

Tourism – a new approach

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TOURISM 2025 >

GROWING VALUE TOGETHER
WHAKATIPU UARA NGATAHI



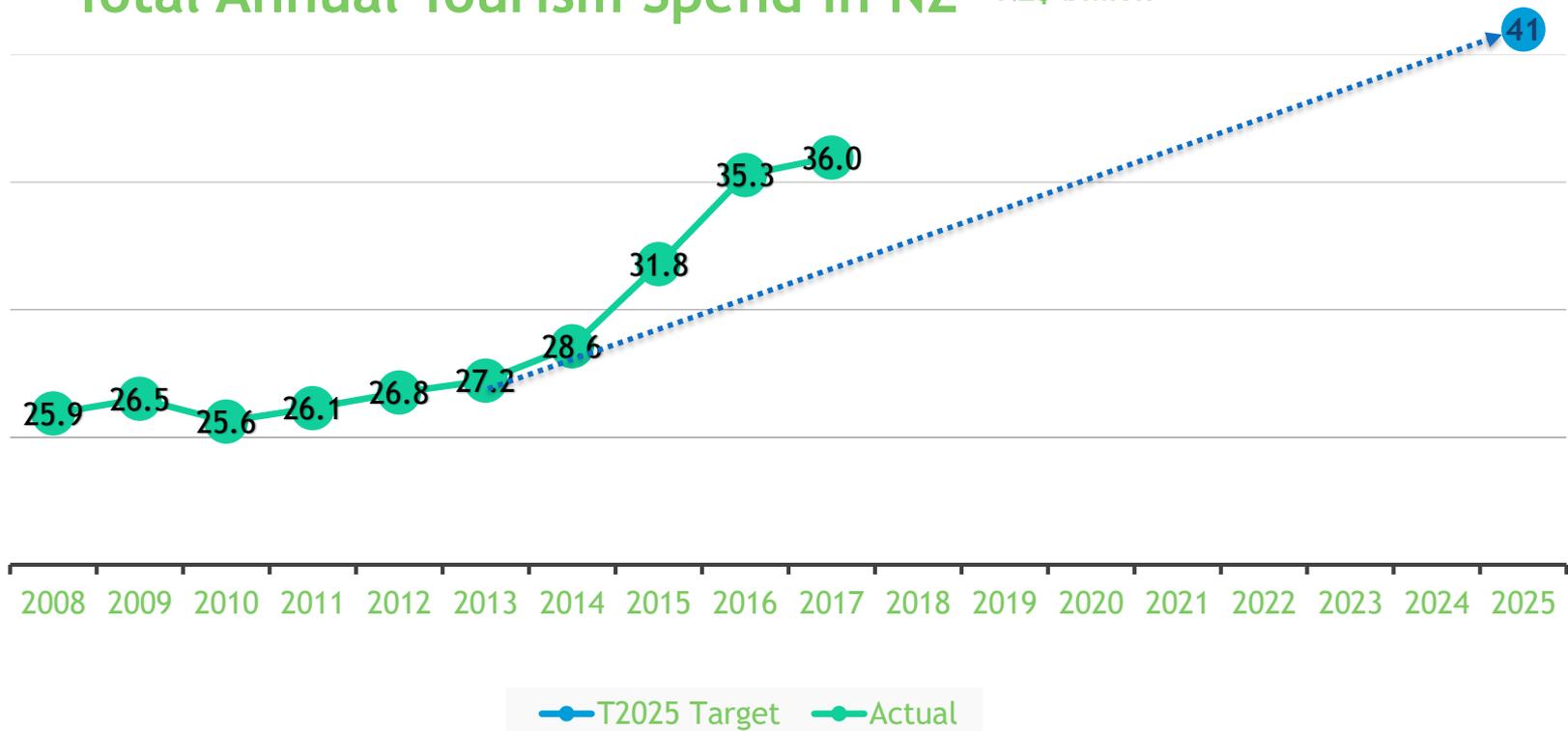
The NZ visitor economy

- Biggest economic contributor
 - 10.5% of GDP (direct & indirect)
 - Largest export earner (21% of total)
 - 399,000 employed (direct and indirect) – 1 in 7 jobs
- Domestic Tourism
 - 2017 total spend \$21.4 billion
 - From 2013 to 2017 domestic tourism spending increased 24% - against an increase in household consumption expenditure of 7%
- International Tourism
 - 2017 total spend \$14.5 billion
 - From 2013 to 2017 international visitor spend increased by 46% - with annual arrivals up 36%



Progress towards Tourism 2025 Goal

Total Annual Tourism Spend in NZ NZ\$ billion



Tourism Growth: a global phenomenon

- 1.3b overseas trips in 2017:+7%
 - Forecast to grow at 4% pa
- World more and more connected
 - Boeing has 5,700 orders
 - 23,500 commercial aircraft flying now, forecast is 47,000 by 2035
- Cruise sector also expanding



Are we becoming victims of our own success?

- Growth is good, but has a price – e.g. airport congestion, tourism hot spots, traffic, environmental concerns
- Most countries addressing concerns about growth – how much is too much? Tolerance has to be self-determined by every destination
- More a matter of sensibility than numbers
- Annual arrivals v local population:
 - Iceland 5.1 to 1
 - Croatia 3.3 to 1
 - Montenegro 2.6 to 1
 - Ireland 2.0 to 1
 - New Zealand 0.8 to 1

New thinking needed

- Sustainability
- A re-set vision and framework
- Story-telling
- Investment

Why do we do tourism?

Tourism a means to an end, not an end in itself

- Use it to deliver social and economic prosperity for communities
- Commercial footprint in every community is larger than it would otherwise be thanks to tourism
- A great place to visit, is a great place to live



NEW ZEALAND TOURISM SUSTAINABILITY COMMITMENT

HE KUPU TAURANGI KIA TOITŪ AI TE TĀPOITANGA

IMAGE CREDIT: MAKI YANAGIMACHI/EARTH & SKY STARGAZING



A vision for
Sustainability built
on business-level
commitment



Reset the
Industry-led
Framework
and align with
Sustainability
Goals



The Tourism Narrative

*Tourism
Stories*

My Story, My Community, Our Future

- Rapid growth + limited knowledge + inadequate responses = threats to tourism's social licence to operate
- How are issues arising from growth being managed? Who really benefits from tourism-generated activity?
- Need to tell our stories better
- National guidance but delivered at a local level

The BHAG: Communities across the country and in all sectors of business understand the value of tourism and are advocates for the industry

Funding and Investment

- The NZ Tourism Product is highly desired
 - To support marketing, need to reinvest back in the product
 - Private sector investing \$billions
 - Transport, accommodation, attractions
 - Public sector: a role in redistribution
 - Huge increase in GST collected
 - Provincial Growth Fund
 - Tourism Infrastructure Fund
 - Multitude of tax/levy/rating proposals
- Need a full, open debate on new taxes**



What will success look like?



THE NEW ZEALAND TOURISM AWARDS

Showcasing and celebrating
the success of our Industry

[> View 2017 Awards video](#)

About the Awards

A benchmark for excellence. The Awards celebrate individual and business success across our dynamic \$36 billion industry

Why enter?

Recognition, raising your profile and being able to promote the great work you do are just a few reasons. And of course, there are prizes up for grabs too!

Entries opening soon

Eager to put an entry together? Download the Criteria & Submission Guidelines now and get a head-start before entries open on 7 May.