



THE FUTURE OF TOURISM IN NEW ZEALAND

AN UPDATE ON HOW
TOURISM IN NEW ZEALAND
IS BEING REIMAGINED

WITH YOU TODAY



Bruce Bassett
Manager of Strategy
Tourism Industry
Aotearoa



Chris Adams
Head of Research &
Insights
Miles Partnership



NEW ZEALAND
TOURISM

100% PURE
NEW ZEALAND





AGENDA

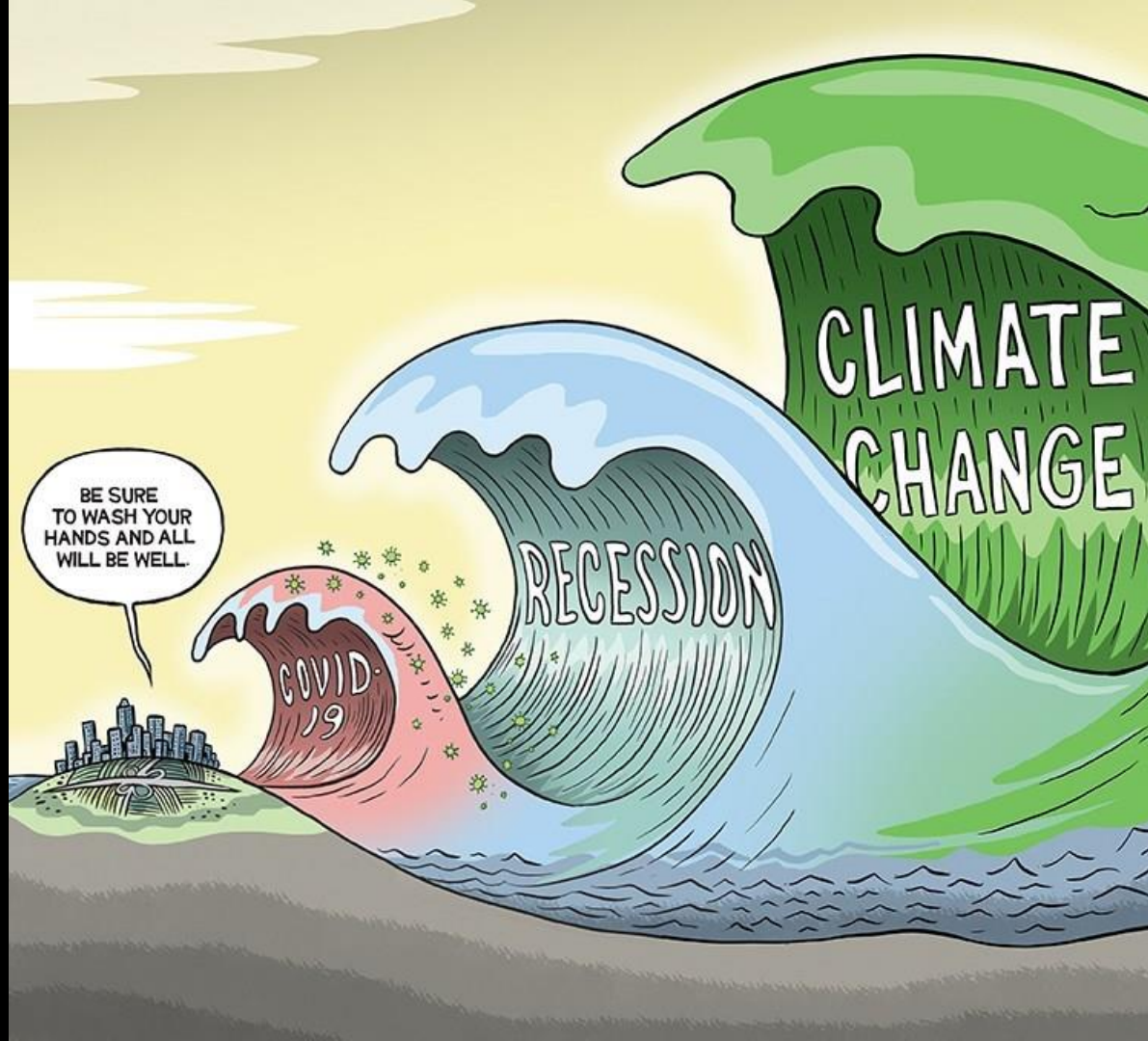
1. How Tourism is Being Reimagined
2. The Five Pillars for Reimagination
3. Practical Examples
4. Discussion
5. Poll Question
6. Question & Answers

SLIDES, REPORTS & RESOURCES:

<https://milespartnership.gallery/GoWestNewZealand>



The imperative for change





How Tourism is Being Reimagined

1. Tourism Futures Taskforce

2. Climate Change Commission

3. Commissioner for the Environment

4. Changing Traveller Expectations & Values



Tourism Futures

TASKFORCE

THE TOURISM FUTURES TASKFORCE

Advise on the broad options for tourism's future to enrich both New Zealand and the wellbeing of New Zealanders.

