



Local government elections 2019

A toolkit for tourism operators

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Introduction

Local government is one of the tourism industry's most important partners. Providing great experiences is at the heart of a successful visitor industry, and councils play a vital role in helping to shape and deliver those experiences.

Councils invest in and support infrastructure used by both visitors and residents, such as museums and stadia, public toilets and walkways. They invest in promotional activities, like events and festivals, and agencies, including Regional Tourism Organisations and i-SITE Visitor Centres.

In turn, international and domestic visitors add vibrancy to communities, offer business opportunities for residents and support jobs. Only a fraction of visitor spending occurs in tourism businesses like accommodation and attractions. Visitors also spend in shops, cafes, bars, petrol stations and other local businesses.

The 2019 local government election is taking place on Saturday 12 October. The election is an opportunity to raise awareness among Mayors, Councillors, election candidates, council officers and communities of the value of hosting international and domestic visitors.

Your involvement will help create supportive local government partners who work with you to attract visitors and ensure growth is being managed in a sustainable way.

#Vote2019NZ #VoteLocalNZ

Get involved with your local council

As a tourism operator, you can be actively involved and influence your council's decisions. This can help you achieve Commitment 9 of the New Zealand Tourism Sustainability Commitment – Community Engagement: Businesses actively engage with the communities in which they operate.

- Build a relationship with your local Mayor and councillors, and help them understand the value and importance of tourism in your area. Invite them to visit your business for a behind-the-scenes tour.
- Offer solutions, rather than problems.
- Attend and engage in public meetings. Ask tourism-related questions.
- Make sure you are on the electoral roll and vote in the council elections.
- Consider standing for your local council (nominations close 16 August 2019).
- Form a network with other tourism businesses in your area to make collective submissions to your local council.
- Attend council meetings.

Tourism's priorities for new councils

These are our industry's top three priorities for incoming councils. Discuss them with your local council and seek their support.

1. Develop Destination Management Plans

To achieve the best outcomes for the tourism industry and the communities in which it operates, Destination Management Plans are needed. These plans will set out the local aspirations for the visitor economy and how they will be achieved.

Councils should look to work with neighbouring areas to develop Regional Destination Management Plans, in consultation with iwi, communities and business.

This is a priority action to reach our [Tourism 2025 & Beyond](#) goals.

2. Support TIA's regional tourism funding model

TIA has explored a wide range of options on how local government funding needs can best be addressed. Our conclusion is that New Zealand does not need another new tax. The universal payment of GST is seen by TIA as the most effective, efficient and fairest way of collecting the visitor contribution.

TIA's proposal is that Central Government makes an annual calculation equivalent to 20% of the GST already collected from international visitors and distributes these funds via a Trust to Local Government to address local tourism-related needs, with the allocation determined by the measured level of visitor impact on each territorial local authority. See Appendix 1 for how much each territorial authority could receive in annual funding under such a model.

3. Support sustainable growth of tourism

TIA recognises that visitor growth can put pressure on communities.

Councils can support the sustainable growth of the tourism industry in several ways:

- Economic sustainability – reduce compliance costs for business
- Environmental sustainability – protect natural assets
- Community sustainability – support genuine engagement with the community
- Visitor sustainability – providing facilities and services that enhance visitors' and residents' experience of your community.

Talking points & statistics

Use these talking points and statistics to discuss tourism issues with your Mayor, councillors and council candidates.

Tourism is important to New Zealand

- Tourism is an industry that cares about our country and gives back economically, environmentally, socially and culturally.
- A strong tourism industry is good news for all New Zealanders and Aotearoa. It means more jobs, income and community benefits like more shops, cafes and restaurants; more events in your community; more international and domestic flights, and competitive airfares.
- Tourism generates \$107 million per day across New Zealand. Tourism delivers around \$44 million in foreign exchange to the New Zealand economy each day. Domestic tourism contributes another \$63 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$16.2 billion or 20.6% of New Zealand's foreign exchange earnings (year ended March 2018).
- 13.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 365,316 people are working in the visitor economy.

Tourism cares for our community

- Visitors spend millions of dollars in our community [see Appendix 2 for details of tourism expenditure in your region].
- We want to work collaboratively with local government to grow the visitor economy and ensure growth is being managed in a sustainable way.
- The Tourism 2025 & Beyond Sustainable Growth Framework *Kaupapa Whakapakari Tāpoi* has a vision of growing a sustainable tourism industry that benefits New Zealanders.

