

PROACTIVE RELEASE COVERSHEET

Minister	Hon Kelvin Davis	Portfolio	Tourism
Title of Cabinet Paper	Report on Overseas Travel: Hon Kelvin Davis	Date to be published	3 February 2020

List of documents that have been proactively released		
Date	Title	Author
January 2020	Report on Overseas Travel: Hon Kelvin Davis	Office of the Minister of Tourism
27 January 2020	CAB-20-MIN-0001	Cabinet Office

Information redacted	YES / NO <i>(please select)</i>
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In Confidence

Office of the Prime Minister

Chair, Cabinet

Report on Overseas Travel: Hon Kelvin Davis

- 1 I recommend that Cabinet note this report on my travel to China from 8 - 12 November 2019 to lead the New Zealand Government presence at the China-New Zealand Year of Tourism Closing Ceremony. I was accompanied by Ministry of Business, Innovation and Employment and Tourism New Zealand officials as part of my official delegation.
- 2 The purpose of my visit was to officially close the China-New Zealand Year of Tourism, a year-long programme of events and initiatives aimed at enhancing the diplomatic and trade relationship between New Zealand and China. The Closing Ceremony was held on 10 November 2019.
- 3 Highlights of my visit included:
 - a bilateral meeting with Minister Luo Shugang – my third interaction with the Chinese Minister of Culture and Tourism this year
 - leading the New Zealand Government presence at the China New Zealand Year of Tourism Closing Ceremony – a gala dinner for 300 people that included lighting of the Canton Tower to celebrate the Year
 - officially launching KiwiLink Frontline Training, ATEED's WeChat Mini Programme, and New Zealand Week Southern China.
- 4 My visit helped cement a legacy from the Year of Tourism. It showed that New Zealand is open to cooperation with China and provided strong support for the wider trade relationship with Southern China.

Visit highlights

Minister Luo Shugang acknowledged the effort put into the China-New Zealand Year of Tourism

- 5 I met with Minister Luo Shugang immediately before the Closing Ceremony at the Canton Tower in Guangzhou.
- 6 The bilateral meeting was extremely positive and celebrated the achievements from the Year of Tourism. Minister Luo commented that there were many successful stories and lessons learned from the Year of Tourism. He further stated that these successes formed

the basis of future cooperation, with more substance and ways that we can do better in the future.

- 7 The meeting reflected on a year that provided opportunities for both countries to showcase their cultures, including Te Puia's Tuku Iho and Te Papa's Terracotta Warriors: Guardians of Immortality exhibitions.
- 8 Minister Luo suggested regular meetings between working-level government officials as a good way to create an ongoing structure to take forward the tourism relationship between New Zealand and China. He later followed this up with the idea of a yearly 'tourism dialogue' that could be accompanied by further dialogues with the travel and business sector. Officials are following this up directly with the Ministry of Culture and Tourism to better understand Minister Luo's proposal.
- 9 In this meeting I referred to my June meeting with Guangdong Vice-Governor Xu Ruisheng, where I discussed the development of historical paths in Guangdong and the Vice-Governor's request for his officials to learn from New Zealand's approach to the management of national parks. Officials will look to invite representatives from Guangdong's Department of Culture and Tourism to New Zealand as part of the proposed tourism dialogue in 2020.
- 10 Minister Luo also thanked me for New Zealand's response to the Rotorua bus crash in September 2019. He stated that the New Zealand Government had done a 'good job' and that the people of China had 'felt your goodwill'.

The Year of Tourism Closing Ceremony showcased New Zealand's manaakitanga to China

- 11 The Year of Tourism Closing Ceremony ran successfully and received lots of coverage by Chinese media. 300 people attended from across the Chinese and New Zealand tourism and trade sectors, including 30 from China Southern Airlines. There was a large turnout from the Chinese Government, both from Central Government in Beijing and locally – including Vice-Governor of Guangdong Province, Xu Ruisheng, and the Mayor of Guangzhou, Wen Guohi.
- 12 Approximately 70 representatives from New Zealand's tourism industry attended the Closing Ceremony as part of their visits to KiwiLink in both Chengdu and Guangzhou. It was a good opportunity for these organisations to connect with Chinese business contacts and interact with representatives from Chinese travel agents, outside of normal channels.
- 13 The night included a menu that used key New Zealand ingredients in traditional Chinese cuisine. Performances were led by the Modern Māori Quartet and Te Puia who had rehearsed together in Shanghai earlier in the week, including songs sung in Mandarin.

