



Image: Wild Kiwi Tours



KUA TAKOTO TE MANUKA

The leaves of the manuka tree have
been laid down

*(The wero/challenge is made – accept
it and we can progress together)*

TOURISM ELECTION 2020 ACTION PLAN

REVIVE AND REVITALISE

BUILDING A SUSTAINABLE TOURISM FUTURE IN AOTEAROA

Extraordinary times call for extraordinary measures.

Tourism was the first industry to be hit by the pandemic and will be the last to recover. The Government elected in September 2020 must use all its resources and work alongside the private sector to revive and then revitalise the tourism industry for the benefit of our people and Aotearoa.

This is also a shared opportunity to make bold changes to fix longstanding systemic issues that have compromised our desire to build a truly sustainable tourism future.

Tourism is a highly resilient industry. With targeted support, system fixes and a shared vision, the industry will once again make an essential contribution to New Zealand's success.



We need the incoming Government to:

Prioritise the survival and recovery of tourism businesses devastated by our closed border

Progressively ease travel restrictions when this can be done safely

Continue working with operators to stimulate domestic tourism demand, to benefit communities across the country

Support innovation that drives sustainability and productivity

Work with us on a joint vision to deliver the world's most sustainable tourism industry

Ensure that all the parts of government understand their impact on tourism and their role in its revitalisation

TIA has identified specific actions required from the incoming Government:



TOURISM BY THE NUMBERS

(PRIOR TO THE COVID-19 PANDEMIC)

A vibrant visitor economy has been a central feature of New Zealand's economic success. The revival and revitalisation of tourism is essential for New Zealand's future wellbeing.



The pandemic has been the biggest shock ever faced by the New Zealand tourism industry – impacting on every town, city and region.

REGIONAL TOURISM SPEND

March-May 2020 / % change from 2019

Auckland	\$891m	-57%	Northland	\$156m	-42%
Bay of Plenty	\$233m	-52%	Otago	\$361m	-63%
Canterbury	\$459m	-53%	Southland	\$79m	-60%
Gisborne	\$22m	-45%	Taranaki	\$56m	-48%
Hawke's Bay	\$84m	-49%	Tasman	\$34m	-49%
Manawatū-Whanganui	\$134m	-48%	Waikato	\$352m	-47%
Marlborough	\$52m	-51%	Wellington	\$308m	-58%
Nelson	\$41m	-56%	West Coast	\$57m	-60%

Data Source: MBIE

TIA IS THE VOICE OF THE INDUSTRY

Tourism Industry Aotearoa (TIA) is the peak body for the tourism industry in New Zealand. With over 1600 members, TIA represents a range of tourism-related activities including hospitality, accommodation, adventure & other activities, attractions, retail, airports & airlines, transport, as well as related tourism services.

OUR VISION

Leading the world's most sustainable tourism industry

Kokiritia nga mahi tapoitanga ki te ao

OUR PURPOSE

Shaping tourism for the benefit of Aotearoa and our people

Waihangatia te tapoitanga, he painga mo Aotearoa Whanui