

# International Visitor Conservation and Tourism Levy (IVL) – Annual Performance Report 2024/25

JUNE 2026



# Ministry of Business, Innovation and Employment (MBIE)

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# Introduction

The International Visitor Conservation and Tourism Levy (IVL) is a \$100 levy charged to most international visitors to Aotearoa at the time they apply for their visas or New Zealand Electronic Travel Authority (NZeTA).

Introduced in 2019, the IVL was designed to ensure that international visitors contribute to tourism and conservation projects that benefit communities, visitors and the environment.

The purpose of the levy is to fund, or contribute to the funding of:

- conservation
- infrastructure used for tourism (including the cost of operating the infrastructure):
- other initiatives related to tourism.

As international tourism continues to support New Zealand's economy and global connections, growing visitor numbers have also increased pressure on infrastructure and created additional costs. To better meet these demands and ensure sustainable funding, Cabinet agreed to increase the IVL from \$35 to \$100 in October 2024.

## **WHAT DOES THE IVL DO?**

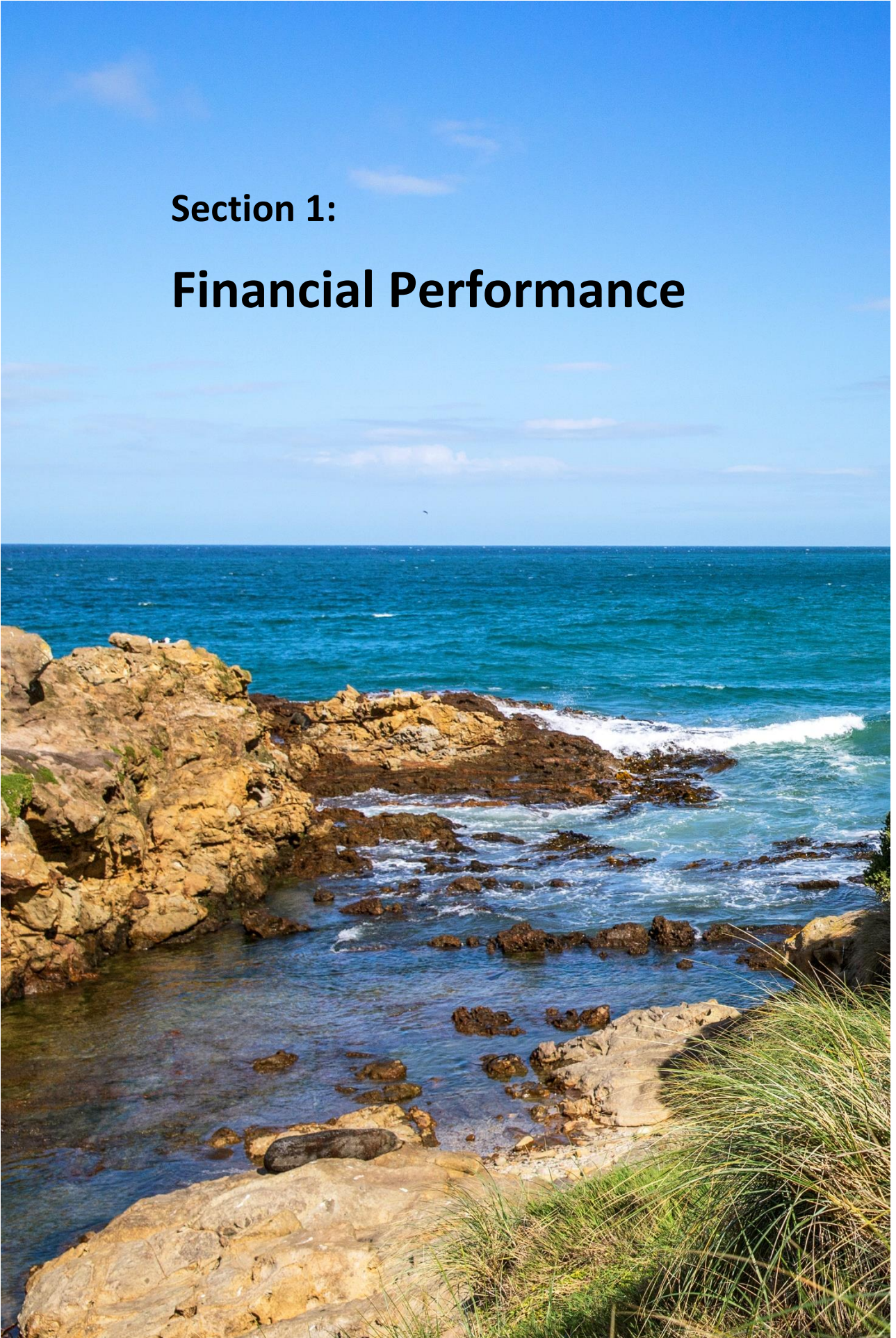
The IVL revenue funds a series of targeted, prioritised investments that can span multiple financial years. Investment decisions are made by the Ministers for Tourism and Hospitality, Conservation, and Finance (the joint IVL Ministers). The IVL is not a contestable fund.

