



COVERSHEET

Minister	Hon Stuart Nash	Portfolio	Tourism
Title of Cabinet paper	Direction for Tourism	Date to be published	10 May 2021

List of documents that have been proactively released		
Date	Title	Author
10 March 2021	Direction for Tourism	Office of the Minister of Tourism
10 March 2021	DEV-21-MIN-0025	Cabinet Office

Information redacted **YES**

Some information has been redacted under the equivalent grounds of section 9(2)(f)(iv) of the Official Information Act 1982, which is to protect the confidentiality of advice tendered by Ministers and officials, for information which is under active consideration.

Any information redacted in this document is redacted in accordance with MBIE's policy on Proactive Release and is labelled with the reason for redaction. This may include information that would be redacted if this information was requested under Official Information Act 1982. Where this is the case, the reasons for withholding information are listed below. Where information has been withheld, no public interest has been identified that would outweigh the reasons for withholding it.



Cabinet Economic Development Committee

Minute of Decision

This document contains information for the New Zealand Cabinet. It must be treated in confidence and handled in accordance with any security classification, or other endorsement. The information can only be released, including under the Official Information Act 1982, by persons with the appropriate authority.

Direction for Tourism

Portfolio Tourism

On 10 March 2021, the Cabinet Economic Development Committee (DEV):

Background

- 1 **agreed** that the current situation is an opportunity to rebuild tourism so that it is more productive, resilient, inclusive, and sustainable, consistent with the government's New Zealand-Aotearoa Tourism Strategy;
- 2 **noted** that the re-set referred to in paragraph 1 above is important for maintaining social licence for the tourism industry;

Direction for Tourism

- 3 **agreed** to the following as the government's direction for tourism:
 - 3.1 elevate Brand New Zealand so that New Zealand is seen as one of the most aspirational global travel destinations;
 - 3.2 the government has an opportunity to re-set and rebuild tourism on a sustainable model, and the industry should not return to 'business as usual';
 - 3.3 the costs and negative impacts associated with tourism must be mitigated or priced into the visitor experience, and not funded by New Zealand rate payers and tax payers;
 - 3.4 government partnering with the industry, both businesses and workers, is essential to achieve this transformation;
- 4 **noted** that a work programme is being developed to deliver on these aims, broadly covering three areas:
 - 4.1 business support and readiness for re-opening;
 - 4.2 re-set of the tourism system, including mitigating tourism's environmental and social effects;
 - 4.3 sector leadership;

- 5 **noted** that the Minister of Tourism will continue to work with his colleagues in shaping these proposals, and will present those he has lead responsibility for to Cabinet as they become ready for decisions;
- 6 **noted** that this work builds on the Tourism Recovery Package, and is linked with wider government work programmes, such as regional economic development, where appropriate;
- 7 **agreed** that the Minister of Tourism announce the above direction for tourism at the upcoming Tourism Policy School in Queenstown on 19 March 2021;

Tourism Futures Taskforce Report

- 8 **noted** that on 13 May 2020, as part of the Tourism Recovery Package, DEV agreed to establish and receive recommendations from a Tourism Futures Taskforce (the Taskforce) on the future of tourism in New Zealand [DEV-20-MIN-0080];
- 9 **noted** that the Taskforce has now completed its interim report;
- 10 **noted** that the Taskforce's report provides an independent industry view on 'a desired future state' of tourism in New Zealand;
- 11 **noted** that while the Minister of Tourism considers that there are some gaps in the report, it does provide a useful basis for further industry engagement, and that the Minister's intention is for the industry co-own and co-invest in its own future;
- 12 **approved** the release of the Tourism Futures Taskforce Report entitled *The Tourism Futures Taskforce Interim Report – December 2020*, attached to the paper under DEV-21-SUB-0025, at a date to be confirmed between the offices of the Prime Minister and Tourism Minister, but no earlier than 20 March 2021.

Janine Harvey
Committee Secretary

Present:

Hon Grant Robertson (Chair)
Hon Dr Megan Woods
Hon Carmel Sepuloni
Hon David Parker
Hon Nanaia Mahuta
Hon Poto Williams
Hon Damien O'Connor
Hon Stuart Nash
Hon Kris Faafoi
Hon Willie Jackson
Hon Michael Wood
Hon Dr David Clark
Hon Dr Ayesha Verrall
Hon Meka Whaitiri
Rino Tirikatene MP
Dr Deborah Russell MP

Officials present from:

Office of the Prime Minister
Officials Committee for DEV

Hard-copy distribution:
Minister of Tourism