector and provide more compelling stories for our visitors to share with others.

The Programme will provide funding for projects that deliver on one or more of the following outcomes:

- **Climate:** reduce carbon emissions in the tourism sector or have a positive impact on the climate.
- **Sustainability:** increase the resilience or environmental sustainability of tourism.
- **Technology:** lift productivity or capability of the tourism sector through technology-based solutions.

The Programme is being designed in consultation with key stakeholders and sector representatives. Design is expected to be completed in late 2022.



Destination brand building and improving the visitor experience

To ensure the sustainability of the tourism sector, we need to develop and promote **high-quality, authentic visitor experiences** that draw on manaakitanga, our unique visitor proposition of our people and our place and tell our stories in way that engages and enlightens. This will also support the Government's goals of visitors being regenerative visitors and leaving New Zealand-Aotearoa as storytellers, able to share our unique stories with the world. We also need to ensure that domestic tourism thrives and that kiwis will continue to be encouraged to explore the wonders in their own backyard.

The initiatives currently underway to support these goals are:

- attracting high quality visitors – Tourism New Zealand
- Ngā Haerenga New Zealand Cycle Trails
- Provincial Growth Fund tourism funding.

Attracting high quality visitors – Tourism New Zealand

Tourism New Zealand is responsible for marketing New Zealand-Aotearoa as a visitor destination for the long-term benefit of New Zealanders.

Tourism New Zealand approaches this with a regenerative lens that supports the Government's goals for the sector. To ensure tourism gives back more than it takes, Tourism New Zealand targets 'high quality visitation'. High quality visitors are defined by more than the money they spend. Tourism New Zealand's activity targets types of visitors who consider their scope of activities, how they travel across seasons and regions, their environmental consciousness, and engagement with our culture and communities.

Tourism New Zealand is currently focused on four priorities to support transition to a regenerative tourism system:

- **Build brand** for a New Zealand-Aotearoa holiday, making New Zealand-Aotearoa a preferred and aspirational destination among the most discerning travellers.
- **Accelerate recovery** by targeting investment in priority portfolio markets and segments.
- **Maximise contribution** from both domestic and international visitors while they are here, ensuring that they spend more, and on higher-quality experiences.
- **Toitū Toiroa**, working with other government agencies and industry partners to achieve an enduring and regenerative tourism recovery.



CASE STUDY

'Within your wildest dreams'

New activity launched in Australia in March 2022 to build demand for travel to New Zealand as we prepared to open our border. The Tourism New Zealand activity sought to persuade Australians that our unique landscapes, hospitality and the friendliness of Kiwis are now 'within your wildest dreams.'

It highlighted some of the most popular experiences sought out by Australian visitors, such as fine dining, jet boating, cycling through vineyards and even star gazing in a hot tub in internationally-renowned dark sky reserves.

CASE STUDY

Domestic tourism

As part of the recovery from the COVID-19 pandemic, Tourism New Zealand continues to encourage domestic travel. Recently they launched new domestic winter activity showcasing a range of Aotearoa winter experiences. Despite borders opening for overseas travel, new research shows that around two thirds of New Zealanders intend to take a domestic holiday in the next 12 months. The research also shows that winter is our second favourite season for holidaying.



CASE STUDY

The Lake Dunstan Trail

Built with funding from central government and local community trusts, the new Lake Dunstan Trail connects the historic settlements of Cromwell and Clyde with a new cycle trail along the shores of Lake Dunstan. The trail showcases Central Otago landscapes, tells the history of the region from early European interactions with local Māori, the gold rush era of the 1860's, the development of agriculture and horticulture in Central Otago, and hydroelectricity on the Clutha River/Mata-Au.

Opened in May 2021, the Lake Dunstan Trail attracted over 84,000 users in its first year of operation, helping support local cafes and restaurants, wineries, accommodation providers and bike hire services in Cromwell, Clyde and the wider region.

Lake Dunstan, Central Otago

Ngā Haerenga New Zealand Cycle Trails

Each year more than 2 million people enjoy the Great Rides of Ngā Haerenga, the New Zealand Cycle Trails.

