Tourism Data Hui
Playback document
Executive summary

The Tourism Sector has an ambition to better manage and use its data to support decision making at the national, regional and local levels. A Tourism Sector data system is required that is sustainable and dynamic, and serves a wide variety of public and private organisations. To this end, a Data Hui was called for by the Minister on Thursday, 17th October in Wellington. This document captures the day on the 17th of October in chronological order along with an appendix containing the opportunities/solutions and next steps canvases.

Invitations were sent to a wide range of tourism sector representatives, including industry, central and local government, and research and data providers. Participants had varying experiences, backgrounds and specialties, but all had a common interest in seeking an improved system whereby they would be able to advance both their respective organisational goals and the sector in general. It was important that all these individuals had a voice and were able to share their perspective and be involved in the process.

Prior to the hui, they received a “Conversation Starter” to provide context on ideas that they would like to discuss and share. This helped generate conversations and created a shared focus to deliver the Hui’s goals.

At the hui, attendees were spread amongst different tables to solicit the varying perspectives and ideas across the diverse audience. In the morning they listened to a variety of speakers and through the day participated in activities with their industry peers. It allowed them to share and be open on addressing their needs and even make offers into the data system. Together, they identified opportunities and started talking about some of the solutions that could be used to improve the data system.

At the end of the hui, started talking about some of the solutions that could be used to improve the data system. Many participants felt that they were part of the process and had a say of what that system would look like. It was an enriching experience and aimed to ensure a stronger sense of confidence in moving forward, together, to the next stage in building the tourism data system.
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Solution canvases, pg 28 – 41
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Opening and setting the scene

Minister Davis & Eileen Basher
**Purpose**

Together, set the path toward a collaborative dynamic tourism data system that generates value.

**Objectives**

Together we will:

1. Understand the current tourism data landscape
2. Create a picture of a future tourism information & data system
3. Collaborate on what we may need & what we can offer in this system
4. Develop mutually beneficial initiatives
Minister Davis

Today we have a rare opportunity to work towards long-lasting change.

Put your thinking hats on.

Build collaboration & the data sets we need.

2025 & beyond, better data & insights.

4M travelers come to NZ every year.

28.6% of our total export is tourism!

Think today about what a future data system could look like & how you & your org could contribute.

A future system would have to be managed in a collaborative way.

Setting the scene with Eileen

We want everyone to engage.

Today think about the system as a whole & from the perspective of your org.

We want you to challenge any of the ideas in the conversation starter pack.

How we collaborate & what we can bring...

Not just data!

Today is a working session, make the most of the opportunity!
What brought us here & next stage

Chris Roberts & Colin Lynch
Your picture of the future

Your visualisation of what a good Tourism Data System might look like.
What are your needs

What does your organisation need from this system and why?
Stories from across New Zealand where data is being created, shared and used in different ways.
Possibilities with GPS data
Adam Hutchinson, CampMate

Collaborating for better insights
Michelle Templer, Rotorua NZ

How to begin measuring your carbon footprint
Susanne Becken, Department of Conservation

The power of data in operational and strategic decision making
Les Morgan, Sudima

Applying design thinking to tourism challenges
Brett Holland, Creative HQ

Lessons in being a trusted third party
Drew Broadley, Data Ventures
What you can offer

What could you and your organisation offer to a Tourism Data system?
What is the opportunity?

Working in groups, identify & share the opportunities that exist, bridging between the needs & offers.

- **The opportunity here is**
  - **Collect, manage + analyse**
  - **Data better**, sharing capability + capacity frameworks + solutions (COORDIN + LHAS)

- **The opportunity here is**
  - Building a comprehensive picture of what our visitors are looking for, happy with giving our tourism industry invaluable data on what to cater for.

- **The opportunity here is**
  - Developing data/intelligence needs (market place) that is shared with govt/undergraduate programs linking suitable students to research needs.

