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TOURISM

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For immediate release

Wellington Embraces New National Tourism Strategy

The New Zealand Tourism Strategy 2015 is released today, setting the vision for the development of the country's tourism industry. Wellington is right there behind it, welcoming a new framework that will help the city steer its own course.

Tim Cossar, CEO of Positively Wellington Tourism, says the Strategy places an emphasis on some important areas in the tourism industry. In particular, the need to engage communities in the tourism sector.

"Community engagement is crucial to the success of a tourism destination," Tim says. "If a local community understands the benefits of tourism, and feels they have a role to play in it, that destination will flourish."

Positively Wellington Tourism will play a lead role in communicating the outcomes of the Strategy with Wellington's tourism sector. "The Strategy captures some very important issues in the development of this sector. It's our role to ensure local tourism operators, attractions, cafes, restaurants and event organisers understand its vision and goals, and are excited about making them a reality."

Outcome One of the Strategy is that "New Zealand Delivers a World-Class Visitor Experience". Tim says this outcome needs to remain paramount, for all who work in the tourism industry.

"Visitor satisfaction is what it's all about, at the end of the day. If someone leaves having had a fantastic experience, the destination has done its job."

Positively Wellington Tourism has already engaged in research to measure its performance in this area. It is one of six regions involved in the Regional Visitor Monitor, a qualitative survey that measures visitor satisfaction.

"Wellington receives high marks for visitor satisfaction, with an average rating of 8.1 out of 10. But there are issues we still need to address, such as our local infrastructure. In the area of signage and campervan parking, Wellington still falls short of the mark."

Tim says the New Zealand Tourism Strategy 2015 gives Wellington a framework for refreshing its own tourism strategy.

"We are in the process of refocusing our current strategy, to set new benchmarks for the growth of our industry. The New Zealand Tourism Strategy 2015 will play a key role in shaping the framework for Wellington's tourism development."

ENDS

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Wellington Tourism Facts:

- Wellington has 3.8 million domestic visitor nights per year.
- Domestic visitors contribute \$557 million to the Wellington economy each year.
- Wellington has 4.3 million international visitor nights per year.
- International visitors contribute \$536 million to the Wellington economy each year.

For more information contact:

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