As well as offering world-class visitor experiences that showcase some of the best landscapes and scenery that New Zealand-Aotearoa has to offer, the trails create ongoing job opportunities and economic, recreational and health benefits for New Zealanders.

Up to \$8 million is available annually for the maintenance, development and promotion of the New Zealand Cycle Trails to ensure they remain a high-quality tourism asset.

Cycle tourism is a low carbon activity that can help connect visitors to local communities, experience local food, beverage and artisanal products, and create a direct link with the local culture and heritage.

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Each year more than 2 million people enjoy the Great Rides of Ngā Haerenga.



Provincial Growth Fund tourism funding

Through the Provincial Growth Fund, the government seeks to ensure that people living all over New Zealand can reach their full potential by helping build a regional economy that is sustainable, inclusive and productive.

The Provincial Growth Fund has invested in projects which:

- encouraged year-round tourism to a greater number of regions
- reduced existing pressure on tourism infrastructure, particularly in communities which lacked local funding capacity
- added value to the tourism and visitor economy
- enhanced the productivity of tourism businesses, drove innovation and supported professional tourism career development
- improved the industry's sustainability and helped it transition to a low-emission footprint
- developed Māori cultural assets.

To date, over 200 tourism projects worth over \$500 million have been funded through the Provincial Growth Fund.

CASE STUDY

Hundertwasser Art Centre

Government investment of \$18.5 million from the Provincial Growth Fund was provided towards the development of the Hundertwasser Art Centre and Wairau Māori Art Gallery in Whangarei Town Basin. This centre was 30 years in the making, with the idea first being proposed in 1992. However, construction did not begin until 2018, and the centre was opened three years later in February 2022.

The Hundertwasser Art Centre, Whangarei
Photo: Gareth Ruck

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Supporting communities to manage tourism

The rapid growth in tourism pre-COVID-19 was creating flow-on impacts in our communities. The pressure on infrastructure, environment and quality of life for some New Zealanders meant tourism started to lose its social licence to operate.

Four key areas of government work underway to **strengthen communities' ability to manage tourism** which will help to rebuild the social licence for tourism and deliver on our tikanga values are:

- Destination Management Plans
- Milford Opportunities Project
- Responsible camping reforms
- the Tourism Infrastructure Fund.

Destination Management Plans

Destination Management brings together different stakeholders to achieve the common goal of developing a well-managed, sustainable visitor destination. It is an ongoing process that requires destinations to plan for their future and considers the social, economic, cultural and environmental risks and opportunities.

Communities should have an **active role in the management of tourism in their region** and mana whenua have an essential role in Destination Management as Treaty partners. Common challenges communities want solved are noise, over-crowding, damage to the natural environment and a lack of cultural context for visitors.

The Government has invested over \$47 million to help grow Destination Management competencies and capabilities. By the end of 2022, all 31 of New Zealand-Aotearoa's Regional Tourism Organisations will have developed a unique Destination Management Plan in partnership with their communities and stakeholders.