- **The opportunity here is**
  - Data ecosystem - shared framework map and bring together central/local govt industry/private.

- **The opportunity here is**
  - Planning infrastructure to meet demand.

- **The opportunity here is**
  - A trusted data broker that can gain access to data not normally available. At the same time, giving access to the only

- **The opportunity here is**
  - To deliver a quality experience to visitor... be a perfect host locally regionally/NZ Inc.

- **The opportunity here is**
  - Central clearing house - where data/knowledge demand can search for a supply - brokerage role/function.
What are the potential solutions

Working in smaller teams, take the most impactful opportunities and further elaborate on them to build out solutions.
Next steps

With your table, looking back at your original picture, consider how might the solutions set us on the path forward.

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**Next Steps**

**As we move forward what must, should, could and won't we do to ensure we are successful**

<table>
<thead>
<tr>
<th>Must do</th>
<th>Should do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish a governance model</td>
<td>Promote platform adoption</td>
</tr>
<tr>
<td>Identify data priorities</td>
<td>Establish a funding model</td>
</tr>
<tr>
<td>Establish a funding model</td>
<td>Engage service provider collaboration</td>
</tr>
<tr>
<td>Enhance service provider collaboration</td>
<td>Test tech solutions</td>
</tr>
</tbody>
</table>

**Could do**

- Rapid prototyping
- Guide ways to build confidence

**Won't do**

- No 3-year plan
- No 1-year plan
- Have no plan

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**Next Steps**

**As we move forward what must, should, could and won't we do to ensure we are successful**

<table>
<thead>
<tr>
<th>Must do</th>
<th>Should do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set up Governance component</td>
<td>Continue discussions with stakeholders</td>
</tr>
<tr>
<td>Ensure market failure</td>
<td>Refine Promotes</td>
</tr>
<tr>
<td>Everyone wants data</td>
<td>Early win</td>
</tr>
<tr>
<td>Need to provide</td>
<td>Online space</td>
</tr>
</tbody>
</table>

**Could do**

- Lead the world w/ evidence-based tourism |
- Show sustainability commitment to the world

**Won't do**

- Not just w/ us |
- Not shelf |
- No results |
- Politics |
- Short term thinking

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**Next Steps**

**As we move forward what must, should, could and won't we do to ensure we are successful**

<table>
<thead>
<tr>
<th>Must do</th>
<th>Should do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish collaborative mechanism (formal TC)</td>
<td>Promote platform adoption</td>
</tr>
<tr>
<td>Engage leadership with data</td>
<td></td>
</tr>
<tr>
<td>1V1 funding, co-invest in industry</td>
<td></td>
</tr>
<tr>
<td>Sustainability data change data sets</td>
<td></td>
</tr>
<tr>
<td>Site/central portal for data: join it all up</td>
<td></td>
</tr>
</tbody>
</table>

**Could do**

- Rapid prototyping
- Guide ways to build confidence

**Won't do**

- Don't let perfection get in the way of doing everything
- "Interesting" is stuck to value creation
Iain & Graham

There are thousands of words in the room summarising today.

This topic is overwhelming, which is why it's important.

A few key themes:

- Collaboration
- Quality of data
- Transparency for data
- We need to incentivise collectivism.

The most energised & engaged convo moving into a new era!

Thank you all for starting this journey with us!

Coming is an open mind!

We need to agree on who will be part of co-governance.