More information

The Lobbying Toolkit on TIA's website <https://tia.org.nz/resources-and-tools/lobbying-toolkit/> provides more details on how to participate in the local government elections and be involved in council decision-making processes.

Appendix 1

This table shows what each council would receive in annual funding based on the collection model of returning 20% of the GST international visitors pay, using 2018 data. The measure of visitor impact is based on total guest nights per region¹.

Territorial Authority²	Proportion of International Visitor GST attributed³
Far North District	\$ 10,707,276
Whangarei District	\$ 4,703,160
Kaipara District	\$ 1,131,075
Auckland Council	\$ 62,163,455
Thames-Coromandel District	\$ 6,554,086
Hauraki District	\$ 1,175,125
Waikato District	\$ 1,407,004
Matamata-Piako District	\$ 900,489
Hamilton City	\$ 6,310,746
Waipa District	\$ 1,350,116
Otorohanga District	\$ 300,278
South Waikato District	\$ 372,150
Waitomo District	\$ 1,282,548
Taupō District	\$ 9,810,714
Western Bay of Plenty District	\$ 2,366,939
Tauranga City	\$ 7,988,056
Rotorua District	\$ 19,547,283
Whakatane and Kawerau Districts	\$ 2,463,127
Opotiki District	\$ 1,089,693
Gisborne District	\$ 2,281,465
Wairoa District	\$ 407,315
Hastings District	\$ 3,351,751
Napier City	\$ 6,339,198
Central Hawke's Bay District	\$ 162,800
New Plymouth District	\$ 4,363,816
Stratford District	\$ 358,482
South Taranaki District	\$ 838,508
Ruapehu District	\$ 4,073,129
Whanganui District	\$ 1,622,126
Rangitikei District	\$ 310,019
Manawatu District	\$ 443,595
Palmerston North City	\$ 3,456,305
Tararua District	\$ 357,408
Horowhenua District	\$ 764,949

¹ Guest Nights data source - Accommodation Survey / Commercial Accommodation Monitor (CAM) (YE March 2018)

² Analysis based on 66/67 Territorial Authorities - Chatham Islands excluded as CAM data not available. Whakatane/Kawerau & Carterton/South Wairarapa combined as per provision of CAM data

³ GST data source - Tourism Satellite Account (YE March 2018). Based on 20% of \$1,675m

TOURISM INDUSTRY AOTEAROA

Level 2, 125 Featherston Street, PO Box 1697, Wellington 6140, New Zealand
P +64 4 499 0104 **E** info@tia.org.nz **www.tia.org.nz**

Kapiti Coast District	\$ 1,514,762
Porirua City	\$ 573,219
Upper Hutt City	\$ 502,488
Lower Hutt City	\$ 2,106,415
Wellington City	\$ 19,519,342
Masterton District	\$ 1,278,126
Carterton and South Wairarapa Districts	\$ 804,535
Tasman District	\$ 6,159,592
Nelson City	\$ 6,322,752
Marlborough District	\$ 6,651,457
Kaikōura District	\$ 2,453,981
Buller District	\$ 2,328,527
Grey District	\$ 2,287,657
Westland District	\$ 7,149,749
Hurunui District	\$ 3,260,841
Waimakariri District	\$ 974,224
Christchurch City	\$ 24,929,918
Selwyn District	\$ 684,535
Ashburton District	\$ 1,751,415
Timaru District	\$ 2,635,450
Mackenzie District	\$ 7,027,945
Waimate District	\$ 354,992
Waitaki District	\$ 3,504,357
Central Otago District	\$ 2,817,640
Queenstown-Lakes District	\$ 38,161,186
Dunedin City	\$ 7,919,909
Clutha District	\$ 755,367
Southland District	\$ 7,014,411
Gore District	\$ 387,681
Invercargill City	\$ 2,413,447
Total	\$ 335,000,109

Appendix 2

This table shows the total annual spend by international and domestic visitors in each council area.