- 14 Te Puia also provided the Taiaha presented as the official gift from New Zealand to China. Minister Luo in return gave New Zealand a prized scroll with calligraphy by Emperor Kang Xi with the character: 福. The character means good fortune, blessing and happiness.
- 15 The Closing Ceremony was the first time the Canton Tower has allowed for a bespoke light show by a party outside China. It was also the first time ever that an external party outside the local government was able to use lasers on the Canton Tower (the use of which is reserved primarily for a public show once per year).
- 16 TNZ led a campaign to leverage the event. The campaign was delivered via a partnership with Fliggy, Alibaba's travel platform, ahead of their online shopping event 11/11 (Single's Day - the world's largest online shopping promotion). The 100% Pure New Zealand, Silver Fern, Year of Tourism and Fliggy logos featured on the Tower's commercial screen during the Closing Ceremony.
- 17 The final results from the Fliggy campaign are yet to be confirmed. TNZ will provide me with an update on this campaign when the data is available. Commercial Information

I launched several 'NZ Inc.' events with the aim of deepening the wider trade relationship

- 18 I was the guest of honour at the launch of New Zealand Trade and Enterprise's (NZTE's) 'New Zealand Week' in South China. The event has run for eight years across China, and 2019 marked the first time it was held in Southern China. The event focuses on showcasing high quality food and beverages across a range of high end supermarkets, restaurant groups and cafes. The launch event featured NZTE's key channel partners in South China, and your speech and attendance highlighted the joined-up nature of New Zealand agencies in China.
- 19 I spoke at ATEED's WeChat mini programme launch. The mini programme is designed to allow Chinese tourists to New Zealand to get personal recommendations on what they should do in Auckland – from the Chinese community in Auckland (or anyone who is able to communicate in Mandarin). The programme is only useable when physically in New Zealand. This is the first time WeChat has developed a mini programme of this type.
- 20 I spoke at TNZ's frontline training event for travel agents in Guangzhou about New Zealand tourism opportunities. My remarks reflected on the importance of the Chinese tourism market to New Zealand, the positive nature of the bilateral relationship and New Zealand's drive to project manaakitanga as an essential component of our tourism offering.

Media coverage

The Closing Ceremony was reported widely in China.

- 21 As of November 27, a total of 3,543 reports about the China-New Zealand Year of Tourism Closing Ceremony were collected, including 7 print media reports, 226 online media reports, 19 TV and video media reports, 1 radio media report, and 3,290 social media posts. These total an estimated advertising value of close to NZ\$2 million. This does not include the results from the Fliggy campaign connected with the Closing Ceremony.
- 22 Mainstream print media covered the event, including major outlets: China Tourism News, Yang Cheng Evening News, China Culture Daily, NanFang Daily and Guangzhou Daily. The event was also featured on a number of key Chinese online media, and the story about the Closing Ceremony was picked up over 209 times by online news channels. Most reports drew their content from Xinhua News and Chinanews.com.cn. The Closing Ceremony was covered by local Guangdong news channels.
- 23 A total of 3,272 Weibo posts were created with combined followers amounting to 54,392,595, with over 7000 retweets and comments. There were 18,537 page views on the 16 WeChat posts about the Closing Ceremony. This engagement was further amplified by local reports about the ATEED and New Zealand Week launches.

Next steps

To ensure the Year of Tourism's legacy is long term, officials on both sides are planning to connect in 2020 and into the future

- 24 Officials are working on objectives for holding an official tourism dialogue, potential timings and the appropriate level of representation. If the Chinese side are supportive, they will look to invite the Ministry of Culture and Tourism to New Zealand in the first half of 2020, with a view to holding these annually, and alternating hosting duties between New Zealand and China. Any dialogue will need to be focused on practical outcomes for New Zealand's tourism sector.
- 25 Officials have already indicated to China that New Zealand would like to focus the first workshops on sustainability in tourism – both countries have an interest in improving sustainability and learning from each other's experiences. China has suggested it wishes to learn further from New Zealand how we connect culture and tourism.
- 26 Focusing on sustainability and tourism would align with my offer to Vice Governor Xu for Guangdong officials to visit New Zealand. This visit could help Chinese officials gain a greater understanding of New Zealand's approach to protecting the natural environment, while offering a world-class visitor experience.
- 27 To address China's wish to learn more about how New Zealand weaves the cultural narrative into its tourism story, officials will look to create a workshop with industry partners such as New Zealand Māori Tourism.
- 28 Officials will keep me updated on any significant progress.

29 I propose to proactively release this paper within 30 business days, subject to redactions as appropriate under the Official Information Act 1982.

Recommendation

I recommend that Cabinet note this report.

Authorised for lodgement

Hon Kelvin Davis

Minister for Corrections

PROACTIVELY RELEASED