

## **BRIEFING**

## **Tourism Recovery Fund Update – 28 July 2020**

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Date:	28 Ju	ıly 2020	Priority:	High				
Security classification:	In Co	onfidence		Tracking number:	2021	2021-0368		
Action sought								
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Hon Kelvin Davis Minister of Tourism			rents of this briefing 30 July 2020			020		
Hon Grant Robe Minister of Fina								
Hon Nanaia Mahuta Minister for Māori Development								
Hon Eugenie Sage Minister of Conservation								
Fletcher Tabuteau Under Secretary Regional Economic Development								
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Contact for tele	phone	discussion	n (if required)					
Name		Position		Telephone			1st contact	
Danielle McKenz	zie	Programme Tourism	e Director,	04 896 5113	Privacy of	natural persons	<b>✓</b>	
Privacy of natural persons		Policy Advi System and	sor, Tourism d Insights	Privacy of natural persons				
The following d	epartr	ments/agen	cies have beer	n consulted				
Minister's office to complete:			☐ Approved		[	Declined		
		□ Noted			☐ Needs change			
		Seen	] Seen			n by Events		
			See Minist	ter's Notes		☐ Withdrav	/n	
Comments								



### BRIEFING

### Tourism Recovery Fund Update – 28 July 2020

Date:	28 July 2020	Priority:	High
Security classification:	In Confidence	Tracking number:	2021-0368

### **Purpose**

This paper details decisions made by Tourism Recovery Ministers (TRM) for the Tourism Recovery Package, including the Strategic Tourism Assets Protection Programme (STAPP).

#### **Recommended Action**

The Ministry of Business, Innovation and Employment (MBIE) recommends that you:

a. Note the TRM meeting minutes from 24 July 2020

Noted

b. Note the list of successful applicants to the Strategic Assets Protection Programme

Noted

c. **Note** that on 24 July 2020 you agreed that up to \$20 million will be made available for Inbound Tour Operators (ITOs) via loans

Noted

d. **Note** that Tourism New Zealand (TNZ) will recommend which ITOs should be given the option of receiving loans, due to their in-depth knowledge of the ITOs that are active in major markets and high value market segments

Noted

e. **Note** that offers for loans to ITOs will be premised on funding needed to support minimal viable options only

Noted

f. **Note** that TNZ's role in recommending ITOs to receive funding differs from our earlier advice that a separate application process would be established for ITOs

Noted

g. **Note** there is a risk that TNZ's role in recommending ITOs may be perceived as less transparent than a separate application process, but is defensible as it will enable a more expedient and approach, given TNZ's knowledge of ITOs

Noted

h. **Note** that the \$400m Tourism Recovery Fund has been over allocated by \$2.41m

Noted

i. **Note** MBIE officials deem this small over allocation to acceptable and manageable to bring final expenditure back within the \$400m contingency

Noted

j. Note commercial information	INCINZ alt	3 HOL					
included in the Tourism Recovery Fund Package							
k. <b>Note</b> the package is scheduled to be anno	ounced on Saturday, 1 August 2020.	Noted					
·		Noted					
Dariell Myhi							
Danielle McKenzie <b>Programme Director, Tourism</b> Labour, Science and Enterprise, MBIE	Hon Kelvin Davis Minister of Tourism						
/ /	/						
Hon Eugenie Sage	Hon Grant Robertson						
Minister of Conservation	Minister of Finance						
/ /	/						
Fletcher Tabuteau Under Secretary, Regional Economic Development	Hon Nanaia Mahuta  Minister for Māori Development						

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### **Strategic Tourism Assets Protection Programme**

- 1. At the TRM meeting on Friday 24 July, Ministers agreed successful STAPP applicants and other COVID-19 tourism recovery initiatives through the Tourism Recovery Fund. See **Annex One** for TRMs Meeting Minutes and details of decisions.
- 2. TRM agreed to support all STAPP applicants who rated 15/30 and above and all Māori tourism operators that were eligible for STAPP support as identified by New Zealand Māori Tourism. The successful STAPP applicants and confirmation of grant funding are shown in **Annex Two**. The loan allocation is indicative only and will need to be agreed with applicants in the coming weeks. Officials do not believe all applicants will opt to commit to a loan.
- 3. TRM agreed to consider next steps for Commercial Information outside of the Strategic Assets Protection Programme and Tourism Recovery Fund. Both applicants will be notified that they are unsuccessful through the STAPP.
- 4. TRM agreed that the successful applicants will receive support via \$500,000.00 grant or recommended first year's support (whichever is less). The remaining funding amount will be offered via a concessional loan. The grant is not contingent on the loan.
- 5. If all successful applicants accept the full funding available to them, this will equate to approximately \$234 million in additional support through the STAPP. **Annex Two** and **Three** include a financial breakdown of grants and loans, while the latter also shows the regional breakdown of successful STAPP applicants.

