



MEDIA RELEASE

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NZ Tourism Strategy 2015 Good News for Regions

The New Zealand Tourism Strategy 2015 is full of good news and a lot of work for regions such as Nelson Tasman, according to Latitude Nelson chief executive Paul Davis.

The strategy, released today, sets out a national vision for tourism to be valued as the leading contributor to a sustainable New Zealand economy by 2015.

“The national strategy has clearly tapped into the psyche of regions and the issues we face - profitability, seasonality, infrastructure, and most importantly respecting our environment, our communities and our visitors,” Mr Davis says.

“There are many synergies between the recently released Nelson Tasman Regional Tourism Strategy and the national strategy, including the importance placed on sustainability and the domestic market.”

Regional tourism organisations such as Latitude Nelson are identified by the national strategy as key stakeholders in a number of its action points.

“And of course that means a lot of work,” says Mr Davis. “We’re 100% up for that - but local and central government do have to give regions the means to make this happen.”

Private sector investment in Latitude Nelson was at a maximum, with almost \$1.1m of its \$1.71m net revenue coming from local tourism businesses last year.

“So increased funding is an obvious place to start for us. But it’s also about continuing to maximize partnerships. It’s fitting that the strategy’s ‘Working Together’ section is illustrated by a picture from the Nelson Arts Festival carnivale - this year we worked closely with the festival and local businesses to make the most of what limited resources we each had and credit card spending in the region over the finale weekend surged 17% from last year.”

Mr Davis welcomed the strategy’s suggestion of establishing a national working group to develop a domestic tourism plan.

“The domestic market is not just the financial backbone of the tourism industry, it’s the backbone of national pride. We’re lucky enough to work in an industry where we remind ourselves and others every day that it doesn’t get better than this - the more we can do to share that with New Zealanders, the better.”

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