



COVERSHEET

Minister	Hon Peeni Henare	Portfolio	Tourism
Title of Cabinet paper	Update on Tourism New Zealand's role in Domestic Demand	Date to be published	14 August 2023

List of documents that have been proactively released		
Date	Title	Author
May 2023	<i>Update on Tourism New Zealand's role in Domestic Demand</i>	Office of the Minister of Tourism
3 May 2023	<i>DEV-23-MIN-0069 Minute</i>	Cabinet Office

Information redacted	YES / <u>NO</u>
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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.

Update on Tourism New Zealand's Role in Domestic Demand

Portfolio **Tourism**

On 3 May 2023, the Cabinet Economic Development Committee:

- 1 **noted** that on 16 December 2020, the Cabinet Business Committee agreed that Tourism New Zealand's role be expanded to include domestic marketing throughout the COVID-19 response [CBC-20-MIN-0132];
- 2 **noted** that a review of Tourism New Zealand's domestic function has now been completed;
- 3 **noted** that the review does not consider it to be an appropriate ongoing role for the government to encourage spend in one demand-driven sector over others;
- 4 **noted** that the Minister of Tourism has agreed that Tourism New Zealand will stop domestic marketing activity from 1 July 2023 and return to international marketing only;
- 5 **noted** that the Minister of Tourism will have the ability to reactivate the domestic function in the event of an extreme shock;
- 6 **invited** the Minister of Tourism to consult Cabinet colleagues in the event of an extreme shock warranting the reactivation of Tourism New Zealand's domestic marketing function;
- 7 **noted** that the Minister of Tourism will provide advice to Extreme Weather Recovery Ministers as appropriate on tourism-related initiatives that could be implemented in the Thames/Coromandel area or other areas severely affected by the recent weather events.

Janine Harvey
Committee Secretary

Present: (see over)

Present:

Hon Dr Megan Woods (Chair)
Hon Michael Wood
Hon Dr Ayesha Verrall
Hon Damien O'Connor
Hon David Parker
Hon Peeni Henare
Hon Ginny Andersen
Hon Barbara Edmonds
Hon Dr Duncan Webb
Hon Dr Deborah Russell
Hon Rachel Brooking
Jo Luxton, MP

Officials present from:

Office of the Prime Minister
Officials Committee for DEV