The IVL Ministers set long-term objectives and funding priorities for the IVL. The Ministry of Business, Innovation and Employment (MBIE) and the Department of Conservation (DOC) provide advice to the IVL Ministers on the alignment of projects to these objectives and priorities. MBIE and DOC also provide project oversight, reporting, compliance and monitoring services.

The investment priorities are guided by key frameworks that reflect government objectives for conservation and tourism.

**Section 1:**

# **Financial Performance**



# Financial Performance

This section covers:

- revenue and expenditure for the IVL in 2024/25
- budgeted, actual and forecast expenditure for the IVL projects.

## Revenue

Revenue collected in the sixth year of operation to 30 June 2025 was \$146m. This is a significant increase from the \$62.5m collected in 2023/24. This increase is due to the levy increase and growth in international visitor numbers.

## Expenditure

This financial year, expenditure for tourism was \$34.7m across six projects and expenditure for conservation was \$18.74m across 28 projects.

Administrative expenditure is \$3.31 million, and has increased over time. This growth reflects higher IVL revenue collection costs, driven by rising visitor numbers and the levy increase.

## Funding allocated to out-years

Many of the IVL projects have multi-year funding committed in principle. Administrative expenditure is also committed in advance. As at 30 June 2024, the IVL has funding allocated out to financial year 2028/29.

As at 30 June 2025, total funding allocated to future years is \$271.948m across both tourism and conservation. Tourism projects have \$124.309m committed over the next four financial years and conservation projects have \$123.944m committed over the next four financial years. Administrative funding totalling \$23.695m has been committed for the next four financial years to 2028/29.

**Table 1: Summary of IVL commitments (\$m)**

	19/20	20/21	21/22	22/23	23/24	24/25	Forecast Revenue and Current Commitments to 28/29
	Y1	Y2	Y3	Y4	Y5	Y6	
	Actual	Actual	Actual	Actual	Actual	Actual	
<b>Revenue</b>	57.163	2.692	3.314	44.871	62.509	145.976	877,000
<b>Administration Cost (incl. Fund Management Y1-Y7 bank fees)</b>	-2.266	-1.187	-1.017	-1.760	-2.071	-3.314	-23.695
<b>Conservation</b>	-3.481	-6.086	-6.396	-3.720	-16.585	-18.742	-123.944
<b>Tourism</b>	-3.170	-6.728	-2.091	-6.255	-1.998	-34.759	-124.309

## **New projects approved in 2024/25**

Listed below are the new projects that were approved during the 2024/2025 financial year from the conservation and tourism portfolio.

