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Achieving the objectives contained in the 4 key outcomes of The New Zealand Tourism Strategy 2015 is vital to the continuing development and professionalism of tourism at grassroots level, and the health of the industry as a whole, Regional Tourism Organisations New Zealand, (RTONZ), Chairman Paul Davis says.

Visitors from New Zealand's major markets are now more discerning, with expectations of a quality, environmentally sound experience being right up there as a prime motivator when choosing a travel destination.

Meeting these expectations, and delivering a world class tourism experience will require stakeholders to engage and work together to ensure innovative, high quality product keeps visitors in the regions longer, and spending more.

All New Zealand needs to understand the benefits that tourism can offer regions. National and local government organisations have an essential role in supporting Regional Tourism Organisations in their endeavours to attract visitors, both through the proper funding of RTO's, and planning and developing the infrastructure necessary to meet those visitor expectations, Davis said.

The 2015 Strategy is a living document which offers the opportunity to look at the challenges facing the industry, and build on the hard won successes that tourism has achieved through positioning New Zealand as 100% Pure.

Regional Tourism has a huge role to play in meeting the objectives set out in the Strategy, and RTONZ will engage and work with all stakeholders and agencies to ensure these goals are met.

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