Make bold recommendations to address the environmental, social and economic issues present in the tourism industry.



The Tourism Futures Taskforce

- Research & Discovery
- Challenge Comprehension
- Vision for the Future
- System Shifts – Identify Change
- Big Goals
- Recommendations
- Initial Report to Minister – December 2020
- Draft Public Report – April 2021

Climate Change Commission

Who We Are
Ko wai mātau



Our Work
Ā mātau mahi



Get Involved
Whakauru mai



News
Ngā pitopito
kōrero

Contact Us
Whakapā mai

He Pou a Rangi Climate Change Commission

We drive climate action in Aotearoa.

Our independence means we can provide impartial advice, challenge and hold the Government to account on climate action.



Parliamentary Commissioner for the Environment

Pristine, popular... imperilled?

The environmental consequences of projected tourism growth

December 2019



Parliamentary Commissioner for the Environment
Te Kaitiaki Taiao a Te Whare Pāremata

Parliamentary Commissioner for the Environment

|Not 100% – but four steps closer to
sustainable tourism

February 2021



Parliamentary Commissioner for the Environment
Te Kaitiaki Taiao a Te Whare Pāremata

Parliamentary Commissioner for the Environment

1. Addressing tourism-related aviation emissions
2. Government tourism funding based on sustainability
3. Protecting wildness and natural quiet in conservation lands
4. Stronger requirements for self-contained freedom camping



The Five Pillars of Reimagining New Zealand tourism

CHANGE THEME 1

Aotearoa Whakapapa

Expressing New Zealand's identity and purpose





CHANGE THEME 2

Stewarding Aotearoa

**Demonstrating our care for
Te Taiao and each other**







TIAKI MEANS TO CARE FOR PEOPLE
AND PLACE. THE TIAKI PROMISE IS A
COMMITMENT TO CARE FOR NEW ZEALAND,
FOR NOW AND FOR FUTURE GENERATIONS.

NEW ZEALAND IS PRECIOUS, AND
EVERYONE WHO LIVES AND TRAVELS HERE
HAS A RESPONSIBILITY TO LOOK AFTER IT.

BY FOLLOWING THE TIAKI PROMISE,
YOU ARE MAKING A COMMITMENT TO
NEW ZEALAND. TO ACT AS A GUARDIAN,
PROTECTING AND PRESERVING OUR HOME.

NAU MAI, HAERE MAI KI AOTEAROA,
WELCOME TO NEW ZEALAND.