### **Conservation portfolio**

- Expanding landscape scale predator control – Rakiura National Park – \$3m
- Expanding landscape scale predator control – to other National Parks – \$2.5m
- Expanding landscape scale predator control – co-invest with NEXT – \$4m
- Deer and goat management in National Parks – Fiordland – \$3.5m
- Stop the spread and remove wilding conifers – \$3.5m
- Manage weeds at iconic sites – Tāmaki – \$1.5m
- Stop the spread of wallabies – \$1m
- Piopiotahi / Milford project – \$2.2m
- Summer visitor pressures – ESI – Aoraki – \$0.900m
- Cape Rodney – Okakari Point Marine Reserve (Goat Island / Te Hawere-a-Maki) – \$2m
- Motutapu Island – \$1m
- Rangitoto – \$0.500m
- Safety of visitor structures – \$6.4m
- Maungatautari Sanctuary – \$0.750m
- Kaimai Mamaku Forest Goat Eradication – \$0.750m
- Toxin control in Te Urewera – \$0.500m
- Aorangi Awarau Trust – \$0.500m
- Queen Elizabeth 11 National Trust (QE11) – \$4.5m
- Restoring unique wildlife – Expanding landscape scale predator control – \$4.150m
- Restoring unique wildlife – Goat management in National Parks and popular visitor areas – \$6.9m
- Restoring unique wildlife – Increasing populations of threatened species in national parks, islands and visitor sites – \$11.5m
- Supporting thriving landscapes – Stopping the spread and remove wilding conifers – \$3m
- Supporting thriving landscapes - Managing weeds at iconic sites – \$7.45m
- Managing visitor pressures – \$13.6m
- Managing core visitor products – \$8.4m.

## **Tourism Portfolio**

- Tourism Boost Package for 2024/25 (\$20m). These investments include:
  - Tourism New Zealand – Australian campaign to attract Australian visitors – \$0.8m
  - Tourism New Zealand – Fund additional 15–20 business events bids through the Conference Assistance Programme – \$3m
  - Tourism New Zealand – Funding for marketing in core and mid-size markets – \$13.2m
  - Regional Tourism Boost Fund – Supports regions to attract more international visitors – \$3m
- Tourism Growth Roadmap IVL Investment Plan for 2025/26 (\$34.433m). These investments include:
  - Tourism New Zealand – Funding for marketing in core and mid-size markets – \$19.5m
  - Tourism New Zealand – Conference Assistance programme to attract business events to New Zealand – \$3m.
  - Major Events – Increased funding for the Major Events Fund – \$5m
  - Department of Conservation – Milford Road corridor improvements – \$4.008m
  - Replacement bridge at the Totara River – \$1.625m
  - Tourism New Zealand – Michelin Guide Programme – \$1.2m<sup>1</sup>
  - Tourism Funding Flows and Impacts Report – \$0.1m.

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<sup>1</sup> As at end of June 2025

The following tables provide an overview of the budgeted and actual funding of each current IVL project.

**Table 2: Conservation funding commitments by project as at 30 June 2025**

Project	\$000			Years	Actual Expenditure						Forecast			
	Budgeted Funding	Actual Funding	LTD FY25 Actual Expenditure		19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29
Car Park Charging Pilot	3,780	3,780	376	3	-	-	-	-	-	376	3,359	45	-	-
Huts of Recreational Importance	4,200	4,200	557	4	-	-	-	-	-	557	1,541	1,421	671	-
Nationwide campaign to connect New Zealanders to nature	5,000	5,000	1158	3	-	-	-	-	-	1,158	3,050	792	-	-
Redeveloping and maintaining the track at Cathedral Cove	5,000	5,000	2141	5	-	-	-	-	-	2,141	1,849	277	277	456
Continuing delivery of the Tongariro Alpine Crossing Sustainable Management Plan	1,880	1,880	954	3	-	-	-	-	-	954	811	115	-	-
Enhancing existing iconic short walks and day hikes	6,000	6,000	2,014	5	-	-	-	-	-	2,014	1,850	1,249	107	780
Increasing efforts to keep Aotearoa free from sea spurge	1,280	1,280	237	4	-	-	-	-	-	237	403	320	320	-
Foundational work for the eradication of pigs, cats and mice from Auckland Island / Maukahuka	3,650	3,650	2,034	2	-	-	-	-	-	2,034	1,616	-	-	-
Tongariro Alpine Crossing sustainable management project	1,830	1,830	1,830	2	-	-	-	-	1,181	649	-	-	-	-

