



## COVERSHEET

<b>Minister</b>	Hon Peeni Henare	<b>Portfolio</b>	Tourism
<b>Title of Cabinet paper</b>	Tourism Industry Transformation Plan Environment Phase: Release of the draft Tourism Environment Action Plan	<b>Date to be published</b>	15 August 2023

### List of documents that have been proactively released

<b>Date</b>	<b>Title</b>	<b>Author</b>
June 2023	Tourism Industry Transformation Plan Environment Phase: Release of the draft Tourism Environment Action Plan	Office of the Minister of Tourism
7 June 2023	Tourism Industry Transformation Plan Environment Phase: Release of Draft Tourism Environment Action Plan DEV-23-MIN-0112 Minute	Cabinet Office

### Information redacted

**NO**

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.

## In Confidence

Office of the Minister of Tourism

### Cabinet Economic Development Committee

## Tourism Industry Transformation Plan environment phase: release of the draft Tourism Environment Action Plan

### Proposal

- 1 This paper seeks agreement to release a draft Tourism Environment Action Plan (the draft Action Plan) for public consultation, as part of the Tourism Industry Transformation Plan (ITP) environment phase of work.

### Issue Identification

- 2 New Zealand Aotearoa's tourism industry fundamentally relies on the natural environment, with both domestic and international visitors wanting to explore our unique natural environment and biodiversity. There are a range of threats to this unique environment and biodiversity, including climate change. It is also causing extreme weather events, which damage the tourism industry, to occur more often and at a higher intensity.
- 3 Whilst the tourism industry can have a positive impact on the environment, for example tourism firms engaging in native planting or trapping programmes, it also has a range of negative environment impacts. The Leadership Group recognises that a number of things need to change within the tourism system to ensure it is able to become regenerative – leaving people, communities and the environment better than it finds them. The Environment phase of the Tourism ITP has been developed to outline these required changes.

### Relation to government priorities

- 4 There are eight ITPs underway across government. ITPs are a key delivery mechanism for the Government's refreshed Industry Strategy, which aims to accelerate the transformation of certain sectors to support our economic strategy and priorities [DEV-20-MIN-0110 and DEV-19-MIN-0006 refer].
- 5 The actions in the draft Action Plan align with the Government's economic strategy of a high wage, low emissions, productive, sustainable and inclusive economy as we build back better.
- 6 The draft Action Plan should not be seen in isolation. It sits alongside government workstreams including the National Adaptation Plan 2022, Inaia tonu nei: A low emissions future for Aotearoa, Te Mana o Te Taiao and the Decarbonising Transport Action Plan. Whilst this draft Action Plan amplifies some aspects of government workstreams, it is ultimately owned by the Leadership Group and seeks to long held assumptions and patterns of operations.

- 7 In March 2021, Cabinet agreed to the Government's four priorities for the direction for tourism [DEV-21-MIN-0025]. Two of those priorities align specifically with the Tourism ITP, including:
- 7.1 re-setting and rebuilding tourism on a sustainable model so the industry does not return to its pre-COVID operating model, and
  - 7.2 partnering with the industry, both businesses and workers, to achieve transformation.

## Executive Summary

- 8 The Tourism ITP aims to transform tourism in Aotearoa New Zealand towards a regenerative model – one that gives back more than it takes from people, communities, and the environment.
- 9 The Tourism ITP is taking a phased approach. The first phase resulted in the publication of the *Better Work Action Plan*, in March 2023. For the second phase, focussed on the Environment, the Leadership Group (made up of representatives from the tourism industry, unions, government, workers and Māori) has prepared a draft Action Plan which outlines a series of actions to support the industry's transformation.
- 10 Central to the Leadership Group's draft Action Plan are six Tirohanga Hou - new outlooks, ways of thinking and doing things – which have potential to enhance the relationship between tourism and the environment in Aotearoa New Zealand. These include:
- 10.1 Tourism journeys are decarbonised
  - 10.2 Tourism champions biodiversity
  - 10.3 Visitor management is optimised for Te Taiao (the natural world)
  - 10.4 Tourism businesses incentivised and enabled for sustainability and regeneration
  - 10.5 Accelerated technology uptake and innovation enables regeneration
  - 10.6 The tourism system and its levers are optimised and resourced to support regeneration
- 11 I am seeking agreement to release the draft Action Plan for public consultation from mid-June 2023 until the start of the pre-election period in mid-July 2023, with some targeted discussion to continue between mid-July and October. Feedback received during consultation will be used to refine and prioritise the actions and incorporate these in a final Tourism Environment Action Plan, which will be shared with Cabinet prior to publication.
- 12 Given the potential broad reaching implications across many areas of the economy and functions of government, MBIE will continue to work closely with other agencies to explore how the Leadership Group's recommendations align with wider policy.