#### **Support for Inbound Tourism Operators (ITOs)**

- 6. At the TRM meeting on Friday 24 July, Ministers agreed that up to \$20 million will be made available for Inbound Tour Operators via loans.
- 7. As ITOs are a key link between overseas wholesalers and travel sellers, Tourism New Zealand (TNZ) in-market representatives have in-depth knowledge and experience of the key ITOs active in our major visitor markets and high value market segments. To ensure that funding can be made available to ITOs expediently, TNZ will now provide recommendations on which ITOs should be given the option of receiving loans.
- 8. This process for identifying the ITOs to receive funding differs from our earlier advice, which anticipated undertaking a separate application/assessment process. TNZ will however note the themes of the eligibility criteria that were previously agreed when working with their inmarket teams. These criteria included that ITOs that receive funding should have achieved significant penetration in major or emerging visitor markets or high value market segments, and have delivered a high value pipeline of international visitors to New Zealand tourism operators. While, without an application process, TNZ will not be able to provide detailed information against each criteria, TNZ will establish their best recommendations based on their knowledge of ITOs and what is needed for market recovery.
- 9. The scope of funding to be made available to ITOs will also be consistent with our previous advice. It is expected that offers of loans will be provided to approximately 10 to 12 ITOs, to ensure coverage across key markets. As offers of loans will be premised on provision of funding to support minimal viable operations only, it is likely that less than the \$20 million will be committed.
- 10. The process of TNZ recommending which ITOs should receive offers of funding may be perceived as less transparent than a separate application process. However, this process will be more expedient, given TNZ's knowledge of the ITOs concerned. The change in process is also in part due to the decision to offer loans only to ITOs, and move away from grants.

11. We will notify the industry body, New Zealand Tourism Export Council (TEC), of TNZ's role.

The funding allocation that you have agreed (up to \$20m) to be made available to ITOs is the Commercial Information

## \$400m Tourism Recovery Fund

12. During the TRM meeting on Thursday 9 July 2020, along with the STAPP, TRMs also agreed to other initiatives funded through the \$400m Tourism Recovery Package.

#### The \$400m Tourism Recovery Package has been fully allocated

- 13. Cabinet agreed to allocate \$400m to the Tourism Recovery Package. Given the decisions by TRM on Friday 24 July, the Tourism Recovery Fund is now fully allocated, with committed funds to date now totalling \$402.41m (see table below). MBIE officials deem this small over allocation to acceptable and manageable to bring final expenditure back within given \$400m.
- 14. There are significant variables still to be worked through for the STAPP support that we anticipate will bring the total allocation down. This includes re-adjusting payments to remove the wage subsidy and DOC Concession Fee Waiver and as noted in paragraph two, a full uptake of loans through the STAPP is not anticipated.

**Table 1: Tourism Recovery Fund allocation** 

Project	Funds Committed Specifics (up to \$m)	Total Funds Committed (up to \$m)
STAPP		\$268.90
AJ Hackett	\$10.20	
Discover Waitomo (thl)	\$4.00	
Whale Watch Kaikoura	\$1.50	
RTO support	\$20.20	
STAPP Approved (\$46 in grants, \$164 in Ioans) STAPP Māori Tourism (\$8 in grants, \$13m in Ioans) STAPP Administration	\$210.000 \$21.000 \$2.000	
Transitions Programme		\$17.00
Support through Qualmark Support through NZMT Support through RBPN	\$5.00 \$2.00 \$10.00	
NZMT (through TPK) DoC Concessions Waiver MBIE Tourism Support Costs Tourism Futures Taskforce STAPP ITO Support IT Capability Domestic Events Fund	\$10.00 \$25.00 \$0.75 \$0.755 \$20.000 \$10.000 \$50.000	\$10.00 \$25.00 \$0.75 \$0.76 \$20.00 \$10.00 \$50.00
Total TRFs committed Baseline Surplus / (Deficit)	φου.υυυ	\$402.41 \$400.00 \$2.41