Project	\$000			Years	Actual Expenditure						Forecast			
	Budgeted Funding	Actual Funding	LTD FY25 Actual Expenditure		19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29
National Wilding Conifer Control Programme	8,050	8,050	7,051	1	-	-	-	-	7,051	-	999	-	-	-
Biodiversity Investment Approach project	2,240	2,240	951	2	-	-	-	-	-	9,51	12,89	-	-	-
Te Manahuna Aoraki project	575	575	575	1	-	-	-	-	-	575	-	-	-	-
5 Minute Bird Count data upgrade	345	287	287	1	-	-	-	-	218	69	-	-	-	-
Geographic Information Systems upgrade	702	380	380	1	-	-	-	-	168	212	-	-	-	-
New Zealand Threat Classification System upgrade	345	345	345	1	-	-	-	-	170	175	-	-	-	-
Cyclone response – biodiversity priorities	575	575	575	2	-	-	-	-	275	300	-	-	-	-
Hauraki Gulf marine protection (relates to B22 Revitalising the Hauraki Gulf)	1,605	1,605	859	3	-	-	-	-	859	-	746	-	-	-
Kākāpō Recovery Programme	8,030	7,792	6,776	7	484	1,155	2,480	792	1,074	791	959	31	13	13
Regulatory Compliance	13,680	13,678	11,925	7	1,010	2,271	2,860	2,528	2,348	908	1,753	-	-	-
Ruapekepeka Pā	1,200	1,200	978	3	521	377	80	-	-	-	-	222	-	-
Expanding landscape scale predator control – Rakiura National Park	3,000	3,000	500	2	-	-	-	-	-	500	2,500	-	-	-
Expanding landscape scale predator control – to other National Parks	2,500	2,500		1	-	-	-	-	-	-	2,500	-	-	-

Project	\$000			Years	Actual Expenditure						Forecast			
	Budgeted Funding	Actual Funding	LTD FY25 Actual Expenditure		19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29
Expanding landscaping scale predator control – co-investment with NEXT foundation	4,000	4,000		2	-	-	-	-	-	-	3,500	500	-	-
Deer and goat management in National Parks - Fiordland	3,500	3,500	214	3	-	-	-	-	-	214	1,661	1,625	-	-
Stop the spread and remove wilding conifers	3,500	3,500	3,500	1	-	-	-	-	-	3,500	-	-	-	-
Manage weeds at iconic sites - Tāmaki	1,500	1,500	197	3	-	-	-	-	-	197	803	500	-	-
Stop the spread of wallabies	1,000	1,000	-	2	-	-	-	-	-	-	500	500	-	-
Piopiotahi / Milford project	2,000	2,000	-	2	-	-	-	-	-	-	1,3000	900	-	-
Summer visitor pressures - ESI - Aoraki	900	900	222	2	-	-	-	-	-	222	678	-	-	-
Cape Rodney – Okakari Point Marine Reserve (Goat Island / Te Hawere-a-Maki)	2,000	2,000	-	2	-	-	-	-	-	-	1,000	1,000	-	-
Motutapu Island	1,000	1,000	-	2	-	-	-	-	-	-	500	500	-	-
Rangitoto	500	500	-	1	-	-	-	-	-	-	500	-	-	-

Project	\$000			Years	Actual Expenditure						Forecast			
	Budgeted Funding	Actual Funding	LTD FY25 Actual Expenditure		19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29
Safety of visitor structures	6,400	6,400	-	2	-	-	-	-	-	-	3,200	3,200	-	-
Maungatautari Sanctuary	750	750	-	3	-	-	-	-	-	-	250	250	250	-
Kaimai Mamaku Forest Goat Eradication	750	750	-	3	-	-	-	-	-	-	250	250	250	-
Toxin control in Te Urewera	500	500	-	3	-	-	-	-	-	-	167	167	166	-
Aorangi Awarau Trust	500	500	-	3	-	-	-	-	-	-	167	167	166	-
Queen Elizabeth 11 National Trust (QE11)	4,500	4,500	-	3	-	-	-	-	-	-	1,500	1,500	1,500	-
Restoring unique wildlife - Expanding landscape scale predator control	4,150	4,150	-	2	-	-	-	-	-	-	1,850	2,300	-	-
Restoring unique wildlife - Goat management in National Parks and popular visitor areas	6,900	6,900	-	3	-	-	-	-	-	-	2,300	2,300	2,300	-
Restoring unique wildlife - Increasing populations of threatened species in national parks, islands and visitor sites	11,500	11,500	-	3	-	-	-	-	-	-	2,750	3,550	5,200	-

