

Policy 2017



Tourism

Spreading the benefits

Under National tourism is thriving and is delivering jobs and opportunities for New Zealanders.

We have championed the industry which champions New Zealand. It is now our biggest exporter and worth \$14.5 billion to the economy, employing more than 180,000 people and showing us off to the world.

The growth is set to continue. International visitors are set to spend \$15.3 billion in 2023, up from the \$10 billion they spend now, and from the \$7.2 billion they spent in 2006.

National's focus is on ensuring all regions realise the benefits of increasing tourist numbers and that tourists visit all year around, not just in the peak seasons.

We are investing a significant amount in local infrastructure so those small towns with few ratepayers but high numbers of tourists can cope with, and benefit from, increasing visitor numbers.

We are also focussing our marketing of New Zealand to high value visitors, with a clear strategy of value over volume.

"Tourism is thriving, creating jobs and opportunities and showcasing us to the world."

– Tourism spokesperson Paula Bennett

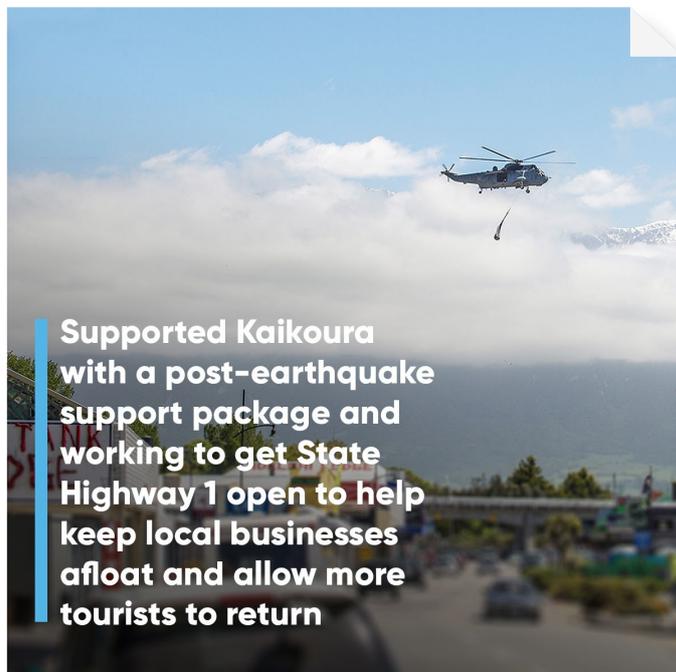
Policy highlights

- Established the \$100m Tourism Infrastructure Fund to boost regional tourism infrastructure
- Investing in infrastructure projects in regional New Zealand, with 42 funded so far
- Built 22 of the immensely popular National Cycle Trails around the country
- Invested \$76m in upgrading DOC's tourism facilities
- Delivering the \$400m New Zealand International Convention Centre to help attract more major events
- Funded 33 innovative tourist attractions through the Tourism Growth Partnership
- Ensured the Hobbit films were made in New Zealand to further capitalise on the international exposure and boost to our tourism sector the films have provided
- Secured 2019 as the China New Zealand Year of Tourism, with a focus on attracting high-value Chinese visitors who stay longer, spend more and travel independently

National is...

Investing in infrastructure

- Funded 42 projects in regional New Zealand to help provide vital tourism infrastructure such as toilet blocks and rubbish compacting facilities
- Set up a \$100m Tourism Infrastructure Fund to fund more regional projects
- Provided \$76m to the Department of Conservation to upgrade tourist facilities
- Invested in the Hundertwasser Arts Centre in Whangarei
- Attracted new hotel investment to cater to the booming tourism industry
- Invested in road safety to make sure they are safer for tourists and New Zealanders



Marketing the shoulder seasons

- Spreading visitors throughout the year makes business more sustainable for our tourism operators
- Tourism New Zealand now markets New Zealand only in the shoulder seasons – autumn and spring
- It's working because the number of visitors is growing faster in the shoulder seasons than in summer
- In spring 2016 the number of tourists grew by 16 per cent, outstripping summer's 12.5 per cent growth

Attracting the right visitors

- We are attracting high value tourists with visitor spend growing by 40 per cent over the last 10 years
- Since 2007 international airline capacity into New Zealand has grown by 54 per cent
- We are attracting value over volume, with visitor spend forecast to grow faster than visitor numbers.
- We have secured 2019 as the China–New Zealand Year of Tourism to keep attracting tourists from our fastest growing market

Our results...

Tourism continues to grow

- All regions are seeing an increase in spending from tourists
- Tourist spend is forecast to grow to \$15.3b by 2023, up from \$10b now
- An increasing number of secondary school students are studying travel, hospitality and tourism and around 17,000 are studying it at tertiary level
- We supported the set-up of the Queenstown Resort College in Northland



42 regional tourism infrastructure projects funded under National



More than 2000 kilometres of cycle trail built

Cycle trail popularity booming

- We now have 22 national cycle trails all around New Zealand
- In 2015 the cycle trails provided more than \$37m in economic benefits
- We have invested \$8m in maintaining the quality of the Great Rides

What we will do next...

Focus on the regions

- We will continue our focus on getting more tourists out to the regions that need them
- We will work with regional tourism organisations to help emerging regions attract new tourists
- We will roll out our \$100m Tourism Infrastructure Fund and prioritise regions for funding
- We will continue to invest in roads that will make it easier for New Zealanders and visitors to travel to new regions

Crack down on freedom camping

- While New Zealanders love to camp, people are getting increasingly frustrated with the poor behaviour and environmental impact of some campers
- We will make the rules about where you can camp more consistent and easier to follow
- Those in non-self-contained vehicles will no longer be able to camp in areas with no toilet facilities
- We will also make sure those who break the rules pay their fines



Don't put it all at risk

- Labour and the Greens would introduce a travel tax that risks putting people off coming to New Zealand and might impose the same fee on New Zealanders returning from living or holidaying overseas
- Opposed the International Convention Centre and filming the Hobbit movies in New Zealand – both of which bring huge benefits to New Zealand
- Want to drastically reduce immigration numbers, making it harder for our businesses to find the staff to support our tourism industry