- 13 Aotearoa Circle, a voluntary initiative of leaders from the public and private sectors, has received funding from the ITP budget to complete complementary work regarding climate change adaptation.

## **Background**

- 14 Tourism was selected for an ITP because of its significance to Aotearoa New Zealand's economy. Additionally, the impacts of COVID-19 provided an opportunity to pause, take stock, and rebuild a regenerative tourism system. Funding for the development of the Tourism ITP (\$10 million) was included in the 2021 Tourism Communities: Support, Recovery and Re-set Plan [DEV-21-MIN-0067 and CAB-21-MIN-0111].

### ***Overarching goal of regenerative tourism***

- 15 The overarching objective of the Tourism ITP is to contribute to the building of a regenerative tourism system. A regenerative tourism system is one that leaves people, communities, and the environment better than before, and can be understood as an extension of sustainability.
- 16 Regeneration occurs in systems that are healthy, thriving, and self-healing, in contrast to systems that continuously degrade and become more vulnerable to shocks as a result. Due to these qualities, a regenerative tourism system will be more resilient.

### ***The Tourism ITP is taking a phased approach***

- 17 Over the last few decades, the issues identified relating to tourism in Aotearoa New Zealand have been the subject of extensive analysis and consultation. This has resulted in a valuable body of existing work, including:
- 17.1 The New Zealand-Aotearoa Government Tourism Strategy (Ministry of Business, Innovation & Employment and Department of Conservation, 2019).
  - 17.2 The Tourism 2025 and Beyond Strategy (Tourism Industry Aotearoa, 2019).
  - 17.3 We are Aotearoa report (Tourism Futures Taskforce, 2021).
  - 17.4 Parliamentary Commissioner for the Environment reports on the environmental impacts of tourism (2019, 2021).
- 18 Given this existing body of work, the Tourism ITP has taken the opportunity to focus collaborative energy on targeted actions required to deliver systemic change, rather than producing another stocktake of issues and challenges for the industry. This differs from the approach taken in many of the other ITPs, which has been to develop one action plan addressing a multitude of challenges and opportunities facing their industry.
- 19 The Tourism ITP initially focused on enabling 'Better Work' for the tourism industry, culminating in the publication of the *Better Work Action Plan* on 1 March 2023. The Plan aims to make any transformational shifts in the tourism system by focussing on the people working withing the tourism system. The Plan explores how investment in

those who work in tourism is fundamental to the achievement of other transformational shifts.

***Partnership is crucial for the success of the Tourism ITP***

- 20 The Leadership Group for the Environment phase has been co-Chaired by Laurissa Cooney (Independent Director at Air New Zealand and Chair, Tourism Bay of Plenty), John Crocker (National Secretary of Unite Union) and Heather Kirkham (General Manager of MBIE Tourism) and includes 18 other members.
- 21 There is also an ITP Reference Group (the Reference Group), which consists of representatives from a range of government agencies and organisations who support the development of the Tourism ITP, ensuring alignment and avoiding duplication across their own work programmes. The Reference Group includes representation from the MBIE Tourism Branch as well as MBIE Evidence and Insights, Department of Conservation, The Treasury, Ministry of Transport, Ministry for the Environment, Tourism New Zealand and Tourism Industry Aotearoa (the peak tourism industry association).

