



Media Statement

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## **Holiday Parks offer full support for new Tourism Strategy**

The Holiday Accommodation Parks Assn (HAPNZ) will offer its full support to the New Zealand Tourism Strategy 2015 (NZTS 2015). “We fully agree that Sustainability – environmental, social and financial – is the priority for the tourism industry to 2015,” said Fergus Brown HAPNZ Chief Executive.

“The strategy provides all tourism businesses with a clear direction for planning for the future. HAPNZ will be working within our organisation and with our member parks to ensure that there is an understanding of the direction that the strategy is setting and how businesses at all levels can contribute and most importantly benefit from aligning their activities and business practices with the strategy.” said Mr Brown

“Of particular interest to the holiday park sector is outcome two that explains that successful businesses will underpin a tourism sector that attracts ongoing investment and can deliver significant benefits for New Zealand’s economy, communities, and businesses.

The strategy has a strong focus on increasing the return on that investment and identifies challenges such as labour shortages and the highly seasonal nature of the industry.

We agree that by addressing seasonality we will be able to improve the financial performance of the sector and provide a better range of employment options.” Mr Brown continued.

As is stated in the strategy “We must be aiming to get maximum returns from our target markets and increase visitor expenditure at a faster rate than arrivals.”

We are looking forward to working with our sector, the tourism industry and other key stakeholders to implement the strategy to ensure that in 2015 tourism is valued as the leading contributor to a sustainable New Zealand economy.

**For more information please contact:**

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