



NEW ZEALAND
HOTEL COUNCIL

New Zealand Hotel Council Endorses NZ Tourism Strategy

The NZ Tourism Strategy 2015 released today provides the wider tourism industry with a solid framework from which to build and enhance New Zealand's largest export sector according to the New Zealand Hotel Council CEO Mark Oldershaw.

"The strategy is an ambitious document and one that will set the focus for the industry for the next decade. The key to success for all strategies is in the implementation, however I know that the entire tourism sector is firmly behind this framework and will work collectively to ensure that New Zealand remains one of the premium tourism destinations in the world" said Mr Oldershaw.

"The framework has now been provided to the industry and it is up to all of us to fill the gaps and make the vision a reality. I would certainly like to see the hotel sector taking the lead in many of the initiatives. Environmental sustainability, for example, is an area where I think the hotel sector is ahead of the game and is seeing real value for its investment. The tourism industry is very diverse, ranging from multi-million dollar investments through to some small part-time operators. The strategy however is about the big picture – the brand of New Zealand – 100% Pure. The challenge for us is not to be complacent with our success to date but to launch ourselves collectively in to a new age of tourism and really take pride in the New Zealand experience" Mr Oldershaw said.

ENDS

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