

What we are going to do

In order to reach our Tourism 2025 & Beyond goals, we have identified a long list of actions that the tourism industry, central and local government need to progress over the next three years.

This list reflects the complexity of the tourism system. It shows there are many things that need to be working well for the system as a whole to prosper.

The 'Tourism System' actions below require input by all stakeholders across the tourism system. These are followed by actions that are linked to each element of *Tourism 2025 & Beyond – A Sustainable Growth Framework*.

Within this long list, we have identified a number of priorities (see page 4-5).

TOURISM SYSTEM

ROLE OF GOVERNMENT	1.	Government ensures funding and resources are allocated to enable implementation of the <i>Aotearoa New Zealand Government Tourism Strategy</i> .
	2.	All government decisions and actions take full account of the impact on tourism.
	3.	Government works with industry on implementation of the <i>Tourism 2025 & Beyond</i> framework.
ROLE OF INDUSTRY	4.	Industry comprehensively implements the <i>Tourism 2025 & Beyond</i> framework.
	5.	Industry works with government on implementation of the <i>Government Tourism Strategy</i> .
SUSTAINABILITY	6.	All tourism businesses join the <i>Tourism Sustainability Commitment</i> and work towards achieving each of the 14 business-level Commitments.
	7.	TIA develops information, tools and resources to support the implementation of the TSC.
	8.	TIA investigates ways to harden up the TSC measures to continually raise the sustainability performance across the industry.
	9.	Investigate how Qualmark and TIA could work towards the provision of business-level assessment against TSC sustainability requirements.
FUNDING	10.	Government works with stakeholders to ensure optimal utilisation of government funding to support the sustainable development of the tourism industry.
	11.	Identify mechanisms that address funding deficits for 'industry-good' activities, including research and development, workforce initiatives and community engagement.
LOCAL GOVERNMENT	12.	Industry works with central and local government on actions arising from the Productivity Commission inquiry into local government funding that advance tourism industry interests.
	13.	Investigate innovative approaches on how local government can support their visitor economies.
DESTINATION MANAGEMENT	14.	Industry supports the development of a national destination plan for New Zealand, based on regional destination plans.
	15.	Every region develops and maintains a destination plan in consultation with industry that sets out its aspiration for its visitor economy and how it will achieve it.

GROWING AND SHAPING DEMAND	16.	Invest in building, maintaining and evolving New Zealand's international tourism destination brand and market positioning.
	17.	Government and industry marketing is configured to shaping demand growth that contributes to industry-wide objectives, such as dispersal, seasonality and growing the value of tourism at a faster rate than the volume of visitors.
TIKANGA MĀORI	18.	Tikanga Māori is embraced across the tourism industry as a mark of respect for Tangata Whenua, as a reflection of the values of kaitiakitanga, manaakitanga and whanaungatanga, and to present a unique point of interest for visitors.
	19.	Tikanga Māori is incorporated within the <i>Tourism Sustainability Commitment</i> .
MANAGING RESOURCES IN PARTNERSHIP WITH MĀORI	20.	Industry supports the Māori role in resource management and strives to achieve benefits across the tourism industry, including maintaining access for tourism businesses.
CRISIS MANAGEMENT AND RECOVERY	21.	Regions have tourism-specific components within their wider crisis management and recovery plans.
	22.	A cross-agency, national-level tourism crisis readiness capability is maintained.
EASE OF DOING BUSINESS	23.	All central and local government agencies that tourism businesses deal with strive to make their processes as easy to use as possible.
QUALITY AND RESILIENCE	24.	Tourism businesses work to raise the quality of their products and services, and utilise quality assessment programmes such as Qualmark.

ECONOMIC

TARGET FOR VALUE	25.	Industry and government strategies, and the resultant activities, focus on targeting those markets that deliver value growth at a faster rate than the volume of visitors and which best contribute to New Zealand.
	26.	An agreed definition of a 'high-value' visitor is developed.
INFRASTRUCTURE	27.	Industry infrastructure needs are identified and prioritised, and where appropriate are considered in terms of the government investment framework for tourism.
PRODUCTIVITY	28.	Establish replicable productivity measures for tourism and use the results to manage the tourism system to drive increased productivity.
PEOPLE AND SKILLS	29.	Implement the industry 'Careers in Tourism' package to attract more New Zealanders to tourism.
	30.	Government agencies work with industry to ensure migrant staff are easily accessible when there are no suitable New Zealanders.
DOMESTIC TOURISM	31.	Develop a systematic approach to understanding and activating domestic tourism, particularly to support regional dispersal and seasonality goals.
BUSINESS CAPABILITY	32.	Support tourism business capability through specific industry-good activities and through raising use of the wide range of existing business capability programmes.
FOSTERING MĀORI BUSINESSES	33.	Foster the development of Māori participation in the tourism industry to unlock opportunities for both Māori and tourism.
EVENTS	34.	Include Event Plans as part of regions' destination plans.
TRANSFORMATIVE TECHNOLOGY	35.	Foster innovation and technology uptake by tourism businesses.

