THE FUTURE OF TOURISM IN NEW ZEALAND

AN UPDATE ON HOW TOURISM IN NEW ZEALAND IS BEING REIMAGINED

WITH YOU TODAY

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Tourism Industry
Aotearoa

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Miles Partnership

NEW ZEALAND
TOURISM
100% PURE
NEW ZEALAND

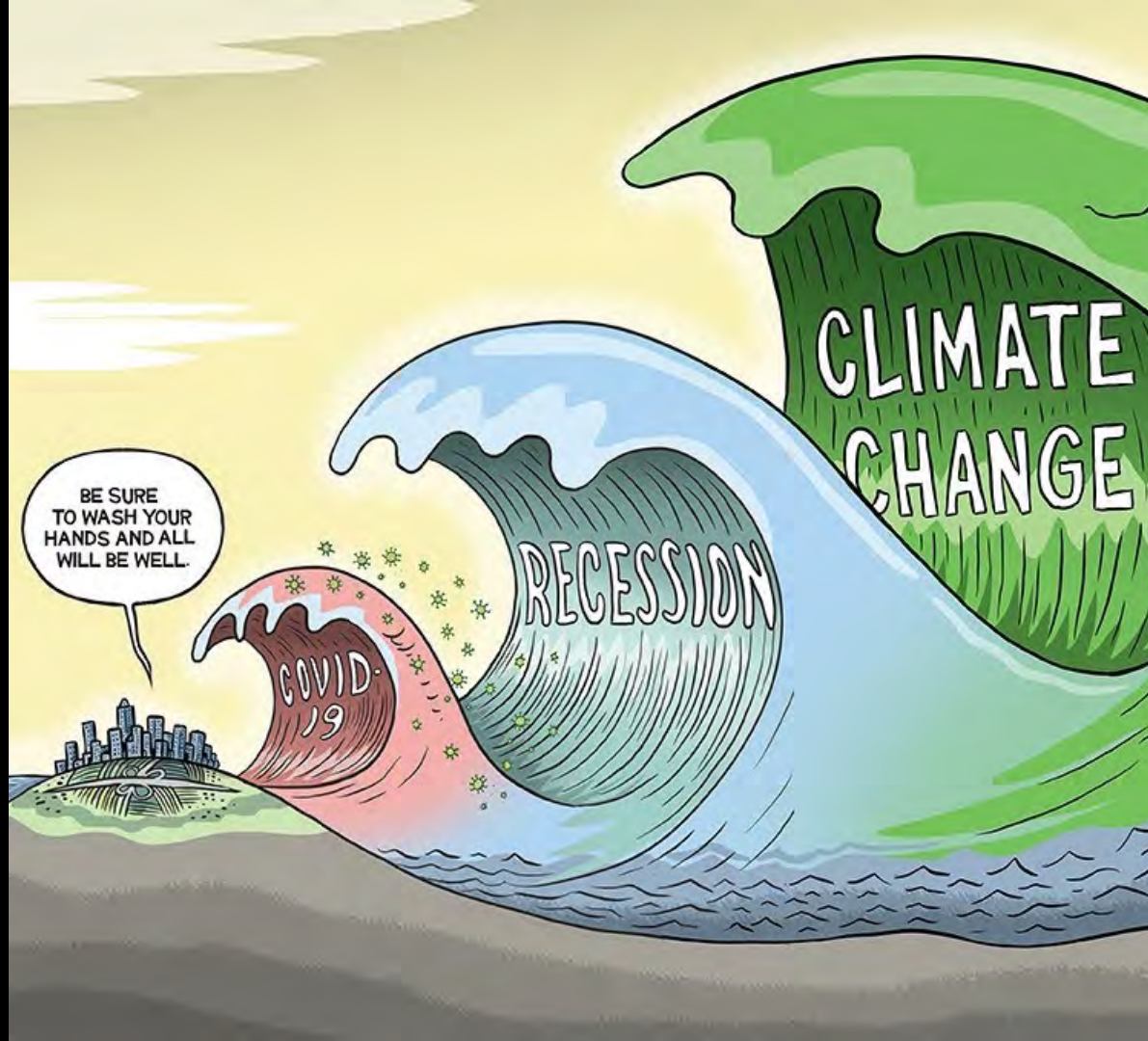
AGENDA

1. How Tourism is Being Reimagined
2. The Five Pillars for Reimagination
3. Practical Examples
4. Discussion
5. Poll Question
6. Question & Answers