## Not included in the \$400m Tourism Recovery Fund

TRM agreed separate advice was needed for Commercial Information

15. Given the Tourism Recovery Fund is fully allocated, there are a number of initiatives that don't fit within the \$400m Tourism Support Package envelope. If TRM wish to proceed further with these initiatives, TRM will need to seek Cabinet authority to progress them. Any further initiatives could either be through a 'topping-up' of the Tourism Recovery Fund or as a standalone investment.

16. As agreed by TRM, Commercial Information were removed from the STAPP. Each of these proposals have a unique set of complex characteristics and challenges that need to be considered. MBIE will work with the Provincial Development Unit, Department of Conservation (DOC) and other relevant agencies to provide new advice for If viable proposals are developed and ready for consideration we will report back to TRM.

## Further funding for Commercial Information

17. Any support for Commercial Information will not fit into the current Tourism Recovery Fund. If TRM would like to progress any support for Commercial Information, DOC is best suited to deliver further advice.

#### **TRENZ**

- 18. TRENZ is the largest tourism trade show in New Zealand, organised by Tourism Industry Aotearoa. Exhibitors and buyers from New Zealand's tourism markets connect over targeted 15-minute business-focussed appointments. TRENZ 2020 was cancelled due to COVID-19.
- 19. TIA submitted an application to the STAPP for \$5.47m to support TRENZ. TIA's application for TRENZ was eligible, but was removed from the process as requested by TRM, noting preference for separate support.
- 20. Officials can deliver separate advice to TRMs if requested.

### **Annexes**

Annex One – Minutes of TRM meeting

Annex Two – Agreed STAPP applicants for funding

Annex Three – Breakdown of agreed STAPP applicants by region

## Annex One – Minutes of TRM meeting – 24 July 2020

#### **Record of Decisions**

#### 1. Inbound Tour Operators Funding

Ministers agreed that up to \$20 m would be available for Inbound Tour Operators via loans.

#### 2. Stimulating the Domestic Tourism Market through Events

Ministers agreed to establish a \$50 million Regional Events Fund. Ministers raised some concerns about the most effective mechanism to deliver the Fund and requested officials report back on options, including delivery via the existing Domestic Events Fund (current allocation \$10m). MBIE officials will report back to TRM on Monday 27 July.

#### 3. Lifting Digital Capability in the Tourism Sector

Ministers agreed to:

- \$5 million to Qualmark to provide a service to help tourism operators develop digital strategies and access digital tools, and
- \$5 million to the existing Digital Enablement Package, in order that tourism businesses can specifically benefit from the work that has already been undertaken, this stream would also encourage businesses to join Qualmark.

Follow up note: Minister Davis to forward paper to Minister of Small Business, responsible for the Digital Enablement Package.

#### 4. Strategic Tourism Assets Protection Programme

- Ministers agreed that generic accommodation was not eligible for the STAPP. However, three accommodation providers are eligible due to their significance as tourism attractions to their regions in their own right, with their accommodation offerings being secondary features of the business. These are Larnach Castle, The Hermitage and The Duke of Marlborough.
- Ministers noted that there is to be no double dipping across government COVID-19
  response packages. For example, if applicants received funding from DOC's Wildlife
  Institutions Relief Fund those funding components would need to be removed from the
  STAPP application.
- Ministers discussed some assets funded by local government and agreed that stadiums and convention centres were ineligible. Ministers agreed that some assets funded by local government were eligible, such as Auckland Art Gallery, Auckland Zoo and New Zealand Maritime Museum.
- Ministers agreed that STAPP applications for Commercial Information and be removed and considered separately.
- Ministers recommended that Commercial Information be declined as the could quickly return to operation.
- Ministers agreed that all other applications rated 15/30 points and above be approved
  with a grant of up to \$500,000 for the first year. All remaining funding requested would
  be available via a loan scheme. The grant would not be dependent on confirmation of
  the loan.
- Ministers discussed a number of options to operationalise a loan scheme, either by adapting an existing loan scheme, standing up a new loan scheme or contracting a bank to deliver it. Further work needs to be undertaken to explore these options. Officials from the Treasury and MBIE will provide advice on options over the coming weeks.
- Ministers agreed to support all Māori tourism businesses on the eligible STAPP list, including those ranked lower than 15/30 points. New Zealand Māori Tourism confirmed that the amount of funding sought by Māori businesses amounted to \$21 million