Project	\$000			Years	Actual Expenditure						Forecast			
	Budgeted Funding	Actual Funding	LTD FY25 Actual Expenditure		19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29
Supporting thriving landscapes - Stopping the spread and remove wilding conifers	3,000	3,000	-	1	-	-	-	-	-	-	3,000	-	-	-
Supporting thriving landscapes - Managing weeds at iconic sites	7,450	7,450	-	3	-	-	-	-	-	-	2,630	2,300	2,520	-
Managing visitor pressures	13,600	13,600	-	3	-	-	-	-	-	-	4,300	7,100	2,200	-
Managing core visitor products	8,400	8,400	-	3	-	-	-	-	-	-	3,200	3,700	1,500	-
IVL fund management (advice, allocation and reporting)	4,037	8,736	2,719	10	546	400	400	400	400	573	1,607	1,470	1,470	1,470

**Table 3: Tourism funding commitments by project as at 30 June 2025**

Project	\$000			Years	Actual Expenditure						Forecast			
	Budgeted Funding	Actual Funding	LTD FY25 Actual Expenditure		19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29
Tourism Data Programme	5,080	5,080	3,041	2	-	-	-	60	130	2,851	1,949	90	-	-
Regional Tourism NZ Destination Management Plans	600	600	600	2	-	-	-	300	270	30	-	-	-	-
i-SITE Network	2,975	2,975	1,775	3	-	-	-	175	800	800	1,200	-	-	-
Freedom Camping Implementation of Reforms	4,593	4,693	3,509	4	-	-	-	204	1,421	1,884	1,184	-	-	-
NCEA Tourism Programme	2,000	2,000	0	3	-	-	-	-	-	-	500	1,000	500	-
Electrifying the New Zealand Cycle Trail	3,000	3,000	3,000	1	-	-	-	-	-	3,000	-	-	-	-
Regional Events Promotion Fund	5,000	5,000	2,500	2	-	-	-	-	-	2,500	2,500	-	-	-
Ngā Haerenga New Zealand Cycle Trails Great Rides	40,000	40,000	8,000	5	-	-	-	-	-	8,000	8,000	8,000	8,000	8,000
Tourism New Zealand, Marketing New Zealand as a Visitor Destination	41,866	41,866	145	5	-	-	-	-	-	145	24	13,899	13,899	13,899
Tourism Boost Package for 2024/25	20,000	20,000	17,000	1	-	-	-	-	-	17,000	3,000	-	-	-
Tourism Growth Roadmap Investments for 2025/26	34,433	34,433	34,433	1	-	-	-	-	-	34,433	-	-	-	-

**Section 2:**

# **Project Progress Reporting**



# Project Progress Reporting

The following tables show the progression of current IVL projects against key milestones at 30 June 2025.

Delivered	Green
Being delivered	Yellow
Paused	Grey
Not delivered	Red
Withdrawn	Blue

## Conservation Portfolio

Project	Description	Key milestones 2024/2025	Status	Project end date
Kākāpō Recovery Programme	Development of a long-term sustainable management approach for kākāpō and establishment of new habitat sites	Infrastructure upgrades completed including heat pumps in island huts, Coal Island bivvy and Whenua Hou generator	Green	2026
		New transmitter technology scoped	Green	
Ruapekapeka Pā <sup>2</sup>	Development of Ruapekapeka Pā as an attraction for visitors; support of Te Ruapekapeka Trust to commemorate the 175th anniversary of the Battle of Ruapekapeka Pā	Cannon installed	Yellow	2026
Regulatory Compliance – Building Capacity and Capability for	Increase capability and capacity to enable investigations into illegal activity on conservation lands and waters, wildlife crime	Warranted Officer training completed	Green	2025

<sup>2</sup> As of publication date, the Ruapekapeka Pā project is complete, and all milestones have been achieved.

