



COVERSHEET

Minister	Hon Stuart Nash	Portfolio	Tourism
Title of Cabinet paper	Enabling Tourism New Zealand to redirect marketing towards domestic tourism in response to COVID-19	Date to be published	22 February 2021

List of documents that have been proactively released

Date	Title	Author
16 December 2020	<i>Enabling Tourism New Zealand to Redirect Marketing Towards Domestic Tourism in Response to COVID-19</i>	<i>Office of the Minister of Tourism</i>
16 December 2020	<i>CBC-20-MIN-0132</i>	<i>Cabinet Office</i>

Information redacted

YES

Any information redacted in this document is redacted in accordance with MBIE's policy on Proactive Release and is labelled with the reason for redaction. This may include information that would be redacted if this information was requested under Official Information Act 1982. Where this is the case, the reasons for withholding information are listed below. Where information has been withheld, no public interest has been identified that would outweigh the reasons for withholding it.

Some information has been withheld to protect the confidentiality of advice tendered by a Minister of the Crown.



Cabinet Business Committee

Minute of Decision

This document contains information for the New Zealand Cabinet. It must be treated in confidence and handled in accordance with any security classification, or other endorsement. The information can only be released, including under the Official Information Act 1982, by persons with the appropriate authority.

Enabling Tourism New Zealand to Redirect Marketing Towards Domestic Tourism in Response to COVID-19

Portfolio Tourism

On 16 December 2020, the Cabinet Business Committee, having been authorised by Cabinet to have Power to Act [CAB-20-MIN-0536]:

- 1 **noted** that on 13 May 2020, the Cabinet Economic Development Committee noted that Tourism New Zealand had redirected part of its marketing capability to domestic tourism marketing [DEV-20-MIN-0080];
- 2 **noted** that this redirection was unintentionally in breach of the scope of the appropriation used to fund it (*Tourism: Marketing of New Zealand as a Visitor Destination*), which is limited to international marketing;
- 3 Confidential advice to Government [REDACTED]
- 4 **agreed** that Tourism New Zealand's role be expanded to include domestic marketing throughout the COVID-19 response;
- 5 **noted** that once international visitors return, the Minister of Tourism will reconsider the scope of Tourism New Zealand's role in the domestic market;
- 6 **agreed** to establish the following new appropriation:

Vote	Appropriation Minister	Title	Type	Scope
Business, Science and Innovation	Minister of Tourism	Tourism: Marketing New Zealand as a Visitor Destination	Non-departmental Output Expense	This appropriation is limited to the promotion of New Zealand as a visitor destination in key markets

- 7 **approved** the following fiscally neutral adjustment to provide for the decision above, with no impact on the operative balance or net core Crown debt:

Vote Business, Science and Innovation Minister of Tourism	\$m – increase/ (decrease)				
	2020/21	2021/22	2022/23	2023/24	2024/25 and outyears
Non-departmental Output Expense: Tourism: Marketing of New Zealand as a Visitor Destination	(49.046)	(111.950)	(111.950)	(111.950)	(111.950)
Non-departmental Output Expense: Tourism: Marketing New Zealand as a Visitor Destination	49.046	111.950	111.950	111.950	111.950

- 8 **agreed** that the changes to appropriations above be included in the 2020/21 Supplementary Estimates and that, in the interim, the increase be met from Imprest Supply;
- 9 **noted** that a further fiscally neutral adjustment may be required through the March Baseline Update to ensure that all remaining funding in the 2020/21 year falls within the correct appropriation;
- 10 **noted** that the intention of the new appropriation will be ‘This appropriation is intended to achieve a contribution towards the increase in the value of visitors in New Zealand’;
- 11 **noted** that this new appropriation has slightly different scope and intention statements (removal of the words ‘overseas’ and ‘international’), which mean that the appropriation can be used for domestic tourism marketing.

Gerrard Carter
Committee Secretary

Present:

Rt Hon Jacinda Ardern (Chair)
Hon Grant Robertson
Hon Kelvin Davis
Hon Dr Megan Woods
Hon Chris Hipkins
Hon Andrew Little
Hon David Parker
Hon Nanaia Mahuta
Hon Poto Williams
Hon Damien O’Connor
Hon Stuart Nash
Hon Kris Faafoi
Hon Dr David Clark
Hon Dr Ayesha Verrall

Officials present from:

Office of the Prime Minister
Department of the Prime Minister and Cabinet