GIVING VISITORS THE BEST POSSIBLE EXPERIENCE

National has an unparalleled record when it comes to supporting the New Zealand tourism industry. Tourism has a powerful advocate in its current minister, Prime Minister John Key.

We’re working to grow our tourism sector through ongoing investment in the overseas promotion of the New Zealand tourism experience. We are also committed to supporting our domestic tourism operators to provide the best possible experiences for international and domestic visitors, and to create jobs.

Since 2008 National has invested an unprecedented $600 million in tourism and tourism promotion. Our investment is getting results. In the past year, 2.8 million people visited New Zealand, and total visitor spend was up 11 per cent to over $7 billion.

Growing visitor numbers

Tourism directly employs 5.7 per cent of the New Zealand workforce and indirectly employs another 3.1 per cent.

Our tourism industry is in good heart and Tourism New Zealand is widely regarded as world leading in its promotional and marketing work. National will work to further grow the number of overseas visitors to New Zealand, particularly high-spending tourists, by capitalising on the investments we have already made.

We have supported the screen industry by keeping The Hobbit films in New Zealand, which has led to higher visitor numbers.

POLICY HIGHLIGHTS

- Prime Minister John Key will retain the tourism portfolio, keeping tourism at the heart of Government.
- 2.8 million visitors in the last year spent $7 billion and directly employed 5.7% of our workforce.
- $158 million over four years for promoting New Zealand to important tourism markets.
- Supported the screen industry by keeping The Hobbit films in New Zealand, which has resulted in increased visitor numbers.
- Completion and ongoing support for the New Zealand Cycle Trail Network and The Great Rides.
- Continue promotion of New Zealand as a top international visitor destination.
- Provide support to attract large international business conferences and conventions to New Zealand.
NATIONAL IS...

BOOSTING NEW ZEALAND’S TOURISM PROMOTION

✓ Provided support to the New Zealand screen industry to make sure The Hobbit films were made in New Zealand.

✓ In Budget 2013 we invested an additional $158 million over four years for tourism promotion work and marketing in both established and emerging markets, including:

✓ $34 million to expand our focus on international business events, including conferences, conventions and exhibitions.

✓ $20 million to target very high-value, high-spending visitors.

✓ $44.5 million to attract visitors from emerging markets such as India, Indonesia and Latin America.

✓ $24.5 million to boost tourism from existing markets - Australia, the US, UK, Germany and Japan.

✓ Made $32 million available to support innovative tourism projects to further grow the tourism sector through Tourism Growth Partnerships.

IMPROVING OUR TOURISM OFFERING

✓ Continuing to support our $47.5 million investment in the New Zealand Cycle Trail Network through the establishment of Ngā Haerenga, the New Zealand Cycle Trail Inc. to govern and manage the New Zealand Cycle Trail Network.

✓ Committed $8 million over four years to help maintain the quality of The New Zealand Cycle Trail’s Great Rides.

✓ Established a safety audit scheme to have all adventure activities operators audited and registered by 1 November 2014.

✓ Supporting the construction of an International Convention Centre in Auckland which will see a 3500 capacity facility built with little or no taxpayer investment, which is forecast to attract 33,000 extra high-value convention delegates to Auckland a year.

SUPPORTING CRICKET WORLD CUP 2015

✓ Established a temporary programme with Australia to help facilitate international visitors between our two countries during next year’s Cricket World Cup, including an integrated visa process and streamlined visa arrangements.

SUPPORTING CANTERBURY TOURISM

✓ Provided funding to the Canterbury Tourism Partnership to oversee the implementation of the Visitor Sector Plan to encourage tourists to back the region.
OUR RESULTS SO FAR…

GROWING INTERNATIONAL TOURISM

Despite the tough economic conditions experienced in many countries, visitor arrivals are growing. They were up 6 per cent to 2.8 million in the last year, this included growth from the US of around 11 per cent, Germany 16 per cent, China 8 per cent, Australia 4 per cent, and the UK 2 per cent.

National’s investment in overseas promotion and marketing is having a considerable impact on the choice of people to visit New Zealand over other destinations.

By far the strongest single contributor to the growth in visitor numbers is the promotion of The Hobbit and New Zealand as Middle Earth. Fourteen per cent of holiday arrivals are directly influenced by The Hobbit, illustrating the value of the Government’s investments in both Tourism New Zealand and the screen industry.

THE CYCLE TRAIL SUCCESS STORY

Four more cycle trails will be finished by the end of December 2014, adding to the 23 Great Rides completed so far. 2554 km of trails have been built.