Project	Description	Key milestones 2024/2025	Status	Project end date
Conservation Law Enforcement	and crime related to international trade in endangered species	Concession monitoring improvement plan completed		
Westland Destination Management Stage 1 – Fox Glacier <sup>3</sup>	Delivery of eight projects on the West Coast to enhance visitor access to conservation and tourism activities.	Lake Matheson carpark reconfigured		2027
		Interpretation signage for Lake Gault, Peak View and Minehaha completed		
		Lake Gault improvements completed		
		Southside carpark upgrade completed		
Hauraki Gulf marine protection <sup>4</sup>	Establish marine protection and develop a research and monitoring framework across the whole Revitalising the Gulf strategy	Marine protection areas established		2027
		Biodiversity baseline surveys completed		
		Monitoring and reporting framework completed		
Biodiversity Investment Approach project <sup>5</sup>	Development of a multi-year biodiversity investment planning system that enables the Government, DOC, and partners to make better informed and transparent decisions on biodiversity investment	Programmes established		2026
		70% of outcome plans built		
		Evaluation and reporting processes designed		
Cyclone response – biodiversity priorities	Protect species under threat due to damage from Cyclone Gabrielle	Northern Ruahine Forest Park – access road reinstated		2025

<sup>3</sup> Two milestones were paused due to a decline in visitor numbers, which reduced pressure on visitor assets, as a result of the COVID-19 pandemic. These works have been rescoped and will be completed by the end of 26/27.

<sup>4</sup> Enactment of the Hauraki Gulf marine protection Bill was delayed, impacting project delivery. In 2025, a Detailed Business Case was submitted to move funding to future years. This was accepted and as a result key milestones in 24/25 were 'being delivered' rather than 'delivered'. This was accepted and as a result key milestones in 24/25 are shown as 'being delivered' rather than 'delivered'.

<sup>5</sup> The 'Evaluation and reporting processes designed' milestone was paused due to a capacity gap in monitoring teams. As of publication date, this gap has been filled, and the design is expected to be complete by 2027.

Project	Description	Key milestones 2024/2025	Status	Project end date
		Species on the brink - Shore plover and Tara iti (fairy tern) management completed		
Te Manahuna Aoraki project	Protecting and revitalising a 310,000-hectare mainland island in the Upper Mackenzie Basin and Aoraki/Mount Cook National Park	Predator control operations across Liebig and Malte Brun completed		2025
Redeveloping and maintaining the track at Cathedral Cove	Support continued recovery from Cyclone Gabrielle damage and create a visitor management plan	Temporary track and toilet block opened, site refresh, trees cut and general maintenance completed		2029
		Interim Summer 24/25 Visitor management plan developed and delivered including behaviour signage, digital campaign, park and ride pilot		
		Waimata Gemstone Bay and Hahei track rebuilds approved		
		Temporary track resilience improvements approved		
Continuing delivery of the Tongariro Alpine Crossing Sustainable Management Plan <sup>6</sup>	Work in partnership with Ngāti Hikairo of Ngāti Tūwharetoa to develop a sustainable management model for the Tongariro Alpine Crossing	Bulk concessions processing completed for 99% of concessionaires		2027
		Manaaki Ranger programme continued		
		Project closed and transitioned to BAU		
Enhancing existing iconic short walks and day hikes	Enhance existing iconic tracks and expand the Department of Conservation's network of short walks and day hikes	Improvement works delivered		2029
		Short walk and day hike brand content developed		
Increasing efforts to keep Aotearoa free of sea spurge	Expand programme to monitor and eradicate sea spurge along New Zealand's coastline	Lower North Island survey and control work completed		2029

<sup>6</sup> As of publication date, the Continuing delivery of the Tongariro Alpine Crossing Sustainable Management Plan project is due to end 2027. This is to allow for the final deliverables to be completed.