**Analysis**

***Context for Cabinet's consideration***

- 22 Over six months, the Leadership Group has developed the draft Action Plan, contained in **Appendix Two**. The draft Action Plan is owned by the Leadership Group – our role as Cabinet members is to authorise its release for consultation.
- 23 I have provided the Leadership Group with a broad mandate, encouraged their ambition, and seek to honour the partnership principle at the heart of the ITP programme. Many of the proposals are presented at a high-level or as options with limited detail on implementation or financial implications. This reflects the intention of the Leadership Group to give the public enough space to contribute their thoughts and direction on the proposed Tirohanga Hou at a high-level, rather than limit the discussion and ideas too quickly.
- 24 The Leadership Group has grappled with complex and large-scale issues which have the potential to create transformational change across the tourism system, throughout the process, they have agreed on priority areas of focus (which have become the Tirohanga Hou). Whilst there is broad agreement not every Leadership Group member agrees with the entirety of the draft Action Plan, but each acknowledges that wider-ranging feedback is required to ensure well rounded recommendations. As such, the Leadership Group wishes to release the draft Action Plan for consultation ahead of the pre-election period to gain wider industry and public feedback at the earliest opportunity. This approach would allow for feedback to be incorporated over the election period and for a Tourism Environment Action Plan to be developed shortly after the election. The draft Action Plan, alongside the feedback received, will also inform advice to the incoming Minister for Tourism.
- 25 To create transformational change within the tourism system, the Leadership Group has made recommendations that cover a range of policy areas across Ministerial portfolios. MBIE officials are working closely with their counterparts in other

agencies to ensure there is cross-Government awareness of, and comfort with, the Leadership Group's recommendations. Given the wide scope of the Leadership Group's recommendations, MBIE will work alongside the Group to establish an implementation framework, within the final Action Plan, outlining how each recommendation would be taken forward. Broadly this would fit into three categories:

- 25.1 **Leadership Group Lead** – recommendations within this category would be led and owned by all members, or sub-groups, of the Leadership Group. For example, developing a Tourism Decarbonisation Roadmap.
- 25.2 **Wider Tourism Sector Lead** – recommendations within this category would be led by representatives from the tourism sector, either businesses or industry bodies. Some of these recommendations may be able to be taken forward individually. For example, harnessing emerging technology within the tourism system.
- 25.3 **Advocacy by the Tourism Sector** – recommendations within this category require the tourism sector to advocate for transformation in other sectors and/or across the economy. An example is, introducing low carbon transport options to popular remote visitor destinations.

*Three pillars underpin the Leadership Group's work*

- 26 The scope of the Environment phase is centred around three pillars that underpin the achievement of an environmentally regenerative and resilient tourism system:
  - 26.1 **Climate change adaptation** – understanding the impact that climate change will have on the tourism industry and taking action to ensure the industry can adapt to these impacts
  - 26.2 **Climate change mitigation** - transforming the New Zealand tourism industry into a low carbon emissions industry
  - 26.3 **Fostering positive ecological outcomes** – restoration of New Zealand's biodiversity and ecosystem
- 27 The first pillar, on climate change adaptation, has been taken forward by the Aotearoa Circle. In March 2023, Aotearoa Circle released Tourism Sector Climate Change Scenarios, detailing the impact of different climate change scenarios on the sector. The Scenarios have informed the recently released Tourism Adaptation Roadmap which identifies actions for the industry to take to adapt. Aotearoa Circle has received funding from the ITP budget to complete this work.

*The Leadership Group has proposed six new pathways in the draft Action Plan*

- 28 In response to the key problems and opportunities, the Leadership Group is proposing six Tirohanga Hou, and related actions, for transformation. At this early stage, the impact of the proposed actions cannot be quantified. Communicating the potential impacts and benefits for different sectors of the tourism industry will be a priority for the Leadership Group as they finalise their recommendations and communicate about the final Action Plan.

