



TRANSPORT – LAND, WATER & AIR

YOUR GUIDE TO THE NEW ZEALAND TOURISM STRATEGY 2015

This guide to the New Zealand Tourism Strategy 2015 (NZTS 2015) has been developed especially for transport operators. It outlines ways you can support the NZTS 2015's aim of creating a sustainable tourism industry that delivers the maximum benefit to New Zealand.

Use the guide to tick off the actions you are already doing, and find out what else you can do to enhance your business, as well as the wider tourism industry.

For further information about the NZTS 2015 and similar guides for other tourism sectors visit www.nztourismstrategy.com





YOUR VISITORS

HELP NEW ZEALAND DELIVER WORLD-CLASS VISITOR EXPERIENCES.

Delivering quality experiences to both domestic and international visitors in the spirit of manaakitanga (hospitality) is central to building on New Zealand's reputation as a desirable visitor destination.

WHAT CAN I DO?

- Promote your business' quality and environmental achievements. Become Qualmark endorsed and use this independent endorsement system to verify the quality of your business. Qualmark's enhanced environmental criteria will demonstrate to visitors your efforts to protect the environment. Visit www.qualmark.co.nz.
- Improve your passengers' experiences by consistently offering exceptional customer service. Qualmark's customer service criteria can help you find out where you can make improvements. Aim to score highly within the criteria that apply to your business.
- Enhance your passengers' experiences when on the move by displaying easy to understand and interesting interpretation material (e.g. educational signs and commentary sheets). Good interpretation tells complex or difficult information about nature, culture and history in a way that is entertaining and relevant.
- If you operate a bus or coach service, consider obtaining a Bus and Coach Association (BCA) Star Grading for your passenger service vehicle. All inbound tour operators are required to provide buses with a BCA 3-Star Grade or higher as part of the China Approved Destination Status (ADS) programme. Visit www.busandcoach.co.nz.

YOUR BUSINESS

MAKE YOUR BUSINESS – AND THE WIDER TOURISM SECTOR – MORE PROFITABLE.

The success of New Zealand's tourism sector is ultimately dependent on the performance of the businesses within it. If they are successful, the sector will keep growing, which will deliver significant benefits to the businesses themselves, their communities and to the economy as a whole.

WHAT CAN I DO?

- Start with a plan. Identify what you are trying to achieve and how you plan to get there. Have your plan reviewed by a financial advisor and business mentor.
- Use research and other market intelligence to guide your product development. The Ministry of Tourism (www.tourismresearch.govt.nz) and Tourism New Zealand (www.tourismnewzealand.com) websites both offer a wealth of useful information such as visitor activities, preferences and forecast growth by market.
- Invest in the most effective distribution channels - monitor where and how your international and domestic visitors make their transport bookings.
- Plan how you will attract more passengers in the low and shoulder seasons. Work with your Regional Tourism Organisation (RTO) and other operators in your area to develop packages, events and marketing initiatives that will increase off-peak travel.
- Find opportunities to lower your costs by sharing services such as marketing. Work with other tourism operators to form clusters or joint ventures.
- Invest in technology that will best manage your bookings and inventory.
- Improve your financial and management skills through business assistance and training programmes. Business.govt.nz has specialist business information for small to medium businesses. The Tourism Industry Association also offers a range of tourism-specific business development tools.
- Upskill your employees. Well-trained people tend to be more satisfied and more productive.
- Get more benefits from education and training by building active partnerships with training providers and Industry Training Organisations for your sector. Information can be found at www.nzqa.govt.nz.
- Use the Tourism Industry Awards entry process to analyse your business practices, have your performance evaluated, and receive valuable feedback (see www.tourismawards.co.nz).



YOUR ENVIRONMENT

**HELP PROTECT AND ENHANCE THE ENVIRONMENT
THE TOURISM INDUSTRY RELIES ON.**

The tourism sector needs to protect and enhance the environment on which it depends, so that it can continue to be enjoyed by future generations and future visitors.

WHAT CAN I DO?