SLIDES, REPORTS & RESOURCES:

https://milespartnership.gallery/GoWestNewZealand

The imperative for change



How Tourism is Being Reimagined

1. Tourism Futures Taskforce
2. Climate Change Commission
3. Commissioner for the Environment
4. Changing Traveller Expectations & Values

Tourism
Futures
TASKFORCE

THE TOURISM FUTURES TASKFORCE

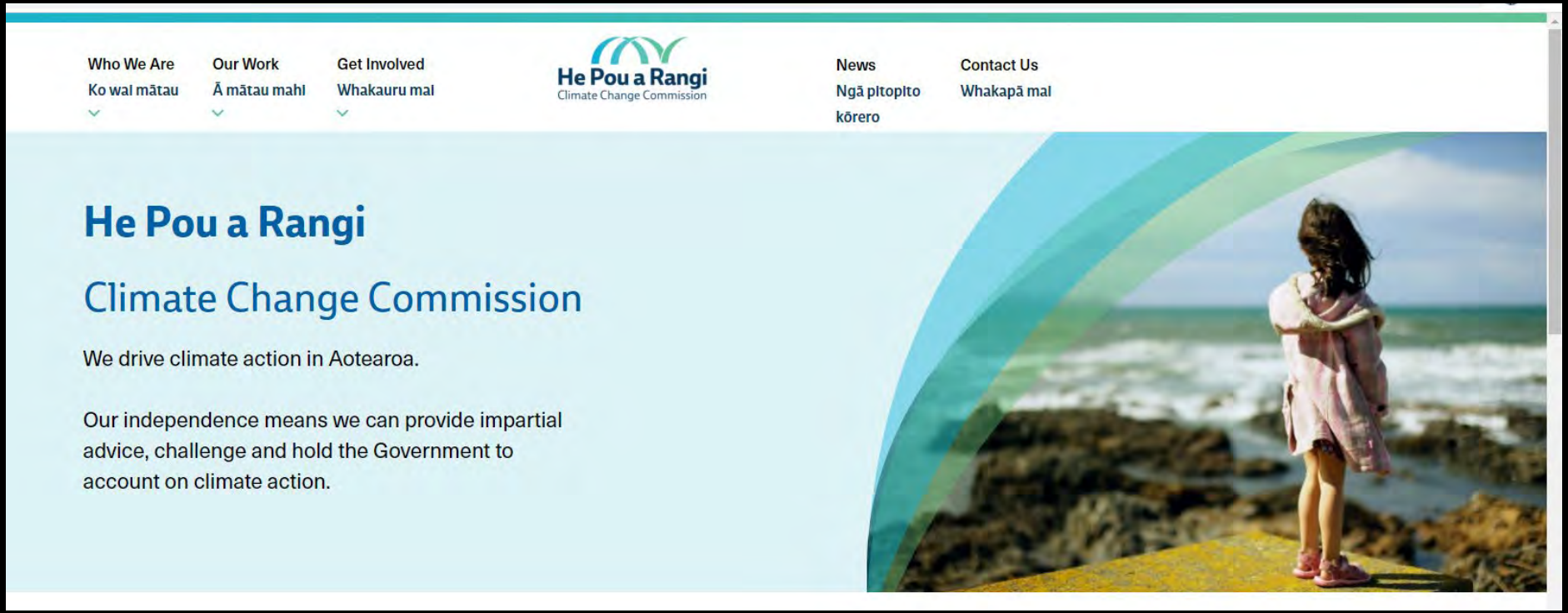
Advise on the broad options for tourism's future to enrich both New Zealand and the wellbeing of New Zealanders.