 Treble Cone, Lake Wanaka
Photo: Miles Holden



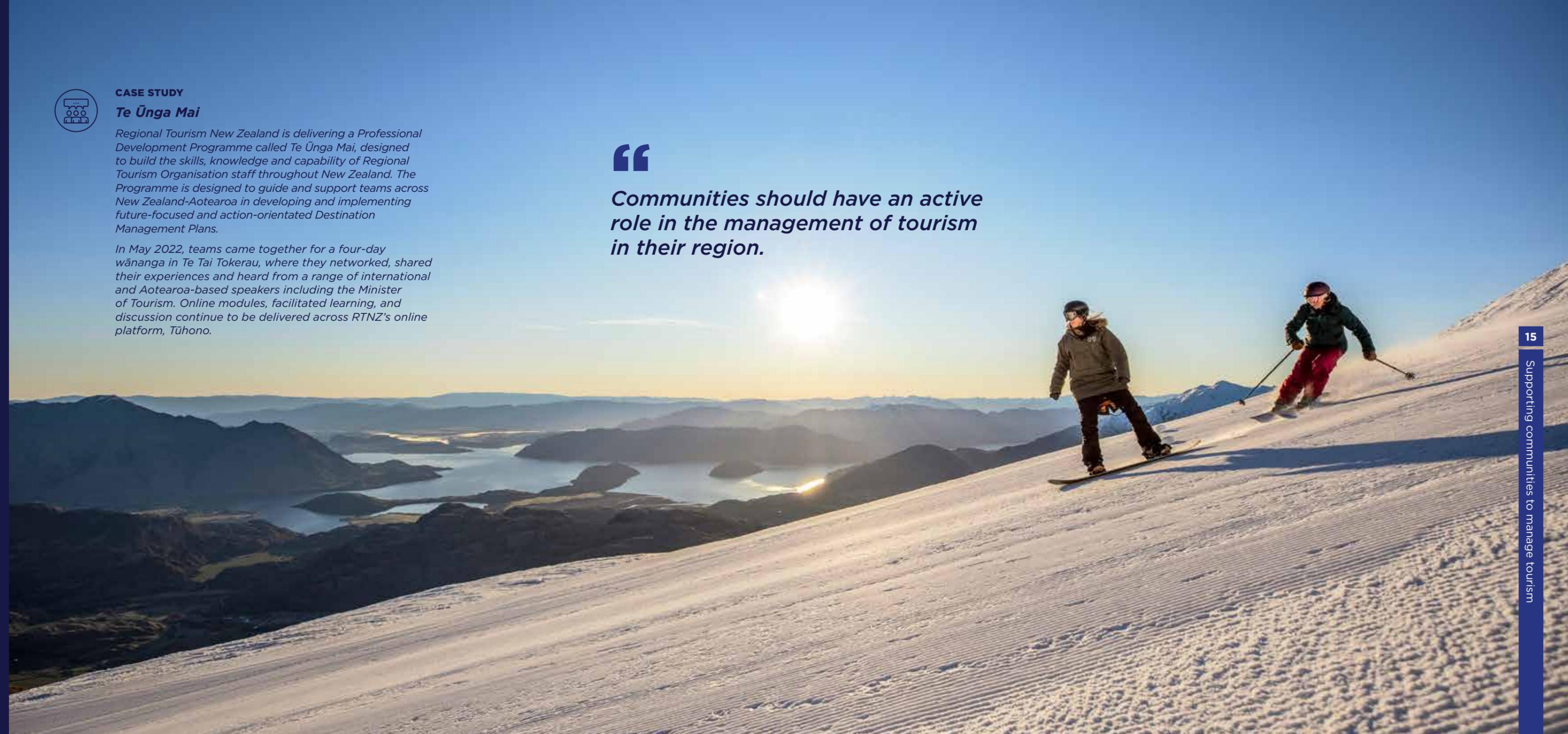
CASE STUDY *Te Ūnga Mai*

Regional Tourism New Zealand is delivering a Professional Development Programme called Te Ūnga Mai, designed to build the skills, knowledge and capability of Regional Tourism Organisation staff throughout New Zealand. The Programme is designed to guide and support teams across New Zealand-Aotearoa in developing and implementing future-focused and action-orientated Destination Management Plans.

In May 2022, teams came together for a four-day wānanga in Te Tai Tokerau, where they networked, shared their experiences and heard from a range of international and Aotearoa-based speakers including the Minister of Tourism. Online modules, facilitated learning, and discussion continue to be delivered across RTNZ's online platform, Tūhono.



Communities should have an active role in the management of tourism in their region.



Milford Opportunities Project

Government is applying the principles of Destination Management to Milford Sound Piopiotahi. **Milford Sound Piopiotahi is one of New Zealand's most popular visitor attractions and iconic destinations.** The current Milford Road corridor and Milford Sound Piopiotahi have been under stress from over-tourism for years. The response to this challenge is the Milford Opportunities Project.

