Tourism Data Leadership Group

Ara Whānui Two-year Road Map

Key
- Māuitanga innovation
- Core dataset
- Regenerative transformation
- Leadership & system capability
- ★ Indicative deliverables

Q1 – 2024	Q2 – 2024	Q3 – 2024	Q4 – 2024	Q1 – 2025	Q2 – 2025	Q3 – 2025	Q4 – 2025

- Procure – report – What could innovation look like in the tourism data system ★
- Develop priority work plan (including for TEIC)
- MBIE/other existing core datasets – integrated into new landing page (e.g. iwi/Māori breakdowns are enabled)
- ★ Purpose built dedicated Māori landing page on the TEIC
- Procure/source – new data
- Data gap 1 design
- Data gap 1 implementation
- Staged data release ★
- Procure – research – Māori tourism data needs ★
- Data gap 2 design
- Data gap 2 implementation
- Staged data release ★
- Continuation of MBIE's ccre dataset continuous improvement programme inclusive of industry input (e.g. IVS, MRTE) ★
- MBIE/other existing core datasets with a domestic component integrated into new landing page
- Procure – Domestic Tourism Measures
- Domestic Visitor Survey (DVS) design
- DVS implementation
- DVS report ★
- DVS staged transition from reporting to data releases ★
- MURPE review
- Tourism volumes/flows design
- Tourism volumes/flows data releases ★
- STRA design ★
- STRA data releases ★
- New partner initiatives ★
- Procure – Domestic Intentions Measures
- Design/implement Intentions Measures
- Intentions report ★
- ★ Dedicated Domestic Tourism and host community Landing Page on the TEIC
- Forecasting procurement
- Forecast consultation and design
- Forecast implementation
- Forecast report ★
- Draft sustainable and regenerative tourism measurement framework industry engagement
- Identification of existing data/integration into TEIC
- ★ Redesign of Sustainable Tourism Explorer on the TEIC
- New datasets to be integrated into new explorer
- Design sustainable tourism measurement framework and metrics (includes identification of gaps)
- Capturing regenerative tourism 'measurement'
- Procure – priority data gaps
- Priority 1 design
- Priority 1 implementation
- Priority 1 report ★
- Staged transition from reporting to data releases
- Priority 2 design
- Priority 2 implementation
- Priority 2 report ★
- Community Sentiment Survey procurement
- Community Sentiment Survey Redesign regional lens
- Community Sentiment Survey report
- Community Sentiment – staged transition from reporting to data releases ★
- Procure Report Modelling a sustainable co-funded tourism data system ★
- Sustainable co-funding model consultation and refinement
- Model operationalisation
- New model of co-investment is ongoing
- Partnership Fund activated
- New governance model with industry representation
- Stakeholder communications/engagement (including a specific Māori focus) enabling regional and local involvement
- Long-term perspective and policy integration
- Monitoring and reporting
- Commission/undertake evaluation ★
- Paper: capability needs assessment ★
- Paper: uplift plan ★
- Industry capability development programme (including a specific Māori focus) ★

STRA: Short-Term Rental Accomodation
TEIC: Tourism Evidence and Insights Centre
IVS: International Visitor Survey
MRTE: Monthly Regional Tourism Estimates
MURPE: Monthly Unique Regional Population Estimates

Where appropriate all Pou will consider innovation, as well as Māori perspectives/needs and look to provide improved data for Māori/Māori businesses