- 29 Whilst the Tirohanga Hou proposed by the Leadership Group may change during the consultation process, I have included a brief overview of each to demonstrate the intended direction of each and any potential associated risks:

*Tourism journeys are decarbonised*

- 30 This Tirohanga Hou explores how Aotearoa New Zealand can achieve net zero emissions tourism by 2050, to uphold our commitments under the Paris Climate Agreement in efforts to limit global warming to 1.5°C and avoid the severe climate change impacts of more frequent and severe droughts, heatwaves, and rainfall.
- 31 The Tirohanga Hou recommends the following actions:
- 31.1 Create a Tourism Decarbonisation Roadmap which proposes emissions reductions targets, identifies actions and shifts required to meet these, and calculates the energy requirements of a net zero-carbon tourism system.
  - 31.2 Rapidly invest in low-carbon technologies to enable long-haul air and cruise travel: including the development and deployment of low-carbon fuel and fuelling infrastructure for aviation and cruise. The immediate actions are for Government and Air New Zealand to co-fund feasibility studies for the domestic production of Sustainable Aviation Fuel.
  - 31.3 Leverage tourism to advocate for rapidly decarbonising the domestic transport that is used by visitors. This might include (for example) exploring avenues for scaling up inter-regional passenger rail and coaches; incentivising electrification of the visitor vehicle fleet, and using tourism to pilot innovative public transport.
  - 31.4 Assess the environmental footprint of different types of visitors so that we have a greater understanding of what kind of visitors are optimal for te taiao (the natural world), the economy, and Aotearoa New Zealand as a whole; and use this information to inform our activities to shape the demand and behaviour of visitors.
- 32 Achieving decarbonisation of the tourism system requires strong connection across other regulatory systems: most notably, energy and transport. Concerns have been raised that the demand for renewable electricity that will be required to decarbonise tourism (and tourism-related transport including aviation) could far outstrip the ability of the energy system to supply it. There are also opportunities for these other regulatory systems; tourism can support wider transport decarbonisation by providing a testing ground for new ideas and a market for lower-emissions transport technologies. The Tourism Environment Leadership Group has been engaging with the Ministry of Transport and with MBIE on these energy and transport-related risks and opportunities.

*Tourism champions biodiversity*

- 33 This Tirohanga Hou seeks to make Aotearoa New Zealand's tourism industry a champion for the unique biodiversity of Aotearoa New Zealand, both through active measures to improve biodiversity outcomes and by raising awareness of its

importance. It seeks to elevate the importance of the biodiversity crisis in the minds of tourism operators and visitors. The goal is that tourism operators will understand their own impact on biodiversity, act to minimise that impact, and look beyond to opportunities to contribute more broadly.

- 34 The Tirohanga Hou recommends the following actions:
- 34.1 Establishing and supporting collaborative regional environmental regeneration projects for participation by tourism operators building on work by Te Papa Atawhai, the Department of Conservation.
  - 34.2 Developing one or more measures for regenerative tourism, where consumers and/or operators can measure their carbon and biodiversity impacts.
  - 34.3 Ensuring green assessment and certification schemes used by New Zealand operators include criteria and standards related to biodiversity, as well as climate change.
  - 34.4 Advocating and educating on biodiversity matters at a local and national level.

*Visitor management is optimised for Te Taiao (the natural world)*

- 35 This Tirohanga Hou seeks to reduce tourism's impact on te taiao by managing visitor volumes at particularly sensitive sites and highlighting environmentally friendly activities in marketing. It links with the actions in the Tourism Journey are Decarbonised Tirohanga Hou around undertaking an assessment of visitor impact and factoring this impact into tourism planning. This Tirohanga Hou seeks to mitigate and/or prevent negative environmental impacts from tourism in Aotearoa New Zealand, including by domestic visitors.

- 36 The Tirohanga Hou recommends the following actions:
- 36.1 Undertake assessments, with an environmental lens, either at a regional level, or at specific sites that experience high or problematic levels of visitation, to set ideal minimum and maximum visitor number parameters. Develop and promote a suite of levers to maintain visitor numbers within these parameters.
  - 36.2 Highlighting environmentally sustainable/regenerative activities and operators in marketing campaigns. Tourism-related marketing could showcase more environmentally sustainable/regenerative activities, including cultural perspectives on te taiao of tangata whenua and local communities, or perhaps only feature such activities.

