

MEDIA RELEASE

New Tourism Strategy 2015

I applaud the newly released New Zealand Tourism strategy 2015 which seems to address the many issues that could hinder our tourism industry from progressing in a positive manner into the future, @home NEW ZEALAND President Trevor Knight says.

Trevor says that many of the current problems that affect our more than 700 bed & breakfast host members are addressed in the strategy and if these can be addressed our sector of accommodation will become more attractive to tourists sourced both domestically and from overseas.

Our association is willing to work closely with the Tourism Industry Association to achieve the sustainability required, especially environmentally and the biennial assessment process that all hosting members must undergo will be used to encourage this amongst our membership.

It is important that those in the tourism industry work together to reinforce the knowledge that all New Zealanders benefit in many ways from the tourism industry. The \$18.6 billion dollars earned each year trickles down through the whole community and we all benefit from the improved infrastructure that is necessary to cater for the tourism industry, he says.

It is also important that local government in some areas does not look at targeted tourism rating purely as a means to reduce the rating burden on their citizens and where this form of rating is in place the income is used to provide better infrastructure and services for tourism.

Our membership looks forward to the implementation of better broadband services into remote areas, better domestic transport links and the provision of more events that will encourage tourism in the shoulder seasons making for better use of the infrastructure that is in place.

Trevor is of the opinion that the Tourism Strategy 2015 is leading New Zealand's biggest earner of overseas funds in the right direction and will keep our country as a world leader in the provision of sustainable environmental tourism.

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