Some next steps:

- A group to govern the on-going work
- A working group to continue bringing different perspectives together
- Collect & disseminate this information
- Pull together priorities & make a plan going forward
Appendix
Solution canvases, pages 28 – 41
Next Steps, pages 42 – 51
**Solution canvas**

1) What is the solution/opportunity?
   - Centralised data platform for datasets, knowledge, analysis, insights

2) What are the expected benefits/outcomes from this opportunity?
   - Consistency
   - One-stop-shop
   - Economy of scale and costs

3) What costs might exist?
   - Consider the work, what resources would be needed? How long might it take?
   - Bundling the resources from Skts, MBE,

4) What might make this difficult or easy?
   - Privacy
   - Cost
   - Future-proofing

5) Who would be responsible to deliver this?
   - Tourism Research Council
   - Funded by central government

6) Who would need to be involved?
   - MBE, TIA, academia, consultants
   - RTO, industry

Canvas contributors:
- Charlie, Markus

Voting space:
<table>
<thead>
<tr>
<th>1) What is the solution/opportunity?</th>
<th>2) What are the expected benefits/outcomes from this opportunity?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local, honest, ongoing assessment of community response to tourism</td>
<td>Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?</td>
</tr>
<tr>
<td>personal - how it affects the people personally</td>
<td>welcoming workforce/ willing community</td>
</tr>
<tr>
<td>where they are getting their opinions from/influences</td>
<td>Tourism marketing being as concerned/focused on the host as visitor.</td>
</tr>
<tr>
<td>how do we respond? what can we learn from other industries/countries?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3) What costs might exist?</th>
<th>4) What might make this difficult or easy?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consider the work, what resources would be needed? How long might it take?</td>
<td>What barriers might exist or what emerging technologies or trends might enable it?</td>
</tr>
<tr>
<td>Creating immersive community interaction/ conversations</td>
<td>Reconceptualise about 'who' are we - community</td>
</tr>
<tr>
<td>Continuity of data</td>
<td>Industry willingness to face up to the issue</td>
</tr>
<tr>
<td>Research into recommended responses</td>
<td>Take up of new models of involvement</td>
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<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5) Who would be responsible to deliver this?</th>
<th>6) Who would need to be involved?</th>
</tr>
</thead>
<tbody>
<tr>
<td>What parties need to be involved? What are the collaboration opportunities?</td>
<td>In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.</td>
</tr>
<tr>
<td>MBIE</td>
<td>Tertiary institutions</td>
</tr>
<tr>
<td>Local Govt</td>
<td>Research agencies</td>
</tr>
<tr>
<td>Sector responsibility</td>
<td>Iwi</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Local Govt.</td>
</tr>
</tbody>
</table>

Canvas contributors:

Voting space
Solution canvas

1) What is the solution/opportunity?
   Tourism.org.nz
   Data from all sources in one place:
   Common language. Easy-to locate/find.

2) What are the expected benefits/outcomes from this opportunity?
   Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?
   Anyone marketing to visitors.
   Deliver better visitor experience.

3) What costs might exist?
   Consider the work, what resources would be needed? How long might it take?
   Cost of carrying + analysing data in relevant way.

4) What might make this difficult or easy?
   What barriers might exist or what emerging technologies or trends might enable it?
   Size & data sources, e.g. telco.
   Collaboration between organisations/businesses to common aim.
   Consistency of data.
   Apply intl. standards.

5) Who would be responsible to deliver this?
   What parties need to be involved? What are the collaboration opportunities?
   MICE / Suite NZ.
   Industry working together: regionally, nationally.

6) Who would need to be involved?
   In order for this to be successful, who needs to be involved to bring this to life?
   Think about wider stakeholders and communities and what they offer.
   TNZ, TTA, Tech NZ, CINZ, Cruise NZ, RTNZ, EDNZ.
   MICE / Suite NZ / Minister of Tourism.
   Tourism Research Institute.

Canvas contributors:
Jim Little, Jessica K.

