

Revive and Revitalise

Building a sustainable tourism future

The First 100 Days



Tourism was and will be again New Zealand's biggest industry, biggest employer and biggest export earner. From 2014 to 2019 it was the most significant contributor to New Zealand's economic progress.

Tourism can also make the greatest contribution to New Zealand's recovery from the pandemic recession. With a supportive Government partner, tourism will be a vital contributor to the four capitals of the Living Standards Framework, creating jobs, enhancing the environment, supporting business and contributing to social cohesion in communities across the country.

Tourism needs three immediate actions from the incoming Government:

- ✓ A roadmap to recovery
- ✓ Supply side support
- ✓ Demand side stimulation

In its first 100 days, we call on the new Government to:

Reconnect with the World

Borders can only be opened when it is safe to do so. But plans need to be made, discussions initiated with multiple countries and agreements reached on the conditions for opening the borders. These plans must be shared with New Zealanders, the businesses desperately waiting to reconnect with their offshore customers, and our international markets.

Support viable tourism businesses

Thousands of small operators are the backbone of the New Zealand tourism industry. Through no fault of their own, they cannot access their overseas customers, and not all can fill that void by hosting domestic visitors. There is a need for targeted supply-side support. A business that can show it is viable once the border opens should have access to a new Bridging Finance Facility, because we will need them when the visitors return.

Encourage innovation

Tourism in Aotearoa always been innovative – think Bungy, the Hamilton Jet and Zorb. There has never been a greater need for new thinking as we build a new tourism industry. Establish a Tourism Innovation Fund to support ideas that will improve productivity and keep New Zealand at the forefront of innovation.

Get the knowledge we need

We simply don't have access to the data and insight we need to make the best business decisions. The Data Hui convened in late 2019 recognised this and agreed to establish a co-governance model for tourism data provision. Get on with establishing the new Tourism Research Council and agree on the core data and insight the industry needs to inform its recovery.

Fill the quiet times

"Do Something New, New Zealand" is the rallying call and Kiwis are responding. However, domestic tourism is concentrated at weekends and school holidays. Businesses struggle to take on fulltime staff with such 'lumpy' customer demand. We must encourage travel and spend Monday to Thursday and outside of the holidays. Government can stimulate this demand by issuing every New Zealander with a \$200 Travel Card, linked with special deals from participating tourism and hospitality businesses across the country – to be used weekdays only, from 1 March 2021.

Five immediate initiatives to set us on the right course:

1. Border Reopening Plan
2. Bridging Finance Facility
3. Tourism Innovation Fund
4. Tourism Research Council
5. Kiwi Travel Card

***Shaping tourism for the benefit of Aotearoa and our people
Waihangatia te tāpoi, hei painga mō Aotearoa whānui***