The build phase for four trails created 1100 new jobs alone and developed tourism infrastructure that will provide long-term boosts to regional economies.

All Great Rides are experiencing growth in trail usage – 56 per cent in the Past year alone.

REBUILDING CANTERBURY TOURISM

The number of Chinese visitor arrivals to Christchurch is increasing. 60 per cent more Chinese visitors arrived over the 2013/14 summer. Meanwhile, international guest nights in Canterbury are up over 11 per cent in the year to June 2014.

VISITOR ARRIVALS
UP 6%
IN THE PAST YEAR

4 MORE GREAT RIDES COMPLETE
BY THE END OF 2014

INTERNATIONAL GUEST NIGHTS
UP 11%
IN THE YEAR TO JUNE
WHAT WE WILL DO NEXT…

1. CONTINUE TO ATTRACT HIGH-SPENDING VISITORS

National will support Tourism New Zealand’s overseas promotion and marketing in both emerging and established markets.

- **Support Maori Tourism**
  We will work to encourage Maori tourism initiatives through implementation of the Maori Tourism Action Plan. National is keen to work with those involved in Maori tourism to further develop and promote this unique and valuable point of difference to international visitors.

- **Maintain a focus on high-value and special interest visitors.**
  This includes walking and hiking, cycling, golf, fishing and skiing, with targeted campaigns developed for all these activities. These people generally spend more and stay longer.

- **Provide support for national and regional efforts to attract large international business conferences and conventions.**
  For a long time New Zealand has missing out on this segment of the high value visitor market because we lack international-standard convention centres and until recently have not been actively marketed as a business events destination.
  National’s support for an International Convention Centre in Auckland will see a 3500 seat facility built with little or no taxpayer investment, which is forecast to attract 33,000 extra high-value convention delegates to New Zealand a year.

- **Continue the Tourism Growth Partnership Fund**
  National will grow and support innovation and create more jobs in the tourism sector.

- **Continue to build closer relationships with Chinese tourism authorities and work to further streamline visa processing to encourage more high value Chinese tourists.**
  It is important to remove unnecessary impediments that may prevent the further growth of this valuable market.

2. KEEP TOURISM AT THE HEART OF GOVERNMENT

- **Keep the Prime Minister as Minister of Tourism**
  The Prime Minister, as Minister of Tourism, brings a high-level focus and advocacy to this important portfolio. This has been invaluable to the industry and will continue if National is re-elected.
  Having the portfolio as part of the Prime Minister’s portfolios ensures that tourism is at the heart of the Government’s economic thinking and Cabinet’s decision-making. The Prime Minister is also able to advocate effectively for the tourism industry when he undertakes official visits overseas.
3. COMPLETE AND HELP MAINTAIN OUR CYCLE TRAILS

Complete the remaining few kilometres of the Great Rides and continue to support New Zealand Cycle Trails through ongoing maintenance funding.

Four more rides are expected to open in time for summer - the West Coast Wilderness Trail, the start of the Great Taste Trail in Tasman, the Around the Mountain Trail in Southland and the Little River Trail in Canterbury.

4. PROMOTE NEW ZEALAND AS A MAJOR EVENTS DESTINATION

Support upcoming international sporting events to promote New Zealand as a major events destination to the world.

The 2015 Cricket World Cup will promote New Zealand to both key established and emerging tourism markets. It will showcase New Zealand to many parts of the world previously unfamiliar with our country.

5. PUT IN PLACE WORLD-CLASS SAFETY STANDARDS

Work to ensure our adventure activities meet world-class safety standards by having all operators audited and registered.

New Zealand has a fantastic reputation as a destination for tourists looking for adventure. However, National also takes seriously our responsibility to provide the safest possible environment for visitors to enjoy those experiences.

All adventure activities operators will be audited and registered under the Health and Safety in Employment (Adventure Activities) Regulations by 1 November 2014.
DON’T PUT IT ALL AT RISK

Labour and the Greens would:

✖️ Impose additional costs on New Zealand tourism operators, many of which are small family-run businesses, through policies such as:
  ○ A capital gains tax on all businesses
  ○ An irresponsible increase to the minimum wage that will force employers to cut back on staff and future recruitment
  ○ Cancelling the 90-day trial period
  ○ A massive increase in employer KiwiSaver contributions

✖️ Block the construction of the New Zealand International Convention Centre costing thousands of jobs and robbing Auckland of the huge economic potential that comes with hosting major international conventions.

✖️ Unnecessarily tighten the current concession regime to further restrict commercial access to public conservation land, thereby reducing the experiences responsible tourism operators can provide to visitors.