*Tourism businesses are incentivised and enabled for sustainability and regeneration*

- 37 This Tirohanga Hou explores the opportunity to lift awareness and accelerate the adoption by tourism operators of practices that protect and enhance the natural environment. This would include ensuring resources and tools on sustainable and regenerative practices are available to tourism operators; supporting tourism operators in their sustainability and regenerative journey with personalised support programmes, and by fostering collaborative approaches; and, learning more about the

motivations and barriers that impact on tourism operators' ability to adopt practices that protect and enhance the natural environment.

- 38 The Tirohanga Hou recommends the following actions:
- 38.1 Ensuring online toolkits on sustainable and regenerative practices are widely available.
  - 38.2 Determining the key components that need be included when designing and delivering personalised support programmes to tourism operators seeking to become sustainable and regenerative.
  - 38.3 Fostering a collaborative approach between tourism operators by creating regional and sub-sector networks, hubs and platforms.
  - 38.4 Respond to research that deepens understanding of tourism operators' motivations, opportunities, and barriers to adopting more sustainable and regenerative policies and practices.

*Accelerated technology uptake and innovation enable regeneration*

39 This Tirohanga Hou explores the opportunity to lift technology uptake and innovation to enable tourism operators and the industry to rapidly shift to a regenerative model. A key barrier to the uptake of new technology is firm size, capability and capital availability.

- 40 The Tirohanga Hou recommends the following actions:
- 40.1 Harnessing emerging technology within the tourism system. This could include using virtual reality (VR) or augmented reality (AR), possibly supported by New Zealand's film studios, to create new tourism offerings.
  - 40.2 Organising a regular in-person event showcasing a wide range of existing and emerging technology to help improve environmental outcomes for businesses.
  - 40.3 Establishing an innovation lab where tourism firms can co-locate and develop, test and commercialise innovative ideas that could help the shift to a regenerative model.
  - 40.4 Contributing tourism perspectives to economy-wide innovation programmes, including highlighting any gaps, which aim to produce solutions to issues that are relevant to multiple sectors of the economy, including tourism.

*The tourism system and its levers are optimised and resourced to support regeneration*

41 This Tirohanga Hou explores the structure of the current New Zealand tourism system, including its various structures and levers, and ensures that they can enable the actions and reinforce the priorities that will drive the transition to a regenerative system.

42 The Tirohanga Hou recommends the following actions:

- 42.1 Undertaking a high-level assessment of the tourism system and its structures and levers, to ensure there are no major hindering factors that could block the transformation to a regenerative tourism model, with a primary focus on environmental outcomes.
- 42.2 Refreshing the MBIE Destination Management Guidelines to ensure they provide Destination Management practitioners with the information, resources and tools they need to reinforce a strong focus in their Destination Management plans on carbon mitigation, biodiversity risks and impacts, and climate change adaptation.
- 42.3 Recommending to the Government that it commit on a regular basis to issue a national tourism strategy. One of the Leadership Group's aims in making this recommendation is to ensure a clear national direction is signalled regularly to all that have a role to play in the tourism system, in the process fostering coordinated leadership, planning and action.
- 42.4 Review current funding structures and mechanisms that will enable a regenerative tourism system within Aotearoa New Zealand. A funding review should include taking account of the resourcing needed to secure a strong and effective DM function across regions. Other avenues of revenue raising should also be explored with a particular focus on the promotion of access to green financing options throughout the tourism system.
- 43 Some Leadership Group members consider that the action to undertake a high-level assessment of the tourism system should be broadened to consider elements outside of the environmental scope. Some prominent discussions on this theme focused on whether current structures within the tourism system, including governing legislation, Regional Tourism Organisation's structures and system funding are blocking the shift to a regenerative system. The co-chairs consider the environmental focus of the assessment as appropriate given it reflects the scope of this phase of the ITP; however, this could be reconsidered should feedback from public consultation support a broader scope. Should a broader scope be adopted, recommendations under this Tirohanga Hou will require careful operational management from MBIE.
- 44 Industry partners have in particular recommended that a review of funding structures is a priority for inclusion in the draft Action Plan and for priority policy design and action, particularly following the Cabinet Priorities Committee's (CPC) invitation for the then Minister of Tourism 'to revisit sustainable funding options in late 2023 in a collaborative way with the tourism industry – such as through an Industry Transformation Plan' [CPC-22-MIN-0026 refers] in August 2022. Industry partners consider that the question of sustainable funding will be prominent in public consultation, whether it is explicitly addressed in the draft Action Plan or not.
- 45 Whether a review of funding takes place in the format of a third phase of the Tourism ITP or through business-as-usual policy development is still to be determined. We do not expect work to occur on this until late 2023.