Make bold recommendations to address the environmental, social and economic issues present in the tourism industry.

The Tourism Futures Taskforce

- Research & Discovery
- Challenge Comprehension
- Vision for the Future
- System Shifts – Identify Change
- Big Goals
- Recommendations
- Initial Report to Minister – December 2020
- Draft Public Report – April 2021

Climate Change Commission



Parliamentary Commissioner for the Environment

Parliamentary Commissioner for the Environment

Not 100% – but four steps closer to sustainable tourism

February 2021

Parliamentary Commissioner for the Environment
Te Kaitiaki Taiao a Te Whare Pāremata

Parliamentary Commissioner for the Environment

1. Addressing tourism-related aviation emissions
2. Government tourism funding based on sustainability
3. Protecting wildness and natural quiet in conservation lands
4. Stronger requirements for self-contained freedom camping

The Five Pillars of Reimagining New Zealand tourism

CHANGE THEME 1

Aotearoa Whakapapa

Expressing New Zealand's identity and purpose

CHANGE THEME 2

Stewarding Aotearoa

Demonstrating our care for Te Taiao and each other

tiaki
CARE FOR NEW ZEALAND

tiaki

CARE FOR NEW ZEALAND

TIAKI MEANS TO CARE FOR PEOPLE AND PLACE. THE TIAKI PROMISE IS A COMMITMENT TO CARE FOR NEW ZEALAND, FOR NOW AND FOR FUTURE GENERATIONS.

NEW ZEALAND IS PRECIOUS, AND EVERYONE WHO LIVES AND TRAVELS HERE HAS A RESPONSIBILITY TO LOOK AFTER IT.

BY FOLLOWING THE TIAKI PROMISE, YOU ARE MAKING A COMMITMENT TO NEW ZEALAND. TO ACT AS A GUARDIAN, PROTECTING AND PRESERVING OUR HOME.

NAU MAI, HAERE MAI KI AOTEAROA, WELCOME TO NEW ZEALAND.

