

# TIA POLICY

## Key recommendations to incoming government



**19 September 2005**

*The Tourism Industry Association represents 2000 businesses and organisations within the tourism industry.*

*Members include airlines, airport companies, and regional tourism organisations, rental car, coach and taxi companies, inbound tour operators, accommodation providers, tourism attractions, researchers, training organisations and tourism services providers.*

*Tourism is New Zealand's largest export earner – accounting for 18.5% of this country's export earnings.*

*The Tourism Industry Association organises the New Zealand Tourism Conference, TRENZ and the New Zealand Tourism Awards.*

*Go to [www.tianz.org.nz](http://www.tianz.org.nz)*

### **Industry strategy**

1. Join industry in a review of the New Zealand Tourism Strategy 2010 – its relevance five years on, progress, issues and priorities for the next five years.

### **International marketing**

2. Increase Tourism New Zealand funding to ensure New Zealand is able to continue to be competitive in its offshore marketing against other competitive and well funded destinations.
3. Continue to fund and leverage off opportunities (e.g. Lord of the Rings, Rugby World Cup 2011) to showcase and market New Zealand as a visitor destination on the international stage.
4. Appoint a representative of the tourism industry to the New Zealand Trade & Enterprise board in recognition of the industry's status as the country's number one export sector.

### **Domestic marketing**

5. Determine with industry if there is a case for government funding to stimulate more domestic tourism.

### **Research**

6. Undertake a review of tourism-related public good science funding with recognition of the special characteristics of the sector, its size, potential and risk profile.
7. Create a specific Foundation for Research Science & Technology (FoRST) tourism sector funding category.

### **Workforce**

8. Recognise the immediate and forecast workforce needs of the tourism industry (as detailed in the October 2004 report by BERL and Horwath) in all policies.
9. Make tourism a priority industry for training given the skill and labour constraints detailed in that report which will inhibit growth.

10. Ensure there is an appropriate prioritisation process according to industry need in the funding decisions made by the Tertiary Education Commission (TEC).
11. Significantly increase TEC funding for tourism-related vocational training.

## **Infrastructure & local government**

12. Significantly increase central government's financial investment in regional infrastructure to ensure regions are great places to live, work, play and visit.
13. Ensure local government uses the existing rating instruments available to them under the Local Government Act 2002. Attempts to address the infrastructure gap through ad hoc mechanisms such as a targeted 'visitor tax' (or 'bed tax') will skew the rating structure and not necessarily address the immediate problem.
14. Facilitate the funding of some particular infrastructure needs in Auckland which are very important to the tourism industry but will never cover the cost of capital. These include a national stadium and a national convention centre of the right size, and the provision of roads which are not congested particularly to and from the airport. Facilities such as event centres and venues should be considered as basic infrastructure.

## **Conservation**

15. Ensure a consultative, research-based, strategic approach, involving both the tourism industry and government, to the management of public conservation lands for the good of all users, not just recreationalists.
16. Increase DOC's funding to enable rigorous, research-based management decisions.

## **Environment**

17. Provide practical assistance for the tourism industry to research and adopt emission-friendly technologies, and energy efficiency initiatives.
18. Review New Zealand's Kyoto Protocol commitments.
19. Address high profile environmental liabilities such as the state of the Rotorua lakes and Lake Taupo, and 'didymo' in our rivers.
20. Introduce a \$5000 'cash for clunkers' grant, or similar depreciation scheme, to provide an incentive and encourage transport operators to replace energy inefficient vehicles.

## **Business**

21. Amend the Holidays Act so that businesses which provide services to visitors (e.g. cafes, restaurants, shops) don't automatically close on public holidays.
22. Reduce corporate tax rates so that they remain at least competitive, especially in relation to close trading partners such as Australia.
23. Urgently and seriously address business compliance costs for small businesses – particularly around employment, health and safety, resource management, and ACC.
24. Support through funding the development of a New Zealand Tourism Technology Strategy to improve the take-up and use of technology to maximise productivity in the industry.

## **Transport**

25. Steadily divert petrol excise being collected for the Consolidated Fund back into the transport network – with a view to having all petrol excise invested in transport activities by 2010.

26. Increase the Financial Assistance Rates (FARs) for districts with small rating bases - to enable smaller councils to adequately fund local road investments.