

Welcome to the 2019 China New Zealand Year of Tourism – from Iain Cossar



2019 is the China-New Zealand Year of Tourism, an opportunity for China and New Zealand to strengthen economic ties through tourism.

It's a great chance for us to showcase what it is that makes Aotearoa a world class destination – our stunning natural landscapes, our range of unique experiences and products, and manaakitanga – the uniquely New Zealand welcome that you are all a key part of.

China is one of our biggest visitor markets, second only to Australia. By 2024, more than 800,000 people from China are expected to visit New Zealand, up from around 450,000 this year.

Chinese visitors come to New Zealand to experience the same sort of things that kiwis love to do – get outdoors, experience our wildlife, explore the native bush and spend time on our beaches. With the Year of Tourism, our aim is to encourage these visitors to explore wider, and spend more time here enjoying our world-class hospitality.

For you working on the frontline of tourism in New Zealand, the Year of Tourism provides a big opportunity to be thinking about how you can provide the best experience for our Chinese visitors. This includes getting a better understanding of what Chinese visitors are looking for while they're here and how this is changing; building commercial relationships to better market and advertise to this market; and to learn more about their culture.

The Ministry of Business, Innovation and Employment is leading the China-New Zealand Year of Tourism. We're working hard to develop resources and material for the tourism industry to help you think about how to get the most out of this opportunity.

On the China-New Zealand Year of Tourism website, www.cnzyot.govt.nz, you can access tools to help inform your business about the Chinese visitor market, how to get digital media working for you, and learn the basics of Mandarin.

It's easy to show your support for the Year of Tourism. If you're planning a campaign, initiative or event that aligns with the Year of Tourism, you can use the logo on your marketing material, website and social media promotion. The logo is a great way to show visitors that your business is behind the Year of Tourism and ready to give them the best experience possible. It's easy to use and apply for, and comes in two different colours to suit your business's needs.

Tourism is important to New Zealand, and the Chinese tourism market will continue to play a key role in our long-term tourism success.