TIAKINEWZEALAND.COM | #TIAKIPROMISE

TIAKI PROMISE

WHILE TRAVELLING IN NEW ZEALAND I WILL

CARE FOR LAND, SEA AND NATURE, TREADING LIGHTLY AND LEAVING NO TRACE

TRAVEL SAFELY, SHOWING CARE AND CONSIDERATION FOR ALL

RESPECT CULTURE, TRAVELLING WITH AN OPEN HEART AND MIND

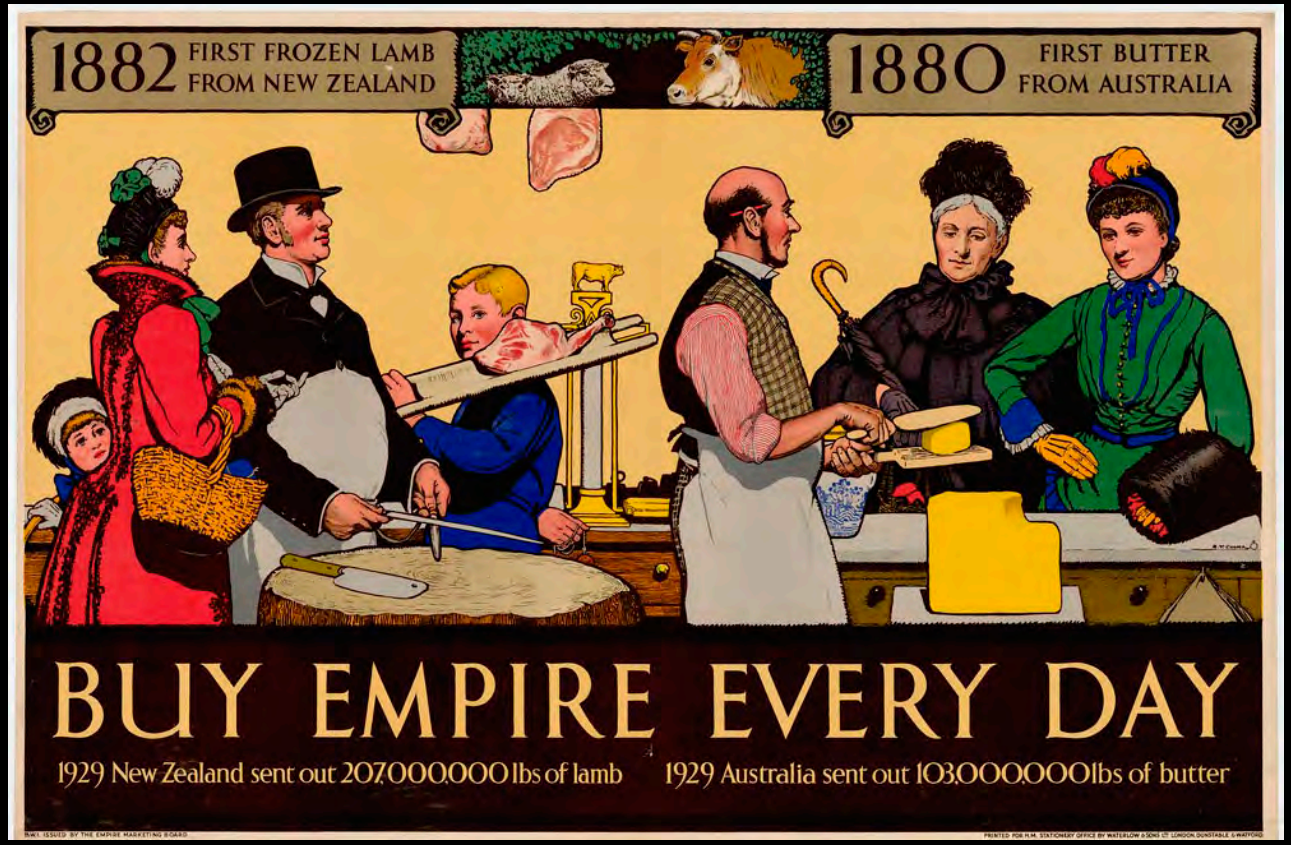
HOW TO CARE FOR NEW ZEALAND

PROTECT NATURE | KEEP NZ CLEAN | DRIVE CAREFULLY | BE PREPARED | SHOW RESPECT

Greening Aviation

See Economist Video February 2021 Here

Breakthrough Technology: Refrigeration 1880s



FUNDING OPTIONS & OPPORTUNITIES