VISITOR

VISITOR SATISFACTION MANAGEMENT	36.	Customer satisfaction monitoring, evaluation and reporting is undertaken and used at operator, regional and national levels.
VISITOR SAFETY	37.	Existing programmes, such as driver safety and adventure tourism safety, are effective and new programmes are established as needed.
	38.	Regulations and other government interventions that relate to visitor safety are fit for purpose, including those of the Department of Conservation, WorkSafe, Civil Aviation Authority and Maritime New Zealand.
TIAKI	39.	Educate visitors about New Zealand's cultural and behavioural expectations by incorporating <i>Tiaki – Care for New Zealand</i> into industry processes and implementing the Tourism Sustainability Commitment No 6.
RESPONSIBLE CAMPING	40.	Government and industry agree a transparent and consistent national framework for managing responsible camping.
VISITOR FLOWS	41.	Government takes a 'touring destination' lens to the tourism system, and provides adequate funding for tourism routes, and the roading and amenity requirements.
ACCESSIBILITY AND INCLUSIVENESS	42.	Tourism businesses, destinations and regions ensure their goods, services and amenities offered to visitors are accessible and inclusive.

COMMUNITY

QUALITY EMPLOYMENT	43.	Tourism businesses ensure the quality of the employment that they provide contributes to the employment attractiveness of the industry.
COMMUNITY ENGAGEMENT	44.	Tourism businesses engage with their communities to increase understanding and trust, and to maintain the manaakitanga that New Zealand is renowned for.
TELLING TOURISM STORIES	45.	Implement the TIA-led Tourism Narrative project as a structured approach to getting industry and destinations to showcase the benefits of tourism.
SUSTAINABLE SUPPLY CHAINS	46.	Socially and environmentally sustainable supply chains are universally used across the industry (TSC Commitment 10).

ENVIRONMENT

ECOLOGICAL RESTORATION	47.	Tourism businesses identify and act on ways they can contribute to restoring and enhancing nature.
	48.	TIA works with government to ensure that the visitor economy is taken into consideration and is engaged with the management of our natural resources.
REDUCING FOOTPRINT	49.	Tourism businesses measure and understand their footprint, and act to reduce it through supply-chain management, waste management, water management and energy use.
CARBON AND CLIMATE CHANGE	50.	Tourism businesses measure their carbon footprint and act to reduce it.
	51.	Government supports the investigation of innovative ways for industry to reduce its carbon footprint.
DOC ENGAGEMENT	52.	The Department of Conservation's Visitor and Heritage strategy enables access of visitors and reflects the importance of concessionaires as facilitators of managed tourism and recreation activities on the public conservation estate.
	53.	TIA and DOC deliver the goals in Project Groundswell, an MOU of agreed expectations.
VISITOR ACCESS	54.	Industry works with parties and organisations, such as the Walking Access Commission, to ensure continued access to a wide range of lands and waters throughout New Zealand.

CONNECTIONS

INTERNATIONAL CONNECTIVITY	55.	Continue to pursue a healthy and competitive aviation market connecting New Zealand to the world.
	56.	Industry and government work with the aviation industry so that international connectivity supports the goals of the <i>Aotearoa New Zealand Government Tourism Strategy</i> and the <i>Tourism 2025 & Beyond Sustainable Growth Framework</i> .
OPEN SKY POLICIES	57.	Continue to pursue open sky agreements with other countries not currently covered by existing agreements.
EFFICIENT BORDER FACILITATION	58.	Border services are designed and operated to facilitate ease of movement to and from New Zealand, while ensuring the necessary border requirements are achieved (immigration, customs, biosecurity).
	59.	Visa processes are enabling of travel to New Zealand, and not a barrier due to cost and process complexity.
	60.	The new Electronic Travel Authority and its collection of the International Tourism and Conservation Levy is effectively operated.
DOMESTIC CONNECTIVITY	61.	Industry and government work with the parties that enable domestic connections, particularly aviation and roading, to ensure that domestic connectivity is supported.
INDUSTRY ALIGNMENT	62.	Industry, sectors, businesses and other interests maintain open communications and foster opportunities to connect across tourism, other industries and with the New Zealand public.
ONLINE CONNECTIVITY	63.	Take every opportunity to promote the importance of the industry's online connectivity needs to government and telecommunications service providers, especially in remote, low service level places.

KNOWLEDGE

TOURISM INSIGHT FRAMEWORK	64.	Industry supports and implements the Tourism Insight Framework.
IMPROVED TOURISM DATA	65.	An implementation plan for the Tourism Data Domain Plan is developed, resourced and implemented with support of industry, including data-related actions from the <i>Aotearoa New Zealand Government Tourism Strategy</i> .
	66.	Comprehensive and trusted data provides the base understanding of the tourism industry.
INDUSTRY RESEARCH CAPABILITY	67.	Investigate options to fund and establish an industry-led tourism research and development capability.
INNOVATION	68.	Undertake the Lightning Lab Tourism initiative and assess outcomes to determine viability of further programmes.