- Involve all your employees in your sustainability initiatives and reward their efforts.
- Use Qualmark's enhanced environmental criteria and support materials, such as the Responsible Tourism Guide, to lift your environmental performance. Aim to score 3 or above out of a possible 5 in the Responsible Tourism Operations criteria. Your achievements will be recognised through the Qualmark Enviro-Bronze, Silver and Gold logos. Visit www.qualmark.co.nz for more information.
- Save money by reducing your fuel and energy consumption. Visit www.fuelsaver.govt.nz for tips on ways to cut your fuel bill.
- Ensure drivers/skippers/pilots are trained in fuel efficient vehicle operation. If you're in the vehicle rental business, provide customers with information about fuel-efficient driving.
- Ensure vehicles are running at peak performance by keeping them well maintained at all times.
- Select the most fuel efficient engine models when replacing your fleet. Visit www.sustainability.govt.nz/transport for advice.
- Investigate biofuels as an option for your fleet. Visit www.sustainability.govt.nz/transport/biofuels for advice.
- When disposing of used tyres use the Tyre Track voluntary tyre collection scheme. Visit www.tyretrack.co.nz.
- If you can't recycle it, crush or compact solid wastes on board vehicles/vessels/aircraft, where possible, to reduce volumes.
- Look for opportunities to optimise travel routes to reduce mileage, fuel use and vehicle maintenance needs.
- Work with your suppliers to buy products that meet environmentally sustainable criteria, e.g. biodegradable cleaning products.
- Have an energy audit done, and adopt energy management practices. Visit www.eeca.govt.nz for advice.
- Invest in technologies to save water. Take steps to reduce, reuse, recycle or compost waste. Provide recycling facilities for visitors to use - they expect it.
- Ensure your customers are aware of your sustainability efforts and let them know how they can contribute.
- Act on the valuable tips in the Sustainability Guide for transport operators produced by the Ministry of Tourism. See www.tourism.govt.nz/sustainability.

YOUR COMMUNITY

**TOURISM NEEDS WELCOMING, WELL-MANAGED
COMMUNITIES IF IT IS TO BE SUCCESSFUL.**

Welcoming communities will help the tourism sector satisfy its visitors. In return, communities can gain substantial economic and social benefits from tourism. Tourism helps revitalise small towns and creates a sense of local identity and pride.

WHAT CAN I DO?

- Be an active and positive member of your community. Consider local sponsorships and other ways of participating in local events and activities.
- Promote what is special and unique about your region in your products and services, and highlight these to your visitors.
- Buy locally produced goods and services where appropriate.
- Friendly, welcoming hosts are the basis of a world-class visitor experience. Promote the value of manaakitanga (hospitality) in your community.
- Keep your community informed of your plans and successes. Contact local media or get involved in community events and conservation projects.
- Positive relationships with your councillors and council officers will help boost the profile of the tourism sector in your area. Get to know them.
- Get involved with your local community board and/or council to:
 - engage with your community
 - increase the value tourism brings to your community and
 - help manage and mitigate any undesirable effects.Information on your regional, district or city council is available at www.localgovt.co.nz.
- Be aware of what your council is planning. Local newspapers and your council's website are good sources of information.
- Make submissions to plans such as your council's Regional Land Transport Strategy and your Regional Tourism Organisation's (RTO's) plan. The Tourism Industry Association can offer advice to help you write submissions.
- Create a strong collective voice on tourism issues by working with other tourism operators in your area.

NEW ZEALAND TOURISM STRATEGY 2015



MORE ABOUT THE NEW ZEALAND TOURISM STRATEGY 2015

The New Zealand Tourism Strategy 2015 (NZTS 2015) provides the vision, values and direction to lead the tourism sector into the future. It sets out what is needed to deliver sustainable tourism that delivers the maximum benefits - economic, social, cultural and environmental - with as few unwanted effects as possible.

The NZTS 2015 was jointly developed by the Tourism Industry Association (representing the private sector), the Ministry of Tourism and Tourism New Zealand.

VISION

"In 2015, tourism is valued as the leading contributor to a sustainable New Zealand economy".

VALUES

NZTS 2015 is underpinned by two key values, *kaitiakitanga* (guardianship) and *manaakitanga* (hospitality). These values provide the foundation for a sustainable approach to the development of our tourism industry. If we embrace these values, we will achieve our vision for 2015.

OUTCOMES

To guide the tourism industry towards its vision, the NZTS 2015 has four outcomes:

1. New Zealand delivers a world-class visitor experience

In a competitive international environment, it is vital that we capitalise fully on the many wonders New Zealand has to offer. We must deliver products that are high quality, authentic, unique and delivered with superb service.

2. New Zealand's tourism sector is prosperous and attracts ongoing investment

Our goals for the industry can only be realised if we can ensure continued profitability for those involved and secure the investment required to continue upgrading our products.

3. The tourism sector takes a leading role in protecting and enhancing the environment

This is essential to protect tourism's greatest asset, and ensure the ongoing prosperity of our tourism industry.

4. The tourism sector and communities work together for mutual benefit

Tourism is a major economic contributor to many regions of the country. It is important that communities and operators build strong relationships and recognise each other's contribution.

FURTHER INFORMATION

Visit the NZTS 2015 website www.nztourismstrategy.com or email info@nztourismstrategy.com.

Government and industry partners have jointly developed an implementation plan which sets out what each organisation will do during the next seven years to achieve the goals of the NZTS 2015. Read the implementation plan at www.nztourismstrategy.com.

RELATED LINKS

Tourism Industry Association www.tianz.org.nz

Ministry of Tourism www.tourism.govt.nz,
www.tourismresearch.govt.nz

Tourism New Zealand www.tourismnewzealand.com



IMAGE CREDITS

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