Voting space
Solution canvas

1) What is the solution/opportunity?
Integrate a domestic tourism dashboard as a component of the tourism data system to include:
- travel patterns
- visitor flows
- seasonality

2) What are the expected benefits/outcomes from this opportunity?
Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?
- Better insight into 80% of tourism industry activity
- Better destination management - investment
- Better business planning
- Better insight to stimulate domestic travel/spending

3) What costs might exist?
Consider the work, what resources would be needed? How long might it take?
- RFP to providers to provide platform/service
- Integrate with other initiatives

4) What might make this difficult or easy?
What barriers might exist or what emerging technologies or trends might enable it?
- Search out / follow international best practice
- Provide easy & consistent access to platform

5) Who would be responsible to deliver this?
What parties need to be involved? What are the collaboration opportunities?
- MBIE / Data Ventures / Stats NZ / RTNZ

6) Who would need to be involved?
In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.
- MBIE
- Data Ventures
- CAM replacement
- AA
- NTA / Transport providers
- Qualified / experienced provider

Canvas contributors:
**Solution canvas**

**Tourism Insights Council**

1) What is the solution/opportunity?
- Creation of a Tourism Insights Council
  - Joint Industry & Govt
  - Formalised through a Trust
  - Pull together all offers, seek offers & partners - Funded via LVs.

2) What are the expected benefits/outcomes from this opportunity?
- Better co-ordination, more effective use of dollars, improved research productivity
- Timely, Trusted, Centralised

3) What costs might exist?
Consider the work, what resources would be needed? How long might it take?
- IVL funds - ongoing - long-term
- Research sector provides data & resources.

4) What might make this difficult or easy?
- Govt & Industry - Politics?
- Industry supported?
- Trust +
- Funding?

5) Who would be responsible to deliver this?
What parties need to be involved? What are the collaboration opportunities?
- TIA | MBIE | Statistics NZ - Governance
  - Trust - Govt
  - Adv. Council = Industry & MBIE Senior-Grade
  - + staff - Insights mgmt

6) Who would need to be involved?
In order for this to be successful, who needs to be involved to bring this to life?
Think about wider stakeholders and communities and what they offer.

**Canvas contributors:**
- Kew
- HPNZ
- YHA
- CIRZ

**Voting space:**
- MBIE
- Low
- CIRZ
- NZBN
- BBN
- EITNZ
- ALA
- NZCA
Solution canvas

1) What is the solution/opportunity?
- TAPPING THE RESEARCH RESOURCES OF THE TERTIARY EDU. SECTOR
- CREATING SYNERGIES AROUND KEY G0V/IND/CMM. NEEDS.
  (E.g. COMMUNITY WELL-BEING)

2) What are the expected benefits/outcomes from this opportunity?
- BETTER INTEGRATION OF DATA;
- CRITICAL PERSPECTIVES;
- COST EFFECTIVE/EFFICIENT USE OF RESOURCES;
- MULTI-DISCIPLINARY PERSPECTIVES;
- GLOBAL BENCHMARKING

3) What costs might exist?
Consider the work, what resources would be needed? How long might it take?
- LONGITUDINAL DATA NEED (LONG TERM COMMITMENT)
- SUSTAINABLE FUNDING
- HUMAN RESOURCES
- TECH RESOURCES

4) What might make this difficult or easy?
What barriers might exist or what emerging technologies or trends might enable it?
- OVERCOMING COMPETITIVE EXISTING MODELS OF ACADEMIC RESEARCH (PB&F, INSTITUTIONAL ACCESS/METRICS)
- LACK OF EXISTING UNDERSTANDING/RELATIONSHIPS AMONG ACADEMY/INDUSTRY/CMM.
- LACK OF INNOVATIVE PARTNERSHIP MODELS

5) Who would be responsible to deliver this?
What parties need to be involved? What are the collaboration opportunities?
  • University + Tertiary Research
  • Students
  • etc.
  • INDUSTRY/G0V/REGIONAL BODIES

6) Who would need to be involved?
In order for this to be successful, who needs to be involved to bring this to life?
Think about wider stakeholders and communities and what they offer.

PLUS:
  • LOCAL COMMUNITIES
  • MAIO
  • CROSS SECTORAL ENGAGEMENT (AGRICULTURE, TELECOMM.
CONSTRUCTION, ETC.)

Canvas contributors:

Voting space

SUSAN MACKENZIE + SIMON MICNE
(boy)
Solution canvas

1) What is the solution/opportunity?