**Public Consultation Proposal**

- 46 The Leadership Group plans to release the draft Action Plan as soon as possible after consideration by Cabinet. I propose they undertake public consultation until the start of the pre-election period in mid-July, with some targeted discussions continuing after mid-July.
- 47 The Leadership Group plans to host approximately seven workshops across the country, as well as some online webinars. There will be an online survey available for the public to provide feedback on the draft Action Plan.
- 48 The Leadership Group’s Māori members, as well as New Zealand Māori Tourism are providing advice on how to best engage Māori during the consultation period. The Leadership Group intend to host in person and online hui specifically for Māori organisations and Māori interests during the public consultation period, as occurred for the Better Work Action Plan. The Leadership Group are also considering the approach taken by other ITPs for engaging with Māori and exploring whether there are any lessons learnt that could be applied to engagement on this draft Action Plan.

**Timeline for finalising a Tourism Environment Action Plan**

- 49 The following table sets out an indicative timeline for public consultations and developing a Tourism Environment Action Plan.

Date (2023)	Item
Week commencing Monday 19 June	Launch of the draft Action Plan
Friday 14 July	Start of the pre-election period
July - October	Work with the Leadership Group to analyse feedback from the consultation and develop a Tourism Environment Action Plan

**Implementation (for relevant papers)**

- 50 Given that a final draft and recommendations will be informed by public consultation, an implementation plan cannot be presented at this stage. It is, however, clear that the resulting Tourism Environment Action Plan will require ongoing collaboration with ITP partners for success.
- 51 After public consultation closes in mid-July, the Leadership Group will continue to hold targeted discussions with relevant industry stakeholders, to gain wide-ranging views and feedback. MBIE will continue working with the Leadership Group, and other agencies, to develop a Tourism Environment Action Plan, allowing the Tirohanga Hou to be refined.
- 52 Cabinet will review the final Action Plan before publication.

## Financial Implications

- 53 Funding for the Tourism ITP (\$10 million) was included in the Tourism Communities: Support, Recovery and Re-set Plan. This funded the development of the 'Better Work' phase of the ITP and is now being drawn on for the current Environment phase.
- 54 While this budget will support initial and prioritised investments, additional investment over a longer time will likely be required to achieve transformative change. This has been highlighted by the recommendation to review the tourism system's funding structures.
- 55 The final design of the Tirohanga Hou will be informed by the outcomes of consultation. At that time, there will be an assessment of if additional funding is required.

## Legislative Implications

- 56 There are no legislative implications of releasing the draft action Plan for consultation.

## Impact Analysis

### Regulatory Impact Statement

- 57 There are no regulatory changes proposed in this paper.

### Climate Implications of Policy Assessment

- 58 This paper seeks permission to consult on a draft Action Plan. It is likely that the Tirohanga Hou, and specific policy actions, set out in the Plan will change after the consultation process.
- 59 The Tirohanga Hou put forward by the Leadership Group focus on a range of areas aimed at enabling a regenerative tourism system. Many of the policy levers required to enable a regenerative tourism system are outside the control of the Leadership Group and MBIE. Should the development of future policies suggested by the Leadership Group be implemented in the future, we will work with the Ministry for the Environment and other agencies to ensure any climate implications are clearly reflected in the relevant future Cabinet papers.

## Population Implications

- 60 There are no specific population implications arising from this paper.
- 61 Development of future policies, as a result of the Leadership Group's recommendations, may have implications on various sectors of society. Any such implications will be considered during the policy development of individual initiatives and reflected in relevant future Cabinet papers.

## Human Rights

62 There are no specific human rights implications arising from this paper.

## Consultation

63 The Leadership Group, made up of representatives across the tourism industry, unions, government, workers and Māori have co-created the draft Action Plan. Government agencies have been actively involved in the creation of the, including through the Reference Group (outlined in paragraph 21).