www.MilesPartnership.com/FundingforTomorrow

Funding for Tomorrow – Published November 10, 2020

NORTH AMERICA

EUROPE

www.milespartnership.com/FundingforTomorrow

Tourism Funding

NEW ZEALAND VISITOR LEVY

Funding Critical Industry & Conservation Projects

Tourism Funding

REGENERATIVE FUNDING

Funding for the migration to electric vehicles

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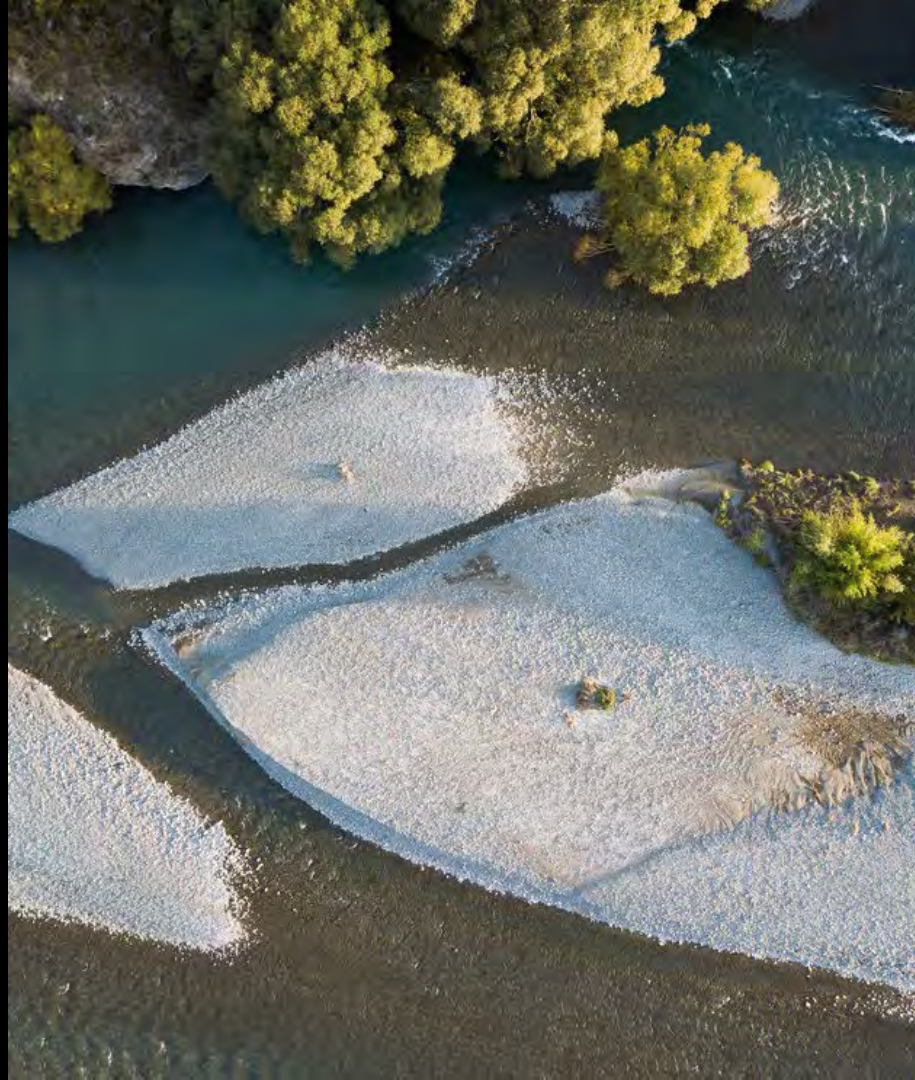
CIVITAS

CHANGE THEME 3

Ensure individuals, organisations and communities can thrive in and as a result of the visitor economy