Sustainable destinations
- Understand carrying capacity
- EMS tools

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

Strong social licence
Attractive + viable destination
Know your limits

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

1. Agree a framework e.g. Norway
2. Social process to ground it with communities
3. Measurement at destination level

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

Need for joined up decisions
- Public + private
- Social, cultural + environmental carrying capacity are not the same
- Who/How to set them?

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

1. Someone to lead
2. Lots to be involved
3. Will vary by region

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life?
Think about wider stakeholders and communities and what they offer.

Learn by doing, iterate, slow value. Don't aim for perfect
with version 1.0

Canvas contributors: Richard, Tim, Travis

Voting space:
Solution canvas

1) What is the solution/opportunity? **PROJECT CONSISTENCY**
   - Review defn's across tourism system
   - Assess defn's against new technology
   - Guidelines for data collection and dissemination
   - Key data that is always collected to match to central stats

3) What costs might exist?
   Consider the work, what resources would be needed? How long might it take?
   - Time/resources/collaboration to determine defn & guidelines
   - "Compliance" costs/time for individual organisations

5) Who would be responsible to deliver this?
   What parties need to be involved? What are the collaboration opportunities?
   - Industry-led but MBIE Key Stakeholder

2) What are the expected benefits/outcomes from this opportunity?
   Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?
   - More consistency across tourism data sets
   - Ability to upweight sample studies to population shifts
   - Best practice approaches to data collection
   - Collate information widely across the industry

4) What might make this difficult or easy?
   What barriers might exist or what emerging technologies or trends might enable it?
   - Fitting changes and broad acceptance when data is already being collected

6) Who would need to be involved?
   In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.
   - Industry, govt., providers

Canvas contributors:
Mike, Bevan, Sally
Solution canvas

1) What is the solution/opportunity?
   How do we use the data/info to tell a good news story?
   Benefits of tourism & the community.

2) What are the expected benefits/outcomes from this opportunity?
   Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?
   Attracting talent
   Social licence to operate

3) What costs might exist?
   Consider the work, what resources would be needed? How long might it take?
   Time
   Filter or insights provider

4) What might make this difficult or easy?
   What barriers might exist or what emerging technologies or trends might enable it?
   Getting to right audience
   Data availability/access
   Data disruption
   Getting the right data - type, quality, trust

5) Who would be responsible to deliver this?
   What parties need to be involved? What are the collaboration opportunities?
   Tourism NZ
   MBIE
   RTO

6) Who would need to be involved?
   In order for this to be successful, who needs to be involved to bring this to life?
   Think about wider stakeholders and communities and what they offer.
   Study NZ
   MBIE

Canvas contributors: 36

Voting space

TIA
HUI
DABC
NPCA
Solution canvas

1) What is the solution/opportunity?

One sustainability measurement framework.
Tourism (Environmental) sustainability framework.

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?
- Measure to manage → reduce impacts
- Global leadership (ahead of curve)
- Improve visitor experience

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?
Integrate business, destination and the data.

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?
Lack of data.

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life?
Think about wider stakeholders and communities and what they offer.
Central Govt, DOC, NZTA, TIA
Dental Govt
Businesses.

Canvas contributors:

AI
TEC
MBIE
DOC
MBIE
Auckland
Voting space

37
**Solution canvas**

1) What is the solution/opportunity?
   - Pilot the use of Data Ventures model as a way of trialing this way of working.

2) What are the expected benefits/outcomes from this opportunity?
   - A common dataset(s)?
   - More integration of datasets
   - Granular and powerful insight...

3) What costs might exist?
   - Consider the work, what resources would be needed? How long might it take?
   - Speak with DV about forward work plan....

4) What might make this difficult or easy?
   - Social license. \( \Rightarrow \) An emerging landscape
   - Complexity of negotiation and multiple parties
   - Value exchange

5) Who would be responsible to deliver this?
   - Who are the parties need to be involved? What are the collaboration opportunities?
   - DV .... data providers/businesses.