The project's members include representatives from iwi, business, local government and central government. The members have worked together to develop a masterplan, which was published in July 2021.

The masterplan has required new thinking to safeguard the core character and values, World Heritage status, conservation values and the visitor experience that New Zealanders and our international visitors expect from such an iconic destination. The foundations of the project are based on manaakitanga and kaitiakitanga, and a true mana whenua partnership.

The Government is investing \$15 million for Stage Three of the project. This phase begins in 2022 and will test the feasibility of the recommendations in the masterplan.

The Government's ambition is for the Milford Opportunities Project to become a template used in other key tourism destinations across the country.



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Milford Sound Piopiotahi is one of New Zealand's most popular visitor attractions and iconic destinations.

Milford Sound, Fiordland
Photo: Glacier Southern Lakes Helicopters



CASE STUDY

Controlling access to Piopiotahi

One of the proposals in the Masterplan, released to the public in July 2021, was to place controls on accessing the road from Te Anau to Milford Sound Piopiotahi. The Masterplan proposed to do this in two ways:

1. Access through a permit system – free to New Zealanders, with international visitors charged for access through a permit and bus system.
2. Zero emission hop-on hop-off buses will be the main transport on the road, with a park and ride system established.

Responsible camping reforms

Freedom camping has a long history in New Zealand-Aotearoa. Many New Zealanders and international visitors enjoy travelling and experiencing a range of camping experiences around the country, including camping for free.

In the years prior to COVID-19, the number of freedom campers steadily increased. Communities raised concerns about the environmental impact of freedom campers and the cost of hosting them, particularly those visitors staying in cars or vans that did not have a toilet. Poor visitor behaviour was starting to impact Brand New Zealand.

Despite the substantial number of freedom campers who do the right thing, and the Government's \$25 million investment in responsible camping, it was clear that more needed to be done.

Our freedom camping reforms are about improving the sustainability of freedom camping in New Zealand, protecting the natural environment and local communities' enjoyment of it, and supporting efforts to ensure that all freedom camping is done responsibly. The reforms will include new rules for self-contained vehicles (which includes them having a fixed toilet) and a strengthened infringement system.



CASE STUDY

Responsible Camping Ambassador Programmes

Through the Government's investment in responsible camping, funding was allocated to develop and run Ambassador Programmes for local councils across the country. While their function varied between councils, these programmes were introduced for the purposes of educating campers to encourage more responsible camping behaviour, maintenance, monitoring and enforcement.

📍 Lake Pukaki, Canterbury
Photo: Christopher Moss



Improving the sustainability of freedom camping in New Zealand.



CASE STUDY

Manapouri infrastructure

Manapouri is a small town in Fiordland that is the gateway for journeys to Doubtful Sound, along with a variety of renowned walking tracks. Prior to COVID-19, peak visitor demand to the area caused traffic hazards and shoreline deterioration, including significant wear and tear on the local boat ramp, car park and toilet facilities. This detracted from the visitor experience and undermined local support for tourism in the area. The Tourism Infrastructure Fund contributed \$1.1 million to upgrade this infrastructure.

 Hump Ridge Track, Fiordland
Photo: Tareen Ellis

Tourism Infrastructure Fund

The Tourism Infrastructure Fund was introduced to **develop tourism-related infrastructure** and **support local communities facing pressure** from tourism growth, for example areas with higher visitor numbers but small ratepayer bases.

The Tourism Infrastructure Fund aims to protect and enhance New Zealand's reputation and support the visitor experience. Ensuring that robust visitor infrastructure is in place contributes to both quality experiences for visitors and maintains the social licence for the sector to operate.

Projects are co-funded in partnership with local councils (or community organisations with council support) and each round of the Tourism Infrastructure Fund has a different funding priorities statement. In 2022, for the first time, the Fund considered infrastructure projects to support the delivery and management of Matariki events to mark the first year of the new public holiday.



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Protect and enhance New Zealand's reputation and support visitor experience.