Territorial Authority	Annual Domestic Spend Year to May 2019	Annual International Spend Year to May 2019	Annual Total Spend Year to May 2019
Far North District Council	\$347m	\$162m	\$509m
Whangarei District Council	\$392m	\$91m	\$483m
Kaipara District Council	\$109m	\$15m	\$124m
Auckland Council	\$4,010m	\$4,482m	\$8,492m
Thames-Coromandel District Council	\$303m	\$99m	\$402m
Hauraki District Council	\$79m	\$12m	\$92m
Waikato District Council	\$96m	\$31m	\$127m
Hamilton City Council	\$701m	\$197m	\$899m
Matamata-Piako District Council	\$109m	\$47m	\$157m
Waipa District Council	\$155m	\$35m	\$190m
South Waikato District Council	\$72m	\$13m	\$85m
Otorohanga District Council	\$19m	\$7m	\$25m
Waitomo District Council	\$47m	\$31m	\$78m
Taupo District Council	\$466m	\$214m	\$679m
Western Bay of Plenty District Council	\$77m	\$19m	\$96m
Tauranga City Council	\$652m	\$188m	\$840m
Rotorua District Council	\$474m	\$351m	\$824m
Kawerau District Council	\$6m	\$3m	\$8m
Whakatane District Council	\$114m	\$26m	\$140m
Opotiki District Council	\$26m	\$5m	\$30m
Gisborne District Council	\$133m	\$33m	\$167m
Wairoa District Council	\$15m	\$3m	\$18m
Hastings District Council	\$196m	\$60m	\$256m
Napier City Council	\$244m	\$106m	\$350m
Central Hawke's Bay District Council	\$32m	\$4m	\$36m
New Plymouth District Council	\$263m	\$74m	\$337m
Stratford District Council	\$15m	\$6m	\$21m
South Taranaki District Council	\$47m	\$10m	\$57m
Ruapehu District Council	\$164m	\$48m	\$213m
Whanganui District Council	\$108m	\$24m	\$132m
Rangitikei District Council	\$57m	\$12m	\$70m
Manawatu District Council	\$44m	\$9m	\$53m
Tararua District Council	\$46m	\$7m	\$53m
Palmerston North City Council	\$366m	\$69m	\$435m
Horowhenua District Council	\$91m	\$14m	\$105m
Kapiti Coast District Council	\$139m	\$39m	\$179m

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Level 2, 125 Featherston Street, PO Box 1697, Wellington 6140, New Zealand
 P +64 4 499 0104 E info@tia.org.nz www.tia.org.nz

Masterton District Council	\$90m	\$17m	\$106m
Carterton District Council	\$14m	\$3m	\$17m
South Wairarapa District Council	\$54m	\$18m	\$72m
Porirua City Council	\$73m	\$28m	\$101m
Upper Hutt City Council	\$34m	\$15m	\$50m
Lower Hutt City Council	\$178m	\$68m	\$245m
Wellington City Council	\$1,267m	\$670m	\$1,937m
Tasman District Council	\$188m	\$112m	\$300m
Nelson City Council	\$254m	\$116m	\$370m
Marlborough District Council	\$267m	\$130m	\$397m
Kaikoura District Council	\$57m	\$61m	\$118m
Hurunui District Council	\$123m	\$34m	\$157m
Waimakariri District Council	\$65m	\$24m	\$89m
Selwyn District Council	\$80m	\$38m	\$117m
Christchurch City Council	\$1,526m	\$1,050m	\$2,576m
Ashburton District Council	\$127m	\$50m	\$178m
Timaru District Council	\$181m	\$49m	\$229m
Mackenzie District Council	\$102m	\$196m	\$298m
Waitaki District Council	\$124m	\$62m	\$186m
Waimate District Council	\$12m	\$2m	\$14m
Buller District Council	\$42m	\$26m	\$68m
Grey District Council	\$83m	\$35m	\$118m
Westland District Council	\$106m	\$207m	\$313m
Queenstown Lakes District Council	\$1,084m	\$1,860m	\$2,944m
Central Otago District Council	\$162m	\$50m	\$212m
Dunedin City Council	\$545m	\$231m	\$776m
Clutha District Council	\$54m	\$15m	\$69m
Gore District Council	\$65m	\$8m	\$73m
Southland District Council	\$144m	\$200m	\$343m
Invercargill City Council	\$201m	\$55m	\$256m
Chatham Islands	\$3m	\$1m	\$4m

Source: MBIE Monthly Regional Tourism Estimates, YE May 2019