6) Who would need to be involved?
   - In order for this to be successful, who needs to be involved to bring this to life?
   - Think about wider stakeholders and communities and what they offer.
   - Airlines ... hotels ?....
Solution canvas

1) What is the solution/opportunity?
Pulling different data sources into 1 view
able to drill down (regional, local, segment)
public + private sector

2) What are the expected benefits/outcomes from this opportunity?
Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?
efficiencies
costs
insights
function
plug data gaps
inconsistencies in data
'one source of truth'
time series/historic data
ease of use
time
well thought out
planning

3) What costs might exist?
Consider the work, what resources would be needed? How long might it take?
creating the database + ownership
data costs
software + analysis tools / insights function
(savings from streamlining different agencies)
offset through subscription for advanced data?

4) What might make this difficult or easy?
What barriers might exist or what emerging technologies or trends might enable it?
currently different agencies / organization
privacy
legislation
time - timeliness of data
who should govern
Funding
plenty of data
sense of urgency

5) Who would be responsible to deliver this?
What parties need to be involved? What are the collaboration opportunities?
central government body (probably new)
industry + key stakeholder advisory

6) Who would need to be involved?
In order for this to be successful, who needs to be involved to bring this to life?
Think about wider stakeholders and communities and what they offer.
all data providers
data custodian

Canvas contributors: Voting space

Mark Cox 39
Solution canvas

1) What is the solution/opportunity?

A CENTRAL PLACE (ONLINE) POINTING TO /
SHARING STANDARDS, METHODOLOGIES,
FRAMENOWKS, DATA, A COMMONS, IF YOU WILL.

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

CONSISTENCY (BENCHMARKING)
BETTER QUALITY INSIGHTS = OUTCOMES
A MORE HOLISTIC VIEW + APPROACH
CLEARER, BETTER INTERSECTORAL LINKS
REDUCED WHEEL REINVENTION, GAPS FILLED, ETC.

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

HUMANS TO ADD THINGS + MAINTAIN
HOSTING ETC (TECH) COSTS
SOCIALIZATION + ENGAGEMENT + BUY-IN

4) What might make this difficult or easy?

DIFFICULT
ONGOING RESOURCING
+ MAINTENANCE
+ LEADERSHIP + STEWARDSHIP

EASY
PATCH - PROTECTION,
BUILDING BURNING PLATFORM
(PRESSING AS NEED)

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

EVERYONE (INVOLVED)
GOVT (CENTRAL)
GOVT (LOCAL)
INDUSTRY + BUSINESS
COMMUNITY
ACADEMIA (GRID)

5) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life?

Think about wider stakeholders and communities and what they offer.

Canvas contributors:
ROCHELE TEMPLE, ANDREA CARBONI,
DAVID SIMMONS, AIMEE WHITCROFT

Voting space
Solution canvas

1) What is the solution opportunity?
   A. More accurately predict visitor expectations, flows and respond quickly and efficiently in terms of the visitor experience.
   B. Understanding visitor behaviour = better planning, infrastructure and visitor experience.
   C. Better understanding of guests' perception versus reality = better planning.

2) What are the expected benefits/outcomes from this opportunity?
   - Better planning
   - Happier customers
   - More spend/higher profit
   - Better performing businesses
   - Less investment risk
   - More clarity + confidence in decision-making
   - Happy employees
   - Happy host communities

3) What costs might exist?
   Consider the work, what resources would be needed? How long might it take?
   - Data costs
   - Research costs
   - Development costs

4) What might make this difficult or easy?
   What barriers might exist or what emerging technologies or trends might enable it?
   - GPS/app based data (enabler)
   - Commercial confidentiality (barrier)
   - Coordination/cooperation (barrier)

5) Who would be responsible to deliver this?
   What parties need to be involved? What are the collaboration opportunities?
   - Centralised research body focused on delivery, connected data systems.