64 Other agencies which have been consulted on the draft Action Plan and Cabinet paper include the Department of the Prime Minister and Cabinet, the Department of Conservation, the Ministry of Transport, the Ministry for the Environment and Tourism New Zealand.

## Communications

65 Subject to your agreement, the draft Action Plan will be made available on MBIE's website immediately and I will announce its release. I will proactively announce the release of the draft Action Plan.

## Proactive Release

66 I intend to release this Cabinet paper proactively based on current content, subject to appropriate Official Information Act 1982 redactions.

## Recommendations

The Minister for Tourism recommends that the Committee:

- 1 **Note** that Cabinet agreed to create an ITP for the tourism industry as part of the Tourism Communities: Support, Recovery and Re-set Plan [DEV-21-MIN-0067 and CAB-21-MIN-0111].
- 2 **Note** that the Tourism ITP is taking a phased approach, with the first phase focussing on Better Work and the second phase focussing on the Environment.
- 3 **Note** that representatives from across the tourism industry, unions, government, workers and Māori have partnered to prepare a draft Tourism Environment Action Plan
- 4 **Note** that the proposed Tirohanga Hou (new outlook and ways of viewing or thinking) identified in the draft Tourism Environment Action Plan include:
  - 4.1 Tourism journeys are decarbonised
  - 4.2 Tourism champions biodiversity
  - 4.3 Visitor management is optimised for Te Taiao

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- 4.4 Tourism businesses incentivised and enabled for sustainability and regeneration
- 4.5 Accelerated technology uptake and innovation enables regeneration
- 4.6 The tourism system and its levers are optimised and resourced to support regeneration
- 5 **Agree** to release the draft Action Plan for public consultation.
- 6 **Agree** that the Minister of Tourism may make minor or technical changes to the draft Action Plan prior to public consultation.
- 7 **Note** that feedback from public consultations will be reflected in an Action Plan to be developed after public consultation on the draft Action Plan.
- 8 **Note** that implementation of the final Action Plan will require funding and policy support from government as well as active and ongoing commitment from wider stakeholders. Publication of the final Action Plan will require Cabinet sign off.