Mood of the Nation
New Zealanders' perceptions of international visitors

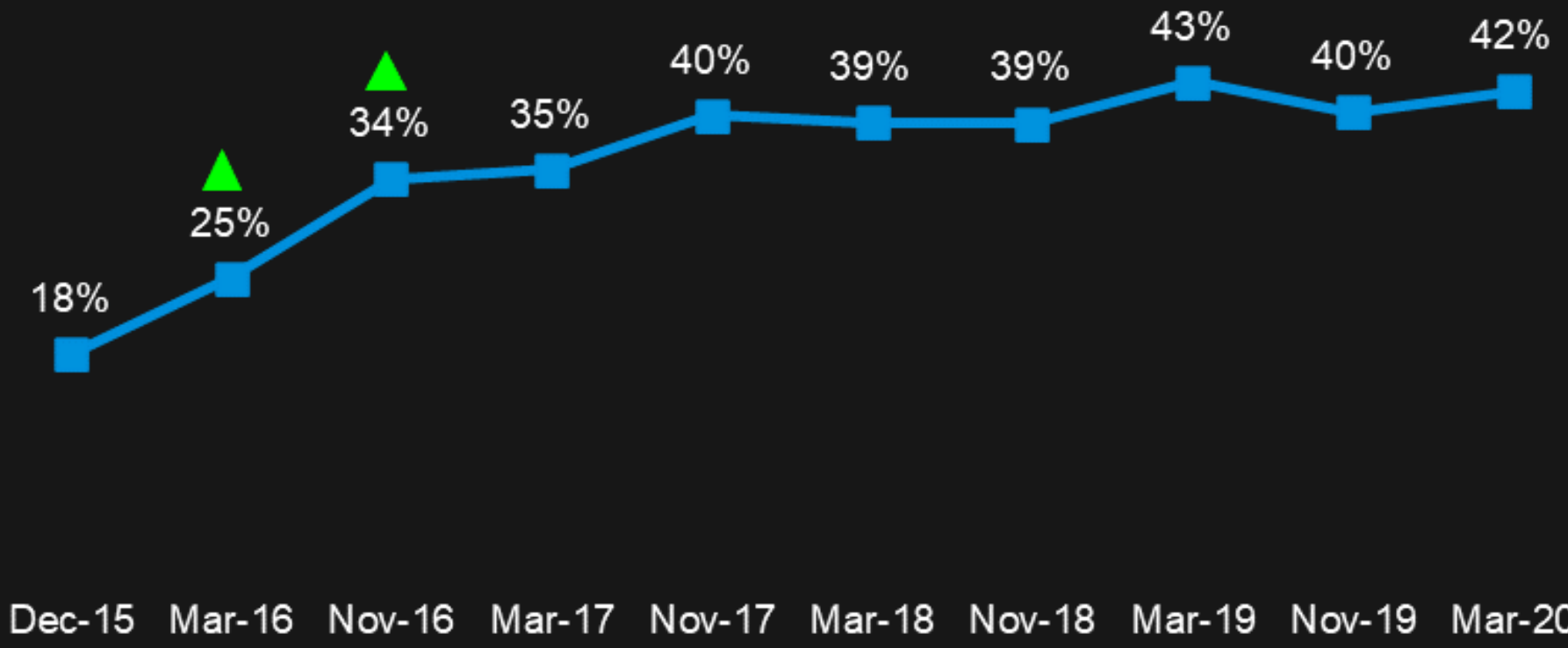
KANTAR

© Kantar March 2020

TIA TOURISM INDUSTRY AOTEAROA

NEW ZEALAND 100% PURE NEW ZEALAND

PERCEPTIONS THAT TOURISTS PUT TOO MUCH PRESSURE ON NEW ZEALAND



CHANGE THEME 4

Developing capability to manage tourism locally and nationally

DESTINATION
MANAGEMENT
GUIDELINES

Recommendation #1

TOURISM IMPROVEMENT DISTRICT

Aotearoa Model

SAN DEIGO

MEMPHIS

MANCHESTER

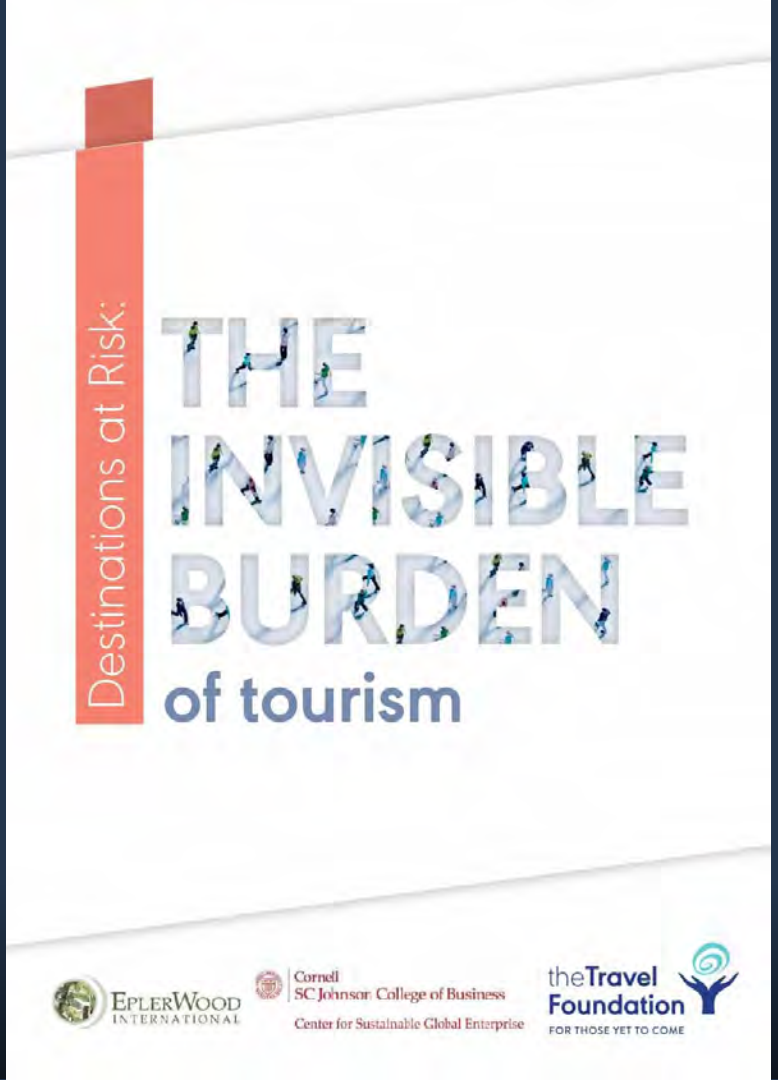
CASE STUDY

PORTLAND, OR TOURISM IMPROVEMENT DISTRICT

- 2% assessment on guest room revenue
- Incl. Hotels & short-term rentals
- Also 13.3% sep. City/County & State Tax
- Generated > $8 million USD in revenue for DMO & City
- Funds Research, Destination Management Grants, Dining Month
- 42% of budget prior to COVID-19

FOUNDATION FOR MANAGING TOURISM

Full Costs vs Benefit Research of Tourism



miles PARTNERSHIP

CIVITAS

CHANGE THEME 5

Enabling an agile, resilient and thriving visitor economy - through data, technology, research and innovation