(excluding Te Puia). Ministers agreed to allocate \$21 million to Māori tourism businesses (from the eligible STAPP applicant list). Funding terms will be the same as the other STAPP successful applicants with a grant of up to \$500,000 and an optional loan making up the total of the requested funding. MBIE officials will work with New Zealand Māori Tourism ahead of any announcement to clarify roles and implementation.

 Ministers agreed that MBIE's work on conditionality for funding is critical and should be progressed as agreed previously.

#### 5. Next Steps and announcements

- Minister Davis will announce the tourism package on Thursday, 30 July 2020. Ministers
  agreed that not all approved STAPP applicants will be announced but a selection of
  businesses will be.
- On Monday, officials will:
  - a. Provide a comprehensive communications plan for Thursday's announcements to TRM
  - b. send an update on the STAPP funding allocation by successful applicant based on the Ministers' decisions.
  - c. send letters to successful applicants by close of business and seek confirmation on whether the business name can be included in the announcement. Officials intend on informing unsuccessful applicants at the time of announcement and will provide information on the support available via the Tourism Transitions Programme.
  - d. Provide TRM with an update on options for the delivery mechanism for the Events Fund.

# Annex Two – Agreed STAPP applicants for funding

## Approved applications (Ranked 15/30 and above)

		Values			
	;	Sum of Grant	Sum of Loan	Sum of Grant +	Sum of Total
	<u>.</u>	Approved	Approved	Loan Approved	Score
Cardrona and Treble Cone	\$	500,000	Commercial Informa	tion	29
International Antarctic Centre	\$	500,000			29
Skyline Queenstown	\$	500,000			29
TSS Earnslaw and Walter Peak	\$	500,000			29
Rakiura Stewart Island	\$	500,000			28
Milford Sound	\$	500,000			28
Te Anau Glowworm Caves	\$	500,000			28
Doubtful Sound	\$	500,000			28
Skyline Rotorua	\$	500,000			28
Te Puia	\$	500,000			27
Alpine Guides Aoraki	\$	74,000			27
Fox Glacier Guiding	\$	500,000			27
Fullers Great Sights	\$	500,000			27
Southern Discoveries	\$	500,000			27
Oamaru Penguin Colony	\$	474,065			26
NZ Ski	\$	500,000			26
Zealandia	\$	500,000			25
Art Deco Trust	\$	317,000			25
Auckland Zoo Te Whare Kararehe o Tamaki Makaurau					25
	\$	500,000			
Dolphin and Albatross Encounter	\$	450,000			25
Polynesian Spa	\$	500,000			25
The Hermitage Hotel and Glacier Explorers	\$	500,000			25
Wellington Zoo	\$	500,000			24
Christchurch Tram and Punting on the Avon	\$	500,000			24
Orana Wildlife Park	\$	500,000			24
The Arts Centre Te Matatiki Toi Ora	\$	500,000			24
Black Cat Cruises	\$	500,000			23
Auckland Art Gallery Toi o Tamaki	\$	500,000			23
Puzzling World	\$	500,000			23
Royal Albatross Centre	\$	500,000			23
Marahau Water Taxis Ltd	\$	500,000			23
The Duke of Marlborough Hotel	\$	500,000			23
Christchurch Adventure Park	\$	387,000			23
Highlands Motorsport Park	\$	500,000			23
KJet	\$	500,000			22
Abel Tasman Sea Shuttles	\$	500,000			22
Taupo DeBretts Spa Resort	\$	500,000			22
Tekapo Springs Limited	\$	500,000			22
Wilsons Abel Tasman National Park Ltd	\$	500,000			22
SEA LIFE Kelly Tarlton's	\$	500,000			22
Transport World	\$	500,000			22
Orakei Korako Cave & Thermal Park	\$	446,000			21
Totally Tourism	\$	500,000			21
New Zealand Maritime Museum Hui Te Ananui A Tangaroa	\$	500,000			21
INFLITE	\$	500,000			21
Heliservices NZ		500,000			21
Buried Village of Te Wairoa	\$ \$	492,000			21
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Ultimate Hikes - Milford Track, Routeburn Track, Greenstone Track Guided Walk		500,000			21
Pukaha National Wildlife Centre	\$	300,000			21
Larnach Castle Limited	\$	500,000			21
Abel Tasman Soul Ltd (Abel Tasman Kayaks)	\$	500,000			20
Marahau Sea Kayaks Ltd	\$	183,000			20
Otago Museum	\$	500,000			20
Kaikoura Kayaks	\$	283,703			20

