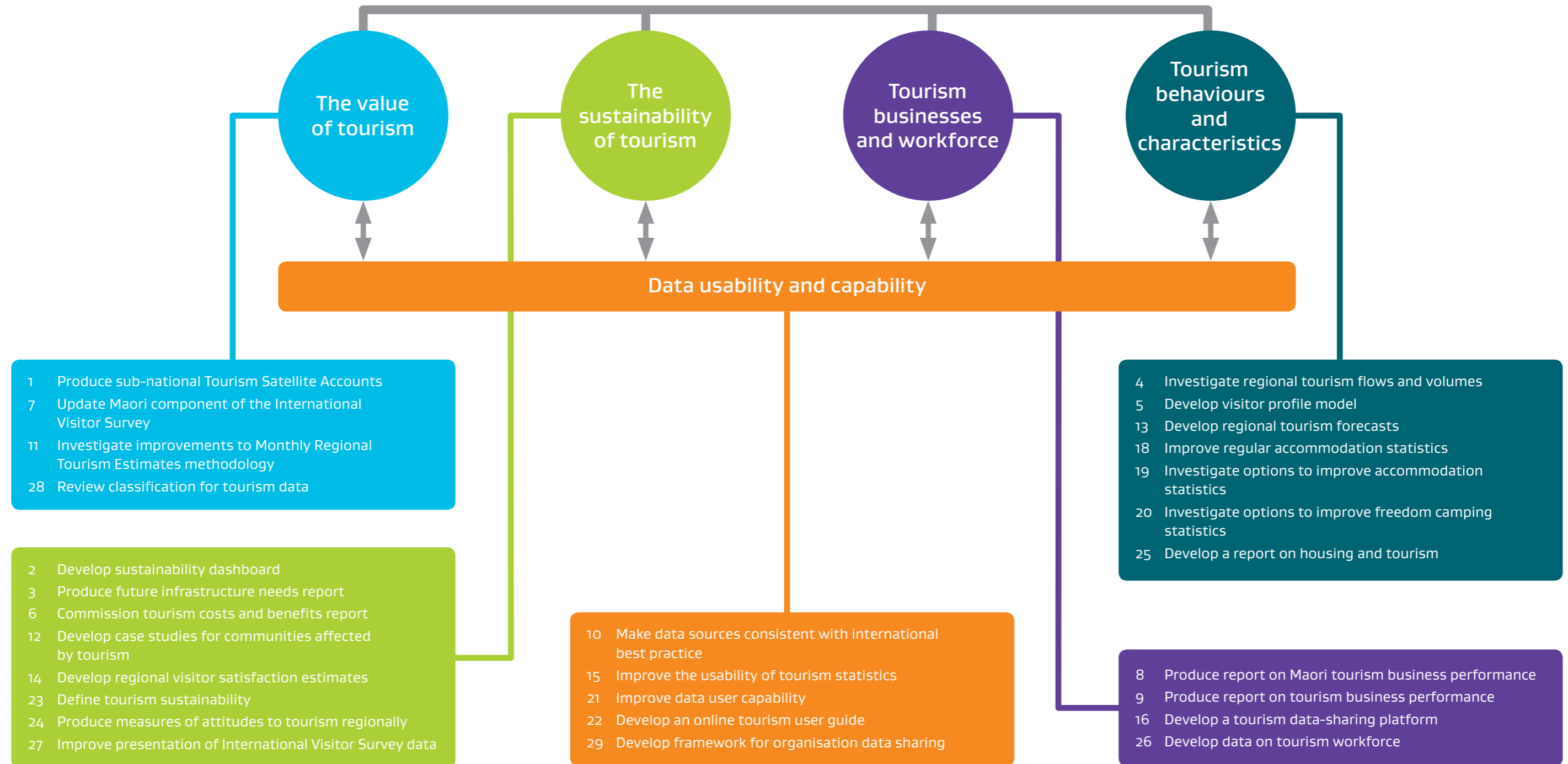


Tourism Data Domain Plan

Tourism Industry Topics and Initiatives



Initiatives may contribute towards multiple topics. They are listed here under their primary topic. The number indicates ranking, with 1 the highest rank and 29 the lowest. Initiatives were ranked based on their importance in filling data needs across the five identified industry topics. More information on the specific initiatives is available in the **full plan document**.

Tourism Data Domain Plan

What is it?

Purpose

To achieve clarity and agreement from tourism industry and government stakeholders about the main priorities for tourism statistics, and provide the strategy for addressing these priorities over the next five to eight years. These strategic topics and initiatives were identified following industry and government stakeholder consultation. The domain plan itself is not an action plan or a work programme. However, it does provide the foundations for deciding on where the greatest needs are in terms of tourism data essential for key decision making.

Five perennial tourism data topics were identified:

1. The value of tourism

What value, in a broad sense, is tourism adding to New Zealand, both directly and indirectly, in financial and non-financial terms, and regionally as well as nationally? 'Value' is intended to encompass the net value after costs and benefits have been considered, and also to include non-financial and intangible aspects.

2. The sustainability of tourism

What is the environmental, economic and social impact of tourism, and how sustainable is this? Are community attitudes and social licence sustainable?

3. Tourism businesses and workforce

How can tourism businesses measure and benchmark their performance? How can tourism businesses become more innovative and productive? Are there workforce skill shortages and constraints?

4. Tourism behaviours and characteristics

What are the movements and choices of visitors? Where do New Zealand visitors travel to and from; how do they travel; how long do they stay; what do they do; what influences their decisions?

5. Data usability and capability

Can tourism data be more usable, accessible and understandable for a wider audience? Can government-sourced and private data be better combined? How can modern and emerging technology be used to get more granular data?

The first four topics describe the areas of focus across the domain (though there are crossovers between the topics). The data usability and capability topic enables the other four topics to be achieved.