

New Zealand's Tourism Policy Statement



Policy objectives and actions

1: Evidence-led, sustainable tourism growth	2: Delivering high-quality visitor experiences	3: Tourism that works for regions and communities	4: Productive, resilient tourism and hospitality businesses	5: Strong international and domestic connectivity	6: Creating and shaping demand through targeted and effective marketing	7: Unlocking the value of events and business events	8: Investing for impact and long-term value
Deliver practical tourism data and insights that industry and government can use	Provide clear, forward-looking signals about priority experience areas	Consider future funding arrangements to enable management of visitor pressures at place and delivery of sustainable tourism growth	Support industry with lifting productivity and international readiness	Work across central and local government and with the aviation, cruise and other transport sectors to increase connectivity	Sustain international demand generation for New Zealand	Undertake a review of the events system to strengthen strategy, coordination and public value	Consider future funding arrangements to enable management of visitor pressures at place and delivery of sustainable tourism growth
For public conservation land, integrate resident sentiment, environmental indicators, and site-level capacity into the shared evidence base	Progress a visitor accommodation strategy	Consider options to improve transparency for short-term rental accommodation	Develop a skilled workforce and business leaders	Provide continued transparency about fee and levy reviews	Better align national and regional marketing	Respond to the findings of the Events System Review with staged actions	Set clearer, enduring investment outcomes, principles and priorities for tourism-related funding, including the International Visitor Conservation and Tourism Levy (IVL)
Build shared capability to use tourism insights effectively	Develop a national culinary tourism strategy	Partner with regions to support place-based tourism outcomes	Accelerate practical AI adoption across tourism and hospitality	Negotiate air services agreements to enable more connections	Provide stable, multi-year funding and performance signals to Tourism New Zealand		Publish transparent investment criteria for tourism-related funding, including the IVL
	Support Māori tourism as a core element of destination differentiation and authenticity	Embed stewardship for visitor conduct in business practice	Reduce unnecessary regulatory burden on tourism and hospitality businesses	Ensure immigration settings continue to support visitor demand	Use marketing to support dispersal and seasonality		Strengthen evaluation and learning for tourism-related funding, including the IVL
	Meet trade and consumer needs for quality assurance		Support industry transitioning to lower-emissions and more sustainable operations	Build a strong and resilient aviation sector	Coordinate marketing campaigns for conservation sites		Explore a cross-government approach to growing investment into tourism, including through foreign direct investment
	Ensure there is ongoing improvement of service quality and customer experience standards			Build a sustainable and resilient cruise sector	Align demand generation with destination capacity and stewardship		
				Ensure visitors have options for reducing their carbon footprint			

Stewardship actions

System roles and coordination	Implementation, oversight and review
Set clear leadership and accountability across the system	Monitor and report on progress and outcomes
Strengthen cross-agency coordination within central government	Establish a tourism leadership group to progress implementation
Consider options to strengthen the tourism system	Use this Statement to guide expectations of system entities
Consider policy options for a national destination plan	Refresh this Statement periodically

What it is
Why it matters
The future it creates

A shared long-term direction for New Zealand's tourism system.
Tourism growth needs clearer direction, better coordination and deliberate choices.
A tourism system that delivers sustainable growth and long-term value.

What it means for stakeholders

Greater certainty, better alignment and a clearer basis for action

What happens next?

Implementation will be phased over time, with ongoing engagement across the system.

Roles and responsibilities

Central government
Local government
Industry

All have a part to play. The Statement helps clarify how those roles fit together and provides a common reference point for planning, collaboration and decision-making over time.