List continued overleaf

Skydive Queenstown Ltd	\$	500,000	Commercial Information	20
Waitomo Adventures	\$	350,000		20
Huka Prawn Park	\$	386,000		20
	\$	366,000		20
Kaiteriteri Kayaks				
Otorohanga Kiwi House	\$	500,000		20
National Aquarium of New Zealand	\$	400,000		20
Dive! Tutukaka	\$	500,000		20
West Coast Wildlife Centre	\$	500,000		20
Rainbows End Theme Park	\$	500,000		20
Wilkin River Jets	\$	286,471		20
Rotorua Canopy Tours	\$	450,000		20
Kiwi North	\$	200,000		19
Westcoast Treetop Walk and Café	\$	250,000		19
Penguin Place Limited	\$	500,000		19
Monarch Wildlife Cruises and Tours	\$	315,000		19
Backcountry Helicopters	\$	475,000		19
The Kauri Museum	\$	345,000		19
Zorb Rotorua	\$	150,000		19
Omaka Aviation Heritage Centre	\$	243,000		19
Air Safaris	\$	500,000		19
Volcanic Air	\$	500,000		19
Outback New Zealand (Nomad Safaris / Info & Track / Info & Snow)	\$	500,000		19
Shantytown Heritage Park	\$	300,000		18
Rover Tours Group Limited	\$	500,000		18
Air Milford	\$	500,000		18
Velocity Valley	\$	200,000		18
JUCY Cruise	\$	500,000		18
Howick Historical Village	\$	500,000		18
Over the Top	\$	500,000		18
Forgotten World Adventures	\$	110,000		18
Ziptrek Ecotours	\$	478,000		18
Explore	\$	500,000		17
Kiwi Journeys	\$	280,000		17
Kiwi Cave Rafting	\$	350,000		17
-	, φ \$	450,000		17
National Kiwi Hatchery				17
South Pacific Helicopters / Wings over Whales	\$	500,000		
Salt Air	\$	500,000		17
Auckland Seaplanes	\$	240,000		17
Alpine Helicopters/Minaret Station/Southern Lakes Heliski	\$	416,000		16
Southern Alps Air Limited	\$	487,500		16
Glenbrook Vintage Railway	\$	250,000		16
Driving Creek	\$	262,600		16
Lakeland Queen	\$	250,000		16
River Valley	\$	100,000		16
Natures Wonders	\$	500,000		16
Te Anau Helicopter Services	\$	500,000		16
Glenorchy Air	\$	396,000		16
Fiordland Expeditions Limited	\$	404,667		15
Spellbound Glowworm and Cave Tour	\$	200,720		15
Sand Safaris & Dune Riders	\$	500,000		15
Lake Taupo Cruises	\$	125,000		15
True South Flights	\$	500,000		15
Maniototo Curling International Inc.	\$	99,883		15
Caveworld	\$	145,000		15
Grand Total	\$	45,668,609	\$ 163,831,209 \$ 209,499,818	2255
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## Approved applications (Māori Tourism Businesses)

		Values			
		Sum of Grant	Sum of Loan	Sum of Grant + Loan	Sum of Total
Business Trading Name	-1	<b>Approved</b>	<b>Approved</b>	Approved	Score
Franz Josef Glacier Guides and Glacier Hot Pools	\$	500,000	Commercial Information		27
Whakarewarewa - The Living Maori Village	\$	500,000			26
Dark Sky Project	\$	500,000			25
Waiotapu Thermal Wonderland	\$	500,000			25
Ngati Awa Tourism Limited & Te Manuka Tutahi Marae	\$	500,000			24
Waewae Pounamu	\$	320,000			23
Footprints Waipoua	\$	390,595			22
Ko Tāne	\$	302,000			22
Waimangu Volcanic Valley	\$	500,000			21
Kapiti Island Nature Tours	\$	500,000			21
Dart River Safaris	\$	450,000			19
Tamaki Maori Village	\$	500,000			19
Kohutapu Lodge and Tribal Tours Limited	\$	500,000			19
Wanaka River Journeys	\$	215,101			18
Mitai Māori Village	\$	500,000			16
Waimarama Maori Tours	\$	260,000			14
Te Hana Te Ao Marama	\$	210,000			13
MDA Experiences	\$	500,000			13
Grand Total	\$	7,647,696	\$ 13,350,000	\$ 20,997,696	367