Working in partnership with others

To achieve the vision for tourism and transition the sector to a more regenerative model where our unique stories can be brought to life, we need to build more **meaningful partnerships**. This includes with Māori, industry, businesses, regions and communities.

Government cannot achieve the outcomes alone. We need everyone – Treaty Partners, central and local government, the tourism industry and New Zealanders to **work together** to manage and mitigate the impacts of more visitors as the sector rebuilds. Each actor plays an important role in the tourism system with our shared responsibility underpinned by whanaungatanga.

Many of the levers for change lie outside the tourism portfolio, and there are **opportunities for greater coordination** across Government to achieve the transition. The cross-cutting nature of tourism means that broader government strategies and work programmes will impact the tourism system, such as the immigration rebalance, Reconnecting New Zealanders, conservation reforms and Emissions Reductions Plans. Through the Government's role as a steward of the system, we **coordinate work** across these portfolios to ensure the tourism system functions effectively.

Two key examples of partnership in the tourism space are:

- Tiaki – Care for New Zealand
- Tourism data co-governance.

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We need to build more meaningful partnerships.



Tiaki – Care for New Zealand

Tiaki – Care for New Zealand was created through a **collective desire to share a connection** to the natural world, inspiring and helping visitors to travel safely and conscientiously. The kaupapa is about taking a te ao Māori approach to influencing the behaviour of visitors in Aotearoa.

The strategy and direction of Tiaki is guided by a collective of seven organisations across public and private sectors and an independent Tikanga Advisor, while organisations right across the tourism industry help to bring the kaupapa to life.

The Tiaki Promise is a commitment to care for Aotearoa, for now and future generations. It has a set of **guiding principles for visitors to follow**, showing them how to contribute to preserving and protecting our land. These principles include protecting nature, keeping New Zealand clean, being prepared, driving carefully, and showing respect.

By following the Tiaki Promise, visitors are making a commitment to act as a guardian, protecting and preserving Aotearoa during their visit.



CASE STUDY:

How to exercise Tiaki in practice

The Tiaki website provides practical examples of how visitors can exercise Tiaki. For example, to protect nature, visitors should:

- **Give wildlife space**, for example if encountering seals or sea lions, keep a distance of at least 20 metres.
- **Leave your drone at home** because the use of drones in New Zealand is heavily regulated due to their impact on wildlife, Māori cultural values, safety and privacy.
- **Clean your gear** because New Zealand's forests have ancient and sometimes fragile ecosystems.

Omarama, Canterbury
Photo: Miles Holden



TIAKI MEANS TO CARE FOR PEOPLE AND PLACE. THE TIAKI PROMISE IS A COMMITMENT TO CARE FOR NEW ZEALAND, FOR NOW AND FOR FUTURE GENERATIONS.

HOW TO CARE FOR NZ:



BE PREPARED



DRIVE CAREFULLY



KEEP NZ CLEAN



PROTECT NATURE



SHOW RESPECT

TIAKINEWZEALAND.COM
#TIAKIPROMISE



The kaupapa is about taking a te ao Māori approach to influencing the behaviour of visitors in Aotearoa.

Tourism data co-governance

Comprehensive and accurate data and insights are an essential component of all industry decision-making processes, whether by central and local government, businesses, entrepreneurs and investors, tangata whenua, communities and interest groups, the media, researchers and academics, and others.

The COVID-19 disruptions have accelerated the need to change and evolve the tourism data system. The Tourism Data Co-Governance Group was established to create a more collaborative and fit-for-purpose tourism data system.

A co-governance approach is the best format for New Zealand tourism operators to contribute to, shape, and benefit from a stronger data and information system. The aim is for the tourism sector to be better placed to:

- measure progress towards a more sustainable operating model across environmental, economic, community and regional dimensions
- have a greater understanding of domestic and international visitors.

The Co-Governance Group is made up of representatives from across government, academia and the tourism industry.



Te Kāwanatanga o Aotearoa
New Zealand Government

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 Cromwell, Otago
Photo: Miles Holden

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