



COVERSHEET

Minister	Hon Stuart Nash	Portfolio	Tourism
Title of Cabinet paper	Proposed Overseas Travel: Hon Stuart Nash (24-29 July 2022 to USA)	Date to be published	15 August 2022

List of documents that have been proactively released

Date	Title	Author
July 2022	Proposed Overseas Travel: Hon Stuart Nash (24-29 July 2022 to USA)	Office of the Minister of Tourism
4 July 2022	Proposed Overseas Travel: Hon Stuart Nash (24-29 July 2022 to USA) CAB-22-MIN-0262 Minute	Cabinet Office

Information redacted

No

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.

[In Confidence]

Office of the Minister of Tourism
Chair, Cabinet

Proposed Overseas Travel: Hon Stuart Nash

1. I seek Cabinet approval to travel to Los Angeles, United States of America (US) over the period 24 July to 29 July 2022. The primary purpose would be to attend Tourism New Zealand's (TNZ) Kiwi Link North America event in Los Angeles, 27-28 July 2022. The objectives of the trip are: liaising with key businesses to reconnect with US buyers, and advancing key airline relationships, including with American Airlines.
2. The Prime Minister has approved the travel in-principle, and House leave has been sought from the Party Whip.

Purpose of Travel

Los Angeles, California (24 July – 28 July)

3. The anchor for this visit is the Kiwi Link North America event. This is a TNZ trade show bringing together New Zealand tourism operators and international travel buyers (those who sell packages for travel in New Zealand) in a series of business meetings. Eighty New Zealand tourism operators are registered to attend so far – making this TNZ's largest ever Kiwi Link event. These meetings will be the first opportunity for New Zealand to reconnect with North American buyers in person since the border closure two years ago.
4. TNZ is leading the restart of tourism from the US with extensive media and trade partnership activity in 2022, with the aim of engaging travellers and driving visitation from the North American market for summer 2022. The lead time for booking travel from North American markets is usually 6-9 months.
5. A visit to Los Angeles will also enable me to engage with other Los Angeles-based New Zealand businesses in relation to my other portfolios of Small Business, and Economic and Regional Development. In particular, I would look to advance discussions about advanced manufacturing and digital technologies industry development.

Airline engagements

6. With China continuing to have closed borders, due to their COVID-19 approach, the American market's position as a top priority for the New Zealand tourism sector is even further solidified. Accordingly, it is vital that I direct effort to encouraging airlines to come back to New Zealand.
7. In Los Angeles it is my intention to engage directly with senior American Airlines and Hawaiian Airlines representatives as well as gain an

- understanding from Air New Zealand about their American operations. All have signalled via Tourism New Zealand their availability to meet.
8. Although American Airlines has committed flights to Auckland from Dallas-Fort Worth from October 2022, the New Zealand airport sector has expressed that a second route, from LAX to Christchurch, continues to be a top priority. Hawaiian Airlines is a key route to the North American market and has a global footprint similar to that of Air New Zealand.

Primary Benefits of undertaking engagements

9. The primary benefits of undertaking these engagements include, but are not limited to:
 - 9.1 The Kiwilink event provides an opportunity to reconnect with US buyers. My attendance will support the tourism industry rebuilding relationships with key travel trade partners and help to raise New Zealand's profile in the US market. Within the US, the West Coast is our biggest market.
 - 9.2 Strengthening vital airline relationships at the senior level, particularly with American Airlines and Hawaiian Airlines.
 - 9.3 This visit will allow me to gain a greater understanding of tourism market dynamics and Tourism New Zealand's work in the US.
10. The below key engagements have been proposed and are currently being organised:
 - 10.1 Kiwi Link North America (TNZ Trade Show) – 27 and 28 July, including with senior executives from North American trade consortia and wholesale partners.
 - 10.2 Briefings from the NZ consulate staff in Los Angeles, relating to all my portfolios, including an NZTE overview of activities and programmes currently deployed to support NZ business in the US, particularly focused on consumer goods.
 - 10.3 TNZ is developing a programme of meetings with Los Angeles-based travel sellers, with a core focus on the high-end travel market.
 - 10.4 Meetings with American Airlines and Hawaiian Airlines representatives to solidify and actively encourage more connections to New Zealand.
11. There are opportunities for further potential engagements that officials can explore with relevant agencies. Should you approve this request, my officials will work with relevant agencies, including MFAT to finalise the itinerary for the visit.

Ministerial Party

12. I intend to lead a delegation that will likely comprise:
 - 12.1 An official from my office at the cost to Vote: Internal Affairs – Members of the Executive – Travel.

- 12.2 One senior official from the Ministry of Business, Innovation and Employment (MBIE). Their costs will be met by the department.
- 12.3 One representative from TNZ. Their costs will be met by TNZ.

Travel Costs

- 13. The estimated costs of the travel are:

Airfares (\$20,000 per person):	\$40,000
Accommodation:	\$9,000
Other expenses (meals etc.)	\$1,000
Contingency (10%)	\$5,000
Total:	\$55,000

Acting Ministers

- 14. In my absence, the following Ministers will be acting in my various portfolios:
 - 14.1 Hon David Parker act as Minister for Regional and Economic Development
 - 14.2 Hon Damien O'Connor act as Minister of Forestry
 - 14.3 Hon Peeni Henare act as Minister of Tourism
 - 14.4 Hon David Clark act as Minister of Small Business

Proactive release

- 15. This Cabinet Paper will be proactively released as per the Cabinet Office Circular CO 18(4), on the Ministry of Business, Innovation and Employment website. Proactive release is subject to redaction as appropriate under the official Information Act 1982.

Recommendations

- 1. I recommend that Cabinet
 - 1.1 **authorise** my absence from New Zealand, subject to leave from Parliament being secured, from 24 July 2022 to 29 July 2022 to travel to Los Angeles, United States of America, with the key reason being to attend TNZ's Kiwi Link North America event over the period 27-28 July 2022.
 - 1.2 **agree** that I be accompanied by one member of my staff;
 - 1.3 **approve** the estimated expenditure of \$55,000.00 for the travel expenses of the Ministerial party, as a charge to Vote: Internal Affairs Members of the Executive – Travel;

- 1.4 **note** that I will be accompanied by one official from the Ministry of Business, Innovation and Employment (MBIE), whose costs will be met by the department;
- 1.5 **note** that I will be accompanied by one representative from TNZ, whose costs will be met by Tourism New Zealand;
- 1.6 **note** that my visit will be supported by a delegation of officials drawn from our Consulate in Los Angeles and possibly other North American posts.
- 1.7 **note** that in my absence the following Ministers will act on my behalf:
 - 1.7.1 Hon David Parker act as Minister for Regional and Economic Development
 - 1.7.2 Hon Damien O'Connor act as Minister of Forestry
 - 1.7.3 Hon Peeni Henare act as Minister of Tourism
 - 1.7.4 Hon David Clark act as Minister of Small Business
- 1.8 **note** that leave from Parliament has been sought by the Party Whip.

Authorised for lodgement

Hon Stuart Nash

Minister of Tourism