## Annex Three – Breakdown of agreed STAPP applicants by region



## **Strategic Tourism Assets Protection** Programme as at 28 July 2020

### **ALL Approved Applications**

Region	Count	Grant Approved	Loan Approved	Grant + Loan Approved
Northland	7	\$2,935,595	\$4,343,172	\$7,278,767
Auckland	8	\$3,450,000	\$13,045,146	\$16,495,146
Waikato	10	\$3,265,320	\$5,747,520	\$9,012,840
Bay of Plenty	18	\$7,992,000	\$30,954,000	\$38,946,000
Hawke's Bay	3	\$977,000	\$717,000	\$1,694,000
Manawatu-Whanganui	3	\$510,000	Commercial In	nformation
Wellington	4	\$2,000,000	\$3,773,972	\$5,773,972
Tasman	6	\$2,549,000	\$7,455,000	\$10,004,000
Marlborough	1	\$243,000	Commercial I	nformation
West Coast, NZ	7	\$2,870,000	\$5,722,406	\$8,592,406
Canterbury, NZ	14	\$5,996,703	\$19,585,031	\$25,581,734
Otago	26	\$11,593,020	\$34,842,811	\$46,435,831
Southland	9	\$4,404,667	\$25,442,333	\$29,847,000
National	10	\$4,530,000	\$24,892,818	\$29,422,818
Total	126	\$53,316,305	\$177,181,209	\$230,497,514

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Commercial In-Confidence

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## Strategic Tourism Assets Protection Programme as at 28 July 2020

### Approved Applications (rated 15/30 and above)

Region	Count	Grant Approved	Loan Approved	Grant + Loan Approved
Northland	6	\$2,545,000	\$4,343,172	\$6,888,172
Auckland	7	\$3,240,000	\$13,045,146	\$16,285,146
Waikato	10	\$3,265,320	\$5,747,520	\$9,012,840
Bay of Plenty	10	\$3,992,000	\$18,644,000	\$22,636,000
Hawke's Bay	2	\$717,000	\$717,000	\$1,434,000
Manawatu-Whanganui	3	\$510,000	Commercial In	nformation
Wellington	3	\$1,500,000	\$3,433,972	\$4,933,972
Tasman	6	\$2,549,000	\$7,455,000	\$10,004,000
Marlborough	1	\$243,000	Commercial	Information
West Coast, NZ	5	\$2,050,000	\$5,372,406	\$7,422,406
Canterbury, NZ	12	\$5,194,703	\$19,235,031	\$24,429,734
Otago	24	\$10,927,919	\$34,842,811	\$45,770,730
Southland	9	\$4,404,667	\$25,442,333	\$29,847,000
National	10	\$4,530,000	\$24,892,818	\$29,422,818
Total	108	\$45,668,609	\$163,831,209	\$209,499,818

Commercial In-Confidence





## Strategic Tourism Assets Protection Programme as at 28 July 2020

### Approved Applications (Maori Tourism)

Region	Count	Grant Approved	Loan Approved	Grant + Loan Approved
Northland	1	\$390,595	\$0	\$390,595
Auckland	1	\$210,000	\$0	\$210,000
Bay of Plenty	8	\$4,000,000	\$12,310,000	\$16,310,000
Hawke's Bay	1	\$260,000	\$0	\$260,000
Wellington	1	\$500,000	Commercial	Information
West Coast, NZ	2	\$820,000	\$350,000	\$1,170,000
Canterbury, NZ	2	\$802,000	Commercial I	Information
Otago	2	\$665,101	\$0	\$665,101
Total	18	\$7,647,696	\$13,350,000	\$20,997,696

Commercial In-Confidence