6) Who would need to be involved?
   In order for this to be successful, who needs to be involved to bring this to life?
   Think about wider stakeholders and communities and what they offer.
   - Govt
   - Industry
   - Data owners
   - Researchers

Canvas contributors:

Voting space:

THL
LICB
UNI
2FM
MBIE
NZTA
Tourism NZ
DOC
B+T
B+G
HH
DOC
EDS
EDS
Stats NZ
BOP
MBIE
NZ
HN
Tourism
Next Steps

Must do

- Lead 9 lag data set
- Forecast 9 historic sets
- A centralised platform
- One place
- Be clear about what the problems are that the data will inform
- Categorise short, med, long term

> Sustainable data provision - aka not just economic but also envision community, visitor

> Domestic data

Should do

- A framework that works across visitor types (both domestic & international)

Could do

- Use tourism flows data to inform risk of biodiversity, health, disaster response

Won't do

- Set up a database for the sake of it. Aka data because the data is available.
# Next Steps

**Must do**
- Focus on forward thinking
- Seamless tourism data environment
- Collate across a number of sources
- Place to find all Tourism data - organised single destination. Peak body/person
- Consistency of data quality & definitions.
- Need data on carbon footprint
- Need to include qualitative data.
- Integration across the Tourism sector.

**Should do**
- Measure carbon & environmental sustainability across the system
- Consider the Tourism Insights Council
- Minister makes announcement very soon about progress
- A sustained life cycle.
- Work + Sharp.

**Could do**

**Won’t do**
- Nothing
- Won’t operate in isolation
- Think short-term
- Won’t take years to do this
Next Steps

**Must do**

- Collaboration > To be able to integrate all data
- Consolidation of data
- Centralising
- Holistic view > taking into account all different needs
- Ownership of the solution, and governance
- Open mind to new and innovative data sources

**Could do**

**Should do**

- Conversation around resourcing and data governance structure
- Data can be used for future projections (forecasting)
- Create a business model that promotes and facilitates collaboration between commercial third parties

**Won’t do**

- Don’t want to lose momentum
- Has to be practical
- Don’t leave anyone behind

As we move forward what must, should, could and won’t we do to ensure we are successful. Think about some of the practical dimensions of a system:
- Governance/stewardship
- Data sharing/provision
- Resourcing
- Co-funding
### Next Steps

**Must do**
- Prioritize and pick a start point
- Quickly disseminate outcome of today
- Communicate consistently and manage assumptions
- Set timeline to delivery

**Should do**
- Return to a user working group/project mgmt office (not necessarily the same working party as previously).
- PMO could be oversight on shared or sectorial working parties.
- Fund: reasonable business subscription.
- LVLR
- Resource: industry inputs - get clear on what they are

**Could do**

**Won’t do**
- Don’t overcomplicate
- Be authoritative at a point in time - get out of repetition or discussion.
Next Steps

Must do

* Set up governance, coordination, and resourcing.
  * Market failure (everyone wants data, aren't willing to provide)

Should do

* Move forward - continue discussions w/ stakeholders and other voices.
  * Refine priorities.
  * Early wins.
  * Federated online space (eg. community groups + collaboration)

Could do

* Lead the world w/ evidence-based tourism.
* Show sustainability commitment to the world.

Won't do

* Perfection!
* Install
* No results.
* Politics
* Short-term thinking.