Authorised for lodgement

Hon Peeni Henare

Minister of Tourism

**Appendices**

Appendix One: Summary of the six Tirohanga Hou in draft Environment Action Plan

Appendix Two: Draft Environment Action Plan

Appendix One: Summary of the six Tirohanga Hou in draft Environment Action Plan

SUMMARY OF TIROHANGA HOU		
TIROHANGA HOU	DESCRIPTION	CREATES A FUTURE WHERE...
<b>Tourism journeys are decarbonised</b>	Explores how Aotearoa New Zealand can achieve net zero emissions tourism by 2050, to uphold our commitments under the Paris Climate Agreement in efforts to limit global warming to 1.5°C and avoid the severe climate change impacts of more frequent and severe droughts, heatwaves, and rainfall	<ul style="list-style-type: none"> <li>- A tourism decarbonisation roadmap is in place including emissions reductions targets and identified actions required to meet these.</li> <li>- Technologies exist, enabling low-carbon long-haul air and cruise travel.</li> <li>- The tourism industry to advocate and partner with others to rapidly decarbonising the domestic transport that is used by visitors.</li> <li>- The environmental footprint of our international visitors is assessed so that that we have a greater understanding of what kind of visitors are optimal for te taiao, the economy, and Aotearoa New Zealand as a whole.</li> </ul>
<b>Tourism champions biodiversity</b>	This Tirohanga Hou seeks to make Aotearoa New Zealand’s tourism industry a champion for the unique biodiversity of Aotearoa New Zealand, both through active measures to improve biodiversity outcomes and by raising awareness of its importance. It seeks to elevate the importance of the biodiversity crisis in the minds of tourism operators and visitors, and have the industry act as an advocate nationally for biodiversity. The goal is that tourism operators will understand their own impact on biodiversity, act to minimise that impact, and look beyond to opportunities to contribute more broadly.	<ul style="list-style-type: none"> <li>- Tourism businesses are empowered to take action to restore and protect Aotearoa New Zealand’s environment.</li> <li>- Aotearoa New Zealand’s biodiversity is thriving, and the tourism industry – including visitors – are helping restore landscapes and protect flora and fauna for the benefit of future generations.</li> <li>- Aotearoa New Zealand’s tourism industry is advocating for improved biodiversity outcomes and educating those within and outside the industry on the importance of our species and habitats.</li> </ul>
<b>Visitor management is optimised for te taiao</b>	Seeks to reduce tourism’s impact on te taiao by shaping New Zealand’s visitor mix and managing visitors while in New Zealand. The visitor mix element of this Tirohanga Hou is focussed primarily on international visitors and seeks to give more priority to targeting visitors who will have a smaller environmental footprint during their journeys to, within, and from Aotearoa New Zealand. The visitor management element seeks to mitigate and/or prevent negative environmental impacts from tourism in Aotearoa New Zealand, including by domestic visitors	<ul style="list-style-type: none"> <li>- Te taiao is prioritised when considering the visitor carrying capacity at high-risk destinations and specific attractions</li> <li>- Environmentally-friendly and/or regenerative tourism activities are highlighted when marketing Aotearoa New Zealand, to attract visitors with environmentally-friendly values.</li> </ul>
<b>Accelerated technology uptake and innovation enable regeneration</b>	Exploring opportunities to lift technology uptake and embed a culture of innovation to enable tourism operators and the industry to more rapidly shift to a regenerative model. Key barriers to the uptake of new technology are firm size, capability and capital availability.	<ul style="list-style-type: none"> <li>- Tourism operators have an understanding of, and access to, the available technology that will reduce their emissions and contribute positively to biodiversity in Aotearoa.</li> <li>- Tourism operators are innovating, and the broader innovation system is aligned to support the tourism industry to achieve its goals.</li> </ul>

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		<ul style="list-style-type: none"> <li>- The Aotearoa New Zealand tourism industry is at the forefront of innovation and technology which enables the transition to zero carbon.</li> </ul>
<p><b>Tourism businesses are incentivised and enabled for sustainability and regeneration</b></p>	<p>Explores the opportunity to lift awareness and accelerate the adoption by tourism operators of practices that protect and enhance the natural environment. This would include ensuring resources and tools on sustainable and regenerative practices are available to tourism operators; supporting tourism operators in their sustainability and regenerative journey with personalised support programmes, and by fostering collaborative approaches; and, learning more about the motivations and barriers that impact on tourism operators’ ability to adopt practices that protect and enhance the natural environment.</p>	<ul style="list-style-type: none"> <li>- Tourism operators are incentivised to mitigate their impact on the environment and have the knowledge, tools, and skills they need to prioritise activities that protect and enhance Aotearoa New Zealand’s climate and unique biodiversity.</li> <li>- Visitors can readily differentiate tourism operators that are committed to environmental best-practices, and this is reflected in their purchasing decisions.</li> <li>- The Aotearoa New Zealand tourism industry is recognised, both internationally and at home, for its world-class sustainable and regenerative practices.</li> </ul>
<p><b>The tourism system and its levers are optimised and resourced to support regeneration</b></p>	<p>Explores the structure of the current New Zealand tourism system, including its various structures and levers, and ensures that they can enable the actions and reinforce the priorities that will drive the transition to a regenerative system.</p>	<ul style="list-style-type: none"> <li>- The Aotearoa New Zealand tourism system, and its structures and levers, support an environmentally regenerative tourism model and can respond to ongoing evolution.</li> <li>- The tourism system operates in a coordinated and collaborative way with integrated leadership, to progress common environmentally regenerative goals.</li> <li>- Aotearoa New Zealand’s destinations have the resources they need to take a regenerative, adaptive approach to destination management plans and related initiatives and to drive positive climate and biodiversity outcomes.</li> <li>- Empowered and equitable local decision-making recognises the two-way and reciprocal linkages between the Aotearoa New Zealand tourism sector and the people that reside within tourism destinations.</li> </ul>

**Appendix Two: Draft Tourism Environment Action Plan**

Attached as a separate document.