



International Visitor Conservation and Tourism Levy – case studies for consultation

Below are some examples of the kind of investment the levy could potentially contribute to.

Case study: small communities with large visitor numbers

As tourism continues to grow, more will need to be done to help smaller communities respond to the associated challenges.

An example is the support provided to Makenzie District Council to manage the 800,000 people visiting Lake Tekapo and the Church of the Good Shepherd every year. This equates to 170 visitors for every ratepayer.

The large number of visitors put pressure on the region, creating congestion and causing safety concerns.

To help out, the Government contributed to the construction of a new carpark and installation of new walkways to redirect both vehicle and



pedestrian access. This investment protects the local environment and contributes not only to a better visitor experience, but to keeping locals happy too.

Case study: attracting more visitors to more towns

Investing in tourism infrastructure helps spread visitors to more places across New Zealand. This benefits smaller communities as well as relieving pressure on tourist hot spots. It also means visitors have the space to enjoy their experience more.

The small town of Blackball on the West Coast received government funding to help build the extra infrastructure needed to cope with the growth in visitor numbers expected as a result of the new Great Walk, the Paparoa Track and the Pike29 Memorial Track.



Funding contributed to new toilets and car parking with lighting and internet access, information and signage, barbecues and bike stands.

Case study: strengthening resilience

Major events such as earthquakes can disrupt normal travel patterns, requiring a strategic and timely response.

Following the Kaikoura earthquakes and the closure of part of State Highway 1, the town of Culverden, which sits on the alternative route between Picton and Christchurch, had a significant increase in visitors.

To help the town respond, the Government provided funding toward the construction of new toilet facilities and a dump station for motorhome use.



Case study: supporting businesses to give back to nature

In 2012, the spectacular native forest Rotorua Canopy Tours operate in was silent. It had been overrun by possums, rats and stoats which had killed almost every bird in the area and decimated the surrounding eco-system.

The company began restoring this environment so that the native bird chorus could return. The group have spent over \$250,000 since 2012 and created a 35km trapping network using world-leading technology to successfully remove thousands of introduced pests. Canopy Tours have received significant funding from the Department of Conservation as part of a Conservation Credit programme to enable them to undertake conservation predator control work.



The Canopy Conservation Trust has now been formed with the support of the Department of Conservation. The Canopy Conservation Trust is committed to creating a pest-free environment covering approximately 220ha of the Dansey Road Scenic Reserve.

Case study: eradicating pests from an island

New Zealand has a good track record in eradicating pests from islands. So far 117 New Zealand islands have been cleared of pests, and the Department of Conservation's expertise in this area is sought after internationally.

Suitable candidates for further eradication have already been identified. One or more could be made pest-free through contributions by international visitors.

Islands could be chosen for pest eradication with an eye to encouraging regional dispersal of international visitors. For instance



eradicating pests from Rakitu Island off Great Barrier, or even Great Barrier itself, could draw tourists to the area.

Case study: Supporting regional economic growth

There is an opportunity to use tourism investment to diversify regional economies, support population growth in our smaller towns and strengthen local businesses.

An example could be supporting an initiative like the Milford Opportunities Project. This project was set up to manage growing visitor numbers in Milford, while ensuring that all visitors were still having a quality experience.

The initiative aims to uphold conservation values, reflect the unique nature of the place and increase revenue for local businesses. It looks at the broader 'Milford experience' (not



just the activities in Milford Sound) to create opportunities for Te Anau, Southland and New Zealand.