As we move forward what must, should, could and won't we do to ensure we are successful.
Think about some of the practical dimensions of a system:

- Governance/stewardship
- Data sharing/provision
- Resourcing
- Co-funding
**Next Steps**

<table>
<thead>
<tr>
<th>Must do</th>
<th>Should do</th>
</tr>
</thead>
</table>
| 1. Collaborate  
Have an institutional form + multi-stakeholder partnership model.  
Panels/academic needs data.  
Identify data prioritisation.  
Create definition & guidelines.  
Determine collection/consistency rigorous.  
Establish a funding model.  
Encourage service provider collaboration.  
Fast track technology solutions. | 2. Government/public agencies  
Private enterprise association  
Community local govt.  
Identify data prioritisation.  
Create definition & guidelines.  
Determine collection/consistency rigorous.  
Establish a funding model.  
Encourage service provider collaboration.  
Fast track technology solutions. |

<table>
<thead>
<tr>
<th>Could do</th>
<th>Won't do</th>
</tr>
</thead>
</table>
| 1. Improve an existing international best practice model(s).  
Lead and manage | 1. No ±3 year plan  
2. No ±1 year plan  
3. Have no plan |

As we move forward what must, should, could and won’t we do to ensure we are successful.

Think about some of the practical dimensions of a system:

- Governance/stewardship
- Data sharing/provision
- Resourcing
- Co-funding
**Next Steps**

**Must do**
- Governance in place (eg Tourism Insights Council) - illuminates opportunities to act, academia, industry, suppliers, central & local government.

  Keep the data & the way it's presented in place

  *Step 1* Consolidation of data into a useable format

  With new data sets ensure they're digestable for users (add support to interpret)

**Should do**
- Create better data sharing arrangements between central government agencies.

**Could do**
- Remove other duplicate governance arrangements

**Won't do**
- Release information without consulting with industry on issue (eg media get it first or the interpretation of data is missing nuance).
- Better communication protocols - no surprises!
- Do not enact decisions about existing data sources without consultation.
Next Steps

Must do
- Establish collaborative mechanism - formal / informal
  [Insight leadership; with others]
- TLC funding; co-invest to industry
- Sustainability/system change data sets
- Stats/central portal for data; joining it all up

Should do
- Specific projects sit within that frame
- Pick top 4-5
- Host first at local level

Could do
- Rapid prototyping
- Quick wins to build confidence

Won’t do
- Don’t let perfection get in the way of good Everything
- Stick “Interesting” to value generating
- across 4 wellbeings
Next Steps

Must do

→ THE RIGHT GOVERNANCE + LEADERSHIP = INDUSTRY + GOVT COLLAB
→ LEAD DESIGN LED BY USER NEEDS
   → INDUSTRY, GOVT, ACADEMIA, CONSULTANTS, INVESTORS, ETC
→ CREATE THE RIGHT INCENTIVES TO COLLABORATE
→ THE RIGHT SKILLS/CAPABILITY TO IMPLEMENT SOLUTIONS (NOT THE CHEAPEST)
→ LOOK FOR SHORT-TERM WINS TO GET MOMENTUM
→ MAKE DATA ACCESSIBLE → SUMMARY + MICRODATA
→ CONSISTENT METHODS TO ENABLE JOINING
→ SUSTAINABLE FUNDING LINES (10+ YEARS)

Could do

→ CONSIDER OTHER FORMS OF DATA BEYOND TOURISM
   → MAKE SURE WE CAN LINK
→ REVIEW OF INTERNATIONAL BEST PRACTICE
→ PRIORITISE NEED OVER COST
→ REGIONAL ROADSHOW TO KEEP REGIONS INFORMED

Should do

Won’t do

→ DON’T OVER REACH → REALISTIC DEV PATH
→ WE DON’T DO NOTHING
Bring Insight to disparate data
Serve all public bodies as well as short-term needs
Share/collaborate
Use as well as Collection
The same organisation can be both user and producer
Granularity's eg
Region → District → Sub-district

Must do

1. Governance - where is the engine for this?
2. Stewardship/coordination/QC of the underlying data.
3. Need a holistic set of indicators that align across NZ & globally.

Should do

2. Balance big picture/historic with immediate needs.
3. Go beyond idea of a ‘tourism council’ due to breadth & complexity of issues.

Could do


Won’t do

1. Nothing.
2. Rely on traditional methods/sources eg Surveys.
Thank you!