TIAKINNEWZEALAND.COM | #TIAKIPROMISE

TIAKI PROMISE

— WHILE TRAVELLING IN NEW ZEALAND I WILL —



CARE FOR LAND, SEA AND NATURE,
TREADING LIGHTLY AND LEAVING NO TRACE



TRAVEL SAFELY, SHOWING CARE
AND CONSIDERATION FOR ALL



RESPECT CULTURE, TRAVELLING
WITH AN OPEN HEART AND MIND



— HOW TO CARE FOR NEW ZEALAND —



PROTECT
NATURE



KEEP NZ
CLEAN



DRIVE
CAREFULLY



BE
PREPARED



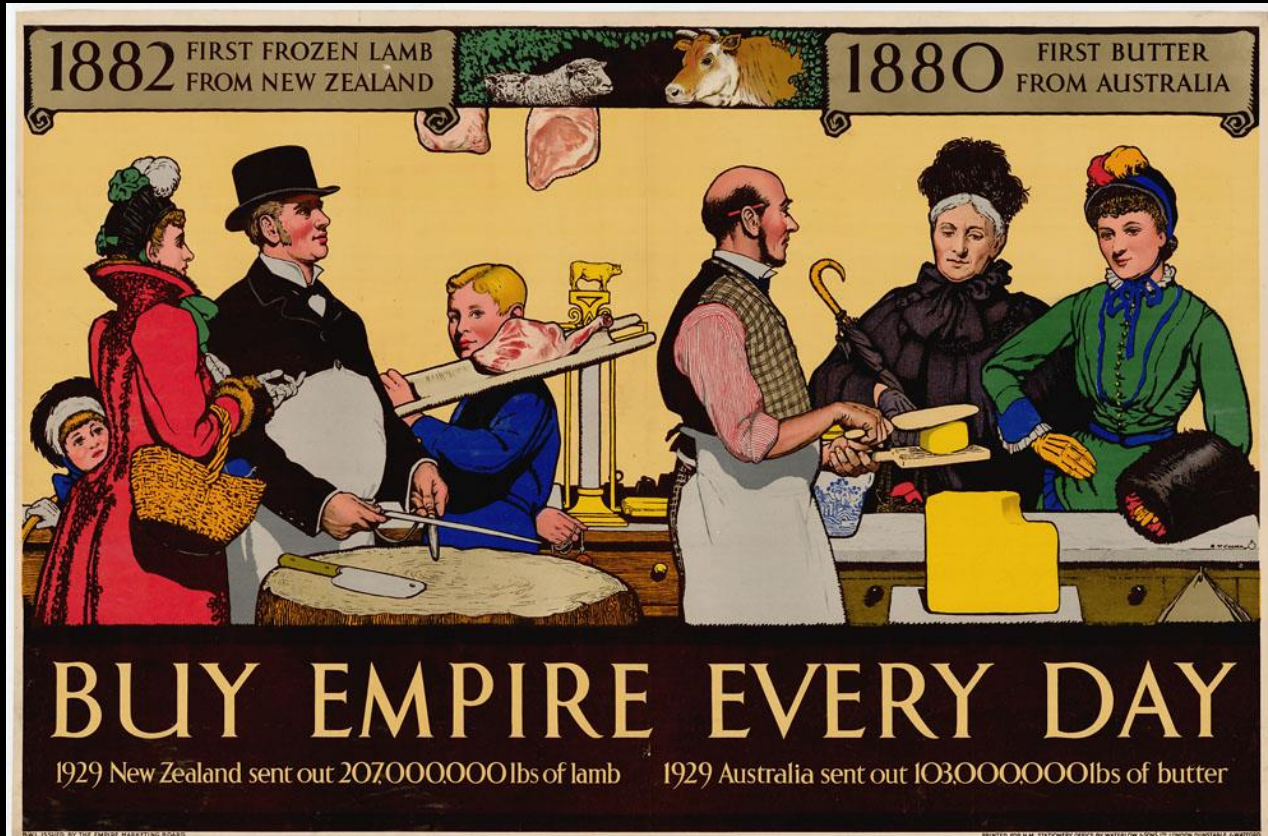
SHOW
RESPECT

Greening Aviation

[See Economist Video February 2021 Here](#)