Project	Description	Key milestones 2024/2025	Status	Project end date
Foundational work for the eradicating of pigs, cats and mice from Auckland Island/Maukahuka	Pave the way for the eradication of mammalian predators from Auckland Island in the Sub Antarctic by securing \$78m funding, establishing organisational readiness and progressing required R&D including bait developments for cats and pigs, improvements to helicopter bait buckets and remote reporting camera surveillance system for detecting target pests	Project team recruited		2026
		Research and development work progressed		
Car Park Charging pilot	Pilot paid parking at three South Island visitor hotspots to help manage visitor pressure and support conservation	Pilot sites approved		2027
		Hardware contract negotiations commenced		
		Carpark price strategy drafted		
		Public engagement commenced		
Huts of Recreational Importance	Support the maintenance and management of Huts of Recreational Importance through partnerships over the next four years	Improvements to over 20 huts and tracks completed		2029
Nationwide campaign to connect New Zealand to nature	Raising awareness and creating motivation for people to connect with nature	Campaign strategy finalised		2028
		Engagement framework developed		
Expanding landscape scale predator control – Rakiura National Park	Protection of critically endangered Southern Dotterel in Rakiura National Park across approximately 35,000ha	1080 operation delivered		2027
		Post-operational monitoring completed		
Expanding landscape scale predator control – to other National Parks	Protecting our threatened and iconic birdlife by boosting predator control in National Parks	Kahurangi National Park 1080 operation delivered		2027
		Arthurs Pass National Park 1080 operation delivered		
		Mount Aspiring National Park 1080 operation delivered		

Project	Description	Key milestones 2024/2025	Status	Project end date
Expanding landscape scale predator control – co-investment with NEXT Foundation	Maximising outcomes achieved with co-investment on landscape scale projects	Co-funded predator control expansion projects delivered (by ZIP) at: Predator Free South Westland, Te Manahuna Aoraki: Kirikirikatata Range and Abel Tasman / Project Janszoon		2027
Deer and goat management in National Parks – Fiordland	Reduction in the impact of deer on biodiversity through collaboration with the hunting sector, with meat provided to those in need. Manage deer in Fiordland National Park	Aerial and ground control operations completed in Fiordland National Park: Murchison Mountains and Bradshaw Block		2027
Stop the spread and remove wilding conifers	Wilding conifers are controlled at iconic landscape sites, increasing the biodiversity and scenic value of these places, and ensuring the land is productive. Reduces long-term costs for land managers. Focus on Aoraki, Mackenzie, Central Otago and Rangitoto	21,000ha of wilding conifer operations completed in Aoraki, Mackenzie and Wakatipu areas		2027
		Wilding conifer operation completed on Rangitoto		
Stop the spread of wallabies	Stopping the spread of wallabies outside of North and South Island containment areas, improving the structure of indigenous forests	Project team established		2027
Manage weeds at iconic sites – Tāmaki	Reduction in transformational weed populations, leading to healthier island ecosystems and improving biodiversity and scenic value for visitors. Tāmaki predator-free islands including Te Hauturu-ō-Toi, Rangitoto / Peretū, Te Motutapu a Taiehu and Tiritiri Matangi. These islands are places of significance for iwi and home to nationally significant cultural heritage and species	Hauturu weed control operations completed		2027
		Rangitoto weed control operations completed		
		Motutapu weed control operations completed		
Summer visitor pressures – Eastern South Island - Aoraki	Better experience for visitors at popular sites by providing increased levels of service	Summer and compliance rangers recruited		2026
		Facilities maintenance completed		

Project	Description	Key milestones 2024/2025	Status	Project end date
Piopiotahi/Milford project	Better experience for visitors at Milford Sound Piopiotahi and along the corridor	Project team and governance established		2027
Safety of visitor structures	DOC manages 550 cable structures (Suspension Bridges, Swing Bridges, Three Wire Crossings and Cableways) on Public Conservation Land. Confidence that high-use cable structures in popular areas are well maintained	Lower Snowy and Lake Marian structures designed		2027
Cape Rodney – Okakari Point Marine Reserve (Goat Island/Te Hawere-a-Maki)	Improve storytelling and facilities at this highly visited marine reserve to improve the visitor experience and revenue return	Initial scope of improvement works completed		2027
Motutapu Island	Improve camping experience and ablution facilities at Home Bay and upgrades to wharf	Initial scope of improvement works completed		2027
Rangitoto	Improve arrival and departure point for visitors to the island	Initial scope of improvement works completed		2027

### Tourism Portfolio

Project	Description	Key milestones 2024/2025	Status	Project end date
Tourism Data Programme	Development of a tourism data co-governance model and tourism data programme	Tourism Data Leadership Group's Strategic Business Plan 2024-25 published in March 2024		2024
		Tourism data programme products e.g. Tourism Volumes and Flow Data		2027
i-SITE Network	Develop the brand of the i-SITE network, upgrade the physical interior of 14 i-SITEs,	Brand Development		2026

