

15 March 2016

THE VOICE OF THE TOURISM INDUSTRY

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RE: Letter of Support for the Movie Museum and Wellington Convention Centre

Dear Mr Kaufman,

Further to Wellington City Council's request for feedback on the Movie Museum and Wellington Convention Centre development, the Tourism Industry Association New Zealand (TIA), the peak industry body representing the tourism industry, is delighted to provide a letter of support.

As was identified in the Tourism 2025 growth framework, business events are a key opportunity for the visitor economy. There are also very strong linkages between the visitor economy and the film industry, which again create target for value opportunities within the industry framework.

In our [submission](#) to Wellington City Council dated 14 August 2014 on the Convention Centre proposal, TIA recommended that:

- The Convention Centre in Wellington go ahead as proposed on the basis that such a centre will provide lasting economic benefits to the country, by improving New Zealand's capability to host medium to large-scale international conferences and exhibitions. It would be useful to undertake further work to quantify the wider economic benefits, which TIA believes will be substantial.
- With regard to the naming of the facility, TIA recommended a name such as "Wellington Convention Centre". TIA believes it is important that any name clearly indicates the city in which the Convention Centre is located. TIA did not support the Hilton having naming rights for the Convention Centre.
- The proposed funding solution meant all businesses operating within the downtown levy catchment area contributing twice under the funding model - through the downtown levy and general rates. TIA proposed that all funding should come from general rates based on current levels. Another alternative suggested was to limit the period in which the downtown levy funding is used, for example, the first three years. Additionally, a review of the downtown levy catchment area could be considered given the shift of commercial business into residential areas e.g. Miramar.
- TIA seeks further information on plans to manage the increased traffic congestion that will likely occur once the Convention Centre is operational.

The Movie Museum adds a significant and positive new dimension to the original proposal that will further enhance the attractiveness to the visitor economy.

- The estimated 350,000 visitors per annum, including 20,000 new visitors to the Wellington region, further stimulating the Wellington regional economy and providing an iconic attraction from a national

economic perspective that is likely to attract more international visitors to New Zealand and should substantially stimulate the domestic visitor market.

- Wellington already has a very strong and vibrant museums and film sector that will be further stimulated by this proposal, strengthening Wellington's position on the global stage and nationally as a leader in the Culture and Heritage sector. This will further complement existing attractions such as Te Papa and Weta Workshop
- The Movie Museum should encourage visitors to stay longer in the Wellington and surrounding regions, further stimulating regional dispersal aspirations as identified in the Tourism 2025 framework.
- TIA is supportive of the construction dates of 2016/17 as opposed to the original 2021/22 time frames. This will ensure the visitor economy benefits will be realised sooner, helping support the Tourism 2025 aspirational goal of achieving \$41 billion of total visitor expenditure by 2025.
- Further to TIA's recommendations in August 2014 for the Convention Centre, given the increased scale of the Movie Museum and Convention Centre proposal, TIA seeks further information on plans to manage the increased traffic congestion that will likely occur once the Convention Centre and Movie Museum is operational. Adding value through an improved visitor experience is a critical part of the Tourism 2025 framework. Any viable initiative that supports this and that reduces elements of dissatisfaction with the visitor experience is integral to the framework.

Thank you for providing TIA with the opportunity to provide feedback on this proposal. We would welcome the opportunity to participate further in any follow-up process, including any formal meetings, to ensure that the potential impacts on tourism are adequately understood and constructive feedback is provided.

Yours sincerely



Chris Roberts
Chief Executive