Breakthrough Technology: Refrigeration 1880s



FUNDING OPTIONS & OPPORTUNITIES



www.MilesPartnership.com/FundingforTomorrow

Funding for Tomorrow – Published November 10, 2020

NORTH AMERICA



EUROPE



www.milespartnership.com/FundingforTomorrow

Tourism Funding

NEW ZEALAND VISITOR LEVY

**Funding Critical
Industry &
Conservation
Projects**



Tourism Funding

REGENERATIVE FUNDING

Funding for the
migration to
electric vehicles



miles
PARTNERSHIP

CIVITAS
PARTNERSHIP • DRIVENESS • RESPONSIBILITY

CHANGE THEME 3

**Ensure individuals,
organisations and
communities can
thrive in and as a
result of the visitor
economy**

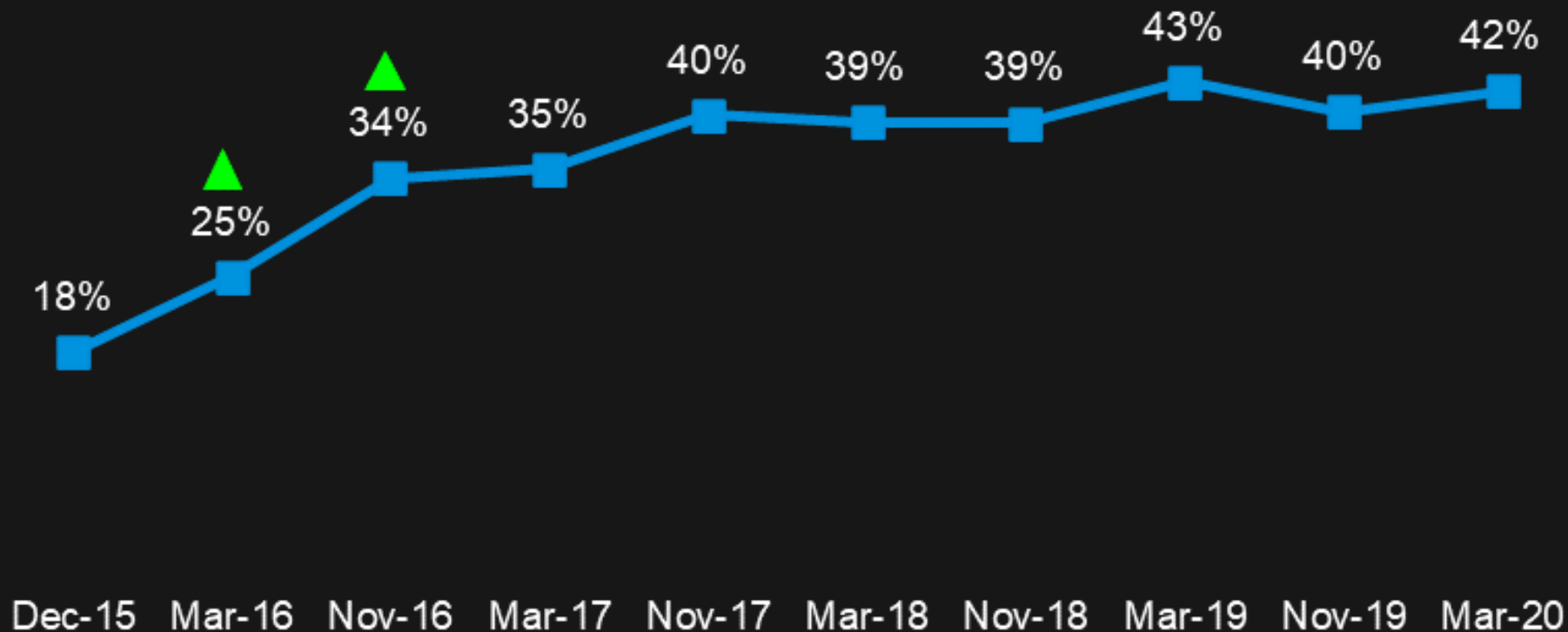


Mood of the Nation

New Zealanders' perceptions of international visitors



PERCEPTIONS THAT TOURISTS PUT TOO MUCH PRESSURE ON NEW ZEALAND



CHANGE THEME 4

**Developing
capability to
manage tourism
locally and
nationally**





DESTINATION MANAGEMENT **GUIDELINES**

Recommendation #1

TOURISM IMPROVEMENT DISTRICT

Aotearoa
Model



SAN DEIGO



MEMPHIS



MANCHESTER



CASE STUDY

PORTLAND, OR TOURISM IMPROVEMENT DISTRICT

- 2% assessment on guest room revenue
- Incl. Hotels & short-term rentals
- Also 13.3% sep. City/County & State Tax
- Generated > \$8 million USD in revenue for DMO & City
- Funds Research, Destination Management Grants, Dining Month
- 42% of budget prior to COVID-19



FOUNDATION FOR MANAGING TOURISM

Full Costs vs Benefit Research of Tourism

Destinations at Risk:

THE INVISIBLE BURDEN of tourism



Cornell
SC Johnson College of Business
Center for Sustainable Global Enterprise



CHANGE THEME 5

**Enabling an agile,
resilient and thriving
visitor economy
- through data,
technology, research
and innovation**



CONNECTIVITY

ULTRA FAST BROADBAND INITIATIVE

Critical NZ
Infrastructure



CONNECTIVITY

DIGITAL TRAINING & EDUCATION

Upskilling NZ
Businesses



Learn the Digital Skills to Boost Your Business

'Digital' doesn't have to be intimidating. It's here to make life easy! So whatever stage you're at, we'll help you use digital to do business smarter. Check out our free online courses, taught by experts, for Kiwis like you.

[Sign Up Free >>](#)

[Browse Courses](#)

[Overview Video](#)



How Does it Work?



RESEARCH

FUTURE PROOFED RESEARCH

Timely,
Responsive &
Integrated Data
with Research



Summary of 5 Themes:

1. **Identity & Purpose:** More clearly expressing your destination/tourism offering's identity & purpose
2. **Stewardship:** Protecting & enhancing your community(s) & natural environment
3. **Helping Individuals, Businesses & Organizations** recover & thrive in tourism
4. **Building your Capability to Manage Tourism** better in your destination(s)
5. **Focusing on Data, Research, Technology & Innovation** in the recovery & management of tourism

POLL QUESTION

Which of these areas do you think should be priorities in 'reimagining' tourism in your destination? Tick up to 3.

1. **Identity & Purpose:** More clearly expressing your destination/tourism offering's identity & purpose
2. **Stewardship:** Protecting & enhancing your community(s) & natural environment
3. **Helping Individuals, Businesses & Organizations** recover & thrive in tourism
4. **Building your Capability to Manage Tourism** better in your destination(s)
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Reimagining New Zealand Tourism: Eight Essential Ways to Build Back Better (Part 1)

Published 11/11/20

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Chris Adams

See the related blog post: [“8 Ways to Build a More Sustainable Future for Tourism”](#)

Part 1 of a two-part series. [Read Part 2 here.](#)

As in many parts of the world, New Zealand is reimagining what tourism can look like. The COVID-19 pandemic has provided a unique opportunity to not only build back tourism in New Zealand – but to “build back better.”

SLIDES, REPORTS & RESOURCES:

<https://milespartnership.gallery/GoWestNewZealand>



DISCUSSION & DEBATE





Questions & Answers

Nga Mihi Nui, Thank you

Contact the taskforce <mailto:tourismfuturestaskforce@mbie.govt.nz>