CONNECTIVITY

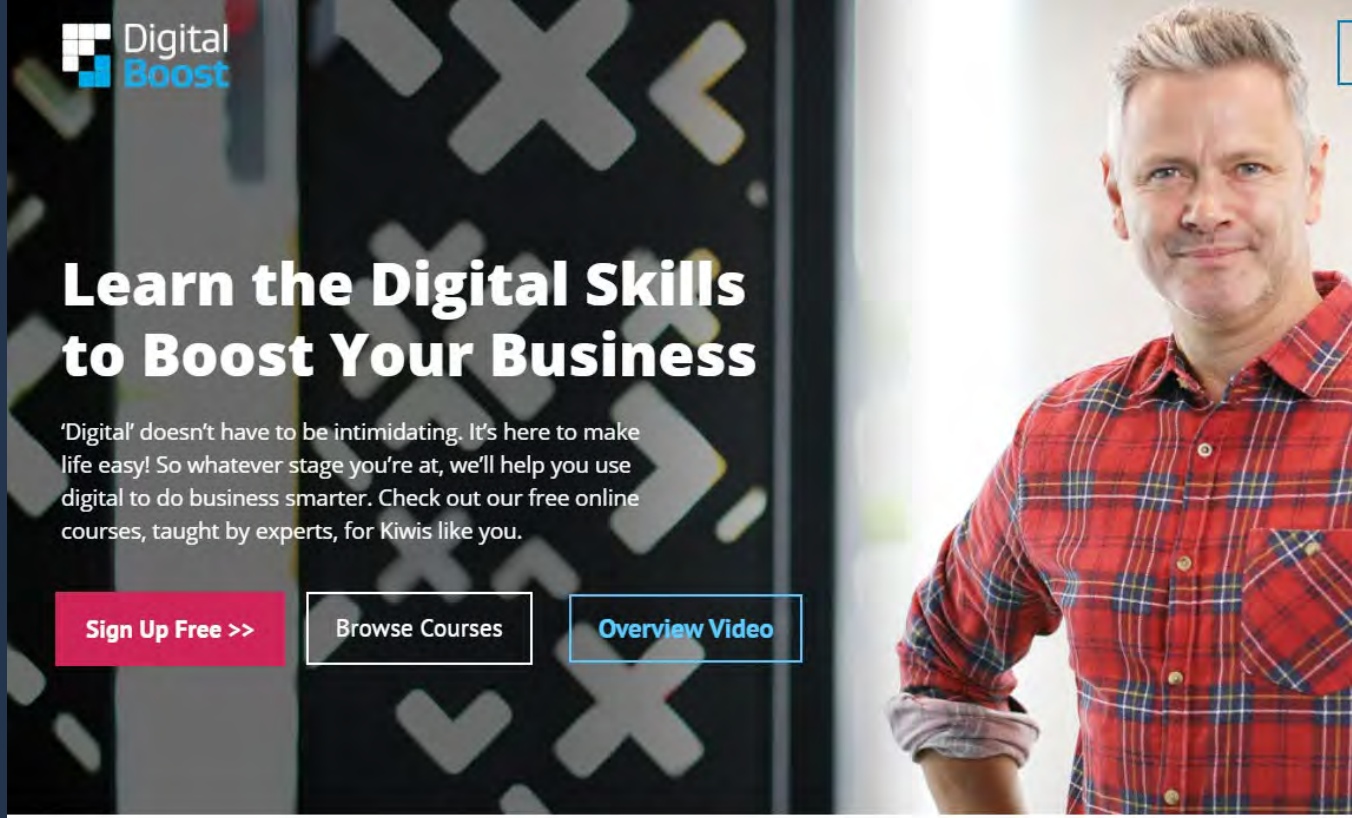
ULTRA FAST BROADBAND INITIATIVE

Critical NZ Infrastructure

CONNECTIVITY

DIGITAL TRAINING & EDUCATION

Upskilling NZ Businesses



How Does it Work?

RESEARCH

FUTURE PROOFED RESEARCH

Timely, Responsive & Integrated Data with Research

Summary of 5 Themes:

1. **Identity & Purpose:** More clearly expressing your destination/tourism offering's identity & purpose

2. **Stewardship:** Protecting & enhancing your community(s) & natural environment

3. **Helping Individuals, Businesses & Organizations** recover & thrive in tourism

4. **Building your Capability to Manage Tourism** better in your destination(s)

5. **Focusing on Data, Research, Technology & Innovation in** the recovery & management of tourism

POLL QUESTION

Which of these areas do you think should be priorities in ‘reimagining’ tourism in your destination? Tick up to 3.

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Reimagining New Zealand Tourism: Eight Essential Ways to Build Back Better (Part 1)

Published 11/11/20

Chris Adams

See the related blog post: "8 Ways to Build a More Sustainable Future for Tourism"

Part 1 of a two-part blog series. Read Part 2 here.

As in many parts of the world, New Zealand is reimagining what tourism can look like. The COVID-19 pandemic has provided a unique opportunity to not only build back tourism in New Zealand – but to "build back better."

SLIDES, REPORTS & RESOURCES:

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DISCUSSION & DEBATE

Questions & Answers

Nga Mihi Nui, Thank you

Contact the taskforce mailto:tourismfuturestaskforce@mbie.govt.nz