Project	Description	Key milestones 2024/2025	Status	Project end date
	create an online booking capability within the i-SITE website	Physical updates of 14 destination i-SITEs	Yellow	
		Development of i-SITE digital assets	Green	
Freedom Camping Vehicle Register	Design and build an electronic register of self-contained vehicles and to set up the register's associated systems	Design, build, test and implement the register with support documentation	Green	2024
Freedom Camping Implementation of Reforms	Plumbers, Gasfitters and Drainlayers Board (PGDB) payment to cover their regulatory costs to oversee New Zealand's self-contained vehicles (SCV) system until the SCV Levy self-funds system activities	SCV Levy is funding the PGDB's Regulatory costs	Yellow	2026
	Freedom Camping Marketing	Marketing campaign to inform freedom campers about the law changes <sup>7</sup>	Blue	2025
NCEA Tourism Programme <sup>8</sup>	National Certificate of Educational Achievement (NCEA) programme of learning for tourism	Design and implement	Grey	2027
Electrifying the New Zealand Cycle Trail	Improve access to the New Zealand cycle trail network by investing in e-bike charging stations on Great Ride cycle trails around the country	Applications received Funding agreements complete E-bike charging stations installed	Yellow	2026
Regional Events Promotion Fund	Support the promotion of regional events to the domestic market	Applications received Funding agreements complete Event projects delivered	Yellow	2026

<sup>7</sup> An additional marketing campaign was not required, as weekly reporting from the PGDB on vehicle certifications demonstrated that the reach of its existing marketing activities was sufficient.

<sup>8</sup> The NCEA Tourism Programme was paused in May 2025 because the Ministry of Education advised there was potential NZEA reform under consideration.

Project	Description	Key milestones 2024/2025	Status	Project end date
International Visitor Conservation and Tourism Levy investment in Ngā Haerenga New Zealand Cycle Trails Great Rides	Support maintenance, development and promotion of the New Zealand Cycle Trails	Applications received Funding agreements complete Cycle trail projects delivered		ongoing
Tourism New Zealand, Marketing New Zealand as a Destination	Ensure New Zealand is marketed as a visitor destination as to maximise long term benefits to New Zealand	Undertake planned activities to promote New Zealand as a visitor destination in key markets with performance reported in the Tourism New Zealand Annual Report		ongoing
Tourism Boost Package 2024/2025	Tourism New Zealand initiatives to boost international visitor numbers and drive economic growth	Deliver initiatives and report performance in the Tourism New Zealand Annual Report 2024/25		2025
	Regional Tourism Boost Fund to support regions to attract more international visitors and encourage their dispersal around the county	Undertake a contestable funding round		2026
Tourism Growth Roadmap Investment 2025/26	Tourism New Zealand initiatives to increase international visitor numbers	Funding announced but activities will not commence until 2025/26		2026
	Tourism New Zealand's Conference Assistance programme to attract business events to New Zealand	Funding announced but activities will not commence until 2025/26		2026
	Michelin Guide Programme	Funding announced but activities will not commence until 2025/26		2029
	Increased funding for the Major Events Fund	Funding announced but activities will not commence until 2025/26		2026
	Replacement bridge at the Totara River	Funding announced but activities will not commence until 2025/26		2026

Project	Description	Key milestones 2024/2025	Status	Project end date
	Milford Road corridor improvements	Funding announced but activities will not commence until 2025/26		2028
	Tourism Funding Flows and Impacts Report	Funding approved but activities will not commence until 2025/26		2026

## Image Licence Information

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Asset ID: 550899

File Name: 550899-whitianga-coromandel.jpg

Description: Cathedral Cove, Whitianga

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Credit: Miles Holden

Asset ID: 234144

File Name: 234144-dunedin-otago.jpg

Description: Dunedin, in New Zealand's South Island, is a region of unique landscapes and rich cultural heritage. Explore Dunedin's Victorian and Edwardian architecture, get close to rare wildlife and soak up the quirky city vibe.

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Credit: Camilla Rutherford

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**File Name: 234532-rotorua-bay-of-plenty.jpg**

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**Credit: Miles Holden**