

A powerful voice for tourism

Autumn/Winter 2017



Tourism Industry Aotearoa (TIA) is the only independent association that represents all sectors of New Zealand's large and diverse tourism industry. We accomplish what no single member or sector group could achieve by themselves.



Our Vision:

A \$41 billion visitor economy by 2025.

Our Mission:

Through leadership, influence and action, achieve tangible benefits for the tourism industry and New Zealand.

RECENT ADVOCACY SUCCESSES

TIA advocates relentlessly on behalf of the tourism industry to create an environment where businesses can grow and thrive sustainably. We lobby to ensure policy decisions support tourism and reduce barriers to growth. TIA is leading, influencing and delivering against Tourism 2025. Our goal is to ensure tourism is recognised as a vital contributor to New Zealand's economic and social wellbeing.

A SELECTION OF RECENT ISSUES WHERE TIA HAS SUCCESSFULLY ADVOCATED ON BEHALF OF THE TOURISM INDUSTRY.

SUBJECT	ISSUE	TIA ACTION	OUTCOME
INFRASTRUCTURE	<ul style="list-style-type: none"> New and improved infrastructure – accommodation, public toilets, roading, water services, cruise ship facilities, tramping tracks and huts – is needed around the country to support the growth in tourism. 	<p>TIA has led development of a National Tourism Infrastructure Assessment to:</p> <ul style="list-style-type: none"> Identify priority infrastructure deficits/opportunities, including size, location and timing Identify and assess systemic issues and barriers that impact on new infrastructure development Recommend solutions. 	<ul style="list-style-type: none"> Findings have been shared with central and local government.
PUBLIC CONSERVATION ESTATE	<ul style="list-style-type: none"> The Department of Conservation manages a third of New Zealand's total land area and is a crucial participant in the tourism industry. Hundreds of tourism operators rely on access to public conservation areas in order to operate their businesses. 	<p>TIA has invested considerable effort in:</p> <ul style="list-style-type: none"> Advocating for DOC to take a strategic approach to tourism Contributing to DOC's planning processes Raising awareness of the need to improve relationships with concessionaires. 	<ul style="list-style-type: none"> Tourism has a higher profile within DOC's leadership team and its strategic work. DOC has established a new tourism team within their science and policy group. A priority for this team is developing a DOC visitor strategy which TIA has influenced extensively.
LOCAL GOVERNMENT	<ul style="list-style-type: none"> Local government support and understanding of the value of the tourism industry is critical to its success. 	<ul style="list-style-type: none"> TIA is actively building relationships with local government at both the national and regional levels to raise awareness of the value and benefits of tourism. TIA developed a Tourism Manifesto for the 2016 local government elections. 	<ul style="list-style-type: none"> TIA's Tourism Manifesto has been shared with every Mayor and council Chief Executive in the country. TIA secured Local Government New Zealand's support with two major infrastructure projects.
PEOPLE & SKILLS	<ul style="list-style-type: none"> Tourism operators face challenges in attracting and retaining people with the skills required. 	<ul style="list-style-type: none"> TIA developed the People and Skills 2025 framework and action plan. 	<ul style="list-style-type: none"> TIA initiated the People and Skills Forum comprising CEOs from tourism associations to identify and work on the priority areas. TIA influenced MBIE to undertake a research project into people flows into and out of the industry – a significant insight gap for the industry. TIA engages regularly with Immigration New Zealand to advocate for work visa settings that support the needs of tourism employers.
FREEDOM CAMPING	<ul style="list-style-type: none"> Understanding the complex set of issues that contribute to a negative view of freedom camping in some communities. Improving freedom camping behaviour by targeting 18-35 year olds travelling in privately-owned and rented vehicles. 	<p>TIA won backing from public and private sector supporters for two projects:</p> <ul style="list-style-type: none"> Launch a social media campaign sharing information on freedom camping rules and etiquette. Research to provide deeper insight into issues associated with freedom camping. 	<ul style="list-style-type: none"> The @campnz Facebook campaign has been an outstanding success, gaining more than 18,000 followers in its first three months. The first study of its kind on freedom camping has collated previously published information from many sources and identified where knowledge gaps exist.
VISITING DRIVERS	<ul style="list-style-type: none"> Road crashes involving visiting drivers attract high levels of media attention and concern by the New Zealand public. 	<ul style="list-style-type: none"> TIA leads industry initiatives to inform visiting drivers about New Zealand road rules and etiquette. We developed the DriveSafe website www.drivesafe.org.nz and a Code of Practice for rental vehicle operators. 	<ul style="list-style-type: none"> The Code of Practice is now in its second year. Approx. 80% of the rental fleet has signed up, including all major operators. www.drivesafe.org.nz has been translated into eight languages.
DOMESTIC TOURISM	<ul style="list-style-type: none"> Boosting domestic tourism's value to help reach our Tourism 2025 goal of a \$41 billion tourism industry. Domestic tourism has a big part to play in encouraging regional dispersal and smoothing out seasonality. 	<ul style="list-style-type: none"> TIA brought together private and public sector representatives to form the Domestic Tourism Working Group. The Group is finding ways to accelerate domestic tourism growth. Better insight into travel motivations is the first priority. 	<ul style="list-style-type: none"> DGiT, the new and innovative online tool to help tourism operators and RTOs maximise domestic tourism, is the Working Group's first major initiative. www.dgit.nz
KAIKOURA EARTHQUAKE RECOVERY	<ul style="list-style-type: none"> Supporting Kaikoura and surrounding regions to recover from the November 2016 earthquake. 	<ul style="list-style-type: none"> TIA established and leads KE-TAG (Kaikoura Earthquake - Tourism Action Group) to guide the coordination of the industry and government tourism response. 	<ul style="list-style-type: none"> The tourism industry has up-to-date information about recovery efforts, and confidence that tourism needs are being considered in the rebuild process. Accurate visitor information has been prioritised by key government agencies and tourism organisations.
INSIGHT	<ul style="list-style-type: none"> Tourism operators rely on quality data and insight from both the public and private sectors to make business decisions in a fast-changing world. 	<ul style="list-style-type: none"> TIA continually advocates to government officials for improvements to tourism research and easier access to tourism insight. TIA is committed to working with the private sector to develop insight initiatives and partnerships. 	<ul style="list-style-type: none"> MBIE developed a Tourism Dashboard and is now producing Monthly Regional Tourism Estimates to provide more information on domestic and international regional tourism spending. MBIE is developing new insight into the cruise sector. TIA partnered with Lincoln University to deliver the State of the Tourism Industry 2016 report.

GOVERNMENT POLICY

CENTRAL AND LOCAL GOVERNMENT AGENCIES REGULARLY REVIEW OR INTRODUCE POLICIES THAT CAN SIGNIFICANTLY IMPACT THE TOURISM ENVIRONMENT. TIA INFLUENCES GOVERNMENT POLICY PROPOSALS THROUGH A RANGE OF ADVOCACY WORK INCLUDING POLICY SUBMISSIONS.

- Recent submissions include: Auckland Council proposed targeted rate on accommodation sector • Resource Legislation Amendment Bill • Maritime Transport Amendment Bill • Proposed changes to Skilled Migrant Category • Conservation and Environment Science Roadmap • Fresh water management proposals • Discussion document on developing a cost recovery framework for Ministry of Primary Industries • Local Government Act 2002 Amendment Bill (No. 2) 2016 • New Zealand Productivity Commission New Models of Tertiary Education Draft Report.

LOOKING FORWARD

TIA will continue to play a critical role in ensuring decision-makers understand the value of tourism and are acting in ways that support the tourism industry. There is rising industry and public concern that tourism is growing faster than our ability to cope. Without a coordinated response, we risk being unable to fully capture the future potential of tourism and protect the long-term sustainability of the industry.

The current strategic priorities for the industry, guided by the Tourism 2025 growth framework, are:

- Infrastructure & investment
- Sustainability – economic, environmental & social
- Regional & seasonal visitor dispersal
- People & skills
- Local government support for tourism
- Insight

The 2017 General Election will be a big focus for TIA, providing a major platform for raising political and public awareness of the importance tourism plays in the national economy.

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